

YouGov / Changing Faces Survey Results

Sample Size: 1741 GB Adults
Fieldwork: 14th - 15th March 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	1741				538	461	413	846	895	211	444	595	491	992	749	223	566	373	428	151	
Unweighted Sample	1741	475	545	98	525	486	391	828	913	90	451	708	492	1160	581	177	603	333	441	187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the way that certain people are portrayed in films...

For each of the following, do you think they usually play good or evil characters?

People with conditions altering their appearance (e.g. marks, scars, burns etc.)

They only play good characters	1	0	1	0	1	0	1	0	1	0	1	1	1	0	1	0	1	0	1	2
They mainly play good characters	4	3	7	6	4	3	5	2	6	7	6	3	3	4	4	4	4	4	6	2
TOTAL PLAY GOOD CHARACTERS	5	3	8	6	5	3	6	2	7	7	7	4	4	4	5	4	5	4	7	4
They play both good and evil characters equally	35	37	34	35	38	34	34	32	37	24	28	37	42	32	38	29	35	35	36	38
They mainly play evil characters	44	43	43	49	43	45	48	48	40	48	46	45	39	46	41	39	45	46	43	44
They only play evil characters	4	4	4	1	3	4	4	5	3	6	6	3	2	4	3	6	3	5	3	3
TOTAL PLAY BAD CHARACTERS	48	47	47	50	46	49	52	53	43	54	52	48	41	50	44	45	48	51	46	47
Don't know	13	13	11	9	11	13	10	13	12	15	14	11	13	13	13	21	12	11	11	11
People from ethnic minorities																				
They only play good characters	1	1	2	1	1	1	2	1	1	0	1	1	2	1	1	2	1	1	1	2
They mainly play good characters	6	7	6	5	7	6	5	7	6	8	7	6	6	8	5	6	8	5	6	7
TOTAL PLAY GOOD CHARACTERS	7	8	8	6	8	7	7	8	7	8	8	7	8	9	6	8	9	6	7	9
They play both good and evil characters equally	70	72	68	80	73	69	74	66	74	59	65	75	73	69	71	66	69	71	72	69
They mainly play evil characters	12	10	14	12	9	14	13	14	9	11	15	11	9	11	12	10	11	13	11	12
They only play evil characters	1	1	1	1	1	1	0	1	0	2	1	0	1	1	0	1	0	1	0	1
TOTAL PLAY BAD CHARACTERS	13	11	15	13	10	15	13	15	9	13	16	11	10	12	12	11	11	14	11	13
Don't know	10	9	10	1	10	9	6	11	9	19	11	6	10	10	10	15	11	8	9	9

Fieldwork: 14th - 15th March 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	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	1741				538	461	413	846	895	211	444	595	491	992	749	223	566	373	428	151	
Unweighted Sample	1741	475	545	98	525	486	391	828	913	90	451	708	492	1160	581	177	603	333	441	187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People with physical disabilities (e.g. if they're in a wheelchair, have missing limbs etc.)

