

Favourability Ratings Omnibus Poll

30/09/2016

Prepared by Survation

Methodology

Fieldwork Dates

22nd – 23rd September 2016

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 18+ in the United Kingdom

Sample Size

1,013

Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by age, sex, region, household income, education, 2015 General Election vote and 2016 EU Referendum vote. Targets for the weighted data were derived from Office for 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 1,013 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.

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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 opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

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:

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Topical Poll

28 Sep 2016

Table 1

Q1. Normal weightings

Q1. To what extent do you think favourably or unfavourably towards the following political figures? Theresa May

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1							EU Referendum					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	167	79	88	22	51	95	97	14	7	20	9	17	72	62	16	17	37	24	39	53	153	9	5	-	91	62	14	
	16.5%	16.1%	17.0%	7.6%	14.7%	25.1%	33.4%	5.9%	11.0%	19.8%	9.7%	9.8%	23.2%	14.9%	12.8%	10.8%	28.1%	14.9%	17.1%	16.1%	18.0%	8.1%	14.3%	-	20.1%	14.8%	10.8%	
Somewhat favourable	326	161	166	77	110	139	138	68	22	34	20	36	109	152	21	44	41	54	69	114	278	26	13	8	168	120	37	
	32.2%	32.6%	31.8%	26.5%	31.8%	37.0%	47.6%	28.3%	35.6%	34.6%	21.5%	20.8%	35.2%	36.6%	16.6%	27.3%	30.7%	33.6%	30.9%	34.3%	32.7%	24.9%	35.1%	44.7%	37.2%	28.6%	28.3%	
Neither favourable nor unfavourable	193	81	112	52	84	56	28	56	12	20	12	45	44	80	26	42	22	31	44	59	156	27	6	3	83	71	33	
	19.0%	16.3%	21.6%	17.9%	24.3%	15.0%	9.7%	23.4%	19.8%	20.5%	12.9%	26.2%	14.4%	19.2%	21.0%	26.0%	16.4%	19.3%	19.5%	17.9%	18.4%	25.8%	16.6%	15.8%	18.3%	16.9%	25.4%	
Somewhat unfavourable	117	59	58	41	39	38	10	46	9	9	19	15	33	48	18	18	9	29	27	29	94	14	6	3	41	66	10	
	11.5%	12.0%	11.1%	14.0%	11.1%	10.1%	3.4%	19.4%	15.3%	9.4%	20.5%	8.6%	10.8%	11.4%	14.4%	11.1%	6.9%	18.1%	11.9%	8.7%	11.1%	13.2%	15.7%	15.2%	9.0%	15.8%	7.7%	
Strongly unfavourable	135	88	47	60	36	38	7	45	10	9	26	27	36	51	25	23	15	17	30	43	104	23	5	2	32	81	17	
	13.3%	17.8%	9.0%	20.9%	10.5%	10.0%	2.4%	19.0%	15.8%	8.6%	27.4%	16.0%	11.5%	12.1%	19.7%	14.2%	11.3%	10.3%	13.2%	12.9%	12.2%	21.7%	13.8%	12.5%	7.0%	19.4%	13.4%	
Don't know	58	17	41	25	23	10	9	7	2	7	5	22	12	19	14	13	7	6	12	26	51	4	2	1	28	17	13	
	5.7%	3.4%	7.9%	8.6%	6.6%	2.7%	3.3%	3.0%	2.5%	7.1%	5.2%	12.6%	3.9%	4.5%	11.0%	8.1%	5.2%	3.8%	5.3%	7.8%	6.0%	3.8%	4.5%	6.6%	6.1%	4.0%	10.3%	
Have not heard of	17	9	8	13	4	1	1	2	-	-	3	10	3	5	6	4	2	-	5	7	14	3	-	1	10	2	5	
	1.7%	1.9%	1.5%	4.5%	1.1%	*	*	1.0%	-	-	2.8%	5.9%	0.9%	1.2%	4.5%	2.6%	1.4%	-	2.1%	2.2%	1.6%	2.5%	-	5.2%	2.3%	*	4.0%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Topical Poll

28 Sep 2016

Table 2

Q2. Normal weightings

Q2. To what extent do you think favourably or unfavourably towards the following political figures? Boris Johnson

