

YouGov Survey Results

Sample Size: 2109 GB Adults
Fieldwork: 27th - 28th May 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					Have you read a book in the past year?		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Don't know
Weighted Sample	2109	x	x	x	x	635	518	410	1023	1086	251	534	721	603	1202	907	270	685	451	519	183	1560	497	52
Unweighted Sample	2109	484	661	119	279	600	568	399	1017	1092	218	435	880	576	1346	763	325	602	437	493	252	1619	450	40
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you read a book for pleasure, and finished it, in the past year?

Yes, I have	74	77	75	78	68	76	71	85	66	82	66	68	77	79	77	70	75	76	69	74	76	100	0	0
No, I have not	24	22	24	18	30	22	28	14	31	16	25	28	22	21	21	28	23	20	29	25	21	0	100	0
Don't know	2	1	2	4	1	1	1	1	3	2	9	4	1	0	2	2	2	3	2	2	2	0	0	100

Which would you say is better – American literature or British literature?

American literature	2	1	2	6	2	2	1	3	3	2	7	2	1	1	2	2	4	2	1	2	5	3	1	0
British literature	35	45	33	24	40	40	37	32	36	35	26	29	36	44	37	34	28	38	40	37	26	36	38	9
Both equally	43	38	50	54	41	42	44	52	38	48	43	42	47	40	45	40	46	42	39	45	49	49	26	15
Neither	5	4	4	5	5	4	4	2	5	5	6	7	4	3	4	6	5	3	7	5	7	3	10	6
Don't know	14	12	10	11	12	13	13	11	18	11	19	20	11	11	12	17	18	16	14	12	12	9	25	69