

## YouGov / Daily Telegraph Survey Results

Sample Size: 2233 GB Adults  
Fieldwork: 23rd - 25th June 2009

	Voting intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>2233</b>	676	455	326	1069	1164	667	785	781	1226	1004	286	725	478	549	195
Unweighted Sample	2233	690	453	319	1037	1196	602	729	902	1337	893	347	736	422	507	221
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Headline Voting Intention

[Excluding Don't Know and Wouldn't Vote]

Con	<b>38</b>	100	0	0	37	39	37	36	40	42	33	49	46	35	31	15
Lab	<b>25</b>	0	100	0	27	24	26	30	21	23	29	24	18	30	32	28
Lib Dem	<b>18</b>	0	0	100	18	19	23	18	15	20	16	13	19	20	19	16
Other	<b>19</b>	0	0	0	19	19	14	16	24	15	23	14	17	15	18	42

### Other Parties Voting Intention

UKIP	<b>7</b>	0	0	0	8	7	3	6	12	6	9	5	9	5	10	4
Green	<b>4</b>	0	0	0	3	4	4	3	4	3	4	4	4	3	3	3
SNP / PCY	<b>3</b>	0	0	0	4	3	2	3	5	3	3	1	0	2	0	32
BNP	<b>3</b>	0	0	0	3	3	3	3	3	2	4	3	2	4	4	0
Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	<b>1</b>	0	0	0	1	1	2	2	1	1	2	1	1	1	1	2

### Non Voters

Would Not Vote	<b>9</b>	0	0	0	8	10	12	9	6	8	10	8	9	10	9	9
Don't know	<b>11</b>	0	0	0	7	14	10	12	10	9	13	9	10	10	12	12

### Do you approve or disapprove of the Government's record to date?

Approve	<b>17</b>	3	58	13	20	13	15	18	16	16	18	16	14	18	17	23
Disapprove	<b>69</b>	93	24	70	69	70	62	67	77	72	66	71	74	66	68	61
Don't know	<b>14</b>	4	18	17	11	17	22	15	7	12	16	12	12	16	15	17

### Which of these would make the best Prime Minister?

David Cameron	<b>35</b>	88	5	15	37	34	33	35	37	38	32	40	43	33	30	18
Gordon Brown	<b>18</b>	0	71	6	20	16	16	20	19	17	20	15	14	19	20	32
Nick Clegg	<b>10</b>	3	2	47	12	9	13	10	10	12	8	10	10	12	11	10
Don't know	<b>36</b>	9	22	33	31	41	39	36	35	33	40	34	34	37	39	40

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Are you satisfied or dissatisfied with Gordon Brown as Prime Minister?**

Satisfied	<b>19</b>	2	64	11	20	18	19	18	20	17	21	17	15	19	21	34
Dissatisfied	<b>71</b>	94	25	76	73	70	66	73	75	74	68	75	75	72	71	53
Don't know	<b>10</b>	3	11	14	8	12	15	9	5	9	11	9	10	10	9	13

**Do you think that David Cameron is or is not proving a good leader of the Conservative Party?**

Is proving a good leader	<b>49</b>	86	33	41	52	47	52	48	48	54	44	50	53	51	46	40
Is not proving a good leader	<b>30</b>	5	52	44	33	28	26	29	35	28	33	30	26	30	32	40
Don't know	<b>21</b>	9	16	16	15	26	22	23	17	19	23	21	21	19	23	20

**If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Gordon Brown?**

Conservative government led by David Cameron	<b>50</b>	99	4	45	51	49	48	49	53	54	45	55	60	48	42	29
Labour government led by Gordon Brown	<b>31</b>	0	90	39	34	29	33	33	28	30	33	28	25	31	36	49
Don't know	<b>19</b>	1	6	17	16	22	20	18	19	16	22	17	15	21	22	22

