

Air Travel Tax Survey

Table 1

AT1.

To what extent would you support or oppose a policy aimed at slowing down the growth in air travel?

Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 385 19% DEHMoQ	188 19%	197 19%	41 FGHI	38 FGHI	83 21%	69 22%	66 23%	88 22%	107 20%	116 20%	87 20%	76 15%	107 16%	164 23%	114 18%	128 22%	52 19%	90 20%	123 18%	262 19%
Tend to support	(1) 582 28% E	264 27%	319 30%	77 E	116 F	95 25%	94 29%	79 27%	122 30%	161 31%	171 29%	111 26%	139 27%	181 26%	224 31%	177 28%	177 30%	75 27%	111 24%	175 26%	407 30%
Neither support nor oppose	(0) 562 27% JNR	255 26%	306 29%	101 32%	87 26%	113 29%	78 24%	75 26%	108 27%	123 23%	173 29%	128 30%	138 27%	221 32%	179 25%	162 25%	151 26%	91 33%	112 25%	198 29%	364 27%
Tend to oppose	(-1) 261 13% BCDS	158 16%	103 10%	54 17% G	48 14%	44 11%	34 11%	35 12%	47 12%	80 15%	73 12%	52 12%	57 11%	85 12%	84 12%	93 15%	69 12% S	31 11%	76 17%	97 14%	164 12%
Strongly oppose	(-2) 140 7% BCIOPS	85 9%	55 5%	19 6% I	26 8% I	30 8% I	30 9% I	24 8% I	10 3%	41 8%	35 6%	21 5%	43 8%	45 7%	35 5%	60 9%	31 5% S	16 6% S	52 11%	46 7%	94 7%
Don't know/no opinion	119 6% BdJKMS	42 4%	77 7%	27 9% H	16 5% I	20 5% I	15 5% I	10 4% I	29 7%	16 3% M	24 4% M	24 6% M	54 11%	49 7%	40 6%	30 5%	37 6% S	10 4% S	14 3%	38 6%	81 6%
Support	968 47% DIMNOQ	452 46%	516 49%	118 37% Ei	154 47%	177 46%	163 51%	145 50%	210 52%	269 51% M	286 48%	198 47%	215 42%	288 42% O	389 54% P	291 46% P	305 51% S	127 46% S	201 44% S	298 44% S	669 49% S
Oppose	401 20% BCUJO*	243 24%	158 15%	73 23% I	74 22% I	74 19%	64 20%	59 20%	57 14%	121 23% L	107 18%	73 17%	100 20%	130 19% P	119 16% P	153 24% P	100 17% S	47 17% S	128 28% S	143 21% S	258 19% S
Net support	566 28% BdIMq*	209 21% C	357 34% C	45 14% Ei	80 24% I	103 27% I	100 31% I	86 30% I	152 38%	147 28% M	179 30% M	125 30% M	115 23% C	158 23% O	270 37% P	139 22% P	205 35% S	80 29% S	72 16% S	155 23% U	411 30% U
Mean score	0.42 BdInqS	0.33 C	0.51	0.23 FGHI	0.29 I	0.43 I	0.45 I	0.46	0.61	0.42	0.46	0.48	0.33	0.34 O	0.58 P	0.32	0.54 S	0.44	0.25	0.36	0.45
Std. Deviation	1.16	1.22	1.10	1.11	1.12	1.20	1.23	1.22	1.06	1.21	1.13	1.12	1.17	1.12	1.13	1.22	1.14	1.11	1.29	1.16	1.16
Std. Error	0.03	0.04	0.04	0.07	0.07	0.07	0.08	0.07	0.05	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.05	0.07	0.07	0.05	0.03

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 1 (CONT.)

AT1.

To what extent would you support or oppose a policy aimed at slowing down the growth in air travel?

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 385	85	146	101	98	71	36	30	385	-	144	22	8	212	194	191	393
	19%	23%	18%	19%	18%	24%	15%	21%	40%	-	18%	12%	19%	21%	19%	19%	19%
	BFJULN	C				G			J		N						
Tend to support	(1) 582	115	217	139	162	101	60	36	582	-	224	44	6	304	294	288	592
	28%	31%	26%	27%	30%	35%	25%	25%	60%	-	28%	24%	15%	30%	29%	28%	29%
	FJ			F		G			J								
Neither support nor oppose	(0) 562	89	227	143	158	66	79	35	-	-	212	51	4	287	273	289	566
	27%	24%	28%	27%	29%	23%	33%	25%	-	-	27%	28%	11%	28%	27%	28%	28%
	IJM					G					M	M	N				
Tend to oppose	(-1) 261	37	109	80	64	25	38	21	-	261	108	43	10	100	131	131	252
	13%	10%	13%	15%	12%	9%	16%	15%	-	65%	14%	23%	25%	10%	13%	13%	12%
	FJULMN			F		G			J		LN	N	N				
Strongly oppose	(-2) 140	28	71	36	36	21	9	14	-	140	75	19	10	37	76	64	132
	7%	8%	9%	7%	7%	7%	4%	10%	-	35%	9%	10%	24%	4%	7%	6%	6%
	CUJKMN						H		J		MN	MN	N				
Don't know/no opinion	119	12	54	25	26	8	19	7	-	-	31	4	3	75	60	59	115
	6%	3%	7%	5%	5%	3%	8%	5%	-	-	4%	2%	6%	7%	6%	6%	6%
	BFIIIN	C				G					N	N					
Support	968	200	363	240	261	172	96	65	968	-	368	65	14	516	489	479	985
	47%	55%	44%	46%	48%	59%	40%	46%	100%	-	46%	36%	34%	51%	48%	47%	48%
	BCFGI*	C		F	FG	GH			J		L	N					
Oppose	401	65	180	116	100	46	47	35	-	401	183	61	20	137	207	194	384
	20%	18%	22%	22%	18%	16%	20%	25%	-	100%	23%	34%	49%	14%	20%	19%	19%
	CIn			F		H			J		LMN	N	N				
Net support	566	135	182	124	161	126	49	31	968	-401	185	4	-6	379	282	284	601
	28%	37%	22%	24%	29%	43%	20%	21%	100%	-	23%	2%	-	37%	27%	28%	29%
	BdFGIn	C		EF	FG	GH			J		LMN	N	N				
Mean score	0.42	0.54	0.33	0.38	0.43	0.62	0.34	0.34	1.40	-1.35	0.33	0.04	-0.23	0.59	0.41	0.43	0.45
	BCFIn	C		F	F	GH			J		LMN	N	N				
Std. Deviation	1.16	1.19	1.20	1.18	1.14	1.17	1.07	1.26	0.49	0.48	1.21	1.18	1.51	1.07	1.18	1.15	1.15
Std. Error	0.03	0.07	0.05	0.06	0.05	0.08	0.08	0.12	0.02	0.03	0.05	0.10	0.28	0.04	0.04	0.04	0.03

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 2

AT1.

To what extent would you support or oppose a policy aimed at slowing down the growth in air travel?

Base: All version 1 - with Q1 preamble

	Total (A)	Gender		Age					Social Class				Region			HH Income			Children in HH		
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	1001	463	538	131	148	170	165	163	224	259	281	185	276	364	337	300	330	131	203	307	694
Wtd. Total	1000	483	518	156	161	188	156	140	199	258	288	206	248	336	355	310	298	134	214	323	677
Strongly support	(2) 257	125	132	29	23	58	49	47	51	66	84	53	54	74	103	81	78	39	63	89	168
	26%	26%	25%	19%	15%	31%	31%	33%	26%	26%	29%	26%	22%	22%	29%	26%	26%	29%	30%	27%	25%
	EH			FGH	FGHI									O							
Tend to support	(1) 317	141	176	43	71	54	49	42	57	94	83	61	79	101	110	106	96	41	65	92	225
	32%	29%	34%	28%	44%	29%	31%	30%	29%	36%	29%	29%	32%	30%	31%	34%	32%	30%	31%	28%	33%
	E			E	FGHI																
Neither support nor oppose	(0) 208	95	112	38	27	36	32	24	51	42	61	54	51	79	76	53	63	30	35	69	139
	21%	20%	22%	24%	17%	19%	20%	17%	26%	16%	21%	26%	20%	24%	21%	17%	21%	23%	17%	21%	20%
										L											
Tend to oppose	(-1) 115	68	47	21	24	18	12	14	24	32	35	23	25	37	38	40	34	15	25	46	68
	11%	14%	9%	14%	15%	10%	8%	10%	12%	12%	12%	11%	10%	11%	11%	13%	11%	11%	12%	14%	10%
	BC	C																			
Strongly oppose	(-2) 55	34	21	7	9	14	11	10	4	17	16	8	14	24	10	20	13	6	19	14	41
	6%	7%	4%	4%	6%	7%	7%	7%	2%	7%	6%	4%	6%	7%	3%	7%	4%	4%	9%	4%	6%
	CIOS					I	I	I						O	P						
Don't know/no opinion	49	19	30	17	6	7	4	4	11	6	10	8	25	21	18	10	12	3	6	14	36
	5%	4%	6%	11%	4%	4%	2%	3%	6%	3%	3%	4%	10%	6%	5%	3%	4%	2%	3%	4%	5%
	DJM			EF						M	M	M									
Support	574	266	308	72	94	112	98	89	109	160	167	114	132	175	213	186	175	80	128	180	393
	57%	55%	59%	46%	59%	60%	62%	64%	55%	62%	58%	55%	53%	52%	60%	60%	59%	60%	60%	56%	58%
	DN			FGH										O							
Oppose	170	102	68	28	34	32	24	23	28	49	51	31	39	61	48	60	47	21	44	60	109
	17%	21%	13%	18%	21%	17%	15%	17%	14%	19%	18%	15%	16%	18%	14%	19%	16%	15%	21%	19%	16%
	BC	C																			
Net support	404	164	240	44	61	79	74	66	81	111	116	83	93	114	165	126	127	59	84	120	284
	40%	34%	46%	28%	38%	42%	47%	47%	41%	43%	40%	40%	38%	34%	46%	41%	43%	44%	39%	37%	42%
	BCDNO	C		FGHI										O							
Mean score	0.64	0.55	0.72	0.47	0.48	0.68	0.73	0.75	0.68	0.64	0.66	0.64	0.60	0.52	0.76	0.62	0.67	0.71	0.62	0.63	0.64
	BCNO	C												O							
Std. Deviation	1.17	1.23	1.09	1.14	1.11	1.24	1.20	1.23	1.07	1.19	1.20	1.11	1.15	1.19	1.10	1.20	1.14	1.14	1.28	1.18	1.16
Std. Error	0.04	0.06	0.05	0.11	0.10	0.10	0.10	0.10	0.08	0.08	0.09	0.08	0.08	0.07	0.07	0.08	0.07	0.11	0.10	0.07	0.05

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RSTU
 * small base less than 30



Air Travel Tax Survey

Table 2 (CONT.)

AT1.

To what extent would you support or oppose a policy aimed at slowing down the growth in air travel?

Base: All version 1 - with Q1 preamble

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	1001	183	419	275	274	141	111	68	578	167	383	141	26	502	432	569	1001
Wtd. Total	1000	192	401	275	266	138	113	69	574	170	395	83	*26	488	439	562	1000
Strongly support	(2) 257 26% IJN	57 30%	90 23%	71 26%	65 24%	42 30%	21 19%	22 32%	257 45% J	-	92 23%	17 20%	5 20%	143 29%	119 27%	138 25%	259 26%
Tend to support	(1) 317 32% IJ	68 35%	121 30%	81 30%	91 34%	53 39%	34 30%	16 23%	317 55% J	-	137 35%	24 29%	5 20%	150 31%	142 32%	175 31%	319 32%
Neither support nor oppose	(0) 208 21% IJ	39 20%	82 21%	58 21%	57 21%	21 15%	30 26%	14 21%	-	-	82 21%	18 22%	2 6%	100 20%	81 18%	127 23%	211 21%
Tend to oppose	(-1) 115 11% BIJLM	13 7% C	50 13%	37 13%	28 10%	12 8%	16 14%	8 12%	-	115 68% J	39 10%LM	18 22% N	8 30% N	49 10%	53 12%	62 11%	112 11%
Strongly oppose	(-2) 55 6% CIJKMN	10 5%	31 8%	16 6%	16 6%	9 6%	4 3%	6 9%	-	55 32% J	31 8% MN	5 6% M	6 24% N	13 3%	26 6%	30 5%	55 5%
Don't know/no opinion	49 5% FIJN	5 3%	26 7%	13 5%	10 4%	2 1%	9 8%	3 4%	-	-	14 4%	1 1%	-	32 7%	19 4%	30 5%	45 4%
Support	574 57% BCFIJ	125 65% C	211 53%	152 55% F	156 59% F	95 69% G	55 48% G	38 55%	574 100% J	-	229 58%	41 49%	10 40%	293 60%	261 59%	313 56%	578 58%
Oppose	170 17% CJLMN	23 12% C	81 20%	52 19%	44 16%	20 15%	19 17%	14 20%	-	170 100% J	70 18% M	23 28% MN	14 54% N	63 13%	78 18%	92 16%	167 17%
Net support	404 40% BCFGI*	102 53% C	130 33%	100 36% F	113 42% F	75 54% GH	35 31% GH	24 34%	574 100% J	-170 -	159 40% LM	18 22% MN	-4 -	230 47% N	183 42%	221 39%	411 41%
Mean score	0.64 BCIJLn	0.80 C	0.51	0.59	0.63	0.80	0.50	0.60	1.45 J	-1.32	0.58 MN	0.36 N	-0.18 N	0.79	0.66	0.62	0.64
Std. Deviation	1.17	1.11	1.22	1.19	1.15	1.16	1.09	1.31	0.50 J	0.47	1.19 MN	1.20 N	1.53 N	1.09	1.19	1.15	1.16
Std. Error	0.04	0.09	0.07	0.08	0.08	0.10	0.11	0.17	0.02 J	0.04	0.07 MN	0.14 N	0.32	0.05	0.06	0.05	0.04

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJ/KLMN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 3

AT1.

To what extent would you support or oppose a policy aimed at slowing down the growth in air travel?

Base: All version 2 - no Q1 preamble

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	1049	457	592	148	144	188	126	185	258	255	306	213	275	374	359	316	338	137	202	327	722
Wtd. Total	1049	509	540	164	170	197	164	149	206	271	303	216	259	351	372	327	296	142	242	353	696
Strongly support	(2) 128 12% IOQ	63 12%	65 12%	12 8% I	15 9% I	25 12%	21 13%	19 13%	37 18%	41 15% M	32 10% M	33 15% M	22 9% M	33 10% O	61 17% P	33 10%	50 17% R	13 9% R	27 11%	34 10%	94 14%
Tend to support	(1) 266 25% IOS	122 24%	143 27%	34 21% I	45 26% I	41 21% I	45 28% I	36 24% I	64 31%	67 25% O	88 29% P	50 23% P	60 23%	80 23% O	114 31% P	72 22%	80 27% S	34 24%	46 19%	84 24%	182 26%
Neither support nor oppose	(0) 354 34% INOR	160 31%	194 36%	63 39% I	59 35% I	77 39% I	47 28% I	51 34% I	57 28%	80 30% O	113 37% O	74 34% O	87 34%	142 40% O	103 28% O	109 33%	88 30% R	61 43% R	77 32%	129 36%	225 32%
Tend to oppose	(-1) 147 14% BCDS C	90 18% C	57 10%	32 20% I	24 14% I	26 13% I	21 13% I	21 14% I	23 11%	48 18% M	38 13% M	28 13% M	32 12%	48 14% P	46 12% P	53 16%	35 12% S	16 11% S	51 21%	51 14%	96 14%
Strongly oppose	(-2) 85 8% CIPS C	51 10% C	34 6%	12 7% I	17 10% I	16 8% I	19 11% I	15 10% I	7 3%	24 9% M	19 6% M	13 6% M	29 11%	21 6% P	25 7% P	40 12%	18 6% S	10 7% S	33 14%	32 9%	53 8%
Don't know/no opinion	70 7% BCJMS C	23 5% C	47 9%	10 6% I	11 6% I	13 7% I	12 7% I	6 4% I	18 9%	10 4% M	14 5% M	17 8% M	29 11%	27 8% P	22 6% P	20 6%	25 8% S	7 5% S	8 3%	24 7%	46 7%
Support	394 38% DIMqS	185 36% G	208 39% I	46 28% I	60 35% I	66 33% I	66 40% I	56 37% I	101 49%	108 40% O	119 39% P	84 39% P	82 32%	113 32% O	176 47% P	105 32%	130 44% RS	47 33% RS	72 30%	118 33%	276 40%
Oppose	232 22% BCIQS C	141 28% C	91 17%	44 27% I	40 24% I	42 21% I	40 24% I	36 24% I	29 14%	72 27% K	57 19% K	42 19% K	61 23%	69 20% P	70 19% P	92 28%	52 18% S	27 19% S	84 35%	83 23%	149 21%
Net support	162 15% BdIKM* C	45 9% C	118 22% I	2 1% Ei	19 11% I	24 12% I	26 16% I	20 13% I	72 35%	36 13% K	63 21% M	42 19% M	22 8%	44 13% OP	105 28% P	13 4%	78 26% RS	21 15% S	-12	35 10% U	127 18%
Mean score	0.21 BalMO* C	0.12 C	0.30	0.01 I	0.11 I	0.18 I	0.18 I	0.17 I	0.54	0.20 M	0.26 M	0.31 M	0.07	0.18 O	0.41 P	0.02	0.41 RS	0.17	-0.08	0.11	0.26
Std. Deviation	1.12	1.17	1.06	1.04	1.10	1.10	1.20	1.15	1.05	1.19	1.03	1.11	1.14	1.02	1.13	1.17	1.13	1.02	1.20	1.10	1.13
Std. Error	0.04	0.06	0.05	0.09	0.10	0.09	0.12	0.09	0.07	0.08	0.07	0.09	0.08	0.06	0.07	0.07	0.07	0.10	0.09	0.07	0.05

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
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Air Travel Tax Survey

Table 3 (CONT.)

AT1.

To what extent would you support or oppose a policy aimed at slowing down the growth in air travel?

Base: All version 2 - no Q1 preamble

	Total (A)	Newspaper Readership		Voting Intention				Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	1049	173	430	261	280	145	130	74	407	217	387	94	12	547	589	460	1049
Wtd. Total	1049	174	424	249	278	154	129	73	394	232	399	99	*15	527	589	460	1049
Strongly support	(2) 128 12% FIJL	28 16%	56 13%	30 12%	33 12%	29 19%	15 12%	8 10%	128 33%	-	52 13%	5 5%	2 16%	69 13%	76 13%	53 11%	134 13%
Tend to support	(1) 266 25% IJN	47 27%	96 23%	58 23%	71 26%	48 31%	26 20%	20 27%	266 67%	-	88 22%	19 20%	1 7%	154 29%	152 26%	113 25%	273 26%
Neither support nor oppose	(0) 354 34% IJ	50 29%	145 34%	85 34%	101 36%	45 29%	49 38%	21 29%	-	-	130 33%	33 33%	3 19%	187 35%	192 33%	162 35%	355 34%
Tend to oppose	(-1) 147 14% IJKLN	24 14%	59 14%	43 17%	36 13%	13 9%	22 17%	13 18%	-	147 63%	69 17%	24 25%	2 16%	51 10%	78 13%	69 15%	140 13%
Strongly oppose	(-2) 85 8% IJKLN	18 10%	40 10%	20 8%	21 7%	13 8%	5 4%	8 11%	-	85 37%	44 11%	14 14%	4 25%	23 4%	51 9%	34 7%	77 7%
Don't know/no opinion	70 7% IJK	6 4%	28 7%	13 5%	16 6%	6 4%	10 8%	4 5%	-	-	17 4%	3 3%	3 18%	42 8%	40 7%	29 6%	70 7%
Support	394 38% FIJLN	75 43%	151 36%	88 35%	104 38%	77 50%	41 32%	28 38%	394 100%	-	139 35%	24 25%	3 23%	223 42%	228 39%	166 36%	407 39%
Oppose	232 22% IJKLN	42 24%	99 23%	64 26%	57 20%	26 17%	28 22%	21 28%	-	232 100%	113 28%	38 39%	6 40%	74 14%	129 22%	103 22%	217 21%
Net support	162 15% CDFIKn	33 19% C	52 12%	24 10%	48 17%	51 33%	13 10%	7 9%	394 100%	-232	26 7%	-14 -	-3 -	149 28%	99 17%	63 14%	190 18%
Mean score	0.21 FIJKLN	0.26	0.17	0.14	0.23	0.45	0.20	0.09	1.33	-1.37	0.09	-0.24	-0.32	0.40	0.23	0.19	0.25
Std. Deviation	1.12	1.21	1.16	1.12	1.09	1.16	1.04	1.17	0.47	0.48	1.19	1.10	1.53	1.01	1.14	1.09	1.11
Std. Error	0.04	0.10	0.06	0.08	0.07	0.11	0.10	0.15	0.03	0.04	0.07	0.12	0.54	0.05	0.05	0.06	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 4

AT2.

