

YouGov / Cambridge Survey Results

Sample Size: 1704 GB adults
Fieldwork: 28th - 29th March 2016

	Vote in 2015					Gender		Age				Social Grade		Region					EU Referendum Vote			
Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Wouldn't Vote	Don't know	
Weighted Sample 1704	481	399	102	162	825	879	198	729	419	358	971	733	204	566	366	411	157	631	672	76	325	
Unweighted Sample	467	417	110	174	748	956	192	669	408	435	1022	682	180	562	386	413	163	661	668	59	316	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of these parties do you think has the attitude to business most similar to yours?

Labour	22	2	58	18	6	22	22	31	21	21	19	23	21	28	17	22	27	21	38	12	5	15
Conservatives	26	63	4	23	23	30	21	18	20	26	41	31	18	26	31	25	23	14	23	34	9	18
Neither	28	18	19	36	56	31	25	12	28	36	28	25	32	24	29	30	22	44	19	38	35	24
Don't know	24	17	19	23	14	17	32	38	31	17	12	21	29	22	24	23	29	21	21	16	51	43