

YouGov Survey Results

Sample Size: 1904 GB Adults
Fieldwork: 19th - 20th March 2014

	Gender		Age				Social Grade		Region					
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1904	923	981	227	482	651	545	1085	819	244	619	407	468	166
Unweighted Sample	1904	932	972	168	417	766	553	1236	668	272	645	380	453	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following fonts do you like the most?

Arial	24	24	25	13	18	30	28	27	21	26	23	25	26	21
Broadway	7	6	7	11	10	6	4	5	10	7	7	6	9	4
Calibri	20	20	20	39	25	16	12	25	13	25	22	22	13	17
Comic Sans	16	12	20	11	21	17	13	15	18	12	15	18	16	19
Courier Std	2	3	2	3	4	1	1	2	2	3	2	2	2	3
Times New Roman	21	25	18	16	12	22	32	19	25	18	21	17	25	28
Other	4	5	3	3	5	3	4	4	4	5	4	6	2	4
Don't know	5	6	4	4	5	5	6	3	8	4	6	4	6	4

Which of the following fonts do you like the least?

Arial	3	3	2	5	3	2	2	3	3	4	3	2	3	2
Broadway	42	46	38	33	33	49	46	43	40	37	40	42	47	41
Calibri	4	4	4	6	7	2	2	3	5	5	4	3	2	9
Comic Sans	18	18	17	30	20	14	16	20	15	21	17	18	17	16
Courier Std	16	11	20	9	15	17	17	15	16	13	17	17	13	18
Times New Roman	9	6	11	9	12	9	6	9	8	10	8	10	8	7
Other	1	1	2	0	2	1	2	1	2	3	2	1	1	1
Don't know	8	10	6	8	9	7	9	6	11	8	7	8	10	8