

Fieldwork: 15th - 16th November 2012

	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	
Weighted Sample	1893	490	664	129	604	465	442	920	973	229	483	647	534	1079	814	242	615	405	466	165	
Unweighted Sample	1893	480	642	112	602	463	446	915	978	153	443	784	513	1240	653	281	635	399	405	173	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 8-9
Nov 15-16

Do you think the coalition government is managing the economy well or badly?

Very well	3	2	7	1	4	5	0	1	3	2	2	4	1	3	3	2	2	3	2	2	1
Fairly well	28	32	72	10	46	56	10	29	36	29	36	34	31	30	35	28	32	40	29	29	23
TOTAL WELL	31	34	79	11	50	61	10	30	39	31	38	38	32	33	38	30	34	43	31	31	24
Fairly badly	33	30	14	34	36	26	32	37	27	33	26	30	26	36	31	29	39	28	30	28	29
Very badly	26	28	2	52	7	8	53	27	30	27	22	24	35	27	24	33	17	23	31	35	40
TOTAL BADLY	59	58	16	86	43	34	85	64	57	60	48	54	61	63	55	62	56	51	61	63	69
Don't know	10	7	5	3	5	5	5	7	5	10	13	8	7	4	7	8	9	7	8	6	7

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	1	1	1	0	0	1	0	1	1	0	3	1	0	0	1	1	0	1	0	1	0
Quite good	4	5	10	4	6	6	4	3	6	4	11	7	3	2	5	5	4	4	5	8	2
TOTAL GOOD	5	6	11	4	6	7	4	4	7	4	14	8	3	2	6	6	4	5	5	9	2
Neither good nor bad	22	20	34	11	29	30	9	20	20	19	26	22	16	19	21	18	22	24	20	14	16
Quite bad	45	47	47	42	49	49	44	50	45	48	38	42	47	55	50	43	47	48	48	46	44
Very bad	24	26	8	41	15	13	41	24	26	26	17	25	32	23	22	31	25	21	25	30	35
TOTAL BAD	69	73	55	83	64	62	85	74	71	74	55	67	79	78	72	74	72	69	73	76	79
Don't know	4	2	1	2	1	1	2	2	2	3	4	3	1	1	2	3	2	2	1	2	4

How do you think the financial situation of your household will change over the next 12 months?

Get a lot better	1	1	3	1	1	2	0	2	1	1	1	3	1	0	2	0	2	1	1	2	0
Get a little better	9	11	17	9	18	14	6	12	14	9	28	17	8	3	13	9	15	7	14	14	7
TOTAL BETTER	10	12	20	10	19	16	6	14	15	10	29	20	9	3	15	9	17	8	15	16	7
Stay about the same	35	30	43	21	47	37	21	35	31	30	31	33	28	30	33	27	25	36	31	27	27
Get a little worse	33	35	28	38	27	34	39	33	31	38	19	25	36	49	33	36	35	35	32	33	41
Get a lot worse	17	18	7	29	4	11	30	15	19	18	11	17	23	17	15	23	17	17	19	21	19
TOTAL WORSE	50	53	35	67	31	45	69	48	50	56	30	42	59	66	48	59	52	52	51	54	60
Don't know	5	4	3	3	3	3	4	4	4	4	10	5	4	1	4	5	6	4	3	3	6

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

Thinking about the current state of the economy, which of the following best reflects your view?

The economy is still getting worse	38	15	57	28	22	57	39	35	41	20	32	44	45	33	45	33	36	38	41	46
The economy has stopped getting worse, but there are no signs of any recovery yet	35	41	29	45	42	25	39	35	34	38	36	35	32	38	29	35	36	33	35	29
The economy is in a bad way, but is starting to show signs of recovery	21	38	11	23	30	13	17	23	18	25	25	16	20	23	18	24	21	23	17	19
The economy is improving and on the way to full recovery	2	4	1	1	4	1	2	4	1	11	3	1	1	2	3	3	3	1	3	2
Don't know	4	2	3	2	2	4	3	3	6	6	5	4	2	3	5	6	4	4	4	4

Do you feel more or less secure in your job than you did six months ago?