**Which party do you think is more likely to run Britain's economy well – the Conservatives or the Labour Party?**

Conservative	<b>36</b>	88	3	15	36	35	34	33	39	39	31	41	45	32	32	14
Labour	<b>24</b>	1	82	19	27	21	25	26	20	23	24	23	19	23	27	36
Neither	<b>32</b>	8	12	58	31	33	29	32	35	30	35	27	28	36	33	43
Don't know	<b>9</b>	4	4	8	6	11	12	9	6	8	10	9	9	10	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How do you think the financial situation of your household will change over the next 12 months?**

Get a lot better	3	2	6	2	3	2	5	2	1	2	4	5	3	2	2	1
Get a little better	18	17	28	21	22	15	26	18	12	19	17	15	18	21	17	21
<b>TOTAL BETTER</b>	<b>21</b>	<b>19</b>	<b>34</b>	<b>23</b>	<b>25</b>	<b>17</b>	<b>31</b>	<b>21</b>	<b>12</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>20</b>	<b>22</b>
Stay the same	35	37	42	33	33	36	33	35	35	36	33	38	35	33	35	34
Get a little worse	31	31	21	32	30	33	23	31	38	32	31	29	33	34	29	31
Get a lot worse	10	9	3	9	9	11	6	10	12	9	11	9	9	8	13	9
<b>TOTAL WORSE</b>	<b>41</b>	<b>40</b>	<b>24</b>	<b>41</b>	<b>39</b>	<b>43</b>	<b>29</b>	<b>41</b>	<b>51</b>	<b>40</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>42</b>	<b>41</b>	<b>40</b>
Don't know	4	3	1	3	3	5	7	3	2	3	5	4	3	3	5	4

**Overall, do you think the Government's measures for tackling Britain's recession...**

Have started to work	11	3	32	10	14	8	10	11	12	11	11	13	9	8	14	11
Will start to work in the near future	13	6	31	16	15	12	15	14	10	13	14	10	12	14	14	18
Will start to work but not for some time	23	18	27	33	22	25	26	25	20	25	22	22	22	24	23	29
Will make little or no difference to the economy	26	36	5	23	23	29	24	26	28	26	27	26	28	27	25	20
Will end up making things worse	18	31	1	14	20	16	12	17	24	20	16	20	20	17	16	14
Don't know	9	6	5	5	6	11	14	7	6	7	11	9	9	10	7	9

**How much do you trust the Conservatives to take the right decisions about taxes and public spending?**

Trust a great deal	6	18	1	1	8	4	5	5	8	6	5	9	7	6	4	2
Trust to some extent	31	69	8	21	32	31	30	32	31	34	27	31	37	29	29	21
<b>TOTAL TRUST</b>	<b>37</b>	<b>87</b>	<b>9</b>	<b>22</b>	<b>39</b>	<b>35</b>	<b>35</b>	<b>37</b>	<b>39</b>	<b>41</b>	<b>33</b>	<b>40</b>	<b>44</b>	<b>35</b>	<b>33</b>	<b>22</b>
Do not trust much	28	9	34	41	25	30	29	26	28	29	27	29	26	30	28	31
Do not trust at all	29	1	54	33	31	27	25	31	30	26	32	25	24	29	33	39
<b>TOTAL DISTRUST</b>	<b>56</b>	<b>10</b>	<b>89</b>	<b>74</b>	<b>56</b>	<b>57</b>	<b>54</b>	<b>57</b>	<b>58</b>	<b>55</b>	<b>59</b>	<b>54</b>	<b>49</b>	<b>59</b>	<b>60</b>	<b>70</b>
Don't know	7	3	2	4	5	8	12	5	3	5	9	6	7	6	6	8

