

YouGov Survey Results

Sample Size: 1385 London adults (aged 18+)
Fieldwork: 15th - 18th December 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Heard of term 'hipster'?	
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Have heard	Have not heard	
Weighted Sample	1385	x	x	x	x	390	401	288	683	702	166	496	445	278	812	559	909	476
Unweighted Sample	1385	305	525	85	121	325	483	283	694	691	70	362	410	543	953	414	963	422
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three, if any, of the following areas in London would you say is the trendiest? (Please tick up to three options)

Shoreditch	38	42	38	44	20	36	40	43	38	38	46	45	32	29	43	31	46	24
Brixton	15	10	14	31	5	7	17	19	12	17	21	13	19	7	17	10	18	9
Dalston	12	15	13	11	5	10	12	17	14	10	19	18	8	5	14	8	17	2
Stoke Newington	12	10	16	9	6	8	20	9	11	12	4	11	14	15	13	10	13	10
London Fields	10	9	16	9	5	9	13	12	9	12	10	11	9	13	13	6	12	7
Peckham	8	7	9	11	3	6	9	5	8	7	16	9	6	2	9	6	9	5
Hackney Wick	8	10	8	3	2	8	8	9	7	8	12	6	7	10	8	7	8	7
Camberwell	6	6	7	8	8	6	7	4	6	6	5	5	5	9	6	5	4	8
New Cross	4	2	7	3	1	3	7	2	5	3	8	6	1	4	3	6	5	4
None of these are trendy	23	22	24	16	50	26	19	21	24	23	13	18	27	34	21	27	21	28
Don't know	20	22	14	20	20	25	16	17	19	22	18	17	24	22	17	26	14	32

Have you ever heard the term 'hipster' used to describe a person before?

Have heard	66	64	68	62	56	64	65	66	68	63	81	78	58	46	71	57	100	0
Have not heard	34	36	32	38	44	36	35	34	32	37	19	22	42	54	29	43	0	100

A hipster can be defined as 'a person who follows the latest trends and fashions, especially those regarded as being outside the cultural mainstream'. Thinking about this, how much do you like or dislike hipsters?

Like a lot	3	0	5	1	2	1	7	1	2	4	1	3	5	2	3	3	3	2
Like a little	14	13	19	9	6	13	16	12	15	12	18	19	9	9	14	14	15	12
TOTAL LIKE	17	13	24	10	8	14	23	13	17	16	19	22	14	11	17	17	18	14
Neither like nor dislike	56	62	53	40	66	60	53	54	52	60	37	49	64	68	56	57	57	55
Dislike a little	11	12	10	23	11	11	12	12	12	10	18	13	8	9	14	7	14	6
Dislike a lot	9	9	5	19	7	11	5	10	11	7	11	11	7	6	9	7	10	6
TOTAL DISLIKE	20	21	15	42	18	22	17	22	23	17	29	24	15	15	23	14	24	12
Don't know	7	4	7	8	8	5	7	10	9	6	14	6	7	6	5	11	2	19

If you had to describe hipsters in one word, what would it be?

[See tab for open-ended responses]

Don't know	36	33	38	32	35	33	34	35	36	36	35	32	41	36	29	47	23	62
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