

YouGov / The Times Survey Results

Sample Size: 1740 GB Adults
Fieldwork: 3rd - 4th January 2017

	EU Ref 2016			Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1740	684	743	460	327	124	172	491	407	104	168	842	898	202	743	430	365	992	748	209	578	374	419	160
Unweighted Sample	1740	790	736	457	356	136	174	485	427	110	169	793	947	200	730	435	375	1034	706	192	596	367	426	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	11-12 April '16	3-4 Jan '17																							
Some people describe political parties as being close to particular groups in society. Thinking about the Conservative party, we'd like you to say how close they are to the following groups in society?																									
Immigrants																									
Very close	4	3	1	5	3	2	1	9	3	3	0	8	3	3	6	2	3	4	3	4	2	3	5	3	2
Fairly close	12	12	7	19	21	5	2	27	18	5	7	26	13	11	7	10	15	17	12	13	9	18	11	11	3
TOTAL CLOSE	16	15	8	24	24	7	3	36	21	8	7	34	16	14	13	12	18	21	15	17	11	21	16	14	5
Not very close	28	29	31	33	43	28	32	26	41	25	30	32	30	28	28	25	34	32	33	24	26	32	26	28	32
Not close at all	34	30	44	21	17	49	50	23	20	46	43	19	32	29	31	31	29	33	27	35	26	30	30	42	
TOTAL NOT CLOSE	62	59	75	54	60	77	82	49	61	71	73	51	62	57	59	56	65	61	66	51	61	58	56	58	74
Don't know	22	25	17	23	16	17	16	15	19	21	20	16	22	28	28	32	18	18	20	33	28	22	28	28	20
Benefit claimants																									
Very close	2	1	1	2	2	1	1	4	3	1	0	2	1	2	3	1	0	3	1	2	1	2	2	1	1
Fairly close	5	7	3	11	14	2	4	11	13	2	1	10	7	7	5	5	8	9	7	6	4	8	8	6	3
TOTAL CLOSE	7	8	4	13	16	3	5	15	16	3	1	12	8	9	8	6	8	12	8	8	5	10	10	7	4
Not very close	18	25	23	31	43	13	20	35	43	13	23	33	26	25	23	20	30	32	27	23	24	31	25	20	20
Not close at all	57	46	59	40	30	74	66	36	28	68	66	43	48	45	42	46	50	46	49	43	49	40	43	51	61
TOTAL NOT CLOSE	75	71	82	71	73	87	86	71	71	81	89	76	74	70	65	66	80	78	76	66	73	71	68	71	81
Don't know	18	20	14	16	11	11	9	14	13	15	10	12	18	22	27	28	12	10	16	26	22	19	22	21	15
The working class																									
Very close	1	2	2	2	3	3	2	2	3	2	0	3	2	2	4	2	2	1	2	2	1	3	2	1	0
Fairly close	7	12	6	19	32	1	6	10	27	3	4	13	13	11	11	8	14	18	13	11	12	16	11	9	6
TOTAL CLOSE	8	14	8	21	35	4	8	12	30	5	4	16	15	13	15	10	16	19	15	13	13	19	13	10	6
Not very close	25	30	32	32	41	19	33	37	42	21	35	35	31	29	32	28	33	27	33	25	27	33	29	28	28
Not close at all	49	38	48	32	14	67	49	39	17	60	50	39	39	37	30	37	40	43	38	39	37	30	39	43	53
TOTAL NOT CLOSE	74	68	80	64	55	86	82	76	59	81	85	74	70	66	62	65	73	70	71	64	64	63	68	71	81
Don't know	17	18	12	14	10	10	10	12	11	14	11	10	16	21	24	26	11	10	15	23	23	17	20	19	13
The trade unions																									
Very close	2	1	1	1	1	2	0	2	1	1	0	1	1	1	1	1	0	1	1	1	0	1	3	1	0
Fairly close	4	5	4	6	7	3	5	9	8	2	4	8	4	5	9	5	3	5	5	5	4	6	3	5	2
TOTAL CLOSE	6	6	5	7	8	5	11	9	3	4	9	5	6	10	6	3	6	6	6	4	7	6	6	2	
Not very close	19	23	21	28	36	21	16	26	35	15	18	25	20	26	21	20	28	24	25	20	21	25	21	23	20
Not close at all	56	49	59	47	44	60	68	49	43	63	64	53	56	42	34	43	56	60	52	45	48	48	48	47	61
TOTAL NOT CLOSE	75	72	80	75	80	81	84	75	78	78	82	78	76	68	55	63	84	84	77	65	69	73	69	70	81
Don't know	20	22	16	17	11	14	10	14	13	19	14	13	19	25	35	30	13	10	18	29	26	20	25	24	16

