

YouGov Survey Results

Sample Size: 1736 GB Adults
Fieldwork: 21st - 22nd January 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1736	590	486	122	208	842	894	207	439	594	496	990	746	222	564	372	427	151
Unweighted Sample	1736	569	487	120	218	819	917	137	362	701	536	1144	592	201	572	376	426	161
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most significant consumer inventions of the 21st Century so far? Please tick up to three

Smartphones	55	54	61	54	53	56	55	62	56	57	49	56	54	56	54	53	58	55
iPad (and other tablet computers)	25	28	23	20	25	22	27	15	20	27	32	25	25	22	25	27	26	23
Facebook	23	21	23	27	23	22	25	29	35	18	17	25	22	20	22	24	23	30
Skype (and other video communication services)	20	21	17	23	22	14	26	11	11	20	31	20	19	21	22	20	17	18
TomTom (and other automotive navigation products)	20	21	18	22	24	21	19	14	16	19	27	19	22	18	23	22	17	14
The Cloud	14	16	15	16	7	15	12	19	15	13	11	16	10	13	15	12	13	15
Wikipedia	12	8	15	17	9	12	12	23	17	8	9	13	11	19	10	11	13	13
YouTube	11	8	14	8	13	13	8	23	16	9	3	11	10	14	10	12	10	10
Kindle (and other e-readers)	9	11	8	13	7	7	11	3	7	9	13	9	9	9	9	7	11	10
HD television	9	10	9	6	10	11	7	4	6	10	12	8	10	6	10	10	10	7
Twitter	5	4	6	8	4	5	5	11	6	4	2	6	4	3	6	3	6	3
Netflix (and other video streaming services)	5	3	5	5	3	5	5	14	6	4	1	5	5	3	5	4	5	7
iPod	5	5	4	4	3	5	4	6	5	5	4	5	4	6	4	4	5	6
WhatsApp (and other mobile messaging services)	4	4	5	3	3	3	5	4	5	3	4	5	4	6	4	4	3	5
Smartwatches	3	3	4	0	3	2	4	2	3	4	3	3	4	4	2	3	5	2
MSN Messenger (and other desktop messaging services)	3	4	3	1	3	3	3	1	2	3	5	3	3	4	4	2	2	2
iTunes (and other online music stores)	3	4	3	2	1	4	2	7	4	3	1	3	3	2	3	3	3	5
Spotify (and other music streaming services)	2	1	5	1	0	2	2	6	1	2	1	2	2	2	2	3	1	2
Nintendo Wii	1	0	1	0	1	1	0	0	1	0	0	1	0	0	1	0	1	0
Selfie sticks	1	1	0	1	2	0	2	1	2	0	0	0	1	1	1	1	1	0
Uber (and other internet taxi services)	1	0	1	2	1	1	1	4	1	1	0	1	1	3	1	1	1	1
Napster (and other file sharing services)	1	0	1	0	1	1	0	0	2	1	0	1	0	1	1	0	1	0
Tinder (and other internet dating services)	0	1	0	0	0	1	0	1	1	0	0	0	0	0	1	0	0	0
Something else	4	3	3	4	5	4	3	1	3	4	4	3	4	3	3	3	4	5
Don't know	10	12	7	10	12	10	11	8	7	11	13	8	13	10	11	11	9	10

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Vote May 2015.

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	46	104
Male 25 to 39	134	219
Male 40 to 59	337	293
Male 60 +	302	226
Female 18 to 24	91	102
Female 25 to 39	228	220
Female 40 to 59	364	300
Female 60 +	234	271
Region		
North England	426	427
Midlands	266	285
East	176	167
London	201	222
South England	396	398
Wales	110	87
Scotland	161	151
Social Grade		
AB	710	486
C1	434	503
C2	270	365
DE	322	382
Newspaper Type		
Express / Mail	271	247
Sun / Star	297	349
Mirror / Record	124	153
Guardian / Independent	157	76
FT / Times / Telegraph	98	139
Other Paper	194	200
No Paper	595	573
Vote Share May 2015		
Conservative	569	590
Labour	487	486
Liberal Democrat	120	122
UKIP	218	208
Green	65	61
Other	95	95
Didn't vote / Don't know	182	174

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk