

**YouGov Survey Results**

Sample Size: 1681 GB Adults  
Fieldwork: 24th - 25th November 2013

	Voting intention				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>1681</b>	x	x	x	x	529	414	342	815	866	200	425	575	481	958	723	215	546	360	414	146	
<b>Unweighted Sample</b>	1681	414	474	115	183	535	405	370	776	905	92	421	660	508	1129	552	265	537	339	407	133	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In your opinion, which was the BEST decade for music?**

Before 1950	1	1	1	1	1	1	2	1	1	0	0	1	2	1	1	1	1	1	0	1	
1950s	2	3	2	0	5	5	1	2	3	4	0	1	5	2	3	0	4	3	2	1	
1960s	30	34	35	33	31	33	37	30	29	31	13	10	18	69	29	31	29	27	31	31	37
1970s	16	14	14	12	26	16	15	15	18	13	4	6	29	14	14	18	15	18	13	18	10
1980s	23	23	22	22	20	25	19	23	23	23	24	29	34	4	23	23	20	24	24	21	27
1990s	12	12	13	15	6	10	12	11	12	12	20	30	6	1	14	10	17	11	12	13	6
2000s	4	2	4	7	8	2	6	4	3	5	12	9	2	0	4	4	4	4	5	4	4
Don't know	12	11	8	11	4	7	9	13	11	12	23	16	9	5	13	10	13	11	11	11	14

**In your opinion, which was the WORST decade for music?**

Before 1950	7	7	9	3	5	5	6	8	7	6	5	8	8	4	6	7	7	6	5	8	9
1950s	4	3	5	3	4	2	5	4	3	5	4	5	5	2	4	4	4	2	7	5	2
1960s	2	3	3	2	0	4	1	1	2	3	6	2	3	1	1	4	0	4	0	3	2
1970s	6	7	5	13	4	6	6	4	6	6	6	7	6	4	7	5	12	5	5	6	3
1980s	12	13	13	23	20	12	14	16	13	12	10	10	19	13	12	11	13	16	10	10	10
1990s	12	14	11	12	15	12	13	16	10	14	7	7	16	14	14	10	11	14	13	10	11
2000s	31	34	30	23	38	39	31	27	37	26	22	28	32	37	31	32	26	32	29	35	34
Don't know	25	20	24	20	12	20	23	24	22	28	40	32	20	20	24	27	28	26	24	23	28

**In your opinion, which was the BEST decade for television?**

Before 1950	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1950s	1	0	0	5	1	0	0	2	0	1	0	0	0	2	0	1	0	0	0	2	0
1960s	3	4	4	4	7	4	3	3	4	3	1	1	2	8	3	4	5	2	4	4	2
1970s	13	11	13	17	20	13	15	12	15	11	8	2	20	16	11	15	12	16	12	11	12
1980s	15	16	15	7	23	17	13	14	17	12	6	14	17	16	14	15	11	12	15	19	18
1990s	13	12	13	10	14	13	12	11	13	13	10	21	10	11	13	14	11	16	10	12	13
2000s	30	35	34	38	24	30	33	31	28	32	42	35	28	24	34	26	33	30	34	27	29
Don't know	25	22	21	21	12	23	24	28	22	28	33	28	21	23	25	24	27	24	25	25	25

Fieldwork: 24th - 25th November 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region				
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<b>Weighted Sample</b>	<b>1681</b>	x	x	x	x	529	414	342	815	866	200	425	575	481	958	723	215	546	360	414	146
Unweighted Sample	1681	414	474	115	183	535	405	370	776	905	92	421	660	508	1129	552	265	537	339	407	133
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In your opinion, which was the WORST decade for television?**

Before 1950	<b>16</b>	19	17	17	19	17	13	17	15	16	13	10	16	22	16	16	15	17	14	18	12
1950s	<b>10</b>	9	11	8	10	7	13	10	9	10	4	5	10	16	9	10	8	9	11	9	10
1960s	<b>4</b>	6	4	9	3	5	3	5	4	4	1	5	8	1	6	2	3	6	3	5	2
1970s	<b>5</b>	5	8	2	6	7	7	4	6	4	4	7	8	1	5	6	4	4	9	4	4
1980s	<b>5</b>	5	7	5	2	5	8	4	7	4	9	9	4	1	6	5	8	5	6	2	9
1990s	<b>3</b>	4	4	7	4	4	4	4	4	3	4	4	4	3	3	4	2	4	4	4	4
2000s	<b>19</b>	17	16	17	29	21	18	16	24	14	14	13	20	25	17	21	19	19	17	22	14
Don't know	<b>37</b>	36	33	35	26	34	35	39	30	44	51	48	30	31	38	36	42	36	35	35	45

**In your opinion, which was the BEST decade for fashion?**

Before 1950	<b>3</b>	5	2	1	4	3	2	4	2	5	4	3	3	3	4	2	4	4	2	3	4
1950s	<b>6</b>	7	6	6	8	7	5	7	2	9	4	7	7	3	6	6	7	6	7	4	3
1960s	<b>22</b>	25	25	25	26	26	25	25	21	23	9	11	19	42	21	24	23	22	23	22	22
1970s	<b>9</b>	9	6	9	19	9	9	9	10	8	2	7	12	10	8	10	8	10	9	10	5
1980s	<b>7</b>	6	8	5	9	7	11	4	9	6	6	8	10	4	6	9	6	6	7	9	11
1990s	<b>5</b>	4	4	6	7	5	6	3	4	5	2	4	7	3	4	5	7	4	4	5	4
2000s	<b>14</b>	10	17	11	9	12	16	11	13	15	25	18	14	7	14	14	12	15	14	14	16
Don't know	<b>34</b>	34	32	37	18	32	26	38	39	30	47	42	28	29	36	31	33	35	34	33	34

