

# **General public attitudes towards a Financial Transactions Tax**

**Research data**

April 2010

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# Methodology

This report presents the data for a survey on attitudes towards a Financial Transactions Tax amongst the general public of Great Britain. The research was conducted by Ipsos MORI, using our Capibus survey, which is a weekly face-to-face omnibus survey.

## Technical details

- This survey was carried out by Ipsos MORI on behalf of Save the Children (and the Robin Hood Tax campaign).
- The research was carried out on Ipsos MORI's Capibus, the weekly face-to-face omnibus survey, using a nationally representative quota sample across Great Britain.
- Fieldwork was conducted 16-22 April 2010.
- In total, 1989 interviews were conducted. All questions include all respondents unless otherwise stated (All adults aged 18+).
- All questions required one response unless otherwise stated.
- The results have been weighted to reflect the known profile of the adult population in Great Britain. They are weighted on age, social grade, region and work status- within gender. The data are also weighted on tenure and ethnicity.
- As asterisk (\*) denotes a finding of less than 0.5% but greater than 0.
- Where responses do not sum to 100, this is due to multiple responses or computer rounding.

## Interpreting the data

The sampling tolerances refer to the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. Sampling tolerances vary with the size of the sample and the size of the percentage result. Weighting also has an impact on sample tolerances. They are calculated on the assumption of a pure random sample, but in practice a good quality quota sample has been found to be as accurate.

In this report we have identified any differences that are significant and may therefore be reported as 'real' differences, and indicated where differences fall within the sample tolerance and are therefore not 'real.'

## Publication of Data

Compliance with the Market Research Society Code of Conduct and our clearing is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have survey findings published which could be misinterpreted or could appear to be inaccurately, or misleadingly, presented.

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# Findings

The questionnaire was formed of two questions, with the exact wording of each question outlined below. All results are given at a topline level and split by marginal and non-marginal constituency area.

Marginal seats were defined as seats in which there was a less than 10% majority of any party. See appendix one for a full list of the seats included in this definition.

## Support for a Financial Transactions Tax

Q1 I would like you to think about the possible introduction of a global Financial Transactions Tax, dubbed a "Robin Hood Tax" by campaigners.

The purpose of this tax would be to raise revenue by taxing banks' wholesale financial transactions. If the tax was introduced then 50 pence, on average, would be taxed for every £1,000 traded between banks and other financial institutions in currency, stocks, bonds and derivatives. The tax would not apply to banks' transactions with their High Street customers; it would only apply to transactions between financial institutions.

If this Financial Transactions Tax was agreed by all of the other G20 countries - the group of the world's 20 biggest economies – along with a commitment to spend half of the revenue raised on tackling international issues, such climate change and poverty, and the other half on domestic issues, to what extent would you support or oppose the British Government also agreeing to introduce this tax?

	Total (1989)	Marginal seats (554)	Non-marginal seats (1435)
	%	%	%
<i>I would strongly support it</i>	23	26	21
<i>I would tend to support it</i>	27	28	26
<i>I would neither support nor oppose it</i>	22	22	22
<i>I would tend to oppose it</i>	11*	9	12
<i>I would strongly oppose it</i>	9	8	9
<i>Don't know</i>	9	8	10
<b>Support</b>	<b>49</b>	<b>53</b>	<b>47</b>
<b>Oppose</b>	<b>20</b>	<b>17</b>	<b>21</b>

\* Significantly different to marginal seats.

## Ranking of Government options

Q2 Politicians of all parties have said that cuts in public spending or tax rises are necessary to help balance the UK's finances. With this in mind, which, if any, of the options on this card would you say the next government should introduce?\*

	Total (1989)	Marginal seats (554)	Non-marginal seats (1435)
	%	%	%
<b><i>Financial Transactions Tax</i></b>	<b>31</b>	<b>33</b>	<b>31</b>
<b><i>A cut in public spending</i></b>	<b>29</b>	<b>27</b>	<b>30</b>
<b><i>A rise in business taxes</i></b>	<b>18</b>	<b>19</b>	<b>17</b>
<b><i>A rise in income tax</i></b>	<b>16</b>	<b>15</b>	<b>16</b>
<b><i>A rise in national insurance</i></b>	<b>11</b>	<b>11</b>	<b>11</b>
<b><i>A rise in VAT</i></b>	<b>10</b>	<b>9</b>	<b>10</b>
<b><i>None of these</i></b>	<b>10</b>	<b>9</b>	<b>11</b>
<b><i>Don't know</i></b>	<b>17</b>	<b>18</b>	<b>17</b>

\* Multi-code question - respondents were able to select more than one option.

