

YouGov Survey Results

Sample Size: 1295
 Fieldwork: 8th - 9th November 2012

Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1

What are the first THREE things that come to mind when you think of 'Africa'? (Please write the first three things that come to mind in the box below separating each with a semicolon ';', if you can't think of anything please type 'dk')

Unweighted Base	1295	615	680	113	186	230	246	520	766	529
All GB Adults	1295	622	673	155	222	231	233	453	712	583
Famine / hunger / starvation	24%	22%	26%	16%	24%	26%	30%	23%	23%	25%
Poverty / Poor people / It's poor	38%	40%	36%	50%	46%	40%	33%	31%	41%	34%
NET: Code 1 or 2	55%	54%	55%	56%	61%	56%	55%	50%	56%	52%
Drought / lack of water / dirty water	7%	4%	9%	7%	5%	6%	7%	8%	7%	7%
HIV / AIDS	4%	4%	4%	6%	3%	5%	3%	4%	5%	4%
War / conflict	9%	9%	9%	6%	7%	14%	6%	11%	11%	7%
Desert / Sahara	4%	5%	3%	7%	3%	5%	3%	3%	4%	4%
Big / large / vast expanse / continent	4%	6%	3%	7%	2%	4%	7%	3%	5%	4%
Safaris / bush	12%	9%	15%	11%	18%	14%	12%	9%	11%	13%
Dusty / dry	1%	1%	2%	2%	3%	1%	2%	1%	1%	2%
Hot / climate related	19%	14%	24%	19%	19%	16%	21%	19%	21%	17%
Sun / sunshine / sunsets	6%	5%	6%	1%	4%	8%	6%	6%	6%	5%
Wildlife / animals / nature (GENERAL)	16%	16%	16%	10%	11%	14%	17%	21%	16%	16%
Holidays / travelling / adventure	1%	1%	1%	1%	1%	-	2%	1%	1%	1%
International aid / assistance / debt	2%	3%	1%	4%	3%	-	1%	3%	3%	2%
Sports related	2%	3%	1%	5%	3%	3%	1%	1%	1%	3%
LIVE aid	1%	1%	0%	1%	1%	1%	0%	0%	1%	0%
Jungle / forest / rainforest	3%	4%	2%	-	-	5%	2%	5%	3%	2%
Dirt / filth	0%	0%	0%	-	1%	-	-	0%	0%	0%
Oppression / instability / unrest / struggle / troubled	4%	5%	3%	2%	3%	3%	3%	7%	5%	3%
Corrupt leaders / corruption	12%	14%	9%	4%	5%	9%	20%	14%	13%	10%
Dictatorships	2%	3%	1%	1%	0%	2%	3%	3%	3%	2%
Serengeti	0%	0%	0%	-	-	-	0%	0%	0%	0%
Charity / charity ads	1%	1%	1%	3%	-	0%	3%	0%	1%	1%

YouGov Survey Results

Sample Size: 1295
 Fieldwork: 8th - 9th November 2012

Total	Region								Working Status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

What are the first THREE things that come to mind when you think of 'Africa'? (Please write the first three things that come to mind in the box below separating each with a semicolon ';', if you can't think of anything please type 'dk')

Unweighted Base	1295	336	187	146	132	330	77	87	651	145	796	51	309	24	115
All GB Adults	1295	319	212	124	166	297	65	113	677	149	827	68	263	25	112
Famine / hunger / starvation	24%	26%	23%	25%	25%	21%	19%	26%	26%	33%	27%	6%	21%	24%	15%
Poverty / Poor people / It's poor	38%	38%	32%	40%	35%	43%	39%	38%	40%	22%	37%	55%	33%	37%	47%
NET: Code 1 or 2	55%	55%	51%	57%	54%	58%	50%	53%	56%	51%	56%	56%	50%	55%	57%
Drought / lack of water / dirty water	7%	7%	6%	8%	8%	6%	7%	5%	6%	9%	7%	5%	9%	6%	4%
HIV / AIDS	4%	3%	5%	6%	5%	4%	1%	2%	4%	3%	4%	7%	4%	11%	5%
War / conflict	9%	10%	8%	11%	7%	8%	18%	9%	9%	10%	9%	4%	10%	1%	11%
Desert / Sahara	4%	4%	2%	5%	5%	4%	3%	6%	5%	4%	4%	7%	3%	2%	1%
Big / large / vast expanse / continent	4%	4%	4%	5%	7%	4%	2%	3%	4%	4%	4%	14%	3%	3%	4%
Safaris / bush	12%	10%	14%	13%	9%	15%	13%	8%	12%	15%	13%	14%	8%	9%	15%
Dusty / dry	1%	1%	3%	3%	-	2%	1%	-	2%	1%	2%	2%	1%	-	2%
Hot / climate related	19%	21%	22%	28%	14%	15%	10%	21%	19%	19%	19%	30%	18%	-	17%
Sun / sunshine / sunsets	6%	3%	7%	7%	5%	6%	6%	6%	6%	3%	6%	4%	5%	2%	8%
Wildlife / animals / nature (GENERAL)	16%	16%	15%	14%	11%	17%	18%	21%	16%	10%	15%	10%	21%	5%	14%
Holidays / travelling / adventure	1%	0%	-	2%	3%	2%	1%	-	1%	1%	1%	1%	1%	-	0%
International aid / assistance / debt	2%	3%	1%	5%	3%	0%	3%	2%	2%	2%	2%	1%	1%	13%	2%
Sports related	2%	2%	1%	5%	2%	2%	3%	-	2%	6%	3%	2%	0%	2%	1%
LIVE aid	1%	1%	1%	1%	-	0%	-	-	1%	0%	1%	3%	-	-	-
Jungle / forest / rainforest	3%	4%	1%	2%	3%	2%	2%	8%	3%	1%	3%	-	6%	5%	-
Dirt / filth	0%	0%	0%	1%	-	0%	-	-	0%	-	0%	-	0%	-	1%
Oppression / instability / unrest / struggle / troubled	4%	3%	5%	8%	5%	4%	2%	3%	4%	2%	3%	3%	7%	-	4%
Corrupt leaders / corruption	12%	10%	10%	8%	16%	14%	11%	12%	12%	10%	12%	5%	14%	5%	10%
Dictatorships	2%	2%	3%	2%	3%	2%	1%	2%	2%	1%	2%	-	4%	4%	2%
Serengeti	0%	0%	0%	-	-	0%	-	-	0%	-	0%	-	0%	-	-
Charity / charity ads	1%	2%	1%	1%	-	2%	-	-	1%	-	1%	-	1%	-	4%

