

## YouGov / Prospect Survey Results

Sample Size: 2024 GB Adults  
Fieldwork: 27th - 29th October 2009

	Voting intention			Gender		Age			Social Grade		Region					Twitter users				
	Total	Con	Lab	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Frequent users	All users	Potential users	Won't ever use
<b>Weighted Sample 2024</b>	667	461	264	970	1054	593	721	709	1114	909	260	658	433	497	176	40	229	234	1529	
Unweighted Sample 2024	691	455	239	940	1084	489	695	840	1219	804	279	660	423	468	194	37	222	241	1537	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Headline Voting Intention</b> <i>[Excluding Don't Knows and Wouldn't Votes]</i>																				
Con	<b>41</b>	100	0	0	39	43	38	41	42	44	37	42	49	41	36	20	20	38	30	43
Lab	<b>28</b>	0	100	0	28	28	27	31	26	28	28	32	20	29	35	33	30	30	35	27
Lib Dem	<b>16</b>	0	0	100	18	15	22	14	13	16	16	17	18	17	16	9	33	20	18	15
Other	<b>15</b>	0	0	0	15	14	13	13	18	12	19	9	13	12	14	38	17	11	18	15
<b>Gender</b>																				
Male	<b>48</b>	49	51	55	100	0	48	50	46	45	52	51	46	52	46	48	63	47	46	49
Female	<b>52</b>	51	49	45	0	100	52	50	54	56	48	49	55	48	54	52	37	53	54	51
<b>Age</b>																				
18 to 34	<b>29</b>	26	27	38	29	29	100	0	0	26	33	38	30	27	27	26	65	46	29	27
35 to 54	<b>36</b>	36	40	32	37	34	0	100	0	38	33	31	35	37	36	37	27	36	43	35
55 +	<b>35</b>	38	34	30	33	37	0	0	100	36	34	31	34	36	36	38	8	19	29	39
<b>Social Grade</b>																				
ABC1	<b>55</b>	61	56	57	51	59	49	58	57	100	0	61	58	52	52	53	55	52	57	55
C2DE	<b>45</b>	39	44	43	49	41	51	42	43	0	100	39	43	48	48	47	45	48	43	45
<b>Region</b>																				
London	<b>13</b>	13	15	13	14	12	16	11	12	14	11	100	0	0	0	0	21	18	11	12
Rest of South	<b>33</b>	40	23	36	31	34	34	32	32	34	31	0	100	0	0	0	29	30	35	33
Midlands / Wales	<b>21</b>	21	22	23	23	20	20	22	22	20	23	0	0	100	0	0	27	23	22	21
North	<b>25</b>	21	30	23	24	26	23	25	25	23	26	0	0	0	100	0	15	19	22	26
Scotland	<b>9</b>	4	11	5	9	9	8	9	9	8	9	0	0	0	0	100	9	10	11	8

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

**Do you agree or disagree with the following statements?**

**It is more important to protect civil liberties than to give the police greater powers to detain people they suspect of terrorist offenses**

Agree strongly (+100)	11	9	11	18	15	7	13	11	10	10	12	12	10	11	11	12	16	13	10	11
Tend to agree (+50)	22	20	23	29	26	18	25	22	19	24	19	28	20	21	21	26	23	30	24	21
<b>TOTAL AGREE</b>	<b>33</b>	<b>28</b>	<b>34</b>	<b>46</b>	<b>41</b>	<b>25</b>	<b>38</b>	<b>32</b>	<b>29</b>	<b>34</b>	<b>31</b>	<b>40</b>	<b>30</b>	<b>32</b>	<b>32</b>	<b>38</b>	<b>39</b>	<b>43</b>	<b>34</b>	<b>32</b>
Tend to disagree (-50)	31	32	36	32	30	33	26	32	35	32	30	32	33	32	28	32	29	32	28	32
Disagree strongly (-100)	26	35	21	15	24	28	18	27	32	26	26	17	28	27	29	19	13	15	26	28
<b>TOTAL DISAGREE</b>	<b>57</b>	<b>67</b>	<b>57</b>	<b>48</b>	<b>53</b>	<b>61</b>	<b>44</b>	<b>59</b>	<b>66</b>	<b>58</b>	<b>56</b>	<b>49</b>	<b>61</b>	<b>59</b>	<b>57</b>	<b>51</b>	<b>42</b>	<b>46</b>	<b>54</b>	<b>60</b>
Don't know	10	5	10	7	6	14	18	9	5	8	13	11	9	9	11	11	19	11	12	8
<b>NET SCORE</b>	<b>-22</b>	<b>-34</b>	<b>-18</b>	<b>1</b>	<b>-11</b>	<b>-33</b>	<b>-7</b>	<b>-24</b>	<b>-31</b>	<b>-21</b>	<b>-23</b>	<b>-8</b>	<b>-27</b>	<b>-24</b>	<b>-24</b>	<b>-11</b>	<b>0</b>	<b>-3</b>	<b>-20</b>	<b>-25</b>

