

**"Economic Policies"**  
**FIELDWORK DATES: 21ST - 22ND MAY 2012**

**Prepared by YouGov plc**  
**On behalf of Class**

## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email [enquiries@yougov.com](mailto:enquiries@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,727 adults. Fieldwork was undertaken between 21st - 22nd May 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov / Class Survey Results

Sample Size: 1727 GB Adults  
Fieldwork: 21st - 22nd May 2012

Total	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	
<b>1727</b>	x	x	x	507	451	417	839	888	209	440	590	487	984	743	221	561	370	425	150	
1727	414	533	126	498	425	445	847	880	97	486	636	507	1129	598	255	568	319	410	175	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample  
Unweighted Sample

Thinking about economic policy and people's different priorities, how important do you think each of the following aims should be in setting economic policy?

## Reducing the deficit

Very important	46	72	26	51	64	29	42	44	47	40	40	42	58	48	43	43	50	49	39	47
Fairly important	39	23	50	44	29	49	43	41	38	38	44	40	35	39	40	34	39	36	46	40
<b>TOTAL IMPORTANT</b>	<b>85</b>	<b>95</b>	<b>76</b>	<b>95</b>	<b>93</b>	<b>78</b>	<b>85</b>	<b>85</b>	<b>85</b>	<b>78</b>	<b>84</b>	<b>82</b>	<b>93</b>	<b>87</b>	<b>83</b>	<b>77</b>	<b>89</b>	<b>85</b>	<b>85</b>	<b>87</b>
Not very important	9	2	18	3	3	17	11	11	8	9	8	14	5	9	10	15	7	11	8	9
Not important at all	1	0	3	2	0	1	2	2	1	3	1	1	1	1	2	1	1	1	2	1
<b>TOTAL NOT IMPORTANT</b>	<b>10</b>	<b>2</b>	<b>21</b>	<b>5</b>	<b>3</b>	<b>18</b>	<b>13</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>15</b>	<b>6</b>	<b>10</b>	<b>12</b>	<b>16</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>10</b>
Don't know	4	2	3	0	4	4	2	2	6	10	7	3	1	3	6	7	4	4	5	3

## Redistributing wealth from the richest in society

Very important	37	16	54	35	21	49	44	37	37	20	31	45	40	31	45	34	32	37	41	49
Fairly important	33	31	34	39	29	34	38	32	34	38	39	28	31	34	31	34	33	34	31	33
<b>TOTAL IMPORTANT</b>	<b>70</b>	<b>47</b>	<b>88</b>	<b>74</b>	<b>50</b>	<b>83</b>	<b>82</b>	<b>69</b>	<b>71</b>	<b>58</b>	<b>70</b>	<b>73</b>	<b>71</b>	<b>65</b>	<b>76</b>	<b>68</b>	<b>65</b>	<b>71</b>	<b>72</b>	<b>82</b>
Not very important	18	35	6	20	31	8	12	21	14	18	16	17	19	22	12	18	22	17	15	10
Not important at all	6	15	1	4	12	2	3	6	5	8	5	5	6	7	4	7	7	4	6	1
<b>TOTAL NOT IMPORTANT</b>	<b>24</b>	<b>50</b>	<b>7</b>	<b>24</b>	<b>43</b>	<b>10</b>	<b>15</b>	<b>27</b>	<b>19</b>	<b>26</b>	<b>21</b>	<b>22</b>	<b>25</b>	<b>29</b>	<b>16</b>	<b>25</b>	<b>29</b>	<b>21</b>	<b>21</b>	<b>11</b>
Don't know	7	3	4	2	6	7	3	3	10	17	9	4	4	6	8	7	6	8	7	6

## Creating jobs and reducing unemployment

Very important	77	71	80	77	72	81	81	73	81	76	67	77	86	77	77	74	78	76	77	83
Fairly important	18	26	17	19	24	15	17	22	15	14	26	19	12	19	17	19	19	20	18	15
<b>TOTAL IMPORTANT</b>	<b>95</b>	<b>97</b>	<b>97</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>98</b>	<b>95</b>	<b>96</b>	<b>90</b>	<b>93</b>	<b>96</b>	<b>98</b>	<b>96</b>	<b>94</b>	<b>93</b>	<b>97</b>	<b>96</b>	<b>95</b>	<b>98</b>
Not very important	2	1	1	3	2	1	1	3	1	4	1	2	1	1	2	3	2	2	2	0
Not important at all	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
<b>TOTAL NOT IMPORTANT</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>
Don't know	3	1	1	0	3	3	1	2	3	6	5	1	1	2	4	4	1	2	4	3

