

## YouGov Survey Results

Sample Size: 1727 GB Adults  
Fieldwork: 10th - 11th April 2012

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>1727</b>				560	428	364	839	888	209	440	591	487	984	743	221	561	370	425	150	
Unweighted Sample	1727	475	494	105	577	415	382	855	872	78	465	695	489	1162	565	254	596	326	385	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a different subject...

Generally speaking, when books are adapted to film do you think the books are better, or the film adaptations are better?

The books are normally better than the film	<b>72</b>	74	75	64	73	70	74	66	77	66	69	73	75	75	67	72	75	71	68	69
The films are normally better than the book	<b>10</b>	11	10	6	11	12	4	13	7	18	14	8	6	10	10	10	7	11	12	14
Neither	<b>11</b>	10	10	16	11	10	13	12	10	4	9	13	13	10	12	12	11	11	9	11
Don't know	<b>7</b>	5	6	14	5	8	9	8	7	11	8	7	6	5	10	5	7	7	10	6

And when watching a film based on a book, do you prefer to read the book before seeing the film, or see the film before reading the book?

Generally speaking, it is better to see the film after having read the book	<b>56</b>	59	57	48	60	55	57	51	60	51	59	54	56	60	50	59	56	56	51	62
Generally speaking, it is better to see the film before having read the book	<b>19</b>	21	18	20	18	18	20	17	20	15	21	20	16	17	21	21	19	19	19	11
Neither	<b>20</b>	16	22	27	19	21	20	25	16	23	15	20	24	18	22	15	20	18	24	18
Don't know	<b>6</b>	5	3	5	4	6	3	7	5	11	6	6	4	5	7	6	5	6	6	8