Which of these statements about the way airlines operate do you most agree with?

Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)	
UnWtd. Total	2050	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416	
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Protecting the environment should be given priority, even at the risk of slowing down economic growth in the air travel industry DGHJMS	1396 68%	666 67%	730 69%	191 60%	211 64%	264 69%	236 73%	218 75%	278 69%	391 74%	411 69%	279 66%	315 62%	460 67%	485 67%	452 71%	412 69%	203 73%	351 77%	458 68%	938 68%
Economic growth in the air travel industry should be given priority, even if the environment suffers to some extent BCDG	232 11%	147 15%	85 8%	48 15%	44 13%	52 14%	23 7%	28 10%	37 9%	55 10%	71 12%	56 13%	49 10%	89 13%	75 10%	68 11%	66 11%	40 15%	53 12%	79 12%	152 11%
Both should be given equal priority EHJRS	262 13%	127 13%	135 13%	48 15%	58 18%	44 11%	37 11%	25 9%	51 12%	50 10%	78 13%	61 14%	73 14%	88 13%	95 13%	79 12%	75 13%	20 7%	37 8%	94 14%	168 12%
Don't know/no opinion BCKMOS	160 8%	52 5%	108 10%	33 10%	18 5%	25 6%	26 8%	19 6%	39 10%	32 6%	31 5%	26 6%	70 14%	49 7%	72 10%	39 6%	40 7%	13 5%	14 3%	45 7%	114 8%

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKL/M/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 4 (CONT.)

AT2.

Which of these statements about the way airlines operate do you most agree with?

Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Protecting the environment should be given priority, even at the risk of slowing down economic growth in the air travel industry	1396 68%	265 72%	515 62%	367 70%	354 65%	222 76%	161 66%	100 70%	825 85%	184 46%	562 71%	121 67%	22 54%	688 68%	708 69%	688 67%	1405 69%
	CFIJ	C			F	G			J		M						
Economic growth in the air travel industry should be given priority, even if the environment suffers to some extent	232 11%	52 14%	114 14%	53 10%	77 14%	23 8%	28 12%	20 14%	57 6%	113 28%	95 12%	30 17%	11 27%	96 9%	118 11%	114 11%	225 11%
	CEIUN				F				J		M	N	N				
Both should be given equal priority	262 13%	34 9%	130 16%	62 12%	72 13%	38 13%	30 12%	18 13%	63 7%	82 20%	102 13%	19 10%	5 12%	136 13%	118 11%	144 14%	258 13%
	BCIJ	C							J								
Don't know/no opinion	160 8%	15 4%	66 8%	43 8%	42 8%	9 3%	23 9%	4 3%	22 2%	23 6%	34 4%	12 6%	3 7%	95 9%	84 8%	76 7%	162 8%
	BFHIKN	C		FH	F	G	H		J		N						

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 5

AT3.

To what extent would you support or oppose...

- Airlines paying higher taxes to reflect the environmental damage done by aircraft even if it means higher air fare

Base: All respondents who who received tax preamble

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	1021	467	554	139	144	190	130	184	234	255	299	196	271	366	347	308	321	129	208	320	701
Wtd. Total	1028	509	519	153	166	208	147	153	200	257	307	208	256	341	366	321	287	129	239	342	686
Strongly support	226 22% DJM	116 23%	110 21%	20 13% FGHI	29 17% G	51 24%	43 29%	35 23%	49 24%	80 31% KLM	67 22%	40 19%	38 15%	76 22%	75 20%	75 23%	60 21%	33 26%	62 26%	74 22%	152 22%
Tend to support	385 37% M	190 37%	195 38%	58 38%	60 36%	73 35%	64 44%	61 40%	68 34%	100 39% M	130 42% M	78 38%	76 30%	115 34%	146 40%	124 39%	108 37%	45 35%	87 36%	114 33%	271 40%
Neither support nor oppose	150 15% GJMTU	69 14%	81 16%	26 17% G	27 16% G	30 15% G	8 6% HI	26 17%	33 16%	24 9% LM	38 12% M	39 19%	49 19%	55 16%	54 15%	42 13%	46 16%	23 18%	27 11%	67 20% U	84 12%
Tend to oppose	125 12% E	65 13%	60 12%	23 15% FGHI	35 21% FGHI	22 10%	12 8%	16 10%	18 9%	26 10% O	33 11%	28 14%	37 14%	43 13%	40 11%	42 13%	31 11%	17 13%	38 16%	47 14%	78 11%
Strongly oppose	76 7% NO	44 9%	32 6%	9 6%	13 8%	19 9%	13 9%	13 9%	10 5%	19 7% O	20 6%	15 7%	23 9%	35 10%	18 5%	23 7%	21 7%	6 4%	22 9%	24 7%	52 8%
Don't know	66 6% DEHJL*	25 5%	40 8%	17 11% EH	3 2% FI	14 7% H	7 5% I	3 2% I	22 11%	8 3% M	19 6% M	6 3% M	32 13%	17 5% P	34 9% P	15 5% S	22 8% S	5 4%	3 1%	17 5%	49 7%
Support	611 59% DGJMU	305 60%	305 59%	78 51% G	89 53% G	124 59% G	107 73% I	96 63%	117 59%	179 70% LM	198 64% M	119 57% M	115 45%	191 56%	221 60%	199 62%	167 58%	78 61%	149 62%	187 55%	423 62%
Oppose	201 20% EIOS	109 21%	92 18%	32 21% GI	47 28% GI	40 19%	25 17%	29 19%	28 14%	45 18% O	53 17%	44 21%	59 23%	78 23% O	58 16%	65 20%	52 18%	22 17%	60 25%	71 21%	130 19%
Net support	410 40% DEGJK*	196 39%	213 41%	46 30% GHI	41 25% FGHI	83 40% G	82 56% H	67 44%	89 45%	134 52% LM	145 47% LM	75 36% M	55 22%	113 33% OP	163 45%	133 42%	115 40%	56 43%	89 37%	116 34% U	293 43%
Mean score	0.58 EGJM	0.55	0.61	0.43 GI	0.35 GI	0.60	0.80	0.59	0.72	0.79 LM	0.67 LM	0.50 M	0.32	0.47	0.66	0.60	0.58	0.67	0.55	0.51	0.62
Std. Deviation	1.20	1.24	1.16	1.13	1.22	1.25	1.23	1.21	1.14	1.21	1.15	1.18	1.23	1.28	1.11	1.21	1.18	1.15	1.29	1.20	1.20
Std. Error	0.04	0.06	0.05	0.11	0.11	0.10	0.12	0.10	0.08	0.08	0.07	0.09	0.09	0.07	0.07	0.08	0.07	0.11	0.10	0.07	0.05

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 5 (CONT.)

AT3.
To what extent would you support or oppose...
- Airlines paying higher taxes to reflect the environmental damage done by aircraft even if it means higher air fare
Base: All respondents who who received tax preamble

	Total (A)	Newspaper Readership		Voting Intention				Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction	Unwtd Total	
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)		Introduction (O)
UnWtd. Total	1021	185	426	280	267	145	129	70	496	192	359	99	22	531	1021	1021
Wtd. Total	1028	189	413	275	266	154	131	70	489	207	370	102	*26	521	1028	1028
Strongly support	(2) 226 22% FGIUN	47 25%	83 20%	67 24%	52 20%	48 31%	18 14%	16 23%	178 36%	15 7%	68 18%	17 17%	7 29%	133 26%	226 22%	229 22%
Tend to support	(1) 385 37% BUJKN	85 45%	154 37%	105 38%	92 35%	66 43%	57 44%	24 34%	215 44%	59 28%	162 44%	40 39%	7 28%	173 33%	385 37%	386 38%
Neither support nor oppose	(0) 150 15% GIKN	27 14%	68 17%	39 14%	41 16%	14 9%	27 21%	8 11%	41 8%	33 16%	38 10%	14 14%	5 19%	92 18%	150 15%	158 15%
Tend to oppose	(-1) 125 12% BHIN	10 5%	56 14%	28 10%	42 16%	12 8%	10 8%	16 23%	30 6%	58 28%	58 16%	19 19%	1 2%	46 9%	125 12%	120 12%
Strongly oppose	(-2) 76 7% IJMN	11 6%	33 8%	26 10%	18 7%	10 6%	9 7%	4 6%	13 3%	39 19%	32 9%	11 11%	6 22%	28 5%	76 7%	69 7%
Don't know	66 6% CDFIN	8 4%	19 5%	10 4%	21 8%	3 2%	9 7%	2 3%	11 2%	3 1%	12 3%	1 1%	- -	48 9%	66 6%	59 6%
Support	611 59% BFIJ	132 70%	237 57%	172 63%	144 54%	115 75%	75 57%	40 57%	393 80%	74 36%	230 62%	57 56%	14 57%	306 59%	611 59%	615 60%
Oppose	201 20% BUKLN	22 11%	89 22%	54 20%	60 22%	21 14%	19 15%	20 29%	44 9%	97 47%	90 24%	30 29%	6 24%	74 14%	201 20%	189 19%
Net support	410 40% BCEFI*	110 58%	148 36%	118 43%	84 32%	93 61%	56 43%	20 28%	349 71%	-23 -	141 38%	27 26%	8 33%	232 45%	410 40%	426 42%
Mean score	0.58 BFJLN	0.81 C	0.50	0.60 F	0.48 F	0.88 GH	0.53	0.47	1.07 J	-0.23	0.49 N	0.33 N	0.40	0.71	0.58	0.61
Std. Deviation	1.20	1.08	1.21	1.25	1.21	1.14	1.08	1.25	0.98	1.26	1.22	1.26	1.50	1.15	1.20	1.18
Std. Error	0.04	0.09	0.06	0.08	0.08	0.10	0.11	0.16	0.05	0.10	0.07	0.14	0.35	0.06	0.04	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 6

AT3.

To what extent would you support or oppose...

- Airlines paying higher taxes to reflect the environmental damage done by aircraft even if it means higher air fare

Base: All respondents with no tax preamble

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	1029	453	576	140	148	168	161	164	248	259	288	202	280	372	349	308	347	139	197	314	715
Wtd. Total	1022	483	539	167	165	176	174	136	205	272	284	214	251	346	360	316	306	146	217	335	687
Strongly support	259 25%	126 26%	133 25%	28 17%	34 21%	49 28%	48 28%	38 28%	62 30%	88 32%	82 29%	41 19%	47 19%	67 19%	112 31%	80 25%	73 24%	39 27%	68 31%	79 24%	179 26%
DJLoS				FGHI						LM	LM			O							
Tend to support	352 34%	164 34%	188 35%	49 30%	58 35%	68 39%	64 37%	47 34%	66 32%	99 37%	97 34%	79 37%	77 30%	119 34%	122 34%	111 35%	104 34%	54 37%	79 36%	117 35%	234 34%
Neither support nor oppose	184 18%	70 14%	115 21%	35 21%	33 20%	27 15%	26 15%	24 18%	39 19%	39 14%	45 16%	46 21%	54 22%	79 23%	57 16%	49 15%	57 19%	22 15%	33 15%	70 21%	115 17%
BCN				C						M				OP							
Tend to oppose	121 12%	71 15%	50 9%	37 22%	20 12%	15 8%	14 8%	13 10%	23 11%	28 10%	33 12%	29 14%	31 12%	48 14%	30 8%	43 14%	37 12%	18 12%	19 9%	37 11%	84 12%
BCDO				EI										O							
Strongly oppose	60 6%	37 8%	23 4%	5 3%	9 6%	15 9%	18 10%	8 6%	3 2%	13 5%	17 6%	10 5%	19 8%	22 6%	16 5%	21 7%	16 5%	8 5%	17 8%	18 5%	42 6%
CGI				G																	
Don't know	46 5%	16 3%	30 6%	12 7%	11 7%	2 1%	4 2%	5 4%	12 6%	5 2%	9 3%	9 4%	23 9%	11 3%	22 6%	13 4%	19 6%	5 3%	2 1%	14 4%	32 5%
FJMS				F	F	I	I	I		M	M	M					S				
Support	610 60%	289 60%	321 60%	77 46%	92 56%	118 67%	112 64%	85 62%	127 62%	187 69%	179 63%	120 56%	124 49%	186 54%	234 65%	190 60%	177 58%	93 64%	146 67%	196 59%	414 60%
DJMNOS				FGHI						LM	M			O			S				
Oppose	181 18%	108 22%	73 14%	42 25%	29 17%	30 17%	32 19%	22 16%	26 13%	41 15%	50 18%	40 18%	50 20%	70 20%	47 13%	64 20%	53 17%	26 18%	36 16%	55 16%	126 18%
BCDIO				I										O	P						
Net support	429 42%	182 38%	247 46%	35 21%	63 38%	88 50%	79 46%	63 46%	101 49%	146 54%	129 45%	81 38%	74 29%	115 33%	188 52%	126 40%	124 40%	67 46%	111 51%	141 42%	288 42%
BdFIJ*				EI	I					LM	M			O	P		S				
Mean score	0.64	0.58	0.70	0.37	0.57	0.70	0.64	0.71	0.83	0.83	0.70	0.54	0.45	0.48	0.84	0.61	0.63	0.70	0.75	0.63	0.65
DJMNNO				FH	I					LM	M			O	P						
Std. Deviation	1.17	1.25	1.10	1.13	1.14	1.22	1.27	1.18	1.06	1.14	1.20	1.12	1.20	1.16	1.13	1.21	1.16	1.17	1.21	1.14	1.19
Std. Error	0.04	0.06	0.05	0.10	0.10	0.10	0.11	0.10	0.08	0.08	0.08	0.08	0.08	0.07	0.07	0.08	0.07	0.11	0.09	0.07	0.05

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 6 (CONT.)

AT3.
To what extent would you support or oppose...
- Airlines paying higher taxes to reflect the environmental damage done by aircraft even if it means higher air fare
Base: All respondents with no tax preamble

	Total (A)	Newspaper Readership		Voting Intention				Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction	Unwtd Total	
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)		No introduction (P)
UnWtd. Total	1029	171	423	256	287	141	112	72	489	192	411	76	16	518	1029	1029
Wtd. Total	1022	177	412	249	278	139	111	72	479	194	424	79	15	494	1022	1022
Strongly support	259 (2)	68 38% BCFGIJ C	84 20%	63 25%	64 23%	50 36%	18 16%	25 34%	208 43%	24 12%	104 24%	21 27%	3 22%	129 26%	259	259
Tend to support	352 (1)	65 34%	130 31%	92 37%	99 35%	45 33%	39 35%	18 26%	179 37%	56 29%	151 36%	22 28%	3 22%	174 35%	352	356
Neither support nor oppose	184 (0)	17 18% BI C	85 21%	43 17%	56 20%	24 18%	23 21%	9 13%	52 11%	31 16%	70 16%	15 19%	2 14%	95 19%	184	182
Tend to oppose	121 (-1)	12 12% BCJN C	66 16%	23 9%	35 12%	14 10%	17 15%	12 16%	27 6%	43 22%	59 14%	13 17%	3 21%	46 9%	121	121
Strongly oppose	60 (-2)	11 6% FIJM C	29 7%	20 8%	11 4%	3 2%	8 7%	6 8%	7 2%	38 20%	28 7%	7 8%	3 23%	22 4%	60	61
Don't know	46	4 5% IJ	19 5%	7 3%	14 5%	2 2%	6 6%	2 3%	6 1%	2 1%	13 3%	1 1%	- -	28 6%	46	50
Support	610	132 60% BCFIJ C	214 52%	155 62%	163 59%	95 68%	57 51%	43 60%	387 81%	80 41%	255 60%	43 55%	7 43%	303 61%	610	615
Oppose	181	23 13% CIJMN C	95 23%	43 17%	46 16%	17 12%	25 22%	18 24%	35 7%	82 42%	86 20%	20 25%	7 43%	68 14%	181	182
Net support	429	110 42% BCFGI* C	119 29%	111 45%	117 42%	78 56%	32 29%	25 35%	352 74%	-1 -	169 40%	24 30%	0 *	234 47%	429	433
Mean score	0.64 BCFGI* C	0.97	0.44	0.64	0.65	0.91	0.41	0.63	1.17	-0.08	0.60	0.50	-0.01	0.73	0.64	0.64
Std. Deviation	1.17	1.15	1.21	1.20	1.11	1.07	1.17	1.35	0.94	1.35	1.20	1.29	1.53	1.11	1.17	1.18
Std. Error	0.04	0.10	0.06	0.08	0.07	0.10	0.12	0.17	0.05	0.10	0.06	0.16	0.40	0.05	0.04	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLNMN/BC/DEFGH/EFHG/FGH/GH/IJ/KLMN/LMN/MN
 * small base less than 30



Air Travel Tax Survey

Table 7

AT3.

To what extent would you support or oppose...

- Airlines paying higher taxes to reflect the environmental damage done by aircraft even if it means higher air fare

Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 484 24% DULMNS	241 24%	243 23%	48 15% FGHI	62 19% FGI	100 26%	90 28%	73 25%	110 27%	167 32% KLM	150 25% LM	82 19%	86 17%	143 21%	187 26%	155 24%	133 22% S	73 26%	130 29%	153 23%	331 24%
Tend to support	(1) 736 36% M	354 36%	383 36%	108 34%	118 36%	141 37%	128 40%	108 37%	134 33%	199 38% M	227 38% M	157 37%	153 30%	234 34%	269 37%	234 37%	211 36%	99 36%	165 36%	231 34%	506 37%
Neither support nor oppose	(0) 335 16% BCGJL*	139 14% C	196 18%	62 19% G	60 18% G	57 15%	34 11% HI	50 17%	72 18%	63 12% LM	83 14% LM	85 20%	103 20%	134 19% P	111 15%	91 14%	103 17%	45 16%	59 13%	136 20% U	199 14%
Tend to oppose	(-1) 246 12% CDEGO	136 14% C	110 10%	60 19% FGHI	54 16% FGHI	36 9%	26 8%	29 10%	41 10%	55 10% O	66 11%	57 14%	68 13%	91 13% O	70 10%	85 13%	69 12%	35 13%	57 12%	84 12%	162 12%
Strongly oppose	(-2) 136 7% BCGINO	81 8% C	55 5%	14 4% FG	22 7% I	34 9%	31 10%	22 8%	13 3%	31 6% O	37 6%	26 6%	42 8%	57 8% O	34 5%	44 7%	36 6%	13 5%	38 8%	43 6%	93 7%
Don't know	112 5% BdHJM*	41 4% C	71 7%	29 4% EFGH	14 4% I	16 4%	11 4%	8 3%	34 8%	14 3% M	28 5% M	15 4%	55 11%	28 4% O	56 8% P	28 4% M	41 7% S	10 4% S	6 1%	31 5%	81 6%
Support	1221 60% DGJKM*	595 60% C	626 59%	155 49% FGHI	181 55% G	241 63%	218 68%	181 63%	244 60%	366 69% LM	377 64% LM	239 57% M	239 47%	377 55% OP	455 63%	389 61%	344 58% S	172 62%	295 65%	384 57%	837 61%
Oppose	382 19% BCINO	217 22% C	165 16%	74 23% I	76 23% I	70 18%	57 18%	51 18%	54 13%	86 16% M	103 17%	83 20%	110 22%	148 22% O	104 14% P	129 20%	105 18%	48 18%	95 21%	126 19%	256 19%
Net support	839 41% BeGk*	378 38% C	461 44%	81 25% FGHI	105 32% FGHI	171 44%	162 50%	130 45%	190 47%	280 53% KLM	274 46% LM	156 37% M	129 25%	228 33% OP	351 48% P	260 41%	239 40%	123 45%	200 44%	258 38%	581 42%
Mean score	0.61 DEIJMo	0.57	0.66	0.40 FGHI	0.46 GI	0.64	0.71	0.64	0.78	0.81 LM	0.69 LM	0.52	0.38	0.48 O	0.75 P	0.61	0.61	0.69	0.65	0.57	0.63
Std. Deviation	1.19	1.25	1.13	1.13	1.18	1.24	1.25	1.19	1.10	1.18	1.17	1.15	1.21	1.22	1.12	1.21	1.17	1.15	1.25	1.17	1.20
Std. Error	0.03	0.05	0.04	0.07	0.08	0.07	0.08	0.07	0.06	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.05	0.08	0.07	0.05	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 7 (CONT.)

