

# Political Poll

01/09/2017

Prepared on behalf of the Mail on Sunday



# Methodology

## Fieldwork Dates

31<sup>st</sup> August – 1<sup>st</sup> September 2017

## 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

1,046

## Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by age, sex, region, household income, education, 2017 General Election 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 2017 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 542 it is 95% certain that the 'true' value will fall within the range of 4.2% 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 another general 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.

Respondents were then asked who they would be most likely to vote for, if the election were tomorrow, with the responses "Labour", "Conservative" and "Liberal Democrat" prompted in a randomised 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" and "Alliance Party" 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.

A change from our previous Mail on Sunday poll, published July 15<sup>th</sup> 2017, is that UKIP are now not prompted in the initial party prompt, in the same way that we do not initially prompt for the Green Party.

## 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 Suration.

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2 Sep 2017

**Table 1**  
Q1. By Normal Weighting  
**Q1. If there were to be another general election, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?**  
Base : All Respondents

|                      | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        | 2016 EU Referendum Vote |        |        |              |        |        |
|----------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|-------------------------|--------|--------|--------------|--------|--------|
|                      | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI                      | Leave  | Remain | Did not vote |        |        |
| Unweighted Total     | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54                      | 17     | 428    | 401          | 181    |        |
| Weighted Total       | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61                      | 10     | 430    | 399          | 181    |        |
| 0 - would not vote   | 52     | 22     | 30     | 20     | 16     | 16        | -      | 1      | -      | -      | 51           | -                | -      | -      | -      | -      | -         | -      | 3        | 13     | 13     | 14      | 43       | 2      | 6                       | 1      | 9      | 6            | 33     |        |
|                      | 5.0%   | 4.3%   | 5.6%   | 6.7%   | 4.4%   | 4.2%      | -      | 0.3%   | -      | -      | 30.1%        | -                | -      | -      | -      | -      | -         | -      | 1.9%     | 8.0%   | 5.3%   | 4.3%    | 4.9%     | 2.5%   | 9.2%                    | 10.6%  | 2.1%   | 1.5%         | 18.2%  |        |
| 1                    | 10     | 4      | 6      | 6      | 4      | -         | -      | 3      | -      | -      | 7            | -                | 3      | 2      | -      | 1      | 3         | -      | 2        | 3      | 1      | 6       | *        | 3      | -                       | 1      | 1      | 7            |        |        |
|                      | 1.0%   | 0.8%   | 1.1%   | 1.9%   | 1.2%   | -         | -      | 0.8%   | -      | -      | 4.3%         | -                | 0.8%   | 3.1%   | -      | 1.8%   | 2.3%      | -      | 1.3%     | 1.2%   | 0.4%   | 0.7%    | 0.4%     | 5.3%   | -                       | 0.3%   | 0.3%   | 4.0%         |        |        |
| 2                    | 7      | 1      | 6      | 4      | 3      | -         | -      | 2      | -      | -      | 5            | -                | 3      | 1      | 1      | *      | 1         | 2      | -        | 1      | 2      | 5       | 2        | -      | -                       | 3      | 1      | 3            |        |        |
|                      | 0.6%   | 0.2%   | 1.1%   | 1.2%   | 0.9%   | -         | -      | 0.6%   | -      | -      | 2.8%         | -                | 0.9%   | 1.0%   | 2.3%   | 0.7%   | 1.1%      | 1.2%   | -        | 0.5%   | 0.7%   | 0.6%    | 1.7%     | -      | -                       | 0.6%   | 0.2%   | 1.8%         |        |        |
| 3                    | 15     | 7      | 9      | 10     | 4      | 1         | 1      | 3      | -      | 1      | 1            | 8                | 3      | 5      | 1      | 1      | -         | 5      | 3        | 2      | 4      | 5       | 14       | 1      | 1                       | -      | 3      | 2            | 8      |        |
|                      | 1.5%   | 1.3%   | 1.6%   | 3.3%   | 1.2%   | 0.4%      | 0.2%   | 0.9%   | -      | 3.5%   | 1.3%         | 4.6%             | 0.8%   | 1.4%   | 1.1%   | 3.4%   | -         | 3.3%   | 2.4%     | 1.3%   | 1.4%   | 1.4%    | 1.6%     | 0.7%   | 1.7%                    | -      | 0.7%   | 0.5%         | 4.4%   |        |
| 4                    | 15     | 8      | 7      | 11     | 2      | 2         | 3      | 4      | *      | -      | 6            | 1                | 6      | 7      | -      | 1      | *         | 1      | 1        | 4      | 1      | 8       | 14       | -      | 1                       | -      | 4      | 6            | 4      |        |
|                      | 1.4%   | 1.6%   | 1.2%   | 3.7%   | 0.5%   | 0.5%      | 0.9%   | 1.1%   | 0.6%   | -      | 3.5%         | 0.2%             | 1.7%   | 10.3%  | -      | 1.2%   | 0.3%      | 0.8%   | 2.5%     | 0.6%   | 2.3%   | 1.6%    | -        | 1.1%   | -                       | 1.0%   | 1.4%   | 2.0%         |        |        |
| 5                    | 42     | 12     | 30     | 18     | 15     | 9         | 5      | 6      | 1      | -      | 1            | 23               | 5      | 11     | 1      | 1      | 6         | 15     | 6        | 5      | 14     | 11      | 37       | 4      | 1                       | *      | 10     | 3            | 18     |        |
|                      | 4.0%   | 2.3%   | 5.7%   | 5.9%   | 4.2%   | 2.4%      | 1.4%   | 1.7%   | 1.1%   | -      | 2.0%         | 13.4%            | 1.4%   | 2.9%   | 1.8%   | 2.2%   | 9.5%      | 11.3%  | 4.4%     | 3.1%   | 5.8%   | 3.4%    | 4.2%     | 4.5%   | 1.1%                    | 4.9%   | 2.3%   | 0.8%         | 10.0%  |        |
| 6                    | 20     | 6      | 13     | 9      | 8      | 3         | 4      | 5      | 1      | -      | 2            | 6                | 3      | 5      | 1      | -      | 2         | 8      | 5        | 1      | 9      | 4       | 19       | 1      | -                       | -      | 12     | 2            | 5      |        |
|                      | 1.9%   | 1.3%   | 2.5%   | 2.9%   | 2.2%   | 0.8%      | 1.2%   | 1.5%   | 1.7%   | -      | 3.8%         | 3.9%             | 0.9%   | 1.4%   | 1.9%   | -      | 3.1%      | 6.0%   | 3.7%     | 0.4%   | 3.6%   | 1.3%    | 2.2%     | 0.7%   | -                       | -      | 2.7%   | 0.5%         | 2.9%   |        |
| 7                    | 41     | 18     | 23     | 23     | 14     | 3         | 10     | 10     | 5      | -      | 1            | 10               | 9      | 21     | 4      | -      | -         | 7      | 10       | 6      | 8      | 12      | 35       | 2      | 3                       | *      | 12     | 13           | 12     |        |
|                      | 3.9%   | 3.5%   | 4.3%   | 7.8%   | 4.0%   | 0.8%      | 2.9%   | 2.8%   | 7.9%   | -      | 2.6%         | 6.2%             | 2.8%   | 5.6%   | 5.8%   | -      | 5.4%      | 7.3%   | 3.7%     | 3.1%   | 3.6%   | 4.0%    | 2.2%     | 4.7%   | 3.6%                    | 2.8%   | 3.2%   | 6.4%         |        |        |
| 8                    | 79     | 39     | 40     | 31     | 29     | 19        | 30     | 20     | 4      | 2      | 2            | 12               | 16     | 21     | 5      | 1      | 4         | 31     | 5        | 17     | 21     | 26      | 69       | 4      | 6                       | 1      | 31     | 27           | 16     |        |
|                      | 7.6%   | 7.6%   | 7.5%   | 10.3%  | 8.1%   | 4.9%      | 8.4%   | 6.0%   | 7.0%   | 6.6%   | 4.3%         | 7.2%             | 5.2%   | 5.8%   | 8.0%   | 2.8%   | 5.9%      | 22.9%  | 3.6%     | 10.2%  | 8.4%   | 8.1%    | 7.9%     | 3.6%   | 9.3%                    | 6.3%   | 7.2%   | 6.9%         | 9.0%   |        |
| 9                    | 68     | 31     | 37     | 17     | 30     | 21        | 27     | 20     | 7      | 3      | 4            | 8                | 20     | 23     | 5      | 4      | 4         | 12     | 10       | 7      | 21     | 22      | 60       | 3      | 4                       | 1      | 29     | 27           | 10     |        |
|                      | 6.5%   | 6.1%   | 7.0%   | 5.7%   | 8.5%   | 5.3%      | 7.6%   | 5.8%   | 10.8%  | 8.1%   | 7.4%         | 4.6%             | 6.5%   | 6.2%   | 7.6%   | 11.4%  | 6.4%      | 8.7%   | 7.6%     | 3.9%   | 8.4%   | 6.6%    | 6.8%     | 3.3%   | 6.7%                    | 15.3%  | 6.8%   | 6.9%         | 5.8%   |        |
| 10 - certain to vote | 697    | 362    | 335    | 151    | 232    | 314       | 278    | 266    | 44     | 27     | 42           | 33               | 259    | 272    | 39     | 27     | 46        | 53     | 92       | 110    | 152    | 222     | 576      | 78     | 37                      | 6      | 316    | 310          | 64     |        |
|                      | 66.8%  | 71.0%  | 62.5%  | 50.5%  | 64.8%  | 80.8%     | 77.4%  | 78.4%  | 70.8%  | 81.8%  | 78.6%        | 19.4%            | 82.1%  | 73.3%  | 59.6%  | 77.9%  | 71.3%     | 38.7%  | 67.1%    | 65.7%  | 61.7%  | 67.9%   | 65.6%    | 80.2%  | 60.9%                   | 59.2%  | 73.5%  | 77.8%        | 35.5%  |        |
| SIGMA                | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61                      | 10     | 430    | 399          | 181    |        |
|                      | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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.

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**Table 2**  
**Q2. Voting Intention Table - By Normal Weighting**  
**Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base : Respondents Likely to vote**

|                               | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|-------------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                               | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total              | 992    | 429    | 563    | 275    | 340    | 377       | 313    | 377    | 65     | 31     | 61           | 117              | 275    | 405    | 65     | 30     | 73        | 138    | 103      | 157    | 245    | 332     | 837      | 91     | 49     | 15                      | 420    | 397          | 142    |        |
| Weighted Total                | 994    | 488    | 506    | 279    | 342    | 372       | 360    | 338    | 63     | 33     | 53           | 117              | 315    | 371    | 65     | 35     | 65        | 136    | 134      | 154    | 234    | 313     | 835      | 95     | 55     | 9                       | 421    | 393          | 148    |        |
| Conservative                  | 315    | 193    | 123    | 48     | 98     | 169       | 281    | 11     | 4      | 3      | -            | 14               | 315    | -      | -      | -      | -         | -      | 51       | 58     | 53     | 106     | 269      | 30     | 17     | -                       | 184    | 101          | 26     |        |
|                               | 31.7%  | 39.5%  | 24.2%  | 17.3%  | 28.5%  | 45.5%     | 78.2%  | 3.1%   | 5.6%   | 9.4%   | -            | 11.8%            | 100.0% | -      | -      | -      | -         | -      | 38.3%    | 38.0%  | 22.6%  | 33.9%   | 32.2%    | 31.3%  | 30.3%  | -                       | 43.6%  | 25.8%        | 17.4%  |        |
| Labour                        | 371    | 148    | 223    | 148    | 136    | 87        | 15     | 295    | 5      | 2      | 1            | 47               | -      | 371    | -      | -      | -         | -      | 54       | 60     | 112    | 109     | 336      | 19     | 16     | -                       | 106    | 183          | 71     |        |
|                               | 37.3%  | 30.3%  | 44.1%  | 52.9%  | 39.7%  | 23.4%     | 4.2%   | 87.1%  | 8.0%   | 6.3%   | 1.9%         | 39.9%            | -      | 100.0% | -      | -      | -         | -      | 40.5%    | 39.0%  | 48.0%  | 34.9%   | 40.2%    | 20.0%  | 29.0%  | -                       | 25.1%  | 46.5%        | 48.1%  |        |
| Liberal Democrat              | 65     | 33     | 32     | 25     | 16     | 24        | 3      | 3      | 43     | -      | 3            | 12               | -      | -      | 65     | -      | -         | -      | 6        | 11     | 7      | 27      | 51       | 9      | 6      | -                       | 10     | 38           | 14     |        |
|                               | 6.5%   | 6.8%   | 6.3%   | 9.1%   | 4.6%   | 6.4%      | 0.9%   | 0.8%   | 67.9%  | -      | 5.2%         | 10.0%            | -      | -      | 100.0% | -      | -         | -      | 4.1%     | 7.0%   | 3.1%   | 8.6%    | 6.0%     | 9.2%   | 10.3%  | -                       | 2.4%   | 9.8%         | 9.5%   |        |
| UKIP                          | 35     | 23     | 12     | 5      | 15     | 15        | 7      | 1      | -      | 25     | -            | 2                | -      | -      | -      | 35     | -         | -      | 4        | 3      | 14     | 14      | 35       | -      | -      | -                       | 33     | 1            | 1      |        |
|                               | 3.5%   | 4.8%   | 2.3%   | 1.9%   | 4.4%   | 3.9%      | 2.0%   | 0.2%   | -      | 74.6%  | -            | 1.7%             | -      | -      | -      | 100.0% | -         | -      | 2.7%     | 2.0%   | 6.1%   | 4.4%    | 4.2%     | -      | -      | -                       | 7.8%   | 0.2%         | 0.8%   |        |
| Scottish National Party (SNP) | 28     | 15     | 13     | 3      | 9      | 16        | -      | -      | -      | *      | 23           | 4                | -      | -      | -      | -      | 28        | -      | -        | -      | -      | -       | -        | 28     | -      | -                       | 11     | 14           | 2      |        |
|                               | 2.8%   | 3.2%   | 2.5%   | 1.1%   | 2.7%   | 4.2%      | -      | -      | -      | 1.3%   | 43.8%        | 3.4%             | -      | -      | -      | 43.3%  | -         | -      | -        | -      | -      | -       | -        | 29.7%  | -      | -                       | 2.7%   | 3.5%         | 1.6%   |        |
| Plaid Cymru                   | 6      | 1      | 5      | 3      | -      | 3         | -      | -      | -      | -      | 4            | 2                | -      | -      | -      | -      | 6         | -      | -        | -      | -      | -       | -        | 6      | -      | -                       | 2      | 3            | 1      |        |
|                               | 0.6%   | 0.3%   | 0.9%   | 1.0%   | -      | 0.9%      | -      | -      | -      | -      | 6.7%         | 2.1%             | -      | -      | -      | 9.2%   | -         | -      | -        | -      | -      | -       | -        | 10.9%  | -      | -                       | 0.5%   | 0.6%         | 0.8%   |        |
| Another Party                 | 31     | 18     | 13     | 9      | 12     | 10        | 1      | 5      | -      | *      | 18           | 4                | -      | -      | -      | 31     | -         | -      | 2        | 2      | 10     | 10      | 24       | -      | -      | 7                       | 13     | 12           | 5      |        |
|                               | 3.1%   | 3.8%   | 2.5%   | 3.2%   | 3.4%   | 2.7%      | 0.4%   | 1.6%   | -      | 1.4%   | 33.1%        | 3.6%             | -      | -      | -      | 47.5%  | -         | -      | 1.7%     | 1.1%   | 4.3%   | 3.1%    | 2.8%     | -      | -      | 83.5%                   | 3.0%   | 3.0%         | 3.3%   |        |
| Undecided                     | 136    | 55     | 82     | 34     | 57     | 46        | 52     | 24     | 12     | 2      | 5            | 32               | -      | -      | -      | -      | 136       | -      | 17       | 17     | 36     | 45      | 115      | 9      | 11     | 1                       | 60     | 41           | 27     |        |
|                               | 13.7%  | 11.2%  | 16.2%  | 12.2%  | 16.6%  | 12.3%     | 14.3%  | 7.1%   | 18.4%  | 7.0%   | 9.3%         | 26.9%            | -      | -      | -      | -      | 100.0%    | -      | 12.7%    | 11.0%  | 15.2%  | 14.5%   | 13.7%    | 9.9%   | 19.5%  | 16.5%                   | 14.3%  | 10.3%        | 18.0%  |        |
| Refused                       | 6      | 3      | 5      | 3      | 1      | 2         | -      | -      | -      | -      | -            | 1                | -      | -      | -      | -      | -         | -      | -        | 3      | 2      | 2       | 6        | -      | -      | -                       | 2      | *            | 1      |        |
|                               | 0.6%   | 0.3%   | 1.0%   | 1.3%   | 0.2%   | 0.6%      | -      | -      | -      | -      | -            | 0.6%             | -      | -      | -      | -      | -         | -      | -        | 1.8%   | 0.7%   | 0.6%    | 0.8%     | -      | -      | -                       | 0.5%   | 0.1%         | 0.5%   |        |
| SIGMA                         | 994    | 488    | 506    | 279    | 342    | 372       | 360    | 338    | 63     | 33     | 53           | 117              | 315    | 371    | 65     | 35     | 65        | 136    | 134      | 154    | 234    | 313     | 835      | 95     | 55     | 9                       | 421    | 393          | 148    |        |
|                               | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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Table 3

