

YouGov Survey Results

Sample Size: 2044 GB Adults
Fieldwork: 3rd - 4th April 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2044	576	478	123	196	989	1055	237	875	503	429	1165	879	245	679	439	493	188
Unweighted Sample	2044	576	508	146	208	863	1181	234	769	520	521	1264	780	202	706	450	494	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How positive or negative would you feel about the following characters being played by Black Minority Ethnic actors?

Sherlock Holmes

Very positive	15	9	21	15	6	10	20	30	19	10	7	17	13	21	15	13	14	16
Fairly positive	11	9	17	13	4	9	14	20	12	10	7	12	11	12	11	12	10	15
TOTAL POSITIVE	26	18	38	28	10	19	34	50	31	20	14	29	24	33	26	25	24	31
Neither positive nor negative	33	34	31	36	28	35	31	25	38	35	26	33	34	35	30	32	34	40
Fairly negative	14	18	11	19	16	13	14	6	9	18	22	16	11	9	16	13	14	12
Very negative	19	27	13	13	38	25	14	6	14	24	32	18	21	15	21	22	20	14
TOTAL NEGATIVE	33	45	24	32	54	38	28	12	23	42	54	34	32	24	37	35	34	26
Don't know	7	3	6	5	8	8	6	12	8	3	6	4	10	7	7	8	7	3

The Doctor (Doctor Who)

Very positive	24	17	30	28	12	18	30	39	26	19	15	26	21	29	26	20	21	24
Fairly positive	20	22	24	32	15	19	21	25	19	21	20	21	20	20	18	22	20	25
TOTAL POSITIVE	44	39	54	60	27	37	51	64	45	40	35	47	41	49	44	42	41	49
Neither positive nor negative	39	45	32	31	45	44	34	19	39	45	43	40	38	34	39	39	40	42
Fairly negative	4	5	4	3	5	4	3	3	3	5	4	4	3	3	4	3	4	3
Very negative	6	8	4	3	13	7	6	3	5	7	11	5	8	7	7	6	7	2
TOTAL NEGATIVE	10	13	8	6	18	11	9	6	8	12	15	9	11	10	11	9	11	5
Don't know	7	3	6	4	9	8	6	12	8	3	7	4	10	6	7	8	7	3

James Bond

Very positive	21	14	30	22	9	15	28	37	24	17	13	24	18	28	21	21	19	22
Fairly positive	18	17	22	25	12	15	20	21	18	17	17	18	18	14	18	18	17	21
TOTAL POSITIVE	39	31	52	47	21	30	48	58	42	34	30	42	36	42	39	39	36	43
Neither positive nor negative	34	40	29	33	36	38	31	19	35	41	34	35	34	33	33	35	36	38
Fairly negative	7	9	4	7	12	8	6	6	5	8	10	8	6	7	7	7	7	7
Very negative	12	17	9	10	23	17	8	6	10	15	19	11	14	11	13	12	14	9
TOTAL NEGATIVE	19	26	13	17	35	25	14	12	15	23	29	19	20	18	20	19	21	16
Don't know	7	3	7	4	9	8	6	12	8	4	7	5	10	7	7	7	8	3

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2044	576	478	123	196	989	1055	237	875	503	429	1165	879	245	679	439	493	188
Unweighted Sample	2044	576	508	146	208	863	1181	234	769	520	521	1264	780	202	706	450	494	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mr. Darcy																		
Very positive	14	7	21	14	3	9	19	26	17	10	6	15	12	21	13	12	12	15
Fairly positive	11	9	16	12	4	9	13	15	12	9	8	11	11	11	10	11	10	13
TOTAL POSITIVE	25	16	37	26	7	18	32	41	29	19	14	26	23	32	23	23	22	28
Neither positive nor negative	34	34	32	37	33	37	31	26	39	36	27	34	35	33	32	34	35	42
Fairly negative	13	18	11	17	17	12	15	10	8	19	19	15	11	11	16	12	14	9
Very negative	18	26	12	13	30	20	15	5	13	20	32	17	19	13	19	21	18	11
TOTAL NEGATIVE	31	44	23	30	47	32	30	15	21	39	51	32	30	24	35	33	32	20
Don't know	10	5	9	6	12	12	8	18	11	6	8	8	13	11	9	10	10	10
Hamlet																		
Very positive	17	11	25	19	5	12	22	29	20	12	11	19	15	25	17	16	14	17
Fairly positive	15	14	19	20	8	13	16	20	13	16	15	15	14	13	13	14	18	14
TOTAL POSITIVE	32	25	44	39	13	25	38	49	33	28	26	34	29	38	30	30	32	31
Neither positive nor negative	39	43	34	38	42	42	36	26	42	42	37	39	39	37	40	38	39	44
Fairly negative	7	9	5	8	10	7	7	6	5	10	9	8	6	5	7	9	6	8
Very negative	13	17	8	9	26	16	10	4	10	15	21	12	15	12	14	13	13	9
TOTAL NEGATIVE	20	26	13	17	36	23	17	10	15	25	30	20	21	17	21	22	19	17
Don't know	9	5	9	6	10	10	8	15	10	6	7	7	11	8	9	10	10	7
Robin Hood																		
Very positive	15	9	20	17	4	10	19	28	18	10	6	16	12	23	15	13	13	13
Fairly positive	12	8	17	15	4	9	14	21	12	9	8	12	12	10	11	13	11	14
TOTAL POSITIVE	27	17	37	32	8	19	33	49	30	19	14	28	24	33	26	26	24	27
Neither positive nor negative	33	33	34	35	27	35	32	27	37	36	25	33	34	33	31	30	34	45
Fairly negative	14	19	10	15	17	14	14	7	10	17	21	16	11	10	15	12	15	13
Very negative	20	28	13	14	40	24	15	5	15	24	34	19	21	15	21	25	19	11
TOTAL NEGATIVE	34	47	23	29	57	38	29	12	25	41	55	35	32	25	36	37	34	24
Don't know	7	3	7	4	7	8	6	12	9	3	6	5	10	9	7	8	8	3

