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# Table 1Q.1 Which, if any, of the following sources do you use to find out news about the UK economy?Base: All respondents

|  |             | Ge         | nder       |            |            | Ag         | ge         |            |            |            | Social     | Class      |            |               |               | Region                |                          |               |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|--------------------------|---------------|
|  | Total       | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | C2         | DE         | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base  | 2006        | 1009       | 997        | 218        | 278        | 409        | 368        | 334        | 399        | 793        | 511        | 269        | 433        | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base  | 2006        | 983        | 1023       | 241        | 321        | 381        | 341        | 301        | 422        | 542        | 582        | 421        | 462        | 510           | 529           | 503                   | 289                      | 174           |
| BBC - either on TV, radio, or online   | 1522<br>76% | 781<br>79% | 741<br>72% | 145<br>60% | 228<br>71% | 263<br>69% | 279<br>82% | 256<br>85% | 350<br>83% | 453<br>84% | 462<br>79% | 312<br>74% | 296<br>64% | 403<br>79%    | 419<br>79%    | 362<br>72%            | 210<br>73%               | 128<br>73%    |
| ITV, Channel 4, Sky<br>News - either on TV or<br>online  | 945<br>47%  | 458<br>47% | 487<br>48% | 86<br>36%  | 140<br>44% | 202<br>53% | 164<br>48% | 149<br>49% | 205<br>49% | 238<br>44% | 280<br>48% | 222<br>53% | 205<br>44% | 228<br>45%    | 252<br>48%    | 254<br>50%            | 127<br>44%               | 84<br>48%     |
| Other internet   | 611<br>30%  | 379<br>39% | 233<br>23% | 70<br>29%  | 100<br>31% | 118<br>31% | 105<br>31% | 99<br>33%  | 120<br>28% | 199<br>37% | 191<br>33% | 103<br>25% | 119<br>26% | 160<br>31%    | 147<br>28%    | 167<br>33%            | 91<br>31%                | 47<br>27%     |
| "Broadsheet" newspapers<br>such as the Daily<br>Telegraph, the Times,<br>the Guardian, the<br>Independent or the<br>Financial Times, and<br>their websites | 469<br>23%  | 272<br>28% | 197<br>19% | 46<br>19%  | 72<br>22%  | 68<br>18%  | 70<br>21%  | 76<br>25%  | 138<br>33% | 217<br>40% | 127<br>22% | 56<br>13%  | 68<br>15%  | 148<br>29%    | 105<br>20%    | 109<br>22%            | 77<br>26%                | 30<br>17%     |
| "Mid-market" newspapers<br>such as the Daily<br>Express, the Daily Mail<br>or the Evening<br>Standard, and their<br>websites                               | 435<br>22%  | 241<br>25% | 194<br>19% | 27<br>11%  | 62<br>19%  | 68<br>18%  | 77<br>23%  | 74<br>25%  | 127<br>30% | 138<br>26% | 125<br>22% | 102<br>24% | 70<br>15%  | 111<br>22%    | 118<br>22%    | 98<br>20%             | 64<br>22%                | 44<br>25%     |
| "Red top" newspapers<br>such as the Sun, the<br>Mirror or the Daily<br>Star, and their<br>websites   | 277<br>14%  | 150<br>15% | 127<br>12% | 30<br>12%  | 59<br>18%  | 61<br>16%  | 62<br>18%  | 26<br>9%   | 38<br>9%   | 49<br>9%   | 87<br>15%  | 74<br>18%  | 67<br>14%  | 58<br>11%     | 80<br>15%     | 78<br>15%             | 33<br>12%                | 27<br>16%     |
| Other radio  | 263<br>13%  | 150<br>15% | 113<br>11% | 19<br>8%   | 37<br>11%  | 65<br>17%  | 63<br>18%  | 37<br>12%  | 42<br>10%  | 71<br>13%  | 84<br>14%  | 49<br>12%  | 59<br>13%  | 67<br>13%     | 62<br>12%     | 73<br>14%             | 39<br>13%                | 22<br>13%     |
| Other - not listed   | 45<br>2%    | 29<br>3%   | 16<br>2%   | 4<br>2%    | 2<br>1%    | 10<br>3%   | 11<br>3%   | 7<br>2%    | 11<br>3%   | 12<br>2%   | 10<br>2%   | 11<br>3%   | 12<br>3%   | 15<br>3%      | 11<br>2%      | 6<br>1%               | 9<br>3%                  | 5<br>3%       |
| Not applicable - I do<br>not use any sources to<br>find out about the UK<br>economy  | 181<br>9%   | 61<br>6%   | 120<br>12% | 43<br>18%  | 30<br>9%   | 43<br>11%  | 19<br>5%   | 17<br>6%   | 30<br>7%   | 18<br>3%   | 49<br>8%   | 42<br>10%  | 73<br>16%  | 38<br>7%      | 41<br>8%      | 47<br>9%              | 30<br>10%                | 25<br>14%     |



Absolutes/col percents

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Table 1 Q.1 Which, if any, of the following sources do you use to find out news about the UK economy? Base: All respondents

|               |          | Ge       | nder     |          |         | Aç      | ge    |         |        |         | Social  | Class   |         |          |         | Region        |                  |         |
|---------------|----------|----------|----------|----------|---------|---------|-------|---------|--------|---------|---------|---------|---------|----------|---------|---------------|------------------|---------|
|               |          |          |          |          |         |         |       |         |        |         |         |         |         | South    | Mid-    | North<br>Ena- | Wales &<br>South | Scot-   |
|               | Total    | Male     | Female   | 18-24    | 25-34   | 35-44   | 45-54 | 55-64   | 65+    | AB      | C1      | C2      | DE      | East     | lands   | land          | West             | land    |
| Weighted base | 2006     | 983      | 1023     | 241      | 321     | 381     | 341   | 301     | 422    | 542     | 582     | 421     | 462     | 510      | 529     | 503           | 289              | 174     |
| Don't know    | 28<br>1% | 15<br>2% | 13<br>1% | 12<br>5% | 6<br>2% | 5<br>1% | *     | 2<br>1% | 2<br>* | 8<br>1% | 6<br>1% | 7<br>2% | 7<br>2% | 10<br>2% | 7<br>1% | 7<br>1%       | 3<br>1%          | 1<br>1% |



Absolutes/col percents

# Table 1Q.1 Which, if any, of the following sources do you use to find out news about the UK economy?Base: All respondents

|  |             |                   |            |            | V          | oting Intention |           |                |           |            |            | Voted in          | 2010 General | Election                 |
|--|-------------|-------------------|------------|------------|------------|-----------------|-----------|----------------|-----------|------------|------------|-------------------|--------------|--------------------------|
|  | Total       | Conser-<br>vative | Labour     | Lib Dem    | UKIP       | Green           | SNP       | Plaid<br>Cymru | BNP       | Other      | DK/Refuse  | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base  | 2006        | 519               | 615        | 162        | 168        | 69              | 45        | 11             | 22        | 14         | 326        | 628               | 433          | 404                      |
| Weighted base  | 2006        | 482               | 617        | 160        | 171        | 74              | 48        | 11             | 26        | 12         | 339        | 594               | 453          | 389                      |
| BBC - either on TV, radio, or online   | 1522<br>76% | 396<br>82%        | 501<br>81% | 136<br>85% | 134<br>78% | 54<br>72%       | 39<br>82% | 8<br>73%       | 17<br>66% | 12<br>100% | 210<br>62% | 483<br>81%        | 350<br>77%   | 325<br>83%               |
| ITV, Channel 4, Sky<br>News - either on TV or<br>online  | 945<br>47%  | 228<br>47%        | 297<br>48% | 92<br>58%  | 92<br>54%  | 31<br>42%       | 28<br>58% | 3<br>28%       | 11<br>43% | 8<br>64%   | 137<br>40% | 291<br>49%        | 229<br>51%   | 181<br>46%               |
| Other internet   | 611<br>30%  | 158<br>33%        | 171<br>28% | 66<br>41%  | 67<br>39%  | 28<br>37%       | 12<br>26% | 3<br>26%       | 10<br>38% | 5<br>43%   | 82<br>24%  | 196<br>33%        | 128<br>28%   | 122<br>31%               |
| "Broadsheet" newspapers<br>such as the Daily<br>Telegraph, the Times,<br>the Guardian, the<br>Independent or the<br>Financial Times, and<br>their websites | 469<br>23%  | 139<br>29%        | 157<br>25% | 51<br>32%  | 40<br>23%  | 23<br>30%       | 7<br>16%  | 5<br>42%       | 2<br>8%   | 9<br>74%   | 37<br>11%  | 175<br>29%        | 98<br>22%    | 121<br>31%               |
| "Mid-market" newspapers<br>such as the Daily<br>Express, the Daily Mail<br>or the Evening<br>Standard, and their<br>websites                               | 435<br>22%  | 137<br>28%        | 130<br>21% | 30<br>19%  | 65<br>38%  | 7<br>9%         | 10<br>22% | 1<br>7%        | 6<br>22%  | 2<br>20%   | 51<br>15%  | 190<br>32%        | 87<br>19%    | 75<br>19%                |
| "Red top" newspapers<br>such as the Sun, the<br>Mirror or the Daily<br>Star, and their<br>websites   | 277<br>14%  | 56<br>12%         | 104<br>17% | 20<br>13%  | 27<br>16%  | 6<br>8%         | 9<br>20%  | 3<br>25%       | 6<br>22%  | 2<br>13%   | 40<br>12%  | 77<br>13%         | 90<br>20%    | 39<br>10%                |
| Other radio  | 263<br>13%  | 52<br>11%         | 94<br>15%  | 26<br>16%  | 30<br>17%  | 5<br>7%         | 7<br>16%  | 2<br>15%       | 3<br>11%  | 4<br>33%   | 33<br>10%  | 68<br>11%         | 72<br>16%    | 54<br>14%                |
| Other - not listed   | 45<br>2%    | 12<br>3%          | 11<br>2%   | 5<br>3%    | 4<br>3%    | *               | 1<br>2%   | *<br>3%        | -         | 2<br>20%   | 5<br>1%    | 16<br>3%          | 9<br>2%      | 11<br>3%                 |
| Not applicable - I do<br>not use any sources to<br>find out about the UK<br>economy  | 181<br>9%   | 24<br>5%          | 36<br>6%   | 6<br>4%    | 6<br>4%    | 10<br>14%       | 3<br>7%   | 1<br>6%        | 4<br>16%  | -          | 62<br>18%  | 30<br>5%          | 29<br>6%     | 24<br>6%                 |



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Table 1Q.1 Which, if any, of the following sources do you use to find out news about the UK economy?Base: All respondents

|               |          |                   |         |         | N N     | oting Intention | n   |                |     |       |           | Voted in          | 2010 General | Election                 |
|---------------|----------|-------------------|---------|---------|---------|-----------------|-----|----------------|-----|-------|-----------|-------------------|--------------|--------------------------|
|               | <u></u>  | Conser-<br>vative | Labour  | Lib Dem | UKIP    | Green           | SNP | Plaid<br>Cymru | BNP | Other | DK/Refuse | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Weighted base | 2006     | 482               | 617     | 160     | 171     | 74              | 48  | 11             | 26  | 12    | 339       | 594               | 453          | 389                      |
| Don't know    | 28<br>1% | 3<br>1%           | 4<br>1% | 1<br>1% | 2<br>1% | -               | -   | -              | -   | -     | 17<br>5%  | 4<br>1%           | 4<br>1%      | 2<br>1%                  |



Absolutes/col percents

# Table 1Q.1 Which, if any, of the following sources do you use to find out news about the UK economy?Base: All respondents

|  |             |  | Q.1 \  | Which, if any, of the fo<br>"Broadsheet"  | ollowing sources do y  | ou use to find out news   | about the UK ecor | nomy?          |  |
|--|-------------|--|--|---|--|---|-------------------|----------------|--|
|  | Total       | BBC - either on<br>TV, radio, or<br>online | ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | Other radio       | Other internet | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
| Unweighted base  | 2006        | 1566                                       | 923  | 532   | 443  | 248   | 264               | 622            | 159  |
| Weighted base  | 2006        | 1522                                       | 945  | 469   | 435  | 277   | 263               | 611            | 181  |
| BBC - either on TV, radio, or online   | 1522<br>76% | 1522<br>100%                               | 794<br>84%   | 415<br>89%  | 393<br>90%   | 235<br>85%  | 230<br>87%        | 527<br>86%     | -  |
| ITV, Channel 4, Sky<br>News - either on TV or<br>online  | 945<br>47%  | 794<br>52%                                 | 945<br>100%  | 232<br>49%  | 278<br>64%   | 194<br>70%  | 187<br>71%        | 355<br>58%     | -  |
| Other internet   | 611<br>30%  | 527<br>35%                                 | 355<br>38%   | 207<br>44%  | 164<br>38%   | 103<br>37%  | 146<br>56%        | 611<br>100%    | :  |
| "Broadsheet" newspapers<br>such as the Daily<br>Telegraph, the Times,<br>the Guardian, the<br>Independent or the<br>Financial Times, and<br>their websites | 469<br>23%  | 415<br>27%                                 | 232<br>25%   | 469<br>100%   | 136<br>31%   | 59<br>21%   | 83<br>31%         | 207<br>34%     | -  |
| "Mid-market" newspapers<br>such as the Daily<br>Express, the Daily Mail<br>or the Evening<br>Standard, and their<br>websites                               | 435<br>22%  | 393<br>26%                                 | 278<br>29%   | 136<br>29%  | 435<br>100%  | 82<br>30%   | 94<br>36%         | 164<br>27%     | -  |
| "Red top" newspapers<br>such as the Sun, the<br>Mirror or the Daily<br>Star, and their<br>websites   | 277<br>14%  | 235<br>15%                                 | 194<br>21%   | 59<br>13%   | 82<br>19%  | 277<br>100%   | 69<br>26%         | 103<br>17%     | -  |
| Other radio  | 263<br>13%  | 230<br>15%                                 | 187<br>20%   | 83<br>18%   | 94<br>22%  | 69<br>25%   | 263<br>100%       | 146<br>24%     | -  |
| Other - not listed   | 45<br>2%    | 34<br>2%                                   | 25<br>3%   | 22<br>5%  | 13<br>3%   | 6<br>2%   | 16<br>6%          | 17<br>3%       | -  |





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# Table 1Q.1 Which, if any, of the following sources do you use to find out news about the UK economy?Base: All respondents

|   |           |  | Q.1 \  |   | ollowing sources do y  | ou use to find out news   | about the UK ecor | nomy?          |  |
|---|-----------|--|--|---|--|---|-------------------|----------------|--|
|   | _Total    | BBC - either on<br>TV, radio, or<br>online | ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | "Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | Other radio       | Other internet | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
| Weighted base   | 2006      | 1522                                       | 945  | 469   | 435  | 277   | 263               | 611            | 181  |
| Not applicable - I do<br>not use any sources to<br>find out about the UK<br>economy | 181<br>9% | -  | -  | -   | -  | -   | -                 | -              | 181<br>100%  |
| Don't know  | 28<br>1%  | -  | -  | -   | -  | -   | -                 | -              | -  |



Absolutes/col percents

#### Table 2 Q.2 Which of the following, if any, do you think is the MAIN reason for the UK's poor economic growth performance since 2010? Base: All respondents

|  |            | Gei        | nder       |           |           | Aç        | ge        |           |            |            | Social     | Class     |           |               |               | Region                |                          |               |
|--|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|---------------|---------------|-----------------------|--------------------------|---------------|
|  | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+        | AB         | <u>C1</u>  | C2        | DE        | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base  | 2006       | 1009       | 997        | 218       | 278       | 409       | 368       | 334       | 399        | 793        | 511        | 269       | 433       | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base  | 2006       | 983        | 1023       | 241       | 321       | 381       | 341       | 301       | 422        | 542        | 582        | 421       | 462       | 510           | 529           | 503                   | 289                      | 174           |
| Problems in the banking sector                               | 415        | 191        | 223        | 30        | 73        | 83        | 69        | 62        | 98         | 111        | 111        | 98        | 95        | 91            | 120           | 101                   | 67                       | 35            |
|  | 21%        | 19%        | 22%        | 12%       | 23%       | 22%       | 20%       | 21%       | 23%        | 20%        | 19%        | 23%       | 21%       | 18%           | 23%           | 20%                   | 23%                      | 20%           |
| High levels of<br>Government, personal<br>and financial debt | 396<br>20% | 179<br>18% | 217<br>21% | 53<br>22% | 54<br>17% | 81<br>21% | 59<br>17% | 48<br>16% | 100<br>24% | 116<br>21% | 109<br>19% | 82<br>19% | 89<br>19% | 108<br>21%    | 102<br>19%    | 88<br>18%             | 53<br>18%                | 45<br>26%     |
| Global economic conditions                                   | 361        | 190        | 171        | 26        | 55        | 73        | 70        | 65        | 73         | 115        | 122        | 62        | 62        | 100           | 94            | 84                    | 46                       | 36            |
|  | 18%        | 19%        | 17%        | 11%       | 17%       | 19%       | 20%       | 21%       | 17%        | 21%        | 21%        | 15%       | 13%       | 20%           | 18%           | 17%                   | 16%                      | 21%           |
| Government spending  | 270        | 154        | 116        | 33        | 47        | 49        | 54        | 37        | 50         | 60         | 90         | 54        | 66        | 63            | 64            | 89                    | 35                       | 19            |
| cuts   | 13%        | 16%        | 11%        | 14%       | 15%       | 13%       | 16%       | 12%       | 12%        | 11%        | 15%        | 13%       | 14%       | 12%           | 12%           | 18%                   | 12%                      | 11%           |
| The Eurozone crisis  | 236        | 134        | 102        | 31        | 30        | 25        | 41        | 46        | 63         | 79         | 60         | 43        | 53        | 61            | 56            | 59                    | 43                       | 17            |
|  | 12%        | 14%        | 10%        | 13%       | 9%        | 7%        | 12%       | 15%       | 15%        | 15%        | 10%        | 10%       | 12%       | 12%           | 10%           | 12%                   | 15%                      | 10%           |
| Uncompetitive tax and regulatory policies                    | 58         | 36         | 22         | 6         | 15        | 9         | 9         | 10        | 9          | 14         | 16         | 16        | 13        | 18            | 16            | 10                    | 7                        | 6             |
|  | 3%         | 4%         | 2%         | 3%        | 5%        | 2%        | 3%        | 3%        | 2%         | 3%         | 3%         | 4%        | 3%        | 4%            | 3%            | 2%                    | 3%                       | 3%            |
| Something else   | 58         | 29         | 29         | 4         | 8         | 12        | 12        | 9         | 14         | 13         | 15         | 11        | 19        | 18            | 15            | 14                    | 9                        | 3             |
|  | 3%         | 3%         | 3%         | 2%        | 2%        | 3%        | 3%        | 3%        | 3%         | 2%         | 3%         | 3%        | 4%        | 3%            | 3%            | 3%                    | 3%                       | 2%            |
| Don't know   | 212        | 69         | 143        | 58        | 40        | 49        | 27        | 23        | 16         | 34         | 58         | 55        | 65        | 50            | 62            | 58                    | 29                       | 13            |
|  | 11%        | 7%         | 14%        | 24%       | 12%       | 13%       | 8%        | 8%        | 4%         | 6%         | 10%        | 13%       | 14%       | 10%           | 12%           | 11%                   | 10%                      | 8%            |