They only play good characters	5	5	6	2	4	6	4	4	5	8	5	4	4	4	5	6	4	4	6	4
They mainly play good characters	33	32	37	33	31	34	37	32	34	23	30	35	35	31	35	31	32	35	31	35
TOTAL PLAY GOOD CHARACTERS	38	37	43	35	35	40	41	36	39	31	35	39	39	35	40	37	36	39	37	39
They play both good and evil characters equally	43	45	43	53	46	45	40	41	45	39	43	44	44	44	42	41	43	44	46	35
They mainly play evil characters	6	6	4	7	6	3	9	7	4	13	6	3	6	7	4	7	7	5	5	7
They only play evil characters	0	0	1	0	0	1	1	1	0	1	1	0	1	0	1	0	0	0	1	1
TOTAL PLAY BAD CHARACTERS	6	6	5	7	6	4	10	8	4	14	7	3	7	7	5	7	7	5	6	8
Don't know	13	12	10	6	12	12	8	15	12	17	16	12	11	14	12	15	14	12	11	18
Men																				
They only play good characters	0	0	1	0	0	1	0	0	0	1	1	0	1	0	1	0	0	0	1	1
They mainly play good characters	2	4	3	0	3	1	3	2	3	6	3	1	2	3	2	2	3	1	3	2
TOTAL PLAY GOOD CHARACTERS	2	4	4	0	3	2	3	2	3	7	4	1	3	3	3	2	3	1	4	3
They play both good and evil characters equally	84	88	81	95	87	86	88	83	85	68	80	89	88	84	83	77	84	87	85	81
They mainly play evil characters	5	3	8	3	4	5	6	5	6	11	6	5	3	5	7	7	5	5	5	9
They only play evil characters	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL PLAY BAD CHARACTERS	5	3	8	4	4	5	6	5	6	11	6	5	3	5	7	7	5	5	5	9
Don't know	8	6	7	1	6	7	3	10	6	14	10	5	5	8	8	14	7	6	7	7
Women																				
They only play good characters	1	1	2	1	2	1	0	1	1	0	1	1	2	1	1	1	1	2	1	1
They mainly play good characters	19	21	21	23	19	18	19	25	13	30	23	17	14	20	18	16	23	18	16	21
TOTAL PLAY GOOD CHARACTERS	20	22	23	24	21	19	19	26	14	30	24	18	16	21	19	17	24	20	17	22
They play both good and evil characters equally	72	71	70	74	72	74	77	64	79	54	66	77	79	71	74	72	68	74	76	69
They mainly play evil characters	0	1	0	1	1	0	0	0	1	2	1	0	0	1	0	1	1	0	0	0
They only play evil characters	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1
TOTAL PLAY BAD CHARACTERS	0	1	0	1	1	0	0	1	1	3	1	0	0	1	0	1	1	0	0	1
Don't know	7	6	6	1	6	6	3	9	6	13	9	5	5	7	7	11	7	6	7	7
Gay, lesbian and bisexual people																				
They only play good characters	3	3	4	1	2	4	3	3	2	2	3	3	2	3	3	2	3	2	2	5
They mainly play good characters	18	21	18	16	20	17	18	19	17	21	21	16	16	20	15	16	18	19	19	17
TOTAL PLAY GOOD CHARACTERS	21	24	22	17	22	21	21	22	19	23	24	19	18	23	18	18	21	21	21	22
They play both good and evil characters equally	59	57	60	75	60	61	64	55	63	58	52	65	60	57	62	56	60	60	61	60
They mainly play evil characters	3	3	4	1	2	4	2	3	3	1	2	3	4	3	3	2	3	4	2	2
They only play evil characters	1	1	1	0	1	1	1	1	0	0	1	0	1	0	1	2	1	0	1	0
TOTAL PLAY BAD CHARACTERS	4	4	5	1	3	5	3	4	3	1	3	3	5	3	4	4	4	4	3	2
Don't know	16	15	15	7	15	13	12	18	15	17	20	13	17	17	16	22	16	15	16	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fat people																				
They only play good characters	2	1	2	1	2	1	2	1	2	2	2	1	2	2	2	2	2	2	1	2
They mainly play good characters	12	11	15	6	10	13	14	12	13	9	19	11	9	13	11	11	11	10	16	15
TOTAL PLAY GOOD CHARACTERS	14	12	17	7	12	14	16	13	15	11	21	13	10	15	13	13	13	12	17	17
They play both good and evil characters equally	61	65	58	72	63	64	60	60	62	46	56	69	63	61	62	58	62	65	61	55
