

YouGov Survey Results

Sample Size: 1649 GB Adults
Fieldwork: 11th - 12th December 2016

	EU Ref 2016			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	1649	648	704	465	386	99	160	798	851	191	704	407	346	940	709	198	547	355	397	152
Unweighted Sample	1649	782	676	470	409	118	171	716	933	163	669	441	376	1015	634	154	591	346	396	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which person- for better or for worse - had the biggest impact on the world in 2016?

Donald Trump	53	58	48	55	56	49	44	52	53	65	58	47	41	55	49	54	51	54	51	59
Nigel Farage	8	6	12	10	6	8	20	11	6	7	6	11	9	9	7	10	9	8	7	7
Putin	7	10	6	7	9	12	4	8	6	1	4	9	13	8	5	5	8	7	7	6
David Cameron	3	3	3	3	3	4	2	2	4	1	3	3	3	3	2	4	2	3	2	4
Obama	3	3	2	3	3	3	2	3	3	4	2	3	4	3	3	3	2	5	3	2
Boris Johnson	1	2	0	1	1	2	1	1	1	1	2	0	0	2	0	1	1	2	1	0
Theresa May	1	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	1	3	0	0
Bashar al-Assad	1	0	1	2	0	1	1	1	1	0	0	1	2	1	1	0	1	1	0	0
Merkel	1	1	1	1	0	1	2	1	1	1	0	1	3	1	1	0	2	1	0	1
No One	3	1	3	2	2	6	2	3	2	1	3	2	2	2	4	2	2	2	3	3
Other	7	6	7	4	6	5	10	8	6	6	6	8	7	5	9	5	7	3	10	9
Don't know	11	7	13	11	10	7	9	7	16	10	11	11	13	8	16	10	14	10	12	7
NA / Refused	3	2	2	0	2	3	2	3	2	3	3	2	1	3	3	4	2	2	3	3

What do you think was the BEST event of 2016?

Olympics / Paralympics	23	32	18	27	28	27	16	22	23	25	22	23	22	25	20	15	25	26	21	22
Brexit / EU Ref	18	2	38	25	8	6	46	20	16	6	12	28	24	17	19	13	20	19	17	17
SOMETHING PERSONAL	5	6	3	4	6	4	3	5	4	5	6	4	4	5	4	3	5	6	5	3
US Election / Trump Elected	2	0	1	1	0	1	1	3	1	6	2	0	0	2	2	5	3	0	0	1
Queen's Celebrations	2	2	2	2	2	3	4	0	3	0	0	3	5	1	3	2	1	1	3	1
Euros	1	1	0	1	2	0	0	2	0	4	1	1	0	1	1	2	1	1	1	0
David Cameron resigning	1	1	1	0	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Leicester winning	1	2	0	2	1	0	1	1	0	1	1	0	0	1	0	1	0	2	1	0
Wimbledon	1	1	1	1	2	2	1	1	2	0	2	1	2	2	1	0	1	1	1	6
Other	15	23	8	11	18	22	7	18	12	17	16	13	13	18	10	18	11	14	17	18
Don't know	27	27	23	22	27	28	14	21	33	28	29	24	26	22	34	30	28	25	27	27
NA / Refused	4	4	3	3	5	2	4	5	4	8	6	2	1	4	5	9	3	3	5	3

Sample Size: 1649 GB Adults
Fieldwork: 11th - 12th December 2016

	EU Ref 2016			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	1649	648	704	465	386	99	160	798	851	191	704	407	346	940	709	198	547	355	397	152
Unweighted Sample	1649	782	676	470	409	118	171	716	933	163	669	441	376	1015	634	154	591	346	396	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And what do you think was the WORST event of 2016?

Brexit / EU Ref Vote	23	43	4	18	34	36	3	24	21	31	27	19	12	27	16	28	23	20	22	19
American Presidential Election / Trump elected	22	27	17	20	22	28	13	19	24	27	23	19	19	24	19	18	23	24	20	22
Syria, e.g. the Syrian War, Bombing of Aleppo	8	7	12	14	7	7	8	8	7	3	3	10	17	9	6	7	8	10	6	5
Terrorism, e.g. Attacks in Brussels, Nice etc.	7	5	11	12	5	7	10	6	9	6	5	8	11	8	7	4	7	8	8	9
Death of Celebrities, e.g. David Bowie	3	2	3	2	3	1	3	2	3	2	4	3	0	3	3	3	1	4	3	4
Football, e.g. Euros	2	1	3	3	3	0	4	3	1	1	3	2	3	1	3	4	2	2	2	1
Article 50 not triggered / Supreme Court Case	1	0	2	1	1	0	6	1	1	0	0	2	2	1	1	1	1	2	1	0
Jeremy Corbyn re-elected etc.	1	0	1	1	0	0	2	1	0	0	0	1	1	1	0	0	1	1	1	0
Natural Disasters, e.g. Earthquakes	1	1	3	1	1	2	4	1	1	2	0	2	2	2	1	1	2	1	2	0
Other	15	9	21	15	12	8	26	19	11	12	15	16	15	13	18	15	17	13	14	17
Don't know	17	8	21	12	14	10	18	14	20	16	18	16	17	11	24	16	15	14	20	20
NA / Refused	2	1	2	2	2	3	4	2	2	5	2	2	0	2	2	3	1	1	2	3

What was the best sporting event of 2016?

Olympics / Paralympics	41	51	39	49	46	54	33	39	44	36	42	42	41	45	37	44	44	41	41	30
Wimbledon	5	5	6	6	5	4	5	4	7	2	4	6	9	5	5	4	6	3	6	11
Euros 2016	4	5	2	3	6	1	2	5	2	10	3	3	2	4	2	4	2	4	4	5
Murray, e.g. winning Wimbledon, World No.1	4	4	6	5	5	7	2	4	5	4	3	6	5	5	4	2	5	1	4	14
F1, including Rosberg winning	2	1	3	3	1	1	4	3	2	2	2	3	2	2	3	1	3	3	1	2
Leicester win	2	2	2	1	2	1	5	2	1	1	2	1	2	2	1	1	1	2	2	0
Tour de France	1	1	1	0	1	1	2	1	1	0	0	1	1	1	1	0	1	0	0	1
Other	11	9	12	11	8	9	20	15	7	7	11	12	13	11	11	6	11	13	13	9
Don't know	28	21	27	20	25	21	24	25	30	33	29	25	25	22	35	33	25	30	27	24
NA / Refused	2	1	3	2	2	2	4	2	2	5	3	1	1	2	2	3	2	2	2	5

Which new word or phrase from 2016 do you think best sums up the year?

Brexit	22	25	25	26	24	28	35	26	19	10	19	30	25	27	16	25	23	20	23	18
Post Truth	3	5	1	1	6	3	0	4	2	3	3	2	3	4	1	6	3	2	2	1
Shit/Shitstorm	1	2	1	1	2	1	0	2	0	3	1	1	0	1	2	1	2	0	0	3
Lit	1	1	0	1	1	0	0	0	1	4	1	0	0	1	0	1	1	1	0	1
Crap	1	1	1	1	1	0	1	1	0	0	1	1	1	1	1	1	1	1	0	1
Dab	1	1	0	0	0	0	1	0	1	3	0	1	0	0	1	0	1	1	1	0
Other	26	27	23	23	27	26	18	29	23	42	27	22	20	27	25	27	24	27	26	29
Don't know	40	32	44	42	33	34	38	32	48	33	41	38	46	33	50	35	40	42	41	41
NA / Refused	6	6	5	5	5	8	6	6	5	4	7	5	6	6	5	5	6	6	5	7