Less secure	18	12	21	17	15	21	18	17	19	14	24	23	7	20	14	15	18	23	16	12
More secure	6	6	7	9	5	6	8	7	5	16	10	4	0	7	4	6	5	5	8	7
No difference - I was worried about my job security six months ago and still am	13	14	12	18	12	13	12	15	11	16	15	18	4	14	12	16	12	15	11	15
No difference - I felt secure in my job six months ago and still do	22	28	15	24	26	14	23	24	20	17	33	26	9	27	16	25	25	18	21	21
Not sure	4	2	6	4	3	6	3	4	4	4	6	5	2	3	5	6	5	4	3	2
Not applicable - I am not currently working	37	37	39	28	38	41	36	33	41	32	12	24	78	28	48	33	35	34	41	43

Would you support or oppose the following policies?

Introducing a tax allowance for married couples

Strongly support	29	39	24	18	42	23	21	31	28	9	31	32	32	29	29	25	33	31	28	21
Tend to support	32	36	33	31	34	34	30	33	32	35	25	30	41	32	32	26	31	32	38	33
TOTAL SUPPORT	61	75	57	49	76	57	51	64	60	44	56	62	73	61	61	51	64	63	66	54
Tend to oppose	13	9	14	23	9	13	17	15	11	18	13	14	9	15	10	22	11	9	13	16
Strongly oppose	10	6	12	22	7	9	18	12	9	15	15	9	5	11	9	11	11	10	7	15
TOTAL OPPOSE	23	15	26	45	16	22	35	27	20	33	28	23	14	26	19	33	22	19	20	31
Don't know	15	10	17	6	8	20	14	10	21	23	16	15	12	12	20	15	15	18	14	15

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

Reducing the top rate of income tax for people earning over £150,000 from 45p to 40p

Strongly support	8	14	6	1	13	6	4	9	6	13	10	7	5	8	7	11	8	8	6	6
Tend to support	13	24	8	15	23	8	9	14	13	19	12	11	15	15	11	18	14	11	13	10
TOTAL SUPPORT	21	38	14	16	36	14	13	23	19	32	22	18	20	23	18	29	22	19	19	16
Tend to oppose	25	34	18	31	29	19	26	24	27	19	25	30	23	25	25	27	27	27	20	27
Strongly oppose	45	22	61	47	28	61	54	47	43	35	43	45	52	43	48	36	41	44	53	52
TOTAL OPPOSE	70	56	79	78	57	80	80	71	70	54	68	75	75	68	73	63	68	71	73	79
Don't know	8	6	7	7	8	6	6	5	11	14	10	8	5	8	9	8	9	9	8	5

Reducing the amount of corporation tax paid by companies

Strongly support	6	11	4	1	11	3	3	8	4	7	8	4	7	6	6	10	5	8	5	3
Tend to support	21	33	14	22	30	14	14	23	18	22	13	20	28	22	19	20	21	22	19	23
TOTAL SUPPORT	27	44	18	23	41	17	17	31	22	29	21	24	35	28	25	30	26	30	24	26
Tend to oppose	27	29	26	35	27	27	30	29	26	26	29	28	25	29	25	29	28	26	26	28
Strongly oppose	30	14	42	31	17	39	40	31	29	24	31	33	27	29	30	23	29	27	34	34
TOTAL OPPOSE	57	43	68	66	44	66	70	60	55	50	60	61	52	58	55	52	57	53	60	62
Don't know	16	13	15	10	15	17	13	10	23	22	18	15	14	13	20	18	17	16	16	11

In recent months several well known companies have been criticised for not paying enough tax in the UK. Do you currently boycott the products or services of any companies in response to them not paying their fair share of tax?

Yes, there are companies I actively boycott because they don't pay enough tax	27	24	32	28	26	31	26	32	22	23	23	27	31	27	27	23	26	28	33	18
No, while I care whether companies pay tax I don't really know enough about the subject or which companies don't pay tax	42	46	36	39	46	38	47	37	47	42	41	41	44	45	38	41	43	38	42	49
No, the price and quality and other considerations are more important to me than whether a company pays tax	21	22	20	28	20	18	19	23	19	23	22	23	17	22	20	24	21	24	16	20
Not sure	10	7	11	5	8	13	8	8	12	11	14	9	9	7	15	12	10	10	9	13

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

Thinking specifically about some of the companies that have been accused of not paying enough taxation in the UK, which of the following best applies to you?

