

Favourability Ratings Omnibus Poll

02/09/2016

Prepared by Survation

Methodology

Fieldwork Dates

19th – 20th August 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

1,001

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 1,001 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

22 Aug 2016

Normal weightings

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	195	103	92	40	46	109	108	30	14	17	6	18	85	70	18	23	32	33	49	61	176	9	7	4	110	70	13	
	19.5%	21.1%	18.0%	14.1%	13.3%	29.3%	37.5%	12.4%	23.0%	16.7%	6.7%	10.7%	26.8%	18.1%	12.4%	14.6%	24.6%	20.7%	20.6%	19.5%	20.9%	9.9%	17.2%	12.8%	24.7%	17.1%	10.3%	
Somewhat favourable	337	156	181	73	124	139	125	57	29	36	35	47	112	127	52	46	47	46	75	111	279	33	7	18	149	150	32	
	33.7%	31.9%	35.3%	25.5%	36.3%	37.5%	43.2%	24.0%	46.3%	36.9%	36.3%	27.6%	35.7%	32.9%	36.0%	29.2%	36.1%	28.8%	31.5%	35.4%	33.1%	36.5%	17.8%	60.2%	33.5%	36.4%	25.6%	
Neither favourable nor unfavourable	238	117	121	78	93	67	36	73	8	25	20	47	65	91	36	46	32	47	47	73	199	25	11	3	106	84	43	
	23.8%	24.0%	23.6%	27.3%	27.3%	17.9%	12.6%	30.8%	13.2%	25.1%	21.4%	27.6%	20.6%	23.6%	25.1%	29.6%	24.1%	29.5%	19.8%	23.3%	23.6%	28.1%	27.7%	11.6%	23.7%	20.4%	35.0%	
Somewhat unfavourable	110	64	46	38	35	37	10	43	6	11	17	22	30	46	19	14	8	18	29	34	89	12	7	2	45	53	12	
	11.0%	13.2%	8.9%	13.2%	10.3%	10.1%	3.5%	18.0%	10.3%	11.5%	18.0%	12.7%	9.6%	12.0%	13.4%	9.2%	6.3%	11.1%	12.3%	10.8%	10.6%	13.1%	19.0%	7.0%	10.2%	12.8%	9.7%	
Strongly unfavourable	86	37	50	37	31	18	6	34	3	5	16	20	18	36	12	21	9	13	24	20	67	11	6	2	27	46	13	
	8.6%	7.5%	9.7%	12.8%	9.2%	4.9%	2.1%	14.2%	4.7%	5.0%	17.2%	11.8%	5.6%	9.2%	8.4%	13.4%	6.6%	8.2%	10.3%	6.5%	7.9%	12.4%	15.5%	8.3%	6.1%	11.1%	10.7%	
Don't know / Have not heard of	34	11	23	21	12	1	3	1	2	5	*	17	5	16	7	6	3	3	13	14	33	-	1	-	8	9	11	
	3.4%	2.3%	4.4%	7.2%	3.6%	*	1.1%	0.5%	2.6%	4.8%	*	9.7%	1.7%	4.1%	4.8%	4.0%	2.4%	1.7%	5.5%	4.5%	3.9%	-	2.9%	-	1.8%	2.3%	8.6%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	145	84	61	35	49	61	67	20	6	26	2	15	52	42	32	19	14	21	41	61	137	4	2	1	101	31	9	