Q2. Voting Intention Table - By Normal Weighting and LTV

Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base : Respondents Likely to vote

|                               | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|-------------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                               | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total              | 992    | 429    | 563    | 275    | 340    | 377       | 313    | 377    | 65     | 31     | 61           | 117              | 275    | 405    | 65     | 30     | 73        | 138    | 103      | 157    | 245    | 332     | 837      | 91     | 49     | 15                      | 420    | 397          | 142    |        |
| Weighted Total                | 896    | 449    | 447    | 230    | 308    | 358       | 341    | 316    | 59     | 32     | 50           | 78               | 302    | 338    | 54     | 32     | 58        | 108    | 120      | 139    | 208    | 284     | 751      | 89     | 49     | 8                       | 391    | 372          | 112    |        |
| Conservative                  | 302    | 185    | 117    | 43     | 93     | 166       | 272    | 9      | 3      | 3      | -            | 12               | 302    | -      | -      | -      | -         | -      | 48       | 56     | 49     | 103     | 256      | 30     | 16     | -                       | 179    | 97           | 21     |        |
|                               | 33.7%  | 41.2%  | 26.1%  | 18.6%  | 30.0%  | 46.5%     | 79.7%  | 2.9%   | 5.4%   | 9.9%   | -            | 15.3%            | 100.0% | -      | -      | -      | -         | -      | 40.3%    | 40.4%  | 23.5%  | 36.2%   | 34.1%    | 33.5%  | 32.8%  | -                       | 45.9%  | 26.0%        | 19.1%  |        |
| Labour                        | 338    | 136    | 202    | 128    | 126    | 84        | 14     | 279    | 5      | 2      | 1            | 34               | -      | 338    | -      | -      | -         | -      | 48       | 55     | 104    | 100     | 307      | 17     | 14     | -                       | 95     | 176          | 59     |        |
|                               | 37.7%  | 30.2%  | 45.2%  | 55.6%  | 40.9%  | 23.4%     | 4.1%   | 88.3%  | 7.8%   | 6.7%   | 1.4%         | 43.4%            | -      | 100.0% | -      | -      | -         | -      | 40.4%    | 39.5%  | 49.9%  | 35.1%   | 40.9%    | 19.3%  | 28.6%  | -                       | 24.4%  | 47.3%        | 52.9%  |        |
| Liberal Democrat              | 54     | 29     | 26     | 18     | 13     | 23        | 2      | 2      | 41     | -      | 2            | 7                | -      | -      | 54     | -      | -         | -      | 5        | 8      | 6      | 24      | 42       | 8      | 4      | -                       | 8      | 37           | 9      |        |
|                               | 6.1%   | 6.4%   | 5.8%   | 7.8%   | 4.3%   | 6.5%      | 0.4%   | 0.7%   | 69.1%  | -      | 4.4%         | 8.9%             | -      | -      | 100.0% | -      | -         | -      | 4.1%     | 5.7%   | 2.8%   | 8.3%    | 5.6%     | 9.3%   | 8.0%   | -                       | 2.0%   | 9.9%         | 7.6%   |        |
| UKIP                          | 32     | 21     | 11     | 4      | 14     | 14        | 7      | *      | -      | 24     | -            | 2                | -      | -      | -      | 32     | -         | -      | 4        | 3      | 13     | 13      | 32       | -      | -      | -                       | 31     | *            | 1      |        |
|                               | 3.6%   | 4.8%   | 2.5%   | 1.6%   | 4.7%   | 4.0%      | 2.1%   | *      | -      | 74.2%  | -            | 2.0%             | -      | -      | -      | 100.0% | -         | -      | 3.0%     | 2.1%   | 6.3%   | 4.5%    | 4.3%     | -      | -      | -                       | 7.9%   | *            | 1.1%   |        |
| Scottish National Party (SNP) | 27     | 14     | 12     | 3      | 9      | 15        | -      | -      | -      | *      | 23           | 3                | -      | -      | -      | -      | 27        | -      | -        | -      | -      | -       | -        | 27     | -      | -                       | 11     | 13           | 2      |        |
|                               | 3.0%   | 3.2%   | 2.8%   | 1.2%   | 2.9%   | 4.3%      | -      | -      | -      | 1.3%   | 45.7%        | 3.9%             | -      | -      | -      | -      | 46.1%     | -      | -        | -      | -      | -       | -        | 30.2%  | -      | -                       | 2.9%   | 3.5%         | 1.6%   |        |
| Plaid Cymru                   | 5      | 1      | 3      | 1      | -      | 3         | -      | -      | -      | -      | 4            | 1                | -      | -      | -      | -      | 5         | -      | -        | -      | -      | -       | -        | 5      | -      | -                       | 2      | 2            | *      |        |
|                               | 0.5%   | 0.3%   | 0.8%   | 0.6%   | -      | 0.9%      | -      | -      | -      | -      | 7.1%         | 1.4%             | -      | -      | -      | -      | 8.1%      | -      | -        | -      | -      | -       | -        | 9.6%   | -      | -                       | 0.6%   | 0.6%         | 0.1%   |        |
| Another Party                 | 27     | 17     | 10     | 7      | 10     | 9         | 1      | 5      | -      | *      | 16           | 2                | -      | -      | -      | -      | 27        | -      | 2        | 1      | 8      | 8       | 20       | -      | -      | 7                       | 11     | 11           | 4      |        |
|                               | 3.0%   | 3.7%   | 2.2%   | 3.1%   | 3.3%   | 2.6%      | 0.4%   | 1.6%   | -      | 1.5%   | 32.4%        | 2.8%             | -      | -      | -      | -      | 45.9%     | -      | 1.9%     | 1.0%   | 3.8%   | 2.8%    | 2.6%     | -      | -      | 88.0%                   | 2.8%   | 2.9%         | 3.6%   |        |
| Undecided                     | 108    | 45     | 63     | 25     | 42     | 41        | 45     | 21     | 10     | 2      | 4            | 17               | -      | -      | -      | -      | -         | 108    | 12       | 14     | 27     | 37      | 90       | 7      | 10     | 1                       | 51     | 36           | 16     |        |
|                               | 12.1%  | 10.1%  | 14.1%  | 11.0%  | 13.7%  | 11.4%     | 13.3%  | 6.6%   | 17.7%  | 6.5%   | 8.9%         | 22.1%            | -      | -      | -      | -      | -         | 100.0% | 10.3%    | 10.1%  | 13.2%  | 12.9%   | 12.0%    | 7.8%   | 21.0%  | 12.0%                   | 13.1%  | 9.6%         | 14.0%  |        |
| Refused                       | 3      | 1      | 3      | 1      | 1      | 1         | -      | -      | -      | -      | -            | *                | -      | -      | -      | -      | -         | -      | -        | 1      | 1      | 1       | 3        | -      | -      | -                       | 1      | *            | *      |        |
|                               | 0.4%   | 0.2%   | 0.6%   | 0.5%   | 0.2%   | 0.4%      | -      | -      | -      | -      | -            | 0.1%             | -      | -      | -      | -      | -         | -      | -        | 1.0%   | 0.4%   | 0.3%    | 0.4%     | -      | -      | -                       | 0.4%   | 0.1%         | 0.1%   |        |
| SIGMA                         | 896    | 449    | 447    | 230    | 308    | 358       | 341    | 316    | 59     | 32     | 50           | 78               | 302    | 338    | 54     | 32     | 58        | 108    | 120      | 139    | 208    | 284     | 751      | 89     | 49     | 8                       | 391    | 372          | 112    |        |
|                               | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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Table 4

Q2. Voting Intention Table - By Normal Weighting and LTV with undecided and refused removed

Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?

Base : Respondents Likely to vote with undecided and refused removed

|                               | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|-------------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                               | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total              | 848    | 378    | 470    | 239    | 282    | 327       | 270    | 347    | 52     | 29     | 53           | 85               | 275    | 405    | 65     | 30     | 73        | -      | 90       | 138    | 210    | 277     | 715      | 82     | 39     | 12                      | 354    | 358          | 115    |        |
| Weighted Total                | 784    | 403    | 382    | 204    | 265    | 315       | 296    | 295    | 48     | 30     | 46           | 61               | 302    | 338    | 54     | 32     | 58        | -      | 108      | 124    | 180    | 247     | 657      | 82     | 38     | 7                       | 339    | 336          | 97     |        |
| Conservative                  | 302    | 185    | 117    | 43     | 93     | 166       | 272    | 9      | 3      | 3      | -            | 12               | 302    | -      | -      | -      | -         | -      | 48       | 56     | 49     | 103     | 256      | 30     | 16     | -                       | 179    | 97           | 21     |        |
|                               | 38.5%  | 45.9%  | 30.6%  | 21.0%  | 34.9%  | 52.8%     | 91.9%  | 3.1%   | 6.6%   | 10.6%  | -            | 19.7%            | 100.0% | -      | -      | -      | -         | -      | 45.0%    | 45.5%  | 27.2%  | 41.7%   | 39.0%    | 36.3%  | 41.5%  | -                       | 53.0%  | 28.8%        | 22.2%  |        |
| Labour                        | 338    | 136    | 202    | 128    | 126    | 84        | 14     | 279    | 5      | 2      | 1            | 34               | -      | 338    | -      | -      | -         | -      | 48       | 55     | 104    | 100     | 307      | 17     | 14     | -                       | 95     | 176          | 59     |        |
|                               | 43.1%  | 33.7%  | 52.9%  | 62.8%  | 47.5%  | 26.6%     | 4.7%   | 94.5%  | 9.5%   | 7.1%   | 1.6%         | 55.7%            | -      | 100.0% | -      | -      | -         | -      | 45.0%    | 44.5%  | 57.8%  | 40.4%   | 46.7%    | 20.9%  | 36.2%  | -                       | 28.2%  | 52.4%        | 61.5%  |        |
| Liberal Democrat              | 54     | 29     | 26     | 18     | 13     | 23        | 2      | 2      | 41     | -      | 2            | 7                | -      | -      | 54     | -      | -         | -      | 5        | 8      | 6      | 24      | 42       | 8      | 4      | -                       | 8      | 37           | 9      |        |
|                               | 6.9%   | 7.1%   | 6.8%   | 8.8%   | 5.0%   | 7.4%      | 0.5%   | 0.7%   | 84.0%  | -      | 4.9%         | 11.5%            | -      | -      | 100.0% | -      | -         | -      | 4.6%     | 6.5%   | 3.3%   | 9.5%    | 6.4%     | 10.1%  | 10.1%  | -                       | 2.3%   | 10.9%        | 8.9%   |        |
| UKIP                          | 32     | 21     | 11     | 4      | 14     | 14        | 7      | *      | -      | 24     | -            | 2                | -      | -      | -      | 32     | -         | -      | 4        | 3      | 13     | 13      | 32       | -      | -      | -                       | 31     | *            | 1      |        |
|                               | 4.1%   | 5.3%   | 2.9%   | 1.9%   | 5.4%   | 4.5%      | 2.4%   | 0.1%   | -      | 79.4%  | -            | 2.6%             | -      | -      | -      | 100.0% | -         | -      | 3.4%     | 2.4%   | 7.3%   | 5.1%    | 4.9%     | -      | -      | -                       | 9.2%   | *            | 1.2%   |        |
| Scottish National Party (SNP) | 27     | 14     | 12     | 3      | 9      | 15        | -      | -      | -      | *      | 23           | 3                | -      | -      | -      | -      | 27        | -      | -        | -      | -      | -       | -        | 27     | -      | -                       | 11     | 13           | 2      |        |
|                               | 3.4%   | 3.6%   | 3.2%   | 1.3%   | 3.3%   | 4.8%      | -      | -      | -      | 1.4%   | 50.2%        | 5.1%             | -      | -      | -      | -      | 46.1%     | -      | -        | -      | -      | -       | -        | 32.7%  | -      | -                       | 3.4%   | 3.9%         | 1.8%   |        |
| Plaid Cymru                   | 5      | 1      | 3      | 1      | -      | 3         | -      | -      | -      | -      | 4            | 1                | -      | -      | -      | -      | 5         | -      | -        | -      | -      | -       | -        | 5      | -      | -                       | 2      | 2            | *      |        |
|                               | 0.6%   | 0.3%   | 0.9%   | 0.7%   | -      | 1.0%      | -      | -      | -      | -      | 7.8%         | 1.8%             | -      | -      | -      | -      | 8.1%      | -      | -        | -      | -      | -       | -        | 12.2%  | -      | -                       | 0.7%   | 0.7%         | 0.1%   |        |
| Another Party                 | 27     | 17     | 10     | 7      | 10     | 9         | 1      | 5      | -      | *      | 16           | 2                | -      | -      | -      | -      | 27        | -      | 2        | 1      | 8      | 8       | 20       | -      | -      | 7                       | 11     | 11           | 4      |        |
|                               | 3.4%   | 4.1%   | 2.6%   | 3.5%   | 3.8%   | 3.0%      | 0.4%   | 1.7%   | -      | 1.6%   | 35.6%        | 3.6%             | -      | -      | -      | -      | 45.9%     | -      | 2.1%     | 1.2%   | 4.4%   | 3.2%    | 3.0%     | -      | -      | 100.0%                  | 3.3%   | 3.2%         | 4.2%   |        |
| SIGMA                         | 784    | 403    | 382    | 204    | 265    | 315       | 296    | 295    | 48     | 30     | 46           | 61               | 302    | 338    | 54     | 32     | 58        | -      | 108      | 124    | 180    | 247     | 657      | 82     | 38     | 7                       | 339    | 336          | 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% |

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**Table 5**

Q3. By Normal Weighting

**Q3. In the General Election on 8th June 2017, 69% of people voted, while 31% of people did not vote. Thinking back to this General Election, can you remember whether or not you voted in that specific election?**

Base : All Respondents

|   | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|---|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|   | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total                            | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total                              | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| I voted in the 2017 General Election        | 866    | 449    | 417    | 209    | 302    | 354       | 360    | 339    | 63     | 33     | 53           | -                | 301    | 320    | 51     | 33     | 54        | 102    | 116      | 141    | 206    | 269     | 733      | 80     | 44     | 9                       | 389    | 377          | 81     |        |
|   | 82.8%  | 88.1%  | 77.7%  | 69.9%  | 84.4%  | 91.2%     | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | -                | 95.4%  | 86.2%  | 78.8%  | 94.4%  | 82.9%     | 74.8%  | 85.0%    | 84.6%  | 83.2%  | 82.4%   | 83.4%    | 82.5%  | 72.6%  | 89.4%                   | 90.5%  | 94.5%        | 44.6%  |        |
| I did not vote in the 2017 General Election | 168    | 58     | 110    | 80     | 54     | 34        | -      | -      | -      | -      | -            | 168              | 14     | 47     | 12     | 2      | 11        | 32     | 18       | 24     | 42     | 54      | 138      | 15     | 14     | 1                       | 41     | 21           | 98     |        |
|   | 16.1%  | 11.4%  | 20.5%  | 26.8%  | 15.0%  | 8.8%      | -      | -      | -      | -      | -            | 100.0%           | 4.4%   | 12.6%  | 18.1%  | 5.6%   | 16.5%     | 23.1%  | 13.4%    | 14.3%  | 16.8%  | 16.6%   | 15.7%    | 15.0%  | 23.7%  | 10.6%                   | 9.5%   | 5.3%         | 54.0%  |        |
| Can't remember                              | 12     | 2      | 10     | 10     | 2      | -         | -      | -      | -      | -      | -            | -                | 1      | 4      | 2      | -      | *         | 3      | 2        | 2      | -      | 3       | 7        | 2      | 2      | -                       | -      | *            | 2      |        |
|   | 1.2%   | 0.5%   | 1.8%   | 3.3%   | 0.6%   | -         | -      | -      | -      | -      | -            | -                | 0.2%   | 1.2%   | 3.1%   | -      | 0.7%      | 2.1%   | 1.6%     | 1.2%   | -      | 1.0%    | 0.8%     | 2.5%   | 3.7%   | -                       | -      | 0.1%         | 1.3%   |        |
| SIGMA                                       | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 6**

