

YouGov Survey Results

Sample Size: 2284 GB Adults

Fieldwork: 17th - 18th March 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region				
	Total	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
Weighted Sample	2284	X	X	X	X	660	546	460	1108	1176	272	578	781	653	1302	982	292	742	489	562	199
Unweighted Sample	2284	557	674	157	241	629	563	466	1107	1177	239	470	884	691	1541	743	353	687	445	495	304
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is your opinion of the font Comic Sans? (see picture)

Like very much	10	9	13	11	9	11	11	8	8	13	9	10	11	10	10	11	12	10	12	9	9
Quite like	42	44	39	49	41	41	39	46	39	45	36	43	45	40	42	41	37	43	40	45	43
TOTAL LIKE	52	53	52	60	50	52	50	54	47	58	45	53	56	50	52	52	49	53	52	54	52
Don't like	24	27	26	21	16	25	26	26	26	22	27	25	21	25	26	21	24	26	24	21	24
Can't stand	6	5	7	11	7	5	5	9	7	6	15	7	5	4	7	5	10	6	6	6	8
TOTAL DON'T LIKE	30	32	33	32	23	30	31	35	33	28	42	32	26	29	33	26	34	32	30	27	32
Don't know	17	15	15	9	27	18	18	11	19	15	12	15	17	21	15	21	17	16	18	19	16

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

Do you think it is generally acceptable or unacceptable to use
Comic Sans in the following circumstances?

A notice posted at work

Acceptable	49	46	52	53	46	47	51	53	45	54	49	51	52	45	49	50	48	50	46	51	49
Unacceptable	35	40	36	40	29	38	33	37	37	34	41	31	34	37	39	30	39	35	35	32	38
Don't know	16	14	12	7	25	15	16	10	18	13	10	18	14	18	12	20	13	14	18	17	13

An email or letter to a friend

Acceptable	68	69	70	75	61	68	69	73	63	73	67	65	71	68	70	66	62	69	67	73	63
Unacceptable	18	18	19	21	15	18	17	19	21	15	22	20	16	16	19	16	25	18	16	14	23
Don't know	14	13	11	5	24	14	14	7	16	12	11	15	12	16	11	18	13	13	17	13	14

An email or letter to a colleague

Acceptable	38	34	42	41	35	35	41	39	35	41	33	36	41	38	36	40	35	39	36	41	32
Unacceptable	46	51	44	50	40	50	42	51	46	46	56	45	44	45	51	40	50	47	45	41	53
Don't know	16	14	14	8	25	15	17	11	19	13	11	19	15	17	13	20	15	14	18	18	16

A wedding invitation

Acceptable	36	36	37	36	34	38	35	37	35	37	29	35	42	33	35	37	33	36	34	41	31
Unacceptable	48	50	50	59	43	47	48	54	47	50	61	47	44	51	52	43	54	48	48	45	55
Don't know	16	14	14	6	23	15	17	9	18	13	10	18	15	16	13	20	14	16	18	14	14

A party invitation

Acceptable	70	72	69	77	67	73	67	76	66	73	59	66	76	70	72	67	65	71	71	71	66
Unacceptable	16	15	18	21	12	14	17	16	18	15	30	17	11	15	17	14	23	15	13	14	21
Don't know	14	12	13	3	21	13	16	7	17	12	11	18	12	15	11	19	12	14	16	14	13

A comic book

Acceptable	79	81	78	85	72	81	77	86	75	82	72	75	83	79	82	74	77	82	76	78	78
Unacceptable	8	7	10	12	6	7	8	7	9	7	15	9	5	7	8	8	11	6	7	7	11
Don't know	14	12	12	3	21	13	15	7	16	11	13	16	12	14	10	18	12	12	17	15	11

A website

Acceptable	56	57	56	61	48	58	55	58	52	59	50	55	61	52	56	54	54	56	57	55	53
Unacceptable	27	26	29	30	28	24	28	31	26	27	37	26	23	28	29	24	30	26	23	27	32
Don't know	18	17	15	9	24	18	18	11	21	14	13	19	16	20	15	22	16	18	20	17	15

A poster for an event

Acceptable	65	66	67	70	59	67	64	70	60	69	52	60	73	64	66	63	64	66	64	64	64
Unacceptable	19	19	20	23	16	17	21	21	21	18	36	22	13	18	22	17	22	19	17	20	24
Don't know	16	16	13	7	25	16	15	9	19	13	12	18	14	18	13	20	14	16	20	16	12