

YouGov / People Magazine Survey Results

Sample Size: 2218 GB Adults
Fieldwork: 21st - 23rd July 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
Weighted Sample	2218	704	435	346	1065	1153	672	769	776	1220	998	284	721	475	546	193
Unweighted Sample	2218	736	438	330	1024	1194	616	696	906	1321	897	302	730	467	522	197
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't know and Wouldn't vote]

Con	40	100	0	0	38	42	34	41	44	43	36	45	47	40	34	23
Lab	25	0	100	0	26	24	27	27	21	23	27	25	18	24	32	31
Lib Dem	20	0	0	100	18	21	28	15	18	21	18	16	21	25	17	14
Other	16	0	0	0	18	14	12	17	18	13	20	14	13	12	17	33

Other Parties Voting Intention

UKIP	5	0	0	0	5	5	3	4	8	4	7	4	7	5	7	1
BNP	4	0	0	0	5	3	4	6	2	3	6	6	4	2	7	1
SNP / PCY	3	0	0	0	4	2	2	2	5	3	3	1	0	2	0	27
Green	3	0	0	0	3	3	2	3	2	3	3	3	3	3	2	4
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	1	0	0	1	0	0	1	1	0	0	1	0

Non Voters

Would Not Vote	7	0	0	0	6	8	11	5	5	5	9	8	7	8	7	5
Don't know	14	0	0	0	10	17	15	14	11	13	14	14	12	14	16	12

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

[All]

For the following questions please imagine that you were the Chancellor of the Exchequer and planning Britain's Budget for next year.

Taking into consideration that there is only a limited amount of money available, in each of the following questions you will be asked to choose either to spend the money as already planned, or to spend the money on one of the alternative options provided.

Gordon Brown has promised to spend £6 billion over the next ten years to buy new helicopters for our troops in Afghanistan.

Do you think the money should be spent on?

Helicopters as planned	42	50	44	41	46	39	36	41	49	42	43	39	42	42	44	44
21 new hospitals	29	25	31	30	29	30	33	28	27	29	29	31	28	28	30	32
600 new secondary schools	8	7	9	9	9	7	10	10	5	8	9	12	8	8	6	11
None of these	10	11	6	12	9	10	9	9	10	11	8	8	10	12	8	7
Don't know	11	7	11	8	7	14	12	12	9	11	11	10	12	10	12	7

The Government is proposing introducing identity cards which are likely to cost around £5billion.

Do you think the money should be spent on?

Increasing the state pension by £8 a week for one year	36	34	35	43	32	40	28	30	50	35	38	38	37	37	35	32
Cutting the basic rate of income tax by 1p for one year	20	23	19	17	20	19	25	22	12	20	19	18	19	21	19	20
ID cards as planned	15	13	21	11	16	15	13	17	15	15	16	15	15	13	17	17
None of these	24	28	20	25	29	19	27	26	20	27	21	24	24	25	22	28
Don't know	5	2	5	4	3	6	7	5	3	4	6	5	5	3	6	4

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

The latest valuation of Parliament is £1.2 billion for the real estate value of the buildings.

Do you think the money should be spent on?

Keeping Parliament as it is (i.e. not spending at all)	50	60	57	51	56	44	48	49	53	56	43	54	54	47	45	52
Selling it to pay for residential care for 6 000 elderly people	22	17	21	25	17	27	21	21	24	18	27	20	20	26	25	17
Selling it to fund 1 150 GPs for ten years	7	5	8	5	7	7	11	6	4	6	8	8	6	7	7	7
None of these	13	11	9	14	15	11	12	14	11	13	11	9	14	11	14	15
Don't know	9	6	6	6	6	12	9	10	7	7	11	9	8	10	9	9

The Foreign Office costs around £2 billion a year to run. If we halved the number of diplomats and embassies abroad we could save £1 billion.

Do you think this £1 billion should be spent on?

Hiring 23 200 more junior doctors	43	39	47	45	38	48	37	43	49	42	45	35	46	44	44	44
Keeping the same number of diplomats and embassies as we have now	20	20	26	25	25	14	23	20	16	22	17	29	20	19	14	24
Providing 33 000 more prison places	19	25	14	16	21	18	20	20	18	18	21	19	18	21	20	16
None of these	11	11	8	12	12	11	10	10	13	13	10	11	10	12	13	11
Don't know	7	5	5	3	5	9	10	8	3	6	8	7	7	5	9	5

The Royal Navy is to get two new super carriers at a cost of £4.6 billion.

