

## YouGov / Fabians Survey Results

Sample Size: 444 GB Adults in Rural areas  
Fieldwork: 7th - 9th November 2017

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>410</b>	195	83	36	165	196	189	222	29	144	104	133	245	165	177	105	58	71
<b>Unweighted Sample</b>	<b>444</b>	205	99	42	200	205	198	246	31	155	123	135	282	162	198	105	67	74
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you believe that each of the following political parties share your values?

### The Labour Party...

...shares all of my values	3	0	11	3	4	3	1	4	4	1	4	4	2	4	2	4	4	1
...shares many of my values	30	9	69	43	44	20	36	24	46	37	31	18	35	22	25	30	39	35
<b>TOTAL DOES SHARE VALUES</b>	<b>33</b>	<b>9</b>	<b>80</b>	<b>46</b>	<b>48</b>	<b>23</b>	<b>37</b>	<b>28</b>	<b>50</b>	<b>38</b>	<b>35</b>	<b>22</b>	<b>37</b>	<b>26</b>	<b>27</b>	<b>34</b>	<b>43</b>	<b>36</b>
...doesn't share many of my values	34	51	10	25	27	38	33	34	18	27	37	42	34	34	37	32	19	38
...doesn't share any of my values	22	33	3	18	15	29	20	24	7	21	21	28	22	22	22	23	28	15
<b>TOTAL DOESN'T SHARE VALUES</b>	<b>56</b>	<b>84</b>	<b>13</b>	<b>43</b>	<b>42</b>	<b>67</b>	<b>53</b>	<b>58</b>	<b>25</b>	<b>48</b>	<b>58</b>	<b>70</b>	<b>56</b>	<b>56</b>	<b>59</b>	<b>55</b>	<b>47</b>	<b>53</b>
Don't know	12	8	6	11	10	10	9	14	26	15	8	9	8	17	13	11	10	11

### The Conservative Party...

...shares all of my values	4	7	0	2	0	7	6	2	0	2	2	8	5	2	5	4	3	1
...shares many of my values	40	69	7	19	35	49	37	42	29	30	44	50	43	35	47	37	35	30
<b>TOTAL DOES SHARE VALUES</b>	<b>44</b>	<b>76</b>	<b>7</b>	<b>21</b>	<b>35</b>	<b>56</b>	<b>43</b>	<b>44</b>	<b>29</b>	<b>32</b>	<b>46</b>	<b>58</b>	<b>48</b>	<b>37</b>	<b>52</b>	<b>41</b>	<b>38</b>	<b>31</b>
...doesn't share many of my values	24	15	31	31	28	18	26	22	33	27	28	15	25	22	23	22	20	33
...doesn't share any of my values	21	2	56	37	27	16	24	20	9	28	19	18	19	25	13	25	33	28
<b>TOTAL DOESN'T SHARE VALUES</b>	<b>45</b>	<b>17</b>	<b>87</b>	<b>68</b>	<b>55</b>	<b>34</b>	<b>50</b>	<b>42</b>	<b>42</b>	<b>55</b>	<b>47</b>	<b>33</b>	<b>44</b>	<b>47</b>	<b>36</b>	<b>47</b>	<b>53</b>	<b>61</b>
Don't know	11	7	6	11	11	9	8	14	28	14	7	9	8	16	13	13	9	8

And how well, if at all, do you think each of these political parties understands people who live in your area?

### The Labour Party...

...understands people in my area very well	5	1	22	2	7	5	4	7	12	7	6	2	6	5	3	8	8	6
...understands people in my area fairly well	21	9	45	19	30	13	22	20	32	28	17	14	24	16	16	20	29	28
<b>TOTAL DOES UNDERSTAND PEOPLE IN MY AREA</b>	<b>26</b>	<b>10</b>	<b>67</b>	<b>21</b>	<b>37</b>	<b>18</b>	<b>26</b>	<b>27</b>	<b>44</b>	<b>35</b>	<b>23</b>	<b>16</b>	<b>30</b>	<b>21</b>	<b>19</b>	<b>28</b>	<b>37</b>	<b>34</b>
...does not understand people in my area very well	36	45	19	41	32	41	37	35	16	30	42	41	35	36	39	34	25	39
...does not understand people in my area at all	25	33	5	25	19	30	29	21	19	19	26	30	24	25	26	25	26	19
<b>TOTAL DOESN'T UNDERSTAND PEOPLE IN MY AREA</b>	<b>61</b>	<b>78</b>	<b>24</b>	<b>66</b>	<b>51</b>	<b>71</b>	<b>66</b>	<b>56</b>	<b>35</b>	<b>49</b>	<b>68</b>	<b>71</b>	<b>59</b>	<b>61</b>	<b>65</b>	<b>59</b>	<b>51</b>	<b>58</b>
Don't know	13	11	8	13	12	10	8	17	22	15	9	12	10	17	15	13	11	8

### The Conservative Party...

...understands people in my area very well	7	14	1	3	3	11	7	8	2	5	6	12	9	5	10	5	10	2
...understands people in my area fairly well	31	50	14	18	30	35	31	31	21	25	34	36	34	26	40	30	24	15
<b>TOTAL DOES UNDERSTAND PEOPLE IN MY AREA</b>	<b>38</b>	<b>64</b>	<b>15</b>	<b>21</b>	<b>33</b>	<b>46</b>	<b>38</b>	<b>39</b>	<b>23</b>	<b>30</b>	<b>40</b>	<b>48</b>	<b>43</b>	<b>31</b>	<b>50</b>	<b>35</b>	<b>34</b>	<b>17</b>
...does not understand people in my area very well	28	23	32	38	30	28	30	27	28	25	34	27	29	27	24	27	26	41
...does not understand people in my area at all	23	7	47	30	28	18	25	21	27	35	18	14	20	28	12	29	31	35
<b>TOTAL DOESN'T UNDERSTAND PEOPLE IN MY AREA</b>	<b>51</b>	<b>30</b>	<b>79</b>	<b>68</b>	<b>58</b>	<b>46</b>	<b>55</b>	<b>48</b>	<b>55</b>	<b>60</b>	<b>52</b>	<b>41</b>	<b>49</b>	<b>55</b>	<b>36</b>	<b>56</b>	<b>57</b>	<b>76</b>
Don't know	11	7	6	11	8	9	7	13	21	11	7	11	8	14	14	8	9	7