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1								EU Referendum				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	133	77	56	34	51	49	71	10	2	22	8	16	40	52	19	22	15	22	29	52	119	8	5	2	100	23	9	
	13.2%	15.7%	10.8%	11.6%	14.6%	13.1%	24.5%	4.4%	2.8%	22.1%	8.2%	9.2%	13.1%	12.4%	15.4%	13.7%	11.4%	13.3%	13.1%	15.8%	13.9%	7.2%	13.3%	12.1%	22.2%	5.6%	6.6%	
Somewhat favourable	294	123	171	64	103	127	100	54	21	45	23	44	96	119	32	47	49	40	67	88	245	26	18	4	168	79	41	
	29.0%	25.0%	32.8%	22.0%	29.7%	33.7%	34.4%	22.5%	34.0%	45.1%	23.9%	25.6%	31.0%	28.6%	25.1%	29.2%	36.7%	24.9%	29.9%	26.7%	28.7%	25.0%	49.3%	22.5%	37.2%	18.9%	31.7%	
Neither favourable nor unfavourable	176	75	101	49	65	62	45	47	10	17	10	30	40	89	15	31	26	37	40	51	154	16	3	4	87	61	26	
	17.4%	15.3%	19.4%	17.1%	18.7%	16.4%	15.4%	19.6%	15.8%	17.0%	11.0%	17.5%	12.9%	21.4%	12.3%	19.6%	19.6%	22.7%	17.6%	15.4%	18.1%	15.1%	6.8%	21.0%	19.2%	14.5%	20.3%	
Somewhat unfavourable	147	74	73	49	37	61	34	46	18	2	17	20	54	67	16	9	12	26	38	46	123	18	3	3	34	92	19	
	14.5%	15.0%	14.0%	17.0%	10.5%	16.3%	11.8%	19.2%	29.6%	1.7%	18.4%	11.5%	17.6%	16.1%	12.8%	5.9%	9.2%	16.1%	16.9%	14.0%	14.4%	16.8%	8.3%	18.2%	7.6%	22.1%	14.9%	
Strongly unfavourable	193	114	79	64	65	64	28	77	11	6	30	29	67	72	25	29	25	28	39	61	153	30	7	3	24	147	19	
	19.0%	23.1%	15.2%	22.0%	18.9%	16.9%	9.7%	32.4%	17.8%	6.4%	31.3%	16.9%	21.7%	17.2%	19.7%	17.8%	18.5%	17.3%	17.5%	18.5%	18.0%	28.3%	19.3%	14.3%	5.3%	35.1%	14.5%	
Don't know	55	19	36	18	24	13	11	4	-	6	6	23	11	16	10	18	5	9	7	23	45	8	1	1	27	14	14	
	5.4%	3.9%	6.8%	6.3%	6.9%	3.4%	3.9%	1.7%	-	6.2%	6.3%	13.7%	3.5%	3.9%	8.0%	11.0%	4.1%	5.7%	3.0%	7.1%	5.3%	7.5%	3.0%	5.2%	6.1%	3.3%	10.7%	
Have not heard of	15	10	5	12	2	1	1	1	-	1	1	10	1	1	9	4	*	-	5	8	14	-	-	1	11	2	2	
	1.5%	2.0%	1.0%	4.1%	0.6%	*	*	*	-	1.5%	0.9%	5.6%	*	*	6.8%	2.8%	*	-	2.1%	2.5%	1.6%	-	-	6.6%	2.5%	*	1.3%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Topical Poll

28 Sep 2016

Table 3

Q3. Normal weightings

Q3. To what extent do you think favourably or unfavourably towards the following political figures? Jeremy Corbyn

