

YouGov Survey Results

Sample Size: 2810 GB Adults
Fieldwork: 17th - 18th July 2011

Total	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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	
2810	809	920	196	868	746	609	1366	1444	340	717	961	792	1602	1208	360	913	601	691	244	
2810	780	858	203	844	695	630	1342	1468	262	761	980	807	1798	1012	421	898	591	640	260	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about celebrities who promote or do work for charities, which of the following best represents your view?

Most celebrities who promote charities are genuinely trying to use their position to do something good for others	36	38	38	41	37	37	40	31	41	41	35	37	35	37	35	37	34	38	38	37
Most celebrities who promote charities are cynically trying to improve their own public image	46	48	47	38	49	46	41	52	40	41	46	45	48	46	46	44	46	45	47	47
Neither	8	7	7	11	6	7	10	8	8	6	9	9	7	8	9	7	10	6	7	8
Not sure	10	7	8	9	7	10	8	9	10	12	10	9	9	9	10	12	10	10	8	8