

**Release Date:**



Local Opinion

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## PRESS RELEASE:

### A BUDGET NOT FOR ME

Just one in ten of Kent residents believe that the Budget proposals from Alistair Darling's first Budget will be very helpful/helpful to them, and just 8% believe it will be very helpful/helpful for the economy of Kent.

Kent residents were asked whom they thought stood to gain the most from this year's budget. 47% thought families with younger children (under 16), followed by retired unemployed/individuals on benefits (25%) retired adults/pensioners (24%), and individuals earning more than £28,000 (23%), would be the main beneficiaries of this year's budget.

Kent residents also felt that the Budget was aimed more at large corporate businesses employing more than 100 staff, with 21% thinking that they will benefit the most, as opposed to just 9% of Kent residents thinking that small businesses employing less than 100 staff will benefit the most.

Many see the Budget as an opportunity to motivate the population into action. As the table below indicates 40% of Kent residents do not appear to have been motivated by the budget to do anything. The main motivation is that 41% of Kent residents will stop or reduce their use of plastic bags in shops. Despite all of the financial implications within this year's budget, just one in ten will review their financial position with a financial adviser.

<b>Possible post-budget activities</b>	<b>% of Kent residents mentioning:</b>
Stop using plastic bags in shops	41%
None of the above	40%
Look to buy a greener car	14%
Review your finances with a financial adviser	9%
Reduce/give up alcohol	6%
Reduce/give up smoking	6%
Stop/reduce number of flights you take	4%
Consider moving home	4%
Consider buying a first home	2%
Look to sell your business	2%
Look to start up a new business	1%

Despite the action on plastic bags, only 10% of the Kent residents felt that the Budget was good for the UK environment, and only one in four (25%) felt that the Budget would make them act in a more environmentally responsible way.

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A minority (14%) felt that Alistair Darling was doing a very good/good job as Chancellor of the Exchequer. Over half think that he should have evaluated spending on public services with focus on cutting administration costs. 42% also thought that he should concentrate on building up reserves for a possible slow down and over a third think he should have implemented more of a decrease in income tax. The table provides a range of the actions that Kent residents would have liked Alistair Darling to have done in this year's Budget.

<b>Actions that Kent residents would have liked Alistair Darling to have done in this year's Budget.</b>	<b>% of Kent residents mentioning:</b>
Evaluating spending on public services with focus on cutting administration costs	53%
Build up reserves for a possible slow down	43%
Implemented more of a decrease in income tax	36%
Reduce the rate of VAT to encourage consumer spending	34%
Implemented greater increase in taxes on alcohol and cigarettes	29%
Focused on businesses and leave individual tax payers alone	27%
Focused more on environmental issues	25%
Don't Know	7%

In general, Kent residents felt that the government do not reward hard working individuals enough and that it is 'getting more expensive to live and more difficult to move on'.

**ENDS**

**Notes to editors:**

Local Opinion is a independent online panel of 2,000 Kent residents who have been recruited to offer their opinions on a variety of topical issues. Local Opinion is run by Lake Market Research, a division of Lake Communications Limited. Local Opinion complies with the Market Research Society's Code of Conduct.

Please include the sample size when reporting results. Respondents are free to withdraw from the Local Opinion Panel at any time.

Fieldwork was undertaken between .

Base: A total of 301 Panel members took part in the survey using online, telephone and post.

**Local Opinion press release contact information:**

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