

YouGov Survey Results

Sample Size: 1869 GB Adults
Fieldwork: 29th - 30th July 2013

	Voting intention					2010 Vote			Gender		Age				Social grade		Region					Gender and Age				
	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	Male 18-39	Male 40 and over	Female 18-39	Female 40 and over	
Weighted Sample	1869	X	X	X	X	558	456	444	908	961	226	477	639	527	1065	804	239	607	400	460	163	355	553	348	613	
Unweighted Sample	1869	481	548	130	215	592	436	444	890	979	162	429	675	603	1253	616	267	708	358	445	91	255	635	336	643	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A large supermarket has given so-called lads' magazines, which feature images of scantily-clad women on the covers, six weeks to cover up their front pages with sealed 'modesty bags' or they will be taken off sale in its stores.

To what extent do you support or oppose the use of 'modesty bags' for such magazines?

Strongly support	28	27	30	27	21	27	31	30	18	37	26	20	27	36	27	28	21	31	23	31	28	15	20	29	41
Tend to support	26	27	28	31	23	26	25	26	21	30	19	28	26	26	28	22	33	23	27	26	20	21	21	29	30
TOTAL SUPPORT	54	54	58	58	44	53	56	56	39	67	45	48	53	62	55	50	54	54	50	57	48	36	41	58	71
Neither support nor oppose	25	21	25	22	26	23	26	22	28	22	19	25	26	26	24	26	25	24	26	23	31	23	31	23	22
Tend to oppose	11	15	10	9	11	13	10	10	16	6	17	13	11	6	11	11	10	11	13	9	10	19	15	10	4
Strongly oppose	8	10	7	7	18	10	6	8	14	3	11	10	8	5	8	8	6	8	9	8	8	18	12	3	3
TOTAL OPPOSE	19	25	17	16	29	23	16	18	30	9	28	23	19	11	19	19	16	19	22	17	18	37	27	13	7
Don't know	3	1	1	4	1	0	2	3	3	2	8	4	2	1	2	3	5	3	1	3	2	5	2	5	1

Thinking about the sale of such magazines, which one of the following best reflects your view?

Should be sold anywhere	14	13	16	15	18	14	12	17	24	4	20	17	16	7	15	13	13	14	18	10	18	30	21	6	3
Should only be sold in certain sections of a shop	29	37	24	23	34	35	28	28	33	25	27	25	29	32	29	28	28	30	31	25	26	28	35	22	26
Should only be sold when the front covers are concealed/covered	21	21	25	26	11	18	24	22	17	25	22	24	23	18	22	20	21	22	19	24	18	19	17	28	24
Should only be sold in certain sections of a shop and covered up	21	19	22	20	23	21	20	22	13	28	15	18	18	29	20	21	19	20	19	23	24	12	14	22	31
Should not be sold anywhere	7	5	8	10	8	7	10	5	5	10	3	6	7	11	7	8	6	7	7	9	8	3	6	7	12
None of these	1	1	1	1	1	1	1	1	1	2	1	2	1	2	1	2	3	1	0	2	1	1	2	2	1
Don't know	7	4	4	5	4	4	6	5	6	7	13	8	7	3	6	7	10	6	6	7	5	7	6	12	4