

YouGov / University of Lancaster Survey Results

Sample Size: 4437 GB Adults
Fieldwork: 25th - 30th January 2013

	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	4437	1154	1453	382	1395	1125	973	2156	2281	537	1131	1517	1251	2529	1908	568	1442	950	1092	386
Unweighted Sample	4437	1065	1504	332	1334	1163	981	2170	2267	412	1180	1715	1130	2839	1598	953	1338	833	998	315
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements?

Sex is important for a fulfilled human life

Strongly agree	30	31	31	28	30	29	28	39	20	37	34	29	23	32	27	32	27	31	32	27
Tend to agree	38	39	38	40	39	38	39	37	39	36	39	38	37	38	37	40	37	36	38	40
TOTAL AGREE	68	70	69	68	69	67	67	76	59	73	73	67	60	70	64	72	64	67	70	67
Neither agree nor disagree	21	20	20	21	21	22	21	15	28	13	17	22	28	20	24	18	23	20	22	23
Tend to disagree	7	7	6	6	7	6	8	4	9	4	5	8	8	6	7	5	8	8	5	6
Strongly disagree	2	2	2	5	2	2	3	2	3	3	2	3	3	2	3	2	3	2	2	3
TOTAL DISAGREE	9	9	8	11	9	8	11	6	12	7	7	11	11	8	10	7	11	10	7	9
Don't know	2	1	1	1	1	2	1	3	2	7	3	1	1	2	3	3	3	2	1	2

The profile of sex in our society is too high

Strongly agree	28	32	26	28	31	27	28	25	32	21	24	29	34	29	27	27	29	28	28	30
Tend to agree	38	38	38	40	38	38	41	36	40	35	37	39	40	40	36	37	39	40	37	37
TOTAL AGREE	66	70	64	68	69	65	69	61	72	56	61	68	74	69	63	64	68	68	65	67
Neither agree nor disagree	22	21	24	19	21	24	20	25	20	20	25	23	20	20	25	21	22	22	23	23
Tend to disagree	6	6	7	9	5	6	8	8	4	11	8	6	3	7	5	7	5	5	8	6
Strongly disagree	2	2	2	2	2	3	2	3	1	3	2	2	1	2	2	3	2	2	2	4
TOTAL DISAGREE	8	8	9	11	7	9	10	11	5	14	10	8	4	9	7	10	7	7	10	10
Don't know	3	1	3	1	1	3	2	3	3	10	3	1	1	2	4	4	3	3	2	1

Fieldwork: 25th - 30th January 2013

	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	4437	1154	1453	382	1395	1125	973	2156	2281	537	1131	1517	1251	2529	1908	568	1442	950	1092	386
Unweighted Sample	4437	1065	1504	332	1334	1163	981	2170	2267	412	1180	1715	1130	2839	1598	953	1338	833	998	315
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How guilty, if at all, would you feel if you did one of the following things?

Used pornography for sexual stimulation

Very guilty	12	13	10	12	13	13	10	7	17	8	7	10	21	12	12	13	10	12	14	12
Fairly guilty	14	13	16	17	15	14	14	11	16	14	14	12	16	15	11	13	15	12	13	15
TOTAL GUILTY	26	26	26	29	28	27	24	18	33	22	21	22	37	27	23	26	25	24	27	27
Not very guilty	24	25	24	25	25	23	24	23	24	26	20	25	25	24	23	24	24	24	24	22
Not at all guilty	40	41	40	39	37	40	44	52	29	43	52	43	25	40	41	39	40	42	41	40
TOTAL NOT GUILTY	64	66	64	64	62	63	68	75	53	69	72	68	50	64	64	63	64	66	65	62
Don't know	10	8	9	7	10	10	8	7	14	10	7	10	13	9	12	11	11	10	9	11

Used contraception

Very guilty	3	2	3	4	2	4	2	3	2	3	4	2	2	2	3	4	2	3	3	1
Fairly guilty	2	1	2	6	2	2	2	2	2	2	4	2	1	2	2	4	2	1	3	1
TOTAL GUILTY	5	3	5	10	4	6	4	5	4	5	8	4	3	4	5	8	4	4	6	2
Not very guilty	9	10	10	6	9	11	6	10	8	7	9	9	10	9	10	9	8	9	10	9
Not at all guilty	82	85	82	82	84	79	88	80	85	81	78	85	84	84	80	77	84	84	81	84
TOTAL NOT GUILTY	91	95	92	88	93	90	94	90	93	88	87	94	94	93	90	86	92	93	91	93
Don't know	4	2	4	2	2	4	3	4	4	7	5	2	4	3	6	6	4	3	3	5

