YouGov / The Sun Survey Results



Sample Size: 2042 GB Adults Fieldwork: 20th - 21st June 2010

| Fieldwork: 20th - 21st June 2010 | Voting intention | | | | | | ı | | | | | | 1 | | | | |
|---|------------------|------|----------|------------|------|---------|-------|---------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
| <u>_</u> | | Voti | ng intei | | Ge | nder | | Ą | ge | 1 | Social | grade | | | Region | | |
| | Total | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 2042 | 701 | 565 | 302 | 992 | 1050 | 246 | 521 | 700 | 575 | 1149 | 868 | 260 | 664 | 434 | 503 | 180 |
| Unweighted Sample | 2042 | 677 | 563 | 279 | 998 | 1044 | 130 | 470 | 837 | 605 | 1352 | 665 | 273 | 675 | 407 | 459 | 228 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Comparing your situation with this time last year | | | | | | | | | | | | | | | | | |
| Are you finding it easier or harder to make ends meet or | | | | | | | | | | | | | | | | | |
| is it about the same? | | | | | | | | | | | | | | | | | |
| Easier | 3 | 4 | 4 | 5 | 5 | 2 | 6 | 5 | 3 | 2 | 3 | 3 | 6 | 3 | 2 | 3 | 2 |
| Harder | 39 | 36 | 37 | 40 | 38 | 40 | 37 | 38 | 41 | 39 | 34 | 46 | 34 | 38 | 38 | 44 | 38 |
| About the same | 55 | 60 | 57 2 | 52 2 | 55 | 56 2 | 49 | 53 3 | 56 | 59 | 61 | 48 | 56 | 57 | 57 | 52 | 54 |
| Not sure/ not applicable | 2 | 0 | 2 | 2 | 3 | 2 | 8 | 3 | 1 | 1 | 2 | 3 | 4 | 2 | 3 | 1 | 5 |
| Do you think your job is safer, less safe or about the same? | | | | | | | | | | | | | | | | | |
| Safer | 3 | 3 | 2 | 5 | 4 | 3 | 7 | 5 | 3 | 1 | 4 | 3 | 5 | 3 | 3 | 3 | 2 |
| Less safe | 26 | 20 | 35 | 21 | 29 | 24 | 21 | 32 | 34 | 13 | 29 | 23 | 28 | 27 | 24 | 26 | 28 |
| About the same | 35 | 41 | 29 | 39 | 36 | 34 | 41 | 48 | 40 | 14 | 37 | 32 | 40 | 35 | 36 | 33 | 29 |
| Not sure / not applicable | 36 | 35 | 34 | 35 | 31 | 40 | 31 | 15 | 22 | 73 | 31 | 43 | 26 | 36 | 37 | 38 | 40 |
| How do you think the financial situation of your household will change over the next 12 months? | | | | | | | | | | | | | | | | | |
| Get a lot better | 2 | 2 | 2 | 3 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 3 |
| Get a little better | 12 | 14 | 8 | 14 | 13 | 10 | 24 | 18 | 9 | 4 | 13 | 10 | 16 | 11 | 13 | 10 | 10 |
| TOTAL BETTER | 14 | 16 | 10 | 17 | 15 | 11 | 25 | 21 | 11 | 5 | 15 | 11 | 18 | 13 | 14 | 11 | 13 |
| Stay the same | 24 | 26 | 21 | 28 | 22 | 26 | 24 | 28 | 22 | 23 | 27 | 21 | 27 | 26 | 24 | 22 | 19 |
| Get a little worse | 39 | 45 | 36 | 36 | 39 | 39 | 23 | 31 | 41 | 51 | 39 | 40 | 34 | 39 | 40 | 42 | 38 |
| Get a lot worse | 18 | 10 | 28 | 16 | 20 | 16 | 11 | 13 | 23 | 20 | 15 | 22 | 15 | 16 | 19 | 20 | 22 |
| TOTAL WORSE | 57 | 55 | 64 | 52 | 59 | 55 | 34 | 44 | 64 | 71 | 54 | 62 | 49 | 55 | 59 | 62 | 60 |
| Don't know | 5 | 3 | 5 | 3 | 3 | 7 | 16 | 7 | 3 | 1 | 4 | 7 | 6 | 5 | 4 | 5 | 7 |

