

Budget 2014

Reactions Poll

21/03/2014

Prepared on behalf of the Mail on Sunday



Methodology

Fieldwork Dates

20th -21st March 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in Great Britain

Sample Size

1,000

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 General Election.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,000 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt. For The European Parliament election, "Green" and "BNP" were also prompted.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2010 general election. Final published voting intention can therefore be found in the final table of each section.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

For further information please contact;
Damian Lyons Lowe
Chief Executive
Survation Ltd

0203 142 7640
damian.lyonslowe@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

Sign up for our press releases at <http://eepurl.com/mOK8T>

Follow us on twitter:
www.twitter.com/survation for our regular survey work and political polling
www.twitter.com/damiansurvation for Damian Lyons Lowe's twitter feed
Survation are a member of The British Polling Council and abide by its rules:
<http://www.britishpollingcouncil.org>
Survation Ltd Registered in England & Wales Number 07143509

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 1
Q1. If there was a UK General Election taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?
Base : All Respondents

	Total		Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000		480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000		486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
10 - Would definitely vote	613		312	301	112	217	112	172	226	167	114	58	198	201	44	84	6	127	114	129	243	73	42	498	48	213	83	152
	61.3%		64.2%	58.5%	39.0%	61.6%	74.5%	82.1%	79.4%	73.3%	62.8%	78.2%	76.9%	72.0%	71.6%	65.4%	32.0%	65.5%	65.4%	50.5%	64.6%	72.9%	67.4%	59.4%	49.1%	59.9%	54.9%	66.0%
9	97		58	39	31	48	10	7	28	33	18	7	27	37	4	12	2	26	22	27	22	7	5	85	22	32	12	19
	9.7%		12.0%	7.5%	10.8%	13.6%	7.0%	3.5%	9.8%	14.4%	9.9%	8.8%	10.4%	13.2%	6.4%	9.2%	13.9%	13.3%	12.7%	10.5%	6.0%	6.8%	8.7%	10.1%	22.7%	9.0%	8.0%	8.1%
8	78		36	42	36	24	8	10	21	12	21	4	20	18	5	14	*	17	14	24	22	2	2	73	10	25	13	25
	7.8%		7.4%	8.1%	12.4%	6.8%	5.1%	4.9%	7.3%	5.3%	11.6%	5.7%	7.6%	6.4%	8.7%	11.2%	2.0%	8.8%	8.0%	9.6%	5.8%	2.3%	3.1%	8.8%	9.8%	7.2%	8.8%	10.8%
7	27		9	18	16	9	1	*	4	3	7	4	3	4	2	4	4	8	6	10	3	2	2	23	2	4	6	11
	2.7%		1.9%	3.5%	5.5%	2.7%	0.9%	0.2%	1.4%	1.5%	3.9%	5.5%	1.1%	1.4%	4.0%	3.1%	20.6%	4.2%	3.3%	4.0%	0.8%	1.8%	3.8%	2.7%	2.1%	1.0%	4.0%	4.8%
6	39		10	29	17	7	7	8	2	2	17	1	2	11	3	4	4	3	4	9	22	3	*	35	2	22	7	4
	3.9%		2.1%	5.6%	5.8%	2.0%	5.0%	3.7%	0.6%	0.7%	9.4%	1.1%	0.8%	4.0%	4.8%	2.9%	24.5%	1.8%	2.5%	3.5%	5.9%	3.2%	0.5%	4.2%	1.7%	6.2%	4.9%	1.8%
5	59		33	26	38	16	5	*	3	4	3	1	6	6	1	6	1	6	6	34	13	10	1	48	11	25	6	6
	5.9%		6.9%	5.0%	13.2%	4.6%	3.2%	0.2%	0.9%	1.9%	1.7%	0.7%	2.3%	2.1%	2.2%	4.3%	4.0%	3.2%	3.5%	13.4%	3.5%	10.1%	2.3%	5.7%	11.7%	7.0%	3.8%	2.5%
4	5		1	4	1	3	*	-	-	-	2	-	-	1	-	-	-	1	*	1	2	1	1	3	-	2	-	1
	0.5%		0.2%	0.8%	0.5%	0.9%	0.2%	-	-	-	0.8%	-	-	0.4%	-	-	-	0.7%	0.2%	0.6%	0.5%	0.8%	2.4%	0.3%	-	0.4%	-	0.5%
3	13		5	8	6	6	-	-	1	1	-	-	2	1	-	5	-	*	2	5	6	-	4	9	1	8	*	-
	1.3%		0.9%	1.6%	2.2%	1.8%	-	-	0.3%	0.5%	-	-	0.9%	0.4%	-	3.8%	-	0.2%	0.9%	1.8%	1.6%	-	5.9%	1.1%	1.1%	2.1%	0.2%	-
2	14		3	10	4	6	*	3	-	-	-	-	-	*	1	-	1	*	2	4	8	1	*	12	-	8	3	1
	1.4%		0.7%	2.0%	1.5%	1.7%	0.1%	1.4%	-	-	-	-	-	0.1%	2.4%	-	3.0%	0.1%	0.9%	1.4%	2.2%	1.0%	0.4%	1.5%	-	2.3%	2.0%	0.4%
1	1		-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-
	0.1%		-	0.2%	-	0.2%	-	-	-	-	-	-	-	-	-	-	-	0.4%	-	-	-	-	-	0.1%	0.8%	-	-	-
0 - Would not vote	55		18	37	26	15	6	8	1	5	-	-	-	-	-	-	-	4	5	12	35	1	3	51	1	17	20	12
	5.5%		3.7%	7.3%	9.2%	4.2%	3.9%	4.0%	0.2%	2.4%	-	-	-	-	-	-	-	1.8%	2.6%	4.9%	9.2%	1.0%	5.5%	6.1%	0.9%	4.9%	13.5%	5.0%
SIGMA	1000		486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 2
Q2. Voting Intention Tables - Normal Weighted Table
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	948	462	486	215	352	188	193	285	225	173	83	267	264	73	125	23	264	222	242	220	90	77	781	86	266	170	258
Weighted Total	945	468	477	261	338	144	201	284	223	181	75	257	279	61	129	17	191	170	243	342	99	59	787	97	338	131	219
Conservative	257	145	112	54	96	30	78	211	5	8	7	257	-	-	-	-	68	45	52	93	18	11	228	29	103	31	63
	27.3%	31.0%	23.6%	20.6%	28.3%	20.7%	38.8%	74.2%	2.4%	4.6%	8.7%	100.0%	-	-	-	-	35.7%	26.3%	21.3%	27.2%	18.6%	18.8%	29.0%	30.2%	30.6%	23.8%	28.6%
Labour	279	135	144	79	102	38	60	5	184	54	2	-	279	-	-	-	55	46	62	116	27	19	233	36	82	39	77
	29.5%	28.8%	30.2%	30.1%	30.2%	26.4%	29.9%	1.7%	82.4%	29.7%	2.8%	-	100.0%	-	-	-	28.8%	27.3%	25.3%	34.0%	27.2%	31.5%	29.7%	37.2%	24.2%	29.5%	35.2%
Liberal Democrat	61	32	29	23	17	11	11	2	1	49	2	-	-	61	-	-	16	12	14	20	1	5	55	4	26	7	18
	6.5%	6.8%	6.2%	8.6%	4.9%	7.8%	5.5%	0.7%	0.4%	26.9%	2.3%	-	-	100.0%	-	-	8.4%	7.1%	5.7%	5.7%	0.9%	9.2%	7.0%	3.9%	7.6%	5.6%	8.4%
Scottish National Party (SNP)	35	15	20	7	13	4	11	-	9	-	21	-	-	-	-	-	4	6	15	11	35	-	-	-	-	-	-
	3.7%	3.2%	4.2%	2.8%	3.8%	2.7%	5.3%	-	4.1%	-	28.1%	-	-	-	-	-	1.8%	3.3%	6.2%	3.2%	35.2%	-	-	-	-	-	-
Plaid Cymru	6	-	6	-	1	4	*	1	-	-	5	-	-	-	-	-	1	1	-	4	-	6	-	-	-	-	-
	0.6%	-	1.2%	-	0.4%	3.0%	0.1%	0.2%	-	-	7.0%	-	-	-	-	-	0.5%	0.5%	-	1.2%	-	10.1%	-	-	-	-	-
UK Independence Party (UKIP)	129	80	49	29	41	31	28	37	11	28	27	-	-	-	129	-	15	27	30	58	1	6	122	10	64	21	26
	13.7%	17.0%	10.4%	11.1%	12.1%	21.4%	14.1%	13.1%	4.8%	15.7%	36.8%	-	-	-	100.0%	-	7.7%	15.8%	12.2%	16.9%	0.8%	10.8%	15.5%	10.6%	19.0%	16.0%	12.1%
Another Party (Net)	17	6	12	5	5	7	1	1	2	6	4	-	-	-	-	17	*	7	5	5	*	1	16	-	9	3	4
	1.8%	1.2%	2.4%	1.7%	1.6%	4.6%	0.4%	0.3%	0.9%	3.1%	5.7%	-	-	-	100.0%	-	0.1%	4.3%	2.1%	1.3%	0.2%	1.5%	2.1%	-	2.8%	2.5%	1.6%
Green	15	5	10	4	4	6	*	1	1	6	4	-	-	-	-	15	*	6	4	5	*	1	14	-	9	3	2
	1.6%	1.1%	2.1%	1.6%	1.3%	4.5%	0.1%	0.3%	0.4%	3.1%	5.4%	-	-	-	86.9%	-	0.1%	3.8%	1.6%	1.3%	0.2%	1.5%	1.8%	-	2.7%	2.0%	1.0%
British National Party (BNP)	1	*	1	-	1	-	*	-	1	-	*	-	-	-	-	1	-	*	1	-	-	-	1	-	-	1	*
	0.1%	0.1%	0.1%	-	0.2%	-	0.2%	-	0.4%	-	0.3%	-	-	-	-	5.9%	-	0.2%	0.3%	-	-	-	0.1%	-	-	0.5%	0.2%
Christian	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1
	0.1%	-	0.1%	-	0.2%	-	-	-	-	-	-	-	-	-	-	3.0%	-	-	0.2%	-	-	-	0.1%	-	-	-	0.2%
Trade Unionist and Socialist Coalition (TUSC)	*	-	*	*	*	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	*
	*	-	0.1%	0.2%	-	-	-	-	0.2%	-	-	-	-	-	-	2.3%	-	0.2%	-	-	-	-	0.1%	-	-	-	0.2%
Monster Raving Loony Party	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	-	-	-
	*	-	*	-	-	0.1%	-	-	-	-	-	-	-	-	-	0.9%	-	-	0.1%	-	-	-	*	-	-	*	-
If not listed please state in this box	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	*
	*	*	-	-	-	-	0.1%	-	-	-	-	-	-	-	-	0.9%	-	0.1%	-	-	-	*	-	-	-	-	0.1%
Undecided	151	52	99	63	61	19	8	27	11	36	6	-	-	-	-	-	30	23	63	35	16	11	125	18	52	26	29
	16.0%	11.1%	20.7%	24.0%	18.1%	12.9%	4.1%	9.6%	4.9%	19.9%	8.6%	-	-	-	-	-	15.8%	13.8%	25.9%	10.1%	15.7%	18.1%	15.8%	18.1%	15.4%	19.9%	13.2%
Refuse	9	4	5	3	2	*	4	1	-	-	-	-	-	-	-	-	2	3	3	1	1	-	8	-	2	4	2
	1.0%	0.8%	1.1%	1.2%	0.5%	0.3%	1.9%	0.3%	-	-	-	-	-	-	-	-	1.1%	1.5%	1.2%	0.4%	1.4%	-	1.0%	-	0.5%	2.8%	0.9%
SIGMA	945	468	477	261	338	144	201	284	223	181	75	257	279	61	129	17	191	170	243	342	99	59	787	97	338	131	219
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 3
Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election

	Total		Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	948	462	486	215	352	188	193	285	225	173	83	267	264	73	125	23	264	222	242	220	90	77	781	86	266	170	258	
Weighted Total	948	478	470	238	341	152	217	307	239	185	80	275	294	63	130	15	198	175	230	345	101	59	788	95	332	132	228	
Conservative	275	156	119	52	104	33	87	230	6	9	7	275	-	-	-	-	73	47	54	102	20	12	243	31	111	32	68	
	29.0%	32.6%	25.4%	21.6%	30.7%	21.4%	40.0%	75.0%	2.4%	5.0%	8.4%	100.0%	-	-	-	-	36.8%	26.7%	23.5%	29.4%	19.9%	20.4%	30.8%	32.8%	33.4%	23.9%	29.8%	
Labour	294	144	150	79	109	42	64	5	198	55	2	-	294	-	-	-	58	49	64	123	30	20	244	36	83	41	83	
	31.0%	30.1%	32.0%	33.1%	32.0%	27.7%	29.5%	1.8%	82.8%	29.9%	2.9%	-	100.0%	-	-	-	29.3%	28.0%	27.8%	35.7%	29.3%	34.1%	31.0%	38.2%	25.1%	31.4%	36.6%	
Liberal Democrat	63	34	29	22	17	12	12	2	1	53	2	-	-	63	-	-	16	12	14	21	1	6	57	4	27	7	19	
	6.7%	7.2%	6.2%	9.3%	4.9%	8.1%	5.6%	0.7%	0.4%	28.6%	2.1%	-	-	100.0%	-	-	8.3%	6.8%	6.2%	6.0%	1.0%	9.6%	7.2%	4.4%	8.0%	5.5%	8.2%	
Scottish National Party (SNP)	36	15	21	6	14	3	12	-	10	-	23	-	-	-	-	-	4	6	17	10	36	-	-	-	-	-	-	
	3.8%	3.2%	4.4%	2.7%	4.2%	2.1%	5.6%	-	4.3%	-	28.8%	-	-	-	-	-	2.0%	3.3%	7.3%	2.8%	35.7%	-	-	-	-	-	-	
Plaid Cymru	7	-	7	-	2	5	*	1	-	-	6	-	-	-	-	-	1	1	-	5	-	7	-	-	-	-	-	
	0.7%	-	1.4%	-	0.5%	3.2%	0.1%	0.2%	-	-	7.4%	-	-	-	-	-	0.5%	0.5%	-	1.3%	-	11.2%	-	-	-	-	-	
UK Independence Party (UKIP)	130	79	51	26	40	33	31	40	11	29	30	-	-	-	130	-	16	29	28	58	1	7	123	11	63	22	27	
	13.8%	16.6%	10.9%	11.1%	11.7%	21.8%	14.3%	13.1%	4.8%	15.8%	37.4%	-	-	-	100.0%	-	8.0%	16.3%	12.2%	16.8%	0.8%	11.1%	15.6%	11.7%	19.1%	16.6%	11.8%	
Another Party (Net)	15	6	9	4	5	5	1	1	2	4	4	-	-	-	-	15	*	8	4	3	*	1	14	-	8	3	3	
	1.6%	1.2%	2.0%	1.7%	1.4%	3.6%	0.4%	0.3%	0.9%	2.4%	5.0%	-	-	-	100.0%	-	0.1%	4.4%	1.8%	0.9%	0.2%	1.7%	1.8%	-	2.4%	2.1%	1.4%	
Green	13	5	8	4	4	5	*	1	1	4	4	-	-	-	-	13	*	7	3	3	*	1	12	-	8	2	2	
	1.4%	1.1%	1.7%	1.5%	1.2%	3.5%	0.1%	0.3%	0.4%	2.4%	4.7%	-	-	-	87.3%	-	0.1%	3.8%	1.4%	0.9%	0.2%	1.7%	1.5%	-	2.3%	1.7%	0.9%	
British National Party (BNP)	1	*	1	-	1	-	*	-	1	-	*	-	-	-	-	1	-	*	1	-	-	-	1	-	-	1	*	
	0.1%	0.1%	0.1%	-	0.2%	-	0.2%	-	0.4%	-	0.3%	-	-	-	7.1%	-	-	0.2%	0.3%	-	-	-	0.1%	-	-	0.5%	0.2%	
Christian	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	0.8%	-	-	0.1%	-	-	-	*	-	-	-	0.1%	
Trade Unionist and Socialist Coalition (TUSC)	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	*	
	*	-	0.1%	0.2%	-	-	-	-	0.2%	-	-	-	-	-	-	3.0%	-	0.3%	-	-	-	-	0.1%	-	-	-	0.2%	
Monster Raving Loony Party	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	
	*	-	*	-	-	0.1%	-	-	-	-	-	-	-	-	-	1.2%	-	-	0.1%	-	-	-	*	-	0.1%	-	-	
If not listed please state in this box	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	*	
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	0.6%	-	-	0.1%	-	-	-	*	-	-	-	-	*	
Undecided	120	42	78	46	48	18	9	27	11	34	6	-	-	-	-	-	27	22	48	23	12	7	101	12	38	26	26	
	12.7%	8.8%	16.6%	19.2%	14.1%	11.8%	4.0%	8.8%	4.4%	18.2%	7.9%	-	-	-	-	-	13.9%	12.5%	21.0%	6.6%	11.6%	11.9%	12.9%	12.8%	11.4%	19.6%	11.2%	
Refuse	7	1	5	3	2	*	2	1	-	-	-	-	-	-	-	-	2	3	1	1	1	-	6	-	2	1	2	
	0.7%	0.3%	1.2%	1.4%	0.5%	0.3%	0.7%	0.2%	-	-	-	-	-	-	-	-	1.0%	1.6%	0.3%	0.4%	1.4%	-	0.7%	-	0.6%	0.9%	1.0%	
SIGMA	948	478	470	238	341	152	217	307	239	185	80	275	294	63	130	15	198	175	230	345	101	59	788	95	332	132	228	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 4
Q2. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	789	410	379	175	285	155	174	256	211	131	70	267	264	73	125	23	224	186	193	186	78	64	647	71	222	134	219
Weighted Total	821	434	387	190	291	134	206	280	229	151	74	275	294	63	130	15	168	150	181	321	88	52	681	82	292	105	200
Conservative	275	156	119	52	104	33	87	230	6	9	7	275	-	-	-	-	73	47	54	102	20	12	243	31	111	32	68
	33.5%	35.9%	30.9%	27.2%	35.9%	24.3%	42.0%	82.4%	2.5%	6.1%	9.1%	100.0%	-	-	-	-	43.3%	31.0%	29.8%	31.7%	22.9%	23.2%	35.7%	37.6%	38.0%	30.1%	34.0%
Labour	294	144	150	79	109	42	64	5	198	55	2	-	294	-	-	-	58	49	64	123	30	20	244	36	83	41	83
	35.8%	33.1%	38.9%	41.6%	37.5%	31.5%	31.0%	1.9%	86.6%	36.6%	3.1%	-	100.0%	-	-	-	34.4%	32.5%	35.3%	38.4%	33.7%	38.7%	35.9%	43.8%	28.5%	39.5%	41.7%
Liberal Democrat	63	34	29	22	17	12	12	2	1	53	2	-	-	63	-	-	16	12	14	21	1	6	57	4	27	7	19
	7.7%	7.9%	7.5%	11.7%	5.8%	9.2%	5.8%	0.8%	0.4%	35.0%	2.3%	-	-	100.0%	-	-	9.8%	7.9%	7.9%	6.5%	1.1%	10.9%	8.3%	5.1%	9.1%	6.9%	9.3%
Scottish National Party (SNP)	36	15	21	6	14	3	12	-	10	-	23	-	-	-	-	-	4	6	17	10	36	-	-	-	-	-	-
	4.4%	3.5%	5.4%	3.4%	4.9%	2.4%	5.8%	-	4.5%	-	31.3%	-	-	-	-	-	2.3%	3.8%	9.3%	3.0%	41.0%	-	-	-	-	-	-
Plaid Cymru	7	-	7	-	2	5	*	1	-	-	6	-	-	-	-	-	1	1	-	5	-	7	-	-	-	-	-
	0.8%	-	1.7%	-	0.6%	3.6%	0.1%	0.2%	-	-	8.0%	-	-	-	-	-	0.6%	0.6%	-	1.4%	-	12.8%	-	-	-	-	-
UK Independence Party (UKIP)	130	79	51	26	40	33	31	40	11	29	30	-	-	-	130	-	16	29	28	58	1	7	123	11	63	22	27
	15.9%	18.3%	13.2%	13.9%	13.7%	24.8%	15.0%	14.4%	5.0%	19.4%	40.6%	-	-	-	100.0%	-	9.4%	19.0%	15.5%	18.1%	1.0%	12.6%	18.1%	13.5%	21.7%	20.9%	13.4%
Another Party (Net)	15	6	9	4	5	5	1	1	2	4	4	-	-	-	-	15	*	8	4	3	*	1	14	-	8	3	3
	1.8%	1.3%	2.4%	2.1%	1.7%	4.1%	0.4%	0.3%	1.0%	2.9%	5.5%	-	-	-	100.0%	-	0.1%	5.1%	2.2%	1.0%	0.3%	1.9%	2.0%	-	2.7%	2.7%	1.6%
Green	13	5	8	4	4	5	*	1	1	4	4	-	-	-	13	-	*	7	3	3	*	1	12	-	8	2	2
	1.6%	1.2%	2.0%	1.9%	1.4%	4.0%	0.1%	0.3%	0.4%	2.9%	5.2%	-	-	-	87.3%	-	0.1%	4.4%	1.7%	1.0%	0.3%	1.9%	1.8%	-	2.6%	2.1%	1.1%
British National Party (BNP)	1	*	1	-	1	-	*	-	1	-	*	-	-	-	1	-	-	*	1	-	-	-	1	-	-	1	*
	0.1%	0.1%	0.2%	-	0.2%	-	0.2%	-	0.4%	-	0.3%	-	-	-	7.1%	-	-	0.3%	0.4%	-	-	-	0.2%	-	-	0.6%	0.2%
Christian	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	*
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	0.8%	-	-	-	0.1%	-	-	-	*	-	-	-	0.1%
Trade Unionist and Socialist Coalition (TUSC)	*	-	*	-	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	*
	0.1%	-	0.1%	0.2%	-	-	-	-	0.2%	-	-	-	-	-	3.0%	-	-	0.3%	-	-	-	-	0.1%	-	-	-	0.2%
Monster Raving Loony Party	*	-	*	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	-	-
	*	-	*	-	0.1%	-	-	-	-	-	-	-	-	-	1.2%	-	-	-	0.1%	-	-	-	*	-	0.1%	-	-
If not listed please state in this box	*	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	-	*
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	0.6%	-	-	0.1%	-	-	-	*	-	-	-	-	*
SIGMA	821	434	387	190	291	134	206	280	229	151	74	275	294	63	130	15	168	150	181	321	88	52	681	82	292	105	200
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 5
Q2. Voting Intention Tables - Special Table (After Replacing the Undecided/Refused Responses with 2010 Voters responses)
Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?
Base : Respondents would vote in General Election and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	886	446	440	192	322	182	190	285	225	173	82	267	264	73	125	23	248	213	222	203	84	71	731	77	248	159	246
Weighted Total	903	472	431	209	323	148	223	308	247	174	81	293	313	67	139	16	188	167	202	346	95	57	750	90	318	119	222
Conservative	303	168	135	57	115	38	92	255	6	10	7	293	-	-	-	-	80	52	62	109	21	13	268	34	119	37	77
	33.6%	35.6%	31.3%	27.4%	35.6%	25.8%	41.5%	83.0%	2.5%	5.7%	8.9%	100.0%	-	-	-	-	42.7%	31.1%	30.7%	31.4%	22.5%	23.2%	35.7%	37.5%	37.4%	31.3%	34.5%
Labour	317	154	163	84	118	45	69	6	215	59	2	-	313	-	-	-	62	53	69	133	32	22	263	39	90	45	89
	35.1%	32.7%	37.7%	40.3%	36.5%	30.7%	31.0%	1.9%	86.9%	33.8%	3.1%	-	100.0%	-	-	-	33.3%	31.6%	34.1%	38.4%	33.6%	38.0%	35.1%	43.5%	28.2%	37.8%	40.3%
Liberal Democrat	80	41	39	28	24	14	14	2	1	69	2	-	-	67	-	-	23	16	18	23	2	6	72	5	33	10	23
	8.9%	8.8%	9.0%	13.3%	7.5%	9.5%	6.4%	0.7%	0.4%	39.9%	2.3%	-	-	100.0%	-	-	12.1%	9.6%	9.0%	6.8%	1.9%	11.3%	9.6%	5.8%	10.5%	8.5%	10.5%
Scottish National Party (SNP)	39	17	22	7	16	3	13	-	11	-	25	-	-	-	-	-	4	6	18	11	39	-	-	-	-	-	-
	4.3%	3.6%	5.1%	3.3%	4.9%	2.3%	5.8%	-	4.4%	-	31.1%	-	-	-	-	-	2.2%	3.7%	8.9%	3.1%	40.8%	-	-	-	-	-	-
Plaid Cymru	8	-	8	-	2	5	*	1	-	-	7	-	-	-	-	-	1	1	*	5	-	8	-	-	-	-	-
	0.8%	-	1.8%	-	0.7%	3.5%	0.1%	0.2%	-	-	8.4%	-	-	-	-	-	0.6%	0.6%	0.1%	1.5%	-	13.3%	-	-	-	-	-
UK Independence Party (UKIP)	139	85	55	28	43	36	33	43	12	31	32	-	-	-	139	-	17	31	30	62	1	7	132	12	68	23	29
	15.4%	18.0%	12.7%	13.4%	13.2%	24.0%	14.9%	13.9%	4.9%	17.9%	40.2%	-	-	-	100.0%	-	9.0%	18.5%	14.8%	17.9%	0.9%	12.2%	17.5%	13.2%	21.2%	19.7%	13.0%
Another Party (Net)	17	6	10	5	5	6	1	1	2	5	5	-	-	-	-	16	*	8	5	3	*	1	15	-	8	3	4
	1.8%	1.4%	2.4%	2.2%	1.6%	4.2%	0.4%	0.3%	1.0%	2.7%	6.0%	-	-	-	100.0%	-	0.1%	5.0%	2.4%	1.0%	0.3%	1.9%	2.0%	-	2.7%	2.7%	1.6%
Green	15	6	9	4	4	6	*	1	1	5	5	-	-	-	-	14	*	7	4	3	*	1	13	-	8	3	2
	1.6%	1.2%	2.0%	1.9%	1.4%	4.0%	0.1%	0.3%	0.4%	2.7%	5.7%	-	-	-	87.3%	-	0.1%	4.3%	1.9%	1.0%	0.3%	1.9%	1.8%	-	2.6%	2.2%	1.1%
British National Party (BNP)	1	*	1	-	1	-	*	-	1	-	*	-	-	-	-	1	-	*	1	-	-	-	1	-	-	1	*
	0.1%	0.1%	0.2%	-	0.2%	-	0.2%	-	0.4%	-	0.3%	-	-	-	7.1%	-	-	0.3%	0.3%	-	-	-	0.2%	-	-	0.6%	0.2%
Christian	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	0.8%	-	-	0.1%	-	-	-	*	-	-	-	0.1%
Trade Unionist and Socialist Coalition (TUSC)	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	*
	0.1%	-	0.1%	0.2%	-	-	-	-	0.2%	-	-	-	-	-	-	3.0%	-	0.3%	-	-	-	-	0.1%	-	-	-	0.2%
Monster Raving Loony Party	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*	-
	*	-	*	-	-	0.1%	-	-	-	-	-	-	-	-	-	1.2%	-	-	0.1%	-	-	-	*	-	-	0.1%	-
If not listed please state in this box	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	*
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	0.6%	-	0.1%	-	-	-	-	*	-	-	-	*
SIGMA	903	472	431	209	323	148	223	308	247	174	81	293	313	67	139	16	188	167	202	346	95	57	750	90	318	119	222
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 6
Q3. In the last General Election 61% of people voted, while 39% of people did not vote. Thinking back to the General Election in May 2010, can you remember whether or not you voted in that specific election?
Base : All Respondents