Had sex before marriage/civil partnership

Very guilty	6	5	6	7	6	8	4	6	6	7	7	5	5	6	6	7	5	6	7	5
Fairly guilty	7	8	7	7	8	7	7	6	8	6	6	5	9	7	7	8	7	7	6	7
TOTAL GUILTY	13	13	13	14	14	15	11	12	14	13	13	10	14	13	13	15	12	13	13	12
Not very guilty	15	15	15	16	16	14	13	14	15	11	10	13	22	15	14	14	16	13	14	17
Not at all guilty	68	69	68	66	67	68	72	69	67	69	71	73	59	69	67	65	67	71	69	66
TOTAL NOT GUILTY	83	84	83	82	83	82	85	83	82	80	81	86	81	84	81	79	83	84	83	83
Don't know	4	3	4	3	3	4	3	5	4	7	5	3	4	3	5	6	5	3	3	5

Had sex outside marriage/civil partnership

Very guilty	40	42	38	36	42	40	39	33	46	36	40	41	40	40	39	36	40	42	40	37
Fairly guilty	16	18	17	21	16	16	21	19	14	13	13	15	22	17	15	18	18	14	16	16
TOTAL GUILTY	56	60	55	57	58	56	60	52	60	49	53	56	62	57	54	54	58	56	56	53
Not very guilty	9	9	9	9	10	10	6	9	9	8	8	8	13	8	10	9	10	8	8	11
Not at all guilty	28	28	29	30	26	29	29	32	25	32	32	31	20	28	29	29	26	31	30	28
TOTAL NOT GUILTY	37	37	38	39	36	39	35	41	34	40	40	39	33	36	39	38	36	39	38	39
Don't know	6	3	6	5	5	6	5	7	6	11	7	5	6	6	7	7	7	6	6	8

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Sample Size: 4437 GB Adults
Fieldwork: 25th - 30th January 2013

	Education					PANEL DEMOGRAPHIC: RELIGION												
Total	None	GCSE	A level	Degree	Other	None	Ang-lican	Roman Catholic	Presby-terian	Meth-odist	Baptist	Jewish	Hindu	Islam / Muslim	Sikh	Other	Prefer not to say	
Weighted Sample	4437	345	581	707	1186	1434	1630	1519	391	108	121	60	82	48	106	24	100	207
Unweighted Sample	4437	271	544	636	1414	1409	1649	1261	354	90	96	58	162	92	201	49	185	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements?

Sex is important for a fulfilled human life

Strongly agree	30	21	26	31	33	31	33	27	34	21	14	18	33	51	52	30	22	23
Tend to agree	38	34	36	40	40	37	37	39	39	40	42	41	40	24	25	44	38	29
TOTAL AGREE	68	55	62	71	73	68	70	66	73	61	56	59	73	75	77	74	60	52
Neither agree nor disagree	21	35	27	17	16	22	19	24	18	27	32	19	19	17	14	15	26	24
Tend to disagree	7	5	9	8	6	6	7	7	5	6	6	13	7	3	3	4	10	3
Strongly disagree	2	4	1	3	2	3	3	2	2	4	5	9	1	1	2	2	3	3
TOTAL DISAGREE	9	9	10	11	8	9	10	9	7	10	11	22	8	4	5	6	13	6
Don't know	2	1	1	1	2	1	1	1	1	2	0	0	1	4	4	6	2	18

The profile of sex in our society is too high

Strongly agree	28	25	28	30	29	29	24	28	36	25	31	43	38	34	42	43	41	20
Tend to agree	38	34	41	39	40	37	37	42	38	28	43	36	35	40	39	31	31	25
TOTAL AGREE	66	59	69	69	69	66	61	70	74	53	74	79	73	74	81	74	72	45
Neither agree nor disagree	22	31	23	19	19	25	24	22	19	27	20	18	20	14	10	20	18	29
Tend to disagree	6	5	4	8	8	6	9	5	4	12	6	1	4	3	2	0	3	4
Strongly disagree	2	2	2	2	2	2	2	1	2	8	0	2	2	0	1	0	5	4
TOTAL DISAGREE	8	7	6	10	10	8	11	6	6	20	6	3	6	3	3	0	8	8
Don't know	3	3	2	3	2	1	3	1	1	1	0	0	1	9	5	6	2	18

Fieldwork: 25th - 30th January 2013

	Education					PANEL DEMOGRAPHIC: RELIGION												
Total	None	GCSE	A level	Degree	Other	None	Ang- lican	Roman Catholic	Presby- terian	Method- ist	Baptist	Jewish	Hindu	Islam / Muslim	Sikh	Other	Prefer not to say	
Weighted Sample	4437	345	581	707	1186	1434	1630	1519	391	108	121	60	82	48	106	24	100	207
Unweighted Sample	4437	271	544	636	1414	1409	1649	1261	354	90	96	58	162	92	201	49	185	192
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How guilty, if at all, would you feel if you did one of the following things?

