

# YouGov / The Sun Survey Results

Sample Size: 2283 GB Adults  
Fieldwork: 8th - 10th January 2011

		Voting intention			2010 Vote			Gender		Age				Social grade		Region						
		Total	Con	Lab	Lib Dem	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>		<b>2283</b>	711	752	138	740	606	491	1111	1172	275	583	783	642	1280	965	292	747	484	557	201	
<b>Unweighted Sample</b>		<b>2283</b>	710	709	143	731	562	509	1099	1184	151	554	890	688	1501	744	316	723	456	542	245	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Headline Voting Intention</b>																						
	Con	<b>40</b>	100	0	0	91	4	13	37	45	32	37	36	52	42	38	41	52	45	28	23	
	Lab	<b>43</b>	0	100	0	3	94	40	45	41	54	48	47	30	40	47	44	31	40	57	50	
	Lib Dem	<b>8</b>	0	0	100	1	0	37	8	7	5	10	8	7	10	6	9	10	5	8	6	
	Other	<b>9</b>	0	0	0	4	1	10	10	8	9	6	9	11	8	10	6	7	10	7	22	
<b>Other Parties Voting Intention</b>																						
	UKIP	<b>4</b>	0	0	0	3	1	3	4	3	3	2	3	6	3	5	3	3	5	4	3	
	SNP / PCY	<b>2</b>	0	0	0	0	1	1	2	1	1	1	2	2	1	2	0	0	1	0	15	
	Green	<b>2</b>	0	0	0	0	0	5	2	2	4	1	3	1	2	1	2	3	1	2	1	
	BNP	<b>1</b>	0	0	0	1	0	0	1	1	1	1	1	1	1	1	1	1	2	1	1	
	Respect	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Other	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	
<b>Non Voters</b>																						
	<i>Would Not Vote</i>	<b>8</b>	0	0	0	3	2	6	8	9	20	10	7	4	6	12	8	7	9	10	6	
	<i>Don't know</i>	<b>15</b>	0	0	0	11	6	27	9	20	19	16	15	11	14	16	13	21	11	10	16	
<b>Do you approve or disapprove of the Government's record to date?</b>																						
	Approve	33	<b>33</b>	82	3	49	69	6	23	35	31	22	32	29	43	37	27	36	37	36	27	24
	Disapprove	51	<b>53</b>	6	91	32	18	88	60	54	52	60	51	58	46	50	58	48	45	52	64	65
	Don't know	16	<b>14</b>	12	5	19	13	6	16	11	17	17	13	10	13	15	16	18	13	9	11	

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-13  
Dec

8-10  
Jan

The Conservative-Liberal Democrat government are committed to holding a referendum on changing the electoral system from first-past-the-post (FPTP) to the Alternative Vote (AV)

At the moment, under first-past-the-post (FPTP), voters select ONE candidate, and the candidate with the most votes wins.

It has been suggested that this system should be replaced by the Alternative Vote (AV). Voters would RANK a number of candidates from a list. If a candidates wins more than half of the '1st' votes, a winner is declared. If not, the least popular candidates are eliminated from the contest, and their supporters' subsequent preferences counted and shared accordingly between the remaining candidates. This process continues until an outright winner is declared.

If a referendum were held tomorrow on whether to stick with first-past-the-post or switch to the Alternative Vote for electing MPs, how would you vote?

I would vote in favour of switching to the Alternative Vote	33	<b>32</b>	22	35	74	21	28	60	36	29	32	36	32	29	38	25	34	33	31	30	35
I would vote in favour of keeping first-past-the-post	39	<b>41</b>	59	45	17	58	50	19	45	38	25	33	43	54	41	42	40	41	40	44	43
I wouldn't vote	7	<b>8</b>	3	3	2	4	3	5	7	9	23	9	6	5	5	12	6	9	9	9	6
Don't know	21	<b>18</b>	16	17	7	17	19	15	11	24	20	22	18	13	16	20	21	17	19	16	16