**And how much do you trust Labour to take the right decisions about taxes and public spending?**

Trust a great deal	4	0	19	0	5	4	3	5	5	3	6	4	3	3	7	4
Trust to some extent	26	7	67	33	29	23	29	29	20	27	25	25	21	28	28	36
<b>TOTAL TRUST</b>	<b>30</b>	<b>7</b>	<b>86</b>	<b>33</b>	<b>34</b>	<b>26</b>	<b>32</b>	<b>33</b>	<b>25</b>	<b>29</b>	<b>31</b>	<b>29</b>	<b>24</b>	<b>31</b>	<b>35</b>	<b>39</b>
Do not trust much	28	30	11	37	26	29	30	28	26	28	27	28	29	28	25	27
Do not trust at all	38	61	1	29	36	39	29	36	47	40	35	39	42	36	36	28
<b>TOTAL DISTRUST</b>	<b>65</b>	<b>91</b>	<b>12</b>	<b>65</b>	<b>62</b>	<b>68</b>	<b>59</b>	<b>63</b>	<b>73</b>	<b>68</b>	<b>62</b>	<b>66</b>	<b>71</b>	<b>64</b>	<b>61</b>	<b>55</b>
Don't know	5	1	2	2	4	6	10	3	2	3	7	4	5	5	4	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Many economists say that either taxes must rise sharply, or public spending must be cut sharply over the next few years in order to get Britain's public finances in to balance.

If a choice has to be made which would you favour?

Higher taxes	12	6	22	17	14	9	7	14	12	13	10	11	10	13	12	13
Less public spending	31	46	20	24	33	30	40	29	27	32	31	36	33	31	30	24
A mixture of the two	48	44	53	58	46	50	40	50	54	50	46	46	47	49	48	56
Don't know	9	5	5	2	7	11	13	8	7	5	13	7	10	8	10	8

If public spending has to be cut which two of the following sectors should face the biggest cuts?  
[Please tick 2 options]

Defence	51	42	60	65	57	45	52	52	49	54	47	59	44	54	50	53
Welfare benefits (e.g. state pension, unemployment benefit, child benefit)	40	52	33	39	44	36	50	38	34	45	34	47	39	39	40	35
Britain's infrastructure (e.g. new school and hospital buildings roads railways)	34	39	33	33	31	37	27	33	41	35	33	34	36	31	34	36
Law and order	13	9	18	17	13	13	19	11	10	11	15	7	16	15	12	9
Education	10	13	9	10	12	9	8	8	14	10	10	8	11	12	11	8
Health	6	10	3	7	9	3	6	6	6	7	5	7	6	6	5	4
Don't know	18	13	16	10	12	23	15	20	18	14	23	13	19	17	19	21

Some people say that we should change the way we fund public services, so that less of it is financed through general taxation, and more of it in other ways – such as charging motorists to drive on motorways and in city centres, and requiring better-off patients to pay for some of the costs of hospital treatment.

Do you regard this as a good idea or a bad idea?

Good idea – taxes should be cut, and other ways found to finance some public spending	36	43	31	33	36	35	40	36	32	37	34	43	36	35	35	30
Bad idea – the fairest and most efficient way to finance public services is through the tax system	49	45	61	57	54	45	43	48	55	50	49	42	49	50	50	58
Don't know	15	12	9	9	10	20	17	16	13	13	18	14	16	15	16	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements?

The choice at the next election will be between Labour investment and Tory cuts

Strongly agree	8	5	22	5	12	4	9	8	8	6	11	12	7	8	9	8
Tend to agree	34	28	51	38	32	35	34	33	35	34	33	31	34	31	36	39
<b>TOTAL AGREE</b>	<b>42</b>	<b>33</b>	<b>74</b>	<b>43</b>	<b>45</b>	<b>40</b>	<b>42</b>	<b>41</b>	<b>44</b>	<b>40</b>	<b>44</b>	<b>42</b>	<b>41</b>	<b>39</b>	<b>44</b>	<b>47</b>
Tend to disagree	19	25	11	24	21	17	15	21	20	21	17	20	21	21	16	17
Strongly disagree	13	26	2	12	19	8	7	13	19	17	9	14	14	14	14	8
<b>TOTAL DISAGREE</b>	<b>32</b>	<b>51</b>	<b>13</b>	<b>36</b>	<b>40</b>	<b>25</b>	<b>23</b>	<b>34</b>	<b>39</b>	<b>38</b>	<b>25</b>	<b>34</b>	<b>34</b>	<b>34</b>	<b>30</b>	<b>26</b>
Don't know	26	16	14	22	15	35	35	26	17	22	31	24	25	27	26	27