Used pornography for sexual stimulation

Very guilty	12	19	12	10	10	14	5	14	15	22	15	46	15	15	30	16	17	15
Fairly guilty	14	10	14	14	17	12	10	16	15	14	12	23	16	11	24	16	17	9
TOTAL GUILTY	26	29	26	24	27	26	15	30	30	36	27	69	31	26	54	32	34	24
Not very guilty	24	19	29	23	23	25	22	26	26	34	11	23	21	18	10	26	20	
Not at all guilty	40	32	35	46	43	40	56	32	38	27	28	16	38	37	14	43	31	29
TOTAL NOT GUILTY	64	51	64	69	66	65	78	58	64	53	62	27	61	58	32	53	57	49
Don't know	10	20	10	6	7	10	8	11	6	11	11	4	8	16	13	16	9	28

Used contraception

Very guilty	3	3	2	2	2	4	2	2	5	4	1	4	2	2	12	4	2	3
Fairly guilty	2	2	2	1	2	3	1	1	4	0	4	3	1	7	11	3	2	5
TOTAL GUILTY	5	5	4	3	4	7	3	3	9	4	5	7	3	9	23	7	4	8
Not very guilty	9	11	9	9	8	10	5	10	15	8	10	11	10	17	19	15	5	16
Not at all guilty	82	75	84	86	87	81	90	83	74	84	83	77	85	64	48	65	87	55
TOTAL NOT GUILTY	91	86	93	95	95	91	95	93	89	92	93	88	95	81	67	80	92	71
Don't know	4	9	4	2	2	3	3	3	1	4	2	5	2	11	11	13	4	21

Had sex before marriage/civil partnership

Very guilty	6	4	4	6	6	8	3	5	6	8	6	27	8	13	42	22	14	9
Fairly guilty	7	9	5	5	8	7	2	7	13	4	18	23	4	13	20	13	13	7
TOTAL GUILTY	13	13	9	11	14	15	5	12	19	12	24	50	12	26	62	35	27	16
Not very guilty	15	14	18	13	12	17	8	19	18	24	17	20	24	20	14	15	12	16
Not at all guilty	68	65	71	73	72	65	84	66	62	57	57	28	63	40	13	41	58	45
TOTAL NOT GUILTY	83	79	89	86	84	82	92	85	80	81	74	48	87	60	27	56	70	61
Don't know	4	8	3	3	2	3	3	3	1	7	2	2	2	14	11	9	3	23

Had sex outside marriage/civil partnership

Very guilty	40	35	41	39	43	40	33	42	44	43	48	68	44	45	58	48	51	34
Fairly guilty	16	12	18	18	16	17	15	18	13	23	15	20	28	15	11	15	20	11
TOTAL GUILTY	56	47	59	57	59	57	48	60	57	66	63	88	72	60	69	63	71	45
Not very guilty	9	12	10	7	7	11	8	10	10	10	11	1	7	9	8	11	5	11
Not at all guilty	28	30	27	30	29	27	38	25	29	19	21	8	18	16	11	17	18	18
TOTAL NOT GUILTY	37	42	37	37	36	38	46	35	39	29	32	9	25	25	19	28	23	29
Don't know	6	11	4	6	5	5	6	5	3	5	4	3	3	15	12	8	6	26

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Sample Size: 4437 GB Adults
Fieldwork: 25th - 30th January 2013

	Guidance											
	Total	Religion	Family	God	Own reason	Own intuition	Religious leaders	Religious teachings	Friends	Deceased loved ones	Literature and art	Science
Weighted Sample	4437	138	2342	632	2862	2532	88	498	1629	276	255	854
Unweighted Sample	4437	167	2280	705	2941	2564	102	612	1642	244	286	927
	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements?

