

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

SUMMARY TABLE

All GB Adults 18-75, fieldwork 16-18 July 2021

													
	Profession al footballers	Politicians	NHS workers such as doctors and nurses	Teachers	Members of the Royal Family	Members of the Armed Forces	Bankers	Journalists	The Police	Yourself	Business leaders	Social media influencers	Reality TV stars
	A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Base	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005
Weighted Base	1034	1034	1034	1034	1034	1034	1034	1034	1034	1034	1034	1034	1034
Very good role model	116 11%	33 3%	598 58% ABDEFGHIJ KLM	303 29% ABEGHIJKL M	181 18% ABGHKLM	355 34% ABDEFGHIJK LM	48 5%	48 5%	189 18% ABGHKLM	166 16% ABGHKLM	68 7% BLM	42 4%	34 3%
Fairly good role model	243 24% BGHLM	102 10% L	259 25% BGHLM	419 41% LM ABCEFGHK	291 28% ABGHKLM	326 32% LM ABCGHKL	165 16% BHLM	126 12% LM	373 36% M ABCEGHKL	413 40% LM ABCEFGHK	240 23% BGHLM	67 7%	85 8%
Neither good nor bad	317 31% BCDEFIJLM	216 21% CDM	89 9% C	169 16% C CDFM	236 23% CDFM	183 18% C	320 31% BCDEFIJLM	292 28% BCDEFILM	244 24% CDFLM	251 24% CDFLM	374 36% IJLM ABCDEFGH	200 19% C	160 15% C
Fairly bad role model	118 11% CDEFIJ	237 23% ACDEFGHIJK	18 2% C	55 5% C CDFJ	83 8% CDFJ	41 4% C ACDEFGHIJK	164 16% ACDEFIJK	205 20% ACDEFGIJK	82 8% CDFJ	42 4% C CDFJ	116 11% CDFJ	210 20% ACDEFGIJK	208 20% ACDEFGIJK
Very bad role model	100 10% CDFIJK	275 27% ACDEFGHIJ K	16 2% C	19 2% C CDFJ	100 10% CDFIJK	27 3% C ACDEFGHIJK	142 14% ACDEFIJK	153 15% ACDEFIJK	67 6% CDFJ	20 2% C CDFJ	71 7% CDFJ	269 26% ACDEFGHIJ K	313 30% ACDEFGHIJ K
I don't consider them as a role model at all	108 10% CDFI	135 13% CDFIJ	24 2% C	36 4% C CDFJ	105 10% CDFI	63 6% CD ACDEFGHIJK	150 14% ACDEFIJK	170 16% ACDEFIJK	54 5% C	93 9% CDFI	109 11% CDFI	207 20% K ABCEFGIJK	197 19% K ABCEFGIJK
Net: Good	359 35% BGHKLM	135 13% CDFIJ	857 83% ABDEFGHIJ KLM	722 70% ABEGHIJKL M	472 46% ABGHKLM	681 66% ABEGHIJKL M	213 21% BLM	174 17% BLM	562 54% ABEGHKLM	579 56% ABEGHKLM	308 30% BGHLM	109 11% CDFJ	119 12% K
Net: Bad	218 21% CDFJ	512 49% ACDEFGHIJ K	35 3% C	73 7% C CDFJ	183 18% CDFJ	69 7% C ACDEFGHIJK	306 30% ACDEFIJK	358 35% ACDEFIJK	149 14% CDFJ	62 6% C CDFJ	187 18% CDFJ	478 46% ACDEFGHIJ K	521 50% ACDEFGHIJ K
Don't know	31 3%	37 4%	29 3%	34 3%	37 4%	39 4%	45 4% I	41 4%	26 2%	49 5% CI	55 5% ACI	39 4%	36 3%

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

ColumnProcedures [DSI] A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,A1,B1,C1,D1,E1,F1,G1,H1,I1,J1,K1,L1,M1,N1,O1,P1,Q1,R1,S1 Minimum Base: 0''' Small Base: 20''

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Professional footballers

All GB Adults 18-75, fieldwork 16-18 July 2021

Ipsos		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	116	55	62	32	42	6	17	39	38	92	24	54	61
	11%	8%	17%	10%	15%	8%	11%	10%	9%	10%	21%	8%	18%
			A								I		K
Fairly good role model	243	133	110	62	91	23	29	106	70	206	34	152	84
	24%	20%	30%	19%	33%	30%	20%	27%	18%	23%	28%	24%	24%
	H		A		CF			H					
Neither good nor bad	317	233	84	103	78	27	49	142	121	282	28	218	84
	31%	35%	23%	32%	28%	35%	34%	36%	30%	31%	24%	34%	24%
	B	B										L	
Fairly bad role model	118	72	46	53	22	2	22	45	53	104	12	76	40
	11%	11%	13%	17%	8%	3%	15%	11%	13%	12%	10%	12%	12%
	E			DE			E						
Very bad role model	100	71	29	34	24	6	17	24	59	97	3	60	35
	10%	11%	8%	11%	9%	8%	12%	6%	15%	11%	3%	9%	10%
	J								G	J			
I don't consider them as a role model at all	108	87	21	33	19	11	8	33	49	91	14	65	38
	10%	13%	6%	10%	7%	14%	5%	8%	12%	10%	12%	10%	11%
	B	B											
Net: Good	359	187	172	94	133	29	45	145	108	298	58	206	145
	35%	28%	47%	29%	48%	37%	31%	37%	27%	33%	49%	32%	42%
	AH		A		CF			H			I		K
Net: Bad	218	144	75	87	46	8	39	69	112	201	15	136	76
	21%	21%	21%	27%	17%	11%	27%	18%	28%	22%	13%	21%	22%
	E			DE			DE		G	J			
Don't know	31	21	11	5	1	3	3	4	11	29	2	13	3
	3%	3%	3%	2%	1%	3%	2%	1%	3%	3%	2%	2%	1%
	D												

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Politicians

AFGB Adults 18-75, fieldwork 16-18 July 2021

	Gender																			Age										Social grade										Employment status										Region										Education										Income										Marital Status										Household Size									
	Total		Male		Female		18-24		25-34		35-44		45-54		55-75		AB		C1		C2		DE		Full-time		Part-time		Self-Employed		Any working		Any not working		North East		North West		Yorkshire and Humberside		West Midlands		East Midlands		East of England		South West		South East		Greater London		Wales		Scotland		GCSE/O Level/ NVQ12		A Level or equivalent		Degree/ PhD		No formal qualifications		Non Graduates		Graduates		£19,100		£20,000-£34,999		£35,000-£54,999		£55,000+		Refused		Married/ Living as Married		Widowed/ Divorced/ Separated		1		2		3		4+										
	1005		471		515		519		111		188		168		193		357		344		365		157		437		151		66		654		351		44		114		80		93		73		102		92		139		44		85		272		224		457		52		548		457		252		270		239		152		92		575		283		147		196		355		219		235										
Unweighted Base	1005	471	515	519	111	187	188	168	193	357	344	365	157	437	151	66	654	351	44	114	80	93	73	102	92	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235																																																					
Weighted Base	1034	515	519	519	111	197	182	201	343	278	309	218	229	452	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246																																																				
Very good role model	33	24	10	11	11	9	2	0	12	4	1	17	18	7	1	26	7	4	0	4	1	8	1	3	2	12	0	-	16	4	7	6	26	7	17	5	6	6	0	15	18	1	2	9	8	14																																																					
	36	576	296	1206	604	576	156	206	496	156	206	796	496	456	156	496	296	996	206	496	206	1096	156	296	256	806	206	196	456	296	256	806	456	296	696	296	696	256	256	596	206	396	696	256	396	696																																																					
	FG	A	FG	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																					
Fairly good role model	102	55	47	9	20	27	19	27	34	26	18	24	53	30	3	75	27	6	8	4	11	8	17	11	10	22	2	4	40	10	20	4	77	25	28	20	38	9	7	66	24	12	12	36	25	29																																																					
	106	116	99	89	105	150	109	89	129	89	89	108	120	119	59	119	89	149	79	59	129	109	179	120	79	169	39	49	119	129	89	69	119	89	99	79	169	79	99	119	89	89	69	109	109	120																																																					
	G	8	FG	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																					
Neither good nor bad	216	110	105	22	27	37	45	85	53	68	52	42	93	33	18	145	71	5	28	22	29	17	16	18	31	17	126	6	27	79	51	65	20	150	65	70	53	52	27	14	127	50	39	46	68	56	46																																																				
	216	216	206	206	146	206	226	256	196	226	246	186	216	196	306	216	206	126	256	266	316	226	156	196	216	126	126	306	226	196	196	286	226	196	236	186	226	226	176	226	166	276	246	196	236	196																																																					
	FG	A	FG	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																					
Fairly bad role model	237	102	135	23	33	42	52	87	57	77	53	50	82	46	9	137	99	4	31	17	13	19	27	18	31	35	15	28	67	73	87	11	150	87	55	74	55	29	23	134	63	40	43	83	51	59																																																					
	236	206	206	216	176	236	266	256	206	256	246	226	186	276	156	206	286	99	276	196	146	246	266	206	216	256	306	316	186	286	266	266	156	216	266	186	266	236	236	306	236	206	286	226	236	216	246																																																				
	FG	A	FG	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																					
Very bad role model	276	153	122	24	58	50	51	92	77	92	52	54	137	32	34	193	81	18	31	22	21	17	29	21	49	30	18	19	98	61	96	20	179	96	79	90	52	37	17	153	89	32	60	91	60	59																																																					
	276	306	246	216	296	276	256	276	286	306	246	306	196	386	286	236	436	276	256	226	216	286	236	336	226	306	216	276	216	276	216	296	286	296	286	316	226	306	216	286	296	226	346	256	256	246																																																					
	FG	A	FG	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																					
I don't consider them as a role model at all	135	51	83	14	34	11	27	49	36	30	36	33	55	25	7	87	48	5	12	14	16	10	9	18	18	13	10	9	50	36	39	9	95	39	41	33	32	16	12	72	44	18	20	63	28	23																																																					
	136	106	166	136	176	69	136	146	136	106	166	146	126	146	116	136	146	136	116	166	186	136	99	196	126	106	206	106	146	146	126	136	136	146	116	136	136	166	126	146	136	116	186	126	99																																																						
	FG	A	FG	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																					
Net: Good	135	79	57	20	11	36	21	27	46	30	19	41	71	27	4	102	34	10	8	8	11	15	17	14	13	33	2	4	56	37	33	10	103	33	45	25	43	15	7	81	42	12	14	45	33	41																																																					
	136	156	116	186	166	206	116	86	176	106	99	186	166	166	69	156	106	236	79	99	129	176	166	99	246	39	59	156	146	106	146	106	136	106	156	99	186	126	99	146	146	99	79	136	146	186																																																					
	G	2A	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																				
Net: Bad	512	255	257	46	81	92	103	179	134	169	104	104	219	78	33	331	181	22	62	39	34	36	55	39	79	65	33	47	164	134	183	30	329	183	134	164	108	66	40	287	152	72	108	174	111	118																																																					
	496	496	506	426	466	516	516	526	486	556	486	456	496	466	536	486	526	506	446	366	466	546	426	556	476	606	526	456	516	556	436	476	556	456	576	456	516	456	516	496	506	576	496	466	486																																																						
	G	4	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																				
Don't know	37	20	16	8	15	5	5	3	9	12	7	9	12	8	1	21	15	0	4	5	2	0	4	3	5	11	0	3	17	5	15	1	22	15	10	15	5	1	5	16	18	3	2	8	12	15																																																					
	46	49	39	89	79	39	29	19	39	49	39	49	39	39	59	19	49	09	39	59	29	09	49	39	39	89	09	49	59	29	49	19	39	49	39	59	29	19	79	39	69	29	19	29	59	69																																																					
	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG	G	FG																																																				