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2044	576	478	123	196	989	1055	237	875	503	429	1165	879	245	679	439	493	188
Unweighted Sample	2044	576	508	146	208	863	1181	234	769	520	521	1264	780	202	706	450	494	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How positive or negative would you feel about the following characters being played by women?
Sherlock Holmes

Very positive	8	3	10	8	2	5	10	22	9	4	2	9	6	10	9	7	7	7
Fairly positive	10	7	13	10	5	9	11	15	13	6	5	10	9	11	9	10	8	16
TOTAL POSITIVE	18	10	23	18	7	14	21	37	22	10	7	19	15	21	18	17	15	23
Neither positive nor negative	22	21	25	21	21	24	21	18	25	23	19	22	22	28	22	22	21	23
Fairly negative	18	17	19	24	18	16	20	16	17	21	18	19	16	13	18	19	19	19
Very negative	35	49	25	34	49	38	32	16	28	43	51	35	35	31	36	35	37	30
TOTAL NEGATIVE	53	66	44	58	67	54	52	32	45	64	69	54	51	44	54	54	56	49
Don't know	7	3	8	3	6	8	7	12	8	4	6	5	10	7	6	8	9	5

The Doctor (Doctor Who)

Very positive	17	11	23	23	9	14	20	28	19	13	10	18	15	22	18	15	15	16
Fairly positive	19	19	22	24	13	19	19	27	17	21	16	20	18	15	19	19	19	23
TOTAL POSITIVE	36	30	45	47	22	33	39	55	36	34	26	38	33	37	37	34	34	39
Neither positive nor negative	32	33	28	29	40	35	29	15	34	34	35	33	31	30	33	31	30	39
Fairly negative	8	10	8	4	7	8	9	9	7	9	8	9	7	7	8	8	8	9
Very negative	17	22	11	14	24	16	17	10	15	18	22	15	19	19	15	17	20	8
TOTAL NEGATIVE	25	32	19	18	31	24	26	19	22	27	30	24	26	26	23	25	28	17
Don't know	7	4	8	5	6	8	7	12	8	4	8	6	10	7	6	8	9	6

James Bond

Very positive	9	3	13	10	3	7	11	19	10	6	4	10	7	14	8	8	8	11
Fairly positive	9	8	10	10	6	9	9	13	10	8	8	9	9	10	9	6	8	18
TOTAL POSITIVE	18	11	23	20	9	16	20	32	20	14	12	19	16	24	17	14	16	29
Neither positive nor negative	21	21	24	17	23	21	21	12	23	22	21	22	20	22	22	21	20	21
Fairly negative	17	16	17	23	15	15	19	18	16	19	14	18	16	15	16	20	16	15
Very negative	37	49	27	35	49	41	33	27	33	42	47	36	38	33	38	38	39	31
TOTAL NEGATIVE	54	65	44	58	64	56	52	45	49	61	61	54	54	48	54	58	55	46
Don't know	7	3	7	5	5	8	6	11	8	4	7	5	10	7	6	7	9	4

Hamlet

Very positive	7	2	10	8	1	5	8	18	7	4	2	7	5	9	6	6	6	8
Fairly positive	8	6	12	7	4	7	8	14	8	6	4	8	7	10	6	8	7	10
TOTAL POSITIVE	15	8	22	15	5	12	16	32	15	10	6	15	12	19	12	14	13	18
Neither positive nor negative	28	27	30	23	19	28	27	22	33	26	21	29	26	30	27	28	25	31
Fairly negative	17	18	19	20	18	15	19	13	15	21	18	18	16	13	17	19	18	16
Very negative	31	42	19	33	50	32	29	13	24	38	47	31	31	28	33	30	32	26
TOTAL NEGATIVE	48	60	38	53	68	47	48	26	39	59	65	49	47	41	50	49	50	42
Don't know	10	5	11	9	8	12	9	20	12	5	8	7	14	9	10	10	11	10

Robin Hood

Very positive	8	3	10	8	1	6	10	20	9	5	2	9	7	10	8	7	7	8
Fairly positive	9	7	13	10	4	8	10	15	11	5	5	9	9	8	8	10	8	14
TOTAL POSITIVE	17	10	23	18	5	14	20	35	20	10	7	18	16	18	16	17	15	22
Neither positive nor negative	22	21	24	27	18	23	21	17	28	20	16	23	20	28	24	18	21	21
Fairly negative	19	19	19	25	19	16	21	16	17	24	19	20	17	17	19	20	17	23
Very negative	34	47	25	29	51	38	31	17	27	43	51	34	36	28	34	37	38	29
TOTAL NEGATIVE	53	66	44	54	70	54	52	33	44	67	70	54	53	45	53	57	55	52
Don't know	8	4	9	2	7	9	7	16	8	4	7	5	11	9	7	8	10	5