	14.5%	17.3%	11.8%	12.2%	14.2%	16.5%	23.2%	8.4%	9.1%	26.2%	2.2%	8.8%	16.6%	10.9%	22.0%	12.3%	10.8%	13.0%	17.3%	19.6%	16.3%	4.6%	6.4%	3.2%	22.6%	7.5%	7.4%	
Somewhat favourable	241	111	130	55	84	101	99	38	13	33	26	23	67	101	36	37	31	38	47	85	201	14	7	18	158	56	22	
	24.1%	22.7%	25.3%	19.1%	24.7%	27.3%	34.3%	15.8%	21.1%	33.4%	27.2%	13.3%	21.2%	26.1%	24.9%	24.0%	23.8%	23.7%	19.8%	27.2%	23.9%	15.3%	18.9%	61.4%	35.5%	13.7%	18.1%	
Neither favourable nor unfavourable	237	127	111	77	82	78	57	58	10	25	18	56	81	77	38	41	38	38	48	76	201	20	12	4	105	97	31	
	23.7%	25.9%	21.6%	26.9%	24.1%	20.9%	19.6%	24.4%	15.7%	25.4%	18.7%	32.8%	25.8%	20.0%	26.0%	26.6%	29.3%	24.0%	20.3%	24.2%	23.9%	22.4%	31.1%	13.4%	23.5%	23.4%	24.6%	
Somewhat unfavourable	151	60	91	47	56	47	40	37	14	7	16	31	51	67	16	17	26	28	26	40	120	22	7	2	37	86	26	
	15.1%	12.3%	17.7%	16.4%	16.5%	12.8%	13.9%	15.7%	23.3%	7.0%	16.6%	18.0%	16.1%	17.5%	10.9%	10.8%	19.9%	17.5%	11.0%	12.9%	14.3%	24.2%	17.2%	6.0%	8.4%	20.9%	20.6%	
Strongly unfavourable	209	103	106	62	64	83	26	83	19	8	33	34	59	92	23	36	20	33	71	41	165	30	9	5	40	141	29	
	20.9%	21.1%	20.7%	21.5%	18.7%	22.4%	9.0%	34.9%	30.8%	8.1%	34.9%	20.1%	18.6%	23.8%	15.9%	23.0%	14.9%	20.6%	29.9%	13.1%	19.6%	33.4%	24.2%	16.1%	8.9%	34.2%	23.0%	
Don't know / Have not heard of	18	3	15	11	6	1	-	2	-	-	*	12	5	7	1	5	2	2	4	9	17	-	1	-	5	1	8	
	1.8%	0.6%	2.9%	3.8%	1.8%	*	-	0.7%	-	-	*	7.0%	1.6%	1.7%	*	3.4%	1.3%	1.2%	1.8%	2.9%	2.0%	-	2.1%	-	1.1%	*	6.3%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	85	35	50	41	30	15	4	44	3	4	11	17	23	34	6	23	13	12	23	24	72	8	6	-	21	49	12	
	8.5%	7.2%	9.8%	14.2%	8.8%	4.0%	1.2%	18.4%	4.2%	4.0%	11.9%	10.1%	7.2%	8.7%	4.0%	15.0%	10.2%	7.4%	9.6%	7.7%	8.6%	8.5%	14.6%	-	4.8%	11.8%	9.3%	
Somewhat favourable	138	64	75	60	38	40	29	55	6	4	17	23	42	56	20	21	24	27	25	49	125	7	4	3	50	75	11	
	13.8%	13.1%	14.5%	21.0%	11.2%	10.7%	10.0%	23.0%	10.5%	3.6%	17.5%	13.3%	13.2%	14.6%	13.6%	13.2%	18.2%	16.7%	10.5%	15.6%	14.8%	7.6%	9.0%	11.2%	11.3%	18.1%	9.2%	
Neither favourable nor unfavourable	213	86	127	72	80	61	40	55	16	22	16	44	60	91	29	33	31	39	50	54	174	24	11	4	97	76	33	