# Appendix



# Appendix

Marginal constituencies are defined as constituencies where the margin of victory at the 2005 general election was less than 10% of the vote. Figures used are the "notional results" calculated by Professors Colin Rallings & Michael Thrasher to allow for constituency boundary changes since 2005.<sup>1</sup>

## **SIMPLE MARGINALS - ALL SEATS MAJORITY <10% ANY PARTY (170 SEATS)**

2	Aberconwy	29.0	32.9	19.1
4	Aberdeen South	17.1	36.6	33.5
12	Angus	29.4	17.9	17.5
16	Arfon	16.4	33.8	15.8
33	Basildon South & Thurrock East	38.5	40.6	10.6
34	Basingstoke	38.8	32.5	22.0
38	Battersea	39.8	40.6	14.5
41	Bedford	33.5	41.5	21.9
52	Bethnal Green & Bow	11.9	34.4	12.4
53	Beverley & Holderness	40.9	34.7	19.7
57	Birmingham Edgbaston	39.1	43.0	12.9
65	Birmingham Yardley	10.5	34.7	42.1
69	Blackpool North & Cleveleys	37.2	45.7	13.7
83	Bournemouth West	39.5	22.9	32.0
87	Bradford West	31.3	39.7	19.1
92	Brentford & Isleworth	30.7	38.9	23.0
96	Brigg & Goole	37.9	45.8	13.2
97	Brighton Kemptown	34.1	38.9	17.0
100	Bristol North West	32.4	38.1	24.9
102	Bristol West	16.3	36.5	39.1
107	Broxtowe	37.2	41.7	16.2
110	Burton	37.3	42.0	12.5
111	Bury North	36.8	41.8	15.1
116	Calder Valley	35.7	38.5	18.9
118	Camborne & Redruth	25.6	28.7	35.9
127	Cardiff North	36.5	39.0	18.8
132	Carmarthen West & Pembrokeshire South	31.3	36.6	14.2
133	Carshalton & Wallington	37.4	17.3	40.4
135	Ceredigion	12.4	12.0	36.6
137	Chatham & Aylesford	36.8	45.0	13.6
138	Cheadle	40.3	9.8	47.8
139	Chelmsford	39.4	26.9	30.3
141	Cheltenham	38.7	11.8	39.5
143	Chester, City of	36.7	38.9	21.9
144	Chesterfield	8.2	40.6	47.0
147	Chippenham	37.7	16.8	42.5
152	Clacton	44.4	35.9	13.6
153	Cleethorpes	37.2	43.3	14.8
155	Clwyd West	36.1	35.9	13.4
158	Colne Valley	32.9	35.4	24.6
161	Corby	39.9	43.0	12.8
162	Cornwall North	35.4	12.5	42.4
168	Crawley	39.0	39.1	15.5
170	Croydon Central	40.4	41.1	12.8

<sup>1</sup> "Media Guide to the New Parliamentary Constituencies", BBC/ITN/PA/Sky, 2007

177	Dartford	41.1	43.0	10.2
186	Derbyshire South	37.4	42.8	12.9
188	Devon Central	43.7	11.5	38.8
192	Devon West & Torridge	42.2	10.5	37.0
193	Dewsbury	31.7	40.5	13.8
198	Dorset North	46.4	9.6	37.9
199	Dorset South	37.9	41.6	15.8
200	Dorset West	46.5	7.7	42.0
205	Dudley South	35.0	43.9	12.7
207	Dumfries & Galloway	35.3	41.1	8.4
208	Dumfriesshire, Clydesdale & Tweeddale	36.1	32.2	20.3
209	Dunbartonshire East	16.5	33.1	41.8
211	Dundee East	12.8	36.2	11.4
214	Durham, City of	9.4	47.1	39.8
218	Ealing Central & Acton	31.2	33.3	30.7
225	Eastbourne	43.0	10.7	41.7
226	Eastleigh	37.2	21.0	38.4
229	Edinburgh North & Leith	18.6	34.2	29.2
230	Edinburgh South	24.1	33.2	32.3
236	Eltham	34.6	42.2	17.4
237	Enfield North	42.6	40.3	11.3
238	Enfield Southgate	43.8	41.1	11.0
251	Filton & Bradley Stoke	35.4	33.8	28.4
252	Finchley & Golders Green	39.8	39.1	17.2
254	Forest Of Dean	40.8	36.5	17.2
260	Gedling	37.0	46.6	13.8
261	Gillingham & Rainham	40.7	40.7	15.4
275	Gravesham	43.7	42.2	10.8
277	Great Yarmouth	38.1	45.5	11.1
279	Guildford	43.4	9.8	43.3
282	Halesowen & Rowley Regis	36.5	46.2	12.5
283	Halifax	33.1	41.8	18.0
286	Hammersmith	33.9	42.4	19.0
290	Hampstead & Kilburn	22.9	36.3	35.2
291	Harborough	41.4	18.6	33.4
292	Harlow	40.8	41.3	13.0
294	Harrow East	38.5	45.4	14.2
298	Hastings & Rye	38.1	40.6	15.9
302	Hemel Hempstead	40.1	39.7	17.0
304	Hendon	37.1	45.1	14.2
306	Hereford & South Herefordshire	41.0	10.2	43.4
314	High Peak	37.3	41.1	19.5
318	Hornsey & Wood Green	12.7	38.2	43.4
321	Hove	36.4	37.4	18.0
328	Ilford North	43.7	39.6	13.8
331	Inverness, Nairn, Badenoch & Strathspey	10.3	30.9	40.3
335	Islington South & Finsbury	14.8	39.8	38.4
341	Kettering	42.9	42.5	12.3
350	Lancaster & Fleetwood	33.6	42.4	15.7
354	Leeds North West	26.8	31.9	36.9
357	Leicester South	17.8	39.3	30.6
359	Leicestershire North West	36.0	45.5	12.1
368	Lincoln	34.2	43.7	18.4
372	Liverpool Wavertree	6.4	49.5	40.7
377	Loughborough	37.3	41.1	17.9

