

YouGov Survey Results



Sample Size: 7266
Fieldwork: 26th May - 1st June 2010

All GB Adults
All GB Adults
Unweighted Sample

Total	Gender		Age			Social Grade		Region				
	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
7266	3484	3768	1687	2184	2069	3985	3253	945	2382	1504	1743	607
7266	3473	3779	1592	2288	2060	4384	2854	904	2662	1441	1610	564
%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about about abortion, which of the following statements BEST represents your view?

I believe abortion should always be legal	46	46	46	52	47	37	48	44	50	48	43	44	48
I believe abortion should be legal in certain cases	46	45	47	38	45	57	45	48	44	45	49	48	43
I believe abortion should always be illegal	5	5	4	5	4	5	5	5	4	4	5	5	6
Don't know	3	3	3	5	4	2	3	4	2	3	3	4	3

To what extent do you agree or disagree that this advert should be broadcast?

Strongly agree	24	24	24	26	23	21	25	22	30	25	23	21	22
Agree	30	29	32	31	30	30	31	30	27	31	31	31	31
Neither agree nor disagree	20	23	17	18	22	20	18	22	20	20	20	20	22
Disagree	12	11	13	11	12	14	13	12	10	12	12	13	12
Strongly disagree	10	10	10	9	9	12	10	10	10	9	11	11	11
Don't know	4	4	4	5	4	3	3	5	4	4	4	4	3

Channel 4 is currently running an advertisement by the abortion advisory organisation, Marie Stopes. The advert shows several women going about their daily lives with words on the screen saying they are "late". It then asks "are you late?" and a voiceover says "if you are late for your period, you could be pregnant. If you're pregnant and not sure what to do, Marie Stopes International can help".

Thinking of the advertisement which of the following BEST represents your view?

The advert should be shown as it provides the public with more information on sexual health	39	39	40	42	39	36	41	37	45	40	37	36	41
The advert should be shown as it helps remove the stigma surrounding abortion	25	26	24	23	26	26	25	25	24	25	25	26	22
The advert should not be shown as it trivialises human life	14	13	14	12	12	16	14	13	11	13	14	16	13
The advert should not be shown as it misleads viewers about the abortion process	12	11	12	10	11	14	11	12	10	12	12	12	12
Don't know	11	12	10	13	13	9	10	12	10	10	11	10	13

Where would you look to find information about sexual health?

I would ask a family member or friend	4	4	4	7	4	2	3	5	5	4	4	4	4
I would call a helpline	2	3	2	3	3	2	2	3	3	2	4	2	1
I would search the internet	46	48	44	52	49	34	48	43	50	45	46	47	40
I would not know where to look	1	1	1	1	1	1	1	1	1	1	0	1	1
I would go to a doctor or counsellor or sexual health clinic	43	40	46	33	40	57	43	44	39	46	42	42	49
None of the above	2	2	2	1	2	3	2	2	1	1	2	2	3
Don't know	2	3	2	4	2	2	2	2	2	2	3	3	2