

YouGov/ Sunday Times Survey Results

Sample Size: 1866 GB Adults
Fieldwork: 15th - 16th August 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	
Weighted Sample	1866	465	567	150	190	551	491	383	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	424	610	134	205	531	514	408	902	964	146	462	722	536	1250	616	216	655	387	443	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	32	100	0	0	0	75	4	10	33	30	29	31	25	41	37	24	29	37	36	29	15
Lab	38	0	100	0	0	5	85	30	36	41	39	38	48	28	34	44	37	28	43	48	39
Lib Dem	10	0	0	100	0	1	2	40	10	11	11	15	8	9	11	9	14	12	7	9	8
Other	20	0	0	0	100	19	9	20	21	18	20	17	20	22	17	23	20	22	15	14	39

Other Parties Voting Intention

UKIP	13	0	0	0	100	19	5	11	14	12	9	6	13	20	11	16	9	19	10	13	7
Green	3	0	0	0	0	0	1	7	2	4	8	3	2	2	3	2	6	3	3	1	4
SNP / PCY	2	0	0	0	0	0	2	0	3	1	2	4	3	1	3	2	0	0	1	0	28
BNP	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	1	3	0	0	0	0
Respect	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	2	0	0	0	0
Other	1	0	0	0	0	0	0	2	1	0	1	1	1	0	1	1	1	1	1	0	1

Non Voters

Would Not Vote	7	0	0	0	0	1	3	5	8	7	22	9	6	2	7	8	3	9	9	7	5
Don't know	14	0	0	0	0	10	10	19	9	18	9	15	13	14	14	13	4	16	15	12	19

Do you approve or disapprove of the Government's record to date?

		Aug 14-15	Aug 15-16																				
Approve	28	29	81	8	35	12	62	9	21	33	25	24	34	23	34	35	20	34	33	25	28	16	
Disapprove	55	57	8	85	48	77	26	83	67	57	58	54	48	66	57	51	66	57	52	57	62	64	
Don't know	18	14	11	7	17	11	12	9	12	10	18	22	19	11	9	14	14	8	15	17	10	20	

Do you think that David Cameron is doing well or badly as Prime Minister?

		Aug 8-9	Aug 15-16																			
Very well	5	5	18	1	0	0	13	2	1	7	3	4	5	4	6	5	5	9	5	4	5	1
Fairly well	34	34	74	12	49	28	61	12	30	32	35	31	37	28	38	39	26	32	36	36	30	30
TOTAL WELL	39	39	92	13	49	28	74	14	31	39	38	35	42	32	44	44	31	41	41	40	35	31
Fairly badly	27	29	5	35	31	46	19	32	37	27	30	28	24	30	32	28	30	34	32	25	26	28
Very badly	27	25	0	48	16	23	4	49	28	27	23	19	23	32	21	21	32	22	17	27	34	33
TOTAL BADLY	54	54	5	83	47	69	23	81	65	54	53	47	47	62	53	49	62	56	49	52	60	61
Don't know	7	7	2	4	4	3	3	5	4	6	8	18	11	5	2	8	7	3	10	8	6	8

