

## YouGov Survey Results

Sample Size: 2807 GB Adults  
Fieldwork: 28th - 30th June 2011

	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>	<b>2807</b>	<b>807</b>	<b>883</b>	<b>187</b>	<b>876</b>	<b>726</b>	<b>590</b>	<b>1362</b>	<b>1445</b>	<b>340</b>	<b>716</b>	<b>963</b>	<b>788</b>	<b>1596</b>	<b>1200</b>	<b>355</b>	<b>909</b>	<b>596</b>	<b>682</b>	<b>241</b>
Unweighted Sample	2807	795	805	203	873	656	620	1353	1454	169	835	1080	723	1808	988	461	870	560	654	237
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In which, if any, of the following areas do/ did you plan on having your MAIN summer holiday this year?

UK	27	26	28	29	27	26	28	26	28	19	30	27	26	25	29	16	27	34	24	31
Europe	27	32	25	20	30	24	26	27	27	35	26	24	27	32	20	30	28	21	28	30
The US	4	5	3	5	5	4	3	4	4	4	5	3	3	4	3	6	4	2	4	3
Asia	2	2	2	4	2	3	2	3	1	0	2	2	2	2	1	3	2	2	2	1
Africa	2	2	1	4	2	1	1	2	1	2	1	2	1	2	1	1	1	2	1	2
Somewhere else	3	5	3	2	3	4	2	3	4	3	3	4	4	4	3	6	4	2	3	4
Not applicable, I will not be having a MAIN summer holiday this year	32	25	35	31	28	34	35	32	32	28	28	34	34	27	38	31	30	33	35	26
Don't know	4	3	4	6	3	4	3	4	4	9	4	4	3	4	4	7	5	4	3	4

And which, if any, of the following activities did you do/ do you expect to do on your MAIN summer holiday this year? (Please tick all that apply)

[Only those who are planning on having their main summer holiday in the UK n=742]

Go for walks	73	76	70	69	77	70	76	74	72	65	78	75	69	79	67	63	69	70	84	80
Visit landmarks (e.g. castles etc.)	65	70	63	67	67	68	68	66	64	47	65	67	68	67	63	66	62	69	63	67
Go to the beach	59	56	61	49	56	64	55	57	60	55	67	59	51	58	61	56	56	68	58	48
Visit pubs	46	47	49	42	46	48	52	55	38	51	51	54	29	50	42	36	46	43	53	48
Play a board game/ cards	22	21	23	20	21	23	28	22	22	26	30	23	11	26	18	27	24	19	23	16
Something else	20	22	17	27	19	16	20	20	20	24	23	20	16	23	17	28	21	20	16	17
Don't know	3	2	5	3	2	1	4	2	4	14	3	3	2	3	4	2	4	5	2	2

Fieldwork: 28th - 30th June 2011

	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> 2807	807	883	187	876	726	590	1362	1445	340	716	963	788	1596	1200	355	909	596	682	241	
Unweighted Sample	795	805	203	873	656	620	1353	1454	169	835	1080	723	1808	988	461	870	560	654	237	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following is your favourite board game?

Monopoly	22	23	22	19	21	22	20	25	19	39	32	16	13	20	24	19	23	23	24	16
Scrabble	18	17	17	20	17	20	19	12	22	6	14	17	26	18	17	18	17	18	18	18
Trivial Pursuit	10	10	12	9	10	11	12	9	11	4	11	13	9	12	8	10	11	8	10	15
Chess	6	5	6	5	7	5	6	11	2	7	5	7	6	6	6	5	5	7	6	7
Cluedo	4	4	4	5	4	4	4	2	6	7	6	4	1	5	3	5	2	4	6	3
Backgammon	3	3	3	1	3	3	2	3	2	2	1	4	3	3	3	6	2	3	2	3
Checkers/ Draughts	2	1	3	2	1	3	1	2	2	2	2	2	2	2	2	2	2	2	2	2
Snakes and Ladders	2	2	1	3	1	2	2	1	2	1	2	1	2	2	1	1	2	1	2	1
Pictionary	2	1	1	3	1	1	2	1	2	2	3	1	1	2	1	2	2	1	2	1
Risk	1	2	1	1	1	1	2	2	1	1	2	2	1	2	1	2	2	1	1	1
Cranium	1	1	2	3	1	0	3	1	1	3	2	1	0	2	1	0	1	1	2	1
Articulate	1	1	2	2	1	2	3	1	2	1	3	1	1	2	1	3	1	2	1	1
Boggle	1	0	1	0	0	1	1	0	1	1	0	1	1	1	0	0	0	1	1	1
Mouse Trap	1	0	1	3	0	0	1	0	1	2	1	0	0	1	0	1	0	0	1	1
Other	3	4	2	5	4	2	4	2	4	3	3	3	3	3	2	4	3	3	3	4
Not applicable, I do not have a favourite board game	21	24	18	14	26	19	16	23	19	8	12	23	31	19	23	19	24	22	17	21
Don't know	3	2	3	3	2	3	1	3	3	11	3	2	1	2	5	2	3	3	3	3

And which, if any, of the following is your favourite card game?

Solitaire	15	16	13	14	16	14	14	9	20	9	15	14	18	13	17	13	14	12	18	17
Rummy	9	8	9	10	9	10	8	5	12	7	11	10	6	9	8	10	9	9	8	7
Poker	8	8	9	7	9	6	8	14	4	12	13	8	4	8	9	6	8	9	8	14
Blackjack	6	5	8	5	5	8	5	8	4	13	9	4	2	6	6	9	4	6	8	3
Cribbage	6	7	6	4	6	7	7	4	4	2	2	6	10	6	5	7	7	5	4	7
Trumps/ Whist	4	4	4	8	4	5	5	5	4	2	3	6	4	5	4	3	5	6	3	5
Newmarket	3	4	4	5	4	4	2	2	4	3	2	3	4	3	4	1	4	5	4	1
Snap	2	2	3	1	1	3	2	0	4	6	2	2	1	2	2	2	2	2	3	3
Chase the Ace	2	1	2	1	0	2	2	2	1	3	2	1	1	2	1	0	1	2	3	0
Bridge	2	4	1	4	4	1	2	3	2	1	1	2	5	3	1	4	3	2	2	1
Hearts	2	3	2	3	2	2	2	3	2	2	3	2	2	2	2	2	2	3	1	5
Canasta	2	3	1	2	3	0	2	1	2	0	1	2	3	2	1	3	2	2	1	1
Cheat	1	1	1	3	0	1	2	1	1	4	1	0	1	1	1	2	1	2	1	1
Go Fish	1	1	1	0	1	1	1	1	1	3	1	1	0	1	1	1	1	1	1	1
Strip Jack Naked	1	0	1	0	0	1	0	1	1	1	1	1	0	1	1	2	0	1	1	0
Memory	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Pitch	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	4	6	6	3	5	6	5	5	6	7	4	4	6	3	7	6	5	3	4
Not applicable, I do not have a favourite card game	28	28	28	24	30	26	29	30	26	16	22	32	34	27	29	27	29	28	28	25
Don't know	2	1	2	3	2	1	2	2	3	8	3	1	0	2	3	2	2	2	2	5