

## YouGov Survey Results

Sample Size: 1974 GB Adults  
Fieldwork: 3rd - 4th June 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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>1974</b>	X	X	X	X	582	503	427	959	1015	239	503	675	557	1125	849	253	642	422	486	172	
Unweighted Sample	1974	429	642	132	257	575	511	432	947	1027	171	480	771	552	1300	674	278	652	419	458	167
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were creating your ideal cooked breakfast, which of the following would you include? (Please tick all that apply)

Bacon	69	70	68	70	75	72	68	69	76	63	62	68	73	69	68	70	63	66	75	72	65
Toast	59	64	56	58	65	64	57	57	59	58	49	59	58	63	58	60	56	60	57	60	59
Mushrooms	58	60	55	61	69	62	58	59	58	57	46	54	65	57	57	58	53	61	60	59	39
Sausage	58	58	58	59	60	60	57	55	69	48	63	64	61	46	58	58	52	57	58	63	55
Tomatoes	48	53	46	46	55	54	48	49	47	49	30	37	54	59	48	48	51	48	49	51	37
Baked beans	47	44	49	45	51	47	47	48	54	39	51	54	48	36	45	48	45	44	51	51	32
Fried egg	43	45	42	38	51	46	40	41	49	37	47	37	44	45	41	46	36	43	50	43	39
Hash browns	39	40	38	43	38	38	36	43	44	35	52	53	36	26	39	39	39	38	47	40	26
Scrambled egg	31	30	32	32	29	29	34	33	32	30	33	34	29	30	34	27	35	30	29	32	32
Fried bread	30	32	33	30	31	33	32	27	36	25	33	23	32	32	27	34	22	29	36	34	18
Black pudding	26	26	26	23	33	28	27	24	35	17	18	25	30	23	26	25	21	19	26	30	42
Poached egg	24	25	24	21	27	25	25	25	20	28	17	29	25	21	26	22	27	25	23	24	19
Porridge	15	16	15	9	12	16	15	14	12	17	9	10	11	25	14	15	16	13	15	12	23
Pancakes	10	10	11	11	7	8	10	12	7	13	20	14	7	5	12	7	16	9	9	8	14
Potato cakes	10	9	11	7	11	11	10	12	10	10	14	11	9	8	12	8	9	8	9	11	19
Boiled egg	8	7	8	9	7	5	8	9	8	7	14	8	6	8	7	9	13	7	5	7	11
French toast	8	8	9	3	9	8	10	8	8	9	13	11	7	5	10	6	13	7	5	8	16
Bubble and squeak	7	9	6	8	12	10	7	8	7	8	4	6	10	7	8	7	10	11	5	5	4
Muffins	7	6	6	5	5	7	5	9	5	9	15	10	5	2	7	7	7	6	8	8	6
Salmon	7	8	5	3	7	7	6	8	6	8	9	9	8	4	8	6	8	7	6	6	13
White pudding	4	4	6	6	1	3	5	6	6	3	3	6	5	1	5	3	6	4	3	5	3
Chips	4	4	6	2	6	4	4	3	4	4	14	4	3	1	4	4	5	4	5	4	1
Kidneys	4	5	3	1	7	5	3	2	4	3	1	1	4	6	4	3	3	5	3	3	2
Kippers	4	4	4	2	6	4	4	2	4	3	2	2	3	6	4	3	3	4	3	2	5
Liver	1	1	1	1	2	1	2	1	2	1	0	1	1	2	2	1	2	2	1	1	0
Herring	1	1	1	0	1	1	1	0	1	1	2	1	1	1	1	1	1	1	1	1	1
Pilchards	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	1	0	0
None of the above	1	0	2	0	2	1	1	2	1	1	1	1	2	1	1	1	1	1	1	2	1
Don't know	2	1	2	2	1	1	3	2	4	1	7	3	1	2	2	4	2	4	2	1	4