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1								EU Referendum				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	107	65	43	45	27	35	9	41	18	4	18	12	34	46	11	17	24	21	18	27	89	15	1	2	32	63	10	
	10.6%	13.1%	8.2%	15.7%	7.7%	9.3%	3.1%	17.3%	29.2%	4.0%	18.5%	6.8%	11.0%	10.9%	8.9%	10.4%	17.9%	12.8%	7.9%	8.1%	10.5%	14.2%	2.0%	12.5%	7.1%	15.0%	8.1%	
Somewhat favourable	143	66	77	57	47	39	17	50	9	9	18	35	34	63	22	24	15	23	42	38	118	17	7	1	43	69	29	
	14.1%	13.4%	14.8%	19.6%	13.6%	10.3%	5.8%	21.0%	15.2%	8.7%	18.9%	20.6%	10.9%	15.1%	17.6%	15.1%	11.3%	14.0%	18.5%	11.6%	13.8%	16.1%	18.6%	6.2%	9.6%	16.5%	22.5%	
Neither favourable nor unfavourable	169	62	107	51	76	42	24	64	5	13	14	36	45	66	20	37	23	26	35	54	139	15	7	8	64	77	27	
	16.6%	12.5%	20.5%	17.5%	22.0%	11.1%	8.4%	26.9%	7.8%	12.8%	14.4%	21.2%	14.6%	15.9%	16.3%	22.8%	17.7%	16.0%	15.4%	16.4%	16.3%	14.0%	18.4%	43.8%	14.1%	18.5%	20.6%	
Somewhat unfavourable	141	59	81	41	51	49	39	26	11	20	15	20	43	66	14	17	15	21	36	46	117	21	1	1	60	60	19	
	13.9%	12.0%	15.7%	14.2%	14.7%	12.9%	13.5%	10.9%	18.5%	19.7%	16.1%	12.0%	14.0%	15.8%	11.0%	10.8%	11.0%	13.1%	15.9%	13.8%	13.8%	20.3%	3.5%	4.4%	13.2%	14.3%	15.0%	
Strongly unfavourable	374	219	155	59	114	201	189	48	17	47	23	36	138	149	39	48	46	60	83	129	317	32	20	5	212	130	27	
	36.9%	44.4%	29.9%	20.3%	33.0%	53.4%	65.2%	20.2%	26.8%	47.3%	24.5%	21.0%	44.8%	35.6%	31.2%	29.9%	34.4%	37.1%	36.7%	38.9%	37.3%	30.2%	54.4%	24.5%	46.9%	31.1%	20.7%	
Don't know	58	14	45	23	26	10	10	5	2	6	7	22	10	21	12	16	7	8	8	29	52	5	1	-	28	16	13	
	5.8%	2.8%	8.6%	7.8%	7.4%	2.7%	3.4%	2.0%	2.5%	6.0%	7.6%	12.9%	3.2%	5.1%	9.2%	9.7%	5.0%	5.1%	3.7%	8.7%	6.1%	5.2%	3.0%	-	6.2%	3.8%	10.2%	
Have not heard of	21	9	12	14	5	1	2	4	-	1	-	9	5	6	7	2	4	3	4	8	19	-	-	2	13	3	4	
	2.1%	1.8%	2.3%	5.0%	1.5%	*	0.6%	1.7%	-	1.5%	-	5.4%	1.7%	1.5%	5.8%	1.4%	2.7%	1.9%	1.9%	2.5%	2.3%	-	-	8.6%	2.9%	0.8%	2.9%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Topical Poll

28 Sep 2016

Table 4

Q4. Normal weightings

Q4. To what extent do you think favourably or unfavourably towards the following political figures? Owen Smith