The choice at the next election will be between Conservative honesty and Labour lies about the tough measures on tax and spending that will be needed over the next few years

Strongly agree	13	32	1	4	15	11	10	10	19	14	12	15	14	13	12	9
Tend to agree	27	46	10	23	24	29	27	27	26	27	27	31	31	24	25	18
<b>TOTAL AGREE</b>	<b>40</b>	<b>78</b>	<b>12</b>	<b>27</b>	<b>39</b>	<b>40</b>	<b>36</b>	<b>37</b>	<b>45</b>	<b>41</b>	<b>38</b>	<b>46</b>	<b>45</b>	<b>37</b>	<b>37</b>	<b>26</b>
Tend to disagree	21	11	30	28	22	19	21	21	20	22	19	19	18	25	20	24
Strongly disagree	20	2	48	29	25	15	15	23	21	21	19	19	19	19	21	28
<b>TOTAL DISAGREE</b>	<b>41</b>	<b>13</b>	<b>78</b>	<b>57</b>	<b>47</b>	<b>35</b>	<b>36</b>	<b>44</b>	<b>41</b>	<b>43</b>	<b>37</b>	<b>38</b>	<b>36</b>	<b>44</b>	<b>41</b>	<b>52</b>
Don't know	20	10	10	16	13	26	28	19	14	16	25	16	19	19	22	22

Whatever they say, Labour politicians are not really interested in keeping the taxes paid by people like me as low as possible

Strongly agree	24	46	2	17	26	22	20	21	31	25	23	28	28	24	20	16
Tend to agree	34	39	20	38	33	34	30	35	35	36	31	32	34	35	32	35
<b>TOTAL AGREE</b>	<b>58</b>	<b>86</b>	<b>22</b>	<b>55</b>	<b>59</b>	<b>56</b>	<b>49</b>	<b>56</b>	<b>66</b>	<b>61</b>	<b>53</b>	<b>60</b>	<b>62</b>	<b>58</b>	<b>53</b>	<b>51</b>
Tend to disagree	21	5	48	24	22	20	24	21	18	20	21	19	19	21	21	26
Strongly disagree	6	1	19	8	7	6	5	7	7	6	6	6	5	6	8	6
<b>TOTAL DISAGREE</b>	<b>27</b>	<b>7</b>	<b>68</b>	<b>32</b>	<b>28</b>	<b>25</b>	<b>28</b>	<b>28</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>26</b>	<b>30</b>	<b>31</b>
Don't know	16	8	10	13	13	18	22	16	10	13	19	15	14	16	18	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whatever they say, Conservative politicians aren't really interested in maintaining the quality of services provided by such public services as NHS hospitals and state schools

Strongly agree	18	2	43	22	22	15	14	18	22	16	20	19	15	20	20	21
Tend to agree	27	11	35	40	26	28	23	30	28	28	26	25	25	28	28	35
<b>TOTAL AGREE</b>	<b>45</b>	<b>12</b>	<b>78</b>	<b>62</b>	<b>48</b>	<b>43</b>	<b>38</b>	<b>48</b>	<b>49</b>	<b>45</b>	<b>46</b>	<b>45</b>	<b>40</b>	<b>47</b>	<b>48</b>	<b>56</b>
Tend to disagree	25	45	12	20	26	25	29	23	26	28	22	27	29	24	25	17
Strongly disagree	11	30	3	4	13	9	6	10	15	13	9	13	14	10	8	6
<b>TOTAL DISAGREE</b>	<b>36</b>	<b>75</b>	<b>15</b>	<b>24</b>	<b>38</b>	<b>34</b>	<b>35</b>	<b>33</b>	<b>41</b>	<b>41</b>	<b>31</b>	<b>40</b>	<b>43</b>	<b>34</b>	<b>33</b>	<b>24</b>
Don't know	18	13	8	14	14	22	28	19	10	15	23	16	18	19	19	21

If the Conservatives win the next election

Do you think they will increase or reduce the taxes paid by people like you or not make much difference?

