

## YouGov Survey Results

Sample Size: 2107 GB Adults  
Fieldwork: 15th - 16th July 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					
	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	
<b>Weighted Sample</b>	<b>2107</b>	x	x	x	x	621	501	437	1022	1085	251	533	721	602	1201	906	270	685	451	518	183
<b>Unweighted Sample</b>	<b>2107</b>	508	667	121	206	590	549	426	1025	1082	231	485	815	576	1404	703	329	625	436	473	244
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever been to any of the following? Please select all that apply

The Championships Wimbledon	13	17	12	15	10	17	11	14	13	12	5	11	15	15	14	10	20	15	13	7	11
Edinburgh Fringe Festival	13	14	14	17	5	12	14	13	13	13	9	13	14	13	15	10	15	7	10	10	48
Chelsea Flower Show	12	17	12	11	12	17	11	11	11	14	4	8	14	18	14	11	18	16	9	8	9
Royal Ascot	12	15	11	11	12	16	9	10	12	11	5	12	13	13	12	11	16	14	12	7	9
British Grand Prix	11	15	9	11	9	14	9	11	13	9	6	12	12	11	12	10	13	13	12	7	10
Epsom Derby	9	11	8	12	7	11	7	9	10	8	4	7	11	10	10	8	17	11	8	5	6
Henley Royal Regatta	8	13	6	11	9	13	4	10	9	7	4	6	9	11	9	6	11	10	6	7	5
Glorious Goodwood	7	10	5	5	9	10	5	6	8	5	2	4	9	8	7	6	9	8	6	5	5
Cowes Week	6	8	5	5	8	8	5	6	6	6	2	4	7	9	7	5	5	8	6	5	4
Cambridge Folk Festival	3	3	3	3	2	2	3	3	2	3	1	1	3	4	3	2	2	2	4	2	3
Audi International Polo Day	1	1	1	1	3	2	1	0	1	1	2	1	1	1	1	1	2	2	0	0	1
None of these	59	50	62	58	61	49	65	60	58	60	74	61	57	53	55	64	46	53	67	73	43
Don't know	3	1	3	2	1	2	2	3	2	3	6	4	2	0	1	4	4	2	2	3	2

Which, if any, of the following events would you consider to be 'posh'? Please select all that apply

Henley Royal Regatta	72	75	74	83	74	74	75	80	74	71	57	58	79	83	78	65	65	71	72	74	83
Royal Ascot	67	64	68	70	72	63	69	71	68	66	64	62	68	71	68	65	63	65	65	69	74
Audi International Polo Day	51	55	51	58	51	53	55	56	54	49	37	44	57	57	57	45	42	51	53	53	58
Cowes Week	39	42	42	43	44	43	44	42	43	36	13	21	48	55	44	33	32	40	39	39	45
Chelsea Flower Show	36	31	39	40	35	28	37	35	38	33	56	44	33	22	37	34	41	33	36	34	43
The Championships Wimbledon	28	23	31	21	31	23	29	26	30	26	37	28	30	22	27	30	27	26	27	29	37
Epsom Derby	26	20	29	27	32	20	26	28	28	24	37	24	24	26	26	27	24	25	28	24	35
Glorious Goodwood	22	20	24	25	20	20	25	25	25	19	18	16	24	27	24	19	18	23	23	21	25
British Grand Prix	7	5	8	6	6	5	7	5	6	7	10	7	7	4	7	6	9	6	6	6	9
Cambridge Folk Festival	5	3	7	1	4	2	7	4	5	4	13	5	4	2	5	5	5	2	5	6	8
Edinburgh Fringe Festival	3	3	3	3	6	2	4	2	4	2	7	3	3	3	3	4	5	2	2	4	4
None of these	9	9	8	5	8	10	8	6	9	9	10	9	7	10	7	11	6	12	7	9	5
Don't know	6	3	5	2	3	5	4	4	5	6	11	10	4	2	4	8	7	5	7	5	4

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

Which, if any, of the following events would you consider to be the MOST 'posh'? Please choose up to three

Henley Royal Regatta	<b>56</b>	58	61	52	62	57	64	59	58	54	34	42	66	67	60	52	50	55	59	56	64
Royal Ascot	<b>43</b>	44	42	49	51	47	40	43	42	43	47	37	39	51	41	46	45	45	41	41	42
Audi International Polo Day	<b>28</b>	33	26	33	26	31	28	32	28	27	13	22	31	34	32	22	25	29	27	27	32
Cowes Week	<b>13</b>	15	15	16	13	16	15	15	15	12	3	7	17	18	15	11	11	12	14	13	19
Chelsea Flower Show	<b>11</b>	11	11	9	11	10	12	7	13	8	25	14	8	5	10	11	11	8	14	10	14
The Championships Wimbledon	<b>6</b>	5	7	3	7	6	5	6	7	6	8	5	6	7	5	8	3	7	5	7	9
Epsom Derby	<b>4</b>	2	4	3	5	3	3	3	4	3	11	3	3	3	4	4	5	5	3	2	5
Glorious Goodwood	<b>3</b>	2	2	4	5	2	2	5	3	3	3	3	2	3	3	2	3	3	4	1	1
Edinburgh Fringe Festival	<b>1</b>	0	1	1	1	0	1	0	1	0	0	1	0	0	0	1	1	1	1	0	1
Cambridge Folk Festival	<b>1</b>	0	0	0	1	0	1	1	1	1	1	2	0	0	1	1	1	1	0	1	0
British Grand Prix	<b>1</b>	1	1	1	1	1	1	1	1	1	1	1	1	0	1	0	3	1	0	1	0
None of these	<b>5</b>	5	5	2	3	5	4	4	6	4	6	5	5	5	4	6	4	7	3	5	3
Don't know	<b>8</b>	3	7	4	6	5	6	6	7	9	15	13	5	3	6	10	11	7	8	8	6