	21.3%	17.5%	24.8%	24.9%	23.4%	16.4%	13.9%	23.0%	25.6%	22.7%	16.9%	25.9%	19.1%	23.7%	19.8%	21.1%	23.6%	24.3%	21.1%	17.2%	20.7%	26.3%	28.8%	12.8%	21.8%	18.5%	26.9%	
Somewhat unfavourable	192	89	103	48	78	66	47	49	14	18	23	32	59	64	38	32	21	26	50	63	160	23	1	8	76	89	26	
	19.2%	18.2%	20.1%	16.7%	22.9%	17.7%	16.3%	20.5%	22.1%	18.0%	24.2%	18.7%	18.6%	16.6%	26.1%	20.4%	15.9%	16.2%	21.1%	20.2%	19.0%	25.0%	3.3%	26.0%	17.2%	21.6%	20.7%	
Strongly unfavourable	338	204	134	45	107	186	166	29	22	51	28	34	120	129	48	40	37	53	77	111	278	29	16	15	192	117	25	
	33.8%	41.7%	26.2%	15.7%	31.1%	50.1%	57.3%	12.3%	35.5%	51.4%	29.0%	20.1%	38.2%	33.5%	33.6%	25.6%	28.3%	33.0%	32.5%	35.5%	33.0%	32.0%	41.4%	49.9%	43.2%	28.4%	20.2%	
Don't know / Have not heard of	34	11	24	21	9	4	3	7	1	*	*	20	12	11	4	7	5	4	12	12	33	1	1	-	7	7	17	
	3.4%	2.2%	4.6%	7.4%	2.6%	1.1%	1.2%	2.8%	2.1%	*	*	11.8%	3.7%	2.8%	3.1%	4.8%	3.7%	2.4%	5.1%	3.8%	3.9%	0.6%	2.9%	-	1.6%	1.7%	13.7%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	36	21	15	21	9	6	7	15	-	2	2	4	22	6	3	4	14	4	7	5	31	1	4	-	10	18	6	
	3.6%	4.2%	2.9%	7.2%	2.6%	1.6%	2.5%	6.1%	-	2.2%	2.3%	2.6%	7.0%	1.6%	2.2%	2.8%	11.0%	2.4%	3.1%	1.6%	3.6%	1.0%	10.9%	-	2.2%	4.3%	4.9%	
Somewhat favourable	118	60	57	35	46	37	26	42	11	11	11	15	50	35	16	17	16	18	30	37	101	7	8	2	49	54	13	
	11.8%	12.4%	11.2%	12.1%	13.5%	9.9%	9.0%	17.6%	18.2%	10.9%	11.9%	8.8%	15.8%	9.1%	11.3%	10.6%	12.5%	11.2%	12.7%	11.8%	12.0%	7.7%	19.7%	6.2%	11.0%	13.1%	10.6%	
Neither favourable nor unfavourable	370	185	185	95	130	146	106	103	21	37	44	43	112	140	59	60	52	66	86	109	313	24	12	22	179	157	29	
	37.0%	38.0%	36.1%	33.1%	37.9%	39.2%	36.5%	43.2%	33.7%	37.7%	46.7%	25.5%	35.4%	36.2%	41.1%	38.4%	39.5%	40.9%	36.1%	35.0%	37.1%	26.6%	31.3%	72.6%	40.2%	38.0%	23.3%	
Somewhat unfavourable	137	77	60	31	44	63	59	21	17	9	15	14	48	56	14	19	15	24	39	34	112	20	3	2	56	71	8	
	13.7%	15.7%	11.8%	10.6%	12.9%	16.8%	20.4%	8.9%	28.2%	8.8%	15.5%	8.1%	15.1%	14.5%	9.9%	12.2%	11.4%	14.8%	16.3%	11.0%	13.3%	22.3%	7.5%	7.0%	12.5%	17.1%	6.2%	
Strongly unfavourable	127	75	51	18	38	71	51	13	6	26	12	15	36	58	18	15	8	21	27	52	108	12	5	2	77	40	10	