379	Ludlow	45.0	10.6	40.8
389	Manchester Withington	10.3	40.8	42.3
391	Meon Valley	45.8	10.6	41.0
397	Milton Keynes North	36.1	37.8	20.7
398	Milton Keynes South	37.7	40.7	15.2
401	Monmouth	46.8	36.9	12.9
412	Newbury	49.0	5.9	42.6
427	Northampton North	29.6	38.6	27.0
428	Northampton South	37.8	41.5	13.6
431	Norwich South	21.8	37.4	30.0
435	Nuneaton	36.9	46.6	12.6
436	Ochil & South Perthshire	21.4	31.3	13.4
443	Oxford East	17.3	35.9	35.2
447	Pendle	31.7	37.0	23.2
450	Perth & North Perthshire	30.3	18.7	16.2
451	Peterborough	43.3	34.3	16.7
457	Portsmouth North	37.7	38.5	20.4
458	Portsmouth South	33.6	22.3	41.7
459	Preseli Pembrokeshire	36.3	34.8	13.1
462	Putney	42.3	37.5	16.4
464	Reading East	35.6	33.9	24.4
467	Redditch	38.5	43.6	14.4
473	Richmond Park	39.5	9.2	46.7
474	Rochdale	10.4	40.8	40.6
475	Rochester & Strood	42.6	41.5	12.4
478	Romsey & Southampton North	43.1	10.9	43.7
480	Rossendale & Darwen	34.6	43.0	14.9
483	Rugby	38.3	43.5	15.0
490	St Albans	37.2	34.3	25.5
497	Scarborough & Whitby	41.0	38.3	16.0
501	Selby & Ainsty	47.1	42.8	10.1
509	Shipley	38.8	37.8	15.2
510	Shrewsbury & Atcham	37.7	34.1	22.9
512	Sittingbourne & Sheppey	41.7	41.6	12.8
516	Solihull	39.6	15.6	39.5
518	Somerset North East	39.1	38.6	19.6
519	Somerton & Frome	42.6	10.8	43.8
521	South Ribble	38.8	44.2	14.7
526	Southport	37.0	12.8	46.4
528	Stafford	39.2	43.2	14.4
529	Staffordshire Moorlands	39.7	35.8	17.6
532	Stevenage	35.0	43.1	18.4
541	Stourbridge	39.2	42.1	16.0
546	Stroud	38.3	40.1	14.0
556	Sutton & Cheam	40.6	11.8	46.9
560	Swindon North	38.8	45.1	12.9
561	Swindon South	36.7	40.2	17.0
562	Tamworth	35.6	43.9	14.5
564	Taunton Deane	41.1	12.0	44.5
568	Thanet South	41.2	39.4	12.3
575	Torbay	35.7	14.4	41.8
577	Totnes	42.8	12.1	37.1
579	Truro & Falmouth	31.7	19.0	41.0
589	Vale of Glamorgan	37.4	40.7	13.2
600	Warrington South	32.0	41.2	24.1

604	Watford	29.6	33.5	31.3
608	Wellingborough	42.7	41.4	11.6
609	Wells	43.5	15.6	37.9
615	Westminster North	33.2	39.8	19.7
616	Westmorland & Lonsdale	44.2	7.8	46.0
617	Weston-Super-Mare	40.3	18.6	36.1
621	Wimbledon	41.4	35.7	18.2
624	Wirral South	33.1	42.4	21.6
625	Wirral West	41.7	40.2	16.4
632	Wolverhampton South West	38.1	43.4	13.5
633	Worcester	35.1	41.8	16.3
635	Worcestershire West	44.9	10.4	39.0
640	Wrekin, The	42.1	39.2	15.1
644	Wyre Forest	29.1	22.5	1.3
647	Ynys Môn	11.0	34.6	6.9
649	York Outer	36.2	26.9	36.8