**The greatest victims of discrimination in Britain these days are often ordinary, white men**

Agree strongly	27	33	19	16	30	25	19	26	35	24	31	16	30	28	29	23	12	18	22	29
Tend to agree	29	34	25	30	29	29	23	29	34	30	28	25	29	33	29	26	24	27	29	30
<b>TOTAL AGREE</b>	<b>56</b>	<b>67</b>	<b>44</b>	<b>45</b>	<b>58</b>	<b>54</b>	<b>43</b>	<b>55</b>	<b>68</b>	<b>54</b>	<b>58</b>	<b>41</b>	<b>59</b>	<b>61</b>	<b>58</b>	<b>49</b>	<b>36</b>	<b>45</b>	<b>51</b>	<b>59</b>
Tend to disagree	19	19	23	27	19	19	22	20	17	21	17	26	21	15	17	20	21	22	21	19
Disagree strongly	14	7	23	21	15	14	20	15	9	16	12	25	10	14	14	17	33	21	17	13
<b>TOTAL DISAGREE</b>	<b>33</b>	<b>26</b>	<b>46</b>	<b>48</b>	<b>34</b>	<b>33</b>	<b>42</b>	<b>35</b>	<b>25</b>	<b>37</b>	<b>29</b>	<b>51</b>	<b>31</b>	<b>30</b>	<b>31</b>	<b>37</b>	<b>54</b>	<b>43</b>	<b>38</b>	<b>32</b>
Don't know	10	7	10	7	8	13	15	10	7	9	12	8	10	9	11	14	10	12	11	9
<b>NET SCORE</b>	<b>20</b>	<b>36</b>	<b>-4</b>	<b>-4</b>	<b>21</b>	<b>18</b>	<b>0</b>	<b>18</b>	<b>37</b>	<b>13</b>	<b>27</b>	<b>-11</b>	<b>27</b>	<b>25</b>	<b>24</b>	<b>10</b>	<b>-22</b>	<b>0</b>	<b>10</b>	<b>24</b>

**It is vital to protect public services such as health and education during the recession, even if this means raising taxes over the next few years**

Agree strongly	25	18	37	31	27	23	23	22	30	25	24	19	24	26	28	23	40	26	26	25
Tend to agree	51	56	50	54	50	52	49	52	52	52	50	55	53	50	45	55	36	50	50	52
<b>TOTAL AGREE</b>	<b>76</b>	<b>74</b>	<b>86</b>	<b>85</b>	<b>77</b>	<b>75</b>	<b>72</b>	<b>74</b>	<b>81</b>	<b>77</b>	<b>74</b>	<b>74</b>	<b>77</b>	<b>76</b>	<b>73</b>	<b>79</b>	<b>76</b>	<b>77</b>	<b>75</b>	<b>77</b>
Tend to disagree	14	18	8	9	15	13	13	14	14	14	14	16	14	13	14	11	17	16	12	14
Disagree strongly	4	5	1	3	5	3	4	5	3	4	5	2	4	5	4	4	2	2	4	5
<b>TOTAL DISAGREE</b>	<b>18</b>	<b>23</b>	<b>9</b>	<b>12</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>17</b>	<b>17</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>19</b>	<b>18</b>	<b>16</b>	<b>18</b>
Don't know	7	3	4	3	4	9	11	7	2	5	8	8	5	5	9	6	5	6	9	5
<b>NET SCORE</b>	<b>42</b>	<b>33</b>	<b>59</b>	<b>51</b>	<b>41</b>	<b>43</b>	<b>41</b>	<b>38</b>	<b>47</b>	<b>43</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>42</b>	<b>43</b>	<b>44</b>	<b>49</b>	<b>44</b>	<b>44</b>	<b>42</b>

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

There is nothing wrong with paying million-pound-plus salaries and large bonuses to genuinely successful business executives, for they help to create jobs and make sure that Britain's economy thrives