Overlap Immater used
Columns: 1005, 471, 515, 519, 111, 188, 168, 193, 357, 344, 365, 157, 437, 151, 66, 654, 351, 44, 114, 80, 93, 73, 102, 92, 139, 44, 85, 272, 224, 457, 52, 548, 457, 252, 270, 239, 152, 92, 575, 283, 147, 196, 355, 219, 235

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Politicians

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	33 3% AK	10 1% A	24 7% B	5 2% C	15 6% C	3 3% E	5 4% F	15 4% G	6 2% H	20 2% I	13 11% J	9 1% K	24 7% L
Fairly good role model	102 10%	49 7%	53 15% A	50 15% E	29 10% C	2 3% E	11 7% F	32 8% G	50 13% H	85 9% I	16 14% J	61 10% K	40 11% L
Neither good nor bad	216 21% D	144 21% A	72 20% B	91 28% DE	40 14% C	11 14% E	37 25% D	66 17% G	94 24% H	192 21% I	18 16% J	145 23% K	64 18% L
Fairly bad role model	237 23% B	173 26% A	64 18% B	79 24% C	72 26% F	22 28% E	22 15% F	104 26% G	85 21% H	207 23% I	28 23% J	162 25% K	63 18% L
Very bad role model	275 27% C	183 27% A	92 25% B	47 15% C	88 32% C	26 33% C	52 36% C	120 30% G	98 25% H	250 28% I	21 18% J	168 26% K	97 28% L
I don't consider them as a role model at all	135 13%	91 14% A	43 12% B	45 14% C	31 11% D	11 15% E	15 11% F	48 12% G	58 14% H	115 13% I	17 14% J	78 12% K	53 15% L
Net: Good	135 13% A	59 9% A	76 21% A	55 17% E	44 16% C	5 6% E	16 11% F	47 12% G	57 14% H	105 12% I	30 25% J	70 11% K	64 19% L
Net: Bad	512 49% C	356 53% B	155 43% A	126 39% C	160 57% C	48 61% C	74 51% C	223 57% H	184 46% I	457 51% I	49 42% J	330 52% K	161 47% L
Don't know	37 4%	21 3% B	15 4% A	6 2% C	4 1% C	3 3% C	2 1% C	9 2% H	8 2% I	32 4% I	5 4% J	15 2% K	4 1% L

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

All GB Adults 18-75, fieldwork 16-18 July 2021

Overlap formula used
ColumnProportions (J2): A:B:C:D:E:F:G:H:I:J:K:L:M:N:O:P:Q:R:S:T:U:V:W:X:Y:Z:AA:AB:AC:AD:AE:AF:AG:AH:AI:AJ:AK:AL:AM:AN:AO:AP:AQ:AR:AS:AT:AU:AV:AW:AX:AY:AZ:BA:BB:BC:BD:BE:BF:BG:BH:BI:BJ:BK:BL:BM:BN:BO:BP:BQ:BR:BS:BT:BU:BV:BW:BX:BY:BZ:CA:CB:CC:CD:CE:CF:CG:CH:CI:CJ:CK:CL:CM:CN:CO:CP:CQ:CR:CS:CT:CU:CV:CW:CX:CY:CZ:DA:DB:DC:DD:DE:DF:DG:DH:DI:DJ:DK:DL:DM:DN:DO:DP:DQ:DR:DS:DT:DU:DV:DW:DX:DY:DZ:EA:EB:EC:ED:EE:EF:EG:EH:EI:EJ:EK:EL:EM:EN:EO:EP:EQ:ER:ES:ET:EU:EV:EW:EX:EY:EZ:FA:FB:FC:FD:FE:FF:FG:FH:FI:FJ:FK:FL:FM:FN:FO:FP:FQ:FR:FS:FT:FU:FV:FW:FX:FY:FZ:GA:GB:GC:GD:GE:GF:GG:GH:GI:GJ:GK:GL:GM:GN:GO:GP:GQ:GR:GS:GT:GU:GV:GW:GX:GY:GZ:HA:HB:HC:HD:HE:HF:HG:HH:HI:HJ:HK:HL:HM:HN:HO:HP:HQ:HR:HS:HT:HU:HV:HW:HX:HY:HZ:IA:IB:IC:ID:IE:IF:IG:IH:II:IJ:IK:IL:IM:IN:IO:IP:IQ:IR:IS:IT:IU:IV:IW:IX:IY:IZ:JA:JB:JC:JD:JE:JF:JG:JH:JI:JJ:JK:JL:JM:JN:JO:JP:JQ:JR:JS:JT:JU:JV:JW:JX:JY:JZ:KA:KB:KC:KD:KE:KF:KG:KH:KI:KJ:KK:KL:KM:KN:KO:KP:KQ:KR:KS:KT:KU:KV:KW:KX:KY:KZ:LA:LB:LC:LD:LE:LF:LG:LH:LI:LJ:LK:LL:LM:LN:LO:LP:LQ:LR:LS:LT:LU:LV:LW:LX:LY:LZ:MA:MB:MC:MD:ME:MF:MG:MH:MI:MJ:MK:ML:MM:MN:MO:MP:MQ:MR:MS:MT:MU:MV:MW:MX:MY:MZ:NA:NB:NC:ND:NE:NF:NG:NH:NI:NJ:NK:NL:NM:NN:NO:NP:NQ:NR:NS:NT:NU:NV:NW:NX:NY:NZ:OA:OB:OC:OD:OE:OF:OG:OH:OI:OJ:OK:OL:OM:ON:OO:OP:OQ:OR:OS:OT:OU:OV:OW:OX:OY:OZ:PA:PB:PC:PD:PE:PF:PG:PH:PI:PJ:PK:PL:PM:PN:PO:PP:PQ:PR:PS:PT:PU:PV:PW:PX:PY:PZ:QA:QB:QC:QD:QE:QF:QG:QH:QI:QJ:QK:QL:QM:QN:QO:QP:QQ:QR:QS:QT:QU:QV:QW:QX:QY:QZ:RA:RB:RC:RD:RE:RF:RG:RH:RI:RJ:RK:RL:RM:RN:RO:RP:RQ:RR:RS:RT:RU:RV:RW:RX:RY:RZ:SA:SB:SC:SD:SE:SF:SG:SH:SI:SJ:SK:SL:SM:SN:SO:SP:SQ:SR:SS:ST:SU:SV:SW:SX:SY:SZ:TA:TB:TC:TD:TE:TF:TG:TH:TI:TJ:TK:TL:TM:TN:TO:TP:TQ:TR:TS:TT:TU:TV:TW:TX:TY:TZ:UA:UB:UC:UD:UE:UF:UG:UH:UI:UJ:UK:UL:UM:UN:UO:UP:UQ:UR:US:UT:UU:UV:UW:UX:UY:UZ:VA:VB:VC:VD:VE:VF:VG:VH:VI:VJ:VK:VL:VM:VN:VO:VP:VQ:VR:VS:VT:VU:VV:VW:VX:VY:VZ:WA:WB:WC:WD:WE:WF:WG:WH:WI:WJ:WK:WL:WM:WN:WO:WP:WQ:WR:WS:WT:WU:WV:WW:WX:WY:WZ:XA:XB:XC:XD:XE:XF:XG:XH:XI:XJ:XK:XL:XM:XN:XO:XP:XQ:XR:XS:XT:XU:XV:XW:XX:XY:XZ:YA:YB:YC:YD:YE:YF:YG:YH:YI:YJ:YK:YL:YM:YN:YO:YP:YQ:YR:YS:YT:YU:YV:YW:YX:YY:YZ:ZA:ZB:ZC:ZD:ZE:ZF:ZG:ZH:ZI:ZJ:ZK:ZL:ZM:ZN:ZO:ZP:ZQ:ZR:ZS:ZT:ZU:ZV:ZW:ZX:ZY:ZZ

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
NHS workers such as doctors and nurses

All GB Adults 18-75, fieldwork 16-18 July 2021

Ipsos		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	598 58%	406 60%	192 53%	185 57%	172 62%	49 62%	83 58%	246 62%	235 59%	537 60%	57 49%	383 60%	202 58%
Fairly good role model	259 25%	165 25%	94 26%	87 27%	66 24%	15 19%	30 21%	94 24%	102 25%	220 24%	37 31%	166 26%	80 23%
Neither good nor bad	89 9%	52 8%	37 10%	23 7%	22 8%	9 12%	18 13%	30 8%	35 9%	73 8%	8 7%	47 7%	33 9%
Fairly bad role model	18 2%	9 1%	9 3%	2 1%	7 2%	0 0%	6 4%	7 2%	5 1%	14 2%	5 4%	6 1%	12 3% K
Very bad role model	16 2%	4 1%	13 3% A	7 2%	4 1%	0 0%	2 2%	1 0%	5 1%	12 1%	4 3%	8 1%	9 3%
I don't consider them as a role model at all	24 2%	18 3%	5 2%	10 3%	3 1%	2 3%	5 3%	11 3%	8 2%	23 3%	1 1%	15 2%	7 2%
Net: Good	857 83%	571 85% B	287 79%	272 84%	238 86%	63 81%	113 79%	340 86%	337 84%	756 84%	94 80%	549 86%	282 82%
Net: Bad	35 3%	12 2%	22 6% A	9 3%	11 4%	0 0%	8 5%	8 2%	10 3%	26 3%	9 7% I	14 2%	21 6% K
Don't know	29 3%	19 3%	10 3%	8 3%	4 1%	3 3%	0 0%	5 1%	11 3%	23 3%	6 5%	12 2%	3 1%

