# Conservative <br> Leadership Poll 

05/07/2016
Prepared by Survation on behalf of the CRC

## Survation.

## Methodology

## Fieldwork Dates

$4^{\text {th }}-5^{\text {th }}$ July 2016

## Data Collection Method

The survey was conducted via telephone. A combination of both landline and mobile data were called.

## Population Sampled

All residents aged 18+ in the UK

## Sample Size

1,008

## Data Weighting

Data were weighted to the profile of all UK adults aged $18+\mathrm{in}$. Data were weighted by age, sex, region, 2015 General Election vote and 2016 EU Referendum vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2015 General election and 2016 EU Referendum.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where $50 \%$ (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,008 it is $95 \%$ certain that the 'true' value will fall within the range of $3.1 \%$ from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying " 10 " were weighted by a factor of 1.0 , whilst those responding " 9 " were weighted by a factor of 0.9 , and so on down to responses of " 0 " being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt. Respondents in Northern Ireland were asked the same question, with "DUP", "Sinn Fein", "UUP", "SDLP", "Alliance Party" and "UKIP" prompted in a randomising order.

As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample. Undecided respondents were then re-inserted into the sample based on a factor of which party they voted for in the 2015 General Election. Final published voting intention can therefore be found in the final table of each question.

## Question Presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain - e.g. a scale from "strongly agree" to "strongly disagree", a list of numbers from 0 to 10 or questions which had factual rather than opinionrelated answers such as demographic information. "Other", "Don't know" and "Refused" responses are not prompted.

Not all questions will have necessarily been asked to all respondents - this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.
For further information, please contact:
Chris Hopkins
02038189661
Chris.Hopkins@survation.com
If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Q1. Normal weighting
Q1. If there were to be another Westminster GENERAL election, on a scale of $0-10$, where 10 would mean you will definitely vote, 0 meaning you will definitely not be voting, and 5 is in the middle of the two, how likely are you to vote? Base: All respondents

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | con | LAB | LD | UKIP | Other | Did Not Vote | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{array}{\|l} \hline \begin{array}{c} \text { Did Not } \\ \text { Vote } \end{array} \end{array}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 716 | 360 | 356 | 175 | 249 | 292 | 185 | 172 | 46 | 56 | 66 | 150 | 224 | 184 | 54 | 65 | 78 | 46 | 95 | 121 | 171 | 210 | 597 | 67 | 38 | 14 | 309 | 333 | 27 |
| 71.0\% | 73.3\% | 68.8\% | 59.9\% | 69.9\% | 81.0\% | 80.0\% | 82.7\% | 81.7\% | 72.4\% | 83.3\% | 60.9\% | 78.9\% | 79.2\% | 90.0\% | 67.1\% | 83.5\% | 32.8\% | 72.8\% | 75.0\% | 71.7\% | 66.6\% | 70.6\% | 79.4\% | 77.6\% | 47.0\% | 70.1\% | 81.4\% | 28.4\% |
| 34 | 16 | 17 | 16 | 10 | 7 | 8 | 8 | 3 | 1 | 2 | 12 | 13 | 8 | 1 | 2 | 4 | 4 | 5 | 6 | 4 | 15 | 30 | 2 | - | 2 | 12 | 17 | 1 |
| 3.3\% | 3.3\% | 3.3\% | 5.6\% | 2.8\% | 2.1\% | 3.3\% | 4.0\% | 4.9\% | 1.5\% | 2.4\% | 4.8\% | 4.7\% | 3.4\% | 1.3\% | 2.4\% | 3.9\% | 3.0\% | 3.8\% | 3.7\% | 1.5\% | 4.8\% | 3.5\% | 2.5\% | - | 5.7\% | 2.7\% | 4.3\% | 1.3\% |
| 53 | 29 | 25 | 23 | 21 | 9 | 10 | 6 | - | 11 | 2 | 21 | 13 | 5 | 1 | 13 | 1 | 14 | 5 | 10 | 11 | 16 | 42 | - | 6 | 6 | 29 | 19 | 4 |
| 5.3\% | 5.8\% | 4.8\% | 8.0\% | 5.9\% | 2.5\% | 4.5\% | 2.9\% | - | 13.9\% | 2.1\% | 8.7\% | 4.8\% | 2.0\% | 1.3\% | 13.3\% | 1.0\% | 9.7\% | 3.9\% | 6.0\% | 4.7\% | 5.1\% | 5.0\% | - | 11.5\% | 19.5\% | 6.6\% | 4.7\% | 3.7\% |
| 18 | 10 | 7 | 7 | 7 | 4 | 1 | - | 2 | 2 | 1 | 12 | 3 | 2 | 1 | 2 | 1 | 5 | 6 | - | 4 | 6 | 16 | - | - | 1 | 11 | 3 | 4 |
| 1.7\% | 2.1\% | 1.4\% | 2.4\% | 2.0\% | 1.0\% | 0.6\% | - | 3.0\% | 2.1\% | 1.4\% | 4.8\% | 1.0\% | 0.9\% | 2.0\% | 2.4\% | 1.2\% | 3.4\% | 4.8\% | - | 1.6\% | 2.0\% | 1.9\% | - | - | 3.9\% | 2.5\% | 0.7\% | 3.7\% |
| 16 | , | 9 | 4 | 10 | 1 | 3 | 2 | 2 | - | 1 |  | - | 2 | 2 | - | - | 8 | - | - | 7 | 5 | 12 | 3 | 1 | - | 8 | 3 | 5 |
| 1.6\% | 1.4\% | 1.7\% | 1.5\% | 2.9\% | . | 1.4\% | 0.8\% | 4.0\% | - | 1.8\% | 2.9\% | - | 0.7\% | 3.8\% | - | - | 5.4\% | - | - | 2.9\% | 1.7\% | 1.5\% | 3.1\% | 2.0\% | - | 1.8\% | 0.7\% | 5.2\% |
| 80 | 26 | 54 | 32 | 25 | 23 | 20 | 16 | 2 | 4 | 7 | 31 | 22 | 17 | 1 | 7 | 5 | 22 | 6 | 8 | 21 | 30 | 65 | 8 | 2 | 5 | 38 | 18 | 22 |
| 8.0\% | 5.3\% | 10.5\% | 11.0\% | 7.0\% | 6.5\% | 8.7\% | 7.7\% | 2.8\% | 4.8\% | 9.1\% | 12.5\% | 7.7\% | 7.2\% | 1.6\% | 6.9\% | 5.7\% | 15.5\% | 4.3\% | 5.2\% | 8.6\% | 9.6\% | 7.7\% | 9.9\% | 4.4\% | 16.9\% | 8.5\% | 4.3\% | 22.5\% |
| 7 | 1 | 6 | 5 | 1 | 2 | - | 2 | - | - | . | 6 | 1 | 1 | - | - | - | 5 | 1 | 1 | 1 | 4 | 7 | - | - | - | 4 | - | 3 |
| 0.7\% | * | 1.2\% | 1.6\% | * | 0.6\% | - | 0.9\% | - | - | - | 2.3\% | * | 0.5\% | - | - | - | 3.4\% | * | 0.9\% | 0.5\% | 1.3\% | 0.9\% | - | - | - | 0.9\% | - | 3.4\% |
| 11 | 8 | 3 | 9 | 1 | 1 | 1 | 1 | 1 | 4 | - | 4 | 1 | 1 | - | 6 | - | 2 | 3 | 2 | 1 | 6 | 11 | - | - | - | 6 | 3 | 1 |
| 1.1\% | 1.6\% | 0.6\% | 3.2\% | * | * | * | 0.6\% | 1.1\% | 5.3\% | - | 1.8\% | * | 0.5\% | - | 5.8\% | - | 1.5\% | 2.5\% | 1.1\% | * | 1.8\% | 1.3\% | - | - | - | 1.3\% | 0.7\% | 1.2\% |
| 7 | 5 | 2 | ${ }^{6}$ | - | 1 | 2 | 1 | 1 | - | . | 2 | 1 | - | - | - | - | 6 | 3 | 1 | 2 | 2 | 7 | - | - | - | 3 | 1 | 4 |
| 0.7\% | 1.1\% | . | 2.1\% | - | * | 0.6\% | * | 2.5\% | - | $\cdot$ | 0.8\% | * | - | - | - | - | 4.2\% | 2.1\% | * | 0.9\% | * | 0.8\% | - | - | - | 0.6\% | * | 3.6\% |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 | - | - | - | - | 1 | - | - | - | - | - | 2 | 1 | - | - | 1 | 1 | - | - | 1 | 1 | 2 | - |
| . | . | * | * | . | . | * | - | - | . | - | 0.6\% | - | - | - | - | - | 1.1\% | 0.6\% | - | - | * | * | - | - | 2.4\% | * | * | - |
| 64 | 27 | 37 | 13 | 32 | 20 | - | - | - | - | - | - | 5 | 13 | - | 2 | 4 | 28 | 6 | 12 | 17 | 20 | 56 | 4 | 2 | 1 | 21 | 11 | 26 |
| 6.3\% | 5.4\% | 7.2\% | 4.4\% | 8.9\% | 5.4\% | - | - | - | - | - | - | 1.8\% | 5.7\% | - | 2.0\% | 4.8\% | 20.0\% | 4.8\% | 7.7\% | 7.1\% | 6.4\% | 6.6\% | 5.2\% | 4.5\% | 4.6\% | 4.8\% | 2.7\% | 27.0\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 2

Q2. Normal weightings
Q2. So if there was a General Election taking place tomorrow, and there were candidates from all political parties standing in your constituency, which party do you think you would vote for? Base: Likely to vote in a general election

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UKIP
SNP
Plaid Cymru
Another Party
Undecided
Refused

SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{array}{\|c} \hline \text { Did Not } \\ \text { Vote } \end{array}$ |
| 944 | 467 | 477 | 186 | 299 | 459 | 287 | 205 | 56 | 51 | 68 | 227 | 349 | 223 | 53 | 53 | 67 | 108 | 152 | 142 | 210 | 300 | 804 | 78 | 41 | 21 | 333 | 488 | 66 |
| 944 | 464 | 480 | 279 | 324 | 341 | 231 | 207 | 56 | 77 | 79 | 246 | 278 | 220 | 60 | 95 | 89 | 113 | 124 | 149 | 221 | 295 | 790 | 80 | 47 | 27 | 420 | 398 | 71 |
| 231 | 119 | 112 | 56 | 71 | 104 | 231 | - | - | - | - | . | 182 | 6 | 3 | 3 | 5 | 22 | 30 | 38 | 55 | 76 | 200 | 16 | 10 | 6 | 106 | 109 | 9 |
| 24.5\% | 25.6\% | 23.4\% | 20.1\% | 22.0\% | 30.4\% | 100.0\% | - | - | - | - | - | 65.6\% | 2.8\% | 4.4\% | 3.6\% | 5.6\% | 19.1\% | 24.3\% | 25.7\% | 25.0\% | 25.7\% | 25.3\% | 19.8\% | 21.0\% | 22.1\% | 25.2\% | 27.5\% | 13.2\% |
| 207 | 100 | 108 | 72 | 71 | 65 | - | 207 | - | - | - | - | 16 | 149 | 4 | 9 | 13 | 14 | 34 | 44 | 63 | 47 | 187 | 9 | 9 | 3 | 65 | 116 | 17 |
| 22.0\% | 21.5\% | 22.4\% | 25.8\% | 21.9\% | 18.9\% | - | 100.0\% | - | - | - | - | 5.7\% | 67.7\% | 6.9\% | 9.4\% | 14.2\% | 12.0\% | 27.1\% | 29.3\% | 28.6\% | 15.8\% | 23.7\% | 10.6\% | 18.9\% | 10.6\% | 15.6\% | 29.2\% | 23.7\% |
| 56 | 29 | 27 | 10 | 20 | 27 | - | - | 56 | - | - | - | 7 | 5 | 34 | - | 3 | 6 | 3 | 9 | 18 | 21 | 50 | 3 | 2 | 1 | 15 | 36 | 5 |
| 6.0\% | 6.4\% | 5.6\% | 3.4\% | 6.2\% | 7.9\% | - | - | 100.0\% | - | - | - | 2.4\% | 2.2\% | 56.7\% | - | 3.6\% | 5.3\% | 2.6\% | 5.8\% | 8.0\% | 7.1\% | 6.4\% | 3.8\% | 5.0\% | 2.5\% | 3.6\% | 9.2\% | 6.9\% |
| 77 | 50 | 27 | 27 | 13 | 36 | - | - | - | 77 | - | - | 4 | 3 | . | 57 | - | 11 | 13 | 18 | 12 | 27 | 71 | . | 4 | 1 | 69 | 1 | 3 |
| 8.1\% | 10.8\% | 5.5\% | 9.8\% | 4.1\% | 10.6\% | - | - | - | 100.0\% | - | - | 1.3\% | 1.2\% | - | 59.7\% | - | 9.4\% | 10.8\% | 12.4\% | 5.5\% | 9.1\% | 9.0\% | . | 9.5\% | 4.9\% | 16.5\% | * | 4.8\% |
| 37 | 23 | 14 | 9 | 12 | 15 | - | - | - | - | 37 | - | - | 2 | 1 | . | 32 | . | . | . | - | - | - | 37 | . | - | 7 | 24 | 3 |
| 3.9\% | 5.0\% | 2.8\% | 3.3\% | 3.8\% | 4.4\% | - | - | - | - | 46.3\% | - | - | 0.7\% | 1.2\% | - | 35.5\% | . | - | - | - | - | - | 45.7\% | - | - | 1.8\% | 6.0\% | 4.8\% |
| 4 | 2 | 3 | . | - | 4 | - | - | - | - | 4 | - | - | 1 | . | - | 3 | - | - | - | - | - | - | . | 4 | - | 1 | 3 | . |
| . | . | 0.6\% | . | - | 1.3\% | - | - | - | - | 5.5\% | - | - | 0.5\% | - | - | 3.6\% | - | - | - | - | - | - | - | 9.3\% | - | * | 0.8\% | - |
| 38 | 21 | 17 | 17 | 14 | 7 | - | - | - | - | 38 | - | 4 | 9 | 3 | - | 18 | 4 | 2 | 1 | 3 | 22 | 28 | 2 | 2 |  | 16 | 19 | 3 |
| 4.0\% | 4.6\% | 3.5\% | 5.9\% | 4.4\% | 2.1\% | - | - | - | - | 48.1\% | - | 1.3\% | 3.9\% | 4.9\% | - | 20.2\% | 3.5\% | 1.2\% | 0.7\% | 1.5\% | 7.5\% | 3.5\% | 2.8\% | 4.7\% | 21.3\% | 3.9\% | 4.8\% | 3.9\% |
| 246 | 96 | 150 | 76 | 108 | 62 | - | - | - | - | - | 246 | 60 | 44 | 15 | 24 | 12 | 52 | 35 | 28 | 56 | 91 | 209 | 13 | 13 | 11 | 129 | 78 | 26 |
| 26.1\% | 20.6\% | 31.3\% | 27.1\% | 33.3\% | 18.3\% | - | - | - | - | - | 100.0\% | 21.5\% | 20.2\% | 24.6\% | 25.3\% | 13.4\% | 46.3\% | 27.9\% | 18.9\% | 25.2\% | 30.8\% | 26.5\% | 16.4\% | 27.6\% | 38.6\% | 30.8\% | 19.6\% | 37.1\% |
| 47 | 24 | 23 | 13 | 14 | 21 | - | - | - | - | - | - | 6 | 2 | 1 | 2 | 4 | 5 | 8 | 11 | 14 | 12 | 45 | 1 | 2 | - | 10 | 11 | 4 |
| 5.0\% | 5.2\% | 4.8\% | 4.5\% | 4.3\% | 6.0\% | - | - | - | - | - | - | 2.1\% | 0.7\% | 1.2\% | 2.0\% | 4.0\% | 4.4\% | 6.1\% | 7.3\% | 6.3\% | 4.1\% | 5.6\% | 0.9\% | 3.9\% | - | 2.4\% | 2.7\% | 5.5\% |
| 944 | 464 | 480 | 279 | 324 | 341 | 231 | 207 | 56 | 77 | 79 | 246 | 278 | 220 | 60 | 95 | 89 | 113 | 124 | 149 | 221 | 295 | 790 | 80 | 47 | 27 | 420 | 398 | 71 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 3