YouGov Survey Results

Sample Size: 1295
 Fieldwork: 8th - 9th November 2012

Total	Marital Status					Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+		

What are the first THREE things that come to mind when you think of 'Africa'? (Please write the first three things that come to mind in the box below separating each with a semicolon ';', if you can't think of anything please type 'dk')

Unweighted Base All GB Adults	1295	672	158	115	41	309	971	155	110	38	303	21
	1295	629	171	97	32	366	944	173	111	49	333	18
Famine / hunger / starvation	24%	24%	37%	26%	25%	18%	22%	29%	34%	24%	30%	8%
Poverty / Poor people / It's poor	38%	33%	37%	35%	36%	48%	39%	31%	43%	26%	34%	31%
NET: Code 1 or 2	55%	52%	62%	53%	55%	56%	54%	55%	64%	50%	57%	35%
Drought / lack of water / dirty water	7%	7%	8%	5%	27%	5%	6%	10%	7%	7%	8%	12%
HIV / AIDS	4%	4%	5%	2%	1%	4%	4%	6%	3%	3%	4%	3%
War / conflict	9%	9%	10%	13%	3%	9%	10%	9%	2%	7%	7%	-
Desert / Sahara	4%	4%	3%	1%	-	5%	4%	5%	3%	3%	4%	-
Big / large / vast expanse / continent	4%	4%	2%	3%	-	7%	5%	3%	7%	1%	4%	-
Safaris / bush	12%	12%	15%	6%	5%	13%	12%	12%	12%	23%	13%	3%
Dusty / dry	1%	1%	2%	-	4%	2%	2%	-	2%	-	1%	-
Hot / climate related	19%	20%	20%	21%	15%	17%	19%	19%	22%	19%	20%	6%
Sun / sunshine / sunsets	6%	5%	10%	6%	7%	3%	5%	7%	7%	5%	7%	3%
Wildlife / animals / nature (GENERAL)	16%	18%	15%	18%	15%	12%	17%	11%	14%	12%	12%	7%
Holidays / travelling / adventure	1%	1%	1%	0%	-	1%	1%	1%	0%	-	1%	8%
International aid / assistance / debt	2%	2%	2%	3%	2%	2%	3%	-	-	-	-	-
Sports related	2%	2%	6%	-	-	1%	1%	6%	2%	5%	4%	-
LIVE aid	1%	0%	-	-	-	2%	1%	0%	-	-	0%	-
Jungle / forest / rainforest	3%	3%	3%	2%	11%	2%	4%	1%	2%	-	1%	-
Dirt / filth	0%	0%	1%	-	-	0%	0%	1%	-	-	0%	-
Oppression / instability / unrest / struggle / troubled	4%	5%	4%	3%	5%	3%	5%	2%	3%	9%	3%	-
Corrupt leaders / corruption	12%	12%	10%	9%	15%	12%	12%	7%	17%	6%	11%	8%
Dictatorships	2%	2%	2%	4%	2%	1%	2%	1%	2%	-	1%	-
Serengeti	0%	0%	0%	-	-	-	0%	0%	-	-	0%	-
Charity / charity ads	1%	1%	0%	-	-	2%	1%	1%	1%	-	1%	-

YouGov Survey Results

Sample Size: 1295
 Fieldwork: 8th - 9th November 2012

Total	Government Region										Social Media (monthly or more)				
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+

What are the first THREE things that come to mind when you think of 'Africa'? (Please write the first three things that come to mind in the box below separating each with a semicolon ';', if you can't think of anything please type 'dk')