Fieldwork: 15th - 16th August 2013

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

		Aug 8-9	Aug 15-16																				
How do you think the financial situation of your household will change over the next 12 months?																							
	Get a lot better	1	2	3	2	3	0	2	2	2	2	2	4	2	2	1	2	2	5	1	1	1	1
	Get a little better	15	12	22	8	17	9	16	7	12	14	11	21	17	9	8	15	9	15	10	12	12	15
	TOTAL BETTER	16	14	25	10	20	9	18	9	14	16	13	25	19	11	9	17	11	20	11	13	13	16
	Stay about the same	38	37	54	29	43	26	50	28	38	37	37	34	40	33	41	40	34	41	37	37	36	35
	Get a little worse	27	29	16	38	23	45	23	38	34	28	30	19	21	33	36	27	31	23	31	28	31	26
	Get a lot worse	14	16	3	20	12	19	8	21	11	15	16	13	14	20	13	11	21	12	15	18	15	19
	TOTAL WORSE	41	45	19	58	35	64	31	59	45	43	46	32	35	53	49	38	52	35	46	46	46	45
	Don't know	4	4	1	3	3	1	2	3	3	4	4	9	7	3	1	5	3	4	4	4	5	4
				July 4-5																			
Thinking about Ed Miliband's leadership of the Labour party, do you think he... Has or has not provided an effective opposition to the government?																							
	Has provided an effective opposition to the government	18	15	6	31	16	8	6	29	15	13	17	15	17	19	9	12	19	18	12	15	17	18
	Has not provided an effective opposition to the government	64	69	84	58	72	89	84	62	73	75	63	51	60	68	85	72	64	71	70	69	68	63
	Don't know	19	16	10	10	12	3	9	10	12	12	20	34	23	13	6	15	17	11	18	16	16	19
Has been a strong or weak leader of his party?																							
	A strong leader	10	10	3	24	7	4	5	20	7	8	12	12	11	12	7	8	14	10	10	11	10	10
	A weak leader	47	51	74	32	57	73	71	37	48	57	46	40	49	49	62	55	47	55	52	50	51	48
	Neither strong nor weak	29	28	17	40	27	22	19	37	37	26	30	25	24	32	28	26	30	26	26	28	30	31
	Don't know	14	10	6	5	8	2	5	6	7	8	12	23	16	8	3	11	10	9	12	12	9	10
Would or would not be up to the job of Prime Minister?																							
	Would be up to the job of Prime Minister	20	20	2	48	18	6	5	37	20	20	20	27	20	23	13	17	24	21	17	19	22	26
	Would not be up to the job of Prime Minister	57	62	90	34	70	88	87	44	63	65	60	48	57	60	76	66	58	66	64	62	60	58
	Don't know	23	18	8	18	12	7	8	19	17	15	20	25	23	17	11	17	18	13	18	19	18	17

Fieldwork: 15th - 16th August 2013

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

Thinking about senior figures in the Labour party, can you name the people who hold the following jobs?

Shadow Chancellor

Yes, I can	38	43	43	36	33	43	44	43	47	29	27	32	40	43	45	28	52	34	34	36	42
No, I can't	62	57	57	64	67	57	56	57	53	71	73	68	60	57	55	72	48	66	66	64	58

Shadow Home Secretary

Yes, I can	16	21	20	14	15	20	17	19	19	14	18	12	17	19	21	10	31	14	14	14	16
No, I can't	84	79	80	86	85	80	83	81	81	86	82	88	83	81	79	90	69	86	86	86	84

Shadow Foreign Secretary

Yes, I can	8	10	10	8	8	8	10	8	9	7	9	6	8	9	10	6	12	6	6	8	17
No, I can't	92	90	90	92	92	92	90	92	91	93	91	94	92	91	90	94	88	94	94	92	83

Shadow Health Secretary

Yes, I can	16	19	20	18	12	17	20	18	19	13	11	11	18	19	19	11	25	14	13	16	16
No, I can't	84	81	80	82	88	83	80	82	81	87	89	89	82	81	81	89	75	86	87	84	84

Do you think the Labour party would have been better off or worse off it had chosen David Miliband as leader, or would it have made no difference?

Labour would have been better off with David Miliband as leader	44	51	49	43	44	46	50	47	49	39	37	40	44	51	47	39	49	45	39	46	39
Labour would have been worse off with David Miliband as leader	5	4	7	5	5	5	6	5	5	5	5	6	5	4	5	5	6	5	5	5	5
Labour's position would be no different with David Miliband as leader	28	27	26	33	42	34	24	28	28	28	26	24	31	30	26	31	30	28	30	26	29
Not sure	23	17	18	20	8	15	20	20	17	28	32	31	20	15	21	25	15	23	26	23	28

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

Do you think each of the following would make a better or worse leader of the Labour party than Ed Miliband?

Ed Balls

Would make a better leader	17	14	24	17	14	13	24	18	18	16	11	15	21	17	16	18	17	15	19	19	14
Would make a worse leader	32	41	27	38	39	43	26	35	38	26	29	26	30	41	36	26	46	32	27	31	25
Neither	26	23	29	24	28	25	29	26	26	26	23	22	29	26	24	29	20	27	27	25	28
Don't know, or don't know enough about this person to say	25	23	20	21	19	19	21	21	18	32	37	37	21	16	24	27	17	26	28	24	33