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1								EU Referendum				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	34	20	14	14	9	11	9	16	3	3	2	3	17	11	4	3	12	4	8	3	27	4	3	-	9	19	6	
	3.4%	4.2%	2.7%	4.9%	2.7%	2.8%	3.0%	6.5%	4.4%	2.5%	1.8%	1.9%	5.4%	2.6%	3.1%	1.6%	8.7%	2.3%	3.6%	1.0%	3.2%	4.2%	8.0%	-	2.1%	4.6%	4.3%	
Somewhat favourable	100	63	37	27	28	45	24	48	3	4	4	14	36	47	5	12	13	22	16	30	80	16	5	-	29	63	5	
	9.9%	12.8%	7.1%	9.2%	8.2%	11.9%	8.3%	20.1%	4.8%	4.1%	4.4%	8.3%	11.7%	11.2%	3.8%	7.5%	9.7%	13.3%	6.9%	9.0%	9.4%	15.1%	12.4%	-	6.4%	15.0%	4.2%	
Neither favourable nor unfavourable	279	148	132	61	95	124	89	82	23	17	19	40	89	116	26	49	48	34	67	89	238	24	11	5	112	125	40	
	27.6%	30.0%	25.3%	21.1%	27.3%	32.9%	30.8%	34.4%	37.9%	17.0%	19.6%	23.4%	28.7%	27.7%	20.9%	30.6%	36.2%	21.2%	29.6%	27.0%	28.0%	23.2%	29.7%	28.9%	24.9%	30.0%	31.1%	
Somewhat unfavourable	140	75	65	31	59	50	46	29	15	16	16	12	51	63	16	10	18	28	37	38	121	13	5	1	60	68	7	
	13.8%	15.2%	12.5%	10.6%	16.9%	13.4%	15.9%	12.3%	23.6%	16.1%	16.6%	7.3%	16.6%	15.1%	12.6%	6.1%	13.3%	17.4%	16.2%	11.5%	14.2%	12.2%	14.3%	4.4%	13.4%	16.3%	5.1%	
Strongly unfavourable	151	101	50	36	41	74	58	22	7	21	26	11	53	47	32	18	10	28	30	52	119	26	4	3	91	48	8	
	14.9%	20.4%	9.6%	12.3%	11.9%	19.7%	20.1%	9.4%	11.6%	21.5%	27.8%	6.3%	17.2%	11.4%	25.2%	11.5%	7.3%	17.1%	13.2%	15.6%	14.0%	24.2%	9.6%	15.2%	20.2%	11.5%	6.3%	
Don't know	152	46	106	48	59	46	33	23	5	19	20	46	27	70	26	29	24	20	36	53	133	12	3	4	67	52	32	
	15.0%	9.4%	20.3%	16.4%	16.9%	12.2%	11.5%	9.7%	8.0%	19.0%	20.6%	27.0%	8.6%	16.8%	20.7%	18.3%	18.3%	12.1%	16.1%	16.0%	15.7%	11.4%	7.2%	21.8%	15.0%	12.5%	24.5%	
Have not heard of	156	40	117	74	56	27	30	18	6	20	9	44	37	64	17	39	8	27	33	66	134	10	7	6	81	42	32	
	15.4%	8.1%	22.4%	25.4%	16.2%	7.1%	10.4%	7.6%	9.6%	19.7%	9.2%	25.9%	11.8%	15.3%	13.7%	24.4%	6.4%	16.6%	14.4%	19.8%	15.7%	9.7%	18.7%	29.8%	18.0%	10.1%	24.5%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Topical Poll

28 Sep 2016

Table 5

Q5. Normal weightings

Q5. To what extent do you think favourably or unfavourably towards the following political figures? Tim Farron

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1								EU Referendum				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	21	15	6	7	3	11	5	7	4	2	-	3	9	8	3	2	2	3	8	4	16	2	3	-	6	15	-	
	2.1%	3.0%	1.2%	2.4%	0.9%	3.0%	1.6%	3.1%	6.0%	1.8%	-	2.0%	2.8%	1.8%	2.2%	1.2%	1.4%	2.0%	3.4%	1.1%	1.9%	1.7%	8.0%	-	1.4%	3.5%	-	
Somewhat favourable	108	63	44	34	30	44	31	37	17	5	6	10	44	45	8	10	23	16	24	36	98	6	4	-	36	61	10	
	10.6%	12.8%	8.6%	11.6%	8.7%	11.7%	10.6%	15.7%	27.2%	5.4%	6.7%	5.8%	14.3%	10.9%	6.3%	6.3%	17.1%	9.7%	10.6%	10.8%	11.5%	5.6%	10.5%	-	8.0%	14.5%	7.3%	
Neither favourable nor unfavourable	304	161	143	63	109	132	103	93	19	25	20	36	96	129	31	48	41	41	81	97	260	31	8	5	128	143	32	
	30.0%	32.6%	27.6%	21.9%	31.4%	35.0%	35.6%	39.0%	30.3%	24.8%	21.3%	21.2%	31.2%	31.0%	24.5%	29.8%	31.2%	25.1%	36.0%	29.3%	30.6%	29.4%	21.3%	26.1%	28.3%	34.2%	24.5%	
Somewhat unfavourable	129	83	46	24	41	64	51	25	3	16	19	11	52	45	18	14	18	20	28	40	106	15	5	3	70	50	9	
	12.7%	16.9%	8.8%	8.3%	11.8%	16.9%	17.6%	10.5%	5.3%	16.4%	19.6%	6.3%	17.0%	10.8%	14.0%	8.4%	13.3%	12.4%	12.4%	12.1%	12.4%	13.9%	14.5%	15.8%	15.4%	11.9%	7.0%	
Strongly unfavourable	99	62	37	28	33	38	26	18	2	18	13	16	30	36	12	21	6	14	16	37	74	22	2	1	58	25	11	
	9.8%	12.5%	7.2%	9.6%	9.6%	10.1%	8.9%	7.6%	3.6%	18.6%	14.0%	9.2%	9.7%	8.5%	9.9%	13.1%	4.8%	8.9%	7.0%	11.2%	8.7%	21.1%	6.2%	3.1%	12.8%	5.9%	8.8%	
Don't know	165	53	112	49	66	50	32	27	8	15	24	46	31	74	32	26	25	35	26	50	136	17	5	7	72	59	31	
	16.3%	10.8%	21.5%	16.8%	19.1%	13.2%	11.1%	11.5%	13.7%	15.4%	24.8%	26.7%	10.1%	17.8%	25.4%	16.5%	18.5%	21.4%	11.7%	15.1%	15.9%	15.7%	13.1%	39.3%	15.9%	14.2%	23.7%	
Have not heard of	188	57	131	85	64	38	42	30	9	18	13	49	46	80	22	40	18	33	43	68	162	13	10	3	82	65	37	
	18.5%	11.5%	25.2%	29.5%	18.5%	10.2%	14.5%	12.6%	14.0%	17.7%	13.6%	28.7%	15.0%	19.1%	17.8%	24.6%	13.7%	20.5%	18.9%	20.4%	19.0%	12.6%	26.4%	15.8%	18.2%	15.7%	28.7%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Topical Poll