	Gender		Age				2010 Vote				Voting intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
I voted in the 2010 General Election	784	397	387	176	281	134	193	285	228	181	75	232	245	54	106	14	172	144	175	294	79	49	656	79	265	114	196
	78.4%	81.7%	75.3%	61.0%	79.6%	89.7%	92.1%	100.0%	100.0%	100.0%	100.0%	90.1%	88.0%	87.1%	81.9%	82.3%	88.3%	82.3%	68.6%	78.0%	78.6%	79.2%	78.3%	81.0%	74.4%	75.3%	85.1%
I did not vote in the 2010 General Election	179	65	114	91	59	13	16	-	-	-	-	25	30	5	19	3	21	26	65	67	19	12	148	16	70	30	32
	17.9%	13.4%	22.1%	31.8%	16.6%	8.4%	7.8%	-	-	-	-	9.7%	10.7%	7.9%	14.6%	14.7%	10.9%	15.0%	25.4%	17.8%	18.9%	19.1%	17.7%	16.5%	19.7%	19.7%	13.7%
Dont remember	37	24	13	21	13	3	*	-	-	-	-	1	4	3	4	1	2	5	15	16	2	1	34	2	21	8	3
	3.7%	4.9%	2.6%	7.2%	3.8%	1.9%	0.1%	-	-	-	-	0.2%	1.3%	5.0%	3.5%	3.1%	0.8%	2.6%	6.0%	4.2%	2.5%	1.7%	4.0%	2.5%	5.9%	5.0%	1.1%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 7
Q3A. Thinking back to the General Election in May 2010, can you recall which party you voted for in that election?
Base : Those who voted in the 2010 General Election

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	793	403	390	154	283	175	181	286	227	173	83	238	224	59	108	16	227	191	192	183	75	65	653	72	214	144	222	
Weighted Total	784	397	387	176	281	134	193	285	228	181	75	232	245	54	106	14	172	144	175	294	79	49	656	79	265	114	196	
Conservative	285	158	127	43	110	48	83	285	-	-	-	211	5	2	37	1	67	54	56	107	14	13	257	31	100	47	78	
	36.3%	39.8%	32.7%	24.4%	39.3%	35.7%	43.2%	100.0%	-	-	-	90.8%	2.0%	3.8%	35.3%	5.2%	39.0%	37.6%	32.2%	36.5%	17.7%	27.2%	39.2%	39.0%	37.7%	41.4%	39.7%	
Labour	228	103	125	56	84	31	57	-	228	-	-	5	184	1	11	2	45	28	56	99	35	14	179	30	53	33	63	
	29.1%	26.0%	32.3%	31.9%	30.0%	22.9%	29.8%	-	100.0%	-	-	2.3%	74.9%	1.7%	10.2%	14.3%	26.4%	19.4%	32.0%	33.8%	44.3%	28.9%	27.3%	38.0%	20.1%	29.0%	32.1%	
Liberal Democrat	181	95	86	50	51	43	38	-	-	181	-	8	54	49	28	6	46	43	34	58	4	9	168	12	89	24	43	
	23.2%	24.0%	22.2%	28.2%	18.3%	31.9%	19.5%	-	-	100.0%	-	3.6%	22.0%	91.3%	27.0%	39.8%	26.9%	29.8%	19.4%	19.9%	5.2%	18.2%	25.7%	15.8%	33.7%	20.7%	22.0%	
UK Independence Party (UKIP)	25	14	10	9	6	5	5	-	-	-	25	3	*	1	19	*	5	7	7	5	2	3	20	1	8	5	4	
	3.1%	3.6%	2.6%	4.9%	2.2%	3.6%	2.5%	-	-	-	33.0%	1.1%	*	1.2%	18.2%	3.0%	2.9%	4.8%	4.1%	1.9%	2.9%	5.6%	3.0%	1.7%	3.2%	4.8%	2.2%	
Green	8	4	4	5	2	1	-	-	-	-	8	-	1	1	-	4	1	2	5	-	-	1	7	-	1	3	3	
	1.0%	0.9%	1.1%	2.8%	0.7%	0.7%	-	-	-	-	10.3%	-	0.5%	2.0%	-	27.0%	0.6%	1.4%	2.6%	-	-	1.8%	1.0%	-	0.4%	2.5%	1.4%	
British National Party (BNP)	8	2	6	6	2	-	-	-	-	-	8	-	-	-	8	-	-	-	2	6	-	-	8	2	6	-	-	
	1.0%	0.6%	1.5%	3.2%	0.9%	-	-	-	-	-	10.9%	-	-	-	7.7%	-	-	-	1.4%	1.9%	-	-	1.2%	3.1%	2.2%	-	-	
Scottish National Party (SNP)	25	13	12	4	12	2	8	-	-	-	25	2	*	-	-	-	3	4	10	8	23	-	2	-	2	-	-	
	3.2%	3.4%	3.1%	2.1%	4.3%	1.1%	4.1%	-	-	-	33.8%	1.0%	0.1%	-	-	-	1.7%	2.8%	5.7%	2.8%	29.5%	-	0.3%	-	0.7%	-	-	
Plaid Cymru	8	1	7	1	2	4	*	-	-	-	8	1	*	-	-	-	1	*	2	5	-	7	1	-	-	-	1	
	1.0%	0.2%	1.8%	0.5%	0.8%	3.2%	0.2%	-	-	-	10.7%	0.4%	0.2%	-	-	-	0.8%	0.1%	0.9%	1.6%	-	14.5%	0.1%	-	-	-	0.4%	
(A Northern Irish Party)	1	1	-	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	
	0.1%	0.2%	-	-	0.3%	-	-	-	-	-	1.0%	0.3%	-	-	-	-	-	-	0.4%	-	-	-	0.1%	-	-	-	0.4%	
Other	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	
	*	0.1%	-	-	-	0.2%	-	-	-	-	0.3%	-	-	-	-	-	0.1%	-	-	-	-	-	*	-	-	0.2%	-	
Dont Remember	9	2	6	4	4	1	*	-	-	-	-	1	1	-	2	-	2	1	2	3	*	1	8	2	4	*	2	
	1.1%	0.6%	1.7%	2.0%	1.4%	0.7%	0.2%	-	-	-	-	0.5%	0.3%	-	1.7%	-	1.4%	1.0%	1.2%	1.0%	0.3%	1.8%	1.2%	2.4%	1.3%	0.3%	0.9%	
Refuse	6	2	4	-	5	-	1	-	-	-	-	-	-	-	-	2	-	4	-	2	-	1	5	-	2	1	2	
	0.8%	0.6%	0.9%	-	1.8%	-	0.5%	-	-	-	-	-	-	-	-	10.7%	-	3.0%	-	0.6%	-	1.9%	0.8%	-	0.7%	1.0%	1.0%	
SIGMA	784	397	387	176	281	134	193	285	228	181	75	232	245	54	106	14	172	144	175	294	79	49	656	79	265	114	196	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 8
Q4. In May 2014 there will be elections to the European Parliament How likely do you think you will be to vote in these European elections on a scale of 0 to 10?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272	
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
10 - would definitely vote	443	235	208	81	147	70	146	164	121	72	56	133	127	33	81	6	91	78	95	180	66	32	346	40	148	57	99	
	44.3%	48.4%	40.5%	28.1%	41.6%	46.7%	69.5%	57.8%	53.2%	39.7%	75.1%	51.5%	45.5%	54.2%	62.8%	33.6%	46.7%	44.7%	37.3%	47.8%	65.6%	51.6%	41.3%	40.7%	41.7%	37.6%	43.0%	
9	66	37	28	23	21	12	10	27	19	12	2	19	15	7	9	-	21	11	16	18	7	2	57	7	22	10	18	
	6.6%	7.7%	5.5%	8.0%	5.9%	8.0%	4.7%	9.4%	8.5%	6.4%	2.3%	7.5%	5.4%	11.7%	7.0%	-	10.6%	6.1%	6.3%	4.8%	6.5%	2.6%	6.9%	6.9%	6.3%	6.6%	7.9%	
8	97	56	41	29	47	14	7	41	17	18	6	42	21	2	10	2	24	16	25	31	3	4	90	15	31	11	33	
	9.7%	11.5%	8.0%	10.1%	13.2%	9.7%	3.1%	14.3%	7.3%	9.7%	7.8%	16.2%	7.6%	3.7%	7.9%	13.5%	12.5%	9.4%	9.7%	8.2%	2.5%	6.6%	10.7%	15.1%	8.7%	7.4%	14.4%	
7	76	33	43	30	25	11	10	16	18	17	6	21	27	6	5	2	14	11	17	34	5	3	69	13	32	11	12	
	7.6%	6.8%	8.4%	10.3%	7.0%	7.6%	4.8%	5.6%	7.8%	9.4%	7.6%	8.1%	9.6%	10.5%	4.0%	12.8%	7.1%	6.2%	6.8%	9.0%	4.8%	4.1%	8.2%	12.9%	9.1%	7.4%	5.3%	
6	58	19	39	22	17	12	7	9	17	12	4	10	20	5	5	6	11	10	16	21	5	4	49	4	22	10	13	
	5.8%	3.9%	7.5%	7.6%	4.9%	7.9%	3.1%	3.1%	7.4%	6.5%	5.0%	3.9%	7.2%	7.5%	4.1%	33.5%	5.6%	5.8%	6.1%	5.6%	4.7%	6.8%	5.8%	5.8%	4.5%	6.1%	6.3%	5.7%
5	121	55	66	51	43	9	17	14	26	27	2	15	49	1	7	-	13	17	55	36	11	5	105	15	43	19	28	
	12.1%	11.3%	12.8%	17.9%	12.3%	5.9%	8.1%	5.0%	11.4%	15.0%	2.2%	5.8%	17.6%	1.3%	5.7%	-	6.8%	9.8%	21.4%	9.5%	10.6%	8.3%	12.5%	15.4%	12.1%	12.3%	12.2%	
4	11	3	8	1	5	3	1	*	2	3	-	1	2	*	2	-	1	3	3	4	3	-	8	-	4	2	3	
	1.1%	0.7%	1.5%	0.5%	1.4%	2.1%	0.7%	0.1%	1.0%	1.4%	-	0.3%	0.5%	0.7%	1.6%	-	0.6%	1.9%	1.0%	1.0%	2.6%	-	1.0%	-	1.1%	1.1%	1.1%	
3	21	5	16	8	11	2	*	7	3	3	-	10	2	2	-	1	5	6	6	4	1	3	17	1	4	6	6	
	2.1%	1.1%	3.1%	2.7%	3.1%	1.4%	0.1%	2.4%	1.4%	1.7%	-	3.7%	0.9%	2.5%	-	3.7%	2.7%	3.5%	2.4%	0.9%	1.0%	4.3%	2.1%	1.1%	1.1%	4.1%	2.7%	
2	20	6	14	10	8	1	2	2	2	-	-	2	1	-	6	1	1	2	4	12	-	1	19	1	15	1	2	
	2.0%	1.1%	2.8%	3.4%	2.1%	0.4%	1.0%	0.7%	0.9%	-	-	0.9%	0.5%	-	4.6%	3.0%	0.7%	1.3%	1.6%	3.2%	-	1.0%	2.3%	0.9%	4.3%	1.0%	0.7%	
1	6	1	4	3	2	*	-	*	2	-	-	1	3	1	-	-	2	2	2	-	-	-	6	1	4	*	1	
	0.6%	0.3%	0.8%	1.0%	0.7%	0.2%	-	0.1%	0.7%	-	-	0.4%	0.9%	2.1%	-	-	1.2%	1.0%	0.6%	-	-	-	0.7%	0.8%	1.1%	0.2%	0.3%	
0 - would not vote	83	36	47	30	27	15	10	4	1	19	-	4	12	4	3	-	11	18	17	37	2	9	72	2	30	24	16	
	8.3%	7.3%	9.2%	10.5%	7.7%	10.1%	4.9%	1.6%	0.5%	10.2%	-	1.6%	4.2%	5.8%	2.4%	-	5.4%	10.2%	6.8%	9.9%	1.6%	14.7%	8.6%	1.8%	8.4%	15.9%	6.9%	
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 9
Q5. Voting Intention Tables - Normal Weighted Table
Q5. In May 2014 there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?
Base : Respondents who likely to vote in May 2014 elections

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	926	450	476	210	341	184	191	279	226	165	83	261	261	69	119	23	258	216	236	216	90	73	763	85	261	168	248
Weighted Total	917	450	467	258	326	135	199	280	227	163	75	253	267	58	126	17	184	156	238	339	99	53	765	96	326	128	215
Liberal Democrat	52	28	24	17	17	8	10	4	1	42	-	3	-	45	1	1	13	10	13	16	1	3	48	3	24	6	15
	5.6%	6.2%	5.1%	6.5%	5.3%	6.0%	4.9%	1.3%	0.4%	26.1%	-	1.2%	-	77.9%	0.4%	5.7%	7.0%	6.3%	5.4%	4.8%	0.9%	5.7%	6.2%	3.6%	7.4%	4.5%	6.8%
UKIP	165	110	55	31	56	36	42	68	16	31	25	31	10	2	113	1	21	36	44	64	2	7	156	21	70	29	35
	18.0%	24.4%	11.8%	12.1%	17.2%	26.7%	21.0%	24.1%	7.0%	19.2%	33.8%	12.0%	3.9%	4.2%	90.1%	5.8%	11.4%	22.9%	18.5%	19.0%	1.8%	13.7%	20.4%	21.7%	21.5%	22.4%	16.3%
BNP	6	1	5	5	1	*	*	*	1	1	4	-	-	1	5	*	-	5	1	1	-	-	6	*	4	1	2
	0.7%	0.3%	1.1%	2.0%	0.2%	0.2%	0.2%	0.1%	0.2%	0.9%	5.6%	-	-	1.0%	4.0%	2.3%	-	2.9%	0.4%	0.3%	-	-	0.8%	0.2%	1.1%	0.7%	0.8%
Labour	246	117	129	73	95	24	54	4	171	39	3	4	224	1	1	*	52	32	61	100	31	16	199	33	70	34	63
	26.8%	26.0%	27.6%	28.2%	29.1%	18.0%	27.3%	1.3%	75.4%	23.8%	3.6%	1.7%	84.0%	1.3%	0.8%	2.0%	28.2%	20.6%	25.8%	29.6%	31.9%	30.1%	25.9%	34.3%	21.4%	26.3%	29.1%
Conservative	203	111	92	43	76	24	60	168	4	8	3	192	1	1	*	-	57	33	34	79	16	11	177	21	80	21	55
	22.1%	24.7%	19.6%	16.8%	23.3%	18.0%	29.9%	60.1%	1.7%	4.8%	3.7%	75.7%	0.5%	1.7%	0.3%	-	30.9%	21.1%	14.4%	23.2%	15.9%	19.8%	23.1%	22.4%	24.4%	16.1%	25.6%
SNP	32	15	17	9	14	4	5	-	6	-	21	-	3	-	-	-	6	6	9	11	32	-	-	-	-	-	-
	3.5%	3.3%	3.7%	3.4%	4.2%	3.3%	2.5%	-	2.7%	-	28.1%	-	1.3%	-	-	-	3.5%	3.6%	3.6%	3.3%	32.4%	-	-	-	-	-	-
Green	32	13	18	14	10	6	2	-	4	10	7	3	6	3	1	13	3	12	7	10	2	1	29	2	15	5	7
	3.5%	3.0%	3.9%	5.4%	3.0%	4.3%	1.1%	-	1.6%	5.9%	9.1%	1.3%	2.1%	5.6%	0.5%	76.7%	1.9%	7.5%	2.8%	2.9%	1.7%	1.7%	3.8%	2.4%	4.5%	3.7%	3.5%
Plaid Cymru	5	*	5	-	1	4	*	-	-	*	5	-	*	-	-	-	1	*	-	4	-	5	-	-	-	-	-
	0.6%	*	1.1%	-	0.3%	3.2%	0.1%	-	-	0.1%	7.0%	-	0.1%	-	-	-	0.5%	0.2%	-	1.2%	-	10.3%	-	-	-	-	-
Another Party	1	*	1	-	-	*	1	-	-	1	*	-	-	-	1	*	*	1	*	-	-	-	1	-	1	*	-
	0.1%	0.1%	0.1%	-	-	0.3%	0.4%	-	-	0.4%	0.4%	-	-	-	0.6%	2.2%	0.1%	0.4%	0.1%	-	-	-	0.1%	-	0.3%	0.2%	-
Don't know	159	52	107	60	50	27	22	36	25	29	7	19	21	3	4	1	27	16	69	47	15	10	134	14	57	29	34
	17.3%	11.6%	22.9%	23.2%	15.3%	20.0%	11.3%	13.0%	11.0%	17.6%	8.8%	7.3%	8.0%	5.4%	3.4%	5.3%	14.9%	10.4%	28.9%	13.8%	15.3%	18.6%	17.5%	14.7%	17.5%	22.6%	15.9%
Would not vote	9	*	9	3	3	-	2	*	-	2	-	2	-	*	-	-	1	4	*	4	-	-	9	1	4	2	2
	1.0%	0.1%	1.9%	1.3%	1.0%	-	1.2%	0.1%	-	1.3%	-	0.7%	-	0.7%	-	-	0.4%	2.5%	0.2%	1.1%	-	-	1.2%	0.8%	1.3%	1.2%	1.1%
Refused	7	1	6	3	3	-	*	-	-	-	-	-	*	1	-	-	2	2	-	2	-	-	7	-	2	3	2
	0.7%	0.2%	1.2%	1.1%	1.0%	-	0.2%	-	-	-	-	-	0.1%	2.1%	-	-	1.1%	1.4%	-	0.7%	-	-	0.9%	-	0.6%	2.3%	0.9%
SIGMA	917	450	467	258	326	135	199	280	227	163	75	253	267	58	126	17	184	156	238	339	99	53	765	96	326	128	215
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll

Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 10
Q5. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q5. In May 2014 there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?
Base : Respondents who likely to vote in May 2014 elections

	Total		Gender		Age				2010 Vote				Voting Intention				SEG				Region6+1							
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	926	450	476	210	341	184	191	279	226	165	83	261	261	69	119	23	258	216	236	216	90	73	763	85	261	168	248	
Weighted Total	926	472	454	236	323	142	225	308	237	163	86	269	267	62	137	16	192	158	227	349	108	56	762	96	320	126	219	
Liberal Democrat	58	33	25	20	18	8	12	4	1	49	-	2	-	52	*	1	15	11	15	17	1	3	54	4	27	6	17	
	6.2%	6.9%	5.6%	8.5%	5.5%	5.9%	5.2%	1.3%	0.3%	29.7%	-	0.9%	-	82.7%	0.2%	7.2%	7.8%	7.0%	6.6%	4.8%	0.9%	6.0%	7.0%	4.4%	8.4%	4.7%	7.6%	
UKIP	179	119	59	28	59	42	49	76	17	36	31	33	12	3	124	1	23	41	46	69	2	8	168	22	74	31	40	
	19.3%	25.3%	13.1%	12.1%	18.3%	29.4%	21.9%	24.7%	7.2%	21.9%	35.4%	12.3%	4.4%	4.7%	90.8%	4.3%	12.1%	26.0%	20.1%	19.7%	2.0%	14.7%	22.1%	23.4%	23.0%	24.5%	18.1%	
BNP	7	1	6	6	*	*	*	*	*	2	5	-	-	*	6	*	-	6	1	1	-	-	7	*	4	1	2	
	0.8%	0.3%	1.3%	2.5%	0.1%	0.2%	0.2%	0.1%	0.2%	0.9%	5.8%	-	-	0.7%	4.5%	3.0%	-	3.5%	0.5%	0.2%	-	-	1.0%	0.3%	1.4%	0.5%	0.8%	
Labour	252	123	129	72	94	27	59	3	184	36	3	5	229	1	1	*	54	32	58	107	38	17	197	33	68	35	61	
	27.2%	26.0%	28.5%	30.5%	29.1%	18.9%	26.2%	1.1%	77.7%	21.8%	3.7%	1.7%	85.6%	1.5%	0.7%	2.1%	28.1%	20.4%	25.6%	30.7%	34.9%	30.0%	25.9%	34.1%	21.3%	28.1%	28.0%	
Conservative	216	122	94	40	81	24	70	187	3	7	2	207	1	1	*	-	60	32	36	89	18	12	187	24	83	21	58	
	23.4%	25.8%	20.8%	17.0%	25.2%	17.2%	31.2%	60.6%	1.4%	4.2%	2.9%	77.0%	0.5%	1.4%	0.2%	-	31.2%	20.3%	15.7%	25.4%	16.9%	20.7%	24.5%	25.1%	25.9%	16.8%	26.7%	
SNP	35	17	18	9	15	4	6	-	7	-	24	-	4	-	-	-	8	6	10	10	35	-	-	-	-	-	-	
	3.8%	3.5%	4.0%	3.9%	4.7%	3.0%	2.7%	-	3.1%	-	28.4%	-	1.6%	-	-	-	4.2%	3.9%	4.6%	3.0%	32.4%	-	-	-	-	-	-	
Green	27	12	15	11	9	5	1	-	3	8	7	2	5	1	*	12	3	10	6	8	2	1	24	1	11	3	8	
	2.9%	2.5%	3.3%	4.8%	2.8%	3.5%	0.6%	-	1.3%	4.6%	7.9%	0.9%	1.9%	2.3%	0.3%	76.8%	1.4%	6.5%	2.8%	2.2%	1.8%	2.0%	3.1%	1.1%	3.5%	2.7%	3.6%	
Plaid Cymru	7	*	7	-	1	5	*	-	-	*	7	-	*	-	-	-	1	*	-	5	-	7	-	-	-	-	-	
	0.7%	*	1.4%	-	0.4%	3.8%	0.1%	-	-	0.1%	7.6%	-	0.1%	-	-	-	0.6%	0.3%	-	1.5%	-	12.2%	-	-	-	-	-	
Another Party	1	1	1	-	-	*	1	-	-	1	*	-	-	-	1	*	*	1	*	-	-	-	1	-	1	*	-	
	0.1%	0.1%	0.2%	-	-	0.3%	0.4%	-	-	0.5%	0.4%	-	-	-	0.7%	2.5%	0.2%	0.5%	0.1%	-	-	-	0.2%	-	0.3%	0.2%	-	
Don't know	132	45	87	45	39	25	23	37	21	24	7	19	15	3	4	1	25	13	54	38	12	8	111	11	47	25	28	
	14.2%	9.4%	19.2%	19.0%	12.0%	17.8%	10.1%	12.1%	8.8%	14.9%	8.1%	7.0%	5.8%	4.7%	2.6%	3.9%	13.2%	8.5%	24.0%	11.0%	11.2%	14.5%	14.6%	11.5%	14.7%	19.9%	12.9%	
Would not vote	6	*	6	1	2	-	3	*	-	2	-	1	-	*	-	-	*	3	*	3	-	-	6	*	3	1	3	
	0.7%	0.1%	1.3%	0.4%	0.8%	-	1.3%	0.1%	-	1.3%	-	0.3%	-	0.4%	-	-	0.1%	1.9%	0.1%	0.9%	-	-	0.8%	0.1%	0.9%	0.4%	1.3%	
Refused	7	*	6	3	4	-	*	-	-	-	-	-	*	1	-	-	2	2	-	2	-	-	7	-	2	3	2	
	0.7%	0.1%	1.4%	1.2%	1.1%	-	0.1%	-	-	-	-	-	0.1%	1.5%	-	-	1.2%	1.3%	-	0.7%	-	-	0.9%	-	0.6%	2.1%	1.0%	
SIGMA	926	472	454	236	323	142	225	308	237	163	86	269	267	62	137	16	192	158	227	349	108	56	762	96	320	126	219	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 11
Q5. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q5. In May 2014 there will be elections to the European Parliament, by a form of proportional representation. If this European election was to take place tomorrow instead, how do you think you would be most likely to vote?
Base : Respondents who likely to vote in May 2014 elections and Excluding DK/Refused

