

YouGov Survey Results

Sample Size: 2928 GB Adults
Fieldwork: 12th - 13th June 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	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	
Weighted Sample	2928	869	991	230	905	786	663	1423	1505	354	747	1001	826	1669	1259	375	952	627	720	255
Unweighted Sample	2928	854	918	234	895	735	690	1389	1539	202	729	1130	867	1964	964	444	905	576	649	354
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following phrases have you ever heard of? Tick all that apply.

Just Say No	81	82	82	89	83	81	85	82	81	75	81	87	78	84	78	78	84	82	78	83
Talk to Frank	63	58	66	67	59	63	68	62	63	86	83	66	31	62	64	63	63	65	64	51
War on Drugs	56	59	55	61	58	54	59	63	50	44	46	58	68	58	53	52	58	58	52	64
Nice People Take Drugs	3	3	4	3	3	3	2	4	3	5	3	3	3	3	4	3	5	3	2	2
None of these	6	6	5	5	6	6	5	6	6	5	5	5	9	5	7	9	5	5	6	6
Don't know	2	1	1	0	2	1	1	1	2	3	3	1	1	1	2	2	1	2	1	1

In your opinion, how effective, if at all, is the current government's approach to illegal drugs?

Very effective	1	1	1	2	0	1	1	1	0	3	1	0	0	0	1	1	0	1	1	1
Fairly effective	10	13	10	11	12	10	10	10	11	15	14	9	7	10	11	10	12	11	9	10
TOTAL EFFECTIVE	11	14	11	13	12	11	11	11	11	18	15	9	7	10	12	11	12	12	10	11
Neither effective nor ineffective	25	27	25	28	27	25	21	25	25	23	26	25	24	25	25	27	24	23	27	23
Fairly ineffective	31	33	31	31	32	31	33	29	32	29	30	30	34	32	29	25	32	30	32	35
Very ineffective	22	15	24	22	17	22	24	27	17	16	16	26	26	21	23	25	21	23	20	24
TOTAL INEFFECTIVE	53	48	55	53	49	53	57	56	49	45	46	56	60	53	52	50	53	53	52	59
Don't know	11	11	10	6	11	12	11	8	15	15	14	10	10	11	12	11	12	12	12	8

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

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Which ONE of the following statements comes closest to your views on drugs?

There is not really a serious 'drugs problem' in this country	6	6	4	6	16	4	7	8	7	5	15	9	4	2	6	6	9	5	6	4	7
There is a serious drugs problem, but it is largely confined to certain neighbourhoods and certain kinds of people	42	41	48	40	41	47	37	42	46	36	48	49	38	34	43	38	43	42	39	42	35
There is a serious problem and it affects practically the whole country	51	48	45	51	40	46	51	46	43	52	26	36	53	61	46	50	41	49	48	47	56
Don't know	2	5	3	4	4	4	6	4	4	7	11	7	4	3	5	6	6	4	7	7	2

Which of the following do you think is the MORE REALISTIC view?

It is possible to eliminate drugs completely from our society: that is, to stop everyone, or almost everyone, from using drugs	7	8	7	10	2	7	8	5	10	6	11	8	8	6	7	9	9	7	9	6	11
Whether we like it or not, there will always be people who use drugs, and the aim should be to reduce the amount of harm they cause themselves and others.	89	88	91	88	96	90	88	93	87	89	80	86	90	92	90	86	86	90	87	89	86
Don't Know	4	4	2	2	2	3	4	2	3	5	9	5	3	2	3	5	5	3	4	5	2

In your view, are all illegal drugs much the same, or should distinctions be made between illegal drugs that are more and less harmful?

All illegal drugs are much the same	40	46	39	25	45	38	33	39	42	33	32	39	52	39	43	36	41	40	42	41
Distinctions should be made between more and less harmful illegal drugs	54	50	57	71	51	56	61	57	50	54	62	55	43	56	50	58	54	53	50	56
Don't Know	6	4	4	4	4	7	5	5	8	13	6	5	4	5	7	6	4	7	9	3

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

Which, if any, of the following drugs do you think should be legalised (i.e. make possession and use of them legal)?