Unweighted Base	1295	51	154	131	96	91	146	132	190	140	77	87	797	177	115	272
All GB Adults	1295	49	161	109	109	104	124	166	182	115	65	113	848	159	146	304
Famine / hunger / starvation	24%	17%	32%	22%	24%	22%	25%	25%	20%	22%	19%	26%	24%	24%	16%	30%
Poverty / Poor people / It's poor	38%	37%	36%	41%	32%	32%	40%	35%	49%	33%	39%	38%	39%	43%	35%	45%
NET: Code 1 or 2	55%	54%	55%	55%	51%	51%	57%	54%	63%	50%	50%	53%	56%	61%	44%	64%
Drought / lack of water / dirty water	7%	1%	7%	10%	6%	7%	8%	8%	8%	3%	7%	5%	8%	8%	7%	9%
HIV / AIDS	4%	2%	3%	5%	9%	2%	6%	5%	6%	1%	1%	2%	4%	5%	6%	4%
War / conflict	9%	10%	10%	10%	8%	7%	11%	7%	7%	10%	18%	9%	10%	13%	11%	10%
Desert / Sahara	4%	5%	5%	3%	2%	2%	5%	5%	5%	2%	3%	6%	5%	5%	7%	3%
Big / large / vast expanse / continent	4%	-	5%	5%	5%	3%	5%	7%	4%	5%	2%	3%	4%	6%	5%	5%
Safaris / bush	12%	2%	10%	13%	10%	18%	13%	9%	17%	12%	13%	8%	12%	10%	7%	12%
Dusty / dry	1%	-	1%	2%	5%	1%	3%	-	1%	2%	1%	-	2%	2%	2%	2%
Hot / climate related	19%	15%	19%	25%	26%	18%	28%	14%	14%	16%	10%	21%	19%	15%	7%	15%
Sun / sunshine / sunsets	6%	4%	4%	3%	6%	8%	7%	5%	6%	6%	6%	6%	6%	6%	3%	4%
Wildlife / animals / nature (GENERAL)	16%	16%	15%	16%	13%	18%	14%	11%	17%	17%	18%	21%	16%	15%	17%	15%
Holidays / travelling / adventure	1%	1%	-	0%	-	-	2%	3%	1%	3%	1%	-	1%	1%	1%	1%
International aid / assistance / debt	2%	12%	1%	2%	1%	2%	5%	3%	-	1%	3%	2%	1%	3%	2%	1%
Sports related	2%	2%	3%	1%	-	2%	5%	2%	2%	2%	3%	-	2%	1%	4%	4%
LIVE aid	1%	3%	-	2%	-	2%	1%	-	-	1%	-	-	1%	0%	0%	1%
Jungle / forest / rainforest	3%	7%	4%	3%	2%	0%	2%	3%	2%	2%	2%	8%	3%	3%	2%	1%
Dirt / filth	0%	3%	-	-	0%	-	1%	-	0%	-	-	-	0%	1%	1%	1%
Oppression / instability / unrest / struggle / troubled	4%	5%	3%	3%	7%	2%	8%	5%	4%	3%	2%	3%	3%	3%	2%	2%
Corrupt leaders / corruption	12%	9%	9%	10%	13%	6%	8%	16%	16%	11%	11%	12%	9%	16%	8%	9%
Dictatorships	2%	3%	2%	2%	3%	3%	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%
Serengeti	0%	-	0%	-	-	0%	-	-	0%	-	-	-	0%	-	-	-
Charity / charity ads	1%	1%	3%	1%	2%	1%	1%	-	3%	0%	-	-	1%	-	1%	1%

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Amazing landscape / beautiful / other superlatives (POSITIVE)	3%	4%	3%	4%	2%	5%	4%	4%	4%	3%
Apartheid	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%
Money wasted / basket case / begging / lazy	1%	1%	1%	-	1%	1%	1%	2%	2%	0%
Specific cities / towns [not Cape Town]	0%	-	0%	-	1%	-	-	-	-	0%
Specific countries [not South Africa]	4%	5%	3%	10%	1%	7%	2%	4%	4%	4%
Lions	5%	4%	6%	6%	3%	3%	6%	6%	4%	6%
Elephants	8%	6%	10%	8%	10%	4%	9%	9%	7%	10%
Wilbur Smith	0%	0%	-	-	-	0%	-	0%	0%	-
Zulus	0%	1%	0%	-	-	1%	0%	1%	0%	0%
Savannah / plains	1%	2%	0%	6%	0%	1%	1%	-	1%	2%
Geography / map	0%	0%	0%	-	1%	1%	0%	0%	1%	0%
3rd world / underdeveloped / development issues / deprived	5%	6%	5%	14%	5%	4%	4%	4%	6%	5%
Murder / killing / violence / crime / unsafe	6%	7%	5%	5%	8%	7%	6%	5%	7%	5%
Black people	4%	6%	2%	2%	2%	6%	5%	4%	4%	4%
Africans	1%	1%	0%	-	1%	1%	-	1%	1%	0%
Pirates	1%	1%	1%	1%	4%	1%	1%	0%	1%	1%
Slaves / slavery	0%	0%	0%	1%	1%	-	1%	0%	0%	1%
Immigration / immigrants	1%	1%	0%	-	-	1%	1%	1%	1%	0%
Beaches / sand	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Suffering / disease / illness / malaria etc.	4%	3%	4%	6%	4%	2%	5%	3%	3%	5%
Flies / mosquitos	1%	0%	1%	-	0%	-	-	2%	1%	1%
Exploited / unfairness / discrimination / inequality	3%	3%	3%	1%	0%	2%	3%	5%	2%	4%
Homophobia	0%	0%	-	-	-	0%	-	0%	-	-
Music	2%	2%	2%	4%	3%	0%	1%	1%	1%	2%
Food & Drink (general)	2%	1%	3%	-	4%	1%	1%	2%	1%	2%
Overpopulated / lack of birth control	2%	1%	2%	2%	0%	1%	1%	3%	1%	2%
Natural wealth / riches / diamonds / gold	4%	5%	3%	2%	4%	4%	4%	5%	5%	3%
Nelson Mandela	3%	1%	5%	5%	1%	2%	3%	4%	2%	4%
Death / people dying	1%	0%	2%	1%	-	0%	0%	2%	1%	1%
Robert Mugabe	0%	1%	0%	-	0%	-	1%	0%	0%	1%
Cape Town	1%	0%	1%	-	1%	-	1%	2%	1%	1%
Origin of civilization	0%	0%	-	-	-	0%	-	-	0%	-
Children (GENERAL)	1%	0%	1%	0%	1%	0%	-	1%	1%	0%