Overlap formulae used

Column Proportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Teachers

A16B Adults 18-75, fieldwork 16-18 July 2021

	Gender			Age					Social grade				Employment status					Yorkshire and Humberside										Region					Education					Income				Marital Status			Household Size				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any work/no work	Any not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ Masters/ PhD	No formal qualification	Non-Graduates	Graduates	£19,999	£20,000-£34,999	£35,000-£54,999	£55,000+ Refused	Married/ Living as Married	Widowed/ Divorced/ Separated	1	2	3	4+					
Unweighted Base	1005	471	534	119	168	168	193	357	344	365	157	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235				
Weighted Base	1034	515	519	111	197	182	201	343	278	309	218	229	452	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246			
Very good role model	303	142	161	38	54	63	62	87	92	92	66	54	135	45	9	189	114	12	40	25	23	19	40	17	45	39	11	33	97	73	109	24	194	109	85	70	79	46	23	173	84	46	51	98	74	80			
	299	206	215	31	34	34	27	63	31	32	30	24	30	26	15	28	33	27	40	25	21	25	18	31	28	35	28	23	73	27	28	34	28	24	33	27	29	30	27	26	27	32	26	33					
Fairly good role model	419	217	202	35	80	65	88	145	90	138	83	103	184	69	35	288	151	23	41	33	39	36	49	42	61	45	15	26	147	111	153	27	285	133	137	121	90	41	30	222	123	64	80	155	96	88			
	415	395	325	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42	42				
Neither good nor bad	169	80	88	8	29	29	35	67	46	52	34	36	68	37	11	116	53	6	15	17	19	10	7	20	24	24	14	13	65	42	50	11	118	50	38	47	40	27	17	107	43	18	33	55	39	42			
	165	166	175	75	155	165	175	205	175	175	165	165	155	225	175	175	155	145	135	205	205	135	75	225	175	185	275	155	185	165	155	155	175	155	135	165	175	225	215	185	145	125	175	155	165	175			
Fairly bad role model	55	39	15	15	11	9	4	16	21	9	19	6	27	15	3	44	11	2	10	4	1	9	1	2	6	12	5	1	21	18	14	2	41	14	15	23	12	5	0	27	25	3	11	16	14	14			
	55	85	35	145	55	55	25	55	75	35	95	35	65	85	55	65	35	45	95	55	125	15	25	45	95	115	15	65	75	45	35	65	45	55	85	55	45	05	55	85	25	65	45	65	65				
Very bad role model	19	9	9	4	3	7	1	3	5	5	3	6	11	1	1	13	6	0	5	0	2	1	2	0	1	6	0	1	9	1	5	4	14	5	7	4	4	3	1	8	8	2	1	7	3	7			
	25	25	25	45	25	45	05	15	25	25	15	25	25	05	25	25	25	05	25	25	05	25	15	05	15	05	15	05	15	05	15	25	05	15	25	15	25	15	25	15	35	15	15	35					
I don't consider them as a role model at all	36	16	20	4	6	2	7	17	11	9	6	11	13	3	2	18	18	-	2	3	4	3	1	7	5	6	2	3	11	13	12	1	24	12	9	11	10	4	2	17	11	8	9	16	4	7			
	46	35	45	35	35	15	35	55	45	35	35	55	35	25	45	35	55	15	15	45	45	45	15	75	35	45	45	35	35	55	45	15	35	45	35	45	35	45	35	35	45	55	55	45	25	35			
Net: Good	722	359	363	73	139	128	150	232	187	229	149	157	319	114	44	477	245	34	82	58	61	55	89	59	106	84	27	69	244	185	242	51	480	242	222	191	170	87	52	405	207	110	131	253	170	168			
	705	705	705	665	715	705	745	685	675	745	685	685	715	675	715	705	705	805	715	665	665	705	875	645	735	605	535	775	675	705	725	725	695	725	745	665	715	705	675	705	675	765	695	715	715	685			
Net: Bad	Y2	73	48	25	30	14	16	5	19	26	14	22	11	38	15	4	57	16	2	15	4	3	11	3	2	7	19	5	2	29	19	19	6	54	19	22	27	16	7	1	35	33	5	12	23	17	21		
	75	95	185	75	95	25	65	25	65	95	105	55	85	95	75	85	55	45	55	35	145	35	25	55	135	115	25	85	75	65	95	85	65	75	95	75	65	15	65	115	45	75	65	75	95				
	P 21	8	DEFG															TVHS 2A				TVHS 2A				TVHS 2A	TVHS 2A	TVHS 2A																					
Don't know	34	11	22	6	8	7	5	7	8	4	7	14	15	2	1	17	16	0	1	5	6	0	2	5	3	7	3	2	17	4	11	2	23	11	9	14	4	0	6	17	13	4	5	11	10	8			
	35	25	45	65	45	45	25	25	35	15	35	65	35	15	15	35	55	05	15	55	75	05	25	55	25	55	65	25	55	25	35	25	35	35	55	25	05	85	35	45	35	35	45	35	45	35			

Overlap (bracketed used)
Column headers (25) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,AA,AB,AC,AD,AE,AF,AG,AH,AI,AL,AN,AO,AP,AQ,AR,AS,AT,AV,AW,AX,AY,AZ,BA,BB,BB,BC,BD,BE,BF,BG,BH,BI,BL,BM,BN,BO,BP,BQ,BR,BS,BT,BV,BW,BX,BY,BZ,CA,CB,CC,CD,CE,CF,CG,CH,CI,CL,CM,CN,CO,CP,CQ,CR,CS,CT,CV,CW,CX,CY,CZ,DA,DB,DC,DD,DE,DF,DG,DI,DK,DL,DM,DN,DO,DP,DQ,DR,DS,DT,DV,DW,DX,DY,DZ,EA,EB,EC,ED,EE,EF,EG,EH,EI,EL,EM,EN,EO,EP,EQ,ER,ES,ET,EV,EW,EX,EY,EZ,FA,FB,FC,FD,FE,FF,FG,FI,FL,FM,FN,FO,FP,FQ,FR,FS,FT,FV,FW,FX,FY,FZ,GA,GB,GC,GD,GE,GF,GG,GI,HL,HN,HO,HP,HQ,HR,HS,HT,HV,HW,HX,HY,HZ,IA,IB,IC,ID,IE,IF,IG,IH,IL,IN,IO,IP,IQ,IR,IS,IT,IV,IW,IX,IY,IZ,JA,JB,JC,JD,JE,JF,JG,JI,JK,JL,JM,JN,JO,JP,JQ,JR,JS,JT,JV,JW,JX,JY,JZ,KA,KB,KC,KD,KE,KF,KG,KI,KL,KN,KO,KP,KQ,KR,KS,KT,KV,KW,KX,KY,KZ,LA,LB,LC,LD,LE,LF,LG,LI,LM,LN,LO,LP,LQ,LR,LS,LT,LV,LW,LX,LY,LZ,MA,MB,MC,MD,ME,MF,MG,MI,ML,MN,MO,MP,MQ,MR,MS,MT,MV,MW,MX,MY,MZ,NA,NB,NC,ND,NE,NF,NG,NI,NL,NN,NO,NP,NQ,NR,NS,NT,NV,NW,NX,NY,NZ,OA,OB,OC,OD,OE,OF,OG,OI,OL,OM,ON,OO,OP,OQ,OR,OS,OT,OV,OW,OX,OY,OZ,PA,PB,PC,PD,PE,PF,PG,PI,PL,PN,PO,PP,PQ,PR,PS,PT,PV,PW,PX,PY,PZ,QA,QB,QC,QD,QE,QF,QG,QI,QL,QM,QN,QO,QP,QQ,QR,QS,QT,QV,QW,QX,QY,QZ,RA,RB,RC,RD,RE,RF,RG,RI,RL,RM,RN,RO,RP,RQ,RR,RS,RT,RV,RW,RX,RY,RZ,SA,SB,SC,SD,SE,SF,SG,SI,SL,SN,SO,SP,SQ,SR,SS,ST,SV,SW,SX,SY,SZ,TA,TB,TC,TD,TE,TF,TG,TH,TL,TM,TN,TO,TP,TQ,TR,TS,TT,TV,TW,TX,TY,TZ,UA,UB,UC,UD,UE,UF,UG,UH,UL,UN,UO,UP,UQ,UR,US,UT,UV,UW,UX,UY,UZ,VA,VB,VC,VD,VE,VF,VG,VI,VL,VN,VO,VP,VQ,VR,VS,VT,TV,VW,VX,VY,VZ,WA,WB,WC,WD,WE,WF,WG,WH,WL,WN,WO,WP,WQ,WR,WS,WT,WV,WW,WX,WY,WZ,XA,XB,XC,XD,XE,XF,XG,XI,XL,XM,XN,XO,XP,XQ,XR,XS,XT,XV,XW,XX,XY,XZ,YA,YB,YC,YD,YE,YF,YG,YI,YL,YM,YN,YO,YP,YQ,YR,YS,YT,YV,YW,YX,YY,YZ,ZA,ZB,ZC,ZD,ZE,ZF,ZG,ZI,ZL,ZM,ZN,ZO,ZP,ZQ,ZR,ZS,ZT,ZV,ZW,ZX,ZY,ZZ

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

Teachers

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	303 29%	188 28%	115 32%	88 27%	99 36%	17 22%	43 30%	127 32%	114 28%	264 29%	38 32%	196 31%	103 30%
Fairly good role model	419 41%	270 40%	149 41%	136 42%	112 40%	36 47%	51 36%	170 43%	154 39%	382 42%	35 29%	269 42%	136 39%
Neither good nor bad	169 16%	120 18%	49 13%	61 19%	34 12%	12 16%	19 13%	61 16%	66 16%	141 16%	21 18%	111 17%	46 13%
Fairly bad role model	55 5%	36 5%	18 5%	15 5%	17 6%	- 1%	18 12%	12 3%	30 8%	42 5%	13 11%	20 3%	31 9%
Very bad role model	19 2%	7 1%	12 3%	4 1%	6 2%	2 3%	4 3%	2 1%	5 1%	14 2%	3 2%	9 1%	8 2%
I don't consider them as a role model at all	36 4%	29 4%	7 2%	8 3%	6 2%	6 8%	8 5%	13 3%	17 4%	30 3%	5 4%	17 3%	18 5%
Net: Good	722 70%	458 68%	264 73%	224 70%	211 76%	54 69%	94 65%	298 76%	268 67%	646 72%	73 61%	465 73%	239 69%
Net: Bad	73 7%	43 6%	30 8%	19 6%	23 8%	3 3%	21 15%	14 4%	35 9%	55 6%	16 13%	28 4%	38 11%
Don't know	34 3%	22 3%	12 3%	11 3%	4 2%	3 3%	2 2%	7 2%	14 4%	29 3%	4 4%	16 3%	4 1%

Overlap formulae used

Column Proportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Overlap formula used
 ColumnProportions (2K) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/2A,2B,2C,2D,2E,2F,2G,2H,2I,2J,2K,2L,2M,2N,2O,2P,2Q,2R,2S Minimum Base: 0(***); Small Base: 20(**)

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Members of the Royal Family

All GB Adults 18-75, fieldwork 16-18 July 2021

Ipsos		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	181	103	78	89	44	7	22	60	96	162	20	112	68
	18%	15%	22%	28%	16%	9%	16%	15%	24%	18%	17%	18%	20%
Fairly good role model	291	170	121	120	77	15	25	110	117	261	27	186	94
	28%	25%	34%	37%	28%	19%	17%	28%	29%	29%	23%	29%	27%
Neither good nor bad	236	175	61	65	58	28	35	96	81	197	33	165	63
	23%	26%	17%	20%	21%	36%	25%	24%	20%	22%	28%	26%	18%
Fairly bad role model	83	56	27	16	27	9	19	31	33	81	3	54	29
	8%	8%	8%	5%	10%	11%	13%	8%	8%	9%	2%	8%	8%
Very bad role model	100	68	32	11	37	4	26	41	34	87	10	49	46
	10%	10%	9%	3%	13%	5%	18%	11%	9%	10%	9%	8%	13%
I don't consider them as a role model at all	105	75	30	19	33	9	15	49	29	82	20	57	42
	10%	11%	8%	6%	12%	11%	11%	12%	7%	9%	17%	9%	12%
Net: Good	472	273	199	209	121	22	47	170	213	423	47	298	162
	46%	41%	55%	65%	43%	28%	33%	43%	53%	47%	40%	47%	47%
Net: Bad	183	124	59	26	64	13	45	72	68	168	13	102	75
	18%	18%	16%	8%	23%	16%	31%	18%	17%	19%	11%	16%	22%
Don't know	37	24	13	4	2	6	1	7	9	31	5	16	3
	4%	4%	3%	1%	1%	8%	1%	2%	2%	3%	5%	3%	1%