28 Sep 2016

Table 6

Q6. Normal weightings

Q6. To what extent do you think favourably or unfavourably towards the following political figures? Diane James

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1								EU Referendum				
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	19	10	9	8	4	6	6	4	-	4	3	1	10	3	3	3	5	3	6	1	14	4	-	1	9	5	4	
	1.9%	2.0%	1.7%	2.8%	1.2%	1.7%	2.0%	1.8%	-	4.4%	2.9%	0.9%	3.2%	0.7%	2.4%	1.9%	3.5%	1.7%	2.6%	*	1.7%	3.8%	-	3.1%	2.0%	1.3%	2.8%	
Somewhat favourable	82	50	32	29	22	31	21	17	9	14	7	9	28	38	5	11	12	11	14	37	73	3	6	-	38	36	6	
	8.1%	10.1%	6.2%	10.1%	6.2%	8.3%	7.1%	7.1%	15.4%	14.0%	7.4%	5.2%	9.0%	9.0%	4.0%	7.1%	8.7%	6.7%	6.1%	11.2%	8.6%	2.8%	15.9%	-	8.4%	8.6%	4.5%	
Neither favourable nor unfavourable	268	135	133	51	103	115	92	78	14	21	19	36	87	106	30	45	43	31	67	86	227	25	8	7	129	103	35	
	26.5%	27.5%	25.5%	17.4%	29.6%	30.6%	31.6%	32.7%	22.9%	21.3%	19.9%	21.3%	28.2%	25.4%	24.2%	27.8%	32.0%	19.3%	29.9%	26.0%	26.7%	24.1%	22.3%	37.7%	28.5%	24.8%	27.2%	
Somewhat unfavourable	72	49	23	15	23	34	31	18	4	6	6	4	37	22	7	6	12	12	19	24	67	4	1	-	25	39	6	
	7.1%	10.0%	4.3%	5.1%	6.7%	9.0%	10.7%	7.4%	7.0%	6.3%	6.1%	2.6%	11.9%	5.4%	5.5%	3.6%	9.2%	7.5%	8.4%	7.1%	7.9%	3.5%	3.2%	-	5.6%	9.4%	4.8%	
Strongly unfavourable	75	51	24	30	23	23	17	19	3	8	16	7	29	22	17	7	8	8	15	21	51	21	4	-	25	41	6	
	7.4%	10.4%	4.6%	10.3%	6.5%	6.1%	5.8%	7.9%	4.2%	8.2%	17.2%	4.0%	9.4%	5.2%	13.6%	4.5%	6.0%	4.7%	6.5%	6.3%	6.0%	19.6%	10.3%	-	5.5%	9.7%	4.8%	
Don't know	181	65	117	40	71	70	51	44	9	10	20	40	51	82	23	24	26	32	28	64	150	23	7	2	80	75	24	
	17.9%	13.2%	22.4%	13.9%	20.5%	18.6%	17.6%	18.6%	13.8%	10.3%	21.6%	23.2%	16.6%	19.6%	18.5%	15.2%	19.4%	19.6%	12.6%	19.4%	17.6%	21.7%	18.4%	8.3%	17.8%	17.8%	18.3%	
Have not heard of	315	132	183	117	101	97	73	58	23	35	24	73	67	145	40	64	28	66	76	98	269	26	11	10	145	118	49	
	31.1%	26.9%	35.2%	40.3%	29.3%	25.8%	25.2%	24.4%	36.7%	35.4%	24.8%	42.9%	21.6%	34.7%	31.8%	39.9%	21.2%	40.5%	34.0%	29.7%	31.6%	24.5%	29.9%	51.0%	32.2%	28.4%	37.6%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Topical Poll