| | | Voti | ng inter | ntion | Ge | nder | | Ą | ge | | Social | grade | | | Region | | |
|-------------------|-------|------|----------|-------|------|--------|-------|-------|-------|-----|--------|----------|--------|---------|------------|-------|----------|
| | Total | Con | Lab | Lib | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of | Midlands / | North | Scotland |
| | | ••• | | Dem | | | | | | ••• | | 0 | | South | Wales | | •••• |
| Weighted Sample | 2042 | 701 | 565 | 302 | 992 | 1050 | 246 | 521 | 700 | 575 | 1149 | 868 | 260 | 664 | 434 | 503 | 180 |
| Unweighted Sample | 2042 | 677 | 563 | 279 | 998 | 1044 | 130 | 470 | 837 | 605 | 1352 | 665 | 273 | 675 | 407 | 459 | 228 |
| • | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...

| think this is | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Good or bad for the economy? | | | | | | | | | | | | | | | | | |
| Good for the economy | 47 | 82 | 14 | 48 | 48 | 47 | 38 | 41 | 45 | 60 | 50 | 43 | 45 | 52 | 48 | 46 | 35 |
| Bad for the economy | 30 | 4 | 70 | 26 | 35 | 26 | 30 | 31 | 37 | 23 | 29 | 32 | 28 | 25 | 31 | 33 | 44 |
| Don't know | 22 | 14 | 17 | 26 | 18 | 26 | 32 | 28 | 19 | 17 | 20 | 25 | 27 | 23 | 21 | 21 | 21 |
| Being done fairly or unfairly? | | | | | | | | | | | | | | | | | |
| Fairly | 34 | 67 | 8 | 34 | 34 | 34 | 29 | 30 | 32 | 42 | 37 | 30 | 31 | 41 | 33 | 32 | 19 |
| Unfairly | 35 | 6 | 70 | 31 | 39 | 30 | 37 | 36 | 39 | 27 | 32 | 38 | 33 | 28 | 34 | 38 | 53 |
| Don't know | 32 | 28 | 22 | 34 | 27 | 36 | 34 | 34 | 29 | 31 | 31 | 33 | 36 | 31 | 33 | 30 | 27 |
| Having an impact on your own life, or not having an impact on your own life? | | | | | | | | | | | | | | | | | |
| Having an impact on my life | 55 | 52 | 62 | 60 | 57 | 53 | 52 | 52 | 60 | 52 | 55 | 54 | 45 | 50 | 58 | 61 | 61 |
| Not having an impact on my life | 18 | 23 | 16 | 15 | 20 | 17 | 19 | 20 | 16 | 20 | 19 | 17 | 21 | 19 | 20 | 16 | 17 |
| Don't know | 27 | 25 | 22 | 26 | 23 | 31 | 30 | 27 | 24 | 28 | 26 | 29 | 34 | 31 | 22 | 24 | 22 |
| And who do you think is most to blame for the current spending cuts? | | | | | | | | | | | | | | | | | |
| The Conservative-Liberal Democrat coalition | 19 | 1 | 54 | 10 | 21 | 18 | 18 | 18 | 26 | 13 | 17 | 22 | 16 | 15 | 20 | 21 | 36 |
| The last Labour government | 49 | 93 | 6 | 54 | 50 | 48 | 38 | 46 | 47 | 59 | 52 | 46 | 49 | 58 | 48 | 45 | 30 |
| Both | 18 | 3 | 25 | 21 | 17 | 18 | 20 | 23 | 15 | 15 | 17 | 19 | 19 | 13 | 19 | 21 | 20 |
| Neither | 7 | 2 | 11 | 10 | 7 | 7 | 7 | 6 | 7 | 8 | 9 | 5 | 10 | 6 | 8 | 7 | 6 |
| Don't know | 7 | 1 | 4 | 5 | 5 | 9 | 17 | 8 | 4 | 5 | 6 | 9 | 6 | 8 | 6 | 6 | 9 |

In a few days time George Osborne, the Chancellor of the Exchequer, will unveil his first Budget. He is expected to announce cuts in spending, and increases in taxes, in order to reduce government borrowing.

