

## YouGov Survey Results

Sample Size: 1937 GB Adults  
Fieldwork: 17th - 18th December 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><br>1937   | X                | X   | X       | X    | 581       | 484 | 412     | 939    | 998    | 231   | 490   | 662   | 554 | 1104         | 833  | 248    | 630           | 415              | 477   | 169      |   |
| <b>Unweighted Sample</b><br>1937 | 469              | 591 | 131     | 210  | 563       | 492 | 438     | 949    | 988    | 143   | 464   | 799   | 531 | 1297         | 640  | 282    | 620           | 353              | 503   | 179      |   |
|                                  | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

Thinking about things that affect how people and governments abroad see Britain, how much of an influence do you think the following have on Britain's influence and standing in the world?

### One Direction

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>10</b> | 12 | 12 | 8  | 7  | 10 | 11 | 8  | 9  | 10 | 14 | 14 | 10 | 3  | 10 | 9  | 15 | 9  | 8  | 11 | 6  |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>21</b> | 24 | 21 | 20 | 18 | 23 | 20 | 21 | 20 | 21 | 30 | 28 | 18 | 13 | 22 | 18 | 20 | 18 | 25 | 21 | 19 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>40</b> | 39 | 39 | 39 | 48 | 40 | 40 | 41 | 39 | 40 | 28 | 33 | 45 | 44 | 40 | 40 | 33 | 41 | 40 | 42 | 41 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>2</b>  | 2  | 2  | 4  | 6  | 2  | 2  | 3  | 2  | 2  | 5  | 1  | 2  | 3  | 3  | 2  | 3  | 3  | 1  | 2  | 2  |
| Has a very negative impact on Britain's influence and standing abroad   | <b>5</b>  | 5  | 5  | 2  | 5  | 5  | 4  | 2  | 8  | 3  | 4  | 5  | 6  | 5  | 5  | 6  | 6  | 6  | 6  | 3  | 6  |
| Don't know  | <b>22</b> | 18 | 22 | 27 | 16 | 21 | 22 | 25 | 22 | 22 | 18 | 19 | 18 | 32 | 20 | 25 | 23 | 24 | 20 | 19 | 27 |

### Adele

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>14</b> | 16 | 14 | 10 | 13 | 13 | 14 | 13 | 13 | 14 | 22 | 19 | 13 | 5  | 14 | 12 | 16 | 14 | 12 | 14 | 10 |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>26</b> | 27 | 26 | 27 | 27 | 27 | 26 | 23 | 24 | 27 | 34 | 32 | 24 | 19 | 28 | 22 | 27 | 22 | 30 | 26 | 28 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>36</b> | 38 | 36 | 37 | 42 | 38 | 36 | 38 | 37 | 36 | 24 | 28 | 43 | 41 | 36 | 37 | 30 | 39 | 33 | 39 | 35 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>1</b>  | 1  | 1  | 1  | 3  | 1  | 1  | 1  | 2  | 1  | 2  | 0  | 1  | 2  | 1  | 1  | 0  | 0  | 2  | 3  | 0  |
| Has a very negative impact on Britain's influence and standing abroad   | <b>2</b>  | 2  | 2  | 1  | 3  | 2  | 3  | 1  | 4  | 1  | 1  | 1  | 2  | 4  | 2  | 3  | 3  | 2  | 3  | 2  | 3  |
| Don't know  | <b>21</b> | 17 | 20 | 23 | 13 | 19 | 19 | 24 | 21 | 21 | 16 | 20 | 16 | 29 | 19 | 24 | 23 | 22 | 20 | 17 | 24 |

Fieldwork: 17th - 18th December 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>1937</b>      | X   | X       | X    | X   | 581       | 484     | 412  | 939    | 998   | 231   | 490   | 662 | 554  | 1104         | 833    | 248           | 630              | 415   | 477      | 169 |
| <b>Unweighted Sample</b> | <b>1937</b>      | 469 | 591     | 131  | 210 | 563       | 492     | 438  | 949    | 988   | 143   | 464   | 799 | 531  | 1297         | 640    | 282           | 620              | 353   | 503      | 179 |
|                          | %                | %   | %       | %    | %   | %         | %       | %    | %      | %     | %     | %     | %   | %    | %            | %      | %             | %                | %     | %        | %   |