They mainly play evil characters	13	11	13	16	13	10	16	13	13	20	7	10	17	12	14	8	13	13	12	16
They only play evil characters	1	0	0	1	0	0	1	1	0	2	1	0	0	1	0	1	0	1	0	0
TOTAL PLAY BAD CHARACTERS	14	11	13	17	13	10	17	14	13	22	8	10	17	13	14	9	13	14	12	16
Don't know	12	11	11	4	12	11	7	13	10	21	14	7	10	12	11	20	11	9	10	12
Thin people																				
They only play good characters	2	2	2	1	2	2	2	1	3	2	2	1	2	2	2	2	2	2	1	3
They mainly play good characters	11	11	13	6	11	12	8	11	10	7	12	10	11	12	9	12	11	9	10	11
TOTAL PLAY GOOD CHARACTERS	13	13	15	7	13	14	10	12	13	9	14	11	13	14	11	14	13	11	11	14
They play both good and evil characters equally	70	71	70	82	70	67	79	68	73	65	69	73	70	70	71	62	70	75	73	66
They mainly play evil characters	5	5	4	4	6	6	3	5	4	3	5	5	5	6	4	6	4	5	5	6
They only play evil characters	1	0	1	1	0	1	2	1	0	2	0	0	1	0	1	0	0	1	0	3
TOTAL PLAY BAD CHARACTERS	6	5	5	5	6	7	5	6	4	5	5	5	6	6	5	6	4	6	5	9
Don't know	12	11	10	6	11	12	7	14	10	20	12	10	11	11	13	18	13	9	10	12
People with bad teeth																				
They only play good characters	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
They mainly play good characters	1	1	1	1	1	1	0	1	0	0	2	0	0	1	0	1	1	0	1	1
TOTAL PLAY GOOD CHARACTERS	1	1	2	1	1	1	0	1	0	0	2	0	0	1	0	1	1	0	1	2
They play both good and evil characters equally	19	19	17	27	20	20	20	20	19	19	21	23	14	19	20	24	21	17	17	18
They mainly play evil characters	57	57	59	57	56	58	62	55	59	58	52	57	61	57	57	46	56	59	63	58
They only play evil characters	9	9	9	5	9	10	7	8	9	5	9	7	12	9	9	9	8	10	8	8
TOTAL PLAY BAD CHARACTERS	66	66	68	62	65	68	69	63	68	63	61	64	73	66	66	55	64	69	71	66
Don't know	14	14	13	9	13	11	11	15	12	18	16	12	12	14	14	20	14	14	10	13
People with blonde hair																				
They only play good characters	3	3	4	2	2	3	2	2	4	5	2	3	3	3	3	3	2	4	3	3
They mainly play good characters	26	27	31	20	24	30	27	24	27	28	25	25	27	27	25	21	26	28	25	31
TOTAL PLAY GOOD CHARACTERS	29	30	35	22	26	33	29	26	31	33	27	28	30	30	28	24	28	32	28	34
They play both good and evil characters equally	57	56	51	72	58	55	60	57	57	43	57	60	58	56	58	50	57	60	58	53
They mainly play evil characters	3	4	4	2	4	2	3	4	3	8	2	2	4	4	3	6	5	2	2	3
They only play evil characters	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL PLAY BAD CHARACTERS	3	4	4	2	4	2	3	4	3	8	2	2	4	4	3	6	5	2	2	3
Don't know	11	10	10	5	11	10	7	12	9	16	13	9	9	11	11	20	10	7	11	10
Bald people																				
They only play good characters	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
They mainly play good characters	2	2	3	0	2	1	2	3	2	1	2	2	2	2	2	2	3	2	2	1
TOTAL PLAY GOOD CHARACTERS	2	2	4	0	2	1	2	3	2	1	2	2	2	2	2	2	3	2	2	2
They play both good and evil characters equally	57	60	55	64	59	60	61	54	60	28	52	63	68	55	60	48	56	64	58	56
They mainly play evil characters	29	27	31	30	29	27	29	29	28	47	31	26	22	31	26	29	29	26	30	29
They only play evil characters	1	1	1	2	1	1	2	1	1	5	1	1	1	1	2	2	1	1	1	2
TOTAL PLAY BAD CHARACTERS	30	28	32	32	30	28	31	30	29	52	32	27	23	32	28	31	30	27	31	31
Don't know	11	10	9	5	9	11	5	12	9	19	14	8	8	10	11	19	11	6	9	11

