

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 1

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**Summary**

**Base: All respondents**

	Measures					
	A rise in the personal tax allowance to £9,205 in April	A reduction in the 50% tax rate for those earning over £150,000 to 45% from next year	No change in fuel duty	An immediate rise in tobacco duty by 5% above inflation (the equivalent of 37p per pack of cigarettes)	A new level of stamp duty of 7% for those buying properties worth more than £2 million	A change in the plans to reduce Child Benefit, raising the threshold so the cuts will only partly affect those who earn over £50,000 and fully affect those earning over £60,000
Unweighted total	2083	2083	2083	2083	2083	2083
Weighted total	2083	2083	2083	2083	2083	2083
Base for % (Excl DK/NA)	2055	2016	2031	2041	2012	2016
NET: Support	1896 92%	691 34%	1038 51%	1390 68%	1548 77%	1290 64%
Strongly support (+2)	1510 74%	265 13%	744 37%	1037 51%	1073 53%	603 30%
Tend to support (+1)	386 19%	426 21%	294 14%	354 17%	475 24%	687 34%
No feelings either way (0)	104 5%	388 19%	264 13%	232 11%	369 18%	336 17%
Tend to oppose (-1)	31 2%	410 20%	265 13%	143 7%	62 3%	227 11%
Strongly oppose (-2)	23 1%	527 26%	464 23%	274 13%	33 2%	163 8%
NET: Oppose	55 3%	937 46%	729 36%	418 20%	95 5%	390 19%
Not applicable	15	36	25	34	39	32
Don't know	13	31	27	9	32	35
Mean	1.62	-0.25	0.29	0.85	1.24	0.67
Standard deviation	0.75	1.39	1.60	1.45	0.97	1.24
Standard error	0.02	0.03	0.04	0.03	0.02	0.03

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Table 2

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**A rise in the personal tax allowance to £9,205 in April**

**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)
Unweighted total	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted total	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Base for % (Excl DK/NA)	2055	1014	1041	240	327	394	349	312	432	560	593	433	469	180	92*	236	182	189	159	110*	195	256	266	189
NET: Support	1896 92%	948 94%	948 91%	194 81%	293 90% <sup>d</sup>	370 94% <sup>d</sup>	328 94% <sup>d</sup>	301 96% <sup>de</sup>	410 95% <sup>de</sup>	532 95% <sup>m</sup>	554 93% <sup>m</sup>	401 93% <sup>m</sup>	409 87%	163 91%	219 92%	168 93%	171 90%	147 92%	96 87%	187 96% <sup>rt</sup>	238 93%	246 93%	176 93%	
Strongly support (+2)	1510 74%	758 75%	752 72%	149 62%	217 67%	296 75% <sup>de</sup>	266 76% <sup>de</sup>	253 81% <sup>de</sup>	329 76% <sup>de</sup>	420 75% <sup>m</sup>	454 77% <sup>m</sup>	328 76% <sup>m</sup>	308 66%	119 66%	69 75%	182 77% <sup>n</sup>	135 74%	136 72%	120 75%	78 71%	148 76%	189 74%	200 75% <sup>n</sup>	135 71%
Tend to support (+1)	386 19%	191 19%	195 19%	45 19%	76 23% <sup>h</sup>	74 19%	62 18%	48 15%	81 19%	112 20%	99 17%	73 17%	101 22%	44 25% <sup>p</sup>	16 17%	37 16%	34 18%	35 18%	27 17%	18 16%	39 20%	50 19%	47 18%	41 22%
No feelings either way (0)	104 5%	40 4%	64 6% <sup>a</sup>	24 10% <sup>hi</sup>	21 6% <sup>h</sup>	19 5% <sup>h</sup>	18 5% <sup>h</sup>	5 2%	15 4%	19 3%	28 5%	21 5%	35 8% <sup>j</sup>	14 8%	5 6%	14 6%	6 4%	11 6%	5 3%	8 7%	6 3%	10 4%	15 6%	9 5%
Tend to oppose (-1)	31 2%	15 2%	16 2%	11 4% <sup>ghi</sup>	8 2% <sup>g</sup>	5 1%	1 *	2 1%	5 1%	5 1%	11 2%	11 2%	11 2% <sup>j</sup>	2 1%	1 1%	3 1%	5 3%	4 2%	3 2%	3 3%	2 1%	5 2%	2 1%	1 1%
Strongly oppose (-2)	23 1%	10 1%	13 1%	11 4% <sup>fgi</sup>	5 1% <sup>f</sup>	- -	2 *	4 1% <sup>f</sup>	3 1%	4 1%	6 1%	- -	13 3% <sup>klj</sup>	- -	1 1%	1 *	2 1%	4 2%	4 3% <sup>nu</sup>	3 3% <sup>nu</sup>	- -	3 1%	2 1%	3 2%
NET: Oppose	55 3%	26 3%	29 3%	21 9% <sup>efghi</sup>	12 4% <sup>g</sup>	5 1%	3 1%	6 2%	7 2%	9 2%	11 2%	11 2%	24 5% <sup>jk</sup>	2 1%	2 2%	4 2%	7 4%	8 4%	7 5%	6 6% <sup>u</sup>	2 1%	8 3%	5 2%	4 2%
Not applicable	15	3	12 <sup>a</sup>	6 <sup>fh</sup>	1	-	3	-	5 <sup>fh</sup>	1	6	2	6 <sup>j</sup>	-	2 <sup>w</sup>	5 <sup>w</sup>	2	-	1	-	1	3	-	1
Don't know	13	4	9	4 <sup>i</sup>	5 <sup>hi</sup>	1	2	-	-	1	5	3	4	1	-	3	-	3	2	-	-	2	1	-
Mean	1.62	1.65	1.59	1.30	1.51 <sup>d</sup>	1.68 <sup>de</sup>	1.69 <sup>de</sup>	1.74 <sup>de</sup>	1.69 <sup>de</sup>	1.68 <sup>m</sup>	1.67 <sup>m</sup>	1.66 <sup>m</sup>	1.45	1.55	1.64	1.67	1.62	1.56	1.61	1.50	1.71 <sup>nt</sup>	1.62	1.65	1.60
Standard deviation	0.75	0.72	0.78	1.10	0.83	0.63	0.63	0.64	0.65	0.66	0.70	0.69	0.94	0.70	0.74	0.68	0.77	0.86	0.86	0.95	0.56	0.75	0.71	0.76
Standard error	0.02	0.02	0.02	0.10	0.05	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.05	0.05	0.08	0.04	0.06	0.06	0.07	0.09	0.04	0.05	0.04	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 2

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**A rise in the personal tax allowance to £9,205 in April**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted total	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted total	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Base for % (Excl DK/NA)	2055	147	208	173	213	267	206	199	184	164	85*	355	387	472	383	249	741	472	631
NET: Support	1896 92%	119 81%	186 90%	152 87%	195 91%a	252 94%ac	200 97%abcd	188 95%ac	179 97%abcd	159 97%abcd	82 97%abc	305 86%	346 90%	452 96%kl	367 96%kl	242 97%kl	651 88%	452 96%p	609 96%p
Strongly support (+2)	1510 74%	92 63%	148 71%	114 66%	154 72%	203 76%ac	166 81%abcj	160 80%abcj	149 81%abcj	123 75%a	59 69%	240 68%	268 69%	369 78%kl	308 81%klo	182 73%	508 68%	369 78%p	490 78%p
Tend to support (+1)	386 19%	27 18%	38 19%	37 21%	41 19%	49 18%	33 16%	29 14%	30 17%	37 22%g	23 27%fgh	65 18%	78 20%	82 17%	59 15%	60 24%mn	144 19%	82 17%	119 19%
No feelings either way (0)	104 5%	18 12%efghij	18 9%efghi	15 9%efghi	12 6%	10 4%	4 2%	5 3%	5 3%	4 2%	3 3%	36 10%gmo	27 7%gmo	13 3%	10 3%	6 3%	63 9%qr	13 3%	16 3%
Tend to oppose (-1)	31 2%	3 2%	2 1%	6 3%fhi	7 3%fhi	4 1%	-	4 2%	-	-	-	6 2%	12 3%mo	4 1%	4 1%	-	18 2%r	4 1%	4 1%
Strongly oppose (-2)	23 1%	7 5%bcdehi	1 1%	1 1%	-	2 1%	2 1%	2 1%	-	1 *	-	8 2%lo	1 *	4 1%	2 *	1 *	9 1%	4 1%	2 *
NET: Oppose	55 3%	10 7%befhij	4 2%	7 4%hi	7 3%h	5 2%	2 1%	6 3%h	-	1 *	-	14 4%o	13 3%o	7 2%	6 1%	1 *	27 4%r	7 2%	6 1%
Not applicable	15	4efhi	2	2	1	-	-	1	-	-	-	6mno	3	-	1	-	10qr	-	1
Don't know	13	5dfghi	4	1	-	1	-	-	-	-	-	9lmno	1	1	-	-	10r	1	-
Mean	1.62	1.33	1.58a	1.49	1.60a	1.68ac	1.76abcd	1.71ac	1.78abcd	1.72ac	1.66a	1.47	1.55	1.71kl	1.75kl	1.70kl	1.51	1.71p	1.73p
Standard deviation	0.75	1.07	0.76	0.83	0.74	0.67	0.58	0.69	0.47	0.54	0.54	0.91	0.78	0.64	0.60	0.54	0.85	0.64	0.58
Standard error	0.02	0.10	0.06	0.07	0.05	0.04	0.04	0.05	0.03	0.04	0.05	0.05	0.04	0.03	0.03	0.03	0.03	0.03	0.02

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

**\* small base**

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Table 3

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**  
**A reduction in the 50% tax rate for those earning over £150,000 to 45% from next year**  
**Base: All respondents**

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted total	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted total	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Base for % (Excl DK/NA)	2016	996	1020	243	313	386	342	305	428	552	585	427	453	177	92*	234	174	189	157	109*	188	251	261	182
NET: Support	691 34%	356 36%	335 33%	82 34%	97 31%	118 31%	107 31%	108 35%	179 42%efg	230 42%km	191 33%lm	154 36%lm	116 25%	51 28%	33 36%	75 32%	64 36%	61 33%	57 36%	37 34%	56 30%	104 41%nux	99 38%	55 30%
Strongly support (+2)	265 13%	139 14%	126 12%	36 15%	37 12%	39 10%	37 11%	49 16%f	66 15%f	87 16%lm	72 12%	62 15%	44 10%	13 7%	14 16%n	28 12%	28 16%n	23 12%	21 13%	17 16%n	21 11%	44 18%nx	38 15%n	17 9%
Tend to support (+1)	426 21%	217 22%	209 20%	46 19%	60 19%	79 20%	70 21%	59 19%	113 26%eh	143 26%km	119 20%	92 22%	72 16%	38 21%	19 20%	47 20%	36 20%	38 20%	36 23%	20 18%	35 19%	59 24%	61 23%	38 21%
No feelings either way (0)	388 19%	164 16%	225 22%a	44 18%	73 23%i	90 23%hi	63 18%	51 17%	67 16%	85 15%	113 19%	81 19%	109 24%j	34 19%	16 18%	40 17%	25 14%	31 17%	26 17%	16 15%	62 33%nop qrstvw x	45 18%	58 22%q	34 19%
Tend to oppose (-1)	410 20%	204 20%	206 20%	62 26%	61 20%	73 19%	77 22%	55 18%	81 19%	110 20%	125 21%	88 21%	88 19%	42 23%	15 17%	55 23%	31 18%	41 22%	27 17%	32 30%qsv x	37 20%	47 19%	55 21%	29 16%
Strongly oppose (-2)	527 26%	272 27%	255 25%	55 23%	81 26%	105 27%	95 28%	91 30%	100 23%	127 23%	155 27%	103 24%	141 31%j	51 29%uw	27 29%	65 28%uw	56 32%uvw	55 29%uw	48 30%uw	24 22%	33 18%	55 22%	50 19%	65 35%tuvw
NET: Oppose	937 46%	476 48%	460 45%	117 48%	143 46%	178 46%	171 50%i	146 48%	182 43%	236 43%	280 48%	191 45%	229 51%j	93 52%uvw	42 46%	119 51%uvw	86 49%u	96 51%uw	74 47%	56 51%u	70 37%	102 41%	104 40%	94 52%uvw
Not applicable	36	16	20	5	8	5	5	6	7	7	10	3	15jl	3	1	4	7r	-	2	-	4	5	5	4
Don't know	31	9	22a	2	13hi	5	7	1	3	4	9	7	11j	1	1	6w	3	4	3	1	3	6w	*	3
Mean	-0.25	-0.25	-0.25	-0.23	-0.29	-0.32	-0.35	-0.26	-0.09f g	-0.08k m	-0.29	-0.18m	-0.47	-0.45	-0.23	-0.34	-0.29	-0.35	-0.28	-0.23	-0.14n x	-0.04n prx	-0.06n prx	-0.48
Standard deviation	1.39	1.42	1.36	1.38	1.35	1.34	1.36	1.46	1.42	1.42	1.37	1.39	1.33	1.30	1.46	1.38	1.49	1.40	1.44	1.39	1.24	1.42	1.34	1.39
Standard error	0.03	0.04	0.04	0.12	0.08	0.07	0.07	0.08	0.06	0.05	0.06	0.08	0.07	0.10	0.16	0.09	0.12	0.10	0.12	0.14	0.10	0.09	0.07	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y

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**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted total	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted total	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Base for % (Excl DK/NA)	2016	144	207	164	205	265	199	198	181	164	85*	352	370	464	379	248	721	464	627
NET: Support	691 34%	31 21%	56 27%	61 37%a	61 30%	88 33%a	78 39%ab	72 37%a	57 31%	67 41%abd	46 55%abcde fghi	87 25%	122 33%k	166 36%k	129 34%k	114 46%klmn	210 29%	166 36%p	243 39%p
Strongly support	(+2) 265 13%	12 8%	27 13%	18 11%	22 11%	38 14%	29 14%	29 15%	18 10%	18 11%	24 28%abcde fghi	39 11%	40 11%	67 14%	48 13%	42 17%kl	79 11%	67 14%	89 14%
Tend to support	(+1) 426 21%	19 13%	29 14%	43 26%ab	39 19%	50 19%	50 25%ab	43 22%	39 21%	50 30%abde	22 26%ab	49 14%	82 22%k	99 21%k	82 22%k	72 29%kmn	131 18%	99 21%	154 25%p
No feelings either way	(0) 388 19%	30 21%	46 22%j	36 22%j	38 18%	64 24%j	36 18%	34 17%	29 16%	31 19%	10 11%	76 22%	74 20%	100 22%	63 17%	41 16%	150 21%	100 22%r	103 17%
Tend to oppose	(-1) 410 20%	33 23%	35 17%	31 19%	45 22%	60 23%	38 19%	41 21%	44 24%j	33 20%	12 14%	68 19%	76 21%	98 21%	84 22%	45 18%	144 20%	98 21%	129 21%
Strongly oppose	(-2) 527 26%	51 35%cefij	70 34%cefij	36 22%	61 30%ei	52 20%	47 24%	51 26%	51 28%	32 20%	17 20%	121 34%lmo	97 26%	100 22%	102 27%o	49 20%	218 30%qr	100 22%	151 24%
NET: Oppose	937 46%	83 58%cefij	105 51%j	67 41%	107 52%ij	112 42%	85 43%	92 46%j	95 52%cij	65 40%	28 34%	188 54%mo	173 47%o	197 43%	187 49%o	94 38%	362 50%q	197 43%	280 45%
Not applicable	36	6egi	4	7egi	5	1	3	1	2	-	1	10no	13mno	4	3	1	23qr	4	3
Don't know	31	5gi	2	5i	4	3	3	1	1	-	-	7o	9o	6	2	-	16r	6	2
Mean	-0.25	-0.63	-0.44	-0.14a	-0.41	-0.15ab	-0.13ab	-0.21a	-0.39	-0.08abdh	0.30abc defghi	-0.52	-0.29k	-0.14k	-0.30k	0.05kl	-0.40	-0.14p	-0.16p
Standard deviation	1.39	1.30	1.41	1.32	1.37	1.33	1.40	1.42	1.36	1.31	1.51	1.37	1.35	1.36	1.39	1.39	1.37	1.36	1.40
Standard error	0.03	0.12	0.11	0.11	0.10	0.09	0.10	0.10	0.10	0.09	0.14	0.08	0.07	0.06	0.07	0.08	0.05	0.06	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**  
**\* small base**