28 Sep 2016

Table 7

Q7. Normal weightings

Q7. To what extent do you think favourably or unfavourably towards the following political figures? Nicola Sturgeon

Base: All Respondents

	Total		Gender			Age			2015 Past Vote						SEG				Region7 + 1								EU Referendum		
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote			
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130		
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130		
Strongly favourable	104	58	46	36	30	38	12	38	9	3	28	11	46	29	17	12	28	6	18	18	70	31	2	1	24	70	9		
	10.2%	11.8%	8.8%	12.4%	8.5%	10.1%	4.2%	15.9%	13.8%	2.7%	30.0%	6.2%	14.8%	6.8%	13.4%	7.8%	21.3%	3.8%	8.0%	5.3%	8.3%	29.3%	4.7%	4.6%	5.2%	16.8%	7.2%		
Somewhat favourable	164	80	84	45	60	59	43	50	10	10	22	21	63	77	10	14	27	24	37	45	133	23	6	3	50	93	21		
	16.2%	16.3%	16.2%	15.6%	17.3%	15.8%	14.9%	20.9%	15.4%	10.2%	23.4%	12.2%	20.4%	18.6%	7.7%	8.9%	20.6%	14.9%	16.4%	13.5%	15.6%	21.5%	15.5%	15.1%	11.2%	22.2%	16.3%		
Neither favourable nor unfavourable	180	76	104	48	74	57	49	53	12	8	15	36	42	78	25	34	24	40	45	55	164	7	6	3	69	79	30		
	17.8%	15.4%	20.0%	16.6%	21.4%	15.2%	16.9%	22.4%	19.1%	7.8%	15.7%	21.2%	13.7%	18.7%	19.7%	21.1%	18.0%	24.8%	19.9%	16.6%	19.3%	6.8%	15.8%	13.6%	15.2%	19.0%	23.1%		
Somewhat unfavourable	156	66	90	42	42	72	54	29	15	18	13	20	42	81	11	22	15	21	33	59	128	11	14	3	73	64	14		
	15.4%	13.5%	17.2%	14.5%	12.1%	19.2%	18.6%	12.1%	24.0%	18.5%	13.6%	11.7%	13.7%	19.4%	8.8%	13.5%	11.5%	12.8%	14.8%	17.7%	15.0%	10.5%	37.1%	17.5%	16.2%	15.3%	10.9%		
Strongly unfavourable	265	163	102	47	92	126	115	47	12	51	7	22	86	100	40	39	16	45	61	99	221	31	8	5	175	73	11		
	26.1%	33.0%	19.6%	16.1%	26.5%	33.5%	39.5%	19.9%	20.0%	51.3%	7.0%	13.0%	27.8%	24.0%	31.4%	24.4%	11.9%	27.8%	27.0%	29.8%	25.9%	29.5%	21.4%	26.5%	38.8%	17.4%	8.6%		
Don't know	88	28	60	36	36	15	14	16	2	5	9	33	18	38	16	16	18	15	19	30	81	2	1	3	37	30	22		
	8.7%	5.7%	11.4%	12.4%	10.5%	4.1%	4.8%	6.5%	2.5%	5.2%	9.4%	19.5%	5.8%	9.1%	12.3%	10.2%	13.3%	9.2%	8.3%	9.0%	9.5%	2.4%	2.5%	15.4%	8.1%	7.1%	16.7%		
Have not heard of	57	21	35	36	13	8	3	5	3	4	1	28	12	14	8	22	5	11	12	26	54	-	1	1	23	9	22		
	5.6%	4.3%	6.8%	12.4%	3.7%	2.1%	1.0%	2.2%	5.2%	4.5%	0.9%	16.2%	3.8%	3.4%	6.6%	14.0%	3.4%	6.7%	5.5%	8.0%	6.4%	-	3.0%	7.2%	5.2%	2.2%	17.2%		
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Survation.

