

YouGov Survey Results

Sample Size: 1552 GB Adults
Fieldwork: 8th - 9th February 2015

	Westminster VI				2010 Vote			Gender		Age				Age		Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	18-39	40+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1552	X	X	X	X	466	387	291	753	799	185	393	531	444	577	975	885	667	199	504	332	382	135
Unweighted Sample	1552	399	405	75	205	466	389	294	789	763	155	306	621	470	461	1091	1020	532	206	515	316	379	136
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may know, BDSM is a variety of sexual practices involving dominance, submission, roleplaying and restraint.

Have you ever taken part in BDSM?

Yes, I have	12	10	14	16	7	9	13	16	13	11	19	18	12	3	19	8	13	11	13	11	11	13	13
No, I have not	80	84	78	79	85	85	79	80	80	80	62	74	81	92	70	86	81	78	73	82	83	79	80
Don't know/would rather not say	8	5	8	5	7	6	9	4	7	9	19	8	7	4	11	6	6	11	14	7	7	8	7

Would you ever like to do BDSM in the future?

Yes, I would	16	17	16	17	13	13	16	19	20	13	32	25	15	3	27	10	17	15	17	18	14	15	16
No, I would not	67	70	67	64	70	74	67	67	61	72	36	52	70	89	47	79	66	68	63	65	71	67	67
Don't know/would rather not say	17	13	16	20	17	13	18	14	19	14	32	23	15	8	26	11	17	17	21	17	14	17	17

Do you prefer to be dominant or submissive in bed?

Dominant	8	9	7	10	8	8	8	9	13	3	12	10	8	4	11	6	9	7	7	9	6	7	11
Submissive	11	13	10	15	7	9	10	15	9	13	20	17	10	5	18	7	12	11	12	12	12	10	11
Neither	35	39	32	36	42	42	35	35	34	36	8	20	37	57	16	46	35	35	30	32	40	37	35
Both	20	18	23	12	23	18	22	19	23	18	23	27	21	13	25	17	22	18	17	22	20	20	23
Don't know/would rather not say	25	21	28	27	19	23	26	22	20	30	37	26	24	21	30	23	22	29	34	25	22	26	20

Thinking about sexual practices like BDSM, which of the following comes closest to your view?

Society should discourage these sexual practices – they are perverse and ultimately destructive	13	12	13	13	17	13	14	12	11	14	8	7	11	22	7	16	11	15	15	11	16	11	13
Society should not discourage these sexual practices – as long as people freely consent it is no one else's business	71	76	68	77	67	73	66	76	76	66	74	75	76	62	74	69	76	65	64	75	69	72	71
Don't know	16	12	19	11	16	14	20	12	13	19	18	18	14	16	18	15	13	20	20	15	15	17	16

Have you read the book 'Fifty Shades of Grey'?

Yes, I have	20	21	19	17	17	21	17	18	7	31	32	22	20	12	25	16	20	19	15	20	18	23	20
No, I have not	77	78	78	83	80	77	81	81	88	68	59	74	78	87	69	82	78	77	76	78	81	75	77
Don't know	3	1	2	1	2	2	3	1	5	1	9	4	2	1	6	1	2	4	9	2	2	2	3

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Sample Size: 1552 GB Adults
Fieldwork: 8th - 9th February 2015

	Ever taken part in BDSM?		
	Total	Yes	No
Weighted Sample	1552	185	1243
Unweighted Sample	1552	186	1252
	%	%	%

As you may know, BDSM is a variety of sexual practices involving dominance, submission, roleplaying and restraint.

Have you ever taken part in BDSM?

Yes, I have	12	100	0
No, I have not	80	0	100
Don't know/would rather not say	8	0	0

Would you ever like to do BDSM in the future?

Yes, I would	16	88	7
No, I would not	67	5	81
Don't know/would rather not say	17	7	12

Do you prefer to be dominant or submissive in bed?

Dominant	8	21	6
Submissive	11	38	8
Neither	35	3	42
Both	20	39	19
Don't know/would rather not say	25	0	25

Thinking about sexual practices like BDSM, which of the following comes closest to your view?

Society should discourage these sexual practices – they are perverse and ultimately destructive	13	4	15
Society should not discourage these sexual practices – as long as people freely consent it is no one else's business	71	93	70
Don't know	16	3	15

Have you read the book 'Fifty Shades of Grey'?

Yes, I have	20	31	18
No, I have not	77	68	81
Don't know	3	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you like to watch the new movie adaptation of the book 'Fifty Shades of Grey'?

Yes, I would	21	24	24	16	20	21	18	19	17	26	32	27	22	12	29	17	21	22	22	22	21	20	24
No, I would not	64	61	61	81	61	64	64	70	65	63	59	60	66	68	60	67	65	64	59	66	64	65	64
Don't know	14	15	15	2	20	15	18	11	18	11	9	13	13	20	12	16	14	14	19	12	14	15	12

Do you think it is or is not possible for a woman to be a feminist and to want to be sexually dominated by a man?

It is	50	48	49	64	47	48	45	57	50	49	63	63	49	33	63	41	56	42	49	54	47	49	43
It is not	10	10	10	6	13	10	14	7	8	12	8	7	12	11	8	12	9	12	9	9	13	11	10
Don't know	40	42	40	29	40	41	40	37	41	39	28	29	39	56	29	47	35	47	42	37	41	41	47

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	Ever taken part in BDSM?	
	Yes	No
Weighted Sample	1552	1243
Unweighted Sample	186	1252
	%	%

Would you like to watch the new movie adaptation of the book 'Fifty Shades of Grey'?

Yes, I would	21	36	19
No, I would not	64	57	67
Don't know	14	7	14

Do you think it is or is not possible for a woman to be a feminist and to want to be sexually dominated by a man?

It is	50	84	45
It is not	10	3	12
Don't know	40	13	43