

YouGov Survey Results

Sample Size: 1857 GB Adults
Fieldwork: 25th - 26th July 2013

	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		
Weighted Sample	1857	X	X	X	X	569	447	396	903	954	225	474	635	524	1058	799	238	604	397	457	162	
Unweighted Sample	1857	443	592	112	195	555	460	408	863	994	183	428	719	527	1237	620	254	621	379	463	140	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is your opinion of men wearing red trousers?

Like a great deal	3	3	3	2	2	2	4	2	3	2	5	3	2	2	3	3	3	3	3	3	1
Like a fair amount	9	11	9	9	9	10	8	9	9	10	12	14	6	8	11	8	17	9	7	9	8
TOTAL LIKE A GREAT DEAL / FAIR AMOUNT	12	14	12	11	11	12	12	11	12	12	17	17	8	10	14	11	20	12	10	12	9
Don't like much	22	25	22	21	21	25	22	19	21	22	24	22	21	22	25	18	24	23	21	20	21
Don't like at all	24	22	24	17	32	22	27	21	27	21	25	25	28	16	21	27	22	25	27	21	19
TOTAL DON'T LIKE MUCH / AT ALL	46	47	46	38	53	47	49	40	48	43	49	47	49	38	46	45	46	48	48	41	40
Don't know/don't care	43	39	42	50	36	42	40	49	40	45	34	37	42	52	41	45	34	40	42	48	51

When you see a man wearing red trousers, what is the first word that comes to mind?

[For verbatim list of responses see sheet "Q2"]