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1								
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North		
Unweighted Total	743	396	347	168	273	144	158	240	202	126	71	235	243	60	113	21	213	179	176	175	80	56	607	73	209	128	196	
Weighted Total	781	427	354	187	278	117	199	270	216	137	79	249	252	58	133	16	164	139	172	306	96	48	638	85	268	98	185	
Liberal Democrat	58	33	25	20	18	8	12	4	1	49	-	2	-	52	*	1	15	11	15	17	1	3	54	4	27	6	17	
	7.4%	7.6%	7.1%	10.8%	6.4%	7.2%	5.8%	1.5%	0.3%	35.5%	-	0.9%	-	88.6%	0.2%	7.5%	9.1%	7.9%	8.6%	5.5%	1.0%	7.0%	8.4%	5.0%	10.0%	6.1%	8.9%	
UKIP	179	119	59	28	59	42	49	76	17	36	31	33	12	3	124	1	23	41	46	69	2	8	168	22	74	31	40	
	22.9%	27.9%	16.7%	15.2%	21.3%	35.8%	24.7%	28.1%	7.9%	26.1%	38.5%	13.3%	4.7%	5.1%	93.2%	4.5%	14.1%	29.4%	26.5%	22.5%	2.2%	17.2%	26.4%	26.5%	27.5%	31.6%	21.3%	
BNP	7	1	6	6	*	*	*	*	*	2	5	-	-	*	6	*	-	6	1	1	-	-	7	*	4	1	2	
	0.9%	0.3%	1.7%	3.2%	0.2%	0.3%	0.2%	0.1%	0.2%	1.1%	6.3%	-	-	0.7%	4.6%	3.1%	-	4.0%	0.6%	0.2%	-	-	1.1%	0.3%	1.7%	0.7%	1.0%	
Labour	252	123	129	72	94	27	59	3	184	36	3	5	229	1	1	*	54	32	58	107	38	17	197	33	68	35	61	
	32.2%	28.7%	36.4%	38.4%	33.8%	23.0%	29.6%	1.3%	85.2%	26.0%	4.0%	1.8%	90.9%	1.6%	0.7%	2.2%	32.8%	23.1%	33.8%	35.2%	39.3%	35.1%	30.9%	38.6%	25.3%	36.3%	33.0%	
Conservative	216	122	94	40	81	24	70	187	3	7	2	207	1	1	*	-	60	32	36	89	18	12	187	24	83	21	58	
	27.7%	28.6%	26.6%	21.5%	29.2%	21.0%	35.3%	69.0%	1.5%	5.0%	3.1%	83.0%	0.5%	1.5%	0.2%	-	36.5%	23.0%	20.7%	29.0%	19.0%	24.2%	29.2%	28.4%	30.9%	21.7%	31.5%	
SNP	35	17	18	9	15	4	6	-	7	-	24	-	4	-	-	-	8	6	10	10	35	-	-	-	-	-	-	
	4.5%	3.9%	5.1%	4.9%	5.5%	3.6%	3.1%	-	3.4%	-	30.9%	-	1.7%	-	-	-	4.9%	4.4%	6.1%	3.4%	36.5%	-	-	-	-	-	-	
Green	27	12	15	11	9	5	1	-	3	8	7	2	5	1	*	12	3	10	6	8	2	1	24	1	11	3	8	
	3.4%	2.8%	4.2%	6.0%	3.3%	4.3%	0.7%	-	1.4%	5.5%	8.6%	0.9%	2.1%	2.4%	0.3%	80.0%	1.6%	7.3%	3.7%	2.5%	2.1%	2.4%	3.7%	1.3%	4.2%	3.5%	4.3%	
Plaid Cymru	7	*	7	-	1	5	*	-	-	*	7	-	*	-	-	-	1	*	-	5	-	7	-	-	-	-	-	
	0.9%	0.1%	1.8%	-	0.4%	4.6%	0.1%	-	-	0.2%	8.2%	-	0.1%	-	-	-	0.7%	0.3%	-	1.7%	-	14.2%	-	-	-	-	-	
Another Party	1	1	1	-	-	*	1	-	-	1	*	-	-	-	1	*	*	1	*	-	-	-	1	-	1	*	-	
	0.2%	0.1%	0.2%	-	-	0.4%	0.5%	-	-	0.6%	0.4%	-	-	-	0.7%	2.6%	0.2%	0.6%	0.1%	-	-	-	0.2%	-	0.4%	0.2%	-	
SIGMA	781	427	354	187	278	117	199	270	216	137	79	249	252	58	133	16	164	139	172	306	96	48	638	85	268	98	185	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 12

Q6. If there was a referendum on whether the UK should remain a member of the European Union, how likely would you be to vote on a scale of 0 to 10?

Base : All Answering

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
10 - would definitely vote	608	315	294	131	195	111	172	210	147	126	61	181	189	40	90	11	125	104	148	232	82	41	485	53	215	81	135
	60.8%	64.8%	57.1%	45.7%	55.2%	73.9%	81.9%	73.9%	64.3%	69.3%	82.1%	70.2%	67.9%	65.1%	69.7%	64.2%	64.2%	59.5%	57.9%	61.7%	81.9%	65.6%	58.0%	54.3%	60.5%	53.5%	58.4%
9	74	48	27	16	40	14	4	33	13	16	4	30	10	4	14	5	19	19	12	23	3	3	67	9	26	11	21
	7.4%	9.8%	5.2%	5.7%	11.2%	9.5%	2.0%	11.5%	5.8%	8.6%	4.8%	11.8%	3.6%	6.3%	11.0%	26.3%	10.0%	11.1%	4.9%	6.1%	3.3%	5.6%	8.1%	9.3%	7.4%	7.0%	9.2%
8	82	40	42	37	36	4	5	20	26	17	5	17	27	4	7	*	17	19	21	25	3	5	74	16	25	7	25
	8.2%	8.3%	8.1%	12.9%	10.1%	2.7%	2.4%	7.1%	11.2%	9.2%	6.9%	6.5%	9.6%	5.9%	5.5%	2.0%	8.9%	10.8%	8.2%	6.6%	3.0%	7.9%	8.8%	16.5%	7.1%	4.7%	11.1%
7	46	15	31	17	19	1	8	8	17	7	3	12	18	1	3	1	11	9	12	14	3	1	42	2	12	19	10
	4.6%	3.1%	6.1%	6.0%	5.5%	1.0%	3.8%	2.7%	7.3%	3.7%	3.5%	4.6%	6.6%	1.5%	2.3%	3.0%	5.7%	4.9%	4.8%	3.8%	2.8%	1.9%	5.0%	2.1%	3.3%	12.2%	4.2%
6	32	11	21	13	10	8	1	5	7	8	2	3	8	9	5	1	3	5	14	10	1	1	30	1	15	4	10
	3.2%	2.3%	4.1%	4.5%	2.8%	5.7%	0.6%	1.7%	2.9%	4.5%	2.1%	1.3%	2.7%	14.8%	4.1%	3.1%	1.6%	2.9%	5.6%	2.6%	1.2%	1.9%	3.6%	0.9%	4.2%	2.9%	4.2%
5	78	42	36	39	25	5	9	5	15	7	1	8	20	4	6	*	11	11	31	25	3	4	71	14	30	11	16
	7.8%	8.7%	7.0%	13.6%	7.1%	3.4%	4.2%	1.7%	6.8%	3.8%	0.7%	3.0%	7.0%	6.3%	4.7%	1.4%	5.8%	6.2%	12.0%	6.7%	3.1%	6.1%	8.5%	14.1%	8.5%	7.2%	7.1%
4	9	2	7	3	4	2	-	2	2	1	-	3	2	-	1	-	2	*	4	3	2	1	6	1	3	2	*
	0.9%	0.4%	1.4%	1.2%	1.0%	1.3%	-	0.9%	0.8%	0.8%	-	1.4%	0.7%	-	0.6%	-	1.0%	0.2%	1.4%	0.9%	1.8%	1.3%	0.8%	1.1%	1.0%	1.0%	0.1%
3	8	1	7	4	2	2	-	2	-	-	-	2	3	-	-	-	-	3	-	4	2	-	6	-	3	-	3
	0.8%	0.2%	1.3%	1.2%	0.6%	1.5%	-	0.6%	-	-	-	0.7%	1.2%	-	-	-	0.2%	1.8%	-	1.1%	1.8%	-	0.7%	-	0.9%	0.2%	1.1%
2	9	*	8	3	5	-	-	-	-	-	-	1	*	-	2	-	-	*	-	8	-	*	8	-	8	-	-
	0.9%	0.1%	1.6%	1.2%	1.4%	-	-	-	-	-	-	0.6%	0.1%	-	1.4%	-	-	0.2%	-	2.2%	-	0.4%	1.0%	-	2.3%	-	-
1	3	-	3	2	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2	-	-	3	1	2	-	-
	0.3%	-	0.5%	0.6%	0.2%	-	-	-	-	-	-	-	-	-	-	-	0.4%	-	-	0.5%	-	-	0.3%	0.8%	0.5%	-	-
0 - would not vote	51	11	40	21	18	2	11	-	2	*	-	-	2	-	1	-	4	4	13	30	1	6	44	1	15	17	11
	5.1%	2.3%	7.7%	7.3%	5.0%	1.0%	5.1%	-	0.8%	0.2%	-	-	0.7%	-	0.8%	-	2.1%	2.5%	5.1%	7.9%	1.0%	9.2%	5.3%	0.9%	4.3%	11.3%	4.6%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 13
Q7. Voting Intention Tables - Normal Weighted Table
Q7. If a referendum was held, how do you think you would vote?
Base : Respondents would likely to vote

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	956	466	490	216	354	193	193	286	226	172	83	267	263	73	124	23	263	223	246	224	90	78	788	86	266	175	260
Weighted Total	949	474	475	267	335	148	199	285	226	181	75	257	277	61	128	17	190	170	242	347	99	56	793	97	340	135	220
Vote for the UK to leave the European Union	432	217	215	96	153	77	107	163	73	75	47	134	84	16	106	10	56	62	126	188	47	28	357	43	144	65	104
	45.6%	45.8%	45.3%	35.9%	45.6%	51.7%	53.8%	57.2%	32.3%	41.7%	63.5%	52.1%	30.5%	25.3%	82.6%	60.8%	29.5%	36.2%	52.2%	54.3%	47.2%	49.8%	45.0%	44.3%	42.4%	47.9%	47.3%
Vote for the UK to stay in the European Union	363	199	164	114	132	46	72	93	112	86	23	95	157	34	20	6	105	90	76	92	46	18	299	42	129	45	83
	38.3%	42.0%	34.6%	42.8%	39.4%	30.8%	36.0%	32.9%	49.6%	47.4%	30.6%	37.1%	56.6%	54.6%	15.3%	35.9%	55.4%	53.2%	31.3%	26.5%	46.5%	31.9%	37.7%	43.1%	38.0%	33.2%	38.0%
Dont know	153	58	95	57	50	26	20	28	41	20	4	28	36	12	3	1	29	18	40	66	6	10	137	12	67	25	32
	16.1%	12.2%	20.1%	21.3%	15.0%	17.6%	10.2%	10.0%	18.1%	10.9%	5.9%	10.8%	12.9%	20.0%	2.2%	3.4%	15.2%	10.6%	16.5%	19.2%	6.3%	18.3%	17.2%	12.6%	19.6%	18.9%	14.7%
SIGMA	949	474	475	267	335	148	199	285	226	181	75	257	277	61	128	17	190	170	242	347	99	56	793	97	340	135	220
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 14
Q7. Voting Intention Tables - Normal Weighted Table and Likelihood Weighting
Q7. If a referendum was held, how do you think you would vote?
Base : Respondents would likely to vote

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	956	466	490	216	354	193	193	286	226	172	83	267	263	73	124	23	263	223	246	224	90	78	788	86	266	175	260
Weighted Total	956	489	467	249	334	156	217	305	232	190	82	271	283	62	134	19	196	173	239	348	106	59	791	95	337	135	223
Vote for the UK to leave the European Union	460 48.1%	232 47.4%	228 48.7%	97 38.9%	159 47.7%	83 53.2%	120 55.5%	180 59.1%	77 33.2%	81 42.5%	53 65.2%	146 53.8%	91 32.0%	17 27.1%	111 83.4%	11 61.7%	60 30.8%	64 37.3%	135 56.4%	200 57.5%	51 47.9%	31 52.8%	378 47.7%	43 45.2%	152 45.3%	70 51.8%	111 49.8%
Vote for the UK to stay in the European Union	377 39.4%	212 43.4%	165 35.2%	112 44.8%	137 40.8%	49 31.5%	80 36.7%	97 31.8%	120 51.6%	92 48.7%	24 30.0%	99 36.5%	164 57.9%	35 57.2%	19 14.6%	7 35.4%	110 56.0%	93 53.8%	76 31.8%	98 28.1%	50 47.2%	19 32.6%	308 38.9%	44 45.9%	133 39.6%	45 33.3%	86 38.5%
Dont know	120 12.5%	45 9.2%	75 16.0%	41 16.3%	39 11.5%	24 15.3%	17 7.8%	28 9.0%	35 15.2%	17 8.8%	4 4.8%	26 9.7%	29 10.1%	10 15.7%	3 2.1%	1 2.8%	26 13.2%	15 8.9%	28 11.8%	50 14.4%	5 5.0%	9 14.6%	106 13.4%	9 8.9%	51 15.2%	20 14.9%	26 11.7%
SIGMA	956 100.0%	489 100.0%	467 100.0%	249 100.0%	334 100.0%	156 100.0%	217 100.0%	305 100.0%	232 100.0%	190 100.0%	82 100.0%	271 100.0%	283 100.0%	62 100.0%	134 100.0%	19 100.0%	196 100.0%	173 100.0%	239 100.0%	348 100.0%	106 100.0%	59 100.0%	791 100.0%	95 100.0%	337 100.0%	135 100.0%	223 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 15
Q8. To what extent do you approve or disapprove of the job David Cameron is doing as Prime Minister?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Strongly approve	81 8.1%	53 10.9%	28 5.4%	22 7.6%	27 7.6%	9 6.0%	23 11.1%	53 18.7%	12 5.1%	7 4.0%	1 1.8%	52 20.3%	11 3.8%	6 9.2%	7 5.5%	-	22 11.1%	17 9.6%	13 5.0%	30 8.0%	5 5.2%	6 9.8%	70 8.3%	13 13.1%	32 9.1%	7 4.5%	18 7.6%
Somewhat approve	291 29.1%	149 30.7%	142 27.5%	82 28.5%	116 32.9%	36 24.1%	57 27.2%	170 59.8%	38 16.7%	40 22.1%	13 16.9%	170 66.0%	31 11.3%	19 31.6%	26 19.9%	2 12.0%	76 39.0%	56 32.1%	63 24.8%	96 25.5%	17 17.1%	11 18.0%	263 31.4%	35 35.4%	104 29.2%	36 23.9%	88 38.2%
Neither approve nor disapprove	191 19.1%	96 19.7%	95 18.5%	59 20.6%	53 14.9%	40 26.6%	40 18.9%	31 11.0%	31 13.8%	49 27.2%	15 20.5%	30 11.6%	46 16.5%	22 36.1%	27 20.6%	3 17.7%	25 12.8%	38 21.7%	68 26.6%	61 16.2%	15 14.8%	5 8.2%	171 20.4%	24 24.4%	84 23.6%	33 21.7%	29 12.6%
Somewhat disapprove	157 15.7%	67 13.9%	90 17.5%	40 14.0%	53 15.1%	30 20.0%	34 16.0%	14 5.1%	53 23.3%	39 21.5%	15 20.1%	3 1.1%	66 23.5%	9 14.9%	28 21.7%	8 47.5%	31 15.7%	25 14.2%	40 15.5%	62 16.6%	14 14.4%	16 25.1%	127 15.2%	12 12.1%	47 13.3%	36 23.7%	32 13.8%
Strongly disapprove	258 25.8%	106 21.9%	151 29.4%	69 23.9%	99 28.0%	34 22.6%	56 26.8%	16 5.5%	94 41.2%	44 24.3%	28 37.7%	1 0.6%	124 44.3%	4 7.3%	41 31.6%	4 22.9%	39 20.3%	39 22.1%	60 23.5%	120 31.8%	47 46.6%	24 38.9%	187 22.3%	15 15.0%	71 20.0%	39 25.8%	62 26.8%
Don't know	22 2.2%	14 2.9%	8 1.6%	16 5.5%	5 1.4%	1 0.8%	-	-	-	2 0.9%	2 3.0%	1 0.5%	2 0.6%	1 0.9%	1 0.7%	-	2 1.2%	1 0.3%	12 4.6%	7 2.0%	2 1.9%	-	20 2.4%	-	17 4.8%	1 0.5%	2 1.0%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 16
Q9. To what extent do you approve or disapprove of the job Ed Miliband is doing as Leader of the Opposition?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Strongly approve	66 6.6%	39 8.0%	27 5.3%	27 9.2%	29 8.2%	7 5.0%	3 1.3%	8 2.8%	36 15.6%	3 1.8%	4 5.2%	7 2.6%	46 16.5%	2 3.7%	2 1.3%	-	13 6.6%	8 4.3%	22 8.5%	24 6.3%	10 10.2%	8 13.3%	47 5.7%	4 4.5%	19 5.3%	4 2.9%	20 8.6%
Somewhat approve	182 18.2%	87 18.0%	94 18.3%	74 25.8%	59 16.7%	13 8.4%	36 17.1%	22 7.6%	87 38.2%	35 19.1%	1 2.0%	17 6.8%	111 39.9%	10 15.8%	16 12.6%	1 7.8%	35 18.2%	33 18.7%	40 15.8%	74 19.6%	7 6.5%	9 14.4%	166 19.9%	12 11.8%	63 17.6%	40 26.1%	53 22.8%
Neither approve nor disapprove	312 31.2%	136 28.1%	176 34.2%	89 30.8%	101 28.5%	66 44.2%	57 27.0%	62 21.8%	62 27.0%	76 42.0%	28 37.3%	52 20.0%	81 28.9%	33 52.9%	31 23.7%	10 58.4%	53 27.3%	71 40.5%	85 33.5%	103 27.4%	27 26.6%	18 28.2%	268 32.0%	43 44.1%	126 35.6%	45 29.9%	53 22.8%
Somewhat disapprove	194 19.4%	102 20.9%	93 18.0%	38 13.1%	78 22.1%	26 17.4%	53 25.1%	79 27.7%	26 11.3%	32 17.7%	24 31.7%	83 32.4%	25 8.9%	9 15.3%	34 26.5%	4 22.9%	43 21.9%	26 14.9%	41 16.1%	84 22.5%	28 27.7%	17 27.4%	149 17.8%	20 20.1%	60 16.9%	25 16.3%	45 19.5%
Strongly disapprove	204 20.4%	105 21.5%	100 19.4%	39 13.6%	77 21.8%	33 21.9%	55 26.5%	108 37.8%	17 7.5%	31 16.9%	15 20.6%	96 37.4%	12 4.3%	8 12.2%	40 31.3%	2 10.8%	46 23.7%	36 20.8%	48 18.9%	74 19.7%	23 23.0%	10 15.5%	172 20.5%	17 17.2%	71 19.9%	32 21.3%	50 21.8%
Don't know	42 4.2%	17 3.5%	25 4.8%	21 7.4%	9 2.7%	5 3.1%	6 3.0%	6 2.2%	1 0.3%	5 2.5%	2 3.1%	2 0.9%	4 1.5%	-	6 4.6%	-	4 2.3%	1 0.8%	18 7.2%	17 4.6%	6 6.0%	1 1.1%	35 4.2%	2 2.2%	17 4.8%	5 3.5%	10 4.5%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 17
Q10. At the next election in 2015, which of the following do you think would be the best outcome for the British economy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
A Labour majority government	297 29.7%	134 27.6%	163 31.7%	93 32.3%	102 29.0%	32 21.4%	69 33.1%	9 3.2%	168 73.4%	44 24.2%	19 25.3%	3 1.1%	217 77.7%	3 5.3%	15 11.4%	*	51 26.4%	32 18.3%	77 30.1%	137 36.4%	36 35.8%	22 35.8%	239 28.5%	27 27.9%	87 24.4%	55 36.3%	69 30.1%
A Conservative majority government	257 25.7%	137 28.3%	119 23.2%	53 18.4%	94 26.7%	42 27.8%	68 32.3%	190 66.8%	9 3.9%	17 9.5%	14 18.6%	188 73.1%	4 1.4%	3 5.5%	37 28.8%	1 3.2%	72 37.3%	46 26.3%	49 19.3%	89 23.7%	17 16.9%	12 18.9%	228 27.2%	29 29.5%	88 24.6%	44 28.9%	66 28.7%
A Labour-Liberal Democrat coalition government	126 12.6%	78 16.0%	48 9.4%	40 13.9%	44 12.4%	33 21.9%	10 4.6%	13 4.6%	29 12.8%	58 31.9%	7 9.1%	7 2.7%	46 16.4%	28 45.7%	23 17.8%	4 22.1%	25 12.9%	43 24.6%	25 10.0%	33 8.7%	10 10.0%	6 10.0%	110 13.1%	15 15.3%	56 15.8%	12 7.8%	27 11.7%
A Conservative-Liberal Democrat coalition government	104 10.4%	53 10.9%	51 9.9%	34 11.6%	26 7.4%	13 8.8%	31 15.0%	44 15.5%	5 2.4%	30 16.5%	11 14.4%	46 17.7%	2 0.7%	20 32.0%	16 12.6%	3 18.3%	21 11.0%	27 15.2%	28 10.9%	29 7.6%	8 7.8%	6 9.7%	90 10.8%	5 5.4%	42 11.9%	17 11.5%	25 10.8%
Don't know	216 21.6%	84 17.2%	133 25.8%	68 23.8%	86 24.5%	30 20.1%	31 15.0%	28 9.9%	17 7.5%	32 17.9%	24 32.6%	14 5.5%	10 3.7%	7 11.5%	38 29.5%	9 54.3%	24 12.4%	27 15.6%	76 29.8%	89 23.7%	30 29.5%	16 25.6%	171 20.4%	21 22.0%	83 23.3%	24 15.5%	43 18.7%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 18
Q11. Imagine yourself on the day of the 2015 general election, thinking about who might be Prime Minister the day after the election Which of the following is closest to how you think you would feel?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
I feel most comfortable with the idea of David Cameron being Prime Minister for the next five years	424 42.4%	216 44.5%	208 40.5%	101 35.3%	162 46.0%	60 39.9%	101 48.0%	260 91.4%	33 14.4%	55 30.5%	23 30.6%	245 95.3%	25 8.9%	26 41.7%	60 46.3%	4 21.0%	109 56.3%	84 48.0%	93 36.5%	138 36.7%	28 28.3%	21 33.0%	375 44.8%	51 51.8%	150 42.2%	63 41.4%	110 47.7%
I feel most comfortable with the idea of Ed Miliband being Prime Minister for the next five years	377 37.7%	188 38.7%	189 36.7%	124 43.2%	130 37.0%	60 39.9%	62 29.8%	13 4.5%	159 69.7%	87 47.8%	36 48.9%	7 2.8%	228 81.8%	28 45.4%	35 26.9%	7 37.7%	65 33.5%	73 41.6%	90 35.1%	149 39.7%	41 40.6%	26 41.6%	310 37.0%	30 30.9%	134 37.6%	61 40.2%	85 37.0%
Dont know	199 19.9%	81 16.8%	118 22.9%	62 21.6%	60 17.0%	30 20.3%	46 22.2%	12 4.2%	36 15.9%	39 21.7%	15 20.6%	5 1.9%	26 9.3%	8 12.9%	35 26.8%	7 41.3%	20 10.2%	18 10.4%	72 28.4%	89 23.6%	31 31.2%	16 25.4%	152 18.1%	17 17.3%	72 20.2%	28 18.4%	35 15.2%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 19

