

## YouGov Survey Results

Sample Size: 1689 GB Adults  
Fieldwork: 1st - 2nd November 2016

	EU Ref Vote			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	
<b>Weighted Sample</b>	<b>1689</b>	<b>664</b>	<b>721</b>	<b>476</b>	<b>395</b>	<b>101</b>	<b>164</b>	<b>817</b>	<b>872</b>	<b>196</b>	<b>721</b>	<b>417</b>	<b>355</b>	<b>963</b>	<b>726</b>	<b>203</b>	<b>561</b>	<b>363</b>	<b>407</b>	<b>155</b>	
<b>Unweighted Sample</b>	<b>1689</b>	<b>817</b>	<b>681</b>	<b>471</b>	<b>408</b>	<b>112</b>	<b>157</b>	<b>767</b>	<b>922</b>	<b>198</b>	<b>723</b>	<b>415</b>	<b>353</b>	<b>1013</b>	<b>676</b>	<b>158</b>	<b>565</b>	<b>369</b>	<b>433</b>	<b>164</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking back to when you were at school, which of the following best describes how 'cool' you were?

I was very cool at school	3	3	3	4	3	1	2	5	2	7	3	4	2	3	4	4	3	3	4	3
I was quite cool at school	19	18	17	15	22	11	18	20	18	22	22	16	13	19	18	20	17	18	21	18
<b>TOTAL COOL</b>	<b>22</b>	<b>21</b>	<b>20</b>	<b>19</b>	<b>25</b>	<b>12</b>	<b>20</b>	<b>25</b>	<b>20</b>	<b>29</b>	<b>25</b>	<b>20</b>	<b>15</b>	<b>22</b>	<b>22</b>	<b>24</b>	<b>20</b>	<b>21</b>	<b>25</b>	<b>21</b>
I was not very cool at school	38	40	38	42	36	45	34	36	40	41	39	35	37	39	36	37	39	37	35	44
I was not at all cool at school	30	32	31	32	29	34	37	29	32	17	29	36	33	30	30	25	32	32	32	25
<b>TOTAL NOT COOL</b>	<b>68</b>	<b>72</b>	<b>69</b>	<b>74</b>	<b>65</b>	<b>79</b>	<b>71</b>	<b>65</b>	<b>72</b>	<b>58</b>	<b>68</b>	<b>71</b>	<b>70</b>	<b>69</b>	<b>66</b>	<b>62</b>	<b>71</b>	<b>69</b>	<b>67</b>	<b>69</b>
Don't know	10	8	10	8	10	10	8	10	9	13	6	10	15	8	12	13	9	11	8	9

Thinking about your life now that you have left school, which of the following best describes how 'cool' you think you are now?

I am very cool	5	5	3	4	4	2	2	7	3	13	5	3	3	5	5	3	3	7	6	6
I am quite cool	26	27	26	24	28	23	27	24	28	35	28	21	22	28	24	26	25	24	29	26
<b>TOTAL COOL</b>	<b>31</b>	<b>32</b>	<b>29</b>	<b>28</b>	<b>32</b>	<b>25</b>	<b>29</b>	<b>31</b>	<b>31</b>	<b>48</b>	<b>33</b>	<b>24</b>	<b>25</b>	<b>33</b>	<b>29</b>	<b>29</b>	<b>28</b>	<b>31</b>	<b>35</b>	<b>32</b>
I am not very cool	34	36	35	39	32	41	31	34	35	26	38	35	32	36	32	34	35	33	34	40
I am not at all cool	22	22	24	24	21	26	27	22	23	12	19	29	28	21	24	18	25	25	19	20
<b>TOTAL NOT COOL</b>	<b>56</b>	<b>58</b>	<b>59</b>	<b>63</b>	<b>53</b>	<b>67</b>	<b>58</b>	<b>56</b>	<b>58</b>	<b>38</b>	<b>57</b>	<b>64</b>	<b>60</b>	<b>57</b>	<b>56</b>	<b>52</b>	<b>60</b>	<b>58</b>	<b>53</b>	<b>60</b>
Don't know	12	9	13	8	14	8	13	13	11	14	10	12	15	11	15	18	12	12	12	8

Which of these occupations do you think tends to have 'cooler' people working in them? Please tick all that apply.

Performing arts	40	47	36	44	41	45	35	36	44	44	36	43	41	43	35	51	44	34	38	32
Bar work	30	35	23	29	28	32	24	30	29	49	35	20	19	33	26	33	29	25	33	29
Journalism	21	26	18	24	22	26	15	15	26	24	23	17	20	25	16	27	23	20	17	18
Architecture	14	20	10	14	16	20	10	13	15	18	14	16	11	18	9	19	15	12	12	16
Retail	12	13	11	11	10	16	7	10	14	23	15	7	8	13	11	13	12	12	12	13
Teaching	9	11	8	9	10	15	6	9	9	11	8	9	10	10	8	9	10	6	11	9
Police	6	6	5	4	7	8	3	5	7	14	6	4	4	7	5	4	7	5	8	6
Farming	4	4	4	4	3	6	2	4	4	3	4	4	4	4	4	3	7	2	3	4
Accountancy	3	2	2	2	2	3	2	3	3	4	3	1	3	3	3	3	2	3	3	3
Opinion polling	3	3	3	3	4	5	3	3	3	4	2	3	4	3	2	6	3	2	2	3
Manufacturing	3	3	2	2	3	4	2	3	3	4	3	3	3	3	3	2	3	2	4	3
None of these	13	12	16	13	13	14	17	14	12	9	14	14	12	12	15	8	14	13	14	12
Don't know	28	21	31	24	29	21	31	28	27	23	24	28	36	23	34	27	26	32	24	32

