

YouGov Survey Results

Sample Size: 1155 GB Adults
Fieldwork: 9th - 10th November 2010

	Voting intention			Gender		Age				Social grade		Region					
	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	1155	374	323	95	561	594	138	296	397	323	652	491	147	374	246	286	101
Unweighted Sample	1155	318	339	86	552	603	87	350	444	274	749	394	190	372	216	250	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When choosing a new recipe, whose ideas and suggestions do you value the most?

A member of your immediate family	13	15	12	11	12	13	20	17	8	11	13	12	9	14	16	11	6
Jamie Oliver	8	8	9	4	6	10	6	9	10	6	8	8	10	8	7	7	10
A friend	6	8	7	4	6	7	11	5	5	7	7	5	7	7	5	7	4
BBC Food website	6	5	7	5	6	5	2	8	5	5	7	4	5	5	4	7	5
Delia Smith	6	6	5	14	4	8	1	4	6	9	8	3	7	8	5	2	6
Your partner	5	4	5	1	7	4	2	5	8	4	6	5	6	6	5	4	7
A member of your extended family	4	4	4	1	4	3	4	2	4	4	3	5	3	3	4	3	5
Gordon Ramsey	4	4	2	3	3	4	8	4	3	2	3	5	1	2	6	4	6
All Recipes website	3	1	6	6	3	4	3	2	4	3	3	4	2	1	3	7	3
Nigella Lawson	3	2	1	8	3	4	5	3	4	2	3	3	4	3	2	5	0
James Martin	2	3	1	1	2	2	1	1	2	3	1	2	3	2	1	2	1
A work colleague	1	1	0	2	1	2	1	2	2	0	2	1	1	1	1	2	1
Rick Stein	1	2	2	1	2	0	0	1	1	2	2	1	1	1	0	2	4
Nigel Slater	1	0	0	3	1	1	2	0	1	1	1	1	1	2	0	1	1
Hugh Fearnley-Whittingstall	1	1	2	3	2	1	0	2	2	1	1	1	2	2	0	2	1
Ainsley Harriot	1	0	1	0	1	0	1	1	0	0	0	1	0	1	1	0	0
The Food' magazine	0	1	0	0	0	1	2	1	0	0	1	0	1	0	1	0	0
Good Housekeeping' magazine	0	0	0	2	0	1	0	0	0	1	0	1	0	1	1	0	1
Sophie Dahl	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Gary Rhodes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Heston Blumenthal	0	1	0	0	0	0	2	0	0	0	0	1	0	0	1	0	0
Lloyd Grossman	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Gregg Wallace	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Michel Roux	0	1	0	1	1	0	0	1	0	0	1	0	1	0	1	0	0
John Torode	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Anthony Worrall Thompson	0	0	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0
Martha Stewart	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rachael Ray	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	6	2	9	4	6	3	5	4	7	5	5	8	4	5	3	10
None	19	19	21	18	22	17	11	14	21	24	17	22	20	19	20	19	18
Don't Know	8	7	9	2	9	8	13	9	8	6	7	10	5	6	10	10	12