

## YouGov Survey Results

Sample Size: 1949 GB Adults  
Fieldwork: 22nd - 23rd August 2013

	Voting intention				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	
<b>Weighted Sample</b> 1949	X	X	X	X	597	454	429	945	1004	232	493	667	557	1111	838	249	633	417	479	170	
<b>Unweighted Sample</b> 1949	430	596	126	200	552	493	458	919	1030	175	469	775	530	1305	644	274	648	398	465	164	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some airlines have introduced child-free "quiet zone" areas of the plane where no passengers under the age of 12 are allowed to sit.

Generally speaking, do you think it is a good or bad idea for airlines to reserve areas for passengers aged 12 and up on airplanes?

Generally a good idea	<b>79</b>	86	73	78	85	85	73	81	75	82	77	74	82	80	81	75	77	80	81	77	74
Generally a bad idea	<b>13</b>	9	18	16	7	9	16	13	16	11	15	18	12	10	12	15	16	13	11	12	18
Don't know	<b>8</b>	5	10	6	8	5	10	6	9	7	8	8	6	10	7	10	7	7	8	10	8

How likely, if at all, would you be to pay an extra fee in order to reserve a seat in a "quiet zone"?

Very likely	<b>9</b>	10	9	8	9	10	9	9	8	10	5	7	11	11	9	9	8	10	9	8	11
Fairly likely	<b>28</b>	34	24	23	27	29	26	29	27	29	20	28	28	31	28	29	29	27	30	28	26
<b>TOTAL LIKELY</b>	<b>37</b>	<b>44</b>	<b>33</b>	<b>31</b>	<b>36</b>	<b>39</b>	<b>35</b>	<b>38</b>	<b>35</b>	<b>39</b>	<b>25</b>	<b>35</b>	<b>39</b>	<b>42</b>	<b>37</b>	<b>38</b>	<b>37</b>	<b>37</b>	<b>39</b>	<b>36</b>	<b>37</b>
Not very likely	<b>28</b>	27	28	27	30	30	29	29	27	29	33	22	28	31	31	24	25	29	29	26	31
Not likely at all	<b>29</b>	22	32	39	26	24	31	30	32	26	36	38	27	21	28	31	31	27	26	33	27
<b>TOTAL NOT LIKELY</b>	<b>57</b>	<b>49</b>	<b>60</b>	<b>66</b>	<b>56</b>	<b>54</b>	<b>60</b>	<b>59</b>	<b>59</b>	<b>55</b>	<b>69</b>	<b>60</b>	<b>55</b>	<b>52</b>	<b>59</b>	<b>55</b>	<b>56</b>	<b>56</b>	<b>55</b>	<b>59</b>	<b>58</b>
Don't know	<b>6</b>	7	6	3	7	7	6	3	6	6	6	5	6	6	5	7	7	6	7	5	5

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	Do you have children? What age?							
Total	No children	18+	15 to 17	11 to 14	8 to 10	5 to 7	0 to 4	
<b>Weighted Sample</b>	<b>1949</b>	524	625	83	108	90	96	138
Unweighted Sample	1949	557	635	91	122	92	87	135
	%							

Some airlines have introduced child-free "quiet zone" areas of the plane where no passengers under the age of 12 are allowed to sit.

Generally speaking, do you think it is a good or bad idea for airlines to reserve areas for passengers aged 12 and up on airplanes?

Generally a good idea	<b>79</b>	86	78	66	69	66	64	64
Generally a bad idea	<b>13</b>	7	12	26	25	22	30	29
Don't know	<b>8</b>	7	10	8	6	12	6	7

How likely, if at all, would you be to pay an extra fee in order to reserve a seat in a "quiet zone"?

Very likely	<b>9</b>	10	10	5	5	5	5	6
Fairly likely	<b>28</b>	32	30	20	12	21	18	13
<b>TOTAL LIKELY</b>	<b>37</b>	<b>42</b>	<b>40</b>	<b>25</b>	<b>17</b>	<b>26</b>	<b>23</b>	<b>19</b>
Not very likely	<b>28</b>	29	29	28	29	25	22	26
Not likely at all	<b>29</b>	22	26	41	51	47	52	52
<b>TOTAL NOT LIKELY</b>	<b>57</b>	<b>51</b>	<b>55</b>	<b>69</b>	<b>80</b>	<b>72</b>	<b>74</b>	<b>78</b>
Don't know	<b>6</b>	8	5	7	2	2	3	3

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Unweighted Sample	430	596	126	200	552	493	458	919	1030	175	469	775	530	1305	644	274	648	398	465	164	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said you would be likely to pay an extra fee for a seat in a 'quiet zone'. Approximately what extra percentage would you be willing to pay to reserve a seat in the 'quiet zone'? (For example, if you were willing to pay 10% extra, a £20 ticket would cost £22 with this extra fee)

[Only asked to respondents who said they were likely to pay an extra fee, n=717]

0-5%	<b>13</b>	17	12	13	13	13	12	14	12	14	8	12	13	17	14	12	14	14	15	11	9
6-10%	<b>19</b>	22	16	17	18	18	16	19	18	20	10	18	21	20	17	21	20	19	17	20	16
11-20%	<b>4</b>	5	3	2	5	6	5	5	4	5	6	4	3	5	5	4	2	4	6	3	8
21-30%	<b>1</b>	1	1	0	0	0	1	0	1	1	1	1	0	1	1	1	1	0	0	2	2
31%+	<b>0</b>	0	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	2

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*[Only asked to respondents who said they were likely to pay an extra fee, n=717]*

0-5%	<b>13</b>	13	14	9	5	14	5	11
6-10%	<b>19</b>	21	21	13	11	11	8	6
11-20%	<b>4</b>	6	4	2	0	1	5	1
21-30%	<b>1</b>	0	1	0	1	0	5	0
31%+	<b>0</b>	0	0	0	0	0	0	0