	Total	Region							Working Status						
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
Amazing landscape / beautiful / other superlatives (POSITIVE)	3%	3%	3%	5%	6%	3%	2%	2%	3%	3%	3%	7%	4%	7%	6%
Apartheid	2%	2%	2%	3%	3%	1%	4%	1%	3%	-	2%	-	2%	-	1%
Money wasted / basket case / begging / lazy	1%	0%	2%	1%	2%	1%	-	3%	1%	2%	1%	-	2%	-	-
Specific cities / towns [not Cape Town]	0%	-	-	-	-	1%	-	-	0%	-	0%	-	-	-	-
Specific countries [not South Africa]	4%	4%	3%	2%	4%	4%	15%	4%	4%	3%	4%	11%	4%	-	6%
Lions	5%	3%	6%	4%	3%	6%	10%	6%	4%	8%	5%	7%	5%	-	4%
Elephants	8%	9%	10%	4%	3%	10%	12%	9%	6%	19%	8%	8%	9%	8%	7%
Wilbur Smith	0%	0%	-	-	-	-	-	-	0%	-	0%	-	-	-	-
Zulus	0%	0%	-	-	1%	0%	-	1%	1%	-	0%	-	0%	-	-
Savannah / plains	1%	1%	1%	1%	2%	2%	-	1%	1%	-	1%	7%	-	-	0%
Geography / map	0%	0%	-	-	0%	0%	-	2%	1%	0%	1%	-	-	-	1%
3rd world / underdeveloped / development issues / deprived	5%	8%	6%	4%	2%	4%	6%	7%	5%	2%	5%	12%	5%	28%	3%
Murder / killing / violence / crime / unsafe	6%	5%	8%	4%	6%	7%	5%	6%	7%	5%	6%	8%	6%	-	4%
Black people	4%	3%	4%	5%	4%	3%	2%	5%	3%	3%	3%	6%	4%	-	4%
Africans	1%	2%	-	-	1%	0%	-	-	1%	-	1%	-	0%	-	-
Pirates	1%	1%	3%	-	1%	1%	-	-	2%	-	1%	-	0%	-	1%
Slaves / slavery	0%	0%	1%	-	-	0%	1%	1%	0%	1%	0%	1%	-	-	0%
Immigration / immigrants	1%	1%	0%	1%	1%	-	1%	-	1%	-	1%	-	1%	-	-
Beaches / sand	1%	1%	2%	2%	-	1%	-	-	1%	1%	1%	1%	0%	-	1%
Suffering / disease / illness / malaria etc.	4%	4%	3%	2%	7%	3%	6%	3%	3%	4%	3%	5%	4%	17%	4%
Flies / mosquitos	1%	1%	-	0%	-	1%	-	-	1%	2%	1%	-	0%	-	-
Exploited / unfairness / discrimination / inequality	3%	3%	2%	2%	7%	1%	2%	3%	2%	2%	2%	1%	6%	2%	2%
Homophobia	0%	0%	-	-	-	-	-	-	-	-	-	-	-	-	1%
Music	2%	1%	2%	3%	2%	2%	1%	-	1%	2%	1%	4%	2%	-	2%
Food & Drink (general)	2%	1%	3%	0%	1%	1%	-	6%	2%	1%	1%	-	2%	-	4%
Overpopulated / lack of birth control	2%	2%	2%	2%	4%	1%	2%	-	1%	-	1%	1%	4%	-	2%
Natural wealth / riches / diamonds / gold	4%	4%	5%	1%	6%	3%	8%	5%	5%	2%	4%	-	5%	3%	5%
Nelson Mandela	3%	2%	3%	7%	0%	5%	5%	1%	2%	4%	2%	4%	6%	-	5%
Death / people dying	1%	0%	2%	-	1%	0%	2%	3%	1%	0%	1%	2%	2%	-	-
Robert Mugabe	0%	0%	-	-	1%	1%	-	1%	1%	-	0%	-	0%	4%	0%
Cape Town	1%	0%	-	2%	0%	2%	-	0%	0%	1%	1%	-	1%	7%	3%
Origin of civilization	0%	0%	-	-	-	-	-	-	0%	-	0%	-	-	-	-
Children (GENERAL)	1%	2%	-	1%	0%	1%	-	1%	1%	3%	1%	-	1%	-	-