Do you think...

| , | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| It's the right time to cut borrowing sharply, so Britain's economy can recover | 41 | 78 | 9 | 41 | 43 | 40 | 33 | 37 | 38 | 53 | 44 | 38 | 40 | 47 | 43 | 38 | 29 |
| It's the wrong time: higher taxes and lower spending this year could drive Britain back into recession | 40 | 9 | 81 | 37 | 42 | 38 | 41 | 39 | 47 | 31 | 38 | 42 | 37 | 34 | 40 | 44 | 53 |
| Not sure | 19 | 13 | 10 | 22 | 15 | 23 | 26 | 23 | 16 | 17 | 18 | 20 | 23 | 20 | 17 | 18 | 18 |

| | | Voti | ng inte | ntion | Ge | nder | | Ą | ge | | Social | grade | | | Region | | |
|-------------------|-------|------|---------|-------|------|-----------|-------|-------|-------|-----|--------|-------|--------|---------|------------|---------|----------|
| | Total | Con | Lab | Lib | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of | Midlands / | North | Scotland |
| | Total | 0 | Lub | Dem | Maic | 1 Ciliale | 10 27 | 20 00 | 40 00 | 0 | ABO. | OLDL | London | South | Wales | 1101111 | Oootiana |
| Weighted Sample | 2042 | 701 | 565 | 302 | 992 | 1050 | 246 | 521 | 700 | 575 | 1149 | 868 | 260 | 664 | 434 | 503 | 180 |
| Unweighted Sample | 2042 | 677 | 563 | 279 | 998 | 1044 | 130 | 470 | 837 | 605 | 1352 | 665 | 273 | 675 | 407 | 459 | 228 |
| - | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Spending on the NHS and international development is being protected from spending cuts. As a result, cuts in other government departments will have to be deeper in order, in order to achieve the overall target for spending cuts.

| other government departments will have to be de order, in order to achieve the overall target for sp cuts. | • | | | | | | | | | | | | | | | | | |
|---|--------------------|----------------|---------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|
| Do you think it is right or wrong to protect spend the NHS, if this means deeper cuts elsewhere? | ing on | | | | | | | | | | | | | | | | | |
| Right - its budget should be Wrong - it should face its share of sper D | | 62 28 10 | 55 39 6 | 71 20 8 | 71 23 7 | 60 33 7 | 64 23 13 | 62 16 22 | 59 29 12 | 63 28 9 | 64 31 5 | 61 31 8 | 64 23 13 | 64 21 15 | 62 29 9 | 63 28 9 | 65 26 9 | 53 36 11 |
| Do you think it is right or wrong to protect spend international development, if this means deeper elsewhere? | • | | | | | | | | | | | | | | | | | |
| Right - its budget should be Wrong - it should face its share of sper D | | 10 73 17 | 7 83 10 | 15 71 14 | 13 73 14 | 12 79 9 | 9 67 24 | 13 55 32 | 11 70 19 | 12 74 14 | 7 82 11 | 12 74 14 | 8 72 20 | 15 63 22 | 9 73 17 | 10 74 16 | 10 76 14 | 8 76 15 |
| The government has also decided that nobody earless than £10,000 a year will pay income tax, and earning more than £10,000 will pay less standard income tax. But other taxes will have to rise to pathis. Do you support or oppose this measure? | people rate | | | | | | | | | | | | | | | | | |
| | ve to rise | 64 | 73 | 58 | 72 | 67 | 61 | 47 | 57 | 64 | 79 | 65 | 63 | 55 | 68 | 70 | 61 | 60 |
| Oppose raising tax threshold, and not raising othe | r taxes so much | 20 | 17 | 27 | 18 | 21 | 20 | 20 | 25 | 23 | 13 | 21 | 19 | 27 | 17 | 16 | 24 | 23 |
| D | on't know | 16 | 10 | 15 | 10 | 12 | 19 | 33 | 18 | 13 | 8 | 14 | 18 | 18 | 15 | 14 | 16 | 18 |

| | | Voti | ng inter | ntion | Ge | nder | | Ą | ge | | Social | grade | | | Region | | |
|-------------------|-------|------|----------|-------|------|-----------|-------|-------|-------|-----|--------|-------|--------|---------|------------|---------|----------|
| | Total | Con | Lab | Lib | Male | Female | 18-24 | 25-30 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of | Midlands / | North | Scotland |
| | Total | 0011 | Lab | Dem | Wate | 1 Ciliaic | 10-24 | 25-55 | 40-33 | 00+ | 7001 | OZDL | London | South | Wales | 1401111 | ocotiana |
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| Unweighted Sample | 2042 | 677 | 563 | 279 | 998 | 1044 | 130 | 470 | 837 | 605 | 1352 | 665 | 273 | 675 | 407 | 459 | 228 |
| • | % | % | % | % | % | 0/2 | % | % | % | % | % | % | % | 0/2 | 0/2 | % | % |