Sex is important for a fulfilled human life

Strongly agree	30	33	30	26	30	29	32	30	32	24	28	38
Tend to agree	38	34	40	39	39	40	42	37	41	36	46	39
TOTAL AGREE	68	67	70	65	69	69	74	67	73	60	74	77
Neither agree nor disagree	21	18	20	23	20	21	13	22	19	27	16	15
Tend to disagree	7	11	7	8	8	8	7	7	6	10	7	6
Strongly disagree	2	4	2	4	2	2	4	3	2	3	3	2
TOTAL DISAGREE	9	15	9	12	10	10	11	10	8	13	10	8
Don't know	2	1	1	1	1	1	3	1	1	1	1	1

The profile of sex in our society is too high

Strongly agree	28	54	28	44	28	28	52	50	25	35	33	23
Tend to agree	38	29	42	37	42	42	26	34	44	37	39	41
TOTAL AGREE	66	83	70	81	70	70	78	84	69	72	72	64
Neither agree nor disagree	22	11	19	13	20	21	19	12	21	19	19	23
Tend to disagree	6	2	7	2	6	6	1	2	7	4	6	8
Strongly disagree	2	2	2	3	2	2	1	2	2	4	1	3
TOTAL DISAGREE	8	4	9	5	8	8	2	4	9	8	7	11
Don't know	3	1	2	2	1	1	1	1	2	2	2	1

Fieldwork: 25th - 30th January 2013

	Guidance											
Total	Religion	Family	God	Own reason	Own intuition	Religious leaders	Religious teachings	Friends	Deceased loved ones	Literature and art	Science	
Weighted Sample	4437	138	2342	632	2862	2532	88	498	1629	276	255	854
Unweighted Sample	4437	167	2280	705	2941	2564	102	612	1642	244	286	927
	%	%	%	%	%	%	%	%	%	%	%	%

How guilty, if at all, would you feel if you did one of the following things?

Used pornography for sexual stimulation

Very guilty	12	34	12	28	10	10	25	30	11	15	9	6
Fairly guilty	14	23	14	25	14	14	25	22	13	18	18	11
TOTAL GUILTY	26	57	26	53	24	24	50	52	24	33	27	17
Not very guilty	24	19	25	19	24	25	25	21	25	25	20	24
Not at all guilty	40	18	41	18	44	43	17	19	44	28	48	55
TOTAL NOT GUILTY	64	37	66	37	68	68	42	40	69	53	68	79
Don't know	10	6	8	10	8	8	9	7	8	13	6	4

Used contraception

Very guilty	3	8	1	4	1	1	13	3	2	3	1	1
Fairly guilty	2	4	1	4	1	1	9	4	1	2	2	2
TOTAL GUILTY	5	12	2	8	2	2	22	7	3	5	3	3
Not very guilty	9	11	8	15	6	7	14	14	7	11	7	5
Not at all guilty	82	73	88	73	90	89	55	77	88	81	89	91
TOTAL NOT GUILTY	91	84	96	88	96	96	69	91	95	92	96	96
Don't know	4	3	2	4	1	2	7	3	2	3	2	1

Had sex before marriage/civil partnership

Very guilty	6	27	5	17	4	4	23	19	4	7	6	3
Fairly guilty	7	22	6	18	6	5	23	20	6	5	5	5
TOTAL GUILTY	13	49	11	35	10	9	46	39	10	12	11	8
Not very guilty	15	19	13	24	13	13	15	21	12	21	13	9
Not at all guilty	68	31	74	38	75	76	32	37	77	65	75	81
TOTAL NOT GUILTY	83	50	87	62	88	89	47	58	89	86	88	90
Don't know	4	1	2	3	2	2	8	2	1	1	1	1

Had sex outside marriage/civil partnership

Very guilty	40	60	44	56	42	42	49	59	41	41	43	35
Fairly guilty	16	19	16	18	17	18	12	14	16	18	12	19
TOTAL GUILTY	56	79	60	74	59	60	61	73	57	59	55	54
Not very guilty	9	10	7	7	7	8	13	11	7	9	7	7
Not at all guilty	28	9	29	15	30	29	18	12	32	30	33	35
TOTAL NOT GUILTY	37	19	36	22	37	37	31	23	39	39	40	42
Don't know	6	3	4	4	4	4	8	4	4	2	5	4

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Sample Size: 4437 GB Adults
Fieldwork: 25th - 30th January 2013

	Most guidance											
	Total	Family	Friends	God	Own intuition	Own reason	Religious teachings	Religious leaders	Religion	Science	Literature and art	Deceased loved ones
Weighted Sample	4437	583	129	246	960	1805	95	20	19	97	16	36
Unweighted Sample	4437	542	122	291	935	1850	112	21	23	96	18	25
	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with the following statements?