Andy Burnham

Would make a better leader	12	13	15	8	10	13	15	14	16	9	11	11	13	13	14	10	15	11	10	15	11
Would make a worse leader	14	15	16	20	19	15	15	16	17	11	14	11	14	17	17	11	21	10	14	16	15
Neither	25	24	29	23	24	25	30	23	30	20	16	23	30	26	24	27	27	25	23	26	27
Don't know, or don't know enough about this person to say	48	48	40	49	47	47	40	47	36	60	60	55	43	43	45	52	38	54	52	43	47

Yvette Cooper

Would make a better leader	12	12	16	12	8	11	14	15	15	9	14	10	12	12	15	7	18	11	9	11	11
Would make a worse leader	20	25	19	23	31	29	18	20	26	15	15	16	19	28	22	18	26	18	18	24	17
Neither	23	20	27	19	21	21	29	19	25	21	16	18	29	22	21	25	19	22	24	24	25
Don't know, or don't know enough about this person to say	45	42	39	47	40	40	38	47	35	55	56	56	40	38	41	50	36	49	49	41	46

Harriet Harman

Would make a better leader	18	19	22	16	11	19	20	21	18	18	8	16	18	24	20	16	20	19	15	17	21
Would make a worse leader	27	36	21	29	46	39	21	28	32	23	23	22	28	33	30	23	36	27	24	26	26
Neither	23	19	27	23	21	20	30	21	24	22	19	17	28	23	21	25	21	22	25	25	17
Don't know, or don't know enough about this person to say	32	26	30	31	21	22	29	30	25	38	50	45	26	19	29	36	23	32	35	32	36

Chuka Umanna

Would make a better leader	6	6	9	5	2	6	7	8	7	5	4	8	5	6	8	4	7	6	7	6	4
Would make a worse leader	15	23	14	16	25	22	14	13	20	11	15	12	14	20	17	14	26	12	13	17	15
Neither	17	12	23	16	17	14	22	15	22	13	16	16	21	15	16	19	21	16	19	17	16
Don't know, or don't know enough about this person to say	61	59	55	63	56	59	56	64	51	71	64	64	60	59	60	63	46	67	61	60	65

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

At what age do you expect to retire from work?

Under 40	0	0	1	2	0	0	0	0	1	1	0	2	0	0	1	0	1	1	0	0	0
Between 40 and 49	1	1	2	0	0	1	1	0	1	1	1	2	1	0	1	1	2	1	2	0	0
Between 50 and 54	1	2	1	3	0	2	1	1	2	1	3	1	2	0	2	0	2	1	1	2	1
Between 55 and 59	5	5	6	4	3	5	5	5	5	5	4	7	7	1	6	3	5	4	5	6	3
Between 60 and 64	14	14	16	19	11	12	15	14	12	17	19	16	17	8	14	14	16	12	13	15	19
Between 65 and 69	28	29	27	27	24	27	31	28	30	27	27	33	39	12	29	27	32	24	29	30	33
Between 70 and 74	10	10	11	11	10	8	11	11	10	9	17	15	8	4	10	9	8	10	11	9	12
Between 75 and 80	3	2	3	3	1	3	3	3	3	2	4	5	2	1	3	2	4	3	3	2	1
Over 80	2	1	3	2	2	1	1	3	2	2	5	3	2	0	2	2	2	3	1	1	2
Don't know	10	4	8	9	11	6	9	9	10	9	17	14	10	2	8	11	8	11	10	9	5
Not applicable - I have already retired from work, or cannot work	26	32	23	20	37	35	24	25	25	27	4	3	12	73	24	29	22	31	26	25	24

And looking forwards to when you retire, do you think you will or will not have enough money to live on?

[Excluding those who said 'Not applicable'. N=1349]

Probably will have enough to live on	37	55	35	38	29	45	34	38	40	35	48	34	34	46	46	25	51	33	35	38	34
Probably will not have enough to live on	49	35	54	46	65	45	57	47	45	54	30	50	57	44	38	65	43	50	53	47	54
Don't know	13	10	11	17	6	10	9	16	15	12	22	16	9	9	16	10	6	17	13	15	11

Which of the following do you currently have?