Q2. Normal weightings \& likelihood to vote in a general election
Q2. So if there was a General Election taking place tomorrow, and there were candidates from all political parties standing in your constituency, which party do you think you would vote for? Base: Likely to vote in a general election

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UKIP
SNP
Plaid Cymru
Another Party
Undecided
Refused

SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\begin{gathered} \text { Did Not } \\ \text { Votet } \end{gathered}$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Votet } \end{gathered}$ |
| 944 | 467 | 477 | 186 | 299 | 459 | 287 | 205 | 56 | 51 | 68 | 227 | 349 | ${ }^{223}$ | 53 | 53 | 67 | 108 | 152 | 142 | 210 | 300 | 804 | 78 | 41 | 21 | 333 | 488 | 66 |
| 944 | 468 | 476 | 261 | 328 | 355 | 236 | 213 | 58 | 76 | 81 | 230 | 286 | 227 | 64 | 92 | 94 | 92 | 124 | 154 | 221 | 289 | 788 | 82 | 48 | 25 | 416 | 415 | 55 |
| 236 | 122 | 113 | 53 | 76 | 107 | 236 | . | - | - | - | - | 192 | 7 | 2 | 4 | 5 | 16 | 31 | 40 | 55 | 77 | 202 | 17 | 10 | 6 | 110 | 113 | 6 |
| 24.9\% | 26.1\% | 23.8\% | 20.3\% | 23.0\% | 30.1\% | 100.0\% | - | - | - | - | - | 67.1\% | 3.0\% | 3.7\% | 4.0\% | 5.8\% | 16.9\% | 24.7\% | 26.3\% | 24.7\% | 26.5\% | 25.7\% | 21.0\% | 21.1\% | 22.5\% | 26.5\% | 27.1\% | 1.2\% |
| 213 | 107 | 107 | 72 | 73 | 68 | - | 213 | - | . | . | - | 17 | 153 | 5 | 9 | 14 | 12 | 35 | 45 | 64 | 49 | 193 | 9 | 9 | 3 | 66 | 123 | 14 |
| 22.6\% | 22.8\% | 22.4\% | 27.7\% | 22.4\% | 19.1\% | - | 100.0\% | - | - | - | - | 5.8\% | 67.4\% | 7.2\% | 10.0\% | 14.8\% | 13.1\% | 28.4\% | 29.5\% | 28.8\% | 16.8\% | 24.5\% | 10.9\% | 18.2\% | 10.8\% | 15.9\% | 29.7\% | 25.8\% |
| 58 | 29 | 28 | 8 | 21 | 29 | - | . | 58 | - | - | - | 6 | 5 | 36 | . | 4 | 5 | 4 | 9 | 18 | 21 | 51 | 3 | 3 | 1 | 15 | 39 | 3 |
| 6.1\% | 6.2\% | 6.0\% | 3.1\% | 6.3\% | 8.1\% | - | - | 100.0\% | - | - | - | 2.1\% | 2.4\% | 56.3\% | - | 3.8\% | 6\% | 2.9\% | 5.7\% | $8.0 \%$ | 7.3\% | 6.5\% | 4.1\% | 5.3 | 3.0\% | 3.7 | 9.5 | 5.7\% |
| 76 | 51 | 26 | 25 | 13 | 38 | - | - | . | 76 | . | - | 4 | 3 | . | 58 | . | 10 | 13 | 19 | 12 | 26 | 70 | . | 5 | 1 | 70 | 1 | 4 |
| 8.1\% | 10.8\% | 5.4\% | 9.5\% | 3.9\% | 10.8\% | - | - | - | 100.0\% | - | - | 1.4\% | 1.2\% | - | 62.5\% | - | 10.7\% | 10.4\% | 12.3\% | 5.6\% | 8.9\% | 8.9\% | - | 10.1\% | 6.0\% | 16.7\% | * | 6.5\% |
| 38 | 23 | 15 | 10 | 13 | 15 | - | - | - | - | 38 | . | . | 2 | 1 | . | 33 | . | - | - | - | . | . | 38 | . | . | 8 | 25 | 3 |
| 4.0\% | 5.0\% | 3.1\% | 3.9\% | 3.9\% | 4.3\% | - | - | - | - | 46.9\% | - | - | 0.7\% | 1.3\% | - | 35.5\% | - | - | - | - | - | - | 46.5\% | - | - | 1.8\% | 6.1\% | 5.6\% |
| 5 | 2 | 3 | . | - | 5 | - | - | - | - | 5 | - | - | 1 | - | - | 3 | . | - | - | - | - | - | . | 5 | . | 1 | 3 | . |
| * | - | 0.6\% | - | - | 1.3\% | - | - | - | - | 5.6\% | - | - | 0.5\% | - | - | 3.6\% | - | - | - | - | - | - | - | 9.5\% | - | * | 0.8\% | - |
| 39 | 22 | 16 | 17 | 15 | 7 | - | - | - | - | 39 | - | 4 | 9 | 3 | - | 18 | 4 | 2 | 1 | 3 | 24 | 30 | 2 | 2 | 4 | 18 | 19 | 2 |
| 4.1\% | 4.7\% | 3.5\% | 6.4\% | 4.4\% | 2.1\% | - | - | - | - | 47.4\% | - | 1.4\% | 4.1\% | 5.0\% | - | 18.9\% | 4.1\% | 1.3\% | 0.7\% | 1.4\% | 8.3\% | 3.8\% | 2.3\% | 5.0\% | 17.0\% | 4.2\% | 4.5\% | 4.3\% |
| 230 | 88 | 142 | 64 | 104 | 63 | - | - | - | - | - | 230 | 59 | 45 | 16 | 20 | 13 | 41 | 33 | 28 | 55 | 80 | 195 | 12 | 13 | 10 | 119 | 80 | 19 |
| 24.4\% | 18.8\% | 29.9\% | 24.4\% | 31.6\% | 17.8\% | - | - | - | - | - | 100.0\% | 20.5\% | 19.9\% | 25.2\% | 21.2\% | 13.6\% | 44.1\% | 26.9\% | 18.0\% | 24.7\% | 27.5\% | 24.8\% | 14.4\% | 26.7\% | 40.7\% | 28.5\% | 19.2\% | 34.4\% |
| 49 | 24 | 25 | 12 | 15 | 23 | - | - | - | - | - | - | 5 | 2 | 1 | 2 | 4 | 5 | 7 | 12 | 15 | 13 | 47 | 1 | 2 | - | 10 | 12 | 4 |
| 5.2\% | 5.2\% | 5.3\% | 4.7\% | 4.5\% | 6.4\% | - | - | - | - | $\cdot$ | - | 1.7\% | 0.8\% | 1.3\% | 2.2\% | 4.1\% | 5.7\% | 5.4\% | 7.5\% | 6.8\% | 4.6\% | 5.9\% | 0.9\% | 4.1\% | - | 2.4\% | 2.8\% | 6.5\% |
| 944 | 468 | 476 | 261 | 328 | 355 | 236 | 213 | 58 | 76 | 81 | 230 | 286 | 227 | 64 | 92 | 94 | 92 | 124 | 154 | 221 | 289 | 788 | 82 | 48 | 25 | 416 | 415 | 55 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table

Q2. Normal weightings \& likelihood to vote in a general election
Q2. So if there was a General Election taking place tomorrow, and there were candidates from all political parties standing in your constituency, which party do you think you would vote for? Q2. So: Likely to vose in a genal Election taking place tomorrow,

