

# YouGov Survey Results

Sample Size: 2143 GB Adults  
Fieldwork: 10th - 11th November 2014

|                        | Westminster VI |     |     |         | 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 |   |
| <b>Weighted Sample</b> | <b>2143</b>    | X   | X   | X       | X         | 624 | 530 | 435     | 1039 | 1104   | 255   | 542   | 733   | 613          | 1222 | 921    | 274    | 696           | 459              | 527   | 186      |   |
| Unweighted Sample      | 2143           | 520 | 616 | 118     | 247       | 612 | 574 | 444     | 1029 | 1114   | 199   | 468   | 896   | 580          | 1425 | 718    | 320    | 645           | 429              | 495   | 254      |   |
|                        | %              | %   | %   | %       | %         | %   | %   | %       | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

Below is a list of celebrities who sometimes intervene in politics. Please say who you think makes a **POSITIVE** contribution to political debate? Choose as many as you like.

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Angelina Jolie    | <b>28</b> | 29 | 30 | 39 | 18 | 27 | 30 | 33 | 22 | 33 | 31 | 31 | 28 | 23 | 29 | 26 | 31 | 28 | 25 | 28 | 26 |
| Bob Geldof        | <b>18</b> | 23 | 35 | 38 | 22 | 22 | 37 | 33 | 23 | 33 | 14 | 24 | 32 | 32 | 26 | 30 | 23 | 31 | 28 | 26 | 28 |
| Eddie Izzard      | <b>18</b> | 9  | 29 | 30 | 9  | 9  | 28 | 24 | 17 | 18 | 10 | 17 | 21 | 17 | 19 | 16 | 23 | 17 | 15 | 16 | 22 |
| Emma Watson       | <b>16</b> | 11 | 20 | 22 | 6  | 9  | 16 | 19 | 13 | 18 | 37 | 23 | 10 | 7  | 19 | 11 | 20 | 17 | 12 | 13 | 19 |
| Russell Brand     | <b>13</b> | 4  | 20 | 17 | 8  | 5  | 18 | 11 | 12 | 14 | 19 | 18 | 12 | 6  | 11 | 15 | 12 | 12 | 13 | 13 | 14 |
| George Clooney    | <b>11</b> | 9  | 18 | 16 | 3  | 7  | 14 | 18 | 11 | 12 | 12 | 14 | 13 | 7  | 12 | 10 | 15 | 11 | 9  | 12 | 12 |
| Bono              | <b>9</b>  | 8  | 11 | 18 | 6  | 6  | 11 | 10 | 8  | 10 | 8  | 9  | 10 | 8  | 9  | 9  | 9  | 8  | 9  | 8  | 14 |
| Leonardo DiCaprio | <b>7</b>  | 4  | 9  | 11 | 3  | 3  | 10 | 7  | 7  | 7  | 12 | 12 | 4  | 2  | 7  | 7  | 7  | 7  | 5  | 7  | 7  |
| Jeremy Clarkson   | <b>7</b>  | 12 | 4  | 5  | 13 | 10 | 4  | 4  | 10 | 5  | 9  | 9  | 6  | 6  | 8  | 7  | 5  | 9  | 8  | 7  | 5  |
| None of these     | <b>30</b> | 39 | 21 | 20 | 46 | 42 | 25 | 26 | 35 | 25 | 18 | 23 | 28 | 43 | 31 | 28 | 29 | 28 | 31 | 31 | 33 |
| Don't know        | <b>13</b> | 8  | 11 | 9  | 9  | 8  | 9  | 11 | 11 | 14 | 18 | 14 | 13 | 9  | 10 | 16 | 11 | 12 | 16 | 13 | 9  |

From the same list, please say who you think makes a **NEGATIVE** contribution to political debate. Choose as many as you like.

|                   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Russell Brand     | <b>46</b> | 64 | 38 | 50 | 53 | 64 | 42 | 43 | 51 | 41 | 29 | 36 | 47 | 61 | 50 | 40 | 47 | 48 | 44 | 44 | 49 |
| Jeremy Clarkson   | <b>41</b> | 34 | 52 | 48 | 35 | 35 | 51 | 52 | 44 | 40 | 31 | 36 | 40 | 53 | 45 | 37 | 43 | 41 | 38 | 40 | 55 |
| Bono              | <b>19</b> | 24 | 16 | 14 | 26 | 26 | 14 | 17 | 26 | 12 | 14 | 19 | 19 | 20 | 20 | 18 | 20 | 17 | 19 | 19 | 24 |
| Bob Geldof        | <b>13</b> | 19 | 8  | 1  | 22 | 20 | 9  | 8  | 19 | 7  | 11 | 11 | 11 | 17 | 13 | 12 | 9  | 12 | 12 | 14 | 19 |
| Eddie Izzard      | <b>9</b>  | 15 | 4  | 3  | 16 | 15 | 5  | 5  | 13 | 5  | 6  | 5  | 10 | 14 | 10 | 8  | 7  | 10 | 9  | 8  | 15 |
| George Clooney    | <b>8</b>  | 10 | 5  | 7  | 17 | 12 | 7  | 6  | 12 | 5  | 4  | 4  | 7  | 14 | 8  | 8  | 8  | 8  | 6  | 10 | 8  |
| Angelina Jolie    | <b>7</b>  | 8  | 5  | 4  | 12 | 11 | 5  | 3  | 9  | 4  | 5  | 2  | 7  | 11 | 7  | 6  | 4  | 6  | 7  | 8  | 8  |
| Leonardo DiCaprio | <b>7</b>  | 9  | 5  | 7  | 14 | 10 | 6  | 6  | 11 | 4  | 4  | 4  | 7  | 12 | 7  | 7  | 6  | 7  | 7  | 9  | 9  |
| Emma Watson       | <b>6</b>  | 7  | 4  | 4  | 11 | 8  | 5  | 3  | 8  | 3  | 3  | 3  | 6  | 9  | 5  | 6  | 4  | 5  | 6  | 7  | 7  |
| None of these     | <b>9</b>  | 9  | 8  | 12 | 9  | 8  | 9  | 8  | 9  | 10 | 10 | 13 | 10 | 6  | 9  | 10 | 10 | 9  | 10 | 9  | 9  |
| Don't know        | <b>24</b> | 16 | 22 | 18 | 24 | 17 | 21 | 23 | 18 | 29 | 34 | 24 | 24 | 19 | 20 | 30 | 22 | 23 | 26 | 27 | 17 |

