

Sample Size: 1618 Adults in GB
Fieldwork: 7th - 8th January 2020

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1618	783	835	178	681	385	374	922	696	194	544	351	390	139
Unweighted Sample	1618	709	909	133	676	399	410	982	636	159	561	350	396	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you watched any of the previous series of the reality TV show Love Island?

Yes I have	18	12	23	46	24	8	3	21	14	24	17	14	17	22
No I have not	81	86	77	51	74	92	96	79	84	75	82	84	82	76
Don't know	2	3	1	3	2	0	0	1	2	2	2	2	1	2

Do you intend to watch the forthcoming series of the reality TV show Love Island?

Yes I do	10	5	14	28	13	4	2	12	7	12	10	8	8	14
No I do not	84	88	81	59	79	94	95	82	87	78	85	87	86	80
Don't know	6	7	5	12	8	2	4	6	6	10	5	5	7	5

Would you describe yourself as a fan of the reality TV show Love Island?

Yes I would	9	5	13	26	12	3	2	11	6	11	9	7	9	10
No I would not	88	92	84	69	84	97	97	87	90	83	88	90	89	88
Don't know	3	3	2	5	4	1	2	2	4	6	2	3	3	2

Would you watch a series of Love Island where all of the contestants were gay and/or lesbian?

Yes I would	11	7	15	32	14	5	3	13	8	22	10	8	9	16
No I would not	79	83	75	51	73	89	93	77	82	64	81	83	83	70
Don't know	10	9	10	17	13	6	4	9	10	14	9	8	8	14

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	Previously watched Love Island?			Intend to watch Love Island?			Fan of Love Island?		
Total	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know
Weighted Sample 1618	284	1309	25	157	1364	97	145	1426	48
Unweighted Sample 1618	284	1319	15	159	1379	80	146	1429	43
	%	%	%	%	%	%	%	%	%

Have you watched any of the previous series of the reality TV show Love Island?

Yes I have	18	100	0	0	91	6	58	96	9	41
No I have not	81	0	100	0	9	93	23	4	91	19
Don't know	2	0	0	100	0	0	19	0	0	39

Do you intend to watch the forthcoming series of the reality TV show Love Island?

Yes I do	10	50	1	0	100	0	0	82	2	12
No I do not	84	30	97	25	0	100	0	5	95	17
Don't know	6	20	2	75	0	0	100	13	3	71

Would you describe yourself as a fan of the reality TV show Love Island?

Yes I would	9	49	0	0	75	1	20	100	0	0
No I would not	88	44	99	25	21	99	46	0	100	0
Don't know	3	7	1	75	4	1	35	0	0	100

Would you watch a series of Love Island where all of the contestants were gay and/or lesbian?

Yes I would	11	41	5	3	55	5	23	55	7	19
No I would not	79	38	89	18	26	88	33	27	86	23
Don't know	10	21	6	79	19	6	44	17	7	58
					72	69				

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Weighted Sample	1618	783	835	178	681	385	374	922	696	194	544	351	390	139
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose Love Island having some contestants with the following characteristics?

Homosexual

Strongly support	28	20	35	47	37	19	10	31	24	33	26	23	29	34
Somewhat support	17	15	19	16	17	21	14	17	17	18	19	15	19	8
TOTAL SUPPORT	45	35	54	63	54	40	24	48	41	51	45	38	48	42
Somewhat oppose	6	6	6	5	5	6	7	5	6	6	7	5	4	7
Strongly oppose	13	18	9	10	8	12	27	12	16	8	14	15	13	16
TOTAL OPPOSE	19	24	15	15	13	18	34	17	22	14	21	20	17	23
Don't know	36	42	31	22	33	42	43	36	37	35	34	42	35	35

Bisexual

Strongly support	27	19	35	48	36	19	10	30	23	34	25	22	28	33
Somewhat support	18	18	19	19	19	22	14	19	18	21	20	17	20	10
TOTAL SUPPORT	45	37	54	67	55	41	24	49	41	55	45	39	48	43
Somewhat oppose	6	6	5	4	4	7	8	5	7	5	7	5	4	6
Strongly oppose	12	16	9	10	7	10	25	11	14	8	12	14	13	13
TOTAL OPPOSE	18	22	14	14	11	17	33	16	21	13	19	19	17	19
Don't know	37	42	32	18	34	43	43	35	38	32	36	41	36	37

Asexual (i.e. not people who do not experience sexual attraction, but still feel romantic attraction)

Strongly support	24	17	31	38	32	18	10	27	21	25	24	19	26	31
Somewhat support	18	17	19	21	16	22	16	18	18	22	20	15	19	10
TOTAL SUPPORT	42	34	50	59	48	40	26	45	39	47	44	34	45	41
Somewhat oppose	6	5	7	6	6	6	6	6	6	7	7	7	5	5
Strongly oppose	11	15	8	12	7	8	22	9	14	8	11	13	11	14
TOTAL OPPOSE	17	20	15	18	13	14	28	15	20	15	18	20	16	19
Don't know	40	46	35	22	39	46	45	39	42	39	39	46	38	40

Physical disabilities

Strongly support	31	21	41	49	39	23	15	33	29	34	31	27	32	36
Somewhat support	23	23	22	21	22	25	21	24	21	26	24	21	23	15
TOTAL SUPPORT	54	44	63	70	61	48	36	57	50	60	55	48	55	51
Somewhat oppose	3	4	2	2	3	4	5	3	4	3	4	3	3	3
Strongly oppose	7	10	4	9	3	5	16	6	9	4	7	9	7	7
TOTAL OPPOSE	10	14	6	11	6	9	21	9	13	7	11	12	10	10
Don't know	36	42	30	19	33	43	43	35	38	32	35	40	35	39

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	Previously watched Love Island?			Intend to watch Love Island?			Fan of Love Island?		
Total	Yes	No	Don't know	Yes	No	Don't know	Yes	No	Don't know
Weighted Sample 1618	284	1309	25	157	1364	97	145	1426	48
Unweighted Sample 1618	284	1319	15	159	1379	80	146	1429	43
	%	%	%	%	%	%	%	%	%

Would you support or oppose Love Island having some contestants with the following characteristics?

