

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	Fe- male	18 to 34	35 to 54	55 +	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Freque- st users	All users	Potential users	Won't ever use
Weighted Sample	2024	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
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Weighted Sample
Unweighted Sample

	Voting intention			Gender		Age			Social Grade		Region					Twitter users			
Total	Con	Lab	Lib Dem	Male	Fe- male	18 to 34	35 to 54	55 +	ABC1	C2DE	Lon- don	Rest of South	Midlands / Wales	North	Scot- land	Freque- st users	All users	Potential users	Won't ever use
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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
TOTAL AGREE	33	28	34	46	41	25	38	32	29	34	31	40	30	32	32	38	39	43	34	32
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
TOTAL DISAGREE	57	67	57	48	53	61	44	59	66	58	56	49	61	59	57	51	42	46	54	60
Don't know	10	5	10	7	6	14	18	9	5	8	13	11	9	9	11	11	19	11	12	8
NET SCORE	-22	-34	-18	1	-11	-33	-7	-24	-31	-21	-23	-8	-27	-24	-24	-11	0	-3	-20	-25

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
TOTAL AGREE	56	67	44	45	58	54	43	55	68	54	58	41	59	61	58	49	36	45	51	59
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
TOTAL DISAGREE	33	26	46	48	34	33	42	35	25	37	29	51	31	30	31	37	54	43	38	32
Don't know	10	7	10	7	8	13	15	10	7	9	12	8	10	9	11	14	10	12	11	9
NET SCORE	20	36	-4	-4	21	18	0	18	37	13	27	-11	27	25	24	10	-22	0	10	24

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
TOTAL AGREE	76	74	86	85	77	75	72	74	81	77	74	74	77	76	73	79	76	77	75	77
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
TOTAL DISAGREE	18	23	9	12	20	16	17	19	17	17	18	18	18	19	18	15	19	18	16	18
Don't know	7	3	4	3	4	9	11	7	2	5	8	8	5	5	9	6	5	6	9	5
NET SCORE	42	33	59	51	41	43	41	38	47	43	41	39	42	42	43	44	49	44	44	42

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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
TOTAL AGREE	24	36	20	27	33	17	33	23	20	29	20	34	24	26	21	21	39	30	23	25
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
TOTAL DISAGREE	69	61	76	71	63	76	57	71	78	67	73	60	70	70	74	73	60	65	69	71
Don't know	6	3	4	2	5	7	10	6	2	5	7	6	6	4	6	6	1	6	8	4
NET SCORE	-43	-28	-51	-41	-31	-55	-28	-48	-51	-37	-52	-27	-44	-43	-51	-48	-26	-36	-39	-45

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
TOTAL AGREE	60	70	47	53	63	57	48	58	72	60	59	59	64	60	56	59	61	57	55	62
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
TOTAL DISAGREE	33	27	47	43	33	33	41	34	25	35	30	34	30	35	35	32	38	38	37	32
Don't know	7	3	5	4	4	10	12	8	3	4	11	8	7	5	9	9	1	5	8	6
NET SCORE	19	30	-4	6	20	18	3	19	32	16	22	16	25	16	15	20	8	11	13	22

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	6	7	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
TOTAL AGREE	45	51	53	40	50	40	41	40	53	46	43	43	45	47	42	50	39	44	49	45
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
TOTAL DISAGREE	42	39	34	52	40	44	44	46	36	41	43	45	42	41	43	38	55	44	40	42
Don't know	13	11	13	8	10	15	15	13	11	13	14	12	13	11	15	12	6	12	11	12
NET SCORE	-2	4	11	-12	3	-7	-9	-8	8	0	-5	-6	-3	-1	-4	6	-13	-4	3	-3

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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
TOTAL AGREE	49	50	57	53	55	45	51	48	50	52	47	54	47	49	53	48	60	51	50	50
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
TOTAL DISAGREE	29	32	24	26	27	31	29	30	27	28	30	25	32	28	28	28	24	29	28	29
Don't know	22	18	19	21	18	25	20	22	23	20	23	21	21	23	19	24	16	20	22	21
NET SCORE	16	12	23	24	20	12	16	13	18	19	12	20	12	15	19	16	24	19	18	15

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
All users	11	11	12	15	11	12	18	11	6	11	12	16	10	12	9	13	100	100	0	0
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