	12.7%	15.4%	10.0%	6.2%	11.1%	19.1%	17.6%	5.6%	9.6%	26.0%	12.7%	9.1%	11.4%	15.0%	12.4%	9.8%	6.4%	13.1%	11.4%	16.6%	12.9%	12.9%	13.2%	5.8%	17.2%	9.7%	7.9%	
Don't know / Have not heard of	213	69	144	88	75	50	40	44	6	14	10	78	48	91	33	41	25	28	49	75	177	27	7	2	75	73	59	
	21.3%	14.2%	28.0%	30.7%	22.1%	13.3%	13.9%	18.6%	10.3%	14.3%	11.0%	45.8%	15.2%	23.6%	23.0%	26.2%	19.2%	17.6%	20.4%	24.0%	21.0%	29.6%	17.5%	8.4%	16.9%	17.8%	47.2%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	28	10	18	18	7	3	10	7	1	1	2	7	18	5	3	2	14	2	8	3	27	*	-	*	4	16	8	
	2.8%	2.1%	3.4%	6.3%	2.0%	0.7%	3.4%	2.9%	0.9%	1.4%	1.9%	4.3%	5.6%	1.3%	1.9%	1.5%	10.7%	1.2%	3.4%	0.9%	3.2%	*	-	1.6%	0.9%	3.8%	6.4%	
Somewhat favourable	98	54	44	31	28	39	24	25	24	6	12	4	40	31	16	12	22	10	19	34	86	6	5	2	40	51	7	
	9.8%	11.1%	8.6%	10.8%	8.2%	10.6%	8.3%	10.3%	38.9%	6.5%	12.5%	2.3%	12.7%	8.0%	11.0%	7.6%	17.0%	6.0%	8.2%	10.9%	10.2%	6.6%	13.1%	6.2%	9.0%	12.3%	5.7%	
Neither favourable nor unfavourable	358	182	176	84	118	157	108	91	17	36	35	52	105	138	60	56	38	64	83	119	304	30	16	8	182	139	31	
	35.8%	37.4%	34.3%	29.2%	34.5%	42.1%	37.5%	38.3%	28.0%	36.6%	36.7%	30.8%	33.2%	35.7%	41.6%	35.9%	29.3%	40.1%	34.8%	38.0%	36.1%	33.3%	40.6%	27.9%	40.9%	33.8%	25.2%	
Somewhat unfavourable	160	91	69	36	57	66	59	36	8	18	14	19	53	74	19	14	22	31	35	47	135	11	5	8	84	63	9	
	16.0%	18.6%	13.4%	12.7%	16.7%	17.8%	20.4%	15.1%	12.7%	18.2%	14.5%	11.3%	16.8%	19.3%	12.8%	9.0%	17.0%	19.1%	14.9%	14.9%	16.0%	12.4%	13.6%	27.9%	19.0%	15.1%	7.3%	
Strongly unfavourable	90	65	25	20	26	44	27	16	1	22	10	11	30	28	18	13	9	12	24	29	75	10	3	1	45	37	8	
	9.0%	13.3%	4.8%	7.0%	7.5%	11.8%	9.4%	6.9%	2.2%	22.0%	10.9%	6.7%	9.6%	7.4%	12.5%	8.2%	7.2%	7.5%	10.2%	9.4%	8.9%	11.1%	8.2%	4.3%	10.2%	8.9%	6.3%	
Don't know / Have not heard of	267	86	181	97	106	63	61	63	11	15	22	76	70	109	29	59	25	42	68	80	215	33	10	10	89	108	61	
	26.7%	17.6%	35.3%	33.9%	31.1%	17.0%	21.0%	26.4%	17.3%	15.4%	23.5%	44.6%	22.1%	28.3%	20.2%	37.8%	18.8%	26.0%	28.6%	25.8%	25.5%	36.4%	24.5%	32.2%	20.1%	26.1%	49.1%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

