

YouGov Survey Results

Sample Size: 1669 GB Adults
Fieldwork: 11th - 12th October 2016

	EU Ref Vote			Vote in 2015				Gender		Age				Social Grade		Region						
	Remain	Leave	Did not vote	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	1669	656	713	260	471	391	100	161	808	861	194	713	412	350	951	718	200	554	359	402	154	
Unweighted Sample	1669	798	692	153	495	401	107	170	741	928	196	716	421	336	1021	648	157	571	370	404	167	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following words, if any, would you most like to be described as? Please pick up to four.

Honest	49	43	58	40	54	46	46	50	49	49	32	43	57	61	48	51	43	49	50	48	58
Friendly	43	44	44	37	39	45	53	43	39	46	41	38	41	55	42	44	41	40	45	43	48
Kind	38	41	35	36	38	42	50	28	28	47	32	38	38	40	39	36	40	40	35	36	37
Loyal	38	34	43	32	43	35	40	36	35	40	24	36	40	44	36	40	32	38	37	40	38
Intelligent	34	41	29	33	36	36	32	30	35	33	43	32	37	31	40	26	33	36	36	31	35
Hardworking	33	33	35	28	36	32	33	29	32	34	30	35	36	28	32	34	30	32	35	35	32
Polite	27	24	30	25	26	25	31	29	30	24	28	22	30	33	24	31	22	27	28	27	32
Funny	19	23	15	17	15	21	18	16	21	17	26	22	15	11	19	18	16	16	20	23	17
Happy	16	16	18	13	17	21	8	17	12	20	18	16	16	16	17	16	16	16	16	17	16
Generous	16	17	14	17	17	15	17	15	16	17	14	17	15	18	16	16	19	15	15	18	15
Confident	10	11	11	7	13	9	9	14	12	9	14	11	7	11	12	8	11	11	10	11	7
Attractive	7	9	6	8	6	8	6	7	7	8	18	9	5	2	9	6	12	7	7	7	7
Bright	7	10	5	5	6	10	12	5	8	7	10	8	6	5	9	4	10	6	7	7	10
Courageous	5	5	5	4	5	5	5	6	4	5	3	5	6	4	5	4	5	5	3	4	5
Sexy	2	2	2	3	1	4	1	5	3	1	2	4	2	1	3	2	3	2	3	2	1
None of the above	1	1	1	3	1	2	1	1	2	1	1	1	2	1	1	1	3	1	1	1	1
Don't know	4	3	2	10	3	3	1	3	6	2	9	4	4	1	3	5	2	5	3	4	3

Which of the following words or phrases, if any, would you least like to be described as? Please pick up to four.

Nasty	40	47	36	31	42	40	52	32	35	45	35	37	43	46	42	37	33	40	41	41	45
A liar	40	43	41	30	47	39	37	38	40	41	31	36	43	51	42	38	36	39	44	40	41
Stupid	32	34	30	32	34	30	28	28	33	30	23	33	34	30	35	27	35	28	33	32	36
Selfish	32	35	31	24	30	34	32	30	28	35	33	30	31	36	32	32	31	34	29	30	34
Rude	29	27	29	33	28	30	30	24	24	33	29	26	29	33	28	30	26	30	28	27	33
Disloyal	27	26	31	21	33	26	31	25	29	26	25	25	28	33	28	27	28	27	27	29	25
Lazy	25	23	28	24	28	22	30	27	21	29	18	26	27	25	25	25	21	24	26	27	29
Greedy	21	20	21	23	22	20	20	17	21	21	19	21	22	22	20	23	21	21	20	21	27
Unfriendly	18	17	19	19	18	19	20	23	19	17	18	15	16	28	18	19	19	18	21	17	16
Boring	18	20	16	18	16	21	14	16	18	18	25	17	18	17	18	18	15	18	16	23	15
Depressing	16	15	15	15	15	19	19	10	16	15	20	14	16	15	15	16	16	15	14	18	15
Ugly	14	13	15	16	13	14	13	18	13	15	24	16	13	7	15	14	15	15	14	14	12
Fat	14	13	14	18	15	11	18	12	11	17	23	16	12	9	14	14	18	15	13	13	12
Simple	8	8	8	8	9	8	8	11	10	6	12	7	7	8	7	8	12	6	9	6	10
Shy	3	2	4	6	3	2	3	4	4	3	4	5	2	1	3	4	5	4	3	2	4
None of the above	3	2	4	2	2	3	3	4	3	2	1	3	2	2	3	3	2	3	3	2	3
Don't know	4	4	4	8	3	5	0	5	6	3	6	5	4	2	4	5	5	5	4	4	2