Q12. Imagine yourself on the day of the 2015 general election, thinking about who might be Chancellor after the election Which of the following is closest to how you think you would feel?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
I feel most comfortable with the idea of George Osborne being Chancellor for the next five years	407 40.7%	224 46.1%	184 35.7%	93 32.2%	152 42.9%	67 44.5%	97 46.1%	236 83.1%	39 16.9%	69 37.9%	14 19.4%	232 90.1%	33 11.7%	30 48.9%	50 38.7%	5 28.5%	102 52.6%	72 41.1%	99 38.9%	134 35.7%	23 23.4%	22 35.2%	362 43.2%	44 45.3%	150 42.1%	58 38.5%	108 46.8%
I feel most comfortable with the idea of Ed Balls being Chancellor for the next five years	351 35.1%	180 37.1%	171 33.2%	109 37.8%	121 34.4%	55 36.6%	66 31.4%	22 7.7%	144 63.1%	75 41.5%	36 48.7%	13 4.9%	207 74.2%	21 34.1%	36 28.2%	5 27.7%	65 33.5%	72 41.0%	73 28.4%	142 37.7%	42 41.8%	21 33.7%	288 34.4%	31 31.9%	124 34.9%	56 37.0%	77 33.3%
Dont know	242 24.2%	82 16.8%	160 31.1%	86 30.0%	80 22.7%	28 18.8%	47 22.5%	26 9.3%	46 20.0%	37 20.6%	24 31.9%	13 5.0%	39 14.1%	10 17.0%	43 33.2%	8 43.8%	27 13.9%	31 17.9%	83 32.7%	100 26.6%	35 34.9%	19 31.1%	187 22.4%	22 22.8%	82 23.1%	37 24.5%	46 19.9%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 20
Q13. Imagine yourself on the day of the 2015 general election, thinking about who might be Prime Minister and Chancellor after the election Which of the following is closest to how you think you would feel?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
I feel most comfortable with the combination of Ed Miliband being Prime Minister and Ed Balls being Chancellor for the next five years	376 37.6%	180 37.0%	196 38.1%	123 42.8%	126 35.8%	66 43.8%	61 28.9%	20 7.1%	158 69.2%	86 47.3%	35 47.4%	12 4.6%	227 81.5%	23 38.2%	36 27.7%	6 34.6%	68 35.0%	71 40.9%	87 34.2%	149 39.6%	43 42.6%	29 47.2%	304 36.2%	31 31.3%	124 34.9%	57 37.7%	91 39.7%
I feel most comfortable with the combination of and David Cameron being Prime Minister and George Osborne being Chancellor for the next five years	416 41.6%	227 46.8%	189 36.7%	100 34.6%	146 41.4%	64 42.7%	106 50.8%	249 87.5%	35 15.2%	60 33.3%	22 30.0%	240 93.1%	26 9.3%	24 39.4%	67 51.9%	4 23.4%	102 52.5%	81 46.5%	85 33.3%	148 39.4%	24 23.5%	20 32.0%	373 44.5%	48 49.1%	158 44.5%	67 44.0%	98 42.5%
Don't know	208 20.8%	78 16.1%	130 25.2%	65 22.6%	80 22.8%	20 13.5%	42 20.3%	15 5.4%	36 15.6%	35 19.5%	17 22.7%	6 2.3%	25 9.1%	14 22.3%	26 20.4%	7 42.0%	24 12.5%	22 12.6%	83 32.5%	79 21.0%	34 33.9%	13 20.7%	161 19.2%	19 19.6%	73 20.6%	28 18.3%	41 17.8%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 21
Q14. Who do you trust most on the economy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272	
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
David Cameron	403	209	194	90	155	60	98	257	25	52	24	248	16	23	53	3	103	78	94	127	28	20	355	48	149	59	97	
	40.3%	43.0%	37.8%	31.4%	43.9%	39.9%	46.9%	90.3%	11.0%	28.4%	31.9%	96.2%	5.6%	36.7%	41.4%	17.0%	53.2%	44.9%	36.9%	33.9%	27.5%	32.9%	42.4%	49.1%	41.8%	39.0%	42.2%	
Ed Miliband	332	156	176	108	107	56	61	8	163	66	30	7	220	14	31	4	57	63	71	142	41	28	263	26	109	55	73	
	33.2%	32.2%	34.3%	37.7%	30.3%	37.7%	28.9%	2.8%	71.5%	36.5%	39.9%	2.5%	79.1%	22.5%	24.1%	25.7%	29.1%	36.4%	27.8%	37.6%	41.3%	45.6%	31.4%	26.6%	30.8%	36.0%	31.5%	
Don't know	264	121	144	89	91	34	51	20	40	64	21	3	43	25	45	10	34	33	90	107	31	13	220	24	97	38	61	
	26.4%	24.9%	27.9%	30.9%	25.8%	22.4%	24.2%	6.9%	17.5%	35.1%	28.2%	1.2%	15.3%	40.8%	34.5%	57.3%	17.7%	18.7%	35.3%	28.5%	31.1%	21.5%	26.2%	24.3%	27.4%	25.0%	26.3%	
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 22
Q15. Who do you trust most on the economy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272	
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
George Osborne	388	208	180	88	137	66	98	237	25	62	22	227	19	28	63	3	94	76	92	126	21	17	350	35	151	58	104	
	38.8%	42.8%	35.0%	30.6%	38.7%	44.0%	46.6%	83.5%	11.1%	34.1%	29.5%	88.2%	6.9%	45.1%	49.0%	14.6%	48.4%	43.5%	36.1%	33.5%	20.9%	27.2%	41.8%	36.3%	42.5%	38.2%	45.0%	
Ed Balls	287	148	139	87	102	43	55	8	143	56	25	10	199	9	13	4	54	53	53	127	38	26	223	30	86	44	63	
	28.7%	30.4%	27.1%	30.2%	28.8%	28.8%	26.3%	2.8%	62.7%	31.1%	34.0%	4.0%	71.3%	14.1%	10.0%	21.5%	27.8%	30.5%	20.8%	33.7%	37.7%	42.3%	26.6%	30.7%	24.1%	28.9%	27.5%	
Don't know	325	130	195	113	115	41	57	39	60	63	27	20	61	25	53	11	46	45	110	123	42	19	264	32	119	50	63	
	32.5%	26.7%	37.9%	39.2%	32.5%	27.2%	27.1%	13.7%	26.2%	34.8%	36.5%	7.9%	21.8%	40.8%	40.9%	63.9%	23.8%	26.0%	43.2%	32.7%	41.4%	30.5%	31.5%	33.0%	33.4%	32.9%	27.5%	
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 23
Q16. Overall, which pairing do you most trust to manage the economy?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
David Cameron and George Osborne	414 41.4%	221 45.5%	193 37.5%	91 31.8%	149 42.1%	65 43.2%	109 52.1%	259 91.1%	21 9.2%	63 34.7%	24 32.5%	243 94.5%	13 4.7%	25 40.8%	71 55.4%	3 17.7%	105 54.2%	81 46.2%	91 35.7%	137 36.4%	24 23.9%	20 31.4%	371 44.3%	51 52.0%	153 42.9%	64 42.0%	101 44.0%
Ed Miliband and Ed Balls	382 38.2%	183 37.8%	198 38.6%	126 43.9%	122 34.4%	62 41.6%	71 34.1%	12 4.1%	183 80.2%	80 44.3%	34 46.1%	8 3.3%	245 87.7%	21 34.9%	32 24.9%	5 27.5%	68 35.2%	66 37.8%	87 34.0%	161 42.7%	48 48.1%	31 49.8%	303 36.1%	32 32.3%	123 34.5%	61 40.2%	87 37.7%
Don't know	204 20.4%	81 16.7%	123 23.9%	70 24.3%	83 23.5%	23 15.2%	29 13.8%	14 4.8%	24 10.6%	38 21.0%	16 21.4%	6 2.2%	21 7.6%	15 24.3%	25 19.7%	9 54.8%	21 10.6%	28 15.9%	77 30.3%	79 20.9%	28 28.1%	12 18.8%	164 19.6%	15 15.6%	80 22.6%	27 17.7%	42 18.2%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 24

Q17. If the economy continues to grow at the current rate until the next general election, how will this affect which party you are most likely to vote for?

Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Much more likely to vote Conservative	151	87	64	39	52	24	36	110	14	10	6	118	9	4	5	*	38	24	41	48	5	8	137	22	48	20	48
	15.1%	17.9%	12.4%	13.6%	14.6%	16.1%	17.1%	38.6%	6.0%	5.5%	7.8%	45.9%	3.4%	5.7%	4.2%	1.9%	19.6%	13.9%	15.9%	12.7%	5.4%	12.5%	16.4%	22.8%	13.5%	12.9%	20.6%
Somewhat more likely to vote Conservative	148	73	76	46	68	12	23	59	21	30	13	56	16	15	29	4	37	41	42	28	12	6	130	17	64	21	29
	14.8%	15.0%	14.7%	16.0%	19.2%	8.0%	10.8%	20.6%	9.0%	16.4%	17.8%	21.6%	5.8%	23.8%	22.7%	24.7%	18.9%	23.4%	16.6%	7.5%	11.9%	9.9%	15.5%	17.0%	17.9%	13.6%	12.6%
No effect on my vote	537	272	265	139	172	92	134	106	162	111	46	82	200	38	70	11	89	84	130	233	64	33	440	46	199	83	110
	53.7%	56.1%	51.5%	48.4%	48.7%	61.6%	63.9%	37.4%	70.7%	60.9%	62.0%	31.9%	71.7%	62.1%	54.3%	63.6%	46.0%	48.4%	51.0%	62.0%	63.9%	53.2%	52.5%	47.0%	56.0%	54.5%	47.9%
Somewhat less likely to vote Conservative	21	8	13	13	7	1	1	2	2	4	1	2	7	2	7	-	5	3	8	4	*	1	20	4	8	3	6
	2.1%	1.7%	2.5%	4.5%	1.9%	0.4%	0.3%	0.6%	1.1%	2.4%	1.9%	0.6%	2.4%	2.6%	5.8%	-	2.7%	1.9%	3.1%	1.2%	0.4%	1.5%	2.4%	3.7%	2.2%	1.7%	2.4%
Much less likely to vote Conservative	78	31	47	22	24	17	15	6	24	21	5	-	41	4	14	-	17	14	18	29	14	7	57	7	14	9	27
	7.8%	6.4%	9.2%	7.8%	6.7%	11.0%	7.3%	2.1%	10.6%	11.3%	6.3%	-	14.6%	5.7%	11.0%	-	8.8%	8.0%	7.0%	7.8%	14.1%	11.6%	6.8%	7.3%	3.9%	5.9%	11.7%
Don't know	65	14	51	28	31	4	1	2	6	6	3	-	6	-	3	2	8	8	16	33	4	7	53	2	23	18	11
	6.5%	2.9%	9.8%	9.7%	8.8%	3.0%	0.7%	0.7%	2.6%	3.5%	4.2%	-	2.1%	-	2.0%	9.7%	3.9%	4.5%	6.4%	8.8%	4.3%	11.3%	6.4%	2.2%	6.4%	11.6%	4.7%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 25
Q18. Which of the following do you think would be best to succeed David Cameron as Conservative Party Leader?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Theresa May, Home Secretary	104	58	47	17	32	19	36	43	27	16	10	39	34	5	14	2	25	22	15	42	11	4	89	6	38	11	32
	10.4%	11.9%	9.1%	6.0%	9.2%	12.4%	17.4%	15.0%	11.6%	8.7%	12.9%	15.3%	12.1%	8.5%	10.9%	10.1%	12.8%	12.8%	6.1%	11.1%	11.4%	7.1%	10.6%	6.3%	10.6%	7.6%	13.9%
Boris Johnson, Mayor of London	280	160	120	88	107	39	47	95	61	57	23	81	70	20	50	5	61	46	73	100	23	19	239	35	93	45	65
	28.0%	33.0%	23.3%	30.6%	30.2%	25.7%	22.3%	33.4%	26.7%	31.2%	30.5%	31.6%	25.1%	31.8%	38.7%	29.4%	31.5%	26.3%	28.8%	26.5%	22.6%	30.1%	28.5%	36.3%	26.1%	29.9%	28.2%
Michael Gove, Education Secretary	22	13	10	12	6	3	2	8	5	6	-	5	4	5	6	*	7	2	7	6	2	-	20	4	10	4	3
	2.2%	2.6%	1.9%	4.0%	1.6%	1.8%	1.2%	3.0%	2.4%	3.4%	-	2.0%	1.6%	7.9%	4.4%	1.0%	3.4%	1.3%	2.7%	1.7%	1.8%	-	2.4%	3.7%	2.7%	2.6%	1.4%
George Osborne, Chancellor of the Exchequer	117	59	57	35	43	16	23	55	26	19	1	58	26	10	11	1	27	14	34	41	3	5	109	17	47	11	34
	11.7%	12.2%	11.2%	12.3%	12.1%	10.4%	10.9%	19.5%	11.5%	10.5%	1.5%	22.3%	9.2%	16.8%	8.9%	4.3%	14.1%	7.8%	13.4%	11.0%	3.0%	7.4%	13.0%	17.1%	13.2%	7.4%	14.6%
Philip Hammond, Defence Secretary	25	13	12	10	11	1	2	9	2	8	3	10	3	5	2	-	12	4	5	4	2	*	23	3	8	2	9
	2.5%	2.7%	2.4%	3.6%	3.2%	1.0%	1.1%	3.0%	0.8%	4.1%	4.5%	4.0%	1.2%	8.0%	1.9%	-	6.0%	2.6%	2.1%	1.0%	2.2%	0.6%	2.7%	3.6%	2.3%	1.3%	3.8%
Jeremy Hunt, Health Secretary	20	12	8	10	6	2	2	6	5	3	2	10	5	2	2	-	4	8	3	6	3	1	16	3	5	5	3
	2.0%	2.4%	1.6%	3.5%	1.7%	1.4%	0.9%	2.1%	2.2%	1.4%	3.0%	3.7%	1.7%	3.0%	1.5%	-	2.0%	4.5%	1.0%	1.6%	3.2%	1.4%	1.9%	3.3%	1.3%	3.5%	1.3%
Dont know	431	171	260	115	148	71	97	68	102	74	36	54	137	15	43	10	59	78	117	177	56	33	342	29	156	72	85
	43.1%	35.3%	50.5%	40.0%	42.0%	47.3%	46.3%	24.1%	44.8%	40.6%	47.7%	21.1%	49.0%	24.1%	33.6%	55.2%	30.3%	44.6%	46.0%	47.1%	55.8%	53.4%	40.8%	29.7%	43.8%	47.7%	36.9%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 26
Q19. Which of the following do you think would be best to succeed Ed Miliband as Labour Party Leader?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Yvette Cooper, Shadow Home Secretary	70 7.0%	41 8.4%	29 5.7%	27 9.3%	16 4.4%	13 8.8%	15 7.0%	16 5.7%	19 8.3%	18 10.1%	5 6.1%	19 7.3%	30 10.7%	4 6.4%	12 9.5%	*	16 8.2%	19 10.9%	14 5.6%	21 5.6%	2 2.4%	7 10.8%	61 7.3%	15 15.1%	24 6.7%	6 3.9%	17 7.2%
Chuka Umunna, Shadow Business Secretary	45 4.5%	31 6.5%	14 2.6%	8 2.9%	24 6.7%	4 2.4%	9 4.5%	18 6.5%	11 4.6%	11 6.1%	-	11 4.2%	12 4.4%	2 3.8%	11 8.2%	1	19 9.8%	14 7.9%	10 4.1%	2 0.5%	2 2.1%	1 1.6%	42 5.0%	3 3.4%	18 5.1%	10 6.6%	10 4.5%
Tristram Hunt, Shadow Education Secretary	46 4.6%	17 3.4%	29 5.6%	15 5.3%	15 4.2%	2 1.6%	13 6.3%	23 8.0%	8 3.7%	6 3.3%	4 5.1%	23 8.9%	9 3.2%	3 5.2%	4 3.2%	1 4.2%	14 7.0%	10 5.6%	5 1.9%	17 4.6%	7 7.3%	2 3.4%	36 4.3%	2 2.4%	18 5.1%	10 6.3%	6 2.7%
Ed Balls, Shadow Chancellor of the Exchequer	154 15.4%	83 17.1%	71 13.9%	74 25.6%	57 16.0%	12 8.2%	12 5.7%	25 8.7%	59 25.8%	29 15.7%	13 16.8%	20 7.9%	75 27.1%	15 24.0%	18 13.9%	3 18.4%	37 19.1%	26 14.8%	48 18.9%	43 11.5%	9 8.9%	5 7.9%	140 16.8%	22 22.8%	56 15.8%	22 14.4%	40 17.4%
Harriet Harman, Deputy Leader of the Labour Party	189 18.9%	99 20.3%	90 17.4%	33 11.4%	60 16.9%	43 28.7%	53 25.3%	36 12.7%	59 25.8%	55 30.3%	16 21.6%	42 16.4%	76 27.3%	16 26.0%	25 19.3%	2 12.3%	38 19.3%	42 24.3%	41 16.0%	68 18.0%	25 24.9%	5 7.7%	159 19.0%	13 13.5%	77 21.8%	24 15.8%	44 19.2%
Dont know	496 49.6%	215 44.3%	281 54.7%	131 45.6%	182 51.7%	75 50.3%	107 51.2%	166 58.4%	73 31.8%	62 34.4%	38 50.5%	142 55.3%	77 27.4%	21 34.5%	59 45.9%	10 57.4%	71 36.6%	64 36.5%	136 53.4%	225 59.9%	55 54.4%	43 68.6%	399 47.6%	42 42.9%	162 45.5%	80 53.0%	113 49.0%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 27
Q20. Which of the following do you think would be best to succeed Nick Clegg as Liberal Democrat Party Leader?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Vince Cable, Business Secretary	211 21.1%	132 27.3%	79 15.3%	57 19.8%	87 24.7%	23 15.3%	44 21.0%	50 17.5%	79 34.6%	43 23.9%	18 24.2%	57 22.2%	79 28.4%	15 24.6%	27 21.3%	4 23.6%	56 28.9%	38 21.6%	47 18.4%	70 18.7%	26 26.2%	15 24.0%	170 20.3%	31 31.4%	58 16.4%	11 7.5%	69 30.2%
Tim Farron, President of the Liberal Democrats	55 5.5%	25 5.1%	30 5.9%	29 9.9%	14 4.1%	3 1.7%	10 4.5%	7 2.5%	16 7.2%	14 7.7%	3 4.7%	11 4.1%	21 7.5%	10 16.1%	3 2.0%	1 6.9%	12 6.4%	11 6.5%	13 5.0%	19 5.0%	9 8.9%	3 4.7%	43 5.2%	6 6.3%	20 5.7%	6 4.1%	11 4.6%
Ed Davey, Energy Secretary	59 5.9%	27 5.6%	32 6.2%	31 10.8%	21 6.0%	6 3.9%	1 0.6%	17 5.8%	17 7.2%	10 5.5%	10 13.3%	11 4.3%	19 6.8%	6 10.4%	12 9.0%	3 14.8%	10 5.2%	21 11.9%	8 3.1%	21 5.5%	4 4.0%	2 2.7%	54 6.4%	10 10.0%	26 7.2%	7 4.4%	12 5.0%
Danny Alexander, Chief Secretary to the Treasury	141 14.1%	82 17.0%	59 11.5%	35 12.0%	56 15.9%	16 10.6%	35 16.5%	71 25.1%	15 6.6%	30 16.8%	8 10.3%	66 25.7%	22 7.9%	13 20.7%	23 18.2%	1 5.5%	41 21.1%	25 14.2%	35 13.8%	40 10.7%	13 13.3%	8 12.4%	120 14.4%	13 13.1%	51 14.3%	29 19.3%	25 11.1%
Don't know	533 53.3%	219 45.1%	314 61.1%	136 47.4%	174 49.3%	103 68.5%	120 57.3%	139 49.0%	101 44.4%	84 46.1%	35 47.5%	112 43.6%	138 49.4%	17 28.1%	64 49.6%	8 49.2%	75 38.5%	80 45.9%	152 59.7%	226 60.1%	48 47.5%	35 56.1%	451 53.8%	38 39.2%	201 56.4%	98 64.8%	113 49.2%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 28
Q21. Which of the following is closest to your opinion?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
I would be more likely to vote Conservative if Boris Johnson rather than David Cameron was Conservative leader	177 17.7%	94 19.5%	83 16.1%	82 28.4%	68 19.3%	10 7.0%	17 8.0%	49 17.1%	31 13.6%	37 20.4%	14 18.2%	35 13.7%	46 16.4%	11 18.7%	27 21.3%	6 32.4%	43 22.2%	32 18.2%	57 22.2%	46 12.1%	22 22.3%	5 8.2%	150 17.9%	16 16.6%	45 12.7%	29 19.3%	59 25.6%
I am more likely to vote Conservative with David Cameron rather than Boris Johnson as Conservative leader	215 21.5%	106 21.9%	109 21.1%	61 21.3%	84 23.8%	30 19.7%	40 19.3%	114 40.0%	27 11.9%	27 14.8%	12 16.6%	124 48.1%	22 7.9%	15 23.8%	22 17.3%	2 13.2%	54 28.0%	45 25.8%	55 21.4%	61 16.2%	15 15.4%	12 19.8%	187 22.4%	28 28.9%	75 21.0%	30 20.1%	53 23.2%
It makes no difference to my vote whether David Cameron or Boris Johnson are Conservative leader	448 44.8%	229 47.2%	219 42.6%	74 25.9%	156 44.1%	91 60.8%	127 60.8%	108 37.9%	141 61.8%	96 53.1%	35 47.2%	93 36.0%	183 65.6%	24 39.4%	61 47.6%	8 46.2%	84 43.2%	78 45.0%	87 34.3%	199 52.8%	47 46.5%	38 61.5%	364 43.4%	30 31.2%	185 51.9%	55 36.1%	92 40.0%
Don't know	159 15.9%	56 11.4%	104 20.2%	70 24.4%	46 12.9%	19 12.5%	25 11.9%	14 4.9%	29 12.8%	21 11.7%	13 18.0%	6 2.2%	28 10.1%	11 18.1%	18 13.7%	1 8.2%	13 6.6%	19 11.0%	56 22.1%	71 18.9%	16 15.7%	6 10.5%	137 16.4%	23 23.4%	51 14.4%	37 24.5%	26 11.2%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%



Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 29
Q22. When, if ever, do you think Boris Johnson should try to return to the House of Commons as an MP?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
At the next general election in 2015	203	102	101	73	68	38	24	64	47	36	19	48	68	13	36	1	38	47	52	67	20	8	175	30	81	17	48
	20.3%	21.0%	19.7%	25.4%	19.4%	25.4%	11.4%	22.4%	20.5%	20.1%	25.2%	18.6%	24.2%	21.9%	28.2%	7.8%	19.5%	27.0%	20.3%	17.7%	19.8%	13.1%	20.9%	30.8%	22.7%	10.9%	21.0%
Not until his term as Mayor of London ends in 2016	449	199	250	110	150	75	114	166	90	82	29	162	103	23	46	9	93	74	103	179	44	30	374	38	146	87	101
	44.9%	40.9%	48.7%	38.4%	42.5%	49.9%	54.3%	58.4%	39.3%	45.1%	39.5%	62.8%	36.8%	36.9%	36.0%	52.0%	47.8%	42.4%	40.4%	47.6%	44.2%	48.9%	44.7%	39.2%	41.0%	57.5%	43.7%
As soon as possible	115	64	51	46	47	5	18	28	21	25	6	22	21	12	22	3	23	10	42	39	11	8	97	17	36	19	25
	11.5%	13.2%	9.9%	16.0%	13.2%	3.3%	8.5%	9.8%	9.3%	13.5%	8.5%	8.6%	7.5%	19.8%	17.1%	17.5%	12.1%	5.8%	16.6%	10.4%	10.8%	12.3%	11.6%	17.3%	10.2%	12.6%	10.6%
Never	232	121	111	58	88	32	54	27	71	39	20	26	88	13	24	4	40	43	58	91	25	16	191	12	93	29	57
	23.2%	24.9%	21.7%	20.3%	24.9%	21.4%	25.8%	9.4%	30.9%	21.3%	26.8%	10.0%	31.5%	21.3%	18.7%	22.7%	20.5%	24.7%	22.7%	24.3%	25.2%	25.7%	22.8%	12.7%	26.1%	19.0%	24.7%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 30

Q23. Boris Johnson's current term as Mayor of London ends in May 2016. If he did return to the House of Commons at the 2015 general election, do you think he would be capable of doing both jobs (MP and Mayor of London) for a year?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Yes	230	136	94	105	82	20	22	67	48	44	18	61	57	19	42	5	63	34	63	70	25	8	198	31	77	33	54
	23.0%	27.9%	18.3%	36.6%	23.3%	13.6%	10.4%	23.5%	21.1%	24.5%	24.3%	23.5%	20.4%	30.7%	32.8%	26.3%	32.3%	19.7%	24.5%	18.7%	24.4%	12.3%	23.6%	32.0%	21.7%	21.5%	23.6%
No	597	282	316	128	207	97	166	168	155	108	41	167	169	39	61	11	111	98	138	250	63	46	489	44	222	91	131
	59.7%	58.0%	61.4%	44.4%	58.6%	64.9%	79.0%	59.1%	67.7%	59.4%	55.2%	65.0%	60.4%	63.2%	47.1%	63.8%	57.0%	56.4%	54.2%	66.4%	62.8%	73.3%	58.3%	45.1%	62.4%	60.0%	57.1%
Don't know	173	68	105	55	64	32	22	49	25	29	15	30	54	4	26	2	21	42	54	56	13	9	151	22	56	28	44
	17.3%	14.1%	20.3%	19.0%	18.1%	21.5%	10.6%	17.4%	11.2%	16.1%	20.5%	11.5%	19.2%	6.1%	20.1%	9.9%	10.7%	23.8%	21.3%	15.0%	12.7%	14.4%	18.1%	22.9%	15.9%	18.4%	19.3%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 31

Q24. Michael Gove recently described the number of "Old Etonians" (people who went to Eton school) at the top of the Conservative Party as "ridiculous". Which of the following statements is closest to your opinion?

Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
It is true that the number of "Old Etonians" at the top of the Conservative Party is "ridiculous"	486	249	237	126	178	79	103	94	143	113	40	79	189	36	74	4	111	101	125	149	64	32	391	46	156	61	127
	48.6%	51.3%	46.1%	43.9%	50.4%	52.7%	49.1%	33.0%	62.6%	62.4%	53.9%	30.7%	67.9%	59.3%	57.3%	25.4%	57.0%	58.0%	49.1%	39.6%	63.5%	51.4%	46.6%	47.3%	43.8%	40.1%	55.1%
It is not true that the number of "Old Etonians" at the top of the Conservative Party is "ridiculous"	203	110	93	64	65	24	50	109	30	28	8	103	28	7	20	6	44	35	48	77	13	8	182	13	82	42	42
	20.3%	22.6%	18.2%	22.1%	18.5%	16.1%	24.0%	38.3%	13.0%	15.7%	11.0%	39.8%	10.1%	11.5%	15.8%	35.6%	22.7%	19.9%	18.7%	20.4%	13.4%	13.5%	21.7%	13.6%	23.2%	27.8%	18.3%
Don't know	311	127	184	98	110	47	56	82	56	40	26	76	61	18	35	7	39	39	82	151	23	22	266	38	117	49	61
	31.1%	26.1%	35.8%	34.0%	31.0%	31.2%	26.8%	28.7%	24.4%	21.9%	35.2%	29.5%	22.0%	29.2%	26.9%	39.0%	20.3%	22.1%	32.2%	40.0%	23.1%	35.1%	31.7%	39.1%	33.0%	32.1%	26.6%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 32
Q25. Which of the following descriptions do you think fit David Cameron?
Summary of Fits
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	392	194	198	100	137	56	99	209	55	59	18	212	48	32	42	3	90	73	90	139	24	17	351	48	155	51	94
	39.2%	40.0%	38.5%	34.7%	38.7%	37.4%	47.4%	73.4%	24.2%	32.5%	24.3%	82.3%	17.0%	51.4%	32.8%	14.8%	46.5%	41.7%	35.3%	36.9%	24.0%	27.9%	41.9%	49.6%	43.7%	33.8%	40.6%
Statesmanlike	462	239	223	111	174	72	106	228	79	75	28	213	77	33	48	10	110	81	119	152	38	25	398	45	153	75	124
	46.2%	49.3%	43.3%	38.4%	49.2%	48.2%	50.4%	80.0%	34.6%	41.5%	37.7%	82.7%	27.7%	54.5%	36.8%	55.6%	56.4%	46.4%	46.7%	40.4%	38.2%	41.0%	47.5%	45.6%	43.1%	49.1%	53.6%
Makes tough decisions	551	279	272	153	197	107	93	229	86	111	27	221	100	39	58	10	128	106	152	164	35	29	487	54	207	80	145
	55.1%	57.4%	52.8%	53.1%	55.9%	71.4%	44.6%	80.6%	37.7%	61.3%	35.6%	85.9%	35.9%	62.8%	45.3%	60.1%	65.9%	61.0%	59.6%	43.6%	35.0%	45.9%	58.1%	55.7%	58.1%	52.8%	63.0%
Caring	323	156	167	81	117	42	83	192	47	34	10	191	42	16	30	2	78	59	62	124	20	14	289	34	133	41	80
	32.3%	32.2%	32.5%	28.0%	33.3%	28.3%	39.6%	67.4%	20.5%	18.5%	13.1%	74.0%	15.2%	25.8%	23.4%	11.8%	40.3%	33.8%	24.3%	33.0%	19.8%	22.7%	34.6%	35.2%	37.3%	26.7%	34.7%
Intelligent	629	327	301	162	232	86	148	252	131	111	35	243	130	48	72	8	145	103	164	217	52	33	544	59	225	101	156
	62.9%	67.4%	58.6%	56.4%	65.8%	57.5%	70.6%	88.4%	57.2%	61.4%	47.6%	94.2%	46.6%	77.9%	55.8%	46.1%	74.5%	59.0%	64.2%	57.7%	52.2%	52.8%	64.9%	60.9%	63.2%	66.5%	67.9%
Common touch	192	106	87	65	73	19	36	107	31	24	4	114	31	18	8	-	44	25	47	76	12	8	172	28	73	16	55
	19.2%	21.8%	16.8%	22.5%	20.7%	12.6%	17.1%	37.7%	13.6%	13.4%	5.8%	44.4%	11.1%	28.7%	5.9%	-	22.7%	14.6%	18.3%	20.3%	11.8%	13.6%	20.5%	28.9%	20.5%	10.5%	23.8%
Trustworthy	320	174	146	75	116	34	95	197	38	41	9	203	33	16	26	2	83	55	68	113	20	12	288	39	124	41	84
	32.0%	35.8%	28.4%	26.2%	33.0%	22.5%	45.2%	69.2%	16.5%	22.7%	12.4%	79.0%	11.9%	25.4%	20.5%	11.3%	42.9%	31.6%	26.8%	30.1%	19.5%	19.5%	34.4%	39.7%	34.8%	27.1%	36.6%
Attractive	199	90	109	51	72	34	42	103	40	24	7	100	41	12	17	1	51	31	48	70	13	7	179	37	66	22	53
	19.9%	18.6%	21.1%	17.7%	20.5%	22.6%	19.9%	36.3%	17.6%	13.5%	9.0%	39.0%	14.8%	20.2%	13.3%	8.1%	26.2%	17.7%	18.7%	18.5%	13.2%	10.8%	21.4%	38.0%	18.6%	14.6%	23.1%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 33
Q26. Which of the following descriptions do you think fit Boris Johnson?
Summary of Fits
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	671	344	327	181	248	108	134	244	137	136	48	222	176	42	90	8	141	120	167	243	56	48	567	62	233	114	157
	67.1%	70.9%	63.5%	63.0%	70.3%	71.9%	63.8%	85.7%	60.1%	74.9%	64.7%	86.2%	63.0%	68.1%	69.7%	44.4%	72.6%	68.6%	65.4%	64.7%	55.7%	76.6%	67.7%	63.7%	65.5%	74.8%	67.9%
Statesmanlike	261	137	124	95	93	29	45	96	46	51	14	93	63	17	34	1	56	40	76	89	26	12	224	29	78	40	76
	26.1%	28.2%	24.1%	33.1%	26.2%	19.3%	21.3%	33.7%	20.1%	28.2%	19.1%	36.0%	22.6%	28.0%	26.7%	5.1%	28.7%	23.2%	29.8%	23.6%	25.8%	19.0%	26.7%	29.9%	21.8%	26.4%	33.1%
Makes tough decisions	429	218	212	106	148	82	92	168	78	88	32	159	113	18	63	12	103	76	105	145	36	26	367	54	162	53	96
	42.9%	44.8%	41.1%	36.9%	42.1%	54.8%	44.1%	59.1%	34.1%	48.3%	42.5%	61.6%	40.6%	30.1%	48.8%	67.5%	53.0%	43.8%	41.1%	38.5%	36.0%	41.9%	43.8%	55.2%	45.6%	35.1%	41.5%
Caring	392	199	193	126	139	65	63	152	76	77	28	143	91	27	43	9	91	59	94	149	29	28	334	38	129	64	101
	39.2%	40.9%	37.6%	43.9%	39.3%	43.2%	29.9%	53.5%	33.3%	42.5%	37.6%	55.6%	32.6%	43.4%	33.4%	54.1%	46.7%	34.0%	36.7%	39.5%	29.3%	45.7%	39.9%	39.3%	36.3%	42.2%	44.0%
Intelligent	632	338	294	153	214	111	155	236	126	130	49	208	163	46	90	6	134	109	150	240	54	41	538	60	236	98	142
	63.2%	69.6%	57.2%	53.0%	60.6%	74.0%	74.0%	83.0%	55.0%	71.7%	66.1%	80.8%	58.5%	75.2%	70.0%	35.8%	69.0%	62.3%	58.9%	63.7%	54.0%	65.4%	64.2%	61.7%	66.3%	64.3%	61.6%
Common touch	423	216	208	121	162	65	75	159	69	97	33	160	84	37	53	7	97	72	107	147	39	24	360	43	156	56	103
	42.3%	44.4%	40.4%	42.1%	45.9%	43.5%	35.8%	55.8%	30.4%	53.4%	44.2%	62.0%	30.2%	59.8%	40.9%	39.3%	50.1%	41.3%	42.0%	39.1%	38.7%	39.0%	43.0%	44.0%	44.0%	37.0%	44.8%
Trustworthy	378	198	180	114	135	52	77	178	67	52	28	171	76	22	44	5	86	58	90	145	32	20	326	40	128	60	96
	37.8%	40.9%	34.9%	39.8%	38.1%	34.6%	36.8%	62.5%	29.2%	28.6%	37.7%	66.6%	27.2%	36.4%	34.2%	30.7%	44.3%	33.1%	35.1%	38.5%	31.6%	32.7%	38.9%	41.4%	36.1%	39.2%	41.5%
Attractive	156	86	70	49	53	22	32	69	29	35	7	57	40	19	22	2	38	27	27	64	11	5	140	23	65	15	36
	15.6%	17.6%	13.7%	16.9%	15.0%	15.0%	15.2%	24.2%	12.8%	19.0%	9.4%	22.2%	14.5%	31.2%	17.4%	10.9%	19.4%	15.6%	10.5%	17.1%	10.8%	7.6%	16.8%	23.4%	18.3%	9.7%	15.5%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 34
Q27. Which of the following descriptions do you think fit George Osborne?
Summary of Fits
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272	
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230	
Likeable	234	125	109	55	84	30	65	132	33	43	5	126	35	18	34	2	40	41	41	111	17	11	206	30	92	23	61	
	23.4%	25.7%	21.2%	19.0%	23.9%	20.0%	30.9%	46.5%	14.5%	23.7%	7.2%	48.8%	12.5%	29.2%	26.3%	9.1%	20.8%	23.4%	16.2%	29.5%	16.9%	17.2%	24.6%	30.4%	26.0%	15.4%	26.3%	
Statesmanlike	339	175	164	91	124	49	75	156	54	61	24	154	48	29	49	3	82	64	84	109	30	17	293	36	117	42	96	
	33.9%	36.0%	32.0%	31.5%	35.1%	33.0%	35.9%	54.7%	23.6%	33.6%	31.9%	60.0%	17.2%	47.9%	37.7%	16.3%	42.4%	36.6%	32.9%	29.1%	29.5%	26.6%	35.0%	36.8%	33.0%	27.8%	41.6%	
Makes tough decisions	515	257	258	114	189	104	107	224	86	116	34	217	100	44	61	9	123	101	124	168	36	35	444	42	184	77	142	
	51.5%	53.0%	50.1%	39.7%	53.6%	69.7%	51.1%	78.6%	37.7%	64.2%	45.5%	84.1%	35.9%	71.8%	47.6%	49.4%	63.1%	57.8%	48.5%	44.7%	36.1%	55.7%	53.0%	42.7%	51.7%	50.5%	61.5%	
Caring	204	110	94	65	58	34	48	110	34	34	6	109	35	18	21	*	48	22	36	98	12	11	181	15	79	32	56	
	20.4%	22.7%	18.3%	22.5%	16.3%	22.4%	23.0%	38.7%	14.9%	18.7%	8.3%	42.5%	12.5%	29.4%	16.3%	1.9%	24.9%	12.6%	14.2%	26.0%	12.2%	17.0%	21.6%	14.9%	22.2%	20.8%	24.4%	
Intelligent	557	287	270	129	196	94	138	235	116	102	41	220	120	43	76	7	124	95	122	216	52	34	471	53	205	80	131	
	55.7%	59.1%	52.5%	44.7%	55.5%	62.7%	66.1%	82.7%	50.9%	56.2%	54.7%	85.6%	43.0%	69.6%	59.1%	42.2%	64.0%	54.4%	47.9%	57.3%	52.0%	55.0%	56.2%	54.4%	57.6%	52.4%	56.9%	
Common touch	159	78	81	50	48	25	35	83	29	30	6	83	32	20	14	*	38	18	27	75	11	8	140	15	61	19	45	
	15.9%	16.1%	15.7%	17.5%	13.7%	16.7%	16.9%	29.1%	12.8%	16.7%	8.5%	32.2%	11.3%	31.8%	10.9%	1.1%	19.6%	10.6%	10.7%	20.0%	11.1%	12.9%	16.7%	15.6%	17.2%	12.2%	19.6%	
Trustworthy	286	166	120	70	94	39	83	165	27	58	13	169	25	26	37	1	62	56	61	107	17	15	253	25	105	38	85	
	28.6%	34.1%	23.3%	24.2%	26.7%	26.0%	39.5%	57.9%	11.7%	31.8%	17.1%	65.5%	8.9%	42.8%	28.4%	7.9%	31.9%	31.9%	23.8%	28.5%	17.3%	24.4%	30.2%	25.6%	29.4%	25.2%	36.7%	
Attractive	136	80	56	44	48	13	31	67	26	23	6	69	29	11	13	1	33	20	22	61	8	8	121	14	47	15	44	
	13.6%	16.4%	10.9%	15.3%	13.5%	8.6%	15.0%	23.7%	11.4%	12.9%	8.1%	26.8%	10.5%	17.5%	10.5%	4.0%	17.1%	11.4%	8.8%	16.1%	7.6%	12.4%	14.4%	14.6%	13.2%	10.0%	19.1%	