Please tick all that apply

[Excluding those who said 'Not applicable'. N=1349]

A company pension	44	48	50	50	33	45	52	50	45	43	19	46	52	49	48	40	44	43	40	49	46
A private pension	23	29	19	23	28	35	20	23	27	19	4	18	29	40	24	21	26	26	18	23	18
Alternative long-term savings for my retirement (e.g property investments)	12	20	11	11	10	20	10	9	14	10	6	11	14	18	14	9	17	12	9	11	16
None of these	35	29	33	36	44	27	31	34	30	39	63	35	28	20	29	42	32	33	41	31	39
Don't know	4	1	3	1	0	2	3	2	6	2	12	3	3	0	5	3	2	6	4	5	0

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

Based on what contributions, if any, you are currently making to pensions or savings, do you know how much money you are likely to receive when you retire?

[Excluding those who said 'Not applicable'. N=1349]

Yes, I have a fair idea of what I am likely to receive once I retire	34	43	34	38	38	45	34	33	34	33	12	24	38	80	36	30	41	33	26	37	32
No, I have no real idea of what I am likely to receive once I retire	54	50	53	60	54	47	52	60	53	55	62	64	53	14	52	56	51	55	60	48	59
Don't know	12	7	14	2	9	8	14	7	13	12	26	12	9	6	11	14	9	12	14	14	10

Compared to your current salary (and ignoring inflation), what sort of level of income do you think you need for your retirement?

[Excluding those who said 'Not applicable'. N=1349]

More than half of my current salary	25	24	25	22	37	21	28	28	25	24	20	22	28	26	24	25	26	24	22	25	29
About half of my current salary	18	23	18	19	15	23	19	21	20	15	4	17	21	27	20	14	15	18	21	17	16
About a third of my current salary	11	12	13	15	7	12	13	11	13	8	6	14	9	15	12	10	17	8	9	14	7
Between a tenth and a fifth of my current salary	4	3	7	6	5	3	4	8	5	4	6	5	4	2	5	4	10	4	3	3	2
Less than a tenth of my current salary	2	4	1	2	0	5	1	1	2	2	1	4	2	1	2	2	2	3	1	2	1
Not sure	15	15	16	12	9	16	16	10	12	18	13	18	14	8	15	15	8	16	18	15	14
Not applicable - I am not currently earning a salary	15	11	11	20	18	12	12	13	11	19	33	10	12	17	11	20	11	15	16	11	27
Don't know	11	7	9	3	9	8	8	8	12	10	18	11	10	4	11	11	11	12	10	13	5

If you currently own your own home, do you expect to have to sell it to help fund your retirement?

[Excluding those who said 'Not applicable'. N=1349]

I expect I will have to sell my home to help fund my retirement	14	16	12	20	16	15	14	17	12	16	6	12	19	14	14	15	14	16	15	12	13
I expect I will have enough money for my retirement without having to sell my home	29	40	31	29	25	39	33	27	34	24	16	29	30	47	34	22	32	26	27	34	27
Not applicable - I don't currently own my home	37	27	40	36	41	26	36	41	34	41	63	39	31	20	31	46	44	34	39	35	42
Don't know	19	18	18	15	18	20	17	14	19	19	15	21	20	18	20	18	10	24	19	20	18

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

Which of the following applies to you?

[Only asked to male respondents n= 892]

I never have a beard	61	67	57	54	77	68	59	54	61	0	62	44	63	74	60	62	68	58	60	63	58
I do not usually have a beard, but sometimes grow one when I am on holiday or on leave from work	23	22	26	27	12	19	25	27	23	0	15	36	25	11	21	25	21	23	21	23	27
I usually have a beard	14	11	14	18	10	12	13	19	14	0	16	16	11	15	17	9	10	16	15	13	13
Not sure	2	0	3	0	0	1	3	0	2	0	7	3	2	1	2	3	1	3	4	1	2

In the previous question you said you sometimes grew a beard during the holidays, but not the rest of the time. Why is that? *

[Only asked to male respondents who grew a beard during the holidays n= 190]

It looks scruffy	27	38	18	34	19	34	18	27	27	0	19	27	35	10	23	32	25	26	47	20	13
It wouldn't be suitable for my place of work	19	25	18	5	0	20	18	16	19	0	39	26	15	0	28	10	21	20	12	21	27
My spouse or partner doesn't like it	15	11	23	15	1	14	26	9	15	0	19	12	13	23	17	12	12	18	19	12	7
It makes me look old	14	10	10	26	32	16	5	18	14	0	0	13	12	29	10	17	25	16	2	16	12
I wouldn't want my colleagues or friends to see it	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0
Another reason	20	14	23	19	48	14	27	21	20	0	14	17	22	30	19	22	17	16	15	24	39
Don't know	4	2	8	0	0	2	6	8	4	0	9	5	1	8	1	8	0	3	5	7	2

Thinking about your spouse or partner, which of the following applies to them?

