

Market Research - Background

The YouGov poll figures quoted in this Policy Document are from four national polls undertaken on behalf of the Jury Team by YouGov plc. YouGov is registered with the Information Commissioner and is a member of the British Polling Council.

In each case the survey was carried out online and the figures have been weighted and are representative of all GB adults (aged 18+). The four polls were as follows:

January 2009

Total sample size was 2161 adults. Fieldwork was undertaken between 30th January - 2nd February 2009.

September 2009

Total sample size was 2058 adults. Fieldwork was undertaken between 16th - 18th September 2009.

January 2010 (1)

Total sample size was 2,361 adults. Fieldwork was undertaken between 6th - 8th January 2010.

January 2010 (2)

Total sample size was 2052 adults. Fieldwork was undertaken between 12th - 14th January 2010.

The introduction to each question was of the form of:

Below is a list of policy ideas. Imagine each one were put to the country in a referendum. For each one please say whether you would vote in favour of or against each policy, or if you wouldn't vote at all.

Total	Gender		Age			Social Grade		Region				
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Mids./Wales	North	Scotland

PROPOSAL 1

Jan 10 (1)

The government should hold a referendum on whether or not the UK should continue to be a member of the European Union.

Strongly agree	37	37	37	25	37	47	32	43	38	37	42	36	24
Tend to agree	22	21	24	23	24	20	23	22	19	24	20	24	25
TOTAL AGREE	59	57	61	48	61	67	55	65	57	61	62	60	49
Tend to disagree	17	20	15	22	17	14	19	15	15	17	17	18	22
Strongly disagree	13	18	9	13	13	15	17	10	17	12	11	13	20
TOTAL DISAGREE	31	38	24	34	30	29	36	25	31	30	28	30	42
Don't know	10	5	15	18	10	5	10	11	12	10	11	10	9

PROPOSAL 2

Sep 09

Limiting the amount the Government can borrow each year to no more than 10% of its total expenditure

I would vote YES	47	49	45	45	45	52	45	50	48	51	47	45	41
I would vote NO	19	24	14	17	19	20	22	14	19	18	18	18	24
Wouldn't vote	7	7	7	9	7	4	6	8	6	6	7	8	7
Don't know	27	20	34	29	28	24	27	28	27	25	28	29	29

Total	Gender		Age			Social Grade		Region				
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Mids./Wales	North	Scotland

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

PROPOSAL 3

Sep 09

Preventing banks that are benefitting from government guarantees from using depositors' funds to support their own market trading

I would vote YES	73	73	72	61	74	80	74	71	66	74	73	74	71
I would vote NO	9	12	7	9	9	9	11	6	12	8	7	9	14
Wouldn't vote	4	4	4	6	4	2	4	4	4	3	4	4	5
Don't know	15	12	17	23	14	9	12	18	18	14	17	13	10

PROPOSAL 4

Jan 10(1)

Limiting the total amount that an able-bodied claimant with no children can receive in tax credits and social security, including housing benefit, to 80% of the after tax minimum wage

I would vote YES	63	64	62	56	60	71	66	59	54	71	60	60	59
I would vote NO	15	16	13	14	17	13	14	15	16	12	16	16	17
Wouldn't vote	5	5	5	5	6	4	4	6	7	4	3	7	6
Don't know	18	16	20	25	17	13	16	21	23	14	21	18	18

PROPOSAL 5

Sep 09

Giving courts the ability to sentence violent criminals to "army style" punishment and training courses

I would vote YES	78	77	79	71	79	82	77	78	72	79	82	77	76
I would vote NO	11	13	9	14	9	10	13	8	11	10	8	12	14
Wouldn't vote	3	4	3	4	4	2	3	3	4	2	4	3	3
Don't know	8	7	10	11	8	7	7	10	13	9	6	8	7

PROPOSAL 6

Sep 09

Limiting the number of British troops sent to Afghanistan to the average number sent by other NATO countries (relative to their size)

I would vote YES	67	62	71	56	67	75	67	66	66	65	69	66	67
I would vote NO	14	21	8	16	14	13	16	12	12	15	13	16	16
Wouldn't vote	7	8	5	11	7	3	6	7	5	8	7	6	4
Don't know	12	9	15	17	12	9	11	14	17	12	11	12	12

PROPOSAL 7

Jan 10(1)

Making private medical insurance a requirement for all non-EU citizens obtaining visas to Britain for more than three months

I would vote YES	78	79	78	63	81	88	79	77	74	79	83	79	68
I would vote NO	10	12	8	17	9	6	10	11	13	9	7	9	17
Wouldn't vote	4	2	5	6	3	2	3	4	3	5	2	4	4
Don't know	8	7	10	15	7	4	8	9	10	7	8	8	11

PROPOSAL 8 A

Jan 10(1)

Requiring any adult immigrant seeking UK citizenship to have lived in the UK for at least 10 years (rather than the current 3 or 5)