AT3.
To what extent would you support or oppose...
- Airlines paying higher taxes to reflect the environmental damage done by aircraft even if it means higher air fare
Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 484 24% BCFGI*	114 31% C	167 20% C	130 25% FG	117 21% FG	98 33% G	36 15% H	40 28% H	386 40% J	40 10% J	172 22% N	38 21% N	11 26% N	262 26% N	226 22% O	259 25% P	488 24%
Tend to support	(1) 736 36% BIJK	150 41% C	284 34% C	197 38% C	191 35% C	112 38% C	96 40% C	42 30% C	394 41% J	115 29% J	313 39% N	62 34% N	10 26% N	346 34% N	385 37% O	352 34% P	742 36%
Neither support nor oppose	(0) 335 16% BCIKN	45 12% C	153 19% C	83 16% C	97 18% C	39 13% G	51 21% H	17 12% H	93 10% J	63 16% J	108 14% N	29 16% N	7 17% N	187 18% N	150 15% O	184 18% P	340 17%
Tend to oppose	(-1) 246 12% BCHIN	23 6% C	122 15% C	51 10% EH	76 14% F	26 9% H	27 11% H	27 19% H	58 6% J	101 25% J	117 15% N	32 18% N	4 9% N	92 9% N	125 12% O	121 12% P	241 12%
Strongly oppose	(-2) 136 7% DJMNN	22 6% C	62 8% C	46 9% EF	29 5% F	12 4% G	17 7% G	10 7% G	21 2% J	77 19% J	59 7% MN	17 10% MN	9 22% N	50 5% N	76 7% O	60 6% P	130 6%
Don't know	112 5% DFIIN	12 3% C	37 5% C	17 3% E	35 6% F	6 2% G	15 6% G	5 3% G	16 2% J	5 1% J	25 3% N	2 1% N	- - N	76 8% N	66 6% O	46 5% P	109 5%
Support	1221 60% BCFIJ	264 72% C	451 55% C	327 62% F	307 56% F	210 72% GH	132 55% GH	83 58% GH	780 81% J	154 38% J	485 61% J	101 55% J	21 52% J	608 60% J	611 59% O	610 60% P	1230 60%
Oppose	382 19% BCFHIN	44 12% C	184 22% C	98 19% F	105 19% F	38 13% H	44 18% H	38 26% H	78 8% J	179 45% J	176 22% N	50 27% N	13 31% N	143 14% N	201 20% O	181 18% P	371 18%
Net support	839 41% BCEFH*	220 60% C	267 32% C	229 44% EFH	202 37% F	171 59% GH	88 36% GH	45 32% GH	702 73% J	-24 - J	309 39% LMN	51 28% N	8 21% N	466 46% N	410 40% O	429 42% P	859 42%
Mean score	0.61 BCFIJ*	0.88 C	0.47 C	0.62 F	0.57 F	0.90 GH	0.47 GH	0.55 GH	1.12 J	-0.16 J	0.55 N	0.40 N	0.25 N	0.72 N	0.58 O	0.64 P	0.63
Std. Deviation	1.19	1.12	1.21	1.23	1.16	1.11	1.12	1.30	0.96	1.31	1.21	1.27	1.51	1.13	1.20	1.17	1.18
Std. Error	0.03	0.06	0.05	0.06	0.05	0.07	0.08	0.12	0.03	0.07	0.05	0.10	0.27	0.04	0.04	0.04	0.03

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 8

AT4.

To what extent would you support or oppose...

- Doubling the air passenger duty to reflect the environmental damage done by aircraft

Base: All respondents

	Total (A)	Gender		Age					Social Class				Region			HH Income			Children in HH		
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 391	189	202	35	50	79	77	63	86	136	119	69	67	108	153	129	106	59	112	124	267
	19%	19%	19%	11%	15%	21%	24%	22%	21%	26%	20%	16%	13%	16%	21%	20%	18%	21%	25%	18%	19%
	DGJMNS			FGHI	GH					KLM	M			OP			S				
Tend to support	(1) 654	315	339	87	108	121	113	94	131	188	194	130	142	213	239	202	197	86	144	213	440
	32%	32%	32%	27%	33%	31%	35%	32%	32%	36%	33%	31%	28%	31%	33%	32%	33%	31%	32%	32%	32%
	M									M											
Neither support nor oppose	(0) 378	157	221	85	51	67	44	47	84	68	108	84	119	140	135	103	126	43	58	144	235
	18%	16%	21%	27%	15%	17%	14%	16%	21%	13%	18%	20%	23%	20%	19%	16%	21%	16%	13%	21%	17%
	BdGJM*			EFGH			I			KLM						S				U	
Tend to oppose	(-1) 329	190	139	62	76	55	38	46	51	76	92	82	79	126	92	110	81	56	83	108	220
	16%	19%	13%	19%	23%	14%	12%	16%	12%	14%	16%	19%	16%	18%	13%	17%	14%	20%	18%	16%	16%
	BCEGIO			GI	FGHI									O	P		R				
Strongly oppose	(-2) 170	92	78	17	26	48	34	27	19	45	48	35	42	70	42	59	39	21	51	53	117
	8%	9%	7%	10%	8%	12%	11%	9%	5%	8%	8%	8%	8%	10%	6%	9%	7%	8%	11%	8%	9%
	FINOS			FG		I	I	I						O	P		S				
Don't know	128	49	79	33	19	15	14	11	34	16	31	23	58	29	65	33	44	11	8	35	93
	6%	5%	7%	10%	6%	4%	4%	4%	8%	3%	5%	5%	11%	4%	9%	5%	7%	4%	2%	5%	7%
	BdJIM*			FGH		I	I	I		M	M	M		O	P		S				
Support	1044	503	541	123	159	200	190	157	216	324	313	199	209	321	392	331	303	145	256	337	707
	51%	51%	51%	38%	48%	52%	59%	54%	54%	61%	53%	47%	41%	47%	54%	52%	51%	53%	56%	50%	52%
	DGJMNS			Ei	G					KLM	M			O							
Oppose	499	282	217	79	102	103	72	74	70	120	140	117	121	196	134	169	121	77	134	161	338
	24%	28%	20%	25%	31%	27%	23%	25%	17%	23%	24%	28%	24%	29%	18%	27%	20%	28%	29%	24%	25%
	BCEIN*			I	GI	I		I						O	P		RS				
Net support	545	221	324	44	56	97	117	83	147	204	173	81	87	125	258	162	182	68	122	176	369
	27%	22%	31%	14%	17%	25%	37%	29%	36%	39%	29%	19%	17%	18%	36%	25%	31%	25%	27%	26%	27%
	BeGIJ*			FGHI	FGHI	GI	H	I		KLM	LM			OP	P						
Mean score	0.40	0.34	0.46	0.22	0.26	0.35	0.52	0.43	0.58	0.58	0.43	0.29	0.25	0.25	0.56	0.39	0.45	0.40	0.41	0.38	0.41
	CDJMo			GH	GI	I				LM	M			O	P						
Std. Deviation	1.23	1.27	1.19	1.10	1.23	1.32	1.29	1.27	1.14	1.26	1.23	1.22	1.19	1.24	1.17	1.27	1.17	1.26	1.34	1.21	1.25
Std. Error	0.03	0.05	0.04	0.07	0.08	0.08	0.08	0.07	0.06	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.08	0.07	0.05	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKL MNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 8 (CONT.)

AT4.

To what extent would you support or oppose...

- Doubling the air passenger duty to reflect the environmental damage done by aircraft

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 391 19% BCFGIJ C	99 27% C	135 16% G	109 21% G	94 17% F	70 24% G	32 13% H	33 23% H	313 32% J	33 8% J	139 17% J	35 19% J	8 20% J	208 20% J	190 18% J	201 20% J	393 19% J
Tend to support	(1) 654 32% FIJ F	128 35% FIJ	252 31% FIJ	175 33% F	158 29% F	113 39% F	75 31% F	44 31% F	383 40% J	92 23% J	270 34% J	55 30% J	9 21% J	315 31% J	344 34% J	309 30% J	668 33% J
Neither support nor oppose	(0) 378 18% BdGKN C	51 14% C	174 21% C	79 15% EG	111 20% GH	46 16% G	66 27% H	16 11% H	114 12% J	66 17% J	127 16% N	24 13% N	6 16% N	217 21% N	174 17% N	204 20% N	380 19% N
Tend to oppose	(-1) 329 16% BEGIKN C	45 12% C	141 17% C	85 16% FG	106 19% FG	38 13% G	28 11% H	29 21% H	96 10% J	120 30% J	157 20% N	37 20% N	7 17% N	129 13% N	165 16% N	164 16% N	324 16% N
Strongly oppose	(-2) 170 8% LILMN F	25 7% F	77 9% F	55 10% F	38 7% F	16 6% G	21 9% G	16 11% G	38 4% J	83 21% J	69 9% LM	27 15% N	10 23% N	65 6% N	87 8% N	83 8% N	160 8% N
Don't know	128 6% DFIIN EG	16 4% EG	46 6% EG	21 4% EG	38 7% F	9 3% G	20 8% G	5 3% G	23 2% N	7 2% N	33 4% N	4 2% N	1 2% N	81 8% N	67 7% N	61 6% N	125 6% N
Support	1044 51% BCEgJ C	228 62% C	387 47% C	285 54% EFG	252 46% F	183 63% G	107 44% G	77 54% G	696 72% J	125 31% J	409 51% J	90 49% J	17 41% J	523 52% J	534 52% J	510 50% J	1061 52% J
Oppose	499 24% BFIn C	70 19% C	219 26% C	140 27% F	144 26% F	55 19% H	49 20% H	45 32% H	134 14% J	203 51% J	225 28% N	64 35% N	17 41% N	194 19% N	252 25% N	247 24% N	484 24% N
Net support	545 27% BCEFIIn C	157 43% C	168 20% C	145 28% EF	108 20% F	128 44% GH	58 24% G	32 22% G	563 58% J	-79 - J	183 23% LMN	26 14% MN	0 * N	329 32% N	282 27% N	264 26% N	577 28% N
Mean score	0.40 BCFIJ* C	0.66 C	0.29 C	0.40 F	0.32 F	0.64 GH	0.31 G	0.35 G	0.89 J	-0.33 J	0.33 N	0.19 N	-0.04 N	0.51 N	0.40 N	0.40 N	0.42 N
Std. Deviation	1.23	1.22	1.23	1.29	1.21	1.16	1.15	1.35	1.10	1.27	1.24	1.37	1.49	1.18	1.23	1.23	1.22
Std. Error	0.03	0.07	0.05	0.06	0.06	0.07	0.08	0.12	0.04	0.07	0.05	0.11	0.27	0.04	0.04	0.03	

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKL MNOP/BC/DEFGH/EFGH/FGH/GH/IJ/KLMN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 9

AT4.

To what extent would you support or oppose...

- Doubling the air passenger duty to reflect the environmental damage done by aircraft

Base: All respondents who who received tax preamble

	Total (A)	Gender		Age					Social Class				Region			HH Income			Children in HH		
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	1021	467	554	139	144	190	130	184	234	255	299	196	271	366	347	308	321	129	208	320	701
Wtd. Total	1028	509	519	153	166	208	147	153	200	257	307	208	256	341	366	321	287	129	239	342	686
Strongly support	(2) 190 18% DJMS	101 20%	89 17%	14 9% FGHI	29 18%	40 19%	35 24%	33 21%	38 19%	69 27% KLM	54 18%	36 17%	31 12%	59 17%	65 18%	65 20%	49 17%	27 21%	58 25%	60 18%	129 19%
Tend to support	(1) 344 34%	167 33%	178 34%	49 32%	51 31%	69 33%	56 38%	51 33%	68 34%	93 36%	109 36%	69 33%	73 29%	108 32%	127 35%	109 34%	101 35%	44 34%	70 29%	111 32%	234 34%
Neither support nor oppose	(0) 174 17% DJMS	75 15%	99 19%	35 23% FG	27 16%	28 13%	17 11%	25 16%	42 21%	28 11% LM	52 17%	39 19%	55 22%	60 18%	69 19%	46 14%	54 19% S	21 17%	28 12%	62 18%	113 16%
Tend to oppose	(-1) 165 16% CEIOS	94 18%	71 14%	27 17%	39 23% GI	35 17%	17 11%	25 17%	23 11%	35 14%	51 17%	38 18%	41 16%	60 18%	46 13% P	60 19%	43 15%	24 18%	50 21%	64 19%	102 15%
Strongly oppose	(-2) 87 8% N	43 9%	44 8%	8 5%	17 10%	23 11%	13 9%	15 10%	11 6%	24 9%	22 7%	18 9%	24 9%	39 11%	23 6%	25 8%	21 7%	8 6%	27 11%	30 9%	57 8%
Don't know	67 7% DEHJM*	29 6%	39 7%	20 13% EH	4 2% I	14 7%	9 6%	4 2%	18 9%	8 3% M	19 6% M	8 4% M	33 13%	15 5% O	36 10% P	16 5%	19 7% S	5 4%	5 2%	15 4%	52 8%
Support	534 52% DGJM	267 53%	267 51%	64 42% GH	80 48% G	109 52%	92 62%	84 55%	106 53%	163 63% KLM	163 53%	104 50%	104 41%	167 49%	193 53%	174 54%	150 52%	72 55%	129 54%	171 50%	363 53%
Oppose	252 25% EINOS	138 27%	115 22%	34 22% GI	56 33% I	58 28%	30 20%	41 26%	34 17%	59 23% KLM	73 24%	57 27%	64 25%	99 29% O	69 19% P	85 26%	64 22% S	32 24%	77 32%	94 27%	159 23%
Net support	282 27% DEGIJ*	130 25%	152 29%	29 19% GI	25 15% FGHI	51 24% GI	62 42% H	43 28%	71 36%	104 40% KLM	91 30% M	48 23%	39 15%	69 20% OP	124 34% P	89 28%	87 30% S	40 31%	52 22%	77 23% U	205 30%
Mean score	0.40 GJMN	0.39	0.41	0.27 GI	0.23 FGHI	0.35	0.61	0.41	0.54	0.60 LM	0.43 M	0.33	0.21	0.27 O	0.50	0.42	0.43	0.48	0.36	0.33	0.44
Std. Deviation	1.23	1.26	1.21	1.08	1.28	1.31	1.25	1.28	1.14	1.29	1.20	1.23	1.20	1.28	1.16	1.25	1.18	1.21	1.36	1.24	1.23
Std. Error	0.04	0.07	0.06	0.10	0.12	0.11	0.12	0.10	0.08	0.09	0.08	0.10	0.09	0.07	0.07	0.08	0.07	0.12	0.10	0.08	0.05

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 9 (CONT.)

AT4.

To what extent would you support or oppose...

- Doubling the air passenger duty to reflect the environmental damage done by aircraft

Base: All respondents who who received tax preamble

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction	Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	
UnWtd. Total	1021	185	426	280	267	145	129	70	496	192	359	99	22	531	1021	1021
Wtd. Total	1028	189	413	275	266	154	131	70	489	207	370	102	*26	521	1028	1028
Strongly support	(2) 190 18%	47 25%	68 16%	60 22%	41 15%	37 24%	17 13%	12 17%	145 30%	16 8%	55 15%	18 17%	6 24%	111 21%	190 18%	191 19%
		BIJKN C		F	G			J			N					
Tend to support	(1) 344 34%	74 39%	140 34%	91 33%	79 30%	63 41%	47 36%	26 37%	207 42%	45 22%	138 37%	34 34%	5 21%	163 31%	344 34%	349 34%
		IJ		F				J								
Neither support nor oppose	(0) 174 17%	21 11%	79 19%	42 15%	47 18%	23 15%	35 27%	7 10%	55 11%	35 17%	54 15%	10 9%	6 22%	104 20%	174 17%	179 18%
		BGILN C		G		G	H					N				
Tend to oppose	(-1) 165 16%	24 13%	66 16%	43 15%	60 22%	18 12%	11 8%	15 21%	49 10%	69 33%	78 21%	23 22%	5 19%	60 12%	165 16%	161 16%
		EGUJKN		FG			H		J		N	N				
Strongly oppose	(-2) 87 8%	14 7%	38 9%	30 11%	20 7%	8 5%	11 9%	7 11%	22 4%	39 19%	31 8%	17 17%	3 14%	36 7%	87 8%	81 8%
		IJL							J		L	N				
Don't know	67 7%	9 5%	23 5%	10 4%	20 7%	5 3%	10 8%	2 3%	11 2%	2 1%	15 4%	1 1%	- -	47 9%	67 7%	60 6%
		DIJKLN									N	N				
Support	534 52%	121 64%	207 50%	151 55%	120 45%	99 65%	64 49%	38 55%	352 72%	61 29%	193 52%	52 51%	11 45%	274 53%	534 52%	540 53%
		BEFIJ C		E	F	G			J							
Oppose	252 25%	38 20%	104 25%	73 26%	79 30%	26 17%	22 17%	22 31%	70 14%	109 53%	108 29%	40 39%	8 33%	96 18%	252 25%	242 24%
		EgIIN		F	FG	H	H		J		N	N				
Net support	282 27%	83 44%	103 25%	78 28%	41 15%	73 48%	42 32%	16 23%	282 58%	-48 -	85 23%	13 12%	3 12%	178 34%	282 27%	298 29%
		BEFIIN C		EF	FG	GH			J		LN	N	N			
Mean score	0.40	0.64	0.34	0.41	0.25	0.68	0.39	0.31	0.85	-0.35	0.31	0.13	0.22	0.53	0.40	0.42
		BEFIJ C		F	F	GH			J		N	N				
Std. Deviation	1.23	1.22	1.23	1.30	1.22	1.14	1.13	1.30	1.10	1.24	1.21	1.39	1.39	1.20	1.23	1.22
Std. Error	0.04	0.10	0.07	0.09	0.08	0.10	0.11	0.17	0.05	0.10	0.07	0.15	0.33	0.06	0.04	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 10

AT4.

To what extent would you support or oppose...

