

YouGov Survey Results

Sample Size: 2166 GB Adults
Fieldwork: 15th - 16th April 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample	2166	X	X	X	X	638	536	432	1051	1115	258	548	741	619	1235	931
Unweighted Sample	2166	498	685	140	235	593	566	445	1021	1145	223	456	857	630	1401	765
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent did you or do you like or dislike Britpop?

Really like	7	6	8	8	3	7	7	7	8	7	8	18	5	0	7	7
Like	28	27	35	32	19	23	32	34	29	27	28	38	35	12	31	24
Dislike	13	15	10	17	16	16	11	13	15	12	8	13	15	14	14	13
Really dislike	7	8	6	5	14	8	6	8	8	6	4	3	6	12	6	8
Don't know	44	44	40	38	47	46	44	38	40	49	51	28	39	62	42	48

Generally speaking, do you think that music has been better, worse or about the same since Britpop?

Better	9	12	8	10	5	10	6	9	9	9	14	16	7	2	10	8
Worse	26	24	28	25	28	24	29	23	33	20	19	28	30	21	27	25
About the same	32	32	36	34	26	31	32	34	29	34	28	36	37	23	32	32
Don't know	34	31	28	30	41	35	33	33	29	38	40	19	25	53	32	36

Who is better – Blur or Oasis?

Blur	14	14	15	24	12	15	13	18	14	13	9	20	15	9	15	12
Oasis	29	30	33	14	22	24	34	24	30	29	48	36	27	18	31	27
Both equally good	20	17	22	28	16	18	21	22	19	20	13	22	25	14	18	21
Neither	22	26	18	20	33	28	19	19	21	23	15	14	23	32	20	25
Don't know	15	14	13	14	17	16	14	17	16	14	15	8	10	27	15	15

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	Region					CAMEO 2014 - Group											
	Total	London	Rest of South	Midlands / Wales	North	Scotland	1	2	3	4	5	6	7	8	9	10	11
Weighted Sample	2166	277	704	464	533	188	138	94	209	241	253	226	336	228	208	191	7
Unweighted Sample	2166	278	655	460	501	272	161	108	226	258	254	214	332	219	204	151	7
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent did you or do you like or dislike Britpop?

Really like	7	11	5	9	8	4	8	1	8	6	9	10	6	7	5	6	34
Like	28	30	27	28	28	27	20	27	26	33	34	26	33	24	26	22	0
Dislike	13	14	15	14	11	15	16	16	18	9	17	11	10	16	14	12	0
Really dislike	7	3	8	5	9	9	8	9	8	5	3	9	8	7	9	7	0
Don't know	44	41	45	44	45	45	48	47	40	47	37	43	43	46	45	53	66

Generally speaking, do you think that music has been better, worse or about the same since Britpop?

Better	9	8	10	9	6	11	12	13	9	6	11	10	9	7	6	6	0
Worse	26	28	23	25	26	33	23	20	31	23	27	24	24	29	29	26	21
About the same	32	31	31	34	32	28	23	31	28	34	35	31	34	30	32	33	9
Don't know	34	32	35	32	35	28	42	36	32	37	26	36	33	34	33	35	70

Who is better – Blur or Oasis?

Blur	14	11	16	13	12	14	12	10	16	13	18	15	14	12	11	12	10
Oasis	29	23	29	28	32	36	24	29	26	29	32	27	32	32	29	29	20
Both equally good	20	29	19	19	19	13	22	15	18	20	21	18	19	19	23	18	14
Neither	22	19	23	24	20	25	22	23	25	19	21	26	21	19	20	30	18
Don't know	15	18	14	16	16	12	20	23	15	20	8	14	13	18	16	11	37