Raise taxes a lot	22	4	42	26	21	23	19	23	25	19	26	18	20	22	26	28
Raise taxes a little	39	48	33	44	40	38	33	40	44	43	35	37	40	39	39	39
<b>RAISE TAXES</b>	<b>61</b>	<b>52</b>	<b>76</b>	<b>70</b>	<b>61</b>	<b>61</b>	<b>52</b>	<b>62</b>	<b>69</b>	<b>62</b>	<b>61</b>	<b>55</b>	<b>60</b>	<b>61</b>	<b>65</b>	<b>67</b>
Not make much difference	23	33	14	20	26	21	26	24	21	25	21	31	25	22	21	18
Reduce taxes a little	6	10	6	6	6	6	7	5	6	6	5	6	7	7	5	4
Reduce taxes a lot	1	1	1	0	2	0	2	1	0	1	2	2	1	1	1	1
<b>REDUCE TAXES</b>	<b>7</b>	<b>11</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>5</b>
Don't know	8	4	4	5	5	12	13	8	4	6	11	7	8	9	9	10

And if the Labour wins the next election

Do you think they will increase or reduce the taxes paid by people like you or not make much difference?

Raise taxes a lot	32	55	5	28	32	31	23	30	42	36	28	37	35	30	30	23
Raise taxes a little	38	29	57	42	41	35	36	41	36	39	36	36	36	39	38	41
<b>RAISE TAXES</b>	<b>70</b>	<b>84</b>	<b>62</b>	<b>70</b>	<b>73</b>	<b>66</b>	<b>59</b>	<b>71</b>	<b>77</b>	<b>74</b>	<b>64</b>	<b>73</b>	<b>72</b>	<b>68</b>	<b>68</b>	<b>64</b>
Not make much difference	21	11	31	24	20	21	24	20	18	19	23	16	20	21	22	26
Reduce taxes a little	1	1	3	2	1	2	2	2	1	1	2	2	1	2	1	1
Reduce taxes a lot	1	0	1	0	1	0	1	1	0	0	1	1	1	0	1	0
<b>REDUCE TAXES</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>
Don't know	8	4	3	4	5	11	14	6	4	6	10	8	7	8	8	9

Total	Voting intention			Gender		Age			Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2233</b>	676	455	326	1069	1164	667	785	781	1226	1004	286	725	478	549	195
Unweighted Sample	690	453	319	1037	1196	602	729	902	1337	893	347	736	422	507	221
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people say it is possible to reduce public spending by up to ten per cent (10%) - that is, by £10 in every £100 - by running our public services more efficiently, and without reducing the quality of public services or the level of welfare benefits.

In principle do you think it is possible to do this or not?

Yes, it is definitely possible	33	47	24	29	35	32	27	31	41	38	28	36	35	35	33	24
Yes, it is probably possible	44	41	48	45	41	46	46	46	40	43	45	40	44	45	42	50
<b>TOTAL YES</b>	<b>77</b>	<b>88</b>	<b>72</b>	<b>75</b>	<b>76</b>	<b>78</b>	<b>73</b>	<b>77</b>	<b>81</b>	<b>80</b>	<b>73</b>	<b>76</b>	<b>78</b>	<b>80</b>	<b>75</b>	<b>74</b>
No, it is probably not possible	12	7	18	17	13	10	12	13	9	12	12	14	10	11	12	14
No, it is definitely not possible	3	1	3	3	4	1	3	2	4	2	3	4	2	2	3	3
<b>TOTAL NO</b>	<b>14</b>	<b>8</b>	<b>21</b>	<b>21</b>	<b>17</b>	<b>11</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>18</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>16</b>
Don't know	9	5	7	5	7	11	12	9	7	6	13	7	9	8	11	10

If Labour felt it had to reduce public spending by up to ten per cent (10%)

Do you think it would manage to do so while preserving the quality of public services and the level of welfare benefits or would it not manage to achieve this?