- Doubling the air passenger duty to reflect the environmental damage done by aircraft

Base: All respondents with no tax preamble

	Total (A)	Gender		Age					Social Class				Region			HH Income			Children in HH		
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	1029	453	576	140	148	168	161	164	248	259	288	202	280	372	349	308	347	139	197	314	715
Wtd. Total	1022	483	539	167	165	176	174	136	205	272	284	214	251	346	360	316	306	146	217	335	687
Strongly support	(2) 201	88	113	21	21	40	42	30	48	67	64	33	37	49	88	64	57	32	54	63	138
	20%	18%	21%	13%	13%	23%	24%	22%	23%	25%	23%	16%	15%	14%	24%	20%	19%	22%	25%	19%	20%
	DEJMNO			FGHI	FGHI					LM	M			O							
Tend to support	(1) 309	148	161	38	57	51	56	43	63	94	85	61	69	105	112	93	96	42	73	103	206
	30%	31%	30%	23%	35%	29%	32%	31%	31%	35%	30%	29%	27%	30%	31%	29%	31%	29%	34%	31%	30%
	D			E																	
Neither support nor oppose	(0) 204	82	123	49	24	39	28	22	42	40	56	45	64	80	66	58	72	22	29	82	122
	20%	17%	23%	30%	15%	22%	16%	16%	21%	15%	20%	21%	25%	23%	18%	18%	23%	15%	13%	24%	18%
	BdJMSu			EGH						M				RS						U	
Tend to oppose	(-1) 164	96	67	35	38	20	22	21	28	41	40	44	39	66	47	51	38	32	33	45	119
	16%	20%	12%	21%	23%	12%	12%	15%	13%	15%	14%	20%	15%	19%	13%	16%	12%	22%	15%	13%	17%
	BCEQ			F	FGI									O			R				
Strongly oppose	(-2) 83	48	35	9	9	25	21	12	8	21	26	17	19	31	19	33	19	13	24	22	61
	8%	10%	6%	5%	5%	14%	12%	9%	4%	8%	9%	8%	7%	9%	5%	11%	6%	9%	11%	7%	9%
	CFIO			F	F	I	I	I						P			S				
Don't know	61	21	40	14	15	2	6	8	16	8	12	15	25	14	29	17	25	6	3	20	41
	6%	4%	7%	8%	9%	1%	3%	6%	8%	3%	4%	7%	10%	4%	8%	5%	8%	4%	1%	6%	6%
	CFJMS			F	FG	HI				M	M			O			S				
Support	510	236	274	59	78	91	98	73	111	161	149	94	105	154	200	157	152	74	127	166	344
	50%	49%	51%	35%	48%	52%	56%	54%	54%	59%	52%	44%	42%	45%	55%	50%	50%	50%	59%	50%	50%
	DJMNO			Ei						LM	M			O							
Oppose	247	145	102	45	47	45	43	33	35	62	67	61	57	98	65	84	57	45	58	67	179
	24%	30%	19%	27%	28%	25%	24%	24%	17%	23%	24%	28%	23%	28%	18%	27%	19%	31%	27%	20%	26%
	BCINO*			I	I					O				O	P		RS				
Net support	264	91	172	14	32	46	55	40	76	100	82	34	48	56	134	73	96	28	69	99	165
	26%	19%	32%	9%	19%	26%	32%	30%	37%	37%	29%	16%	19%	16%	37%	23%	31%	19%	32%	30%	24%
	BdJIL*			Ei	GHI	I				LM	LM			OP	P		R	S			
Mean score	0.40	0.28	0.50	0.17	0.29	0.35	0.45	0.46	0.61	0.55	0.44	0.25	0.29	0.22	0.62	0.35	0.48	0.33	0.46	0.44	0.37
	BdJNO			HI	I	I				LM				O	P						
Std. Deviation	1.23	1.28	1.18	1.12	1.17	1.33	1.33	1.27	1.13	1.24	1.27	1.21	1.17	1.20	1.18	1.29	1.15	1.31	1.32	1.17	1.26
Std. Error	0.04	0.07	0.05	0.10	0.11	0.11	0.11	0.11	0.08	0.08	0.08	0.09	0.08	0.07	0.07	0.08	0.07	0.12	0.10	0.07	0.05

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NO/OP/OP/QR/RS/STU
* small base less than 30



Air Travel Tax Survey

Table 10 (CONT.)

AT4.

To what extent would you support or oppose...

- Doubling the air passenger duty to reflect the environmental damage done by aircraft

Base: All respondents with no tax preamble

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction	Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	No introduction (P)	
UnWtd. Total	1029	171	423	256	287	141	112	72	489	192	411	76	16	518	1029	1029
Wtd. Total	1022	177	412	249	278	139	111	72	479	194	424	79	*15	494	1022	1022
Strongly support	(2) 201	52	67	50	53	33	15	20	168	16	84	17	2	97	201	202
	20%	30%	16%	20%	19%	24%	13%	28%	35%	8%	20%	22%	13%	20%	20%	20%
	BCIJ	C				G	H		J							
Tend to support	(1) 309	54	112	84	78	50	29	18	176	47	132	20	3	152	309	319
	30%	31%	27%	34%	28%	36%	26%	25%	37%	24%	31%	25%	21%	31%	30%	31%
	I								J							
Neither support nor oppose	(0) 204	30	95	37	64	23	31	8	59	32	73	15	1	113	204	201
	20%	17%	23%	15%	23%	16%	28%	12%	12%	16%	17%	18%	5%	23%	20%	20%
	DGIN			EG		G	H				N					
Tend to oppose	(-1) 164	21	76	42	46	20	17	15	47	51	79	14	2	68	164	163
	16%	12%	18%	17%	17%	15%	15%	20%	10%	26%	19%	18%	14%	14%	16%	16%
	IJ								J							
Strongly oppose	(-2) 83	11	39	25	19	8	10	8	16	44	38	10	6	29	83	79
	8%	6%	9%	10%	7%	6%	9%	11%	3%	23%	9%	13%	40%	6%	8%	8%
	IJMN								J		M	MN	N			
Don't know	61	7	23	10	18	4	10	2	12	4	19	3	1	34	61	65
	6%	4%	6%	4%	6%	3%	9%	3%	3%	2%	4%	4%	7%	7%	6%	6%
	IJ															
Support	510	107	179	134	132	84	43	38	344	64	216	37	5	249	510	521
	50%	61%	44%	54%	47%	60%	39%	53%	72%	33%	51%	47%	34%	50%	50%	51%
	BCFGIJ	C		G	F	G			J							
Oppose	247	33	115	67	65	28	27	23	63	95	117	24	8	97	247	242
	24%	18%	28%	27%	23%	20%	24%	32%	13%	49%	28%	30%	54%	20%	24%	24%
	CIJMN	C							J		MN	N	N			
Net support	264	74	65	67	67	55	16	15	281	-31	99	13	-3	152	264	279
	26%	42%	16%	27%	24%	40%	15%	22%	59%	-	23%	17%	-	31%	26%	27%
	BCFGI*	C		FG	F	GH			J		MN	MN	N			
Mean score	0.40	0.68	0.24	0.39	0.39	0.60	0.20	0.40	0.93	-0.31	0.36	0.27	-0.51	0.48	0.40	0.42
	BCFIJM	C				G			J		M		N			
Std. Deviation	1.23	1.22	1.23	1.28	1.20	1.18	1.18	1.40	1.09	1.30	1.26	1.35	1.60	1.16	1.23	1.22
Std. Error	0.04	0.10	0.07	0.09	0.08	0.11	0.13	0.18	0.05	0.10	0.07	0.17	0.44	0.06	0.04	0.04

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFGH/FGH/GH/IJ/KLMN/LMN/MN
* small base less than 30

Air Travel Tax Survey

Table 11
AT5.
Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.
If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:
- went towards cutting income tax
Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 262	137	125	30	50	54	42	37	49	45	72	75	70	96	66	100	80	45	49	81	181
	13% JLOP	14%	12%	9%	15%	14%	13%	13%	12%	8%	12%	18%	14%	14%	9%	16%	14%	16%	11%	12%	13%
										LM	L			O	P		S				
Tend to support	(1) 521	240	281	102	99	95	80	52	93	108	173	114	125	184	171	166	150	73	120	170	350
	25% DHJK	24%	27%	32% FHI	30% H	25% H	25% H	18% H	23% H	21% KL	29% KL	27% KL	25% KL	27% KL	24% KL	26% KL	25% KL	27% KL	26% KL	25% KL	26% KL
Neither support nor oppose	(0) 491	217	274	86	83	80	61	70	111	116	148	91	136	165	186	140	169	59	80	165	326
	24% CGQS	22% C	26% C	27% G	25% G	21% I	19% I	24% I	28% I	22% RS	25% RS	21% RS	27% RS	24% RS	26% RS	22% RS	28% RS	21% RS	18% RS	24% RS	24% RS
Tend to oppose	(-1) 429	219	209	53	60	84	72	77	83	151	109	88	81	136	163	129	103	72	119	146	283
	21% HJMORS	22% H	20% H	17% H	18% H	22% H	22% H	27% H	21% H	29% KLM	18% KLM	21% KLM	16% KLM	20% KLM	23% KLM	20% KLM	17% RS	26% RS	26% RS	22% RS	21% RS
Strongly oppose	(-2) 222	134	88	13	24	53	52	43	37	86	59	38	40	71	72	80	58	20	77	74	149
	11% BeGHJ*	14% C	8% C	4% FGHI	7% FGH	14% I	16% I	15% I	9% I	16% KLM	10% KLM	9% KLM	8% KLM	10% KLM	10% KLM	13% KLM	10% S	7% S	17% S	11% S	11% S
Don't know	125	45	80	35	17	19	14	10	31	23	30	17	54	34	68	22	33	6	11	40	84
	6% BdHMO*	5% C	8% C	11% EFGH	5% EFGH	5% I	4% I	3% I	8% I	4% M	5% M	4% M	11% M	5% O	9% P	3% P	6% RS	2% RS	2% RS	6% RS	6% RS
Support	783	377	406	133	149	149	122	89	142	153	245	189	195	280	237	266	230	119	169	252	531
	38% EHJLOP	38% H	38% H	42% H	45% H	39% H	38% H	31% H	35% H	29% KLM	41% KLM	45% KLM	38% KLM	41% KLM	33% KLM	42% KLM	39% KLM	43% KLM	37% KLM	37% KLM	39% KLM
Oppose	651	353	298	66	84	137	124	121	120	236	167	126	121	207	235	209	161	92	196	220	432
	32% BeGHJ*	36% C	28% C	21% FGHI	25% FGH	36% I	39% I	42% I	30% I	45% KLM	28% KLM	30% KLM	24% KLM	30% KLM	32% KLM	33% KLM	27% S	34% S	43% S	32% S	31% S
Net support	132	23	108	66	65	12	-2	-32	22	-83	78	63	73	74	1	57	70	26	-27	32	100
	6% BhJu	2% C	10% C	21% FGHI	20% FGHI	3% G	- I	- I	6% I	- KLM	13% KLM	15% KLM	14% KLM	11% O	* P	9% P	12% S	10% S	- S	5% U	7% U
Mean score	0.09	0.03	0.15	0.29	0.29	0.03	-0.04	-0.14	0.09	-0.25	0.16	0.25	0.23	0.15	-0.01	0.13	0.16	0.19	-0.12	0.06	0.10
	CeHJL*	C	C	FGHI	FGHI	I	I	I	I	KLM	KLM	KLM	KLM	O	O	O	S	S	S	S	S
Std. Deviation	1.22	1.28	1.16	1.04	1.17	1.29	1.31	1.26	1.18	1.22	1.19	1.25	1.17	1.22	1.16	1.28	1.19	1.22	1.29	1.21	1.23
Std. Error	0.03	0.05	0.04	0.07	0.08	0.08	0.08	0.07	0.06	0.06	0.05	0.07	0.06	0.05	0.05	0.06	0.05	0.08	0.07	0.05	0.04

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 11 (CONT.)

AT5.

Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.

If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:

- went towards cutting income tax

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 262	37	124	71	67	31	30	20	145	37	101	16	2	143	130	132	265
	13%	10%	15%	14%	12%	10%	13%	14%	15%	9%	13%	9%	4%	14%	13%	13%	13%
		C							J								
Tend to support	(1) 521	89	225	116	124	86	70	37	263	103	206	43	11	259	269	252	521
	25%	24%	27%	22%	23%	29%	29%	26%	27%	26%	26%	24%	26%	26%	26%	25%	25%
				F													
Neither support nor oppose	(0) 491	79	202	115	149	64	65	29	214	77	172	33	8	274	244	248	507
	24%	22%	24%	22%	27%	22%	27%	20%	22%	19%	22%	18%	20%	27%	24%	24%	25%
		JN									N	N					
Tend to oppose	(-1) 429	88	149	128	120	61	37	33	223	100	185	52	9	184	214	215	423
	21%	24%	18%	25%	22%	21%	15%	24%	23%	25%	23%	28%	21%	18%	21%	21%	21%
		CDGIJ*	C	G	G						N	N					
Strongly oppose	(-2) 222	58	76	74	54	41	19	15	96	78	95	36	11	81	111	112	217
	11%	16%	9%	14%	10%	14%	8%	11%	10%	19%	12%	20%	27%	8%	11%	11%	11%
		BDJLMN	C	EG	G				J		LMN	N	N				
Don't know	125	14	49	19	31	9	21	8	26	6	36	2	1	74	61	64	117
	6%	4%	6%	4%	6%	3%	9%	5%	3%	2%	5%	1%	2%	7%	6%	6%	6%
		DFIIN	G	G	G						N	N					
Support	783	126	349	187	191	116	100	57	408	140	307	59	12	402	399	384	786
	38%	34%	42%	36%	35%	40%	41%	40%	42%	35%	39%	33%	30%	40%	39%	38%	38%
		C							J								
Oppose	651	147	225	202	174	102	56	49	319	178	280	88	19	265	325	326	640
	32%	40%	27%	39%	32%	35%	23%	34%	33%	44%	35%	48%	47%	26%	32%	32%	31%
		BdGJIN	C	EG	G	G	H		J		LN	N	N				
Net support	132	-21	125	-15	17	14	44	8	89	-38	27	-28	-7	137	74	58	146
	6%	-	15%	-	3%	5%	18%	5%	9%	-	3%	-	-	14%	7%	6%	7%
		BeGIn	C	EG	G	G	H		J		MN	N	N				
Mean score	0.09	-0.12	0.22	-0.04	0.06	0.01	0.25	0.09	0.15	-0.20	0.04	-0.27	-0.41	0.21	0.10	0.08	0.10
		BdGJLn	C	G	G	G			J		LMN	N	N				
Std. Deviation	1.22	1.26	1.21	1.28	1.19	1.24	1.15	1.25	1.23	1.28	1.24	1.27	1.27	1.17	1.22	1.22	1.22
Std. Error	0.03	0.07	0.05	0.06	0.06	0.08	0.08	0.12	0.04	0.07	0.05	0.10	0.23	0.04	0.04	0.04	0.03

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 12
AT6.
Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.
If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:
- went towards improving the environment
Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 773	383	391	88	118	155	144	120	149	214	240	157	162	226	279	268	228	116	195	242	532
		39%	37%	27%	36%	40%	45%	41%	37%	40%	41%	37%	32%	33%	38%	42%	38%	42%	43%	36%	39%
				Ei	G		I			M	M			OP							
Tend to support	(1) 723	335	388	125	126	133	106	88	145	187	197	163	176	260	242	220	202	106	163	251	472
		35%	37%	39%	38%	35%	33%	30%	36%	35%	33%	38%	35%	38%	33%	35%	34%	39%	36%	37%	34%
				H																	
Neither support nor oppose	(0) 258	118	139	51	42	42	31	41	50	57	71	53	77	93	90	74	88	29	40	91	166
		13%	13%	16%	13%	11%	10%	14%	12%	11%	12%	12%	15%	14%	12%	12%	15%	10%	9%	13%	12%
				G													S				
Tend to oppose	(-1) 118	74	44	20	23	22	12	19	23	30	34	28	25	51	34	33	26	15	25	45	73
		6%	4%	6%	7%	6%	4%	7%	6%	6%	6%	7%	5%	7%	5%	5%	4%	5%	5%	7%	5%
				C										O							
Strongly oppose	(-2) 70	41	29	5	10	18	16	12	9	18	21	11	20	30	14	26	17	4	24	18	52
		3%	3%	2%	3%	5%	5%	4%	2%	3%	4%	3%	4%	4%	2%	4%	3%	2%	5%	3%	4%
				FG			I							O	P			S			
Don't know	108	42	66	31	12	15	12	8	29	22	27	11	47	26	66	15	32	6	9	30	78
		5%	6%	10%	4%	4%	4%	3%	7%	4%	5%	3%	9%	4%	9%	2%	5%	2%	2%	4%	6%
				EFGH			I			M	M	M		O	P		RS				
Support	1496	717	779	213	244	288	249	208	294	401	437	320	338	487	521	488	430	222	358	493	1003
		73%	74%	67%	74%	75%	78%	72%	73%	76%	74%	76%	67%	71%	72%	77%	73%	81%	78%	73%	73%
				FG						M	M	M		P			RS				
Oppose	188	115	73	25	33	39	29	32	31	49	56	39	45	81	48	59	43	19	49	63	125
		9%	7%	8%	10%	10%	9%	11%	8%	9%	9%	9%	9%	12%	7%	9%	7%	7%	11%	9%	9%
				C										O							
Net support	1308	602	706	188	211	249	221	176	263	353	381	281	293	406	474	429	387	203	309	429	878
		64%	67%	59%	64%	65%	69%	61%	65%	67%	64%	66%	58%	59%	65%	67%	65%	74%	68%	63%	64%
				G			H			M	M	M		OP			R				
Mean score	1.04	0.99	1.08	0.94	1.00	1.05	1.13	1.01	1.07	1.08	1.06	1.04	0.95	0.91	1.12	1.08	1.07	1.17	1.07	1.01	1.05
				G										OP							
Std. Deviation	1.05	1.11	0.99	0.95	1.04	1.09	1.09	1.12	0.99	1.05	1.07	1.01	1.06	1.09	0.97	1.07	1.01	0.93	1.11	1.02	1.06
Std. Error	0.03	0.04	0.03	0.06	0.07	0.06	0.07	0.06	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.06	0.06	0.04	0.03

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 12 (CONT.)

AT6.

Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.

If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:

- went towards improving the environment

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 773	161	296	201	200	136	82	61	530	92	323	59	17	373	380	394	782
	38%	44%	36%	38%	37%	46%	34%	43%	55%	23%	41%	33%	42%	37%	37%	39%	38%
	BFIJK	C		F	F	G			J								
Tend to support	(1) 723	121	279	200	179	105	85	44	316	141	270	65	6	378	368	354	723
	35%	33%	34%	38%	33%	36%	35%	31%	33%	35%	34%	36%	15%	37%	36%	35%	35%
	IM										M	M	N				
Neither support nor oppose	(0) 258	45	124	53	87	26	39	12	62	64	96	26	8	124	127	130	261
	13%	12%	15%	10%	16%	9%	16%	9%	6%	16%	12%	15%	19%	12%	12%	13%	13%
	CEIJ			EG	FH	G	H		J								
Tend to oppose	(-1) 118	11	52	34	30	12	13	9	28	60	51	18	2	46	67	51	117
	6%	3%	6%	6%	6%	4%	5%	6%	3%	15%	6%	10%	6%	5%	6%	5%	6%
	BULN	C							J			N					
Strongly oppose	(-2) 70	13	34	19	20	5	9	9	13	38	28	11	6	25	34	36	68
	3%	4%	4%	4%	4%	2%	4%	6%	1%	10%	4%	6%	15%	2%	3%	4%	3%
	IJMN					H			J		M	N	N				
Don't know	108	15	41	18	28	8	13	8	20	6	25	2	1	68	52	56	99
	5%	4%	5%	3%	5%	3%	5%	5%	2%	1%	3%	1%	2%	7%	5%	5%	5%
	DFIIN										N	N					
Support	1496	281	575	400	379	241	167	105	846	234	593	124	23	751	748	748	1505
	73%	77%	70%	76%	70%	82%	69%	74%	87%	58%	75%	68%	58%	74%	73%	73%	73%
	CFIJ	C		EG	F	GH			J		M		N				
Oppose	188	24	86	53	50	17	23	18	41	98	79	29	9	71	101	88	185
	9%	7%	10%	10%	9%	6%	9%	12%	4%	24%	10%	16%	21%	7%	10%	9%	9%
	FJLMN	C				H			J		LMN	N	N				
Net support	1308	257	489	348	329	224	145	87	805	136	514	95	15	680	647	660	1320
	64%	70%	59%	66%	60%	77%	60%	61%	83%	34%	65%	52%	37%	67%	63%	65%	64%
	BCFIJ*	C		F	F	GH			J		LM	N	N				
Mean score	1.04	1.15	0.96	1.05	0.99	1.25	0.95	1.04	1.39	0.48	1.05	0.80	0.65	1.09	1.02	1.05	1.04
	BCFIJ*	C		F	F	G			J		LM	N	N				
Std. Deviation	1.05	1.02	1.09	1.05	1.07	0.92	1.06	1.18	0.84	1.26	1.07	1.18	1.49	0.98	1.05	1.05	1.04
Std. Error	0.03	0.06	0.04	0.05	0.05	0.06	0.08	0.11	0.03	0.07	0.04	0.10	0.27	0.03	0.04	0.04	0.03

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 13

AT7.

Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.

If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:

- went towards education and the health service

Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 519 25%	243 24%	276 26%	87 27%	93 28%	90 23%	91 28%	69 24%	89 22%	110 21%	158 27%	116 27%	135 27%	178 26%	174 24%	166 26%	159 27%	66 24%	116 26%	172 25%	347 25%
Tend to support	(1) 672 33%	310 31%	362 34%	115 36%	109 33%	134 35%	105 33%	72 25%	137 34%	165 31%	198 33%	156 37%	154 30%	238 35%	221 30%	212 33%	199 34%	98 35%	155 34%	242 36%	430 31%
Neither support nor oppose	(0) 351 17%	168 17%	183 17%	47 15%	57 17%	64 17%	52 16%	57 20%	74 18%	89 17%	97 16%	67 16%	98 19%	112 16%	132 18%	107 17%	124 21%	44 16%	54 12%	112 17%	239 17%
Tend to oppose	(-1) 255 12%	136 14%	120 11%	34 11%	38 12%	50 13%	36 11%	49 17%	49 12%	76 14%	77 13%	53 13%	49 10%	83 12%	92 13%	81 13%	55 9%	45 16%	66 15%	77 11%	178 13%
Strongly oppose	(-2) 145 7%	95 10%	50 5%	5 2%	22 7%	33 9%	25 8%	34 12%	26 6%	63 12%	35 6%	18 4%	28 5%	50 7%	39 5%	55 9%	28 5%	16 6%	56 12%	43 6%	102 7%
Don't know	BdHJL* 108 5%	41 4%	67 6%	31 10%	11 3%	15 4%	12 4%	9 3%	30 8%	24 5%	28 5%	12 3%	44 9%	26 4%	68 9%	15 2%	29 5%	7 2%	8 2%	31 5%	77 6%
Support	BdLP* 1190 58%	553 56%	638 60%	202 63%	203 61%	224 58%	195 61%	141 49%	226 56%	275 52%	355 60%	271 64%	289 57%	416 61%	396 54%	378 59%	358 60%	164 59%	271 59%	414 61%	777 57%
Oppose	CHJO 400 20%	230 23%	169 16%	39 12%	60 18%	83 21%	61 19%	82 29%	74 18%	140 26%	112 19%	72 17%	76 15%	133 19%	131 18%	136 21%	83 14%	61 22%	122 27%	120 18%	280 20%
Net support	BdHJM* 791 39%	322 32%	468 44%	163 51%	142 43%	141 37%	135 42%	58 20%	151 37%	135 26%	244 41%	200 47%	212 42%	284 41%	265 36%	242 38%	275 46%	103 37%	149 33%	294 43%	497 36%
Mean score	BdHJL* 0.60	0.49	0.70	0.85	0.67	0.54	0.65	0.33	0.57	0.36	0.65	0.72	0.69	0.62	0.61	0.57	0.72	0.57	0.47	0.66	0.57
Std. Deviation	BdHJL* 1.22	1.28	1.14	1.04	1.21	1.24	1.24	1.34	1.18	1.31	1.20	1.14	1.17	1.22	1.19	1.26	1.12	1.20	1.35	1.18	1.24
Std. Error	0.03	0.05	0.04	0.07	0.08	0.07	0.08	0.08	0.06	0.06	0.05	0.06	0.06	0.05	0.05	0.06	0.05	0.08	0.07	0.05	0.04

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 13 (CONT.)

AT7.

Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.

If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:

- went towards education and the health service

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 519	90	238	110	146	95	69	34	319	70	211	31	6	270	242	277	522
		25%	29%	21%	27%	32%	29%	24%	33%	17%	27%	17%	15%	27%	24%	27%	25%
		CDFJUL		EFG					J		L	N					
Tend to support	(1) 672	104	255	166	183	104	72	48	328	135	244	60	14	352	351	321	675
		33%	31%	32%	34%	35%	30%	34%	34%	34%	31%	33%	34%	35%	34%	31%	33%
Neither support nor oppose	(0) 351	64	142	90	99	32	45	21	135	59	121	29	2	194	163	188	356
		17%	17%	17%	18%	11%	19%	15%	14%	15%	15%	16%	6%	19%	16%	18%	17%
		FIN		F	F	G					N						
Tend to oppose	(-1) 255	56	90	87	56	35	28	16	109	77	129	32	5	89	137	118	254
		12%	11%	17%	10%	12%	12%	12%	11%	19%	16%	18%	12%	9%	13%	12%	12%
		DJKLN		E					J		N	N					
Strongly oppose	(-2) 145	37	54	54	31	18	14	14	50	57	60	26	13	45	82	62	142
		7%	7%	10%	6%	6%	6%	10%	5%	14%	8%	14%	32%	4%	8%	6%	7%
		BDIJLn		E					J		LMN	MN	N				
Don't know	108	14	45	18	29	8	14	9	25	4	28	3	1	64	52	57	101
		5%	6%	3%	5%	3%	6%	6%	3%	1%	4%	2%	2%	6%	5%	6%	5%
		DIJKL									N	N					
Support	1190	195	493	276	330	198	141	82	648	205	455	91	20	622	593	597	1197
		58%	60%	53%	61%	68%	58%	58%	67%	51%	57%	50%	48%	61%	58%	58%	58%
		DFIJLN		EF		G			J		N						
Oppose	400	93	144	140	87	53	42	31	160	133	189	58	18	134	219	180	396
		20%	18%	27%	16%	18%	17%	22%	17%	33%	24%	32%	44%	13%	21%	18%	19%
		BDEInP		EFG					J		LMN	N	N				
Net support	791	102	349	136	243	145	99	51	488	72	266	32	2	488	374	417	801
		39%	42%	26%	45%	50%	41%	36%	50%	18%	34%	18%	5%	48%	36%	41%	39%
		BIn		EFGH		H			J		LMN	N	N				
Mean score	0.60	0.44	0.68	0.38	0.69	0.78	0.68	0.53	0.80	0.22	0.54	0.21	-0.12	0.75	0.55	0.65	0.61
		BfIJLn		EFG					J		LMN	N	N				
Std. Deviation	1.22	1.31	1.22	1.29	1.17	1.22	1.20	1.29	1.18	1.33	1.27	1.33	1.55	1.11	1.24	1.20	1.21
Std. Error	0.03	0.08	0.05	0.06	0.05	0.08	0.09	0.12	0.04	0.07	0.05	0.11	0.28	0.04	0.04	0.04	0.03

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFGH/FGH/GH/IJKL/MN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 14
AT8.
Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.
If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:
- went towards improving high speed rail services
Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Strongly support	(2) 240	138	103	29	30	50	46	43	42	64	76	50	49	87	73	80	71	38	69	68	172
		12%	10%	9%	9%	13%	14%	15%	10%	12%	13%	12%	10%	13%	10%	13%	12%	14%	15%	10%	13%
		BCS	C	H	H																
Tend to support	(1) 547	264	283	69	86	109	89	74	119	144	170	116	117	190	196	162	179	81	116	177	370
		27%	27%	22%	26%	28%	28%	26%	29%	27%	29%	28%	23%	28%	27%	25%	30%	29%	25%	26%	27%
		MQ		I						M											
Neither support nor oppose	(0) 505	219	287	84	93	93	68	65	104	125	135	99	147	166	173	167	164	63	91	161	345
		22%	27%	26%	28%	24%	21%	22%	26%	24%	23%	23%	29%	24%	24%	26%	28%	23%	20%	24%	25%
		BCMOS	C							M							S				
Tend to oppose	(-1) 448	219	228	87	78	79	58	62	83	108	133	105	101	150	165	133	106	71	103	173	275
		22%	22%	27%	24%	21%	18%	21%	21%	20%	23%	25%	20%	22%	23%	21%	18%	26%	23%	26%	20%
		DQTU		GI													R			U	
Strongly oppose	(-2) 193	113	80	20	31	39	42	34	26	65	47	37	44	65	51	76	41	16	66	63	130
		11%	8%	6%	9%	10%	13%	12%	6%	12%	8%	9%	9%	9%	7%	12%	7%	6%	14%	9%	9%
		BCGIJ*	C	GH			I	I		K					P		S				
Don't know	116	39	77	30	13	15	17	12	30	22	30	15	49	30	68	19	32	6	11	35	81
		6%	7%	9%	4%	5%	4%	7%		4%	5%	4%	10%	4%	9%	3%	5%	2%	2%	5%	6%
		BdMOP*	C	EFH		I				M	M	M		O	P		RS				
Support	787	402	385	98	117	159	135	117	161	209	246	167	166	276	269	242	250	119	185	245	543
		38%	36%	31%	35%	41%	42%	41%	40%	39%	42%	39%	33%	40%	37%	38%	42%	43%	41%	36%	40%
		DMQ		FGHI						M	M										
Oppose	640	332	308	107	109	119	101	95	109	173	180	142	145	216	216	209	147	88	169	236	404
		31%	29%	34%	33%	31%	31%	33%	27%	33%	31%	34%	29%	31%	30%	33%	25%	32%	37%	35%	29%
		CIQSTU															RS			U	
Net support	147	70	77	-9	7	40	35	22	52	36	66	25	21	61	54	33	103	31	16	9	138
		7%	7%	-	2%	10%	11%	7%	13%	7%	11%	6%	4%	9%	7%	5%	17%	11%	4%	1%	10%
		DgIKM*		FGHI	FGHI			I		K	LM			P			RS	S		U	
Mean score	0.10	0.10	0.10	-0.00	0.02	0.14	0.13	0.11	0.18	0.07	0.17	0.09	0.06	0.12	0.12	0.06	0.24	0.19	0.04	0.02	0.14
		QU		I													S				
Std. Deviation	1.18	1.25	1.12	1.11	1.13	1.21	1.28	1.26	1.11	1.23	1.18	1.18	1.14	1.19	1.14	1.22	1.12	1.16	1.31	1.17	1.19
Std. Error	0.03	0.05	0.04	0.07	0.07	0.07	0.08	0.07	0.06	0.06	0.05	0.06	0.06	0.05	0.05	0.05	0.05	0.08	0.07	0.05	0.04

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 14 (CONT.)

AT8.

Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.

If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:

- went towards improving high speed rail services

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Strongly support	(2) 240	63	94	55	58	43	22	25	172	32	97	26	7	111	117	123	251
	12%	17%	11%	11%	11%	15%	9%	17%	18%	8%	12%	14%	16%	11%	11%	12%	12%
	BHIJ	C		H	H		H		J								
Tend to support	(1) 547	116	198	137	148	100	62	30	314	68	218	44	11	274	286	261	556
	27%	32%	24%	26%	27%	34%	25%	21%	32%	17%	27%	24%	27%	27%	28%	26%	27%
	BCFIJ	C		F	GH				J								
Neither support nor oppose	(0) 505	59	224	119	154	62	61	30	216	79	171	35	6	286	241	265	508
	25%	16%	27%	23%	28%	21%	25%	21%	22%	20%	22%	20%	15%	28%	23%	26%	25%
	BCEIKN	C		F					N		N	N					
Tend to oppose	(-1) 448	79	178	130	105	58	61	30	174	138	195	50	6	197	225	223	436
	22%	22%		25%	19%	20%	25%	21%	18%	34%	25%	27%	16%	19%	22%	22%	21%
	IJKN			E					J		N	N					
Strongly oppose	(-2) 193	34	86	62	48	20	23	20	65	79	87	24	10	71	103	90	187
	9%	9%	10%	12%	9%	7%	10%	14%	7%	20%	11%	13%	24%	7%	10%	9%	9%
	DJMN			F		H			J		MN	N	N				
Don't know	116	14	46	20	33	9	13	8	27	5	26	2	1	76	56	61	112
	6%	4%	6%	4%	6%	3%	6%	5%	3%	1%	3%	1%	2%	7%	5%	6%	5%
	DUKLN										N	N					
Support	787	179	292	192	205	142	83	54	486	101	315	70	17	385	404	384	807
	38%	49%	35%	37%	38%	49%	34%	38%	50%	25%	40%	38%	43%	38%	39%	38%	39%
	BCFIJ	C		F	F	G			J								
Oppose	640	113	264	193	152	78	84	50	238	217	282	74	16	268	328	313	623
	31%	31%	32%	37%	28%	27%	35%	35%	25%	54%	36%	41%	40%	26%	32%	31%	30%
	DUJLN			EF					J		N	N					
Net support	147	66	28	-1	53	64	-1	4	248	-116	32	-4	1	117	76	71	184
	7%	18%	3%	-	10%	22%	-	3%	26%	-	4%	-	3%	12%	7%	7%	9%
	BgIIN	C		EFH	FGH	GH	H		J		LN	N					
Mean score	0.10	0.27	0.05	-0.02	0.12	0.31	-0.01	0.07	0.38	-0.41	0.05	-0.02	-0.06	0.17	0.09	0.11	0.13
	BDFIJN	C		F	F	G			J								
Std. Deviation	1.18	1.26	1.18	1.21	1.14	1.16	1.15	1.34	1.18	1.22	1.22	1.29	1.46	1.12	1.19	1.17	1.18
Std. Error	0.03	0.07	0.04	0.06	0.05	0.08	0.08	0.12	0.04	0.07	0.05	0.10	0.26	0.04	0.04	0.04	0.03

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJ/KLMN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 15

AT5-8.
Suppose taxes on flying were raised so as to add about £20 to the cost of a return flight to Paris and around £200 to a return flight to Australia.
If this were the case, to what extent would you support or oppose higher tax on air travel if all the money raised:
Base: All respondents

		AT5-8.			
		went towards cutting income tax	went towards improving the environment	went towards education and the health service	went towards improving high speed rail services
UnWtd. Total		2050	2050	2050	2050
Wtd. Total		2050	2050	2050	2050
Strongly support	(2)	262 13%	773 38%	519 25%	240 12%
Tend to support	(1)	521 25%	723 35%	672 33%	547 27%
Neither support nor oppose	(0)	491 24%	258 13%	351 17%	505 25%
Tend to oppose	(-1)	429 21%	118 6%	255 12%	448 22%
Strongly oppose	(-2)	222 11%	70 3%	145 7%	193 9%
Don't know		125 6%	108 5%	108 5%	116 6%
Support		783 38%	1496 73%	1190 58%	787 38%
Oppose		651 32%	188 9%	400 20%	640 31%
Net support		132 6%	1308 64%	791 39%	147 7%
Mean score		0.09	1.04	0.60	0.10
Std. Deviation		1.22	1.05	1.22	1.18
Std. Error		0.03	0.03	0.03	0.03

Proportions/Means: Tested at (5% risk level) -
 * small base less than 30

Number of sample points: 195
 Source: MORI (JN: 27495)
 Fieldwork dates: 8th - 12th June 2006

Air Travel Tax Survey

Table 16

AT9.

Can you please tell me how many flights you have taken in the last 12 months. Please count each journey to an end destination but not any changes of flight en route to that destination. A return flight would count as 2 flights?

Base: All respondents

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
1-2	532 26%	245 25%	287 27%	95 30%	93 28%	116 30%	95 30%	60 21%	72 18%	141 27%	167 28%	127 30%	97 19%	155 23%	189 26%	187 29%	134 23%	66 24%	141 31%	198 29%	333 24%
	HIMNP*			HI	HI	HI	HI			M	M	M		P			S			U	
3-5	262 13%	149 15%	113 11%	38 12%	40 12%	53 14%	53 17%	46 16%	32 8%	109 21%	80 13%	46 11%	28 6%	87 13%	101 14%	74 12%	45 8%	48 17%	93 20%	90 13%	173 13%
	BCIJM*	C		I	I	I	I			KLM	M	M					RS			U	
6-10	153 7%	82 8%	71 7%	23 7%	26 8%	32 8%	20 6%	32 11%	20 5%	71 13%	46 8%	46 5%	15 3%	52 8%	54 7%	46 7%	25 4%	18 6%	64 14%	37 6%	116 8%
	HJLMQ*					H	I			KLM	M						S			U	
11-15	29 1%	19 2%	10 1%	4 1%	7 2%	6 2%	6 2%	5 2%	1 *	14 3%	10 2%	4 1%	-	13 2%	14 2%	2 *	2 *	5 2%	13 3%	6 1%	23 2%
	IJMPOS			I	I	I	I			M	M	M		P	P		RS				
16-20	13 1%	11 1%	2 *	1 *	7 2%	2 1%	2 1%	1 *	-	8 2%	3 1%	1 *	1 *	8 1%	1 *	5 1%	-	1 1%	9 2%	5 1%	8 1%
	BCEIJ*	C			HI					LM				O			S				
21-25	4 *	1 *	2 *	-	1 *	-	1 *	1 *	1 *	2 *	-	-	1 *	2 *	-	1 *	-	2 1%	2 *	1 *	3 *
26-30	7 *	5 1%	2 *	-	3 1%	1 *	1 *	2 1%	-	2 *	3 1%	1 *	-	2 *	3 1%	1 *	-	2 1%	3 1%	1 *	6 *
31-35	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36+	17 1%	13 1%	4 *	0 *	1 *	10 3%	4 1%	2 1%	-	7 1%	5 1%	3 1%	2 *	12 2%	3 *	1 *	1 *	-	8 2%	10 2%	7 *
	CFINP*	C		F	F	I	I							OP			S			U	
None/never flown	1015 50%	458 46%	556 53%	158 49%	153 46%	161 42%	131 41%	139 48%	272 67%	167 32%	270 46%	221 52%	358 71%	352 51%	351 48%	311 49%	382 64%	133 48%	121 27%	323 48%	691 50%
	BCFGI*	C		I	I	I	I	I		KLM	M	M					RS	S			
Don't know	19 1%	8 1%	10 1%	1 *	-	2 1%	8 2%	1 *	7 2%	7 1%	6 1%	-	5 1%	3 *	10 1%	7 1%	4 1%	-	3 1%	5 1%	14 1%
	GL			G	GI	G	H			L	L										

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 16 (CONT.)

AT9.

Can you please tell me how many flights you have taken in the last 12 months. Please count each journey to an end destination but not any changes of flight en route to that destination. A return flight would count as 2 flights?

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Midlands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Mean score	2.28	2.81	1.79	1.77	2.63	3.16	2.60	2.65	1.06	3.74	2.45	1.77	1.02	2.80	2.14	1.88	1.12	2.25	4.06	2.38	2.24
BCFIJ*	C	Ei	I	I	I	I	I	I	KLM	LM	M	OP	RS	OP	OP	OP	RS	S	S	RS	RS
Std. Deviation	4.88	5.81	3.75	3.12	4.95	6.94	5.26	4.99	2.25	6.02	5.02	4.11	3.36	6.31	4.21	3.60	2.69	4.01	6.42	5.64	4.47
Std. Error	0.12	0.21	0.12	0.20	0.31	0.40	0.33	0.29	0.11	0.28	0.22	0.22	0.16	0.25	0.17	0.16	0.11	0.26	0.34	0.24	0.13

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/EF/GHI/FGHI/GHI/HI/IJKL/M/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 16 (CONT.)

AT9.

Can you please tell me how many flights you have taken in the last 12 months. Please count each journey to an end destination but not any changes of flight en route to that destination. A return flight would count as 2 flights?