## Encouraging economic growth

Very important	72	75	73	69	74	73	73	72	73	59	65	73	84	73	72	68	73	73	73	74
Fairly important	23	22	25	29	22	23	23	24	22	31	27	23	14	23	23	24	23	21	22	22
<b>TOTAL IMPORTANT</b>	<b>95</b>	<b>97</b>	<b>98</b>	<b>98</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>95</b>	<b>90</b>	<b>92</b>	<b>96</b>	<b>98</b>	<b>96</b>	<b>95</b>	<b>92</b>	<b>96</b>	<b>94</b>	<b>95</b>	<b>96</b>
Not very important	2	2	0	2	2	1	2	3	1	4	2	2	1	2	2	3	2	3	1	0
Not important at all	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	1	1	0	0	0
<b>TOTAL NOT IMPORTANT</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>5</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>0</b>
Don't know	3	2	1	0	3	3	1	2	4	6	5	1	0	2	4	4	1	2	4	3

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
<b>Weighted Sample</b>	<b>1727</b>	x	x	x	507	451	417	839	888	209	440	590	487	984	743	221	561	370	425	150
Unweighted Sample	1727	414	533	126	498	425	445	847	880	97	486	636	507	1129	598	255	568	319	410	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Would you support or oppose each of the following policies**

**Introducing a 75% top rate of income tax for those earning over £1 million per year**

Strongly support	30	19	41	28	18	36	39	32	28	14	26	34	34	26	34	27	30	28	31	36
Tend to support	26	23	31	34	22	30	29	23	29	25	24	25	31	25	28	22	23	25	33	28
<b>TOTAL SUPPORT</b>	<b>56</b>	<b>42</b>	<b>72</b>	<b>62</b>	<b>40</b>	<b>66</b>	<b>68</b>	<b>55</b>	<b>57</b>	<b>39</b>	<b>50</b>	<b>59</b>	<b>65</b>	<b>51</b>	<b>62</b>	<b>49</b>	<b>53</b>	<b>53</b>	<b>64</b>	<b>64</b>
Tend to oppose	19	23	17	17	24	18	15	20	19	23	21	18	18	24	14	17	22	20	17	18
Strongly oppose	12	28	4	12	26	5	7	17	8	17	14	11	11	15	9	18	14	15	8	5
<b>TOTAL OPPOSE</b>	<b>31</b>	<b>51</b>	<b>21</b>	<b>29</b>	<b>50</b>	<b>23</b>	<b>22</b>	<b>37</b>	<b>27</b>	<b>40</b>	<b>35</b>	<b>29</b>	<b>29</b>	<b>39</b>	<b>23</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>25</b>	<b>23</b>
Don't know	12	7	7	9	9	11	10	8	16	21	14	12	7	10	14	15	11	12	12	13

**Reducing the state pension age to 60 for people who have worked for 41 years or more**

Strongly support	31	23	43	18	24	41	26	29	33	14	29	37	33	26	38	27	25	31	39	38
Tend to support	32	33	29	38	33	29	32	30	34	37	32	32	31	32	32	33	35	33	28	32
<b>TOTAL SUPPORT</b>	<b>63</b>	<b>56</b>	<b>72</b>	<b>56</b>	<b>57</b>	<b>70</b>	<b>58</b>	<b>59</b>	<b>67</b>	<b>51</b>	<b>61</b>	<b>69</b>	<b>64</b>	<b>58</b>	<b>70</b>	<b>60</b>	<b>60</b>	<b>64</b>	<b>67</b>	<b>70</b>
Tend to oppose	17	20	15	20	19	14	21	20	15	19	18	15	19	20	14	19	19	16	16	17
Strongly oppose	7	14	3	14	12	5	7	11	4	10	6	5	10	10	4	9	9	8	6	4
<b>TOTAL OPPOSE</b>	<b>24</b>	<b>34</b>	<b>18</b>	<b>34</b>	<b>31</b>	<b>19</b>	<b>28</b>	<b>31</b>	<b>19</b>	<b>29</b>	<b>24</b>	<b>20</b>	<b>29</b>	<b>30</b>	<b>18</b>	<b>28</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>21</b>
Don't know	12	10	10	10	11	10	13	10	13	20	15	10	8	11	12	12	13	12	11	9

