

YouGov Survey Results



Sample Size: 891 GB Adults
Fieldwork: 9th June 2010

	2010 Election Vote			Gender		Age			Social grade		Region					
	Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	891	292	237	190	428	463	262	317	312	490	401	114	290	191	219	78
Unweighted Sample	891	287	224	201	418	473	239	278	374	572	319	115	300	180	199	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Tesco, which of the following statements do you most agree with?

Tesco are too large and powerful, drive out competition and smaller shops, push down prices for producers and are a bad influence on Britain today	43	36	44	49	42	43	35	44	48	43	43	47	44	38	48	27
Tesco are successful only because they meet the needs of customers, they provide cheap food and good choice for the public, create jobs and are a good influence on Britain today	45	54	46	31	47	42	51	44	40	42	47	36	40	53	43	57
Neither of these	10	9	10	15	8	12	12	10	9	13	7	15	12	7	7	14
Don't know	2	1	0	5	2	3	3	2	3	2	3	2	3	3	1	3