Base: All respondents

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
1-2	(1.5)	532 26% KLMNOP	226 27%	123 23%	136 25%	88 30%	74 31%	40 28%	258 27%	104 26%	532 67% LMN	-	-	-	243 24% P	289 28%	519 25%
3-5	(4)	262 13% BJKLMN	101 12%	77 15%	74 14%	39 13%	22 9%	21 15%	110 11%	79 20%	262 33% LMN	-	-	-	127 12%	135 13%	251 12%
6-10	(8)	153 7% BDIIN	54 7%	59 11% EGH	37 7%	23 8%	14 6%	5 4%	55 6%	54 13%	-	153 84% MN	-	-	84 8%	69 7%	148 7%
11-15	(13)	29 1% BKLN	7 1%	12 2%	5 1%	6 2%	2 1%	1 1%	11 1%	8 2%	-	29 16% MN	-	-	19 2%	10 1%	27 1%
16-20	(18)	13 1% BLKMN	4 *	2 *	4 1%	3 1%	1 *	1 1%	3 *	7 2%	-	-	13 32% N	8 1%	5 *	12 1%	
21-25	(23)	4 * FMN	2 *	-	-	2 1%	-	-	2 *	2 *	-	-	4 9% N	1 *	3 *	4 *	
26-30	(28)	7 * KMN	3 1% C	-	4 1%	1 *	2 1%	1 1%	4 *	3 1%	-	-	7 17% N	6 1%	1 *	7 *	
31-35	(33)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
36+	(40)	17 1% JKMN	6 1%	5 1%	4 1%	3 1%	1 *	-	5 1%	9 2%	-	-	17 42% N	11 1%	7 1%	15 1%	
None/never flown	(0)	1015 50% BFIn	417 51%	239 46%	278 51% F	124 43%	124 51%	73 51%	516 53% J	137 34%	-	-	-	1015 100%	521 51%	494 48%	1049 51%
Don't know		19 1% IJKN	8 1%	7 1%	3 1%	2 1%	0 *	-	5 *	-	-	-	-	9 1%	10 1%	18 1%	

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 16 (CONT.)

AT9.

Can you please tell me how many flights you have taken in the last 12 months. Please count each journey to an end destination but not any changes of flight en route to that destination. A return flight would count as 2 flights?

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Mean score	2.28	4.24	1.99	2.64	2.19	2.78	1.90	1.74	1.88	3.96	2.33	8.79	29.40	0.00	2.49	2.08	2.18
	BCIJLn	C							J		LMN	MN	N				
Std. Deviation	4.88	6.56	4.37	4.98	4.76	5.52	4.32	3.41	4.26	6.95	1.18	1.83	9.77	0.00	5.37	4.33	4.71
Std. Error	0.12	0.37	0.16	0.23	0.22	0.35	0.30	0.31	0.15	0.38	0.05	0.15	1.73	0.00	0.18	0.15	0.11

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30

Air Travel Tax Survey

Table 17
Gender.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Male	992	992	-	162	165	191	158	141	175	262	293	209	229	356	324	312	257	146	271	283	709
	48%	100%	-	51%	50%	50%	49%	49%	43%	50%	50%	49%	45%	52%	45%	49%	43%	53%	59%	42%	52%
BCINO*		C	-											O			RS			U	
Female	1058	-	1058	157	167	193	163	148	230	267	298	214	278	330	402	325	336	130	185	394	664
	52%	-	100%	49%	50%	50%	51%	51%	57%	50%	50%	51%	55%	48%	55%	51%	57%	47%	41%	58%	48%
BCINO*		C												O			RS			U	

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/EF/GH/FGHI/GHI/HI/IJKL/M/KLM/LMN/OP/OPQRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 17 (CONT.)

Gender.
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Male	992	186	418	252	269	136	106	85	452	243	394	101	31	458	509	483	920
	48%	51%	51%	48%	49%	46%	44%	60%	47%	61%	50%	55%	76%	45%	50%	47%	45%
	HJMN			H	H	H	H		J		M	MN	N				
Female	1058	179	407	272	276	156	136	58	516	158	400	81	10	556	519	539	1130
	52%	49%	49%	52%	51%	54%	56%	40%	53%	39%	50%	45%	24%	55%	50%	53%	55%
	HJMN			H	H	H	H		J		M	MN	N				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 18

Age.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
15-24	320	162	157	320	-	-	-	-	-	56	105	69	90	88	119	113	72	24	34	109	210
	16%	16%	15%	100%	-	-	-	-	-	11%	18%	16%	18%	13%	16%	18%	12%	9%	8%	16%	15%
	DJNQs			Ei						KLM				P		S					
25-34	331	165	167	-	331	-	-	-	-	65	101	84	81	113	121	97	74	74	97	178	154
	16%	17%	16%	-	100%	-	-	-	-	12%	17%	20%	16%	16%	17%	15%	12%	27%	21%	26%	11%
	DJLQu				FGHI					KL						RS				U	
35-44	385	191	193	-	-	385	-	-	-	110	111	78	86	137	135	112	88	57	132	253	132
	19%	19%	18%	-	-	100%	-	-	-	21%	19%	18%	17%	20%	19%	18%	15%	21%	29%	37%	10%
	DIQSu					GHI										RS	S			U	
45-54	321	158	163	-	-	-	321	-	-	95	100	65	61	97	118	106	69	37	129	111	210
	16%	16%	15%	-	-	-	100%	-	-	18%	17%	15%	12%	14%	16%	17%	12%	13%	28%	16%	15%
	DIMQS						HI			M	M					S	S				
55-64	289	141	148	-	-	-	-	289	-	88	76	47	79	101	99	89	100	44	46	19	270
	14%	14%	14%	-	-	-	-	100%	-	17%	13%	11%	15%	15%	14%	14%	17%	16%	10%	3%	20%
	DIQSu							I		L						S	S			U	
65+	404	175	230	-	-	-	-	-	404	114	100	80	111	151	135	119	191	40	17	7	398
	20%	18%	22%	-	-	-	-	-	100%	22%	17%	19%	22%	22%	19%	19%	32%	14%	4%	1%	29%
	BIQu	C		I	I	I	I	I								RS	S			U	

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30



Air Travel Tax Survey

Table 18 (CONT.)

Age.

Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
15-24	320	50	144	44	79	41	69	21	118	73	133	26	2	158	153	167	279
	16%	14%	17%	8%	14%	14%	29%	15%	12%	18%	17%	14%	4%	16%	15%	16%	14%
	DGI			EFGH	G	G	H		J								
25-34	331	45	130	61	86	58	37	20	154	74	133	34	12	153	166	165	292
	16%	12%	16%	12%	16%	20%	15%	14%	16%	18%	17%	18%	28%	15%	16%	16%	14%
	BD			F									N				
35-44	385	69	124	87	118	43	39	35	177	74	169	38	14	161	208	176	358
	19%	19%	15%	17%	22%	15%	16%	25%	18%	18%	21%	21%	34%	16%	20%	17%	17%
	CKMN			EH	F	H					N		N				
45-54	321	49	136	101	71	63	26	25	163	64	149	26	7	131	147	174	291
	16%	13%	16%	19%	13%	22%	11%	17%	17%	16%	19%	14%	18%	13%	14%	17%	14%
	DFGKN			EG	F	G					N						
55-64	289	66	114	91	79	42	29	20	145	59	106	37	6	139	153	136	348
	14%	18%	14%	17%	15%	14%	12%	14%	15%	15%	13%	20%	14%	14%	15%	13%	17%
	BDL										L	N					
65+	404	87	177	141	112	45	42	21	210	57	104	21	1	272	200	205	482
	20%	24%	22%	27%	21%	15%	17%	15%	22%	14%	13%	11%	2%	27%	19%	20%	24%
	DJKLMN			EFGH					J		N	N	N				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFGH/FGH/GH/IJKLMN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 19
Social Class.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
A	78	30	48	4	5	20	18	13	18	78	-	-	-	29	30	19	8	5	41	32	46
	4%	3%	5%	1%	2%	5%	6%	5%	4%	15%	-	-	-	4%	4%	3%	1%	2%	9%	5%	3%
	DEJmQS			FGHI	FGHI					KLM							S	S			
B	450	232	218	52	60	89	78	75	96	450	-	-	-	138	191	121	57	66	166	143	308
	22%	23%	21%	16%	18%	23%	24%	26%	24%	85%	-	-	-	20%	26%	19%	10%	24%	36%	21%	22%
	DJmOqS			FGHI	H					KLM				O	P		RS	S			
C1	591	293	298	105	101	111	100	76	100	-	591	-	-	179	244	169	140	80	144	188	403
	29%	30%	28%	33%	30%	29%	31%	26%	25%	-	100%	-	-	26%	34%	27%	24%	29%	32%	28%	29%
	IoQ			I							LM			O	P		S				
C2	423	209	214	69	84	78	65	47	80	-	-	423	-	137	131	154	133	77	78	144	279
	21%	21%	20%	22%	26%	20%	20%	16%	20%	-	-	100%	-	20%	18%	24%	22%	28%	17%	21%	20%
	EHJmPR			H								M			P		S				
D	332	165	167	67	54	63	40	53	54	-	-	-	332	143	75	114	132	46	26	116	216
	16%	17%	16%	21%	16%	16%	12%	18%	13%	-	-	-	65%	21%	10%	18%	22%	17%	6%	17%	16%
	DJoQS			GI			H			M	M	M		O	P		S	S			
E	175	64	111	22	27	23	21	25	57	-	-	-	175	61	55	60	123	2	-	53	122
	9%	6%	10%	7%	8%	6%	7%	9%	14%	-	-	-	35%	9%	8%	9%	21%	1%	-	8%	9%
	BCImQs	C		I	I	I	I	I		M	M	M					RS				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NO/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 19 (CONT.)

Social Class.

Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
A	78	34	24	35	18	15	7	0	39	21	40	18	6	14	36	42	65
	4%	9%	3%	7%	3%	5%	3%	*	4%	5%	5%	10%	15%	1%	4%	4%	3%
	BDHKn	C		EH		H					LMN	N	N				
B	450	153	139	147	95	89	48	29	229	100	209	67	14	152	221	230	449
	22%	42%	17%	28%	17%	30%	20%	20%	24%	25%	26%	37%	34%	15%	21%	22%	22%
	BIKLN	C		EG	F	GH					LN	N	N				
C1	591	123	231	169	155	84	68	36	286	107	247	56	12	270	307	284	587
	29%	34%	28%	32%	29%	29%	28%	26%	30%	27%	31%	31%	29%	27%	30%	28%	29%
	BN																
C2	423	31	201	86	121	59	58	33	198	73	173	25	5	221	208	214	398
	21%	9%	24%	16%	22%	20%	24%	24%	20%	18%	22%	14%	12%	22%	20%	21%	19%
	BCDL	C		EG							L	N					
D	332	16	165	58	91	32	42	33	141	71	93	12	4	223	175	157	279
	16%	5%	20%	11%	17%	11%	17%	23%	15%	18%	12%	7%	9%	22%	17%	15%	14%
	BdFHK*	C		EGH	F	H					N	N					
E	175	8	65	28	65	12	19	10	74	29	32	3	0	135	81	94	272
	9%	2%	8%	5%	12%	4%	8%	7%	8%	7%	4%	2%	1%	13%	8%	9%	13%
	BDIKLN	C		E	F						N	N	N				

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/FGH/GH/IJKL/MN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 20
GO Region.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Midlands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Scotland	180	102	78	23	25	41	23	27	40	37	46	40	57	180	-	-	54	29	38	55	125
	9%	10%	7%	7%	8%	11%	7%	9%	10%	7%	8%	9%	11%	26%	-	-	9%	10%	8%	8%	9%
CMNOP	C									M				OP							
North East	90	48	42	12	22	13	18	12	13	19	24	21	26	90	-	-	31	17	21	26	64
	4%	5%	4%	4%	7%	3%	6%	4%	3%	4%	4%	5%	5%	13%	-	-	5%	6%	5%	4%	5%
NOP														OP							
Merseyside	61	34	27	9	11	6	7	10	18	16	15	13	17	61	-	-	16	7	15	14	47
	3%	3%	3%	3%	3%	1%	2%	3%	4%	3%	3%	3%	3%	9%	-	-	3%	3%	3%	2%	3%
NOP														OP							
North West	179	85	93	16	30	41	22	21	48	48	52	35	43	179	-	-	73	18	35	63	116
	9%	9%	9%	5%	9%	11%	7%	7%	12%	9%	9%	8%	9%	26%	-	-	12%	6%	8%	9%	8%
DINOPQ				FI			I	I						OP			RS				
Yorks & Humberside	177	87	90	27	24	36	27	31	31	47	40	28	61	177	-	-	64	24	40	62	114
	9%	9%	9%	9%	7%	9%	9%	11%	8%	9%	7%	7%	12%	26%	-	-	11%	9%	9%	9%	8%
MNOPQ										M	M			OP							
East Midlands	152	83	69	29	36	27	24	14	23	23	41	45	42	-	-	152	52	23	15	50	102
	7%	8%	7%	9%	11%	7%	8%	5%	6%	4%	7%	11%	8%	-	-	24%	9%	9%	3%	7%	7%
EHULN*				H	HI					LM				P	P		S	S			
West Midlands	187	81	106	33	34	33	32	25	31	40	44	56	48	-	-	187	53	34	36	60	127
	9%	8%	10%	10%	10%	9%	10%	9%	8%	7%	7%	13%	10%	-	-	29%	9%	12%	8%	9%	9%
LNOP										L	L			P	P						
Wales	105	52	53	26	6	15	11	19	27	23	27	16	38	-	-	105	38	10	11	30	75
	5%	5%	5%	8%	2%	4%	4%	7%	7%	4%	5%	4%	8%	-	-	16%	6%	3%	2%	4%	5%
DEMPs				EFG	HI					M		M		P	P		S				
South West	180	77	103	21	25	30	27	31	46	45	56	39	40	-	180	-	52	28	42	58	122
	9%	8%	10%	7%	8%	8%	9%	11%	11%	8%	10%	9%	8%	-	25%	-	9%	10%	9%	9%	9%
INOP				I										P							
Eastern	192	96	96	25	22	37	39	31	39	54	57	37	45	-	-	192	46	23	60	66	126
	9%	10%	9%	8%	7%	10%	12%	11%	10%	10%	10%	9%	9%	-	-	30%	8%	8%	13%	10%	9%
NOPS				G										P	P		S				
London	262	121	141	60	53	43	45	32	30	73	95	38	56	-	262	-	58	22	55	94	168
	13%	12%	13%	19%	16%	11%	14%	11%	7%	14%	16%	9%	11%	-	36%	-	10%	8%	12%	14%	12%
DIKLN*				FHI	I		I			L	LM			P							

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNPOQRSTU/BC/DEFGHI/FGHI/GHI/HI/IJKLM/KLM/LMN/OP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 20 (CONT.)
GO Region.

Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total 2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total 2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
South East 284 14%	126 13%	159 15%	38 12%	43 13%	62 16%	46 14%	37 13%	59 14%	104 20%	92 16%	55 13%	33 7%	- -	284 39%	- -	58 10%	41 15%	87 19%	98 14%	186 14%
JMqS									LM	M	M			P		RS				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NO/OP/QRS/RS/TU
* small base less than 30

Air Travel Tax Survey

Table 20 (CONT.)

GO Region.
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Scotland	180	32	94	28	46	20	34	31	74	36	60	15	11	94	87	93	220
CDGHM	9%	9%	11%	5%	8%	7%	14%	22%	8%	9%	8%	8%	28%	9%	8%	9%	11%
North East	90	10	43	11	34	16	11	3	38	16	31	7	3	49	45	45	90
DE	4%	3%	5%	2%	6%	6%	4%	2%	4%	4%	4%	4%	6%	5%	4%	4%	4%
Merseyside	61	10	32	13	22	11	5	1	21	12	20	7	4	31	29	32	66
I	3%	3%	4%	2%	4%	4%	2%	1%	2%	3%	3%	4%	9%	3%	3%	3%	3%
North West	179	29	69	47	54	25	17	6	72	36	70	17	2	88	86	93	185
	9%	8%	8%	9%	10%	8%	7%	4%	7%	9%	9%	9%	6%	9%	8%	9%	9%
Yorks & Humberside	177	19	61	41	61	28	10	23	82	29	61	20	5	90	94	83	177
BEGH	9%	5%	7%	8%	11%	10%	4%	16%	9%	7%	8%	11%	12%	9%	9%	8%	9%
East Midlands	152	17	65	28	48	13	20	11	69	38	60	12	6	75	76	76	144
BDF	7%	5%	8%	5%	9%	4%	8%	8%	7%	10%	8%	6%	15%	7%	7%	7%	7%
West Midlands	187	20	79	56	46	25	29	8	90	43	78	15	0	92	95	92	184
B	9%	5%	10%	11%	8%	9%	12%	5%	9%	11%	10%	8%	1%	9%	9%	9%	9%
Wales	105	18	36	21	27	11	16	7	43	24	38	3	-	63	52	52	89
LN	5%	5%	4%	4%	5%	4%	7%	5%	4%	6%	5%	2%	-	6%	5%	5%	4%
South West	180	30	49	57	29	36	17	7	92	34	66	11	-	103	91	89	184
CEFN	9%	8%	6%	11%	5%	12%	7%	5%	10%	9%	8%	6%	-	10%	9%	9%	9%
Eastern	192	32	78	64	46	26	16	14	90	47	85	20	2	82	97	96	199
DN	9%	9%	9%	12%	9%	9%	7%	10%	9%	12%	11%	11%	5%	8%	9%	9%	10%
London	262	74	126	56	80	36	34	12	143	42	110	28	5	111	129	132	237
BCIN	13%	20%	15%	11%	15%	12%	14%	8%	15%	10%	14%	16%	11%	11%	13%	13%	12%

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 20 (CONT.)
GO Region.

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
South East	284	76	92	102	51	46	33	20	153	43	114	29	3	137	145	139	275
	14%	21%	11%	19%	9%	16%	14%	14%	16%	11%	14%	16%	7%	14%	14%	14%	13%
	BCDEI	C		E	F				J								

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30

Air Travel Tax Survey

Table 21
HH Income.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Under £4,500	24	12	12	7	6	3	3	2	3	2	4	1	16	8	9	7	24	-	-	7	17
1% JM QS	1%	1%	1%	2%	2%	1%	1%	1%	1%	*	1%	*	3%	1%	1%	1%	4%	-	-	1%	1%
										M	M	M					RS				
£4,500 - £6,499	80	18	62	12	7	9	6	13	33	2	13	12	52	29	23	27	80	-	-	19	61
4% BCiK M*	4%	2%	6%	4%	2%	2%	2%	4%	8%	*	2%	3%	10%	4%	3%	4%	13%	-	-	3%	4%
		C		I	I	I	I			KLM	M	M					RS				
£6,500 - £7,499	83	33	50	10	8	11	6	13	35	6	8	17	51	34	17	31	83	-	-	17	66
4% GI kMO*	4%	3%	5%	3%	2%	3%	2%	5%	9%	1%	1%	4%	10%	5%	2%	5%	14%	-	-	2%	5%
				I	I	I	I	I		LM	LM	M		O	P		RS			U	
£7,500 - £9,499	82	38	44	12	12	5	7	13	34	2	18	21	41	37	18	26	82	-	-	16	66
4% FIJMo*	4%	4%	4%	4%	3%	1%	2%	5%	8%	*	3%	5%	8%	5%	2%	4%	14%	-	-	2%	5%
				I	I	HI	I	I		KLM	M			O			RS			U	
£9,500 - £11,499	102	45	58	7	14	16	14	17	34	16	24	26	36	34	34	35	102	-	-	26	77
5% DIJMQs	5%	5%	5%	2%	4%	4%	4%	6%	8%	3%	4%	6%	7%	5%	5%	5%	17%	-	-	4%	6%
				HI	I	I				LM	M						RS				
£11,500 - £13,499	95	52	43	11	16	13	9	15	31	21	32	18	25	35	32	27	95	-	-	25	70
5% IQRS	5%	5%	4%	4%	5%	3%	3%	5%	8%	4%	5%	4%	5%	5%	4%	4%	16%	-	-	4%	5%
				I		I	I										RS				
£13,500 - £15,499	55	24	32	7	6	12	14	9	7	4	16	16	19	28	12	16	55	-	-	16	40
3% JNOQRS	3%	2%	3%	2%	2%	3%	4%	3%	2%	1%	3%	4%	4%	4%	2%	3%	9%	-	-	2%	3%
										KLM				O			RS				
£15,500 - £17,499	73	37	36	6	7	19	10	16	14	13	25	21	14	32	22	19	73	-	-	18	55
4% HQRS	4%	4%	3%	2%	2%	5%	3%	6%	3%	2%	4%	5%	3%	5%	3%	3%	12%	-	-	3%	4%
				H	H												RS				
£17,500 - £24,999	155	88	66	11	46	28	15	27	28	41	42	39	31	54	52	49	-	155	-	55	100
8% CDEQRS	8%	9%	6%	4%	14%	7%	5%	9%	7%	8%	7%	9%	6%	8%	7%	8%	-	56%	-	8%	7%
				EH	FGI		H										S				
£25,000 - £29,999	121	58	63	13	29	29	22	17	12	29	37	38	17	41	40	41	-	121	-	53	68
6% ILMQu	6%	6%	6%	4%	9%	7%	7%	6%	3%	6%	6%	9%	3%	6%	5%	6%	-	44%	-	8%	5%
				E	I	I	I	I			M	M					S			U	
£30,000 - £39,999	170	97	73	15	40	42	49	18	7	50	60	47	14	54	56	60	-	-	170	71	100
8% BeGIL*	8%	10%	7%	5%	12%	11%	15%	6%	2%	9%	10%	11%	3%	8%	8%	9%	-	-	37%	10%	7%
		C		EFGI	HI	HI	HI	I		M	M	M					S	S		U	

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/HH/IJKL/M/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 21 (CONT.)
HH Income.