Sample Size: 1740 GB Adults
Fieldwork: 3rd - 4th January 2017

	EU Ref 2016			Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1740	684	743	460	327	124	172	491	407	104	168	842	898	202	743	430	365	992	748	209	578	374	419	160
Unweighted Sample	1740	790	736	457	356	136	174	485	427	110	169	793	947	200	730	435	375	1034	706	192	596	367	426	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	11-12 April '16	3-4 Jan '17																						
The middle class																								
Very close	14	16	17	19	20	21	16	21	18	21	14	21	16	16	17	15	15	17	16	16	21	16	16	11
Fairly close	47	47	50	50	62	45	54	42	58	42	58	51	48	47	46	40	52	56	50	43	44	49	44	52
TOTAL CLOSE	61	63	67	69	82	66	70	63	76	63	72	72	64	63	63	55	67	73	66	59	65	65	60	63
Not very close	16	13	15	13	7	19	16	20	10	17	12	16	14	13	10	13	16	13	14	12	13	11	14	15
Not close at all	6	4	5	3	1	6	5	2	2	5	2	3	5	3	3	5	5	3	4	4	1	4	6	6
TOTAL NOT CLOSE	22	17	20	16	8	25	21	25	12	22	14	19	19	16	13	18	21	16	18	14	15	20	19	24
Don't know	17	19	13	15	9	10	9	12	12	15	15	10	17	21	23	27	12	11	16	24	21	19	20	13
Women																								
Very close	2	3	2	6	7	0	1	7	6	1	1	6	3	3	5	2	3	5	4	3	2	5	4	1
Fairly close	22	27	22	37	58	10	26	34	52	12	25	38	30	24	26	19	34	37	29	25	26	34	26	19
TOTAL CLOSE	24	30	24	43	65	10	27	41	58	13	26	44	33	27	31	21	37	42	33	28	28	39	30	23
Not very close	36	30	37	26	17	47	41	33	19	42	38	26	28	31	28	30	28	30	31	28	33	27	28	30
Not close at all	15	12	16	10	2	24	9	9	3	20	10	10	11	13	8	12	14	12	12	12	9	9	11	19
TOTAL NOT CLOSE	51	42	53	36	19	71	50	42	22	62	48	36	39	44	36	42	42	42	43	40	42	36	39	46
Don't know	25	28	24	22	16	19	23	17	20	24	27	19	28	29	32	38	20	16	25	32	29	25	30	26
People with families																								
Very close	2	3	3	5	7	1	2	4	5	3	2	4	3	3	5	3	4	3	4	3	3	4	3	1
Fairly close	23	27	26	32	58	15	24	24	52	14	23	28	30	25	30	21	32	33	30	23	29	32	27	25
TOTAL CLOSE	25	30	29	37	65	16	26	28	57	17	25	32	33	28	35	24	36	36	34	26	32	36	30	23
Not very close	35	31	35	31	19	43	41	37	22	41	38	37	31	31	25	29	34	35	32	29	31	30	29	36
Not close at all	19	15	16	14	3	25	14	19	6	22	15	15	15	14	9	16	16	14	13	17	10	11	16	19
TOTAL NOT CLOSE	54	46	51	45	22	68	55	56	28	63	53	52	46	45	34	45	50	49	45	46	41	41	45	55
Don't know	20	24	20	18	13	16	19	16	15	19	22	16	21	26	31	32	15	14	21	28	26	23	24	19
Homeowners																								
Very close	9	12	10	15	19	10	14	17	16	12	13	15	12	12	14	9	13	16	12	11	12	15	9	11
Fairly close	40	41	46	43	55	42	50	35	54	40	44	39	43	39	37	34	48	50	46	35	44	44	39	46
TOTAL CLOSE	49	53	56	58	74	52	64	52	70	52	57	54	55	51	51	43	61	66	58	46	56	59	48	57
Not very close	22	17	18	17	11	23	16	23	13	21	18	22	17	17	12	17	18	17	16	17	13	14	18	16
Not close at all	8	7	7	6	3	11	6	10	3	9	9	8	8	6	6	9	8	5	7	8	5	5	10	9
TOTAL NOT CLOSE	30	24	25	23	14	34	22	33	16	30	27	30	25	23	18	26	26	22	23	25	18	19	28	25
Don't know	21	23	18	18	12	15	14	15	15	19	16	16	20	26	31	32	13	13	19	28	26	22	24	19
Older people																								
Very close	8	11	15	11	15	11	21	9	15	12	13	7	14	9	23	12	7	8	15	6	14	15	8	11
Fairly close	28	28	32	31	48	26	31	28	42	27	35	31	31	26	29	25	33	30	33	23	26	32	29	24
TOTAL CLOSE	36	39	47	42	63	37	52	37	57	39	48	38	45	35	52	37	40	38	48	29	40	47	37	35
Not very close	23	22	23	24	18	25	24	26	22	21	24	29	22	23	13	20	26	29	21	24	22	20	22	29
Not close at all	19	15	14	16	7	22	13	23	5	21	18	19	13	16	6	12	19	20	13	17	10	12	16	17
TOTAL NOT CLOSE	42	37	37	40	25	47	37	49	27	42	42	48	35	39	19	32	45	49	34	41	32	32	38	46
Don't know	21	24	16	19	12	16	11	15	16	19	11	15	20	26	29	32	15	13	19	30	27	21	25	19

