



"Post Offices"

FIELDWORK DATES: 18TH - 19TH AUGUST 2010

**Prepared by YouGov plc
On behalf of CWU and Ed Balls Campaign**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email enquiries@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,970 adults. Fieldwork was undertaken between 18th - 19th August 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov / CWU & Ed Balls Campaign Survey Results

Sample Size: 1970 GB Adults
Fieldwork: 18th - 19th August 2010

	Voting intention			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-29	30-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1970	650	582	217	961	1009	462	283	674	552	1109	837	252	645	419	482	171
Unweighted Sample 1970	665	537	234	950	1020	371	310	761	528	1321	625	278	648	377	446	221
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The future of the Royal Mail is currently being reviewed by the new government. Which of the following would you prefer?

Not sell any of the Royal Mail and keep it as a wholly publicly-owned organisation	60	51	69	63	55	65	48	50	65	70	59	62	59	63	52	62	65
Sell a minority stake in the Royal Mail to a private investor	13	17	13	14	16	9	16	12	13	10	15	10	12	13	14	13	12
Privatise the Royal Mail entirely	15	24	11	13	20	11	13	24	15	13	17	13	15	14	19	13	15
Don't know	12	8	7	10	9	14	22	14	7	6	10	14	14	9	14	12	9