

## YouGov Survey Results

Sample Size: 2667 GB Adults  
Fieldwork: 5th - 6th June 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>Weighted Sample</b>	<b>2667</b>	786	913	195	822	721	588	1296	1371	323	680	912	752	1520	1147	341	867	571	656	232
Unweighted Sample	2667	789	868	190	819	703	584	1271	1396	200	729	1016	722	1769	898	471	806	514	618	258
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Hugh Hefner is due to reopen the Playboy Club London 30 years after the original club closed. The women who work at the club, called 'bunnies' by the management, will wear the traditional uniform of a leotard, bunny ears and a bunny tail. The club has come in for some criticism for being demeaning to women, but a spokesperson has said that there is no nudity at the club and "the Bunnies are trained croupiers. They are in no respect related to any strip clubs or lap dancing joints." Which of the following statements comes closest to your own view?

I approve of the reopening of the Playboy Club	25	31	24	23	28	22	21	33	17	34	34	21	17	26	24	31	26	27	20	20
I disapprove of the reopening of the Playboy Club	10	8	12	17	8	11	13	6	14	13	10	10	9	12	8	10	10	9	11	13
I neither approve nor disapprove of the reopening of the Playboy Club	61	60	62	61	61	64	63	58	65	44	51	65	72	59	64	56	61	60	64	63
Don't Know	4	2	2	0	3	2	3	3	4	9	5	3	1	3	5	3	3	4	4	4