Sample Size: 2143 GB Adults  
Fieldwork: 10th - 11th November 2014

|                        | Westminster VI |     |     |         |      | 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 |   |
| <b>Weighted Sample</b> | <b>2143</b>    | X   | X   | X       | X    | 624       | 530 | 435     | 1039   | 1104   | 255   | 542   | 733   | 613 | 1222         | 921  | 274    | 696           | 459              | 527   | 186      |   |
| Unweighted Sample      | 2143           | 520 | 616 | 118     | 247  | 612       | 574 | 444     | 1029   | 1114   | 199   | 468   | 896   | 580 | 1425         | 718  | 320    | 645           | 429              | 495   | 254      |   |
|                        | %              | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

**Do you like or dislike Russell Brand?**

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Really like          | 5         | 3         | 7         | 4         | 3         | 1         | 6         | 4         | 3         | 6         | 8         | 8         | 4         | 1         | 4         | 6         | 5         | 4         | 5         | 5         | 6         |
| Like                 | 23        | 13        | 30        | 28        | 14        | 14        | 28        | 25        | 22        | 23        | 34        | 27        | 25        | 12        | 22        | 23        | 25        | 24        | 18        | 24        | 21        |
| <b>TOTAL LIKE</b>    | <b>28</b> | <b>16</b> | <b>37</b> | <b>32</b> | <b>17</b> | <b>15</b> | <b>34</b> | <b>29</b> | <b>25</b> | <b>29</b> | <b>42</b> | <b>35</b> | <b>29</b> | <b>13</b> | <b>26</b> | <b>29</b> | <b>30</b> | <b>28</b> | <b>23</b> | <b>29</b> | <b>27</b> |
| Dislike              | 29        | 31        | 26        | 41        | 29        | 29        | 29        | 34        | 27        | 31        | 24        | 26        | 29        | 34        | 30        | 27        | 29        | 30        | 28        | 27        | 31        |
| Really dislike       | 31        | 44        | 25        | 21        | 46        | 46        | 26        | 24        | 35        | 28        | 17        | 25        | 30        | 45        | 31        | 32        | 27        | 29        | 37        | 32        | 32        |
| <b>TOTAL DISLIKE</b> | <b>60</b> | <b>75</b> | <b>51</b> | <b>62</b> | <b>75</b> | <b>75</b> | <b>55</b> | <b>58</b> | <b>62</b> | <b>59</b> | <b>41</b> | <b>51</b> | <b>59</b> | <b>79</b> | <b>61</b> | <b>59</b> | <b>56</b> | <b>59</b> | <b>65</b> | <b>59</b> | <b>63</b> |
| Don't know           | 13        | 10        | 13        | 6         | 9         | 10        | 11        | 13        | 13        | 12        | 18        | 14        | 13        | 8         | 13        | 12        | 15        | 13        | 11        | 13        | 11        |

**Do you think Russell Brand is funny or not?**

|                        |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very funny             | 5         | 4         | 7         | 6         | 6         | 3         | 5         | 5         | 4         | 6         | 8         | 8         | 5         | 1         | 4         | 6         | 3         | 5         | 6         | 6         | 5         |
| Fairly funny           | 24        | 15        | 32        | 27        | 11        | 15        | 29        | 25        | 24        | 24        | 37        | 32        | 25        | 11        | 26        | 22        | 30        | 25        | 20        | 24        | 24        |
| <b>TOTAL FUNNY</b>     | <b>29</b> | <b>19</b> | <b>39</b> | <b>33</b> | <b>17</b> | <b>18</b> | <b>34</b> | <b>30</b> | <b>28</b> | <b>30</b> | <b>45</b> | <b>40</b> | <b>30</b> | <b>12</b> | <b>30</b> | <b>28</b> | <b>33</b> | <b>30</b> | <b>26</b> | <b>30</b> | <b>29</b> |
| Not very funny         | 24        | 25        | 23        | 39        | 20        | 21        | 23        | 31        | 23        | 25        | 28        | 25        | 25        | 20        | 25        | 22        | 28        | 24        | 24        | 22        | 22        |
| Not at all funny       | 41        | 53        | 32        | 27        | 60        | 57        | 37        | 33        | 43        | 39        | 18        | 28        | 40        | 63        | 39        | 43        | 33        | 40        | 45        | 41        | 44        |
| <b>TOTAL NOT FUNNY</b> | <b>65</b> | <b>78</b> | <b>55</b> | <b>66</b> | <b>80</b> | <b>78</b> | <b>60</b> | <b>64</b> | <b>66</b> | <b>64</b> | <b>46</b> | <b>53</b> | <b>65</b> | <b>83</b> | <b>64</b> | <b>65</b> | <b>61</b> | <b>64</b> | <b>69</b> | <b>63</b> | <b>66</b> |
| Don't know             | 6         | 3         | 7         | 2         | 3         | 4         | 6         | 6         | 6         | 5         | 9         | 6         | 5         | 5         | 5         | 6         | 6         | 6         | 5         | 7         | 6         |