

YouGov Survey Results

Sample Size: 1867 GB Adults
Fieldwork: 26th - 27th March 2013

Total	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	
1867	X	X	X	X	562	435	422	907	960	226	476	639	526	1064	803	239	607	399	460	162	
Unweighted Sample	1867	445	572	126	219	581	440	427	892	975	118	422	781	546	1238	629	254	614	389	468	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How many large easter eggs (that is, NOT including mini eggs, or eggs the size of Cadbury Creme Eggs) - if any - do you expect to BUY this Easter?

None	36	37	34	32	38	37	33	37	39	33	37	29	32	45	36	35	37	35	34	38	35
One	10	12	10	10	8	8	9	14	12	9	21	12	9	6	12	9	8	9	13	12	10
Two or three	23	25	20	36	20	24	21	25	21	25	19	28	24	19	24	21	21	23	25	21	24
Four or five	14	14	16	10	10	15	16	12	12	15	11	13	18	12	15	12	12	15	13	11	22
Six to ten	9	7	10	7	15	11	9	6	6	12	2	9	9	11	7	10	8	8	9	11	7
More than ten	4	2	7	3	5	4	7	3	4	4	0	5	5	5	2	7	2	6	5	4	1
Don't know	5	3	4	2	5	3	4	2	6	3	10	5	3	3	4	5	12	4	2	4	2

And how many large easter eggs (that is, NOT including mini eggs, or eggs the size of Cadbury Creme Eggs) - if any - do you expect to EAT this Easter?

None	48	52	48	44	57	56	47	50	48	48	24	31	53	68	46	51	41	49	47	50	52
One	26	26	24	32	25	25	26	27	24	29	29	31	26	21	26	26	24	28	26	26	28
Two or three	16	15	18	17	14	14	16	16	18	15	29	25	14	7	19	13	21	14	18	18	12
Four or five	3	3	5	4	1	2	6	2	3	4	6	6	3	1	3	3	3	3	4	3	1
Six to ten	1	0	1	1	1	0	0	1	1	1	4	1	1	0	1	1	0	1	2	0	3
More than ten	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	1	0	1	0	0	0
Don't know	5	4	4	2	1	3	4	3	6	4	8	6	4	3	5	5	11	5	3	3	4

Generally speaking, do you think chocolate eggs should be sold in stores year round, or should they only be sold in the run up to and around Easter?

Should be sold year round	8	5	12	5	6	7	8	6	10	6	15	7	8	7	7	10	9	7	8	9	7
Should only be sold in the run up to and around Easter	82	90	77	86	88	88	82	85	77	87	70	83	84	85	83	81	74	85	83	82	82
Don't know	10	5	11	9	5	5	11	9	13	6	15	10	8	9	10	9	17	8	8	9	11