[Only asked to female respondents n=958]

They never have a beard	42	45	41	24	52	52	44	38	0	42	21	33	47	50	41	42	27	48	39	44	35
They usually have a beard	15	15	15	14	8	11	14	16	0	15	22	19	11	13	15	15	15	15	20	11	9
They do not usually have a beard, but sometimes grow one when they are on holiday or on leave from work	13	12	13	33	14	10	11	17	0	13	22	24	12	3	15	12	12	13	13	15	12
Not sure	1	1	1	0	0	0	1	1	0	1	0	2	2	0	1	1	2	1	0	1	4
Not applicable - I do not have a spouse or partner, or my spouse or partner is not a man	29	28	30	30	26	28	30	29	0	29	34	23	28	34	29	30	43	22	27	29	40

Fieldwork: 15th - 16th August 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	
Weighted Sample	1866	465	567	150	190	551	491	383	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	424	610	134	205	531	514	408	902	964	146	462	722	536	1250	616	216	655	387	443	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you like your spouse or partner's beard?

*

[Only asked to female respondents whose spouse or partner has a beard n=270]

Yes, I prefer them with it	54	59	52	52	49	63	55	50	0	54	57	48	43	79	57	50	58	58	56	45	41
No, I prefer them without it	37	31	31	47	42	31	28	45	0	37	28	42	47	19	35	40	37	32	36	44	37
Not sure	10	10	17	1	8	6	17	6	0	10	15	10	10	2	9	11	5	10	7	10	22

Generally speaking, which do you think is...?

Scruffier?

Having a beard	62	65	61	59	74	66	63	55	60	64	64	62	63	60	62	62	66	61	61	62	64
Both the same	26	26	26	29	23	25	23	35	27	25	19	21	26	32	27	24	25	28	25	26	20
Being clean shaven	2	1	3	3	0	1	2	1	3	2	2	6	1	1	2	3	2	2	2	3	2
Don't know	10	7	10	9	3	8	13	9	10	9	14	11	10	6	9	12	8	9	12	9	13

More distinguished?

Being clean shaven	47	51	46	38	52	53	48	37	43	50	38	41	50	51	46	48	49	47	44	46	47
Both the same	27	26	25	40	26	23	23	36	29	25	29	25	28	26	28	25	25	27	26	26	29
Having a beard	17	16	21	17	17	16	19	20	18	17	22	22	14	16	18	16	15	18	19	17	15
Don't know	9	6	8	6	6	8	10	6	10	9	11	11	9	7	8	11	10	8	10	10	8

More attractive to the opposite sex?

Being clean shaven	54	59	54	49	64	60	55	49	49	59	40	48	61	57	53	56	58	54	52	53	57
Both the same	24	21	25	27	19	19	22	31	26	23	32	27	22	22	27	22	21	24	26	25	28
Having a beard	7	9	7	9	5	7	7	7	6	9	14	11	4	6	8	7	7	9	9	7	2
Don't know	14	11	13	15	11	14	16	13	20	9	14	14	13	15	13	15	14	14	13	16	13

Better for someone's career prospects?

Being clean shaven	65	71	64	58	73	70	65	58	65	66	66	66	66	65	66	65	70	67	61	64	68
Both the same	20	17	21	25	20	17	18	25	19	20	20	16	21	21	21	18	16	21	21	20	16
Having a beard	2	2	3	2	1	1	2	2	2	2	2	5	1	1	2	2	1	2	2	3	0
Don't know	13	11	12	15	6	11	15	14	14	12	11	14	12	14	11	15	12	11	15	13	16

Fieldwork: 15th - 16th August 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
1866	465	567	150	190	551	491	383	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	424	610	134	205	531	514	408	902	964	146	462	722	536	1250	616	216	655	387	443	165
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

This week the Newsnight presenter Jeremy Paxman returned to work with a beard. Do you think Jeremy Paxman looked better with or without a beard?