The Government is also considering a new tax on banks, in addition to the taxes they already pay. It would be a tax on their turnover - that is, the amount of business they do. Do you support or oppose this tax?

| Support - banks have behaved badly in recent years and | 76 | 70 | 77 | 82 | 70 | 73 | 65 | 74 | 76 | Ω1 | 75 | 77 | 69 | 72 | 77 | 90 | 79 |
|---|----|----|----|----|----|----|----|----|----|----|----|-----|-----|----|----|----|----|
| therefore should contribute more to our economy | 70 | 70 | 11 | 02 | 70 | 73 | 03 | 74 | 70 | 01 | 73 | " | 09 | 73 | 11 | 00 | 19 |
| Oppose - banks could end up doing less business in Britain, | 13 | 14 | 14 | 8 | 15 | 11 | 13 | 13 | 13 | 11 | 14 | 11 | 14 | 15 | 11 | 11 | 13 |
| which would be bad for our economy | 13 | 17 | 17 | O | 10 | | 10 | 10 | 13 | | 17 | ''' | 1-7 | 13 | | | 13 |
| Don't know | 12 | 8 | 10 | 10 | 7 | 16 | 22 | 13 | 10 | 8 | 11 | 13 | 17 | 12 | 11 | 9 | 8 |

Some other taxes are certain to rise. If you had to choose, which FOUR of the following would you MOST like to see happen? (Please select EXACTLY four.)

| Sharply higher tobacco duty | 70 | 77 | 66 | 67 | 69 | 72 | 73 | 73 | 69 | 68 | 72 | 68 | 73 | 68 | 72 | 71 | 67 |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Higher corporation tax on company profits | 57 | 50 | 62 | 58 | 54 | 58 | 60 | 61 | 57 | 51 | 54 | 61 | 61 | 56 | 56 | 53 | 62 |
| Sharply higher alcohol duty | 47 | 57 | 41 | 41 | 39 | 55 | 35 | 45 | 45 | 55 | 46 | 49 | 52 | 48 | 49 | 45 | 34 |
| A rise in the higher (40p) rate of income tax | 46 | 41 | 53 | 51 | 51 | 41 | 36 | 38 | 49 | 53 | 46 | 44 | 35 | 47 | 45 | 48 | 53 |
| Higher capital gains tax | 43 | 34 | 53 | 42 | 44 | 41 | 30 | 41 | 47 | 44 | 41 | 45 | 42 | 39 | 41 | 46 | 50 |
| Increasing taxes on air travel | 43 | 45 | 39 | 49 | 40 | 47 | 48 | 43 | 41 | 43 | 45 | 41 | 36 | 46 | 48 | 44 | 33 |
| A rise in the rate of VAT | 22 | 32 | 13 | 16 | 25 | 19 | 15 | 19 | 22 | 26 | 23 | 20 | 18 | 23 | 23 | 22 | 19 |
| Higher national insurance of employers | 16 | 11 | 20 | 18 | 16 | 16 | 26 | 19 | 14 | 12 | 16 | 16 | 18 | 17 | 15 | 15 | 17 |
| Higher capital transfer tax (or 'death duty') | 13 | 8 | 18 | 12 | 13 | 12 | 13 | 11 | 14 | 13 | 13 | 13 | 11 | 11 | 13 | 12 | 21 |
| A rise in the standard (20p) rate of income tax | 12 | 13 | 8 | 15 | 12 | 11 | 20 | 10 | 10 | 12 | 12 | 11 | 12 | 13 | 12 | 10 | 12 |
| Extending VAT to food and children's clothes | 11 | 16 | 7 | 7 | 12 | 10 | 16 | 16 | 9 | 6 | 12 | 9 | 16 | 11 | 10 | 9 | 9 |
| Higher stamp duty when buying a house | 10 | 7 | 12 | 12 | 11 | 9 | 10 | 10 | 12 | 7 | 8 | 12 | 9 | 9 | 9 | 12 | 9 |
| Sharply higher petrol duty | 5 | 3 | 6 | 7 | 7 | 4 | 10 | 9 | 4 | 2 | 5 | 5 | 14 | 4 | 3 | 6 | 3 |
| Higher national insurance on workers | 4 | 4 | 3 | 5 | 5 | 4 | 6 | 2 | 5 | 6 | 5 | 4 | 2 | 5 | 4 | 4 | 9 |
| Higher council tax | 2 | 2 | 1 | 0 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 |