Q4. By Normal Weighting

**Q4. Thinking back to the General Election in June 2017, can you recall which party you voted for in that election?****Base : All Respondents those voted in the 2017 General Election and currently live in England, Scotland & Wales**

|                               | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |
|-------------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|
|                               | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |
| Unweighted Total              | 866    | 398    | 468    | 206    | 301    | 359       | 313    | 378    | 65     | 31     | 61           | -                | 263    | 352    | 53     | 28     | 60        | 105    | 88       | 143    | 218    | 287     | 736      | 75     | 40     | 15                      | 389    | 380          | 76     |
| Weighted Total                | 866    | 449    | 417    | 209    | 302    | 354       | 360    | 339    | 63     | 33     | 53           | -                | 301    | 320    | 51     | 33     | 54        | 102    | 116      | 141    | 206    | 269     | 733      | 80     | 44     | 9                       | 389    | 377          | 81     |
| Conservative                  | 360    | 205    | 154    | 49     | 122    | 189       | 360    | -      | -      | -      | -            | -                | 281    | 15     | 3      | 7      | 1         | 52     | 53       | 67     | 73     | 117     | 310      | 26     | 23     | -                       | 217    | 117          | 21     |
|                               | 41.6%  | 45.8%  | 37.0%  | 23.3%  | 40.5%  | 53.2%     | 100.0% | -      | -      | -      | -            | -                | 93.6%  | 4.7%   | 6.1%   | 21.8%  | 2.4%      | 50.6%  | 45.4%    | 47.8%  | 35.3%  | 43.4%   | 42.3%    | 32.8%  | 53.0%  | -                       | 55.7%  | 31.0%        | 26.6%  |
| Labour                        | 339    | 154    | 185    | 120    | 132    | 87        | -      | 339    | -      | -      | -            | -                | 11     | 295    | 3      | 1      | 5         | 24     | 51       | 54     | 106    | 100     | 311      | 16     | 12     | -                       | 102    | 187          | 43     |
|                               | 39.2%  | 34.3%  | 44.4%  | 57.5%  | 43.7%  | 24.5%     | -      | 100.0% | -      | -      | -            | -                | 3.5%   | 92.2%  | 5.3%   | 2.4%   | 10.2%     | 23.6%  | 44.1%    | 38.5%  | 51.3%  | 37.1%   | 42.5%    | 19.4%  | 27.7%  | -                       | 26.3%  | 49.7%        | 52.8%  |
| Liberal Democrat              | 63     | 34     | 29     | 14     | 17     | 31        | -      | -      | 63     | -      | -            | -                | 4      | 5      | 43     | -      | -         | 12     | 6        | 7      | 7      | 29      | 49       | 11     | 4      | -                       | 10     | 46           | 5      |
|                               | 7.3%   | 7.6%   | 6.9%   | 6.8%   | 5.7%   | 8.8%      | -      | -      | 100.0% | -      | -            | -                | 1.2%   | 1.6%   | 83.3%  | -      | -         | 11.3%  | 4.7%     | 4.9%   | 3.4%   | 10.8%   | 6.6%     | 13.2%  | 8.3%   | -                       | 2.5%   | 12.2%        | 6.7%   |
| UKIP                          | 33     | 20     | 14     | 9      | 10     | 14        | -      | -      | -      | 33     | -            | -                | 3      | 2      | -      | 25     | 1         | 2      | 4        | 3      | 12     | 13      | 31       | 2      | -      | -                       | 31     | -            | 2      |
|                               | 3.9%   | 4.4%   | 3.3%   | 4.5%   | 3.3%   | 4.0%      | -      | -      | -      | 100.0% | -            | -                | 1.0%   | 0.7%   | -      | 75.8%  | 1.6%      | 2.3%   | 3.1%     | 2.1%   | 5.8%   | 4.7%    | 4.2%     | 2.9%   | -      | -                       | 8.0%   | -            | 2.6%   |
| Green                         | 13     | 7      | 6      | 3      | 3      | 6         | -      | -      | -      | -      | 13           | -                | -      | -      | *      | -      | 10        | 2      | 2        | 2      | 3      | 6       | 13       | -      | -      | -                       | 6      | 4            | 2      |
|                               | 1.5%   | 1.5%   | 1.4%   | 1.5%   | 1.1%   | 1.7%      | -      | -      | -      | -      | 23.6%        | -                | -      | -      | 1.0%   | -      | 18.2%     | 2.2%   | 2.0%     | 1.2%   | 1.3%   | 2.2%    | 1.7%     | -      | -      | -                       | 1.6%   | 0.9%         | 2.0%   |
| Scottish National Party (SNP) | 25     | 14     | 11     | 3      | 8      | 15        | -      | -      | -      | -      | 25           | -                | -      | 1      | 1      | -      | 23        | -      | -        | -      | -      | -       | -        | 25     | -      | -                       | 11     | 14           | -      |
|                               | 2.9%   | 3.2%   | 2.7%   | 1.2%   | 2.7%   | 4.2%      | -      | -      | -      | -      | 47.9%        | -                | -      | 0.3%   | 2.3%   | -      | 43.2%     | -      | -        | -      | -      | -       | -        | 31.7%  | -      | -                       | 2.9%   | 3.8%         | -      |
| Plaid Cymru                   | 5      | 3      | 2      | *      | -      | 4         | -      | -      | -      | -      | 5            | -                | -      | -      | -      | 4      | 1         | -      | -        | -      | -      | -       | -        | 5      | -      | -                       | 2      | 3            | -      |
|                               | 0.6%   | 0.6%   | 0.5%   | 0.2%   | -      | 1.3%      | -      | -      | -      | -      | 9.2%         | -                | -      | -      | -      | 6.6%   | 1.3%      | -      | -        | -      | -      | -       | -        | 11.0%  | -      | -                       | 0.6%   | 0.7%         | -      |
| (A Northern Irish Party)      | 1      | -      | 1      | 1      | -      | -         | -      | -      | -      | -      | 1            | -                | -      | -      | 1      | -      | -         | -      | -        | 1      | -      | 1       | -        | -      | -      | -                       | -      | -            | 1      |
|                               | 0.1%   | -      | 0.2%   | 0.3%   | -      | -         | -      | -      | -      | -      | 1.3%         | -                | -      | -      | 1.3%   | -      | -         | -      | -        | 0.5%   | -      | -       | 0.1%     | -      | -      | -                       | -      | -            | 0.9%   |
| Other                         | 10     | 5      | 5      | 1      | 5      | 4         | -      | -      | -      | -      | 10           | -                | -      | *      | -      | 8      | 1         | -      | -        | 1      | *      | 2       | -        | -      | 8      | 4                       | 4      | 2            |        |
|                               | 1.1%   | 1.1%   | 1.2%   | 0.4%   | 1.7%   | 1.0%      | -      | -      | -      | -      | 18.0%        | -                | -      | -      | 0.7%   | -      | 14.4%     | 1.4%   | -        | -      | 0.6%   | 0.1%    | 0.2%     | -      | -      | 92.9%                   | 1.0%   | 1.1%         | 1.9%   |
| Can't Remember                | 5      | 3      | 3      | 5      | -      | *         | -      | -      | -      | -      | -            | -                | *      | -      | -      | 2      | 2         | -      | -        | 2      | 1      | 2       | 5        | -      | 1      | 2                       | -      | 3            |        |
|                               | 0.6%   | 0.6%   | 0.6%   | 2.4%   | -      | 0.1%      | -      | -      | -      | -      | -            | -                | 0.1%   | -      | -      | -      | 3.4%      | 1.8%   | -        | 1.3%   | 0.7%   | 0.6%    | 0.7%     | -      | -      | 7.1%                    | 0.5%   | -            | 3.8%   |
| Refuse                        | 12     | 5      | 7      | 4      | 4      | 4         | -      | -      | -      | -      | -            | -                | 2      | 2      | -      | -      | -         | 6      | 1        | 5      | 3      | 3       | 12       | -      | -      | 4                       | 2      | 2            |        |
|                               | 1.4%   | 1.1%   | 1.7%   | 1.9%   | 1.4%   | 1.1%      | -      | -      | -      | -      | -            | -                | 0.6%   | 0.6%   | -      | -      | -         | 5.6%   | 0.6%     | 3.7%   | 1.6%   | 1.0%    | 1.6%     | -      | -      | 0.9%                    | 0.6%   | 2.8%         |        |
| SIGMA                         | 866    | 449    | 417    | 209    | 302    | 354       | 360    | 339    | 63     | 33     | 53           | -                | 301    | 320    | 51     | 33     | 54        | 102    | 116      | 141    | 206    | 269     | 733      | 80     | 44     | 9                       | 389    | 377          | 81     |
|                               | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | -                | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 7**  
Q5. By Normal Weighting  
**Q5. If there were to be another referendum on membership of the European Union, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?**  
Base : All Respondents

|                      | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        | 2016 EU Referendum Vote |        |        |              |        |        |
|----------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|-------------------------|--------|--------|--------------|--------|--------|
|                      | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI                      | Leave  | Remain | Did not vote |        |        |
| Unweighted Total     | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54                      | 17     | 428    | 401          | 181    |        |
| Weighted Total       | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61                      | 10     | 430    | 399          | 181    |        |
| 0 - would not vote   | 47     | 16     | 31     | 20     | 13     | 14        | 5      | 1      | 2      | -      | *            | 38               | 7      | 2      | -      | -      | -         | 4      | 7        | 14     | 11     | 13      | 45       | *      | 2                       | -      | 5      | 3            | 36     |        |
|                      | 4.5%   | 3.1%   | 5.7%   | 6.7%   | 3.6%   | 3.5%      | 1.4%   | 0.3%   | 2.7%   | -      | 0.8%         | 22.6%            | 2.1%   | 0.6%   | -      | -      | -         | 2.7%   | 4.8%     | 8.6%   | 4.4%   | 3.9%    | 5.1%     | 0.4%   | 2.9%                    | -      | 1.3%   | 0.7%         | 19.9%  |        |
| 1                    | 4      | 2      | 3      | 3      | 1      | -         | -      | -      | -      | -      | -            | 4                | -      | -      | -      | -      | -         | 1      | -        | -      | 1      | 2       | 3        | -      | 1                       | -      | -      | -            | 3      |        |
|                      | 0.4%   | 0.3%   | 0.5%   | 1.0%   | 0.4%   | -         | -      | -      | -      | -      | -            | 2.5%             | -      | -      | -      | -      | -         | 1.8%   | 1.0%     | -      | 0.6%   | 0.5%    | 0.4%     | -      | 2.0%                    | -      | -      | -            | 1.4%   |        |
| 2                    | 5      | 1      | 4      | 2      | 2      | 1         | 1      | -      | -      | -      | 1            | 3                | 1      | 1      | 1      | -      | 1         | -      | 1        | *      | 2      | -       | 3        | 1      | 1                       | -      | -      | 2            | 2      |        |
|                      | 0.5%   | 0.1%   | 0.8%   | 0.6%   | 0.6%   | 0.3%      | 0.2%   | -      | -      | -      | 1.3%         | 2.1%             | 0.2%   | 0.3%   | 1.0%   | -      | 1.1%      | -      | 0.5%     | 0.3%   | 0.7%   | -       | 0.3%     | 1.4%   | 1.0%                    | -      | -      | 0.5%         | 1.3%   |        |
| 3                    | 14     | 10     | 5      | 13     | *      | 1         | 3      | 2      | *      | -      | 1            | 8                | 1      | 5      | 6      | -      | 1         | *      | 1        | 3      | 4      | 5       | 13       | 1      | -                       | -      | 4      | 2            | 7      |        |
|                      | 1.3%   | 1.9%   | 0.9%   | 4.4%   | 0.1%   | 0.1%      | 0.7%   | 0.6%   | 0.6%   | -      | 1.3%         | 4.6%             | 0.5%   | 1.4%   | 9.0%   | -      | 1.9%      | 0.3%   | 0.5%     | 2.0%   | 1.6%   | 1.6%    | 1.5%     | 0.7%   | -                       | -      | 1.0%   | 0.6%         | 3.9%   |        |
| 4                    | 11     | 8      | 3      | 8      | 2      | 1         | 4      | 4      | -      | 1      | -            | 1                | 4      | 4      | 2      | 1      | -         | -      | 5        | 1      | 1      | 3       | 10       | 1      | -                       | -      | 4      | -            | 5      |        |
|                      | 1.0%   | 1.5%   | 0.5%   | 2.5%   | 0.4%   | 0.4%      | 1.0%   | 1.0%   | -      | 3.5%   | -            | 0.4%             | 1.2%   | 1.1%   | 2.3%   | 3.4%   | -         | -      | 3.7%     | 0.8%   | 0.3%   | 0.8%    | 1.1%     | 0.7%   | -                       | -      | 1.0%   | -            | 2.6%   |        |
| 5                    | 49     | 17     | 32     | 27     | 14     | 8         | 12     | 10     | -      | -      | -            | 18               | 7      | 18     | 2      | -      | 3         | 15     | 6        | 5      | 13     | 14      | 37       | 3      | 8                       | -      | 9      | 8            | 22     |        |
|                      | 4.6%   | 3.3%   | 5.9%   | 8.9%   | 3.8%   | 2.2%      | 3.3%   | 3.0%   | -      | -      | -            | 10.8%            | 2.3%   | 4.8%   | 3.1%   | -      | 4.1%      | 10.7%  | 4.3%     | 2.8%   | 5.4%   | 4.1%    | 4.3%     | 3.5%   | 12.7%                   | -      | 2.1%   | 2.0%         | 12.4%  |        |
| 6                    | 21     | 11     | 10     | 10     | 9      | 2         | 4      | 9      | 1      | -      | -            | 5                | 9      | 5      | -      | -      | -         | 4      | 7        | 1      | 5      | 8       | 21       | -      | -                       | -      | 6      | 6            | 6      |        |
|                      | 2.0%   | 2.1%   | 1.8%   | 3.4%   | 2.4%   | 0.5%      | 1.2%   | 2.6%   | 1.3%   | -      | -            | 2.7%             | 2.9%   | 1.4%   | -      | -      | -         | 2.9%   | 5.1%     | 0.5%   | 2.0%   | 2.4%    | 2.3%     | -      | -                       | -      | 1.4%   | 1.4%         | 3.0%   |        |
| 7                    | 36     | 10     | 27     | 15     | 17     | 4         | 11     | 9      | 2      | 1      | 3            | 9                | 2      | 19     | 4      | 1      | 2         | 7      | 4        | 6      | 10     | 13      | 33       | 1      | 2                       | *      | 15     | 13           | 7      |        |
|                      | 3.5%   | 1.9%   | 4.9%   | 5.0%   | 4.7%   | 1.1%      | 3.0%   | 2.7%   | 3.9%   | 3.4%   | 5.2%         | 5.6%             | 0.6%   | 5.1%   | 5.9%   | 3.2%   | 3.7%      | 5.1%   | 3.0%     | 3.9%   | 3.9%   | 3.9%    | 3.7%     | 1.2%   | 2.8%                    | 3.6%   | 3.5%   | 3.2%         | 3.7%   |        |
| 8                    | 56     | 24     | 32     | 17     | 25     | 14        | 12     | 23     | 4      | 2      | 1            | 12               | 9      | 23     | 4      | 2      | 2         | 16     | 9        | 12     | 17     | 14      | 52       | -      | 4                       | -      | 26     | 12           | 16     |        |
|                      | 5.3%   | 4.6%   | 6.0%   | 5.6%   | 6.9%   | 3.7%      | 3.2%   | 6.7%   | 7.0%   | 6.6%   | 1.0%         | 7.0%             | 2.7%   | 6.1%   | 5.4%   | 5.1%   | 2.7%      | 12.0%  | 6.3%     | 7.1%   | 6.8%   | 4.4%    | 5.9%     | -      | 6.8%                    | -      | 6.0%   | 2.9%         | 8.9%   |        |
| 9                    | 58     | 25     | 33     | 20     | 24     | 14        | 13     | 26     | 5      | 3      | 3            | 7                | 10     | 27     | 4      | 3      | 5         | 9      | 5        | 7      | 15     | 23      | 50       | 4      | 2                       | 2      | 20     | 27           | 8      |        |
|                      | 5.5%   | 4.9%   | 6.1%   | 6.5%   | 6.7%   | 3.7%      | 3.6%   | 7.6%   | 7.8%   | 8.1%   | 6.1%         | 4.0%             | 3.3%   | 7.2%   | 6.6%   | 7.8%   | 7.1%      | 6.3%   | 3.7%     | 4.2%   | 6.1%   | 6.9%    | 5.7%     | 3.7%   | 3.7%                    | 22.3%  | 4.8%   | 6.9%         | 4.5%   |        |
| 10 - certain to vote | 747    | 388    | 358    | 166    | 252    | 329       | 296    | 256    | 48     | 26     | 45           | 63               | 266    | 267    | 43     | 28     | 50        | 81     | 93       | 117    | 168    | 234     | 612      | 86     | 41                      | 7      | 340    | 327          | 69     |        |
|                      | 71.4%  | 76.2%  | 66.8%  | 55.4%  | 70.4%  | 84.6%     | 82.3%  | 75.5%  | 76.6%  | 78.4%  | 84.3%        | 37.6%            | 84.2%  | 72.0%  | 66.7%  | 80.5%  | 77.6%     | 59.0%  | 68.0%    | 69.9%  | 68.1%  | 71.5%   | 69.7%    | 88.4%  | 68.1%                   | 74.2%  | 79.0%  | 81.9%        | 38.4%  |        |
| SIGMA                | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61                      | 10     | 430    | 399          | 181    |        |
|                      | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 8**

Q6. By Normal Weighting

**Q6. Imagine there was a referendum tomorrow with the question 'Should the United Kingdom remain a member of the European Union or leave the European Union?' How would you vote?****Base : Those respondents who likely would be vote to another referendum on membership of the European Union**

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |
| Unweighted Total | 996    | 434    | 562    | 275    | 342    | 379       | 309    | 377    | 63     | 31     | 60           | 128              | 269    | 403    | 65     | 30     | 73        | 134    | 101      | 155    | 247    | 331     | 834      | 93     | 52     | 17                      | 422    | 399          | 141    |
| Weighted Total   | 999    | 494    | 506    | 279    | 345    | 375       | 355    | 338    | 61     | 33     | 53           | 130              | 309    | 369    | 65     | 35     | 65        | 133    | 130      | 153    | 236    | 314     | 834      | 97     | 59     | 10                      | 425    | 396          | 145    |
| Leave            | 465    | 246    | 219    | 92     | 159    | 215       | 234    | 102    | 9      | 32     | 25           | 53               | 212    | 114    | 8      | 28     | 30        | 59     | 60       | 81     | 95     | 158     | 393      | 43     | 25     | 4                       | 385    | 34           | 35     |
|                  | 46.6%  | 49.8%  | 43.4%  | 32.9%  | 46.0%  | 57.3%     | 65.9%  | 30.0%  | 14.8%  | 94.4%  | 48.0%        | 40.8%            | 68.7%  | 30.9%  | 11.8%  | 80.2%  | 46.8%     | 44.7%  | 45.7%    | 52.8%  | 40.0%  | 50.3%   | 47.1%    | 43.9%  | 43.0%  | 46.5%                   | 90.6%  | 8.6%         | 23.8%  |
| Remain           | 470    | 226    | 244    | 167    | 160    | 143       | 105    | 222    | 45     | 1      | 25           | 60               | 86     | 237    | 52     | 7      | 33        | 48     | 64       | 61     | 116    | 137     | 379      | 54     | 33     | 4                       | 27     | 346          | 91     |
|                  | 47.1%  | 45.8%  | 48.3%  | 59.7%  | 46.5%  | 38.2%     | 29.7%  | 65.7%  | 73.1%  | 2.0%   | 48.1%        | 45.8%            | 27.9%  | 64.3%  | 79.8%  | 19.8%  | 50.5%     | 35.8%  | 49.4%    | 40.3%  | 49.3%  | 43.5%   | 45.5%    | 55.7%  | 56.1%  | 43.1%                   | 6.4%   | 87.4%        | 62.4%  |
| Undecided        | 61     | 19     | 42     | 20     | 25     | 17        | 15     | 14     | 7      | 1      | 2            | 17               | 10     | 17     | 5      | -      | 1         | 25     | 6        | 11     | 25     | 18      | 60       | *      | 1      | 1                       | 13     | 15           | 20     |
|                  | 6.1%   | 3.9%   | 8.3%   | 7.1%   | 7.1%   | 4.5%      | 4.3%   | 4.2%   | 12.0%  | 3.7%   | 3.9%         | 12.8%            | 3.2%   | 4.7%   | 8.4%   | -      | 1.5%      | 19.0%  | 4.4%     | 6.9%   | 10.7%  | 5.7%    | 7.1%     | 0.4%   | 0.9%   | 10.4%                   | 3.0%   | 3.8%         | 13.7%  |
| Refused          | 2      | 2      | -      | 1      | 1      | -         | 1      | -      | -      | -      | -            | 1                | 1      | -      | -      | -      | 1         | 1      | 1        | -      | -      | 1       | 2        | -      | -      | -                       | -      | 1            | -      |
|                  | 0.2%   | 0.4%   | -      | 0.3%   | 0.4%   | -         | 0.2%   | -      | -      | -      | -            | 0.6%             | 0.2%   | -      | -      | -      | 1.2%      | 0.5%   | 0.5%     | -      | -      | 0.5%    | 0.3%     | -      | -      | -                       | -      | 0.2%         | -      |
| SIGMA            | 999    | 494    | 506    | 279    | 345    | 375       | 355    | 338    | 61     | 33     | 53           | 130              | 309    | 369    | 65     | 35     | 65        | 133    | 130      | 153    | 236    | 314     | 834      | 97     | 59     | 10                      | 425    | 396          | 145    |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 9**