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)	
UnWtd. Total	2050	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416	
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
£40,000 - £49,999	90	53	37	6	22	24	28	8	3	38	35	13	5	28	41	21	-	-	90	38	52
	4%	5%	4%	2%	7%	6%	9%	3%	1%	7%	6%	3%	1%	4%	6%	3%	-	-	20%	6%	4%
	CDGU*			EFG	HI	HI	HI	I		LM	M	M					S	S			
£50,000 - £74,999	122	76	47	9	22	42	38	6	5	66	36	14	5	37	53	32	-	-	122	55	67
	6%	8%	4%	3%	7%	11%	12%	2%	1%	13%	6%	3%	1%	5%	7%	5%	-	-	27%	8%	5%
	BdFJL*	C		EFG	GHI	HI	HI			KLM	M	M					S	S		U	
£75,000 - £99,999	48	28	20	3	9	13	12	8	2	34	9	2	3	23	18	7	-	-	48	18	30
	2%	3%	2%	1%	3%	3%	4%	3%	1%	6%	2%	*	1%	3%	3%	1%	-	-	10%	3%	2%
	IJLMPs			G	I	I	I	I		KLM				P			S	S			
£100,000+	25	17	9	1	5	10	2	6	0	19	4	2	-	8	15	2	-	-	25	11	14
	1%	2%	1%	*	1%	3%	1%	2%	*	4%	1%	*	-	1%	2%	*	-	-	6%	2%	1%
	FIJMO*			FH	I	I	I			KLM				P			S	S			
Refused	340	156	184	19	46	59	53	67	95	110	103	57	70	88	126	126	-	-	-	96	244
	17%	16%	17%	6%	14%	15%	17%	23%	24%	21%	17%	14%	14%	13%	17%	20%	-	-	-	14%	18%
	DHNP			Ei	HI	HI	HI			LM				OP							
Don't know	385	162	223	170	40	49	33	32	61	75	125	78	108	117	157	111	-	-	-	138	248
	19%	16%	21%	53%	12%	13%	10%	11%	15%	14%	21%	18%	21%	17%	22%	17%	-	-	-	20%	18%
	BIOQs	C		Ei						KM				O							

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
* small base less than 30

Air Travel Tax Survey

Table 21 (CONT.)

HH Income.

Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Under £4,500	24	4	10	3	6	5	2	1	11	6	7	1	-	15	9	15	29
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*	-	2%	1%	1%	1%
£4,500 - £6,499	80	6	25	13	21	10	14	6	42	13	18	3	0	56	44	36	101
	4%	2%	3%	3%	4%	3%	6%	4%	4%	3%	2%	2%	1%	6%	4%	4%	5%
	BKN			G							N						
£6,500 - £7,499	83	6	39	14	31	11	6	5	35	21	19	5	1	57	41	42	100
	4%	2%	5%	3%	6%	4%	2%	3%	4%	5%	2%	3%	2%	6%	4%	4%	5%
	BEKN	C		E							N						
£7,500 - £9,499	82	9	38	14	32	12	8	3	45	11	24	1	-	56	43	38	97
	4%	3%	5%	3%	6%	4%	3%	2%	5%	3%	3%	*	-	5%	4%	4%	5%
	ELN			E							N	N					
£9,500 - £11,499	102	8	48	27	41	7	7	9	56	15	32	2	-	68	45	57	107
	5%	2%	6%	5%	8%	2%	3%	6%	6%	4%	4%	1%	-	7%	4%	6%	5%
	BEFLN	C		FG							N	N					
£11,500 - £13,499	95	16	45	21	30	15	7	7	48	16	34	8	-	54	39	56	100
	5%	4%	5%	4%	5%	5%	3%	5%	5%	4%	4%	4%	-	5%	4%	5%	5%
£13,500 - £15,499	55	5	23	13	15	10	6	3	27	10	14	4	-	37	21	34	55
	3%	1%	3%	3%	3%	4%	2%	2%	3%	3%	2%	2%	-	4%	2%	3%	3%
	KN										N						
£15,500 - £17,499	73	10	34	19	24	9	11	3	41	8	31	3	-	38	45	28	79
	4%	3%	4%	4%	4%	3%	4%	2%	4%	2%	4%	2%	-	4%	4%	3%	4%
£17,500 - £24,999	155	32	53	47	29	23	18	17	78	24	68	12	2	73	80	74	154
	8%	9%	6%	9%	5%	8%	7%	12%	8%	6%	9%	7%	6%	7%	8%	7%	8%
	E			E	H												
£25,000 - £29,999	121	25	47	34	30	15	10	16	49	23	47	11	3	61	49	72	114
	6%	7%	6%	7%	5%	5%	4%	12%	5%	6%	6%	6%	6%	6%	5%	7%	6%
	HOP				H	H	H								P		
£30,000 - £39,999	170	32	65	38	45	33	18	18	78	42	91	16	1	61	89	81	153
	8%	9%	8%	7%	8%	11%	8%	13%	8%	10%	11%	9%	2%	6%	9%	8%	7%
	KN										N						

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 21 (CONT.)
HH Income.

	Total (A)	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total
		Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)	No introduction (P)	
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
£40,000 - £49,999	90	20	24	29	14	22	4	7	40	24	46	11	-	33	46	44	79
	4%	6%	3%	6%	3%	8%	2%	5%	4%	6%	6%	6%	-	3%	4%	4%	4%
	CEFGKN	C		EG	F	G					N						
£50,000 - £74,999	122	43	44	52	29	24	7	4	52	40	62	28	7	23	67	55	107
	6%	12%	5%	10%	5%	8%	3%	3%	5%	10%	8%	15%	18%	2%	7%	5%	5%
	BDGJn	C		EGH		GH			J		LMN	N	N				
£75,000 - £99,999	48	18	11	17	10	12	1	5	21	14	25	13	6	3	21	27	44
	2%	5%	1%	3%	2%	4%	1%	3%	2%	3%	3%	7%	16%	*	2%	3%	2%
	BCLMN	C		G		G	H				LMN	N	N				
£100,000+	25	13	5	10	8	3	2	-	9	9	10	8	6	-	15	10	22
	1%	4%	1%	2%	2%	1%	1%	-	1%	2%	1%	5%	15%	-	1%	1%	1%
	BCLMN	C									LMN	MN	N				
Refused	340	65	144	97	82	37	56	17	181	55	126	34	12	163	175	165	349
	17%	18%	17%	18%	15%	13%	23%	12%	19%	14%	16%	19%	30%	16%	17%	16%	17%
	GIM			F	G	G	H		J		M		N				
Don't know	385	53	172	75	98	42	66	23	154	70	140	21	1	215	197	188	360
	19%	14%	21%	14%	18%	14%	27%	16%	16%	17%	18%	11%	3%	21%	19%	18%	18%
	BDGILn	C		G	G	G	H				M	N	N				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30

Air Travel Tax Survey

Table 22
Daily Newspaper Readership.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Daily Express	85	40	44	3	9	6	19	15	33	24	26	15	20	41	18	25	25	5	18	12	73
DFGIN*	4%	4%	4%	1%	3%	2%	6%	5%	8%	5%	4%	4%	4%	6%	3%	4%	4%	2%	4%	2%	5%
Daily Mail	263	135	128	22	26	43	54	52	68	82	87	52	43	76	103	85	60	33	72	67	196
DEGJM*	13%	14%	12%	7%	8%	11%	17%	18%	17%	15%	15%	12%	8%	11%	14%	13%	10%	12%	16%	10%	14%
The Mirror	150	69	81	20	22	19	26	21	41	15	47	42	46	57	45	48	62	13	15	43	107
FJULM*	7%	7%	8%	6%	7%	5%	8%	7%	10%	3%	8%	10%	9%	8%	6%	8%	10%	5%	3%	6%	8%
Daily Record	35	18	17	7	3	7	5	6	7	4	4	14	13	33	1	1	16	6	4	14	21
JINq	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	3%	OP	*	*	3%	2%	1%	2%	2%
Daily Telegraph	116	62	54	5	11	19	13	24	44	54	42	11	10	29	60	27	26	17	38	28	88
DEHqST	6%	6%	5%	1%	3%	5%	4%	8%	11%	10%	7%	3%	2%	4%	8%	4%	4%	6%	8%	4%	6%
Financial Times	24	20	5	5	6	5	-	5	4	9	13	2	-	6	13	6	5	5	8	6	18
BCGKLM	1%	2%	*	1%	2%	1%	-	2%	1%	2%	2%	*	-	1%	2%	1%	1%	2%	2%	1%	1%
The Guardian	92	47	45	18	13	16	12	18	15	53	22	9	7	24	48	20	17	19	27	23	69
HJLMOs	4%	5%	4%	6%	4%	4%	4%	6%	4%	10%	4%	2%	1%	3%	7%	3%	3%	7%	6%	3%	5%
The Herald (Glasgow)	10	7	3	-	3	3	-	2	3	7	2	1	-	10	-	-	1	2	5	3	7
JMqS	*	1%	*	-	1%	1%	-	1%	1%	1%	*	*	-	1%	-	-	*	1%	1%	*	*
The Independent	48	19	29	10	5	10	15	4	5	31	12	2	3	8	28	12	9	12	16	16	33
GJULo*	2%	2%	3%	3%	1%	3%	5%	1%	1%	6%	2%	1%	1%	1%	4%	2%	1%	5%	3%	2%	2%
Metro	71	40	31	29	23	9	5	2	2	25	32	8	7	19	43	9	18	9	9	16	55
DEGmO*	3%	4%	3%	9%	7%	2%	2%	1%	1%	5%	5%	2%	1%	3%	6%	1%	3%	3%	2%	2%	4%
The Scotsman	18	11	7	-	3	6	3	4	4	11	6	1	-	18	-	-	1	2	8	8	11
DJMqS	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	1%	*	-	3%	-	-	*	1%	2%	1%	1%

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Air Travel Tax Survey

Table 22 (CONT.)

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	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
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Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Daily Star	44	31	12	15	7	6	7	3	5	-	7	16	20	23	7	14	15	5	6	13	31
	2%	3%	1%	5%	2%	1%	2%	1%	1%	-	1%	4%	4%	3%	1%	2%	3%	2%	1%	2%	2%
	BdHJo	C		Ei						KLM	LM			O	P		S				
The Sun	302	161	141	78	51	50	48	34	41	22	63	102	115	105	82	115	107	39	42	120	182
	15%	16%	13%	24%	15%	13%	15%	12%	10%	4%	11%	24%	23%	15%	11%	18%	18%	14%	9%	18%	13%
	DHmOq*	C		Ei	I		I			KLM	LM			O	P		S	S		U	
The Times	116	59	57	22	18	24	11	18	23	57	45	7	8	20	62	34	15	13	46	35	81
	6%	6%	5%	7%	5%	6%	4%	6%	6%	11%	8%	2%	2%	3%	9%	5%	3%	5%	10%	5%	6%
	GJoQS			G		G	H			KLM	LM			OP	P		RS	S			
Evening Standard	45	24	21	3	11	16	4	4	7	15	18	8	4	5	26	14	12	12	9	17	29
	2%	2%	2%	1%	3%	4%	1%	1%	2%	3%	3%	2%	1%	1%	4%	2%	2%	5%	2%	2%	2%
	DFMNOR			EF	GH	GHI				M	M	M		OP	P		R	S			
Other	184	83	101	39	28	27	22	25	43	41	40	39	63	86	42	56	54	21	34	64	120
	9%	8%	10%	12%	8%	7%	7%	9%	11%	8%	7%	9%	12%	12%	6%	9%	9%	8%	8%	9%	9%
	DKMNO			EFGH	I	I				M	LM	M		OP	P						
None of these	827	381	446	124	155	183	134	104	129	191	246	167	224	261	296	270	248	116	186	300	527
	40%	38%	42%	39%	47%	47%	42%	36%	32%	36%	42%	40%	44%	38%	41%	42%	42%	42%	41%	44%	38%
	EFHJM*	C		EFI	HI	GHI	HI			KM				P						U	
QUALITY	365	186	179	50	45	69	49	66	87	187	123	31	25	99	180	86	64	57	126	103	263
	18%	19%	17%	16%	14%	18%	15%	23%	21%	35%	21%	7%	5%	14%	25%	14%	11%	21%	28%	15%	19%
	EHqST			HI	HI	H	HI			KLM	LM	M		O	P		RS	S		U	
POPULAR	825	418	407	144	130	124	136	114	177	163	231	201	230	300	268	257	261	100	148	253	572
	40%	42%	38%	45%	39%	32%	42%	40%	44%	31%	39%	48%	45%	44%	37%	40%	44%	36%	32%	37%	42%
	DFJL*	C		EF	F	GHI				KLM	LM			O			RS			U	
MID MARKET PRESS	342	171	170	25	34	49	72	64	98	104	112	67	59	114	120	107	84	38	90	80	262
	17%	17%	16%	8%	10%	13%	22%	22%	24%	20%	19%	16%	12%	17%	17%	17%	14%	14%	20%	12%	19%
	DJMQSu			Fghi	GHI	GHI				LM	M	M					S	S		U	
RED TOP PRESS	469	245	223	104	75	74	73	55	87	40	108	147	174	187	121	161	177	54	60	166	302
	23%	25%	21%	33%	23%	19%	23%	19%	22%	7%	18%	35%	34%	27%	17%	25%	30%	19%	13%	25%	22%
	DFHJo*	C		Ei						KLM	LM			O	P		RS	S			

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 22 (CONT.)

Daily Newspaper Readership.
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Daily Express	85	12	85	37	17	10	11	4	33	26	34	6	1	43	38	47	90
CDJ	4%	3%	10%	7%	3%	3%	5%	2%	3%	6%	4%	4%	2%	4%	4%	5%	4%
Daily Mail	263	34	263	112	41	30	29	24	125	60	112	31	5	112	138	125	280
BCDELN	13%	9%	32%	21%	7%	10%	12%	17%	13%	15%	14%	17%	11%	11%	13%	12%	14%
The Mirror	150	6	150	18	62	18	21	7	73	28	52	8	1	86	76	74	158
BCDEL	7%	2%	18%	3%	11%	6%	9%	5%	8%	7%	6%	4%	2%	8%	7%	7%	8%
Daily Record	35	3	35	2	13	4	6	6	16	4	14	2	1	19	15	20	42
CDH	2%	1%	4%	*	2%	1%	3%	4%	2%	1%	2%	1%	2%	2%	1%	2%	2%
Daily Telegraph	116	116	23	68	12	16	10	5	56	21	43	22	2	48	67	49	123
BCDEL	6%	32%	3%	13%	2%	5%	4%	4%	6%	5%	5%	12%	6%	5%	7%	5%	6%
Financial Times	24	24	11	8	5	2	3	3	8	8	16	5	2	2	11	13	23
BJKLMN	1%	7%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	4%	*	1%	1%	1%
The Guardian	92	92	13	8	35	22	8	5	60	13	48	16	1	27	45	47	85
BIIKLN	4%	25%	2%	2%	6%	8%	3%	3%	6%	3%	6%	9%	2%	3%	4%	5%	4%
The Herald (Glasgow)	10	10	4	-	2	1	3	3	7	-	4	2	2	2	4	6	12
BDHJMN	*	3%	1%	-	*	*	1%	2%	1%	-	*	1%	5%	*	*	1%	1%
The Independent	48	48	15	6	10	20	2	5	26	8	26	12	-	11	23	26	42
BDFGK*	2%	13%	2%	1%	2%	7%	1%	4%	3%	2%	3%	6%	-	1%	2%	3%	2%
Metro	71	23	71	11	21	16	12	5	37	12	38	9	-	25	36	35	58
BCDFKN	3%	6%	9%	2%	4%	5%	5%	4%	4%	3%	5%	5%	-	2%	4%	3%	3%
The Scotsman	18	18	4	4	6	2	2	2	10	5	7	2	6	3	10	8	21
BMN	1%	5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	15%	*	1%	1%	1%

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 22 (CONT.)

Daily Newspaper Readership.

