

# YouGov Survey Results

Sample Size: 1750 GB Adults  
Fieldwork: 6th - 7th January 2013

	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> 1750	443	553	150	555	437	391	851	900	212	446	599	494	998	753	224	569	375	431	152	
<b>Unweighted Sample</b> 1750	432	550	129	555	425	400	814	936	148	489	634	479	1122	628	328	582	299	385	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Look at the list of people below and for each one say whether you would regard them as a celebrity. If you haven't heard of them at all, just say.

## Heidi Montag

Would regard this person as a big celebrity	1	0	1	1	1	1	1	1	1	1	0	0	1	1	1	0	0	1	1	
Would regard this person as something of a celebrity	7	6	8	6	4	8	7	4	10	20	11	4	2	9	4	11	5	5	9	7
I have heard of this person, but wouldn't regard them as a celebrity	16	16	16	15	14	15	17	13	19	23	24	14	9	15	17	14	13	18	19	18
I have never heard of this person	72	76	70	76	79	71	73	78	67	51	57	79	86	72	72	71	76	74	66	70
Not sure	4	3	5	2	3	5	3	5	4	5	7	3	3	3	6	3	5	3	4	4

## Claire Richards

Would regard this person as a big celebrity	4	3	5	4	2	6	4	3	6	5	9	2	2	4	5	7	1	5	6	4
Would regard this person as something of a celebrity	19	20	23	10	18	25	16	15	23	22	25	20	10	20	18	20	17	21	19	21
I have heard of this person, but wouldn't regard them as a celebrity	16	13	18	19	14	16	18	14	17	16	16	17	14	15	16	13	16	18	16	14
I have never heard of this person	57	61	50	64	63	49	59	62	51	51	43	57	71	58	55	57	61	51	56	57
Not sure	4	3	4	2	4	4	4	5	4	5	7	3	3	4	5	4	5	4	3	4

## Gillian Telford

Would regard this person as a big celebrity	5	5	6	2	5	6	5	5	6	2	8	6	4	5	6	9	4	6	6	4
Would regard this person as something of a celebrity	36	37	44	33	37	45	36	33	39	8	33	50	33	34	39	33	35	38	37	36
I have heard of this person, but wouldn't regard them as a celebrity	33	36	29	28	41	30	31	32	34	20	22	34	47	33	32	27	34	33	34	35
I have never heard of this person	22	18	17	32	14	15	26	25	18	63	28	8	14	25	18	27	23	19	20	22
Not sure	4	3	3	4	3	4	2	5	3	6	8	2	2	3	5	4	4	4	4	4

## Paula Hamilton

Would regard this person as a big celebrity	2	0	3	0	0	3	2	2	1	2	2	2	1	2	2	2	2	0	3	1
Would regard this person as something of a celebrity	11	15	11	10	12	9	10	11	12	8	12	14	10	11	12	13	12	11	11	11
I have heard of this person, but wouldn't regard them as a celebrity	30	33	34	25	36	35	27	27	32	18	20	33	40	29	30	31	31	30	29	26
I have never heard of this person	53	49	49	62	49	50	58	56	50	67	59	48	47	55	51	50	50	55	55	58
Not sure	4	3	4	3	3	4	3	4	4	5	7	3	3	3	5	3	5	4	3	4

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<b>Weighted Sample</b>	<b>1750</b>	<b>443</b>	<b>553</b>	<b>150</b>	<b>555</b>	<b>437</b>	<b>391</b>	<b>851</b>	<b>900</b>	<b>212</b>	<b>446</b>	<b>599</b>	<b>494</b>	<b>998</b>	<b>753</b>	<b>224</b>	<b>569</b>	<b>375</b>	<b>431</b>	<b>152</b>
<b>Unweighted Sample</b>	<b>1750</b>	<b>432</b>	<b>550</b>	<b>129</b>	<b>555</b>	<b>425</b>	<b>400</b>	<b>814</b>	<b>936</b>	<b>148</b>	<b>489</b>	<b>634</b>	<b>479</b>	<b>1122</b>	<b>628</b>	<b>328</b>	<b>582</b>	<b>299</b>	<b>385</b>	<b>156</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Tricia Penrose**

Would regard this person as a big celebrity	2	2	3	1	1	3	2	2	2	0	2	3	2	1	3	2	1	1	3	3
Would regard this person as something of a celebrity	19	22	22	15	20	23	15	15	24	7	20	22	20	16	24	18	15	22	23	19
I have heard of this person, but wouldn't regard them as a celebrity	20	18	23	16	22	24	18	18	23	16	15	22	24	18	24	16	22	22	22	13
I have never heard of this person	54	54	48	66	53	46	63	61	48	70	56	50	51	61	44	61	57	52	48	57
Not sure	4	3	4	2	3	4	2	5	3	6	6	3	3	3	5	3	5	3	3	7

**Lacey Banghard**

Would regard this person as a big celebrity	1	0	2	0	0	1	1	1	0	2	1	1	0	1	1	1	0	0	2	1
Would regard this person as something of a celebrity	2	2	2	4	2	2	1	2	2	5	2	2	1	2	1	3	2	2	2	2
I have heard of this person, but wouldn't regard them as a celebrity	10	11	10	8	8	8	11	11	9	19	12	9	6	10	11	11	11	12	8	6
I have never heard of this person	83	84	83	86	87	85	83	80	85	69	79	85	89	84	81	81	82	83	84	84
Not sure	4	3	4	2	3	4	3	5	4	5	6	3	4	3	6	4	5	3	4	6

**Spencer Pratt**

Would regard this person as a big celebrity	1	0	1	1	0	1	1	1	1	2	2	0	0	1	1	1	0	0	1	2
Would regard this person as something of a celebrity	5	4	5	3	3	7	4	3	7	14	8	2	1	7	2	6	4	3	7	4
I have heard of this person, but wouldn't regard them as a celebrity	12	9	14	10	9	12	12	8	16	19	18	9	7	10	15	9	10	16	12	16
I have never heard of this person	78	85	75	84	85	76	81	84	73	60	66	86	89	79	77	79	82	78	76	72
Not sure	4	3	4	2	3	4	3	5	4	5	7	3	3	3	6	4	4	3	4	6

**Rylan Clark**

Would regard this person as a big celebrity	2	2	2	1	2	2	1	2	2	3	4	1	1	2	2	5	1	1	2	0
Would regard this person as something of a celebrity	13	10	16	11	10	16	12	8	17	18	17	13	6	14	12	17	11	13	16	8
I have heard of this person, but wouldn't regard them as a celebrity	35	37	37	32	34	38	36	33	38	36	35	40	30	33	38	28	38	40	31	40
I have never heard of this person	46	47	41	54	51	40	47	53	39	37	38	42	61	48	43	47	46	43	47	49
Not sure	4	3	4	2	3	4	3	5	3	5	6	3	3	3	5	4	5	3	4	4

**Frankie Dettori**

Would regard this person as a big celebrity	18	24	20	13	20	18	17	20	16	12	19	21	16	17	19	16	17	20	19	17
Would regard this person as something of a celebrity	43	43	43	47	44	45	47	43	44	36	41	47	44	46	40	42	44	43	40	52
I have heard of this person, but wouldn't regard them as a celebrity	25	26	24	27	28	23	25	24	26	19	20	25	33	24	26	21	27	25	27	16
I have never heard of this person	10	5	11	10	4	10	10	10	11	28	14	6	5	10	11	17	8	10	10	11
Not sure	3	2	3	3	3	3	2	4	3	5	6	2	2	3	4	3	4	3	3	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Sam Robertson**

Would regard this person as a big celebrity	1	0	1	0	0	1	1	1	1	1	1	0	1	1	1	2	0	0	1	1
Would regard this person as something of a celebrity	4	3	6	3	3	7	4	3	4	5	5	5	0	4	4	5	2	4	5	7
I have heard of this person, but wouldn't regard them as a celebrity	9	7	11	7	5	10	6	8	10	15	10	7	7	7	11	7	7	11	10	8
I have never heard of this person	82	86	78	88	88	78	87	84	80	74	77	85	87	86	78	83	85	81	80	78
Not sure	5	4	4	2	5	5	3	4	5	5	6	3	5	3	7	3	5	4	4	6

**Neil Ruddock**

Would regard this person as a big celebrity	4	4	4	1	3	4	3	4	4	2	7	4	2	3	5	7	3	5	4	3
Would regard this person as something of a celebrity	23	25	24	21	23	22	22	25	20	22	26	26	15	22	24	19	21	23	26	21
I have heard of this person, but wouldn't regard them as a celebrity	30	30	32	31	35	32	30	35	24	15	23	33	38	30	30	27	32	28	30	30
I have never heard of this person	39	36	35	44	35	36	41	30	46	55	36	33	40	42	35	42	39	39	36	38
Not sure	5	4	5	2	4	6	3	5	5	5	7	3	5	4	7	5	5	4	4	8

**Ryan Maloney**

Would regard this person as a big celebrity	3	2	3	4	2	3	4	2	4	4	6	2	2	2	5	6	1	3	4	4
Would regard this person as something of a celebrity	9	9	10	7	8	10	8	7	11	11	13	8	5	8	9	8	9	10	8	8
I have heard of this person, but wouldn't regard them as a celebrity	11	9	14	8	9	11	13	11	10	14	11	10	10	9	12	10	10	13	11	6
I have never heard of this person	73	75	69	78	78	71	73	75	71	65	64	77	81	77	68	71	75	69	74	77
Not sure	4	4	4	3	4	4	3	5	4	5	7	3	3	3	6	4	6	4	3	4