Q6. By Normal Weighting and LTV

**Q6. Imagine there was a referendum tomorrow with the question 'Should the United Kingdom remain a member of the European Union or leave the European Union?' How would you vote?****Base : Those respondents who likely would be vote to another referendum on membership of the European Union**

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 996    | 434    | 562    | 275    | 342    | 379       | 309    | 377    | 63     | 31     | 60           | 128              | 269    | 403    | 65     | 30     | 73        | 134    | 101      | 155    | 247    | 331     | 834      | 93     | 52     | 17                      | 422    | 399          | 141    |        |
| Weighted Total   | 915    | 457    | 458    | 234    | 318    | 362       | 335    | 316    | 58     | 32     | 50           | 101              | 294    | 338    | 56     | 33     | 60        | 116    | 117      | 141    | 214    | 289     | 761      | 93     | 52     | 9                       | 401    | 378          | 114    |        |
| Leave            | 434    | 230    | 204    | 78     | 148    | 209       | 227    | 92     | 8      | 30     | 25           | 44               | 205    | 103    | 6      | 26     | 29        | 55     | 53       | 75     | 90     | 147     | 366      | 42     | 22     | 4                       | 366    | 32           | 29     |        |
|                  | 47.5%  | 50.3%  | 44.6%  | 33.1%  | 46.4%  | 57.6%     | 67.8%  | 29.1%  | 14.5%  | 94.8%  | 49.0%        | 43.6%            | 69.7%  | 30.4%  | 10.5%  | 79.6%  | 48.1%     | 47.1%  | 45.7%    | 53.1%  | 42.0%  | 51.1%   | 48.1%    | 45.2%  | 42.6%  | 47.1%                   | 91.4%  | 8.5%         | 25.4%  |        |
| Remain           | 435    | 210    | 225    | 143    | 152    | 140       | 95     | 214    | 43     | 1      | 24           | 47               | 79     | 223    | 47     | 7      | 30        | 43     | 60       | 58     | 106    | 128     | 351      | 50     | 30     | 4                       | 24     | 333          | 72     |        |
|                  | 47.6%  | 46.0%  | 49.1%  | 61.1%  | 47.8%  | 38.6%     | 28.5%  | 67.6%  | 74.1%  | 2.1%   | 48.3%        | 46.8%            | 26.9%  | 66.0%  | 83.0%  | 20.4%  | 50.2%     | 37.4%  | 51.0%    | 40.7%  | 49.8%  | 44.2%   | 46.1%    | 54.3%  | 56.9%  | 42.8%                   | 6.1%   | 88.2%        | 63.2%  |        |
| Undecided        | 44     | 15     | 29     | 13     | 17     | 14        | 12     | 10     | 7      | 1      | 1            | 9                | 9      | 12     | 4      | -      | 1         | 17     | 3        | 9      | 18     | 13      | 43       | *      | *      | 1                       | 10     | 12           | 13     |        |
|                  | 4.8%   | 3.4%   | 6.3%   | 5.7%   | 5.4%   | 3.8%      | 3.6%   | 3.3%   | 11.4%  | 3.1%   | 2.8%         | 9.4%             | 3.2%   | 3.6%   | 6.5%   | -      | 1.4%      | 15.0%  | 2.8%     | 6.2%   | 8.3%   | 4.4%    | 5.6%     | 0.4%   | 0.5%   | 10.1%                   | 2.5%   | 3.2%         | 11.4%  |        |
| Refused          | 2      | 2      | -      | *      | 1      | -         | 1      | -      | -      | -      | -            | *                | 1      | -      | -      | -      | *         | 1      | 1        | -      | -      | 1       | 2        | -      | -      | -                       | -      | *            | -      |        |
|                  | 0.2%   | 0.3%   | -      | 0.1%   | 0.4%   | -         | 0.2%   | -      | -      | -      | -            | 0.2%             | 0.2%   | -      | -      | -      | 0.4%      | 0.5%   | 0.5%     | -      | -      | 0.3%    | 0.2%     | -      | -      | -                       | -      | 0.1%         | -      |        |
| SIGMA            | 915    | 457    | 458    | 234    | 318    | 362       | 335    | 316    | 58     | 32     | 50           | 101              | 294    | 338    | 56     | 33     | 60        | 116    | 117      | 141    | 214    | 289     | 761      | 93     | 52     | 9                       | 401    | 378          | 114    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 10**  
Q6. By Normal Weighting and LTV and with refused removed  
**Q6. Imagine there was a referendum tomorrow with the question 'Should the United Kingdom remain a member of the European Union or leave the European Union?' How would you vote?**  
Base : Those respondents who likely would be vote to another referendum on membership of the European Union

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 993    | 431    | 562    | 274    | 340    | 379       | 308    | 377    | 63     | 31     | 60           | 127              | 268    | 403    | 65     | 30     | 72        | 133    | 100      | 155    | 247    | 329     | 831      | 93     | 52     | 17                      | 422    | 398          | 141    |        |
| Weighted Total   | 913    | 456    | 458    | 234    | 317    | 362       | 335    | 316    | 58     | 32     | 50           | 101              | 294    | 338    | 56     | 33     | 59        | 116    | 116      | 141    | 214    | 288     | 760      | 93     | 52     | 9                       | 401    | 378          | 114    |        |
| Leave            | 434    | 230    | 204    | 78     | 148    | 209       | 227    | 92     | 8      | 30     | 25           | 44               | 205    | 103    | 6      | 26     | 29        | 55     | 53       | 75     | 90     | 147     | 366      | 42     | 22     | 4                       | 366    | 32           | 29     |        |
|                  | 47.5%  | 50.5%  | 44.6%  | 33.2%  | 46.6%  | 57.6%     | 67.9%  | 29.1%  | 14.5%  | 94.8%  | 49.0%        | 43.7%            | 69.9%  | 30.4%  | 10.5%  | 79.6%  | 48.3%     | 47.3%  | 45.9%    | 53.1%  | 42.0%  | 51.2%   | 48.2%    | 45.2%  | 42.6%  | 47.1%                   | 91.4%  | 8.5%         | 25.4%  |        |
| Remain           | 435    | 210    | 225    | 143    | 152    | 140       | 95     | 214    | 43     | 1      | 24           | 47               | 79     | 223    | 47     | 7      | 30        | 43     | 60       | 58     | 106    | 128     | 351      | 50     | 30     | 4                       | 24     | 333          | 72     |        |
|                  | 47.6%  | 46.2%  | 49.1%  | 61.2%  | 48.0%  | 38.6%     | 28.5%  | 67.6%  | 74.1%  | 2.1%   | 48.3%        | 46.9%            | 26.9%  | 66.0%  | 83.0%  | 20.4%  | 50.4%     | 37.6%  | 51.2%    | 40.7%  | 49.8%  | 44.3%   | 46.2%    | 54.3%  | 56.9%  | 42.8%                   | 6.1%   | 88.3%        | 63.2%  |        |
| Undecided        | 44     | 15     | 29     | 13     | 17     | 14        | 12     | 10     | 7      | 1      | 1            | 9                | 9      | 12     | 4      | -      | 1         | 17     | 3        | 9      | 18     | 13      | 43       | *      | *      | 1                       | 10     | 12           | 13     |        |
|                  | 4.8%   | 3.4%   | 6.3%   | 5.7%   | 5.4%   | 3.8%      | 3.6%   | 3.3%   | 11.4%  | 3.1%   | 2.8%         | 9.4%             | 3.2%   | 3.6%   | 6.5%   | -      | 1.4%      | 15.0%  | 2.8%     | 6.2%   | 8.3%   | 4.4%    | 5.6%     | 0.4%   | 0.5%   | 10.1%                   | 2.5%   | 3.2%         | 11.4%  |        |
| SIGMA            | 913    | 456    | 458    | 234    | 317    | 362       | 335    | 316    | 58     | 32     | 50           | 101              | 294    | 338    | 56     | 33     | 59        | 116    | 116      | 141    | 214    | 288     | 760      | 93     | 52     | 9                       | 401    | 378          | 114    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 11**  
Q6. By Normal Weighting and LTV and with undecided and refused removed  
Q6. Imagine there was a referendum tomorrow with the question 'Should the United Kingdom remain a member of the European Union or leave the European Union?' How would you vote?  
Base : Those respondents who likely would be vote to another referendum on membership of the European Union

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |
| Unweighted Total | 931    | 412    | 519    | 252    | 317    | 362       | 295    | 360    | 56     | 30     | 56           | 112              | 260    | 384    | 58     | 30     | 70        | 109    | 94       | 148    | 225    | 306     | 773      | 92     | 51     | 15                      | 407    | 387          | 120    |
| Weighted Total   | 869    | 441    | 429    | 221    | 300    | 349       | 323    | 306    | 52     | 31     | 49           | 91               | 284    | 326    | 53     | 33     | 59        | 98     | 113      | 133    | 196    | 275     | 717      | 92     | 52     | 8                       | 391    | 365          | 101    |
| Leave            | 434    | 230    | 204    | 78     | 148    | 209       | 227    | 92     | 8      | 30     | 25           | 44               | 205    | 103    | 6      | 26     | 29        | 55     | 53       | 75     | 90     | 147     | 366      | 42     | 22     | 4                       | 366    | 32           | 29     |
|                  | 49.9%  | 52.2%  | 47.6%  | 35.2%  | 49.2%  | 59.9%     | 70.4%  | 30.1%  | 16.4%  | 97.9%  | 50.4%        | 48.2%            | 72.2%  | 31.5%  | 11.3%  | 79.6%  | 48.9%     | 55.7%  | 47.3%    | 56.6%  | 45.8%  | 53.6%   | 51.0%    | 45.4%  | 42.8%  | 52.4%                   | 93.7%  | 8.8%         | 28.7%  |
| Remain           | 435    | 210    | 225    | 143    | 152    | 140       | 95     | 214    | 43     | 1      | 24           | 47               | 79     | 223    | 47     | 7      | 30        | 43     | 60       | 58     | 106    | 128     | 351      | 50     | 30     | 4                       | 24     | 333          | 72     |
|                  | 50.1%  | 47.8%  | 52.4%  | 64.8%  | 50.8%  | 40.1%     | 29.6%  | 69.9%  | 83.6%  | 2.1%   | 49.6%        | 51.8%            | 27.8%  | 68.5%  | 88.7%  | 20.4%  | 51.1%     | 44.3%  | 52.7%    | 43.4%  | 54.2%  | 46.4%   | 49.0%    | 54.6%  | 57.2%  | 47.6%                   | 6.3%   | 91.2%        | 71.3%  |
| SIGMA            | 869    | 441    | 429    | 221    | 300    | 349       | 323    | 306    | 52     | 31     | 49           | 91               | 284    | 326    | 53     | 33     | 59        | 98     | 113      | 133    | 196    | 275     | 717      | 92     | 52     | 8                       | 391    | 365          | 101    |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 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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**Table 12**

Q7. By Normal Weighting

Q7. In the EU referendum on June 23rd 2016, 72% of UK adults voted and 28% did not vote. Did you or did you not vote in the EU referendum on 23rd June 2016?

Base : All Respondents

|  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|--|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total                         | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total                           | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| I voted in the 2016 EU Referendum        | 841    | 441    | 400    | 177    | 303    | 361       | 335    | 292    | 57     | 31     | 49           | 63               | 287    | 290    | 49     | 34     | 55        | 106    | 114      | 141    | 188    | 260     | 703      | 83     | 47     | 8                       | 430    | 399          | -      |        |
|  | 80.4%  | 86.5%  | 74.5%  | 59.2%  | 84.5%  | 92.9%     | 93.1%  | 86.1%  | 91.3%  | 93.7%  | 91.5%        | 37.5%            | 91.0%  | 78.2%  | 75.3%  | 96.6%  | 84.0%     | 77.8%  | 83.2%    | 84.7%  | 76.2%  | 79.4%   | 80.1%    | 84.9%  | 77.2%  | 80.4%                   | 100.0% | 100.0%       | -      |        |
| I did not vote in the 2016 EU Referendum | 181    | 65     | 116    | 108    | 46     | 27        | 21     | 43     | 5      | 2      | 4            | 98               | 26     | 71     | 14     | 1      | 8         | 27     | 21       | 23     | 48     | 61      | 153      | 14     | 12     | 2                       | -      | -            | 181    |        |
|  | 17.3%  | 12.8%  | 21.6%  | 36.0%  | 12.9%  | 7.0%      | 6.0%   | 12.6%  | 8.7%   | 6.3%   | 7.2%         | 58.2%            | 8.2%   | 19.2%  | 21.6%  | 3.4%   | 13.0%     | 19.5%  | 15.2%    | 13.9%  | 19.5%  | 18.7%   | 17.4%    | 14.7%  | 19.2%  | 19.6%                   | -      | -            | 100.0% |        |
| Can't remember                           | 24     | 4      | 21     | 14     | 9      | 1         | 3      | 5      | -      | -      | 1            | 7                | 3      | 10     | 2      | -      | 2         | 4      | 2        | 2      | 11     | 6       | 22       | *      | 2      | -                       | -      | -            | -      |        |
|  | 2.3%   | 0.7%   | 3.9%   | 4.8%   | 2.6%   | 0.2%      | 0.9%   | 1.4%   | -      | -      | 1.3%         | 4.3%             | 0.9%   | 2.6%   | 3.1%   | -      | 3.0%      | 2.6%   | 1.6%     | 1.4%   | 4.4%   | 2.0%    | 2.5%     | 0.5%   | 3.7%   | -                       | -      | -            | -      |        |
| SIGMA                                    | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 13**  
Q8. By Normal Weighting  
**Q8. How did you vote in the EU Referendum?**  
Base : Those respondents who voted in the 2016 EU Referendum

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 843    | 394    | 449    | 179    | 300    | 364       | 295    | 330    | 59     | 30     | 54           | 60               | 254    | 324    | 50     | 29     | 61        | 108    | 86       | 142    | 200    | 282     | 710      | 78     | 42     | 13                      | 428    | 401          | -      |        |
| Weighted Total   | 841    | 441    | 400    | 177    | 303    | 361       | 335    | 292    | 57     | 31     | 49           | 63               | 287    | 290    | 49     | 34     | 55        | 106    | 114      | 141    | 188    | 260     | 703      | 83     | 47     | 8                       | 430    | 399          | -      |        |
| Leave            | 430    | 229    | 201    | 68     | 171    | 192       | 217    | 102    | 10     | 31     | 24           | 41               | 184    | 106    | 10     | 33     | 26        | 60     | 60       | 78     | 95     | 138     | 371      | 40     | 16     | 3                       | 430    | -            | -      |        |
|                  | 51.2%  | 52.0%  | 50.2%  | 38.1%  | 56.6%  | 53.1%     | 64.8%  | 35.1%  | 16.8%  | 100.0% | 48.4%        | 64.6%            | 64.0%  | 36.5%  | 20.5%  | 97.7%  | 48.2%     | 56.9%  | 52.5%    | 55.3%  | 50.3%  | 53.3%   | 52.8%    | 48.6%  | 33.4%  | 42.9%                   | 100.0% | -            | -      |        |
| Remain           | 399    | 206    | 192    | 107    | 125    | 167       | 117    | 187    | 46     | -      | 25           | 21               | 101    | 183    | 38     | 1      | 28        | 41     | 51       | 61     | 90     | 119     | 321      | 42     | 31     | 4                       | -      | 399          | -      |        |
|                  | 47.4%  | 46.8%  | 48.1%  | 60.4%  | 41.2%  | 46.3%     | 34.9%  | 64.2%  | 80.1%  | -      | 50.6%        | 33.7%            | 35.4%  | 63.0%  | 78.5%  | 2.3%   | 51.8%     | 38.2%  | 44.8%    | 43.4%  | 47.7%  | 45.8%   | 45.7%    | 51.4%  | 66.6%  | 49.2%                   | -      | 100.0%       | -      |        |
| Can't remember   | 5      | 2      | 2      | 3      | 2      | -         | -      | 2      | 1      | -      | *            | -                | 1      | 1      | *      | -      | -         | 2      | 1        | 2      | -      | 1       | 4        | -      | -      | 1                       | -      | -            | -      |        |
|                  | 0.5%   | 0.5%   | 0.6%   | 1.5%   | 0.6%   | -         | -      | 0.7%   | 1.4%   | -      | 1.0%         | -                | 0.2%   | 0.5%   | 1.0%   | -      | 1.9%      | 1.2%   | 1.3%     | -      | 0.3%   | 0.6%    | -        | -      | 7.9%   | -                       | -      | -            | -      |        |
| Refuse           | 7      | 3      | 4      | -      | 5      | 2         | 1      | -      | 1      | -      | -            | 1                | 1      | -      | -      | -      | 3         | 2      | -        | 4      | 2      | 7       | -        | -      | -      | -                       | -      | -            | -      |        |
|                  | 0.8%   | 0.7%   | 1.0%   | -      | 1.6%   | 0.6%      | 0.3%   | -      | 1.6%   | -      | -            | 1.6%             | 0.4%   | -      | -      | -      | 3.0%      | 1.5%   | -        | 1.9%   | 0.6%   | 1.0%    | -        | -      | -      | -                       | -      | -            | -      |        |
| SIGMA            | 841    | 441    | 400    | 177    | 303    | 361       | 335    | 292    | 57     | 31     | 49           | 63               | 287    | 290    | 49     | 34     | 55        | 106    | 114      | 141    | 188    | 260     | 703      | 83     | 47     | 8                       | 430    | 399          | -      |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 14**  
Q9. By Normal Weighting  
**Q9. Which of the following options do you prefer?**  
Base : All Respondents