		Voting intention			2010 Vote			Gender		Age				Social grade		Region						
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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Unweighted Sample		2283	710	709	143	731	562	509	1099	1184	151	554	890	688	1501	744	316	723	456	542	245	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Do you think British troops are winning the war with the Taliban in Afghanistan, or not?</b>																						
	Yes, the British troops are winning	10	9	11	9	6	10	8	6	12	6	14	11	6	7	8	9	8	8	9	10	10
	No, they are not winning yet, but victory is possible eventually	24	24	25	27	32	23	29	22	25	23	16	23	27	23	24	24	19	23	24	26	28
	No, they are not winning, and victory is not possible	53	54	52	54	50	54	51	58	54	53	45	48	56	60	53	54	56	54	56	51	51
	Don't know	13	14	12	11	12	13	12	13	9	19	25	19	10	10	15	13	17	16	11	14	11
<b>Should British troops be brought home from Afghanistan?</b>																						
	Yes - all troops should be withdrawn immediately	29	29	25	28	28	27	26	28	27	31	28	27	28	33	25	35	26	27	37	29	26
	Yes - most troops should be withdrawn soon, and the rest within the next year or so	45	42	48	41	38	47	40	45	39	45	36	40	43	46	45	37	42	43	40	42	41
	No - British troops should remain in Afghanistan as long as Afghanistan's government wants them there	17	19	20	22	29	19	24	18	27	12	18	18	22	16	20	18	17	20	15	20	27
	Don't know	9	10	7	9	6	7	10	8	7	12	18	15	7	5	10	10	14	10	9	9	6
<b>Thinking about the way the government is cutting spending to reduce the government's deficit, do you think this is...</b>																						
<b>Good or bad for the economy?</b>																						
	Good for the economy	40	38	79	11	46	72	12	27	40	36	27	34	34	50	43	31	44	42	39	32	27
	Bad for the economy	43	47	11	81	35	16	79	53	49	45	49	49	51	38	44	51	41	40	48	53	60
	Don't know	17	16	10	8	19	13	9	20	11	20	24	17	14	12	13	18	14	19	13	15	14
<b>Being done fairly or unfairly?</b>																						
	Fairly	32	31	74	5	40	64	7	20	33	29	25	31	25	40	34	26	32	35	33	26	21
	Unfairly	54	57	16	90	40	25	87	66	58	57	55	55	65	52	54	63	52	51	57	65	71
	Don't know	14	12	11	6	20	11	5	14	9	14	20	14	10	8	12	12	16	15	10	9	8
<b>Having an impact on your own life, or not having an impact on your own life?</b>																						
	Having an impact on my life	62	72	70	78	66	71	80	74	73	70	56	68	79	73	71	73	67	73	74	68	77
	Not having an impact on my life	25	18	24	15	28	22	12	17	19	18	26	20	14	20	21	15	24	17	18	20	15
	Don't know	13	10	7	6	6	7	8	9	7	12	18	12	7	7	8	12	9	10	8	12	8

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Necessary or unnecessary?**

Necessary	52	93	20	74	84	21	53	53	52	46	51	47	62	59	43	49	61	52	44	45
Unnecessary	35	3	70	11	9	67	32	39	31	35	35	41	28	30	42	37	27	37	40	46
Don't know	13	4	10	15	7	12	16	8	17	19	14	12	10	11	15	14	12	11	16	9

**And who do you think is most to blame for the current spending cuts?**

The Conservative-Liberal Democrat coalition	23	22	3	53	7	5	51	20	24	21	23	23	25	19	21	25	24	15	25	27	30
The last Labour government	41	40	89	3	48	82	5	29	41	39	28	34	37	54	44	34	41	47	41	31	32
Both	24	25	4	28	33	10	27	36	22	28	26	29	27	19	23	27	23	24	25	27	26
Neither	7	8	2	14	8	2	14	10	9	6	6	7	9	8	8	7	6	8	6	9	9
Don't know	5	5	1	2	4	2	3	5	4	7	16	8	3	1	4	7	6	6	3	6	3

**Thinking about the next two or three years, how worried are you that people like you will...**

**not have enough money to live comfortably**

Very worried	23	24	14	35	15	15	34	25	21	27	18	27	28	18	19	30	20	23	24	27	23
Fairly worried	44	46	45	45	49	46	44	49	44	48	46	45	47	46	47	45	45	46	47	44	51
<b>TOTAL WORRIED</b>	<b>67</b>	<b>70</b>	<b>59</b>	<b>80</b>	<b>64</b>	<b>61</b>	<b>78</b>	<b>74</b>	<b>65</b>	<b>75</b>	<b>64</b>	<b>72</b>	<b>75</b>	<b>64</b>	<b>66</b>	<b>75</b>	<b>65</b>	<b>69</b>	<b>71</b>	<b>71</b>	<b>74</b>
Not very worried	25	23	35	16	31	31	18	21	27	19	22	19	20	29	26	19	27	24	23	21	19
Not at all worried	5	4	6	3	5	5	3	4	6	3	7	5	3	5	5	3	4	4	4	5	6
<b>TOTAL NOT WORRIED</b>	<b>30</b>	<b>27</b>	<b>41</b>	<b>19</b>	<b>36</b>	<b>36</b>	<b>21</b>	<b>25</b>	<b>33</b>	<b>22</b>	<b>29</b>	<b>24</b>	<b>23</b>	<b>34</b>	<b>31</b>	<b>22</b>	<b>31</b>	<b>28</b>	<b>27</b>	<b>26</b>	<b>25</b>
Don't know	3	3	1	1	0	2	2	2	2	3	7	4	1	1	2	3	3	3	2	4	0