Agree strongly	4	6	3	4	7	2	6	5	3	5	3	7	4	5	3	5	1	4	7	4
Tend to agree	20	30	18	23	26	15	28	18	17	24	17	27	21	21	18	17	38	26	16	21
<b>TOTAL AGREE</b>	<b>24</b>	<b>36</b>	<b>20</b>	<b>27</b>	<b>33</b>	<b>17</b>	<b>33</b>	<b>23</b>	<b>20</b>	<b>29</b>	<b>20</b>	<b>34</b>	<b>24</b>	<b>26</b>	<b>21</b>	<b>21</b>	<b>39</b>	<b>30</b>	<b>23</b>	<b>25</b>
Tend to disagree	28	27	31	32	26	30	25	26	34	29	28	29	29	26	28	31	28	28	36	27
Disagree strongly	41	35	45	39	36	46	32	46	44	38	46	31	41	43	45	42	32	36	32	44
<b>TOTAL DISAGREE</b>	<b>69</b>	<b>61</b>	<b>76</b>	<b>71</b>	<b>63</b>	<b>76</b>	<b>57</b>	<b>71</b>	<b>78</b>	<b>67</b>	<b>73</b>	<b>60</b>	<b>70</b>	<b>70</b>	<b>74</b>	<b>73</b>	<b>60</b>	<b>65</b>	<b>69</b>	<b>71</b>
Don't know	6	3	4	2	5	7	10	6	2	5	7	6	6	4	6	6	1	6	8	4
<b>NET SCORE</b>	<b>-43</b>	<b>-28</b>	<b>-51</b>	<b>-41</b>	<b>-31</b>	<b>-55</b>	<b>-28</b>	<b>-48</b>	<b>-51</b>	<b>-37</b>	<b>-52</b>	<b>-27</b>	<b>-44</b>	<b>-43</b>	<b>-51</b>	<b>-48</b>	<b>-26</b>	<b>-36</b>	<b>-39</b>	<b>-45</b>

Sadly, Britain is no longer as great as it used to be; all we can do now is make our decline as slow and gentle as possible

Agree strongly	18	22	8	13	19	17	12	20	22	16	21	14	20	19	17	18	16	15	13	20
Tend to agree	42	48	39	40	44	40	35	38	51	44	39	45	43	40	39	42	45	42	42	42
<b>TOTAL AGREE</b>	<b>60</b>	<b>70</b>	<b>47</b>	<b>53</b>	<b>63</b>	<b>57</b>	<b>48</b>	<b>58</b>	<b>72</b>	<b>60</b>	<b>59</b>	<b>59</b>	<b>64</b>	<b>60</b>	<b>56</b>	<b>59</b>	<b>61</b>	<b>57</b>	<b>55</b>	<b>62</b>
Tend to disagree	23	19	32	32	22	24	27	24	18	26	20	24	21	22	25	23	14	23	29	22
Disagree strongly	10	8	15	11	11	9	14	10	7	10	10	9	8	14	10	8	23	15	8	10
<b>TOTAL DISAGREE</b>	<b>33</b>	<b>27</b>	<b>47</b>	<b>43</b>	<b>33</b>	<b>33</b>	<b>41</b>	<b>34</b>	<b>25</b>	<b>35</b>	<b>30</b>	<b>34</b>	<b>30</b>	<b>35</b>	<b>35</b>	<b>32</b>	<b>38</b>	<b>38</b>	<b>37</b>	<b>32</b>
Don't know	7	3	5	4	4	10	12	8	3	4	11	8	7	5	9	9	1	5	8	6
<b>NET SCORE</b>	<b>19</b>	<b>30</b>	<b>-4</b>	<b>6</b>	<b>20</b>	<b>18</b>	<b>3</b>	<b>19</b>	<b>32</b>	<b>16</b>	<b>22</b>	<b>16</b>	<b>25</b>	<b>16</b>	<b>15</b>	<b>20</b>	<b>8</b>	<b>11</b>	<b>13</b>	<b>22</b>

I am confident that, in time, the problems of climate change will be tackled successfully, and that humanity will continue to flourish in the decades to come

