

## YouGov Survey Results

Sample Size: 1697 GB Adults  
Fieldwork: 7th - 8th October 2012

	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> 1697	439	574	109	542	408	381	825	872	205	433	580	479	967	730	217	552	363	417	148
Unweighted Sample	434	546	106	543	401	393	789	908	92	464	707	434	1141	556	319	544	328	369	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### How frequently do you get your hair cut?

Once a week or more	1	2	2	5	1	2	2	2	1	3	0	2	1	2	1	2	2	2	1	1
Two or three times a month	4	2	4	6	3	4	3	7	0	3	7	4	1	3	5	4	2	5	6	4
Once a month	21	26	20	17	22	20	22	28	15	16	15	20	31	24	18	25	20	23	22	17
Once every two months	36	40	38	37	41	37	33	35	37	24	32	38	43	38	33	25	35	40	39	40
Once every three or four months	19	18	21	13	18	21	22	15	22	28	23	17	14	18	20	21	19	19	17	24
Once every five or six months	8	6	8	15	7	8	8	3	13	11	10	9	3	7	10	12	11	5	5	6
Less often than this	5	3	4	6	4	4	6	2	8	8	8	5	2	5	6	6	6	3	6	4
Not applicable - I do not have any hair or never have it cut	4	4	2	1	4	3	3	5	3	3	2	4	5	3	5	5	5	3	3	3
Don't know	1	0	1	0	0	1	2	1	1	4	2	0	0	0	2	0	2	1	1	1

### Do you always have your haircut by the same person, or do you have it cut by different people?

[Only asked to those who said they get their hair cut n=1618]

I always have my hair cut by the same person	69	74	69	73	72	70	69	66	72	57	61	74	77	68	71	65	66	74	71	72
I have my hair cut by different people	29	25	29	27	28	28	31	32	26	37	38	24	23	31	27	33	33	23	27	28
Don't know	2	1	2	1	0	1	1	1	2	6	1	2	0	1	3	2	1	2	2	0