

## YouGov Survey Results

Sample Size: 1883 GB Adults  
Fieldwork: 2nd - 3rd October 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	Con	Lab	Lib Dem	UKIP	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> 1883	X	X	X	X	559	492	408	913	970	224	476	644	539	1073	810	241	612	403	463	164	
<b>Unweighted Sample</b> 1883	486	602	128	173	550	498	440	897	986	177	420	754	532	1194	689	254	606	411	442	170	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Without looking it up, please type in how much you think a normal pint of milk is. Please type your answer in pence, there is no need to put a p afterwards. If you don't know the answer, just tick don't know.

40p or less	<b>10</b>	11	9	10	13	10	8	11	11	9	11	7	10	13	9	11	7	12	9	10	11
41p - 50p	<b>32</b>	35	35	30	41	36	38	31	34	30	24	34	35	31	35	29	35	35	31	32	26
51p - 60p	<b>16</b>	16	18	16	8	16	15	18	15	17	12	16	19	13	16	15	14	16	15	16	21
61p - 70p	<b>9</b>	8	10	10	8	7	10	11	7	11	11	7	10	9	7	12	7	7	12	11	7
71p - 80p	<b>8</b>	8	6	9	16	8	8	6	8	8	10	8	7	9	8	8	6	5	12	9	11
More than 80p	<b>12</b>	12	12	8	10	12	12	11	12	12	17	9	9	16	12	12	12	13	12	10	13
Don't know	<b>13</b>	9	10	16	4	10	9	13	12	13	16	19	10	9	12	13	19	12	9	13	11
Mean	<b>52</b>	54	53	47	56	53	53	50	52	52	55	47	52	54	51	52	50	51	55	50	54
Median	<b>50</b>	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	49	51	50	54

And again, without looking it up, please type in how much you think a VALUE loaf of white bread is. Please type your answer in pence, there is no need to put a p afterwards. If you don't know the answer, just tick don't know.

40p or less	<b>8</b>	6	7	8	11	6	9	7	6	9	10	7	8	6	7	8	8	6	8	9	9
41p - 50p	<b>24</b>	26	24	18	28	26	25	26	24	24	20	19	27	27	22	27	26	25	25	22	23
51p - 60p	<b>8</b>	9	9	12	6	8	10	10	8	8	5	8	9	7	9	7	6	8	7	9	8
61p - 70p	<b>5</b>	4	7	6	6	4	5	6	5	5	5	5	5	5	5	5	4	6	4	5	4
71p - 80p	<b>10</b>	10	9	12	11	10	8	11	10	11	11	10	11	10	11	9	11	9	11	9	12
More than 80p	<b>34</b>	36	34	32	35	37	36	31	37	31	33	33	33	37	33	35	31	36	33	34	32
Don't know	<b>12</b>	9	9	12	4	9	8	10	11	12	17	18	7	9	12	11	15	11	11	12	11
Mean	<b>67</b>	70	70	73	70	70	69	69	71	64	62	64	68	72	67	68	64	71	67	66	66
Median	<b>60</b>	65	60	64	70	65	60	60	65	60	60	60	60	65	60	60	55	65	60	60	60