

YouGov Survey Results

Sample Size: 1631 GB Adults
Fieldwork: 14th - 15th July 2016

	EU Referendum vote			Vote in 2015				Gender		Age				Social Grade		Region				
Total	Remain	Leave	DK/DNV	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 1631	641	696	294	460	382	98	157	789	842	189	696	403	343	930	701	196	541	351	393	150
Unweighted Sample 1631	786	682	163	488	402	113	168	695	936	159	671	426	375	1004	627	173	574	348	384	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A new game for mobile phones was recently released in the UK called "Pokémon Go". Do you have the app installed?

Yes - I installed it before it was officially released in the UK	2	4	1	3	1	4	1	2	2	2	8	4	0	0	3	1	1	2	2	2	6
Yes - I installed it after it was release in the UK	6	7	4	9	2	7	4	8	7	5	16	9	2	0	8	4	8	6	7	5	4
No - but I might install it in the future	11	15	8	11	7	13	11	5	10	12	27	15	4	2	12	9	14	12	10	11	9
No - and I do not intend to install it	78	73	86	69	89	75	84	84	78	78	41	69	93	97	75	82	72	79	78	78	80
Don't know	2	1	1	9	1	1	0	1	3	2	8	3	0	1	2	3	6	1	3	3	1

Before being released as an app there were also many other Pokémon products. Which, if any, of the following have you previously played or watched? Please select all that apply.

The TV Series	14	20	9	16	9	18	16	7	14	14	36	22	3	1	15	13	18	14	13	13	20
One or more of the video games	12	16	8	15	7	16	6	9	16	9	42	15	4	1	15	10	10	12	14	11	18
The Trading Cards	11	14	9	13	6	16	12	14	11	11	39	12	6	0	13	9	11	12	11	11	12
One or more of the films	7	10	5	7	4	11	6	5	8	6	26	9	2	0	9	5	8	7	9	5	12
Other	1	2	1	0	1	3	1	1	1	1	1	2	1	1	1	1	2	1	0	2	1
I had never played or watched any of these	73	70	82	60	84	69	79	79	73	74	29	66	88	97	72	75	68	73	73	76	74
Don't know	4	1	3	10	3	2	1	3	4	3	10	5	2	1	3	5	6	4	4	3	1

Fieldwork: 14th - 15th July 2016

	EU Referendum vote				Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	DK/DNV	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	1631	641	696	294	460	382	98	157	789	842	189	696	403	343	930	701	196	541	351	393	150	
Unweighted Sample	1631	786	682	163	488	402	113	168	695	936	159	671	426	375	1004	627	173	574	348	384	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the new app Pokémon Go players must find the small Pokémon creatures that they can use to battle with, in real places. The app uses the mobile GPS location tool and camera. To what extent do you agree with the following statements?

Pokémon Go helps to get people more active

Strongly agree	8	9	7	9	4	10	4	6	7	9	32	8	4	0	9	7	10	9	10	4	8
Tend to agree	26	35	19	22	22	31	28	17	25	27	37	33	19	12	29	22	27	26	26	25	24
TOTAL AGREE	34	44	26	31	26	41	32	23	32	36	69	41	23	12	38	29	37	35	36	29	32
Tend to disagree	9	11	8	9	10	8	7	8	9	10	5	11	8	10	9	10	10	8	9	11	11
Strongly disagree	10	8	12	9	10	9	16	13	9	10	2	8	12	16	10	10	9	9	10	9	13
TOTAL DISAGREE	19	19	20	18	20	17	23	21	18	20	7	19	20	26	19	20	19	17	19	20	24
Don't Know	47	39	53	51	53	42	45	57	50	45	24	40	57	62	43	53	44	48	45	50	44

Pokémon Go is a danger for road traffic

Strongly agree	16	13	20	15	19	13	18	15	15	17	10	19	13	17	15	17	15	16	18	16	15
Tend to agree	27	32	24	24	25	27	27	25	25	29	45	27	24	20	29	24	23	26	30	26	29
TOTAL AGREE	43	45	44	39	44	40	45	40	40	46	55	46	37	37	44	41	38	42	48	42	44
Tend to disagree	9	12	5	9	5	11	14	2	9	8	15	11	6	4	10	7	13	9	6	6	13
Strongly disagree	3	3	4	2	3	3	2	3	4	2	4	3	2	4	3	2	1	4	4	3	1
TOTAL DISAGREE	12	15	9	11	8	14	16	5	13	10	19	14	8	8	13	9	14	13	10	9	14
Don't Know	45	41	47	50	48	45	39	54	47	44	26	41	54	55	43	49	48	45	42	49	41

Pokémon Go leads to people coming into contact with strangers

Strongly agree	13	10	16	14	13	14	10	15	12	14	15	15	11	11	12	15	11	14	13	13	14
Tend to agree	28	34	23	28	24	30	25	21	30	26	48	31	23	19	32	24	27	25	31	29	33
TOTAL AGREE	41	44	39	42	37	44	35	36	42	40	63	46	34	30	44	39	38	39	44	42	47
Tend to disagree	6	9	4	3	6	8	6	3	5	7	7	7	6	3	6	5	7	6	6	4	6
Strongly disagree	3	2	3	3	2	2	1	3	3	3	3	2	2	4	3	2	2	3	3	2	0
TOTAL DISAGREE	9	11	7	6	8	10	7	6	8	10	10	9	8	7	9	7	9	9	9	6	6
Don't Know	50	46	53	53	55	47	58	58	50	50	27	46	58	63	48	54	52	51	48	51	48

Pokémon Go helps to improve concentration

Strongly agree	2	2	2	4	2	3	2	2	2	3	5	2	2	1	2	2	4	2	4	1	2
Tend to agree	8	10	7	7	6	11	6	6	8	8	15	7	8	6	8	8	6	8	11	6	10
TOTAL AGREE	10	12	9	11	8	14	8	8	10	11	20	9	10	7	10	10	10	10	15	7	12
Tend to disagree	19	24	17	12	19	21	25	13	18	19	21	24	14	13	21	16	21	19	17	20	19
Strongly disagree	13	11	14	14	12	12	10	15	13	13	16	14	11	12	14	11	8	14	14	14	14
TOTAL DISAGREE	32	35	31	26	31	33	35	28	31	32	37	38	25	25	35	27	29	33	31	34	33
Don't Know	58	53	60	64	62	53	58	65	59	57	42	53	65	68	54	63	61	58	55	59	55

Fieldwork: 14th - 15th July 2016

	EU Referendum vote				Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	DK/DNV	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	1631	641	696	294	460	382	98	157	789	842	189	696	403	343	930	701	196	541	351	393	150	
Unweighted Sample	1631	786	682	163	488	402	113	168	695	936	159	671	426	375	1004	627	173	574	348	384	152	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these do you think is the best starter
Pokemon?

Charmander	8	10	6	10	5	10	5	6	9	8	27	10	3	0	9	7	10	7	11	6	12
Squirtle	6	7	4	8	4	7	5	3	7	6	20	7	3	0	7	5	6	7	4	7	5
Bulbasaur	3	4	1	5	1	3	2	1	3	3	6	4	1	0	3	2	1	2	2	5	4
Don't know	83	79	89	77	90	80	88	90	82	84	46	78	94	100	80	86	83	84	83	82	79