**James Bond films**

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | 21 | 26 | 22 | 19 | 23 | 23 | 21 | 19 | 21 | 21 | 27 | 26 | 23 | 12 | 24 | 17 | 27 | 22 | 20 | 20 | 13 |
| Has a fairly positive impact on Britain's influence and standing abroad | 37 | 39 | 35 | 42 | 35 | 39 | 33 | 40 | 39 | 35 | 42 | 38 | 37 | 34 | 40 | 34 | 38 | 35 | 39 | 37 | 41 |
| Doesn't have any real impact on Britain's influence and standing abroad | 24 | 22 | 27 | 23 | 31 | 23 | 28 | 23 | 24 | 24 | 16 | 17 | 26 | 33 | 22 | 27 | 19 | 25 | 22 | 27 | 27 |
| Has a fairly negative impact on Britain's influence and standing abroad | 1  | 1  | 2  | 2  | 1  | 1  | 2  | 2  | 1  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 1  | 1  |
| Has a very negative impact on Britain's influence and standing abroad   | 1  | 1  | 1  | 0  | 2  | 1  | 2  | 0  | 1  | 1  | 0  | 0  | 1  | 2  | 1  | 2  | 2  | 1  | 2  | 1  | 0  |
| Don't know  | 15 | 12 | 14 | 13 | 8  | 13 | 14 | 16 | 13 | 17 | 14 | 18 | 11 | 17 | 12 | 18 | 14 | 16 | 16 | 13 | 17 |

**Premiership football**

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | 18 | 21 | 20 | 11 | 21 | 20 | 20 | 13 | 25 | 12 | 18 | 24 | 19 | 12 | 18 | 18 | 22 | 18 | 16 | 19 | 15 |
| Has a fairly positive impact on Britain's influence and standing abroad | 31 | 31 | 35 | 36 | 31 | 29 | 35 | 31 | 32 | 30 | 27 | 31 | 35 | 29 | 32 | 30 | 35 | 29 | 32 | 31 | 31 |
| Doesn't have any real impact on Britain's influence and standing abroad | 22 | 22 | 19 | 25 | 29 | 24 | 21 | 23 | 20 | 25 | 17 | 16 | 22 | 30 | 23 | 22 | 18 | 23 | 22 | 22 | 26 |
| Has a fairly negative impact on Britain's influence and standing abroad | 9  | 10 | 8  | 10 | 8  | 11 | 7  | 11 | 7  | 10 | 12 | 8  | 9  | 8  | 10 | 8  | 6  | 9  | 9  | 11 | 6  |
| Has a very negative impact on Britain's influence and standing abroad   | 4  | 4  | 3  | 5  | 4  | 5  | 3  | 6  | 4  | 5  | 6  | 4  | 4  | 5  | 4  | 4  | 2  | 5  | 6  | 3  | 5  |
| Don't know  | 15 | 12 | 15 | 13 | 6  | 13 | 14 | 16 | 13 | 18 | 19 | 17 | 12 | 17 | 13 | 18 | 17 | 16 | 14 | 13 | 18 |

**The Queen**

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | 48 | 65 | 41 | 48 | 57 | 63 | 43 | 43 | 44 | 52 | 42 | 39 | 49 | 58 | 50 | 46 | 44 | 51 | 49 | 49 | 38 |
| Has a fairly positive impact on Britain's influence and standing abroad | 30 | 24 | 34 | 28 | 31 | 25 | 36 | 29 | 32 | 27 | 26 | 34 | 31 | 26 | 31 | 29 | 31 | 28 | 30 | 28 | 39 |
| Doesn't have any real impact on Britain's influence and standing abroad | 9  | 5  | 9  | 14 | 7  | 6  | 7  | 13 | 11 | 7  | 8  | 9  | 9  | 9  | 8  | 10 | 9  | 7  | 8  | 11 | 11 |
| Has a fairly negative impact on Britain's influence and standing abroad | 2  | 1  | 3  | 3  | 0  | 1  | 2  | 3  | 3  | 1  | 5  | 2  | 1  | 0  | 2  | 1  | 3  | 2  | 1  | 2  | 2  |
| Has a very negative impact on Britain's influence and standing abroad   | 2  | 1  | 3  | 2  | 2  | 1  | 2  | 1  | 2  | 2  | 4  | 2  | 2  | 1  | 2  | 3  | 2  | 2  | 3  | 2  | 2  |
| Don't know  | 9  | 5  | 10 | 5  | 3  | 5  | 9  | 10 | 8  | 10 | 14 | 14 | 7  | 5  | 7  | 12 | 10 | 10 | 9  | 8  | 9  |