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

ColumnProportions (S%): A/R,C/D,E/F/G,H/I/J,K/L,M/N,O/P,Q/R,S/T,U/V/W/X/Y/Z/3A,2B,2C/2D,2E,2F,2G,2H/2I,2J,2K,2L,2M,2N,2O,2P,2Q,2R,2S Minimum Base: C(99) Small Base: 20*

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Members of the Armed Forces

All GB Adults 18-75, fieldwork 16-18 July 2021

Ipsos		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	355 34%	212 31%	143 40%	142 44%	84 30%	19 24%	46 32%	113 29%	170 42%	315 35%	36 31%	222 35%	125 36%
Fairly good role model	326 32%	231 34%	95 26%	116 36%	84 30%	27 34%	38 26%	135 34%	135 34%	300 33%	25 21%	217 34%	100 29%
Neither good nor bad	183 18%	116 17%	66 18%	35 11%	62 22%	17 22%	30 21%	84 21%	47 12%	149 17%	27 23%	109 17%	64 18%
Fairly bad role model	41 4%	23 3%	18 5%	7 2%	18 7%	3 3%	9 6%	21 5%	9 2%	32 4%	9 8%	24 4%	16 5%
Very bad role model	27 3%	20 3%	8 2%	3 1%	9 3%	2 3%	6 4%	9 2%	6 1%	24 3%	3 3%	16 3%	11 3%
I don't consider them as a role model at all	63 6%	44 7%	19 5%	12 4%	14 5%	6 8%	11 8%	25 6%	19 5%	50 6%	10 8%	31 5%	25 7%
Net: Good	681 66%	443 66%	238 66%	258 80%	168 61%	45 58%	84 58%	248 63%	305 76%	615 68%	61 52%	438 69%	225 65%
Net: Bad	69 7%	42 6%	26 7%	9 3%	27 10%	5 6%	15 11%	30 8%	15 4%	56 6%	12 10%	40 6%	26 8%
Don't know	39 4%	27 4%	12 3%	8 2%	6 2%	5 6%	3 2%	7 2%	15 4%	31 3%	8 7%	20 3%	6 2%

Overlap formulae used

Column Proportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

All GB Adults 18-75, fieldwork 16-18 July 2021

ColumnProcedures [DSI] A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,A1,B1,C1,D1,E1,F1,G1,H1,I1,J1,K1,L1,M1,N1,O1,P1,Q1,R1,S1 Minimum Base: 0''' Small Base: 20''

Overige formules wend

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

Bankers

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	48 5%	25 4%	23 6%	13 4%	13 5%	6 7%	11 7%	10 2%	17 4%	35 4%	13 11%	26 4%	22 6%
Fairly good role model	165 16%	82 12%	83 23% A	61 19%	48 17%	10 13%	21 14%	55 14%	66 16%	133 15%	29 25% I	90 14%	72 21% K
Neither good nor bad	320 31%	206 31%	113 31%	114 35% E	90 32%	17 22%	39 27%	125 32%	134 33%	287 32%	28 23%	213 33%	97 28%
Fairly bad role model	164 16%	116 17%	48 13%	51 16%	36 13%	11 14%	29 20%	80 20% H	51 13%	151 17%	13 11%	100 16%	53 15%
Very bad role model	142 14% J	107 16% B	35 10%	36 11%	47 17%	11 14%	26 18%	53 14%	64 16%	133 15% J	6 5%	90 14%	48 14%
I don't consider them as a role model at all	150 14%	107 16%	43 12%	39 12%	39 14%	15 19%	14 10%	58 15%	57 14%	126 14%	21 17%	94 15%	49 14%
Net: Good	213 21% A	107 16%	106 29% A	74 23%	61 22%	16 20%	31 22%	65 17%	83 21%	168 19%	42 36% I	116 18%	94 27% K
Net: Bad	306 30% BJ	223 33% B	83 23%	87 27%	83 30%	22 28%	55 38% C	133 34%	114 29%	283 31% J	19 16%	189 30%	101 29%
Don't know	45 4% L	29 4%	16 4%	10 3%	4 2%	8 11% CDF	4 3%	13 3%	13 3%	37 4%	8 7%	26 4% L	4 1%

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Journalists

AFGB Adults 18-75, fieldwork 16-18 July 2021

	Gender										Age								Social grade								Employment status								Region												Education								Income				Marital Status				Household Size			
	Total		Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any working	Any not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ Masters/ PhD	No formal qualifications	Non Graduates	Graduates	£19,100	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+																			
	1005	471	519	111	188	168	193	357	344	365	157	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235																					
Unweighted Base	1005	471	519	111	188	168	193	357	344	365	157	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239 <td>152</td> <td>92</td> <td>575</td> <td>283</td> <td>147</td> <td>196</td> <td>355</td> <td>219</td> <td>235</td>	152	92	575	283	147	196	355	219	235																					
Weighted Base	1034	515	519	111	197	182	201	343	278	309	218	229	462	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246																				
Very good role model	48	34	14	10	16	13	7	1	20	11	2	15	34	5	1	40	8	1	3	4	4	3	6	6	5	14	1	3	17	7	17	8	31	17	16	12	12	8	0	32	15	1	4	3	19	21																				
	356	776	296	976	880	776	456	676	476	176	676	276	176	676	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276	276																
	G 20 20	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6																
Fairly good role model	126	53	73	54	19	50	31	22	59	36	21	30	57	30	8	86	40	5	30	7	18	9	15	5	8	22	5	14	44	32	40	4	80	46	30	36	35	18	7	76	39	11	13	13	27	17																				
	126	106	146	136	106	176	156	96	146	126	96	136	136	126	136	136	126	126	86	196	116	156	56	56	166	96	156	126	126	146	66	116	146	106	126	146	146	86	136	136	86	106	96	156	156																					
	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6																
Neither good nor bad	292	134	158	19	43	55	60	114	72	92	58	70	128	53	12	193	98	9	27	20	27	19	32	27	45	34	18	33	101	74	99	18	193	99	94	79	66	36	16	160	77	55	71	102	56	63																				
	286	266	306	176	226	306	306	336	266	306	276	306	286	316	206	286	286	216	246	236	296	316	296	316	256	346	366	376	286	286	296	256	286	296	316	276	276	296	206	276	256	386	376	296	236	266																				
	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C																		
Fairly bad role model	205	113	92	29	42	32	39	62	57	72	42	34	82	30	13	125	80	9	30	30	20	13	18	17	12	33	26	12	14	71	56	70	7	134	70	48	64	54	25	14	115	60	30	27	81	47	50																			
	206	226	186	266	216	186	206	186	216	236	196	156	186	186	216	186	236	216	266	236	146	236	176	136	226	196	246	166	106	106	216	216	106	196	216	166	226	206	186	206	216	146	236	196	206																					
	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W																
Very bad role model	153	91	62	11	25	29	28	59	40	43	40	31	70	21	19	110	43	4	17	10	11	16	18	15	31	12	7	11	51	88	49	35	105	49	40	42	37	20	14	87	48	17	34	51	37	32																				
	156	186	126	106	136	106	146	176	146	146	186	146	156	126	306	186	126	96	156	126	126	216	186	166	716	86	146	136	146	156	156	216	156	136	146	146	146	146	146	146	146	146	146	146	146	146	146	146	146																	
	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6																
I don't consider them as a role model at all	170	76	94	15	40	16	32	67	38	47	45	40	66	35	8	108	62	11	10	18	19	13	10	23	21	24	8	12	68	46	38	18	131	38	65	39	31	15	20	93	51	26	31	76	32	30																				
	146	156	186	146	206	96	166	196	146	156	206	186	156	206	136	166	186	266	96	206	216	176	156	136	256	146	176	156	136	186	186	116	256	146	136	126	256	166	166	186	166	186	166	186	166	186	166	186	166	186																
	174	87	87	25	35	44	38	32	59	47	23	45	91	25	10	126	48	6	22	11	21	12	21	11	13	36	5	16	61	38	63	12	111	63	47	48	47	26	7	108	54	12	24	16	56	58																				
	176	176	176	226	186	246	196	96	216	156	116	206	206	156	166	186	146	156	196	136	236	156	216	126	96	266	116	186	176	156	196	166	166	196	166	176	196	216	86	186	86	126	106	236	246																					
	G 20 20	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6																
Net: Good	358	204	153	40	67	61	68	122	97	114	81	65	152	52	32	235	123	12	47	31	24	34	36	27	63	38	19	26	122	94	119	22	239	119	88	105	91	45	28	202	108	47	61	131	83	82																				
	358	406	306	176	146	146	146	306	356	356	376	376	286	346	306	526	146	356	296	416	356	266	446	356	296	446	276	376	296	336	366	366	326	346	366	296	366	386	366	356	356	336	326	376	356	346	356	346	356	346																
	8	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6																
Net: Bad	41	14	27	11	12	6	3	9	11	9	11	9	11	9	15	8	0	7	18	4	7	0	0	3	4	3	7	0	3	14	10	16	1	25	16	6	17	6	3	8	19	17	5	4	11	13	12																			
	46	36	56	106	66	36	16	36	46	36	56	46	36	46	06	36	56	96	66	96	26	06	36	56	26	56	06	46	46	46	56	16	46	56	26	66	26	26	116	36	56	36	26	36	56	56	56	56	56	56																
	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG	EPG																

Overlap Immersed used
Columns: 1005, 471, 519, 111, 188, 168, 193, 357, 344, 365, 157, 437, 151, 66, 654, 351, 44, 114, 80, 93, 73, 102, 92, 139, 139, 44, 85, 272, 224, 457, 52, 548, 457, 252, 270, 239, 152, 92, 575, 283, 147, 196, 355, 219, 235