Absolutes/col percents

#### Table 2 Q.2 Which of the following, if any, do you think is the MAIN reason for the UK's poor economic growth performance since 2010? Base: All respondents

|  |            |                   |            |           | N         | oting Intention |           |                |          |          |           | Voted in          | 2010 General |                          |
|--|------------|-------------------|------------|-----------|-----------|-----------------|-----------|----------------|----------|----------|-----------|-------------------|--------------|--------------------------|
|  | Total      | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green           | SNP       | Plaid<br>Cymru | BNP      | Other    | DK/Refuse | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base  | 2006       | 519               | 615        | 162       | 168       | 69              | 45        | 11             | 22       | 14       | 326       | 628               | 433          | 404                      |
| Weighted base  | 2006       | 482               | 617        | 160       | 171       | 74              | 48        | 11             | 26       | 12       | 339       | 594               | 453          | 389                      |
| Problems in the banking sector                               | 415<br>21% | 92<br>19%         | 151<br>24% | 31<br>19% | 34<br>20% | 13<br>17%       | 8<br>17%  | 1<br>9%        | 6<br>22% | 3<br>27% | 62<br>18% | 108<br>18%        | 117<br>26%   | 89<br>23%                |
| High levels of<br>Government, personal<br>and financial debt | 396<br>20% | 118<br>25%        | 80<br>13%  | 29<br>18% | 43<br>25% | 21<br>28%       | 21<br>43% | 2<br>21%       | 4<br>17% | 1<br>7%  | 62<br>18% | 142<br>24%        | 54<br>12%    | 79<br>20%                |
| Global economic conditions                                   | 361<br>18% | 115<br>24%        | 87<br>14%  | 41<br>26% | 29<br>17% | 14<br>19%       | 9<br>18%  | 3<br>29%       | 1<br>5%  | 2<br>16% | 46<br>14% | 125<br>21%        | 69<br>15%    | 79<br>20%                |
| Government spending cuts                                     | 270<br>13% | 10<br>2%          | 183<br>30% | 5<br>3%   | 17<br>10% | 7<br>10%        | 5<br>10%  | 3<br>24%       | -        | 3<br>25% | 34<br>10% | 32<br>5%          | 129<br>28%   | 47<br>12%                |
| The Eurozone crisis  | 236<br>12% | 97<br>20%         | 45<br>7%   | 32<br>20% | 21<br>12% | 6<br>8%         | 3<br>5%   | 2<br>16%       | 3<br>10% | -        | 37<br>11% | 118<br>20%        | 29<br>6%     | 39<br>10%                |
| Uncompetitive tax and regulatory policies                    | 58<br>3%   | 5<br>1%           | 17<br>3%   | 8<br>5%   | 7<br>4%   | 1<br>1%         | 1<br>2%   | -              | 9<br>35% | 2<br>18% | 3<br>1%   | 11<br>2%          | 12<br>3%     | 12<br>3%                 |
| Something else   | 58<br>3%   | 16<br>3%          | 8<br>1%    | 2<br>2%   | 13<br>8%  | 2<br>2%         | 1<br>2%   | -              | 2<br>7%  | 1<br>7%  | 8<br>2%   | 21<br>4%          | 4<br>1%      | 7<br>2%                  |
| Don't know   | 212<br>11% | 29<br>6%          | 45<br>7%   | 12<br>8%  | 7<br>4%   | 11<br>15%       | 1<br>2%   | -              | 1<br>4%  | -        | 87<br>26% | 37<br>6%          | 38<br>8%     | 37<br>10%                |



Absolutes/col percents

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#### Table 2 Q.2 Which of the following, if any, do you think is the MAIN reason for the UK's poor economic growth performance since 2010? Base: All respondents

|  |            |  | Q.1 \  |   | ollowing sources do y  | ou use to find out news   | s about the UK ecor | nomy?          |  |
|--|------------|--|--|---|--|---|---------------------|----------------|--|
|  | Total      | BBC - either on<br>TV, radio, or<br>online | ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | "Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | Other radio         | Other internet | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
| Unweighted base  | 2006       | 1566                                       | 923  | 532   | 443  | 248   | 264                 | 622            | 159  |
| Weighted base  | 2006       | 1522                                       | 945  | 469   | 435  | 277   | 263                 | 611            | 181  |
| Problems in the banking sector                               | 415        | 334  | 214  | 93  | 107  | 55  | 59                  | 141            | 22   |
|  | 21%        | 22%  | 23%  | 20%   | 25%  | 20%   | 22%                 | 23%            | 12%  |
| High levels of<br>Government, personal<br>and financial debt | 396<br>20% | 300<br>20%                                 | 200<br>21%   | 99<br>21%   | 102<br>23%   | 43<br>16%   | 50<br>19%           | 126<br>21%     | 30<br>17%  |
| Global economic conditions                                   | 361        | 299  | 181  | 111   | 82   | 46  | 51                  | 118            | 16   |
|  | 18%        | 20%  | 19%  | 24%   | 19%  | 17%   | 19%                 | 19%            | 9%   |
| Government spending  | 270        | 215  | 128  | 61  | 44   | 63  | 39                  | 89             | 19   |
| cuts   | 13%        | 14%  | 14%  | 13%   | 10%  | 23%   | 15%                 | 15%            | 10%  |
| The Eurozone crisis  | 236        | 192  | 100  | 61  | 56   | 37  | 32                  | 75             | 19   |
|  | 12%        | 13%  | 11%  | 13%   | 13%  | 13%   | 12%                 | 12%            | 10%  |
| Uncompetitive tax and regulatory policies                    | 58         | 42   | 35   | 16  | 12   | 6   | 5                   | 14             | 3  |
|  | 3%         | 3%   | 4%   | 3%  | 3%   | 2%  | 2%                  | 2%             | 2%   |
| Something else   | 58         | 42   | 31   | 14  | 16   | 7   | 20                  | 24             | 3  |
|  | 3%         | 3%   | 3%   | 3%  | 4%   | 2%  | 8%                  | 4%             | 2%   |
| Don't know   | 212        | 97   | 58   | 13  | 15   | 21  | 7                   | 25             | 69   |
|  | 11%        | 6%   | 6%   | 3%  | 3%   | 7%  | 3%                  | 4%             | 38%  |



Absolutes/col percents

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### Table 3 Q.3 Which of these statements do you believe to be the most accurate? Base: All respondents

|   |            | Ger        | nder       |           |            | Ag         | je         |            |            |            | Social     | Class      |            |               |               | Region                |                          |               |
|---|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|--------------------------|---------------|
|   | Total      | Male       | Female     | 18-24     | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | <u>C1</u>  | C2         | DE         | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base   | 2006       | 1009       | 997        | 218       | 278        | 409        | 368        | 334        | 399        | 793        | 511        | 269        | 433        | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base   | 2006       | 983        | 1023       | 241       | 321        | 381        | 341        | 301        | 422        | 542        | 582        | 421        | 462        | 510           | 529           | 503                   | 289                      | 174           |
| The Coalition<br>Government is planning<br>to REDUCE the national<br>debt by around £600<br>billion between 2010<br>and the end of this<br>Parliament in 2015   | 933<br>47% | 513<br>52% | 419<br>41% | 92<br>38% | 130<br>40% | 162<br>43% | 175<br>51% | 155<br>51% | 220<br>52% | 294<br>54% | 276<br>48% | 181<br>43% | 181<br>39% | 240<br>47%    | 244<br>46%    | 234<br>47%            | 132<br>46%               | 82<br>47%     |
| The Coalition<br>Government is planning<br>NEITHER TO REDUCE NOR<br>INCREASE the national<br>debt between 2010 and<br>the end of this<br>Parliament in 2015     | 243<br>12% | 128<br>13% | 115<br>11% | 34<br>14% | 48<br>15%  | 56<br>15%  | 31<br>9%   | 26<br>9%   | 48<br>11%  | 80<br>15%  | 62<br>11%  | 40<br>10%  | 61<br>13%  | 64<br>13%     | 75<br>14%     | 44<br>9%              | 40<br>14%                | 19<br>11%     |
| The Coalition<br>Government is planning<br>to INCREASE the<br>national debt by around<br>£600 billion between<br>2010 and the end of<br>this Parliament in 2015 | 197<br>10% | 105<br>11% | 92<br>9%   | 24<br>10% | 27<br>8%   | 28<br>7%   | 36<br>10%  | 26<br>9%   | 57<br>13%  | 56<br>10%  | 43<br>7%   | 43<br>10%  | 55<br>12%  | 53<br>10%     | 47<br>9%      | 50<br>10%             | 23<br>8%                 | 24<br>14%     |
| Don't know  | 633<br>32% | 237<br>24% | 396<br>39% | 90<br>38% | 116<br>36% | 135<br>36% | 100<br>29% | 95<br>31%  | 97<br>23%  | 112<br>21% | 200<br>34% | 157<br>37% | 165<br>36% | 152<br>30%    | 163<br>31%    | 176<br>35%            | 93<br>32%                | 49<br>28%     |