To what extent do you think favourably or unfavourably towards the following political figures? Nigel Farage

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	100	66	34	25	20	54	24	16	3	37	4	14	30	33	23	14	16	15	22	40	94	3	3	-	73	13	11	
	10.0%	13.5%	6.6%	8.7%	6.0%	14.6%	8.4%	6.8%	4.3%	37.2%	4.2%	8.0%	9.4%	8.6%	15.8%	9.0%	12.2%	9.4%	9.3%	12.9%	11.1%	3.2%	8.2%	-	16.3%	3.1%	9.2%	
Somewhat favourable	174	106	68	42	59	73	74	32	6	34	8	15	59	71	27	18	23	24	50	62	158	11	1	4	129	28	14	
	17.4%	21.8%	13.2%	14.7%	17.2%	19.7%	25.5%	13.6%	10.5%	34.4%	8.6%	8.7%	18.8%	18.4%	18.4%	11.4%	17.4%	14.9%	21.0%	19.7%	18.8%	11.6%	3.8%	13.5%	28.9%	6.8%	11.3%	
Neither favourable nor unfavourable	201	95	106	59	78	64	54	43	10	19	27	28	56	71	33	41	28	30	45	55	159	16	9	17	116	60	21	
	20.1%	19.4%	20.7%	20.5%	22.9%	17.1%	18.8%	18.0%	16.5%	19.0%	28.5%	16.5%	17.8%	18.4%	22.9%	26.2%	21.7%	18.8%	18.8%	17.6%	18.8%	18.0%	22.7%	57.9%	26.2%	14.4%	16.7%	
Somewhat unfavourable	143	63	80	47	33	63	56	31	10	6	9	22	46	53	18	25	14	30	33	50	127	12	1	2	56	68	13	
	14.3%	12.9%	15.6%	16.3%	9.7%	16.9%	19.3%	13.2%	16.1%	6.1%	9.4%	12.8%	14.8%	13.9%	12.7%	15.7%	11.0%	18.7%	13.7%	16.1%	15.1%	13.4%	3.8%	6.0%	12.6%	16.5%	10.6%	
Strongly unfavourable	362	151	210	102	142	117	80	113	33	3	45	78	117	150	41	53	47	58	83	96	284	49	23	5	65	241	56	
	36.1%	31.0%	41.0%	35.7%	41.7%	31.4%	27.7%	47.4%	52.6%	3.3%	47.5%	45.9%	37.1%	38.8%	28.7%	34.2%	35.9%	36.3%	35.0%	30.6%	33.8%	53.8%	59.4%	18.4%	14.6%	58.3%	45.0%	
Don't know / Have not heard of	22	7	15	12	9	1	*	2	-	-	2	14	7	7	2	5	2	3	5	9	20	-	1	1	6	3	9	
	2.2%	1.4%	3.0%	4.1%	2.6%	*	*	1.0%	-	-	1.7%	8.1%	2.2%	1.9%	1.6%	3.4%	1.9%	1.8%	2.3%	2.9%	2.4%	-	2.1%	4.3%	1.4%	0.8%	7.2%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	95	52	43	35	31	29	16	30	7	4	19	16	44	27	16	9	24	7	16	21	68	24	2	1	25	55	12	
	9.5%	10.7%	8.4%	12.1%	9.1%	7.8%	5.7%	12.5%	11.2%	4.1%	20.0%	9.3%	13.9%	6.9%	10.9%	5.7%	18.4%	4.2%	6.8%	6.7%	8.1%	26.3%	4.4%	4.3%	5.7%	13.4%	9.6%	
Somewhat favourable	204	77	127	64	74	66	58	61	19	7	30	26	64	91	23	26	29	29	51	47	157	30	11	7	41	135	27	
	20.3%	15.7%	24.7%	22.1%	21.6%	17.8%	20.0%	25.5%	30.1%	6.6%	31.8%	15.1%	20.3%	23.5%	16.0%	16.6%	22.2%	18.4%	21.5%	15.0%	18.6%	32.6%	27.5%	22.1%	9.1%	32.7%	22.0%	
Neither favourable nor unfavourable	242	105	137	87	78	77	52	70	16	21	17	46	73	100	27	41	33	48	57	78	216	12	9	4	111	94	32	
	24.2%	21.6%	26.6%	30.4%	22.7%	20.7%	18.0%	29.4%	25.8%	20.7%	17.9%	27.2%	23.3%	25.9%	18.8%	26.4%	25.3%	30.0%	24.1%	24.9%	25.7%	13.5%	24.2%	13.5%	25.0%	22.7%	25.9%	