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Sample Size: 1689 GB Adults  
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	Age / Gender								Coolness at School					Coolness Now					
	Total	Male 18-29	Male 30-44	Male 45-59	Male 60+	Female 18-29	Female 30-44	Female 45-59	Female 60+	I was very cool at school	I was quite cool at school	I was not very cool at school	I was not at all cool at school	Don't know	I am very cool	I am quite cool	I am not very cool	I am not at all cool	Don't know
<b>Weighted Sample</b>	<b>1689</b>	130	219	242	226	166	211	208	286	56	318	638	513	164	82	440	582	377	207
<b>Unweighted Sample</b>	<b>1689</b>	118	192	228	229	185	232	222	283	53	317	648	522	149	73	457	597	367	195
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Looking back to when you were at school, which of the following best describes how 'cool' you were?

I was very cool at school	3	10	5	4	2	1	2	3	3	100	0	0	0	0	28	3	1	2	1
I was quite cool at school	19	21	26	17	17	23	23	14	13	0	100	0	0	0	40	40	12	6	10
<b>TOTAL COOL</b>	<b>22</b>	<b>31</b>	<b>31</b>	<b>21</b>	<b>19</b>	<b>24</b>	<b>25</b>	<b>17</b>	<b>16</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>68</b>	<b>43</b>	<b>13</b>	<b>8</b>	<b>11</b>
I was not very cool at school	38	40	37	31	38	43	40	36	40	0	0	100	0	0	22	40	59	17	16
I was not at all cool at school	30	16	27	38	30	25	30	38	32	0	0	0	100	0	6	15	24	71	16
<b>TOTAL NOT COOL</b>	<b>68</b>	<b>56</b>	<b>64</b>	<b>69</b>	<b>68</b>	<b>70</b>	<b>74</b>	<b>72</b>	<b>72</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>28</b>	<b>55</b>	<b>83</b>	<b>88</b>	<b>32</b>
Don't know	10	13	6	10	13	8	5	9	13	0	0	0	0	100	4	2	3	4	58

Thinking about your life now that you have left school, which of the following best describes how 'cool' you think you are now?

I am very cool	5	18	7	4	3	4	5	3	1	41	10	3	1	2	100	0	0	0	0
I am quite cool	26	32	29	18	21	39	29	22	25	26	55	28	13	5	0	100	0	0	0
<b>TOTAL COOL</b>	<b>31</b>	<b>50</b>	<b>36</b>	<b>22</b>	<b>24</b>	<b>43</b>	<b>34</b>	<b>25</b>	<b>26</b>	<b>67</b>	<b>65</b>	<b>31</b>	<b>14</b>	<b>7</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>
I am not very cool	34	25	37	36	35	34	35	37	34	14	22	54	28	12	0	0	100	0	0
I am not at all cool	22	8	18	30	24	15	19	27	28	13	7	10	52	9	0	0	0	100	0
<b>TOTAL NOT COOL</b>	<b>56</b>	<b>33</b>	<b>55</b>	<b>66</b>	<b>59</b>	<b>49</b>	<b>54</b>	<b>64</b>	<b>62</b>	<b>27</b>	<b>29</b>	<b>64</b>	<b>80</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>0</b>
Don't know	12	17	9	12	17	9	12	11	13	5	6	5	6	73	0	0	0	0	100

Which of these occupations do you think tends to have 'cooler' people working in them? Please tick all that apply.

Performing arts	40	37	27	39	40	45	42	46	43	42	41	44	41	16	38	46	45	37	17
Bar work	30	44	38	25	19	48	35	23	19	41	36	30	30	12	32	39	30	24	17
Journalism	21	19	16	15	13	30	26	28	22	16	28	22	20	8	16	30	22	17	9
Architecture	14	13	10	17	11	17	15	16	15	15	19	16	11	6	14	22	13	12	6
Retail	12	13	14	7	7	28	17	10	8	15	16	13	11	6	11	20	10	9	6
Teaching	9	9	11	6	11	11	6	11	10	12	12	9	9	3	15	16	7	6	4
Police	6	12	4	3	4	12	8	6	5	8	10	5	6	3	11	10	5	5	3
Farming	4	6	2	5	4	3	4	4	5	12	5	4	3	2	6	6	4	2	5
Accountancy	3	4	4	2	1	3	4	1	3	2	5	2	2	1	5	4	2	3	0
Opinion polling	3	1	2	4	4	4	1	1	4	2	3	3	4	0	5	3	3	3	0
Manufacturing	3	2	5	2	3	3	2	2	3	8	5	3	3	0	9	4	2	2	2
None of these	13	10	14	17	13	12	12	15	11	9	10	13	15	15	16	9	13	19	10
Don't know	28	25	25	26	36	21	25	24	35	22	24	23	27	59	22	17	25	29	60