Google

I sometimes use Google's website	81	83	82	86	81	82	84	80	82	81	88	82	73	83	78	81	83	81	80	77
I used to use Google's website but have recently stopped doing so because of the issue of tax	7	6	8	8	7	7	8	8	7	5	4	8	10	7	7	6	7	6	10	5
I used to use Google's website, but have stopped doing so for other reasons	3	2	3	2	3	3	2	4	3	10	3	2	3	4	3	2	2	6	3	6
I never used Google's website anyway	5	6	5	3	7	6	4	5	5	1	1	6	10	3	8	4	5	5	5	8
Don't know	3	3	3	0	3	3	2	3	3	4	4	2	4	2	5	6	3	3	2	3

Amazon

I sometimes shop at Amazon	77	82	73	81	80	72	80	73	80	74	81	76	75	78	75	76	79	75	76	75
I used to shop at Amazon but have recently stopped doing so because of the issue of tax	10	8	13	11	9	13	10	12	9	8	8	13	10	11	10	9	11	11	11	7
I used to shop using Amazon, but have stopped doing so for other reasons	4	3	5	3	3	4	2	4	3	5	4	3	3	4	3	5	3	4	4	3
I never shopped at Amazon anyway	7	6	7	4	7	8	6	9	6	10	3	7	10	6	9	7	5	7	8	13
Don't know	2	1	2	1	1	2	1	2	2	3	3	1	2	2	3	2	2	2	1	3

Starbucks

I sometimes buy drinks or food from Starbucks	18	18	18	16	18	17	18	15	20	30	24	15	10	21	14	26	17	16	17	14
I used to buy drinks or food from Starbucks but have recently stopped doing so because of the issue of tax	16	15	16	19	17	15	17	18	15	18	16	17	15	19	13	17	17	16	17	9
I used to buy drinks or food from Starbucks, but have stopped doing so for other reasons	9	8	9	9	7	5	13	9	9	9	9	9	9	10	8	12	8	9	8	8
I never bought drinks or food from Starbucks anyway	55	58	55	55	56	61	50	56	54	39	48	58	65	49	63	42	56	58	56	65
Don't know	2	2	1	1	2	2	2	2	2	3	3	1	2	2	2	3	2	1	2	4

Do you think the government are or are not doing enough to ensure international companies pay the right amount of tax in the UK?

The government should be doing more to ensure international companies pay enough tax	81	78	88	79	77	88	87	82	80	68	75	83	90	81	82	75	80	82	86	77
The government are already doing all they can reasonably be expected to do to ensure international companies pay enough tax	8	13	4	13	12	2	6	9	7	16	10	6	5	9	6	12	9	7	4	10
Don't know	11	9	8	8	11	10	8	8	14	17	15	12	4	10	12	13	10	12	10	13

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

Recently there have been a number of cases where whistleblowers in various overseas tax havens have given HM Revenue and Customs lists of account holders, some of whom have been evading tax. What do you think should be done with the names of people who have been breaking the law and evading tax?

Their names should be published, and people who have evaded tax prosecuted

The tax office should contact people and give them the chance to repay the tax willingly or risk identification and prosecution

Don't know

44	36	53	39	39	52	42	48	40	35	38	46	50	41	47	34	38	46	55	41
50	61	41	58	57	41	53	47	53	50	52	50	48	53	46	59	56	45	41	51
6	2	6	4	4	7	5	5	8	15	10	4	2	6	7	6	6	9	4	8

Thinking about people on the lists who have legally avoided tax, but have not broken any laws. Do you think their identities should or should not be published?

Should be published

Should not be published

Don't know

43	36	50	38	37	50	43	45	41	37	37	41	54	40	48	33	39	46	51	45
45	55	37	59	51	38	47	45	45	48	49	47	38	50	38	54	50	41	37	44
12	9	12	3	12	13	10	10	14	15	14	12	9	11	14	13	11	14	12	11

George Entwistle, the Director General of the BBC, resigned this week after Newsnight wrongly accused a former senior politician of being involved in child abuse

George Entwistle has been given a pay off of £450,000 in exchange for leaving his job immediately without notice. This is equivalent of 12 months salary and is more than the six months salary he was entitled to under his contract. Do you think it is acceptable or unacceptable?

Acceptable

Unacceptable

Don't know

13	14	14	13	14	11	15	16	10	23	17	10	9	15	10	16	15	11	12	13
80	81	79	80	80	81	78	77	83	66	74	83	88	78	83	76	79	82	80	83
7	5	7	7	6	7	6	7	7	12	9	7	3	7	7	8	7	7	8	4

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

Chris Patten is currently the Chairman of the BBC Trust. The BBC Trust represents the views of licence payers, appoints the Director General of the BBC and agreed Mr Entwistle's pay off

Do you think Chris Patten should or should not resign as Chairman of the BBC Trust?

