

Ipsos MORI/Economist Poll

FINAL RESULTS

Fieldwork: 18 - 19 April 2010

Technical Details

Ipsos MORI interviewed a representative sample of 1,253 adults aged 18+ across Great Britain. Interviews were conducted by telephone 18 – 20 April 2010. Data are weighted to match the profile of the population.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Data are based on all adults unless otherwise stated.

ECONOMIST QUESTIONS

To what extent do you agree or disagree with each of the following statements:

Q1

		Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
Split sample: Base: 631 British adults 18+	People should have more control over how public services are provided locally	54	31	5	7	2	1
Base: 622 British adults 18+	People should have more control over how public services are provided locally, even though it will mean that the services residents receive will vary between local areas	29	34	7	17	10	3

Q2

To what extent do you agree or disagree with each of the following statements:

		Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
Split sample: Base: 631 British adults 18+	There is a real need to cut spending on public services in order to pay off the very high national debt we now have	29	25	6	17	22	1
Base: 622 British adults 18+	I am personally happy to accept less from public services than I currently get in order to pay off the very high national debt we now have	19	28	4	19	27	3

Q3 To what extent do you agree or disagree with each of the following statements:

	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Split sample:	%	%	%	%	%	%
Base: 631 British adults 18+	Our troops in Afghanistan deserve the best equipment to defend themselves					
	83	10	1	3	2	2
Base: 622 British adults 18+	Our troops in Afghanistan deserve the best equipment to defend themselves and I am happy for less to be spent on the public services that I receive to pay for it					
	46	22	6	12	13	2

Q4 To what extent do you agree or disagree with each of the following statements:

	Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
Split sample:	%	%	%	%	%	%
Base: 417 British adults 18+	People in Britain should get more involved in helping improve our public services and local areas					
	49	37	3	6	4	1
Base: 420 British adults 18+	I should get more involved in helping improve our public services and local areas					
	28	40	8	13	9	1
Base: 416 British adults 18+	The government is responsible for improving public services and local areas, they shouldn't be calling on the public to help					
	32	28	8	21	10	2

Q5 To what extent do you agree or disagree with each of the following statements:

		Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
Split sample: Base: 417 British adults 18+	The government is right to try to get people to drink less alcohol by putting additional taxes on it	32	18	4	19	26	1
Base: 420 British adults 18+	The government is right to try to get people to drink less alcohol by putting additional taxes on it, even though it means I personally need to pay more	36	20	4	15	25	1
Base: 416 British adults 18+	The government should <u>not</u> be putting additional taxes on alcohol to try to get people to drink less	29	15	5	22	27	2

Q6 To what extent do you agree or disagree with each of the following statements:

		Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Don't know
		%	%	%	%	%	%
Split sample: Base: 417 British adults 18+	The government is right to try to fight global warming by putting additional taxes on flying	19	27	6	18	28	2
Base: 420 British adults 18+	The government is right to fight global warming by putting additional taxes on flying, even though it means I personally will pay more or fly less	31	23	6	15	23	1
Base: 416 British adults 18+	The government should <u>not</u> be putting additional taxes on flying to try to fight global warming	30	17	4	21	24	4