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

Journalists

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	48 5%	17 3%	31 9%	13 4%	12 4%	4 5%	11 7%	12 3%	19 5%	35 4%	14 12%	22 3%	26 8%
Fairly good role model	126 12%	76 11%	50 14%	43 13%	43 16%	9 12%	13 9%	60 15%	43 11%	105 12%	21 18%	77 12%	49 14%
Neither good nor bad	292 28%	193 29%	99 27%	96 30%	83 30%	21 27%	33 23%	123 31%	111 28%	264 29%	23 19%	202 32%	76 22%
Fairly bad role model	205 20%	143 21%	61 17%	72 22%	45 16%	18 23%	28 20%	72 18%	82 20%	181 20%	18 15%	135 21%	58 17%
Very bad role model	153 15%	101 15%	52 14%	47 14%	39 14%	8 11%	35 24%	51 13%	71 18%	142 16%	11 9%	90 14%	60 17%
I don't consider them as a role model at all	170 16%	116 17%	54 15%	44 14%	51 18%	13 17%	21 15%	67 17%	63 16%	140 15%	27 22%	93 15%	70 20%
Net: Good	174 17%	92 14%	82 23%	56 17%	55 20%	13 17%	24 17%	73 18%	62 15%	140 15%	34 29%	98 15%	75 22%
Net: Bad	358 35%	244 36%	114 31%	119 37%	85 30%	26 34%	63 44%	122 31%	153 38%	323 36%	29 24%	225 35%	118 34%
Don't know	41 4%	26 4%	15 4%	8 2%	4 1%	4 5%	3 2%	9 2%	13 3%	35 4%	5 5%	19 3%	6 2%

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
The Police

AFGB Adults 18-75, fieldwork 16-18 July 2021

	Gender			Age				Social grade				Employment status				Region												Education				Income				Marital Status			Household Size								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any working	Any not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ PhD	No formal qualification	Non Graduates	Graduates	£19,999	£20,000-£34,999	£35,000-£49,999	£50,000+	Refused	Married/ Living as Married	Widowed/ Divorced/ Separated	1	2	3	4+		
Unweighted Base	1005	471	534	111	168	168	193	357	344	365	157	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235		
Weighted Base	1034	515	519	111	197	182	201	343	278	309	218	229	452	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246	
Very good role model	189	101	89	23	34	38	40	54	52	60	32	46	96	30	6	132	58	8	20	13	17	18	21	14	34	20	11	14	79	40	55	16	135	55	65	46	44	27	7	111	51	28	30	66	38	56	
	18%	20%	17%	21%	27%	21%	20%	16%	19%	14%	10%	21%	17%	20%	19%	17%	18%	17%	15%	18%	23%	21%	21%	23%	14%	21%	10%	21%	15%	16%	23%	19%	16%	22%	16%	18%	21%	9%	19%	17%	19%	16%	19%	16%	23%		
Fairly good role model	273	160	212	26	67	59	85	134	89	121	80	82	128	72	16	227	145	15	48	38	29	28	41	29	56	34	18	37	117	106	109	21	263	109	105	100	92	42	33	217	97	58	68	136	63	86	
	36%	31%	41%	23%	34%	33%	43%	39%	32%	39%	37%	36%	28%	43%	43%	33%	42%	36%	42%	44%	31%	35%	40%	32%	38%	24%	36%	41%	37%	40%	33%	30%	38%	33%	35%	38%	34%	43%	37%	32%	40%	36%	38%	34%	35%		
Neither good nor bad	244	126	118	27	44	33	43	97	65	75	51	53	102	42	14	159	85	13	18	15	23	13	27	31	26	47	8	23	80	65	79	20	165	79	69	65	56	34	20	135	73	36	46	81	60	57	
	24%	25%	23%	24%	22%	18%	21%	28%	24%	24%	23%	23%	23%	25%	23%	23%	24%	32%	16%	17%	24%	17%	26%	33%	18%	34%	17%	25%	22%	25%	24%	28%	24%	24%	24%	23%	22%	23%	27%	26%	23%	24%	25%	24%	23%		
Fairly bad role model	82	47	35	13	22	15	13	18	35	16	25	6	51	11	7	70	12	3	9	6	9	5	5	8	17	6	6	20	20	37	5	45	37	21	29	18	10	4	41	33	8	20	30	21	11		
	8%	9%	7%	12%	11%	8%	6%	5%	13%	5%	12%	3%	11%	7%	12%	10%	4%	8%	7%	7%	9%	7%	5%	8%	6%	12%	12%	7%	5%	8%	11%	7%	10%	7%	8%	5%	7%	11%	5%	10%	8%	9%	4%				
Very bad role model	67	46	21	9	8	23	9	18	15	20	13	18	40	15	4	50	17	1	11	5	5	7	4	4	12	13	2	3	23	13	29	2	38	29	17	21	18	6	4	37	23	7	15	18	19	14	
	6%	9%	4%	8%	4%	13%	5%	5%	6%	7%	6%	8%	9%	4%	6%	7%	5%	2%	9%	6%	5%	9%	4%	5%	8%	6%	4%	6%	5%	8%	5%	4%	5%	8%	5%	7%	5%	4%	5%	5%	4%	6%	6%	4%			
I don't consider them as a role model at all	54	20	34	5	13	10	7	19	13	11	11	19	26	4	4	34	20	1	6	6	10	7	3	4	6	3	4	4	18	15	16	5	38	16	20	14	10	5	4	30	16	8	8	21	13	11	
	5%	4%	7%	4%	6%	6%	4%	5%	5%	3%	5%	8%	6%	3%	6%	5%	6%	2%	5%	7%	11%	8%	3%	4%	4%	2%	8%	5%	5%	6%	5%	8%	5%	7%	5%	4%	4%	5%	5%	4%	6%	6%	4%				
Net: Good	562	261	301	49	102	98	125	188	141	181	112	128	223	103	33	359	203	23	68	51	45	46	62	43	90	54	29	51	215	146	164	37	398	164	170	146	137	69	40	328	148	86	98	202	120	142	
	54%	51%	58%	44%	52%	54%	62%	55%	51%	59%	51%	56%	49%	60%	53%	52%	58%	55%	59%	58%	49%	5%	61%	47%	62%	38%	57%	57%	59%	55%	49%	53%	57%	49%	57%	50%	57%	55%	51%	56%	48%	59%	51%	56%	50%	58%	
Net: Bad	149	93	56	22	30	38	22	36	50	36	38	24	91	18	11	119	29	4	19	11	14	12	9	12	20	29	8	10	42	33	66	7	83	66	39	50	36	16	8	78	56	14	35	48	40	25	
	14%	18%	11%	20%	15%	21%	11%	11%	18%	12%	17%	11%	11%	20%	10%	12%	17%	8%	10%	12%	13%	15%	16%	9%	13%	14%	21%	16%	11%	12%	11%	20%	10%	12%	20%	13%	17%	15%	13%	18%	10%	19%	14%	17%	10%		
Don't know	26	14	11	9	8	3	3	2	8	6	7	5	10	4	1	14	12	1	4	4	1	0	1	2	3	7	1	2	11	4	9	16	9	28	9	3	15	2	1	5	11	13	1	3	5	7	11
	2%	3%	2%	8%	4%	2%	2%	1%	3%	2%	3%	2%	2%	2%	1%	2%	3%	2%	3%	5%	1%	0%	1%	2%	2%	5%	2%	2%	3%	2%	3%	1%	1%	2%	3%	1%	1%	7%	2%	4%	1%	2%	1%	3%	4%		

Overlap Immature used
Columns: 1005 471 534 111 168 168 193 357 344 365 157 437 151 66 654 351 44 114 80 93 73 102 92 139 139 44 85 272 224 457 52 548 457 252 270 239 152 92 575 283 147 196 355 219 235

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

The Police

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	189	104	86	74	51	11	25	70	85	171	18	112	75
	18%	15%	24%	23%	18%	14%	17%	18%	21%	19%	15%	17%	22%
Fairly good role model	373	238	134	129	96	23	42	153	145	339	31	240	117
	36%	35%	37%	40%	35%	30%	29%	39%	36%	38%	26%	38%	34%
Neither good nor bad	244	179	65	69	65	23	38	93	84	203	34	149	81
	24%	27%	18%	21%	24%	29%	27%	24%	21%	23%	29%	23%	24%
Fairly bad role model	82	56	26	13	32	8	18	35	30	72	10	50	31
	8%	8%	7%	4%	12%	11%	12%	9%	8%	8%	8%	8%	9%
Very bad role model	67	42	25	16	17	5	14	20	30	56	9	37	27
	6%	6%	7%	5%	6%	6%	10%	5%	7%	6%	7%	6%	8%
I don't consider them as a role model at all	54	36	17	17	15	5	7	18	20	39	12	40	12
	5%	5%	5%	5%	5%	7%	5%	5%	5%	4%	11%	6%	4%
Net: Good	562	342	220	203	147	34	67	223	230	510	49	351	193
	54%	51%	61%	63%	53%	44%	46%	57%	57%	57%	42%	55%	56%
Net: Bad	149	97	51	29	49	13	32	55	60	128	18	87	57
	14%	15%	14%	9%	18%	17%	22%	14%	15%	14%	15%	14%	17%
Don't know	26	17	9	5	1	3	-	4	7	21	4	10	2
	2%	3%	2%	2%	0%	3%	0%	1%	2%	2%	3%	2%	1%

Overlap formulae used

Column Proportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only. Yourself