Absolutes/col percents

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### Table 3 Q.3 Which of these statements do you believe to be the most accurate? Base: All respondents

|   |            |                   |            |           | V         | oting Intention |           |                |           |          |            | Voted in          | 2010 General |                          |
|---|------------|-------------------|------------|-----------|-----------|-----------------|-----------|----------------|-----------|----------|------------|-------------------|--------------|--------------------------|
|   | Total      | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green           | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse  | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base   | 2006       | 519               | 615        | 162       | 168       | 69              | 45        | 11             | 22        | 14       | 326        | 628               | 433          | 404                      |
| Weighted base   | 2006       | 482               | 617        | 160       | 171       | 74              | 48        | 11             | 26        | 12       | 339        | 594               | 453          | 389                      |
| The Coalition<br>Government is planning<br>to REDUCE the national<br>debt by around £600<br>billion between 2010<br>and the end of this<br>Parliament in 2015   | 933<br>47% | 320<br>66%        | 282<br>46% | 79<br>50% | 86<br>50% | 24<br>33%       | 20<br>42% | 6<br>53%       | 10<br>39% | 6<br>50% | 91<br>27%  | 364<br>61%        | 202<br>45%   | 193<br>50%               |
| The Coalition<br>Government is planning<br>NEITHER TO REDUCE NOR<br>INCREASE the national<br>debt between 2010 and<br>the end of this<br>Parliament in 2015     | 243<br>12% | 40<br>8%          | 85<br>14%  | 23<br>14% | 26<br>15% | 15<br>20%       | 3<br>6%   | 4<br>32%       | 5<br>18%  | 3<br>25% | 27<br>8%   | 64<br>11%         | 58<br>13%    | 46<br>12%                |
| The Coalition<br>Government is planning<br>to INCREASE the<br>national debt by around<br>£600 billion between<br>2010 and the end of<br>this Parliament in 2015 | 197<br>10% | 28<br>6%          | 80<br>13%  | 17<br>11% | 24<br>14% | 10<br>13%       | 6<br>13%  | -              | 4<br>15%  | 2<br>18% | 21<br>6%   | 47<br>8%          | 65<br>14%    | 42<br>11%                |
| Don't know  | 633<br>32% | 94<br>19%         | 170<br>28% | 40<br>25% | 34<br>20% | 26<br>35%       | 19<br>39% | 2<br>15%       | 7<br>27%  | 1<br>7%  | 200<br>59% | 119<br>20%        | 127<br>28%   | 108<br>28%               |



Absolutes/col percents

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### Table 3 Q.3 Which of these statements do you believe to be the most accurate? Base: All respondents

|   |            |  | Q.1 \  |   | ollowing sources do y  | ou use to find out news   | s about the UK eco | nomy?          |  |
|---|------------|--|--|---|--|---|--------------------|----------------|--|
|   | _Total     | BBC - either on<br>TV, radio, or<br>online | ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | "Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | Other radio        | Other internet | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
| Unweighted base   | 2006       | 1566                                       | 923  | 532   | 443  | 248   | 264                | 622            | 159  |
| Weighted base   | 2006       | 1522                                       | 945  | 469   | 435  | 277   | 263                | 611            | 181  |
| The Coalition<br>Government is planning<br>to REDUCE the national<br>debt by around £600<br>billion between 2010<br>and the end of this<br>Parliament in 2015   | 933<br>47% | 795<br>52%                                 | 471<br>50%   | 250<br>53%  | 231<br>53%   | 134<br>48%  | 142<br>54%         | 335<br>55%     | 36<br>20%  |
| The Coalition<br>Government is planning<br>NEITHER TO REDUCE NOR<br>INCREASE the national<br>debt between 2010 and<br>the end of this<br>Parliament in 2015     | 243<br>12% | 180<br>12%                                 | 118<br>13%   | 74<br>16%   | 58<br>13%  | 32<br>12%   | 30<br>11%          | 80<br>13%      | 15<br>8%   |
| The Coalition<br>Government is planning<br>to INCREASE the<br>national debt by around<br>£600 billion between<br>2010 and the end of<br>this Parliament in 2015 | 197<br>10% | 146<br>10%                                 | 105<br>11%   | 66<br>14%   | 50<br>11%  | 35<br>13%   | 29<br>11%          | 66<br>11%      | 17<br>9%   |
| Don't know  | 633<br>32% | 402<br>26%                                 | 251<br>27%   | 78<br>17%   | 96<br>22%  | 76<br>28%   | 62<br>24%          | 130<br>21%     | 113<br>63%   |



Absolutes/col percents

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Table 4

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government has reduced its budget deficit since 2010 - i.e. reducing the shortfall between the amount it raises though taxes and the amount it spends **Base: All respondents** 

|                 |            | Gei        | nder       |            |            | Ac         | ge         |            |            |            | Social     | Class      |            |               |               | Region                |                          |               |
|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|--------------------------|---------------|
|                 | _Total_    | _Male_     | Female     |            | _25-34_    | 35-44      | 45-54      | 55-64      | 65+        | AB         | <u>C1</u>  | <u>C2</u>  | DE         | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base | 2006       | 1009       | 997        | 218        | 278        | 409        | 368        | 334        | 399        | 793        | 511        | 269        | 433        | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base   | 2006       | 983        | 1023       | 241        | 321        | 381        | 341        | 301        | 422        | 542        | 582        | 421        | 462        | 510           | 529           | 503                   | 289                      | 174           |
| True            | 778<br>39% | 429<br>44% | 349<br>34% | 102<br>43% | 133<br>41% | 149<br>39% | 122<br>36% | 119<br>40% | 153<br>36% | 261<br>48% | 231<br>40% | 143<br>34% | 143<br>31% | 223<br>44%    | 185<br>35%    | 179<br>36%            | 126<br>44%               | 66<br>38%     |
| False           | 570<br>28% | 301<br>31% | 269<br>26% | 42<br>17%  | 62<br>19%  | 96<br>25%  | 111<br>33% | 97<br>32%  | 162<br>38% | 139<br>26% | 148<br>25% | 129<br>31% | 155<br>33% | 144<br>28%    | 155<br>29%    | 141<br>28%            | 70<br>24%                | 60<br>35%     |
| Don't know      | 658<br>33% | 253<br>26% | 405<br>40% | 96<br>40%  | 126<br>39% | 137<br>36% | 108<br>32% | 85<br>28%  | 107<br>25% | 141<br>26% | 203<br>35% | 149<br>35% | 164<br>36% | 143<br>28%    | 189<br>36%    | 184<br>37%            | 94<br>32%                | 48<br>28%     |



