

YouGov Internal Survey Results - Most Mourned Celebrity

30th - 31st August 2018

Sample size: 1279 Adults



Total	Gender		Generation		
	Male	Female	Millennials (22-37)	Gen X (38-53)	Baby Boomers (54-72)

Which ONE, if any, celebrity death within your lifetime were you most sad about?

	Unweighted base	Male	Female	Millennials (22-37)	Gen X (38-53)	Baby Boomers (54-72)
Base	1279	556	723	335	347	440
Princess Diana	12%	8%	15%	5%	14%	16%
David Bowie	7%	8%	6%	6%	9%	7%
Michael Jackson	5%	4%	6%	10%	5%	2%
George Michael	5%	2%	7%	3%	10%	4%
Robin Williams	4%	4%	4%	9%	3%	1%
Victoria Wood	3%	2%	4%	2%	3%	4%
John Lennon	3%	4%	2%	-	1%	7%
Freddie Mercury	3%	3%	3%	1%	4%	4%
Alan Rickman	3%	2%	4%	6%	1%	1%
Amy Winehouse	3%	2%	4%	6%	3%	1%
Elvis Presley	4%	3%	4%	0%	2%	8%
Terry Wogan	2%	2%	2%	1%	2%	2%
Terry Pratchett	1%	2%	1%	3%	1%	1%
Chester Bennington	2%	2%	2%	4%	1%	1%
Barry Chuckle	1%	2%	1%	2%	1%	-
Heath Ledger	1%	-	2%	3%	1%	-
Whitney Houston	1%	1%	1%	2%	2%	0%
Prince	1%	1%	1%	2%	2%	0%
Rik Mayall	1%	2%	1%	1%	2%	0%
Stephen Hawking	1%	1%	1%	1%	1%	0%
Steve Irwin	1%	1%	1%	2%	0%	-
Carrie Fisher	1%	0%	1%	2%	1%	-
Nelson Mandela	1%	1%	1%	1%	0%	1%
John F Kennedy	1%	1%	1%	-	0%	2%
Other	34%	44%	26%	28%	32%	37%