I would vote YES	63	62	65	48	64	75	62	65	56	67	67	64	50
I would vote NO	20	23	16	26	20	15	22	17	27	18	15	18	31
Wouldn't vote	5	6	4	9	4	3	5	5	4	5	5	5	6
Don't know	12	9	14	17	12	8	12	13	13	10	13	13	13

	Gender			Age			Social Grade		Region				
Total	Male	Fe male	18- 34	35- 54	55 +	ABC1	C2DE	Lon don	Rest of South	Mids./ Wales	North	Scot land	
%	%	%	%	%	%	%	%	%	%	%	%	%	

PROPOSAL 8B

Jan 10(1)

Requiring any adult immigrant seeking UK citizenship to have not been convicted of any crime

I would vote YES	81	78	83	69	83	88	80	82	77	82	81	80	80
I would vote NO	9	12	6	14	8	5	10	7	11	10	7	8	10
Wouldn't vote	3	3	3	4	3	2	3	3	4	2	3	3	5
Don't know	8	7	8	13	7	5	8	8	8	6	9	9	5

PROPOSAL 8C

Jan 10(1)

Requiring any adult immigrant seeking UK citizenship not to have received any social security benefits in the previous 10 years

I would vote YES	58	55	60	44	58	68	55	61	54	60	61	59	42
I would vote NO	22	27	17	28	22	18	26	18	26	22	17	21	35
Wouldn't vote	5	5	5	7	4	3	4	5	5	4	5	5	6
Don't know	16	13	18	20	16	11	15	16	16	15	17	15	17

PROPOSAL 8D

Jan 10(1)

Requiring any adult immigrant seeking UK citizenship to meet a basic level of educational achievement (e.g. 5 GCSEs at C Grade, including English, Maths and Science, or equivalent)

I would vote YES	63	66	61	59	63	66	63	64	59	65	68	64	48
I would vote NO	19	20	19	21	20	18	21	18	22	18	16	18	33
Wouldn't vote	5	4	6	5	5	5	5	6	6	5	6	4	7
Don't know	12	10	14	14	12	11	12	13	13	12	11	14	12

PROPOSAL 9

Jan 10 (2)

Schools should be allowed to opt out of local authority control but still be state funded, if a majority of the parents at the school agree.

I would vote YES	35	37	33	31	36	37	36	34	38	32	37	37	27
I would vote NO	33	35	32	34	33	32	37	29	34	34	31	31	40
Wouldn't vote	13	13	13	10	11	17	13	13	8	14	14	12	16
Don't know	19	15	22	25	19	14	15	24	19	19	18	20	18

PROPOSAL 10

Jan 10(1)

Requiring supermarkets and other large stores to provide facilities for customers to leave in store any excessive packaging on products they have bought

I would vote YES	67	64	70	65	65	71	70	64	63	68	67	69	60
I would vote NO	10	12	7	10	10	8	10	9	11	9	9	9	14
Wouldn't vote	14	15	12	14	14	13	13	15	13	14	14	13	16
Don't know	10	9	11	11	10	8	7	13	13	9	10	9	10

Total	Gender		Age			Social Grade		Region				
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Mids./Wales	North	Scotland

PROPOSAL 11

Sep 09

Setting up an English Parliament to decide matters that relate solely to England

I would vote YES	58	58	58	51	58	63	56	60	57	63	54	62	41
I would vote NO	20	22	18	19	20	21	23	16	23	19	20	19	23
Wouldn't vote	8	10	7	12	8	5	8	9	8	5	11	6	22
Don't know	14	10	17	18	14	11	14	14	13	14	15	13	14

PROPOSAL 14

Jan 10(1)

Reducing the number of MPs by a third (from 650 to 433)

I would vote YES	58	59	58	46	57	70	57	61	56	58	59	59	61
I would vote NO	17	22	12	18	18	14	18	16	15	17	17	16	16
Wouldn't vote	6	5	7	10	5	4	6	7	7	6	6	6	9
Don't know	19	14	23	26	19	12	20	17	22	19	18	19	14

PROPOSAL 15

Sep 09

Changing the voting system in the House of Commons to direct proportional representation (i.e. where seats are awarded in direct proportion to the total votes cast in the country as a

I would vote YES	55	57	52	47	56	59	56	53	48	55	57	54	57
I would vote NO	17	22	13	15	15	22	20	14	22	18	16	15	19
Wouldn't vote	7	6	7	9	9	3	5	8	7	6	8	7	5
Don't know	21	15	27	28	21	16	19	24	23	21	19	24	19

PROPOSAL 16

Jan 09

Please imagine that there was a proposal that British people could force the government to hold a referendum on a particular issue by raising a petition with signatures from, say, a million people. Do you think this proposal is...

A good idea	70	69	71	66	70	74	68	72	64	73	73	70	62
A bad idea	15	20	10	16	13	15	18	10	20	13	11	14	23
Neither	7	7	8	8	9	5	7	8	9	6	8	8	10
Don't know	8	5	11	10	8	6	6	10	7	8	8	8	5