Labour would manage to maintain quality of services and level of benefits	17	2	54	15	19	15	17	18	16	14	21	13	13	17	22	22
Labour would not manage to do so	63	91	27	68	68	59	59	63	67	70	55	69	70	63	55	52
Don't know	20	7	19	17	14	26	24	19	17	16	25	18	17	20	23	26

If a Conservative government felt it had to reduce public spending by up to ten per cent (10%)...

Do you think it would manage to do so while preserving the quality of public services and the level of welfare benefits or would it not manage to achieve this?

Conservatives would manage to maintain quality of services and level of benefits	27	63	8	14	30	25	28	26	28	29	24	34	30	27	24	15
Conservatives would not manage to do so	49	19	77	67	55	44	43	51	53	49	49	42	46	51	51	61
Don't know	24	18	15	19	15	32	29	24	19	22	27	24	25	22	25	24

**Weighted Sample**  
Unweighted Sample

	Voting intention			Gender		Age			Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2233</b>	676	455	326	1069	1164	667	785	781	1226	1004	286	725	478	549	195
<b>2233</b>	690	453	319	1037	1196	602	729	902	1337	893	347	736	422	507	221
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The House of Commons has chosen a new Speaker, to succeed Michael Martin, who resigned over the disclosures about MPs' allowances.**

**The new Speaker is John Bercow. He said before his election he was the 'clean break' candidate who would reform the House of Commons in order to restore its reputation.**

**Do you think he is right or wrong to seek a 'clean break' from the past?**

Right - much needs changing in order to restore public confidence	<b>73</b>	70	81	77	74	73	70	76	73	75	71	67	73	75	73	79
Wrong - parliamentary traditions have served Britain well, and should not be abandoned abruptly	<b>13</b>	19	10	12	16	10	11	12	15	14	12	20	12	14	12	7
Don't know	<b>14</b>	10	8	11	11	17	19	13	12	11	17	13	15	11	16	15

**Do you think Mr Bercow will in fact make radical changes or will he be prevented by other MPs from doing so?**

Radical changes are likely to take place	<b>17</b>	17	31	14	19	15	20	15	17	16	18	16	16	16	19	20
Radical changes are likely to be blocked	<b>63</b>	67	54	71	65	60	53	66	68	66	59	63	64	65	61	58
Don't know	<b>20</b>	16	15	16	16	24	27	19	15	18	23	21	20	19	20	22

**Do you agree or disagree with Mr Bercow's statement, following his election as Speaker, that the 'vast majority of MPs are upright, decent, honourable people who have come into politics, not to feather their nests, but because they have heeded the call of public service'?**

Agree	<b>31</b>	31	47	38	34	28	30	33	29	34	27	34	32	29	29	29
Disagree	<b>52</b>	55	41	44	54	50	47	51	57	51	53	52	51	52	54	52
Don't know	<b>17</b>	13	12	18	13	22	24	16	13	15	20	14	17	19	17	19

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	74	134
Male 25 to 39	283	290
Male 40 to 54	257	290
Male 55 +	423	356
Female 18 to 24	109	136
Female 25 to 39	334	291
Female 40 to 54	274	313
Female 55 +	479	424
<b>Region</b>		
London	347	286
Rest of South	736	725
Midlands and Wales	422	478
North	507	549
Scotland	221	195
<b>Social Grade</b>		
ABC1	1337	1226
C2DE	893	1004
<b>Newspaper Type</b>		
Express / Mail	565	356
Sun / Star	323	490
Mirror / Record	208	357
Guardian / Independent	148	89
FT / Times / Telegraph	210	213
Other Paper	304	279
No Paper	473	447
<b>Political Party Identification</b>		
Lab	744	716
Con	573	581
Lib Dem	228	267
Others	91	67
None	529	546
Don't know	68	56