**be victims of burglary, robbery or mugging**

Very worried	12	11	6	15	7	9	16	8	9	13	7	10	12	12	9	14	10	9	9	16	8
Fairly worried	37	32	34	35	28	34	34	31	30	34	29	32	34	32	33	31	39	32	31	32	29
<b>TOTAL WORRIED</b>	<b>49</b>	<b>43</b>	<b>40</b>	<b>50</b>	<b>35</b>	<b>43</b>	<b>50</b>	<b>39</b>	<b>39</b>	<b>47</b>	<b>36</b>	<b>42</b>	<b>46</b>	<b>44</b>	<b>42</b>	<b>45</b>	<b>49</b>	<b>41</b>	<b>40</b>	<b>48</b>	<b>37</b>
Not very worried	39	45	50	41	48	45	41	47	48	42	50	43	43	47	46	44	42	45	49	42	48
Not at all worried	9	8	8	6	16	8	6	12	9	7	7	10	8	7	10	6	5	10	7	5	15
<b>TOTAL NOT WORRIED</b>	<b>48</b>	<b>53</b>	<b>58</b>	<b>47</b>	<b>64</b>	<b>53</b>	<b>47</b>	<b>59</b>	<b>57</b>	<b>49</b>	<b>57</b>	<b>53</b>	<b>51</b>	<b>54</b>	<b>56</b>	<b>50</b>	<b>47</b>	<b>55</b>	<b>56</b>	<b>47</b>	<b>63</b>
Don't know	4	4	2	2	1	3	3	3	3	5	6	5	4	2	3	5	4	4	4	5	0

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

suffer directly from cuts in spending on public services such as health, education and welfare

Very worried	25	26	10	41	15	13	42	29	22	30	17	24	32	25	22	31	21	25	25	31	27
Fairly worried	47	44	44	44	52	45	43	46	43	45	43	41	44	48	46	41	46	45	46	41	46
<b>TOTAL WORRIED</b>	<b>72</b>	<b>70</b>	<b>54</b>	<b>85</b>	<b>67</b>	<b>58</b>	<b>85</b>	<b>75</b>	<b>65</b>	<b>75</b>	<b>60</b>	<b>65</b>	<b>76</b>	<b>73</b>	<b>68</b>	<b>72</b>	<b>67</b>	<b>70</b>	<b>71</b>	<b>72</b>	<b>73</b>
Not very worried	21	22	37	12	29	34	13	19	26	19	24	25	19	24	24	20	26	23	23	18	23
Not at all worried	4	4	6	2	4	5	1	3	5	3	8	4	3	3	4	3	3	4	2	5	3
<b>TOTAL NOT WORRIED</b>	<b>25</b>	<b>26</b>	<b>43</b>	<b>14</b>	<b>33</b>	<b>39</b>	<b>14</b>	<b>22</b>	<b>31</b>	<b>22</b>	<b>32</b>	<b>29</b>	<b>22</b>	<b>27</b>	<b>28</b>	<b>23</b>	<b>29</b>	<b>27</b>	<b>25</b>	<b>23</b>	<b>26</b>
Don't know	3	3	2	1	0	3	2	3	3	4	8	6	2	1	3	5	4	3	3	5	1

lose out because foreign factories and/or workers from abroad can do the same job more cheaply

