

## YouGov Survey Results

Sample Size: 1825 GB Adults  
Fieldwork: 9th - 10th May 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	Total	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>Weighted Sample</b>	<b>1825</b>	490	631	96	566	449	409	887	938	221	465	624	515	1040	785	234	593	391	449	159
Unweighted Sample	1825	484	592	100	574	429	405	891	934	96	480	701	548	1179	646	210	649	331	454	181
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about if you were a journalist...

Which ONE, if any, of the following types of journalist would you MOST like to be?

Travel journalist	<b>15</b>	13	14	16	16	15	16	11	19	12	13	17	16	16	15	15	15	17	14	16
Sports journalist	<b>13</b>	16	16	8	14	16	9	22	4	9	16	17	7	13	13	7	10	18	14	14
Entertainment journalist	<b>7</b>	7	8	3	6	6	6	3	10	10	11	6	2	6	8	10	6	5	7	4
Political journalist	<b>7</b>	8	8	8	9	7	7	9	5	11	6	6	8	8	6	6	7	8	7	9
Food journalist	<b>6</b>	6	7	5	6	5	8	3	8	2	8	5	7	5	6	4	7	7	5	5
Science journalist	<b>6</b>	6	4	15	4	4	8	6	5	10	5	5	5	5	6	5	8	3	6	3
Technology journalist	<b>5</b>	5	5	5	4	6	6	9	1	7	6	4	4	6	3	5	6	5	4	5
Arts and culture journalist	<b>4</b>	3	5	11	3	4	7	3	6	5	5	4	4	6	3	8	4	4	3	4
Human interest stories	<b>4</b>	4	4	2	4	4	4	1	6	2	3	3	6	4	4	2	4	4	4	6
Foreign/International affairs journalist	<b>4</b>	5	4	7	4	4	4	5	3	10	3	4	3	6	2	6	5	1	4	5
Health journalist	<b>3</b>	3	4	2	3	5	4	2	4	5	4	2	3	3	4	5	4	2	3	6
Regional and local events journalist	<b>3</b>	3	3	2	3	2	3	2	4	2	2	3	4	3	3	1	3	4	2	2
Business journalist	<b>2</b>	4	1	2	4	1	1	3	1	0	2	1	3	2	1	2	2	3	1	2
National journalist	<b>1</b>	2	0	0	1	0	1	1	1	2	0	1	1	1	1	1	1	2	0	2
Weather journalist	<b>1</b>	1	1	3	1	1	1	1	1	0	1	2	1	1	1	2	1	1	1	0
Other	<b>1</b>	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	1
None - I would not like to be any sort of journalist	<b>17</b>	12	14	7	15	17	14	15	19	11	13	16	25	13	22	18	15	16	21	15
Don't know	<b>2</b>	2	2	1	1	3	0	1	2	0	1	2	2	2	2	1	2	1	2	1