

# YouGov Survey Results

Sample Size: 1823 GB Adults  
Fieldwork: 28th - 29th April 2015

	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>1823</b>	X	X	X	X	539	425	364	884	939	217	461	623	521	1039	784	233	592	390	448	159	
<b>Unweighted Sample</b> <b>1823</b>	533	537	132	174	545	430	381	893	930	164	468	633	558	1042	781	259	597	361	447	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following comes closer to your view of the advert above...**

It's fine – just a way for a company to make money and help people lose weight	<b>45</b>	58	36	42	53	54	41	36	55	34	35	50	46	42	44	45	50	45	46	45	32
It's offensive – makes women feel self-conscious, like they have to be slim to wear bikinis	<b>44</b>	31	53	45	40	35	49	50	32	55	52	38	43	46	45	42	41	43	43	42	56
Don't know	<b>12</b>	11	11	13	7	11	10	14	12	11	12	12	11	12	11	13	9	12	11	13	12

**Some people who have been offended by the advert have defaced it. Is it acceptable or unacceptable for people to deface the advert?**

Acceptable	<b>25</b>	15	32	32	18	15	26	32	24	26	40	30	23	17	28	21	33	23	24	23	29
Unacceptable	<b>63</b>	76	56	59	73	75	60	59	65	61	42	54	65	77	61	66	53	67	63	64	60
Don't know	<b>12</b>	8	12	9	9	10	13	9	10	13	18	16	12	6	11	13	14	10	13	13	10