| | | Voti | ng inter | ntion | Ge | nder | | Ą | ge | | Social | grade | | | Region | | |
|-------------------|-------|------|----------|-------|------|-----------|-------|-------|-------|-----|--------|-------|--------|---------|------------|---------|----------|
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| - | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And which FOUR would you LEAST like to see happen?(Please select EXACTLY four.)

| , | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| Sharply higher petrol duty | 54 | 57 | 55 | 46 | 52 | 56 | 57 | 49 | 54 | 58 | 51 | 59 | 41 | 55 | 60 | 54 | 58 | |
| Higher council tax | 54 | 49 | 54 | 59 | 53 | 55 | 56 | 57 | 51 | 53 | 53 | 55 | 53 | 52 | 55 | 57 | 51 | |
| Extending VAT to food and children's clothes | 52 | 48 | 57 | 55 | 50 | 54 | 37 | 44 | 54 | 63 | 51 | 53 | 39 | 54 | 51 | 56 | 54 | |
| A rise in the standard (20p) rate of income tax | 51 | 52 | 52 | 51 | 53 | 49 | 36 | 54 | 53 | 53 | 55 | 47 | 48 | 51 | 53 | 51 | 52 | |
| Higher national insurance on workers | 47 | 40 | 53 | 51 | 46 | 47 | 54 | 52 | 49 | 37 | 46 | 47 | 49 | 45 | 46 | 50 | 44 | |
| A rise in the rate of VAT | 45 | 36 | 53 | 50 | 46 | 45 | 45 | 45 | 48 | 43 | 45 | 46 | 46 | 42 | 47 | 46 | 51 | |
| Higher stamp duty when buying a house | 18 | 20 | 15 | 19 | 16 | 20 | 22 | 18 | 14 | 21 | 18 | 17 | 26 | 20 | 17 | 14 | 15 | |
| Higher national insurance of employers | 15 | 17 | 13 | 14 | 17 | 13 | 13 | 13 | 15 | 17 | 16 | 14 | 17 | 15 | 13 | 16 | 13 | |
| Sharply higher alcohol duty | 14 | 13 | 12 | 15 | 17 | 10 | 23 | 16 | 15 | 7 | 14 | 14 | 13 | 13 | 13 | 15 | 17 | |
| A rise in the higher (40p) rate of income tax | 13 | 18 | 11 | 9 | 13 | 12 | 18 | 15 | 13 | 8 | 13 | 12 | 17 | 12 | 14 | 12 | 10 | |
| Higher capital transfer tax (or 'death duty') | 12 | 16 | 8 | 9 | 10 | 13 | 9 | 11 | 10 | 15 | 12 | 11 | 17 | 14 | 9 | 9 | 10 | |
| Increasing taxes on air travel | 8 | 9 | 6 | 7 | 7 | 9 | 7 | 9 | 6 | 9 | 7 | 8 | 13 | 8 | 7 | 6 | 9 | |
| Sharply higher tobacco duty | 7 | 7 | 5 | 7 | 6 | 8 | 11 | 5 | 7 | 6 | 6 | 9 | 7 | 10 | 5 | 5 | 8 | |
| Higher capital gains tax | 6 | 10 | 4 | 2 | 7 | 5 | 6 | 7 | 5 | 7 | 7 | 5 | 9 | 6 | 6 | 5 | 5 | |
| Higher corporation tax on company profits | 5 | 7 | 2 | 5 | 7 | 3 | 6 | 6 | 5 | 4 | 6 | 3 | 5 | 5 | 4 | 5 | 3 | |