

# YouGov Survey Results

Sample Size: 1816 GB Adults  
Fieldwork: 5th - 6th November 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	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>1816</b>	496	602	136	566	474	435	883	933	220	463	621	512	1035	781	232	589	389	448	158
Unweighted Sample	1816	454	604	130	541	471	440	869	947	148	476	672	520	1205	611	241	620	371	427	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following prizes do you think is most impressive?

Victoria Cross	43	52	38	38	55	36	40	46	41	25	34	45	56	41	45	29	47	46	44	41
Nobel peace	24	17	29	31	17	28	28	21	26	31	29	22	17	27	19	34	22	24	21	22
Olympic Gold medal	15	17	15	15	14	15	14	14	15	19	15	16	12	14	15	14	14	14	17	15
Academy award (an Oscar)	1	2	1	0	1	2	1	2	1	2	2	2	0	1	2	0	1	2	1	0
Pulitzer prize	1	0	2	1	1	2	2	2	1	3	1	1	1	1	1	2	2	0	1	1
Palme d'Or (Cannes Film Festival)	1	0	1	0	0	1	1	1	0	2	1	0	0	1	0	1	0	1	1	0
Booker Prize	1	0	1	0	0	1	1	1	1	1	1	1	0	1	1	0	1	1	1	0
Olivier Award	1	1	0	0	0	1	0	1	0	0	2	0	0	1	0	1	1	0	0	0
BAFTA award	1	1	0	1	1	0	0	1	0	3	0	0	0	1	0	1	0	1	0	0
An Emmy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Turner Prize	0	0	0	0	0	1	0	0	1	2	1	0	0	1	0	1	0	0	1	0
A Grammy	0	0	0	2	0	0	1	0	0	1	0	1	0	0	1	1	0	1	0	0
Brit award	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Ivor Novello Award	0	0	1	1	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0
None of these	4	2	6	2	3	6	3	5	4	5	3	5	4	4	5	3	3	3	6	6
Don't know	8	6	5	9	6	7	8	5	10	6	10	6	8	6	9	10	7	6	7	12

And if you could win one of the following prizes, which would you chose?

Nobel peace	21	18	23	32	18	21	26	22	20	24	21	18	23	21	20	23	17	24	20	25
Olympic Gold medal	21	24	21	19	23	21	17	23	19	24	21	24	16	21	21	16	23	20	23	17
Victoria Cross	16	25	12	6	22	13	12	22	11	12	12	18	19	16	17	14	18	15	17	14
Booker Prize	5	4	6	9	3	5	8	3	7	3	5	5	5	6	4	4	5	5	4	6
Academy award (an Oscar)	4	3	5	2	3	6	3	3	5	7	6	4	1	5	2	5	2	4	6	4
Pulitzer prize	3	2	2	3	2	2	3	3	2	3	4	2	1	3	1	3	2	3	2	3
A Grammy	2	2	1	4	1	2	2	2	2	1	3	2	0	2	1	5	1	2	1	0
Palme d'Or (Cannes Film Festival)	1	0	1	0	0	1	1	1	0	1	2	0	0	1	1	2	0	1	0	1
Turner Prize	1	3	1	1	3	1	1	1	2	2	2	1	1	2	1	1	2	2	1	0
Brit award	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	1	0	2	1
Ivor Novello Award	1	0	2	2	0	1	1	1	1	3	1	1	0	1	1	1	1	0	1	0
Olivier Award	1	1	1	0	1	1	1	1	1	1	1	0	0	1	0	2	1	1	0	0
BAFTA award	1	1	2	2	0	2	2	1	1	2	2	1	0	2	1	1	2	1	2	0
An Emmy	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
None of these	9	7	11	5	9	11	7	7	11	4	6	9	13	8	10	10	11	6	9	8
Don't know	14	10	9	13	15	11	16	10	18	11	13	13	18	11	18	12	14	16	12	18