

YouGov / The Times Survey Results

Sample Size: 1579 GB Adults
Fieldwork: 9th - 10th September 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1579	X	X	X	X	466	357	338	766	813	188	399	540	452	900	679	202	513	338	388	137	
Unweighted Sample	1579	454	434	94	167	533	340	338	761	818	98	359	610	512	1124	455	219	535	305	390	130	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, do you think the Army is to serving Britain's national interests?

Very important	57	78	52	42	79	77	54	47	58	57	27	50	61	71	53	62	45	60	57	60	55
Somewhat important	28	19	32	34	15	18	31	38	26	29	27	32	29	22	31	23	32	26	28	27	28
TOTAL IMPORTANT	85	97	84	76	94	95	85	85	84	86	54	82	90	93	84	85	77	86	85	87	83
Somewhat unimportant	6	1	8	12	1	2	7	6	7	4	13	9	4	3	7	4	8	6	5	4	6
Not at all important	3	1	2	3	1	1	2	6	3	2	10	2	2	2	3	3	3	1	4	3	6
TOTAL NOT IMPORTANT	9	2	10	15	2	3	9	12	10	6	23	11	6	5	10	7	11	7	9	7	12
Don't know	7	0	6	8	4	2	6	3	5	8	24	7	4	3	6	8	12	6	6	6	5

And how important, if at all, do you think the Army Reserves, formerly known as the Territorial Army, is to serving Britain's national interests?

Very important	40	51	34	40	55	50	36	38	40	39	20	33	41	52	36	45	31	42	37	45	36
Somewhat important	37	39	40	26	38	40	41	36	36	39	23	39	43	35	41	33	39	39	36	34	38
TOTAL IMPORTANT	77	90	74	66	93	90	77	74	76	78	43	72	84	87	77	78	70	81	73	79	74
Somewhat unimportant	9	6	11	12	4	6	10	12	10	8	18	11	6	6	10	7	12	8	12	6	11
Not at all important	5	1	5	9	2	1	6	7	7	3	15	6	3	3	5	5	4	5	6	5	6
TOTAL NOT IMPORTANT	14	7	16	21	6	7	16	19	17	11	33	17	9	9	15	12	16	13	18	11	17
Don't know	9	2	10	13	1	4	8	7	7	11	23	11	7	3	8	10	14	6	10	9	9

Would you be happy for your children to join the Army? (If you don't have children, try to imagine you do)

Would be happy	37	53	32	31	43	52	33	32	48	26	25	37	38	41	37	37	36	43	35	35	27
Would not be happy	46	34	53	47	42	35	50	52	37	55	57	46	42	47	47	45	43	42	46	53	49
Not sure	17	13	14	22	15	13	17	16	15	19	18	17	20	13	16	18	21	15	20	12	23

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

And would you be happy for your children to join the Army Reserves? (Again, if you don't have children, try to imagine you do)

Would be happy	40	53	36	38	54	54	37	36	50	31	28	37	42	46	40	41	37	46	38	40	29
Would not be happy	42	33	47	35	35	32	45	45	33	49	55	43	38	40	43	39	47	38	41	43	45
Not sure	18	14	18	27	11	14	18	19	17	20	17	20	21	14	17	20	17	16	20	17	26