Somewhat unfavourable	140	71	68	36	38	65	44	31	5	23	11	17	37	51	28	23	15	22	36	48	121	5	8	5	68	56	12	
	13.9%	14.6%	13.3%	12.5%	11.2%	17.5%	15.3%	13.1%	8.7%	23.3%	12.0%	10.1%	11.8%	13.3%	19.1%	15.0%	11.5%	13.8%	15.0%	15.4%	14.4%	5.7%	21.2%	17.6%	15.3%	13.6%	9.7%	
Strongly unfavourable	266	165	101	38	97	131	111	42	14	42	17	32	89	89	46	42	20	49	62	94	226	20	8	13	184	61	18	
	26.6%	33.8%	19.6%	13.2%	28.3%	35.3%	38.6%	17.5%	21.9%	42.6%	17.5%	18.8%	28.2%	23.0%	31.8%	27.1%	15.6%	30.3%	26.1%	30.3%	26.8%	22.0%	19.8%	42.4%	41.3%	14.8%	14.6%	
Don't know / Have not heard of	55	18	38	28	24	3	7	5	1	3	1	33	8	29	5	14	9	5	16	24	54	-	1	-	16	11	23	
	5.5%	3.6%	7.3%	9.7%	7.1%	0.9%	2.5%	2.0%	2.2%	2.7%	0.9%	19.6%	2.5%	7.4%	3.2%	9.2%	6.9%	3.3%	6.6%	7.7%	6.4%	-	2.9%	-	3.6%	2.7%	18.2%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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	1001	445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	47	22	25	14	13	20	21	7	2	5	1	9	28	11	4	4	15	6	6	19	46	1	-	-	28	13	5	
	4.7%	4.5%	4.8%	4.8%	3.8%	5.4%	7.4%	3.1%	3.3%	4.7%	1.6%	5.4%	8.9%	2.9%	2.5%	2.7%	11.2%	3.8%	2.6%	6.2%	5.5%	0.7%	-	-	6.3%	3.2%	3.7%	
Somewhat favourable	188	119	69	49	48	91	70	27	14	33	18	21	69	67	28	24	34	26	48	55	164	11	3	9	93	78	15	
	18.8%	24.3%	13.5%	17.2%	13.9%	24.4%	24.2%	11.5%	23.4%	32.9%	19.3%	12.4%	21.9%	17.3%	19.4%	15.5%	25.8%	16.5%	20.1%	17.7%	19.4%	12.6%	8.8%	32.0%	21.0%	18.8%	11.8%	
Neither favourable nor unfavourable	382	183	199	93	126	162	118	99	29	35	40	39	125	145	55	57	46	69	82	116	313	36	18	15	203	140	35	
	38.1%	37.4%	38.8%	32.5%	36.9%	43.6%	40.8%	41.5%	46.3%	35.8%	42.4%	23.1%	39.6%	37.6%	38.3%	36.6%	34.9%	43.1%	34.5%	37.3%	37.2%	39.8%	45.5%	49.6%	45.6%	34.0%	28.2%	
Somewhat unfavourable	116	65	51	28	51	37	30	31	9	10	11	19	33	44	22	16	14	24	27	32	97	13	5	1	39	65	6	
	11.6%	13.2%	10.0%	9.9%	14.8%	9.9%	10.3%	12.8%	14.3%	10.2%	11.5%	11.3%	10.6%	11.5%	15.4%	10.2%	10.5%	14.8%	11.5%	10.4%	11.6%	13.8%	12.3%	4.3%	8.7%	15.8%	5.0%	
Strongly unfavourable	77	46	31	19	33	25	11	31	1	3	17	15	27	32	5	13	6	11	26	14	57	14	4	2	19	46	13	
	7.7%	9.5%	6.0%	6.7%	9.6%	6.6%	3.7%	13.0%	1.1%	2.8%	17.4%	9.0%	8.7%	8.3%	3.4%	8.2%	4.4%	7.1%	11.0%	4.5%	6.8%	15.1%	11.3%	5.8%	4.2%	11.0%	10.2%	
Don't know / Have not heard of	191	53	138	83	71	37	39	43	7	13	8	66	32	87	30	42	17	24	48	75	164	16	9	2	63	71	51	
	19.1%	11.0%	26.9%	28.9%	20.9%	10.0%	13.5%	18.1%	11.7%	13.6%	7.9%	38.8%	10.3%	22.5%	21.1%	26.7%	13.2%	14.7%	20.3%	23.9%	19.5%	18.0%	22.0%	8.4%	14.1%	17.1%	41.3%	
SIGMA	1001	488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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

