

YouGov Survey Results

Sample Size: 1942 GB Adults
Fieldwork: 3rd - 4th February 2014

	Voting intention					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	1942	X	X	X	X	597	483	388	942	1000	231	491	664	555	1107	835	249	631	416	478	169
Unweighted Sample	1942	470	616	114	225	572	498	410	930	1012	169	446	778	549	1269	673	296	631	406	455	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever googled yourself?

Yes, I have	51	50	50	61	51	47	46	60	56	46	70	69	46	33	55	45	59	50	51	47	54
No, I have not	49	50	50	39	49	53	54	40	44	54	30	31	54	67	45	55	41	50	49	53	46

How many entries do you find that are actually about you when you google yourself?

[Only asked to respondents who have googled themselves; n=1033]

None at all	24	23	26	27	33	26	28	22	25	23	19	25	26	21	20	29	20	24	25	26	21
One	17	25	12	9	22	24	13	14	15	19	15	14	18	24	17	18	14	21	18	13	21
Two to five	28	26	31	22	27	26	26	33	24	31	22	29	29	27	31	23	33	28	28	25	26
Six to ten	10	12	8	21	5	12	6	12	10	10	11	10	9	10	10	10	12	10	11	10	4
Eleven to twenty	5	1	7	7	4	4	7	4	6	4	7	4	5	5	6	4	8	4	5	4	7
Twenty-one to fifty	4	4	4	2	2	4	5	2	4	4	4	4	4	4	4	3	4	5	2	2	7
Fifty to a hundred	3	1	3	4	0	2	4	2	4	1	8	2	1	3	2	4	2	0	3	6	4
Between a hundred and five hundred	0	1	0	2	0	0	0	1	0	0	1	0	0	1	1	0	0	1	1	0	1
Between five hundred and a thousand	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
More than a thousand	1	2	0	0	0	0	2	0	2	0	1	2	0	1	1	2	1	1	0	3	1
Don't know	8	5	8	6	6	3	9	10	10	7	13	10	6	5	8	8	6	7	7	12	8