Marijuana	23	20	25	29	18	24	30	25	21	33	27	25	13	23	23	29	24	22	18	25
Magic Mushrooms	7	7	8	12	6	8	9	10	5	12	10	8	3	8	7	9	9	7	5	6
Ecstasy	5	4	5	8	4	4	8	8	2	8	8	4	2	5	5	8	5	4	4	5
Cocaine	3	2	2	5	2	2	4	3	2	4	4	2	1	3	2	4	2	3	2	4
Speed	3	1	3	5	1	3	4	3	2	2	4	2	2	3	2	5	2	3	2	2
LSD (acid)	2	2	1	3	1	1	4	3	1	4	3	2	0	2	2	2	3	2	1	2
Opium	2	1	2	3	1	2	2	2	1	2	2	1	1	2	1	2	2	2	1	1
Mephedrone (meow meow)	2	1	2	2	1	1	3	3	1	3	2	2	1	2	1	3	2	1	0	2
Heroin	1	1	2	1	1	2	1	2	1	0	2	1	1	1	1	2	1	1	1	2
Methamphetamine	1	0	1	3	1	1	2	1	1	0	2	1	1	1	1	1	1	1	1	1
Crack cocaine	1	0	1	0	1	1	1	1	1	0	1	1	1	1	1	1	1	0	0	2
Ketamine	1	1	1	2	1	1	1	2	1	2	2	1	1	2	1	3	1	1	1	1
PCP	0	0	0	1	0	0	1	1	0	0	0	1	1	1	0	0	1	1	0	1
Not applicable, ALL drugs should be legalised	8	7	8	15	7	7	11	9	7	5	6	8	10	10	5	7	8	8	7	8
Not applicable, NO drugs should be legalised	52	61	51	42	62	50	45	50	55	42	49	52	61	51	53	48	53	53	52	55
Don't know	14	10	13	11	11	17	12	13	16	17	14	14	15	14	15	13	12	15	19	10

And which, if any, of the following drugs do you think should be decriminalised (i.e. stop the possession and use of drugs being crimes but leave in place the potential for penalties; for example a monetary fine in place of a criminal charge for the possession of a decriminalized drug)?

Marijuana	20	17	22	28	17	23	24	22	19	27	23	23	12	21	20	24	20	20	18	23
Magic Mushrooms	8	8	7	12	8	8	9	10	6	9	11	9	4	9	7	10	8	9	6	8
Ecstasy	5	5	5	5	4	4	7	6	4	6	7	5	3	5	5	6	5	4	5	4
Cocaine	3	1	3	4	1	3	4	4	2	4	3	3	1	3	3	2	2	4	3	3
LSD (acid)	3	2	3	6	2	3	5	4	2	3	5	3	2	3	3	3	3	3	3	2
Speed	3	3	3	5	3	3	6	5	2	4	4	4	2	3	3	4	4	4	2	3
Heroin	2	1	2	1	1	2	2	2	1	0	3	2	1	1	2	2	2	2	1	2
Opium	2	1	2	3	1	2	3	2	1	2	3	2	1	2	2	1	2	2	1	1
Mephedrone (meow meow)	2	1	3	3	1	2	3	3	1	4	4	2	1	2	2	4	3	2	1	1
Ketamine	2	1	2	2	1	2	2	2	1	3	3	2	1	2	2	2	2	2	1	1
Methamphetamine	1	0	1	2	0	1	2	2	1	1	2	1	1	1	1	1	2	1	1	1
Crack cocaine	1	0	2	1	1	2	2	2	1	1	3	1	1	1	2	3	1	2	1	1
PCP	1	1	1	1	1	1	1	1	1	2	1	1	0	1	1	2	1	1	0	1
Not applicable, ALL drugs should be decriminalised	11	8	14	16	8	12	14	13	9	11	10	11	12	12	10	10	10	13	10	12
Not applicable, NO drugs should be decriminalised	45	54	43	37	55	42	40	42	48	33	40	44	56	45	45	41	48	42	45	47
Don't know	19	17	16	16	16	18	18	17	21	23	21	17	18	18	21	20	17	20	22	14

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

If all drugs were legalised, what do you think would be the effect on the number of people using those drugs?