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UKIP
SNP
Plaid Cymru
Another Party
Undecided
SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered} \right\rvert\,$ | London | Midlands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 894 | 442 | 452 | 178 | 284 | 432 | 287 | 205 | 56 | 51 | 68 | 227 | 341 | 221 | 52 | 52 | 65 | 104 | 143 | 131 | 199 | 284 | 757 | 77 | 39 | 21 | 326 | 474 | 62 |
| 895 | 444 | 451 | 249 | 314 | 332 | 236 | 213 | 58 | 76 | 81 | 230 | 281 | 225 | 64 | 90 | 90 | 87 | 117 | 142 | 206 | 276 | 742 | 81 | 47 | 25 | 406 | 403 | 52 |
| 236 | 122 | 113 | 53 | 76 | 107 | 236 | - | - | - | - | - | 192 | 7 | 2 | 4 | 5 | 16 | 31 | 40 | 55 | 77 | 202 | 17 | 10 | 6 | 110 | 113 | 6 |
| 26.3\% | 27.5\% | 25.1\% | 21.3\% | 24.1\% | 32.2\% | 100.0\% | - | - | - | - | - | 68.2\% | 3.0\% | 3.8\% | 4.1\% | 6.0\% | 17.9\% | 26.1\% | 28.4\% | 26.5\% | 27.8\% | 27.3\% | 21.2\% | 22.1\% | 22.5\% | 27.1\% | 27.9\% | 12.0\% |
| 213 | 107 | 107 | 72 | 73 | 68 | - | 213 | - | - | - | - | 17 | 153 | 5 | 9 | 14 | 12 | 35 | 45 | 64 | 49 | 193 | 9 | 9 | 3 | 66 | 123 | 14 |
| 23.9\% | 24.0\% | 23.7\% | 29.0\% | 23.4\% | 20.4\% | - | 100.0\% | - | - | - | - | 5.9\% | 67.9\% | 7.3\% | 10.2\% | 15.4\% | 13.8\% | 30.0\% | 31.9\% | 30.9\% | 17.7\% | 26.0\% | 11.0\% | 19.0\% | 10.8\% | 16.2\% | 30.5\% | 27.5\% |
| 58 | 29 | 28 | 8 | 21 | 29 | - | - | 58 | - | - | - | 6 | 5 | 36 | - | 4 | 5 | 4 | 9 | 18 | 21 | 51 | 3 | 3 | 1 | 15 | 39 | 3 |
| 6.4\% | 6.6\% | 6.3\% | 3.3\% | 6.6\% | 8.6\% | - | - | 100.0\% | - | - | - | 2.2\% | 2.4\% | 57.0\% | - | 4.0\% | 6.0\% | 3.0\% | 6.1\% | 8.6\% | 7.6\% | 6.9\% | 4.1\% | 5.5\% | 3.0\% | 3.8\% | 9.7\% | 6.1\% |
| 76 | 51 | 26 | 25 | 13 | 38 | - | - | - | 76 | - | - | 4 | 3 | - | 58 | - | 10 | 13 | 19 | 12 | 26 | 70 | . | 5 | 1 | 70 | 1 | 4 |
| 8.5\% | 11.4\% | 5.7\% | 10.0\% | 4.1\% | 11.6\% | - | - | - | 100.0\% | - | - | 1.4\% | 1.3\% | - | 64.0\% | - | 11.3\% | 11.0\% | 13.3\% | 6.0\% | 9.3\% | 9.4\% | - | 10.5\% | 6.0\% | 17.1\% | * | 7.0\% |
| 38 | 23 | 15 | 10 | 13 | 15 | - | - | - | - | 38 | - | - | 2 | 1 | - | 33 | . | - | - | - | - | - | 38 | - | - | 8 | 25 | 3 |
| 4.3\% | 5.3\% | 3.3\% | 4.1\% | 4.1\% | 4.6\% | - | - | - | - | 46.9\% | - | - | 0.7\% | 1.3\% | - | 37.0\% | - | - | - | - | - | - | 46.9\% | - | - | 1.9\% | 6.2\% | 6.0\% |
| 5 | 2 | 3 | . | - | 5 | - | - | - | - | 5 | - | - | 1 | . | - | 3 | - | - | - | - | - | - | - | 5 | - | 1 | 3 | . |
| 0.5\% | . | 0.7\% | - | - | 1.4\% | - | - | - | - | 5.6\% | - | - | 0.5\% | - | - | 3.7\% | - | - | - | - | - | - | - | 9.9\% | - | * | 0.8\% | - |
| 39 | 22 | 16 | 17 | 15 | 7 | - | - | - | - | 39 | - | 4 | 9 | 3 | - | 18 | 4 | 2 | 1 | 3 | 24 | 30 | 2 | 2 | 4 | 18 | 19 | 2 |
| 4.3\% | 5.0\% | 3.7\% | 6.7\% | 4.6\% | 2.3\% | - | - | - | - | 47.4\% | - | 1.5\% | 4.1\% | 5.1\% | - | 19.7\% | 4.3\% | 1.4\% | 0.8\% | 1.5\% | 8.7\% | 4.0\% | 2.3\% | 5.2\% | 17.0\% | 4.4\% | 4.6\% | 4.6\% |
| 230 | 88 | 142 | 64 | 104 | 63 | - | - | - | - | - | 230 | 59 | 45 | 16 | 20 | 13 | 41 | 33 | 28 | 55 | 80 | 195 | 12 | 13 | 10 | 119 | 80 | 19 |
| 25.8\% | 19.8\% | 31.6\% | 25.6\% | 33.1\% | 19.0\% | - | - | - | - | - | 100.0\% | 20.8\% | 20.1\% | 25.5\% | 21.7\% | 14.2\% | 46.7\% | 28.5\% | 19.5\% | 26.5\% | 28.8\% | 26.3\% | 14.5\% | 27.9\% | 40.7\% | 29.2\% | 19.7\% | 36.8\% |
| 895 | 444 | 451 | 249 | 314 | 332 | 236 | 213 | 58 | 76 | 81 | 230 | 281 | 225 | 64 | 90 | 90 | 87 | 117 | 142 | 206 | 276 | 742 | 81 | 47 | 25 | 406 | 403 | 52 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 5

Q2. Normal weightings \& likelihood to vote in a general election
Q2. So if there was a General Election taking place tomorrow, and there were candidates from all political parties standing in your constituency, which party do you think you would vote for? Base: Likely to vote in a general election with undecided $\&$ refused removed

Unweighted Total
Weighted Total
Conservative
Labour
Liberal Democrat
UKIP
SNP
Plaid Cymru
Another Party

SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\begin{gathered} \text { Did Not } \\ \text { Votet } \end{gathered}$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 667 | 357 | 310 | 129 | 190 | 348 | 287 | 205 | 56 | 51 | 68 | - | 274 | 178 | 40 | 40 | 58 | 57 | 102 | 104 | 146 | 205 | 557 | 65 | 30 | 15 | 230 | 379 | 39 |
| 664 | 356 | 308 | 185 | 210 | 269 | 236 | 213 | 58 | 76 | 81 | - | 223 | 180 | 47 | 71 | 78 | 46 | 84 | 115 | 152 | 196 | 546 | 70 | 34 | 15 | 288 | 324 | 33 |
| 236 | 122 | 113 | 53 | 76 | 107 | 236 | . | . | - | - | - | 192 | 7 | 2 | 4 | 5 | 16 | 31 | 40 | 55 | 77 | 202 | 17 | 10 | 6 | 110 | 113 | 6 |
| 35.5\% | 34.3\% | 36.7\% | 28.7\% | 36.0\% | 39.7\% | 100.0\% | - | - | - | - | - | 86.1\% | 3.7\% | 5.1\% | 5.2\% | 7.0\% | 33.5\% | 36.5\% | 35.3\% | 36.1\% | 39.1\% | 37.0\% | 24.7\% | 30.6\% | 8.0\% | 38.3\% | 34.8 | 19.0\% |
| 213 | 107 | 107 | 72 | 73 | 68 | - | 213 | - | - | - | - | 17 | 153 | 5 | 9 | 14 | 12 | 35 | 45 | 64 | 49 | 193 | 9 | 9 | 3 | 66 | 123 | 14 |
| 32.1\% | 30.0\% | 34.6\% | 39.0\% | 35.0\% | 25.2\% | - | 100.0\% | - | - | - | - | 7.5\% | 85.0 | \% | 13.0\% | 17.9\% | 26.0\% | 42.0\% | 39.6\% | 42.0 | 24.8\% | 35.3\% | 12.8\% | 26.3\% | 18.2\% | 23.0\% | 38.0\% | 43.6\% |
| 58 | 29 | 28 | 8 | 21 | 29 | - |  | 58 | . | - | - | 6 | 5 | 36 | - | 4 | 5 | 4 | 9 | 18 | 21 | 51 | 3 | 3 | 1 | 15 | 39 | 3 |
| 8.7\% | 8.2\% | 9.2\% | 4.4\% | 9.9\% | 10.7\% | - | - | 100.0\% | - | - | - | 2.8\% | 3.0\% | 76.6\% | - | 4.6\% | 11.2\% | 4.2\% | 7.6\% | 11.7\% | 10.7\% | 9.3\% | 4.8\% | 7.6\% | 5.1\% | 5.3\% | 12.1\% | 9.6\% |
| 76 | 51 | 26 | 25 | 13 | 38 | - | - | . | 76 | - | - | 4 | 3 | - | 58 | . | 10 | 13 | 19 | 12 | 26 | 70 | . | 5 | 1 | 70 | 1 | 4 |
| 11.5\% | 14.2\% | 3\% | 13.4\% | .1\% | 14.3\% | - | - | - | 100.0\% | - | - | 1.8\% | 1.6\% | - | 81.7\% | - | 21.2\% | 15.3\% | 16.5\% | 8.1\% | 13.1\% | 12.8\% | - | 14.6\% | 10.0\% | 24.2\% | * | 11.0\% |
| 38 | 23 | 15 | 10 | 13 | 15 | - | - | - | - | 38 | - | - | 2 | 1 | - | 33 | - | - | - | - | - | - | 38 | . | - | 8 | 25 | 3 |
| 5.8\% | 6.6\% | 4.8\% | 5.5\% | 6.1\% | 5.6\% | - | - | - | - | 46.9\% | - | - | 0.9\% | 1.7\% | - | 43.1\% | - | - | - | - | - | - | 54.9\% | - | - | 2.6\% | 7.8\% | 9.5\% |
| 5 | 2 | 3 | . | - | 5 | - | - | - | - | 5 | - | - | 1 | - | - | 3 | . | - | - | - | - | - | - | 5 | - | 1 | 3 | - |
| 0.7\% | * | 1.0\% | - | - | 1.7\% | - | - | - | - | 5.6\% | - | - | 0.7\% | - | - | 4.3\% | - | - | - | - | - | - | - | 13.7\% | - | * | 1.0\% | - |
| 39 | 22 | 16 | 17 | 15 | 7 | - | - | - | - | 39 | - | 4 | 9 | 3 | - | 18 | 4 | 2 | 1 | 3 | 24 | 30 | 2 | 2 | 4 | 18 | 19 | 2 |
| 5.8\% | 6.2\% | 5.3\% | 9.0\% | 6.9\% | 2.8\% | - | - | - | - | 47.4\% | - | 1.8\% | 5.2\% | 6.9\% | - | 23.0\% | 8.1\% | 2.0\% | 1.0\% | 2.1\% | 12.3\% | 5.5\% | 2.7\% | 7.2\% | 28.7\% | 6.1\% | 5.7\% | 7.3\% |
| 664 | 356 | 308 | 185 | 210 | 269 | 236 | 213 | 58 | 76 | 81 | - | 223 | 180 | 47 | 71 | 78 | 46 | 84 | 115 | 152 | 196 | 546 | 70 | 34 | 15 | 288 | 324 | 33 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | - | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q3. Normal weightings
Q3. I want to put a series of names to you. In each instance can you tell me whether you think favourably or unfavourably of them, or if you have never heard of them? Michael Gove
Base: All respondents

Unweighted Total
Weighted Total
Strongly favourable
Somewhat favourable
Somewhat unfavourable
Strongly unfavourable
Have not heard of
Don't know (but have heard of

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region +1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | Did Not | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{array}{\|c} \text { Did Not } \\ \text { Vote } \end{array}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 25 | 18 | 6 | 6 | 7 | 12 | 6 | 8 | 1 | 6 | - | 1 | 7 | 6 | 2 | 7 | . | 1 | 3 | 5 | 5 | 11 | 23 | - | 1 | - | 18 | 4 | . |
| 2.4\% | 3.8\% | 1.2\% | 1.9\% | 1.9\% | 3.4\% | 2.8\% | 4.0\% | 2.2\% | 7.4\% | - | - | 2.3\% | 2.5\% | 3.3\% | 7.0\% | - | 0.7\% | 2.1\% | 3.2\% | $1.9 \%$ | 3.4 | 2.7\% | - | 2.8\% | - | 4.0 | 1.1\% | - |
| 94 | 54 | 39 | 24 | 31 | 39 | 27 | 15 | 1 | 15 | 3 | 24 | 38 | 16 | . | 23 | 2 | 8 | 13 | 23 | 10 | 30 | 75 | 8 | 8 | 2 | 64 | 21 | 4 |
| 9.3\% | 11.1\% | 7.6\% | 8.1\% | 8.8\% | 10.7\% | 11.6 | 7.4\% | 1.8\% | 19.2\% | 3.5\% | 9.6\% | 13.4\% | 6.8\% | - | 23.7 | 1.9\% | 5.6\% | 9.8 | 14.1 | 4.2\% | 9.5 | 8.9\% | 9.5\% | 16.1\% | 7.7\% | 14.4\% | 5.1\% | 4.0\% |
| 153 | 76 | 77 | 38 | 50 | 65 | 46 | 24 | 10 | 17 | 6 | 38 | 47 | 35 | 13 | 23 | 9 | 16 | 21 | 22 | 41 | 43 | 128 | 15 | 6 | 5 | 70 | 65 | 15 |
| 15.2\% | 15.6\% | 14.9\% | 13.2\% | 14.0\% | 18.1\% | 20.1\% | 11.6\% | 17.6\% | 21.8\% | 7.1\% | 15.6\% | 16.6\% | 15.0\% | 20.8\% | 23.5\% | 10.0\% | 11.3\% | 16.4\% | 13.8\% | 17.1\% | 13.7\% | 15.1\% | 17.6\% | 12.4\% | 16.6\% | 15.8\% | 15.8\% | 15.6\% |
| 442 | 221 | 221 | 111 | 165 | 166 | 112 | 108 | 39 | 14 | 54 | 77 | 139 | 117 | 40 | 19 | 62 | 44 | 54 | 70 | 104 | 137 | 366 | 43 | 26 | 6 | 158 | 240 | 25 |
| 43.8\% | 45.1\% | 42.7\% | 38.0\% | 46.4\% | 46.0\% | 48.3\% | 52.1\% | 68.7\% | 18.0\% | 68.5\% | 31.2\% | 48.9\% | 50.4\% | 65.4\% | 20.0\% | 66.4\% | 31.4\% | 41.4\% | 43.4\% | 43.8\% | 43.5\% | 43.3\% | 51.4\% | 53.6\% | 22.1\% | 35.9 | 58.6\% | 25.6 |
| 143 | 57 | 86 | 66 | 47 | 30 | 13 | 29 | 3 | 14 | 9 | 46 | 19 | 29 | 2 | 10 | 11 | 47 | 22 | 19 | 36 | 49 | 126 | 9 | 2 | 6 | 65 | 28 | 37 |
| 14.2\% | 11.6\% | 16.6\% | 22.7\% | 13.2\% | 8.3\% | 5.7\% | 14.1\% | 6.2\% | 17.7\% | 11.8\% | 18.7\% | 6.5\% | 12.3\% | 3.8\% | 10.6\% | 11.8\% | 33.5\% | 17.0\% | 11.6\% | 15.3\% | 15.5\% | 14.9\% | 10.6\% | 4.7\% | 19.5\% | 14.7\% | 6.8\% | 38.0\% |
| 152 | 63 | 89 | 47 | 56 | 49 | 27 | 22 | 2 | 12 | 7 | 61 | 35 | 30 | 4 | 15 | 9 | 25 | 17 | 22 | 42 | 45 | 128 | 9 | 5 | 10 | 67 | 51 | 16 |
| 15.1\% | 12.9\% | 17.1\% | 16.1\% | 15.7\% | 13.6\% | 11.6\% | 10.7\% | 3.5\% | 15.9\% | 9.1\% | 24.7\% | 12.2\% | 13.1\% | 6.8\% | 15.1\% | 10.0\% | 17.4\% | 13.4\% | 13.9\% | 17.8\% | 14.4\% | 15.1\% | 10.9\% | 10.5\% | 34.1\% | 15.2\% | 12.6\% | 16.9\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q4. Normal weightings
Q4. I want to put a series of names to you. In each instance can you tell me whether you think favourably or unfavourably of them, or if you have never heard of them? Theresa May Base: All respondents

