

YouGov Survey Results

Sample Size: 1655 GB Adults
Fieldwork: 24th - 25th October 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	North	Midlands	East	London	South	Wales	Scotland	
Weighted Sample	1655	650	707	467	387	99	159	801	854	192	707	409	348	943	712	399	273	157	199	393	83	152	
Unweighted Sample	1655	781	693	496	413	111	167	731	924	171	683	425	376	1007	648	422	268	159	173	402	87	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What colour packs do you think the following
flavours of crisp SHOULD be sold in?
Salt and vinegar

Blue	48	52	46	47	53	56	49	47	48	30	49	56	44	48	47	51	32	40	46	51	46	71
Green	32	32	31	33	34	23	25	29	35	54	39	25	14	33	31	31	50	40	26	27	28	15
White	2	2	1	1	1	2	3	2	1	1	1	1	3	2	1	2	2	0	3	1	3	0
Yellow	1	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	0	0	1	2	1	1
Orange	1	0	1	1	0	1	1	1	0	0	0	0	2	0	1	1	0	0	0	1	0	1
Red	1	0	1	1	0	1	1	1	1	1	0	2	1	1	1	1	1	2	1	1	0	0
Purple	1	1	1	1	1	2	0	1	1	1	0	0	2	0	1	1	0	1	0	1	0	0
Brown	1	1	2	1	1	2	1	1	1	0	1	1	3	1	1	2	1	0	3	1	1	0
Black	1	0	1	1	1	1	1	1	1	0	0	0	2	1	1	1	0	1	0	1	0	1
Pink	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	0	0	0
Don't know	14	10	15	12	8	10	18	17	10	12	8	13	27	12	15	9	14	13	19	14	20	12

Cheese and onion

Green	44	47	44	44	48	50	48	45	44	26	47	55	36	46	43	45	26	40	43	50	45	67
Blue	30	30	28	30	32	21	23	26	33	54	37	22	10	30	29	30	46	37	21	26	24	14
Yellow	10	9	13	13	9	13	10	10	11	7	7	7	23	10	11	11	12	7	15	10	8	4
Orange	1	2	1	1	1	4	0	1	2	2	1	1	3	1	2	2	1	1	0	1	1	3
Red	1	1	1	0	1	1	1	1	0	1	1	1	1	1	1	0	0	1	3	0	0	0
White	1	0	0	0	0	1	0	1	0	1	0	1	2	1	1	1	1	1	1	0	0	0
Pink	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Purple	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Brown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Black	0	0	1	0	1	0	1	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0
Don't know	12	10	13	11	7	9	17	15	9	9	7	12	25	11	13	9	14	12	16	11	22	11

Sample Size: 1655 GB Adults
Fieldwork: 24th - 25th October 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	North	Midlands	East	London	South	Wales	Scotland	
Weighted Sample	1655	650	707	467	387	99	159	801	854	192	707	409	348	943	712	399	273	157	199	393	83	152	
Unweighted Sample	1655	781	693	496	413	111	167	731	924	171	683	425	376	1007	648	422	268	159	173	402	87	144	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ready salted

Red	72	77	67	75	77	74	66	67	77	82	83	71	45	73	71	80	76	71	62	70	64	66
White	8	5	9	7	5	6	11	9	6	5	5	8	14	7	8	6	8	4	8	10	5	9
Blue	5	6	6	6	6	6	4	6	5	3	3	6	11	6	5	3	2	6	8	5	8	12
Yellow	1	0	1	0	1	2	1	1	1	0	1	0	1	1	0	0	0	2	1	1	0	0
Orange	1	0	1	0	0	2	0	1	1	0	0	0	2	1	1	0	1	1	2	1	0	0
Green	1	1	1	1	2	0	0	1	1	1	1	0	1	1	1	1	0	1	3	0	0	0
Black	1	1	1	1	1	0	0	1	1	1	0	1	2	0	1	1	0	1	0	1	1	0
Pink	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	1
Purple	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0
Brown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
Don't know	12	9	14	10	7	10	18	16	9	7	7	13	24	11	13	8	13	13	16	11	20	12

Prawn cocktail

Pink	79	83	78	82	84	82	75	72	85	83	86	77	64	81	77	83	78	80	71	80	75	79
Purple	3	3	2	4	2	3	5	4	2	3	3	4	2	3	3	2	3	3	1	4	1	4
Orange	2	1	2	2	1	5	2	3	1	1	1	2	5	1	3	2	1	2	3	1	0	3
Yellow	1	1	1	0	1	0	1	1	0	1	1	1	0	1	0	2	0	1	0	0	0	0
Red	1	0	1	1	1	1	0	1	1	1	1	0	1	1	1	0	0	1	3	1	1	0
Black	1	1	1	1	1	0	0	1	1	1	0	0	2	1	1	1	1	1	0	1	0	0
Green	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Blue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0
White	0	0	0	0	0	1	0	1	0	0	0	1	1	1	0	1	1	0	1	0	0	0
Brown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	13	10	14	11	9	9	17	17	10	11	7	14	26	12	15	9	15	12	20	12	23	13

Beef

Brown	79	83	78	80	83	81	78	76	82	81	87	79	61	80	77	83	77	83	68	77	75	85
Red	4	2	5	3	3	4	5	3	4	5	1	3	9	4	4	3	3	2	8	5	2	1
Orange	1	1	1	1	1	3	0	1	1	2	1	2	1	1	2	1	0	0	2	2	1	0
Purple	1	1	1	2	1	0	0	1	1	1	1	1	1	1	1	1	0	2	0	2	0	1
Black	1	1	2	1	2	2	1	1	1	2	1	1	2	1	1	1	2	2	0	2	1	1
Yellow	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Green	0	1	0	0	0	1	0	1	0	1	0	0	1	0	1	0	0	0	1	1	0	0
Blue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
White	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0	0
Pink	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Don't know	13	11	14	11	8	9	17	16	10	8	7	14	25	12	14	8	16	11	18	12	22	11