

YouGov Survey Results

Sample Size: 1650 GB Adults
Fieldwork: 8th - 9th May 2017

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region						
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1650	648	705	465	386	99	159	799	851	191	705	408	347	941	709	198	548	355	398	152	
Unweighted Sample	1650	761	707	474	413	114	162	744	906	192	675	419	364	1015	635	145	556	370	408	171	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	24-25 April '16	8-9 May '17																			
If there was a referendum on Britain's membership of the Eurovision Song Contest, how would you vote?																					
I would vote to remain a member of the Eurovision Song Contest	21	21	32	13	21	24	32	14	21	22	31	25	19	10	26	15	27	22	22	18	20
I would vote to leave the Eurovision Song Contest	31	27	17	41	31	25	21	45	29	26	14	24	31	35	24	32	16	27	28	31	30
I would not vote	39	44	45	41	44	45	45	36	45	43	39	42	47	49	43	45	42	45	44	45	42
Don't know	8	7	6	5	5	6	1	5	6	9	15	9	3	6	7	8	14	6	6	6	9
Have you ever watched the Eurovision song contest?																					
Yes	82	83	87	87	88	88	95	86	80	87	67	81	89	91	85	81	82	85	81	81	89
No, never	16	14	11	13	11	12	5	14	18	10	19	17	10	9	12	16	13	12	16	17	11
No, I don't know what Eurovision is	2	3	1	1	1	0	0	0	2	3	14	2	1	0	3	3	5	3	3	2	0
Will you watch the Eurovision song contest in May 2017?																					
<i>[This question was only asked to respondents who know what Eurovision is; n=1620]</i>																					
Yes, definitely	8	9	11	5	7	10	13	5	7	10	17	11	5	2	10	6	9	8	10	8	7
Yes, probably	17	13	17	9	13	13	23	8	14	12	18	14	12	9	14	11	21	11	10	13	16
TOTAL YES	25	22	28	14	20	23	36	13	21	22	35	25	17	11	24	17	30	19	20	21	23
No, probably not	30	25	28	25	25	27	31	20	21	30	30	26	24	24	25	26	25	27	23	26	26
No, definitely not	39	47	38	55	48	44	30	61	53	41	31	41	51	59	44	50	38	47	52	46	43
TOTAL NO	69	72	66	80	73	71	61	81	74	71	61	67	75	83	69	76	63	74	75	72	69
Don't know	6	7	6	6	8	6	3	5	5	8	5	7	7	6	6	7	7	7	5	7	8

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

How big an event, if at all, is the Eurovision Song Contest in Britain?

[This question was only asked to respondents who know what Eurovision is; n=1620]

	24-25 April '16	8-9 May '17																			
A big event	2	3	3	2	2	3	4	1	2	3	1	4	2	2	2	3	4	3	3	2	2
A fairly big event	18	18	23	14	15	22	29	12	15	21	25	19	19	12	18	18	16	17	21	17	19
TOTAL BIG EVENT	20	21	26	16	17	25	33	13	17	24	26	23	21	14	20	21	20	20	24	19	21
Not really a big event	36	36	40	37	41	36	31	37	35	38	42	38	34	33	40	32	43	35	33	38	35
Not a big event at all	34	36	28	41	38	32	30	44	42	31	21	32	42	45	34	39	31	40	34	36	35
TOTAL NOT A BIG EVENT	70	72	68	78	79	68	61	81	77	69	63	70	76	78	74	71	74	75	67	74	70
Don't know	9	7	6	6	5	7	6	7	6	7	10	7	4	7	6	8	7	5	9	7	9

Which, if any, of the following statements comes closest to your view on how the public in general vote on the Eurovision Song Contest in Britain?

[This question was only asked to those who have ever watched the Eurovision song contest; n=1412]

I think they vote solely due to political reasons	34	28	40	34	32	25	46	34	34	27	31	39	37	31	38	31	33	33	38	32
I think they vote on a mixture of political reasons and on the merit of each performance	36	43	28	38	35	50	26	37	35	53	37	32	31	40	29	38	36	37	32	39
I think they vote solely on the merit of the performance	13	14	13	13	14	14	9	14	11	7	13	14	13	12	13	10	14	12	13	11
I think they vote for other reasons	5	2	7	5	4	3	4	5	4	4	3	4	7	3	6	2	5	5	4	6
Not sure	13	13	11	10	16	7	15	10	16	9	16	11	12	14	13	18	13	12	13	12

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

24-25
April
'16

8-9
May
'17

For which, if any, of the following reasons would you watch Eurovision song contest? (Please select all that apply)

[This question was only asked to respondents who know what Eurovision is; n=1620]

I find the commentary in my own country amusing	27	26	35	22	31	28	48	21	22	31	34	28	26	19	30	21	26	26	26	26	28
I watch it so I can make fun of it	21	19	26	15	17	22	32	15	20	18	29	24	14	7	22	14	21	21	17	16	19
I like to see how people from other countries perform	13	15	18	10	12	15	25	10	14	16	20	16	17	9	16	14	19	12	15	17	19
I like that it's a contest between countries	9	11	11	7	7	10	17	10	10	11	21	12	9	4	11	10	14	9	11	10	10
Because my family/friends watch it	9	10	14	7	8	12	19	7	11	10	20	12	9	3	12	7	10	11	10	10	7
I like the music	10	9	9	6	8	8	11	7	8	10	19	10	7	4	8	10	10	8	9	10	9
It's a good excuse for a party with my friends	8	9	14	5	8	11	17	6	7	10	22	12	5	1	11	6	13	8	9	8	6
I love everything about it	5	5	6	4	5	5	4	3	4	6	12	6	4	2	6	5	6	3	7	7	5
Other	3	4	4	4	4	3	2	5	5	3	4	3	4	5	4	4	3	6	3	2	4
Don't know	9	10	8	10	9	9	5	4	9	11	13	10	6	12	10	10	14	9	9	10	10
I would never watch Eurovision	37	38	30	45	38	37	17	53	41	35	20	32	42	53	34	43	29	38	42	40	36

What part of the contest do you enjoy the MOST?