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Weighted Sample	1740	684	743	460	327	124	172	491	407	104	168	842	898	202	743	430	365	992	748	209	578	374	419	160	
Unweighted Sample	1740	790	736	457	356	136	174	485	427	110	169	793	947	200	730	435	375	1034	706	192	596	367	426	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	11-12 April '16	3-4 Jan '17																							
Businessmen and the City																									
Very close	55	53	61	55	52	69	67	59	48	67	63	60	55	51	46	47	60	60	57	47	44	51	54	55	63
Fairly close	24	23	21	25	37	15	20	18	36	13	27	23	22	23	22	20	26	25	23	22	30	26	19	19	18
TOTAL CLOSE	79	76	82	80	89	84	87	77	84	80	90	83	77	74	68	67	86	85	80	69	74	77	73	74	81
Not very close	2	3	3	3	2	2	2	8	3	3	0	4	3	3	3	4	2	2	3	3	3	3	2	3	3
Not close at all	2	2	2	2	1	3	0	2	1	2	0	2	3	2	3	2	2	2	2	3	2	2	3	1	2
TOTAL NOT CLOSE	4	5	5	5	3	5	2	10	4	5	0	6	6	5	6	6	4	4	5	6	5	5	4	5	
Don't know	17	20	13	15	10	10	12	12	14	10	11	17	22	26	27	11	10	15	26	20	18	22	21	14	
Rich people																									
Very close	64	60	70	60	52	80	78	62	50	77	72	70	62	58	56	56	66	64	63	55	57	57	58	61	74
Fairly close	16	19	15	23	36	7	13	22	35	8	19	17	18	19	19	16	22	21	20	17	20	22	18	18	10
TOTAL CLOSE	80	79	85	83	88	87	91	84	85	85	91	87	80	77	75	72	88	85	83	72	77	79	76	79	84
Not very close	2	2	2	2	3	1	2	3	3	1	0	2	2	2	2	2	3	2	2	3	3	2	1	2	1
Not close at all	2	2	2	2	0	3	0	2	1	1	0	1	2	2	3	2	1	2	1	2	1	2	3	2	1
TOTAL NOT CLOSE	4	4	4	4	3	4	2	5	4	2	0	3	4	4	5	4	3	5	3	4	4	5	3	3	
Don't know	17	18	11	14	9	9	7	12	11	12	9	10	15	19	21	25	10	9	13	23	20	16	19	18	13
People in the North and in Scotland																									
Very close	1	1	1	2	2	1	1	2	2	1	0	1	1	2	4	1	0	1	1	2	1	1	3	1	1
Fairly close	6	8	5	12	18	3	6	12	17	3	7	9	7	9	5	5	11	12	9	7	5	13	5	7	5
TOTAL CLOSE	7	9	6	14	20	4	7	14	19	4	7	10	8	11	9	6	11	13	10	9	6	14	8	8	6
Not very close	28	32	30	35	49	23	34	37	46	23	34	41	34	30	30	27	37	36	35	27	33	37	34	26	21
Not close at all	44	35	46	31	18	57	45	34	19	53	41	34	39	31	28	34	37	37	35	35	28	26	32	44	59
TOTAL NOT CLOSE	72	67	76	66	67	80	79	71	65	76	75	75	73	61	58	61	74	73	70	62	61	63	66	70	80
Don't know	21	24	18	19	14	16	14	15	15	20	18	14	19	29	33	32	14	14	20	29	32	24	26	22	14
People in the South																									
Very close	25	28	31	30	30	32	33	31	26	35	30	35	31	25	25	24	32	32	29	26	18	19	31	39	39
Fairly close	41	39	42	41	51	39	44	40	52	35	52	39	39	39	34	34	44	46	42	34	40	46	35	31	40
TOTAL CLOSE	66	67	73	71	81	71	77	71	78	70	82	74	70	64	59	58	76	78	71	60	58	65	66	70	79
Not very close	9	7	7	8	7	8	6	12	7	7	4	11	8	7	7	7	7	8	7	7	12	10	5	5	4
Not close at all	4	3	3	4	1	4	4	5	1	4	1	3	4	3	3	4	4	2	3	4	3	4	4	3	1
TOTAL NOT CLOSE	13	10	10	12	8	12	10	17	8	11	5	14	12	10	10	11	11	10	10	11	15	14	9	8	5
Don't know	21	23	17	18	12	17	13	12	14	20	14	12	19	27	31	31	13	12	18	29	27	22	26	22	16