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Absolutes/col percents

Table 4

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**No change in fuel duty**

**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted total	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted total	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Base for % (Excl DK/NA)	2031	1002	1029	231	326	385	349	307	433	553	589	430	459	179	94*	238	177	188	160	108*	191	251	258	187
NET: Support	1038 51%	502 50%	536 52%	87 38%	158 48%	188 49% <sup>d</sup>	200 57% <sup>def</sup>	161 53% <sup>d</sup>	243 56% <sup>d</sup>	285 52%	285 48%	230 53%	238 52%	101 56% <sup>v</sup>	52 55%	127 53% <sup>v</sup>	94 53%	103 55% <sup>v</sup>	83 52%	48 45%	90 47%	107 43%	137 53% <sup>v</sup>	95 51%
Strongly support	(+2) 744 37%	361 36%	384 37%	56 24%	98 30%	125 33%	149 43% <sup>def</sup>	119 39% <sup>de</sup>	197 46% <sup>def</sup>	196 36%	197 33%	174 40%	178 39%	64 36%	42 44% <sup>uv</sup>	89 37% <sup>v</sup>	68 38% <sup>v</sup>	74 39% <sup>v</sup>	61 38% <sup>v</sup>	45 42% <sup>v</sup>	58 31%	68 27%	103 40% <sup>v</sup>	73 39% <sup>v</sup>
Tend to support	(+1) 294 14%	142 14%	152 15%	32 14%	60 18% <sup>i</sup>	63 16% <sup>i</sup>	51 15%	42 14%	45 10%	89 16%	88 15%	56 13%	61 13%	37 21% <sup>tx</sup>	10 11% <sup>t</sup>	38 16% <sup>t</sup>	26 15% <sup>t</sup>	29 15% <sup>t</sup>	22 14% <sup>t</sup>	3 3%	32 17% <sup>t</sup>	39 16% <sup>t</sup>	35 13% <sup>t</sup>	22 12% <sup>t</sup>
No feelings either way	(0) 264 13%	127 13%	137 13%	45 19% <sup>ghi</sup>	64 20% <sup>ghi</sup>	55 14% <sup>i</sup>	34 10%	30 10%	37 8%	65 12%	93 16% <sup>jl</sup>	42 10%	63 14%	21 12%	8 9%	33 14%	26 15%	17 9%	14 9%	14 13%	21 11%	52 21% <sup>nor</sup> suw	30 12%	29 15%
Tend to oppose	(-1) 265 13%	122 12%	142 14%	38 17% <sup>eg</sup>	30 9%	52 14%	32 9%	51 17% <sup>eg</sup>	62 14% <sup>eg</sup>	83 15% <sup>m</sup>	89 15% <sup>m</sup>	49 11%	44 10%	20 11%	13 14%	25 10%	28 16%	16 9%	14 9%	17 16%	28 15%	49 19% <sup>npr</sup> sx	34 13%	21 11%
Strongly oppose	(-2) 464 23%	251 25% <sup>b</sup>	213 21%	60 26%	75 23%	89 23%	83 24%	65 21%	92 21%	120 22%	121 21%	109 25%	114 25%	37 21%	21 22%	53 22%	30 17%	53 28% <sup>qv</sup>	49 30% <sup>qv</sup>	28 26%	51 27% <sup>qv</sup>	43 17%	57 22%	42 23%
NET: Oppose	729 36%	373 37%	356 35%	99 43% <sup>ee</sup>	105 32%	141 37%	115 33%	116 38%	154 35%	202 37%	211 36%	158 37%	158 34%	58 32%	34 36%	78 33%	58 33%	69 36%	63 39%	45 42%	79 42%	92 37%	91 35%	63 34%
Not applicable	25	10	15	6	3	5	4	5	2	3	7	5	11 <sup>j</sup>	1	-	6	3	-	2	-	1	5	5	3
Don't know	27	9	19	13 <sup>efghi</sup>	4	6	1	*	2	7	9	3	9	1	-	1	4	5 <sup>x</sup>	-	2	4	6	4	-
Mean	0.29	0.24	0.34	-0.07	0.23	0.22	0.43 <sup>d</sup>	0.33 <sup>d</sup>	0.45 <sup>d</sup>	0.29	0.25	0.32	0.31	0.39	0.42	0.36	0.42	0.30	0.20	0.18	0.09	0.16	0.36	0.34
Standard deviation	1.60	1.63	1.58	1.52	1.53	1.58	1.65	1.61	1.65	1.59	1.55	1.67	1.64	1.56	1.66	1.59	1.53	1.69	1.72	1.70	1.62	1.45	1.62	1.61
Standard error	0.04	0.05	0.05	0.13	0.09	0.09	0.08	0.08	0.07	0.05	0.07	0.10	0.08	0.12	0.18	0.10	0.12	0.12	0.14	0.17	0.12	0.10	0.09	0.11

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 4

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**No change in fuel duty**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted total	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted total	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Base for % (Excl DK/NA)	2031	144	210	172	210	259	206	198	181	162	84*	355	382	465	379	247	737	465	625
NET: Support	1038 51%	69 48%	99 47%	99 58%	111 53%	125 48%	119 58%g	93 47%	93 51%	93 57%	41 49%	168 47%	210 55%	244 52%	186 49%	134 54%	379 51%	244 52%	320 51%
Strongly support	(+2) 744 37%	48 33%	76 36%	84 49% hij	78 37% abdeg	95 37%	81 39%	65 33%	57 32%	59 36%	30 35%	124 35%	162 42%n	176 38%	122 32%	88 36%	286 39%	176 38%	210 34%
Tend to support	(+1) 294 14%	21 14%	23 11%	15 9%	33 16%	29 11%	38 19%ce	28 14%	36 20%bce	34 21%bce	12 14%	44 12%	48 13%	68 15%	64 17%	46 19%kl	92 13%	68 15%	110 18%p
No feelings either way	(0) 264 13%	30 21% cdefh	43 21% cdefhi	15 9%	18 8%	30 11%	20 10%	29 15%	20 11%	20 12%	11 14%	73 21% lmno	33 9%	50 11%	49 13%	31 13%	106 14%	50 11%	81 13%
Tend to oppose	(-1) 265 13%	14 9%	24 11%	26 15%	22 10%	42 16%	30 14%	26 13%	22 12%	22 13%	12 14%	37 11%	47 12%	72 16%	48 13%	34 14%	85 12%	72 16%	82 13%
Strongly oppose	(-2) 464 23%	32 22%	44 21%	32 19%	60 28% cfi	62 24%	37 18%	49 25%	46 25%	28 17%	19 23%	76 21%	92 24%	100 21%	96 25%	47 19%	168 23%	100 21%	143 23%
NET: Oppose	729 36%	46 32%	68 32%	58 34%	81 39%	105 40% i	67 32%	76 38%	68 37%	49 30%	32 37%	113 32%	139 36%	172 37%	143 38%	81 33%	252 34%	172 37%	224 36%
Not applicable	25	6dfghi	3	2	1	6	-	1	1	1	-	9no	3	6	1	1	12r	6	2
Don't know	27	6bfi	-	2	4	3	-	1	2	*	1	6	6	3	3	1	12	3	5
Mean	0.29	0.27	0.30	0.54g	0.23	0.20	0.47	0.16	0.20	0.46	0.24	0.29	0.37	0.32	0.18	0.38	0.33	0.32	0.26
Standard deviation	1.60	1.55	1.56	1.63	1.69	1.64	1.55	1.60	1.60	1.51	1.61	1.55	1.67	1.60	1.60	1.54	1.61	1.60	1.58
Standard error	0.04	0.14	0.12	0.13	0.12	0.11	0.11	0.11	0.11	0.10	0.15	0.09	0.09	0.08	0.08	0.09	0.06	0.08	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 5

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**  
**An immediate rise in tobacco duty by 5% above inflation (the equivalent of 37p per pack of cigarettes)**

**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted total	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted total	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Base for % (Excl DK/NA)	2041	1007	1034	243	328	389	338	309	432	555	589	430	467	179	93*	235	178	191	160	109*	192	255	262	186
NET: Support	1390 68%	707 70%	683 66%	163 67%	196 60%	249 64%	213 63%	227 73%efg	342 79%defg	440 79%klm	404 69%lm	283 66%lm	264 57%	130 73%	70 75%	157 67%	118 66%	119 62%	108 67%	70 64%	143 74%r	176 69%	172 66%	127 68%
Strongly support (+2)	1037 51%	524 52%	513 50%	126 52%	141 43%	178 46%	159 47%	181 58%efg	252 58%efg	341 61%klm	296 50%lm	213 50%lm	187 40%	91 51%	53 57%	119 50%	98 55%	94 49%	79 49%	55 50%	107 55%	127 50%	119 45%	95 51%
Tend to support (+1)	354 17%	184 18%	170 16%	37 15%	55 17%	71 18%	54 16%	46 15%	90 21%h	99 18%	108 18%	69 16%	77 16%	39 22%qr	17 18%	39 16%	20 11%	25 13%	29 18%	15 14%	36 19%	50 19%q	53 20%q	32 17%
No feelings either way (0)	232 11%	112 11%	120 12%	29 12%	42 13%	47 12%	46 14%i	29 9%	40 9%	46 8%	70 12%j	53 12%	64 14%j	16 9%	9 9%	15 6%	16 9%	29 15%p	22 14%p	15 14%p	24 12%	31 12%	38 15%p	19 10%
Tend to oppose (-1)	143 7%	64 6%	80 8%	13 5%	41 13%gdghi	34 9%i	24 7%i	15 5%	16 4%	32 6%	52 9%j	29 7%	31 7%	15 9%	3 4%	21 9%	12 7%	16 8%	7 4%	14 13%svux	10 5%	14 6%	22 9%	9 5%
Strongly oppose (-2)	274 13%	124 12%	150 15%	39 16%i	49 15%i	60 15%i	55 16%i	38 12%i	34 8%	37 7%	64 11%j	66 15%j	107 23%jkl	18 10%	11 12%	42 18%nuw	33 18%nuw	27 14%	23 15%	11 10%	16 8%	34 13%	29 11%	31 17%u
NET: Oppose	418 20%	188 19%	230 22%	52 21%i	90 27%hi	93 24%hi	79 23%i	53 17%i	51 12%	69 12%	116 20%j	95 22%j	138 30%jkl	33 18%	14 15%	63 27%u	44 25%u	43 22%u	30 19%	25 23%	26 13%	48 19%	51 20%	41 22%u
Not applicable	34	12	21	5	3	4	15efhi	2	5	7	8	6	13	-	1	8nr	6n	1	2	1	3	5	3	4
Don't know	9	1	8	2	2	3	1	1	-	1	7jm	1	-	2	-	1	-	1	-	-	-	2	2	-
Mean	0.85	0.91	0.79	0.81	0.61	0.70	0.71	1.02efg	1.18defg	1.22klm	0.88m	0.78m	0.44	0.95	1.05	0.73	0.78	0.75	0.83	0.81	1.08prw	0.87	0.80	0.81
Standard deviation	1.45	1.41	1.48	1.50	1.50	1.49	1.51	1.41	1.23	1.22	1.39	1.49	1.60	1.35	1.37	1.57	1.59	1.48	1.45	1.42	1.27	1.42	1.38	1.52
Standard error	0.03	0.04	0.05	0.13	0.09	0.08	0.08	0.07	0.05	0.04	0.06	0.09	0.08	0.10	0.15	0.10	0.12	0.11	0.12	0.14	0.10	0.09	0.08	0.11

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 5

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**  
**An immediate rise in tobacco duty by 5% above inflation (the equivalent of 37p per pack of cigarettes)**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted total	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted total	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Base for % (Excl DK/NA)	2041	151	206	172	210	263	203	197	184	164	85*	357	381	466	380	249	738	466	629
NET: Support	1390 68%	79 52%	134 65%a	104 61%	122 58%	179 68%ad	156 77%abcd	146 74%acd	131 71%ad	135 82%abcde h	71 84%abcde h	213 60%	226 59%	335 72%kl	276 73%kl	206 83%klmn	440 60%	335 72%p	482 77%p
Strongly support	(+2) 1037 51%	63 42%	99 48%	75 44%	84 40%	136 52%d	119 59%abcd	111 56%acd	104 56%acd	101 62%abcde	49 58%acd	162 45%	159 42%	255 55%kl	214 56%kl	151 61%kl	321 44%	255 55%p	365 58%p
Tend to support	(+1) 354 17%	16 11%	35 17%	29 17%	38 18%	44 17%	36 18%	35 18%	27 15%	33 20%a	22 26%ah	52 14%	67 18%	80 17%	62 16%	55 22%k	118 16%	80 17%	117 19%
No feelings either way	(0) 232 11%	16 11%	28 13%	25 15%	28 13%	25 10%	20 10%	25 13%	23 12%	14 8%	9 11%	44 12%	53 14%	46 10%	48 13%	23 9%	97 13%	46 10%	71 11%
Tend to oppose	(-1) 143 7%	12 8%	14 7%	16 9%fj	19 9%fj	22 8%j	8 4%	12 6%	13 7%	11 6%	2 2%	26 7%	35 9%o	30 6%	25 7%	12 5%	62 8%	30 6%	37 6%
Strongly oppose	(-2) 274 13%	44 29%bcdefg hij	29 14%gij	26 15%gij	41 19%fghij	36 14%ij	19 9%i	15 7%	17 9%i	5 3%	3 3%	73 21%mmo	67 17%mmo	55 12%o	31 8%o	7 3%	140 19%qr	55 12%r	39 6%
NET: Oppose	418 20%	56 37%bcdefg hij	44 21%ij	42 25%gij	60 29%fghij	58 22%fgij	27 13%j	27 13%j	30 16%j	15 9%	4 5%	100 28%mmo	102 27%mmo	85 18%o	56 15%o	19 8%	201 27%qr	85 18%r	76 12%
Not applicable	34	5hi	6hi	3	5	3	1	2	-	-	-	11mno	8o	3	2	-	19qr	3	2
Don't know	9	-	2	1	-	3	2	1	-	-	-	2	1	5	1	-	3	5r	1
Mean	0.85	0.28	0.78a	0.65	0.50	0.84ad e	1.13abcd e	1.09abcd	1.02acd	1.32abcd eh	1.33abcd e	0.57	0.57	0.97kl	1.06kl	1.33klmn	0.57	0.97p	1.17pq
Standard deviation	1.45	1.72	1.46	1.49	1.55	1.47	1.30	1.26	1.34	1.06	0.97	1.59	1.52	1.40	1.30	1.03	1.56	1.40	1.21
Standard error	0.03	0.16	0.11	0.12	0.11	0.09	0.09	0.08	0.10	0.07	0.09	0.09	0.08	0.07	0.06	0.06	0.06	0.07	0.04

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

**\* small base**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 6

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**  
**A new level of stamp duty of 7% for those buying properties worth more than £2 million**  
**Base: All respondents**