Very worried	23	23	20	26	16	24	25	17	23	24	13	18	29	27	19	30	14	22	27	27	24
Fairly worried	34	33	35	35	28	34	38	35	32	35	31	26	37	37	33	34	40	33	34	31	29
<b>TOTAL WORRIED</b>	<b>57</b>	<b>56</b>	<b>55</b>	<b>61</b>	<b>44</b>	<b>58</b>	<b>63</b>	<b>52</b>	<b>55</b>	<b>59</b>	<b>44</b>	<b>44</b>	<b>66</b>	<b>64</b>	<b>52</b>	<b>64</b>	<b>54</b>	<b>55</b>	<b>61</b>	<b>58</b>	<b>53</b>
Not very worried	28	27	31	25	37	28	23	32	28	26	31	36	23	23	31	21	27	29	25	25	34
Not at all worried	10	11	11	11	14	10	11	13	14	9	19	15	8	10	13	9	14	11	11	11	10
<b>TOTAL NOT WORRIED</b>	<b>38</b>	<b>38</b>	<b>42</b>	<b>36</b>	<b>51</b>	<b>38</b>	<b>34</b>	<b>45</b>	<b>42</b>	<b>35</b>	<b>50</b>	<b>51</b>	<b>31</b>	<b>33</b>	<b>44</b>	<b>30</b>	<b>41</b>	<b>40</b>	<b>36</b>	<b>36</b>	<b>44</b>
Don't know	5	4	2	3	5	3	4	4	4	5	7	6	3	4	4	5	5	4	4	5	3

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>lose their job / have difficulty finding work</b>																						
	Very worried	26	26	18	35	17	20	33	24	22	30	22	25	32	22	25	28	21	25	28	28	26
	Fairly worried	37	37	38	37	39	37	38	41	38	37	38	40	40	31	38	36	39	39	37	35	39
	<b>TOTAL WORRIED</b>	<b>63</b>	<b>63</b>	<b>56</b>	<b>72</b>	<b>56</b>	<b>57</b>	<b>71</b>	<b>65</b>	<b>60</b>	<b>67</b>	<b>60</b>	<b>65</b>	<b>72</b>	<b>53</b>	<b>63</b>	<b>64</b>	<b>60</b>	<b>64</b>	<b>65</b>	<b>63</b>	<b>65</b>
	Not very worried	22	21	27	18	27	25	18	21	23	20	22	22	20	22	22	21	21	22	21	20	24
	Not at all worried	11	10	14	8	13	13	7	9	13	8	9	7	6	19	11	9	12	10	8	12	8
	<b>TOTAL NOT WORRIED</b>	<b>33</b>	<b>31</b>	<b>41</b>	<b>26</b>	<b>40</b>	<b>38</b>	<b>25</b>	<b>30</b>	<b>36</b>	<b>28</b>	<b>31</b>	<b>29</b>	<b>26</b>	<b>41</b>	<b>33</b>	<b>30</b>	<b>33</b>	<b>32</b>	<b>29</b>	<b>32</b>	<b>32</b>
	Don't know	5	5	3	3	4	4	4	4	4	5	8	5	3	6	4	6	7	4	5	5	2
<b>lose their home</b>																						
	Very worried	16	17	10	24	12	11	24	15	13	20	7	17	18	18	13	22	12	17	18	17	16
	Fairly worried	27	28	25	30	21	27	29	29	26	29	23	28	29	27	27	28	26	28	28	27	30
	<b>TOTAL WORRIED</b>	<b>43</b>	<b>45</b>	<b>35</b>	<b>54</b>	<b>33</b>	<b>38</b>	<b>53</b>	<b>44</b>	<b>39</b>	<b>49</b>	<b>30</b>	<b>45</b>	<b>47</b>	<b>45</b>	<b>40</b>	<b>50</b>	<b>38</b>	<b>45</b>	<b>46</b>	<b>44</b>	<b>46</b>
	Not very worried	38	35	43	30	47	40	30	37	38	32	42	37	35	30	39	29	39	37	32	33	35
	Not at all worried	16	17	20	14	19	20	14	16	20	14	20	12	16	22	17	17	17	15	19	19	18
	<b>TOTAL NOT WORRIED</b>	<b>54</b>	<b>52</b>	<b>63</b>	<b>44</b>	<b>66</b>	<b>60</b>	<b>44</b>	<b>53</b>	<b>58</b>	<b>46</b>	<b>62</b>	<b>49</b>	<b>51</b>	<b>52</b>	<b>56</b>	<b>46</b>	<b>56</b>	<b>52</b>	<b>51</b>	<b>52</b>	<b>53</b>
	Don't know	4	4	2	2	1	3	3	3	3	4	8	6	2	2	3	5	6	3	4	4	2
<b>suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities</b>																						
	Very worried	13	12	7	17	9	9	18	9	12	13	9	9	14	15	9	17	8	12	13	15	15
	Fairly worried	24	25	21	29	19	21	27	24	25	25	23	21	28	25	24	27	27	26	27	21	23
	<b>TOTAL WORRIED</b>	<b>37</b>	<b>37</b>	<b>28</b>	<b>46</b>	<b>28</b>	<b>30</b>	<b>45</b>	<b>33</b>	<b>37</b>	<b>38</b>	<b>32</b>	<b>30</b>	<b>42</b>	<b>40</b>	<b>33</b>	<b>44</b>	<b>35</b>	<b>38</b>	<b>40</b>	<b>36</b>	<b>38</b>
	Not very worried	37	38	43	33	48	40	34	43	36	40	40	43	36	36	42	32	36	38	39	36	41
	Not at all worried	20	20	25	18	23	25	17	19	24	16	20	20	19	21	21	17	23	19	17	21	20
	<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>58</b>	<b>68</b>	<b>51</b>	<b>71</b>	<b>65</b>	<b>51</b>	<b>62</b>	<b>60</b>	<b>56</b>	<b>60</b>	<b>63</b>	<b>55</b>	<b>57</b>	<b>63</b>	<b>49</b>	<b>59</b>	<b>57</b>	<b>56</b>	<b>57</b>	<b>61</b>
	Don't know	5	5	4	4	1	4	4	4	4	6	8	7	3	4	4	7	5	5	4	7	1
<b>suffer ill-health</b>																						
	Very worried	16	17	10	22	15	13	24	14	13	21	8	12	20	22	13	23	16	15	17	19	19
	Fairly worried	36	35	34	37	36	34	34	35	35	34	21	29	39	40	35	34	36	38	34	31	31
	<b>TOTAL WORRIED</b>	<b>52</b>	<b>52</b>	<b>44</b>	<b>59</b>	<b>51</b>	<b>47</b>	<b>58</b>	<b>49</b>	<b>48</b>	<b>55</b>	<b>29</b>	<b>41</b>	<b>59</b>	<b>62</b>	<b>48</b>	<b>57</b>	<b>52</b>	<b>53</b>	<b>51</b>	<b>50</b>	<b>50</b>
	Not very worried	36	36	45	30	41	42	31	39	37	34	42	41	33	31	40	30	37	35	36	35	39
	Not at all worried	7	8	8	7	8	7	7	7	11	5	20	10	5	4	8	8	7	7	9	9	10
	<b>TOTAL NOT WORRIED</b>	<b>43</b>	<b>44</b>	<b>53</b>	<b>37</b>	<b>49</b>	<b>49</b>	<b>38</b>	<b>46</b>	<b>48</b>	<b>39</b>	<b>62</b>	<b>51</b>	<b>38</b>	<b>35</b>	<b>48</b>	<b>38</b>	<b>44</b>	<b>42</b>	<b>45</b>	<b>44</b>	<b>49</b>
	Don't know	5	5	3	3	1	4	4	4	4	6	9	7	4	3	4	5	5	6	5	5	2