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Unweighted Sample	1740	790	736	457	356	136	174	485	427	110	169	793	947	200	730	435	375	1034	706	192	596	367	426	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

11-12
April
'16

3-4
Jan
'17

Thinking about the Labour party, we'd like you to say how close they are to the following groups in society?
Immigrants

Very close	13	14	9	22	21	11	9	35	17	12	15	35	17	12	13	10	16	20	13	16	11	15	17	14	8
Fairly close	35	33	43	31	35	52	44	22	36	47	38	26	34	33	31	32	37	34	38	28	40	33	31	31	37
TOTAL CLOSE	48	47	52	53	56	63	53	57	53	59	53	61	51	45	44	42	53	54	51	44	51	48	48	45	45
Not very close	22	19	24	17	22	17	27	15	21	15	25	16	19	19	19	17	23	20	22	15	18	19	15	20	29
Not close at all	6	6	4	9	5	4	4	13	6	4	5	9	7	5	4	6	6	9	5	7	3	7	7	6	6
TOTAL NOT CLOSE	28	25	28	26	27	21	31	28	27	19	30	25	26	24	23	23	29	29	27	22	21	26	22	26	35
Don't know	25	27	20	22	17	16	16	15	20	22	18	14	23	31	33	35	19	17	23	33	28	26	30	28	20

Benefit claimants

Very close	20	21	19	27	34	24	22	28	32	20	22	33	24	19	20	20	22	26	24	18	23	26	19	20	13
Fairly close	39	36	45	34	39	49	51	30	39	46	46	30	36	36	35	30	43	42	40	31	39	35	40	34	37
TOTAL CLOSE	59	57	64	61	73	73	73	58	71	66	68	63	60	55	55	50	65	68	64	49	62	61	59	54	50
Not very close	16	13	16	12	10	14	13	12	10	16	13	13	14	13	11	14	15	12	14	13	10	13	10	16	21
Not close at all	5	6	4	8	5	2	2	14	6	3	4	9	8	5	4	6	7	7	4	9	2	6	7	7	11
TOTAL NOT CLOSE	21	19	20	20	15	16	15	26	16	19	17	22	22	18	15	20	22	19	18	22	12	19	17	23	32
Don't know	21	23	15	18	12	11	12	15	13	16	14	15	19	26	30	31	13	13	18	28	27	21	24	24	18