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Unweighted Sample	1741	475	545	98	525	486	391	828	913	90	451	708	492	1160	581	177	603	333	441	187
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
People with moustaches																				
They only play good characters	0	0	1	2	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1
They mainly play good characters	3	3	4	4	2	3	4	3	3	1	4	2	4	3	3	3	3	4	3	2
TOTAL PLAY GOOD CHARACTERS	3	3	5	6	2	3	4	3	3	1	4	2	5	3	3	4	3	4	3	3
They play both good and evil characters equally	54	54	54	61	56	55	54	53	56	38	50	60	58	52	57	49	56	58	56	44
They mainly play evil characters	28	30	30	26	29	30	30	29	27	44	29	24	26	31	25	30	27	25	28	38
They only play evil characters	1	1	1	0	1	1	1	2	1	1	2	1	1	2	1	3	1	0	2	1
TOTAL PLAY BAD CHARACTERS	29	31	31	26	30	31	31	31	28	45	31	25	27	33	26	33	28	25	30	39
Don't know	13	12	10	8	11	11	10	13	13	16	14	12	11	12	14	15	13	12	12	15
People with English accents																				
They only play good characters	2	3	3	1	2	4	2	2	2	3	2	1	3	2	2	3	2	2	2	3
They mainly play good characters	13	12	14	16	12	14	13	14	12	10	13	13	16	14	12	9	12	16	14	15
TOTAL PLAY GOOD CHARACTERS	15	15	17	17	14	18	15	16	14	13	15	14	19	16	14	12	14	18	16	18
They play both good and evil characters equally	61	67	57	64	68	61	59	54	67	43	50	70	68	58	65	53	63	64	62	53
They mainly play evil characters	14	12	17	13	10	13	22	19	10	29	23	9	6	17	11	20	13	12	14	17
They only play evil characters	1	0	1	4	1	1	1	1	1	2	2	1	0	1	1	2	1	0	1	0
TOTAL PLAY BAD CHARACTERS	15	12	18	17	11	14	23	20	11	31	25	10	6	18	12	22	14	12	15	17
Don't know	8	6	7	1	6	7	4	9	8	13	11	6	6	8	8	13	8	7	6	13
Young people																				
They only play good characters	1	1	2	0	1	2	1	2	1	1	2	1	2	1	2	1	1	1	3	1
They mainly play good characters	12	14	16	10	13	12	11	15	10	23	14	9	10	15	9	15	12	11	12	13
TOTAL PLAY GOOD CHARACTERS	13	15	18	10	14	14	12	17	11	24	16	10	12	16	11	16	13	12	15	14
They play both good and evil characters equally	72	75	68	81	76	71	77	67	77	50	69	79	76	71	74	66	73	76	73	68
They mainly play evil characters	5	2	6	7	3	6	7	4	5	6	4	4	5	5	4	3	5	4	5	6
They only play evil characters	1	0	1	0	0	0	1	1	0	2	0	0	1	0	1	0	0	0	0	4
TOTAL PLAY BAD CHARACTERS	6	2	7	7	3	6	8	5	5	8	4	4	6	5	5	3	5	4	5	10
Don't know	9	7	8	1	7	9	3	11	7	18	11	6	6	8	10	15	9	7	7	8
Old people																				
They only play good characters	3	2	5	5	2	4	4	3	3	9	2	3	2	2	4	3	4	1	4	2
They mainly play good characters	27	26	30	31	26	27	32	25	29	22	25	28	30	27	27	25	26	26	27	36
TOTAL PLAY GOOD CHARACTERS	30	28	35	36	28	31	36	28	32	31	27	31	32	29	31	28	30	27	31	38
They play both good and evil characters equally	59	62	55	62	62	60	58	59	59	48	60	61	59	60	58	55	58	64	61	50
They mainly play evil characters	2	2	2	1	2	2	2	2	2	5	2	1	2	3	1	4	2	3	1	1
They only play evil characters	0	1	1	0	0	1	1	1	0	1	0	1	0	0	1	0	1	0	0	1
TOTAL PLAY BAD CHARACTERS	2	3	3	1	2	3	3	3	2	6	2	2	2	3	2	4	3	3	1	2
Don't know	9	8	7	1	7	7	4	10	7	15	10	6	7	9	9	12	10	6	7	11