|   | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |
|---|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|
|   | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |
| Unweighted Total  | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |
| Weighted Total  | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |
| Theresa May stands down as Prime Minister this year                                     | 362    | 173    | 189    | 139    | 123    | 100       | 39     | 201    | 25     | 8      | 21           | 61               | 33     | 217    | 25     | 13     | 27        | 31     | 56       | 45     | 91     | 112     | 304      | 41     | 15     | 3                       | 112    | 171          | 70     |
|   | 34.6%  | 33.9%  | 35.3%  | 46.4%  | 34.3%  | 25.7%     | 10.8%  | 59.3%  | 40.5%  | 25.2%  | 39.8%        | 36.1%            | 10.4%  | 58.6%  | 39.1%  | 37.2%  | 42.0%     | 22.8%  | 40.7%    | 27.1%  | 36.6%  | 34.4%   | 34.6%    | 41.6%  | 24.1%  | 27.3%                   | 26.1%  | 42.9%        | 38.7%  |
| Theresa May stands down as Prime Minister after Brexit is completed in 2019             | 204    | 125    | 79     | 59     | 80     | 65        | 94     | 55     | 7      | 7      | 10           | 26               | 76     | 60     | 15     | 7      | 14        | 26     | 33       | 38     | 49     | 56      | 176      | 10     | 14     | 4                       | 104    | 64           | 31     |
|   | 19.5%  | 24.4%  | 14.8%  | 19.7%  | 22.2%  | 16.8%     | 26.0%  | 16.3%  | 11.9%  | 20.9%  | 19.1%        | 15.7%            | 24.2%  | 16.1%  | 22.4%  | 18.9%  | 21.9%     | 19.4%  | 24.5%    | 23.0%  | 19.8%  | 17.0%   | 20.1%    | 10.4%  | 22.2%  | 39.7%                   | 24.3%  | 16.0%        | 17.0%  |
| Theresa May does not stand down and leads the Conservative Party into the next election | 291    | 151    | 140    | 44     | 94     | 153       | 192    | 37     | 13     | 12     | 11           | 21               | 188    | 45     | 9      | 11     | 9         | 21     | 33       | 56     | 54     | 94      | 237      | 29     | 23     | 2                       | 156    | 105          | 24     |
|   | 27.9%  | 29.6%  | 26.2%  | 14.8%  | 26.3%  | 39.3%     | 53.5%  | 10.8%  | 20.8%  | 34.8%  | 20.6%        | 12.4%            | 59.6%  | 12.2%  | 14.1%  | 31.4%  | 14.5%     | 15.5%  | 24.3%    | 33.4%  | 21.8%  | 28.6%   | 26.9%    | 30.2%  | 38.4%  | 20.1%                   | 36.3%  | 26.3%        | 13.3%  |
| Don't know  | 189    | 62     | 127    | 57     | 61     | 71        | 35     | 46     | 17     | 6      | 11           | 60               | 18     | 49     | 16     | 4      | 14        | 58     | 14       | 28     | 54     | 66      | 161      | 17     | 9      | 1                       | 57     | 59           | 56     |
|   | 18.1%  | 12.1%  | 23.8%  | 19.1%  | 17.1%  | 18.2%     | 9.7%   | 13.6%  | 26.8%  | 19.2%  | 20.5%        | 35.8%            | 5.9%   | 13.1%  | 24.4%  | 12.5%  | 21.6%     | 42.4%  | 10.5%    | 16.5%  | 21.7%  | 20.0%   | 18.3%    | 17.8%  | 15.3%  | 12.9%                   | 13.3%  | 14.8%        | 31.0%  |
| SIGMA   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |
|   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 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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**Table 15**  
Q10. By Normal Weighting  
**Q10. Which of the following statements is closest to your view?**  
Base : All Respondents

|   | Total  |  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        | Voting Intention |        |        |        |        |        | Region    |        |          |        |        |         |          |        | 2016 EU Referendum Vote |        |        |              |
|---|--------|--|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|------------------|--------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|-------------------------|--------|--------|--------------|
|   |        |  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote     | CON    | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI                      | Leave  | Remain | Did not vote |
| Unweighted Total  | 1046   |  | 448    | 598    | 297    | 357    | 392    | 313       | 378    | 65     | 31     | 61     | 169              | 275    | 405    | 65     | 30     | 73     | 138       | 106    | 170      | 260    | 345    | 881     | 94       | 54     | 17                      | 428    | 401    | 181          |
| Weighted Total  | 1046   |  | 510    | 536    | 299    | 358    | 389    | 360       | 339    | 63     | 33     | 53     | 168              | 315    | 371    | 65     | 35     | 65     | 136       | 137    | 167      | 247    | 327    | 878     | 97       | 61     | 10                      | 430    | 399    | 181          |
| Theresa May intending to fight the next election has strengthened her current position          | 176    |  | 101    | 75     | 41     | 55     | 80     | 113       | 23     | 9      | 5      | 5      | 17               | 116    | 22     | 8      | 3      | 6      | 15        | 12     | 39       | 34     | 61     | 146     | 16       | 13     | 1                       | 91     | 59     | 20           |
|   | 16.8%  |  | 19.8%  | 14.0%  | 13.8%  | 15.5%  | 20.5%  | 31.5%     | 6.8%   | 14.9%  | 16.1%  | 9.1%   | 10.3%            | 36.8%  | 6.0%   | 11.8%  | 9.9%   | 8.7%   | 10.9%     | 8.7%   | 23.3%    | 13.8%  | 18.7%  | 16.6%   | 16.1%    | 21.7%  | 12.1%                   | 21.1%  | 14.8%  | 10.9%        |
| Theresa May intending to fight the next election has weakened her current position              | 290    |  | 132    | 159    | 104    | 100    | 86     | 55        | 149    | 17     | 11     | 16     | 41               | 41     | 170    | 14     | 7      | 22     | 27        | 45     | 39       | 71     | 87     | 242     | 34       | 13     | 2                       | 90     | 128    | 65           |
|   | 27.8%  |  | 25.8%  | 29.6%  | 34.8%  | 27.9%  | 22.2%  | 15.2%     | 43.8%  | 26.4%  | 32.0%  | 30.2%  | 24.5%            | 13.0%  | 45.7%  | 21.0%  | 19.9%  | 34.5%  | 20.1%     | 32.9%  | 23.4%    | 28.6%  | 26.5%  | 27.5%   | 35.0%    | 21.1%  | 20.0%                   | 20.9%  | 32.1%  | 35.8%        |
| Theresa May intending to fight the next election has made no difference to her current position | 370    |  | 204    | 167    | 88     | 130    | 153    | 141       | 102    | 26     | 12     | 24     | 55               | 118    | 119    | 26     | 18     | 27     | 46        | 56     | 47       | 91     | 117    | 312     | 33       | 20     | 6                       | 178    | 138    | 44           |
|   | 35.4%  |  | 39.9%  | 31.1%  | 29.3%  | 36.3%  | 39.3%  | 39.1%     | 30.2%  | 41.2%  | 35.5%  | 45.0%  | 32.4%            | 37.5%  | 32.0%  | 40.7%  | 51.2%  | 41.6%  | 34.0%     | 40.8%  | 28.4%    | 36.8%  | 35.9%  | 35.5%   | 33.7%    | 33.0%  | 61.5%                   | 41.3%  | 34.6%  | 24.4%        |
| Don't know  | 209    |  | 74     | 135    | 66     | 73     | 70     | 51        | 65     | 11     | 5      | 8      | 55               | 40     | 60     | 17     | 7      | 10     | 48        | 24     | 42       | 52     | 62     | 179     | 15       | 15     | 1                       | 72     | 74     | 52           |
|   | 20.0%  |  | 14.5%  | 25.3%  | 22.1%  | 20.3%  | 18.1%  | 14.3%     | 19.2%  | 17.4%  | 16.3%  | 15.7%  | 32.8%            | 12.6%  | 16.2%  | 26.4%  | 19.0%  | 15.3%  | 35.1%     | 17.5%  | 24.9%    | 20.9%  | 18.9%  | 20.4%   | 15.3%    | 24.2%  | 6.3%                    | 16.7%  | 18.5%  | 28.9%        |
| SIGMA   | 1046   |  | 510    | 536    | 299    | 358    | 389    | 360       | 339    | 63     | 33     | 53     | 168              | 315    | 371    | 65     | 35     | 65     | 136       | 137    | 167      | 247    | 327    | 878     | 97       | 61     | 10                      | 430    | 399    | 181          |
|   | 100.0% |  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 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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**Table 16**

Q11. By Normal Weighting

**Q11. To what extent do you believe Theresa May's statement that she intends to remain Prime Minister until the next election?****Base : All Respondents**

|                       | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|-----------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                       | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total      | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total        | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Strongly believe      | 226    | 141    | 85     | 52     | 75     | 100       | 136    | 38     | 10     | 12     | 11           | 17               | 134    | 43     | 9      | 10     | 10        | 12     | 23       | 42     | 48     | 68      | 182      | 25     | 17     | 2                       | 128    | 72           | 21     |        |
|                       | 21.7%  | 27.8%  | 15.9%  | 17.5%  | 20.8%  | 25.6%     | 37.7%  | 11.3%  | 16.0%  | 34.9%  | 21.0%        | 10.3%            | 42.4%  | 11.5%  | 14.6%  | 27.9%  | 15.8%     | 8.9%   | 17.0%    | 25.2%  | 19.5%  | 20.9%   | 20.7%    | 25.4%  | 28.4%  | 25.3%                   | 29.7%  | 18.0%        | 11.4%  |        |
| Somewhat believe      | 399    | 178    | 220    | 111    | 130    | 158       | 149    | 119    | 28     | 8      | 14           | 71               | 137    | 131    | 27     | 7      | 17        | 61     | 53       | 74     | 83     | 126     | 337      | 29     | 29     | 4                       | 159    | 155          | 75     |        |
|                       | 38.1%  | 35.0%  | 41.1%  | 37.1%  | 36.3%  | 40.6%     | 41.3%  | 35.1%  | 44.3%  | 24.3%  | 26.2%        | 42.2%            | 43.5%  | 35.2%  | 40.8%  | 20.8%  | 26.4%     | 44.6%  | 38.4%    | 44.4%  | 33.7%  | 38.7%   | 38.3%    | 30.1%  | 47.3%  | 42.5%                   | 36.8%  | 38.9%        | 41.2%  |        |
| Do not really believe | 221    | 109    | 112    | 63     | 88     | 71        | 54     | 94     | 11     | 8      | 11           | 38               | 29     | 107    | 11     | 13     | 17        | 36     | 32       | 24     | 65     | 76      | 198      | 16     | 6      | 2                       | 82     | 90           | 41     |        |
|                       | 21.2%  | 21.4%  | 20.9%  | 21.2%  | 24.4%  | 18.1%     | 15.1%  | 27.6%  | 18.0%  | 23.1%  | 20.5%        | 22.8%            | 9.3%   | 28.9%  | 17.6%  | 36.0%  | 26.5%     | 26.5%  | 23.5%    | 14.5%  | 26.1%  | 23.4%   | 22.5%    | 15.9%  | 10.2%  | 22.7%                   | 19.0%  | 22.5%        | 22.8%  |        |
| Do not believe at all | 108    | 52     | 56     | 31     | 38     | 39        | 12     | 58     | 12     | 1      | 12           | 11               | 9      | 57     | 13     | 2      | 12        | 7      | 16       | 12     | 25     | 31      | 84       | 19     | 4      | 1                       | 35     | 56           | 15     |        |
|                       | 10.3%  | 10.3%  | 10.4%  | 10.3%  | 10.6%  | 10.1%     | 3.2%   | 17.0%  | 18.8%  | 3.9%   | 22.2%        | 6.6%             | 2.8%   | 15.4%  | 19.6%  | 4.7%   | 18.7%     | 5.3%   | 12.0%    | 7.3%   | 10.1%  | 9.4%    | 9.6%     | 19.6%  | 6.9%   | 6.0%                    | 8.2%   | 13.9%        | 8.3%   |        |
| Don't know            | 91     | 28     | 63     | 42     | 28     | 22        | 10     | 31     | 2      | 5      | 5            | 31               | 6      | 33     | 5      | 4      | 8         | 20     | 12       | 14     | 26     | 25      | 78       | 9      | 4      | *                       | 27     | 26           | 29     |        |
|                       | 8.7%   | 5.5%   | 11.8%  | 13.9%  | 7.8%   | 5.5%      | 2.7%   | 9.0%   | 2.9%   | 13.8%  | 10.1%        | 18.2%            | 1.9%   | 9.0%   | 7.4%   | 10.6%  | 12.6%     | 14.7%  | 9.0%     | 8.6%   | 10.6%  | 7.7%    | 8.9%     | 9.0%   | 7.2%   | 3.6%                    | 6.2%   | 6.6%         | 16.3%  |        |
| SIGMA                 | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                       | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 17**  
Q12. By Normal Weighting  
**Q12. If Theresa May was Conservative Leader as the next General Election, do you think the Conservative Party will do better or worse than they did at the last election, or about the same?**  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Better           | 172    | 125    | 47     | 41     | 36     | 95        | 122    | 15     | 6      | 9      | 4            | 12               | 120    | 18     | 9      | 6      | 5         | 10     | 20       | 38     | 32     | 56      | 146      | 10     | 14     | 2                       | 95     | 55           | 16     |        |
|                  | 16.5%  | 24.6%  | 8.8%   | 13.9%  | 10.1%  | 24.3%     | 33.9%  | 4.5%   | 8.9%   | 26.0%  | 8.4%         | 7.3%             | 38.0%  | 4.9%   | 14.0%  | 15.9%  | 7.8%      | 7.7%   | 14.4%    | 23.0%  | 12.8%  | 17.3%   | 16.6%    | 10.5%  | 22.8%  | 20.3%                   | 22.0%  | 13.7%        | 9.0%   |        |
| Worse            | 447    | 216    | 230    | 149    | 158    | 140       | 70     | 229    | 33     | 12     | 31           | 62               | 49     | 247    | 28     | 15     | 41        | 52     | 56       | 64     | 118    | 140     | 379      | 46     | 18     | 4                       | 141    | 218          | 77     |        |
|                  | 42.7%  | 42.5%  | 42.9%  | 49.9%  | 44.1%  | 35.9%     | 19.5%  | 67.5%  | 52.6%  | 35.2%  | 59.2%        | 37.1%            | 15.5%  | 66.7%  | 43.0%  | 43.1%  | 62.3%     | 38.2%  | 41.2%    | 38.4%  | 47.9%  | 42.8%   | 43.1%    | 47.3%  | 29.1%  | 42.5%                   | 32.8%  | 54.8%        | 42.5%  |        |
| About the same   | 311    | 128    | 184    | 68     | 132    | 111       | 130    | 75     | 20     | 9      | 11           | 57               | 121    | 82     | 20     | 10     | 13        | 45     | 45       | 45     | 72     | 97      | 258      | 30     | 20     | 3                       | 151    | 92           | 56     |        |
|                  | 29.8%  | 25.0%  | 34.3%  | 22.8%  | 37.0%  | 28.5%     | 36.0%  | 22.1%  | 31.8%  | 27.6%  | 20.1%        | 33.6%            | 38.5%  | 22.2%  | 30.9%  | 30.1%  | 20.4%     | 33.1%  | 33.0%    | 26.7%  | 29.1%  | 29.5%   | 29.4%    | 31.0%  | 32.3%  | 32.8%                   | 35.2%  | 23.0%        | 30.9%  |        |
| Don't know       | 116    | 40     | 75     | 40     | 32     | 44        | 38     | 20     | 4      | 4      | 7            | 37               | 25     | 23     | 8      | 4      | 6         | 29     | 16       | 20     | 25     | 34      | 95       | 11     | 10     | *                       | 43     | 34           | 32     |        |
|                  | 11.1%  | 7.9%   | 14.0%  | 13.4%  | 8.9%   | 11.2%     | 10.6%  | 5.9%   | 6.8%   | 11.2%  | 12.3%        | 22.0%            | 8.1%   | 6.2%   | 12.1%  | 10.9%  | 9.4%      | 21.0%  | 11.4%    | 11.9%  | 10.2%  | 10.4%   | 10.8%    | 11.2%  | 15.8%  | 4.3%                    | 10.0%  | 8.5%         | 17.5%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 18**  
Q13. By Normal Weighting  
**Q13. Do you agree or disagree with the following statement? "Following the 2017 General Election, it is inconceivable that Theresa May will lead the Conservatives at the next General Election"**  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              |        | Voting Intention |        |        |        |           |        | Region   |        |        |         |          |        |        |        | 2016 EU Referendum Vote |              |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|--------|------------------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|--------|-------------------------|--------------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON    | LAB              | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave  | Remain                  | Did not vote |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169    | 275              | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17     | 428                     | 401          | 181    |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168    | 315              | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10     | 430                     | 399          | 181    |
| Agree            | 443    | 236    | 207    | 128    | 165    | 150       | 139    | 173    | 36     | 14     | 20           | 58     | 111              | 183    | 36     | 20     | 24        | 54     | 79       | 70     | 90     | 136     | 374      | 44     | 22     | 3      | 179                     | 201          | 57     |
|                  | 42.4%  | 46.4%  | 38.5%  | 42.9%  | 46.0%  | 38.6%     | 38.5%  | 50.9%  | 58.0%  | 42.5%  | 37.2%        | 34.7%  | 35.3%            | 49.5%  | 55.2%  | 57.6%  | 37.3%     | 39.3%  | 57.8%    | 41.6%  | 36.4%  | 41.5%   | 42.6%    | 44.9%  | 36.5%  | 28.7%  | 41.5%                   | 50.5%        | 31.5%  |
| Disagree         | 244    | 147    | 98     | 59     | 72     | 113       | 119    | 64     | 10     | 10     | 10           | 25     | 123              | 71     | 6      | 8      | 12        | 12     | 23       | 40     | 66     | 77      | 205      | 21     | 16     | 2      | 118                     | 90           | 31     |
|                  | 23.3%  | 28.8%  | 18.2%  | 19.8%  | 20.1%  | 29.1%     | 33.2%  | 18.8%  | 16.3%  | 31.2%  | 17.9%        | 14.7%  | 39.0%            | 19.2%  | 9.5%   | 23.0%  | 19.2%     | 8.9%   | 16.6%    | 24.0%  | 26.5%  | 23.5%   | 23.4%    | 21.4%  | 26.5%  | 18.3%  | 27.4%                   | 22.5%        | 16.9%  |
| Neither          | 181    | 70     | 112    | 56     | 65     | 60        | 53     | 60     | 10     | 3      | 12           | 35     | 45               | 69     | 7      | 4      | 17        | 28     | 21       | 31     | 39     | 58      | 149      | 18     | 12     | 3      | 66                      | 57           | 46     |
|                  | 17.3%  | 13.7%  | 20.8%  | 18.9%  | 18.0%  | 15.5%     | 14.9%  | 17.6%  | 15.7%  | 8.7%   | 22.7%        | 20.6%  | 14.4%            | 18.6%  | 11.4%  | 12.1%  | 26.3%     | 20.8%  | 15.4%    | 18.6%  | 15.9%  | 17.6%   | 17.0%    | 18.3%  | 19.6%  | 28.0%  | 15.3%                   | 14.4%        | 25.5%  |
| Don't know       | 177    | 57     | 121    | 55     | 57     | 65        | 48     | 43     | 6      | 6      | 12           | 51     | 36               | 47     | 16     | 3      | 11        | 42     | 14       | 26     | 52     | 57      | 150      | 15     | 11     | 2      | 68                      | 50           | 47     |
|                  | 17.0%  | 11.2%  | 22.5%  | 18.5%  | 15.8%  | 16.8%     | 13.4%  | 12.7%  | 9.9%   | 17.6%  | 22.2%        | 30.1%  | 11.3%            | 12.8%  | 23.9%  | 7.3%   | 17.2%     | 30.9%  | 10.2%    | 15.8%  | 21.2%  | 17.4%   | 17.0%    | 15.3%  | 17.4%  | 24.9%  | 15.7%                   | 12.6%        | 26.2%  |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168    | 315              | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10     | 430                     | 399          | 181    |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0% | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0%    | 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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**Table 19**

