

YouGov Survey Results

Sample Size: 1681 GB Adults
Fieldwork: 23rd - 24th May 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
Weighted Sample	1681	444	551	111	503	443	393	817	864	203	429	575	474	958	723	215	546	360	414	146
Unweighted Sample	1681	440	514	121	511	411	419	802	879	91	462	644	484	1106	575	220	560	354	397	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People often use different terms to refer to television remote controls (e.g. when asking someone to pass it to them, or if someone has seen it). How do you normally refer to the television remote control in your household?
(Please select all that apply).

Remote	78	78	79	69	77	79	80	82	75	76	76	78	81	78	78	80	77	77	78	80
Thingy	9	8	11	2	7	11	11	8	9	11	11	7	8	9	8	10	8	9	10	9
Zapper	8	10	6	12	10	7	9	10	7	9	6	8	10	9	7	5	9	11	7	5
Doofer (or Hoofers Doofer)	6	6	6	5	6	6	6	5	7	5	8	8	2	7	5	3	4	6	8	10
Buttons	5	3	6	5	4	6	5	5	5	9	7	5	2	5	5	4	7	4	4	6
Changer	4	4	4	7	2	4	4	4	3	13	3	3	2	4	3	8	3	3	3	3
Flicker	2	2	4	2	3	2	3	2	3	5	4	1	1	3	2	3	2	2	3	0
Clicker	2	3	2	1	3	2	2	1	3	1	2	2	3	2	2	4	2	1	3	1
Box	2	1	2	2	1	2	1	1	3	1	4	2	1	2	2	1	2	2	2	0
Fat controller	1	1	1	1	1	1	1	0	1	0	1	1	1	1	0	0	1	1	0	1
Gizmo	1	1	1	4	1	0	2	1	1	3	0	0	1	1	1	2	2	0	0	0
Gadget	0	0	0	2	0	1	0	0	1	1	0	1	1	0	1	1	0	0	1	0
Other	8	7	9	14	8	9	7	8	8	6	9	9	7	8	8	6	9	8	8	8
Not applicable - I do not have a television	1	0	0	3	0	0	1	1	0	0	1	0	0	1	1	0	1	0	1	1
Don't know	3	2	1	1	2	2	2	2	3	6	6	1	1	3	3	1	3	4	2	2