

YouGov Survey Results

Sample Size: 1648 GB Adults
Fieldwork: 14th - 15th December 2014

| | 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 | 1648 | X | X | X | X | 498 | 389 | 322 | 799 | 849 | 196 | 417 | 564 | 471 | 939 | 709 | 211 | 536 | 353 | 405 | 143 | |
| Unweighted Sample | 1648 | 443 | 425 | 71 | 204 | 523 | 392 | 340 | 840 | 808 | 104 | 343 | 639 | 562 | 1142 | 506 | 278 | 525 | 309 | 385 | 151 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Do you currently use Facebook?

| | | | | | | | | | | | | | | | | | | | | | |
|--------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I do | 71 | 67 | 73 | 78 | 64 | 67 | 69 | 72 | 67 | 75 | 86 | 80 | 70 | 57 | 71 | 71 | 68 | 71 | 73 | 68 | 76 |
| No, I do not | 29 | 33 | 27 | 22 | 36 | 33 | 31 | 28 | 33 | 25 | 14 | 20 | 30 | 43 | 29 | 29 | 32 | 29 | 27 | 32 | 24 |

[The following questions were only asked to respondents who currently use facebook; n=1084]

Facebook is thinking about adding a way to 'dislike' posts on its site, which currently only allows people to 'like' posts. Would you support or oppose adding a 'dislike' function on Facebook?

| | | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Support | 63 | 66 | 58 | 63 | 71 | 67 | 59 | 69 | 64 | 63 | 57 | 59 | 68 | 66 | 62 | 65 | 65 | 66 | 56 | 66 | 63 |
| Oppose | 20 | 19 | 26 | 23 | 11 | 16 | 25 | 19 | 22 | 19 | 32 | 21 | 17 | 17 | 22 | 18 | 17 | 16 | 26 | 23 | 19 |
| Don't know | 16 | 16 | 17 | 14 | 18 | 16 | 16 | 13 | 14 | 18 | 11 | 20 | 15 | 17 | 16 | 17 | 19 | 18 | 18 | 11 | 18 |

How often, if at all, do you see things on Facebook that you dislike?

| | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very often | 20 | 19 | 19 | 22 | 17 | 20 | 18 | 12 | 23 | 18 | 30 | 25 | 17 | 13 | 19 | 22 | 11 | 19 | 22 | 24 | 22 |
| Fairly often | 44 | 38 | 47 | 41 | 45 | 39 | 43 | 55 | 45 | 44 | 47 | 51 | 43 | 37 | 45 | 43 | 48 | 42 | 45 | 44 | 51 |
| TOTAL OFTEN | 64 | 57 | 66 | 63 | 62 | 59 | 61 | 67 | 68 | 62 | 77 | 76 | 60 | 50 | 64 | 65 | 59 | 61 | 67 | 68 | 73 |
| Not very often | 30 | 39 | 29 | 31 | 33 | 36 | 32 | 31 | 27 | 33 | 15 | 20 | 35 | 46 | 31 | 29 | 32 | 36 | 29 | 26 | 21 |
| Never | 1 | 1 | 1 | 0 | 0 | 1 | 3 | 0 | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 4 |
| TOTAL NOT VERY OFTEN / NEVER | 31 | 40 | 30 | 31 | 33 | 37 | 35 | 31 | 28 | 34 | 17 | 20 | 36 | 48 | 32 | 30 | 33 | 36 | 30 | 27 | 25 |
| Don't know | 4 | 3 | 4 | 6 | 6 | 4 | 3 | 2 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 7 | 4 | 3 | 5 | 3 |