

# YouGov Survey Results

Sample Size: 1903 GB Adults  
Fieldwork: 6th - 7th October 2010

|                                | Voting intention |     |         | Gender |        | Age   |       |       |     | Social grade |      | Region |               |                  |       |          |
|--------------------------------|------------------|-----|---------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| Total                          | Con              | Lab | Lib Dem | Male   | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| <b>Weighted Sample</b><br>1903 | 630              | 568 | 181     | 929    | 974    | 228   | 489   | 652   | 534 | 1070         | 808  | 242    | 618           | 409              | 467   | 166      |
| Unweighted Sample              | 572              | 569 | 210     | 913    | 990    | 153   | 517   | 720   | 513 | 1239         | 639  | 289    | 635           | 368              | 410   | 201      |
|                                | %                | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        |

Please imagine that you have £10 which you **MUST** donate to a charity of your choice, which, if any, of the following types of charity would you be most likely to donate to? (Please select up to three.)

A Charity that exists for...

|  |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| the advancement of health or the saving of lives   | <b>44</b> | 50 | 44 | 46 | 44 | 45 | 46 | 45 | 45 | 42 | 49 | 39 | 45 | 46 | 41 | 44 | 45 |
| the relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage                           | <b>32</b> | 32 | 36 | 36 | 31 | 33 | 22 | 28 | 36 | 35 | 32 | 31 | 31 | 31 | 32 | 34 | 31 |
| the prevention or relief of poverty  | <b>19</b> | 15 | 27 | 16 | 21 | 17 | 21 | 20 | 18 | 19 | 21 | 16 | 19 | 19 | 16 | 17 | 32 |
| the advancement of animal welfare  | <b>19</b> | 21 | 15 | 18 | 15 | 22 | 21 | 21 | 19 | 16 | 20 | 18 | 12 | 23 | 19 | 18 | 19 |
| the promotion of the efficiency of the armed forces of the Crown or of the police, fire and rescue services or ambulance services                | <b>13</b> | 16 | 8  | 12 | 11 | 14 | 10 | 10 | 12 | 17 | 11 | 15 | 13 | 13 | 15 | 12 | 13 |
| the advancement of education   | <b>8</b>  | 10 | 8  | 11 | 9  | 6  | 7  | 10 | 8  | 7  | 9  | 6  | 8  | 9  | 6  | 8  | 8  |
| the advancement or environmental protection or improvement   | <b>7</b>  | 6  | 7  | 10 | 8  | 6  | 4  | 9  | 8  | 6  | 8  | 5  | 4  | 8  | 6  | 8  | 8  |
| the advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality and diversity | <b>5</b>  | 1  | 10 | 8  | 6  | 5  | 7  | 7  | 6  | 3  | 6  | 5  | 4  | 5  | 7  | 5  | 9  |
| the advancement of the arts, culture, heritage or science  | <b>4</b>  | 4  | 3  | 7  | 5  | 2  | 7  | 5  | 3  | 2  | 5  | 2  | 5  | 5  | 3  | 3  | 4  |
| the advancement of citizenship or community development  | <b>3</b>  | 4  | 3  | 6  | 4  | 3  | 5  | 3  | 4  | 2  | 3  | 3  | 6  | 3  | 2  | 3  | 6  |
| the advancement of amateur sport   | <b>3</b>  | 4  | 3  | 5  | 4  | 2  | 2  | 4  | 4  | 2  | 4  | 3  | 3  | 3  | 5  | 3  | 1  |
| the advancement of religion  | <b>2</b>  | 2  | 1  | 2  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 2  | 1  | 1  |
| Other charitable reasons   | <b>9</b>  | 8  | 7  | 8  | 7  | 10 | 6  | 5  | 10 | 11 | 7  | 12 | 8  | 6  | 13 | 9  | 7  |
| Don't know   | <b>6</b>  | 4  | 5  | 0  | 7  | 6  | 10 | 9  | 4  | 5  | 5  | 9  | 12 | 5  | 6  | 7  | 3  |

And where would you most like this money to be spent?

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| In the UK  | <b>80</b> | 89 | 76 | 78 | 81 | 78 | 58 | 75 | 84 | 87 | 76 | 85 | 74 | 82 | 79 | 81 | 78 |
| Abroad     | <b>3</b>  | 2  | 4  | 3  | 3  | 3  | 5  | 5  | 1  | 3  | 4  | 2  | 3  | 3  | 3  | 3  | 3  |
| Both       | <b>15</b> | 8  | 20 | 17 | 14 | 15 | 27 | 15 | 14 | 10 | 18 | 9  | 18 | 13 | 15 | 13 | 19 |
| Don't know | <b>3</b>  | 1  | 1  | 1  | 2  | 3  | 9  | 5  | 1  | 0  | 2  | 4  | 5  | 2  | 3  | 4  | 1  |