Topical Poll

28 Sep 2016

Table 8

Q8. Normal weightings

Q8. To what extent do you think favourably or unfavourably towards the following political figures? Philip Hammond

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1							EU Referendum					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	28	18	10	8	9	11	19	2	-	3	-	4	16	8	4	-	6	6	6	8	26	2	-	-	16	8	5	
	2.8%	3.7%	1.9%	2.8%	2.6%	2.9%	6.6%	0.8%	-	3.3%	-	2.1%	5.2%	1.9%	3.5%	-	4.5%	3.9%	2.7%	2.4%	3.1%	1.7%	-	-	3.4%	1.8%	3.8%	
Somewhat favourable	134	72	62	28	42	64	62	26	13	11	10	10	62	48	12	12	27	19	31	45	122	6	4	2	70	51	8	
	13.2%	14.6%	12.0%	9.7%	12.2%	16.9%	21.3%	11.1%	20.3%	11.2%	10.2%	6.1%	20.2%	11.4%	9.5%	7.6%	20.4%	11.6%	13.7%	13.6%	14.3%	5.8%	11.0%	12.1%	15.6%	12.3%	6.4%	
Neither favourable nor unfavourable	301	152	148	67	107	126	108	81	21	26	20	34	88	143	27	43	38	43	80	92	253	31	13	4	149	118	31	
	29.7%	30.8%	28.6%	23.2%	31.0%	33.4%	37.3%	34.2%	34.6%	25.9%	20.9%	19.6%	28.5%	34.3%	21.3%	26.6%	28.3%	26.4%	35.7%	27.8%	29.7%	29.5%	33.7%	22.5%	33.0%	28.4%	23.9%	
Somewhat unfavourable	107	68	38	32	35	40	19	34	7	15	16	14	38	42	17	10	15	20	22	33	89	11	4	2	40	57	9	
	10.5%	13.9%	7.4%	10.9%	10.2%	10.6%	6.7%	14.1%	11.3%	14.7%	16.5%	8.2%	12.3%	10.1%	13.2%	6.2%	11.2%	12.4%	9.6%	9.8%	10.5%	10.7%	11.8%	9.5%	8.8%	13.7%	7.3%	
Strongly unfavourable	82	56	26	23	30	29	6	27	5	11	18	11	23	26	15	18	5	9	16	30	61	19	2	-	26	44	9	
	8.1%	11.4%	5.0%	7.9%	8.7%	7.8%	2.2%	11.3%	7.9%	11.0%	18.8%	6.4%	7.6%	6.3%	11.5%	11.2%	3.6%	5.7%	7.1%	9.2%	7.1%	18.4%	6.7%	-	5.8%	10.5%	6.8%	
Don't know	192	72	121	51	75	67	44	41	6	19	21	48	48	74	35	35	32	30	33	59	155	26	7	5	77	81	33	
	19.0%	14.6%	23.2%	17.5%	21.5%	17.8%	15.2%	17.3%	9.3%	19.2%	21.6%	28.2%	15.4%	17.9%	27.5%	21.8%	24.0%	18.5%	14.9%	17.9%	18.2%	24.7%	18.3%	25.7%	17.0%	19.3%	25.6%	
Have not heard of	169	55	114	81	48	40	31	27	10	15	11	50	34	75	17	43	11	35	37	64	146	10	7	6	74	59	34	
	16.6%	11.1%	21.9%	27.9%	13.8%	10.6%	10.7%	11.2%	16.6%	14.7%	12.0%	29.5%	10.9%	18.1%	13.5%	26.6%	7.9%	21.5%	16.3%	19.3%	17.2%	9.4%	18.5%	30.2%	16.3%	14.0%	26.1%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