**Passing laws to separate high street retail banks from investment banks**

Strongly support	31	28	36	36	28	33	38	36	26	12	22	33	45	31	30	24	32	33	32	28
Tend to support	38	43	36	36	42	36	38	39	37	34	41	38	36	39	35	38	38	38	36	36
<b>TOTAL SUPPORT</b>	<b>69</b>	<b>71</b>	<b>72</b>	<b>72</b>	<b>70</b>	<b>69</b>	<b>76</b>	<b>75</b>	<b>63</b>	<b>46</b>	<b>63</b>	<b>71</b>	<b>81</b>	<b>70</b>	<b>65</b>	<b>62</b>	<b>70</b>	<b>71</b>	<b>68</b>	<b>64</b>
Tend to oppose	8	10	6	11	9	6	6	10	6	12	10	7	4	8	7	12	8	6	6	8
Strongly oppose	1	1	2	2	1	2	1	1	1	1	1	2	1	2	1	4	1	0	1	1
<b>TOTAL OPPOSE</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>13</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>11</b>	<b>7</b>	<b>13</b>	<b>11</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>8</b>	<b>16</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>9</b>
Don't know	23	18	20	15	20	23	17	14	31	42	26	20	14	20	27	21	22	22	24	28

**Establishing a publicly-owned bank that will lend to small and medium businesses**

Strongly support	30	27	35	40	26	33	33	33	27	17	26	32	36	28	31	28	28	32	31	28
Tend to support	44	45	45	38	44	41	47	45	43	43	44	44	43	47	40	46	43	42	44	49
<b>TOTAL SUPPORT</b>	<b>74</b>	<b>72</b>	<b>80</b>	<b>78</b>	<b>70</b>	<b>74</b>	<b>80</b>	<b>78</b>	<b>70</b>	<b>60</b>	<b>70</b>	<b>76</b>	<b>79</b>	<b>75</b>	<b>71</b>	<b>74</b>	<b>71</b>	<b>74</b>	<b>75</b>	<b>77</b>
Tend to oppose	9	13	6	9	13	6	7	10	7	8	11	8	8	10	7	9	10	9	7	5
Strongly oppose	3	5	2	1	4	5	2	4	1	5	3	3	2	3	2	5	2	3	4	3
<b>TOTAL OPPOSE</b>	<b>12</b>	<b>18</b>	<b>8</b>	<b>10</b>	<b>17</b>	<b>11</b>	<b>9</b>	<b>14</b>	<b>8</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>9</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>8</b>
Don't know	15	9	12	11	13	15	11	7	22	27	16	13	11	12	20	12	18	15	13	15

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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
<b>Weighted Sample</b>	<b>1727</b>	x	x	x	507	451	417	839	888	209	440	590	487	984	743	221	561	370	425	150
Unweighted Sample	1727	414	533	126	498	425	445	847	880	97	486	636	507	1129	598	255	568	319	410	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**A national programme of building 500,000 extra homes a year, including 150,000 new council houses**

Strongly support	25	14	39	31	13	37	28	26	24	19	19	27	28	21	29	27	18	26	28	34
Tend to support	39	46	35	34	44	34	38	42	36	35	40	34	44	40	37	38	42	33	39	41
<b>TOTAL SUPPORT</b>	<b>64</b>	<b>60</b>	<b>74</b>	<b>65</b>	<b>57</b>	<b>71</b>	<b>66</b>	<b>68</b>	<b>60</b>	<b>54</b>	<b>59</b>	<b>61</b>	<b>72</b>	<b>61</b>	<b>66</b>	<b>65</b>	<b>60</b>	<b>59</b>	<b>67</b>	<b>75</b>
Tend to oppose	17	21	11	18	22	13	17	16	18	23	16	17	15	19	14	15	19	21	13	12
Strongly oppose	6	10	3	5	10	4	3	6	5	5	7	7	4	6	5	6	8	4	6	1
<b>TOTAL OPPOSE</b>	<b>23</b>	<b>31</b>	<b>14</b>	<b>23</b>	<b>32</b>	<b>17</b>	<b>20</b>	<b>22</b>	<b>23</b>	<b>28</b>	<b>23</b>	<b>24</b>	<b>19</b>	<b>25</b>	<b>19</b>	<b>21</b>	<b>27</b>	<b>25</b>	<b>19</b>	<b>13</b>
Don't know	14	9	12	12	11	13	14	11	17	17	18	15	8	13	15	14	13	15	14	13

**Providing more financial support for young people from low income families so they can better afford to go to college and university**