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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>	<b>2283</b>	711	752	138	740	606	491	1111	1172	275	583	783	642	1280	965	292	747	484	557	201	
Unweighted Sample	2283	710	709	143	731	562	509	1099	1184	151	554	890	688	1501	744	316	723	456	542	245	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

28-29  
Nov

8-10  
Jan

If you had to choose, which would you prefer to see after the next election, a Conservative government led by David Cameron or a Labour government led by Ed Miliband?

Conservative government led by David Cameron	44	<b>41</b>	98	2	51	87	6	27	41	41	27	37	37	56	44	36	44	49	44	31	27
Labour government led by Ed Miliband	34	<b>36</b>	0	90	16	4	83	38	40	32	44	37	40	29	36	38	36	25	36	49	45
Don't know	22	<b>23</b>	2	8	33	10	11	35	18	27	29	27	23	16	20	26	20	26	20	20	28

## 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.
<b>Age and Gender</b>			
	Male 18 to 24	68	139
	Male 25 to 39	239	293
	Male 40 to 54	437	385
	Male 55 +	355	293
	Female 18 to 24	83	135
	Female 25 to 39	315	290
	Female 40 to 54	453	398
	Female 55 +	333	349
<b>Region</b>			
	North England	542	557
	Midlands	338	372
	East England	215	220
	London	316	292
	South England	508	527
	Wales	118	112
	Scotland	245	201
<b>Social Grade</b>			
	AB	855	628
	C1	646	652
	C2	332	471
	DE	412	494
<b>Newspaper Type</b>			
	Express / Mail	459	346
	Sun / Star	257	485
	Mirror / Record	169	349
	Guardian / Independent	206	68
	FT / Times / Telegraph	248	198
	Other Paper	228	261
	No Paper	716	576
<b>Political Party Identification</b>			
	Labour	720	737
	Conservative	627	656
	Liberal Democrat	255	276
	Others	262	69
	None/ DK	419	545

YouGov is a member of the British Polling Council and abides by its rules.

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