Q14. By Normal Weighting

**Q14. Do you agree or disagree with the following statement? "Theresa May's current position means that the UK is less likely to get a good Brexit deal"**

Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              |        | Voting Intention |        |        |        |           |        | Region   |        |        |         |          |        |        |        | 2016 EU Referendum Vote |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|--------|------------------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|--------|-------------------------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON    | LAB              | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave  | Remain                  | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169    | 275              | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17     | 428                     | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168    | 315              | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10     | 430                     | 399          | 181    |        |
| Agree            | 419    | 211    | 208    | 152    | 148    | 120       | 72     | 211    | 34     | 15     | 25           | 57     | 60               | 225    | 25     | 17     | 34        | 43     | 65       | 52     | 105    | 126     | 347      | 45     | 24     | 3      | 136                     | 196          | 76     |        |
|                  | 40.1%  | 41.4%  | 38.8%  | 50.7%  | 41.2%  | 30.9%     | 20.0%  | 62.2%  | 53.4%  | 45.3%  | 47.9%        | 33.6%  | 19.1%            | 60.7%  | 39.1%  | 49.2%  | 52.1%     | 31.8%  | 47.2%    | 30.9%  | 42.3%  | 38.5%   | 39.5%    | 46.4%  | 39.8%  | 31.3%  | 31.5%                   | 49.2%        | 42.1%  |        |
| Disagree         | 283    | 153    | 130    | 53     | 77     | 153       | 191    | 31     | 5      | 8      | 13           | 25     | 179              | 39     | 10     | 9      | 15        | 22     | 22       | 62     | 61     | 90      | 234      | 28     | 17     | 3      | 162                     | 86           | 26     |        |
|                  | 27.0%  | 30.0%  | 24.2%  | 17.7%  | 21.4%  | 39.3%     | 53.0%  | 9.1%   | 7.9%   | 25.3%  | 25.4%        | 15.1%  | 56.8%            | 10.5%  | 15.4%  | 25.8%  | 22.5%     | 16.3%  | 16.0%    | 37.0%  | 24.7%  | 27.5%   | 26.7%    | 28.5%  | 28.7%  | 30.6%  | 37.8%                   | 21.5%        | 14.4%  |        |
| Neither          | 178    | 89     | 89     | 48     | 78     | 52        | 53     | 58     | 13     | 7      | 4            | 38     | 43               | 63     | 18     | 6      | 6         | 31     | 29       | 26     | 39     | 59      | 154      | 12     | 11     | 2      | 70                      | 65           | 37     |        |
|                  | 17.0%  | 17.5%  | 16.6%  | 15.9%  | 21.9%  | 13.4%     | 14.7%  | 17.0%  | 20.5%  | 20.0%  | 8.0%         | 22.7%  | 13.7%            | 17.1%  | 27.8%  | 16.0%  | 9.8%      | 22.4%  | 21.2%    | 15.6%  | 15.9%  | 18.1%   | 17.5%    | 12.2%  | 18.0%  | 16.9%  | 16.2%                   | 16.3%        | 20.2%  |        |
| Don't know       | 166    | 56     | 110    | 47     | 55     | 64        | 44     | 40     | 11     | 3      | 10           | 48     | 33               | 43     | 12     | 3      | 10        | 40     | 21       | 28     | 42     | 52      | 143      | 13     | 8      | 2      | 63                      | 52           | 42     |        |
|                  | 15.9%  | 11.0%  | 20.4%  | 15.7%  | 15.5%  | 16.4%     | 12.3%  | 11.6%  | 18.3%  | 9.4%   | 18.7%        | 28.6%  | 10.4%            | 11.7%  | 17.7%  | 8.9%   | 15.5%     | 29.5%  | 15.6%    | 16.6%  | 17.1%  | 15.8%   | 16.3%    | 12.9%  | 13.5%  | 21.1%  | 14.6%                   | 13.0%        | 23.3%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168    | 315              | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10     | 430                     | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0% | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 20**  
Q15. By Normal Weighting  
**Q15. Which of these two scenarios do you think is the most likely to happen?**  
Base : All Respondents

|   | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|---|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|   | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total  | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total  | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Jeremy Corbyn becomes Prime Minister at the next election   | 327    | 145    | 182    | 127    | 122    | 78        | 29     | 210    | 15     | 4      | 18           | 44               | 17     | 242    | 21     | 4      | 20        | 15     | 48       | 47     | 92     | 98      | 285      | 29     | 12     | *                       | 95     | 166          | 60     |        |
|   | 31.3%  | 28.5%  | 34.0%  | 42.5%  | 34.0%  | 20.1%     | 8.1%   | 62.0%  | 24.2%  | 13.2%  | 34.3%        | 26.1%            | 5.5%   | 65.2%  | 31.6%  | 11.4%  | 30.3%     | 10.6%  | 35.4%    | 28.3%  | 37.1%  | 29.9%   | 32.5%    | 30.0%  | 20.3%  | 4.6%                    | 22.1%  | 41.7%        | 33.1%  |        |
| Theresa May is the Conservative leader at the next election | 444    | 234    | 210    | 99     | 150    | 195       | 261    | 67     | 19     | 20     | 16           | 53               | 239    | 67     | 15     | 23     | 21        | 64     | 51       | 79     | 99     | 142     | 370      | 37     | 32     | 4                       | 239    | 137          | 55     |        |
|   | 42.4%  | 45.9%  | 39.1%  | 33.0%  | 41.8%  | 50.2%     | 72.7%  | 19.9%  | 30.2%  | 59.8%  | 29.8%        | 31.5%            | 75.8%  | 18.1%  | 23.7%  | 67.2%  | 32.9%     | 46.8%  | 37.0%    | 47.3%  | 39.9%  | 43.4%   | 42.2%    | 38.4%  | 52.9%  | 38.4%                   | 55.6%  | 34.4%        | 30.1%  |        |
| Don't know  | 275    | 131    | 144    | 73     | 87     | 115       | 69     | 61     | 29     | 9      | 19           | 71               | 59     | 62     | 29     | 7      | 24        | 58     | 38       | 41     | 57     | 87      | 223      | 31     | 16     | 5                       | 96     | 95           | 67     |        |
|   | 26.3%  | 25.6%  | 26.9%  | 24.5%  | 24.2%  | 29.7%     | 19.2%  | 18.1%  | 45.6%  | 27.1%  | 35.9%        | 42.4%            | 18.7%  | 16.8%  | 44.7%  | 21.4%  | 36.7%     | 42.6%  | 27.6%    | 24.4%  | 23.0%  | 26.7%   | 25.3%    | 31.5%  | 26.9%  | 57.0%                   | 22.3%  | 23.9%        | 36.6%  |        |
| SIGMA   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 21**  
Q16. By Normal Weighting  
**Q16. If both Jeremy Corbyn and Theresa May lead their parties into the next General Election, who do you think is most likely to be the Prime Minister after?**  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              |        | Voting Intention |        |        |        |           |        | Region   |        |        |         |          |        |        |        | 2016 EU Referendum Vote |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|--------|------------------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|--------|-------------------------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON    | LAB              | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave  | Remain                  | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169    | 275              | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17     | 428                     | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168    | 315              | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10     | 430                     | 399          | 181    |        |
| Theresa May      | 405    | 233    | 172    | 80     | 129    | 196       | 261    | 48     | 21     | 18     | 11           | 38     | 247              | 44     | 17     | 22     | 17        | 46     | 48       | 76     | 81     | 137     | 341      | 30     | 29     | 5      | 225                     | 121          | 48     |        |
|                  | 38.8%  | 45.7%  | 32.1%  | 26.8%  | 36.2%  | 50.4%     | 72.6%  | 14.1%  | 32.7%  | 52.9%  | 20.3%        | 22.8%  | 78.3%            | 11.8%  | 25.5%  | 64.1%  | 26.6%     | 33.6%  | 35.1%    | 45.3%  | 32.6%  | 41.8%   | 38.8%    | 30.6%  | 47.7%  | 57.0%  | 52.4%                   | 30.5%        | 26.3%  |        |
| Jeremy Corbyn    | 420    | 183    | 237    | 165    | 149    | 106       | 48     | 240    | 29     | 6      | 21           | 66     | 31               | 282    | 32     | 4      | 28        | 26     | 59       | 61     | 113    | 131     | 364      | 39     | 15     | 3      | 117                     | 203          | 85     |        |
|                  | 40.2%  | 35.9%  | 44.2%  | 55.2%  | 41.5%  | 27.4%     | 13.4%  | 70.7%  | 45.4%  | 17.5%  | 39.8%        | 39.4%  | 9.8%             | 76.1%  | 48.8%  | 12.9%  | 43.1%     | 19.2%  | 43.4%    | 36.4%  | 45.7%  | 40.0%   | 41.5%    | 40.0%  | 23.9%  | 27.5%  | 27.2%                   | 51.0%        | 47.0%  |        |
| Don't know       | 220    | 93     | 127    | 54     | 80     | 86        | 50     | 52     | 14     | 10     | 21           | 64     | 37               | 45     | 17     | 8      | 20        | 64     | 29       | 31     | 54     | 60      | 173      | 29     | 17     | 1      | 88                      | 74           | 48     |        |
|                  | 21.1%  | 18.3%  | 23.7%  | 18.0%  | 22.3%  | 22.2%     | 14.0%  | 15.2%  | 21.9%  | 29.6%  | 39.8%        | 37.8%  | 11.9%            | 12.1%  | 25.7%  | 23.0%  | 30.3%     | 47.3%  | 21.5%    | 18.3%  | 21.7%  | 18.2%   | 19.7%    | 29.4%  | 28.3%  | 15.5%  | 20.4%                   | 18.5%        | 26.6%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168    | 315              | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10     | 430                     | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0% | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 22**  
Q17. By Normal Weighting  
**Q17. Which of the following statements is closest to your view?**  
Base : All Respondents

|  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |
|--|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|
|  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |
| Unweighted Total   | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |
| Replacing Theresa May will make the Conservative Party more likely to win the next election            | 322    | 179    | 143    | 119    | 101    | 102       | 99     | 117    | 23     | 13     | 19           | 51               | 80     | 132    | 26     | 16     | 25        | 31     | 44       | 48     | 75     | 108     | 275      | 32     | 12     | 3                       | 128    | 133          | 58     |
|  | 30.8%  | 35.1%  | 26.7%  | 39.8%  | 28.3%  | 26.2%     | 27.4%  | 34.4%  | 36.3%  | 39.8%  | 35.4%        | 30.2%            | 25.3%  | 35.6%  | 39.3%  | 46.5%  | 37.9%     | 23.0%  | 32.1%    | 28.8%  | 30.3%  | 32.9%   | 31.3%    | 33.3%  | 20.2%  | 31.7%                   | 29.7%  | 33.3%        | 31.8%  |
| Replacing Theresa May will make the Conservative Party less likely to win the next election            | 157    | 94     | 63     | 49     | 54     | 54        | 67     | 50     | 6      | 5      | 5            | 18               | 77     | 48     | 9      | 4      | 6         | 9      | 23       | 29     | 32     | 45      | 128      | 15     | 12     | 1                       | 80     | 48           | 23     |
|  | 15.0%  | 18.5%  | 11.7%  | 16.3%  | 15.1%  | 13.9%     | 18.6%  | 14.7%  | 9.9%   | 16.5%  | 10.3%        | 10.9%            | 24.3%  | 13.0%  | 14.1%  | 12.5%  | 8.8%      | 6.5%   | 16.7%    | 17.2%  | 12.8%  | 13.8%   | 14.6%    | 15.2%  | 20.4%  | 12.4%                   | 18.6%  | 12.0%        | 12.9%  |
| Replacing Theresa May will make the Conservative Party no more or less likely to win the next election | 384    | 178    | 207    | 70     | 141    | 173       | 152    | 123    | 23     | 9      | 21           | 49               | 123    | 139    | 20     | 8      | 25        | 58     | 51       | 58     | 93     | 119     | 322      | 33     | 25     | 4                       | 156    | 168          | 48     |
|  | 36.7%  | 34.9%  | 38.5%  | 23.4%  | 39.3%  | 44.6%     | 42.2%  | 36.3%  | 37.4%  | 25.8%  | 39.4%        | 28.9%            | 39.1%  | 37.4%  | 30.8%  | 21.5%  | 37.8%     | 42.5%  | 37.5%    | 34.5%  | 37.7%  | 36.5%   | 36.6%    | 33.8%  | 41.7%  | 46.1%                   | 36.2%  | 42.2%        | 26.6%  |
| Don't know   | 183    | 59     | 124    | 61     | 62     | 59        | 42     | 49     | 10     | 6      | 8            | 51               | 36     | 52     | 10     | 7      | 10        | 38     | 19       | 33     | 47     | 55      | 154      | 17     | 11     | 1                       | 67     | 50           | 52     |
|  | 17.5%  | 11.5%  | 23.1%  | 20.4%  | 17.3%  | 15.3%     | 11.8%  | 14.5%  | 16.4%  | 17.9%  | 14.9%        | 30.1%            | 11.4%  | 14.1%  | 15.9%  | 19.5%  | 15.5%     | 28.1%  | 13.7%    | 19.6%  | 19.1%  | 16.8%   | 17.5%    | 17.6%  | 17.7%  | 9.9%                    | 15.5%  | 12.5%        | 28.7%  |
| SIGMA  | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |
|  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 23**

Q18. By Normal Weighting

**Q18. If Theresa May was to step down as leader of the Conservative Party, which of the following candidates would you most like to replace her if they all stood?**