More people would use drugs than do now	49	56	48	41	56	47	43	50	48	47	49	46	54	48	50	52	52	46	46	49
The same amount of people would use drugs as do now	34	32	36	42	31	34	40	34	35	35	34	38	31	36	32	33	33	35	36	37
Less people would use drugs than do now	8	6	11	10	5	10	10	10	7	7	8	8	10	8	9	7	7	12	8	5
Don't know	8	6	6	6	7	8	7	6	11	12	9	9	6	8	9	8	8	7	10	9

And, similarly, if all drugs were decriminalised, what do you think would be the effect on the number of people using those drugs?

More people would use drugs than do now	45	52	45	38	52	44	41	47	44	41	42	44	52	46	45	48	48	42	43	45
The same amount of people would use drugs as do now	37	33	39	47	33	37	42	38	35	37	38	39	32	38	36	35	35	39	37	38
Less people would use drugs than do now	8	8	9	8	7	9	8	9	7	7	9	7	9	7	9	7	9	10	7	5
Don't know	10	7	7	7	8	11	9	6	14	15	11	10	7	10	11	10	8	9	13	12

Generally speaking, which one of these statements comes closest to your views on the penalties for possession and distribution of illegal drugs?

The possession of illegal drugs is less harmful than the distribution of illegal drugs, and so the penalties for possessing illegal drugs should be more lenient than the penalties for distributing illegal drugs	48	49	50	66	49	47	57	50	47	51	51	48	45	54	41	54	48	48	46	50
The possession of illegal drugs is just as harmful as the distribution of illegal drugs, and so the penalties for possessing illegal drugs should be the same as the penalties for distributing illegal drugs	38	42	37	25	42	35	31	38	37	34	32	38	43	35	42	32	39	37	39	38
Neither	5	4	6	5	5	6	4	5	5	2	5	5	6	5	6	6	6	5	3	5
Don't know	9	5	8	3	5	11	7	6	11	13	12	8	6	7	11	8	6	10	13	7

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

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Suppose people use illegal drugs but have not committed any other crime. In general, should such people be treated as criminals and brought before the courts, or should they be treated as people who may need medical treatment and other forms of support

They should be treated as criminals and brought before the courts	30	31	38	32	21	37	30	23	36	27	33	32	32	30	31	32	29	32	33	27	38
They should be treated as people who may need treatment and other forms of support	62	59	55	61	74	56	60	67	56	62	53	57	59	64	60	57	60	61	54	62	55
Don't know	7	10	7	7	5	7	10	10	8	11	15	12	9	6	9	11	11	7	12	10	7

Which, if any, of the following benefits do you think could occur as a result of the legalisation of drugs? Please select all that apply. If you do not believe that there would be any benefits from legalising drugs then please select the "not applicable" option.

Drugs could be made safer	34	32	33	51	31	33	44	38	30	38	39	34	27	37	29	42	34	33	29	37
The criminal justice system could use more of its resources on more serious crimes	38	37	38	54	35	39	46	43	33	42	40	39	33	41	34	45	36	38	35	41
The drugs industry could be better regulated	40	37	42	57	36	41	50	43	38	45	46	38	35	44	36	44	41	39	38	40
The associated illegal activities such as, drugs smuggling and human trafficking would decrease	43	42	41	63	40	41	52	46	39	49	43	44	39	47	37	49	44	44	37	43
The government could raise funds through taxation	36	37	33	54	36	32	45	43	29	39	43	37	27	40	31	40	36	35	33	38
Other benefits	7	5	8	13	4	7	10	9	5	9	7	7	6	8	6	9	7	7	7	5
Not applicable, there would be no benefits if drugs were legalised	30	34	33	16	36	29	23	28	32	22	22	30	42	29	32	26	31	31	31	31
Don't know	10	7	8	6	7	12	9	8	12	15	12	11	7	8	13	9	9	9	14	8

On a different topic...

Did you watch any of the 2010 series of the X-Factor?

Yes, I did	45	44	46	37	47	44	43	37	52	55	51	47	34	43	49	46	45	43	48	42
No, I did not	53	55	53	61	52	55	57	61	46	41	47	53	66	57	49	53	54	55	51	57
Don't know	1	1	1	1	1	1	1	1	2	4	2	1	0	1	2	2	1	2	1	1

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

It has been reported that Cheryl Cole will no longer be a judge on the UK X-Factor. Do you think the X-Factor will be better or worse without Cheryl Cole?

