

YouGov Survey Results

Sample Size: 2072 GB Adults
Fieldwork: 7th - 8th July 2014

	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	
Weighted Sample	2072	X	X	X	X	637	491	408	1005	1067	247	524	709	593	1181	891	265	673	443	510	180
Unweighted Sample	2072	517	630	111	220	617	511	395	1029	1043	197	453	809	613	1377	695	328	596	442	451	255
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you consider yourself to be at all "laddish"?

Very	1	1	2	0	1	1	2	2	2	1	0	2	2	0	1	2	1	1	1	2	1
Somewhat	15	14	18	10	17	15	18	11	19	12	20	24	14	8	14	18	15	13	20	16	15
TOTAL SOMEWHAT / VERY	16	15	20	10	18	16	20	13	21	13	20	26	16	8	15	20	16	14	21	18	16
Not very	29	32	30	30	29	29	29	30	34	24	28	34	31	22	33	24	26	30	26	32	29
Not at all	47	50	44	57	50	50	44	53	37	56	34	33	49	62	46	47	49	51	46	40	50
TOTAL NOT VERY / NOT AT ALL	76	82	74	87	79	79	73	83	71	80	62	67	80	84	79	71	75	81	72	72	79
Don't know	8	4	7	4	4	6	7	4	9	6	18	7	5	7	6	9	10	6	7	10	5

Generally speaking do you like to be around men who are 'lads'?

Yes, I do	14	14	16	10	14	13	16	7	16	12	21	20	10	9	13	15	13	14	12	15	14
No, I do not	67	69	66	80	74	69	67	78	65	70	52	58	71	78	71	62	69	70	68	62	70
Don't know	19	17	18	10	12	18	17	15	19	19	27	22	19	13	16	22	18	16	20	23	16

To what extent, if at all, is 'lad culture' sexist?

Very	22	20	23	34	19	20	19	32	21	23	21	18	23	25	24	19	23	21	22	20	30
Somewhat	42	46	45	42	35	43	47	40	42	41	39	43	45	39	45	37	44	42	43	38	44
TOTAL SOMEWHAT / VERY	64	66	68	76	54	63	66	72	63	64	60	61	68	64	69	56	67	63	65	58	74
Not very	15	18	12	12	23	18	15	12	16	14	14	20	14	12	15	15	13	17	14	14	14
Not at all	7	7	6	3	11	7	5	4	8	6	9	7	6	7	4	10	9	4	7	10	2
TOTAL NOT VERY / NOT AT ALL	22	25	18	15	34	25	20	16	24	20	23	27	20	19	19	25	22	21	21	24	16
Don't know	14	9	14	10	12	13	15	11	13	16	17	12	12	18	11	19	12	15	14	17	9