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted total	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted total	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Base for % (Excl DK/NA)	2012	996	1016	237	317	389	331	308	430	554	584	425	450	174	88*	236	173	188	159	104*	190	253	262	185
NET: Support	1548 77%	783 79%	766 75%	131 55%	204 64%	303 78%de	267 81%de	261 85%def	382 89%def	466 84%klm	429 74%	332 78%	321 71%	130 75%	69 78%	176 74%	136 78%	149 79%	116 73%	80 77%	153 80%	189 75%	204 78%	148 80%
Strongly support	(+2) 1073 53%	559 56%b	514 51%	84 35%	123 39%	206 53%de	192 58%de	185 60%de	284 66%def	327 59%km	301 52%	236 56%lm	208 46%	83 47%	49 56%	128 54%	104 60%nw	105 56%	84 53%	52 50%	107 56%	130 52%	125 48%	106 57%
Tend to support	(+1) 475 24%	224 22%	251 25%	47 20%	81 26%	97 25%	75 23%	76 25%	98 23%	139 25%	128 22%	96 22%	113 25%	47 27%	20 23%	47 20%	32 18%	44 24%	32 20%	28 27%	46 24%	59 23%	78 30%pq	42 22%
No feelings either way	(0) 369 18%	163 16%	205 20%a	72 30%fghi	95 30%fghi	72 19%i	50 15%i	40 13%	39 9%	65 12%	121 21%j	82 19%j	101 22%j	42 24%rx	16 18%	48 20%	34 20%	27 14%	33 21%	22 21%	31 16%	42 17%	46 17%	27 15%
Tend to oppose	(-1) 62 3%	31 3%	31 3%	20 8%fghi	15 5%i	8 2%	9 3%	6 2%	4 1%	17 3%	21 4%	7 2%	17 4%	2 1%	3 3%	6 3%	3 2%	5 3%	8 5%t	- -	5 3%	14 6%nt	11 4%	5 3%
Strongly oppose	(-2) 33 2%	19 2%	14 1%	14 6%efghi	3 1%	5 1%	5 2%	2 1%	4 1%	6 1%	12 2%	4 1%	11 3%	- -	1 1%	6 3%	- -	7 4%nqw	2 1%	2 2%	2 1%	7 3%n	2 1%	6 3%nqw
NET: Oppose	95 5%	50 5%	45 4%	34 14%efghi	18 6%i	13 3%	14 4%i	8 2%	8 2%	22 4%	33 6%	12 3%	28 6%l	2 1%	3 4%	12 5%	3 2%	12 6%n	9 6%n	2 2%	7 4%	21 8%nqt	13 5%	11 6%n
Not applicable	39	16	23	3	8	3	16fhi	4	6	4	11	4	19jl	1	3	7	6	3	2	2	5	5	3	4
Don't know	32	9	23a	10fhi	8hi	4	7hi	-	2	4	9	8	11j	5u	4u	2	5u	2	1	4u	-	5	3	1
Mean	1.24	1.28	1.20	0.70	0.96d	1.26de	1.33de	1.41de	1.52de	1.38km	1.18	1.30m	1.09	1.21	1.30	1.21	1.37	1.25	1.19	1.23	1.32	1.15	1.20	1.28
Standard deviation	0.97	0.97	0.96	1.21	0.98	0.92	0.94	0.83	0.78	0.88	1.01	0.90	1.03	0.85	0.92	1.02	0.86	1.04	1.00	0.91	0.91	1.07	0.92	1.01
Standard error	0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.04	0.03	0.03	0.05	0.05	0.05	0.06	0.10	0.07	0.07	0.08	0.08	0.09	0.07	0.07	0.05	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 6

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**  
**A new level of stamp duty of 7% for those buying properties worth more than £2 million**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted total	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted total	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Base for % (Excl DK/NA)	2012	145	204	169	198	263	202	195	179	164	84*	349	367	466	374	247	716	466	622
NET: Support	1548 77%	88 60%	156 76%a	129 76%a	141 71%	209 79%a	167 82%ad	157 80%a	145 81%ad	138 84%ad	70 83%ad	244 70%	270 74%	376 81%kl	302 81%kl	207 84%kl	514 72%	376 81%p	509 82%p
Strongly support	(+2) 1073 53%	64 44%	102 50%	90 53%	99 50%	150 57%a	124 61%abd	116 59%a	96 54%	98 60%a	44 53%	166 47%	189 52%	274 59%k	212 57%k	142 57%k	355 50%	274 59%p	354 57%p
Tend to support	(+1) 475 24%	24 16%	55 27%a	39 23%	42 21%	59 22%	43 21%	40 21%	50 28%a	40 24%	26 31%a	78 22%	81 22%	102 22%	90 24%	65 26%	159 22%	102 22%	155 25%
No feelings either way	(0) 369 18%	40 28%efghi j	42 21%i	39 23%ij	45 23%ij	46 18%i	30 15%	34 17%	28 16%	17 10%	10 12%	82 24%mno	84 23%mno	76 16%o	62 17%o	27 11%	167 23%qr	76 16%	89 14%
Tend to oppose	(-1) 62 3%	10 7%ce	5 2%	- -	8 4%c	5 2%	5 2%	5 2%	5 3%	6 4%c	2 2%	15 4%	8 2%	10 2%	9 2%	8 3%	23 3%	10 2%	18 3%
Strongly oppose	(-2) 33 2%	7 5%bcefgh	1 *	1 1%	4 2%	3 1%	1 *	1 *	1 *	3 2%	2 3%	8 2%n	5 1%	4 1%	1 *	5 2%n	13 2%	4 1%	6 1%
NET: Oppose	95 5%	17 12%bcefgh	6 3%	1 1%	12 6%c	8 3%	6 3%	5 3%	5 3%	9 6%c	4 5%c	23 7%mn	13 4%	14 3%	10 3%	13 5%	36 5%	14 3%	24 4%
Not applicable	39	6ehi	8ei	6ei	8ei	1	2	2	1	-	1	14mno	13mno	3	3	1	27qr	3	3
Don't know	32	5i	2	2	9fi	4	1	2	4	-	1	7	11o	5	6	1	17	5	7
Mean	1.24	0.88	1.23a	1.28a	1.13	1.32a	1.40ad	1.36ad	1.32a	1.37ad	1.28a	1.08	1.20	1.36kl	1.34k	1.34k	1.14	1.36p	1.34p
Standard deviation	0.97	1.20	0.89	0.86	1.03	0.91	0.86	0.87	0.85	0.94	0.96	1.04	0.96	0.89	0.86	0.95	1.00	0.89	0.90
Standard error	0.02	0.11	0.07	0.07	0.08	0.06	0.06	0.06	0.06	0.06	0.09	0.06	0.05	0.04	0.04	0.05	0.04	0.04	0.03

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 7

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**A change in the plans to reduce Child Benefit, raising the threshold so the cuts will only partly affect those who earn over £50,000 and fully affect those earning over £60,000**

**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted total	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted total	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Base for % (Excl DK/NA)	2016	999	1018	236	323	388	333	307	430	550	587	423	456	178	94*	235	173	188	160	106*	186	252	262	183
NET: Support	1290 64%	650 65%	640 63%	106 45%	201 62%d	246 63%d	223 67%d	207 68%d	307 71%def	367 67%k	351 60%	274 65%	299 65%	123 69%	62 66%	153 65%	107 62%	111 59%	102 64%	63 60%	125 67%	165 65%	170 65%	109 60%
Strongly support (+2)	603 30%	310 31%	294 29%	39 16%	92 28%d	119 31%d	116 35%d	102 33%d	137 32%d	159 29%	146 25%	150 35%jk	148 32%k	52 29%	30 32%	75 32%	60 35%	47 25%	49 31%	28 26%	57 31%	78 31%	77 30%	50 27%
Tend to support (+1)	687 34%	341 34%	346 34%	68 29%	109 34%	127 33%	108 32%	106 35%	170 39%dg	207 38%l	205 35%	124 29%	151 33%	71 40%q	32 34%	78 33%	47 27%	65 34%	53 33%	35 34%	67 36%	87 35%	93 35%	60 33%
No feelings either way (0)	336 17%	174 17%	162 16%	53 23%h	60 19%	58 15%	55 17%	41 14%	68 16%	85 15%	112 19%	68 16%	71 15%	27 15%	9 10%	36 15%	33 19%	35 19%	27 17%	14 13%	34 18%	45 18%	45 17%	31 17%
Tend to oppose (-1)	227 11%	95 10%	132 13%a	41 17%egi	32 10%	51 13%g	25 7%	39 13%g	41 9%	62 11%	81 14%m	41 10%	42 9%	13 7%	16 17%nr	27 11%	21 12%	15 8%	19 12%	14 13%	17 9%	30 12%	33 13%	23 13%
Strongly oppose (-2)	163 8%	79 8%	84 8%	35 15%hi	30 9%i	34 9%i	30 9%i	19 6%	15 3%	36 7%	42 7%	40 10%	45 10%	16 9%	6 7%	19 8%	11 6%	27 14%quvw	12 7%	15 14%uvw	11 6%	13 5%	14 5%	20 11%vw
NET: Oppose	390 19%	174 17%	216 21%	76 32%efg hi	62 19%i	84 22%i	54 16%	58 19%i	56 13%	98 18%	123 21%	82 19%	87 19%	29 16%	22 24%	46 20%	33 19%	42 22%	30 19%	28 27%u	28 15%	42 17%	47 18%	43 23%
Not applicable	32	13	20	5	2	3	14efhi	4	4	5	7	5	16jk	-	-	3	6n	1	2	1	8nr	4	4	3
Don't know	35	9	25a	9hi	8	4	8	2	3	8	10	10	7	3	1	7sw	4	4	-	4sw	1	6	1	4
Mean	0.67	0.71	0.62	0.14	0.62d	0.64d	0.77d	0.76d	0.87de f	0.71k	0.57	0.71	0.69	0.73	0.69	0.69	0.72	0.47	0.69	0.46	0.77r	0.75r	0.71	0.52
Standard deviation	1.24	1.22	1.25	1.30	1.25	1.28	1.25	1.22	1.07	1.19	1.20	1.30	1.28	1.21	1.28	1.25	1.24	1.33	1.23	1.37	1.15	1.16	1.17	1.31
Standard error	0.03	0.04	0.04	0.11	0.07	0.07	0.06	0.06	0.05	0.04	0.06	0.08	0.06	0.09	0.14	0.08	0.10	0.10	0.10	0.14	0.09	0.08	0.07	0.09

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 7

**Q.1 To what extent do you support or oppose the following measures announced in today's Budget, if at all?**

**A change in the plans to reduce Child Benefit, raising the threshold so the cuts will only partly affect those who earn over £50,000 and fully affect those earning over £60,000**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted total	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted total	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Base for % (Excl DK/NA)	2016	148	208	168	205	265	198	198	180	162	83*	355	373	463	378	245	728	463	622
NET: Support	1290 64%	80 54%	135 65%	104 62%	141 69%a	182 68%a	134 68%a	136 68%a	122 68%a	99 61%	54 65%	215 60%	245 66%	316 68%k	257 68%	153 62%	460 63%	316 68%	410 66%
Strongly support (+2)	603 30%	35 24%	67 32%j	52 31%j	63 31%j	74 28%	67 34%j	77 39%aej	54 30%j	50 31%j	15 18%	102 29%	115 31%	141 30%	131 35%o	65 26%	217 30%	141 30%	196 32%
Tend to support (+1)	687 34%	45 31%	68 33%	51 31%	79 38%	108 41%gi	67 34%	58 29%	68 38%	49 31%	39 47%abcfg i	113 32%	130 35%	175 38%	126 33%	88 36%	243 33%	175 38%	214 34%
No feelings either way (0)	336 17%	27 18%	33 16%	30 18%	33 16%	40 15%	35 18%	32 16%	31 17%	19 12%	8 9%	60 17%	63 17%o	75 16%	63 17%o	27 11%	123 17%	75 16%	90 14%
Tend to oppose (-1)	227 11%	18 12%	24 11%	20 12%	20 10%	28 11%	21 10%	14 7%	21 12%	22 14%cg	8 10%	42 12%	39 11%	49 11%	35 9%	31 13%	81 11%	49 11%	66 11%
Strongly oppose (-2)	163 8%	22 15%defh	16 8%	14 8%	11 6%	16 6%	8 4%	16 8%	6 3%	21 13%defh	13 16%bdefg h	38 11%mn	25 7%	23 5%	22 6%	34 14%lmn	64 9%q	23 5%	56 9%q
NET: Oppose	390 19%	40 27%defgh	40 19%	34 20%	31 15%	44 17%	28 14%	30 15%	27 15%	43 27%defgh	22 26%defgh	80 23%mn	65 17%	72 16%	57 15%	65 27%lmn	145 20%	72 16%	122 20%
Not applicable	32	5ei	3	6ei	5	1	4	1	2	-	1	8	10no	5	3	1	18r	5	4
Don't know	35	4	3	3	5	2	4	1	2	2	1	7	8	6	3	3	14	6	6
Mean	0.67	0.36	0.70a	0.65	0.79aj	0.74aj	0.84aij	0.84aij	0.79aj	0.53	0.40	0.56	0.72o	0.78ko	0.82ko	0.49	0.64	0.78	0.69
Standard deviation	1.24	1.37	1.25	1.26	1.14	1.15	1.12	1.25	1.10	1.38	1.34	1.31	1.20	1.14	1.18	1.37	1.26	1.14	1.27
Standard error	0.03	0.13	0.09	0.10	0.08	0.07	0.08	0.08	0.08	0.10	0.13	0.08	0.07	0.05	0.06	0.08	0.05	0.05	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

**\* small base**

**Which? Post Budget Poll**  
**ONLINE Fieldwork : 21st March 2012**

Absolutes/col percents

Table 8  
**Q.2/3 On balance, to what extent do you think that today's Budget is good or bad for ...?**  
**Base: All respondents**

	Statements	
	The UK as a whole	You personally
Unweighted base	2083	2083
Weighted base	2083	2083
NET: Good	962 46%	807 39%
Very good (+2)	153 7%	109 5%
Fairly good (+1)	809 39%	698 33%
Neither good nor bad (0)	621 30%	852 41%
Fairly bad (-1)	300 14%	270 13%
Very bad (-2)	119 6%	122 6%
NET: Bad	420 20%	393 19%
Don't know	81 4%	32 2%
Mean	0.29	0.20
Standard deviation	1.01	0.94
Standard error	0.02	0.02

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 9  
**Q.2 On balance, to what extent do you think that today's Budget is good or bad for the UK as a whole?**  
**Base: All respondents**

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: Good	962 46%	499 49%b	463 44%	113 45%	149 45%	164 41%	144 41%	155 50%fg	237 54%efg	304 54%lm	293 49%lm	201 46%lm	163 34%	87 48%	35 37%	101 41%	89 48%	99 51%ox	81 50%	43 39%	93 48%	132 50%x	128 48%	74 39%
Very good	(+2) 7%	92 9%b	60 6%	9 4%	19 6%	17 4%	22 6%	32 10%def	54 12%def	59 10%km	37 6%	30 7%	27 6%	8 4%	7 7%	13 5%	15 8%	19 10%	8 5%	8 7%	13 7%	23 9%	29 11%np	11 6%
Fairly good	(+1) 39%	407 40%	403 38%	104 41%	130 39%	147 37%	122 35%	123 39%	183 42%g	245 44%lm	256 42%lm	172 39%lm	136 28%	80 44%ox	28 30%	88 36%	74 41%	80 42%	72 45%ox	36 32%	80 41%	109 42%	99 37%	63 33%
Neither good nor bad	(0) 30%	280 27%	341 32%a	55 22%	100 30%	129 33%d	114 32%d	98 31%d	124 28%	146 26%	174 29%	143 33%j	157 33%j	55 30%	30 32%	81 33%rs	46 25%	45 23%	35 22%	38 34%rs	66 34%rs	69 26%	86 32%rs	70 37%qrs
Fairly bad	(-1) 14%	147 14%	153 14%	48 19%i	46 14%	59 15%	57 16%	40 13%	50 12%	66 12%	89 15%	61 14%	84 18%j	22 12%	16 17%	35 14%	28 15%	23 12%	36 22%nr	19 17%	20 10%	40 15%	33 12%	28 15%
Very bad	(-2) 6%	68 7%	51 5%	22 9%i	20 6%	21 5%	26 7%i	14 5%	16 4%	22 4%	28 5%	22 5%	47 10%jkl	10 6%	10 11%qsuv	22 9%qsuv	7 4%	18 9%qsuv	4 2%	8 7%	5 3%	9 4%	10 4%	15 8%su
NET: Bad	420 20%	215 21%	204 19%	70 28%hi	67 20%	80 20%	83 23%hi	54 17%	66 15%	88 16%	117 19%	83 19%	131 27%jkl	33 18%	26 28%uw	57 23%uw	35 19%	41 21%	40 25%uw	27 24%u	26 13%	49 19%	43 16%	43 23%u
Don't know	81 4%	27 3%	54 5%a	12 5%	17 5%h	23 6%hi	13 4%	5 2%	11 2%	23 4%	20 3%	10 2%	28 6%l	6 3%	3 3%	5 2%	14 8%px	8 4%	6 4%	3 2%	11 6%	12 5%	10 4%	3 1%
Mean	0.29	0.31	0.27	0.13	0.26	0.21	0.17	0.38df	0.49de	0.47kl	0.32m	0.29m	0.03	0.30	0.05	0.14	0.37op	0.32	0.29	0.15	0.41op	0.39op	0.40op	0.14
Standard deviation	1.01	1.05	0.96	1.07	1.00	0.96	1.03	0.99	0.98	0.98	0.97	0.97	1.07	0.95	1.11	1.04	0.99	1.12	0.96	1.03	0.89	0.98	0.98	1.01
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.07	0.12	0.07	0.08	0.08	0.08	0.10	0.07	0.07	0.06	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 9