Should resign	47	44	51	34	48	49	41	49	46	31	42	49	57	46	49	39	44	54	50	44
Should not resign	29	35	26	46	32	26	35	34	24	34	29	28	27	32	24	32	32	21	28	32
Don't know	24	20	23	20	20	24	24	17	31	34	30	23	16	22	27	30	24	24	22	24

Chris Patten currently works part-time for three or four days a week as Chairman of the BBC Trust. He also holds a number of other part-time positions, such as Chancellor of Oxford University, non-executive director of a company and serving on several advisory boards.

Which of the following best reflects your view?

The role of Chairman of the BBC Trust is not a full time one, and as long as he fulfils his duties to the BBC it is acceptable for Chris Patten to have other roles in other companies

24	29	21	40	27	16	30	27	21	35	28	22	18	27	19	24	24	22	26	22
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The role of Chairman of the BBC Trust should be a full time one, it is impossible for someone to give it the attention it requires while carrying out many other roles for other companies

55	56	56	44	57	57	53	56	54	39	41	60	69	54	56	46	55	60	54	56
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Neither

6	5	7	4	7	7	4	7	6	9	9	5	5	6	7	10	6	5	6	8
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Don't know

15	9	16	11	9	20	13	10	20	18	22	14	9	13	18	19	15	14	14	14
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Thinking about how the BBC has responded to the allegations about Jimmy Savile and the false allegations on Newsnight, has it made you trust them more, less or made no difference?

Made me trust the BBC more

2	2	4	2	1	5	2	3	1	7	2	1	2	2	3	3	2	2	4	0
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Has made me trust the BBC less

35	41	35	27	39	33	34	34	36	32	35	37	35	36	34	31	36	36	35	38
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No difference - I trusted the BBC and still do

32	29	36	51	26	37	40	36	28	34	32	32	30	34	29	35	32	31	28	38
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No difference - I didn't trust the BBC and still don't

21	23	16	15	28	15	16	21	22	10	19	21	28	20	23	20	19	23	25	16
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Don't know

9	4	10	5	6	11	8	6	13	17	11	9	5	9	10	10	11	8	9	9
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The BBC are now looking for a new Director General to replace George Entwistle. Do you think it would be better if the next Director General of the BBC was someone promoted from within the BBC or someone appointed from outside the BBC?

Someone promoted from within the BBC	20	20	24	18	18	24	20	22	19	37	17	16	21	20	20	19	19	22	23	14
Someone appointed from outside the BBC	52	60	49	48	61	45	51	56	49	40	50	55	56	53	51	47	53	53	50	59
Don't know	28	20	27	34	21	31	29	22	33	23	33	29	23	27	29	34	27	25	28	26

Currently the Director General of the BBC is both the head of the BBC as a major broadcasting company and also its "editor-in-chief" in ultimate charge of its journalism

Some people have suggested that the Director General's job is too large and should be split into two, with a separate Chief Executive and Editor-in-Chief. Other people think it should remain a single role. Which of the following best represents your view?

Should remain one role in charge of the whole of the BBC and its journalism	21	22	21	26	21	22	20	27	15	24	22	17	23	23	18	14	21	22	25	17
Should be split into two roles, a Chief Executive and a separate Editor-in-Chief	52	57	50	46	57	47	53	50	54	42	46	54	59	52	52	58	54	50	49	50
Don't know	27	21	29	27	22	31	27	24	31	34	32	29	18	25	30	29	26	28	26	33

Thinking about the wide scope of BBC television channels, radio stations and internet sites, which of the following best reflects your view?

In terms of the number of channels and radio stations it broadcasts, its internet sites and publications the BBC is trying to do too much and should cut back and do less, better	30	39	24	21	39	24	23	33	27	26	26	26	39	30	29	27	33	26	29	33
The expansion of BBC provision has provided many valuable services in minority television channels and radio stations and useful websites - it should be encouraged	46	43	52	62	40	50	56	50	43	49	50	48	40	50	41	44	45	51	45	44
Neither	10	9	8	9	10	8	9	8	11	8	9	12	9	10	10	12	9	10	11	9
Don't know	14	9	16	8	10	18	12	9	19	17	15	13	13	10	19	17	13	13	16	14