	Total	Marital Status					Children in Household						
		Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Amazing landscape / beautiful / other superlatives (POSITIVE)	3%	3%	3%	4%	3%	4%	3%	4%	7%	8%	5%	4%	
Apartheid	2%	3%	1%	0%	2%	1%	1%	4%	3%	-	3%	8%	
Money wasted / basket case / begging / lazy	1%	2%	-	1%	1%	1%	1%	0%	1%	-	1%	5%	
Specific cities / towns [not Cape Town]	0%	-	-	-	-	1%	0%	-	-	-	-	-	
Specific countries [not South Africa]	4%	4%	4%	3%	-	5%	5%	2%	4%	-	3%	-	
Lions	5%	5%	7%	6%	3%	4%	5%	3%	7%	1%	4%	3%	
Elephants	8%	8%	9%	12%	3%	7%	9%	8%	8%	-	7%	-	
Wilbur Smith	0%	0%	-	-	-	-	0%	-	-	-	-	-	
Zulus	0%	1%	-	1%	-	-	0%	-	-	3%	0%	-	
Savannah / plains	1%	0%	1%	1%	-	3%	1%	2%	2%	-	2%	-	
Geography / map	0%	1%	-	1%	-	0%	0%	1%	1%	-	1%	-	
3rd world / underdeveloped / development issues / deprived	5%	5%	2%	4%	6%	8%	6%	5%	1%	3%	3%	3%	
Murder / killing / violence / crime / unsafe	6%	6%	5%	4%	11%	7%	6%	3%	7%	12%	6%	-	
Black people	4%	4%	1%	8%	1%	3%	4%	3%	5%	1%	4%	-	
Africans	1%	1%	-	-	-	0%	1%	-	1%	4%	1%	-	
Pirates	1%	0%	3%	-	-	2%	1%	0%	-	-	0%	-	
Slaves / slavery	0%	0%	-	1%	-	0%	0%	-	1%	-	0%	-	
Immigration / immigrants	1%	1%	0%	2%	-	-	1%	-	-	-	-	-	
Beaches / sand	1%	1%	2%	1%	-	1%	1%	2%	1%	-	1%	-	
Suffering / disease / illness / malaria etc.	4%	3%	5%	3%	2%	5%	3%	5%	4%	7%	5%	3%	
Flies / mosquitos	1%	1%	0%	1%	-	-	1%	-	3%	-	1%	-	
Exploited / unfairness / discrimination / inequality	3%	3%	4%	2%	16%	2%	3%	2%	1%	1%	1%	-	
Homophobia	0%	-	1%	-	-	-	0%	-	-	-	-	-	
Music	2%	1%	1%	1%	4%	3%	2%	1%	1%	-	1%	9%	
Food & Drink (general)	2%	1%	3%	0%	-	2%	1%	0%	5%	1%	2%	9%	
Overpopulated / lack of birth control	2%	1%	1%	2%	22%	1%	2%	-	2%	-	1%	-	
Natural wealth / riches / diamonds / gold	4%	5%	4%	7%	2%	2%	5%	2%	1%	2%	2%	5%	
Nelson Mandela	3%	4%	3%	0%	6%	3%	3%	4%	2%	2%	3%	-	
Death / people dying	1%	2%	-	0%	2%	0%	1%	0%	-	-	0%	-	
Robert Mugabe	0%	0%	-	1%	2%	0%	0%	1%	-	-	0%	-	
Cape Town	1%	1%	1%	0%	-	1%	1%	-	-	1%	0%	-	
Origin of civilization	0%	-	0%	-	-	-	-	0%	-	-	0%	-	
Children (GENERAL)	1%	1%	0%	2%	-	0%	1%	-	1%	5%	1%	4%	