Do you think the money should be spent on?

Aircraft carriers as planned	38	51	41	31	46	31	36	40	38	40	37	35	41	35	38	42
Funding 92 000 hip replacements a year for ten years	24	18	27	27	19	28	22	21	27	23	24	21	24	26	23	22
The cost of 15,300 regular soldiers for a ten year career in the army	19	16	19	22	17	20	20	19	18	18	20	20	17	22	19	17
None of these	11	10	7	15	13	10	12	11	10	12	9	14	10	10	11	13
Don't know	8	5	7	5	5	11	10	8	7	8	10	10	9	7	9	6

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

A replacement for the Trident defense missile system to protect Britain against nuclear attack is likely to cost around £20 billion.

Do you think the money should be spent on?

The pay cheques of 45,400 nurses for a 20 year career in the NHS	33	29	33	41	31	35	28	36	35	34	31	28	33	34	34	34
Trident replacement as planned	30	41	27	20	32	28	36	26	28	29	31	30	31	31	28	26
Building 33 000 more affordable homes by 2016	23	16	27	29	22	23	23	23	22	22	23	27	20	23	22	26
None of these	9	10	7	7	11	7	5	8	12	10	7	8	9	7	9	11
Don't know	6	3	6	3	4	8	8	7	3	5	7	7	7	5	8	3

It costs £5.5 billion a year to treat mental illness, including drug addiction and alcoholism.

Do you think the money should be spent on?

Treating mental illness as it is now	58	57	66	67	56	59	59	58	57	61	54	60	58	58	57	54
Treating 1.1 million patients with heart disease	25	27	24	20	26	23	22	24	28	22	28	24	23	26	25	28
Reducing tobacco tax to make a pack of cigarettes £2.50 cheaper	3	3	3	1	4	3	4	3	3	3	4	5	2	4	4	3
None of these	9	10	3	9	10	8	9	10	9	10	8	5	11	8	9	11
Don't know	5	3	4	2	4	7	6	6	4	4	7	6	5	5	6	5

An extra £1.1 billion is being spent on helping unemployed young people find work.

Do you think the money should be spent on?

Helping young people find work as it is now	57	49	71	63	58	56	66	56	50	60	53	58	56	56	55	66
Buying 21 Chinook helicopters to support our troops in Afghanistan	18	26	12	14	20	17	13	19	22	16	21	11	21	19	19	14
Giving pensioners an extra £1.80 a week	14	15	12	14	13	15	9	13	18	12	16	18	12	15	13	12
None of these	7	9	2	7	7	6	6	8	7	8	6	7	8	6	7	6
Don't know	4	2	3	2	2	7	6	5	3	4	5	6	4	4	6	1

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

Pensions for civil servants now cost around £27 billion a year.

Do you think the money should be spent on?

Make civil servants pay for their own pensions and hire 112,500 more police officers instead	52	59	46	44	53	52	41	55	60	49	56	42	55	54	54	48
Civil service pensions as now	22	18	33	29	23	22	30	22	16	25	19	28	21	23	20	22
Make civil servants pay for their own pensions and spend the money on trident missiles	4	5	3	2	5	3	5	3	4	3	4	3	3	4	5	3
None of these	14	13	12	18	15	14	13	14	17	17	12	19	14	13	13	20
Don't know	7	5	5	8	5	10	12	7	4	6	9	8	8	6	8	7

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	86	133
Male 25 to 39	249	288
Male 40 to 54	253	288
Male 55 +	436	355
Female 18 to 24	96	133
Female 25 to 39	372	288
Female 40 to 54	256	311
Female 55 +	470	421
Region		
London	302	284
Rest of South	730	721
Midlands and Wales	467	475
North	522	546
Scotland	197	193
Social Grade		
ABC1	1321	1220
C2DE	897	998
Newspaper Type		
Express / Mail	552	355
Sun / Star	352	488
Mirror / Record	234	355
Guardian / Independent	140	89
FT / Times / Telegraph	220	211
Other Paper	276	277
No Paper	444	444
Political Party Identification		
Lab	750	732
Con	578	555
Lib Dem	223	244
Others	94	67
None	495	566
Don't know	78	55