

YouGov Survey Results

Sample Size: 1683 GB Adults
Fieldwork: 15th - 16th March 2015

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Gross Household Income			
	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	Under £29,999	£30,000 - £49,999	£50,000+	
Weighted Sample	1683	X	X	X	X	487	418	338	816	867	200	426	576	481	959	724	215	547	360	414	146	653	358	252	
Unweighted Sample	1683	426	452	90	202	491	396	327	792	891	198	367	624	494	1084	599	193	552	334	452	152	630	357	273	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say that you do or do not have a hero or heroes?

Do	31	35	32	33	34	32	32	31	34	30	42	33	31	26	34	28	28	34	34	28	30	30	31	36
Do not	53	52	53	57	54	56	54	54	53	53	37	49	55	61	53	53	53	52	49	56	58	53	55	52
Don't know	15	13	15	10	13	12	14	15	13	18	21	18	13	13	12	19	19	14	16	16	11	17	15	12

Would you say that you have one hero or more than one hero?

[This question was only asked to respondents who do have a hero or heroes; n=543]

One hero	18	21	18	12	11	21	17	11	14	22	19	19	17	16	15	22	18	17	15	23	16	19	12	22
More than one hero	78	74	80	78	85	74	80	82	80	75	73	74	80	83	79	76	77	78	81	75	77	77	84	73
Don't know	4	5	2	10	4	5	4	6	6	3	8	7	2	1	6	2	5	4	4	2	7	4	4	5

Do you think it is generally a good thing or a bad thing that certain people are seen as "heroes" in society?

Generally a good thing	54	62	52	52	51	59	56	50	54	53	55	58	51	53	55	52	58	51	58	51	54	54	53	58
Generally a bad thing	23	22	24	28	27	24	22	27	25	22	19	19	23	30	24	23	20	27	21	20	28	23	24	20
Don't know	23	16	24	21	22	17	22	23	21	25	27	24	26	18	21	25	22	21	21	29	18	24	22	21