

# YouGov Survey Results

Sample Size: 1693 GB Adults  
Fieldwork: 23rd - 24th January 2012

	Gender		Age				Social grade		Region					
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1732</b>	<b>842</b>	<b>890</b>	<b>210</b>	<b>442</b>	<b>592</b>	<b>488</b>	<b>987</b>	<b>745</b>	<b>222</b>	<b>563</b>	<b>371</b>	<b>426</b>	<b>151</b>
Unweighted Sample	1732	835	897	130	428	739	435	1130	602	247	558	355	413	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are a list of products and companies, some of which are presently allowed to advertise on the television and some of which are not. In each case, please say whether you think the produce or service **SHOULD** or **SHOULD NOT** be allowed to advertise on television.

## Universities

Should be allowed to advertise on television	<b>84</b>	84	83	83	87	81	84	83	84	77	81	87	86	88
Should not be allowed to advertise on television	<b>11</b>	12	10	9	9	15	9	11	11	16	13	7	10	8
Don't know	<b>5</b>	4	7	8	5	4	6	5	5	7	6	6	4	5

## Children's toys

Should be allowed to advertise on television	<b>79</b>	79	79	79	83	78	75	80	77	70	77	79	82	87
Should not be allowed to advertise on television	<b>15</b>	16	15	10	13	17	18	15	17	20	16	16	13	11
Don't know	<b>6</b>	5	7	11	3	5	7	6	6	9	7	5	4	2

## Fast food companies

Should be allowed to advertise on television	<b>61</b>	64	57	62	64	58	61	63	58	60	61	55	63	69
Should not be allowed to advertise on television	<b>33</b>	31	35	28	31	37	34	31	36	32	34	38	32	25
Don't know	<b>6</b>	4	8	10	6	6	5	6	6	8	6	7	5	6

## Political parties and candidates

Should be allowed to advertise on television	<b>58</b>	58	57	58	62	54	58	60	55	59	54	60	59	59
Should not be allowed to advertise on television	<b>36</b>	36	36	30	32	41	36	33	39	33	38	35	36	36
Don't know	<b>6</b>	6	7	12	6	5	5	7	6	9	8	5	5	5

## Laser surgery providers

Should be allowed to advertise on television	<b>54</b>	57	51	67	64	50	44	56	51	56	54	52	55	54
Should not be allowed to advertise on television	<b>39</b>	37	40	22	31	42	49	37	42	37	38	42	38	40
Don't know	<b>7</b>	6	9	11	5	7	8	8	7	7	9	7	7	5

## Alcoholic drinks

Should be allowed to advertise on television	<b>50</b>	58	43	55	59	49	42	55	44	52	50	48	50	54
Should not be allowed to advertise on television	<b>44</b>	38	49	32	37	45	53	39	50	39	44	47	46	39
Don't know	<b>6</b>	5	7	13	4	6	5	6	6	9	6	5	4	6

Fieldwork: 23rd - 24th January 2012

	Gender		Age				Social grade		Region					
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1732</b>	<b>842</b>	<b>890</b>	<b>210</b>	<b>442</b>	<b>592</b>	<b>488</b>	<b>987</b>	<b>745</b>	<b>222</b>	<b>563</b>	<b>371</b>	<b>426</b>	<b>151</b>
<b>Unweighted Sample</b>	<b>1732</b>	<b>835</b>	<b>897</b>	<b>130</b>	<b>428</b>	<b>739</b>	<b>435</b>	<b>1130</b>	<b>602</b>	<b>247</b>	<b>558</b>	<b>355</b>	<b>413</b>	<b>159</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Debt refinancing</b>														
Should be allowed to advertise on television	<b>39</b>	42	35	47	43	38	30	40	37	39	36	36	43	39
Should not be allowed to advertise on television	<b>54</b>	52	56	39	49	56	61	53	55	52	54	57	52	51
Don't know	<b>8</b>	7	9	13	8	6	8	7	9	9	10	7	5	10
<b>Prescription drugs</b>														
Should be allowed to advertise on television	<b>38</b>	43	33	42	42	39	31	38	37	39	35	33	42	42
Should not be allowed to advertise on television	<b>54</b>	51	58	47	51	55	60	55	54	53	56	60	49	52
Don't know	<b>8</b>	6	9	11	7	7	9	7	9	8	9	7	8	6
<b>Cosmetic surgery providers</b>														
Should be allowed to advertise on television	<b>31</b>	34	28	44	40	28	20	34	27	37	30	28	31	29
Should not be allowed to advertise on television	<b>63</b>	61	65	46	56	65	73	59	67	56	62	67	63	65
Don't know	<b>6</b>	5	8	10	5	7	7	7	6	8	8	5	6	6
<b>Personal injury lawyers</b>														
Should be allowed to advertise on television	<b>29</b>	29	29	45	31	28	23	29	29	34	29	25	30	31
Should not be allowed to advertise on television	<b>65</b>	65	64	41	63	67	73	65	65	59	65	69	66	60
Don't know	<b>6</b>	5	6	14	5	5	4	6	6	7	6	6	4	9
<b>Organisations that provide abortions</b>														
Should be allowed to advertise on television	<b>28</b>	33	24	36	33	27	22	32	23	36	29	25	27	26
Should not be allowed to advertise on television	<b>63</b>	60	66	43	58	66	72	58	69	52	63	66	65	64
Don't know	<b>9</b>	8	10	21	9	7	5	10	8	12	8	9	8	10
<b>Gambling</b>														
Should be allowed to advertise on television	<b>23</b>	31	15	29	31	21	14	26	19	26	21	21	26	20
Should not be allowed to advertise on television	<b>73</b>	65	81	60	64	75	84	70	77	67	75	75	70	77
Don't know	<b>4</b>	4	5	11	4	4	2	4	4	7	5	4	4	3
<b>Payday loans</b>														
Should be allowed to advertise on television	<b>19</b>	24	14	28	25	18	11	23	14	26	18	16	18	21
Should not be allowed to advertise on television	<b>75</b>	71	79	61	71	77	82	71	80	67	76	78	75	75
Don't know	<b>6</b>	6	7	11	4	5	7	6	7	8	6	6	6	4
<b>Cigarettes</b>														
Should be allowed to advertise on television	<b>16</b>	22	11	25	19	13	13	18	14	22	14	12	17	21
Should not be allowed to advertise on television	<b>79</b>	75	84	62	77	83	84	78	82	71	82	83	78	76
Don't know	<b>4</b>	4	5	13	4	3	3	4	4	7	4	4	4	3