**Q.2 On balance, to what extent do you think that today's Budget is good or bad for the UK as a whole?****Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801- or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: Good	962 46%	56 36%	93 43%	72 41%	91 43%	133 50%a	117 57%abcdh	98 49%a	77 42%	93 57%abcdh	50 59%abcdh	149 40%	163 42%	251 53%kl	175 46%	143 57%kin	312 41%	251 53%p	318 50%p
Very good (+2)	153 7%	6 4%	17 8%	14 8%	8 4%	26 10%dh	19 9%d	18 9%	7 4%	12 7%	14 16%abdhi	23 6%	23 6%	45 10%	25 6%	25 10%l	46 6%	45 10%p	50 8%
Fairly good (+1)	809 39%	50 32%	76 35%	58 33%	83 39%	107 40%	98 48%abc	81 40%	70 38%	81 50%abcdh	36 43%	126 34%	140 36%	206 43%kl	151 39%	118 47%kin	266 35%	206 43%p	268 42%p
Neither good nor bad (0)	621 30%	30 19%	63 30%	67 38%afj	71 33%a	79 29%a	51 25%	65 32%a	59 32%a	46 28%	19 23%	93 25%	138 35%kmo	130 27%	123 32%	66 26%	232 30%	130 27%	189 30%
Fairly bad (-1)	300 14%	38 25%bcefg ij	29 14%	22 13%	33 16%i	34 13%	19 9%	25 13%	36 20%fi	12 8%	9 11%	68 18%mo	55 14%o	54 11%	62 16%o	22 9%	123 16%q	54 11%	83 13%
Very bad (-2)	119 6%	23 15%cdefg hij	23 11%cefg h	7 4%	11 5%	10 4%	6 3%	9 4%	7 4%	9 5%	3 4%	46 13%lmno	18 5%	15 3%	16 4%	12 5%	65 8%qr	15 3%	28 4%
NET: Bad	420 20%	62 39%bcdef ghj	52 24%fi	30 17%	44 21%f	44 16%	25 12%	34 17%	43 24%fi	21 13%	13 15%	114 31%lmno	74 19%	69 15%	77 20%mo	34 14%	188 25%qr	69 15%	111 18%
Don't know	81 4%	8 5%	6 3%	8 4%	8 4%	12 4%	12 6%g	3 2%	4 2%	3 2%	3 4%	14 4%	16 4%	24 5%n	7 2%	6 3%	30 4%	24 5%r	14 2%
Mean	0.29	-0.15	0.16a	0.29a	0.22a	0.41abdh	0.55abcd	0.37a	0.19a	0.46abd	0.59abcd	0.03	0.25k	0.47kin	0.29k	0.50kin	0.14	0.47p	0.37p
Standard deviation	1.01	1.17	1.12	0.95	0.95	0.97	0.91	0.97	0.94	0.94	1.03	1.15	0.95	0.95	0.96	0.97	1.06	0.95	0.97
Standard error	0.02	0.11	0.08	0.08	0.07	0.06	0.06	0.06	0.07	0.07	0.10	0.07	0.05	0.05	0.05	0.05	0.04	0.05	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r****\* small base**



## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 10

**Q.3 On balance, to what extent do you think that today's Budget is good or bad for you personally?**

**Base: All respondents**

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: Good	807	425	382	107	138	160	115	135	152	249	256	179	123	69	33	82	67	90	67	39	81	110	110	59
	39%	42%b	36%	43%g	41%g	40%g	32%	43%gi	35%	44%am	42%am	41%am	26%	38%	35%	34%	37%	47%px	41%	35%	41%	42%x	41%x	31%
Very good (+2)	109	65	44	15	26	15	13	20	20	34	35	22	18	10	5	11	13	10	7	5	7	18	18	5
	5%	6%b	4%	6%	8%fg	4%	4%	6%	5%	6%	6%	5%	4%	5%	5%	5%	7%	5%	5%	5%	3%	7%	7%	3%
Fairly good (+1)	698	360	338	93	112	145	101	116	131	215	222	157	105	59	29	71	54	80	60	33	74	92	92	53
	33%	35%	32%	37%	34%	37%g	29%	37%gi	30%	38%am	37%am	36%am	22%	33%	31%	29%	29%	42%pqx	37%	30%	38%	35%	34%	28%
Neither good nor bad (0)	852	393	459	71	140	167	158	124	193	226	237	175	214	85	40	109	70	57	55	44	83	109	115	86
	41%	39%	43%a	28%	42%d	42%d	45%d	40%d	44%d	40%	39%	40%	45%	47%rs	43%	44%r	38%	29%	34%	40%	42%r	41%r	43%r	45%r
Fairly bad (-1)	270	131	140	39	30	42	55	38	66	63	77	55	75	16	13	34	31	24	27	14	19	37	27	29
	13%	13%	13%	16%	9%	11%	16%e	12%	15%e	11%	13%	13%	16%j	9%	13%	14%	17%nw	12%	17%nw	12%	10%	14%	10%	15%
Very bad (-2)	122	66	56	22	22	19	19	14	25	17	27	22	56	8	8	18	11	20	9	8	7	4	13	15
	6%	6%	5%	9%	7%	5%	5%	5%	6%	3%	4%	5%	12%ijkl	5%	9%v	7%v	6%v	10%uvw	5%	8%v	3%	2%	5%	8%v
NET: Bad	393	196	196	61	52	61	75	52	91	80	104	78	130	25	21	52	43	44	36	22	26	41	40	45
	19%	19%	18%	25%ef	16%	15%	21%	17%	21%	14%	17%	18%	27%ijkl	14%	22%	21%	23%nuw	23%nuw	22%u	20%	13%	16%	15%	23%nuw
Don't know	32	6	26	10	3	8	7	1	2	7	7	5	12	3	-	2	5	2	4	6	5	3	2	1
	2%	1%	2%a	4%hi	1%	2%i	2%i	*	*	1%	1%	1%	3%	1%	-	1%	2%	1%	2%	5%pvwx	3%	1%	1%	1%
Mean	0.20	0.23	0.17	0.16	0.27g	0.24g	0.10	0.29gi	0.13	0.33m	0.27m	0.23m	-0.09	0.25x	0.10	0.10	0.15	0.19	0.19	0.13	0.29x	0.32px	0.29px	0.02
Standard deviation	0.94	0.97	0.91	1.07	0.97	0.88	0.91	0.92	0.92	0.87	0.92	0.92	1.01	0.88	0.99	0.95	1.00	1.07	0.96	0.99	0.83	0.86	0.92	0.94
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.07	0.11	0.06	0.08	0.08	0.08	0.10	0.06	0.06	0.05	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 10

**Q.3 On balance, to what extent do you think that today's Budget is good or bad for you personally?**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: Good	807 39%	40 25%	59 28%	60 34%	74 34%	104 39%ab	103 50%abcde h	86 43%ab	72 39%ab	83 51%abcde h	35 41%ab	99 27%	134 34%k	207 44%kl	158 41%k	118 48%kl	233 31%	207 44%p	277 44%p
Very good	(+2) 109 5%	8 5%	10 5%	7 4%	9 4%	22 8%h	19 9%h	11 5%	5 3%	10 6%	5 6%	18 5%	16 4%	41 9%ln	16 4%	15 6%	34 4%	41 9%pr	31 5%
Fairly good	(+1) 698 33%	32 20%	50 23%	53 30%	65 30%	82 31%a	84 41%abcde	76 38%ab	67 36%ab	73 45%abcde	30 35%ab	81 22%	118 30%k	167 35%k	143 37%k	103 42%kl	200 26%	167 35%p	246 39%p
Neither good nor bad	(0) 852 41%	53 34%	105 49%aefi	75 43%	97 45%	101 38%	76 37%	82 41%	83 45%	59 36%	37 44%	158 43%	173 44%	177 37%	165 43%	96 39%	331 43%	177 37%	261 41%
Fairly bad	(-1) 270 13%	36 23%bcdg hi	29 14%	24 13%	20 9%	49 18%dfi	17 8%	26 13%	24 13%	16 10%	11 13%	65 18%lo	44 11%	65 14%	50 13%	27 11%	109 14%	65 14%	77 12%
Very bad	(-2) 122 6%	25 16%befghi j	17 8%ghi	16 9%eghij	20 9%eghij	10 4%	9 4%	4 2%	3 2%	5 3%	2 2%	42 11%lmno	36 9%lmno	19 4%	7 2%	7 3%	78 10%qr	19 4%	14 2%
NET: Bad	393 19%	61 39%bcdef ghij	46 22%fi	39 22%fi	40 19%	58 22%fi	26 13%	30 15%	27 15%	21 13%	13 15%	107 29%lmno	80 20%o	84 18%	57 15%	33 13%	187 25%qr	84 18%	91 14%
Don't know	32 2%	2 1%	3 2%	1 1%	3 2%	4 2%	1 *	1 *	2 1%	1 *	- -	5 1%	5 1%	5 1%	3 1%	1 *	10 1%	5 1%	4 1%
Mean	0.20	-0.25	0.03a	0.07a	0.11a	0.22a	0.42abcd e	0.32abcd	0.25ab	0.42abcd e	0.30ab	-0.09	0.09k	0.31kl	0.29kl	0.38kl	*	0.31p	0.32p
Standard deviation	0.94	1.12	0.94	0.98	0.97	0.96	0.93	0.84	0.78	0.86	0.85	1.03	0.97	0.95	0.82	0.86	1.00	0.95	0.83
Standard error	0.02	0.10	0.07	0.08	0.07	0.06	0.06	0.06	0.06	0.06	0.08	0.06	0.05	0.04	0.04	0.05	0.04	0.04	0.03

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 11

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**Summary**

**Base: All respondents**

	Statements				
	Your household finances overall for the next 12 months	Spending on bigger ticket items (e.g. washing machines, TV, holidays) for the next 12 months	Paying for the day-to-day essentials (e.g. food, energy bills etc) for the next 12 months	The economy overall in the next 12 months	Life in the UK in the next 12 months
Unweighted base	2083	2083	2083	2083	2083
Weighted base	2083	2083	2083	2083	2083
NET: More confident	535 26%	174 8%	373 18%	688 33%	610 29%
A lot more confident now	(+2) 38 2%	21 1%	31 1%	61 3%	41 2%
A little more confident now	(+1) 497 24%	153 7%	342 16%	627 30%	569 27%
No difference	(0) 924 44%	1303 63%	1044 50%	810 39%	837 40%
A little less confident now	(-1) 355 17%	289 14%	393 19%	299 14%	352 17%
A lot less confident now	(-2) 240 12%	271 13%	247 12%	229 11%	244 12%
NET: Less confident	595 29%	560 27%	640 31%	528 25%	596 29%
Don't know	29 1%	46 2%	27 1%	57 3%	40 2%
Mean	-0.13	-0.31	-0.23	*	-0.09
Standard deviation	0.97	0.83	0.92	1.01	1.00
Standard error	0.02	0.02	0.02	0.02	0.02

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 12

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**Your household finances overall for the next 12 months**

**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: More confident	535 26%	279 27%	256 24%	67 27%	90 27%	102 26%	83 23%	93 30% <sup>i</sup>	100 23%	174 31% <sup>m</sup>	164 27% <sup>m</sup>	120 27% <sup>m</sup>	78 16%	44 24%	16 17%	56 23%	38 21%	62 32% <sup>opq</sup>	50 31% <sup>oq</sup>	27 24%	53 27%	65 25%	80 30% <sup>oq</sup>	45 24%
A lot more confident now (+2)	38 2%	23 2%	15 1%	2 1%	5 1%	8 2%	7 2%	5 2%	11 3%	16 3% <sup>m</sup>	10 2%	7 2%	5 1%	1 *	1 1%	4 2%	2 1%	5 2%	4 2%	2 2%	3 1%	4 2%	7 3%	6 3%
A little more confident now (+1)	497 24%	256 25%	241 23%	66 26%	85 25%	94 24%	76 21%	88 28% <sup>gi</sup>	89 20%	158 28% <sup>m</sup>	154 25% <sup>m</sup>	113 26% <sup>m</sup>	73 15%	43 24%	16 17%	52 21%	35 19%	57 30% <sup>oq</sup>	47 29%	24 22%	51 26%	60 23%	73 27%	39 20%
No difference (0)	924 44%	446 44%	477 45%	95 38%	152 46%	177 45%	153 43%	141 45%	206 47%	264 47%	269 44%	188 43%	203 42%	86 47%	44 46%	103 42%	89 48%	74 38%	61 38%	48 44%	87 45%	130 50% <sup>grs</sup>	118 44%	84 44%
A little less confident now (-1)	355 17%	169 17%	186 17%	55 22% <sup>h</sup>	48 15%	69 17%	59 17%	40 13%	83 19% <sup>h</sup>	79 14%	120 20% <sup>jl</sup>	59 13%	97 20% <sup>jl</sup>	32 18%	21 22% <sup>r</sup>	41 17%	29 16%	22 11%	27 17%	20 18%	38 20% <sup>r</sup>	44 17%	43 16%	38 20% <sup>r</sup>
A lot less confident now (-2)	240 12%	119 12%	121 11%	24 10%	37 11%	41 10%	56 16% <sup>fi</sup>	35 11%	46 10%	36 6%	47 8%	61 14% <sup>jk</sup>	96 20% <sup>ijkl</sup>	16 9%	13 14%	42 17% <sup>nvw</sup>	23 12%	31 16% <sup>uvw</sup>	23 14% <sup>vw</sup>	14 13%	14 7%	18 7%	24 9%	22 11%
NET: Less confident	595 29%	288 28%	307 29%	79 32%	86 26%	110 28%	115 33% <sup>h</sup>	76 24%	128 29%	115 20%	167 28% <sup>j</sup>	120 27% <sup>j</sup>	193 40% <sup>ijkl</sup>	48 26%	34 36% <sup>v</sup>	83 34% <sup>vw</sup>	51 28%	53 27%	51 31%	34 30%	53 27%	62 24%	67 25%	60 31%
Don't know	29 1%	8 1%	22 2% <sup>a</sup>	9 4% <sup>gi</sup>	6 2%	6 2%	3 1%	3 1%	3 1%	10 2%	5 1%	9 2%	5 1%	3 2%	- -	3 1%	6 3% <sup>s</sup>	4 2%	- -	2 2%	2 1%	5 2%	3 1%	2 1%
Mean	-0.13	-0.10	-0.15	-0.14	-0.09	-0.11	-0.23	-0.04 <sup>g</sup>	-0.14	0.07 <sup>k</sup> 1 <sup>m</sup>	-0.07 <sup>m</sup>	-0.13 <sup>m</sup>	-0.43	-0.11	-0.32	-0.27	-0.19	-0.09	-0.13	-0.17	-0.06 <sup>o</sup> p	-0.04 <sup>o</sup> p	-0.02 <sup>o</sup> p	-0.16
Standard deviation	0.97	0.98	0.96	0.96	0.96	0.96	1.03	0.97	0.95	0.89	0.91	1.01	1.01	0.89	0.94	1.04	0.95	1.08	1.06	1.00	0.90	0.87	0.95	0.99
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.07	0.10	0.07	0.07	0.08	0.08	0.10	0.07	0.06	0.05	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 12

