

YouGov / Sunday People Survey Results

Sample Size: 2044 GB Adults
Fieldwork: 26th - 28th January 2010

	Voting intention			Gender		Age			Social Grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2044	652	505	296	980	1064	612	717	715	1124	919	261	666	437	502	178
Unweighted Sample	2044	673	482	276	942	1102	458	673	913	1330	713	283	719	400	450	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	40	100	0	0	40	40	43	35	42	43	36	43	48	44	31	20
Lab	31	0	100	0	30	32	26	35	30	30	32	28	23	33	39	36
Lib Dem	18	0	0	100	18	19	20	18	17	19	17	19	23	11	19	15
Other	11	0	0	0	13	10	10	12	12	8	16	10	6	12	12	29

Other Parties Voting Intention

SNP / PCY	4	0	0	0	4	3	4	4	3	3	4	1	0	3	1	27
UKIP	3	0	0	0	4	2	1	3	5	2	5	2	4	5	3	1
BNP	2	0	0	0	2	2	2	3	2	1	4	1	1	3	5	0
Green	2	0	0	0	2	2	2	2	1	2	2	4	1	1	2	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	1	0	1	1	1	1	0	1	2	0

Non Voters

Would Not Vote	8	0	0	0	7	9	14	6	5	6	11	8	7	10	9	5
Don't know	12	0	0	0	9	14	13	12	10	10	14	14	10	12	14	7

In which, if any, of the following political leaders do you have MOST confidence in securing the best standards of living for you and your family?

David Cameron	31	82	3	8	32	30	30	27	35	35	25	36	36	33	24	18
Gordon Brown	22	2	75	7	25	20	17	25	24	22	23	22	17	21	26	37
Nick Clegg	10	2	2	46	11	9	10	9	11	10	10	9	11	9	9	9
None of these	26	11	14	26	26	27	29	28	23	25	28	22	27	28	26	30
Don't know	11	3	6	14	7	14	14	11	8	9	13	12	10	8	14	7

Are you currently more or less worried about you and your family's standard of living than you were 12 months ago or do you feel the same?

Much more worried	13	19	7	14	15	12	12	13	16	13	14	15	16	14	10	10
Slightly more worried	34	39	29	34	32	36	32	35	35	37	30	31	35	32	37	30
TOTAL MORE WORRIED	47	58	35	48	47	47	43	47	50	50	44	46	50	46	47	40
Feel the same as I did 12 months ago	41	34	47	40	40	42	40	41	41	39	43	41	38	42	41	45
Slightly less worried	9	7	14	9	9	8	10	9	8	9	9	10	8	8	8	14
Much less worried	1	0	3	2	2	1	2	2	1	2	1	1	1	1	2	1
TOTAL LESS WORRIED	10	7	17	11	11	9	12	11	8	10	10	11	10	9	10	15
Don't know	2	1	0	1	2	2	5	2	0	1	3	1	2	3	2	0

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

Are you currently more or less worried about the effects of climate change than you were 12 months ago or do you feel the same?

Much more worried	5	4	4	5	4	6	5	4	6	5	5	4	6	5	5	4
Slightly more worried	19	17	21	20	16	22	22	17	18	19	19	24	16	19	19	24
TOTAL MORE WORRIED	24	21	25	25	20	28	27	22	24	24	25	28	22	24	23	28
Feel the same as I did 12 months ago	62	63	64	66	62	63	59	66	62	63	62	58	63	62	63	65
Slightly less worried	6	8	5	6	9	4	6	6	7	7	6	7	8	6	6	5
Much less worried	5	6	5	2	7	3	3	5	7	5	5	6	5	6	5	3
TOTAL LESS WORRIED	11	15	10	8	16	7	9	11	14	12	10	12	12	12	11	7
Don't know	3	1	1	1	3	2	5	2	1	1	4	2	3	2	3	0

Are you currently more or less worried about the risk of terrorist attacks in Britain harming you or members of your family than you were 12 months ago or do you feel the same?

Much more worried	9	13	9	7	7	12	5	8	15	9	10	10	9	13	8	8
Slightly more worried	28	34	26	21	25	31	22	28	34	30	27	29	29	27	28	28
TOTAL MORE WORRIED	37	46	36	28	32	43	27	36	48	38	37	39	37	40	36	36
Feel the same as I did 12 months ago	54	50	56	60	58	51	61	54	47	55	53	53	53	53	56	56
Slightly less worried	5	3	7	9	7	4	7	7	3	5	6	6	5	3	6	7
Much less worried	2	0	1	2	2	1	2	1	1	1	2	1	2	2	1	2
TOTAL LESS WORRIED	7	3	8	12	9	4	9	8	4	6	8	7	8	5	7	9
Don't know	2	0	0	1	2	2	3	2	0	1	3	2	2	2	2	0

Which ONE, if any, of these programmes is MOST likely to make you change the channel when it comes on?

I'm a Celebrity Get Me Out of Here	28	30	29	29	29	27	17	27	39	31	25	25	27	32	24	37
Match of the Day	23	22	20	22	14	31	26	23	19	24	22	28	25	19	23	18
EastEnders	18	20	19	16	21	16	21	18	16	19	17	17	18	22	17	13
Dancing on Ice	13	10	15	14	18	8	16	16	7	11	16	11	12	12	15	15
Weakest Link	6	7	7	6	6	6	8	6	5	6	7	6	6	5	6	11
The news	3	3	2	5	4	2	3	2	4	3	3	5	3	2	3	3
None of these would make me change the channel	7	5	9	6	5	8	4	7	9	5	8	6	7	5	9	2
Not applicable – I do not watch TV	2	2	0	2	3	1	4	1	1	1	2	2	1	3	1	2
Don't know	1	1	0	1	1	1	2	0	1	1	1	1	1	1	2	0

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

Which, if any, of the following people would you MOST like to go for a drink with?

Stephen Fry	38	42	36	49	39	36	40	39	35	41	34	42	42	35	35	32
Cheryl Cole	12	11	13	8	17	7	15	14	8	10	15	10	10	14	12	16
Simon Cowell	10	11	10	6	6	14	12	12	7	9	11	8	11	9	13	6
Michael McIntyre	10	8	11	8	7	13	13	10	7	10	10	8	10	10	11	10
The Dalai Lama	9	9	8	9	10	9	7	7	13	10	8	8	9	10	8	12
Gordon Brown	3	0	8	3	4	2	2	4	3	3	3	4	3	4	3	4
Wayne Rooney	2	1	3	2	3	0	2	1	2	2	1	5	1	1	1	1
None of these	12	13	8	12	11	13	5	11	18	12	12	13	11	12	12	14
Not applicable - I would not like to go out for a drink with anyone	3	3	3	2	3	4	2	2	6	3	4	2	3	4	3	3
Don't know	1	1	0	1	1	2	3	1	1	1	2	1	1	3	2	2

Which one, if any, of these would you MOST like to happen in 2010?

Win the lottery	58	61	58	51	57	59	56	65	53	57	60	55	60	57	60	52
Make other people happy	16	16	14	20	16	17	16	14	18	16	16	14	17	17	15	20
Discover a new wonder drug	11	12	14	14	11	12	8	8	17	12	11	17	9	11	11	16
Have a free trip into space	4	3	3	6	6	2	6	4	2	3	5	4	4	3	4	3
Get a puppy	2	2	1	2	1	3	4	2	1	2	2	4	3	1	1	2
Have an affair	2	1	2	2	3	1	2	1	2	3	1	2	1	2	3	0
Become a TV celebrity	1	1	1	1	1	1	1	1	0	1	1	0	0	1	1	2
None of these	5	4	6	4	4	5	5	4	6	6	4	4	5	5	5	4
Don't know	1	1	2	0	1	1	3	1	0	1	2	1	0	2	1	1

Which one, if any, of the following gives you the most "instant satisfaction"?

Sex	25	24	23	29	38	14	33	28	17	25	26	27	24	28	26	23
A night out with friends	15	17	15	15	14	15	16	14	14	15	14	16	15	16	13	10
Curling up in bed with a good book	14	16	14	17	6	23	7	15	21	17	11	13	14	12	14	22
Chocolate	13	11	13	15	7	19	11	14	13	12	14	11	13	13	14	12
Alcohol	6	7	7	5	9	4	8	6	5	7	5	9	6	5	7	4
A night in with the telly	6	6	8	3	6	6	6	6	6	5	7	6	6	7	4	12
Shopping	6	6	6	3	2	9	7	5	5	6	5	5	7	6	5	4
Other	7	8	6	6	9	5	7	7	7	7	6	7	7	5	8	7
Not applicable - nothing gives me instant satisfaction	4	4	5	4	6	3	2	4	7	4	6	5	5	4	4	3
Don't know	4	4	4	3	5	4	4	3	5	3	6	2	4	5	6	3

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

Which ONE, if any, of these sporting achievements would make you happiest in 2010?

England winning the World Cup	38	37	44	37	41	34	45	39	30	37	38	40	43	35	43	5
Andy Murray winning Wimbledon	16	15	18	16	12	20	13	13	22	17	14	10	14	14	11	50
England regaining the Ashes	5	7	4	7	6	5	3	5	8	7	4	6	7	5	6	1
Lewis Hamilton winning the Formula One drivers championship	4	7	2	3	5	3	2	5	5	5	3	5	4	7	1	2
Europe winning the Ryder Cup	2	2	2	1	3	1	2	1	3	2	1	2	2	3	1	2
Something else	10	10	10	7	13	8	11	12	8	9	11	12	7	13	9	17
Don't know	5	6	3	5	5	5	6	4	4	4	6	5	5	6	4	3
Not applicable - no sporting achievements would make me happy	20	16	17	24	16	24	19	22	20	19	22	20	20	17	25	21

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.
Age and Gender		
Male 18 to 24	42	123
Male 25 to 39	194	265
Male 40 to 54	252	265
Male 55 +	454	327
Female 18 to 24	84	124
Female 25 to 39	310	266
Female 40 to 54	249	286
Female 55 +	459	388
Region		
London	283	261
Rest of South	719	666
Midlands and Wales	400	437
North	450	502
Scotland	192	178
Social Grade		
ABC1	1330	1124
C2DE	713	919
Newspaper Type		
Express / Mail	530	327
Sun / Star	255	449
Mirror / Record	162	327
Guardian / Independent	161	82
FT / Times / Telegraph	226	194
Other Paper	255	256
No Paper	454	408
Political Party Identification		
Lab	628	653
Con	541	532
Lib Dem	177	245
Others	98	61
None	535	501
Don't know	65	51