

YouGov Survey Results

Sample Size: 1608 GB Adults
Fieldwork: 19th - 20th October 2016

	EU Ref Vote			Vote in 2015				Gender		Age				Social Grade		Region				
	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1608	632	687	453	376	96	154	778	830	187	687	397	338	917	691	193	534	346	388	148
Unweighted Sample	1608	747	667	478	407	112	160	685	923	163	621	417	407	1019	589	159	562	345	398	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

[Each respondent saw a RANDOM EIGHT of the following]

Do you think you would or would not tell one of your close friends if the following applied to them...

They're overweight [n=869]

I would tell my friend this	29	26	32	30	21	39	38	40	18	31	26	32	30	29	29	19	31	28	31	29
I would not tell my friend this	58	60	57	61	62	48	49	50	65	54	60	55	60	59	57	70	56	55	57	59
Don't know	13	14	12	9	17	14	13	10	17	16	14	13	11	12	15	11	13	17	12	12

They're a bad parent [n=881]

I would tell my friend this	21	16	23	22	14	29	28	30	13	29	23	17	16	21	22	21	24	21	21	10
I would not tell my friend this	61	67	58	65	65	60	57	52	69	58	59	63	63	62	58	63	60	50	68	70
Don't know	18	18	19	14	21	11	15	19	18	13	18	20	20	17	21	15	16	29	12	20

You don't like their partner [n=848]

I would tell my friend this	26	21	27	27	17	21	41	28	24	47	29	18	16	25	27	23	27	25	29	16
I would not tell my friend this	60	65	59	61	67	67	44	59	61	29	57	68	74	62	57	62	64	54	56	68
Don't know	14	14	14	13	15	13	15	13	16	24	14	13	11	13	16	15	9	21	14	17

They have bad body odour [n=851]

I would tell my friend this	51	48	59	55	45	46	64	57	47	44	55	53	48	53	49	46	53	45	57	51
I would not tell my friend this	31	33	28	31	37	33	21	28	35	39	30	27	34	31	31	32	34	30	30	26
Don't know	17	19	14	15	18	21	15	15	19	18	15	20	19	16	19	21	13	24	12	22

They have bad breath [n=837]

I would tell my friend this	41	37	44	42	37	44	41	43	38	53	36	43	41	42	38	27	41	43	44	39
I would not tell my friend this	43	45	39	43	50	42	36	40	46	35	48	39	43	43	44	53	45	38	42	40
Don't know	16	18	17	15	13	14	23	17	16	12	16	17	17	15	18	21	13	18	14	21

Sample Size: 1608 GB Adults
Fieldwork: 19th - 20th October 2016

	EU Ref Vote			Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1608	632	687	453	376	96	154	778	830	187	687	397	338	917	691	193	534	346	388	148
Unweighted Sample	1608	747	667	478	407	112	160	685	923	163	621	417	407	1019	589	159	562	345	398	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

That you disagree with them on something they feel strongly about
[n=869]

I would tell my friend this	78	81	80	81	74	82	86	79	78	79	77	77	82	80	76	80	75	79	83	75
I would not tell my friend this	12	10	12	12	14	15	8	12	12	8	11	14	13	12	12	11	15	9	12	10
Don't know	10	9	7	7	12	2	6	9	10	13	12	9	5	8	12	10	10	13	6	14

They're not funny
[n=857]

I would tell my friend this	39	33	42	38	39	41	38	47	30	48	39	38	35	38	40	38	35	48	36	43
I would not tell my friend this	48	54	45	52	49	47	45	38	58	43	44	52	54	50	45	50	54	35	50	44
Don't know	13	13	13	9	12	12	17	15	11	8	17	10	11	12	14	12	11	17	13	14

They have poor taste
[n=856]

I would tell my friend this	35	31	37	32	32	28	40	45	26	47	42	33	17	37	32	39	34	38	32	30
I would not tell my friend this	53	58	50	59	55	66	44	44	60	42	44	52	75	52	53	50	56	49	52	53
Don't know	13	11	13	9	13	6	15	12	14	10	15	15	8	11	15	12	9	14	16	17

They and their partner are not a good match
[n=868]

I would tell my friend this	24	20	24	21	19	19	28	26	21	43	30	17	9	24	24	24	23	23	28	18
I would not tell my friend this	62	67	63	69	68	71	60	60	64	40	54	69	81	62	62	65	63	59	61	66
Don't know	14	14	13	10	13	10	13	14	14	17	16	13	10	14	14	11	14	18	11	16

They drink too much
[n=847]

I would tell my friend this	57	57	55	59	56	67	52	59	55	72	58	52	50	59	54	60	58	57	55	50
I would not tell my friend this	31	30	35	32	33	25	33	29	34	19	28	34	44	29	34	27	32	29	34	33
Don't know	12	13	10	10	11	7	14	12	11	9	14	14	6	12	12	13	9	14	11	17

Their cooking tastes bad
[n=856]

I would tell my friend this	33	26	31	29	25	24	37	41	24	44	39	29	18	33	32	41	31	32	34	31
I would not tell my friend this	53	62	55	62	62	63	49	45	63	41	46	55	75	54	53	48	54	54	55	55
Don't know	14	13	14	9	13	12	13	14	13	15	15	16	7	13	15	12	15	14	12	14

Sample Size: 1608 GB Adults
Fieldwork: 19th - 20th October 2016

	EU Ref Vote			Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1608	632	687	453	376	96	154	778	830	187	687	397	338	917	691	193	534	346	388	148	
Unweighted Sample	1608	747	667	478	407	112	160	685	923	163	621	417	407	1019	589	159	562	345	398	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

That they give people bad presents

[n=869]

I would tell my friend this	16	12	16	14	13	16	21	22	10	22	18	16	7	17	15	21	14	17	14	15
I would not tell my friend this	68	74	68	74	71	74	66	59	75	61	63	69	80	69	66	62	72	65	69	66
Don't know	16	14	16	12	16	10	13	19	14	17	19	15	13	14	20	17	14	18	17	19

They have a bad haircut

[n=865]

I would tell my friend this	38	31	40	38	32	33	36	50	27	44	41	35	32	39	36	46	35	33	42	37
I would not tell my friend this	50	55	49	53	55	59	47	39	59	47	46	51	58	51	48	42	55	52	45	53
Don't know	12	13	12	9	12	8	17	11	14	9	13	14	11	10	15	12	10	15	14	10

Their partner is cheating on them

[n=833]

I would tell my friend this	50	51	50	51	49	61	53	49	51	82	62	39	23	53	47	56	44	54	53	45
I would not tell my friend this	22	18	26	20	23	20	25	22	22	2	12	28	44	18	27	13	30	18	19	21
Don't know	28	31	24	29	28	18	22	29	27	16	26	33	33	29	26	30	26	28	28	34

That you've had sex with their partner prior to their relationship

[n=858]

I would tell my friend this	25	26	21	19	23	28	25	26	25	58	31	16	6	28	22	15	25	28	34	9
I would not tell my friend this	54	54	58	65	55	53	57	53	54	19	46	60	83	51	56	55	59	47	48	62
Don't know	21	21	21	17	21	20	18	21	21	23	24	24	11	21	22	30	16	25	19	29