

YouGov Survey Results

Sample Size: 1609 GB Adults
Fieldwork: 15th - 16th 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	1609	632	687	454	377	97	154	779	830	187	687	397	338	917	692	193	534	346	388	148	
Unweighted Sample	1609	719	695	481	382	103	169	684	925	148	628	430	403	955	654	169	553	367	388	132	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How naughty or nice do you think you have been this year?

I've been very nice	31	32	31	33	35	24	30	25	37	32	34	29	28	32	30	28	28	31	37	34
I've been somewhat nice	41	43	41	45	38	48	39	40	41	33	40	42	44	41	40	39	43	41	37	42
TOTAL NICE	72	75	72	78	73	72	69	65	78	65	74	71	72	73	70	67	71	72	74	76
I've been somewhat naughty	10	8	10	9	8	10	13	11	9	14	9	9	10	9	11	6	10	14	9	7
I've been very naughty	4	4	3	3	4	1	4	7	1	5	4	4	2	4	4	8	4	3	3	2
TOTAL NAUGHTY	14	12	13	12	12	11	17	18	10	19	13	13	12	13	15	14	14	17	12	9
Don't know	14	12	15	10	15	17	14	17	12	15	12	17	15	14	15	20	15	10	14	15

How naughty or nice would you say the following public figures have been this year?

Kanye West

Have been naughty	40	47	34	37	46	35	35	37	43	60	48	34	21	42	37	45	38	40	39	44
Have been nice	2	2	3	2	2	2	3	2	2	8	2	2	0	1	3	4	2	3	1	2
Don't know	58	51	63	61	52	63	62	60	55	32	50	65	79	57	59	51	60	57	61	54

Jay Z

Have been naughty	20	21	21	17	24	19	25	20	21	21	26	18	10	21	20	26	20	17	18	25
Have been nice	7	7	7	6	6	2	8	8	7	22	8	4	1	6	9	9	6	10	7	7
Don't know	72	72	73	77	70	79	67	73	72	57	66	77	89	73	71	65	74	73	75	68

Tom Hanks

Have been naughty	2	2	2	0	3	2	3	3	2	6	2	2	1	3	1	4	2	2	1	4
Have been nice	49	52	48	51	50	53	52	45	54	56	53	50	38	50	49	50	46	51	49	56
Don't know	49	46	50	49	47	45	45	53	45	38	45	48	61	47	50	46	52	47	50	40

David Beckham

Have been naughty	5	3	5	3	4	5	6	6	3	7	5	4	3	5	4	8	4	4	3	9
Have been nice	47	53	44	49	50	48	45	39	54	52	50	48	37	47	47	47	46	48	48	47
Don't know	48	44	51	49	46	47	49	55	42	41	45	48	60	49	48	45	50	48	49	44

Johnny Depp

Have been naughty	32	42	29	36	41	35	24	27	37	34	38	32	22	36	28	38	31	33	30	36
Have been nice	16	12	17	13	12	12	25	15	16	24	18	13	10	15	17	17	14	16	17	15
Don't know	52	45	54	51	47	53	51	58	46	43	44	55	68	50	54	44	55	51	53	49

Amber Heard

Have been naughty	19	22	17	19	20	18	17	14	23	23	24	16	8	21	16	23	19	19	15	21
Have been nice	7	7	5	5	6	5	8	7	7	19	7	6	1	6	8	9	5	6	7	7
Don't know	75	71	78	76	74	77	75	79	71	58	69	79	91	73	77	67	76	75	78	71

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Justin Bieber																				
Have been naughty	43	48	42	43	46	42	45	40	47	54	48	42	31	45	41	46	42	44	43	46
Have been nice	6	5	6	5	4	1	8	6	6	14	6	5	3	5	8	10	5	5	5	13
Don't know	50	47	52	51	50	57	46	54	47	32	46	53	66	50	50	44	53	51	53	41
Taylor Swift																				
Have been naughty	22	21	21	20	22	21	24	18	25	34	25	18	12	23	20	28	16	24	20	29
Have been nice	17	18	16	16	14	9	21	18	17	25	19	18	10	16	20	18	17	17	17	20
Don't know	61	61	63	64	64	70	55	64	58	41	56	65	79	62	60	54	67	59	63	51
JK Rowling																				
Have been naughty	5	4	6	4	6	3	8	6	4	7	6	4	3	6	4	9	4	4	3	11
Have been nice	48	58	42	47	52	56	46	39	56	59	51	45	41	48	48	48	47	49	45	55
Don't know	47	37	52	49	42	41	45	54	40	34	43	51	56	46	48	43	48	47	51	34
Donald Trump																				
Have been naughty	62	80	48	59	72	76	41	56	68	73	62	62	57	66	57	69	61	63	59	65
Have been nice	8	3	13	8	5	4	24	9	6	11	7	7	7	7	9	10	6	8	6	12
Don't know	30	17	39	33	23	20	35	34	26	16	30	31	37	27	34	20	33	30	35	22
Hillary Clinton																				
Have been naughty	45	44	48	47	44	39	50	48	42	49	44	47	40	47	42	53	42	44	44	47
Have been nice	17	23	12	16	23	22	16	14	20	25	16	16	17	17	18	23	18	17	12	19
Don't know	38	33	41	37	34	39	33	38	38	26	39	37	43	37	40	23	40	39	44	34
Theresa May																				
Have been naughty	31	45	18	13	43	37	24	35	28	48	36	29	16	32	30	39	25	35	30	41
Have been nice	27	22	35	46	16	27	34	25	29	22	20	30	39	28	25	28	32	25	21	26
Don't know	42	34	47	41	41	35	42	40	44	30	44	41	45	40	45	33	43	41	50	33
Jeremy Corbyn																				
Have been naughty	39	41	44	55	31	41	53	41	37	31	34	45	48	41	36	38	41	41	38	34
Have been nice	19	25	11	6	30	25	11	19	18	32	20	16	10	19	17	27	16	16	17	25
Don't know	42	34	45	39	39	35	36	40	45	36	46	40	42	40	46	35	43	43	45	41
David Cameron																				
Have been naughty	48	55	47	35	64	60	55	50	47	56	46	51	45	49	48	58	46	50	45	50
Have been nice	13	15	11	25	5	8	9	13	14	17	12	13	14	15	11	13	15	13	9	20
Don't know	38	29	42	40	31	32	36	37	39	27	41	36	40	36	41	29	39	37	47	30
Vladimir Putin																				
Have been naughty	59	72	51	61	67	71	53	59	58	61	57	60	60	63	53	64	60	59	54	59
Have been nice	5	2	7	4	2	2	11	6	4	12	4	4	3	4	6	9	3	5	4	9
Don't know	36	25	42	35	30	27	36	35	38	27	39	36	38	33	41	27	37	37	42	33
Angela Merkel																				
Have been naughty	29	18	43	36	24	19	52	31	26	22	27	32	32	28	30	32	27	31	27	28
Have been nice	21	36	10	19	27	35	14	23	20	24	19	23	23	24	18	30	23	17	17	30
Don't know	50	46	47	45	49	46	34	46	54	54	53	45	46	48	52	37	50	53	56	42