Better	11	14	9	7	14	8	7	11	10	16	14	9	6	11	10	11	12	9	11	9
Worse	19	17	20	18	18	19	18	16	21	30	21	17	13	17	20	14	19	18	21	18
No difference	44	39	48	42	42	49	46	43	46	36	44	46	46	43	46	48	41	45	45	47
Don't know	27	30	23	32	26	23	29	30	23	18	21	27	35	29	24	26	28	29	23	26

Do you think that it would be better for Cheryl Cole's career if she stayed in the US or returned to the UK?

Stay in the US	9	11	9	6	11	9	8	11	7	10	9	8	11	9	9	9	10	9	10	5
Return to the UK	30	31	33	28	30	33	29	26	34	39	31	30	25	30	30	27	31	29	32	26
Both, she should split her time between the US and the UK	12	10	13	10	12	14	10	12	13	18	16	9	11	10	16	11	11	14	13	15
Don't know	48	48	44	56	47	44	54	52	46	33	44	53	53	51	45	53	49	48	45	53

If Cheryl Cole returns to the UK, do you think that she should stay in the limelight or stay out of the limelight?

Stay in the limelight	28	25	31	26	25	33	26	25	30	33	34	27	21	27	28	21	28	27	31	28
Stay out of the limelight	30	32	30	25	35	27	27	30	31	34	28	28	33	29	31	37	31	24	31	30
Don't know	42	43	39	49	40	40	46	45	40	34	38	45	46	44	40	42	41	49	38	42

If Cheryl Cole were to stay in the limelight, what do you think that she should do next? Pick one of the following options.

Remain as a solo artist	19	20	20	15	20	22	17	17	22	29	21	18	16	17	22	18	19	20	19	21
Re-join Girls Aloud	14	13	17	12	14	15	13	13	15	18	20	11	10	14	14	14	15	12	14	14
Join a rival talent show competition as a judge	7	5	7	7	6	8	7	6	7	4	9	6	7	6	8	5	7	5	8	8
Become an actress	2	1	2	1	1	2	2	2	2	3	2	2	1	1	3	3	2	1	3	0
Become a fashion designer	1	1	2	1	1	1	0	1	1	3	2	1	1	1	2	1	2	2	1	1
Something else	11	15	9	11	15	9	10	13	10	10	8	12	14	13	10	12	10	14	12	9
Don't know	46	44	42	54	44	43	52	48	44	33	39	50	52	48	43	47	46	47	43	46

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

It has been reported that the BBC and ITV are bidding for a new talent show competition called 'The Voice.' It has also been reported that Cheryl Cole could be one of the judges. If Cheryl Cole was to be one of the judges on 'The Voice', would this make you more or less likely to want to watch it?

More likely	12	10	13	12	11	14	11	11	13	21	13	11	8	11	13	8	12	13	13	12
Less likely	9	12	9	4	13	8	6	9	10	7	11	10	9	10	8	13	10	9	8	10
Neither, I would want to watch it anyway	17	18	18	12	17	19	15	13	21	18	16	17	17	14	20	18	16	14	19	18
Neither, I would not want to watch it anyway	48	48	46	60	47	46	53	53	43	41	42	49	55	51	44	50	49	48	45	48
Don't know	14	12	14	13	13	13	15	15	13	15	18	13	11	14	15	11	14	15	16	12

After her divorce from Ashley Cole, Cheryl chose to keep her married surname rather than to revert back to her maiden name, which is Tweedy. In your opinion, should Cheryl have kept her married surname or should she have reverted back to her maiden name?

Cheryl should have kept her married surname	22	22	22	24	24	23	21	19	25	29	20	20	22	20	24	17	21	25	22	24
Cheryl should have reverted back to her maiden name	30	32	33	22	32	31	24	33	27	36	36	29	23	27	33	35	30	27	30	28
Don't know	48	46	45	55	45	46	55	48	48	35	43	51	55	52	43	48	49	48	48	47