

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	
Weighted Sample 2143	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 support or oppose positive discrimination to make sure women are equally represented across all levels of companies and institutions?

Strongly support	27	23	33	15	25	23	31	24	18	35	21	23	26	33	24	31	27	26	29	26	24
Slightly support	26	23	31	35	24	20	30	33	26	26	24	27	25	27	26	25	27	27	22	27	24
TOTAL SUPPORT	53	46	64	50	49	43	61	57	44	61	45	50	51	60	50	56	54	53	51	53	48
Slightly oppose	17	20	15	30	13	20	15	19	21	13	17	18	19	14	20	14	18	17	18	17	15
Strongly oppose	15	24	8	12	27	27	10	11	21	9	12	14	17	16	17	13	16	15	15	14	20
TOTAL OPPOSE	32	44	23	42	40	47	25	30	42	22	29	32	36	30	37	27	34	32	33	31	35
Neither / Don't know	15	10	13	8	11	10	14	13	14	16	26	17	14	10	13	18	12	15	16	16	17

Do you support or oppose positive discrimination to make sure ethnic minorities are equally represented across all levels of companies and institutions?

Strongly support	18	16	25	12	11	13	23	16	13	23	19	17	18	18	18	18	22	16	18	18	17
Slightly support	26	22	33	34	17	20	31	32	23	28	24	25	24	29	26	25	26	27	24	27	25
TOTAL SUPPORT	44	38	58	46	28	33	54	48	36	51	43	42	42	47	44	43	48	43	42	45	42
Slightly oppose	19	21	16	33	20	21	16	25	23	16	18	20	20	18	21	16	22	19	18	19	17
Strongly oppose	19	29	10	11	37	31	13	13	25	13	13	17	21	20	20	17	18	19	19	18	22
TOTAL OPPOSE	38	50	26	44	57	52	29	38	48	29	31	37	41	38	41	33	40	38	37	37	39
Neither / Don't know	18	12	17	10	15	14	17	15	16	21	26	20	17	15	15	23	12	18	21	19	18

Do you support or oppose same-sex couples having the right to marry?

Strongly support	40	31	50	56	21	26	46	52	37	44	57	51	41	24	45	35	52	39	33	41	46
Slightly support	18	22	18	21	18	22	16	20	18	19	12	17	20	19	18	18	17	17	20	19	19
TOTAL SUPPORT	58	53	68	77	39	48	62	72	55	63	69	68	61	43	63	53	69	56	53	60	65
Slightly oppose	11	13	9	6	18	14	12	8	13	9	5	10	10	15	11	10	10	12	10	11	8
Strongly oppose	17	22	12	8	33	25	14	11	20	14	10	8	14	30	14	21	13	18	20	14	16
TOTAL OPPOSE	28	35	21	14	51	39	26	19	33	23	15	18	24	45	25	31	23	30	30	25	24
Neither / Don't know	14	12	11	8	11	13	12	9	13	15	17	14	15	12	12	16	10	14	17	14	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the factors that lead to one achieving success in British society, do you think success is more a result of effort (working hard and being responsible) or good fortune (having a good background and connections)?

Much more good fortune	19	10	28	11	23	13	25	21	23	16	20	16	22	20	19	20	17	20	19	19	23
Slightly more good fortune	18	16	20	21	17	16	20	23	18	18	18	22	19	15	20	17	18	18	19	19	21
TOTAL GOOD FORTUNE	37	26	48	32	40	29	45	44	41	34	38	38	41	35	39	37	35	38	38	38	44
Equal measures of effort and good fortune	29	34	25	38	28	33	26	32	28	31	25	26	29	34	31	27	33	31	31	26	23
Slightly more effort	13	16	12	21	11	15	12	11	13	13	14	17	13	10	14	13	17	13	10	14	11
Much more effort	11	20	8	7	16	18	9	7	10	12	7	9	10	15	11	11	7	10	13	12	12
TOTAL MORE EFFORT	24	36	20	28	27	33	21	18	23	25	21	26	23	25	24	24	23	23	26	23	
Don't know	9	3	7	3	6	4	9	5	8	9	16	10	7	6	6	12	9	8	8	10	10