YouGov Survey Results



Sample Size: 1998 GB Adults Fieldwork: 12th - 13th November 2013

| 13 | | | | | | | | | | | | | | | | | | | | | | |
|-------------------|------------------|-----|-----|------------|------|-------|-----|------------|------|---------------|-----|-------|-------------|--------|-------|--------|--------|-----------------------|-----|-------|----------|--|
| | Voting intention | | | | 20 | 010 V | ote | Ge | nder | | A | ge | | Social | grade | Region | | | | | | |
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Male Female 1 | | 25-39 | 25-39 40-59 | | ABC1 | C2DE | London | Rest of South / Wales | | North | Scotland | |
| Weighted Sample | 1998 | Χ | Χ | Χ | Χ | 608 | 501 | 434 | 969 | 1029 | 238 | 505 | 683 | 571 | 1139 | 859 | 256 | 649 | 428 | 492 | 174 | |
| Unweighted Sample | 1998 | 448 | 637 | 140 | 210 | 590 | 529 | 454 | 951 | 1047 | 160 | 495 | 810 | 533 | 1305 | 693 | 323 | 637 | 414 | 470 | 154 | |
| • | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |

Thinking about senior honours, such as knighthoods and damehoods, do you think they should or should not be given to people who have excelled in the following areas?

| Charit | v and | humanitaria | າ work |
|--------|-------|-------------|--------|
|--------|-------|-------------|--------|

People who have excelled in this area should receive knighthoods/damehoods People who have excelled in this area should NOT receive knighthoods/damehoods

Don't know

Science

People who have excelled in this area should receive knighthoods/damehoods People who have excelled in this area should NOT receive knighthoods/damehoods Don't know

The Military

People who have excelled in this area should receive knighthoods/damehoods People who have excelled in this area should NOT receive knighthoods/damehoods

Don't know

Education

People who have excelled in this area should receive knighthoods/damehoods People who have excelled in this area should NOT receive knighthoods/damehoods Don't know

| | = | | | | _ | | | - | | _ | | | | - | - | | | | | |
|----|----|----|----|----|----|----|----|----|----------|----|----|----|----|----|----|----------|----|--------------|----|----|
| 81 | 85 | 84 | 85 | 82 | 85 | 85 | 85 | 80 | 83 | 80 | 77 | 84 | 84 | 83 | 79 | 80 | 82 | 85 7 8 | 78 | 80 |
| 8 | 7 | 7 | 11 | 10 | 8 | 7 | 7 | 11 | 6 | 8 | 7 | 8 | 9 | 9 | 7 | 7 | 8 | 7 | 9 | 11 |
| 10 | 7 | 9 | 5 | 8 | 7 | 8 | 8 | 9 | 11 | 12 | 16 | 8 | 7 | 7 | 14 | 12 | 10 | 8 | 13 | 9 |
| 80 | 91 | 78 | 91 | 82 | 87 | 80 | 81 | 82 | 79 | 83 | 77 | 79 | 84 | 84 | 75 | 81 | 81 | 82 | 77 | 84 |
| 8 | 3 | 9 | 4 | 9 | 5 | 9 | 9 | 8 | 8 | 4 | 5 | 10 | 8 | 8 | 8 | 4 | 7 | 9 | 9 | 7 |
| 12 | 6 | 12 | 5 | 9 | 8 | 11 | 10 | 11 | 13 | 13 | 17 | 11 | 8 | 8 | 17 | 16 | 12 | 9 | 14 | 9 |
| 73 | 84 | 71 | 73 | 81 | 84 | 74 | 64 | 76 | 70 | 76 | 74 | 73 | 71 | 75 | 71 | 69 | 73 | 79 | 70 | 70 |
| 15 | 9 | 18 | 20 | 13 | 9 | 17 | 24 | 15 | 15 | 11 | 9 | 17 | 20 | 16 | 14 | 15 16 | 14 | 13 | 16 | 21 |
| 12 | 6 | 12 | 7 | 6 | 7 | 10 | 12 | 9 | 15 | 14 | 17 | 11 | 9 | 9 | 16 | 16 | 13 | 8 | 13 | 9 |
| 66 | 72 | 68 | 82 | 56 | 67 | 65 | 73 | 68 | 64 | 71 | 71 | 65 | 60 | 71 | 59 | 68 | 64 | 67 | 65 | 70 |
| 20 | 19 | 18 | 10 | 33 | 21 | 21 | 17 | 19 | 20 16 | 13 | 11 | 21 | 28 | 18 | 21 | 14 | 21 | 22 | 19 | 18 |
| 15 | 10 | 14 | 8 | 11 | 12 | 14 | 10 | 13 | 16 | 16 | 18 | 14 | 12 | 10 | 20 | 18 | 15 | 11 | 16 | 13 |

| Fieldwork: | 12th - | 13th | November | 2013 |
|------------|--------|------|----------|------|
|------------|--------|------|----------|------|