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**Your household finances overall for the next 12 months**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: More confident	535 26%	21 14%	47 22%	38 22%	56 26%a	84 31%abc	62 30%a	52 26%a	48 26%a	56 34%abc	24 28%a	68 18%	94 24%	146 31%kl	99 26%k	80 32%kl	162 21%	146 31%p	179 28%p
A lot more confident now (+2)	38 2%	3 2%	4 2%	3 1%	3 2%	6 2%	2 1%	6 3%	2 1%	5 3%	2 2%	7 2%	6 2%	8 2%	8 2%	7 3%	13 2%	8 2%	15 2%
A little more confident now (+1)	497 24%	18 12%	43 20%	36 20%	52 24%a	78 29%ab	60 29%ab	46 23%a	46 25%a	51 31%abc	22 26%a	61 16%	88 22%	138 29%kl	91 24%k	73 29%k	149 20%	138 29%p	164 26%p
No difference (0)	924 44%	59 38%	84 39%	83 47%	95 44%	98 37%	91 44%	103 51%abe	89 48%e	79 48%e	44 52%abe	142 39%	178 45%	189 40%	191 50%km	123 50%km	320 42%	189 40%	315 50%pq
A little less confident now (-1)	355 17%	35 22%i	45 21%i	28 16%	37 17%	47 18%	33 16%	35 17%	32 17%	17 11%	13 15%	80 22%o	65 17%	80 17%	67 17%	30 12%	145 19%	80 17%	97 15%
A lot less confident now (-2)	240 12%	38 25%cdefg hij	37 17%fghij	23 13%gij	27 12%gij	34 13%gij	17 8%	10 5%	13 7%	10 6%	4 4%	75 20%lmno	50 13%no	51 11%no	23 6%	14 5%	125 16%qr	51 11%r	36 6%
NET: Less confident	595 29%	73 47%cdefg hij	82 38%fghij	51 29%i	64 30%i	82 30%ij	49 24%	45 22%	45 24%	27 17%	16 19%	155 42%lmno	115 29%o	131 28%o	89 23%	44 18%	270 35%qr	131 28%r	133 21%
Don't know	29 1%	3 2%	2 1%	4 2%d	-	5 2%	3 2%	1 *	3 2%	1 1%	-	4 1%	4 1%	8 2%	4 1%	1 1%	9 1%	8 2%	5 1%
Mean	-0.13	-0.57	-0.32	-0.19a	-0.15a	-0.10ab	-0.01ab	0.02abc	-0.04ab	0.15abcd eh	0.07abc	-0.42	-0.17k	-0.06k	-0.01kl	0.12klm	-0.29	-0.06p	0.04p
Standard deviation	0.97	1.05	1.04	0.96	0.98	1.04	0.91	0.85	0.87	0.88	0.83	1.05	0.97	0.99	0.86	0.86	1.02	0.99	0.86
Standard error	0.02	0.10	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.06	0.08	0.06	0.05	0.05	0.04	0.05	0.04	0.05	0.03

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

**\* small base**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 13

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**  
**Spending on bigger ticket items (e.g. washing machines, TV, holidays) for the next 12 months**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: More confident	174 8%	101 10%b	73 7%	24 10%	31 9%	27 7%	22 6%	25 8%	44 10%	62 11%km	40 7%	48 11%lm	23 5%	9 5%	5 6%	17 7%	17 9%	12 6%	19 12%	11 10%	16 8%	22 8%	25 9%	21 11%
A lot more confident now (+2)	21 1%	15 1%	6 1%	- -	5 1%	3 1%	4 1%	2 1%	6 1%	8 2%k	1 *	5 1%	6 1%	1 1%	- -	6 2%	1 *	3 1%	3 2%	1 1%	1 *	3 1%	3 1%	1 1%
A little more confident now (+1)	153 7%	86 8%	67 6%	24 10%	26 8%	24 6%	18 5%	23 7%	38 9%	54 10%lm	39 7%	43 10%lm	17 4%	8 5%	5 6%	11 5%	17 9%	9 5%	16 10%	10 9%	15 8%	19 7%	23 8%	19 10%p
No difference (0)	1303 63%	634 62%	669 63%	134 54%	214 64%	250 63%	217 61%	211 68% <sup>d</sup>	276 63%	383 68%lm	393 65%lm	266 61%	261 54%	128 71% <sup>o</sup> qs t	53 56%	154 63%	110 60%	128 66% <sup>s</sup>	86 53%	64 58%	133 68% <sup>s</sup>	164 63%	167 63%	116 61%
A little less confident now (-1)	289 14%	137 13%	151 14%	51 20% <sup>e</sup> hi	37 11%	57 14%	52 15%	34 11%	57 13%	69 12%	86 14%	56 13%	79 16% <sup>j</sup>	21 12%	14 15%	32 13%	26 14%	19 10%	27 17%	21 19% <sup>r</sup> u	18 9%	41 15%	44 17% <sup>u</sup>	25 13%
A lot less confident now (-2)	271 13%	133 13%	138 13%	31 12%	44 13%	52 13%	58 16% <sup>h</sup>	33 11%	54 12%	42 8%	67 11% <sup>j</sup>	60 14% <sup>j</sup>	102 21% <sup>jk</sup> l	16 9%	20 21% <sup>n</sup> vw	38 15%	24 13%	29 15%	25 16%	14 13%	24 12%	28 11%	26 10%	26 14%
NET: Less confident	560 27%	271 27%	289 27%	82 33% <sup>h</sup>	81 24%	109 27%	109 31% <sup>h</sup>	68 22%	112 26%	111 20%	153 25% <sup>j</sup>	116 26% <sup>j</sup>	181 38% <sup>jk</sup> l	37 20%	34 36% <sup>n</sup> u	70 28%	51 28%	48 25%	53 32% <sup>n</sup> u	36 32% <sup>n</sup>	42 22%	68 26%	71 26%	52 27%
Don't know	46 2%	15 1%	31 3% <sup>a</sup>	9 4%	8 2%	10 2%	5 1%	8 3%	6 1%	6 1%	18 3% <sup>j</sup>	8 2%	14 3% <sup>j</sup>	6 4%	1 2%	4 2%	6 3%	5 3%	5 3%	- -	4 2%	7 3%	4 2%	2 1%
Mean	-0.31	-0.29	-0.34	-0.36	-0.27	-0.34	-0.40	-0.24 <sup>g</sup>	-0.27 <sup>g</sup>	-0.15 <sup>k</sup> lm	-0.30 <sup>m</sup>	-0.29 <sup>m</sup>	-0.55	-0.24 <sup>o</sup>	-0.53	-0.35	-0.32	-0.33	-0.36	-0.35	-0.26 <sup>o</sup>	-0.28 <sup>o</sup>	-0.26 <sup>o</sup>	-0.30
Standard deviation	0.83	0.85	0.81	0.83	0.85	0.82	0.87	0.77	0.84	0.75	0.77	0.87	0.92	0.70	0.90	0.89	0.84	0.84	0.93	0.85	0.79	0.80	0.79	0.86
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.04	0.04	0.02	0.04	0.05	0.05	0.05	0.10	0.06	0.06	0.06	0.07	0.08	0.06	0.05	0.04	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 13

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**  
**Spending on bigger ticket items (e.g. washing machines, TV, holidays) for the next 12 months**  
**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: More confident	174 8%	5 3%	13 6%	18 10%a	19 9%	30 11%a	16 8%	16 8%	11 6%	16 10%a	11 13%ab	18 5%	37 9%k	46 10%k	27 7%	28 11%k	55 7%	46 10%	55 9%
A lot more confident now	(+2) 21 1%	2 1%	3 1%	1 1%	1 1%	3 1%	3 1%	4 2%	- -	3 2%	- -	5 1%	3 1%	6 1%	4 1%	3 1%	7 1%	6 1%	6 1%
A little more confident now	(+1) 153 7%	3 2%	10 4%	16 9%a	18 8%a	27 10%ab	13 6%	12 6%	11 6%	14 8%a	11 13%abfg	13 4%	34 9%k	40 8%k	23 6%	25 10%k	47 6%	40 8%	48 8%
No difference	(0) 1303 63%	79 50%	108 50%	104 59%	134 62%ab	159 59%	148 72%abce	138 69%abe	129 70%abce	117 72%abce	58 68%ab	186 50%	239 61%k	306 65%k	268 70%kl	175 70%kl	425 56%	306 65%p	442 70%p
A little less confident now	(-1) 289 14%	33 21%fhij	47 22%fhij	23 13%	30 14%f	39 15%f	14 7%	33 16%f	21 12%	17 11%	8 9%	79 21%lmno	53 14%	53 11%	54 14%	25 10%	132 17%qr	53 11%	80 13%
A lot less confident now	(-2) 271 13%	35 23%efghi j	43 20%efghi j	24 13%g	29 14%g	32 12%g	24 12%g	11 5%	20 11%	12 7%	8 9%	78 21%lmno	53 14%no	56 12%	31 8%	20 8%	131 17%qr	56 12%	51 8%
NET: Less confident	560 27%	68 44%cdefg hij	89 42%cdefg hij	47 27%	59 27%fi	71 27%i	38 18%	44 22%	42 23%	29 18%	16 19%	157 43%lmno	106 27%o	109 23%	85 22%	45 18%	263 35%qr	109 23%	131 21%
Don't know	46 2%	4 2%	5 2%	7 4%hi	2 1%	8 3%	5 2%	2 1%	1 1%	1 1%	- -	8 2%	10 3%o	13 3%o	3 1%	1 *	18 2%r	13 3%r	4 1%
Mean	-0.31	-0.63	-0.55	-0.31ab	-0.32ab	-0.27ab	-0.22ab	-0.18ab	-0.28ab	-0.14abd	-0.15ab	-0.59	-0.31k	-0.25k	-0.22k	-0.14kl	-0.45	-0.25p	-0.19p
Standard deviation	0.83	0.91	0.91	0.86	0.84	0.85	0.79	0.70	0.74	0.73	0.77	0.91	0.85	0.82	0.72	0.74	0.89	0.82	0.73
Standard error	0.02	0.08	0.07	0.07	0.06	0.05	0.05	0.05	0.05	0.05	0.07	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.03

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**  
**\* small base**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 14

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**Paying for the day-to-day essentials (e.g. food, energy bills etc) for the next 12 months**

**Base: All respondents**

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: More confident	373	206	167	59	66	66	50	58	73	120	106	86	60	32	12	39	30	37	37	22	37	40	58	28
	18%	20% <sup>b</sup>	16%	24% <sup>g</sup>	20%	17%	14%	19%	17%	21% <sup>m</sup>	18% <sup>m</sup>	20% <sup>m</sup>	12%	18%	12%	16%	16%	19%	23%	20%	19%	15%	22%	15%
A lot more confident now (+2)	31	23	8	2	7	4	4	4	9	15	5	5	6	1	1	4	3	4	5	-	1	7	6	1
	1%	2% <sup>b</sup>	1%	1%	2%	1%	1%	1%	2%	3% <sup>k</sup>	1%	1%	1%	*	1%	1%	1%	2%	3%	-	1%	3%	2%	1%
A little more confident now (+1)	342	183	159	57	60	62	46	54	64	106	101	81	53	31	11	36	27	33	33	22	35	33	52	27
	16%	18%	15%	23% <sup>gi</sup>	18%	16%	13%	17%	15%	19% <sup>m</sup>	17% <sup>m</sup>	19% <sup>m</sup>	11%	17%	12%	15%	15%	17%	20%	20%	18%	13%	19% <sup>v</sup>	14%
No difference (0)	1044	503	541	103	165	203	177	163	232	300	316	219	209	96	47	129	88	94	69	49	102	144	131	97
	50%	49%	51%	41%	50%	51%	50%	52% <sup>d</sup>	53% <sup>d</sup>	53% <sup>m</sup>	52% <sup>m</sup>	50%	44%	53%	49%	53%	48%	49%	42%	44%	52%	55% <sup>s</sup>	49%	51%
A little less confident now (-1)	393	187	207	56	58	78	68	53	81	99	128	59	108	34	18	34	37	31	32	25	33	54	54	41
	19%	18%	19%	22%	17%	20%	19%	17%	18%	18%	21% <sup>l</sup>	13%	23% <sup>jl</sup>	19%	20%	14%	20%	16%	20%	23%	17%	21%	20%	21%
A lot less confident now (-2)	247	120	126	22	38	43	59	36	49	37	44	68	98	16	18	40	24	25	24	14	21	20	22	22
	12%	12%	12%	9%	11%	11%	17% <sup>d</sup> <sup>fi</sup>	11%	11%	7%	7%	15% <sup>jk</sup>	20% <sup>jk</sup>	9%	19% <sup>nvw</sup>	17% <sup>nvw</sup>	13%	13%	15% <sup>v</sup>	13%	11%	8%	8%	12%
NET: Less confident	640	307	333	78	96	121	126	89	130	136	171	126	206	50	36	75	60	56	56	39	55	74	77	63
	31%	30%	31%	31%	29%	31%	36% <sup>h</sup>	29%	30%	24%	28%	29%	43% <sup>ijkl</sup>	28%	38%	31%	33%	29%	35%	35%	28%	28%	29%	33%
Don't know	27	5	21	10	5	6	1	2	2	6	10	6	4	3	-	2	5	5	-	-	2	5	2	2
	1%	*	2% <sup>a</sup>	4% <sup>ghi</sup>	2%	1%	*	1%	1%	1%	2%	1%	1%	2%	-	1%	3% <sup>s</sup>	3%	-	-	1%	2%	1%	1%
Mean	-0.23	-0.19	-0.27	-0.16 <sup>g</sup>	-0.19 <sup>g</sup>	-0.24	-0.37	-0.20 <sup>g</sup>	-0.22 <sup>g</sup>	-0.07 <sup>k</sup>	-0.17 <sup>m</sup>	-0.24 <sup>m</sup>	-0.50	-0.19	-0.44	-0.30	-0.29	-0.22	-0.23	-0.27	-0.20	-0.18 <sup>o</sup>	-0.13 <sup>o</sup>	-0.30
Standard deviation	0.92	0.94	0.89	0.92	0.94	0.89	0.95	0.91	0.91	0.86	0.83	0.97	0.98	0.85	0.95	0.96	0.93	0.96	1.03	0.93	0.89	0.85	0.90	0.88
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.06	0.10	0.06	0.07	0.07	0.08	0.09	0.07	0.06	0.05	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 14

#### Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?