Homosexual

Strongly support	28	48	24	7	52	24	32	50	25	32
Somewhat support	17	20	16	28	20	17	16	20	17	17
TOTAL SUPPORT	45	68	40	35	72	41	48	70	42	49
Somewhat oppose	6	9	5	4	6	5	11	7	5	9
Strongly oppose	13	6	15	18	10	14	10	9	14	12
TOTAL OPPOSE	19	15	20	22	16	19	21	16	19	21
Don't know	36	17	40	43	11	40	31	15	39	30

Bisexual

Strongly support	27	47	23	7	51	24	28	51	25	29
Somewhat support	18	25	17	28	24	18	24	24	18	19
TOTAL SUPPORT	45	72	40	35	75	42	52	75	43	48
Somewhat oppose	6	7	5	4	7	5	7	10	5	9
Strongly oppose	12	4	14	9	8	13	6	2	13	7
TOTAL OPPOSE	18	11	19	13	15	18	13	12	18	16
Don't know	37	17	41	52	10	40	35	13	39	35

Asexual (i.e. not people who do not experience sexual attraction, but still feel romantic attraction)

Strongly support	24	37	22	7	38	23	20	37	23	23
Somewhat support	18	22	17	22	26	17	16	26	18	8
TOTAL SUPPORT	42	59	39	29	64	40	36	63	41	31
Somewhat oppose	6	12	5	0	15	5	6	17	5	4
Strongly oppose	11	8	12	24	8	11	16	5	12	21
TOTAL OPPOSE	17	20	17	24	23	16	22	22	17	25
Don't know	40	20	44	46	13	43	41	15	43	44

Physical disabilities

Strongly support	31	50	27	28	55	28	35	54	28	43
Somewhat support	23	35	20	11	31	21	26	33	22	11
TOTAL SUPPORT	54	85	47	39	86	49	61	87	50	54
Somewhat oppose	3	3	3	5	5	3	3	4	3	8
Strongly oppose	7	2	8	9	3	7	6	3	7	6
TOTAL OPPOSE	10	5	11	14	8	10	9	7	10	14
Don't know	36	10	41	46	7	40	29	6	39	32

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Aged 50 or older														
Strongly support	27	19	34	34	33	24	15	28	25	33	28	20	26	29
Somewhat support	22	20	23	14	23	25	20	21	23	21	23	21	24	15
TOTAL SUPPORT	49	39	57	48	56	49	35	49	48	54	51	41	50	44
Somewhat oppose	7	7	6	17	6	4	7	8	5	5	7	7	6	9
Strongly oppose	8	10	6	11	4	5	16	7	10	6	7	10	8	8
TOTAL OPPOSE	15	17	12	28	10	9	23	15	15	11	14	17	14	17
Don't know	37	43	31	25	34	41	42	36	37	35	35	41	35	39
Unattractive														
Strongly support	29	20	38	36	38	26	13	30	29	29	31	26	30	31
Somewhat support	22	21	24	20	22	23	23	23	22	26	22	21	24	18
TOTAL SUPPORT	51	41	62	56	60	49	36	53	51	55	53	47	54	49
Somewhat oppose	4	5	4	9	3	3	6	5	3	4	4	5	4	5
Strongly oppose	7	10	4	7	4	5	15	6	9	3	7	9	7	7
TOTAL OPPOSE	11	15	8	16	7	8	21	11	12	7	11	14	11	12
Don't know	37	44	31	27	33	43	43	37	38	38	36	40	35	39

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Unweighted Sample	1618	284	1319	15	159	1379	80	146	1429	43
	%	%	%	%	%	%	%	%	%	%
Aged 50 or older										
Strongly support	27	34	25	28	34	26	26	36	26	28
Somewhat support	22	29	20	16	32	21	24	30	21	18
TOTAL SUPPORT	49	63	45	44	66	47	50	66	47	46
Somewhat oppose	7	16	5	0	18	5	13	21	5	11
Strongly oppose	8	6	8	9	6	8	8	6	8	6
TOTAL OPPOSE	15	22	13	9	24	13	21	27	13	17
Don't know	37	15	41	46	11	40	29	7	40	37
Unattractive										
Strongly support	29	44	26	42	47	27	33	47	27	38
Somewhat support	22	31	21	11	34	21	29	32	21	21
TOTAL SUPPORT	51	75	47	53	81	48	62	79	48	59
Somewhat oppose	4	11	3	0	9	4	7	13	4	5
Strongly oppose	7	2	8	9	4	7	4	3	7	6
TOTAL OPPOSE	11	13	11	9	13	11	11	16	11	11
Don't know	37	11	43	38	7	41	26	5	40	30