Absolutes/col percents

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#### Table 4

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government has reduced its budget deficit since 2010 - i.e. reducing the shortfall between the amount it raises though taxes and the amount it spends **Base: All respondents** 

|                 |            |                   |            |           | N         | oting Intention |           |                |           |          |            | Voted in          | 2010 General |                          |
|-----------------|------------|-------------------|------------|-----------|-----------|-----------------|-----------|----------------|-----------|----------|------------|-------------------|--------------|--------------------------|
|                 | Total      | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green           | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse  | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base | 2006       | 519               | 615        | 162       | 168       | 69              | 45        | 11             | 22        | 14       | 326        | 628               | 433          | 404                      |
| Weighted base   | 2006       | 482               | 617        | 160       | 171       | 74              | 48        | 11             | 26        | 12       | 339        | 594               | 453          | 389                      |
| True            | 778<br>39% | 303<br>63%        | 195<br>32% | 86<br>54% | 62<br>36% | 13<br>17%       | 14<br>29% | 6<br>55%       | 10<br>38% | 4<br>37% | 87<br>26%  | 326<br>55%        | 141<br>31%   | 162<br>42%               |
| False           | 570<br>28% | 65<br>13%         | 222<br>36% | 35<br>22% | 76<br>44% | 36<br>48%       | 26<br>54% | 4<br>37%       | 6<br>22%  | 6<br>52% | 64<br>19%  | 116<br>19%        | 167<br>37%   | 108<br>28%               |
| Don't know      | 658<br>33% | 114<br>24%        | 201<br>32% | 39<br>24% | 33<br>20% | 26<br>35%       | 8<br>17%  | 1<br>8%        | 10<br>40% | 1<br>11% | 189<br>56% | 152<br>26%        | 144<br>32%   | 119<br>31%               |



Absolutes/col percents

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Table 4

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government has reduced its budget deficit since 2010 - i.e. reducing the shortfall between the amount it raises though taxes and the amount it spends **Base: All respondents** 

|                 |      | BBC - either on<br>TV, radio, or<br>online | Q.1 V<br>ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | Which, if any, of the fe<br>"Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>"Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | about the UK ecor | nomy? | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
|-----------------|------|--|---|---|--|--|-------------------|-------|--|
| Unweighted base | 2006 | 1566                                       | 923   | 532   | 443  | 248  | 264               | 622   | 159  |
| Weighted base   | 2006 | 1522                                       | 945   | 469   | 435  | 277  | 263               | 611   | 181  |
| True            | 778  | 643  | 391   | 222   | 196  | 100  | 110               | 282   | 39   |
|                 | 39%  | 42%  | 41%   | 47%   | 45%  | 36%  | 42%               | 46%   | 21%  |
| False           | 570  | 434  | 277   | 150   | 117  | 84   | 73                | 178   | 51   |
|                 | 28%  | 28%  | 29%   | 32%   | 27%  | 30%  | 28%               | 29%   | 28%  |
| Don't know      | 658  | 445  | 278   | 97  | 122  | 93   | 80                | 152   | 91   |
|                 | 33%  | 29%  | 29%   | 21%   | 28%  | 34%  | 30%               | 25%   | 51%  |



Absolutes/col percents

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Table 5

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? Since 2010, the Government has reduced its total annual spending Base: All respondents

|                 |            | Ger        | nder       |            |            | Ac         | le         |            |            |            | Social     | Class      |            |               |               | Region                |                          |               |
|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|--------------------------|---------------|
|                 | Total      | Male       | Female     |            | _25-34     | 35-44      | 45-54      | 55-64      | 65+        | AB         | C1         | <u>C2</u>  | DE         | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base | 2006       | 1009       | 997        | 218        | 278        | 409        | 368        | 334        | 399        | 793        | 511        | 269        | 433        | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base   | 2006       | 983        | 1023       | 241        | 321        | 381        | 341        | 301        | 422        | 542        | 582        | 421        | 462        | 510           | 529           | 503                   | 289                      | 174           |
| True            | 856<br>43% | 447<br>45% | 409<br>40% | 109<br>45% | 140<br>44% | 173<br>45% | 149<br>44% | 134<br>45% | 150<br>36% | 268<br>49% | 266<br>46% | 176<br>42% | 146<br>32% | 228<br>45%    | 218<br>41%    | 210<br>42%            | 126<br>43%               | 74<br>43%     |
| False           | 609<br>30% | 329<br>33% | 281<br>27% | 50<br>21%  | 72<br>23%  | 102<br>27% | 109<br>32% | 96<br>32%  | 179<br>42% | 159<br>29% | 159<br>27% | 124<br>30% | 167<br>36% | 152<br>30%    | 150<br>28%    | 155<br>31%            | 88<br>30%                | 65<br>37%     |
| Don't know      | 541<br>27% | 208<br>21% | 333<br>33% | 81<br>34%  | 109<br>34% | 106<br>28% | 83<br>24%  | 71<br>23%  | 92<br>22%  | 114<br>21% | 157<br>27% | 121<br>29% | 149<br>32% | 129<br>25%    | 162<br>31%    | 139<br>28%            | 76<br>26%                | 35<br>20%     |



Absolutes/col percents

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### Table 5

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? Since 2010, the Government has reduced its total annual spending Base: All respondents

|                 |            |                   |            |           | ١         | oting Intention |           |                |           |          |            | Voted in          | 2010 General |                          |
|-----------------|------------|-------------------|------------|-----------|-----------|-----------------|-----------|----------------|-----------|----------|------------|-------------------|--------------|--------------------------|
|                 | Total      | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green           | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse  | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base | 2006       | 519               | 615        | 162       | 168       | 69              | 45        | 11             | 22        | 14       | 326        | 628               | 433          | 404                      |
| Weighted base   | 2006       | 482               | 617        | 160       | 171       | 74              | 48        | 11             | 26        | 12       | 339        | 594               | 453          | 389                      |
| True            | 856<br>43% | 292<br>61%        | 253<br>41% | 80<br>50% | 62<br>36% | 19<br>26%       | 19<br>40% | 7<br>64%       | 11<br>42% | 6<br>53% | 101<br>30% | 326<br>55%        | 167<br>37%   | 178<br>46%               |
| False           | 609<br>30% | 99<br>21%         | 226<br>37% | 36<br>23% | 81<br>48% | 33<br>44%       | 23<br>48% | 4<br>36%       | 8<br>32%  | 6<br>47% | 69<br>20%  | 152<br>26%        | 174<br>38%   | 105<br>27%               |
| Don't know      | 541<br>27% | 91<br>19%         | 138<br>22% | 44<br>27% | 28<br>16% | 23<br>30%       | 5<br>11%  | -              | 7<br>26%  | -        | 169<br>50% | 115<br>19%        | 112<br>25%   | 106<br>27%               |