Topical Poll

28 Sep 2016

Table 9

Q9. Normal weightings

Q9. To what extent do you think favourably or unfavourably towards the following political figures? Amber Rudd

Base: All Respondents

	Gender		Age			2015 Past Vote						SEG				Region7 + 1							EU Referendum					
	Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	AB	C1	C2	DE	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Did not vote		
Unweighted Total	1013	419	594	300	356	357	292	265	43	95	89	171	324	432	130	126	127	163	256	322	868	93	34	18	440	429	130	
Weighted Total	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
Strongly favourable	27	19	8	10	6	10	15	4	1	3	-	4	15	9	2	1	9	1	7	8	25	2	-	-	14	7	5	
	2.6%	3.8%	1.5%	3.5%	1.9%	2.6%	5.2%	1.7%	2.0%	2.6%	-	2.1%	5.0%	2.0%	1.5%	*	6.9%	0.7%	2.9%	2.4%	2.9%	1.7%	-	-	3.1%	1.6%	3.9%	
Somewhat favourable	84	51	32	28	13	42	42	16	10	6	3	5	37	34	9	4	15	18	16	26	74	5	5	-	37	38	8	
	8.3%	10.4%	6.2%	9.7%	3.8%	11.3%	14.7%	6.7%	16.0%	6.5%	2.9%	2.9%	11.9%	8.1%	7.1%	2.8%	11.2%	10.9%	7.0%	7.7%	8.7%	4.7%	14.1%	-	8.2%	9.1%	6.0%	
Neither favourable nor unfavourable	278	139	139	59	106	113	98	83	19	18	16	35	85	123	29	41	40	45	64	94	242	25	8	4	126	123	29	
	27.5%	28.2%	26.8%	20.4%	30.7%	30.0%	33.7%	34.9%	30.9%	17.9%	17.2%	20.5%	27.5%	29.5%	22.8%	25.3%	30.0%	27.5%	28.4%	28.2%	28.4%	23.7%	20.0%	21.1%	28.0%	29.4%	22.2%	
Somewhat unfavourable	89	48	41	24	27	38	18	28	5	10	13	9	32	38	11	8	14	10	26	22	72	11	5	1	39	43	3	
	8.8%	9.7%	7.9%	8.4%	7.8%	10.0%	6.1%	11.9%	8.2%	10.0%	14.1%	5.4%	10.3%	9.2%	8.7%	4.9%	10.3%	6.1%	11.5%	6.7%	8.4%	10.7%	14.1%	3.1%	8.7%	10.4%	2.7%	
Strongly unfavourable	87	60	26	19	34	33	18	22	4	15	16	6	28	28	16	14	3	12	18	34	67	14	4	2	43	34	6	
	8.6%	12.2%	5.1%	6.6%	9.9%	8.8%	6.2%	9.1%	7.1%	15.5%	17.1%	3.5%	9.2%	6.8%	13.0%	8.5%	1.9%	7.5%	8.1%	10.3%	7.9%	12.9%	11.5%	8.8%	9.5%	8.0%	4.3%	
Don't know	168	67	102	36	71	62	44	38	7	17	22	34	49	65	27	28	28	29	28	55	140	23	1	5	74	65	26	
	16.6%	13.5%	19.5%	12.4%	20.3%	16.4%	15.2%	15.9%	10.8%	16.9%	23.1%	20.0%	15.7%	15.6%	21.5%	17.3%	20.8%	18.0%	12.4%	16.6%	16.4%	21.8%	1.9%	25.5%	16.5%	15.6%	20.0%	
Have not heard of	280	109	171	113	89	78	55	47	15	30	24	78	63	120	32	66	25	47	66	93	232	26	14	8	117	108	53	
	27.7%	22.1%	32.9%	39.0%	25.6%	20.8%	18.9%	19.8%	25.0%	30.7%	25.5%	45.6%	20.3%	28.8%	25.3%	40.8%	18.8%	29.3%	29.5%	28.1%	27.3%	24.6%	38.2%	41.5%	26.0%	25.8%	40.9%	
SIGMA	1013	493	520	290	347	376	290	238	62	99	95	171	309	417	126	160	133	162	225	331	851	105	37	19	451	418	130	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.