AFGB Adults 18-75, fieldwork 16-18 Julv 2021

	Gender			Age					Social grade				Employment status				Yorkshire and Humberside														Region				Education				Income				Marital Status				Household Size			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any working	Any not working	North East	North West	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ Masters/ PhD	No formal qualification	Non Graduates	Graduates	£P 10	£20,000- £34,999	£35,000- £54,999	£55,000+ Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+						
	1005	471	534	119	168	168	193	357	344	365	157	139	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235				
Unweighted Base	1004	515	519	111	197	182	201	343	278	309	218	229	452	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246				
Very good role model	166	88	77	11	30	41	30	53	45	46	40	34	81	25	11	117	48	9	21	13	18	16	20	6	17	20	10	15	59	48	46	12	119	46	40	51	45	24	6	105	47	14	20	58	39	49				
	1696	776	1256	1206	1556	2236	1556	1556	1656	1556	1856	1556	2856	1456	2856	1756	1456	2156	1856	1556	2056	2156	1056	756	1256	1256	1556	1656	1656	1656	1456	1756	1756	1756	1456	1256	1856	1256	1056	856	1856	1556	956	1056	1656	1056	2056			
Fairly good role model	413	196	217	31	62	79	94	147	101	130	93	90	179	75	21	275	138	19	49	56	41	23	39	40	65	44	22	36	151	104	123	35	291	123	131	108	92	49	33	254	104	74	78	153	90	91				
	4096	3885	4226	2886	3116	4336	4736	4336	3886	4236	4236	3996	4056	4456	3336	4056	4056	4456	4336	4156	4456	2936	3996	4456	4516	4516	3316	4336	4056	4156	4056	3756	5056	4256	3756	4446	3756	3886	3996	4256	4056	4056	3446	5156	4156	4336	3886	3756		
	C																																																	
Neither good nor bad	251	134	117	38	53	55	39	86	77	71	52	51	113	37	18	168	83	11	28	25	18	22	23	23	41	28	11	20	87	66	92	6	159	92	71	69	60	34	16	129	84	37	51	79	59	61				
	2486	2616	2226	3446	2776	1956	1956	2556	2856	2336	2456	2226	2556	2226	2956	2556	2456	2776	2556	2956	2056	2856	2336	2556	2956	2056	2156	2226	2456	2356	2856	856	2356	2856	2456	2456	2556	2776	2056	2226	2776	2656	2776	2226	2556	2556				
	SE		SE																																															
Fairly bad role model	42	25	17	7	20	6	7	2	15	13	2	11	24	8	4	36	6	-	1	1	-	2	7	1	4	20	3	3	12	9	14	7	28	14	11	11	17	2	1	26	15	1	7	13	16	7				
	456	556	356	756	1056	356	156	656	456	156	556	556	656	556	556	256	156	156	156	156	156	156	756	156	356	1456	756	356	356	356	456	1056	456	456	456	756	256	156	556	556	156	456	456	456	756	356				
Very bad role model	20	12	7	8	1	2	5	4	-	-	2	6	12	5	7	3	14	6	0	5	1	2	1	1	3	2	4	0	0	7	6	6	1	14	6	4	10	1	2	2	9	9	2	3	3	3	10			
	256	256	156	756	156	156	256	156	356	556	156	456	556	256	256	056	556	256	256	156	156	156	456	256	356	056	056	256	256	256	256	256	156	256	156	456	056	256	356	156	356	156	256	156	156	456				
	H		DE					H																																										
I don't consider them as a role model at all	93	36	57	8	17	10	21	37	20	37	18	18	30	11	4	46	47	3	5	4	8	9	10	12	11	14	3	13	31	22	35	5	58	35	32	20	20	10	10	47	32	14	24	37	15	17				
	996	756	1146	756	956	556	1056	1156	756	1256	856	856	756	756	756	1456	756	556	556	956	1156	1056	1456	756	1056	656	1456	856	1056	856	1056	756	856	1056	1156	756	856	856	1356	856	1056	956	1356	1056	656	756				
	LO																																																	
Net: Good	579	284	294	42	92	120	124	200	145	176	113	124	260	100	32	392	187	28	70	48	59	39	59	46	82	64	31	51	210	153	169	47	410	169	171	159	136	73	39	340	151	88	98	211	129	140				
	5056	5556	5756	3886	4736	6086	6256	5886	5256	5756	6156	1486	5856	5556	5156	5756	5456	6556	6156	5056	6456	5656	5656	5756	4656	6256	5756	5756	1886	5056	6856	5056	5056	5056	5756	5556	5756	8886	5056	5856	4996	6156	5156	5956	5446	5756				
	C																																																	
Net: Bad	42	38	24	15	21	8	12	6	16	15	8	23	29	15	7	51	12	-	6	2	2	3	8	4	6	24	3	3	19	15	20	8	42	20	15	22	18	4	3	35	24	3	10	16	19	17				
	656	756	556	1456	1156	456	256	656	556	456	1056	656	956	1156	756	356	156	556	256	256	456	856	556	456	656	556	456	1756	756	356	556	656	1156	656	656	556	856	756	456	456	656	456	456	656	556	456	856	756		
	G		EF	G	G			J																																										
Don't know	49	23	27	7	14	9	6	13	19	10	7	13	19	8	2	29	20	0	5	8	5	5	1	6	4	9	2	3	19	8	18	4	31	18	12	19	6	3	10	31	15	3	7	14	18	9				
	546	456	556	656	756	556	356	456	756	356	656	456	456	456	356	456	656	056	456	956	656	556	156	756	356	756	456	456	556	356	656	656	456	656	456	656	256	256	1356	556	556	256	456	456	856	456				

Overlap Employer used
Columns: 18-75, 18-24, 25-34, 35-44, 45-54, 55-75, AB, C1, C2, DE, Full-time, Part-time, Self-Employed, Any working, Any not working, North East, North West, Yorkshire and Humberside, West Midlands, East Midlands, East of England, South West, South East, Greater London, Wales, Scotland, GCSE/O Level/ NVQ12, A Level or equivalent, Degree/ Masters/ PhD, No formal qualifiat, Non Graduates, Graduates, £P 10, £20,000- £34,999, £35,000- £54,999, £55,000+, Refused, Married/ Living as Married, Single, Widowed/ Divorced/ Separated, 1, 2, 3, 4+, Household Size

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Yourself

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	166	92	73	72	48	7	16	58	72	145	19	106	57
	16%	14%	20%	22%	17%	9%	11%	15%	18%	16%	16%	17%	17%
Fairly good role model	413	250	163	131	119	25	59	170	169	373	35	267	130
	40%	37%	45%	41%	43%	33%	41%	43%	42%	41%	30%	42%	38%
Neither good nor bad	251	185	66	63	70	20	38	95	91	213	35	161	79
	24%	27%	18%	19%	25%	26%	26%	24%	23%	24%	30%	25%	23%
Fairly bad role model	42	22	21	6	15	5	12	13	13	28	10	12	26
	4%	3%	6%	2%	5%	6%	8%	3%	3%	3%	8%	2%	7%
Very bad role model	20	12	8	5	1	0	2	2	4	12	8	5	11
	2%	2%	2%	1%	0%	0%	1%	1%	1%	1%	7%	1%	3%
I don't consider them as a role model at all	93	80	13	30	15	17	14	42	32	86	7	57	34
	9%	12%	4%	9%	6%	22%	9%	11%	8%	10%	6%	9%	10%
Net: Good	579	342	236	203	167	33	75	228	241	518	55	374	187
	56%	51%	65%	63%	60%	42%	52%	58%	60%	58%	46%	59%	54%
Net: Bad	62	34	28	11	16	5	14	15	17	40	18	17	37
	6%	5%	8%	3%	6%	6%	9%	4%	4%	4%	15%	3%	11%
Don't know	49	31	18	15	8	3	4	13	20	43	4	28	7
	5%	5%	5%	5%	3%	4%	3%	3%	5%	5%	3%	4%	2%

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Business leaders

AFGB Adults 18-75, fieldwork 16-18 July 2021

	Gender																				Age								Social grade								Employment status								Region																Education								Income				Marital Status				Household Size			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any work/no work	Any not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ Masters/ PhD	No formal qualification	Non Graduates	Graduates	£19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+																																		
Unweighted Base	1005	471	534	119	168	168	193	357	344	365	157	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235																																			
Weighted Base	1034	515	519	111	197	182	201	343	278	309	218	229	452	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246																																		
Very good role model	68	42	26	20	16	19	9	5	28	13	10	18	35	11	2	48	20	3	4	3	8	6	7	4	5	16	6	5	25	15	22	6	46	22	28	18	8	14	-	34	29	5	10	19	17	22																																		
	76	37	39	136	80	108	56	16	106	46	46	89	28	6	79	26	88	36	26	26	96	86	76	40	26	126	126	66	66	96	76	68	96	66	36	116	06	66	106	46	56	56	76	96																																				
Fairly good role model	240	114	126	25	54	41	49	72	77	87	45	51	124	37	10	171	69	12	28	23	22	29	24	19	29	26	9	17	77	73	78	12	162	78	53	63	75	25	13	149	57	33	31	63	60	65																																		
	236	225	246	226	276	246	216	286	226	216	226	276	276	226	166	256	206	296	246	266	246	306	246	216	206	196	186	196	216	286	236	186	236	236	186	226	226	316	286	176	176	266	196	236	166	236	256	276																																
Neither good nor bad	374	185	190	27	63	54	87	143	90	124	80	80	163	58	28	248	126	11	43	30	34	24	38	31	54	57	20	33	133	91	122	29	253	122	118	97	86	45	28	206	114	55	77	133	78	87																																		
	374	366	376	246	326	306	436	426	326	406	376	356	366	346	446	366	366	256	386	356	376	316	376	346	376	416	406	376	366	356	366	416	366	366	396	346	366	366	366	356	376	386	406	376	326	356																																		
Fairly bad role model	116	59	57	10	17	22	21	47	29	44	24	19	48	21	10	79	37	5	11	13	8	7	14	11	18	12	2	14	40	31	40	5	76	40	31	38	30	10	7	70	29	18	32	43	25	17																																		
	116	116	116	96	96	126	106	146	116	146	116	86	116	126	176	126	116	96	106	86	106	146	126	136	96	46	166	116	126	126	76	116	126	106	136	126	86	96	126	96	126	96	126	176	126	106	76																																	
Very bad role model	71	46	25	9	10	19	10	13	14	17	22	18	28	10	6	44	27	4	8	5	7	5	4	11	6	5	7	27	15	23	6	48	23	23	21	16	5	7	38	23	10	14	24	18	15																																			
	76	96	96	86	106	106	96	76	96	96	96	106	86	66	106	86	96	76	66	86	66	86	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116																																
I don't consider them as a role model at all	109	51	59	12	22	18	16	42	31	28	23	27	39	17	6	62	47	5	12	6	11	7	11	17	16	10	5	9	33	30	37	10	73	37	31	30	22	11	14	63	31	15	20	43	25	20																																		
	116	106	116	106	116	106	86	126	116	96	116	126	96	106	96	96	146	116	116	76	126	96	116	186	116	76	96	106	96	116	116	146	106	116	106	106	106	96	196	116	106	116	116	126	116	86																																		
Net: Good	308	156	152	44	69	60	58	76	105	81	54	68	159	48	12	219	89	16	31	26	31	35	31	23	34	42	16	23	101	88	99	19	209	99	81	81	83	49	13	183	86	39	42	102	77	87																																		
	306	306	296	406	356	336	296	226	386	266	256	306	356	286	196	326	266	376	276	306	336	446	316	256	246	306	316	256	286	346	306	276	306	306	276	286	356	396	176	316	286	276	226	296	326	356																																		
Net: Bad	186	206	166	176	146	226	156	206	156	206	216	146	176	186	266	186	186	206	166	216	166	196	176	236	136	146	236	186	186	196	156	186	196	186	206	196	126	186	196	176	196	246	196	186	136																																			
	16	18	37	9	16	9	9	12	10	15	14	16	15	16	1	32	23	3	9	6	2	0	2	5	7	12	3	4	32	8	13	2	42	13	17	22	3	4	8	23	24	8	6	12	17	19																																		
Don't know	56	46	76	86	86	56	46	36	46	56	76	76	36	106	16	56	66	76	86	76	26	06	26	66	56	96	66	56	96	36	46	36	66	46	66	86	16	46	106	46	86	56	36	36	76	86																																		
	21	A											10				U	U							U			U																																																				

