

## YouGov Survey Results

Sample Size: 1661 GB Adults  
Fieldwork: 20th - 21st April 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1661</b>	<b>468</b>	<b>389</b>	<b>100</b>	<b>159</b>	<b>804</b>	<b>857</b>	<b>193</b>	<b>711</b>	<b>409</b>	<b>349</b>	<b>947</b>	<b>714</b>	<b>199</b>	<b>551</b>	<b>357</b>	<b>400</b>	<b>153</b>
<b>Unweighted Sample</b>	<b>1661</b>	<b>486</b>	<b>427</b>	<b>118</b>	<b>164</b>	<b>721</b>	<b>940</b>	<b>170</b>	<b>713</b>	<b>438</b>	<b>340</b>	<b>1007</b>	<b>654</b>	<b>152</b>	<b>601</b>	<b>352</b>	<b>400</b>	<b>156</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following Shakespeare plays have you ever read or seen?

Romeo and Juliet	51	52	58	61	34	40	62	72	52	46	45	59	41	58	55	48	50	42
Macbeth	47	48	53	59	36	41	53	66	45	43	44	55	36	56	49	43	44	46
Midsummer Night's Dream	42	47	49	51	36	35	50	51	37	40	52	49	34	45	47	40	38	41
Hamlet	31	30	35	35	23	26	35	32	29	30	33	37	21	33	31	31	28	33
Merchant of Venice	28	33	32	28	20	25	31	18	21	31	44	34	20	33	27	28	25	34
Twelfth Night	26	30	31	30	18	20	33	25	22	25	38	32	19	28	31	27	22	17
Much Ado about Nothing	24	25	29	32	18	18	30	31	24	21	25	29	17	29	28	25	19	17
Taming of the Shrew	23	25	26	27	19	18	27	15	19	24	34	26	19	25	26	23	19	18
Othello	22	23	25	24	14	16	27	26	20	22	23	26	17	29	23	19	19	22
Tempest	22	22	28	32	14	18	25	29	18	20	28	26	16	22	26	21	19	16
Julius Caesar	20	20	23	22	16	18	21	10	15	21	32	23	15	23	20	19	17	19
King Lear	17	18	21	19	12	14	19	10	16	19	20	20	13	21	18	16	16	11
As You Like It	16	18	18	21	12	10	21	9	12	18	27	19	12	20	17	15	15	13
Antony and Cleopatra	14	15	16	21	12	11	17	9	10	16	22	16	11	20	14	14	12	11
Richard III	13	13	17	20	9	13	14	8	10	15	21	15	11	14	16	14	11	9
Henry V	12	14	16	14	8	12	13	7	10	15	18	15	9	13	15	14	11	3
Winter's Tale	11	15	13	12	5	9	13	8	10	12	15	13	10	14	12	11	10	10
Comedy of Errors	9	9	12	13	5	9	9	7	7	10	11	11	6	10	8	11	7	8
Henry IV	9	10	11	9	6	8	10	5	7	11	13	11	7	10	10	9	8	7
All's Well That Ends Well	8	8	11	8	6	6	10	4	6	9	13	10	5	7	7	9	7	10
Henry VIII	7	9	7	2	5	7	7	5	7	6	8	7	6	7	8	6	6	4
Merry Wives of Windsor	7	7	8	10	6	5	8	4	4	9	11	7	6	8	6	9	5	5
Richard II	7	6	10	9	4	6	7	2	6	7	11	7	5	8	7	6	6	6
Two Gentlemen of Verona	7	7	11	11	3	6	8	4	5	8	12	8	5	8	7	8	7	4
Love's Labour's Lost	6	7	7	8	3	5	8	4	5	6	10	7	5	5	7	7	6	5
Measure for Measure	6	6	8	7	2	5	7	2	5	7	9	8	3	10	5	6	6	6
Coriolanus	5	4	9	7	2	4	6	3	5	5	8	7	3	10	5	5	4	3
Henry VI	5	7	7	6	4	5	6	5	4	5	9	6	4	8	6	6	4	3
Titus Andronicus	3	2	6	4	1	3	3	4	3	4	5	4	3	5	3	4	3	2
Troilus and Cressida	3	2	6	4	1	3	4	0	3	4	4	4	2	4	3	3	3	3
Cymbeline	2	2	4	2	1	1	3	0	2	2	4	3	1	3	2	3	2	1
King John	2	2	3	1	1	3	2	0	2	2	3	2	2	4	2	3	1	1
Timon of Athens	2	1	3	1	1	1	2	1	1	2	2	2	1	3	1	2	1	1
Pericles	1	1	2	1	1	1	2	1	1	2	2	2	1	3	1	2	1	1
None of these	25	20	21	19	40	32	19	7	27	30	26	18	35	22	21	26	30	31
Don't know	5	4	4	0	2	6	4	7	5	2	5	4	5	9	3	6	3	3
<b>AVERAGE NUMBER READ/ SEEN</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>4</b>