Unweighted Total
Weighted Total
Strongly favourable
Somewhat favourable
Somewhat unfavourable
Strongly unfavourable
Have not heard of
Don't know (but have heard of

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 199 | 102 | 97 | 36 | 61 | 102 | 89 | 28 | 10 | 9 | 8 | 39 | 97 | 26 | 12 | 13 | 13 | 25 | 25 | 35 | 52 | 64 | 176 | 8 | 11 | 5 | 78 | 100 | 9 |
| 19.8\% | 20.9\% | 18.7\% | 12.4\% | 17.2\% | 28.3\% | 38.3\% | 13.4\% | 18.2\% | 12.0\% | 10.4\% | 15.8\% | 34.2\% | 11.0\% | 20.5\% | 13.2\% | 14.0\% | 17.6\% | 19.2\% | 21.5 | 21.8\% | 20.3\% | 20.8\% | 9.1\% | \% | \% | 17.7\% | 24. | 9.3\% |
| 331 | 142 | 189 | 67 | 123 | 141 | 93 | 60 | 32 | 17 | 19 | 82 | 125 | 75 | 32 | 21 | 23 | 32 | 40 | 56 | 78 | 99 | 273 | 26 | 22 | 10 | 146 | 145 | 25 |
| 32.8\% | 28.9\% | 36.6\% | 23.1\% | 34.6\% | 38.9\% | 40.3\% | 28.9\% | 56.9\% | \% | 24.2\% | \% | 44.1\% | \% | \% | \% | 24.8 | \% | 30.8\% | 34.8 | 32.7 | 31.3\% | 32.3\% | 30.4 | 45. | 34.2\% | 33.0\% | 35.6 | 26.2\% |
| 103 | 67 | 36 | 43 | 31 | 28 | 17 | 36 | 4 | 10 | 9 | 25 | 16 | 35 | 5 | 23 | 11 | 10 | 11 | 15 | 17 | 44 | 87 | 10 | 3 | 3 | 55 | 36 | 10 |
| 10.2\% | 13.6\% | 6.9\% | 14.8\% | 8.8\% | 7.8\% | 7.2\% | 17.4\% | 7.4\% | 13.4\% | 12.0\% | 10.3\% | 5.8\% | 14.9\% | 7.8\% | 24.1\% | 12.2\% | 7.1\% | 8.4\% | 9.0\% | 7.3\% | 13.8\% | 10.2\% | 12.1\% | 5.7\% | 11.0\% | 12.6\% | 8.8\% | 10.0\% |
| 134 | 84 | 50 | 53 | 40 | 40 | 11 | 41 | 1 | 24 | 24 | 17 | 11 | 46 | 4 | 29 | 24 | 10 | 25 | 25 | 32 | 29 | 110 | 17 | 7 | . | 64 | 50 | 13 |
| 13.3\% | 17.2\% | 9.7\% | 18.3\% | 11.4\% | 11.2\% | 4.9\% | 19.5\% | 2.0\% | 30.9\% | 30.3\% | 6.7\% | 4.0\% | 19.6\% | 7.4\% | 29.5\% | 25.9\% | 6.7\% | 18.8\% | 15.4\% | 13.4\% | 9.2\% | 13.0\% | 20.3\% | 14.2\% | - | 14.6 | 12.3 | 13.0 |
| 83 | 36 | 47 | 39 | 33 | 11 | 7 | 14 | 3 | 3 | 5 | 30 | 13 | 16 | 2 | - | 9 | 27 | 12 | 6 | 21 | 32 | 72 | 7 | 1 | 3 | 37 | 19 | 20 |
| 8.2\% | 7.4\% | 9.0\% | 13.5\% | 9.2\% | 3.0\% | 3.1\% | 6.9\% | 6.2\% | 3.4\% | 6.3\% | 12.1\% | 4.6\% | 6.7\% | 3.8\% | - | 9.7\% | 19.2\% | 9.3\% | 3.7\% | 9.0\% | 10.1\% | 8.5\% | 7.7\% | 2.7\% | 11.2\% | 8.3\% | 4.7\% | 20.5 |
| 158 | 59 | 99 | 52 | 67 | 39 | 14 | 29 | 5 | 14 | 13 | 53 | 21 | 36 | 5 | 11 | 13 | 37 | 18 | 25 | 37 | 48 | 129 | 17 | 5 | 7 | 61 | 58 | 20 |
| 15.7\% | 12.1\% | 19.1\% | 17.9\% | 18.8\% | 10.8\% | 6.1\% | 13.8\% | 9.4\% | 17.7\% | 16.8\% | 21.6\% | 7.2\% | 15.5\% | 7.8\% | 11.4\% | 13.4\% | 26.5\% | 13.4\% | 15.7\% | 15.7\% | 15.3\% | 15.2\% | 20.4\% | 9.9\% | 25.7\% | 13.8\% | 14.2\% | 20.9\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 8

Q5. Normal weighting
Q5. I want to put a series of names to you. In each instance can you tell me whether you think favourably or unfavourably of them, or if you have never heard of them? Andrea Leadsom Base: All respondents

Unweighted Total
Weighted Total Strongly favourable

Somewhat favourable
Somewhat unfavourable
Strongly unfavourable
Have not heard of
Don't know (but have heard of)

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | con | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { vote } \end{gathered} \right\rvert\,$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 75 | 42 | 33 | 18 | 14 | 44 | 27 | 8 | 4 | 14 | 4 | 10 | 30 | 8 | 4 | 19 | 2 | 5 | 13 | 14 | 21 | 24 | 72 | 2 | 2 | - | 53 | 14 | 1 |
| 7.5\% | \% | \% | 6.1\% | \% | 12.2\% | 11.7\% | 3.7\% | 6.2\% | 18.6\% | 5.7\% | 4.1\% | 10.7\% | 3.5\% | 6.9\% | 19.2\% | 2.2\% | 3.3\% | 10.0\% | 8.7\% | 8.7\% | 7.6\% | . $5 \%$ | $1.9 \%$ | 3.7\% | - | 12.1\% | 3.4\% | 1.3\% |
| 130 | 67 | 64 | 22 | 40 | 68 | 39 | 27 | 4 | 17 | 9 | 27 | 51 | 28 | 7 | 19 | 8 | 6 | 18 | 20 | 25 | 44 | 107 | 10 | 10 | 3 | 78 | 41 | 5 |
| 12.9\% | 13.6\% | \% | 7.6\% | 11.4\% | 18.8\% | 16.7\% | 12.8\% | 7.1\% | \% | 11.1\% | 11.0\% | 18.1\% | 12.0\% | 12.2\% | 19.3\% | 9.0\% | 4.2\% | 13.6\% | 12.5 | 10.4 | 14.0\% | 12.6\% | 12.1 | 19.8 | 12.1\% | 17.6 | 10.0 | 5.4\% |
| 95 | 51 | 44 | 17 | 41 | 37 | 29 | 25 | 10 | . | 5 | 19 | 37 | 18 | 7 | 5 | 14 | 9 | 13 | 16 | 19 | 29 | 77 | 8 | 6 | 4 | 33 | 52 | 5 |
| 9.4\% | 10.4\% | 8.4\% | 6.0\% | 11.4\% | 10.2\% | 12.5\% | 12.0\% | 17.3\% | - | 6.0\% | 7.6\% | 13.0\% | 7.6\% | 11.0\% | 4.8\% | 15.0\% | 6.2\% | 9.9\% | 9.7\% | 7.9\% | 9.3\% | 9.1\% | 9.0\% | 12.3\% | 15.6\% | 7.5\% | 12.6\% | 5.2\% |
| 106 | 62 | 44 | 16 | 42 | 48 | 18 | 24 | 9 | 8 | 18 | 16 | 16 | 40 | 6 | 8 | 21 | 10 | 13 | 18 | 25 | 34 | 90 | 9 | 5 | 2 | 32 | 68 | 4 |
| 10.5\% | 12.6\% | 8.5\% | 5.5\% | 11.8\% | 13.3\% | 7.7\% | 11.6\% | 15.5\% | 10.3\% | 22.2\% | 6.5\% | 5.8\% | 17.0\% | 10.7\% | 8.0\% | 22.0\% | 7.0\% | 10.3\% | 10.9\% | 10.6\% | 10.7\% | 10.6\% | 10.9\% | 10.1\% | 6.5\% | 7.2\% | 16.6\% | 4.0 |
| 407 | 196 | 211 | 177 | 145 | 85 | 70 | 83 | 20 | 30 | 33 | 120 | 90 | 94 | 21 | 38 | 32 | 84 | 48 | 64 | 99 | 132 | 342 | 37 | 16 | 11 | 188 | 132 | 61 |
| 40.4\% | 39.9\% | 40.8\% | 60.9\% | 40.7\% | 23.4\% | 30.3\% | 39.8\% | 35.6\% | 38.6\% | 42.2\% | 48.9\% | 31.8\% | 40.3\% | 34.7\% | 39.2\% | 34.4\% | 59.5\% | 36.5\% | 39.3\% | 41.5\% | 41.9\% | 40.5\% | 43.8\% | 33.5\% | 38.5\% | 42.6\% | 32.2\% | 62.6\% |
| 194 | 73 | 121 | 41 | 74 | 79 | 49 | 42 | 10 | 8 | 10 | 54 | 59 | 45 | 15 | 9 | 16 | 28 | 26 | 31 | 50 | 52 | 158 | 19 | 10 | 8 | 57 | 103 | 21 |
| 19.3\% | 14.9\% | 23.5\% | 14.0\% | 20.9\% | 22.0\% | 21.1\% | 20.1\% | 18.3\% | 10.0\% | 12.8\% | 21.9\% | 20.7\% | 19.5\% | 24.4\% | 9.6\% | 17.4\% | 19.7\% | 19.7\% | 19.0\% | 20.9\% | 16.4\% | 18.7\% | 22.1\% | 20.6\% | 27.4\% | 13.0\% | 25.2\% | 21.5\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q6. Normal weightings
Q6. I want to put a series of names to you. In each instance can you tell me whether you think favourably or unfavourably of them, or if you have never heard of them? Liam Fox Base: All respondents

Unweighted Total
Weighted Total Strongly favourable

Somewhat favourable
Somewhat unfavourable
Strongly unfavourable
Have not heard of
Don't know (but have heard of)