Overlap Immover used
Columns/headers: 180 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z AA AB AC AD AE AF AG AH AI AJ AK AL AM AN AO AP AQ AR AS AT AU AV AW AX AY AZ BA BB BC BD BE BF BG BH BI BJ BK BL BM BN BO BP BQ BR BS BT BU BV BW BX BY BZ CA CB CC CD CE CF CG CH CI CJ CK CL CM CN CO CP CQ CR CS CT CU CV CW CX CY CZ DA DB DC DD DE DF DG DH DI DJ DK DL DM DN DO DP DQ DR DS DT DU DV DW DX DY DZ EA EB EC ED EE EF EG EH EI EJ EK EL EM EN EO EP EQ ER ES ET EU EV EW EX EY EZ FA FB FC FD FE FF FG FH FI FJ FK FL FM FN FO FP FQ FR FS FT FU FV FW FX FY FZ GA GB GC GD GE GF GH GI GJ GK GL GM GN GO GP GQ GR GS GT GU GV GW GX GY GZ HA HB HC HD HE HF HG HI HJ HK HL HM HN HO HP HQ HR HS HT HU HV HW HX HY HZ IA IB IC ID IE IF IG IH II IJ IK IL IM IN IO IP IQ IR IS IT IU IV IW IX IY IZ JA JB JC JD JE JF JG JH JI JJ JK JL JM JN JO JP JQ JR JS JT JU JV JW JX JY JZ KA KB KC KD KE KF KG KH KI KJ KL KM KN KO KP KQ KR KS KT KU KV KW KX KY KZ LA LB LC LD LE LF LG LH LI LJ LK LM LN LO LP LQ LR LS LT LU LV LW LX LY LZ MA MB MC MD ME MF MG MH MI MJ MK ML MN MO MP MQ MR MS MT MU MV MW MX MY MZ NA NB NC ND NE NF NG NH NI NJ NK NL NO NP NQ NR NS NT NU NV NW NX NY NZ OA OB OC OD OE OF OG OH OI OJ OK OL OM ON OO OP OQ OR OS OT OU OV OW OX OY OZ PA PB PC PD PE PF PG PH PI PJ PK PL PM PN PO PP PQ PR PS PT PU PV PW PX PY PZ QA QB QC QD QE QF QG QH QI QJ QK QL QM QN QO QQ QR QS QT QU QV QW QX QY QZ RA RB RC RD RE RF RG RH RI RJ RK RL RM RN RO RP RQ RR RS RT RU RV RW RX RY RZ SA SB SC SD SE SF SG SH SI SJ SK SL SM SN SO SP SQ SR SS ST SU SV SW SX SY SZ TA TB TC TD TE TF TG TH TI TJ TK TL TM TN TO TP TQ TR TS TT TU TV TW TX TY TZ UA UB UC UD UE UF UG UH UI UJ UK UL UM UN UO UP UQ UR US UT UU UV UW UX UY UZ VA VB VC VD VE VF VG VH VI VJ VK VL VM VN VO VP VQ VR VS VT VU VW VX VY VZ WA WB WC WD WE WF WG WH WI WJ WK WL WM WN WO WP WQ WR WS WT WU WV WW WX WY WZ XA XB XC XD XE XF XG XH XI XJ XK XL XM XN XO XP XQ XR XS XT XU XV XW XX XY XZ YA YB YC YD YE YF YG YH YI YJ YK YL YM YN YO YP YQ YR YS YT YU YV YW YX YY YZ ZA ZB ZC ZD ZE ZF ZG ZH ZI ZJ ZK ZL ZM ZN ZO ZP ZQ ZR ZS ZT ZU ZV ZW ZX ZY ZZ

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

Business leaders

All GB Adults 18-75, fieldwork 16-18 July 2021

Ipsos		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	68 7%	41 6%	27 8%	16 5%	20 7%	4 5%	14 9%	22 6%	21 5%	52 6%	15 13%	37 6%	31 9%
Fairly good role model	240 23%	140 21%	100 28%	104 32%	55 20%	21 28%	24 16%	100 25%	92 23%	210 23%	28 23%	163 26%	75 22%
Neither good nor bad	374 36%	249 37%	126 35%	120 37%	98 35%	24 30%	55 38%	142 36%	155 39%	326 36%	41 35%	250 39%	108 31%
Fairly bad role model	116 11%	78 12%	38 11%	28 9%	39 14%	10 12%	24 16%	49 13%	38 10%	106 12%	8 7%	67 10%	43 13%
Very bad role model	71 7%	55 8%	16 5%	13 4%	23 8%	3 4%	14 10%	23 6%	28 7%	65 7%	4 4%	34 5%	33 10%
I don't consider them as a role model at all	109 11%	74 11%	35 10%	35 11%	34 12%	9 12%	10 7%	43 11%	47 12%	94 10%	15 12%	60 9%	45 13%
Net: Good	308 30%	181 27%	127 35%	120 37%	75 27%	25 32%	37 26%	122 31%	114 28%	262 29%	43 36%	200 31%	106 31%
Net: Bad	187 18%	133 20%	54 15%	41 13%	62 22%	13 17%	37 26%	72 18%	67 17%	171 19%	13 11%	101 16%	76 22%
Don't know	55 5%	35 5%	19 5%	8 2%	9 3%	7 9%	4 3%	14 4%	18 5%	48 5%	7 6%	28 4%	9 3%

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Social media influencers

AFGB Adults 18-75, fieldwork 16-18 Julv 2021

	Gender		Age				Social grade				Employment status				Region																Education				Income					Marital Status				Household Size								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any working	Any not working	North East	North West	Yorkshire and Humberside		West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ Masters/ PhD	No formal qualifications	Non Graduates	Graduates	£19,999	£20,000- £34,999	£35,000- £49,999	£50,000- £59,999	£60,000- £69,999	£70,000- £79,999	£80,000- £89,999	£90,000- £99,999	£100,000+	Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+
																				West Midlands	East Midlands																															
Unweighted Base	1005	471	534	119	168	168	193	357	344	365	157	139	437	151	66	654	351	44	114	80	93	73	102	92	139	139	44	85	272	224	457	52	548	457	252	270	239	152	92	575	283	147	196	355	219	235						
Weighted Base	1034	515	519	111	197	182	201	343	278	309	218	229	452	171	62	685	349	42	115	87	93	78	101	92	145	139	50	90	366	263	334	70	699	334	300	290	241	125	78	582	307	145	191	357	240	246						
Very good role model	42	30	11	9	15	9	7	2	15	5	3	18	29	3	0	31	10	4	0	4	3	5	2	7	2	11	0	4	20	6	7	8	35	7	15	15	7	4	0	24	17	0	2	11	11	17						
	46	6%	2%	8%	8%	5%	2%	1%	5%	2%	1%	8%	6%	2%	0%	5%	2%	9%	0%	4%	3%	8%	2%	8%	1%	8%	0%	4%	20	6%	7%	8%	3%	4%	2%	5%	5%	3%	4%	0%	4%	6%	0%	1%	3%	5%	7%					
	62	38	29	16	14	22	12	4	16	22	9	20	35	17	2	54	13	2	8	6	3	5	11	4	5	16	4	2	20	6%	7%	17	18	6	18	26	13	17	9	3	38	18	12	9	13	31	15					
Neither good nor bad	76	7%	7%	6%	15%	7%	12%	6%	1%	6%	7%	4%	9%	8%	10%	3%	8%	4%	4%	7%	6%	3%	7%	11%	5%	4%	12%	7%	2%	7%	6%	5%	9%	7%	5%	9%	4%	7%	7%	3%	7%	6%	8%	5%	4%	13%	6%					
	200	97	103	23	35	37	52	53	57	61	32	51	96	29	9	134	66	8	24	14	23	16	20	18	26	36	7	17	69	45	67	18	133	67	59	50	55	25	11	117	59	24	35	49	49	67						
	140	110	209	20	29	28	39	40	43	46	23	35	68	19	10	148	68	10	25	15	20	15	18	16	18	20	17%	23%	20%	17%	23%	20%	17%	23%	20%	17%	23%	20%	17%	23%	20%	17%	23%	20%	17%	23%	20%	17%	23%	20%	17%	
Fairly bad role model	210	86	123	18	32	44	44	71	53	67	42	48	90	36	10	136	74	7	22	22	16	13	14	22	38	22	11	23	69	65	73	4	137	73	48	77	46	28	11	123	48	38	41	72	47	49						
	20	17%	24%	17%	16%	24%	22%	21%	19%	22%	19%	21%	20%	21%	16%	20%	21%	16%	19%	25%	18%	16%	14%	24%	20%	16%	22%	23%	19%	25%	22%	19%	9%	20%	22%	27%	19%	22%	13%	21%	16%	20%	22%	20%	20%	20%	20%					
	269	160	109	17	56	38	47	110	76	88	61	44	108	43	24	176	93	9	29	13	21	24	32	17	43	37	19	23	96	66	91	17	178	91	79	66	64	38	22	149	88	32	64	94	58	52						
I don't consider them as a role model at all	269	160	109	17	56	38	47	110	76	88	61	44	108	43	24	176	93	9	29	13	21	24	32	17	43	37	19	23	96	66	91	17	178	91	79	66	64	38	22	149	88	32	64	94	58	52						
	25	10	14	3	5	4	6	10	7	9	5	8	13	4	1	19	6	2	10	5	5	4	6	5	4	6	3	2	10	6	7	8	35	7	15	15	7	4	0	24	17	0	2	11	11	17						
	20%	17%	23%	16%	18%	14%	18%	27%	18%	19%	28%	17%	17%	22%	26%	19%	22%	25%	21%	27%	24%	18%	19%	21%	18%	15%	16%	20%	19%	22%	19%	23%	20%	19%	22%	17%	20%	16%	31%	19%	20%	23%	18%	3%	27	26	25					
Net: Good	109	69	41	25	29	30	19	6	31	28	12	38	64	20	2	86	24	6	8	9	6	12	13	11	8	27	4	6	47	23	25	14	85	25	41	28	24	14	3	62	36	12	11	24	42	32						
	11%	13%	8%	23%	15%	17%	9%	2%	11%	9%	5%	17%	14%	12%	3%	13%	7%	13%	7%	11%	6%	15%	13%	12%	5%	20%	7%	6%	13%	9%	7%	21%	12%	7%	14%	10%	10%	11%	3%	11%	12%	8%	6%	7%	17%	13%						
	42	8%	5%	8%	8%	5%	2%	1%	5%	2%	1%	8%	6%	2%	0%	5%	2%	9%	0%	4%	3%	8%	2%	8%	1%	8%	0%	4%	20	6%	7%	8%	3%	4%	2%	5%	5%	3%	4%	0%	4%	6%	0%	1%	3%	5%	7%					
Net: Bad	478	246	232	36	88	82	91	181	129	155	103	92	198	79	34	312	166	16	52	35	38	36	46	39	81	58	30	46	164	130	163	20	315	163	127	143	110	66	32	272	136	71	106	167	105	101						
	46%	48%	45%	32%	45%	45%	45%	51%	46%	50%	47%	40%	44%	46%	55%	46%	48%	18%	45%	40%	41%	46%	46%	42%	56%	42%	60%	51%	45%	49%	49%	29%	45%	49%	42%	49%	46%	53%	43%	47%	44%	49%	55%	47%	44%	41%						
	39	18	22	10	10	7	4	8	12	7	10	10	18	5	1	24	15	2	7	6	3	1	2	5	4	7	1	2	16	7	15	1	24	15	7	20	3	1	8	18	17	5	5	9	12	13						
Don't know	39	18	22	10	10	7	4	8	12	7	10	10	18	5	1	24	15	2	7	6	3	1	2	5	4	7	1	2	16	7	15	1	24	15	7	20	3	1	8	18	17	5	5	9	12	13						
	4%	3%	4%	9%	5%	4%	2%	2%	4%	2%	5%	4%	4%	4%	3%	1%	4%	4%	4%	6%	7%	4%	1%	1%	5%	3%	5%	2%	2%	4%	3%	5%	1%	3%	5%	2%	7%	1%	1%	10%	3%	5%	3%	3%	2%	5%	5%					