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### National Debt Poll Survey ONLINE Fieldwork : 18th - 19th July 2012

Absolutes/col percents

Table 5

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? Since 2010, the Government has reduced its total annual spending Base: All respondents

|                 |      | BBC - either on<br>TV, radio, or<br>online | Q.1 M<br>ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | <u>Which, if any, of the fo</u><br>"Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | s about the UK ecor | nomy? | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
|-----------------|------|--|---|--|--|---|---------------------|-------|--|
| Unweighted base | 2006 | 1566                                       | 923   | 532  | 443  | 248   | 264                 | 622   | 159  |
| Weighted base   | 2006 | 1522                                       | 945   | 469  | 435  | 277   | 263                 | 611   | 181  |
| True            | 856  | 730  | 421   | 217  | 214  | 137   | 120                 | 289   | 34   |
|                 | 43%  | 48%  | 45%   | 46%  | 49%  | 49%   | 46%                 | 47%   | 19%  |
| False           | 609  | 455  | 310   | 171  | 131  | 78  | 86                  | 202   | 51   |
|                 | 30%  | 30%  | 33%   | 37%  | 30%  | 28%   | 33%                 | 33%   | 28%  |
| Don't know      | 541  | 337  | 215   | 80   | 89   | 62  | 57                  | 121   | 96   |
|                 | 27%  | 22%  | 23%   | 17%  | 21%  | 23%   | 22%                 | 20%   | 53%  |



Absolutes/col percents

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Table 6

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government has reduced the national debt since 2010

Base: All respondents

|                 |            | Ger        | nder       |            |            | Ag         | le         |            |            |            | Social (   | Class      |            |               |               | Region                |                          |               |
|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|--------------------------|---------------|
|                 |            | Male       | Female     | 18-24      | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | <u>C1</u>  | <u>C2</u>  | DE         | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base | 2006       | 1009       | 997        | 218        | 278        | 409        | 368        | 334        | 399        | 793        | 511        | 269        | 433        | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base   | 2006       | 983        | 1023       | 241        | 321        | 381        | 341        | 301        | 422        | 542        | 582        | 421        | 462        | 510           | 529           | 503                   | 289                      | 174           |
| True            | 569<br>28% | 304<br>31% | 265<br>26% | 47<br>20%  | 100<br>31% | 107<br>28% | 99<br>29%  | 87<br>29%  | 128<br>30% | 179<br>33% | 176<br>30% | 117<br>28% | 97<br>21%  | 146<br>29%    | 146<br>28%    | 142<br>28%            | 90<br>31%                | 44<br>25%     |
| False           | 804<br>40% | 420<br>43% | 384<br>38% | 100<br>42% | 98<br>31%  | 151<br>40% | 138<br>40% | 120<br>40% | 197<br>47% | 216<br>40% | 222<br>38% | 156<br>37% | 211<br>46% | 201<br>39%    | 204<br>39%    | 200<br>40%            | 123<br>43%               | 76<br>43%     |
| Don't know      | 633<br>32% | 259<br>26% | 374<br>37% | 93<br>39%  | 123<br>38% | 123<br>32% | 104<br>30% | 94<br>31%  | 96<br>23%  | 147<br>27% | 184<br>32% | 148<br>35% | 153<br>33% | 162<br>32%    | 179<br>34%    | 161<br>32%            | 76<br>26%                | 54<br>31%     |



Absolutes/col percents

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### Table 6

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government has reduced the national debt since 2010

Base: All respondents

|                 |            |                   |            |           | ١         | oting Intention |           |                |           |          |            | Voted in          | 2010 General |                          |
|-----------------|------------|-------------------|------------|-----------|-----------|-----------------|-----------|----------------|-----------|----------|------------|-------------------|--------------|--------------------------|
|                 | Total      | Conser-<br>vative | Labour     | Lib Dem   | UKIP      | Green           | SNP       | Plaid<br>Cymru | BNP       | Other    | DK/Refuse  | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base | 2006       | 519               | 615        | 162       | 168       | 69              | 45        | 11             | 22        | 14       | 326        | 628               | 433          | 404                      |
| Weighted base   | 2006       | 482               | 617        | 160       | 171       | 74              | 48        | 11             | 26        | 12       | 339        | 594               | 453          | 389                      |
| True            | 569<br>28% | 226<br>47%        | 152<br>25% | 52<br>33% | 40<br>23% | 10<br>14%       | 11<br>24% | 3<br>24%       | 7<br>26%  | 4<br>29% | 61<br>18%  | 249<br>42%        | 102<br>23%   | 111<br>28%               |
| False           | 804<br>40% | 126<br>26%        | 306<br>50% | 61<br>38% | 96<br>56% | 37<br>50%       | 29<br>61% | 8<br>69%       | 9<br>36%  | 6<br>50% | 88<br>26%  | 184<br>31%        | 228<br>50%   | 163<br>42%               |
| Don't know      | 633<br>32% | 131<br>27%        | 159<br>26% | 47<br>29% | 35<br>20% | 27<br>36%       | 7<br>15%  | 1<br>7%        | 10<br>39% | 2<br>21% | 190<br>56% | 161<br>27%        | 123<br>27%   | 116<br>30%               |



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## National Debt Poll Survey ONLINE Fieldwork : 18th - 19th July 2012

Absolutes/col percents

Table 6

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government has reduced the national debt since 2010

Base: All respondents

|                 |      | BBC - either on<br>TV, radio, or<br>online | Q.1 M<br>ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | <u>Which, if any, of the fr</u><br>"Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>"Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | s about the UK ecor | nomy? | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
|-----------------|------|--|---|--|--|--|---------------------|-------|--|
| Unweighted base | 2006 | 1566                                       | 923   | 532  | 443  | 248  | 264                 | 622   | 159  |
| Weighted base   | 2006 | 1522                                       | 945   | 469  | 435  | 277  | 263                 | 611   | 181  |
| True            | 569  | 480  | 275   | 150  | 158  | 91   | 93                  | 183   | 27   |
|                 | 28%  | 32%  | 29%   | 32%  | 36%  | 33%  | 35%                 | 30%   | 15%  |
| False           | 804  | 602  | 407   | 216  | 158  | 105  | 104                 | 273   | 70   |
|                 | 40%  | 40%  | 43%   | 46%  | 36%  | 38%  | 39%                 | 45%   | 39%  |
| Don't know      | 633  | 440  | 263   | 103  | 119  | 81   | 67                  | 155   | 84   |
|                 | 32%  | 29%  | 28%   | 22%  | 27%  | 29%  | 25%                 | 25%   | 46%  |



