

# YouGov Survey Results

Sample Size: 2103 GB Adults  
Fieldwork: 20th - 21st March 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	
<b>Weighted Sample</b>	<b>2103</b>	X	X	X	X	638	515	417	1020	1083	250	532	719	601	1199	904	269	683	450	517	183	
Unweighted Sample	2103	526	642	139	194	590	547	430	1004	1099	223	429	873	578	1358	745	293	670	468	489	183	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a positive, negative or neutral reaction to this image?

Strongly positive	4	7	3	1	4	6	3	1	4	3	6	6	2	3	3	4	2	3	3	5	6
Fairly positive	10	17	5	13	10	14	5	5	11	8	13	14	7	7	10	8	9	12	10	8	3
Neutral	28	38	19	26	31	40	22	22	29	27	24	24	30	31	27	30	28	29	29	28	23
Fairly negative	22	19	21	34	22	20	20	28	19	24	21	21	23	21	25	17	26	22	23	18	23
Strongly negative	32	17	50	20	31	18	46	40	32	32	23	28	35	37	31	34	29	29	31	37	38
Don't know	5	2	3	6	2	1	4	4	4	5	13	8	3	1	3	7	6	5	4	4	8

How often, if at all, do you play bingo?

Once a week	2	1	3	0	1	2	4	1	1	3	2	1	2	3	1	3	1	1	2	4	3
Once a month	2	0	3	0	1	2	2	1	2	2	2	4	1	1	2	2	1	2	1	2	6
Several times a year	4	6	3	2	2	5	4	3	4	4	2	7	4	2	3	5	4	5	5	2	2
Once a year	4	4	5	8	3	4	3	4	5	4	6	4	3	5	4	5	4	3	5	6	2
Every few years	9	11	9	11	7	10	7	9	8	10	7	10	11	7	10	8	8	10	11	8	9
Never	77	77	76	76	84	77	78	81	79	75	75	72	77	83	79	75	80	78	75	76	78
Don't know	2	0	1	4	1	1	1	1	2	2	6	3	1	0	2	2	3	2	1	2	1