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { vote } \end{gathered} \right\rvert\,$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 37 | 24 | 13 | 7 | 9 | 21 | 20 | 5 | - | 3 | - | 4 | 21 | 4 | 2 | 4 | - | 3 | 6 | 6 | 7 | 14 | 33 | 3 | . | 1 | 27 | 6 | 2 |
| 3.7\% | 4.9\% | \% | 2.3\% | 2.5\% | 5.9\% | 8.6\% | 2.6\% | - | 4.4\% | - | 1.7\% | 7.3\% | 1.7\% | 2.9\% | 4.0\% | - | 1.8\% | 4.9\% | 3.8\% | 2.9 | 4.3\% | 3.9\% | 3.8\% |  | 2.2\% | 6.2 | 1.4\% | 2.4\% |
| 113 | 65 | 48 | 14 | 42 | 57 | 44 | 18 | 6 | 10 | 7 | 16 | 43 | 23 | 6 | 16 | 7 | 13 | 15 | 25 | 26 | 30 | 97 | 3 | 4 | 9 | 60 | 41 | 6 |
| 11.2\% | 13.3\% | 9.3\% | 4.8\% | 11 | 15.8\% | 19.1\% | 8.9\% | 10.5\% | 13.5\% | 8.4\% | 6.4\% | 15.3\% | 9.7\% | \% | 16.4\% | 7.0\% | 9.48 | 11.3\% | 5.5 | 11.1 | 9.6\% | 1.4 | 4.1 | 8.7\% | 30.1\% | 13.7 | 10.0 | 5.8\% |
| 134 | 65 | 68 | 20 | 51 | 62 | 37 | 20 | 15 | 7 | 12 | 38 | 47 | 31 | 12 | 11 | 16 | 9 | 13 | 20 | 32 | 37 | 101 | 19 | 9 | 4 | 53 | 71 | 7 |
| 13.2\% | 13.3\% | 13.2\% | 6.9\% | 14.4\% | 17.3\% | 16.1\% | 9.4\% | 25.7\% | 9.4\% | 15.2\% | 15.5\% | 16.6\% | 13.1\% | 19.1\% | 11.3\% | 17.3\% | 6.3\% | 10.0\% | 12.1\% | 13.5\% | 11.6\% | 12.0\% | 22.4\% | 19.2\% | 13.2\% | 11.9\% | 17.4\% | 7.3\% |
| 176 | 103 | 73 | 30 | 67 | 80 | 33 | 47 | 8 | 15 | 21 | 27 | 41 | 50 | 10 | 19 | 27 | 14 | 23 | 31 | 38 | 50 | 143 | 19 | 14 | . | 65 | 94 | 5 |
| 17.5\% | 21.1\% | 14.0\% | 10.2\% | 18.7\% | 22.1\% | 14.3\% | 22.7\% | 15.0\% | 19.9\% | 26.5\% | 11.1\% | 14.6\% | 21.7\% | 16.6\% | 19.4\% | 28.9\% | 9.6\% | 17.7\% | 19.1\% | 16.1\% | 15.9\% | 16.8\% | 22.6\% | 29.4\% | - | 14.8\% | 23.0\% | 5.5\% |
| 325 | 136 | 189 | 162 | 106 | 57 | 49 | 70 | 13 | 30 | 25 | 98 | 66 | 78 | 16 | 35 | 20 | 70 | 45 | 46 | 78 | 114 | 283 | 21 | 12 | 9 | 151 | 101 | 52 |
| 32.2\% | 27.7\% | 36.5\% | 55.6\% | 29.7\% | 15.8\% | 21.0\% | 33.6\% | 23.7\% | 39.6\% | 32.0\% | 39.9\% | 23.3\% | 33.7\% | 26.8\% | 35.7\% | 21.4\% | 49.8\% | 34.7\% | 28.6\% | 32.6\% | 36.1\% | 33.5\% | 25.1\% | 24.5\% | 29.9\% | 34.2\% | 24.7\% | 53.5\% |
| 224 | 97 | 127 | 59 | 82 | 83 | 49 | 47 | 14 | 10 | 14 | 63 | 65 | 47 | 15 | 13 | 24 | 33 | 28 | 34 | 56 | 71 | 189 | 19 | 9 | 7 | 85 | 96 | 25 |
| 22.2\% | 19.8\% | 24.5\% | 20.1\% | 23.0\% | 23.1\% | 21.0\% | 22.7\% | 25.2\% | 13.3\% | 18.0\% | 25.4\% | 22.8\% | 20.1\% | 24.5\% | 13.2\% | 25.4\% | 23.1\% | 21.4\% | 20.8\% | 23.7\% | 22.6\% | 22.4\% | 22.0\% | 18.2\% | 24.7\% | 19.2\% | 23.5\% | 25.5\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 10

Q7. Normal weightings
Q7. I want to put a series of names to you. In each instance can you tell me whether you think favourably or unfavourably of them, or if you have never heard of them? Stephen Crabb
Base: All respondents

Unweighted Total
Weighted Total
Strongly favourable
Somewhat favourable
Somewhat unfavourable
Strongly unfavourable
Have not heard of
Don't know (but have heard of) SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region +1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | Did Not | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | Did Not |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 31 | 22 | 9 | 8 | 9 | 14 | 14 | 6 | 1 | 2 | 3 | 3 | 13 | 7 | 1 | 3 | 1 | 5 | 2 | 2 | 11 | 13 | 28 | 1 | 2 | - | 17 | 12 | * |
| 3.1\% | 4.5\% | 1.7\% | 2.9\% | 2.5\% | 3.7\% | 6.2 | 3.0\% | 1.6\% | 2.0\% | 4.4\% | 1.2\% | 4.7\% | 3.0\% | 1.5\% | 2.8\% | 1.6\% | 3.5\% | 1.4\% | 1.3\% | 4.8\% | 4.1 | 3.3\% | 1.2 | 3.7\% | - | 3.9 | 3.0\% |  |
| 115 | 67 | 49 | 23 | 37 | 55 | 43 | 24 | 8 | 4 | 7 | 20 | 49 | 28 | 11 | 6 | 7 | 7 | 9 | 24 | 24 | 29 | 85 | 12 | 16 | 2 | 53 | 49 | 8 |
| 11.4\% | 13.6\% | 9.4\% | 8.0\% | 10.4\% | 15.3\% | 18. | 11.3\% | 13.9\% | 5.7\% | 8.9\% | 7.9\% | 17.4\% | \% | 17.8\% | 6.2\% | 7.2\% | 4.9 | 7.0\% | 14.6 | 9.9\% | 9.2\% | 10.1 | 14.5 | 32. | 5.8\% | 12. | 12. | 8.0\% |
| 103 | 52 | 51 | 16 | 41 | 46 | 30 | 17 | 12 | 10 | 8 | 25 | 37 | 18 | 11 | 14 | 9 | 8 | 16 | 14 | 26 | 24 | 81 | 11 | 9 | 3 | 46 | 49 | 5 |
| 10.2\% | 10.5\% | 9.9\% | 5.4\% | 11.6\% | 12.7\% | 12.8\% | 8.1\% | 21.2\% | 12.5\% | 10.1\% | 10.3\% | 13.0\% | 7.7\% | 18.3\% | 14.5\% | 10.0\% | 5.8\% | 12.1\% | 8.7\% | 11.1\% | 7.8\% | 9.5\% | 12.6\% | 17.9\% | 9.8\% | 10.5\% | 12.0\% | 5.0\% |
| 122 | 70 | 52 | 27 | 36 | 59 | 26 | 29 | 8 | 9 | 8 | 19 | 33 | 29 | 6 | 17 | 15 | 12 | 22 | 21 | 26 | 38 | 108 | 11 | 3 | . | 59 | 49 | 7 |
| 12.1\% | 14.2\% | 10.1\% | 9.4\% | 10.0\% | 16.3\% | 11.2\% | 14.2\% | 15.0\% | 12.2\% | 10.2\% | 7.7\% | 11.8\% | 12.5\% | 9.2\% | 17.5\% | 16.3\% | 8.3\% | 16.9\% | 13.1\% | 11.0\% | 12.1\% | 12.7\% | 13.1\% | 6.5\% | - | 13.3\% | 12.1\% | 6.8 |
| 390 | 161 | 229 | 167 | 134 | 89 | 58 | 87 | 12 | 35 | 36 | 117 | 71 | 101 | 16 | 43 | 36 | 73 | 50 | 70 | 94 | 123 | 337 | 27 | 10 | 16 | 175 | 135 | 53 |
| 38.7\% | 32.8\% | 44.2\% | 57.4\% | 37.5\% | 24.7\% | 25.1\% | 42.0\% | 20.9\% | 45.1\% | 45.0\% | 47.6\% | 25.1\% | 43.5\% | 26.6\% | 44.6\% | 39.0\% | 52.0\% | 38.2\% | 43.1\% | 39.5\% | 39.0\% | 39.8\% | 32.0\% | 20.6\% | 55.8\% | 39.6\% | 32.9\% | 55.1\% |
| 247 | 119 | 128 | 49 | 99 | 99 | 61 | 44 | 16 | 17 | 17 | 62 | 79 | 49 | 16 | 14 | 24 | 36 | 32 | 31 | 56 | 88 | 207 | 22 | 9 | 8 | 91 | 114 | 24 |
| 24.5\% | 24.3\% | 24.7\% | 16.9\% | 27.9\% | 27.3\% | 26.2\% | 21.4\% | 27.5\% | 22.5\% | 21.3\% | 25.1\% | 28.0\% | 21.1\% | 26.6\% | 14.4\% | 26.0\% | 25.5\% | 24.3\% | 19.3\% | 23.7\% | 27.9\% | 24.5\% | 26.5\% | 18.4\% | 28.5\% | 20.7\% | 27.9\% | 24.6\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 11

Q8. Normal weightings
Q8. For each of the following politicians, do you trust or distrust them to preserve the future of the United Kingdom, or do you neither trust nor distrust them? Michael Gove
Base: All respondents

Unweighted Total
Weighted Total
Trust
Distrust
Neither trust nor distrust
Don't know
SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region +1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\begin{array}{\|c\|} \hline \text { Did Not } \\ \text { Vote } \end{array}$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | $\begin{array}{\|l} \hline \text { Did Not } \\ \text { Vote } \end{array}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 107 | 73 | 34 | 27 | 28 | 52 | 34 | 17 | 5 | 23 | 6 | 20 | 44 | 15 | 2 | 23 | 5 | 10 | 19 | 21 | 18 | 35 | 93 | 8 | 6 | 1 | 75 | 22 | 5 |
| 10.7\% | 14.9\% | 6.6\% | 9.3\% | 7.9\% | 14.5\% | 14.6\% | 8.0\% | 8.8\% | 29.4\% | 7.7\% | 8.2\% | 15.5\% | 6.3\% | 3.5\% | 24.0\% | 5.0\% | 7.3\% | 14.3\% | 13.0\% | 7.5\% | 11.2\% | 11.0\% | 9.5\% | 11.5\% | 2.4\% | 16.9\% | 5.4\% | 5.2\% |
| 570 | 276 | 293 | 138 | 213 | 219 | 137 | 127 | 47 | 28 | 58 | 109 | 167 | 149 | 49 | 39 | 67 | 54 | 68 | 91 | 136 | 181 | 476 | 54 | 26 | 14 | 214 | 287 | 44 |
| 56.5\% | 56.3\% | 56.7\% | 47.3\% | 59.7\% | 60.8\% | 59.2\% | 61.5\% | 83.5\% | 36.2\% | 72.8\% | 44.5\% | 59.0\% | 63.8\% | 81.2\% | 40.5\% | 71.9\% | 38.2\% | 52.2\% | 56.1\% | 57.1\% | 57.5\% | 56.3\% | 63.4\% | 53.2\% | 47.9\% | 48.6\% | 70.3\% | 45.1\% |
| 135 | 62 | 73 | 48 | 56 | 31 | 28 | 24 | 2 | 11 | 9 | 48 | 29 | 30 | 5 | 15 | 8 | 30 | 18 | 22 | 28 | 42 | 109 | 14 | 7 | 4 | 65 | 51 | 8 |
| 13.4\% | 12.7\% | 14.0\% | 16.4\% | 15.8\% | 8.5\% | 12.0\% | 11.6\% | 3.0\% | 14.8\% | 12.0\% | 19.4\% | 10.1\% | 13.1\% | 8.6\% | 15.8\% | 8.4\% | 21.3\% | 13.8\% | 13.4\% | 11.7\% | 13.2\% | 12.9\% | 16.9\% | 13.5\% | 15.1\% | 14.7\% | 12.5\% | 8.5\% |
| 196 | 79 | 117 | 79 | 59 | 59 | 33 | 39 | 3 | 15 | 6 | 69 | 44 | 39 | 4 | 19 | 14 | 47 | 26 | 28 | 56 | 57 | 167 | 9 | 11 | 10 | 88 | 48 | 40 |
| 19.5\% | 16.1\% | 22.7\% | 27.0\% | 16.6\% | 16.3\% | 14.1\% | 19.0\% | 4.8\% | 19.6\% | 7.5\% | 27.9\% | 15.4\% | 16.8\% | 6.7\% | 19.7\% | 14.7\% | 33.2\% | 19.6\% | 17.4\% | 23.6\% | 18.1\% | 19.7\% | 10.2\% | 21.8\% | 34.6\% | 19.9\% | 11.8\% | 41.1\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 12

Q9. Normal weighting
Q9. For each of the following politicians, do you trust or distrust them to preserve the future of the United Kingdom, or do you neither trust nor distrust them? Theresa May Base: All respondents