Paying for the day-to-day essentials (e.g. food, energy bills etc) for the next 12 months

Base: All respondents

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: More confident	373 18%	16 11%	30 14%	26 15%	41 19%a	59 22%ab	51 25%abc	35 18%	32 17%	34 21%a	13 15%	47 13%	67 17%	110 23%k	67 18%	47 19%k	114 15%	110 23%p	115 18%
A lot more confident now	(+2) 31 1%	1 1%	5 2%	4 2%	2 1%	5 2%	5 2%h	4 2%	- -	4 2%h	1 1%	6 2%	6 2%	10 2%	4 1%	5 2%	12 2%	10 2%	9 1%
A little more confident now	(+1) 342 16%	15 10%	25 12%	22 12%	39 18%	55 20%ab	46 22%abc	31 16%	32 17%	30 18%a	12 15%	40 11%	61 16%	101 21%k	63 17%k	43 17%k	102 13%	101 21%p	106 17%
No difference	(0) 1044 50%	67 43%	88 41%	89 50%	111 52%b	123 46%	102 50%	109 55%ab	101 55%ab	99 61%abef	55 64%abcde f	154 42%	200 51%k	225 48%	210 55%km	154 62%klm	354 47%	225 48%	365 58%pq
A little less confident now	(-1) 393 19%	36 23%i	53 25%ij	34 19%	37 17%	50 19%	31 15%	40 20%	34 19%	21 13%	11 12%	89 24%lmo	71 18%	81 17%	74 19%o	31 13%	160 21%	81 17%	106 17%
A lot less confident now	(-2) 247 12%	35 22%defgh ij	41 19%fghij	25 14%gi	25 12%i	32 12%i	17 8%	14 7%	15 8%	9 5%	7 8%	76 20%lmno	50 13%no	49 10%	28 7%	15 6%	125 16%qr	49 10%	43 7%
NET: Less confident	640 31%	70 45%defgh ij	94 44%defgh ij	59 33%fij	62 29%i	82 31%i	48 23%	54 27%i	49 27%	30 18%	17 20%	164 44%lmno	121 31%o	130 27%o	103 27%o	47 19%	285 38%qr	130 27%	149 24%
Don't know	27 1%	3 2%	2 1%	3 2%	- -	4 2%	5 2%d	1 1%	1 1%	1 *	- -	5 1%	3 1%	9 2%	3 1%	1 *	8 1%	9 2%	4 1%
Mean	-0.23	-0.57	-0.47	-0.31a	-0.20ab	-0.19ab	-0.04abc	-0.14ab	-0.17ab	*abc de	-0.11ab	-0.51	-0.25k	-0.13k	-0.16k	-0.04kl	-0.38	-0.13p	-0.11p
Standard deviation	0.92	0.97	1.01	0.95	0.91	0.96	0.90	0.84	0.81	0.79	0.78	0.99	0.93	0.94	0.82	0.79	0.97	0.94	0.81
Standard error	0.02	0.09	0.07	0.08	0.07	0.06	0.06	0.06	0.06	0.05	0.07	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 15

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**The economy overall in the next 12 months**

**Base: All respondents**

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: More confident	688 33%	380 37%b	308 29%	70 28%	105 31%f	94 24%	100 28%	120 38%dfg	199 45%def gh	238 42%klm	192 32%mn	147 34%mn	111 23%	60 33%	22 24%	73 30%	63 34%	68 35%	55 34%	29 26%	72 37%	98 37%o	90 34%	57 30%
A lot more confident now	(+2) 61 3%	42 4%b	19 2%	4 1%	11 3%	5 1%	11 3%	7 2%	24 5%dfh	26 5%mn	16 3%	11 2%	8 2%	1 1%	3 3%	3 1%	4 2%	9 5%np	4 2%	1 1%	5 3%	15 6%np	9 3%	7 4%
A little more confident now	(+1) 627 30%	338 33%b	289 27%	67 27%	94 28%	89 23%	90 25%	112 36%efg	175 40%def g	212 38%klm	176 29%mn	136 31%mn	103 22%	59 32%	20 21%	70 29%	60 32%	59 30%	52 32%	28 25%	67 34%o	83 32%	82 31%	50 26%
No difference	(0) 810 39%	361 35%	449 42%a	94 37%	139 42%i	187 47%hi	141 40%i	114 37%	134 31%	186 33%	251 42%j	186 42%j	187 39%j	78 43%	37 39%	98 40%	60 33%	77 40%	56 35%	43 39%	87 45%q	97 37%	106 40%	71 37%
A little less confident now	(-1) 299 14%	142 14%	157 15%	56 22%egh i	41 12%	62 16%	47 13%	38 12%	56 13%	77 14%l	105 17%l	40 9%	77 16%l	25 14%	15 16%	27 11%	24 13%	19 10%	23 14%	24 22%pru	19 10%	47 18%ru	45 17%ru	30 16%
A lot less confident now	(-2) 229 11%	118 12%	111 10%	17 7%	38 11%	41 10%	60 17%dfh i	32 10%	40 9%	42 7%	41 7%	53 12%jkl	92 19%jkl	13 7%	17 w	41 18%nuv w	26 17%nuv w	24 14%nuv w	25 12%v w	12 16%nuv w	13 11%v	11 4%	21 8%	25 13%v
NET: Less confident	528 25%	260 25%	268 25%	73 29%	79 24%	103 26%	107 30%hi	70 22%	96 22%	120 21%	146 24%	94 21%	168 35%jkl	38 21%	33 v	69 35%nru	51 28%u	42 28%u	48 30%u	36 33%nu	32 16%	58 22%	67 25%u	55 29%u
Don't know	57 3%	20 2%	37 4%a	13 5%g	10 3%	12 3%	6 2%	9 3%	8 2%	19 3%	14 2%	11 3%	13 3%	5 3%	3 3%	5 2%	10 5%w	6 3%	3 2%	2 2%	4 2%	9 3%	4 2%	6 3%
Mean	*	0.04	-0.05	-0.07	*	-0.12	-0.16	0.08fg	0.20de fg	0.19kl m	0.04m	0.02m	-0.30	0.05o	-0.27	-0.14	-0.06	0.06o	-0.09	-0.17	0.17op stx	0.17op qstx	0.04o	-0.08
Standard deviation	1.01	1.06	0.97	0.93	1.01	0.93	1.09	1.00	1.05	1.00	0.93	1.01	1.07	0.89	1.09	1.06	1.08	1.06	1.09	0.97	0.90	0.95	0.97	1.07
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.07	0.12	0.07	0.08	0.08	0.09	0.10	0.07	0.06	0.05	0.08

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 15

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**The economy overall in the next 12 months**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: More confident	688 33%	34 22%	54 25%	61 34%a	55 26%	97 36%abd	86 42%abd	67 34%a	61 33%a	73 45%abdg	36 42%abd	88 24%	116 30%	182 38%kl	128 33%k	109 44%kl	204 27%	182 38%p	237 37%p
A lot more confident now	(+2) 61 3%	2 1%	8 4%d	6 4%d	1 *	11 4%d	8 4%d	8 4%d	5 3%d	4 2%	2 3%d	10 3%	7 2%	19 4%	13 3%	6 2%	17 2%	19 4%	19 3%
A little more confident now	(+1) 627 30%	32 21%	46 21%	55 31%	55 26%	86 32%ab	78 38%abd	60 30%	55 30%	69 42%abcde	33 39%abd	78 21%	109 28%	163 34%k	115 30%k	103 41%kl	188 25%	163 34%p	217 34%p
No difference	(0) 810 39%	55 35%	79 37%	64 36%	102 47%af	112 42%	67 33%	80 40%	80 44%f	61 37%	32 38%	134 36%	166 42%	179 38%	161 42%	93 37%	300 39%	179 38%	254 40%
A little less confident now	(-1) 299 14%	24 15%	40 19%ei	25 14%	30 14%	30 11%	33 16%	33 17%i	27 15%	15 9%	8 10%	64 17%o	54 14%	63 13%	60 16%o	24 10%	118 16%	63 13%	84 13%
A lot less confident now	(-2) 229 11%	34 22%cefg ij	37 17%efghi j	20 12%f	28 13%fg	24 9%	11 5%	11 6%	14 7%	12 8%	6 7%	71 19%lmno	48 12%mn	35 7%	25 6%	18 7%	119 16%qr	35 7%	43 7%
NET: Less confident	528 25%	57 37%efghi j	77 36%efghi j	45 26%	58 27%i	54 20%	44 21%	44 22%	40 22%	28 17%	14 17%	134 36%lmno	103 26%o	98 21%	85 22%	42 17%	237 31%qr	98 21%	127 20%
Don't know	57 3%	9 6%dhi	4 2%	6 4%d	- -	6 2%	9 4%di	7 4%d	2 1%	1 1%	3 4%d	13 4%	6 2%	15 3%	10 3%	5 2%	19 3%	15 3%	15 2%
Mean	*	-0.37	-0.25	0.01ab	-0.14	0.11abd	0.20abd	0.10abd	0.07ab	0.23abd	0.22abd	-0.30	-0.07k	0.15kl	0.08kl	0.22kl	-0.18	0.15p	0.14p
Standard deviation	1.01	1.10	1.10	1.05	0.95	0.98	0.95	0.93	0.93	0.94	0.93	1.10	1.00	0.97	0.93	0.93	1.05	0.97	0.94
Standard error	0.02	0.10	0.08	0.08	0.07	0.06	0.07	0.06	0.07	0.06	0.09	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 16

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**Life in the UK in the next 12 months**

**Base: All respondents**

	Total	Gender		Age						Social Grade				Region										
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
NET: More confident	610 29%	350 34%b	260 24%	67 27%	88 26%	89 22%	83 24%	111 36%efg	171 39%defg	196 35%mg	182 30%mg	140 32%mg	92 19%	52 28%o	14 15%	64 26%	62 34%o	66 34%o	52 32%o	29 26%	60 31%o	74 28%o	86 32%o	50 26%
A lot more confident now	(+2) 41 2%	28 3%b	13 1%	2 1%	4 1%	4 1%	6 2%	6 2%	18 4%ef	20 3%km	10 2%	8 2%	4 1%	1 *	3 4%n	3 1%	2 1%	1 1%	4 2%	2 2%	4 2%	7 3%	8 3%n	5 3%
A little more confident now	(+1) 569 27%	322 32%b	248 23%	65 26%	84 25%	85 21%	77 22%	106 34%efg	153 35%efg	176 31%mg	172 29%mg	132 30%mg	88 18%	51 28%o	11 12%	62 25%o	59 32%o	65 34%ox	48 30%o	28 25%o	56 29%o	67 26%o	78 29%o	45 24%o
No difference	(0) 837 40%	369 36%	468 44%a	91 36%	148 44%i	181 46%i	153 43%i	122 39%	142 33%	223 40%	248 41%	178 41%	188 39%	84 46%qs	44 47%q	95 39%	59 32%	73 38%	56 34%	43 39%	88 45%q	113 43%q	109 41%	73 39%
A little less confident now	(-1) 352 17%	178 17%	174 16%	52 21%h	53 16%	77 19%h	63 18%h	35 11%	72 16%h	85 15%	112 19%l	54 12%	101 21%jl	28 15%	16 17%	38 15%	31 17%	18 10%	30 19%r	28 25%pru	26 14%	57 22%r	44 17%r	35 18%r
A lot less confident now	(-2) 244 12%	113 11%	132 12%	30 12%	38 11%	41 10%	51 15%	38 12%	46 10%	48 8%	48 8%	58 13%jk	91 19%jkl	14 8%	18 19%nuv w	45 18%ntu vw	24 13%v	30 16%nuv	23 14%uv	10 9%	13 7%	14 5%	25 9%	27 14%uv
NET: Less confident	596 29%	291 28%	306 29%	82 33%h	91 27%	118 30%	114 32%h	74 24%	117 27%	133 24%	161 27%	111 25%	192 40%ijkl	42 23%	34 36%u	83 34%nu	56 30%	48 25%	53 33%u	38 34%u	40 20%	71 27%	70 26%	62 33%u
Don't know	40 2%	12 1%	28 3%a	10 4%g	6 2%	8 2%	3 1%	5 2%	7 2%	11 2%	13 2%	8 2%	8 2%	3 2%	2 1%	2 4%	7 4%	5 3%	1 1%	- -	7 3%	4 2%	3 1%	5 2%
Mean	-0.09	-0.03b	-0.16	-0.17	-0.11	-0.17	-0.22	0.02fg	0.06de fg	0.06m	-0.03m	-0.05m	-0.40 p	-0.03o	-0.37	-0.25	-0.09	-0.06o	-0.12	-0.15	0.06o px	-0.01op	*o p	-0.19
Standard deviation	1.00	1.03	0.97	1.00	0.96	0.93	1.01	1.02	1.05	0.98	0.93	1.02	1.02	0.89	1.05	1.07	1.06	1.05	1.07	0.95	0.90	0.90	0.99	1.05
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.07	0.11	0.07	0.08	0.08	0.09	0.09	0.07	0.06	0.05	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 16

**Q.5 To what extent does today's Budget make you more or less confident, if at all, about...?**

**Life in the UK in the next 12 months**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
NET: More confident	610 29%	33 21%	55 26%	56 32%	47 22%	92 34%adh	77 38%abdh	63 31%ad	45 24%	58 35%adh	30 35%ad	87 24%	103 26%	170 36%kln	108 28%	88 35%kl	190 25%	170 36%p	195 31%p
A lot more confident now	(+2) 41 2%	2 1%	4 2%	3 2%	1 1%	8 3%	6 3%	4 2%	3 1%	4 2%	1 1%	6 2%	5 1%	13 3%	6 2%	5 2%	11 1%	13 3%	11 2%
A little more confident now	(+1) 569 27%	31 20%	51 24%	53 30%	45 21%	85 32%ad	71 35%abdh	59 30%	42 23%	54 33%adh	29 34%ad	81 22%	98 25%	156 33%kl	102 26%	83 33%kl	179 24%	156 33%p	185 29%p
No difference	(0) 837 40%	47 30%	79 37%	67 38%	97 45%a	97 36%	78 38%	85 42%a	93 51%abcef	77 47%ae	37 43%a	125 34%	164 42%k	175 37%	178 46%km	114 46%km	289 38%	175 37%	292 46%ppq
A little less confident now	(-1) 352 17%	37 24%fhij	34 16%	31 17%	42 19%i	47 17%	29 14%	36 18%	25 13%	18 11%	9 11%	71 19%o	72 19%o	76 16%	61 16%	27 11%	143 19%r	76 16%	88 14%
A lot less confident now	(-2) 244 12%	33 21%cefg ij	42 19%cefg ij	18 10%	29 13%gi	28 10%	16 8%	13 6%	19 11%	10 6%	8 10%	75 20%lmno	47 12%	43 9%	32 8%	18 7%	122 16%qr	43 9%	50 8%
NET: Less confident	596 29%	71 45%cd hij	75 35%fghij	48 27%i	71 33%fij	75 28%i	45 22%	49 24%	44 24%	28 17%	18 21%	146 39%lmno	119 30%o	119 25%o	93 24%	45 18%	265 35%qr	119 25%	138 22%
Don't know	40 2%	6 4%di	5 2%	5 3%	1 *	5 2%	6 3%	4 2%	1 1%	1 *	1 1%	11 3%o	5 1%	10 2%	5 1%	1 1%	16 2%	10 2%	7 1%
Mean	-0.09	-0.47	-0.28	-0.04a	-0.24	-0.01abd	0.11abd	0.03abd	-0.09a	0.15abdh	0.05abd	-0.36	-0.15k	0.04kl	-0.03k	0.12kl	-0.25	0.04p	0.03p
Standard deviation	1.00	1.09	1.10	0.99	0.96	1.02	0.96	0.91	0.92	0.87	0.95	1.10	0.98	1.00	0.91	0.90	1.04	1.00	0.91
Standard error	0.02	0.10	0.08	0.08	0.07	0.07	0.07	0.06	0.07	0.06	0.09	0.06	0.05	0.05	0.04	0.05	0.04	0.05	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 17

