

# YouGov Survey Results

Sample Size: 1758 GB Adults  
Fieldwork: 17th - 18th February 2014

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
	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	
<b>1758</b>	X	X	X	X	517	415	374	853	905	209	445	601	503	1002	756	225	571	376	432	153	
Unweighted Sample	1758	402	546	92	183	499	449	382	835	923	164	401	685	508	1179	579	240	542	378	444	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the last 12 months, have your views of GM foods become generally more positive or more negative, or has there been no change?

Generally more positive	6	7	6	10	3	5	7	7	8	4	6	2	7	7	6	5	6	5	4	8	5
Generally more negative	5	6	8	3	5	4	6	6	6	4	4	9	4	5	5	6	9	4	2	7	7
No change – I had a negative view of GM food and still do	41	39	39	49	54	44	40	40	36	45	20	36	45	48	41	40	36	42	43	39	41
No change – I had a positive view of GM food and still do	17	22	16	13	17	20	15	18	23	12	17	18	15	19	21	12	15	19	18	15	20
Don't know	31	26	31	24	21	26	32	28	27	35	54	35	29	20	26	37	33	30	33	32	27

Do you think the Government should or should not be promoting the adoption of GM technology in the UK?

Should be promoting the adoption of GM technology	22	27	22	23	20	25	21	23	31	14	28	20	20	24	26	17	20	24	22	21	20
Should NOT be promoting the adoption of GM technology	40	41	40	49	51	43	40	41	36	44	17	39	46	44	39	42	36	39	42	39	47
Don't know	38	32	38	28	28	32	39	35	33	42	55	41	34	32	35	41	43	37	36	40	32

## 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	75	105
Male 25 to 39	190	222
Male 40 to 59	330	297
Male 60 +	240	229
Female 18 to 24	89	104
Female 25 to 39	211	223
Female 40 to 59	355	304
Female 60 +	268	274
<b>Region</b>		
North England	444	432
Midlands	289	288
1	162	169
London	240	225
South England	380	403
Wales	89	88
Scotland	154	153
<b>Social Grade</b>		
AB	661	492
C1	518	510
C2	252	369
DE	327	387
<b>Newspaper Type</b>		
Express / Mail	324	281
Sun / Star	171	413
Mirror / Record	103	176
Guardian / Independent	141	79
FT / Times / Telegraph	121	167
Other Paper	252	202
No Paper	646	440
<b>Political Party Identification</b>		
Labour	599	563
Conservative	467	492
Liberal Democrat	147	193
SNP/Plaid Cymru	35	30
Others	107	40
None/ DK	403	440

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

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)