Fieldwork: 17th - 18th December 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>1937</b>      | X   | X       | X    | X         | 581 | 484     | 412    | 939    | 998   | 231   | 490   | 662 | 554          | 1104 | 833    | 248           | 630              | 415   | 477      | 169 |
| Unweighted Sample      | 1937             | 469 | 591     | 131  | 210       | 563 | 492     | 438    | 949    | 988   | 143   | 464   | 799 | 531          | 1297 | 640    | 282           | 620              | 353   | 503      | 179 |
|                        | %                | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   |

**The English language**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>38</b> | 45 | 35 | 35 | 43 | 44 | 33 | 34 | 39 | 37 | 39 | 37 | 37 | 38 | 41 | 33 | 41 | 40 | 37 | 34 | 33 |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>35</b> | 35 | 34 | 40 | 36 | 35 | 38 | 37 | 35 | 35 | 28 | 34 | 36 | 38 | 36 | 34 | 35 | 31 | 37 | 39 | 36 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>15</b> | 12 | 18 | 17 | 15 | 13 | 17 | 16 | 16 | 14 | 16 | 13 | 16 | 17 | 14 | 17 | 8  | 18 | 13 | 16 | 18 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>1</b>  | 0  | 2  | 2  | 0  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 0  | 0  | 1  | 1  | 1  | 0  | 2  | 1  |
| Has a very negative impact on Britain's influence and standing abroad   | <b>1</b>  | 0  | 1  | 0  | 2  | 1  | 1  | 0  | 1  | 1  | 0  | 1  | 1  | 1  | 1  | 1  | 2  | 0  | 1  | 1  | 0  |
| Don't know  | <b>10</b> | 7  | 11 | 5  | 5  | 7  | 10 | 11 | 9  | 12 | 15 | 14 | 9  | 7  | 8  | 14 | 12 | 11 | 11 | 9  | 11 |

**The BBC**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>23</b> | 25 | 27 | 28 | 16 | 23 | 24 | 24 | 24 | 22 | 31 | 20 | 25 | 21 | 27 | 19 | 34 | 22 | 19 | 23 | 25 |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>37</b> | 41 | 33 | 44 | 37 | 38 | 36 | 44 | 39 | 35 | 28 | 36 | 38 | 41 | 40 | 33 | 36 | 40 | 40 | 30 | 38 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>21</b> | 20 | 22 | 17 | 29 | 24 | 22 | 18 | 19 | 23 | 15 | 19 | 23 | 23 | 19 | 24 | 13 | 20 | 22 | 27 | 22 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>5</b>  | 5  | 5  | 5  | 6  | 6  | 5  | 3  | 6  | 3  | 10 | 7  | 2  | 4  | 5  | 5  | 4  | 4  | 3  | 8  | 3  |
| Has a very negative impact on Britain's influence and standing abroad   | <b>3</b>  | 2  | 2  | 0  | 7  | 3  | 3  | 1  | 3  | 3  | 2  | 3  | 3  | 4  | 2  | 5  | 2  | 3  | 4  | 2  | 3  |
| Don't know  | <b>10</b> | 7  | 11 | 5  | 5  | 7  | 11 | 10 | 8  | 13 | 14 | 14 | 9  | 7  | 8  | 13 | 11 | 11 | 11 | 10 | 9  |

**British universities**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>25</b> | 33 | 24 | 30 | 21 | 28 | 25 | 22 | 28 | 23 | 39 | 23 | 24 | 24 | 28 | 23 | 26 | 28 | 25 | 22 | 25 |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>41</b> | 41 | 43 | 45 | 41 | 41 | 42 | 46 | 40 | 42 | 32 | 40 | 41 | 45 | 44 | 37 | 42 | 38 | 45 | 40 | 46 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>19</b> | 18 | 20 | 14 | 25 | 21 | 21 | 18 | 20 | 19 | 9  | 18 | 22 | 21 | 17 | 22 | 13 | 21 | 16 | 23 | 18 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>2</b>  | 1  | 2  | 5  | 5  | 2  | 2  | 2  | 3  | 2  | 4  | 3  | 2  | 2  | 3  | 2  | 4  | 1  | 2  | 3  | 2  |
| Has a very negative impact on Britain's influence and standing abroad   | <b>1</b>  | 1  | 1  | 0  | 2  | 1  | 1  | 1  | 1  | 1  | 2  | 1  | 1  | 1  | 0  | 2  | 3  | 1  | 1  | 2  | 0  |
| Don't know  | <b>11</b> | 7  | 10 | 6  | 5  | 7  | 10 | 11 | 9  | 13 | 14 | 15 | 10 | 7  | 8  | 14 | 11 | 10 | 11 | 11 | 8  |

