

YouGov Survey Results

Sample Size: 1944 GB Adults
Fieldwork: 5th - 6th August 2014

	Westminster VI				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 1944	X	X	X	X	580	497	386	943	1001	231	492	665	556	1108	836	249	632	416	478	169	
Unweighted Sample	464	621	103	221	540	544	382	918	1026	172	364	854	554	1234	710	278	598	399	441	228	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following flavour of crisps do you like the most?

Cheese & Onion	31	28	37	27	31	29	35	27	31	30	23	25	40	27	27	36	27	33	31	30	30
Ready salted	28	30	26	35	29	30	28	31	25	31	18	17	22	49	28	28	24	26	28	32	29
Salt & Vinegar	23	24	19	24	24	25	22	22	24	22	22	35	24	11	26	18	24	22	24	21	23
Prawn Cocktail	11	11	11	6	8	10	8	11	10	11	26	17	8	4	10	12	12	9	10	13	13
None of these	8	6	7	7	9	6	8	8	10	6	12	6	6	9	9	6	13	9	7	4	5

When it comes to new flavours of crisps, which of the following comes closest to your view?

The more the better	28	24	30	29	25	23	31	24	30	26	40	42	29	10	28	28	24	30	30	25	30
We have enough flavours as it is, but we shouldn't get rid of any	20	22	23	17	16	22	20	19	18	22	17	22	23	16	19	22	20	18	21	22	17
There are too many flavours – and the unnecessary ones can go	29	35	25	31	40	36	26	31	28	30	18	17	23	52	29	29	33	28	30	29	29
No opinion	23	20	22	23	19	19	23	26	23	22	26	20	24	22	24	21	23	24	20	23	23