Overlap Immature used
Columns: 1005 471 534 119 168 168 193 357 344 365 157 139 437 151 66 654 351 44 114 80 93 73 102 92 139 139 44 85 272 224 457 52 548 457 252 270 239 152 92 575 283 147 196 355 219 235

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Social media influencers

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	42	13	29	12	19	3	6	12	17	28	14	14	28
	4%	2%	8%	4%	7%	3%	4%	3%	4%	3%	12%	2%	8%
	A		A							I		K	
Fairly good role model	67	27	40	16	24	7	14	25	20	47	20	35	33
	7%	4%	11%	5%	8%	9%	10%	6%	5%	5%	17%	5%	9%
			A							I			
Neither good nor bad	200	112	88	56	57	14	29	77	68	166	26	129	63
	19%	17%	24%	17%	21%	18%	20%	19%	17%	18%	22%	20%	18%
			A										
Fairly bad role model	210	138	71	60	59	10	30	88	74	191	19	139	62
	20%	21%	20%	19%	21%	12%	21%	22%	18%	21%	16%	22%	18%
Very bad role model	269	197	72	90	69	22	45	105	123	248	17	170	84
	26%	29%	20%	28%	25%	28%	31%	27%	31%	28%	14%	27%	24%
	J	B								J			
I don't consider them as a role model at all	207	159	48	78	48	20	19	80	84	187	17	132	71
	20%	24%	13%	24%	17%	26%	13%	20%	21%	21%	15%	21%	21%
	B	B		F		F							
Net: Good	109	40	69	28	43	9	20	38	37	75	34	49	60
	11%	6%	19%	9%	15%	12%	14%	10%	9%	8%	29%	8%	17%
	A		A		C					I		K	
Net: Bad	478	335	143	150	129	31	74	193	197	439	35	310	146
	46%	50%	40%	46%	46%	40%	52%	49%	49%	49%	30%	49%	42%
	J	B								J			
Don't know	39	26	13	11	1	3	2	6	16	34	6	18	6
	4%	4%	4%	4%	1%	4%	2%	2%	4%	4%	5%	3%	2%
	D			D		D							

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)

Contents

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.
Reality TV stars

Age GB Adults 18-75, fieldwork 16-18 July 2021

	Gender										Age				Social grade				Employment status				Yorkshire and Humberside										Region				Education										Income				Marital Status				Household Size				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	Full-time	Part-time	Self-Employed	Any work/no work	Any not working	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	GCSE/O Level/ NVQ12	A Level or equivalent	Degree/ Masters/ PhD	No formal qualification	Non Graduates	Graduates	£0-10	£10,000- £14,999	£15,000- £19,999	£20,000+ Refused	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1	2	3	4+														
Unweighted Base	1005	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT												
Weighted Base	1034	515	519	111	197	182	201	343	278	309	218	229	462	171	62	685	349	44	114	80	93	73	102	92	139	44	85	272	224	467	52	548	467	252	270	239	152	92	575	283	147	196	355	219	235														
Very good role model	34	23	11	9	9	9	6	1	9	5	5	15	23	5	0	28	6	1	1	4	3	5	2	3	5	10	0	-	18	6	7	4	27	7	11	11	8	4	1	19	14	1	2	9	9	14													
	3%	5%	2%	8%	5%	5%	2%	0%	3%	2%	2%	7%	5%	3%	0%	4%	2%	2%	16	4%	3%	7%	2%	2%	3%	0%	1%	5%	2%	2%	0%	4%	2%	4%	4%	3%	3%	1%	3%	5%	0%	1%	2%	4%	6%														
Fairly good role model	85	52	34	15	27	25	13	6	28	17	5	24	45	22	5	71	15	7	12	7	5	5	9	7	7	18	4	5	38	15	23	9	62	23	33	18	22	11	2	48	33	4	4	22	31	28													
	8%	10%	6%	13%	14%	14%	6%	2%	10%	6%	2%	15%	10%	12%	8%	10%	4%	17%	11%	8%	5%	7%	9%	7%	5%	13%	7%	5%	10%	6%	7%	12%	9%	7%	11%	6%	9%	8%	2%	8%	11%	3%	2%	6%	13%	11%													
Neither good nor bad	160	64	97	11	29	32	47	43	42	49	32	37	86	27	7	119	41	3	14	8	21	12	18	18	23	1	7	15	55	35	55	15	106	55	46	45	43	15	11	91	40	29	20	56	41	43													
	15%	12%	19%	10%	15%	17%	23%	12%	15%	16%	15%	16%	19%	16%	11%	17%	12%	7%	12%	10%	22%	16%	17%	19%	16%	14%	16%	15%	15%	13%	16%	21%	15%	16%	15%	16%	16%	18%	12%	14%	16%	20%	10%	16%	17%	18%													
Fairly bad role model	208	92	116	24	41	36	36	70	52	72	39	45	87	28	10	126	82	8	30	12	18	13	20	13	27	31	13	23	66	59	71	13	137	71	49	62	56	28	13	126	51	31	40	68	51	48													
	20%	18%	22%	22%	21%	20%	18%	20%	19%	23%	18%	19%	19%	16%	17%	18%	24%	18%	27%	14%	20%	16%	20%	14%	19%	22%	25%	26%	18%	22%	21%	18%	20%	21%	18%	21%	23%	22%	17%	22%	17%	22%	21%	19%	21%	20%													
Very bad role model	313	188	126	25	51	49	64	124	90	104	73	46	132	48	27	207	106	11	17	23	24	28	32	22	53	35	17	30	109	93	100	32	213	100	81	84	74	49	25	177	95	41	79	102	72	60													
	30%	30%	24%	21%	20%	27%	32%	30%	31%	34%	31%	20%	29%	28%	43%	30%	30%	30%	32%	26%	26%	34%	31%	24%	36%	23%	34%	33%	30%	15%	30%	17%	30%	30%	27%	29%	31%	30%	32%	30%	31%	29%	42%	29%	30%	24%													
I don't consider them as a role model at all	8%	8%	8%	117	17	29	23	34	64	44	56	57	40	66	37	114	83	9	16	27	18	14	19	25	27	17	10	14	63	52	66	17	132	66	72	52	34	18	21	106	56	35	42	92	22	41													
	19%	16%	23%	15%	15%	13%	17%	27%	16%	18%	26%	18%	15%	21%	19%	17%	24%	22%	14%	31%	20%	18%	19%	27%	19%	12%	20%	15%	17%	20%	20%	25%	19%	20%	24%	18%	14%	14%	27%	18%	18%	24%	22%	26%	9%	17%													
Net: Good	119	75	44	24	36	34	19	7	38	22	10	49	68	26	5	99	20	8	13	10	8	10	11	10	12	28	4	5	55	21	30	13	89	30	43	29	31	14	2	68	47	5	6	11	40	42													
	12%	15%	9%	22%	18%	19%	9%	2%	14%	7%	5%	21%	15%	15%	8%	14%	6%	18%	11%	12%	9%	13%	11%	10%	8%	20%	7%	6%	15%	8%	9%	18%	13%	9%	14%	10%	13%	11%	3%	12%	15%	3%	3%	9%	17%	17%													
Net: Bad	2%	8%	FG	FG	FG	FG	G	H	I	J	P	P	P	P	JA	JA	JA	20	67	35	42	41	52	35	80	66	30	53	124	152	171	25	351	171	130	146	130	76	39	302	146	50%	52%	48%	50%	63%	48%	51%	44%										
	50%	54%	47%	45%	47%	47%	50%	57%	51%	57%	40%	49%	45%	60%	49%	54%	48%	59%	40%	45%	53%	51%	38%	55%	47%	59%	59%	59%	48%	58%	51%	35%	50%	51%	43%	51%	43%	51%	49%	52%	48%	50%	63%	48%	51%	44%													
Don't know	3%	3%	4%	9%	5%	4%	1%	2%	4%	2%	4%	5%	3%	3%	1%	3%	5%	6%	4%	8%	4%	0%	1%	5	3	7	0	3	18	3	13	1	22	13	9	17	4	1	5	15	17	4	3	7	14	12													
	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG	FG											

Copyright Ipsos MORI
Columns: Populations (20) A-B, C-D, E-F, G-H, I-J, K-L, M-N, O-P, Q-R, S-T, U-V, W-X, Y-Z, AA-AB, AC-AD, AE-AF, AG-AH, AI-AJ, AK-AL, AM-AN, AO-AP, AQ-AR, AS-AT. Minimum Base: 30

[Contents](#)

In general, to what extent, if at all, do you consider each of the following to be a good or bad role model? Please select one option only.

Reality TV stars

All GB Adults 18-75, fieldwork 16-18 July 2021

		Presence of children		General Election Vote				EU Referendum Vote		Ethnicity		Disability	
	Total	None	Any	Conservative	Labour	Liberal Democrats	Other party	Remain	Leave	White ethnic minority	Minority ethnic group	No	Yes
		A	B	C	D	E	F	G	H	I	J	K	L
Unweighted Base	1005	677	328	319	273	83	124	415	357	873	118	640	323
Weighted Base	1034	672	362	323	278	78	144	394	401	901	118	638	345
Very good role model	34	9	25	13	11	1	6	11	14	23	11	10	24
	3%	1%	7%	4%	4%	1%	4%	3%	3%	3%	9%	2%	7%
	A		A							I		K	
Fairly good role model	85	25	61	25	34	7	14	24	28	63	23	40	44
	8%	4%	17%	8%	12%	9%	10%	6%	7%	7%	19%	6%	13%
	A		A							I		K	
Neither good nor bad	160	81	79	42	51	15	19	70	54	134	20	103	52
	15%	12%	22%	13%	18%	19%	13%	18%	13%	15%	17%	16%	15%
			A										
Fairly bad role model	208	145	63	70	54	11	29	81	79	187	18	136	56
	20%	22%	17%	22%	20%	14%	20%	20%	20%	21%	16%	21%	16%
Very bad role model	313	237	76	95	82	21	51	126	131	287	24	211	91
	30%	35%	21%	30%	30%	27%	36%	32%	33%	32%	20%	33%	26%
	B	B								J			
I don't consider them as a role model at all	197	152	45	68	41	20	23	74	82	178	16	122	73
	19%	23%	12%	21%	15%	26%	16%	19%	21%	20%	14%	19%	21%
	B	B				D							
Net: Good	119	34	85	38	46	8	19	35	42	86	33	50	67
	12%	5%	24%	12%	16%	10%	13%	9%	10%	10%	28%	8%	20%
	AK		A							I		K	
Net: Bad	521	383	139	166	137	32	81	207	210	474	42	348	147
	50%	57%	38%	51%	49%	41%	56%	53%	52%	53%	36%	54%	43%
	BJL	B								J		L	
Don't know	36	22	14	9	3	3	2	7	13	29	6	16	6
	3%	3%	4%	3%	1%	4%	1%	2%	3%	3%	5%	2%	2%

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F,G/H,I/J,K/L Minimum Base: 0(**) Small Base: 30(*)