

## YouGov Survey Results

Sample Size: 1671 GB Adults  
Fieldwork: 30th - 31st October 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>1671</b>      | X   | X   | X       | X    | 534       | 428 | 346     | 807    | 864    | 199   | 425   | 575   | 472 | 942          | 710  | 215    | 541           | 359              | 410   | 146      |   |
| Unweighted Sample      | 1671             | 469 | 467 | 92      | 178  | 577       | 384 | 342     | 776    | 895    | 100   | 385   | 662   | 524 | 1104         | 548  | 253    | 593           | 322              | 385   | 118      |   |
|                        | %                | %   | %   | %       | %    | %         | %   | %       | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | % |

### Do you tend to be private or talk with friends or family about your personal health issues?

|                                     |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tend to be private                  | <b>51</b> | 57 | 49 | 45 | 51 | 53 | 48 | 51 | 58 | 45 | 60 | 52 | 51 | 48 | 52 | 51 | 45 | 50 | 51 | 55 | 59 |
| Tend to talk with friends of family | <b>46</b> | 41 | 50 | 51 | 49 | 45 | 51 | 46 | 40 | 53 | 37 | 44 | 47 | 52 | 46 | 46 | 51 | 48 | 48 | 43 | 39 |
| Don't know                          | <b>2</b>  | 2  | 2  | 3  | 1  | 2  | 2  | 3  | 3  | 2  | 3  | 4  | 3  | 0  | 2  | 3  | 4  | 2  | 2  | 2  | 2  |

### Generally speaking, do you have a positive or negative opinion of moustaches?

|                               |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very positive                 | <b>7</b>  | 8         | 9         | 2         | 5         | 6         | 8         | 5         | 9         | 5         | 5         | 5         | 7         | 8         | 6         | 7         | 7         | 6         | 8         | 7         | 4         |
| Fairly positive               | <b>10</b> | 8         | 12        | 21        | 11        | 9         | 10        | 14        | 12        | 9         | 18        | 13        | 8         | 8         | 12        | 9         | 16        | 11        | 9         | 9         | 7         |
| <b>TOTAL POSITIVE</b>         | <b>17</b> | <b>16</b> | <b>21</b> | <b>23</b> | <b>16</b> | <b>15</b> | <b>18</b> | <b>19</b> | <b>21</b> | <b>14</b> | <b>23</b> | <b>18</b> | <b>15</b> | <b>16</b> | <b>18</b> | <b>16</b> | <b>23</b> | <b>17</b> | <b>17</b> | <b>16</b> | <b>11</b> |
| Neither positive nor negative | <b>42</b> | 36        | 43        | 41        | 46        | 38        | 44        | 41        | 47        | 38        | 42        | 44        | 46        | 37        | 44        | 40        | 40        | 41        | 45        | 42        | 46        |
| Fairly negative               | <b>26</b> | 30        | 24        | 25        | 17        | 28        | 25        | 27        | 23        | 29        | 30        | 23        | 25        | 27        | 25        | 27        | 22        | 26        | 23        | 26        | 35        |
| Very negative                 | <b>12</b> | 15        | 10        | 12        | 15        | 16        | 11        | 12        | 8         | 17        | 3         | 12        | 12        | 17        | 11        | 13        | 12        | 14        | 12        | 12        | 8         |
| <b>TOTAL NEGATIVE</b>         | <b>38</b> | <b>45</b> | <b>34</b> | <b>37</b> | <b>32</b> | <b>44</b> | <b>36</b> | <b>39</b> | <b>31</b> | <b>46</b> | <b>33</b> | <b>35</b> | <b>37</b> | <b>44</b> | <b>36</b> | <b>40</b> | <b>34</b> | <b>40</b> | <b>35</b> | <b>38</b> | <b>43</b> |
| Don't know                    | <b>2</b>  | 2         | 2         | 0         | 5         | 2         | 2         | 2         | 3         | 2         | 1         | 3         | 2         | 2         | 1         | 4         | 2         | 2         | 3         | 3         | 1         |

### When you see a man with a moustache, what is the first word that comes to mind?

[See Tab1]

### Before taking this survey had you heard of the 'Movember' campaign?

|               |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I had    | <b>74</b> | 74 | 77 | 69 | 60 | 71 | 73 | 78 | 74 | 74 | 90 | 88 | 78 | 51 | 80 | 66 | 71 | 74 | 71 | 77 | 82 |
| No, I had not | <b>24</b> | 25 | 20 | 29 | 38 | 28 | 24 | 21 | 24 | 23 | 7  | 11 | 20 | 47 | 19 | 31 | 26 | 24 | 26 | 22 | 18 |
| Don't know    | <b>2</b>  | 1  | 2  | 1  | 2  | 2  | 3  | 1  | 2  | 2  | 3  | 1  | 2  | 2  | 2  | 3  | 3  | 2  | 3  | 1  | 0  |