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 35
Q28. Which of the following descriptions do you think fit Michael Gove?
Summary of Fits
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	151	85	67	41	44	24	43	71	33	19	6	63	35	16	21	2	32	29	29	61	7	4	141	15	62	26	36
	15.1%	17.5%	12.9%	14.1%	12.4%	16.3%	20.4%	25.1%	14.3%	10.7%	7.8%	24.3%	12.7%	26.5%	16.5%	10.5%	16.5%	16.7%	11.4%	16.3%	6.7%	6.0%	16.8%	15.9%	17.5%	16.9%	15.7%
Statesmanlike	161	84	77	54	39	28	40	69	39	21	12	62	41	14	21	1	42	25	49	45	15	4	142	23	51	32	34
	16.1%	17.2%	15.0%	18.8%	10.9%	18.9%	19.1%	24.3%	17.2%	11.4%	16.1%	24.1%	14.6%	22.0%	16.6%	6.7%	21.7%	14.1%	19.4%	11.9%	15.3%	5.9%	16.9%	23.6%	14.4%	21.1%	14.8%
Makes tough decisions	265	143	121	65	79	50	71	111	38	61	17	100	52	22	42	5	72	45	69	78	14	12	239	25	102	46	64
	26.5%	29.5%	23.6%	22.7%	22.3%	33.1%	33.8%	38.9%	16.6%	33.6%	23.4%	38.8%	18.6%	36.0%	32.9%	31.5%	37.0%	25.9%	27.2%	20.8%	14.0%	18.6%	28.5%	26.0%	28.6%	30.0%	27.9%
Caring	153	93	60	48	44	24	37	69	33	28	5	53	44	20	26	1	33	28	31	61	8	5	141	14	67	26	34
	15.3%	19.1%	11.7%	16.6%	12.5%	16.0%	17.9%	24.3%	14.3%	15.5%	7.2%	20.4%	15.8%	32.1%	20.5%	5.3%	16.7%	16.1%	12.1%	16.3%	7.6%	7.7%	16.8%	14.5%	18.8%	16.9%	14.6%
Intelligent	354	194	160	81	112	68	93	130	85	66	24	114	89	34	56	7	86	62	87	119	33	16	305	35	137	55	76
	35.4%	39.9%	31.1%	28.0%	31.8%	45.5%	44.2%	45.6%	37.3%	36.1%	32.4%	44.3%	32.0%	55.3%	43.1%	40.6%	44.4%	35.6%	34.1%	31.5%	33.3%	25.1%	36.4%	35.9%	38.4%	36.4%	32.9%
Common touch	135	71	65	37	33	28	37	65	28	27	6	55	32	17	19	1	35	19	32	50	9	5	121	13	51	25	32
	13.5%	14.6%	12.5%	12.8%	9.4%	18.9%	17.7%	22.8%	12.2%	14.8%	8.0%	21.5%	11.6%	28.2%	14.3%	5.8%	18.0%	10.7%	12.6%	13.2%	8.9%	8.1%	14.5%	13.1%	14.3%	16.2%	13.7%
Trustworthy	148	95	53	37	46	23	41	79	23	27	5	71	33	17	16	*	41	29	33	45	9	4	136	22	46	22	44
	14.8%	19.5%	10.3%	12.8%	13.2%	15.6%	19.7%	27.6%	10.2%	15.0%	6.6%	27.5%	11.8%	27.4%	12.7%	2.3%	21.0%	16.5%	13.0%	12.0%	8.5%	6.0%	16.2%	22.6%	12.9%	14.7%	19.0%
Attractive	65	41	24	31	21	8	5	27	19	13	1	16	22	9	16	-	21	13	7	24	4	2	60	4	26	9	21
	6.5%	8.5%	4.6%	10.6%	6.0%	5.3%	2.6%	9.5%	8.2%	7.2%	1.9%	6.2%	8.0%	15.4%	12.2%	-	11.0%	7.4%	2.6%	6.5%	3.9%	2.5%	7.1%	4.0%	7.3%	5.9%	9.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 36
Q29. Which of the following descriptions do you think fit Theresa May?
Summary of Fits
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	265	142	123	65	82	49	68	96	70	46	21	95	82	17	31	6	54	54	63	95	26	16	223	17	91	41	72
	26.5%	29.2%	24.0%	22.7%	23.3%	32.9%	32.6%	33.6%	30.8%	25.2%	28.7%	37.0%	29.6%	26.9%	24.1%	35.6%	27.8%	30.9%	24.5%	25.2%	26.2%	25.3%	26.6%	17.7%	25.5%	27.3%	31.2%
Statesmanlike	257	158	99	62	81	52	63	96	54	54	16	88	74	17	36	3	61	63	71	63	17	11	230	27	98	35	69
	25.7%	32.5%	19.3%	21.4%	23.0%	34.7%	30.0%	33.6%	23.7%	29.8%	21.0%	34.3%	26.6%	27.3%	27.7%	16.1%	31.2%	35.9%	27.9%	16.7%	16.9%	17.3%	27.4%	27.3%	27.6%	23.1%	30.1%
Makes tough decisions	408	202	206	82	151	76	99	165	90	76	29	155	94	28	54	6	93	74	103	138	34	23	350	41	140	66	102
	40.8%	41.6%	40.0%	28.5%	42.6%	51.0%	47.0%	57.8%	39.2%	41.7%	39.0%	60.2%	33.9%	45.4%	41.8%	35.6%	47.7%	42.4%	40.5%	36.6%	34.3%	36.9%	41.8%	41.7%	39.3%	43.6%	44.1%
Caring	246	125	121	68	80	41	57	102	56	41	23	101	62	21	27	3	54	42	56	95	27	16	204	22	86	29	65
	24.6%	25.8%	23.6%	23.6%	22.7%	27.3%	27.3%	35.9%	24.6%	22.5%	30.8%	39.2%	22.3%	33.6%	21.0%	17.1%	27.6%	24.2%	22.0%	25.1%	26.6%	26.1%	24.3%	22.1%	24.1%	19.3%	28.2%
Intelligent	511	253	259	102	170	96	143	177	134	104	40	172	154	36	56	7	102	95	125	190	53	30	428	49	178	74	125
	51.1%	52.0%	50.3%	35.5%	48.1%	64.2%	68.3%	62.1%	58.9%	57.6%	54.1%	66.9%	55.1%	58.3%	43.6%	37.9%	52.7%	54.4%	48.8%	50.4%	52.4%	49.0%	51.2%	50.2%	50.2%	48.7%	54.3%
Common touch	211	95	116	54	72	32	55	80	53	40	14	80	66	18	25	2	48	40	44	79	17	12	182	24	80	30	48
	21.1%	19.6%	22.6%	18.7%	20.3%	21.0%	26.0%	28.1%	23.4%	22.2%	18.2%	31.0%	23.7%	29.8%	19.7%	10.1%	24.6%	23.1%	17.3%	21.0%	17.1%	19.3%	21.8%	24.3%	22.6%	19.9%	20.7%
Trustworthy	277	146	130	59	95	43	80	131	63	43	12	127	71	16	24	3	60	50	61	106	31	11	234	28	83	40	81
	27.7%	30.1%	25.3%	20.6%	26.8%	28.8%	38.0%	45.9%	27.6%	23.7%	15.5%	49.1%	25.3%	26.8%	18.4%	18.1%	30.9%	28.6%	23.8%	28.2%	31.2%	17.4%	28.0%	28.6%	23.4%	26.1%	35.4%
Attractive	175	100	75	45	59	23	48	68	49	26	16	67	51	16	18	3	38	23	35	79	18	14	143	13	56	17	55
	17.5%	20.6%	14.5%	15.7%	16.6%	15.2%	23.0%	23.9%	21.3%	14.5%	20.9%	26.1%	18.3%	25.9%	14.3%	16.0%	19.5%	13.2%	13.7%	20.9%	18.2%	21.9%	17.0%	13.3%	15.7%	11.3%	23.8%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 37
Q30. Which of the following descriptions do you think fit Ed Miliband?
Summary of Fits
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	364	170	194	118	128	61	57	52	144	65	24	41	177	27	36	6	67	64	88	145	38	23	303	33	126	64	79
	36.4%	35.1%	37.6%	41.2%	36.2%	40.5%	27.2%	18.2%	63.1%	35.8%	32.6%	15.7%	63.3%	43.4%	27.8%	36.7%	34.2%	36.7%	34.5%	38.6%	37.7%	37.4%	36.2%	34.3%	35.3%	42.2%	34.3%
Statesmanlike	267	125	142	90	102	25	50	45	95	46	20	41	123	20	22	5	46	41	87	93	28	16	223	27	78	44	74
	26.7%	25.7%	27.6%	31.4%	29.0%	16.6%	23.8%	15.7%	41.7%	25.4%	26.7%	15.8%	44.2%	32.6%	17.3%	27.3%	23.6%	23.6%	34.0%	24.8%	27.7%	26.0%	26.6%	27.7%	21.9%	28.9%	32.0%
Makes tough decisions	349	148	201	110	114	59	65	65	130	56	27	63	152	24	28	4	69	44	92	144	28	27	294	40	104	73	76
	34.9%	30.5%	39.0%	38.4%	32.3%	39.5%	31.0%	22.9%	57.0%	30.8%	35.6%	24.3%	54.6%	39.5%	22.0%	21.6%	35.3%	25.2%	36.2%	38.2%	27.6%	43.0%	35.1%	41.4%	29.3%	47.8%	33.1%
Caring	378	191	187	116	132	68	62	64	143	86	27	61	196	28	23	6	79	73	79	147	29	29	320	37	124	64	92
	37.8%	39.4%	36.3%	40.4%	37.3%	45.5%	29.5%	22.6%	62.5%	47.1%	36.0%	23.8%	70.1%	44.9%	17.8%	32.1%	40.7%	41.9%	31.1%	38.9%	29.0%	47.0%	38.2%	38.1%	35.0%	42.3%	39.8%
Intelligent	540	265	275	131	192	93	124	136	168	96	42	121	204	38	55	8	105	85	123	228	51	33	456	49	186	95	124
	54.0%	54.6%	53.5%	45.6%	54.4%	61.9%	59.4%	47.9%	73.5%	53.0%	56.8%	47.1%	73.3%	61.7%	42.8%	46.3%	54.2%	48.6%	48.0%	60.5%	51.0%	53.2%	54.4%	49.8%	52.4%	62.8%	53.7%
Common touch	382	188	194	91	132	67	92	70	132	97	19	69	185	29	29	6	69	67	80	167	35	25	322	37	133	65	86
	38.2%	38.8%	37.7%	31.6%	37.3%	44.9%	43.9%	24.6%	57.9%	53.4%	25.2%	26.7%	66.5%	46.8%	22.2%	34.1%	35.6%	38.2%	31.2%	44.3%	34.8%	39.7%	38.5%	38.3%	37.5%	43.1%	37.4%
Trustworthy	293	139	154	103	104	36	51	32	131	61	14	27	159	30	25	3	54	48	71	119	24	21	247	28	91	52	76
	29.3%	28.6%	29.9%	35.6%	29.4%	23.7%	24.2%	11.1%	57.5%	33.8%	19.2%	10.6%	57.0%	48.9%	19.3%	16.8%	27.9%	27.8%	28.0%	31.5%	24.2%	33.6%	29.5%	28.4%	25.6%	34.2%	33.0%
Attractive	152	66	86	68	51	21	12	30	58	21	13	29	73	12	8	5	40	25	41	47	13	5	134	19	44	20	51
	15.2%	13.5%	16.8%	23.5%	14.5%	13.9%	5.9%	10.4%	25.3%	11.8%	17.4%	11.3%	26.2%	19.2%	6.2%	27.1%	20.6%	14.1%	15.9%	12.4%	13.0%	7.5%	16.0%	19.9%	12.3%	13.1%	22.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 38
Q31. Which of the following descriptions do you think fit Ed Balls?
Summary of Fits
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	285	139	146	86	99	46	53	46	116	50	19	43	147	19	20	5	57	49	66	113	31	15	239	31	88	55	66
	28.5%	28.5%	28.5%	29.9%	28.1%	31.0%	25.4%	16.2%	50.8%	27.6%	25.4%	16.6%	52.7%	31.1%	15.2%	28.3%	29.2%	28.1%	26.0%	30.0%	31.1%	23.9%	28.5%	31.5%	24.6%	36.0%	28.7%
Statesmanlike	231	116	115	75	80	32	44	37	93	36	20	27	109	20	26	1	56	42	57	77	32	15	184	28	60	30	66
	23.1%	23.9%	22.4%	25.9%	22.7%	21.6%	21.2%	13.1%	40.6%	19.9%	26.3%	10.6%	39.2%	33.0%	19.9%	7.8%	28.7%	24.0%	22.2%	20.5%	32.4%	24.2%	22.0%	28.2%	17.0%	19.7%	28.7%
Makes tough decisions	370	172	198	105	113	65	87	79	137	76	16	76	180	20	35	3	74	68	92	135	38	18	313	42	130	60	81
	37.0%	35.4%	38.5%	36.4%	32.1%	43.3%	41.4%	27.8%	59.9%	41.7%	21.7%	29.5%	64.4%	32.6%	26.9%	17.9%	38.2%	39.2%	36.1%	35.9%	38.2%	29.3%	37.4%	43.5%	36.7%	39.3%	35.0%
Caring	249	129	120	74	86	42	47	48	108	41	20	40	134	14	24	4	52	39	60	98	15	21	213	29	78	38	66
	24.9%	26.5%	23.4%	25.8%	24.4%	27.9%	22.4%	16.7%	47.3%	22.6%	26.2%	15.4%	48.1%	22.3%	18.3%	25.0%	26.6%	22.4%	23.5%	26.1%	15.2%	33.3%	25.4%	29.7%	21.9%	25.3%	28.8%
Intelligent	455	225	231	110	156	89	101	109	157	99	24	97	201	35	36	6	103	77	91	184	40	30	385	43	145	80	116
	45.5%	46.2%	44.9%	38.4%	44.1%	59.2%	48.0%	38.2%	68.9%	54.8%	31.5%	37.8%	72.1%	57.0%	28.2%	32.3%	53.1%	44.1%	35.7%	49.0%	39.8%	48.3%	46.0%	43.6%	40.8%	52.8%	50.3%
Common touch	336	162	174	84	114	52	85	74	130	73	18	69	160	24	28	5	79	49	67	140	29	18	288	30	125	49	84
	33.6%	33.4%	33.8%	29.3%	32.4%	34.9%	40.7%	26.0%	56.9%	40.1%	24.4%	26.8%	57.4%	38.3%	21.7%	31.0%	40.5%	28.4%	26.4%	37.3%	29.3%	29.6%	34.4%	30.3%	35.2%	32.3%	36.6%
Trustworthy	240	120	120	84	90	34	31	33	105	48	12	28	132	23	14	2	55	41	64	80	22	17	200	31	59	50	61
	24.0%	24.6%	23.3%	29.2%	25.6%	22.5%	15.0%	11.8%	46.2%	26.6%	15.6%	10.7%	47.3%	37.7%	10.7%	13.8%	28.3%	23.3%	24.9%	21.3%	22.0%	27.5%	23.9%	31.6%	16.5%	32.6%	26.7%
Attractive	114	55	59	44	37	9	24	13	63	15	6	12	70	10	6	2	26	11	31	45	18	5	92	14	25	17	36
	11.4%	11.3%	11.5%	15.2%	10.4%	6.2%	11.6%	4.6%	27.5%	8.2%	8.0%	4.8%	25.3%	16.8%	4.9%	8.7%	13.4%	6.4%	12.3%	12.0%	17.5%	7.8%	10.9%	14.1%	6.9%	11.3%	15.6%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 39
Q32. Which of the following descriptions do you think fit Nick Clegg?
Summary of Fits
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	328	171	158	95	118	55	61	106	70	80	21	111	75	39	42	6	89	61	73	105	25	20	283	39	116	49	77
	32.8%	35.1%	30.7%	33.0%	33.3%	36.8%	29.0%	37.2%	30.9%	44.1%	28.8%	43.0%	26.8%	64.3%	32.4%	35.3%	46.0%	34.9%	28.7%	27.9%	24.8%	32.9%	33.8%	40.1%	32.7%	32.2%	33.2%
Statesmanlike	270	134	136	89	97	41	42	97	65	55	15	99	60	33	28	5	69	39	70	91	23	13	233	36	85	36	77
	27.0%	27.5%	26.5%	31.0%	27.6%	27.2%	20.1%	34.2%	28.4%	30.2%	19.7%	38.3%	21.6%	54.1%	21.5%	28.0%	35.5%	22.5%	27.5%	24.3%	23.4%	20.7%	27.9%	36.6%	23.8%	23.4%	33.6%
Makes tough decisions	286	143	143	89	90	55	52	94	59	66	20	88	60	31	40	6	64	47	75	99	19	18	249	37	92	48	73
	28.6%	29.5%	27.8%	31.0%	25.5%	36.8%	24.6%	33.0%	25.8%	36.1%	26.9%	34.0%	21.5%	50.2%	31.4%	33.3%	33.2%	27.2%	29.3%	26.4%	19.0%	29.0%	29.7%	37.5%	25.8%	31.3%	31.7%
Caring	318	171	147	82	111	53	72	117	65	84	21	115	70	45	36	5	90	56	72	100	23	22	273	32	119	45	75
	31.8%	35.3%	28.5%	28.5%	31.5%	35.4%	34.2%	41.3%	28.5%	46.0%	27.7%	44.6%	25.1%	72.6%	28.3%	27.4%	46.3%	32.3%	28.2%	26.5%	23.1%	35.6%	32.6%	33.0%	33.3%	29.3%	32.7%
Intelligent	499	260	239	118	179	81	122	181	109	110	36	171	119	50	56	8	119	82	116	182	38	27	435	56	178	81	118
	49.9%	53.6%	46.4%	40.9%	50.7%	53.8%	58.1%	63.7%	47.7%	60.7%	47.8%	66.4%	42.7%	81.5%	43.2%	47.0%	61.3%	46.9%	45.6%	48.4%	37.5%	42.7%	51.9%	57.2%	50.0%	53.5%	51.2%
Common touch	253	137	116	72	91	36	55	89	55	63	11	98	56	29	33	4	62	43	67	81	17	16	220	29	100	37	55
	25.3%	28.2%	22.6%	25.0%	25.8%	23.9%	26.1%	31.2%	24.1%	35.0%	15.3%	38.1%	20.1%	47.8%	25.8%	21.3%	31.9%	24.6%	26.4%	21.5%	16.8%	25.8%	26.3%	29.2%	28.2%	24.2%	23.8%
Trustworthy	223	118	104	60	78	32	53	96	37	53	10	93	39	29	31	3	61	43	47	71	16	11	195	23	91	28	54
	22.3%	24.4%	20.3%	20.7%	22.2%	21.4%	25.3%	33.6%	16.3%	28.9%	13.8%	36.2%	13.8%	46.6%	24.0%	15.3%	31.4%	24.9%	18.5%	18.9%	16.4%	18.2%	23.3%	23.1%	25.6%	18.4%	23.3%
Attractive	193	85	108	51	70	28	44	68	58	38	9	68	57	19	19	2	54	35	40	64	12	11	170	23	62	28	56
	19.3%	17.5%	21.0%	17.9%	19.7%	18.7%	20.9%	23.8%	25.5%	20.9%	11.9%	26.5%	20.3%	30.2%	14.4%	12.9%	27.7%	20.0%	15.9%	17.0%	12.2%	17.0%	20.3%	24.0%	17.4%	18.1%	24.5%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 40
Q33. Which of the following descriptions do you think fit Nigel Farage?
Summary of Fits
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Likeable	273 27.3%	167 34.3%	106 20.6%	67 23.2%	83 23.6%	47 31.1%	76 36.3%	114 40.1%	46 20.2%	51 28.1%	28 38.2%	85 33.0%	54 19.3%	15 24.0%	89 68.7%	5 28.6%	55 28.3%	51 29.4%	62 24.3%	104 27.7%	11 11.1%	12 19.8%	249 29.8%	34 34.9%	113 31.8%	42 27.5%	58 25.3%
Statesmanlike	227 22.7%	149 30.8%	78 15.1%	66 22.8%	65 18.5%	34 22.6%	62 29.7%	86 30.2%	52 22.8%	44 24.4%	21 27.8%	58 22.6%	62 22.1%	15 24.3%	61 47.5%	2 12.3%	45 23.3%	37 21.1%	56 22.0%	89 23.6%	16 16.3%	9 14.8%	201 24.1%	27 27.4%	87 24.6%	36 23.5%	52 22.5%
Makes tough decisions	266 26.6%	127 26.0%	139 27.1%	56 19.4%	81 23.0%	54 36.0%	75 35.6%	112 39.2%	49 21.6%	51 28.1%	34 45.7%	84 32.7%	52 18.6%	18 28.6%	71 55.2%	5 26.5%	53 27.2%	48 27.5%	61 24.0%	104 27.6%	15 15.3%	15 23.6%	236 28.1%	28 29.1%	110 30.8%	44 29.1%	52 22.6%
Caring	197 19.7%	114 23.6%	82 16.0%	46 16.0%	55 15.6%	43 28.8%	52 25.0%	82 28.8%	39 17.1%	38 20.8%	27 36.4%	59 22.8%	37 13.3%	15 25.1%	61 47.2%	2 11.5%	28 14.5%	33 19.1%	44 17.2%	91 24.3%	12 11.7%	13 21.3%	172 20.5%	20 20.8%	77 21.7%	33 21.7%	41 17.9%
Intelligent	396 39.6%	226 46.5%	170 33.1%	80 27.9%	106 30.1%	91 60.5%	119 56.8%	145 50.9%	86 37.6%	78 43.2%	48 63.7%	119 46.1%	107 38.3%	23 38.1%	86 67.0%	6 32.3%	73 37.5%	71 40.7%	89 34.7%	164 43.5%	25 24.5%	22 36.0%	349 41.7%	34 34.8%	164 46.1%	66 43.3%	84 36.5%
Common touch	321 32.1%	189 38.8%	132 25.7%	71 24.8%	100 28.4%	59 39.6%	90 42.8%	131 46.1%	59 25.9%	70 38.5%	31 41.8%	109 42.2%	73 26.1%	18 28.8%	89 69.1%	4 24.1%	64 33.2%	71 40.5%	66 26.0%	119 31.6%	15 15.4%	11 18.5%	294 35.1%	28 28.2%	159 44.6%	42 27.5%	64 27.8%
Trustworthy	181 18.1%	107 22.1%	73 14.3%	54 18.8%	54 15.3%	26 17.7%	46 22.0%	73 25.8%	32 14.2%	37 20.3%	25 33.1%	60 23.4%	34 12.2%	14 23.5%	58 45.3%	2 9.3%	40 20.4%	28 16.0%	44 17.1%	70 18.5%	7 6.7%	7 11.7%	167 19.9%	24 24.2%	66 18.4%	32 20.9%	44 19.2%
Attractive	109 10.9%	68 14.0%	41 7.9%	37 13.0%	26 7.5%	18 11.7%	27 13.0%	36 12.8%	28 12.4%	20 11.2%	14 18.4%	22 8.5%	29 10.4%	15 24.6%	32 24.5%	1 6.0%	25 12.9%	17 9.9%	18 7.1%	48 12.8%	3 3.4%	8 13.2%	97 11.6%	20 20.8%	36 10.2%	19 12.7%	21 8.9%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 41

Q34. This week the Chancellor presented his Budget for the next year Have you seen / read or heard about the content of this year's Budget yet?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Yes	767 76.7%	385 79.2%	382 74.3%	204 71.0%	262 74.1%	125 83.4%	176 83.9%	233 82.0%	179 78.2%	149 82.3%	65 87.8%	213 82.8%	212 76.0%	47 76.0%	97 75.4%	16 95.1%	157 80.9%	134 76.6%	198 77.7%	278 73.8%	81 80.4%	47 75.0%	639 76.3%	75 77.1%	273 76.7%	124 81.5%	166 72.0%
No	233 23.3%	101 20.8%	132 25.7%	83 29.0%	91 25.9%	25 16.6%	34 16.1%	51 18.0%	50 21.8%	32 17.7%	9 12.2%	44 17.2%	67 24.0%	15 24.0%	32 24.6%	1 4.9%	37 19.1%	41 23.4%	57 22.3%	99 26.2%	20 19.6%	16 25.0%	198 23.7%	22 22.9%	83 23.3%	28 18.5%	65 28.0%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 42

Q35. To what extent, if at all, did this budget as a whole have an effect on how likely you are to vote Conservative at the next election?

Base : Respondents who have seen / read or heard about the content next year's Budget

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	786	398	388	155	282	174	175	244	181	144	73	225	199	60	105	21	223	181	202	180	70	61	655	68	212	150	223
Weighted Total	767	385	382	204	262	125	176	233	179	149	65	213	212	47	97	16	157	134	198	278	81	47	639	75	273	124	166
Much more likely to vote Conservative	80	58	22	18	31	7	25	55	10	6	4	63	6	6	3	1	19	11	16	34	2	5	73	7	25	8	32
	10.5%	15.1%	5.8%	9.0%	11.7%	5.2%	14.0%	23.6%	5.5%	4.0%	6.7%	29.8%	3.0%	12.2%	3.5%	3.2%	12.4%	8.0%	8.0%	12.3%	1.9%	11.8%	11.5%	9.8%	9.2%	6.7%	19.6%
A little more likely to vote Conservative	119	63	56	48	45	9	17	51	19	19	9	56	15	8	23	2	35	38	29	17	11	4	104	15	54	14	20
	15.5%	16.4%	14.7%	23.4%	17.3%	7.5%	9.4%	21.9%	10.6%	13.0%	13.7%	26.5%	6.9%	17.1%	23.9%	10.7%	22.5%	28.2%	14.5%	6.2%	14.3%	8.3%	16.2%	20.4%	19.9%	11.5%	12.1%
The Budget has not affected my vote	419	199	220	88	129	94	109	118	100	95	31	92	121	28	52	12	78	68	109	164	37	24	358	40	165	72	79
	54.7%	51.8%	57.6%	43.1%	49.2%	75.3%	61.8%	50.5%	56.0%	63.4%	47.0%	43.4%	56.8%	59.5%	53.6%	70.8%	49.9%	50.6%	55.1%	59.1%	46.3%	50.8%	56.0%	53.6%	60.4%	58.0%	47.9%
A little less likely to vote Conservative	29	10	19	8	14	2	6	7	9	10	1	1	16	3	4	1	9	7	8	5	2	2	26	2	6	10	8
	3.8%	2.6%	5.0%	3.7%	5.4%	1.3%	3.3%	3.1%	5.0%	6.5%	1.1%	0.3%	7.6%	6.2%	3.7%	6.3%	5.6%	5.4%	4.0%	1.9%	2.1%	4.3%	4.0%	3.2%	2.2%	7.7%	4.5%
Much less likely to vote Conservative	119	54	64	43	43	13	20	2	41	20	21	-	54	2	15	1	15	10	36	57	29	12	79	10	23	20	26
	15.5%	14.2%	16.8%	20.8%	16.3%	10.6%	11.4%	0.9%	22.9%	13.1%	31.5%	-	25.6%	4.9%	15.4%	9.1%	9.7%	7.7%	18.4%	20.4%	35.5%	24.8%	12.3%	13.0%	8.3%	16.0%	15.9%
SIGMA	767	385	382	204	262	125	176	233	179	149	65	213	212	47	97	16	157	134	198	278	81	47	639	75	273	124	166
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 43
Q36. Do you think you personally will be better or worse off as a result of this year's budget?
Base : Respondents who have seen / read or heard about the content next year's Budget

	Total		Gender				Age				2010 Vote				Voting Intention					SEG				Region6+1						
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North		
Unweighted Total	786	398	388	155	282	174	175	244	181	144	73	225	199	60	105	21	223	181	202	180	70	61	655	68	212	150	223			
Weighted Total	767	385	382	204	262	125	176	233	179	149	65	213	212	47	97	16	157	134	198	278	81	47	639	75	273	124	166			
Better off	160	100	60	46	47	27	41	83	23	32	12	83	22	12	17	-	53	23	46	37	15	6	139	11	57	31	40			
	20.9%	26.0%	15.7%	22.4%	17.8%	21.3%	23.4%	35.4%	12.6%	21.3%	18.2%	38.8%	10.6%	26.5%	18.0%	-	34.0%	17.5%	23.2%	13.5%	18.6%	12.1%	21.8%	14.3%	21.0%	25.3%	24.2%			
Worse off	172	90	82	49	57	24	43	14	64	43	23	8	81	14	25	2	23	22	47	81	28	16	128	17	55	20	35			
	22.4%	23.4%	21.5%	23.7%	21.6%	19.5%	24.2%	5.8%	36.0%	28.6%	35.2%	3.9%	38.1%	30.7%	25.7%	9.5%	14.4%	16.5%	23.6%	29.1%	34.4%	34.7%	20.0%	23.1%	20.3%	16.6%	21.2%			
Neither better nor worse off	394	186	209	92	143	71	89	130	86	73	29	115	104	20	52	14	79	83	96	137	35	17	342	46	153	59	82			
	51.4%	48.3%	54.6%	44.9%	54.7%	56.8%	50.4%	55.9%	48.2%	49.2%	44.7%	54.0%	49.0%	42.8%	53.0%	86.0%	50.2%	61.8%	48.3%	49.5%	43.3%	36.9%	53.5%	61.6%	56.3%	47.4%	49.4%			
Don't know	40	9	31	18	15	3	3	7	6	1	1	7	5	-	3	1	2	6	10	22	3	8	29	1	7	13	9			
	5.2%	2.3%	8.2%	9.0%	5.9%	2.3%	1.9%	2.9%	3.2%	0.9%	1.9%	3.3%	2.4%	-	3.4%	4.5%	1.5%	4.2%	5.0%	8.0%	3.8%	16.4%	4.6%	1.0%	2.4%	10.8%	5.2%			
SIGMA	767	385	382	204	262	125	176	233	179	149	65	213	212	47	97	16	157	134	198	278	81	47	639	75	273	124	166			
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 44
Q37. Which of the following savings / investments do you currently have?
Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
A cash ISA	457	223	234	107	162	72	117	169	89	105	32	156	105	38	52	8	120	89	107	142	51	21	386	42	158	71	115
	45.7%	45.9%	45.6%	37.2%	45.9%	47.7%	55.7%	59.5%	39.1%	57.7%	43.5%	60.5%	37.6%	62.7%	40.3%	46.5%	61.5%	51.0%	42.1%	37.6%	50.7%	33.4%	46.0%	42.6%	44.4%	46.5%	50.1%
A stocks & shares ISA	172	108	64	34	50	33	55	80	34	34	10	74	40	11	26	2	57	38	35	42	11	6	155	28	75	17	34
	17.2%	22.3%	12.4%	11.9%	14.2%	22.0%	26.2%	28.3%	15.0%	18.6%	12.8%	28.8%	14.5%	17.7%	19.8%	10.3%	29.2%	21.9%	13.8%	11.1%	11.1%	9.3%	18.5%	28.2%	21.0%	11.4%	14.8%
NS&I Premium Bonds	255	138	117	41	67	58	89	112	40	55	18	88	57	14	31	2	51	60	62	82	19	14	222	23	116	41	40
	25.5%	28.4%	22.8%	14.3%	18.9%	38.9%	42.7%	39.4%	17.4%	30.1%	24.0%	34.4%	20.5%	23.0%	24.0%	10.4%	26.4%	34.6%	24.3%	21.8%	19.0%	22.7%	26.5%	23.8%	32.6%	27.0%	17.4%
A private pension	301	175	126	41	104	60	96	120	63	59	25	116	59	30	40	2	75	65	76	85	30	18	252	28	116	45	62
	30.1%	36.0%	24.5%	14.4%	29.3%	40.4%	45.6%	42.3%	27.5%	32.6%	33.1%	45.2%	21.1%	49.2%	30.8%	13.0%	38.6%	37.3%	30.0%	22.5%	30.3%	29.7%	30.1%	28.3%	32.7%	29.3%	26.8%
None of the above	328	129	199	122	113	34	58	40	89	52	20	35	123	11	45	8	29	31	91	176	36	24	268	32	106	50	79
	32.8%	26.6%	38.6%	42.5%	32.1%	22.7%	27.9%	14.0%	39.1%	28.7%	27.4%	13.7%	44.3%	18.3%	35.1%	46.1%	15.2%	17.9%	35.9%	46.8%	36.1%	38.2%	32.0%	33.0%	29.8%	33.2%	34.5%
SIGMA	1514	773	740	346	496	257	415	522	315	304	105	470	385	105	194	22	332	283	372	526	148	83	1283	152	571	224	331
	151.4%	159.3%	144.0%	120.2%	140.5%	171.7%	198.1%	183.5%	138.1%	167.7%	140.7%	182.5%	138.0%	170.9%	150.0%	126.5%	171.0%	162.6%	146.0%	139.7%	147.2%	133.2%	153.2%	155.9%	160.6%	147.3%	143.7%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 45
Q38. How much did you invest in your cash ISA in the last tax year?
Base : Respondents currently have a cash ISA

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	515	248	267	105	176	102	132	173	101	106	39	166	111	47	63	13	165	125	127	98	48	36	431	44	149	95	143
Weighted Total	457	223	234	107	162	72	117	169	89	105	32	156	105	38	52	8	120	89	107	142	51	21	386	42	158	71	115
The maximum limit of £5,760	149	86	62	27	49	35	38	56	31	40	9	48	43	7	20	-	51	33	35	31	19	5	124	18	58	22	27
	32.6%	38.8%	26.6%	25.4%	30.3%	48.9%	32.2%	33.1%	34.4%	38.5%	27.6%	30.8%	41.5%	17.7%	39.2%	-	42.4%	36.7%	32.5%	21.7%	37.8%	25.2%	32.3%	43.5%	36.6%	30.5%	23.4%
Less than £5760	308	136	172	80	113	37	79	113	59	64	24	108	61	32	32	8	69	56	72	111	32	16	261	23	100	49	88
	67.4%	61.2%	73.4%	74.6%	69.7%	51.1%	67.8%	66.9%	65.6%	61.5%	72.4%	69.2%	58.5%	82.3%	60.8%	100.0%	57.6%	63.3%	67.5%	78.3%	62.2%	74.8%	67.7%	56.5%	63.4%	69.5%	76.6%
SIGMA	457	223	234	107	162	72	117	169	89	105	32	156	105	38	52	8	120	89	107	142	51	21	386	42	158	71	115
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 46
Q39. How much did you invest in total in your ISA in the last tax year, including both cash and stocks & shares investments?
Base : Respondents currently have a stocks & shares ISA

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	190	125	65	35	56	43	56	87	38	27	15	81	39	17	26	3	85	40	38	27	9	11	170	25	61	30	53
Weighted Total	172	108	64	34	50	33	55	80	34	34	10	74	40	11	26	2	57	38	35	42	11	6	155	28	75	17	34
The maximum limit of £11,520	53	35	18	18	21	4	10	31	10	5	2	30	10	5	3	-	29	10	7	7	2	2	49	7	22	7	12
	31.1%	32.3%	28.9%	52.0%	42.2%	12.7%	18.9%	38.1%	30.0%	15.7%	20.7%	40.3%	25.5%	48.4%	13.5%	-	51.1%	25.8%	21.3%	16.9%	20.1%	36.2%	31.7%	26.8%	29.2%	38.2%	34.9%
Less than £11,520	119	73	45	16	29	29	44	50	24	28	8	44	30	6	22	2	28	28	28	35	9	4	106	20	53	11	22
	68.9%	67.7%	71.1%	48.0%	57.8%	87.3%	81.1%	61.9%	70.0%	84.3%	79.3%	59.7%	74.5%	51.6%	86.5%	100.0%	48.9%	74.2%	78.7%	83.1%	79.9%	63.8%	68.3%	73.2%	70.8%	61.8%	65.1%
SIGMA	172	108	64	34	50	33	55	80	34	34	10	74	40	11	26	2	57	38	35	42	11	6	155	28	75	17	34
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 47

Q40. An ISA is a savings account where the interest you earn is free from tax. In the budget this week, it was announced that the total amount people can save in an ISA each year is being increased from £11,520 to £15,000, and restrictions on how much can be in cash are being removed. The amount of tax payable on earnings from other savings is also being reduced.