Unweighted Total
Weighted Total
Trust
Distrust
Neither trust nor distrust
Don't know
SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { vote } \end{gathered} \right\rvert\,$ | London | Midands | North | South | England | Scotland | Wales | N | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 441 | 209 | 232 | 74 | 157 | 210 | 163 | 75 | 35 | 21 | 31 | 87 | 196 | 84 | 35 | 26 | 38 | 38 | 52 | 70 | 103 | 138 | 364 | 36 | 30 | 12 | 187 | 207 | 27 |
| 43.8\% | 42.6\% | 45.0\% | 25.4\% | 44 | 58.2\% | \% | 36.0\% | 61.2\% | 28.0\% | 39.7\% | \% | 69.2\% | 35.9\% | 57.8\% | 26.4\% | \% | .0\% | 40.1\% | 3.3 | 43.3 | 43.8 | 43.0 | 42.3 | 61. | 41.5\% | 42. | 50.7\% | 28.4\% |
| 273 | 153 | 120 | 97 | 91 | 86 | 29 | 76 | 11 | 43 | 32 | 45 | 33 | 91 | 13 | 48 | 34 | 23 | 40 | 45 | 61 | 90 | 235 | 24 | 9 | 5 | 132 | 101 | 25 |
| 27.1\% | 31.2\% | 23.3\% | 33.2\% | 25.6\% | 23.7\% | 12.7\% | 36.8\% | 19.2\% | 55.7\% | 40.3\% | 18.5\% | 11.7\% | 39.3\% | 22.2\% | 49.9\% | 36.5\% | 16.6\% | 30.3\% | 27.6\% | 25.6\% | 28.6\% | 27.8\% | 28.6\% | 18.7\% | 16.3\% | 29.9\% | 24.8\% | 25.8\% |
| 166 | 75 | 91 | 66 | 64 | 36 | 19 | 33 | 7 | 11 | 12 | 66 | 26 | 36 | 9 | 18 | 13 | 40 | 24 | 28 | 40 | 47 | 139 | 17 | 4 | 6 | 67 | 67 | 17 |
| 16.5\% | 15.2\% | 17.7\% | 22.7\% | 18.0\% | 10.0\% | 8.0\% | 15.8\% | 13.1\% | 14.5\% | 15.4\% | 26.9\% | 9.1\% | 15.4\% | 14.9\% | 18.7\% | 13.5\% | 28.2\% | 18.4\% | 17.5\% | 16.6\% | 15.0\% | 16.5\% | 19.9\% | 9.0\% | 19.8\% | 15.2\% | 16.4\% | 17.1\% |
| 127 | 54 | 73 | 54 | 43 | 29 | 20 | 24 | 4 | 1 | 4 | 47 | 28 | 22 | 3 | 5 | 9 | 40 | 15 | 19 | 34 | 40 | 108 | 8 | 5 | 6 | 55 | 33 | 28 |
| 12.6\% | 11.0\% | 14.1\% | 18.7\% | 12.1\% | 8.2\% | 8.7\% | 11.4\% | 6.5\% | .8\% | 4.6\% | 19.2\% | 10.0\% | 9.4\% | 5.0\% | 5.1\% | 9.6\% | 28.1\% | 11.2\% | 11.6\% | 14.4\% | 12.6\% | 12.7\% | 9.2\% | 10.7\% | 22.5\% | 12.5\% | 8.1\% | 28.7\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 13

Q10. Normal weightings
Q10. For each of the following politicians, do you trust or distrust them to preserve the future of the United Kingdom, or do you neither trust nor distrust them? Andrea Leadsom Base: All respondents

Unweighted Total
Weighted Total
Trust
Distrust
Neither trust nor distrust
Don't know
SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { vote } \end{gathered} \right\rvert\,$ | London | Midands | North | South | England | Scotland | Wales | Ni | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 179 | 90 | 89 | 33 | 47 | 98 | 62 | 27 | 8 | 26 | 11 | 29 | 78 | 30 | 12 | 31 | 10 | 9 | 18 | 29 | 41 | 66 | 153 | 14 | 9 | 2 | 114 | 50 | 9 |
| 17.8\% | 18.3\% | 17.3\% | 11.4\% | 13.3\% | 27.3\% | 27.0\% | 13.0\% | 15.0\% | 33.9\% | 14.2\% | \% | 27.6\% | 12.8\% | 20.0\% | 32.3\% | 11.2\% | 6.2\% | 13.7\% | 17.7 | 17.2 | 20.9\% | 18.1 | 17.0 | 19.2\% | 6.2\% | 25.8\% | 12.3\% | 9.0\% |
| 257 | 141 | 116 | 59 | 107 | 91 | 38 | 62 | 21 | 18 | 24 | 56 | 51 | 82 | 13 | 22 | 34 | 30 | 33 | 48 | 59 | 77 | 217 | 21 | 11 | 9 | 97 | 124 | 22 |
| 25.5\% | 28.8\% | 22.4\% | 20.2\% | 30.2\% | 25.2\% | 16.4\% | 29.9\% | 37.9\% | 23.2\% | 30.8\% | 22.6\% | 17.8\% | 35.1\% | 21.7\% | 22.9\% | 35.9\% | 21.3\% | 25.2\% | 29.7\% | 24.8\% | 24.4\% | 25.6\% | 25.0\% | 22.2\% | 29.7\% | 22.0\% | 30.4\% | 22.4\% |
| 181 | 90 | 91 | 48 | 77 | 56 | 45 | 37 | 9 | 13 | 13 | 50 | 55 | 38 | 10 | 17 | 12 | 25 | 25 | 26 | 49 | 51 | 152 | 14 | 12 | 4 | 69 | 89 | 11 |
| 17.9\% | 18.2\% | 17.7\% | 16.5\% | 21.7\% | 15.4\% | 19.5\% | 17.9\% | 15.3\% | 17.1\% | 16.5\% | 20.3\% | 19.6\% | 16.3\% | 15.9\% | 17.6\% | 12.5\% | 18.0\% | 19.4\% | 16.3\% | 20.4\% | 16.3\% | 17.9\% | 16.3\% | 23.6\% | 13.9\% | 15.6\% | 21.8\% | 11.7\% |
| 391 | 170 | 220 | 151 | 124 | 116 | 86 | 81 | 18 | 20 | 30 | 111 | 99 | 83 | 26 | 26 | 38 | 77 | 54 | 59 | 90 | 121 | 324 | 35 | 17 | 14 | 161 | 145 | 55 |
| 38.8\% | 34.7\% | 42.6\% | 52.0\% | 34.8\% | 32.1\% | 37.0\% | 39.2\% | 31.9\% | 25.8\% | 38.5\% | 45.2\% | 35.0\% | 35.7\% | 42.3\% | 27.2\% | 40.4\% | 54.6\% | 41.7\% | 36.2\% | 37.7\% | 38.4\% | 38.3\% | 41.8\% | 35.0\% | 50.2\% | 36.6\% | 35.5\% | 56.9\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q11. For each of the following politicians, do you trust or distrust them to preserve the future of the United Kingdom, or do you neither trust nor distrust them? Liam Fox
Base: All respondents

Unweighted Total
Weighted Total
Trust
Distrust
Neither trust nor distrust
Don't know
SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { vote } \end{gathered} \right\rvert\,$ | London | Midands | North | South | England | Scotland | Wales | N | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 135 | 85 | 50 | 21 | 46 | 69 | 55 | 13 | 8 | 14 | 8 | 24 | 66 | 16 | 8 | 17 | 9 | 15 | 16 | 24 | 28 | 45 | 113 | 11 | 6 | 6 | 77 | 44 | 10 |
| 13.4\% | 17.3\% | 9.7\% | 7.0\% | 12.9\% | 19.2\% | 23.8\% | 6.2\% | 14.7\% | 18.6\% | 9.7\% | 9.8\% | 23.3\% | 7.0\% | \% | 17.9 | 9.6\% | \% | 12.3 | 4.8 | 11.9 | 14.1 | 13.3 | 12.8 | 11.6\% | \% | 17.5 | 10.8\% | \% |
| 327 | 176 | 151 | 68 | 126 | 133 | 60 | 77 | 30 | 22 | 33 | 58 | 72 | 93 | 23 | 32 | 43 | 31 | 43 | 54 | 73 | 101 | 272 | 35 | 15 | 5 | 132 | 156 | 23 |
| 32.4\% | 35.9\% | 29.1\% | 23.3\% | 35.3\% | 37.0\% | 26.1\% | 37.2\% | 52.2\% | 29.1\% | 41.5\% | 23.4\% | 25.4\% | 39.8\% | 37.4\% | 33.1\% | 45.7\% | 22.2\% | 33.1\% | 33.6\% | 30.6\% | 32.1\% | 32.1\% | 41.2\% | 31.6\% | 17.5\% | 29.9\% | 38.1\% | 23.3\% |
| 174 | 84 | 90 | 49 | 68 | 57 | 39 | 35 | 8 | 14 | 10 | 55 | 50 | 37 | 10 | 16 | 11 | 27 | 24 | 24 | 47 | 50 | 145 | 13 | 10 | 6 | 65 | 83 | 13 |
| 17.3\% | 17.1\% | 17.4\% | 16.8\% | 19.0\% | 15.9\% | 16.9\% | 17.1\% | 13.3\% | 18.5\% | 13.0\% | 22.2\% | 17.7\% | 16.0\% | 16.8\% | 16.1\% | 11.4\% | 19.3\% | 18.0\% | 14.8\% | 19.9\% | 15.9\% | 17.2\% | 15.6\% | 20.4\% | 19.6\% | 14.6\% | 20.3\% | 13.0\% |
| 371 | 145 | 226 | 154 | 117 | 101 | 77 | 82 | 11 | 26 | 28 | 110 | 95 | 87 | 20 | 32 | 31 | 68 | 48 | 59 | 90 | 119 | 316 | 26 | 18 | 12 | 167 | 126 | 52 |
| 36.9\% | 29.6\% | 43.8\% | 52.8\% | 32.8\% | 28.0\% | 33.1\% | 39.5\% | 19.8\% | 33.8\% | 35.8\% | 44.6\% | 33.6\% | 37.2\% | 33.2\% | 32.9\% | 33.2\% | 48.1\% | 36.6\% | 36.7\% | 37.6\% | 37.8\% | 37.4\% | 30.3\% | 36.4\% | 41.7\% | 38.0\% | 30.8\% | 53.7\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q12. Normal weightings
Q12. For each of the following politicians, do you trust or distrust them to preserve the future of the United Kingdom, or do you neither trust nor distrust them? Stephen Crabb
Base: All respondents

Unweighted Total
Weighted Total
Trust
Distrust
Neither trust nor distrust
Don't know
SIGMA

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | $\left.\begin{gathered} \text { Did Not } \\ \text { vote } \end{gathered} \right\rvert\,$ | London | Midands | North | South | England | Scotland | Wales | N | Leave | Remain | $\begin{gathered} \text { Did Not } \\ \text { Vote } \end{gathered}$ |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 109 | 63 | 46 | 17 | 36 | 56 | 50 | 16 | 7 | 5 | 6 | 18 | 50 | 17 | 10 | 6 | 10 | 10 | 10 | 15 | 19 | 34 | 77 | 13 | 14 | 5 | 47 | 51 | 5 |
| 10.8\% | 12.9\% | 8.9\% | 5.8\% | 10.1\% | 15.6\% | 21.8\% | 7.7\% | 11.5\% | 6.4\% | \% | 7.3\% | 17 | 7.4\% | 16.7\% | 6.2\% | 10.4\% | 7.1\% | 7.4\% | 9.2 | 7.8\% | 10.8 | $9.1 \%$ | 15.1 | 29. | \% | 10. | 12.6 | 4.9\% |
| 268 | 146 | 123 | 64 | 106 | 98 | 47 | 65 | 20 | 18 | 23 | 53 | 62 | 78 | 18 | 24 | 30 | 29 | 40 | 42 | 61 | 91 | 234 | 24 | 6 | 4 | 113 | 118 | 24 |
| 26.6\% | 29.7\% | 23.7\% | 21.9\% | 29.9\% | 27.2\% | 20.5\% | 31.3\% | 36.1\% | 23.8\% | 29.4\% | 21.7\% | 21.9\% | 33.3\% | 29.2\% | 24.9\% | 31.8\% | 20.8\% | 31.0\% | 25.8\% | 25.7\% | 28.9\% | 27.7\% | 28.0\% | 12.4\% | 14.7\% | 25.7\% | 28.8\% | 25.2\% |
| 196 | 98 | 98 | 57 | 79 | 61 | 47 | 41 | 8 | 17 | 14 | 51 | 54 | 48 | 9 | 23 | 13 | 31 | 26 | 26 | 54 | 55 | 162 | 16 | 13 | 6 | 79 | 93 | 13 |
| 19.5\% | 19.9\% | 19.0\% | 19.4\% | 22.1\% | 17.0\% | 20.2\% | 19.7\% | 14.6\% | 21.6\% | 17.9\% | 20.9\% | 19.2\% | 20.6\% | 14.7\% | 23.4\% | 14.2\% | 21.7\% | 20.0\% | 16.4\% | 22.9\% | 17.3\% | 19.1\% | 19.0\% | 25.9\% | 20.9\% | 17.8\% | 22.7\% | 13.2\% |
| 434 | 184 | 250 | 154 | 135 | 145 | 87 | 86 | 21 | 37 | 35 | 123 | 117 | 90 | 24 | 44 | 41 | 71 | 54 | 79 | 104 | 136 | 372 | 32 | 16 | 14 | 202 | 147 | 55 |
| 43.0\% | 37.5\% | 48.3\% | 52.8\% | 37.9\% | 40.2\% | 37.5\% | 41.3\% | 37.8\% | 48.2\% | 44.5\% | 50.1\% | 41.4\% | 38.7\% | 39.4\% | 45.5\% | 43.6\% | 50.4\% | 41.6\% | 48.6\% | 43.6\% | 43.0\% | 44.0\% | 38.0\% | 32.3\% | 47.1\% | 45.7\% | 35.9\% | 56.7\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q13. Normal weightings
Q13. If the following politicians were the Leader of the Conservative Party, would that make you more or less likely to vote Conservative at the next General Election, or would it not affect your vote? Michael Gove

