

YouGov-Cambridge Survey Results

Sample Size: 1748 GB Adults
Fieldwork: 1st - 2nd July 2012

	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	1748	447	582	103	539	431	385	850	898	212	446	598	493	996	752	224	568	374	430	152
Unweighted Sample	1748	439	564	104	539	427	388	834	914	118	492	676	462	1113	635	298	536	320	444	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how the government is cutting public spending, do you think the government should cut spending less, cut spending more, or are they getting the balance about right?

The government should cut spending more	13	26	6	14	22	7	8	17	10	16	15	12	13	15	12	13	15	12	13	16
The government should cut spending less	47	13	76	38	23	72	57	49	45	39	40	56	46	43	52	44	40	51	53	49
The government is getting the balance about right	23	54	7	33	44	10	20	22	24	18	23	19	29	26	19	24	28	23	19	16
Do not know	17	7	11	15	12	10	16	11	22	27	22	13	11	16	17	20	17	14	15	19

Which of the following industries and areas of business do you think will be the most important in helping the UK economy to grow over the next two years? (Please select up to three)

Manufacturing - for example making and producing goods in factories	55	64	56	55	64	57	51	58	51	31	41	58	73	54	56	41	56	60	54	59
Construction - for example building and maintaining buildings and underground works	37	40	40	35	40	41	36	43	31	20	29	39	49	37	37	28	36	37	41	45
Retail - for example selling goods in shops, both on the high street and online	26	26	30	17	26	31	24	24	28	26	25	27	26	24	29	20	29	26	24	32
Agriculture and farming - for example growing plants and crops and raising animals to provide food and materials	23	25	21	23	29	21	22	20	26	15	17	20	35	22	24	21	28	25	19	14
Financial services - for example banking and credit card services, and trading financial assets like shares and bonds	17	26	13	25	21	13	17	21	13	19	18	16	16	20	13	19	20	17	13	17
Services Industry - for example people and companies offering services rather than goods, like accountancy, leisure, law and business advice	16	23	14	24	20	13	19	19	13	24	19	15	11	21	10	20	17	15	14	18
Energy and utilities - for example companies that produce and sell water, petrol, gas, electricity, coal, and nuclear, wind and solar power	16	15	16	13	14	16	18	14	18	17	14	16	18	14	18	13	16	15	15	25
Media and telecommunications - for example radio, television, broadband and mobile services	11	11	12	13	11	11	15	13	10	13	11	12	10	13	9	15	10	10	13	9
Property and real estate - for example helping people to buy and sell houses, managing buildings and areas of land and working out their value	10	9	11	13	10	9	11	9	11	10	8	11	10	9	11	7	12	10	11	6
Transportation and distribution - for example moving and storing goods for people and companies	9	9	9	11	9	11	8	10	9	9	8	11	8	9	10	8	10	8	10	8
None of these	2	0	3	1	1	3	2	2	2	4	3	2	1	3	2	3	3	1	2	3
Do not know	15	8	13	12	10	11	15	10	20	20	23	13	9	14	17	22	11	16	18	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here again is a list of different industries and areas of business in the UK. Which two or three do you think will be the most important in helping the UK economy to grow over the next ten to twenty years? Please select a maximum of three.

Manufacturing - for example making and producing goods in factories	53	60	53	54	61	55	47	55	50	28	39	58	70	51	55	42	53	59	51	58
Construction - for example building and maintaining buildings and underground works	39	41	39	40	42	45	36	43	35	23	33	40	49	39	39	30	40	39	40	44
Retail - for example selling goods in shops, both on the high street and online	23	23	28	20	23	27	23	21	25	15	20	27	25	22	24	21	24	24	25	21
Agriculture and farming - for example growing plants and crops and raising animals to provide food and materials	21	22	18	28	26	17	19	16	25	10	14	19	32	18	24	15	25	21	19	14
Financial services - for example banking and credit card services, and trading financial assets like shares and bonds	19	29	17	18	23	17	18	24	15	21	20	18	19	22	15	22	23	13	17	18
Energy and utilities - for example companies that produce and sell water, petrol, gas, electricity, coal, and nuclear, wind and solar power	19	20	18	29	18	17	25	20	18	28	16	18	19	19	19	19	22	15	18	21
Services Industry - for example people and companies offering services rather than goods, like accountancy, leisure, law and business advice	17	22	16	28	18	14	19	21	14	19	21	17	12	22	10	24	17	17	14	16
Media and telecommunications - for example radio, television, broadband and mobile services	13	13	16	17	11	12	18	14	12	13	13	15	9	14	11	14	11	13	14	14
Transportation and distribution - for example moving and storing goods for people and companies	10	7	13	6	7	13	11	10	9	14	9	12	7	10	10	7	11	10	12	7
Property and real estate - for example helping people to buy and sell houses, managing buildings and areas of land and working out their value	8	9	9	3	9	10	6	7	9	5	8	8	10	8	8	7	7	9	9	9
None of these	2	0	2	1	2	2	1	3	1	6	3	1	0	2	2	2	3	1	0	4
Do not know	15	8	13	10	10	12	17	11	20	25	23	11	9	14	17	21	13	14	17	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The UK's 'overall economy' is defined as the total amount of goods and services produced by the UK as a whole.