Which of the following is closest to your opinion?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
These policies will encourage me to save more of my money	259 25.9%	148 30.5%	111 21.6%	84 29.4%	85 24.1%	38 25.4%	52 24.7%	109 38.4%	34 15.0%	53 29.3%	16 21.7%	105 40.8%	47 16.9%	17 28.0%	30 23.6%	3 15.8%	77 39.8%	56 32.0%	65 25.4%	61 16.2%	22 22.0%	13 20.6%	224 26.8%	26 27.0%	115 32.3%	30 19.7%	53 23.0%
These policies would encourage me to save more of my money,, but I can't currently afford to set aside any more money for savings	422 42.2%	165 34.0%	257 50.0%	132 45.8%	152 43.1%	64 43.0%	74 35.2%	120 42.3%	109 47.9%	74 41.0%	33 43.7%	112 43.4%	131 46.9%	27 44.7%	39 29.9%	11 64.1%	75 38.7%	64 37.0%	106 41.7%	176 46.8%	34 33.8%	23 37.5%	365 43.6%	38 38.5%	146 41.1%	63 41.7%	116 50.2%
These policies do nothing to interest me in saving more money	319 31.9%	173 35.6%	146 28.4%	71 24.8%	116 32.8%	47 31.7%	84 40.1%	55 19.3%	85 37.1%	54 29.7%	26 34.6%	41 15.7%	101 36.3%	17 27.3%	60 46.5%	3 20.1%	42 21.5%	54 31.0%	84 32.9%	139 37.0%	44 44.2%	26 41.9%	248 29.7%	34 34.5%	94 26.5%	59 38.6%	62 26.8%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll

Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 48

Q41. The Chancellor announced that tax restrictions on pensioners' access to their pension pot will be removed, ending the requirement to buy an annuity, and reducing the tax payable on withdrawals from 55% to 20%. To what extent, if at all, do these changes to pensions make you more likely to vote Conservative at the next election?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Much more likely to vote Conservative	85 8.5%	50 10.4%	35 6.7%	25 8.8%	31 8.7%	11 7.4%	18 8.6%	52 18.4%	14 6.1%	7 3.9%	4 5.4%	58 22.4%	9 3.1%	8 13.0%	6 4.5%	1 5.9%	21 11.0%	16 9.5%	20 7.7%	28 7.3%	2 2.2%	6 10.3%	76 9.1%	11 11.0%	30 8.3%	9 5.8%	27 11.7%
A little more likely to vote Conservative	122 12.2%	72 14.8%	50 9.7%	60 20.8%	51 14.3%	6 4.1%	5 2.5%	45 15.7%	19 8.5%	22 12.2%	7 9.1%	47 18.3%	22 8.0%	8 13.3%	21 16.2%	1 7.4%	32 16.6%	34 19.2%	30 11.8%	26 6.9%	10 10.1%	4 6.0%	108 12.9%	13 13.5%	50 13.9%	19 12.3%	26 11.5%
Does not affect my vote	664 66.4%	298 61.5%	366 71.2%	149 51.9%	232 65.6%	113 75.2%	171 81.5%	181 63.6%	162 70.9%	130 71.9%	40 54.2%	149 57.8%	194 69.7%	39 63.9%	79 61.0%	14 79.4%	121 62.1%	102 58.4%	176 69.1%	266 70.6%	65 65.3%	42 67.0%	557 66.5%	63 64.1%	237 66.8%	104 68.3%	152 65.8%
A little less likely to vote Conservative	26 2.6%	13 2.7%	13 2.4%	16 5.5%	7 1.9%	2 1.2%	1 0.7%	2 0.9%	11 4.8%	7 3.9%	2 3.0%	2 0.9%	14 5.1%	5 7.8%	1 1.1%	-	7 3.5%	5 2.8%	3 1.3%	11 2.9%	-	3 5.0%	23 2.7%	2 2.1%	14 3.8%	1 0.7%	6 2.5%
Much less likely to vote Conservative	103 10.3%	52 10.6%	52 10.0%	37 13.0%	34 9.5%	18 12.1%	14 6.7%	4 1.5%	22 9.8%	15 8.1%	21 28.3%	2 0.7%	39 14.1%	1 2.0%	22 17.2%	1 7.3%	13 6.8%	18 10.2%	26 10.2%	46 12.3%	22 22.4%	7 11.6%	74 8.8%	9 9.4%	25 7.1%	19 12.8%	20 8.5%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 49
Q42 Which of the following do you think would be your spending priority with your pension money at retirement?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Buy an annuity	66 6.6%	42 8.7%	24 4.7%	10 3.4%	22 6.2%	19 12.4%	16 7.7%	20 7.2%	17 7.5%	20 10.9%	2 3.3%	18 7.1%	30 10.6%	5 8.1%	8 6.0%	1 4.7%	9 4.8%	21 12.3%	15 5.7%	21 5.6%	2 2.1%	2 2.8%	62 7.5%	5 5.1%	35 9.8%	12 8.2%	10 4.4%
Buy luxury items such as cars or holidays	83 8.3%	56 11.6%	27 5.3%	33 11.5%	30 8.4%	10 6.6%	11 5.1%	28 9.8%	15 6.7%	10 5.6%	7 9.6%	29 11.3%	20 7.2%	6 9.2%	18 13.9%	1 5.0%	16 8.0%	21 11.9%	20 7.8%	27 7.2%	7 6.9%	2 3.5%	74 8.9%	8 7.8%	30 8.6%	7 4.9%	29 12.6%
Help children, grandchildren or relatives with a deposit for a house, education fees or similar	140 14.0%	59 12.1%	81 15.8%	63 21.9%	51 14.5%	7 4.4%	19 9.3%	35 12.4%	35 15.3%	35 19.0%	3 3.8%	28 11.0%	45 16.0%	10 16.8%	20 15.6%	5 28.6%	42 21.6%	21 12.2%	42 16.3%	35 9.4%	8 8.0%	6 9.6%	126 15.1%	19 19.7%	44 12.4%	18 11.9%	45 19.4%
Pay down /off a mortgage or personal credit	146 14.6%	72 14.8%	74 14.4%	54 18.9%	67 19.0%	15 10.1%	9 4.5%	42 14.6%	37 16.1%	23 12.9%	18 24.5%	44 17.3%	47 16.9%	7 10.8%	17 12.9%	1 5.4%	34 17.5%	26 15.0%	38 14.8%	48 12.8%	15 15.3%	10 16.3%	121 14.4%	11 11.4%	45 12.7%	27 17.6%	38 16.3%
Personal investment	163 16.3%	85 17.5%	78 15.2%	35 12.1%	52 14.8%	32 21.3%	44 21.2%	83 29.1%	34 14.9%	18 10.2%	12 15.5%	75 29.1%	36 12.8%	12 19.4%	23 17.9%	1 5.4%	46 23.8%	36 20.6%	27 10.5%	54 14.5%	20 19.7%	6 9.8%	138 16.4%	21 21.4%	68 19.0%	21 14.0%	26 11.2%
Other	100 10.0%	43 8.8%	57 11.2%	16 5.5%	16 4.4%	26 17.7%	42 20.1%	24 8.3%	26 11.6%	19 10.3%	9 11.5%	21 8.1%	26 9.5%	2 2.7%	16 12.4%	6 32.1%	11 5.7%	12 6.8%	37 14.7%	40 10.6%	20 19.8%	3 5.6%	77 9.2%	6 6.3%	30 8.5%	20 13.1%	20 8.8%
Dont know	301 30.1%	128 26.4%	172 33.5%	77 26.8%	115 32.6%	41 27.5%	67 32.1%	53 18.6%	64 27.8%	56 31.1%	24 31.8%	41 16.1%	75 27.0%	20 32.9%	27 21.3%	3 18.8%	36 18.6%	37 21.3%	77 30.2%	151 40.0%	28 28.3%	33 52.5%	240 28.6%	28 28.3%	103 29.1%	46 30.2%	63 27.2%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll

Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 50**Q43. Steve Webb, the pensions minister, said pensioners must be free to use their retirement savings however they wish: "if they want to blow the lot on a Lamborghini, that's fine"****Ed Balls, by contrast, seemed more wary, suggesting that without "financial education", some people could end up misusing their money.****Which statement is closest to your opinion?****Base : All Respondents**

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Allowing pensioners to spend their retirement savings however they like is a good thing, as it will give pensioners more freedom and control over their lives	501 50.1%	243 50.1%	258 50.1%	146 50.8%	189 53.4%	68 45.6%	98 46.9%	185 64.9%	103 45.0%	69 38.3%	40 53.6%	182 70.6%	105 37.6%	32 52.5%	65 50.7%	10 59.6%	101 51.8%	93 53.5%	143 56.2%	164 43.5%	48 47.5%	33 52.4%	421 50.3%	52 52.9%	163 45.9%	76 49.9%	128 55.8%
Allowing pensioners to spend their retirement savings however they like is a bad thing, as it will mean some pensioners have spent all their savings years before they die and have no money left to live on	314 31.4%	174 35.8%	140 27.1%	78 27.0%	101 28.5%	59 39.2%	77 36.6%	70 24.7%	91 40.1%	83 45.7%	21 28.6%	55 21.3%	131 46.9%	21 34.0%	54 41.7%	2 11.5%	72 36.9%	61 35.0%	50 19.4%	131 34.9%	28 27.8%	16 25.4%	270 32.2%	27 28.1%	127 35.6%	45 29.5%	71 30.8%
Don't know	185 18.5%	68 14.0%	117 22.7%	64 22.2%	64 18.1%	23 15.2%	35 16.5%	30 10.4%	34 14.9%	29 16.0%	13 17.8%	21 8.0%	43 15.5%	8 13.5%	10 7.6%	5 28.9%	22 11.2%	20 11.5%	62 24.3%	81 21.6%	25 24.7%	14 22.2%	146 17.5%	19 19.0%	66 18.5%	31 20.5%	31 13.5%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 51

Q44. Due to the changes, new pensioners will now have a lump sum that is available to be drawn down at retirement To what extent, if at all, do you think this might lead to an increase in unscrupulous relatives, salespeople and fraudsters targeting the elderly for money?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Will increase significantly	183	111	72	49	61	32	42	40	39	51	17	42	50	17	36	1	35	30	46	71	20	9	154	13	51	26	64
	18.3%	22.9%	13.9%	16.9%	17.2%	21.3%	19.9%	14.1%	16.9%	28.3%	23.2%	16.4%	17.9%	28.1%	27.5%	6.3%	18.2%	17.3%	18.1%	19.0%	20.0%	14.0%	18.4%	13.8%	14.4%	16.9%	27.8%
Will increase somewhat	402	198	205	112	129	67	95	122	104	77	33	111	123	26	50	14	87	87	90	139	46	25	332	34	164	58	75
	40.2%	40.7%	39.8%	39.0%	36.6%	44.4%	45.1%	42.9%	45.4%	42.3%	43.7%	42.9%	43.9%	41.9%	38.6%	78.7%	44.6%	50.0%	35.1%	36.9%	45.6%	39.5%	39.7%	34.6%	46.1%	38.3%	32.5%
Will not increase much	168	72	96	54	69	24	21	67	28	32	11	63	40	13	14	1	39	32	39	58	11	7	150	26	60	22	41
	16.8%	14.8%	18.7%	18.9%	19.5%	16.3%	9.9%	23.5%	12.4%	17.7%	14.3%	24.3%	14.3%	20.8%	10.6%	3.1%	20.1%	18.4%	15.5%	15.3%	11.4%	10.6%	17.9%	26.8%	16.9%	14.7%	17.8%
Will not increase at all	24	14	10	5	9	4	6	7	7	3	2	7	8	2	3	*	5	4	6	9	3	4	18	4	5	3	5
	2.4%	2.9%	1.9%	1.6%	2.5%	2.8%	3.0%	2.4%	3.2%	1.5%	2.9%	2.7%	2.8%	3.0%	2.5%	2.3%	2.8%	2.1%	2.2%	2.4%	2.6%	5.8%	2.1%	4.4%	1.5%	1.7%	2.3%
Don't know	222	91	132	68	85	23	46	49	50	18	12	35	59	4	27	2	28	21	74	99	20	19	183	20	75	43	45
	22.2%	18.7%	25.6%	23.6%	24.2%	15.2%	22.1%	17.1%	22.0%	10.1%	16.0%	13.7%	21.0%	6.1%	20.7%	9.6%	14.3%	12.2%	29.2%	26.3%	20.4%	30.1%	21.9%	20.3%	21.1%	28.4%	19.5%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 52