[This question was only asked to those who have ever watched the Eurovision song contest; n=1412]

The songs	24	20	22	17	19	22	19	16	18	22	32	24	16	13	21	20	25	21	19	19	19
The voting	17	17	18	16	20	14	18	14	18	16	15	18	18	15	18	16	14	16	16	21	19
The host/hosts of the show	8	9	10	8	11	9	10	7	8	9	14	8	11	5	10	6	9	9	11	6	9
The videos introducing each country	4	5	6	4	4	5	13	3	6	4	4	6	4	4	5	5	11	4	3	3	4
The halftime show	1	1	1	0	1	1	2	0	0	1	0	0	1	0	1	0	0	1	0	0	1
Other	10	12	10	14	13	10	9	19	15	9	8	11	14	14	12	12	9	13	13	11	9
Don't know	36	37	32	40	33	41	28	41	35	38	27	33	35	49	34	41	33	37	38	38	38

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

24-25
April
'16

8-9
May
'17

What part of the contest do you enjoy the LEAST?

[This question was only asked to those who have ever watched the Eurovision song contest; n=1412]

The voting	17	18	18	19	22	16	19	20	17	19	16	18	19	19	20	16	18	21	15	18	15
The songs	18	17	17	18	16	19	18	21	22	14	13	16	20	19	18	17	15	18	19	16	18
The host/hosts of the show	11	11	12	10	11	9	16	14	10	11	6	13	11	10	11	11	15	12	9	11	8
The halftime show	10	10	12	9	11	10	14	6	10	10	14	11	11	6	10	10	10	10	11	10	10
The videos introducing each country	11	10	11	9	9	9	14	4	8	11	13	11	10	6	10	10	5	10	12	9	15
Other	4	6	4	8	6	7	0	14	8	4	6	5	7	8	6	7	4	7	6	6	6
Don't know	30	27	27	27	24	31	18	21	24	30	32	26	23	32	26	29	32	23	30	29	28

What part of the songs do you enjoy the MOST?

[This question was only asked to those who have ever watched the Eurovision song contest; n=1412]

The special effects/staging	7	10	13	8	9	13	15	4	9	10	15	13	8	3	11	8	12	9	9	10	11
The singing quality	12	9	9	9	9	8	6	12	7	10	12	8	8	10	7	11	6	7	12	10	7
The melodies	9	9	11	8	8	8	20	9	11	8	11	8	13	8	10	9	11	9	9	10	11
The end of the song	6	8	8	9	9	8	5	10	11	6	7	7	10	9	9	7	3	9	11	6	9
The dancing/choreography	8	6	6	5	5	5	8	7	4	8	11	8	3	4	8	4	9	4	5	8	7
The lyrics of the song	4	3	3	3	4	3	1	4	2	4	2	4	3	2	3	4	3	2	5	3	3
The singers clothes	3	3	3	2	2	3	5	2	2	3	3	3	2	2	3	2	4	2	1	4	1
Song writing	3	2	3	2	2	4	1	1	3	2	2	2	3	2	3	2	4	3	1	2	4
The intro of the song	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	1	1	0	1	1	0
Other	8	8	7	9	8	7	6	13	10	6	4	7	10	10	7	9	4	11	8	7	6
Don't know	39	41	37	44	43	40	33	39	42	41	31	39	40	49	40	43	44	44	38	40	41

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

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What part of the songs do you enjoy the LEAST?

[This question was only asked to those who have ever watched the Eurovision song contest; n=1412]

The singing quality	13	13	13	12	12	12	10	16	13	13	13	15	10	10	14	10	11	13	14	12	11
The special effects/staging	7	8	7	8	9	6	11	11	8	7	3	6	12	8	6	9	3	8	9	7	9
The lyrics of the song	5	6	5	4	4	6	7	5	5	6	7	7	6	3	6	5	5	5	5	8	5
The dancing/choreography	8	5	6	5	4	6	4	5	7	4	4	4	7	5	5	6	6	4	5	6	8
Song writing	5	5	7	3	3	7	9	1	4	6	5	7	5	3	6	4	11	4	3	5	6
The singers clothes	5	4	6	3	4	4	11	4	5	4	5	5	4	3	6	3	7	4	5	3	5
The intro of the song	3	3	2	4	4	3	0	3	3	3	3	3	2	4	3	3	4	4	2	2	1
The melodies	3	2	2	3	3	2	1	2	3	2	3	2	2	2	3	1	2	2	2	3	2
The end of the song	1	1	1	1	1	1	0	0	1	1	3	1	0	1	1	0	1	1	1	1	1
Other	6	9	8	10	8	8	10	16	11	7	9	7	9	12	8	10	4	11	8	10	7
Don't know	44	45	43	48	49	43	37	37	41	48	44	43	42	50	42	48	46	44	46	43	46