**In your opinion, which was the WORST decade for fashion?**

Before 1950	<b>4</b>	5	5	2	5	6	4	3	4	4	1	2	4	7	4	4	4	4	5	4	4
1950s	<b>4</b>	3	4	5	2	4	4	3	3	4	6	1	3	6	2	5	3	5	3	3	3
1960s	<b>3</b>	4	3	6	4	4	3	5	2	5	1	2	7	1	4	3	2	4	2	3	4
1970s	<b>16</b>	15	16	15	23	17	20	14	18	14	16	11	23	13	16	17	14	13	22	16	17
1980s	<b>19</b>	21	17	26	17	19	21	24	16	21	12	24	17	18	20	17	27	18	17	18	14
1990s	<b>10</b>	12	11	6	11	10	8	8	9	10	13	14	8	6	10	9	8	10	9	11	7
2000s	<b>11</b>	10	12	12	15	10	12	11	12	10	6	9	11	15	11	11	13	11	11	9	11
Don't know	<b>34</b>	30	31	28	23	31	28	33	35	32	45	38	27	33	33	34	30	34	30	36	39

**In your opinion, which was the BEST decade for movies?**

Before 1950	<b>3</b>	3	3	7	3	3	3	4	3	3	1	1	2	6	3	2	4	2	2	4	4
1950s	<b>5</b>	6	4	4	12	6	7	4	4	5	6	1	5	7	5	5	4	3	5	6	7
1960s	<b>4</b>	5	3	6	6	5	4	4	5	3	2	1	3	9	5	3	4	3	4	5	5
1970s	<b>7</b>	8	7	8	7	8	7	7	7	7	1	2	7	14	7	7	8	6	5	9	10
1980s	<b>12</b>	12	15	15	14	13	15	10	16	10	10	15	15	8	11	15	11	15	11	13	9
1990s	<b>12</b>	10	15	8	8	12	13	13	13	12	11	22	11	7	13	12	10	11	18	12	11
2000s	<b>21</b>	23	21	22	21	18	21	19	23	19	29	21	22	15	22	19	21	23	20	19	16
Don't know	<b>36</b>	33	32	28	29	36	30	39	29	42	40	37	35	35	35	37	38	37	36	33	38

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

**In your opinion, which was the WORST decade for movies?**

Before 1950	13	14	17	15	12	12	15	13	15	12	17	10	14	14	12	15	9	15	11	14	16
1950s	5	4	5	2	7	5	6	5	6	4	1	5	7	5	4	6	6	4	7	5	2
1960s	5	5	5	6	8	4	7	5	7	4	7	5	7	3	4	7	4	5	6	5	6
1970s	7	6	8	10	7	7	9	7	7	6	4	7	10	4	8	5	3	5	8	8	10
1980s	4	4	3	5	9	3	4	4	5	3	3	5	4	2	4	3	7	2	3	4	4
1990s	4	4	4	7	5	4	5	4	5	3	3	4	3	5	4	4	3	4	4	5	4
2000s	13	13	12	13	12	15	12	10	15	10	9	11	11	18	13	12	19	11	12	13	11
Don't know	50	49	46	41	41	50	42	51	41	58	56	54	45	49	50	49	48	54	49	46	47

**In your opinion, which was the BEST decade for comedy?**

Before 1950	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
1950s	1	1	1	1	1	1	1	1	1	1	0	1	2	1	0	2	1	1	1	1	0
1960s	5	7	4	8	8	7	5	7	5	5	2	1	2	15	6	5	10	6	3	5	5
1970s	21	25	22	21	33	25	22	23	25	18	6	7	29	31	20	23	18	22	25	21	19
1980s	16	19	17	12	22	17	21	11	18	13	5	9	22	18	16	15	10	17	16	17	15
1990s	11	9	13	14	10	10	12	9	13	10	14	17	8	8	10	13	11	9	11	14	13
2000s	14	13	13	16	10	12	13	15	14	15	24	26	11	4	17	10	15	16	14	13	10
Don't know	31	26	29	28	17	28	27	34	24	38	49	39	28	20	29	33	34	29	30	31	37

**In your opinion, which was the WORST decade for comedy?**

Before 1950	10	11	13	12	11	8	12	10	11	9	12	10	10	10	10	11	13	10	9	10	10
1950s	5	4	6	4	3	5	6	4	6	4	1	5	5	6	5	5	3	4	6	5	4
1960s	3	3	5	7	1	2	6	4	4	3	4	3	5	1	3	4	3	3	2	6	2
1970s	5	4	5	7	4	4	5	5	4	5	1	6	7	2	5	4	5	6	4	3	7
1980s	3	3	3	6	1	4	2	3	3	3	3	5	3	2	4	3	7	2	4	1	3
1990s	6	5	7	8	3	5	9	7	7	5	5	5	7	7	6	6	7	3	8	7	8
2000s	26	34	20	20	46	36	22	24	30	21	15	12	25	43	26	26	21	31	25	25	19
Don't know	42	36	42	38	31	37	38	42	35	49	58	53	39	30	43	42	42	41	41	44	46