	Total	Government Region											Social Media (monthly or more)			
		Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+
Amazing landscape / beautiful / other superlatives (POSITIVE)	3%	5%	3%	3%	5%	2%	5%	6%	3%	2%	2%	2%	4%	8%	10%	4%
Apartheid	2%	3%	2%	1%	2%	1%	3%	3%	0%	2%	4%	1%	1%	1%	2%	1%
Money wasted / basket case / begging / lazy	1%	1%	-	1%	3%	1%	1%	2%	1%	1%	-	3%	1%	1%	-	1%
Specific cities / towns [not Cape Town]	0%	-	-	-	-	-	-	-	1%	-	-	-	0%	-	-	1%
Specific countries [not South Africa]	4%	2%	5%	5%	1%	5%	2%	4%	4%	5%	15%	4%	5%	7%	4%	4%
Lions	5%	1%	2%	5%	7%	6%	4%	3%	3%	10%	10%	6%	5%	2%	4%	4%
Elephants	8%	1%	11%	10%	5%	16%	4%	3%	9%	11%	12%	9%	8%	7%	8%	9%
Wilbur Smith	0%	-	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-
Zulus	0%	-	0%	1%	-	-	-	1%	-	1%	-	1%	1%	1%	0%	1%
Savannah / plains	1%	3%	1%	1%	1%	-	1%	2%	2%	1%	-	1%	2%	2%	1%	2%
Geography / map	0%	-	-	1%	-	-	-	0%	0%	0%	-	2%	1%	1%	1%	0%
3rd world / underdeveloped / development issues / deprived	5%	21%	5%	6%	10%	2%	4%	2%	3%	5%	6%	7%	5%	4%	9%	7%
Murder / killing / violence / crime / unsafe	6%	11%	4%	4%	5%	11%	4%	6%	7%	6%	5%	6%	6%	11%	5%	5%
Black people	4%	-	2%	4%	8%	1%	5%	4%	3%	3%	2%	5%	3%	4%	3%	3%
Africans	1%	7%	1%	-	-	-	1%	-	1%	-	-	-	1%	2%	2%	2%
Pirates	1%	4%	0%	1%	4%	2%	-	1%	0%	2%	-	-	1%	2%	-	2%
Slaves / slavery	0%	-	1%	-	1%	-	-	-	-	0%	1%	1%	0%	1%	1%	1%
Immigration / immigrants	1%	-	2%	-	1%	-	1%	1%	-	-	1%	-	0%	-	0%	-
Beaches / sand	1%	5%	0%	2%	3%	1%	2%	-	1%	-	-	-	1%	1%	2%	1%
Suffering / disease / illness / malaria etc.	4%	-	2%	8%	5%	1%	2%	7%	3%	3%	6%	3%	4%	4%	3%	4%
Flies / mosquitos	1%	5%	-	0%	-	-	0%	-	0%	3%	-	-	1%	0%	0%	0%
Exploited / unfairness / discrimination / inequality	3%	4%	3%	2%	1%	3%	2%	7%	1%	0%	2%	3%	2%	2%	3%	2%
Homophobia	0%	-	-	1%	-	-	-	-	-	-	-	-	0%	-	-	0%
Music	2%	-	1%	1%	2%	3%	3%	2%	1%	3%	1%	-	2%	3%	1%	3%
Food & Drink (general)	2%	1%	0%	1%	3%	3%	0%	1%	1%	2%	-	6%	2%	1%	1%	1%
Overpopulated / lack of birth control	2%	-	1%	4%	-	3%	2%	4%	1%	0%	2%	-	1%	-	3%	0%
Natural wealth / riches / diamonds / gold	4%	9%	4%	3%	2%	8%	1%	6%	4%	2%	8%	5%	3%	7%	3%	4%
Nelson Mandela	3%	1%	1%	4%	-	6%	7%	0%	4%	6%	5%	1%	3%	1%	3%	3%
Death / people dying	1%	-	0%	-	1%	4%	-	1%	0%	1%	2%	3%	1%	-	3%	2%
Robert Mugabe	0%	-	-	0%	-	-	-	1%	1%	1%	-	1%	0%	0%	0%	0%
Cape Town	1%	1%	1%	0%	-	-	2%	0%	1%	4%	-	0%	0%	1%	0%	1%
Origin of civilization	0%	-	-	0%	-	-	-	-	-	-	-	0%	0%	0%	0%	0%
Children (GENERAL)	1%	5%	2%	-	-	-	1%	0%	1%	1%	-	1%	1%	1%	0%	0%

	Total	Gender		Age					Social Grade	
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Tigers	1%	0%	1%	-	-	1%	1%	1%	0%	1%
Zebra	0%	0%	1%	-	1%	0%	1%	0%	0%	0%
Giraffe	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
Wildebeest	0%	1%	-	-	-	-	1%	0%	-	1%
Equator	0%	-	0%	-	-	-	0%	1%	0%	-
North	0%	0%	0%	-	-	-	0%	0%	0%	0%
South	1%	0%	1%	-	1%	1%	1%	0%	0%	1%
Diverse / diversity	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%
Ancient / old	0%	-	0%	-	-	-	-	0%	0%	-
red soil / earth	0%	0%	0%	1%	-	-	-	0%	0%	0%
Tribes / tribalism	2%	2%	2%	7%	3%	1%	1%	1%	1%	3%
South Africa (specific)	1%	2%	0%	4%	2%	1%	1%	1%	2%	1%
People (general)	1%	-	1%	-	0%	0%	-	1%	1%	0%
Exotic / colourful / vibrant	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Religion	0%	0%	1%	1%	0%	0%	0%	-	1%	0%
WATER (general)	1%	1%	1%	1%	-	1%	1%	2%	0%	2%
Racism / racial tension	1%	1%	0%	3%	1%	-	0%	0%	0%	1%
Fraud / scams	0%	0%	0%	-	-	-	0%	1%	0%	0%
Specific landmarks / famous places	1%	1%	1%	-	1%	1%	2%	1%	1%	1%
Toto - 'Africa' song	0%	0%	1%	3%	-	1%	-	0%	0%	1%
Culture, art & history	2%	2%	2%	2%	4%	2%	4%	1%	2%	2%
Out of Africa'	0%	-	1%	-	-	1%	0%	1%	0%	0%
Warriors	0%	-	0%	-	0%	0%	-	-	0%	-
China	0%	0%	0%	-	1%	-	0%	0%	0%	0%
Smiles / happiness / warmth / friendly / love	1%	1%	1%	2%	3%	0%	0%	1%	1%	1%
Hope / potential / opportunity	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%
Other	4%	4%	3%	5%	1%	4%	3%	5%	3%	5%
Personal memory / relationship	1%	0%	1%	0%	0%	1%	2%	0%	1%	1%
Don't know / no answer	8%	10%	7%	7%	14%	12%	7%	6%	6%	11%