Q45. A new "pensioner bond" for over-65s has been announced with interest rates of up to 4% and an investment limit of £10,000. Interest rates are expected to be 2.8% for a one-year bond and 4% for a three-year one. Would you be interested in purchasing such a product after retirement?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Yes	358 35.8%	192 39.5%	166 32.3%	90 31.4%	132 37.4%	67 45.0%	68 32.5%	133 46.8%	77 33.7%	85 46.8%	20 27.4%	127 49.3%	96 34.3%	35 56.3%	49 37.8%	3 17.3%	106 54.5%	77 44.0%	85 33.4%	90 23.9%	33 33.2%	13 20.5%	312 37.2%	46 46.8%	112 31.5%	58 37.9%	95 41.2%
No	276 27.6%	126 25.9%	150 29.2%	46 16.0%	75 21.3%	41 27.0%	114 54.5%	75 26.5%	78 34.1%	47 26.1%	20 26.8%	69 26.7%	98 35.2%	6 9.9%	41 31.6%	3 17.1%	30 15.4%	32 18.2%	53 20.9%	161 42.7%	33 32.9%	19 30.2%	224 26.8%	17 17.4%	116 32.7%	38 25.0%	52 22.7%
Don't know	366 36.6%	168 34.7%	198 38.4%	151 52.6%	146 41.3%	42 27.9%	27 13.0%	76 26.7%	73 32.1%	49 27.1%	34 45.8%	62 24.0%	85 30.5%	21 33.7%	39 30.6%	11 65.5%	58 30.0%	66 37.7%	117 45.7%	125 33.3%	34 33.9%	31 49.3%	301 36.0%	35 35.7%	127 37.1%	56 37.1%	83 36.1%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 53
Q46. Out of the following politicians, who would you most trust to manage your pension pot?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
George Osborne	145	79	66	32	37	23	53	106	16	9	4	109	5	4	14	1	31	30	33	50	7	11	128	15	64	20	29
	14.5%	16.3%	12.8%	11.1%	10.5%	15.3%	25.3%	37.2%	6.9%	5.0%	5.3%	42.4%	1.7%	6.4%	11.2%	6.4%	16.2%	17.1%	13.1%	13.4%	6.7%	17.1%	15.2%	14.9%	18.0%	13.1%	12.5%
David Cameron	90	37	53	26	44	11	9	53	9	9	1	58	11	6	4	1	23	14	20	32	8	2	81	17	31	8	25
	9.0%	7.7%	10.2%	9.1%	12.4%	7.5%	4.3%	18.8%	4.1%	4.8%	1.1%	22.7%	3.9%	9.0%	3.0%	5.9%	12.1%	8.2%	8.0%	8.5%	7.5%	2.8%	9.7%	17.0%	8.8%	5.1%	11.0%
Boris Johnson	67	26	42	37	17	8	5	13	14	5	11	9	16	1	21	3	11	9	25	23	13	*	54	10	20	9	14
	6.7%	5.3%	8.1%	12.7%	4.9%	5.3%	2.5%	4.5%	6.3%	2.5%	15.3%	3.4%	5.7%	1.5%	16.4%	17.5%	5.5%	5.0%	9.8%	6.0%	13.0%	0.7%	6.4%	10.3%	5.7%	5.9%	6.1%
Nick Clegg	29	19	10	10	10	2	7	8	1	15	-	2	3	8	14	-	3	9	3	13	2	2	26	1	17	6	2
	2.9%	3.9%	1.9%	3.5%	2.9%	1.3%	3.3%	2.7%	0.2%	8.2%	-	0.9%	0.9%	13.2%	10.6%	-	1.8%	5.3%	1.2%	3.5%	1.6%	2.8%	3.1%	0.5%	4.9%	4.0%	0.7%
Ed Balls	87	40	47	21	23	10	33	3	52	16	4	4	70	*	3	-	20	11	16	40	13	6	68	5	27	17	19
	8.7%	8.2%	9.2%	7.3%	6.6%	6.4%	15.9%	1.1%	23.0%	8.9%	5.7%	1.6%	25.1%	0.5%	2.5%	-	10.2%	6.1%	6.5%	10.7%	13.1%	9.4%	8.1%	4.7%	7.6%	11.5%	8.3%
Theresa May	17	6	11	6	4	4	3	4	5	3	3	4	5	1	4	1	3	6	6	3	1	2	14	1	5	2	6
	1.7%	1.2%	2.2%	2.2%	1.2%	2.4%	1.4%	1.3%	2.2%	1.5%	3.9%	1.4%	1.8%	0.8%	3.0%	5.0%	1.3%	3.6%	2.3%	0.7%	1.3%	2.5%	1.7%	0.6%	1.3%	1.2%	2.6%
Ed Miliband	60	34	26	25	20	9	7	*	37	11	2	-	49	2	1	-	15	8	19	18	7	5	49	6	10	9	24
	6.0%	7.0%	5.1%	8.7%	5.6%	5.8%	3.3%	0.1%	16.4%	5.9%	3.3%	-	17.7%	2.8%	0.6%	-	7.8%	4.9%	7.3%	4.8%	6.9%	7.3%	5.8%	5.8%	2.8%	6.1%	10.4%
Vince Cable	91	68	23	13	39	18	21	19	18	39	10	18	28	19	8	3	22	29	23	16	10	3	78	7	38	11	22
	9.1%	14.0%	4.4%	4.4%	11.0%	12.3%	10.0%	6.7%	8.0%	21.6%	13.5%	7.2%	9.9%	31.6%	6.5%	19.1%	11.6%	16.9%	9.1%	4.2%	10.4%	4.6%	9.3%	6.8%	10.6%	7.4%	9.6%
Harriet Harman	22	13	9	7	8	1	6	-	12	6	*	3	13	1	3	-	4	3	6	8	1	-	20	2	13	1	4
	2.2%	2.6%	1.7%	2.5%	2.1%	0.8%	2.8%	-	5.5%	3.5%	0.2%	1.1%	4.7%	2.2%	2.1%	-	2.1%	1.9%	2.4%	2.2%	1.3%	-	2.4%	2.1%	3.8%	0.9%	1.5%
Don't know	391	164	228	111	151	64	65	78	63	69	39	49	80	20	57	8	61	54	103	173	38	33	320	36	130	68	86
	39.1%	33.7%	44.3%	38.5%	42.8%	42.9%	31.1%	27.6%	27.4%	38.0%	51.7%	19.2%	28.6%	32.1%	44.1%	46.1%	31.5%	31.0%	40.3%	46.0%	38.2%	53.0%	38.2%	37.2%	36.5%	44.8%	37.3%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 54
Q47. Out of the following politicians, who do you think would make the best bingo caller?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
George Osborne	25 2.5%	9 1.9%	16 3.2%	11 3.9%	13 3.7%	1 0.5%	1 0.3%	3 1.0%	12 5.4%	4 2.1%	1 1.6%	6 2.3%	14 5.0%	1 1.3%	1 0.9%	-	12 6.0%	5 2.7%	6 2.3%	3 0.8%	5 5.3%	*	20 2.4%	6 5.7%	6 1.8%	3 1.8%	5 2.3%
David Cameron	60 6.0%	31 6.4%	29 5.7%	31 10.8%	27 7.6%	1 0.7%	2 0.8%	12 4.1%	11 4.7%	11 6.1%	4 5.8%	11 4.3%	16 5.9%	5 7.4%	8 6.5%	*	15 7.5%	10 5.5%	18 6.9%	18 4.9%	8 8.2%	8 13.3%	44 5.2%	7 7.5%	10 2.7%	11 7.3%	16 6.9%
Boris Johnson	459 45.9%	252 51.8%	207 40.3%	99 34.5%	170 48.2%	88 58.8%	101 48.4%	151 53.0%	112 49.2%	88 48.4%	28 37.8%	148 57.5%	133 47.7%	22 35.6%	55 42.5%	5 31.8%	86 44.3%	86 49.2%	123 48.3%	164 43.6%	51 50.6%	31 50.4%	377 45.0%	48 49.4%	159 44.7%	54 35.3%	115 50.0%
Nick Clegg	53 5.3%	25 5.2%	27 5.3%	23 8.1%	12 3.3%	2 1.0%	16 7.6%	7 2.3%	26 11.3%	9 4.8%	4 5.2%	4 1.5%	27 9.5%	6 10.2%	8 6.4%	-	5 2.6%	7 3.7%	11 4.3%	30 8.0%	7 7.3%	2 2.5%	44 5.2%	3 3.0%	29 8.1%	5 3.2%	7 3.1%
Ed Balls	85 8.5%	53 10.9%	33 6.3%	13 4.5%	30 8.4%	16 10.5%	27 12.9%	41 14.4%	17 7.6%	9 5.1%	10 13.8%	37 14.5%	18 6.3%	6 10.5%	15 11.4%	2 8.9%	18 9.5%	17 9.7%	20 8.0%	30 7.9%	7 6.7%	7 11.4%	72 8.5%	6 6.1%	27 7.5%	16 10.5%	22 9.4%
Theresa May	14 1.4%	6 1.3%	8 1.5%	4 1.4%	4 1.2%	5 3.4%	1 0.3%	1 0.5%	3 1.3%	7 3.7%	2 2.1%	3 1.1%	5 1.6%	4 6.9%	2 1.6%	-	4 2.1%	*	1 0.3%	9 2.3%	-	-	14 1.7%	2 2.0%	9 2.6%	2 1.6%	* 0.2%
Ed Miliband	39 3.9%	22 4.5%	17 3.4%	17 5.9%	17 4.7%	4 2.6%	2 0.8%	19 6.6%	5 2.3%	7 3.9%	4 4.7%	12 4.6%	6 2.2%	5 7.8%	10 7.4%	-	4 2.3%	16 9.3%	10 3.9%	8 2.2%	3 3.4%	1 1.6%	35 4.1%	5 4.7%	19 5.4%	5 3.0%	6 2.7%
Vince Cable	10 1.0%	6 1.3%	4 0.8%	4 1.5%	5 1.3%	1 0.6%	* 0.2%	4 1.3%	3 1.4%	1 0.6%	1 0.9%	2 0.9%	5 1.7%	-	* 0.3%	* 1.1%	3 1.5%	3 1.7%	1 0.4%	3 0.9%	-	1 1.6%	9 1.1%	2 2.3%	3 0.8%	3 2.3%	1 0.4%
Harriet Harman	25 2.5%	10 2.1%	15 2.9%	6 2.0%	5 1.4%	10 6.6%	5 2.4%	2 0.6%	6 2.4%	11 6.2%	2 3.2%	3 1.4%	6 2.2%	4 5.7%	8 6.6%	-	6 3.0%	4 2.2%	4 1.4%	12 3.3%	2 1.8%	*	24 2.8%	* 0.2%	8 2.3%	5 3.1%	10 4.5%
Don't know	228 22.8%	71 14.7%	157 30.5%	79 27.4%	71 20.1%	23 15.3%	56 26.5%	46 16.3%	33 14.4%	34 19.0%	19 24.8%	31 11.9%	50 17.8%	9 14.5%	21 16.3%	10 55.7%	41 21.1%	27 15.6%	62 24.3%	98 26.1%	17 16.7%	12 18.6%	200 23.9%	19 19.0%	86 24.2%	48 31.8%	47 20.5%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 55
Q48. Out of the following politicians, who would you choose to babysit your child?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
George Osborne	7	5	3	4	2	1	1	2	1	3	-	1	2	1	2	-	3	1	-	3	-	-	7	2	2	-	3
	0.7%	1.0%	0.5%	1.3%	0.5%	0.6%	0.5%	0.6%	0.6%	1.5%	-	0.4%	0.6%	1.9%	1.5%	-	1.7%	0.7%	-	0.7%	-	-	0.9%	1.9%	0.7%	-	1.4%
David Cameron	98	28	69	37	32	12	17	50	12	11	10	57	10	3	13	2	29	18	26	24	10	5	82	8	40	15	19
	9.8%	5.9%	13.4%	12.9%	8.9%	8.0%	8.1%	17.5%	5.2%	6.1%	13.4%	22.0%	3.7%	4.9%	10.0%	12.8%	15.1%	10.2%	10.3%	6.5%	10.5%	7.7%	9.8%	8.6%	11.4%	9.6%	8.3%
Boris Johnson	131	68	63	56	46	21	9	43	17	30	10	36	31	6	24	1	29	31	35	37	18	4	109	17	48	15	29
	13.1%	14.1%	12.2%	19.3%	13.1%	13.7%	4.3%	15.2%	7.3%	16.4%	14.0%	14.0%	11.1%	10.4%	18.8%	8.0%	14.7%	17.7%	13.6%	9.9%	18.2%	5.8%	13.1%	17.6%	13.6%	9.6%	12.8%
Nick Clegg	56	27	29	11	23	12	9	13	12	25	2	11	15	17	5	-	17	8	10	21	3	4	48	8	21	10	10
	5.6%	5.5%	5.7%	3.9%	6.6%	8.1%	4.4%	4.7%	5.2%	13.6%	3.1%	4.4%	5.2%	28.4%	3.9%	-	8.8%	4.9%	3.8%	5.5%	3.2%	7.2%	5.7%	8.1%	5.8%	6.4%	4.2%
Ed Balls	21	7	14	4	8	1	8	2	8	9	1	2	17	1	1	-	3	4	6	8	1	1	20	2	12	2	4
	2.1%	1.5%	2.8%	1.5%	2.2%	1.0%	3.7%	0.7%	3.3%	4.7%	1.3%	0.8%	5.9%	1.3%	0.5%	-	1.6%	2.4%	2.3%	2.2%	0.7%	1.5%	2.4%	2.4%	3.2%	1.3%	1.7%
Theresa May	105	66	39	21	45	11	28	44	17	13	5	50	19	3	8	3	22	23	25	34	10	4	90	4	36	16	32
	10.5%	13.5%	7.6%	7.1%	12.8%	7.6%	13.2%	15.6%	7.5%	7.4%	6.9%	19.5%	6.8%	4.7%	6.5%	19.0%	11.4%	13.5%	9.9%	9.1%	10.4%	7.1%	10.7%	3.7%	10.1%	10.6%	14.0%
Ed Miliband	66	33	33	25	31	4	6	4	31	4	8	4	45	*	7	1	14	8	18	26	7	8	51	7	22	6	15
	6.6%	6.8%	6.4%	8.7%	8.7%	2.8%	2.9%	1.4%	13.7%	2.4%	11.3%	1.7%	16.0%	0.6%	5.7%	5.8%	7.1%	4.6%	7.2%	6.9%	7.5%	12.2%	6.1%	7.7%	6.3%	4.2%	6.5%
Vince Cable	23	19	4	2	9	6	6	9	7	7	-	7	7	4	4	-	2	8	3	11	-	3	20	5	7	3	6
	2.3%	4.0%	0.7%	0.8%	2.6%	3.7%	2.8%	3.1%	3.0%	3.8%	-	2.5%	2.6%	7.0%	2.8%	-	0.8%	4.3%	1.0%	3.0%	-	4.6%	2.4%	5.3%	1.9%	1.7%	2.5%
Harriet Harman	117	60	56	18	25	23	50	31	44	31	3	27	49	9	23	1	15	15	25	62	11	9	97	7	50	15	24
	11.7%	12.4%	11.0%	6.4%	7.1%	15.6%	23.9%	10.7%	19.2%	17.2%	4.3%	10.3%	17.7%	15.1%	18.2%	6.4%	7.7%	8.8%	9.7%	16.4%	10.8%	15.1%	11.5%	7.5%	14.2%	9.7%	10.4%
Don't know	376	172	204	110	132	58	76	87	80	49	34	63	85	16	42	8	60	58	108	150	39	24	313	36	117	71	88
	37.6%	35.4%	39.7%	38.1%	37.5%	38.8%	36.2%	30.6%	35.1%	26.9%	45.7%	24.3%	30.4%	25.7%	32.2%	48.0%	31.1%	33.0%	42.3%	39.9%	38.7%	38.8%	37.4%	37.2%	32.9%	46.9%	38.3%
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 56
Q49. Out of the following politicians, who would you most like to have a drink with at a pub?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
George Osborne	11 1.1%	4 0.8%	7 1.4%	3 1.1%	7 2.0%	* 0.2%	1 0.4%	3 1.1%	5 2.1%	1 0.4%	-	1 0.3%	4 1.6%	2 3.1%	3 2.0%	-	1 0.5%	3 1.7%	6 2.3%	1 0.3%	1 0.6%	* 0.2%	10 1.2%	4 4.4%	1 0.4%	2 1.6%	2 0.9%
David Cameron	71 7.1%	35 7.2%	36 7.0%	32 11.1%	21 6.0%	6 3.8%	12 5.8%	35 12.3%	8 3.4%	10 5.3%	2 2.9%	42 16.2%	6 2.1%	6 10.5%	5 4.0%	-	20 10.1%	11 6.5%	22 8.6%	18 4.8%	6 6.0%	4 6.7%	61 7.3%	14 14.6%	24 6.8%	7 4.5%	15 6.7%
Boris Johnson	401 40.1%	224 46.2%	177 34.4%	106 36.9%	153 43.4%	69 46.3%	73 34.7%	162 57.1%	55 24.3%	87 48.1%	30 40.3%	144 55.9%	82 29.4%	20 31.9%	62 48.4%	8 46.4%	89 46.0%	81 46.6%	100 39.1%	131 34.8%	38 37.8%	29 46.5%	334 39.9%	45 46.0%	138 38.8%	56 37.0%	94 40.8%
Nick Clegg	33 3.3%	11 2.2%	22 4.3%	13 4.6%	9 2.5%	6 4.1%	4 2.1%	4 1.4%	5 2.1%	10 5.6%	6 7.4%	7 2.7%	6 2.1%	8 13.3%	2 1.4%	*	13 6.7%	4 2.1%	4 1.5%	12 3.3%	1 0.5%	6 9.8%	26 3.1%	3 3.6%	4 1.2%	8 5.2%	11 4.6%
Ed Balls	59 5.9%	37 7.6%	23 4.4%	3 1.2%	23 6.6%	12 8.2%	21 9.8%	14 4.8%	26 11.4%	10 5.6%	4 5.0%	9 3.4%	32 11.5%	1 0.9%	13 10.4%	-	7 3.8%	14 8.0%	13 4.9%	26 6.8%	3 3.5%	3 5.3%	53 6.3%	3 2.6%	30 8.3%	6 3.7%	15 6.4%
Theresa May	32 3.2%	16 3.3%	16 3.2%	7 2.6%	7 1.9%	8 5.0%	11 5.0%	12 4.4%	7 3.1%	2 1.1%	1 1.5%	16 6.3%	7 2.6%	1 1.2%	1 1.0%	1 4.3%	3 1.7%	5 3.1%	5 2.0%	18 4.9%	6 5.6%	1 0.8%	26 3.1%	1 0.7%	12 3.2%	10 6.4%	4 1.8%
Ed Miliband	83 8.3%	50 10.2%	33 6.5%	34 11.8%	31 8.9%	6 3.7%	12 5.8%	8 2.9%	42 18.3%	8 4.6%	4 5.3%	8 3.0%	54 19.2%	4 7.0%	1 0.5%	*	13 6.5%	9 5.3%	27 10.6%	34 9.1%	10 9.7%	7 11.3%	66 7.9%	7 7.1%	34 9.5%	8 5.2%	18 7.6%
Vince Cable	28 2.8%	18 3.7%	10 1.9%	7 2.5%	12 3.3%	2 1.2%	7 3.3%	4 1.6%	9 4.1%	9 4.9%	1 1.5%	3 1.1%	10 3.7%	5 8.8%	2 1.8%	1 4.5%	12 6.3%	5 3.1%	6 2.3%	4 1.2%	3 2.9%	1 2.0%	24 2.8%	1 1.5%	13 3.7%	2 1.2%	7 2.9%
Harriet Harman	24 2.4%	3 0.6%	21 4.1%	5 1.6%	7 2.1%	2 1.4%	10 4.8%	1 0.4%	14 6.2%	4 2.0%	1 1.9%	3 1.1%	15 5.3%	1 1.9%	1 1.1%	-	6 2.9%	3 1.7%	3 1.3%	12 3.2%	5 5.5%	* 0.6%	18 2.2%	1 0.9%	7 1.9%	2 1.3%	9 3.8%
Don't know	257 25.7%	88 18.2%	169 32.8%	77 26.7%	82 23.3%	39 26.1%	59 28.2%	40 14.0%	57 25.1%	41 22.3%	26 34.2%	26 9.9%	63 22.4%	13 21.5%	38 29.3%	7 41.6%	30 15.5%	38 21.7%	70 27.5%	119 31.7%	28 27.9%	10 16.9%	219 26.1%	18 18.7%	93 26.2%	51 33.8%	56 24.4%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 57

Q50. Currently people earning over £41,451 a year pay the higher, 40p rate of income tax. The Chancellor announced this would rise to £41,866 from next year.

Which of the following statements is closest to your opinion?

Base : All Respondents

	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1							
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North	
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
This threshold is too high - it should be lowered so that more people pay the higher rate of tax	139 13.9%	87 17.9%	52 10.1%	39 13.4%	42 12.0%	12 8.3%	46 21.7%	27 9.4%	47 20.4%	19 10.4%	12 15.6%	31 11.9%	52 18.5%	8 12.7%	22 17.1%	3 19.3%	16 8.1%	28 16.0%	32 12.4%	64 16.9%	13 13.1%	10 16.6%	115 13.8%	14 14.7%	46 12.9%	18 11.8%	37 16.2%
This threshold it too low - it should be further increased so that fewer people pay the higher rate of tax	305 30.5%	169 34.9%	136 26.4%	74 25.8%	114 32.3%	60 40.2%	57 27.2%	107 37.4%	65 28.3%	62 34.3%	28 38.1%	93 35.9%	82 29.5%	9 15.4%	56 43.1%	6 36.0%	81 41.4%	61 35.1%	74 29.0%	90 23.9%	29 29.3%	11 18.0%	265 31.6%	40 40.7%	124 34.8%	37 24.3%	62 27.0%
This threshold is about right	385 38.5%	167 34.4%	218 42.3%	103 35.9%	131 37.0%	66 43.9%	85 40.5%	131 46.0%	85 37.4%	87 48.2%	27 36.1%	114 44.3%	111 39.9%	37 60.0%	35 27.2%	7 39.4%	84 43.1%	66 37.7%	101 39.5%	134 35.7%	36 35.5%	27 43.0%	322 38.5%	26 27.0%	126 35.5%	67 44.1%	103 44.5%
Don't know	171 17.1%	62 12.9%	109 21.2%	72 24.9%	66 18.7%	11 7.6%	22 10.6%	20 7.2%	32 13.9%	13 7.2%	8 10.1%	20 7.8%	34 12.1%	7 11.9%	16 12.7%	1 5.4%	14 7.4%	20 11.3%	49 19.2%	88 23.5%	22 22.1%	14 22.4%	135 16.1%	17 17.5%	60 16.8%	30 19.8%	28 12.3%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 58
Q51. George Osborne reportedly said "Let's not forget there are advantages in more people paying tax at 40p. It means they feel they are a success and joining the aspirational classes".
Do you agree or disagree with this comment?
Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Strongly agree	40 4.0%	24 5.0%	16 3.0%	19 6.7%	12 3.5%	2 1.4%	6 3.0%	18 6.4%	10 4.4%	7 4.0%	2 3.0%	17 6.8%	12 4.5%	6 10.0%	3 2.0%	*	15 7.9%	5 3.1%	14 5.4%	6 1.5%	5 5.1%	2 3.7%	33 3.9%	5 5.3%	12 3.5%	4 2.5%	11 4.8%
Somewhat agree	177 17.7%	102 21.0%	75 14.6%	47 16.3%	80 22.6%	21 14.0%	30 14.1%	80 28.2%	32 14.1%	27 14.7%	13 17.2%	72 27.9%	40 14.5%	11 18.6%	29 22.8%	4 20.7%	46 23.7%	57 32.8%	28 10.8%	46 12.3%	9 9.0%	8 12.9%	160 19.1%	20 20.8%	63 17.8%	27 17.7%	48 20.8%
Neither agree nor disagree	393 39.3%	192 39.5%	201 39.0%	122 42.5%	129 36.5%	51 34.2%	91 43.2%	87 30.4%	93 40.5%	65 35.6%	31 40.9%	77 29.8%	108 38.6%	29 46.8%	46 35.7%	3 18.3%	47 24.0%	48 27.8%	119 46.7%	179 47.5%	35 35.0%	28 45.6%	329 39.3%	45 46.0%	147 41.3%	55 36.0%	83 35.9%
Somewhat disagree	186 18.6%	79 16.2%	108 21.0%	50 17.4%	64 18.2%	37 24.8%	35 16.7%	57 19.9%	38 16.8%	40 21.8%	12 15.6%	57 22.1%	43 15.6%	10 17.0%	23 18.0%	8 46.9%	46 23.5%	27 15.2%	51 20.0%	63 16.8%	17 17.2%	14 22.8%	155 18.5%	10 10.2%	71 19.9%	36 24.0%	38 16.3%
Strongly disagree	204 20.4%	89 18.2%	115 22.4%	49 17.2%	68 19.2%	38 25.6%	48 23.0%	43 15.1%	55 24.1%	44 24.0%	17 23.3%	34 13.4%	75 26.9%	5 7.5%	28 21.5%	2 12.2%	41 20.9%	37 21.1%	44 17.1%	83 22.0%	34 33.7%	9 14.9%	160 19.2%	17 17.7%	62 17.5%	30 19.8%	51 22.1%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 59

Q52. George Osborne has said that voting Labour at the next general election would be "like handing back the keys to the people who crashed the car".

Do you agree or disagree with this description?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Agree	453 45.3%	249 51.2%	205 39.8%	104 36.3%	160 45.4%	78 52.1%	111 52.9%	260 91.5%	31 13.6%	76 42.1%	30 39.7%	239 93.0%	33 11.7%	28 45.3%	79 61.4%	5 28.4%	106 54.6%	104 59.6%	97 37.9%	147 39.1%	25 25.4%	22 34.8%	406 48.5%	44 45.1%	177 49.8%	66 43.3%	117 51.0%
Disagree	370 37.0%	173 35.6%	197 38.3%	110 38.3%	126 35.8%	56 37.4%	78 37.1%	9 3.0%	169 73.9%	73 40.4%	29 38.5%	10 3.8%	215 77.0%	18 29.9%	28 21.5%	4 24.8%	64 33.2%	50 28.8%	93 36.4%	163 43.3%	61 60.6%	32 51.3%	278 33.1%	35 36.1%	103 29.1%	60 39.4%	79 34.3%
Dont know	176 17.6%	64 13.1%	113 21.9%	73 25.4%	67 18.8%	16 10.5%	21 10.0%	15 5.4%	29 12.6%	32 17.5%	16 21.8%	8 3.2%	32 11.3%	15 24.8%	22 17.1%	8 46.8%	24 12.2%	20 11.7%	66 25.8%	67 17.7%	14 13.9%	9 13.9%	154 18.3%	18 18.7%	75 21.1%	26 17.2%	34 14.7%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 60

Q53. The Chancellor announced that the "Help to Buy" loan scheme for buyers of new properties will be extended to 2020 at a cost of £6 billion. Which of the following is closest to your view?

Base : All Respondents

	Total		Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
			Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000		480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000		486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
This will be good for first time buyers, as it will provide them the loans they need to buy new houses	494 49.4%		243 50.1%	251 48.7%	130 45.3%	166 47.0%	76 50.7%	122 58.3%	187 65.7%	101 44.3%	95 52.3%	37 49.7%	186 72.1%	113 40.6%	31 51.0%	65 50.3%	4 20.7%	102 52.3%	98 56.4%	123 48.2%	171 45.4%	38 37.8%	35 56.6%	421 50.3%	44 44.8%	192 54.1%	69 45.1%	116 50.2%
This will be bad for first time buyers, as it will further drive up house prices and make them unaffordable	273 27.3%		150 30.9%	123 23.9%	82 28.6%	101 28.6%	41 27.5%	48 23.1%	46 16.1%	77 33.7%	63 34.9%	27 36.1%	41 16.0%	110 39.3%	22 36.1%	35 27.0%	12 68.4%	61 31.6%	40 22.9%	70 27.5%	101 26.9%	33 33.1%	8 13.2%	231 27.6%	24 24.2%	92 25.8%	41 27.0%	74 32.0%
Don't know	233 23.3%		93 19.1%	141 27.3%	75 26.2%	86 24.4%	33 21.8%	39 18.6%	52 18.1%	50 22.0%	23 12.8%	11 14.2%	31 11.9%	56 20.1%	8 12.9%	29 22.8%	2 10.9%	31 16.0%	36 20.6%	62 24.3%	104 27.7%	29 29.1%	19 30.2%	185 22.1%	30 31.0%	71 20.1%	42 27.9%	41 17.8%
SIGMA	1000 100.0%		486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 61

Q54. Have recent claims about the private life of UKIP leader Nigel Farage made you more or less likely to vote for UKIP?

Base : All Respondents

	Total		Gender				Age				2010 Vote				Voting Intention					SEG				Region6+1						
	Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North				
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272			
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230			
Much more likely	49	35	14	27	15	2	4	12	12	10	7	10	13	6	16	1	14	4	17	14	2	4	43	9	13	3	18			
	4.9%	7.2%	2.6%	9.5%	4.2%	1.2%	2.1%	4.1%	5.3%	5.5%	9.4%	3.8%	4.6%	9.8%	12.5%	4.1%	7.2%	2.4%	6.7%	3.6%	2.2%	6.1%	5.1%	9.3%	3.6%	2.0%	7.8%			
Somewhat more likely	42	23	19	20	19	2	*	13	11	7	7	6	14	3	16	-	12	17	4	9	1	1	39	6	18	7	8			
	4.2%	4.7%	3.8%	7.0%	5.5%	1.2%	0.2%	4.4%	4.7%	3.8%	8.9%	2.4%	4.9%	5.6%	12.4%	-	6.0%	9.7%	1.6%	2.5%	1.4%	1.7%	4.7%	6.6%	5.1%	4.6%	3.4%			
Neither more nor less likely	481	277	204	95	149	91	145	169	111	98	27	148	140	28	73	8	83	85	117	196	35	22	424	42	203	76	101			
	48.1%	57.0%	39.6%	33.1%	42.3%	60.9%	69.1%	59.3%	48.4%	54.0%	36.0%	57.6%	50.0%	46.1%	56.9%	43.9%	42.8%	48.7%	45.8%	52.0%	34.4%	36.0%	50.6%	42.5%	57.2%	50.2%	43.8%			
Somewhat less likely	56	25	31	15	30	9	1	25	6	8	2	31	6	2	1	2	12	12	13	19	2	2	52	2	23	9	19			
	5.6%	5.1%	6.0%	5.3%	8.4%	6.3%	0.6%	8.9%	2.6%	4.3%	3.0%	12.0%	2.0%	3.9%	0.7%	8.8%	6.1%	6.8%	4.9%	5.1%	2.1%	2.5%	6.2%	1.6%	6.4%	5.8%	8.2%			
Much less likely	89	45	44	23	37	14	15	19	29	16	7	20	44	6	1	*	26	13	20	30	14	11	64	10	23	5	26			
	8.9%	9.3%	8.5%	8.0%	10.5%	9.0%	7.4%	6.7%	12.5%	8.8%	8.9%	7.8%	15.8%	9.8%	1.0%	1.4%	13.4%	7.3%	7.9%	8.0%	13.6%	17.8%	7.7%	9.9%	6.5%	3.4%	11.4%			
Don't know / have not heard these claims	284	81	203	107	102	32	43	47	61	43	25	42	63	15	21	7	48	44	85	108	46	22	215	29	75	52	58			
	28.4%	16.7%	39.5%	37.1%	28.9%	21.3%	20.7%	16.6%	26.6%	23.6%	33.7%	16.3%	22.6%	24.7%	16.5%	41.8%	24.5%	25.1%	33.1%	28.8%	46.3%	35.9%	25.7%	30.2%	21.2%	33.9%	25.3%			
SIGMA	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230			
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

Survation.

Budget 2014 Reactions Poll
Prepared on behalf of the Mail on Sunday

22 Mar 2014

Table 62

Q55. Some people say that Boris Johnson's colourful private life makes him unsuitable to be a future Prime Minister, while others say that this does not matter.
Which of the following statements is closest to your view?

Base : All Respondents

	Total	Gender		Age				2010 Vote				Voting Intention					SEG				Region6+1						
		Male	Female	18-34	35-54	55-64	65+	CON	LAB	LD	OTHER	CON	LAB	LD	UKIP	OTHER	AB	C1	C2	DE	Scotland	Wales	England	London	South	Midlands	North
Unweighted Total	1000	480	520	232	371	198	199	286	227	173	83	267	264	73	125	23	269	229	263	239	93	82	825	88	280	183	272
Weighted Total	1000	486	514	288	353	150	210	285	228	181	75	257	279	61	129	17	194	174	255	376	100	62	838	98	356	152	230
Boris Johnson's colourful private life makes him unsuitable to be a future Prime Minister	269 26.9%	131 27.0%	137 26.7%	61 21.2%	95 27.0%	39 26.1%	73 34.9%	65 22.8%	91 39.8%	50 27.6%	23 30.8%	70 27.0%	90 32.3%	15 23.7%	34 26.0%	3 14.8%	61 31.4%	44 25.1%	69 27.2%	94 25.1%	42 41.5%	18 29.5%	209 24.9%	17 17.2%	88 24.8%	32 21.3%	71 30.7%
Boris Johnson's colourful private life does not make him unsuitable to be a future Prime Minister	502 50.2%	263 54.2%	239 46.4%	142 49.3%	175 49.6%	72 47.8%	113 54.0%	190 66.7%	101 44.2%	97 53.5%	35 46.8%	164 63.8%	129 46.2%	40 65.4%	67 52.3%	6 33.6%	99 51.2%	84 48.2%	124 48.5%	195 51.7%	43 42.4%	36 57.5%	423 50.6%	61 62.2%	163 45.8%	80 52.5%	119 51.5%
Dont know	230 23.0%	91 18.8%	138 26.9%	85 29.4%	83 23.4%	39 26.1%	23 11.1%	30 10.5%	37 16.1%	34 18.9%	17 22.4%	24 9.2%	60 21.5%	7 10.8%	28 21.6%	9 51.6%	34 17.4%	47 26.7%	62 24.3%	87 23.2%	16 16.1%	8 13.0%	205 24.5%	20 20.6%	104 29.3%	40 26.2%	41 17.9%
SIGMA	1000 100.0%	486 100.0%	514 100.0%	288 100.0%	353 100.0%	150 100.0%	210 100.0%	285 100.0%	228 100.0%	181 100.0%	75 100.0%	257 100.0%	279 100.0%	61 100.0%	129 100.0%	17 100.0%	194 100.0%	174 100.0%	255 100.0%	376 100.0%	100 100.0%	62 100.0%	838 100.0%	98 100.0%	356 100.0%	152 100.0%	230 100.0%

Survation.