

YouGov Survey Results

Sample Size: 1707 GB Adults
Fieldwork: 6th - 7th January 2015

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
	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	
Weighted Sample	1707	X	X	X	X	492	424	339	828	879	203	432	584	488	973	734	218	555	365	420	149	
Unweighted Sample	1707	443	451	84	240	510	414	337	870	837	166	326	680	535	1169	538	223	553	371	421	139	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you feel happy or unhappy if people thought of you as a nerd?

Very happy	7	6	8	11	6	4	7	8	9	6	13	8	7	4	6	9	9	8	7	5	8
Fairly happy	15	15	18	19	12	13	12	22	13	18	25	26	11	7	15	15	21	15	14	15	12
TOTAL HAPPY	22	21	26	30	18	17	19	30	22	24	38	34	18	11	21	24	30	23	21	20	20
Neither happy nor unhappy	54	52	52	44	53	55	58	50	55	54	42	47	59	61	56	53	48	55	56	54	60
Fairly unhappy	12	15	11	19	14	14	12	12	14	10	12	13	11	13	13	11	10	12	13	12	11
Very unhappy	8	9	9	7	10	11	8	5	7	8	2	4	9	13	8	8	7	7	5	12	7
TOTAL UNHAPPY	20	24	20	26	24	25	20	17	21	18	14	17	20	26	21	19	17	19	18	24	18
Don't know	3	2	3	0	5	2	3	3	3	3	5	3	3	2	2	4	5	3	4	2	1

Do you think it is cool or uncool to be considered a nerd?

Cool	30	29	33	32	29	26	31	37	27	33	40	38	29	20	30	30	34	30	29	28	34
Uncool	30	34	29	35	35	36	30	25	30	30	28	27	30	34	31	29	31	30	32	29	29
Don't know	40	37	38	33	36	39	40	38	42	37	31	35	41	46	38	41	35	40	39	43	37

Would you rather have friends who are nerds or friends who are 'laddy'?

Nerds	48	46	51	50	38	42	47	60	43	53	65	59	44	38	52	44	52	50	48	45	49
People who are laddy	12	12	13	15	16	11	12	9	15	9	15	11	13	9	12	11	12	13	11	11	10
Don't know	40	42	36	35	46	47	41	32	42	38	20	30	44	52	36	45	36	37	41	44	41

Do you consider yourself to be a nerd?

Absolutely	6	6	5	4	5	3	5	7	7	4	15	5	6	2	6	5	7	6	6	4	6
Somewhat	24	26	24	31	18	19	21	29	25	23	44	40	17	10	28	18	27	25	23	23	23
TOTAL ABSOLUTELY / SOMEWHAT	30	32	29	35	23	22	26	36	32	27	59	45	23	12	34	23	34	31	29	27	29
Not really	37	38	37	34	33	38	39	38	36	38	31	39	40	36	36	39	33	36	42	36	41
Not at all	26	26	27	26	35	32	26	21	24	28	7	10	30	43	24	28	24	26	23	29	25
TOTAL NOT REALLY / NOT AT ALL	63	64	64	60	68	70	65	59	60	66	38	49	70	79	60	67	57	62	65	65	66
Don't know	7	5	7	4	9	7	8	5	8	6	4	5	8	9	5	9	9	7	5	8	5