

## YouGov Survey Results

Sample Size: 1868 GB Adults  
Fieldwork: 13th - 14th February 2014

	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 Adults</b>	<b>1868</b>	<b>453</b>	<b>550</b>	<b>128</b>	<b>169</b>	<b>548</b>	<b>452</b>	<b>399</b>	<b>906</b>	<b>962</b>	<b>222</b>	<b>473</b>	<b>639</b>	<b>534</b>	<b>1065</b>	<b>803</b>	<b>239</b>	<b>607</b>	<b>400</b>	<b>460</b>	<b>163</b>
Unweighted Sample	1868	442	567	126	199	542	466	410	897	971	148	426	762	532	1240	628	257	588	405	431	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Have you ever owned a Barbie doll or Action Man?

Yes, I have owned a Barbie doll	23	17	22	26	13	17	23	25	3	42	41	36	22	5	23	23	23	21	25	24	22
Yes, I have owned an Action Man	18	18	21	14	18	17	18	15	34	2	26	15	30	2	17	18	8	19	15	19	25
No, I have not owned either	56	63	54	59	65	64	55	58	59	53	24	43	46	93	57	55	63	57	56	54	52
Don't know	3	2	2	1	4	2	3	2	4	3	9	6	2	1	3	4	6	3	4	3	1

### Overall, do you think Barbie has had a positive or a negative impact on society?

Very positive impact	2	4	2	2	1	3	3	1	2	2	1	3	3	2	2	3	3	3	1	3	1
Fairly positive impact	13	15	13	11	17	12	12	12	15	12	20	16	15	6	13	13	14	11	15	14	14
<b>TOTAL POSITIVE</b>	<b>15</b>	<b>19</b>	<b>15</b>	<b>13</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>17</b>	<b>14</b>	<b>21</b>	<b>19</b>	<b>18</b>	<b>8</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>17</b>	<b>15</b>
Fairly negative impact	24	21	23	35	16	21	24	29	19	28	32	27	20	23	26	21	23	25	21	25	26
Very negative impact	8	6	9	11	7	6	9	11	6	10	6	10	8	8	9	7	9	8	10	8	5
<b>TOTAL NEGATIVE</b>	<b>32</b>	<b>27</b>	<b>32</b>	<b>46</b>	<b>23</b>	<b>27</b>	<b>33</b>	<b>40</b>	<b>25</b>	<b>38</b>	<b>38</b>	<b>37</b>	<b>28</b>	<b>31</b>	<b>35</b>	<b>28</b>	<b>32</b>	<b>33</b>	<b>31</b>	<b>33</b>	<b>31</b>
No impact	33	38	35	22	36	38	37	28	33	33	20	27	38	38	32	35	24	37	33	31	37
Don't know	19	17	17	19	22	19	16	19	24	14	21	17	16	24	18	21	27	17	19	19	16

### To what extent, if at all, do you think it is important for toys like Barbie to accurately represent girl's bodies?

Very important	17	12	18	24	11	13	17	24	10	24	17	19	19	14	19	14	19	16	19	17	15
Fairly important	28	26	32	39	24	26	31	32	26	30	35	31	29	21	29	26	29	28	30	26	25
<b>TOTAL IMPORTANT</b>	<b>45</b>	<b>38</b>	<b>50</b>	<b>63</b>	<b>35</b>	<b>39</b>	<b>48</b>	<b>56</b>	<b>36</b>	<b>54</b>	<b>52</b>	<b>50</b>	<b>48</b>	<b>35</b>	<b>48</b>	<b>40</b>	<b>48</b>	<b>44</b>	<b>49</b>	<b>43</b>	<b>40</b>
Fairly unimportant	25	32	22	20	31	28	20	19	27	22	24	24	21	30	26	22	21	27	24	23	26
Very unimportant	14	17	13	6	18	18	14	10	14	14	4	12	13	21	11	17	11	13	13	18	15
<b>TOTAL UNIMPORTANT</b>	<b>39</b>	<b>49</b>	<b>35</b>	<b>26</b>	<b>49</b>	<b>46</b>	<b>34</b>	<b>29</b>	<b>41</b>	<b>36</b>	<b>28</b>	<b>36</b>	<b>34</b>	<b>51</b>	<b>37</b>	<b>39</b>	<b>32</b>	<b>40</b>	<b>37</b>	<b>41</b>	<b>41</b>
Don't know	17	12	16	11	15	15	17	15	23	11	21	15	18	14	14	20	20	16	14	17	19

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Unweighted Sample	1868	442	567	126	199	542	466	410	897	971	148	426	762	532	1240	628	257	588	405	431	187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And to what extent, if at all, do you think it is important for toys like Action Man to accurately represent boy's bodies?

Very important	14	10	15	17	10	11	15	20	9	20	12	16	15	13	16	12	15	13	16	15	15
Fairly important	27	24	31	38	23	25	30	32	23	31	36	29	28	20	28	26	30	28	29	25	23
<b>TOTAL IMPORTANT</b>	<b>41</b>	<b>34</b>	<b>46</b>	<b>55</b>	<b>33</b>	<b>36</b>	<b>45</b>	<b>52</b>	<b>32</b>	<b>51</b>	<b>48</b>	<b>45</b>	<b>43</b>	<b>33</b>	<b>44</b>	<b>38</b>	<b>45</b>	<b>41</b>	<b>45</b>	<b>40</b>	<b>38</b>
Fairly unimportant	27	34	24	25	32	30	24	24	31	23	27	25	25	31	28	26	21	29	29	25	28
Very unimportant	16	19	15	8	21	19	16	11	16	15	5	14	16	22	14	19	15	15	15	18	16
<b>TOTAL UNIMPORTANT</b>	<b>43</b>	<b>53</b>	<b>39</b>	<b>33</b>	<b>53</b>	<b>49</b>	<b>40</b>	<b>35</b>	<b>47</b>	<b>38</b>	<b>32</b>	<b>39</b>	<b>41</b>	<b>53</b>	<b>42</b>	<b>45</b>	<b>36</b>	<b>44</b>	<b>44</b>	<b>43</b>	<b>44</b>
Don't know	16	12	14	12	15	15	14	14	21	11	20	16	16	14	14	18	19	16	11	17	19