The working class

Very close	25	21	27	20	22	43	17	17	19	32	24	19	22	21	28	18	19	28	24	18	24	21	21	21	21
Fairly close	39	36	43	34	39	40	54	29	41	40	43	33	33	39	32	33	42	38	39	33	39	36	37	33	37
TOTAL CLOSE	64	57	70	54	61	83	71	46	60	72	67	52	55	60	60	51	61	66	63	51	63	57	58	54	58
Not very close	13	15	14	18	19	6	14	20	18	12	19	20	17	12	8	13	19	14	15	14	9	16	12	16	18
Not close at all	5	7	3	11	9	1	4	21	9	3	3	14	9	5	5	7	7	9	6	9	4	7	8	8	6
TOTAL NOT CLOSE	18	22	17	29	28	7	18	41	27	15	22	34	26	17	13	20	26	23	21	23	13	23	20	24	24
Don't know	19	21	13	17	11	9	10	14	12	14	11	13	19	23	27	29	12	11	16	27	24	19	21	23	18

The trade unions

Very close	42	45	47	52	64	48	50	45	60	45	52	51	49	40	36	37	53	56	49	40	47	50	44	41	35
Fairly close	28	25	32	21	19	37	31	22	20	32	32	23	23	27	23	24	27	25	27	22	24	23	22	26	36
TOTAL CLOSE	70	70	79	73	83	85	81	67	80	77	84	74	72	67	59	61	80	81	76	62	71	73	66	67	71
Not very close	6	5	5	5	4	4	6	11	3	5	4	9	6	5	4	6	6	4	5	6	4	5	5	6	10
Not close at all	3	3	2	5	3	1	2	10	4	2	1	4	4	3	3	4	2	5	2	5	1	3	5	4	4
TOTAL NOT CLOSE	9	8	7	10	7	5	8	21	7	7	5	13	10	8	7	10	8	9	7	11	5	8	10	10	14
Don't know	21	21	15	16	11	10	11	12	13	16	12	13	18	25	34	29	12	10	17	28	24	19	24	23	16