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|--|-------|-----|--------|-----------------|------|-----|-------|------------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|
| | | ١ | /oting | oting intention | | | 010 V | ote | Ge | ender | | Α | ge | | 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 | 1998 | Х | Х | Х | Х | 608 | 501 | 434 | 969 | 1029 | 238 | 505 | 683 | 571 | 1139 | 859 | 256 | 649 | 428 | 492 | 174 |
| Unweighted Sample | 1998 | 448 | 637 | 140 | 210 | 590 | 529 | 454 | 951 | 1047 | 160 | 495 | 810 | 533 | 1305 | 693 | 323 | 637 | 414 | 470 | 154 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| Writing | | | | | | | | | | | | | | | | | | | | | |
| People who have excelled in this area should receive knighthoods/damehoods | 54 | 58 | 57 | 68 | 45 | 53 | 55 | 61 | 56 | 52 | 65 | 56 | 55 | 46 | 58 | 48 | 60 | 52 | 55 | 51 | 57 |
| People who have excelled in this area should NOT | 20 | 24 | 20 | 25 | 44 | 34 | 32 | 25 | 30 | 20 | 18 | 22 | 24 | 40 | 20 | 22 | 19 | 22 | 34 | 24 | 20 |
| receive knighthoods/damehoods | 30 | 31 | 28 | 25 | 44 | 34 | 32 | 25 | 30 | 30 | 18 | 22 | 31 | 42 | 29 | 32 | 19 | 33 | 34 | 31 | 29 |
| Don't know | 16 | 11 | 14 | 8 | 11 | 12 | 14 | 14 | 14 | 18 | 17 | 22 | 14 | 12 | 13 | 20 | 21 | 15 | 12 | 18 | 14 |
| Business and industry | | - | | | | - | | | - | | - | | | | - | • | | | | | |
| People who have excelled in this area should receive knighthoods/damehoods | 52 | 70 | 48 | 63 | 48 | 63 | 50 | 53 | 55 | 50 | 55 | 56 | 52 | 49 | 58 | 46 | 50 | 53 | 54 | 51 | 55 |
| People who have excelled in this area should NOT receive knighthoods/damehoods | 32 | 22 | 38 | 28 | 40 | 25 | 37 | 34 | 32 | 32 | 25 | 23 | 33 | 42 | 30 | 34 | 29 | 32 | 34 | 33 | 31 |
| Don't know | 15 | 9 | 14 | 9 | 11 | 12 | 13 | 13 | 13 | 18 | 19 | 21 | 14 | 10 | 12 | 20 | 21 | 15 | 12 | 16 | 14 |
| Sport | | _ | | | | _ | | | _ | | _ | | | | | | _ | | | | |
| People who have excelled in this area should receive knighthoods/damehoods | 47 | 51 | 52 | 57 | 35 | 45 | 52 | 52 | 49 | 46 | 59 | 49 | 51 | 36 | 50 | 43 | 52 | 48 | 49 | 44 | 44 |
| People who have excelled in this area should NOT receive knighthoods/damehoods | 39 | 41 | 35 | 36 | 55 | 45 | 36 | 36 | 40 | 38 | 26 | 30 | 37 | 53 | 38 | 39 | 28 | 38 | 41 | 42 | 41 |
| Don't know | 14 | 9 | 13 | 7 | 9 | 11 | 12 | 12 | 12 | 16 | 15 | 20 | 12 | 11 | 11 | 18 | 20 | 14 | 10 | 14 | 15 |
| Art | | | | | | | | | | | | | | | | | | | | | |
| People who have excelled in this area should receive knighthoods/damehoods | 46 | 50 | 51 | 56 | 34 | 43 | 52 | 55 | 48 | 45 | 49 | 50 | 49 | 39 | 51 | 40 | 52 | 45 | 48 | 44 | 47 |
| People who have excelled in this area should NOT receive knighthoods/damehoods | 37 | 38 | 34 | 31 | 55 | 43 | 36 | 29 | 37 | 36 | 31 | 28 | 36 | 47 | 35 | 39 | 24 | 39 | 40 | 38 | 35 |
| Don't know | 17 | 12 | 14 | 12 | 12 | 14 | 12 | 16 | 15 | 19 | 20 | 22 | 15 | 14 | 14 | 21 | 24 | 16 | 13 | 18 | 19 |
| Music | | | | | | _ | | | | | _ | | | | | | _ | | | | |
| People who have excelled in this area should receive knighthoods/damehoods | 45 | 49 | 47 | 57 | 33 | 42 | 47 | 54 | 47 | 43 | 50 | 44 | 49 | 38 | 50 | 38 | 52 | 45 | 44 | 41 | 44 |
| People who have excelled in this area should NOT receive knighthoods/damehoods | 39 | 39 | 40 | 31 | 57 | 45 | 40 | 31 | 39 | 39 | 31 | 35 | 38 | 49 | 38 | 42 | 27 | 39 | 45 | 42 | 38 |
| Don't know | 16 | 12 | 13 | 12 | 10 | 13 | 13 | 14 | 14 | 18 | 19 | 21 | 13 | 14 | 12 | 21 | 21 | 16 | 11 | 16 | 18 |