Agree strongly	6	8	9	4	7	5	5	7	7	6	6	7	6	6	7	6	6	6	6	7
Tend to agree	39	43	45	36	43	35	36	33	46	40	37	36	39	41	36	43	33	38	43	39
<b>TOTAL AGREE</b>	<b>45</b>	<b>51</b>	<b>53</b>	<b>40</b>	<b>50</b>	<b>40</b>	<b>41</b>	<b>40</b>	<b>53</b>	<b>46</b>	<b>43</b>	<b>43</b>	<b>45</b>	<b>47</b>	<b>42</b>	<b>50</b>	<b>39</b>	<b>44</b>	<b>49</b>	<b>45</b>
Tend to disagree	29	26	23	38	26	31	28	33	26	29	28	30	29	27	30	27	41	32	30	29
Disagree strongly	13	13	10	14	13	13	16	14	10	12	15	15	13	14	12	10	14	13	10	14
<b>TOTAL DISAGREE</b>	<b>42</b>	<b>39</b>	<b>34</b>	<b>52</b>	<b>40</b>	<b>44</b>	<b>44</b>	<b>46</b>	<b>36</b>	<b>41</b>	<b>43</b>	<b>45</b>	<b>42</b>	<b>41</b>	<b>43</b>	<b>38</b>	<b>55</b>	<b>44</b>	<b>40</b>	<b>42</b>
Don't know	13	11	13	8	10	15	15	13	11	13	14	12	13	11	15	12	6	12	11	12
<b>NET SCORE</b>	<b>-2</b>	<b>4</b>	<b>11</b>	<b>-12</b>	<b>3</b>	<b>-7</b>	<b>-9</b>	<b>-8</b>	<b>8</b>	<b>0</b>	<b>-5</b>	<b>-6</b>	<b>-3</b>	<b>-1</b>	<b>-4</b>	<b>6</b>	<b>-13</b>	<b>-4</b>	<b>3</b>	<b>-3</b>

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

**I believe that I am more socially concerned than most people**

Agree strongly	8	7	8	12	9	7	10	8	7	9	8	8	8	6	10	10	6	12	9	8
Tend to agree	41	43	50	42	46	37	41	40	43	43	39	46	38	43	43	38	55	38	41	42
<b>TOTAL AGREE</b>	<b>49</b>	<b>50</b>	<b>57</b>	<b>53</b>	<b>55</b>	<b>45</b>	<b>51</b>	<b>48</b>	<b>50</b>	<b>52</b>	<b>47</b>	<b>54</b>	<b>47</b>	<b>49</b>	<b>53</b>	<b>48</b>	<b>60</b>	<b>51</b>	<b>50</b>	<b>50</b>
Tend to disagree	25	28	21	24	23	27	24	26	25	25	25	21	27	25	24	23	22	25	23	25
Disagree strongly	4	4	3	2	4	4	5	5	3	3	6	4	5	3	4	5	2	4	4	4
<b>TOTAL DISAGREE</b>	<b>29</b>	<b>32</b>	<b>24</b>	<b>26</b>	<b>27</b>	<b>31</b>	<b>29</b>	<b>30</b>	<b>27</b>	<b>28</b>	<b>30</b>	<b>25</b>	<b>32</b>	<b>28</b>	<b>28</b>	<b>28</b>	<b>24</b>	<b>29</b>	<b>28</b>	<b>29</b>
Don't know	22	18	19	21	18	25	20	22	23	20	23	21	21	23	19	24	16	20	22	21
<b>NET SCORE</b>	<b>16</b>	<b>12</b>	<b>23</b>	<b>24</b>	<b>20</b>	<b>12</b>	<b>16</b>	<b>13</b>	<b>18</b>	<b>19</b>	<b>12</b>	<b>20</b>	<b>12</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>24</b>	<b>19</b>	<b>18</b>	<b>15</b>

**As you may know, Twitter is a micro-blogging service that allows people to post messages called 'tweets' of up to 140 characters that anyone can view.**

**From what you know, do you think Twitter is....?**

Very worthwhile	3	2	5	6	4	2	7	3	1	3	4	4	3	5	2	5	78	24	5	0
Mildly useful for some people	43	41	49	49	41	45	51	46	32	45	40	49	40	46	41	43	22	66	69	36
A service that 'dumbs down' the way we communicate	39	45	31	35	42	36	31	34	51	40	38	30	43	34	44	37	0	10	14	48
Don't know	15	12	16	9	13	17	12	17	16	12	19	16	14	16	14	15	0	1	13	16

**Do you personally use Twitter either to post messages or to read other people's 'tweets'?**

Yes - frequently	2	1	2	4	3	1	4	2	0	2	2	3	2	2	1	2	100	17	0	0
Yes - occasionally	9	10	10	10	9	10	13	10	6	9	10	13	9	10	8	11	0	83	0	0
<b>All users</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>15</b>	<b>11</b>	<b>12</b>	<b>18</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>12</b>	<b>16</b>	<b>10</b>	<b>12</b>	<b>9</b>	<b>13</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>
No - but I probably will at some point in the future	12	8	14	13	11	12	11	14	10	12	11	10	12	12	10	15	0	0	100	0
No - and I have no interest in doing so	76	80	72	72	77	74	69	73	84	76	75	73	76	74	79	70	0	0	0	100
Not sure	2	1	2	1	1	2	2	2	1	2	2	1	1	2	2	2	0	0	0	0