Absolutes/col percents

### Table 7

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government intends to pay off the national debt by the end of this Parliament in 2015 Base: All respondents

|                 |              | Gei        | nder       |            |            | Ac         | le         |            |            |            | Social     | Class      |            |               |               | Region                |                          |               |
|-----------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|---------------|-----------------------|--------------------------|---------------|
|                 | <u>Total</u> | Male       | Female     |            | 25-34      | 35-44      | 45-54      | 55-64      | 65+        | AB         | <u>C1</u>  | <u>C2</u>  | DE         | South<br>East | Mid-<br>lands | North<br>Eng-<br>land | Wales &<br>South<br>West | Scot-<br>land |
| Unweighted base | 2006         | 1009       | 997        | 218        | 278        | 409        | 368        | 334        | 399        | 793        | 511        | 269        | 433        | 530           | 526           | 502                   | 286                      | 162           |
| Weighted base   | 2006         | 983        | 1023       | 241        | 321        | 381        | 341        | 301        | 422        | 542        | 582        | 421        | 462        | 510           | 529           | 503                   | 289                      | 174           |
| True            | 324<br>16%   | 168<br>17% | 156<br>15% | 35<br>15%  | 67<br>21%  | 52<br>14%  | 63<br>19%  | 41<br>14%  | 64<br>15%  | 88<br>16%  | 100<br>17% | 64<br>15%  | 72<br>16%  | 75<br>15%     | 80<br>15%     | 101<br>20%            | 52<br>18%                | 17<br>10%     |
| False           | 1046<br>52%  | 583<br>59% | 463<br>45% | 104<br>43% | 123<br>38% | 206<br>54% | 181<br>53% | 167<br>55% | 266<br>63% | 308<br>57% | 305<br>52% | 199<br>47% | 234<br>51% | 270<br>53%    | 279<br>53%    | 238<br>47%            | 146<br>51%               | 113<br>65%    |
| Don't know      | 636<br>32%   | 232<br>24% | 404<br>39% | 101<br>42% | 131<br>41% | 122<br>32% | 97<br>28%  | 93<br>31%  | 91<br>22%  | 145<br>27% | 177<br>30% | 159<br>38% | 155<br>34% | 165<br>32%    | 171<br>32%    | 164<br>33%            | 91<br>32%                | 45<br>26%     |



Absolutes/col percents

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### Table 7

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government intends to pay off the national debt by the end of this Parliament in 2015 Base: All respondents

|                 |             |                   |            |           | ١          | Voting Intention |           |                |           |           |            | Voted in          | 2010 General |                          |
|-----------------|-------------|-------------------|------------|-----------|------------|------------------|-----------|----------------|-----------|-----------|------------|-------------------|--------------|--------------------------|
|                 | Total       | Conser-<br>vative | Labour     | Lib Dem   | UKIP       | Green            | SNP       | Plaid<br>Cymru | BNP       | Other     | DK/Refuse  | Conser-<br>vative | Labour       | Liberal<br>Demo-<br>crat |
| Unweighted base | 2006        | 519               | 615        | 162       | 168        | 69               | 45        | 11             | 22        | 14        | 326        | 628               | 433          | 404                      |
| Weighted base   | 2006        | 482               | 617        | 160       | 171        | 74               | 48        | 11             | 26        | 12        | 339        | 594               | 453          | 389                      |
| True            | 324<br>16%  | 103<br>21%        | 109<br>18% | 35<br>22% | 24<br>14%  | 4<br>6%          | 5<br>10%  | 2<br>16%       | 4<br>15%  | 1<br>10%  | 35<br>10%  | 125<br>21%        | 85<br>19%    | 61<br>16%                |
| False           | 1046<br>52% | 255<br>53%        | 336<br>54% | 77<br>48% | 114<br>67% | 44<br>60%        | 40<br>84% | 9<br>84%       | 15<br>59% | 10<br>83% | 112<br>33% | 329<br>55%        | 246<br>54%   | 207<br>53%               |
| Don't know      | 636<br>32%  | 124<br>26%        | 173<br>28% | 47<br>30% | 33<br>19%  | 25<br>34%        | 3<br>6%   | -              | 7<br>26%  | 1<br>7%   | 192<br>57% | 140<br>24%        | 121<br>27%   | 122<br>31%               |



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### National Debt Poll Survey ONLINE Fieldwork : 18th - 19th July 2012

Absolutes/col percents

### Table 7

Q.4 To the best of your knowledge, do you believe each of these statements to be true or false? The Government intends to pay off the national debt by the end of this Parliament in 2015 Base: All respondents

|                 | <u>Total</u> | BBC - either on<br>TV, radio, or<br>online | Q.1 V<br>ITV, Channel 4,<br>Sky News -<br>either on TV or<br>online | <u>Which, if any, of the fo</u><br>"Broadsheet"<br>newspapers such<br>as the Daily<br>Telegraph, the<br>Times, the<br>Guardian, the<br>Independent or<br>the Financial<br>Times, and<br>their websites | "Mid-market"<br>newspapers such<br>as the Daily<br>Express, the<br>Daily Mail or<br>the Evening<br>Standard, and<br>their websites | "Red top"<br>"Red top"<br>newspapers such<br>as the Sun, the<br>Mirror or the<br>Daily Star, and<br>their websites | s about the UK ecor | nomy? | Not applicable<br>- I do not use<br>any sources to<br>find out about<br>the UK economy |
|-----------------|--------------|--|---|--|--|--|---------------------|-------|--|
| Unweighted base | 2006         | 1566                                       | 923   | 532  | 443  | 248  | 264                 | 622   | 159  |
| Weighted base   | 2006         | 1522                                       | 945   | 469  | 435  | 277  | 263                 | 611   | 181  |
| True            | 324          | 254  | 180   | 79   | 87   | 54   | 54                  | 108   | 18   |
|                 | 16%          | 17%  | 19%   | 17%  | 20%  | 20%  | 21%                 | 18%   | 10%  |
| False           | 1046         | 845  | 499   | 287  | 240  | 132  | 138                 | 350   | 64   |
|                 | 52%          | 55%  | 53%   | 61%  | 55%  | 48%  | 52%                 | 57%   | 35%  |
| Don't know      | 636          | 423  | 266   | 103  | 108  | 90   | 72                  | 154   | 99   |
|                 | 32%          | 28%  | 28%   | 22%  | 25%  | 33%  | 27%                 | 25%   | 55%  |