| Fieldwork: 12th - | 13th November 2013 |
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| Fieldwork: 12th - 13th November 2013 | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------|------|------------------|------------|------|-----|--------|------------|------|--------|-------|-------|-------|-----|--------|-------|--------|------------------|---------------------|-------|----------|--|--|
| | | V | Voting intention | | | 2 | 010 Vc | ote | Ge | nder | | Α | ge | | 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 | 1998 | Χ | Χ | Χ | Χ | 608 | 501 | 434 | 969 | 1029 | 238 | 505 | 683 | 571 | 1139 | 859 | 256 | 649 | 428 | 492 | 174 | | |
| Unweighted Sample | 1998 | 448 | 637 | 140 | 210 | 590 | 529 | 454 | 951 | 1047 | 160 | 495 | 810 | 533 | 1305 | 693 | 323 | 637 | 414 | 470 | 154 | | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| Acting | | _ | | | | | | | _ | | | | | | _ | | _ | | | | | | |
| People who have excelled in this area should | 38 | 41 | 43 | 52 | 28 | 34 | 41 | 47 | 42 | 35 | 45 | 39 | 44 | 29 | 43 | 33 | 44 | 38 | 35 | 38 | 39 | | |
| receive knighthoods/damehoods | • | l '' | 10 | 02 | 20 | 0. | • • • | | | 00 | | 00 | • • • | _0 | .0 | 00 | | 00 | 00 | 00 | 00 | | |
| People who have excelled in this area should NOT | 46 | 48 | 44 | 37 | 60 | 54 | 47 | 37 | 45 | 47 | 37 | 39 | 42 | 60 | 45 | 48 | 35 | 45 | 52 | 47 | 47 | | |
| receive knighthoods/damehoods | | | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 16 | 11 | 13 | 11 | 12 | 13 | 12 | 16 | 13 | 18 | 18 | 22 | 14 | 11 | 13 | 20 | 21 | 17 | 13 | 15 | 15 | | |
| Television and Radio broadcasting | | | | | | | | | • | | | | | | • | | | | | | | | |
| People who have excelled in this area should receive knighthoods/damehoods | 35 | 38 | 38 | 52 | 20 | 31 | 36 | 44 | 38 | 33 | 48 | 37 | 40 | 23 | 40 | 29 | 40 | 36 | 35 | 33 | 36 | | |
| People who have excelled in this area should NOT | | | | | | | | | | | | | | | | | | | | | | | |
| receive knighthoods/damehoods | 48 | 50 | 47 | 37 | 69 | 55 | 51 | 40 | 48 | 48 | 34 | 39 | 45 | 66 | 47 | 50 | 39 | 47 | 52 | 51 | 50 | | |
| Don't know | 16 | 12 | 15 | 11 | 11 | 14 | 13 | 15 | 14 | 19 | 17 | 23 | 15 | 11 | 13 | 21 | 21 | 17 | 13 | 17 | 14 | | |
| Politics | | | | | | | | | | | | | | | | | | | | | | | |
| People who have excelled in this area should | | l | | | | ا | | | ١ | | ۱ | | | | l | | ۱ | | | | | | |
| receive knighthoods/damehoods | 33 | 44 | 32 | 43 | 24 | 37 | 29 | 35 | 36 | 29 | 43 | 39 | 31 | 25 | 37 | 26 | 34 | 32 | 36 | 31 | 32 | | |
| People who have excelled in this area should NOT | | 40 | | 4.4 | 00 | | | -4 | | 50 | | 40 | - 4 | 0.5 | -4 | | 45 | - 4 | | | 50 | | |
| receive knighthoods/damehoods | 53 | 46 | 56 | 44 | 68 | 53 | 59 | 51 | 52 | 53 | 41 | 42 | 54 | 65 | 51 | 55 | 45 | 54 | 55 | 53 | 53 | | |
| Don't know | 15 | 10 | 12 | 13 | 8 | 11 | 12 | 14 | 12 | 17 | 15 | 19 | 15 | 11 | 12 | 19 | 21 | 14 | 9 | 17 | 16 | | |
| Do you think David Beckham should or should not receive a knighthood? | | | | | | | | | | | | | | | | | | | | | | | |
| Should receive a knighthood | 30 | 34 | 33 | 30 | 21 | 29 | 35 | 28 | 28 | 32 | 45 | 30 | 32 | 22 | 32 | 28 | 37 | 31 | 32 | 26 | 21 | | |
| Should not receive a knighthood | 56 | 55 | 55 | 50 | 69 | 60 | 53 | 54 | 60 | 52 | 42 | 50 | 55 | 67 | 55 | 56 | 47 | 54 | 56 | 58 | 65 | | |
| Don't know | 14 | 11 | 12 | 20 | 10 | 11 | 12 | 18 | 12 | 17 | 13 | 20 | 14 | 11 | 13 | 16 | 16 | 14 | 12 | 16 | 14 | | |



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