**Q.6 Thinking about the current economic situation, which of the following comes closest to your view a) for the UK as a whole and b) for you and your family personally?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	South East (v)	South West (x)	
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
<b>For the UK as a whole</b>																								
The worst is now behind us and things are starting to get better	390 19%	230 23% <sup>b</sup>	160 15%	46 18% <sup>f</sup>	63 19% <sup>f</sup>	43 11%	59 17% <sup>f</sup>	65 21% <sup>f</sup>	115 26% <sup>efg</sup>	134 24% <sup>lm</sup>	116 19% <sup>m</sup>	76 17%	64 13%	36 20%	14 15%	37 15%	32 18%	39 20%	24 15%	20 18%	43 22%	55 21%	54 20%	36 19%
Things continue to get worse but I can see them getting better in future	909 44%	463 45%	446 42%	107 43%	139 42%	186 47%	140 39%	140 45%	197 45%	269 48% <sup>m</sup>	287 48% <sup>m</sup>	190 43% <sup>m</sup>	163 34%	77 42%	29 31%	110 45% <sup>o</sup>	81 44%	76 40%	82 51% <sup>o</sup>	49 44%	86 44%	125 48% <sup>o</sup>	118 44% <sup>o</sup>	77 40%
Things just keep getting worse and I can't see them getting better	621 30%	278 27%	344 32% <sup>a</sup>	63 25%	96 29%	135 34% <sup>i</sup>	134 38% <sup>deh</sup>	90 29%	104 24%	133 24%	153 25%	134 31% <sup>j</sup>	201 42% <sup>ijkl</sup>	49 27%	40 42% <sup>nuv</sup>	83 34% <sup>uv</sup>	61 33% <sup>uv</sup>	66 34% <sup>uv</sup>	48 29%	35 32%	44 23%	61 23%	69 26%	65 34% <sup>uv</sup>
Don't know	163 8%	50 5%	113 11% <sup>a</sup>	34 14% <sup>ghi</sup>	35 11% <sup>ghi</sup>	32 8%	21 6%	18 6%	21 5%	27 5%	48 8% <sup>j</sup>	37 9% <sup>j</sup>	50 11% <sup>j</sup>	19 11%	12 12% <sup>qs</sup>	16 6%	9 5%	12 6%	8 5%	6 6%	22 11% <sup>qs</sup>	21 8%	26 10%	12 6%
<b>For you and your family personally</b>																								
The worst is now behind us and things are starting to get better	519 25%	301 29% <sup>b</sup>	218 21%	61 24%	85 25%	74 19%	81 23%	87 28% <sup>f</sup>	132 30% <sup>fg</sup>	193 34% <sup>klm</sup>	159 26% <sup>m</sup>	108 25% <sup>m</sup>	59 12%	45 25%	20 21%	58 24%	50 27%	61 32%	40 25%	25 23%	46 24%	62 24%	67 25%	45 23%
Things continue to get worse but I can see them getting better in future	789 38%	388 38%	401 38%	103 41%	126 38%	158 40%	124 35%	121 39%	157 36%	218 39%	233 39%	172 39%	166 35%	72 40% <sup>r</sup>	30 32%	97 40% <sup>r</sup>	69 37%	53 27%	71 44% <sup>r</sup>	40 36%	73 37%	116 44% <sup>r</sup>	100 37% <sup>r</sup>	68 36%
Things just keep getting worse and I can't see them getting better	587 28%	264 26%	323 30% <sup>a</sup>	46 18%	88 26%	126 32% <sup>d</sup>	122 34% <sup>dei</sup>	89 28% <sup>d</sup>	116 27% <sup>d</sup>	107 19%	151 25% <sup>j</sup>	118 27% <sup>j</sup>	210 44% <sup>ijkl</sup>	47 26%	35 37% <sup>uv</sup>	74 30% <sup>uv</sup>	52 28%	62 32% <sup>uv</sup>	42 26%	37 34% <sup>uv</sup>	49 25%	56 21%	73 27%	61 32% <sup>uv</sup>
Don't know	188 9%	68 7%	119 11% <sup>a</sup>	40 16% <sup>ghi</sup>	34 10% <sup>h</sup>	38 10% <sup>h</sup>	27 8%	16 5%	33 8%	45 8%	61 10%	39 9%	44 9%	17 10%	10 10%	15 6%	13 7%	17 9%	8 5%	8 7%	28 14% <sup>ps</sup>	28 11%	27 10%	16 9%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 17

**Q.6 Thinking about the current economic situation, which of the following comes closest to your view a) for the UK as a whole and b) for you and your family personally?**

**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
<b>For the UK as a whole</b>																			
The worst is now behind us and things are starting to get better	390 19%	11 7%	35 16%a	30 17%a	31 14%	64 24%ad	45 22%a	37 18%a	29 16%a	41 25%adh	27 31%abcdg h	46 13%	61 16%	108 23%kl	66 17%	68 27%kln	107 14%	108 23%p	133 21%p
Things continue to get worse but I can see them getting better in future	909 44%	50 32%	79 37%	67 38%	96 45%a	112 42%	105 51%abc	94 47%a	92 50%abc	83 51%abc	41 48%a	129 35%	163 42%	216 46%k	185 48%k	124 50%kl	292 38%	216 46%p	309 49%p
Things just keep getting worse and I can't see them getting better	621 30%	72 46%cefg ij	83 39%efij	58 33%fij	76 35%fij	73 27%i	40 19%	59 29%fij	52 29%fi	29 18%	15 18%	154 42%mmo	134 34%mo	113 24%	111 29%o	44 18%	289 38%qr	113 24%	155 25%
Don't know	163 8%	23 15%deghij	17 8%	21 12%gij	12 6%	20 7%	16 8%	11 5%	10 6%	11 7%	2 2%	40 11%no	33 8%	36 8%	21 5%	13 5%	73 10%r	36 8%	34 5%
<b>For you and your family personally</b>																			
The worst is now behind us and things are starting to get better	519 25%	15 10%	34 16%	35 20%a	41 19%a	71 26%ab	66 32%abcdg	45 22%a	48 26%ab	65 40%abcde gh	39 46%abcde fgh	49 13%	76 19%k	137 29%kl	93 24%k	104 42%klmn	125 16%	137 29%p	197 31%p
Things continue to get worse but I can see them getting better in future	789 38%	52 33%	73 34%	62 35%	78 36%	99 37%	86 42%	88 44%	90 49%abcde i	59 36%	31 37%	125 34%	139 36%	185 39%	178 46%klmo	90 36%	265 35%	185 39%	268 42%p
Things just keep getting worse and I can't see them getting better	587 28%	72 46%efghi j	87 40%efghi j	65 37%efhij	82 38%efghi j	70 26%ij	44 22%ij	54 27%ij	35 19%	21 13%	9 11%	159 43%mmo	146 37%mmo	115 24%o	89 23%o	31 12%	305 40%qr	115 24%r	119 19%
Don't know	188 9%	17 11%	20 9%	15 9%	14 7%	28 11%f	10 5%	13 7%	11 6%	18 11%f	6 7%	37 10%	29 7%	38 8%	24 6%	24 10%	66 9%	38 8%	48 8%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

\* small base

**Which? Post Budget Poll**  
**ONLINE Fieldwork : 21st March 2012**

Absolutes/col percents

Table 18  
**Gender**  
**Base: All respondents**

	Gender		Age							Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Male	1021	1021	-	92	161	201	173	166	228	333	263	202	224	86	54	129	84	99	82	55	87	143	113	88
	49%	100%	b	37%	48% <sup>d</sup>	51% <sup>d</sup>	49% <sup>d</sup>	53% <sup>d</sup>	52% <sup>d</sup>	59% <sup>k</sup>	43% <sup>m</sup>	46% <sup>l</sup>	47% <sup>m</sup>	48%	58% <sup>w</sup>	53% <sup>w</sup>	46%	51%	51%	50%	44%	55% <sup>w</sup>	42%	46%
Female	1062	-	1062	158	173	195	181	146	209	229	341	236	256	95	40	115	99	94	80	55	108	119	154	102
	51%	-	100%	a	63% <sup>e</sup>	52% <sup>f</sup>	49% <sup>g</sup>	51% <sup>g</sup>	47% <sup>h</sup>	48% <sup>h</sup>	41% <sup>i</sup>	57% <sup>j</sup>	54% <sup>j</sup>	53% <sup>j</sup>	42% <sup>i</sup>	47% <sup>i</sup>	54%	49% <sup>i</sup>	49% <sup>i</sup>	50% <sup>i</sup>	56% <sup>i</sup>	45% <sup>i</sup>	58% <sup>o</sup>	54% <sup>p</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Which? Post Budget Poll**  
**ONLINE Fieldwork : 21st March 2012**

Absolutes/col percents

Table 18  
**Gender**  
**Base: All respondents**

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Male	1021 49%	75 48%	92 43%	87 49%	88 41%	115 43%	112 54%bde	103 52%d	92 50%	105 64%abcde	54 64%abcde	167 45%	174 45%	227 48%	195 51%	159 64%klmn	341 45%	227 48%	354 56%pq
Female	1062 51%	81 52%ij	122 57%fij	90 51%ij	127 59%fgij	153 57%fij	94 46%	97 48%i	92 50%ij	59 36%	31 36%	203 55%o	217 55%o	247 52%o	188 49%o	90 36%	420 55%r	247 52%r	278 44%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**  
**\* small base**

## Which? Post Budget Poll ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 19  
**Age**  
Base: All respondents

	Gender			Age						Social Grade					Region									
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
18-24	250 12%	92 9%	158 15% <sup>a</sup>	250 100% <sup>efgh</sup>	-	-	-	-	-	36 6%	110 18% <sup>ijlm</sup>	46 11% <sup>j</sup>	58 12% <sup>j</sup>	31 17% <sup>pru</sup>	15 16% <sup>r</sup>	24 10%	23 13%	15 8%	20 12%	17 16%	18 9%	37 14%	27 10%	22 12%
25-34	333 16%	161 16%	173 16%	-	333 100% <sup>dfgh</sup>	-	-	-	-	88 16%	103 17%	80 18%	62 13%	25 14%	11 12%	42 17%	34 19% <sup>x</sup>	35 18% <sup>x</sup>	20 12%	14 13%	23 12%	60 23% <sup>nos</sup>	47 18% <sup>x</sup>	20 10%
35-44	396 19%	201 20%	195 18%	-	-	396 100% <sup>degh</sup>	-	-	-	100 18%	104 17%	102 23% <sup>k</sup>	90 19%	36 20%	10 10%	38 16%	37 20%	41 22% <sup>o</sup>	28 17%	25 23% <sup>o</sup>	41 21%	68 26% <sup>opw</sup>	40 15%	32 17%
45-54	354 17%	173 17%	181 17%	-	-	-	354 100% <sup>defh</sup>	-	-	79 14%	89 15%	71 16%	115 24% <sup>ijkl</sup>	31 17%	23 25% <sup>wx</sup>	50 20% <sup>x</sup>	31 17%	32 17%	29 18%	15 14%	39 20%	44 17%	37 14%	23 12%
55-64	312 15%	166 16%	146 14%	-	-	-	-	312 100% <sup>defg</sup>	-	99 18% <sup>l</sup>	83 14%	53 12%	78 16%	24 14%	17 18% <sup>v</sup>	31 13%	28 15% <sup>v</sup>	27 14% <sup>v</sup>	32 20% <sup>v</sup>	14 13%	23 12%	20 8%	51 19% <sup>v</sup>	45 24% <sup>nprtuv</sup>
65+	437 21%	228 22%	209 20%	-	-	-	-	437 100% <sup>def</sup>	gh	160 29% <sup>klm</sup>	117 19%	84 19%	76 16%	33 18%	18 19%	60 24% <sup>v</sup>	31 17%	42 22% <sup>v</sup>	32 20%	24 22%	50 26% <sup>v</sup>	34 13%	66 25% <sup>v</sup>	48 25% <sup>v</sup>
Average age	46.92	48.38 <sup>b</sup>	45.51	21.72	30.01 <sup>d</sup>	39.66 <sup>d</sup>	49.90 <sup>d</sup>	59.66 <sup>d</sup>	69.25 <sup>d</sup>	50.55 <sup>k</sup>	44.45	45.78	46.79 <sup>k</sup>	44.77	47.13 <sup>v</sup>	47.95 <sup>v</sup>	45.05	47.42 <sup>v</sup>	48.02 <sup>v</sup>	46.83 <sup>v</sup>	49.32 <sup>n</sup>	41.93	48.74 <sup>n</sup>	49.78 <sup>nq</sup>

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 19  
Age  
Base: All respondents

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
18-24	250 12%	47 30% ghij	30 14% bcdef	13 7%	23 11%	25 9%	16 8%	15 8%	15 8%	9 5%	6 7%	77 21% lmno	35 9%	41 9%	30 8%	15 6%	113 15% qr	41 9%	45 7%
25-34	333 16%	23 15%	30 14%	20 12%	34 16%	39 15%	40 20%	32 16%	34 18%	42 26% abcde gj	13 15%	53 14%	54 14%	79 17%	66 17%	55 22% kl	107 14%	79 17%	120 19% p
35-44	396 19%	18 11%	30 14%	34 19%	34 16%	57 21% a	36 18%	46 23% ab	48 26% abd	40 24% ab	25 29% abdf	48 13%	68 17%	93 20% k	94 24% kl	64 26% kl	116 15%	93 20%	158 25% pq
45-54	354 17%	28 18%	31 15%	28 16%	35 16%	39 15%	42 21%	32 16%	43 23% be	28 17%	21 24% e	59 16%	63 16%	82 17%	74 19%	48 20%	123 16%	82 17%	123 19%
55-64	312 15%	30 19%	33 15%	28 16%	27 13%	33 12%	25 12%	39 20% ef	27 15%	27 17%	12 15%	63 17%	55 14%	58 12%	67 17% m	40 16%	118 16%	58 12%	106 17% q
65+	437 21%	10 6%	60 28% aghij	54 31% aghij	62 29% aghij	76 28% aghij	46 22% ahij	36 18% ah	17 9%	18 11%	8 10%	69 19% o	116 30% kno	121 26% kno	53 14%	27 11%	185 24% r	121 26% r	79 13%
Average age	46.92	40.23	49.09 ahi	51.35 afg hij	48.62 ahi	49.03 ahi	47.44 a	47.63 ahi	44.27 a	44.35 a	45.33 a	45.35	49.85 kno	48.34 kno	46.02	44.69	47.66 r	48.34 r	45.50

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 20  
Social Grade  
Base: All respondents

	Gender		Age						Social Grade					Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
AB	562 27%	333 33% <sup>b</sup>	229 22%	36 14%	88 26% <sup>d</sup>	100 25% <sup>d</sup>	79 22% <sup>d</sup>	99 32% <sup>d</sup>	160 37% <sup>d</sup>	562 100% <sup>k</sup>	-	-	-	44 24%	24 26%	62 26%	41 22%	53 27%	39 24%	21 19%	57 29%	84 32% <sup>q</sup>	85 32% <sup>q</sup>	52 27%
C1	604 29%	263 26%	341 32% <sup>a</sup>	110 44% <sup>e</sup> 44% <sup>f</sup> 44% <sup>g</sup> hi	103 31%	104 26%	89 25%	83 27%	117 27%	-	604 100% <sup>j</sup>	-	-	56 31%	31 33%	61 25%	51 28%	56 29%	39 24%	27 25%	58 30%	102 39% <sup>p</sup> 39% <sup>q</sup> twx	73 27%	50 26%
C2	437 21%	202 20%	236 22%	46 19%	80 24% <sup>h</sup>	102 26% <sup>h</sup>	71 20%	53 17%	84 19%	-	-	437 100% <sup>j</sup>	-	36 20%	24 25% <sup>u</sup>	61 25% <sup>u</sup>	58 31% <sup>n</sup> vw	36 19%	38 24% <sup>u</sup>	25 22%	27 14%	35 13%	56 21% <sup>v</sup>	42 22% <sup>v</sup>
DE	479 23%	224 22%	256 24%	58 23%	62 19%	90 23%	115 32% <sup>d</sup> def hi	78 25% <sup>i</sup>	76 17%	-	-	-	479 100% <sup>j</sup>	45 25% <sup>v</sup>	15 16%	60 25% <sup>v</sup>	34 18%	48 25% <sup>v</sup>	45 28% <sup>v</sup>	38 34% <sup>o</sup> qv w	53 27% <sup>v</sup>	41 16%	53 20%	47 25% <sup>v</sup>

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y  
\* small base; \*\* very small base (under 30) ineligible for sig testing

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 20  
Social Grade  
Base: All respondents

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
AB	562 27%	3 2%	14 7%a	19 11%a	28 13%a	47 17%ab	66 32%abcde	83 41%abcde	71 39%abcde	101 62%abcde	59 70%abcdef	17 5%	47 12%k	113 24%kl	154 40%klm	161 65%klmn	64 8%	113 24%p	315 50%pq
C1	604 29%	41 26%	55 26%	41 23%	72 34%ij	89 33%cij	71 34%cij	57 29%	59 32%ij	36 22%	16 19%	96 26%	113 29%o	160 34%ko	116 30%o	52 21%	210 28%	160 34%pr	168 27%
C2	437 21%	8 5%	37 17%aj	48 27%abij	61 29%abij	82 31%abgij	49 24%aj	40 20%aj	40 22%aj	18 11%	7 8%	45 12%	109 28%kno	131 28%kno	80 21%ko	25 10%	155 20%	131 28%pr	105 17%
DE	479 23%	104 67%bcdef ghij	107 50%cdefg hij	68 39%defgh ij	53 25%fghij	50 19%fghij	20 10%j	20 10%j	14 8%	8 5%	2 3%	211 57%lmno	121 31%mno	70 15%no	34 9%o	11 4%	332 44%qr	70 15%r	44 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r