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Daily Star	44	3	44	7	14	4	6	4	21	5	10	3	1	29	19	25	44
	2%	1%	5%	1%	3%	1%	2%		2%		1%	2%	3%	3%	2%	2%	2%
	BCKN	C		E							N						
The Sun	302	16	302	67	97	20	46	22	117	65	117	9	2	172	151	150	307
	15%	5%	37%	13%	18%	7%	19%	16%	12%	16%	15%	5%	5%	17%	15%	15%	15%
	BCEgl*	C		EFG	F	GH			J		LM	N	N				
The Times	116	116	36	35	33	20	11	7	61	19	60	26	7	21	57	59	107
	6%	32%	4%	7%	6%	7%	5%	5%	6%	5%	8%	14%	16%	2%	6%	6%	5%
	BCKLMN	C									LMN	N	N				
Evening Standard	45	13	45	10	17	2	4	3	26	9	25	6	1	12	25	20	41
	2%	4%	5%	2%	3%	1%	1%	2%	3%	2%	3%	4%	4%	1%	2%	2%	2%
	BCFKN	C		F							N	N					
Other	184	16	56	39	64	24	21	14	84	36	66	12	6	98	93	91	196
	9%	4%	7%	7%	12%	8%	8%	10%	9%	9%	8%	7%	14%	10%	9%	9%	10%
	BCE	C		E	F						M						
None of these	827	-	-	181	204	127	101	60	397	147	301	60	10	449	412	415	803
	40%	-	-	34%	37%	43%	42%	42%	41%	37%	38%	33%	26%	44%	40%	41%	39%
	BdJLn			FGH	F				J		MN	N	N				
QUALITY	365	365	83	119	90	71	32	21	200	65	167	71	17	107	189	177	356
	18%	100%	10%	23%	17%	24%	13%	15%	21%	16%	21%	39%	41%	11%	18%	17%	17%
	BdFGI*	C		EGH	F	GH			J		LMN	N	N				
POPULAR	825	83	825	236	229	91	103	59	363	180	326	61	12	417	413	412	849
	40%	23%	100%	45%	42%	31%	42%	41%	37%	45%	41%	34%	29%	41%	40%	40%	41%
	BdFJL	C		F	F	GH			J		LM	N	N				
MID MARKET PRESS	342	44	342	148	56	40	37	27	155	83	145	36	5	151	175	167	362
	17%	12%	41%	28%	10%	14%	15%	19%	16%	21%	18%	20%	13%	15%	17%	16%	18%
	BCDEJN	C		EFGH	GH	H			J		N	N					
RED TOP PRESS	469	25	469	88	161	41	67	34	200	93	171	22	5	265	232	237	485
	23%	7%	57%	17%	30%	14%	28%	24%	21%	23%	22%	12%	12%	26%	23%	23%	24%
	BglLn	C		EGH	F	GH					LN	N	N				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJ/KLMN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 23
Daily Newspaper Readership.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Daily Express	85	40	44	3	9	6	19	15	33	24	26	15	20	41	18	25	25	5	18	12	73
4% DFINO*		4%	4%	1%	3%	2%	6%	5%	8%	5%	4%	4%	4%	6%	3%	4%	4%	2%	4%	2%	5%
Daily Mail	263	135	128	22	26	43	54	52	68	82	87	52	43	76	103	85	60	33	72	67	196
13% DEGIM*		14%	12%	7%	8%	11%	17%	18%	17%	15%	15%	12%	8%	11%	14%	13%	10%	12%	16%	10%	14%
The Mirror	150	69	81	20	22	19	26	21	41	15	47	42	46	57	45	48	62	13	15	43	107
7% IJLQS		7%	8%	6%	7%	5%	8%	7%	10%	3%	8%	10%	9%	8%	6%	8%	10%	5%	3%	6%	8%
Daily Record	35	18	17	7	3	7	5	6	7	4	4	14	13	33	1	1	16	6	4	14	21
2% JINq		2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	3%	OP	*	*	3%	2%	1%	2%	2%
Daily Telegraph	116	62	54	5	11	19	13	24	44	54	42	11	10	29	60	27	26	17	38	28	88
6% DHILM*		6%	5%	1%	3%	5%	4%	8%	11%	10%	7%	3%	2%	4%	8%	4%	4%	6%	8%	4%	6%
Financial Times	24	20	5	5	6	5	-	5	4	9	13	2	-	6	13	6	5	5	8	6	18
1% BOGKM		2%	*	1%	2%	1%	-	2%	1%	2%	2%	*	-	1%	2%	1%	1%	2%	2%	1%	1%
The Guardian	92	47	45	18	13	16	12	18	15	53	22	9	7	24	48	20	17	19	27	23	69
4% JLMOQ		5%	4%	6%	4%	4%	4%	6%	4%	10%	4%	2%	1%	3%	7%	3%	3%	7%	6%	3%	5%
The Herald (Glasgow)	10	7	3	-	3	3	-	2	3	7	2	1	-	10	-	-	1	2	5	3	7
* JNOP		1%	*	-	1%	1%	-	1%	1%	1%	*	*	-	1%	-	-	*	1%	1%	*	*
The Independent	48	19	29	10	5	10	15	4	5	31	12	2	3	8	28	12	9	12	16	16	33
2% GJLoR		2%	3%	3%	1%	3%	5%	1%	1%	6%	2%	1%	1%	1%	4%	2%	1%	5%	3%	2%	2%
Metro	71	40	31	29	23	9	5	2	2	25	32	8	7	19	43	9	18	9	9	16	55
3% DEGIK*		4%	3%	9%	7%	2%	2%	1%	1%	5%	5%	2%	1%	3%	6%	1%	3%	3%	2%	2%	4%
The Scotsman	18	11	7	-	3	6	3	4	4	11	6	1	-	18	-	-	1	2	8	8	11
1% JMNOPQ		1%	1%	-	1%	1%	1%	1%	1%	2%	1%	*	-	3%	-	-	*	1%	2%	1%	1%

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/JKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 23 (CONT.)

Daily Newspaper Readership.

	Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
		Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Daily Star	44	31	12	15	7	6	7	3	5	-	7	16	20	23	7	14	15	5	6	13	31
	2%	3%	1%	5%	2%	1%	2%	1%	1%	-	1%	4%	4%	3%	1%	2%	3%	2%	1%	2%	2%
	BdJLo	C		FHI						KLM	LM			O							
The Sun	302	161	141	78	51	50	48	34	41	22	63	102	115	105	82	115	107	39	42	120	182
	15%	16%	13%	24%	15%	13%	15%	12%	10%	4%	11%	24%	23%	15%	11%	18%	18%	14%	9%	18%	13%
	DImOq*			Ei	I		I			KLM	LM			O	P		S	S		U	
The Times	116	59	57	22	18	24	11	18	23	57	45	7	8	20	62	34	15	13	46	35	81
	6%	6%	5%	7%	5%	6%	4%	6%	6%	11%	8%	2%	2%	3%	9%	5%	3%	5%	10%	5%	6%
	JoQS									LM	LM			OP	P		S	S			
Evening Standard	45	24	21	3	11	16	4	4	7	15	18	8	4	5	26	14	12	12	9	17	29
	2%	2%	2%	1%	3%	4%	1%	1%	2%	3%	3%	2%	1%	1%	4%	2%	2%	5%	2%	2%	2%
	FMNOR			EF		GH				M	M			OP			R				
Other	184	83	101	39	28	27	22	25	43	41	40	39	63	86	42	56	54	21	34	64	120
	9%	8%	10%	12%	8%	7%	7%	9%	11%	8%	7%	9%	12%	12%	6%	9%	9%	8%	8%	9%	9%
	DKMNO			FG						M	M			OP	P						
None of these	827	381	446	124	155	183	134	104	129	191	246	167	224	261	296	270	248	116	186	300	527
	40%	38%	42%	39%	47%	47%	42%	36%	32%	36%	42%	40%	44%	38%	41%	42%	42%	42%	41%	44%	38%
	EFIJTU			EFI	HI	HI	I			M										U	

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 23 (CONT.)

Daily Newspaper Readership.
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Daily Express	85	12	85	37	17	10	11	4	33	26	34	6	1	43	38	47	90
CDJ	4%	3%	10%	7%	3%	3%	5%	2%	3%	6%	4%	4%	2%	4%	4%	5%	4%
Daily Mail	263	34	263	112	41	30	29	24	125	60	112	31	5	112	138	125	280
BCCDEN	13%	9%	32%	21%	7%	10%	12%	17%	13%	15%	14%	17%	11%	11%	13%	12%	14%
The Mirror	150	6	150	18	62	18	21	7	73	28	52	8	1	86	76	74	158
BCDE	7%	2%	18%	3%	11%	6%	9%	5%	8%	7%	6%	4%	2%	8%	7%	7%	8%
Daily Record	35	3	35	2	13	4	6	6	16	4	14	2	1	19	15	20	42
CDH	2%	1%	4%	*	2%	1%	3%	4%	2%	1%	2%	1%	2%	2%	1%	2%	2%
Daily Telegraph	116	116	23	68	12	16	10	5	56	21	43	22	2	48	67	49	123
BCDEL	6%	32%	3%	13%	2%	5%	4%	4%	6%	5%	5%	12%	6%	5%	7%	5%	6%
Financial Times	24	24	11	8	5	2	3	3	8	8	16	5	2	2	11	13	23
BKN	1%	7%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	4%	*	1%	1%	1%
The Guardian	92	92	13	8	35	22	8	5	60	13	48	16	1	27	45	47	85
BIKLN	4%	25%	2%	2%	6%	8%	3%	3%	6%	3%	6%	9%	2%	3%	4%	5%	4%
The Herald (Glasgow)	10	10	4	-	2	1	3	3	7	-	4	2	2	2	4	6	12
BDHM	*	3%	1%	-	*	*	1%	2%	1%	-	*	1%	5%	*	*	1%	1%
The Independent	48	48	15	6	10	20	2	5	26	8	26	12	-	11	23	26	42
BDFLN	2%	13%	2%	1%	2%	7%	1%	4%	3%	2%	3%	6%	-	1%	2%	3%	2%
Metro	71	23	71	11	21	16	12	5	37	12	38	9	-	25	36	35	58
BCDKN	3%	6%	9%	2%	4%	5%	5%	4%	4%	3%	5%	5%	-	2%	4%	3%	3%
The Scotsman	18	18	4	4	6	2	2	2	10	5	7	2	6	3	10	8	21
BMN	1%	5%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	15%	*	1%	1%	1%

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/FGH/GH/IJKL/MN/LMN/MN/OP
* small base less than 30



Air Travel Tax Survey

Table 23 (CONT.)

Daily Newspaper Readership.

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Daily Star	44	3	44	7	14	4	6	4	21	5	10	3	1	29	19	25	44
	2%	1%	5%	1%	3%	1%	2%	3%	2%	1%	1%	2%	3%	3%	2%	2%	2%
	BCKN	C									N						
The Sun	302	16	302	67	97	20	46	22	117	65	117	9	2	172	151	150	307
	15%	5%	37%	13%	18%	7%	19%	16%	12%	16%	15%	5%	5%	17%	15%	15%	15%
	BCEgl*	C		EFG	F	GH			J		L	N					
The Times	116	116	36	35	33	20	11	7	61	19	60	26	7	21	57	59	107
	6%	32%	4%	7%	6%	7%	5%	5%	6%	5%	8%	14%	16%	2%	6%	6%	5%
	BCKLMN	C									LN	N	N				
Evening Standard	45	13	45	10	17	2	4	3	26	9	25	6	1	12	25	20	41
	2%	4%	5%	2%	3%	1%	1%	2%	3%	2%	3%	4%	4%	1%	2%	2%	2%
	BCKN				F						N	N					
Other	184	16	56	39	64	24	21	14	84	36	66	12	6	98	93	91	196
	9%	4%	7%	7%	12%	8%	8%	10%	9%	9%	8%	7%	14%	10%	9%	9%	10%
	BCE			E													
None of these	827	-	-	181	204	127	101	60	397	147	301	60	10	449	412	415	803
	40%	-	-	34%	37%	43%	42%	42%	41%	37%	38%	33%	26%	44%	40%	41%	39%
	BCDLN			F							N	N	N				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 24
Act2.
Level of activism
Base: All respondents

Total (A)	Gender		Age						Social Class				Region			HH Income			Children in HH	
	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total 2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total 2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Activist (5+ activities) 154 8%	85 9%	69 7%	3 1%	10 3%	35 9%	35 11%	44 15%	26 6%	78 15%	47 8%	17 4%	12 2%	36 5%	69 9%	49 8%	23 4%	22 8%	66 15%	44 7%	109 8%
	DEGHJ*		FGHI	FGH	H	I	I		KLM	LM			O			RS	S			
Semi-Activist (3 or 4 activities) 321 16%	169 17%	152 14%	21 7%	44 13%	73 19%	68 21%	56 19%	59 15%	121 23%	107 18%	48 11%	45 9%	115 17%	111 15%	95 15%	72 12%	56 20%	116 25%	103 15%	218 16%
	DGJLM*		EI	GH	I	I			LM	LM						RS				
Non-Activist (0-2 activities) 1575 77%	738 74%	837 79%	296 93%	277 84%	276 72%	218 68%	189 65%	319 79%	330 62%	437 74%	357 85%	450 89%	535 78%	547 75%	493 77%	498 84%	197 71%	273 60%	529 78%	1045 76%
	BhJLM*	C	EI	FGH	I	I	I		KLM	LM						RS	S			

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 24 (CONT.)

Act2.
Level of activism
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Activist (5+ activities)	154	50	32	56	36	33	9	12	82	37	61	39	6	47	84	70	154
	8%	14%	4%	11%	7%	11%	4%	8%	8%	9%	8%	22%	14%	5%	8%	7%	8%
	BdFGLN	C		EG	F	G					LN	N	N				
Semi-Activist (3 or 4 activities)	321	101	123	114	80	63	14	27	169	68	137	45	12	124	160	161	316
	16%	28%	15%	22%	15%	21%	6%	19%	17%	17%	17%	25%	30%	12%	16%	16%	15%
	BDFGLn	C		EG	FG	G	H				LN	N	N				
Non-Activist (0-2 activities)	1575	215	670	354	429	196	218	103	717	296	596	97	23	843	784	790	1580
	77%	59%	81%	68%	79%	67%	90%	73%	74%	74%	75%	53%	56%	83%	76%	77%	77%
	BdFGI*	C		EG	FG	G	H				LMN	N	N				

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 25
QPo1/2. Combined Voting
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
Conservative	524	252	272	44	61	87	101	91	141	182	169	86	86	139	215	170	124	81	146	138	386
DEGL*	26%	25%	26%	14%	18%	23%	31%	31%	35%	34%	29%	20%	17%	20%	30%	27%	21%	29%	32%	20%	28%
Labour	545	269	276	79	86	118	71	79	112	113	155	121	155	218	160	167	199	59	106	210	335
JMoQR*	27%	27%	26%	25%	26%	31%	22%	27%	28%	21%	26%	29%	31%	32%	22%	26%	34%	21%	23%	31%	24%
Liberal Democrats (Lib Dem)	292	136	156	41	58	43	63	42	45	104	84	59	44	100	118	74	79	38	95	87	205
GUMPS	14%	14%	15%	13%	18%	11%	20%	15%	11%	20%	14%	14%	9%	15%	16%	12%	13%	14%	21%	13%	15%
Scottish/Welsh Nationalist	35	22	13	1	5	8	4	7	9	5	9	10	10	28	1	5	10	5	13	8	26
CDNO	2%	2%	1%	*	2%	2%	1%	2%	2%	1%	1%	2%	2%	4%	*	1%	2%	2%	3%	1%	2%
Green Party	35	16	19	5	7	12	7	2	2	11	10	8	6	12	13	10	8	11	8	15	21
IR	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	4%	2%	2%	1%
UK Independence Party	24	16	8	5	1	7	4	4	4	5	8	7	4	3	12	8	3	5	7	12	13
CNQ	1%	2%	1%	2%	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	*	2%	2%	2%	1%
Other	48	30	18	10	7	8	10	8	6	7	9	8	24	20	13	16	15	12	6	12	36
CMR	2%	3%	2%	3%	2%	2%	3%	3%	1%	1%	2%	2%	5%	3%	2%	2%	2%	4%	1%	2%	3%
Would not vote	268	132	136	60	67	57	29	21	34	35	67	59	107	77	97	94	86	37	34	103	165
DEGMS	13%	13%	13%	19%	20%	15%	9%	7%	8%	7%	11%	14%	21%	11%	13%	15%	15%	13%	7%	15%	12%
Undecided	242	106	136	69	37	39	26	29	42	55	68	58	61	77	84	81	60	27	32	78	164
DGS	12%	11%	13%	22%	11%	10%	8%	10%	10%	10%	11%	14%	12%	11%	12%	13%	10%	10%	7%	12%	12%
Refused	36	13	23	5	3	6	6	7	10	11	10	6	10	12	13	11	8	-	8	14	22
R	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	-	2%	2%	2%
																	S				

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/FGHI/FGHI/Hi/JKLM/KLM/LM/NO/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 25 (CONT.)

QPo1/2. Combined Voting
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
Conservative	524	119	236	524	-	-	-	-	240	116	200	71	7	239	275	249	536
	26%	32%	29%	100%	-	-	-	-	25%	29%	25%	39%	17%	24%	27%	24%	26%
	BhL			EFGH							L	MN					
Labour	545	90	229	-	545	-	-	-	261	100	210	42	12	278	266	278	554
	27%	25%	28%	-	100%	-	-	-	27%	25%	26%	23%	29%	27%	26%	27%	27%
	DEFGH				FGH												
Liberal Democrats (Lib Dem)	292	71	91	-	-	292	-	-	172	46	127	29	9	124	154	139	286
	14%	20%	11%	-	-	100%	-	-	18%	12%	16%	16%	23%	12%	15%	14%	14%
	BiN	C				GH			J		N						
Scottish/Welsh Nationalist	35	4	19	-	-	-	-	35	12	10	12	2	1	20	16	19	40
	2%	1%	2%	-	-	-	-	24%	1%	3%	2%	1%	2%	2%	2%	2%	2%
	DEFGH			H	H	H	H										
Green Party	35	8	8	-	-	-	-	35	22	6	19	1	1	13	11	24	34
	2%	2%	1%	-	-	-	-	25%	2%	2%	2%	1%	3%	1%	1%	2%	2%
	ChOP			H	H	H	H							P			
UK Independence Party	24	4	9	-	-	-	-	24	11	7	11	-	-	13	14	10	23
	1%	1%	1%	-	-	-	-	17%	1%	2%	1%	-	-	1%	1%	1%	1%
	DEFH			H	H	H	H										
Other	48	5	23	-	-	-	-	48	21	11	18	3	-	27	30	18	45
	2%	1%	3%	-	-	-	-	34%	2%	3%	2%	2%	-	3%	3%	2%	2%
	DEFGH			H	H	H	H										
Would not vote	268	28	91	-	-	-	-	-	117	50	86	12	7	160	113	156	254
	13%	8%	11%	-	-	-	-	-	12%	12%	11%	7%	16%	16%	11%	15%	12%
	BhKLNp										N	N		P			
Undecided	242	32	103	-	-	-	242	-	96	47	97	17	4	124	131	111	241
	12%	9%	12%	-	-	-	100%	-	10%	12%	12%	9%	9%	12%	13%	11%	12%
	DEFGHI						H										
Refused	36	4	17	-	-	-	-	-	17	7	14	4	-	15	19	17	37
	2%	1%	2%	-	-	-	-	-	2%	2%	2%	2%	-	1%	2%	2%	2%
	DEFG																

Proportions/Mean: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFGH/FGH/GH/IJK/LMN/LMN/MN/OP
 * small base less than 30



Air Travel Tax Survey

Table 26
AirTax version.
Base: All respondents

	Gender		Age						Social Class				Region			HH Income			Children in HH		
	Total (A)	Male (B)	Female (C)	15-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	AB (J)	C1 (K)	C2 (L)	DE (M)	North (N)	South (O)	Mid-lands (P)	£17,499 and under (Q)	£17,500 to £29,999 (R)	£30,000 and over (S)	Yes (T)	No (U)
UnWtd. Total	2050	920	1130	279	292	358	291	348	482	514	587	398	551	738	696	616	668	268	405	634	1416
Wtd. Total	2050	992	1058	320	331	385	321	289	404	529	591	423	507	687	726	637	593	276	456	677	1373
With tax preamble	1028	509	519	153	166	208	147	153	200	257	307	208	256	341	366	321	287	129	239	342	686
	50%	51%	49%	48%	50%	54%	46%	53%	49%	49%	52%	49%	50%	50%	50%	50%	48%	47%	52%	50%	50%
						G															
No tax preamble	1022	483	539	167	165	176	174	136	205	272	284	214	251	346	360	316	306	146	217	335	687
	50%	49%	51%	52%	50%	46%	54%	47%	51%	51%	48%	51%	50%	50%	50%	50%	52%	53%	48%	50%	50%
						G															

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOPQRSTU/BC/DEFGHI/EF/GHI/FGHI/GHI/HI/IJKLM/KLM/LM/NOP/OP/QRS/RS/TU
 * small base less than 30



Air Travel Tax Survey

Table 26 (CONT.)

AirTax version.
Base: All respondents

	Newspaper Readership		Voting Intention					Support slowing growth in air travel		Flown in last 12 months				Air Tax Introduction		Unwtd Total	
	Total (A)	Broadsheet (B)	Tabloid (C)	Conservative (D)	Labour (E)	Lib Dem (F)	Undecided (G)	Other (H)	Support (I)	Oppose (J)	One to five (K)	Six to 15 (L)	16+ (M)	None (N)	Introduction (O)		No introduction (P)
UnWtd. Total	2050	356	849	536	554	286	241	142	985	384	770	175	38	1049	1021	1029	2050
Wtd. Total	2050	365	825	524	545	292	242	142	968	401	794	182	41	1015	1028	1022	2050
With tax preamble	1028	189	413	275	266	154	131	70	489	207	370	102	26	521	1028	-	1021
50% KOP		52%	50%	53%	49%	53%	54%	49%	51%	52%	47%	56%	63%	51%	100%	-	50%
											L				P		
No tax preamble	1022	177	412	249	278	139	111	72	479	194	424	79	15	494	-	1022	1029
50% KOP		48%	50%	47%	51%	47%	46%	51%	49%	48%	53%	44%	37%	49%	-	100%	50%
											L				P		

Proportions/Means: Tested at (5% risk level) - ABCDEFGHIJKLMNOP/BC/DEFGH/EFHG/FGH/GH/IJKL/MN/LMN/MN/OP
 * small base less than 30