## Base: All respondents

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region ${ }_{\text {+ }} 1$ |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | Did Not Vote | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | Did Not Vote |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 20 | 14 | 6 | 6 | 5 | 9 | 7 | 5 | 1 | 4 | - | 2 | 11 | 1 | 1 | 5 | - | - | 2 | 4 | 5 | 7 | 18 | 2 | - | - | 16 | 2 | - |
| 2.0\% | 2.8\% | 1.2\% | 2.1\% | 1.3\% | 2.6\% | 3.2\% | 2.3\% | 2.2\% | 5.4\% | - | 0.9\% | 4.0\% | 0.6\% | 2.0\% | 5.4\% | - | - | 1.4\% | 2.7\% | 2.1\% | 2.3\% | 2.2\% | 2.1\% | - | - | 3.7\% | * | - |
| 47 | 27 | 21 | 20 | 16 | 12 | 12 | 4 | 2 | 11 | - | 13 | 15 | 7 | - | 15 | - | 9 | 7 | 7 | 13 | 16 | 42 | 2 | 3 | 1 | 36 | 9 | 1 |
| 4.7\% | 5.4\% | 4.0\% | 6.7\% | 4.5\% | 3.2\% | 5.1\% | 1.9\% | 3.0\% | 13.9\% | - | 5.3\% | 5.1\% | 3.0\% | - | 15.2\% | - | 6.1\% | 5.1\% | 4.4\% | 5.3\% | 5.1\% | 5.0\% | 1.9\% | 5.5\% | 2.4\% | 8.2\% | 2.2\% | 1.5\% |
| 85 | 45 | 40 | 26 | 29 | 30 | 35 | 12 | 1 | 10 | 5 | 19 | 37 | 13 | 3 | 13 | 6 | 9 | 12 | 14 | 23 | 23 | 72 | 8 | 2 | 3 | 38 | 36 | 7 |
| 8.4\% | 9.2\% | 7.7\% | 8.9\% | 8.1\% | 8.3\% | 15.3\% | 5.7\% | 1.3\% | 12.8\% | 6.2\% | 7.9\% | 12.9\% | 5.6\% | 4.5\% | 13.9\% | 5.9\% | 6.7\% | 9.3\% | 8.9\% | 9.4\% | 7.4\% | 8.5\% | 8.9\% | 3.9\% | 11.4\% | 8.6\% | 8.8\% | 7.4\% |
| 224 | 112 | 111 | 49 | 91 | 84 | 67 | 37 | 30 | 1 | 11 | 54 | 79 | 53 | 26 | 7 | 21 | 22 | 33 | 41 | 48 | 66 | 188 | 9 | 21 | 5 | 77 | 121 | 14 |
| 22.\%\% | 22.9\% | 21.6\% | 16.9\% | 25.4\% | 23.3\% | 29.0\% | 18.0\% | 53.9\% | 1.3\% | 14.3\% | 21.8\% | 27.9\% | 22.9\% | 43.5\% | 7.7\% | 22.6\% | 15.9\% | 25.2\% | 25.7\% | 20.3\% | 20.8\% | 22.3\% | 10.8\% | 42.9\% | 19.0\% | 17.5\% | 29.6\% | 14.3\% |
| 482 | 233 | 249 | 133 | 177 | 172 | 90 | 124 | 19 | 42 | 57 | 104 | 113 | 137 | 27 | 46 | 59 | 58 | 58 | 74 | 111 | 147 | 390 | 58 | 20 | 15 | 204 | 212 | 43 |
| 47.9\% | 47.5\% | 48.2\% | 45.6\% | 49.9\% | 47.7\% | 38.8\% | 60.0\% | 33.2\% | 54.5\% | 72.1\% | 42.2\% | 39.8\% | 58.7\% | 44.1\% | 47.5\% | 63.1\% | 40.8\% | 44.1\% | 46.0\% | 46.8\% | 46.5\% | 46.1\% | 68.4\% | 41.0\% | 50.4\% | 46.2\% | 51.8\% | 44.9\% |
| 149 | 60 | 89 | 58 | 38 | 53 | 20 | 25 | 4 | 9 | ${ }^{6}$ | 54 | 29 | 22 | 4 | 10 | 8 | 43 | 19 | 20 | 38 | 57 | 134 | 7 | 3 | 5 | 70 | 29 | 31 |
| 14.8\% | 12.2\% | 17.3\% | 19.8\% | 10.7\% | 14.8\% | 8.6\% | 12.1\% | 6.4\% | 12.1\% | 7.4\% | 21.9\% | 10.2\% | 9.2\% | 5.9\% | 10.3\% | 8.4\% | 30.5\% | 14.8\% | 12.4\% | 16.2\% | 17.9\% | 15.9\% | 8.0\% | 6.7\% | 16.8\% | 15.9\% | 7.1\% | 31.8\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q14. Normal weightings
Q14. If the following politicians were the Leader of the Conservative Party, would that make you more or less likely to vote Conservative at the next General Election, or would it not affect your vote? Theresa May Base: All respondents

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | Did Not | London | Midlands | North | South | England | Scotland | Wales | NI | Leave | Remain | Did Not |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 131 | 61 | 70 | 20 | 50 | 61 | 60 | 16 | 8 | 3 | 3 | 28 | 70 | 16 | 8 | 10 | 1 | 15 | 18 | 23 | 28 | 40 | 109 | 6 | 13 | 2 | 58 | 65 | 4 |
| 13.0\% | 12.5\% | 13.5\% | 6.9\% | 14.0\% | 16.9\% | 26.0\% | 7.6\% | 13.4\% | 4.0\% | 3.8\% | 11.3\% | 24.8\% | 6.8\% | 13.6\% | 10.6\% | 0.9\% | 10.4\% | 14.2\% | 14.2\% | 11.6\% | 12.8\% | 12.9\% | 7.3\% | 27.0\% | 7.5\% | 13.1\% | 16.0\% | 3.9\% |
| 150 | 60 | 90 | 34 | 52 | 64 | 51 | 25 | 13 | 8 | 7 | 39 | 61 | 34 | 16 | 9 | 6 | 15 | 19 | 25 | 41 | 43 | 128 | 11 | 8 | 2 | 63 | 66 | 8 |
| 14.9\% | 12.2\% | 17.4\% | 11.6\% | 14.5\% | 17.8\% | 22.0\% | 12.2\% | 22.7\% | 11.0\% | 8.7\% | 15.9\% | 21.5\% | 14.7\% | 26.2\% | 9.2\% | 6.9\% | 11.0\% | 14.7\% | 15.7\% | 17.0\% | 13.7\% | 15.2\% | 13.6\% | 16.4\% | 6.7\% | 14.4\% | 16.3\% | 8.5\% |
| 44 | 27 | 17 | 15 | 22 | 7 | 8 | 7 | 1 | 6 | 2 | 14 | 10 | 11 | 1 | 10 | 5 | 6 | 3 | 8 | 11 | 14 | 36 | 6 | 2 | - | 26 | 10 | 6 |
| 4.4\% | 5.4\% | 3.3\% | 5.0\% | 6.2\% | 2.0\% | 3.7\% | 3.1\% | 2.5\% | 7.2\% | 2.7\% | 5.7\% | 3.6\% | 4.6\% | 2.4\% | 10.3\% | 5.3\% | 4.0\% | 2.5\% | 5.0\% | 4.5\% | 4.3\% | 4.2\% | 6.8\% | 5.1\% | . | 6.0\% | 2.4\% | 5.8\% |
| 61 | 36 | 25 | 24 | 20 | 17 | 7 | 17 | 6 | 13 | 2 | 10 | 7 | 18 | 2 | 17 | 8 | 6 | 10 | 11 | 16 | 13 | 50 | - | 8 | 2 | 27 | 26 | 4 |
| 6.0\% | 7.2\% | 4.9\% | 8.3\% | 5.6\% | 4.6\% | 3.2\% | 8.2\% | 10.7\% | 17.0\% | 2.6\% | 4.2\% | 2.6\% | 7.5\% | 2.5\% | 17.6\% | 8.8\% | 4.6\% | 7.9\% | 6.5\% | 6.9\% | 4.1\% | 5.9\% | - | 17.4\% | 7.1\% | 6.2\% | 6.4\% | 4.2\% |
| 502 | 258 | 244 | 149 | 176 | 177 | 88 | 125 | 24 | 43 | 62 | 108 | 110 | 139 | 30 | 44 | 68 | 65 | 63 | 81 | 113 | 154 | 411 | 56 | 15 | 20 | 215 | 216 | 49 |
| 49.8\% | 52.5\% | 47.2\% | 51.2\% | 4.5\% | 49.0\% | 38.1\% | 60.2\% | 42.2\% | 56.1\% | 78.1\% | 44.0\% | 38.7\% | 59.5\% | 49.2\% | 45.7\% | 72.4\% | 46.2\% | 48.4\% | 50.2\% | 47.3\% | 48.7\% | 48.5\% | 66.0\% | 31.4\% | 70.5\% | 48.7\% | 52.7\% | 50.8\% |
| 121 | 50 | 71 | 49 | 36 | 35 | 16 | 18 | 5 | 4 | 3 | 46 | 25 | 16 | 4 | 7 | 5 | 34 | 16 | 13 | 30 | 52 | 112 | 5 | 1 | 2 | 51 | 26 | 26 |
| 12.0\% | 10.2\% | 13.7\% | 16.9\% | 10.2\% | 9.7\% | 7.1\% | 8.6\% | 8.4\% | 4.7\% | 4.1\% | 18.9\% | 8.8\% | 6.9\% | 6.2\% | 6.8\% | 5.6\% | 23.9\% | 12.4\% | 8.3\% | 12.7\% | 16.4\% | 13.2\% | 6.3\% | 2.7\% | 8.2\% | 11.6\% | 6.2\% | 26.9\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q15. Normal weightings
Q15. If the following politicians were the Leader of the Conservative Party, would that make you more or less likely to vote Conservative at the next General Election, or would it not affect your vote? Andrea Leadsom

## Base: All respondents

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | con | LAB | LD | UKIP | Other | Did Not Vote | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | Did Not Vote |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 45 | 24 | 21 | 4 | 11 | 30 | 18 | 4 | 2 | 8 | - | 9 | 21 | 2 | 1 | 14 | 3 | 1 | 6 | 6 | 18 | 9 | 40 | 2 | 4 | - | 36 | 7 | 1 |
| 4.5\% | 4.9\% | 4.1\% | 1.5\% | 3.1\% | 8.2\% | 8.0\% | 1.7\% | 4.0\% | 10.3\% | - | 3.7\% | 7.5\% | 0.9\% | 2.4\% | 14.2\% | 3.1\% | 1.0\% | 5.0\% | 3.8\% | 7.5\% | 3.0\% | 4.7\% | 2.1\% | 7.3\% | - | 8.2\% | 1.8\% | 1.3\% |
| 59 | 28 | 31 | 13 | 18 | 28 | 23 | 3 | 5 | 10 | 2 | 10 | 23 | 6 | 9 | 12 | 1 | 6 | 7 | 9 | 14 | 23 | 53 | 2 | 3 | 1 | 38 | 15 | 2 |
| 5.8\% | 5.8\% | 5.9\% | 4.5\% | 5.0\% | 7.7\% | 9.8\% | 1.5\% | 8.1\% | 13.4\% | 3.1\% | 4.1\% | 8.1\% | 2.4\% | 14.8\% | 11.9\% | 1.3\% | 4.4\% | 5.7\% | 5.8\% | 5.7\% | 7.3\% | 6.3\% | 1.9\% | 6.2\% | 2.9\% | 8.6\% | 3.7\% | 2.2\% |
| 55 | 32 | 24 | 13 | 22 | 21 | 15 |  | 2 | 6 | 1 | 18 | 22 | 12 | 2 | 9 | 2 | 7 | 9 | 9 | 9 | 12 | 39 | 4 | 10 | 2 | 25 | 24 | 7 |
| 5.5\% | 6.4\% | 4.6\% | 4.3\% | 6.1\% | 5.9\% | 6.6\% | 3.0\% | 3.6\% | 7.8\% | 1.4\% | 7.5\% | 7.8\% | 5.0\% | 2.7\% | 9.3\% | 2.6\% | 5.0\% | 6.7\% | 5.8\% | 3.7\% | 3.8\% | 4.6\% | 5.1\% | 19.6\% | 8.4\% | 5.6\% | 5.8\% | 7.4\% |
| 73 | 38 | 35 | 12 | 34 | 27 | 14 | 14 | 12 | 2 |  | 20 | 20 | 22 | 7 | 3 | 7 | 10 | 8 | 11 | 23 | 23 | 64 | 2 | 6 | 1 | 20 | 48 | 2 |
| 7.2\% | 7.6\% | 6.8\% | 4.0\% | 9.6\% | 7.5\% | 5.8\% | 6.6\% | 21.6\% | 2.5\% | 3.3\% | 8.3\% | 7.1\% | 9.3\% | 10.8\% | 2.9\% | 7.5\% | 7.4\% | 6.3\% | 6.5\% | 9.5\% | 7.2\% | 7.6\% | 2.1\% | 11.4\% | 4.7\% | 4.5\% | 11.6\% | 2.2\% |
| 532 | 264 | 268 | 150 | 200 | 182 | 113 | 139 | 25 | 37 | 60 | 109 | 133 | 149 | 35 | 40 | 69 | 60 | 62 | 89 | 127 | 159 | 437 | 60 | 16 | 18 | 214 | 243 | 46 |
| 52.8\% | 53.8\% | 51.7\% | 51.4\% | 56.3\% | 50.4\% | 49.0\% | 66.8\% | 44.3\% | 48.5\% | 76.2\% | 44.1\% | 46.8\% | 63.9\% | 58.0\% | 41.3\% | 73.2\% | 42.2\% | 47.8\% | 55.1\% | 53.2\% | 50.4\% | 51.7\% | 71.6\% | 33.5\% | 62.3\% | 48.5\% | 59.4\% | 48.0\% |
| 244 | 105 | 139 | 100 | 70 | 73 | 48 | 42 | 10 | 13 | 13 | 79 | 64 | 43 | 7 | 20 | 11 | 56 | 37 | 37 | 49 | 89 | 212 | 15 | 11 | 6 | 109 | 72 | 38 |
| 24.2\% | 21.4\% | 26.8\% | 34.4\% | 19.8\% | 20.3\% | 20.9\% | 20.4\% | 18.4\% | 17.5\% | 15.9\% | 32.3\% | 22.7\% | 18.4\% | 11.4\% | 20.3\% | 12.2\% | 40.0\% | 28.6\% | 23.1\% | 20.4\% | 28.3\% | 25.1\% | 17.2\% | 22.0\% | 21.6\% | 24.7\% | 17.7\% | 39.0\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