\* small base

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 21  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Scotland	181	86	95	31	25	36	31	24	33	44	56	36	45	181	-	-	-	-	-	-	-	-	-	-
	9%	8%	9%	13%	8%	9%	9%	8%	7%	8%	9%	8%	9%	100% opqr stuvwx	-	-	-	-	-	-	-	-	-	-
North East	94	54	40	15	11	10	23	17	18	24	31	24	15	-	94	-	-	-	-	-	-	-	-	-
	5%	5%	4%	6%	3%	2%	7% f	5%	4%	4%	5%	5%	3%	-	100% npqr stuvwx	-	-	-	-	-	-	-	-	-
North West	245	129	115	24	42	38	50	31	60	62	61	61	60	-	-	245	-	-	-	-	-	-	-	-
	12%	13%	11%	9%	13%	10%	14%	10%	14%	11%	10%	14%	13%	-	-	100% noqr stuvwx	-	-	-	-	-	-	-	-
Yorkshire & Humberside	184	84	99	23	34	37	31	28	31	41	51	58	34	-	-	-	184	-	-	-	-	-	-	-
	9%	8%	9%	9%	10%	9%	9%	9%	7%	7%	8%	13% jkm	7%	-	-	-	100% nopr stuvwx	-	-	-	-	-	-	-
West Midlands	193	99	94	15	35	41	32	27	42	53	56	36	48	-	-	-	-	193	-	-	-	-	-	-
	9%	10%	9%	6%	11%	10%	9%	9%	10%	9%	9%	8%	10%	-	-	-	-	100% nopq stuvwx	-	-	-	-	-	-
East Midlands	162	82	80	20	20	28	29	32	32	39	39	38	45	-	-	-	-	-	162	-	-	-	-	-
	8%	8%	8%	8%	6%	7%	8%	10%	7%	7%	6%	9%	9%	-	-	-	-	-	100% nopq rtuvwx	-	-	-	-	-
Wales	110	55	55	17	14	25	15	14	24	21	27	25	38	-	-	-	-	-	-	110	-	-	-	-
	5%	5%	5%	7%	4%	6%	4%	5%	6%	4%	4%	6%	8% jkl	-	-	-	-	-	-	100% nopq rsuvwx	-	-	-	-
Eastern	195	87	108	18	23	41	39	23	50	57	58	27	53	-	-	-	-	-	-	-	195	-	-	-
	9%	8%	10%	7%	7%	10%	11%	8%	11%	10% l	10%	6%	11% l	-	-	-	-	-	-	-	100% nopq rstvwx	-	-	-
London	262	143	119	37	60	68	44	20	34	84	102	35	41	-	-	-	-	-	-	-	-	262	-	-
	13%	14%	11%	15% hi	18% ghi	17% ghi	12% hi	6%	8%	15% lm	17% lm	8%	9%	-	-	-	-	-	-	-	-	100% nopq rstvwx	-	-
South East	267	113	154	27	47	40	37	51	66	85	73	56	53	-	-	-	-	-	-	-	-	-	267	-
	13%	11%	15% a	11%	14%	10%	10%	16% fg	15% f	15%	12%	13%	11%	-	-	-	-	-	-	-	-	-	100% nopq rstvwx	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Which? Post Budget Poll**  
**ONLINE Fieldwork : 21st March 2012**

Absolutes/col percents

Table 21  
**GO Region**  
**Base: All respondents**

	Gender		Age						Social Grade				Region											
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
South West	190	88	102	22	20	32	23	45	48	52	50	42	47	-	-	-	-	-	-	-	-	-	-	190
	9%	9%	10%	9%	6%	8%	7%	14%	11%	9%	8%	10%	10%	-	-	-	-	-	-	-	-	-	-	100%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 21  
GO Region  
Base: All respondents

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Scotland	181 9%	17 11%	14 6%	18 10%	25 12%	17 7%	12 6%	13 7%	27 15% befgi	11 7%	7 8%	31 8%	43 11% m	29 6%	40 10% m	18 7%	74 10% q	29 6%	58 9%
North East	94 5%	6 4%	12 6%	12 7%	6 3%	10 4%	13 6%	8 4%	14 7% d	5 3%	2 3%	18 5%	17 4%	23 5%	21 6%	8 3%	36 5%	23 5%	29 5%
North West	245 12%	26 17% c	31 15% c	12 7%	33 15% c	35 13%	19 9%	28 14% c	16 9%	14 9%	6 7%	57 15% o	45 11%	53 11%	44 12%	21 8%	102 13%	53 11%	65 10%
Yorkshire & Humberside	184 9%	11 7%	16 8%	17 10%	18 8%	29 11%	30 14% bhij	21 10%	12 6%	10 6%	5 6%	28 7%	35 9%	58 12% ko	32 8%	15 6%	63 8%	58 12% pr	48 8%
West Midlands	193 9%	13 9%	23 11%	23 13%	23 11%	25 9%	17 8%	14 7%	17 9%	15 9%	7 8%	37 10%	46 12%	43 9%	32 8%	22 9%	82 11%	43 9%	54 9%
East Midlands	162 8%	11 7%	22 10% i	12 7%	22 10% i	15 6%	14 7%	18 9% i	13 7%	5 3%	3 4%	33 9% o	35 9% o	29 6%	31 8% o	8 3%	67 9%	29 6%	39 6%
Wales	110 5%	15 9% fhij	13 6%	12 7% h	9 4%	24 9% fhij	5 2%	10 5%	3 2%	5 3%	2 2%	28 8% no	21 5%	28 6%	14 4%	7 3%	49 6% r	28 6% r	21 3%
Eastern	195 9%	12 8%	17 8%	19 11%	18 9%	28 10%	20 10%	21 10%	22 12%	13 8%	7 8%	29 8%	37 9%	48 10%	43 11%	20 8%	66 9%	48 10%	63 10%
London	262 13%	14 9%	16 7%	12 7%	15 7%	29 11%	23 11%	23 11%	30 16% bcd	39 24% abcde fg	28 33% abcdef gh	29 8%	27 7%	52 11%	53 14% kl	67 27% klmn	57 7%	52 11%	120 19% pq
South East	267 13%	12 8%	34 16%	23 13%	20 9%	39 14%	25 12%	27 13%	18 10%	32 20% adh	10 12%	46 12%	43 11%	64 14%	44 12%	42 17% l	89 12%	64 14%	86 14%
South West	190 9%	17 11%	17 8%	17 9%	25 12%	18 7%	28 13% eh	17 9%	12 6%	13 8%	8 9%	34 9%	42 11%	46 10%	29 8%	21 9%	76 10%	46 10%	51 8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r

\* small base



## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 22  
Household Income  
Base: All respondents

	Total	Gender		Age						Social Grade					Region									
		Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)
Unweighted base	2083	1080	1003	139	289	350	406	378	521	921	475	278	409	184	87	247	175	189	159	102	172	234	328	206
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
£0 - £8,300 (4.15)	156 7%	75 7%	81 8%	47 19% efgh i	23 7% ai	18 4%	28 8% i	30 10% fi	10 2%	3 *	41 7% jl	8 2%	104 22% jkl	17 10% w	6 7%	26 11% vw	11 6%	13 7%	11 7%	15 13% vw	12 6%	14 5%	12 5%	17 9%
£8,301 - £12,400 (10.35)	214 10%	92 9%	122 11%	30 12%	30 9%	31 8%	33 9%	33 10%	60 14% fg	14 3%	55 9% j	37 9% j	107 22% jkl	14 8%	12 13%	31 13% v	16 9%	23 12% v	22 14% v	13 12%	17 8%	16 6%	34 13% v	17 9%
£12,401 - £16,400 (14.4)	176 8%	87 8%	90 8%	13 5%	20 6%	34 8%	28 8%	28 9%	54 12% deg	19 3%	41 7% j	48 11% j	68 14% jk	18 10% pv	12 12% pv	12 5%	17 9%	23 12% pv	12 8%	12 11%	19 10%	12 5%	23 9%	17 9%
£16,401 - £21,500 (18.95)	215 10%	88 9%	127 12% a	23 9%	34 10%	34 9%	35 10%	27 9%	62 14% fh	28 5%	72 12% j	61 14% j	53 11% j	25 14% vw	6 6%	33 13% vw	18 10%	23 12% v	22 14% v	9 8%	18 9%	15 6%	20 7%	25 13% vw
£21,501 - £27,000 (24.25)	268 13%	115 11%	153 14%	25 10%	39 12%	57 14%	39 11%	33 10%	76 17% degh	47 8%	89 15% j	82 19% jm	50 11%	17 10%	10 11%	35 14%	29 16%	25 13%	15 9%	24 21% nsv x	28 14%	29 11%	39 15%	18 10%
£27,001 - £33,900 (30.45)	206 10%	112 11%	94 9%	16 6%	40 12%	36 9%	42 12%	25 8%	46 10%	66 12% m	71 12% m	49 11% m	20 4%	12 6%	13 14% t	19 8%	30 16% nptv w	17 9%	14 9%	5 4%	20 10%	23 9%	25 10%	28 15% npt
£33,901 - £41,700 (37.8)	200 10%	103 10%	97 9%	15 6%	32 10%	46 12%	32 9%	39 13% di	36 8%	83 15% klm	57 9% m	40 9% m	20 4%	13 7%	8 8%	28 11%	21 11%	14 7%	18 11%	10 9%	21 11%	23 9%	27 10%	17 9%
£41,701 - £52,800 (47.25)	184 9%	92 9%	92 9%	15 6%	34 10% i	48 12% i	43 12% di	27 9% i	17 4%	71 13% m	59 10% m	40 9% m	14 3%	27 15% pqt wx	14 15% pqt w	16 7%	12 6%	17 9%	13 8%	3 3%	22 11% t	30 11% t	18 7%	12 6%
£52,801 - £71,100 (61.95)	164 8%	105 10% b	59 6%	9 4%	42 13% di	40 10% di	28 8% i	27 9% di	18 4%	101 18% klm	36 6% m	18 4%	8 2%	11 6%	5 6%	14 6%	10 6%	15 8%	5 3%	5 5%	13 7%	39 15% nop qrstux	32 12% pqt stux	13 7%
£71,101+ (80)	85 4%	54 5% b	31 3%	6 2%	13 4%	25 6% i	21 6% i	12 4%	8 2%	59 11% klm	16 3% m	7 2%	2 *	7 4%	2 3%	6 3%	5 3%	7 4%	3 2%	2 2%	7 4%	28 11% nopq rstuw x	10 4%	8 4%
Prefer not to say	216 10%	98 10%	118 11%	51 20% efgh i	27 8%	29 7%	27 8%	31 10%	52 12% fg	71 13% m	66 11% m	47 11%	32 7%	20 11%	6 7%	25 10%	15 8%	14 7%	26 16% qr	13 11%	19 10%	34 13%	28 10%	17 9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Which? Post Budget Poll**  
**ONLINE Fieldwork : 21st March 2012**

Absolutes/col percents

Table 22  
**Household Income**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)
Weighted base	2083	1021	1062	250	333	396	354	312	437	562	604	437	479	181	94*	245	184	193	162	110*	195	262	267	190
Mean	29.68	31.93b	27.48	22.78	32.41d i	33.87d hi	31.61d i	29.76d i	25.37	44.02k lm	28.81m	27.70m	16.68	29.24t	28.78	26.61	28.23t	28.35t	25.93	23.20	30.05t	39.48n opqrst uwx	31.07p st	28.58t
Standard deviation	19.52	20.68	18.06	18.66	20.04	20.33	20.50	20.09	15.40	20.10	17.71	15.20	13.06	19.64	18.20	18.15	16.94	19.25	16.65	16.47	18.59	23.01	19.92	19.26
Standard error	0.45	0.66	0.61	1.79	1.23	1.13	1.06	1.09	0.72	0.71	0.85	0.97	0.67	1.52	2.01	1.23	1.33	1.46	1.45	1.76	1.48	1.62	1.15	1.41

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Which? Post Budget Poll

### ONLINE Fieldwork : 21st March 2012

Absolutes/col percents

Table 22  
Household Income  
Base: All respondents

	Total	Household Income I										Household Income II					Household Income III		
		£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801- or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)
Unweighted base	2083	122	185	158	191	246	216	226	199	211	113	307	349	462	425	324	656	462	749
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
£0 - £8,300	(4.15)	156 7%	156 100%bcdefg hij	-	-	-	-	-	-	-	-	156 42%lmno	-	-	-	-	156 21%qr	-	-
£8,301 - £12,400	(10.35)	214 10%	-	214 100%acdefg hij	-	-	-	-	-	-	-	214 58%lmno	-	-	-	-	214 28%qr	-	-
£12,401 - £16,400	(14.4)	176 8%	-	-	176 100%abdefg hij	-	-	-	-	-	-	-	176 45%kmno	-	-	-	176 23%qr	-	-
£16,401 - £21,500	(18.95)	215 10%	-	-	-	215 100%abcdefg hij	-	-	-	-	-	-	215 55%kmno	-	-	-	215 28%qr	-	-
£21,501 - £27,000	(24.25)	268 13%	-	-	-	-	268 100%abcdfg hij	-	-	-	-	-	-	268 57%klno	-	-	-	268 57%pr	-
£27,001 - £33,900	(30.45)	206 10%	-	-	-	-	-	206 100%abcdeg hij	-	-	-	-	-	206 43%klno	-	-	-	206 43%pr	-
£33,901 - £41,700	(37.8)	200 10%	-	-	-	-	-	-	200 100%abcdef hij	-	-	-	-	200 52%klmo	-	-	-	-	200 32%pq
£41,701 - £52,800	(47.25)	184 9%	-	-	-	-	-	-	-	184 100%abcdef gij	-	-	-	-	184 48%klmo	-	-	-	184 29%pq
£52,801 - £71,100	(61.95)	164 8%	-	-	-	-	-	-	-	-	164 100%abcdef ghj	-	-	-	-	164 66%klmn	-	-	164 26%pq
£71,101+	(80)	85 4%	-	-	-	-	-	-	-	-	-	-	-	-	-	85 34%klmn	-	-	85 13%pq
Prefer not to say	216 10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r

\* small base

**Which? Post Budget Poll**  
**ONLINE Fieldwork : 21st March 2012**

Absolutes/col percents

Table 22  
**Household Income**  
**Base: All respondents**

	Household Income I											Household Income II					Household Income III		
	£0- £8,300 (a)	£8,301- £12,400 (b)	£12,401- £16,400 (c)	£16,401- £21,500 (d)	£21,501- £27,000 (e)	£27,001- £33,900 (f)	£33,901- £41,700 (g)	£41,701- £52,800 (h)	£52,801- £71,100 (i)	£71,101+ (j)	£0- £12,400 (k)	£12,401- £21,500 (l)	£21,501- £33,900 (m)	£33,901- £52,800 (n)	£52,801 or more (o)	Low income earners (p)	Middle income earners (q)	Higher income earners (r)	
Weighted base	2083	156	214	176	215	268	206	200	184	164	85*	370	391	474	383	249	761	474	632
Mean	29.68	4.15	10.35	14.40	18.95	24.25	30.45abc de	37.80abc def	47.25fg	61.95abc defgh	80.00fji	7.73	16.90k	26.94kl	42.33klm n	68.12klm n	12.44	26.94p	52.47pq
Standard deviation	19.52	0.00	0.00	0.00	0.00	0.00	*	*	0.00	*	0.00	3.07	2.27	3.08	4.73	8.58	5.31	3.08	14.19
Standard error	0.45	0.00	0.00	0.00	0.00	0.00	*	*	0.00	*	0.00	0.17	0.12	0.14	0.23	0.48	0.21	0.14	0.52

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o - p/q/r**

**\* small base**