	Total	Region							Working Status						
		Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed
Tigers	1%	0%	1%	-	1%	1%	-	2%	0%	1%	0%	-	1%	-	-
Zebra	0%	0%	-	-	1%	0%	1%	1%	1%	-	0%	-	1%	2%	-
Giraffe	1%	1%	1%	0%	2%	0%	1%	-	1%	2%	1%	1%	0%	-	0%
Wildebeest	0%	-	-	-	-	-	-	3%	0%	-	0%	-	1%	-	-
Equator	0%	1%	0%	-	-	-	-	-	0%	-	0%	-	-	-	-
North	0%	0%	-	-	-	-	-	1%	0%	1%	0%	-	-	-	-
South	1%	0%	1%	0%	-	0%	1%	2%	1%	1%	1%	-	0%	-	0%
Diverse / diversity	1%	1%	-	3%	3%	2%	2%	-	2%	1%	1%	3%	2%	1%	-
Ancient / old	0%	0%	-	-	-	-	-	-	-	-	-	0%	-	-	-
red soil / earth	0%	0%	0%	-	0%	0%	-	-	-	1%	0%	3%	-	-	-
Tribes / tribalism	2%	0%	2%	-	1%	4%	10%	4%	2%	5%	2%	2%	2%	14%	-
South Africa (specific)	1%	1%	2%	1%	1%	1%	3%	2%	2%	0%	2%	2%	0%	-	-
People (general)	1%	-	1%	0%	-	0%	-	4%	1%	0%	1%	-	-	-	1%
Exotic / colourful / vibrant	1%	2%	0%	0%	1%	1%	2%	2%	1%	0%	1%	1%	1%	-	1%
Religion	0%	0%	1%	0%	1%	-	1%	-	0%	-	0%	3%	-	-	-
WATER (general)	1%	1%	1%	-	-	1%	2%	1%	1%	-	1%	-	2%	-	3%
Racism / racial tension	1%	-	2%	0%	-	1%	-	1%	0%	2%	1%	-	1%	-	2%
Fraud / scams	0%	0%	0%	-	0%	0%	-	-	0%	-	0%	-	0%	-	-
Specific landmarks / famous places	1%	2%	1%	2%	2%	1%	-	-	1%	1%	1%	-	1%	-	3%
Toto - 'Africa' song	0%	0%	1%	0%	-	1%	-	1%	0%	-	0%	5%	0%	-	1%
Culture, art & history	2%	1%	1%	4%	3%	4%	-	2%	3%	2%	3%	-	2%	3%	2%
Out of Africa'	0%	-	1%	-	0%	-	1%	1%	0%	-	0%	-	1%	-	-
Warriors	0%	-	-	-	0%	-	1%	-	0%	-	0%	-	-	-	-
China	0%	0%	1%	-	-	-	1%	-	0%	-	0%	-	-	-	2%
Smiles / happiness / warmth / friendly / love	1%	0%	-	3%	1%	2%	-	-	1%	2%	1%	-	0%	-	0%
Hope / potential / opportunity	1%	0%	1%	3%	1%	2%	-	2%	1%	2%	1%	-	1%	-	1%
Other	4%	3%	5%	2%	5%	5%	3%	-	3%	5%	3%	4%	6%	-	3%
Personal memory / relationship	1%	1%	-	-	2%	1%	-	1%	1%	1%	1%	-	1%	3%	0%
Don't know / no answer	8%	11%	9%	5%	9%	8%	4%	7%	8%	9%	9%	5%	7%	23%	10%