Fieldwork: 17th - 18th December 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>1937</b>      | X   | X       | X    | X   | 581       | 484     | 412  | 939    | 998   | 231   | 490   | 662 | 554  | 1104         | 833    | 248           | 630              | 415   | 477      | 169 |
| Unweighted Sample      | 1937             | 469 | 591     | 131  | 210 | 563       | 492     | 438  | 949    | 988   | 143   | 464   | 799 | 531  | 1297         | 640    | 282           | 620              | 353   | 503      | 179 |
|                        | %                | %   | %       | %    | %   | %         | %       | %    | %      | %     | %     | %     | %   | %    | %            | %      | %             | %                | %     | %        | %   |

**Downton Abbey**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>14</b> | 20 | 13 | 13 | 18 | 20 | 12 | 12 | 12 | 16 | 17 | 11 | 16 | 13 | 15 | 13 | 14 | 14 | 14 | 15 | 13 |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>28</b> | 34 | 27 | 33 | 27 | 32 | 26 | 31 | 29 | 28 | 29 | 31 | 27 | 28 | 32 | 24 | 35 | 28 | 28 | 27 | 24 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>35</b> | 31 | 37 | 36 | 38 | 33 | 35 | 35 | 36 | 34 | 32 | 33 | 37 | 35 | 34 | 36 | 28 | 35 | 35 | 36 | 42 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>4</b>  | 3  | 7  | 6  | 5  | 2  | 8  | 4  | 6  | 3  | 5  | 4  | 4  | 5  | 5  | 4  | 3  | 5  | 5  | 4  | 5  |
| Has a very negative impact on Britain's influence and standing abroad   | <b>2</b>  | 1  | 3  | 1  | 3  | 1  | 4  | 1  | 3  | 1  | 0  | 3  | 2  | 3  | 2  | 3  | 3  | 2  | 4  | 2  | 2  |
| Don't know  | <b>16</b> | 11 | 13 | 12 | 9  | 12 | 14 | 17 | 15 | 17 | 17 | 18 | 14 | 15 | 13 | 20 | 16 | 16 | 14 | 16 | 15 |

**The British armed forces**

|   |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Has a very positive impact on Britain's influence and standing abroad   | <b>24</b> | 33 | 21 | 17 | 35 | 29 | 27 | 16 | 25 | 24 | 18 | 17 | 28 | 29 | 23 | 25 | 17 | 26 | 31 | 24 | 13 |
| Has a fairly positive impact on Britain's influence and standing abroad | <b>35</b> | 37 | 33 | 39 | 36 | 40 | 35 | 34 | 34 | 35 | 20 | 33 | 36 | 40 | 35 | 34 | 36 | 32 | 31 | 39 | 38 |
| Doesn't have any real impact on Britain's influence and standing abroad | <b>18</b> | 16 | 22 | 22 | 17 | 18 | 18 | 19 | 17 | 18 | 23 | 18 | 16 | 18 | 19 | 16 | 19 | 19 | 13 | 17 | 26 |
| Has a fairly negative impact on Britain's influence and standing abroad | <b>8</b>  | 5  | 9  | 13 | 4  | 4  | 7  | 13 | 9  | 6  | 11 | 10 | 8  | 4  | 8  | 7  | 7  | 7  | 6  | 8  | 10 |
| Has a very negative impact on Britain's influence and standing abroad   | <b>4</b>  | 1  | 3  | 3  | 2  | 1  | 3  | 5  | 5  | 3  | 9  | 6  | 3  | 2  | 4  | 4  | 5  | 4  | 6  | 3  | 3  |
| Don't know  | <b>12</b> | 7  | 12 | 6  | 6  | 7  | 11 | 13 | 9  | 14 | 19 | 16 | 9  | 8  | 10 | 14 | 16 | 13 | 12 | 9  | 10 |