

YouGov Survey Results

Sample Size: 1645 GB Adults
Fieldwork: 20th - 21st January 2015

	Westminster VI				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	1645	X	X	X	X	490	411	329	798	847	196	416	563	470	938	707	211	535	352	405	143	
Unweighted Sample	1645	434	432	76	213	508	388	321	855	790	144	303	671	527	1089	556	187	567	328	412	151	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think that British newspapers and magazines portray women in a generally positive, negative or neutral light?

Generally positive	18	27	19	13	25	24	19	16	26	11	14	13	19	24	19	18	16	19	21	18	14
Generally negative	35	28	40	38	22	27	36	44	26	44	38	46	31	29	37	33	42	34	33	34	38
Generally neutral	35	36	30	40	39	37	33	32	34	36	33	29	38	37	34	36	35	37	34	31	36
Don't know	12	9	10	9	14	11	12	7	14	10	16	12	11	10	11	13	8	10	11	16	12

Do you think it is or is not possible for a woman to be a feminist and to pose topless in a photo-shoot for a magazine or newspaper?

Is possible	51	56	50	60	54	53	46	54	63	40	57	53	53	44	54	48	51	53	53	46	56
Is not possible	28	23	34	28	24	26	35	26	17	38	28	24	27	32	29	26	33	26	28	29	26
Don't know	21	20	17	12	22	22	19	20	19	22	16	22	20	23	17	26	16	22	19	25	18

Do you think that if British newspapers and magazines stopped publishing pictures of topless women, this would be good or bad for the feminist cause, or would it make no difference?

Good for the feminist cause	30	23	37	37	20	23	34	35	23	36	33	35	29	26	32	27	37	32	26	27	27
Bad for the feminist cause	8	9	9	5	10	10	9	6	10	6	8	10	7	7	8	8	10	7	8	8	9
Would make no difference to the feminist cause	55	62	49	53	64	62	51	53	59	52	45	46	58	64	54	57	48	55	60	54	59
Don't know	7	6	4	5	6	5	6	6	8	7	14	9	6	3	6	8	5	6	7	11	5

In the debate about British newspapers and magazines publishing pictures of topless women, which argument do you think is strongest?

The freedom of choice of women to do whatever they want	42	52	37	35	55	54	38	35	52	33	31	42	44	45	42	42	34	45	44	41	43
The freedom of the press to publish whatever it wants	4	5	5	3	7	5	5	2	6	3	8	4	4	3	6	3	4	5	5	4	3
Helping young people to not be exposed to sexualised images	15	13	16	13	13	14	17	15	10	19	11	17	14	15	15	15	15	12	16	16	16
Helping women to not be portrayed as sex objects	31	24	37	42	21	20	34	40	23	38	37	27	31	31	32	30	39	32	27	28	33
Don't know	8	6	5	8	4	7	5	8	9	7	13	9	7	5	6	10	8	6	8	10	5