	Total	Marital Status					Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+		
Tigers	1%	1%	0%	-	2%	-	1%	-	1%	1%	0%	-	-
Zebra	0%	0%	0%	2%	-	0%	0%	2%	-	-	1%	-	-
Giraffe	1%	1%	1%	-	-	1%	1%	0%	0%	-	0%	-	-
Wildebeest	0%	1%	-	-	-	-	0%	-	-	-	-	-	-
Equator	0%	0%	0%	-	-	-	0%	-	-	-	-	-	-
North	0%	0%	-	0%	-	-	0%	-	-	-	-	-	-
South	1%	1%	-	1%	-	-	0%	0%	2%	-	1%	-	-
Diverse / diversity	1%	1%	1%	1%	3%	2%	1%	3%	1%	2%	2%	-	-
Ancient / old	0%	0%	-	-	-	-	0%	-	-	-	-	-	-
red soil / earth	0%	-	0%	1%	-	0%	0%	-	-	-	-	-	-
Tribes / tribalism	2%	2%	1%	1%	7%	3%	2%	2%	2%	-	2%	-	-
South Africa (specific)	1%	1%	1%	-	-	3%	1%	1%	2%	1%	1%	-	-
People (general)	1%	1%	-	1%	-	-	1%	1%	-	1%	1%	-	-
Exotic / colourful / vibrant	1%	1%	1%	-	9%	1%	1%	0%	2%	2%	1%	-	-
Religion	0%	0%	-	-	-	1%	0%	-	0%	-	0%	-	-
WATER (general)	1%	1%	0%	5%	-	0%	1%	-	-	-	-	-	-
Racism / racial tension	1%	0%	1%	1%	-	2%	1%	-	-	-	-	-	-
Fraud / scams	0%	-	-	1%	6%	-	0%	-	-	-	-	-	-
Specific landmarks / famous places	1%	1%	2%	-	3%	1%	1%	1%	4%	4%	1%	-	-
Toto - 'Africa' song	0%	0%	-	-	-	1%	1%	-	1%	-	0%	-	-
Culture, art & history	2%	1%	2%	2%	-	4%	2%	2%	1%	2%	2%	-	-
Out of Africa'	0%	0%	1%	-	-	-	0%	-	2%	-	1%	-	-
Warriors	0%	-	1%	-	-	-	0%	-	-	-	-	-	-
China	0%	1%	-	-	-	-	0%	1%	-	-	0%	-	-
Smiles / happiness / warmth / friendly / love	1%	0%	-	1%	-	3%	1%	3%	-	-	1%	-	-
Hope / potential / opportunity	1%	1%	-	2%	-	2%	1%	3%	-	-	2%	-	-
Other	4%	5%	2%	4%	-	3%	4%	2%	3%	9%	3%	2%	-
Personal memory / relationship	1%	1%	-	2%	-	0%	1%	1%	2%	-	1%	-	-
Don't know / no answer	8%	8%	7%	12%	1%	10%	6%	16%	7%	13%	13%	47%	-

	Total	Government Region											Social Media (monthly or more)			
		Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Facebook	LinkedIn	Google+
Tigers	1%	-	-	0%	1%	-	-	1%	0%	1%	-	2%	1%	1%	-	0%
Zebra	0%	-	0%	0%	-	-	-	1%	-	1%	1%	1%	0%	-	-	-
Giraffe	1%	1%	-	2%	1%	1%	0%	2%	0%	-	1%	-	1%	0%	1%	1%
Wildebeest	0%	-	-	-	-	-	-	-	-	-	-	3%	0%	-	-	-
Equator	0%	-	-	2%	1%	-	-	-	-	-	-	-	0%	-	-	-
North	0%	-	-	0%	-	-	-	-	-	-	-	1%	0%	-	1%	-
South	1%	-	-	1%	-	1%	0%	-	-	0%	1%	2%	1%	0%	1%	-
Diverse / diversity	1%	-	-	3%	-	-	3%	3%	1%	2%	2%	-	1%	4%	1%	1%
Ancient / old	0%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-
red soil / earth	0%	-	1%	-	1%	-	-	0%	0%	-	-	-	0%	1%	-	1%
Tribes / tribalism	2%	-	1%	-	2%	2%	-	1%	3%	4%	10%	4%	2%	1%	4%	3%
South Africa (specific)	1%	1%	1%	2%	1%	3%	1%	1%	0%	2%	3%	2%	1%	2%	1%	2%
People (general)	1%	-	-	-	1%	1%	0%	-	0%	-	-	4%	0%	-	3%	1%
Exotic / colourful / vibrant	1%	2%	1%	3%	1%	-	0%	1%	1%	-	2%	2%	1%	2%	1%	1%
Religion	0%	-	0%	-	1%	1%	0%	1%	-	-	1%	-	1%	-	-	-
WATER (general)	1%	-	-	3%	3%	-	-	-	1%	2%	2%	1%	1%	-	2%	0%
Racism / racial tension	1%	-	-	-	1%	3%	0%	-	0%	3%	-	1%	1%	-	0%	0%
Fraud / scams	0%	-	-	0%	-	1%	-	0%	-	1%	-	-	0%	0%	-	0%
Specific landmarks / famous places	1%	-	0%	4%	1%	1%	2%	2%	1%	1%	-	-	1%	2%	2%	1%
Toto - 'Africa' song	0%	-	1%	-	-	2%	0%	-	1%	-	-	1%	1%	-	-	0%
Culture, art & history	2%	3%	1%	1%	1%	2%	4%	3%	4%	3%	-	2%	3%	5%	2%	2%
Out of Africa'	0%	-	-	-	1%	1%	-	0%	-	-	1%	1%	0%	0%	-	0%
Warriors	0%	-	-	-	-	-	-	0%	-	-	1%	-	-	-	-	-
China	0%	-	-	1%	2%	-	-	-	-	-	1%	-	0%	-	-	-
Smiles / happiness / warmth / friendly / love	1%	2%	-	0%	-	-	3%	1%	3%	1%	-	-	1%	1%	-	2%
Hope / potential / opportunity	1%	2%	0%	-	0%	1%	3%	1%	3%	-	-	2%	1%	2%	1%	1%
Other	4%	2%	3%	5%	5%	5%	2%	5%	3%	7%	3%	-	3%	2%	8%	3%
Personal memory / relationship	1%	-	0%	1%	-	-	-	2%	1%	2%	-	1%	1%	1%	-	1%
Don't know / no answer	8%	12%	16%	3%	9%	9%	5%	9%	6%	11%	4%	7%	8%	2%	13%	6%