Q16. Normal weightings
Q16. If the following politicians were the Leader of the Conservative Party, would that make you more or less likely to vote Conservative at the next General Election, or would it not affect your vote? Liam Fox
Base: All respondents

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | con | LAB | LD | UKIP | Other | Und | con | LAB | LD | UKIP | Other | $\begin{array}{c\|} \hline \text { Did Not } \\ \text { Vote } \end{array}$ | London | Midands | North | South | England | Scotland | Wales | NI | Leave | Remain | Did Not Vote |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 21 | 11 | 11 | 2 | 6 | 13 | 9 | 1 | 1 | 2 | - | 5 | 14 | - | 1 | 3 | . | 1 | 5 | 3 | 6 | 5 | 19 | 1 | 1 | 1 | 15 | 6 | . |
| 2.1\% | 2.2\% | 2.1\% | 0.7\% | 1.8\% | 3.6\% | 4.1\% | 0.5\% | 2.5\% | 2.9\% | - | 1.8\% | 4.9\% | . | 2.4\% | 3.5\% | - | 0.6\% | 3.5\% | 1.7\% | 2.5\% | 1.7\% | 2.2\% | 1.0\% | 2.4\% | 2.2\% | 3.5\% | 1.4\% | - |
| 42 | 27 | 15 | 9 | 16 | 17 | 17 | 5 | 2 | . | - | 11 | 16 | 5 | 4 | 6 | - | 7 | 5 | 8 | 9 | 15 | 37 | 2 | 2 | 1 | 27 | 11 | 3 |
| 4.2\% | 5.4\% | 3.0\% | 3.0\% | 4.6\% | 4.7\% | 7.3\% | 2.4\% | 3.7\% | . | - | 4.6\% | 5.7\% | 2.1\% | 6.7\% | 6.6\% | - | 4.7\% | 3.6\% | 5.1\% | 3.9\% | 4.8\% | 4.4\% | 2.5\% | 4.2\% | 2.4\% | 6.0\% | 2.7\% | 3.0\% |
| 74 | 36 | 38 | 14 | 22 | 38 | 26 | 8 | 2 | 11 | 2 | 18 | 33 | 14 | 1 | 13 | 3 | 7 | 11 | 16 | 16 | 17 | 60 | 8 | 6 | 1 | 37 | 29 | 6 |
| 7.3\% | 7.3\% | 7.3\% | 4.9\% | 6.2\% | 10.4\% | 11.2\% | 3.7\% | 4.2\% | 13.7\% | 2.3\% | 7.4\% | 11.5\% | 6.1\% | 2.4\% | 13.4\% | 2.9\% | 5.3\% | 8.5\% | 9.6\% | 6.7\% | 5.4\% | 7.0\% | 8.9\% | 12.3\% | 2.7\% | 8.4\% | 7.0\% | 6.6\% |
| 94 | 54 | 40 | 14 | 40 | 41 | 23 | 14 | 17 | 5 | 5 | 20 | 30 | 24 | 12 | 5 | 10 | 8 | 11 | 16 | 27 | 28 | 81 | 3 | 8 | 2 | 32 | 53 | 3 |
| 9.4\% | 11.1\% | 7.8\% | 4.9\% | 11.1\% | 11.3\% | 9.8\% | 6.9\% | 30.5\% | 6.1\% | 6.0\% | 8.2\% | 10.5\% | 10.3\% | 20.4\% | 5.6\% | 10.2\% | 5.7\% | 8.6\% | 9.7\% | 11.3\% | 8.7\% | 9.6\% | 3.8\% | 15.7\% | 7.7\% | 7.3\% | 13.0\% | 3.1\% |
| 546 | 273 | 273 | 150 | 210 | 186 | 112 | 138 | 27 | 41 | 62 | 113 | 132 | 147 | 37 | 44 | 72 | 65 | 65 | 84 | 132 | 163 | 444 | 61 | 21 | 19 | 224 | 245 | 47 |
| 54.1\% | 55.6\% | 52.8\% | 51.4\% | 59.1\% | 51.5\% | 48.6\% | 66.5\% | 48.0\% | 53.4\% | 78.3\% | 46.1\% | 46.7\% | 63.3\% | 60.5\% | 45.2\% | 76.8\% | 45.7\% | 49.9\% | 52.2\% | 55.3\% | 51.7\% | 52.5\% | 72.5\% | 43.4\% | 65.9\% | 50.8\% | 59.9\% | 48.1\% |
| 230 | 90 | 140 | 102 | 61 | 67 | 44 | 41 | 6 | 18 | 11 | 79 | 59 | 42 | 5 | 25 | 9 | 54 | 34 | 35 | 48 | 87 | 205 | 9 | 11 | 6 | 106 | 65 | 38 |
| 22.8\% | 18.4\% | 27.1\% | 35.1\% | 17.2\% | 18.5\% | 19.1\% | 19.9\% | 11.1\% | 23.9\% | 13.4\% | 31.9\% | 20.7\% | 18.2\% | 7.6\% | 25.8\% | 10.1\% | 38.0\% | 26.0\% | 21.7\% | 20.3\% | 27.6\% | 24.2\% | 11.2\% | 21.9\% | 19.2\% | 24.0\% | 15.9\% | 39.1\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

## Table 20

Q17. Normal weightings
Q17. If the following politicians were the Leader of the Conservative Party, would that make you more or less likely to vote Conservative at the next General Election, or would it not affect your vote? Stephen Crabb
Base: All respondents

| Total | Sex |  | Age |  |  | General Election Voting Intention |  |  |  |  |  | 2015 Past Vote |  |  |  |  |  | Region7 + 1 |  |  |  |  |  |  |  | EU Referendum Vote |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18-34 | 35-54 | 55+ | CON | LAB | LD | UKIP | Other | Und | CON | LAB | LD | UKIP | Other | Did Not | London | Midlands | North | South | England | Scotland | Wales | NI | Leave | Remain | Did Not |
| 1008 | 496 | 512 | 196 | 324 | 488 | 287 | 205 | 56 | 51 | 68 | 227 | 357 | 234 | 53 | 54 | 69 | 141 | 159 | 153 | 224 | 325 | 861 | 82 | 43 | 22 | 350 | 500 | 97 |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 13 | 10 | 3 | 3 |  | 7 | 6 | 1 | 1 | - | 2 | 3 | 7 | 5 | - | - | - | - | 1 | 1 | 8 | 1 | 12 | - | 2 | - | 7 | 6 | - |
| 1.3\% | 2.1\% | 0.6\% | 1.1\% | 0.8\% | 2.0\% | 2.8\% | 0.6\% | 0.9\% | - | 3.1\% | 1.1\% | 2.3\% | 2.0\% | - | - | - | - | 1.0\% | 0.7\% | 3.2\% | * | 1.4\% | - | 3.8\% | - | 1.7\% | 1.5\% | . |
| 52 | 30 | 21 | 7 | 22 | 23 | 19 | 5 | 3 | 4 | 2 | 10 | 21 | 9 | 5 | 5 | 3 | 5 | 6 | 9 | 15 | 11 | 41 | 3 | 7 | 1 | 22 | 25 | 1 |
| 5.1\% | 6.1\% | 4.1\% | 2.4\% | 6.2\% | 6.3\% | 8.4\% | 2.4\% | 5.8\% | 4.9\% | 2.2\% | 4.2\% | 7.6\% | 3.7\% | 7.7\% | 4.9\% | 3.7\% | 3.8\% | 4.4\% | 5.7\% | 6.5\% | 3.5\% | 4.9\% | 3.1\% | 14.2\% | 2.4\% | 5.0\% | 6.2\% | 0.6\% |
| 67 | 33 | 34 | 20 | 16 | 31 | 22 | 7 | 1 | 7 |  | 19 | 32 | 8 | 5 | 9 | 4 | 8 | 11 | 11 | 17 | 14 | 53 | 9 | 3 | 2 | 28 | 29 | 8 |
| 6.6\% | 6.7\% | 6.6\% | 6.9\% | 4.5\% | 8.6\% | 9.7\% | 3.5\% | 2.3\% | 8.7\% | 3.2\% | 7.8\% | 11.4\% | 3.5\% | 7.9\% | 9.0\% | 4.5\% | 5.7\% | 8.2\% | 6.8\% | 7.2\% | 4.5\% | 6.3\% | 10.4\% | 5.4\% | 8.7\% | 6.4\% | 7.1\% | 8.4\% |
| 80 | 42 | 38 | 11 | 32 | 37 | 18 | 13 | 16 | 4 |  | 16 | 22 | 16 | 9 | 7 | 8 | 10 | 13 | 13 | 19 | 27 | 71 | 3 | 4 | 1 | 36 | 38 | 2 |
| 7.9\% | 8.5\% | 7.4\% | 3.7\% | 9.0\% | 10.3\% | 7.6\% | 6.2\% | 27.8\% | 4.7\% | 3.3\% | 6.5\% | 7.8\% | 7.0\% | 15.4\% | 7.4\% | 8.9\% | 7.0\% | 9.8\% | 7.8\% | 7.9\% | 8.7\% | 8.4\% | 3.1\% | 9.1\% | 4.7\% | 8.2\% | 9.3\% | 2.2\% |
| 528 | 267 | 260 | 147 | 201 | 179 | 113 | 135 | 25 | 38 | 59 | 110 | 130 | 146 | 33 | 41 | 68 | 65 | 65 | 84 | 122 | 159 | 430 | 58 | 20 | 19 | 218 | 234 | 47 |
| 52.3\% | 54.5\% | 50.3\% | 50.4\% | 56.6\% | 49.7\% | 49.0\% | 64.9\% | 44.2\% | 49.2\% | 74.1\% | 44.9\% | 45.8\% | 62.7\% | 55.0\% | 41.9\% | 72.2\% | 46.3\% | 49.6\% | 51.8\% | 51.4\% | 50.5\% | 50.8\% | 69.1\% | 41.6\% | 65.0\% | 49.5\% | 57.4\% | 48.5\% |
| 269 | 108 | 160 | 103 | 82 | 84 | 52 | 47 | 11 | 25 | 11 | 87 | 71 | 49 | 8 | 36 | 10 | 53 | 35 | 44 | 57 | 102 | 238 | 12 | 13 | 6 | 129 | 76 | 39 |
| 26.7\% | 22.1\% | 31.0\% | 35.4\% | 23.0\% | 23.2\% | 22.5\% | 22.5\% | 19.0\% | 32.5\% | 14.1\% | 35.5\% | 25.1\% | 21.2\% | 14.0\% | 36.8\% | 10.7\% | 37.2\% | 27.0\% | 27.1\% | 23.9\% | 32.4\% | 28.2\% | 14.3\% | 26.0\% | 19.2\% | 29.2\% | 18.6\% | 40.4\% |
| 1008 | 491 | 517 | 291 | 356 | 361 | 231 | 207 | 56 | 77 | 79 | 246 | 283 | 233 | 60 | 97 | 94 | 141 | 131 | 162 | 238 | 315 | 846 | 84 | 49 | 29 | 441 | 409 | 97 |
| 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |