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	EU Ref 2016			Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1740	684	743	460	327	124	172	491	407	104	168	842	898	202	743	430	365	992	748	209	578	374	419	160
Unweighted Sample	1740	790	736	457	356	136	174	485	427	110	169	793	947	200	730	435	375	1034	706	192	596	367	426	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	11-12 April '16	3-4 Jan '17																						
The middle class																								
Very close	3	3	3	2	8	2	4	1	4	3	5	3	3	7	2	3	1	3	3	4	2	5	3	1
Fairly close	28	25	32	17	46	32	21	18	39	25	19	24	26	27	26	25	23	29	20	22	24	20	28	36
TOTAL CLOSE	31	28	35	19	54	34	25	19	43	28	24	27	29	34	28	24	32	23	26	26	25	31	37	
Not very close	38	36	39	47	31	39	38	45	33	44	45	37	35	26	30	44	44	38	34	38	39	36	32	35
Not close at all	11	13	9	21	5	13	23	21	8	11	17	16	10	8	10	15	18	12	14	11	15	14	12	9
TOTAL NOT CLOSE	49	49	48	68	36	52	61	66	41	55	62	53	45	34	40	59	62	50	48	49	54	50	44	44
Don't know	21	23	17	13	10	13	14	15	17	17	13	20	26	32	31	13	14	19	29	26	21	25	25	19
Women																								
Very close	7	6	9	4	18	5	5	4	13	4	6	8	5	9	5	8	5	7	6	6	5	9	7	6
Fairly close	35	32	41	29	53	48	28	27	46	34	29	33	31	34	29	35	33	36	27	39	34	28	27	38
TOTAL CLOSE	42	38	50	33	71	53	33	31	59	38	35	41	36	43	34	43	38	43	33	45	39	37	34	44
Not very close	25	24	23	38	10	26	32	35	16	32	35	23	25	14	19	30	34	24	24	17	26	23	24	29
Not close at all	7	9	5	12	4	4	17	13	3	8	12	10	7	5	9	9	11	8	10	4	9	9	11	8
TOTAL NOT CLOSE	32	33	28	50	14	30	49	48	19	40	47	33	32	19	28	39	45	32	34	21	35	32	35	37
Don't know	26	29	22	18	15	18	18	21	23	21	19	26	31	37	38	18	17	25	33	34	27	31	30	20
People with families																								
Very close	10	9	13	5	28	4	5	4	18	4	5	7	11	11	9	9	9	9	10	7	8	11	10	10
Fairly close	43	40	48	44	54	56	29	42	52	47	36	39	42	39	37	44	43	44	35	47	40	39	38	43
TOTAL CLOSE	53	49	61	49	82	60	34	46	70	51	41	46	53	50	46	53	52	53	45	54	48	50	48	53
Not very close	19	21	18	31	6	19	35	30	11	29	34	24	17	14	15	27	28	23	18	14	22	20	22	23
Not close at all	5	6	4	9	7	1	5	8	3	4	10	8	5	4	7	7	7	5	8	4	7	7	7	7
TOTAL NOT CLOSE	24	27	22	36	7	24	52	38	14	33	44	32	22	18	22	34	35	28	26	18	29	27	29	30
Don't know	22	23	18	14	11	16	14	16	16	16	15	21	26	31	32	14	13	20	28	28	23	24	23	17
Homeowners																								
Very close	2	2	4	2	8	1	0	1	5	2	2	2	3	3	3	2	1	2	3	1	2	3	3	2
Fairly close	31	29	36	21	57	35	20	20	46	23	23	26	31	34	27	32	24	31	25	31	23	28	31	39
TOTAL CLOSE	33	31	40	23	65	36	20	21	51	25	25	28	34	37	30	34	25	33	28	32	25	31	34	41
Not very close	33	32	33	46	19	37	40	44	25	46	40	34	30	21	25	37	45	35	28	30	37	29	27	35
Not close at all	10	11	6	17	2	11	24	17	4	9	17	14	8	4	8	14	15	10	12	8	12	11	11	6
TOTAL NOT CLOSE	43	43	39	63	21	48	64	61	29	55	57	48	38	25	33	51	60	45	40	38	49	40	38	41
Don't know	24	27	21	14	14	16	16	17	20	21	18	24	29	37	36	15	14	22	32	29	25	29	28	19
Older people																								
Very close	6	6	7	4	17	4	2	4	11	4	4	5	7	5	6	6	6	5	7	3	5	7	7	5
Fairly close	36	31	37	30	50	39	25	31	43	26	31	31	31	31	28	38	30	33	29	34	30	30	31	35
TOTAL CLOSE	42	37	44	35	67	43	27	35	54	30	35	36	38	36	34	44	36	38	36	37	35	37	38	40
Not very close	26	27	29	30	35	17	32	33	23	43	34	29	26	22	24	31	34	31	22	28	28	27	25	30
Not close at all	8	9	6	14	2	7	20	14	4	7	13	12	7	4	7	10	15	9	10	6	12	9	8	8
TOTAL NOT CLOSE	34	36	35	44	49	19	39	47	27	50	47	41	33	26	31	41	49	40	32	34	40	36	33	38
Don't know	24	26	21	16	14	18	18	18	18	21	18	24	29	39	35	15	15	23	31	30	25	27	28	22

Sample Size: 1740 GB Adults
Fieldwork: 3rd - 4th January 2017

	EU Ref 2016			Voting Intention				Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1740	684	743	460	327	124	172	491	407	104	168	842	898	202	743	430	365	992	748	209	578	374	419	160	
Unweighted Sample	1740	790	736	457	356	136	174	485	427	110	169	793	947	200	730	435	375	1034	706	192	596	367	426	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	11-12 April '16	3-4 Jan '17																							
Businessmen and the City																									
Very close	4	3	3	4	3	4	1	3	2	4	3	4	3	3	4	3	2	3	4	2	3	3	4	5	
Fairly close	15	14	14	15	9	23	11	14	11	20	10	14	13	15	12	14	14	14	13	15	8	13	14	14	24
TOTAL CLOSE	19	17	17	19	12	27	12	17	13	24	13	18	16	18	15	18	17	16	16	19	10	16	17	18	29
Not very close	38	38	43	37	47	39	47	36	45	37	57	41	39	37	41	31	45	42	43	32	44	41	34	36	37
Not close at all	22	22	23	26	28	22	28	30	28	23	17	25	25	19	14	19	25	28	23	21	20	23	23	21	17
TOTAL NOT CLOSE	60	66	63	75	61	75	66	73	60	74	66	64	56	55	50	70	70	66	53	64	64	57	57	54	
Don't know	21	20	17	18	13	12	12	18	15	17	13	16	20	26	30	31	13	14	19	28	25	21	26	24	16
Rich people																									
Very close	4	4	2	5	4	4	1	6	3	3	1	6	5	3	4	4	2	2	6	2	4	4	4	4	
Fairly close	12	13	14	15	9	15	12	17	10	13	11	17	13	13	11	14	12	11	14	11	9	12	11	14	21
TOTAL CLOSE	16	17	16	18	13	19	13	23	13	16	12	23	18	16	15	18	16	13	16	17	11	16	15	18	25
Not very close	34	33	40	31	40	41	41	24	37	37	41	31	32	34	32	31	39	32	37	28	33	34	33	31	34
Not close at all	30	29	30	33	36	30	36	37	36	32	35	31	32	26	23	22	32	41	30	27	31	31	27	28	25
TOTAL NOT CLOSE	64	62	70	64	76	71	77	61	73	69	76	62	64	60	55	53	71	73	67	55	64	65	60	59	59
Don't know	21	22	15	18	11	11	11	16	14	15	11	15	19	25	30	29	12	14	18	27	24	19	25	24	16
People in the North and in Scotland																									
Very close	14	12	14	11	13	23	10	12	12	18	5	14	13	11	19	10	11	14	13	11	11	14	9	12	11
Fairly close	40	33	41	31	35	48	41	30	36	42	36	35	32	34	26	34	36	33	38	27	36	35	33	33	24
TOTAL CLOSE	54	45	55	42	48	71	51	42	48	60	41	49	45	45	45	44	47	47	51	38	47	49	42	45	35
Not very close	17	21	21	24	27	11	27	27	26	16	33	25	22	19	14	17	26	25	21	20	17	19	21	21	29
Not close at all	7	9	6	12	10	3	7	17	10	5	12	9	11	6	4	7	11	12	7	11	5	7	8	9	20
TOTAL NOT CLOSE	24	30	27	36	37	14	34	44	36	21	45	34	33	25	18	24	37	37	28	31	22	26	29	30	49
Don't know	23	25	18	21	15	15	14	14	16	20	14	17	21	29	37	33	16	16	21	32	31	24	29	25	15
People in the South																									
Very close	4	3	3	4	4	5	2	1	3	4	3	3	4	3	3	4	4	3	2	5	3	2	4	5	4
Fairly close	24	20	26	19	15	36	28	17	14	32	19	21	19	22	24	20	21	19	23	17	22	20	18	21	24
TOTAL CLOSE	28	23	29	23	19	41	30	18	17	36	22	24	23	25	27	24	25	22	25	22	25	22	22	26	28
Not very close	34	35	39	35	45	33	42	37	45	32	46	38	37	32	26	29	43	41	37	32	35	37	34	32	33
Not close at all	14	14	11	20	20	7	13	28	22	8	12	21	18	11	8	12	16	21	15	14	9	16	13	15	14
TOTAL NOT CLOSE	48	49	50	55	65	40	55	65	67	40	58	59	55	43	34	41	59	62	52	46	44	53	47	47	47
Don't know	24	27	21	22	15	18	15	17	17	24	19	18	23	32	39	35	17	17	23	33	31	24	30	28	24