Strongly support	29	13	42	28	16	40	31	27	31	37	27	29	29	26	34	32	26	26	32	38
Tend to support	44	46	41	56	44	40	50	46	42	42	46	44	42	47	40	37	46	45	42	47
<b>TOTAL SUPPORT</b>	<b>73</b>	<b>59</b>	<b>83</b>	<b>84</b>	<b>60</b>	<b>80</b>	<b>81</b>	<b>73</b>	<b>73</b>	<b>79</b>	<b>73</b>	<b>73</b>	<b>71</b>	<b>73</b>	<b>74</b>	<b>69</b>	<b>72</b>	<b>71</b>	<b>74</b>	<b>85</b>
Tend to oppose	13	23	7	8	20	7	10	14	11	8	13	12	15	15	9	14	13	14	11	9
Strongly oppose	4	6	2	1	5	3	2	4	3	2	4	4	3	4	3	5	3	3	4	1
<b>TOTAL OPPOSE</b>	<b>17</b>	<b>29</b>	<b>9</b>	<b>9</b>	<b>25</b>	<b>10</b>	<b>12</b>	<b>18</b>	<b>14</b>	<b>10</b>	<b>17</b>	<b>16</b>	<b>18</b>	<b>19</b>	<b>12</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>10</b>
Don't know	11	12	8	7	15	10	6	9	13	11	9	11	11	9	13	12	12	12	10	5

**Introducing a tax on financial transactions by investment banks**

Strongly support	31	20	41	32	21	36	43	33	28	19	27	33	36	29	33	26	28	32	34	33
Tend to support	30	33	31	36	29	32	32	31	30	24	34	30	30	31	29	32	30	29	29	36
<b>TOTAL SUPPORT</b>	<b>61</b>	<b>53</b>	<b>72</b>	<b>68</b>	<b>50</b>	<b>68</b>	<b>75</b>	<b>64</b>	<b>58</b>	<b>43</b>	<b>61</b>	<b>63</b>	<b>66</b>	<b>60</b>	<b>62</b>	<b>58</b>	<b>58</b>	<b>61</b>	<b>63</b>	<b>69</b>
Tend to oppose	12	16	9	9	18	9	7	15	8	18	11	12	9	14	9	13	14	13	8	7
Strongly oppose	7	14	2	8	12	4	4	9	5	7	6	6	8	9	3	13	8	5	4	4
<b>TOTAL OPPOSE</b>	<b>19</b>	<b>30</b>	<b>11</b>	<b>17</b>	<b>30</b>	<b>13</b>	<b>11</b>	<b>24</b>	<b>13</b>	<b>25</b>	<b>17</b>	<b>18</b>	<b>17</b>	<b>23</b>	<b>12</b>	<b>26</b>	<b>22</b>	<b>18</b>	<b>12</b>	<b>11</b>
Don't know	21	17	17	15	21	19	15	12	29	33	22	20	16	17	26	17	20	21	24	20

**A central part of the government's economic policy was to try and eliminate the state deficit by 2015 mostly through cutting public spending. Last year the government said the target was unlikely to be met and had been revised until 2017.**

**Before reading this survey were you aware that the target for eliminating the deficit had been moved back to 2017?**

Yes, I was aware	19	22	24	19	22	25	17	27	13	11	20	20	23	22	16	25	17	21	19	18
No, I was not aware	75	73	72	78	73	68	82	68	81	81	74	75	72	74	76	67	79	75	74	74
Not sure	6	5	4	3	5	7	1	5	6	8	6	5	5	4	8	8	4	4	8	8

Total	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	
<b>1727</b>	x	x	x	507	451	417	839	888	209	440	590	487	984	743	221	561	370	425	150	
Unweighted Sample	1727	414	533	126	498	425	445	847	880	97	486	636	507	1129	598	255	568	319	410	175
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A recent report by an independent think tank projected that of the government's planned cuts to public spending less than 10% had already taken effect, with the rest of the cuts still to come.

Before reading this survey were you aware that 90% of the Government's planned cuts had not yet taken place?

Yes, I was aware	<b>25</b>	32	27	27	28	25	24	33	17	18	19	25	32	29	20	27	22	28	25	23
No, I was not aware	<b>69</b>	63	69	68	66	69	73	63	75	77	74	69	61	67	72	64	72	68	70	68
Not sure	<b>6</b>	5	4	5	6	6	3	5	8	5	7	5	7	4	9	9	6	4	5	9