

YouGov / The Sun Survey Results

Sample Size: 1686 GB Adults
Fieldwork: 4th - 5th January 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	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	1686			531	467	377	822	864	201	435	575	475	949	716	221	548	358	413	146	
Unweighted Sample	1686	478	524	112	497	444	380	825	861	112	406	683	485	1090	575	270	525	319	385	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you agree or disagree with the decision to increase VAT to 20% from 17.5%?

Agree	25	56	7	41	48	8	23	31	19	21	21	24	31	30	18	29	28	21	24	19
Disagree	62	28	87	43	36	85	62	59	66	63	60	66	60	56	70	60	54	66	67	73
Don't know	13	16	5	16	16	7	15	11	15	17	19	11	8	14	11	11	17	13	9	8

24-25 June 2011
4-5 Jan 2011

If you had to choose between raising VAT from 17.5% to 20%, or raising the standard rate of income tax from 20% to 22.5%, which would you prefer?

Raising VAT	52	44	70	25	54	66	28	39	44	43	36	51	43	41	51	34	46	48	40	42	37
Raising income tax	31	34	19	56	31	18	50	40	39	30	33	22	36	44	31	38	34	28	38	35	47
Don't know	17	22	11	19	15	16	22	21	17	27	31	27	21	15	17	28	21	23	21	24	16

On balance, do you think the VAT increase will...

HELP the economy by reducing the amount of money the Government has to borrow	25	54	6	35	49	8	21	30	20	23	25	22	29	31	17	27	30	20	25	16
HARM the economy by raising prices and reducing the purchasing power of individuals and families	48	17	77	27	25	70	46	47	48	49	41	54	46	40	58	46	39	52	52	59
Not make much difference to the economy	19	22	13	29	18	16	24	17	20	7	23	17	21	20	16	19	21	18	16	18
Don't know	9	7	4	10	9	7	9	6	11	20	12	7	4	9	9	7	10	10	7	7