Sex is important for a fulfilled human life

Strongly agree	30	29	35	28	28	31	21	39	61	44	9	17
Tend to agree	38	39	41	33	39	40	43	37	17	31	43	49
TOTAL AGREE	68	68	76	61	67	71	64	76	78	75	52	66
Neither agree nor disagree	21	21	17	25	22	19	25	11	18	17	32	25
Tend to disagree	7	6	4	9	8	7	5	6	0	5	16	0
Strongly disagree	2	2	1	4	2	2	5	5	4	2	0	5
TOTAL DISAGREE	9	8	5	13	10	9	10	11	4	7	16	5
Don't know	2	1	1	1	0	1	1	1	0	0	0	3

The profile of sex in our society is too high

Strongly agree	28	27	23	44	28	27	56	63	49	20	30	38
Tend to agree	38	40	43	35	41	41	22	6	13	28	35	33
TOTAL AGREE	66	67	66	79	69	68	78	69	62	48	65	71
Neither agree nor disagree	22	20	21	15	22	22	16	26	22	29	30	20
Tend to disagree	6	8	6	1	5	7	3	0	4	10	0	6
Strongly disagree	2	2	4	3	2	2	4	3	6	10	0	0
TOTAL DISAGREE	8	10	10	4	7	9	7	3	10	20	0	6
Don't know	3	4	2	2	2	1	0	1	6	2	6	3

Fieldwork: 25th - 30th January 2013

	Most guidance											
Total	Family	Friends	God	Own intuition	Own reason	Religious teachings	Religious leaders	Religion	Science	Literature and art	Deceased loved ones	
Weighted Sample	4437	583	129	246	960	1805	95	20	19	97	16	36
Unweighted Sample	4437	542	122	291	935	1850	112	21	23	96	18	25
	%	%	%	%	%	%	%	%	%	%	%	%

How guilty, if at all, would you feel if you did one of the following things?

Used pornography for sexual stimulation

Very guilty	12	14	16	36	11	8	35	27	36	8	13	23
Fairly guilty	14	14	12	28	16	11	18	17	7	11	23	27
TOTAL GUILTY	26	28	28	64	27	19	53	44	43	19	36	50
Not very guilty	24	26	28	14	26	25	18	41	17	15	25	22
Not at all guilty	40	37	37	13	38	47	21	0	30	62	26	21
TOTAL NOT GUILTY	64	63	65	27	64	72	39	41	47	77	51	43
Don't know	10	10	8	10	9	8	8	15	11	5	13	7

Used contraception

Very guilty	3	1	2	8	2	1	9	32	14	5	8	12
Fairly guilty	2	1	3	7	1	1	5	10	3	8	13	11
TOTAL GUILTY	5	2	5	15	3	2	14	42	17	13	21	23
Not very guilty	9	12	14	16	9	5	21	0	15	11	5	18
Not at all guilty	82	82	80	62	86	91	63	52	64	75	65	55
TOTAL NOT GUILTY	91	94	94	78	95	96	84	52	79	86	70	73
Don't know	4	3	2	6	2	1	2	7	5	1	8	3

Had sex before marriage/civil partnership

Very guilty	6	6	11	29	3	3	21	24	41	5	8	19
Fairly guilty	7	6	3	25	6	4	18	23	25	10	23	12
TOTAL GUILTY	13	12	14	54	9	7	39	47	66	15	31	31
Not very guilty	15	16	18	18	15	12	26	16	13	14	17	22
Not at all guilty	68	70	66	23	73	79	33	22	16	67	44	44
TOTAL NOT GUILTY	83	86	84	41	88	91	59	38	29	81	61	66
Don't know	4	3	2	5	2	2	1	15	5	4	8	3

Had sex outside marriage/civil partnership

Very guilty	40	46	39	60	40	39	63	53	41	24	37	25
Fairly guilty	16	13	19	19	18	18	8	9	17	16	6	11
TOTAL GUILTY	56	59	58	79	58	57	71	62	58	40	43	36
Not very guilty	9	10	11	6	9	8	10	16	27	13	13	23
Not at all guilty	28	26	27	10	29	31	16	15	10	39	27	34
TOTAL NOT GUILTY	37	36	38	16	38	39	26	31	37	52	40	57
Don't know	6	6	4	5	4	4	3	7	5	9	17	7