With a beard	13	14	15	18	9	11	12	19	16	11	21	14	11	12	16	10	13	13	12	15	13
Without a beard	37	47	37	33	45	48	41	26	36	38	29	33	36	46	39	35	53	38	32	36	30
Don't know, or did not see a picture of his beard	49	39	48	50	46	41	47	55	48	51	50	53	52	42	46	54	35	49	56	50	56

Jeremy Paxman said, perhaps jokingly, that the BBC was biased against men with beards. Leaving aside whether or not he was serious, do you think the BBC are or are not biased against presenters with beards?

Are biased against presenters with beards	27	27	29	33	32	26	27	30	27	26	32	24	22	33	27	26	34	26	24	27	23
Are not biased against presenters with beards	29	29	33	25	31	26	35	28	29	29	28	34	28	26	28	30	30	25	34	27	36
Don't know	44	44	38	42	36	48	38	42	44	45	41	42	50	41	45	44	37	49	42	46	41

And do you think BBC presenters should be encouraged to be clean shaven, to grow beards or should it be left to them to decide?

The BBC should leave it up to its presenters whether they want to grow facial hair	72	69	74	83	64	69	72	86	72	72	71	72	74	71	75	68	65	71	77	70	82
The BBC should encourage its male presenters to be clean shaven	18	24	16	11	32	24	19	9	16	20	8	12	18	26	14	22	25	18	16	19	10
The BBC should encourage more of its male presenters to have beards	2	2	4	1	0	2	3	1	4	1	3	6	1	0	3	2	4	2	2	3	1
Don't know	8	5	6	5	3	5	6	4	9	6	18	9	7	3	8	8	6	9	6	8	6

Fieldwork: 15th - 16th August 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	
Weighted Sample	1866	465	567	150	190	551	491	383	905	961	222	472	638	534	1064	802	239	606	399	459	162	
Unweighted Sample	1866	424	610	134	205	531	514	408	902	964	146	462	722	536	1250	616	216	655	387	443	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you think would look better with a beard? Please tick all that apply

Bruce Forsyth	7	6	10	7	4	5	9	7	7	7	9	10	6	4	6	9	8	7	6	7	7
Prince William	6	3	8	8	8	5	8	7	6	7	8	9	6	4	7	6	6	6	7	6	5
Wayne Rooney	6	6	7	4	9	7	8	5	8	5	4	9	5	5	7	6	6	6	6	7	5
Boris Johnson	5	3	7	8	6	3	7	8	6	5	6	7	6	3	6	5	6	4	7	6	6
Simon Cowell	4	3	5	3	3	4	5	5	5	4	7	4	5	3	5	3	5	2	3	6	7
Gary Lineker	4	3	6	2	3	3	6	4	4	4	8	6	3	3	5	4	4	4	5	4	5
Jimmy Carr	4	2	4	6	2	2	4	6	5	2	8	6	3	1	4	3	4	3	4	3	4
Graham Norton	4	3	4	7	2	3	4	5	6	2	6	7	3	2	4	4	3	3	4	5	5
Jon Snow	4	2	6	3	2	1	6	6	4	4	7	5	4	2	5	3	4	4	4	5	3
Nick Clegg	3	2	5	2	2	2	3	4	5	2	5	4	3	2	4	3	3	2	3	4	5
David Cameron	3	2	4	2	2	3	4	3	4	3	4	4	3	2	3	3	2	2	3	5	6
Justin Beiber	3	2	4	3	2	2	3	3	4	2	7	3	4	1	3	3	4	2	3	3	5
Michael Macintyre	3	2	3	3	4	2	3	3	3	2	3	3	3	2	3	2	3	2	3	4	2
John Humphrys	3	2	5	1	4	2	3	5	4	2	6	1	3	3	4	2	4	3	3	2	1
Huw Edwards	3	3	4	1	2	2	4	2	3	2	3	3	3	2	4	2	4	2	3	3	3
Ed Miliband	3	3	3	1	3	3	4	3	4	2	4	5	3	2	3	3	4	2	2	5	4
Harry Styles	2	2	3	0	2	2	2	2	3	2	4	2	3	1	3	2	3	1	2	3	3
None of them	44	49	40	44	58	51	44	37	38	49	42	30	46	55	42	47	43	45	40	43	53
Don't know	32	29	31	35	19	30	29	37	36	29	27	36	35	28	33	32	27	33	39	31	27

The Serious Organised Crime Agency has compiled a list naming 102 firms that have used private investigators to illegally hack or blag information. They have given the list to a Parliamentary committee, but the names on it have not been published because criminal investigations may still be underway against those named.