Please say on the scale below what percentage of the UK's overall economy you think is made up of manufacturing? (In other words, making and producing goods in factories)

MEAN	30	28	31	31	29	32	29	29	32	28	30	30	32	29	32	32	28	32	31	29
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The UK's 'overall economy' is defined as the total amount of goods and services produced by the UK as a whole.

Please say on the scale below what percentage of the UK's overall economy you think is made up of banking and financial services? (In other words, banking and credit card services, and trading financial assets like shares and bonds)

MEAN	45	43	45	42	45	44	43	42	49	40	42	45	49	43	49	48	44	44	47	43
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Do you agree or disagree with the following statements?

The UK will be one of the world's 10 largest manufacturers in 10 years' time

Strongly agree	1	1	2	1	1	2	0	1	1	0	2	1	1	1	1	1	1	1	2	0
Tend to agree	7	8	8	9	6	10	5	8	6	6	6	7	7	6	7	9	4	8	8	7
TOTAL AGREE	8	9	10	10	7	12	5	9	7	6	8	8	8	7	8	10	5	9	10	7
Neither agree nor disagree	18	16	19	17	17	21	16	16	20	17	19	17	18	17	20	22	16	19	18	16
Tend to disagree	38	40	37	43	42	40	39	36	40	28	38	38	43	40	35	33	39	38	39	39
Strongly disagree	25	29	24	22	26	19	28	32	19	29	21	28	25	26	24	24	29	24	21	30
TOTAL DISAGREE	63	69	61	65	68	59	67	68	59	57	59	66	68	66	59	57	68	62	60	69
Do not know	11	6	9	9	7	9	11	7	14	19	13	9	6	9	12	11	10	9	13	8

The share of the UK economy based on financial services will get significantly smaller over the next 10 years

Strongly agree	3	2	4	2	2	4	2	3	3	0	2	3	5	2	4	2	3	3	3	5
Tend to agree	25	25	29	22	24	29	27	24	26	21	24	22	31	24	26	21	25	26	26	27
TOTAL AGREE	28	27	33	24	26	33	29	27	29	21	26	25	36	26	30	23	28	29	29	32
Neither agree nor disagree	31	29	30	40	32	33	31	30	32	25	31	33	32	31	32	31	30	34	32	29
Tend to disagree	20	28	18	23	25	18	19	25	16	17	21	20	21	24	15	24	23	17	17	21
Strongly disagree	3	5	2	2	3	3	3	6	1	6	3	3	2	4	2	5	4	2	3	1
TOTAL DISAGREE	23	33	20	25	28	21	22	31	17	23	24	23	23	28	17	29	27	19	20	22
Do not know	18	12	16	12	14	14	18	12	23	31	19	18	9	15	21	18	16	19	19	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The share of the UK economy based on manufacturing will get significantly smaller over the next 10 years

Strongly agree	9	7	11	5	7	11	8	11	7	11	7	11	6	7	11	6	7	10	10	10
Tend to agree	38	38	39	36	40	36	39	37	38	32	33	38	43	40	35	35	39	37	36	41
TOTAL AGREE	47	45	50	41	47	47	47	48	45	43	40	49	49	47	46	41	46	47	46	51
Neither agree nor disagree	25	25	25	31	25	27	23	25	25	22	26	25	25	24	26	27	25	25	24	24
Tend to disagree	14	20	12	18	17	14	15	16	12	12	14	13	17	16	11	12	15	15	13	16
Strongly disagree	2	2	2	2	2	2	1	2	1	0	2	1	2	1	2	2	2	1	2	0
TOTAL DISAGREE	16	22	14	20	19	16	16	18	13	12	16	14	19	17	13	14	17	16	15	16
Do not know	13	8	12	7	10	10	13	9	17	23	17	11	7	12	15	18	11	12	15	9

I would encourage my child to have a career in manufacturing (if you do not have a child, try to imagine how you would think if you did)

Strongly agree	5	5	5	10	6	5	6	6	4	3	3	5	9	5	5	5	6	4	6	6
Tend to agree	23	29	22	19	29	22	21	27	20	9	19	23	34	22	25	23	22	26	22	27
TOTAL AGREE	28	34	27	29	35	27	27	33	24	12	22	28	43	27	30	28	28	30	28	33
Neither agree nor disagree	35	31	37	34	34	38	34	32	39	32	37	37	33	36	34	38	35	33	35	37
Tend to disagree	18	20	19	25	16	19	20	18	17	22	21	19	12	19	16	15	17	21	17	15
Strongly disagree	8	10	8	5	8	6	10	9	7	19	7	8	4	8	7	7	11	6	7	6
TOTAL DISAGREE	26	30	27	30	24	25	30	27	24	41	28	27	16	27	23	22	28	27	24	21
Do not know	11	5	10	6	7	10	10	8	13	16	13	10	7	9	12	13	9	9	12	9

I would encourage my child to have a career in financial services (if you do not have a child, try to imagine how you would think if you did)

Strongly agree	4	7	3	4	5	4	3	5	3	4	3	3	6	3	5	5	4	2	5	4
Tend to agree	21	29	20	18	26	20	16	24	18	25	21	21	19	22	19	26	20	20	18	23
TOTAL AGREE	25	36	23	22	31	24	19	29	21	29	24	24	25	25	24	31	24	22	23	27
Neither agree nor disagree	36	36	37	37	36	40	36	37	36	36	38	33	39	37	35	34	38	35	38	34
Tend to disagree	19	18	19	26	19	16	23	17	20	10	17	22	21	19	19	14	22	21	16	18
Strongly disagree	11	6	11	9	8	10	13	10	11	11	9	12	10	10	11	9	10	10	12	14
TOTAL DISAGREE	30	24	30	35	27	26	36	27	31	21	26	34	31	29	30	23	32	31	28	32
Do not know	10	5	9	7	6	9	10	7	12	14	12	10	6	9	11	12	7	12	11	7

In general, do you think there is too much, too little, or the right amount of UK government regulation of business and industry?

Too much regulation	34	48	28	19	49	27	26	38	30	18	25	35	49	33	36	24	37	36	32	41
About the right amount of regulation	24	27	26	41	23	25	25	26	22	27	29	23	17	26	20	26	24	23	25	16
Too little regulation	19	12	25	20	12	27	22	21	17	18	16	22	18	20	17	20	18	17	19	24
Do not know	24	13	22	20	16	21	28	15	31	37	31	20	16	21	27	30	22	24	24	20

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, do you think there is too much, too little, or the right amount of UK government regulation of small and medium sized businesses?

Too much regulation	48	60	40	49	61	42	45	53	43	30	35	48	67	46	49	36	52	48	44	56
About the right amount of regulation	23	23	29	32	19	28	24	24	22	29	25	25	15	26	19	27	23	22	23	18
Too little regulation	8	4	11	4	5	13	5	9	7	4	9	10	5	6	9	9	6	9	8	7
Do not know	22	13	20	15	16	17	26	15	29	38	31	17	13	21	23	29	18	21	25	20

In general, do you think there is too much, too little, or the right amount of UK government regulation of corporations?

Too much regulation	16	20	12	6	21	12	9	21	11	13	12	16	20	14	19	12	17	17	14	18
About the right amount of regulation	18	28	15	25	25	14	16	18	18	16	23	17	15	20	15	18	19	18	17	16
Too little regulation	46	42	54	52	40	56	54	49	43	36	37	51	53	47	44	45	45	46	45	53
Do not know	20	10	19	18	14	18	22	12	28	35	27	17	12	19	22	26	19	18	24	12

In general, do you think there is too much, too little, or the right amount of UK government regulation of financial services?

Too much regulation	7	9	7	1	9	9	4	8	6	10	8	6	6	6	9	7	7	8	5	9
About the right amount of regulation	11	16	9	12	13	8	11	11	11	11	16	9	9	11	10	13	12	8	10	11
Too little regulation	69	68	73	75	70	73	72	73	65	50	58	76	78	71	67	62	68	71	70	73
Do not know	13	7	11	12	9	10	13	8	18	29	18	9	7	12	15	18	12	13	15	7