

# YouGov Survey Results

Sample Size: 1592 GB Adults  
Fieldwork: 11th - 12th February 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	
<b>Weighted Sample</b>	<b>1592</b>	X	X	X	X	460	387	307	772	820	189	403	544	455	907	685	204	517	341	392	139	
Unweighted Sample	1592	374	448	72	209	451	401	306	798	794	135	284	674	499	1002	590	178	561	326	379	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which one of the colours listed below do you like the most?

Blue	<b>33</b>	39	34	34	35	38	34	30	40	27	35	31	33	36	35	31	34	33	36	32	31
Red	<b>15</b>	14	20	17	11	12	19	13	18	13	15	16	17	14	14	18	20	16	12	16	13
Purple	<b>14</b>	15	14	11	15	15	14	16	7	21	8	16	14	14	13	16	13	14	16	13	15
Green	<b>11</b>	8	10	16	12	8	11	15	10	11	8	13	8	13	12	9	11	9	10	11	13
Pink	<b>6</b>	5	6	3	5	6	6	2	1	10	8	7	5	4	5	6	4	6	5	7	5
Black	<b>5</b>	4	5	0	7	6	4	4	5	5	3	5	7	4	5	6	5	4	6	5	6
Yellow	<b>5</b>	6	4	4	4	6	4	4	4	6	3	4	5	5	5	4	3	7	4	3	4
Orange	<b>3</b>	2	3	4	2	2	2	3	3	2	4	2	3	2	3	3	1	3	3	3	5
White	<b>2</b>	3	2	4	2	3	2	4	3	2	3	2	2	2	3	1	3	2	1	4	1
Brown	<b>1</b>	1	0	2	2	0	0	2	1	1	0	0	1	1	1	0	1	1	0	1	1
None of these	<b>2</b>	1	1	1	1	1	1	2	2	1	3	0	2	1	1	2	2	2	1	1	3
Don't know	<b>4</b>	3	2	4	4	3	3	4	6	2	10	3	3	4	4	4	3	3	6	5	3

Which do you like more, pink or blue?

[This question was only asked to those who did not choose pink or blue; n=989]

Blue	<b>54</b>	62	57	51	56	60	53	54	65	45	51	54	55	55	56	53	52	56	57	53	50
Pink	<b>14</b>	14	15	15	13	16	16	14	6	21	9	16	15	13	15	13	13	15	13	13	19
Both equally	<b>19</b>	17	16	13	20	15	18	22	13	24	19	18	18	21	17	21	20	19	21	18	15
Neither	<b>9</b>	6	10	21	9	9	10	8	11	8	8	8	11	10	9	10	12	8	8	11	12
Don't know	<b>3</b>	2	2	0	2	1	3	2	5	1	13	3	2	1	4	2	2	3	2	4	4

Imagine you were decorating a bedroom for a baby boy - which colour would you be most likely to use?

Blue	<b>46</b>	51	46	38	57	48	47	37	49	43	45	44	48	46	43	50	35	50	47	47	44
Yellow	<b>13</b>	9	12	16	10	12	12	17	7	18	8	11	15	14	14	11	13	12	13	14	12
White	<b>13</b>	12	14	12	13	14	12	13	14	11	16	13	11	14	13	13	21	11	12	12	8
Green	<b>7</b>	6	8	7	3	5	8	8	4	10	6	11	7	4	8	6	7	6	8	7	12
Red	<b>1</b>	1	2	0	2	1	2	1	1	1	0	2	1	1	1	1	0	1	2	2	2
Orange	<b>1</b>	2	0	7	0	2	0	1	1	1	4	1	1	0	1	1	1	1	2	1	1
Purple	<b>1</b>	0	2	1	1	0	1	2	1	1	2	2	1	1	1	2	1	1	2	2	0
Pink	<b>0</b>	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Black	<b>0</b>	0	0	3	0	0	0	0	1	0	2	0	0	0	0	1	0	1	0	0	0
Brown	<b>0</b>	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	<b>8</b>	9	8	5	4	9	8	7	8	7	5	6	6	11	7	8	7	8	6	8	11
Don't know	<b>9</b>	9	8	9	9	8	9	12	12	7	13	9	9	8	12	6	14	9	9	8	10

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

And imagine you were decorating a bedroom for a baby girl -  
which colour would you be most likely to use?

Pink	<b>37</b>	43	37	25	41	40	36	29	40	35	32	34	38	42	32	44	25	38	40	40	37
Yellow	<b>20</b>	19	20	20	21	21	21	22	15	26	15	22	23	19	21	20	21	19	20	22	21
White	<b>13</b>	12	15	13	12	14	13	14	14	12	16	13	11	15	14	11	20	13	11	12	10
Purple	<b>5</b>	4	5	3	7	4	5	5	4	6	7	8	5	2	5	5	4	5	5	6	4
Green	<b>4</b>	4	4	9	3	3	4	5	4	5	3	6	5	3	5	4	5	3	5	4	7
Blue	<b>2</b>	1	2	4	2	2	2	3	3	2	3	3	2	1	2	2	2	4	2	1	1
Red	<b>1</b>	0	0	0	1	0	0	0	1	0	1	1	1	0	1	0	0	1	1	0	2
Orange	<b>1</b>	1	1	5	0	0	1	2	1	2	3	2	1	0	1	2	2	1	1	1	0
Black	<b>0</b>	0	0	3	0	0	0	0	1	0	2	0	0	0	0	1	0	1	0	0	0
Brown	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	<b>6</b>	7	6	8	4	7	8	7	6	7	5	4	6	10	7	6	4	8	5	6	8
Don't know	<b>9</b>	9	8	9	7	8	10	13	13	6	14	9	9	8	12	5	15	8	9	7	10