Do you think the list of companies involved should or should not be published?

Should be published - it is in the public interest to know	53	51	59	46	64	51	57	53	58	49	52	48	54	58	49	59	51	52	53	57	54
Should not be published - there is a risk it could damage criminal investigations against them	35	43	32	40	32	42	32	36	33	38	28	37	36	36	40	29	41	39	32	31	34
Don't know	11	7	9	13	4	7	11	11	9	14	19	15	10	6	11	12	8	10	15	12	13

Fieldwork: 15th - 16th August 2013

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Unweighted Sample	1866	424	610	134	205	531	514	408	902	964	146	462	722	536	1250	616	216	655	387	443	165	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think there does or does not need to be a full public inquiry into the use of private investigators by private companies?

Does need to be an inquiry, the issue needs to be properly explored in public	52	43	61	50	60	43	61	53	54	49	45	50	52	55	47	58	45	50	52	55	57
Does not need to be an inquiry, the current Serious Organised Crime Agency investigation is enough	32	44	27	34	35	44	26	33	32	31	24	30	32	36	35	27	40	32	30	28	32
Don't know	17	14	12	16	5	13	13	14	14	19	31	20	16	9	18	15	15	18	18	17	11

It was reported this week that a 22 year old mother was asked to leave a public swimming pool after a lifeguard spotted her breastfeeding her 4 month old baby in the water in a corner of the toddler and baby pool

Do you think it is or is not acceptable to breast feed a baby...

In a public swimming pool

Is acceptable	28	21	33	37	24	20	34	31	28	27	21	32	25	30	28	28	34	27	24	26	36
Is not acceptable	64	75	59	56	73	75	59	62	63	65	68	59	66	64	65	63	60	64	65	68	56
Don't know	8	4	8	6	3	5	7	7	9	7	11	9	9	6	8	8	6	8	11	6	8

By the side of a public swimming pool

Is acceptable	65	58	69	76	60	57	69	74	60	70	59	71	65	63	66	64	66	66	61	64	73
Is not acceptable	28	36	25	19	37	37	26	22	32	25	30	22	29	32	27	30	26	26	31	31	23
Don't know	7	5	5	5	3	6	5	5	8	5	11	7	7	4	7	7	8	7	8	4	4

In another public place

Is acceptable	73	70	77	85	70	68	78	81	70	77	69	77	74	71	74	73	68	73	69	77	84
Is not acceptable	18	24	16	9	22	25	14	12	20	16	19	13	18	21	17	18	21	16	22	17	9
Don't know	9	6	7	6	8	7	7	7	11	7	12	10	8	8	8	9	10	10	8	7	7

Do you think the lifeguard was right or wrong to ask the lady to leave the swimming pool?

Right	52	65	48	46	65	63	49	50	55	50	49	50	55	53	54	51	45	54	53	56	46
Wrong	35	28	41	39	29	29	40	39	34	37	33	35	34	38	34	37	41	36	33	31	42
Don't know	12	7	11	15	7	8	12	11	11	13	19	14	11	9	12	13	13	10	13	13	12

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

		Unweighted no.	Weighted no.
Age and Gender			
	Male 18 to 24	61	112
	Male 25 to 39	201	235
	Male 40 to 59	374	315
	Male 60 +	266	243
	Female 18 to 24	85	110
	Female 25 to 39	261	237
	Female 40 to 59	348	323
	Female 60 +	270	291
Region			
	North England	443	459
	Midlands	283	306
	East England	199	179
	London	216	239
	South England	456	427
	Wales	104	93
	Scotland	165	162
Social Grade			
	AB	753	522
	C1	497	541
	C2	261	392
	DE	355	411
Newspaper Type			
	Express / Mail	351	299
	Sun / Star	193	439
	Mirror / Record	104	187
	Guardian / Independent	146	84
	FT / Times / Telegraph	113	177
	Other Paper	286	215
	No Paper	673	467
Political Party Identification			
	Labour	656	597
	Conservative	493	522
	Liberal Democrat	169	205
	SNP/Plaid Cymru	52	32
	Others	106	43
	None/ DK	390	467

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