22 Aug 2016

Normal weightings

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

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	1001		445	556	253	344	404	293	246	62	90	92	170	321	400	135	145	91	165	263	325	844	93	42	22	439	419	124	
Weighted Total	1001		488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
Strongly favourable	28		12	16	14	6	8	10	3	4	2	2	6	17	3	2	6	11	2	2	10	25	3	-	-	12	9	6	
	2.8%		2.4%	3.2%	4.8%	1.8%	2.1%	3.3%	1.2%	5.7%	2.3%	1.8%	3.7%	5.5%	0.9%	1.1%	3.6%	8.4%	1.3%	0.8%	3.3%	3.0%	3.0%	-	-	2.6%	2.1%	4.9%	
Somewhat favourable	92		61	30	28	25	39	29	21	7	14	5	12	38	28	16	9	22	10	26	23	81	5	3	3	34	42	13	
	9.2%		12.6%	5.9%	9.8%	7.3%	10.3%	9.9%	8.6%	11.3%	14.1%	5.1%	7.3%	12.0%	7.4%	11.3%	5.9%	16.6%	6.1%	11.1%	7.3%	9.6%	5.3%	8.4%	10.0%	7.8%	10.1%	10.3%	
Neither favourable nor unfavourable	364		185	179	88	124	151	116	86	22	41	36	46	118	149	50	47	47	57	80	117	300	32	20	12	191	142	25	
	36.4%		37.9%	34.9%	30.8%	36.4%	40.7%	40.2%	36.3%	36.1%	41.1%	38.1%	27.0%	37.5%	38.5%	34.7%	30.4%	35.9%	35.4%	33.6%	37.3%	35.7%	35.3%	50.1%	41.7%	43.0%	34.4%	20.2%	
Somewhat unfavourable	109		53	56	33	32	44	30	29	8	11	12	15	40	42	16	10	14	26	21	34	96	10	1	2	47	52	10	
	10.9%		10.8%	10.9%	11.4%	9.4%	11.9%	10.5%	12.0%	13.6%	11.1%	12.9%	9.1%	12.8%	10.9%	11.3%	6.6%	11.0%	16.1%	8.8%	11.0%	11.4%	10.7%	3.5%	7.3%	10.7%	12.5%	7.7%	
Strongly unfavourable	72		44	28	15	24	33	20	27	1	9	7	7	27	28	8	10	8	13	32	12	65	5	1	1	31	35	6	
	7.2%		9.0%	5.5%	5.3%	6.9%	9.0%	6.9%	11.5%	2.2%	9.0%	7.2%	4.3%	8.6%	7.3%	5.3%	6.1%	6.2%	8.2%	13.5%	3.8%	7.7%	5.5%	2.8%	4.3%	7.1%	8.5%	4.8%	
Don't know / Have not heard of	336		133	203	109	131	97	84	72	19	22	33	83	75	135	53	74	29	53	77	117	275	37	14	11	128	134	65	
	33.6%		27.3%	39.5%	37.8%	38.2%	26.0%	29.2%	30.3%	31.2%	22.4%	35.0%	48.6%	23.7%	35.0%	36.4%	47.4%	21.9%	33.0%	32.2%	37.3%	32.6%	40.3%	35.2%	36.6%	28.8%	32.5%	52.2%	
SIGMA	1001		488	513	287	342	372	289	238	62	99	95	170	315	386	144	156	131	160	238	312	842	91	39	30	445	413	124	
	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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.