Base : All Respondents

|                   | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|-------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                   | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total  | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total    | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| David Davis       | 61     | 40     | 22     | 15     | 14     | 32        | 26     | 22     | 3      | 2      | 3            | 5                | 26     | 25     | 3      | 1      | 3         | 2      | 11       | 7      | 13     | 22      | 53       | 3      | 5      | -                       | 33     | 25           | 3      |        |
|                   | 5.9%   | 7.8%   | 4.0%   | 4.9%   | 4.0%   | 8.3%      | 7.1%   | 6.6%   | 4.9%   | 6.3%   | 5.7%         | 3.1%             | 8.1%   | 6.8%   | 4.4%   | 2.5%   | 4.0%      | 1.6%   | 8.1%     | 4.4%   | 5.2%   | 6.6%    | 6.0%     | 3.4%   | 8.6%   | -                       | 7.7%   | 6.2%         | 1.5%   |        |
| Boris Johnson     | 199    | 103    | 96     | 62     | 73     | 64        | 75     | 59     | 8      | 15     | 6            | 33               | 74     | 63     | 8      | 15     | 9         | 20     | 37       | 33     | 37     | 65      | 172      | 13     | 13     | 1                       | 108    | 53           | 31     |        |
|                   | 19.0%  | 20.3%  | 17.8%  | 20.7%  | 20.4%  | 16.4%     | 20.7%  | 17.3%  | 13.4%  | 45.9%  | 12.2%        | 19.4%            | 23.5%  | 17.1%  | 12.4%  | 42.2%  | 13.5%     | 14.6%  | 26.8%    | 19.7%  | 14.9%  | 19.9%   | 19.5%    | 12.9%  | 21.6%  | 15.6%                   | 25.1%  | 13.3%        | 17.1%  |        |
| Philip Hammond    | 80     | 45     | 35     | 21     | 21     | 38        | 41     | 20     | 9      | -      | 2            | 8                | 35     | 21     | 6      | -      | 2         | 11     | 10       | 11     | 18     | 23      | 61       | 14     | 4      | 1                       | 24     | 43           | 12     |        |
|                   | 7.6%   | 8.7%   | 6.5%   | 7.1%   | 5.8%   | 9.7%      | 11.5%  | 5.9%   | 13.6%  | -      | 2.9%         | 4.9%             | 11.1%  | 5.6%   | 9.4%   | -      | 2.4%      | 7.7%   | 7.1%     | 6.4%   | 7.1%   | 7.0%    | 14.0%    | 6.4%   | 8.4%   | 5.6%                    | 10.8%  | 6.6%         |        |        |
| Amber Rudd        | 57     | 32     | 25     | 23     | 17     | 16        | 23     | 15     | 9      | 2      | 2            | 4                | 16     | 18     | 11     | 1      | 1         | 8      | 6        | 5      | 20     | 15      | 47       | 2      | 7      | *                       | 18     | 22           | 15     |        |
|                   | 5.4%   | 6.2%   | 4.7%   | 7.8%   | 4.8%   | 4.1%      | 6.4%   | 4.5%   | 14.9%  | 5.6%   | 3.0%         | 2.5%             | 5.1%   | 5.0%   | 16.3%  | 1.9%   | 2.0%      | 6.1%   | 4.4%     | 3.0%   | 8.2%   | 4.7%    | 5.3%     | 2.4%   | 12.2%  | 4.1%                    | 4.2%   | 5.5%         | 8.3%   |        |
| Michael Gove      | 26     | 16     | 9      | 12     | 8      | 6         | 8      | 10     | 1      | -      | 3            | 3                | 10     | 12     | 1      | -      | 3         | -      | 1        | 5      | 4      | 13      | 23       | 3      | -      | -                       | 11     | 10           | 5      |        |
|                   | 2.5%   | 3.2%   | 1.8%   | 3.9%   | 2.3%   | 1.4%      | 2.3%   | 3.1%   | 1.2%   | -      | 5.1%         | 1.8%             | 3.1%   | 3.2%   | 1.3%   | -      | 5.4%      | -      | 0.4%     | 3.1%   | 1.6%   | 3.9%    | 2.6%     | 3.2%   | -      | -                       | 2.6%   | 2.5%         | 2.6%   |        |
| Jacob Rees-Mogg   | 95     | 60     | 35     | 19     | 34     | 43        | 53     | 24     | 6      | 3      | 6            | 3                | 46     | 20     | 8      | 10     | 6         | 4      | 10       | 20     | 21     | 32      | 83       | 8      | 3      | 2                       | 56     | 30           | 8      |        |
|                   | 9.1%   | 11.7%  | 6.6%   | 6.2%   | 9.5%   | 11.0%     | 14.8%  | 7.0%   | 9.4%   | 9.0%   | 11.0%        | 2.0%             | 14.7%  | 5.5%   | 12.4%  | 27.5%  | 9.5%      | 2.9%   | 7.2%     | 11.7%  | 8.7%   | 9.7%    | 9.4%     | 7.7%   | 5.3%   | 16.7%                   | 13.0%  | 7.6%         | 4.3%   |        |
| None of the above | 191    | 97     | 95     | 45     | 77     | 69        | 38     | 88     | 9      | 4      | 15           | 25               | 27     | 93     | 6      | 4      | 19        | 30     | 32       | 33     | 43     | 59      | 168      | 17     | 6      | 1                       | 55     | 98           | 32     |        |
|                   | 18.3%  | 19.0%  | 17.7%  | 15.2%  | 21.4%  | 17.9%     | 10.5%  | 26.0%  | 14.2%  | 11.0%  | 27.6%        | 14.8%            | 8.7%   | 25.0%  | 8.8%   | 10.6%  | 29.5%     | 22.3%  | 23.6%    | 20.0%  | 17.6%  | 18.0%   | 19.1%    | 17.0%  | 9.9%   | 9.4%                    | 12.8%  | 24.5%        | 17.6%  |        |
| Don't know        | 337    | 118    | 219    | 102    | 114    | 121       | 96     | 101    | 18     | 7      | 17           | 87               | 81     | 118    | 23     | 5      | 22        | 61     | 31       | 53     | 91     | 99      | 273      | 38     | 22     | 4                       | 124    | 118          | 76     |        |
|                   | 32.2%  | 23.2%  | 40.9%  | 34.1%  | 31.8%  | 31.3%     | 26.6%  | 29.6%  | 28.3%  | 22.1%  | 32.6%        | 51.5%            | 25.7%  | 31.9%  | 35.0%  | 15.3%  | 33.7%     | 44.6%  | 22.3%    | 31.7%  | 36.8%  | 30.1%   | 31.1%    | 39.2%  | 35.9%  | 45.8%                   | 28.9%  | 29.7%        | 42.2%  |        |
| SIGMA             | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 24**

Q19. By Normal Weighting

**Q19. If Theresa May was to step down as leader of the Conservative Party, which of the following candidates would you most like to replace her if they all stood?**

Base : All Respondents

|                   | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|-------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                   | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total  | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total    | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| David Davis       | 75     | 48     | 27     | 23     | 14     | 38        | 37     | 24     | 3      | 2      | 2            | 5                | 33     | 25     | 6      | 1      | 3         | 5      | 15       | 11     | 13     | 23      | 62       | 5      | 8      | -                       | 38     | 29           | 7      |        |
|                   | 7.1%   | 9.4%   | 5.0%   | 7.8%   | 3.8%   | 9.7%      | 10.3%  | 7.0%   | 4.9%   | 6.3%   | 4.6%         | 3.0%             | 10.6%  | 6.8%   | 8.5%   | 2.5%   | 5.2%      | 3.6%   | 10.9%    | 6.8%   | 5.1%   | 6.9%    | 7.0%     | 4.9%   | 13.6%  | -                       | 8.9%   | 7.2%         | 3.8%   |        |
| Boris Johnson     | 201    | 94     | 106    | 67     | 75     | 58        | 79     | 62     | 4      | 10     | 9            | 34               | 72     | 70     | 7      | 12     | 11        | 21     | 38       | 35     | 39     | 63      | 175      | 12     | 12     | 1                       | 110    | 51           | 32     |        |
|                   | 19.2%  | 18.5%  | 19.8%  | 22.5%  | 21.0%  | 15.0%     | 21.9%  | 18.3%  | 6.8%   | 30.4%  | 16.6%        | 20.2%            | 22.9%  | 18.7%  | 10.0%  | 33.8%  | 17.3%     | 15.3%  | 27.8%    | 21.0%  | 15.8%  | 19.2%   | 19.9%    | 12.4%  | 20.4%  | 10.6%                   | 25.5%  | 12.8%        | 17.5%  |        |
| Philip Hammond    | 84     | 50     | 34     | 24     | 23     | 37        | 34     | 29     | 11     | 1      | 3            | 6                | 31     | 26     | 9      | 1      | 3         | 12     | 6        | 12     | 20     | 28      | 65       | 11     | 7      | 1                       | 27     | 43           | 13     |        |
|                   | 8.0%   | 9.8%   | 6.3%   | 8.1%   | 6.3%   | 9.5%      | 9.4%   | 8.6%   | 17.0%  | 3.5%   | 4.8%         | 3.8%             | 9.7%   | 6.9%   | 13.7%  | 3.4%   | 4.0%      | 9.0%   | 4.0%     | 7.4%   | 7.9%   | 8.5%    | 7.4%     | 11.0%  | 11.2%  | 12.7%                   | 6.4%   | 10.9%        | 7.0%   |        |
| Amber Rudd        | 39     | 22     | 17     | 14     | 11     | 15        | 20     | 11     | 2      | 2      | 2            | 2                | 14     | 13     | 3      | -      | 1         | 5      | 2        | 3      | 16     | 10      | 30       | 4      | 4      | *                       | 16     | 12           | 10     |        |
|                   | 3.7%   | 4.3%   | 3.3%   | 4.5%   | 2.9%   | 3.9%      | 5.5%   | 3.2%   | 2.8%   | 5.8%   | 3.4%         | 1.0%             | 4.5%   | 3.6%   | 5.3%   | -      | 2.0%      | 3.9%   | 1.5%     | 1.5%   | 6.3%   | 3.1%    | 3.5%     | 4.1%   | 7.1%   | 4.1%                    | 3.7%   | 3.0%         | 5.5%   |        |
| Michael Gove      | 27     | 20     | 7      | 10     | 13     | 5         | 11     | 9      | 2      | -      | 2            | 3                | 11     | 12     | 2      | -      | 2         | *      | -        | 6      | 9      | 10      | 25       | 2      | -      | *                       | 12     | 12           | 3      |        |
|                   | 2.6%   | 3.9%   | 1.4%   | 3.3%   | 3.5%   | 1.2%      | 3.1%   | 2.7%   | 3.1%   | -      | 4.3%         | 1.5%             | 3.5%   | 3.3%   | 2.3%   | -      | 2.8%      | 0.3%   | -        | 3.3%   | 3.7%   | 3.1%    | 2.8%     | 1.8%   | -      | 4.9%                    | 2.8%   | 3.0%         | 1.5%   |        |
| Jacob Rees-Mogg   | 91     | 57     | 33     | 14     | 33     | 43        | 51     | 21     | 4      | 3      | 4            | 7                | 45     | 21     | 4      | 9      | 6         | 4      | 6        | 16     | 21     | 35      | 78       | 7      | 4      | 2                       | 57     | 23           | 10     |        |
|                   | 8.7%   | 11.2%  | 6.2%   | 4.6%   | 9.3%   | 11.2%     | 14.1%  | 6.2%   | 6.9%   | 9.0%   | 8.4%         | 4.2%             | 14.4%  | 5.8%   | 5.9%   | 26.6%  | 9.5%      | 2.9%   | 4.5%     | 9.6%   | 8.4%   | 10.8%   | 8.9%     | 6.7%   | 6.4%   | 16.7%                   | 13.2%  | 5.8%         | 5.4%   |        |
| Ruth Davidson     | 49     | 27     | 23     | 11     | 13     | 25        | 16     | 10     | 9      | 1      | 7            | 6                | 16     | 10     | 8      | 1      | 9         | 3      | 12       | 4      | 7      | 9       | 32       | 17     | -      | *                       | 8      | 39           | 2      |        |
|                   | 4.7%   | 5.2%   | 4.2%   | 3.8%   | 3.7%   | 6.4%      | 4.3%   | 2.9%   | 15.1%  | 2.0%   | 13.4%        | 3.5%             | 5.0%   | 2.8%   | 12.9%  | 1.9%   | 13.5%     | 2.1%   | 8.7%     | 2.6%   | 2.7%   | 2.8%    | 3.7%     | 17.2%  | -      | 4.6%                    | 1.9%   | 9.8%         | 0.9%   |        |
| None of the above | 164    | 76     | 87     | 41     | 64     | 58        | 24     | 82     | 10     | 4      | 11           | 25               | 20     | 85     | 9      | 4      | 15        | 20     | 22       | 31     | 35     | 57      | 144      | 13     | 6      | *                       | 40     | 87           | 34     |        |
|                   | 15.6%  | 15.0%  | 16.3%  | 13.8%  | 17.9%  | 15.0%     | 6.7%   | 24.3%  | 15.5%  | 12.2%  | 19.9%        | 14.6%            | 6.4%   | 22.9%  | 13.2%  | 11.7%  | 23.0%     | 14.8%  | 15.9%    | 18.6%  | 14.0%  | 17.4%   | 16.4%    | 13.8%  | 9.1%   | 4.8%                    | 9.2%   | 21.9%        | 18.9%  |        |
| Don't know        | 317    | 116    | 201    | 95     | 113    | 109       | 89     | 91     | 18     | 10     | 13           | 81               | 73     | 109    | 18     | 7      | 15        | 66     | 37       | 49     | 89     | 92      | 266      | 27     | 20     | 4                       | 122    | 102          | 72     |        |
|                   | 30.3%  | 22.7%  | 37.5%  | 31.6%  | 31.6%  | 28.1%     | 24.8%  | 27.0%  | 28.0%  | 30.9%  | 24.7%        | 48.1%            | 23.0%  | 29.3%  | 28.1%  | 20.2%  | 22.7%     | 48.1%  | 26.7%    | 29.1%  | 36.1%  | 28.1%   | 30.3%    | 27.9%  | 32.3%  | 41.5%                   | 28.3%  | 25.6%        | 39.6%  |        |
| SIGMA             | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                   | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 25**

Q20. By Normal Weighting

Q20. Some people say that the next leader of the Conservative party should be a "fresh face", who is not in the current cabinet. Do you...?

Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Agree            | 408    | 189    | 219    | 155    | 137    | 116       | 106    | 166    | 21     | 6      | 28           | 71               | 91     | 190    | 28     | 6      | 37        | 44     | 52       | 58     | 102    | 125     | 337      | 41     | 24     | 7                       | 135    | 178          | 84     |        |
|                  | 39.0%  | 37.1%  | 40.9%  | 51.8%  | 38.4%  | 29.9%     | 29.4%  | 49.0%  | 33.8%  | 17.5%  | 52.7%        | 42.4%            | 28.9%  | 51.4%  | 43.0%  | 16.9%  | 57.4%     | 32.6%  | 37.9%    | 34.9%  | 41.1%  | 38.2%   | 38.4%    | 41.8%  | 38.6%  | 76.1%                   | 31.3%  | 44.7%        | 46.6%  |        |
| Disagree         | 186    | 109    | 77     | 32     | 60     | 94        | 109    | 26     | 12     | 6      | 5            | 25               | 101    | 27     | 13     | 6      | 8         | 20     | 17       | 31     | 30     | 81      | 160      | 14     | 11     | 1                       | 109    | 52           | 16     |        |
|                  | 17.8%  | 21.3%  | 14.4%  | 10.7%  | 16.7%  | 24.1%     | 30.3%  | 7.7%   | 19.9%  | 17.1%  | 8.9%         | 14.8%            | 31.9%  | 7.4%   | 19.4%  | 17.7%  | 12.7%     | 14.5%  | 12.5%    | 18.7%  | 12.3%  | 24.9%   | 18.3%    | 14.1%  | 17.7%  | 9.0%                    | 25.4%  | 13.0%        | 9.1%   |        |
| Neither          | 267    | 126    | 141    | 67     | 99     | 101       | 91     | 86     | 20     | 13     | 10           | 35               | 76     | 89     | 15     | 13     | 13        | 46     | 43       | 40     | 70     | 71      | 223      | 22     | 20     | 1                       | 115    | 101          | 41     |        |
|                  | 25.5%  | 24.7%  | 26.2%  | 22.4%  | 27.5%  | 26.0%     | 25.3%  | 25.4%  | 31.1%  | 37.4%  | 19.5%        | 21.1%            | 24.1%  | 24.1%  | 22.8%  | 38.6%  | 19.5%     | 33.6%  | 31.2%    | 23.9%  | 28.3%  | 21.6%   | 25.4%    | 22.5%  | 33.0%  | 14.9%                   | 26.8%  | 25.3%        | 22.4%  |        |
| Don't know       | 185    | 86     | 99     | 45     | 62     | 78        | 54     | 61     | 10     | 9      | 10           | 37               | 48     | 64     | 10     | 9      | 7         | 26     | 25       | 38     | 45     | 50      | 158      | 21     | 6      | -                       | 71     | 68           | 40     |        |
|                  | 17.7%  | 16.9%  | 18.5%  | 15.0%  | 17.4%  | 20.1%     | 15.1%  | 17.9%  | 15.2%  | 28.0%  | 19.0%        | 21.7%            | 15.1%  | 17.2%  | 14.8%  | 26.8%  | 10.4%     | 19.3%  | 18.4%    | 22.5%  | 18.3%  | 15.3%   | 18.0%    | 21.6%  | 10.6%  | -                       | 16.5%  | 17.1%        | 21.9%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 26**  
Q21. By Normal Weighting  
**Q21. Which of the following politicians do you think would make the best Prime Minister?**  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| David Davis      | 296    | 172    | 124    | 73     | 97     | 127       | 127    | 89     | 20     | 5      | 19           | 34               | 111    | 94     | 25     | 10     | 20        | 27     | 43       | 45     | 66     | 81      | 235      | 41     | 17     | 3                       | 129    | 134          | 30     |        |
|                  | 28.3%  | 33.7%  | 23.2%  | 24.2%  | 27.0%  | 32.7%     | 35.3%  | 26.3%  | 31.8%  | 16.1%  | 35.0%        | 20.3%            | 35.3%  | 25.2%  | 38.0%  | 28.5%  | 30.5%     | 19.8%  | 31.4%    | 27.1%  | 26.6%  | 24.8%   | 26.8%    | 42.3%  | 27.3%  | 34.1%                   | 30.1%  | 33.7%        | 16.8%  |        |
| Boris Johnson    | 314    | 154    | 160    | 104    | 119    | 91        | 134    | 94     | 9      | 15     | 11           | 44               | 121    | 104    | 10     | 15     | 15        | 38     | 57       | 55     | 67     | 101     | 279      | 19     | 14     | 2                       | 163    | 80           | 62     |        |
|                  | 30.0%  | 30.2%  | 29.9%  | 34.9%  | 33.2%  | 23.4%     | 37.3%  | 27.8%  | 14.6%  | 44.4%  | 20.2%        | 26.3%            | 38.4%  | 28.0%  | 15.2%  | 43.0%  | 23.6%     | 27.6%  | 41.6%    | 32.6%  | 27.1%  | 30.8%   | 31.8%    | 19.2%  | 23.4%  | 19.6%                   | 37.8%  | 20.0%        | 34.4%  |        |
| Don't know       | 436    | 184    | 252    | 122    | 143    | 171       | 98     | 156    | 34     | 13     | 24           | 90               | 83     | 173    | 30     | 10     | 30        | 72     | 37       | 67     | 114    | 145     | 364      | 37     | 30     | 4                       | 138    | 185          | 88     |        |
|                  | 41.6%  | 36.1%  | 46.9%  | 40.9%  | 39.8%  | 43.9%     | 27.4%  | 45.9%  | 53.7%  | 39.5%  | 44.8%        | 53.4%            | 26.2%  | 46.7%  | 46.8%  | 28.5%  | 45.8%     | 52.6%  | 26.9%    | 40.3%  | 46.2%  | 44.4%   | 41.4%    | 38.5%  | 49.4%  | 46.3%                   | 32.1%  | 46.3%        | 48.8%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 27**  
Q22. By Normal Weighting  
Q22. Which of the following politicians do you think would make the best Prime Minister?  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| David Davis      | 296    | 187    | 108    | 69     | 84     | 143       | 161    | 73     | 9      | 10     | 15           | 25               | 142    | 80     | 8      | 14     | 15        | 28     | 45       | 51     | 54     | 96      | 247      | 29     | 18     | 2                       | 167    | 96           | 28     |        |
|                  | 28.3%  | 36.8%  | 20.2%  | 22.9%  | 23.6%  | 36.7%     | 44.6%  | 21.4%  | 14.7%  | 28.8%  | 27.5%        | 15.0%            | 45.2%  | 21.6%  | 12.6%  | 40.7%  | 22.4%     | 20.2%  | 33.1%    | 30.6%  | 21.7%  | 29.5%   | 28.1%    | 29.9%  | 29.4%  | 22.3%                   | 38.8%  | 24.1%        | 15.3%  |        |
| Amber Rudd       | 197    | 106    | 91     | 77     | 57     | 64        | 59     | 73     | 28     | 3      | 4            | 27               | 54     | 79     | 31     | 1      | 8         | 17     | 26       | 25     | 55     | 56      | 162      | 21     | 12     | 2                       | 54     | 96           | 44     |        |
|                  | 18.8%  | 20.9%  | 16.9%  | 25.6%  | 15.8%  | 16.4%     | 16.3%  | 21.4%  | 44.2%  | 7.7%   | 7.5%         | 16.0%            | 17.0%  | 21.3%  | 47.2%  | 1.9%   | 12.3%     | 12.5%  | 19.0%    | 14.9%  | 22.2%  | 17.1%   | 18.4%    | 21.5%  | 20.3%  | 24.1%                   | 12.6%  | 24.0%        | 24.5%  |        |
| Don't know       | 553    | 216    | 337    | 154    | 217    | 182       | 140    | 194    | 26     | 21     | 35           | 116              | 119    | 212    | 26     | 20     | 43        | 92     | 66       | 91     | 139    | 175     | 470      | 47     | 31     | 5                       | 209    | 207          | 109    |        |
|                  | 52.9%  | 42.3%  | 62.9%  | 51.5%  | 60.6%  | 46.9%     | 39.0%  | 57.2%  | 41.1%  | 63.5%  | 64.9%        | 69.0%            | 37.8%  | 57.1%  | 40.2%  | 57.4%  | 65.3%     | 67.3%  | 47.9%    | 54.5%  | 56.1%  | 53.4%   | 53.5%    | 48.6%  | 50.3%  | 53.6%                   | 48.6%  | 52.0%        | 60.2%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 28**  
Q23. By Normal Weighting  
**Q23. Which of the following politicians do you think would make the best Prime Minister?**  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Amber Rudd       | 263    | 150    | 113    | 82     | 79     | 101       | 87     | 92     | 29     | 3      | 14           | 32               | 85     | 88     | 32     | 3      | 21        | 25     | 35       | 32     | 63     | 86      | 216      | 26     | 17     | 4                       | 77     | 141          | 42     |        |
|                  | 25.1%  | 29.4%  | 21.0%  | 27.4%  | 22.2%  | 26.0%     | 24.2%  | 27.1%  | 46.3%  | 9.3%   | 26.8%        | 19.1%            | 26.9%  | 23.8%  | 49.5%  | 9.8%   | 31.8%     | 18.1%  | 25.3%    | 19.4%  | 25.6%  | 26.2%   | 24.6%    | 26.5%  | 28.5%  | 39.0%                   | 18.0%  | 35.3%        | 23.1%  |        |
| Boris Johnson    | 336    | 173    | 163    | 100    | 116    | 120       | 148    | 93     | 11     | 18     | 17           | 45               | 136    | 105    | 13     | 16     | 18        | 38     | 60       | 60     | 66     | 103     | 289      | 25     | 20     | 2                       | 190    | 81           | 53     |        |
|                  | 32.1%  | 34.0%  | 30.3%  | 33.4%  | 32.5%  | 30.8%     | 41.1%  | 27.4%  | 17.2%  | 52.8%  | 31.6%        | 26.6%            | 43.1%  | 28.2%  | 19.5%  | 45.3%  | 27.0%     | 28.2%  | 43.7%    | 36.1%  | 26.8%  | 31.4%   | 32.9%    | 25.3%  | 33.2%  | 23.8%                   | 44.2%  | 20.3%        | 29.4%  |        |
| Don't know       | 448    | 187    | 261    | 117    | 162    | 168       | 125    | 154    | 23     | 13     | 22           | 91               | 94     | 178    | 20     | 16     | 27        | 73     | 42       | 74     | 118    | 139     | 374      | 47     | 23     | 4                       | 163    | 177          | 86     |        |
|                  | 42.8%  | 36.6%  | 48.6%  | 39.2%  | 45.3%  | 43.2%     | 34.7%  | 45.5%  | 36.5%  | 37.9%  | 41.6%        | 54.3%            | 29.9%  | 48.0%  | 31.1%  | 44.9%  | 41.3%     | 53.7%  | 31.0%    | 44.6%  | 47.7%  | 42.5%   | 42.5%    | 48.3%  | 38.3%  | 37.3%                   | 37.9%  | 44.4%        | 47.5%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 29**  
Q24. By Normal Weighting  
Q24. Which of the following politicians do you think would make the best Prime Minister?  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Jacob Rees-Mogg  | 195    | 126    | 68     | 59     | 59     | 76        | 94     | 54     | 12     | 6      | 7            | 21               | 89     | 56     | 14     | 12     | 8         | 10     | 25       | 29     | 46     | 73      | 173      | 15     | 7      | 1                       | 94     | 68           | 29     |        |
|                  | 18.6%  | 24.8%  | 12.8%  | 19.8%  | 16.6%  | 19.7%     | 26.1%  | 15.9%  | 19.2%  | 19.4%  | 12.9%        | 12.6%            | 28.1%  | 15.1%  | 22.0%  | 33.3%  | 12.9%     | 7.6%   | 18.6%    | 17.2%  | 18.4%  | 22.3%   | 19.7%    | 15.3%  | 10.8%  | 8.2%                    | 21.8%  | 17.2%        | 15.8%  |        |
| David Davis      | 276    | 162    | 114    | 76     | 84     | 116       | 122    | 84     | 19     | 6      | 12           | 29               | 108    | 95     | 20     | 5      | 13        | 29     | 45       | 45     | 58     | 82      | 230      | 30     | 15     | 1                       | 136    | 102          | 34     |        |
|                  | 26.4%  | 31.8%  | 21.2%  | 25.4%  | 23.5%  | 29.9%     | 33.9%  | 24.8%  | 30.1%  | 17.8%  | 22.5%        | 17.0%            | 34.2%  | 25.6%  | 30.6%  | 13.6%  | 20.1%     | 20.9%  | 33.2%    | 26.8%  | 23.5%  | 25.0%   | 26.2%    | 31.2%  | 23.8%  | 13.3%                   | 31.7%  | 25.7%        | 19.0%  |        |
| Don't know       | 575    | 221    | 354    | 164    | 215    | 196       | 144    | 201    | 32     | 21     | 34           | 118              | 119    | 220    | 31     | 19     | 44        | 97     | 66       | 93     | 144    | 173     | 476      | 52     | 40     | 7                       | 200    | 228          | 118    |        |
|                  | 55.0%  | 43.3%  | 66.0%  | 54.9%  | 59.9%  | 50.5%     | 40.0%  | 59.3%  | 50.7%  | 62.7%  | 64.5%        | 70.4%            | 37.7%  | 59.3%  | 47.4%  | 53.2%  | 67.0%     | 71.5%  | 48.2%    | 55.9%  | 58.1%  | 52.7%   | 54.2%    | 53.6%  | 65.3%  | 78.5%                   | 46.5%  | 57.2%        | 65.2%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 30**  
Q25. By Normal Weighting  
Q25. Which of the following politicians do you think would make the best Prime Minister?  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Jacob Rees-Mogg  | 275    | 165    | 110    | 64     | 91     | 120       | 121    | 82     | 25     | 6      | 17           | 20               | 115    | 81     | 24     | 13     | 19        | 19     | 49       | 40     | 57     | 84      | 230      | 29     | 13     | 2                       | 121    | 117          | 35     |        |
|                  | 26.3%  | 32.4%  | 20.5%  | 21.3%  | 25.3%  | 31.0%     | 33.7%  | 24.2%  | 39.7%  | 19.2%  | 32.0%        | 11.9%            | 36.4%  | 21.8%  | 36.3%  | 38.5%  | 29.0%     | 14.1%  | 35.4%    | 23.9%  | 23.2%  | 25.7%   | 26.2%    | 30.1%  | 21.8%  | 25.3%                   | 28.2%  | 29.3%        | 19.4%  |        |
| Boris Johnson    | 301    | 146    | 155    | 101    | 104    | 96        | 131    | 83     | 9      | 14     | 11           | 46               | 118    | 94     | 13     | 12     | 14        | 38     | 42       | 48     | 72     | 98      | 261      | 21     | 17     | 2                       | 160    | 76           | 52     |        |
|                  | 28.8%  | 28.6%  | 28.9%  | 33.7%  | 29.1%  | 24.6%     | 36.4%  | 24.6%  | 14.6%  | 42.5%  | 21.3%        | 27.4%            | 37.5%  | 25.3%  | 19.3%  | 34.1%  | 22.1%     | 27.6%  | 30.5%    | 29.0%  | 29.3%  | 30.0%   | 29.7%    | 21.5%  | 28.1%  | 19.6%                   | 37.2%  | 19.2%        | 28.7%  |        |
| Don't know       | 471    | 199    | 272    | 135    | 163    | 173       | 108    | 174    | 29     | 13     | 25           | 102              | 82     | 196    | 29     | 10     | 32        | 79     | 47       | 79     | 118    | 145     | 388      | 47     | 30     | 5                       | 149    | 206          | 94     |        |
|                  | 45.0%  | 39.1%  | 50.6%  | 45.0%  | 45.6%  | 44.4%     | 29.9%  | 51.2%  | 45.7%  | 38.3%  | 46.7%        | 60.8%            | 26.1%  | 52.9%  | 44.4%  | 27.3%  | 48.9%     | 58.3%  | 34.0%    | 47.1%  | 47.6%  | 44.3%   | 44.1%    | 48.4%  | 50.1%  | 55.0%                   | 34.6%  | 51.6%        | 51.9%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 31**  
Q26. By Normal Weighting  
Q26. Which of the following do you believe is most to blame for the lack of progress in Brexit talks?  
Base : All Respondents

|                    | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|--------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                    | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total   | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total     | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| The UK Government  | 473    | 210    | 263    | 182    | 172    | 119       | 88     | 208    | 34     | 10     | 32           | 88               | 63     | 238    | 37     | 16     | 41        | 53     | 69       | 68     | 118    | 142     | 397      | 48     | 24     | 4                       | 129    | 223          | 106    |        |
|                    | 45.2%  | 41.2%  | 49.0%  | 60.8%  | 48.0%  | 30.7%     | 24.4%  | 61.3%  | 54.8%  | 31.3%  | 61.1%        | 52.3%            | 20.1%  | 64.2%  | 57.1%  | 45.2%  | 63.3%     | 38.7%  | 50.3%    | 40.5%  | 47.9%  | 43.5%   | 45.2%    | 49.3%  | 38.8%  | 41.8%                   | 30.0%  | 55.9%        | 58.5%  |        |
| The European Union | 430    | 244    | 187    | 78     | 138    | 214       | 234    | 96     | 12     | 21     | 17           | 40               | 218    | 93     | 14     | 19     | 20        | 51     | 58       | 81     | 88     | 130     | 357      | 39     | 31     | 4                       | 253    | 128          | 36     |        |
|                    | 41.2%  | 47.9%  | 34.8%  | 26.2%  | 38.5%  | 55.1%     | 65.0%  | 28.4%  | 19.3%  | 63.6%  | 32.2%        | 23.6%            | 69.2%  | 25.0%  | 21.2%  | 53.3%  | 30.5%     | 37.6%  | 42.4%    | 48.4%  | 35.7%  | 39.7%   | 40.7%    | 39.6%  | 51.2%  | 37.6%                   | 58.7%  | 32.1%        | 20.2%  |        |
| Don't know         | 143    | 56     | 87     | 39     | 48     | 55        | 38     | 35     | 16     | 2      | 4            | 41               | 34     | 40     | 14     | 1      | 4         | 32     | 10       | 19     | 40     | 55      | 124      | 11     | 6      | 2                       | 49     | 48           | 39     |        |
|                    | 13.6%  | 11.0%  | 16.2%  | 13.0%  | 13.5%  | 14.2%     | 10.6%  | 10.3%  | 25.9%  | 5.2%   | 6.7%         | 24.2%            | 10.8%  | 10.9%  | 21.6%  | 1.4%   | 6.3%      | 23.7%  | 7.3%     | 11.1%  | 16.3%  | 16.8%   | 14.1%    | 11.1%  | 10.0%  | 20.6%                   | 11.3%  | 12.1%        | 21.4%  |        |
| SIGMA              | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

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**Table 32**

Q27. By Normal Weighting

**Q27. Regardless of the party you would most like to win, which of the following political parties do you think is the most likely to win the next election?****Base : All Respondents**

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Conservatives    | 452    | 253    | 200    | 102    | 143    | 207       | 265    | 70     | 26     | 16     | 17           | 51               | 250    | 71     | 22     | 21     | 22        | 52     | 58       | 76     | 101    | 139     | 375      | 43     | 29     | 6                       | 234    | 151          | 57     |        |
|                  | 43.2%  | 49.6%  | 37.2%  | 34.0%  | 40.0%  | 53.3%     | 73.8%  | 20.7%  | 41.2%  | 49.0%  | 32.6%        | 30.2%            | 79.4%  | 19.2%  | 34.6%  | 59.4%  | 34.5%     | 38.0%  | 42.5%    | 45.8%  | 41.0%  | 42.3%   | 42.7%    | 44.0%  | 47.8%  | 58.7%                   | 54.5%  | 38.0%        | 31.5%  |        |
| Labour           | 397    | 172    | 225    | 152    | 151    | 93        | 44     | 227    | 22     | 9      | 19           | 68               | 31     | 254    | 27     | 7      | 26        | 32     | 57       | 63     | 101    | 127     | 347      | 25     | 21     | 3                       | 119    | 178          | 85     |        |
|                  | 37.9%  | 33.8%  | 41.9%  | 50.9%  | 42.3%  | 24.0%     | 12.1%  | 66.8%  | 34.3%  | 26.0%  | 36.6%        | 40.6%            | 9.7%   | 68.5%  | 41.4%  | 19.7%  | 39.4%     | 23.5%  | 41.3%    | 37.6%  | 41.0%  | 38.7%   | 39.5%    | 25.8%  | 34.6%  | 35.0%                   | 27.7%  | 44.7%        | 47.0%  |        |
| Don't know       | 197    | 85     | 112    | 45     | 64     | 88        | 51     | 43     | 15     | 8      | 16           | 49               | 35     | 46     | 16     | 7      | 17        | 52     | 22       | 28     | 45     | 62      | 156      | 29     | 11     | 1                       | 77     | 69           | 39     |        |
|                  | 18.8%  | 16.7%  | 20.9%  | 15.1%  | 17.7%  | 22.8%     | 14.1%  | 12.5%  | 24.4%  | 25.0%  | 30.8%        | 29.2%            | 11.0%  | 12.3%  | 24.0%  | 20.9%  | 26.1%     | 38.5%  | 16.2%    | 16.6%  | 18.0%  | 18.9%   | 17.8%    | 30.2%  | 17.6%  | 6.3%                    | 17.8%  | 17.4%        | 21.5%  |        |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 33**  
Q28. By Normal Weighting  
Q28. Which of the following statements is closest to your view?  
Base : All Respondents

|  | Gender         |               | Age           |               |               | 2017 Vote     |               |               |              |              |              |               | Voting Intention |               |              |              |              |               |               | Region        |               |               |               |              |              |              |               | 2016 EU Referendum Vote |               |  |
|--|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|---------------|------------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|---------------|-------------------------|---------------|--|
|  | Male           | Female        | 18-34         | 35-54         | 55+           | CON           | LAB           | LD            | UKIP         | OTHER        | Did not vote | CON           | LAB              | LD            | UKIP         | Other        | Undecided    | London        | Midlands      | North         | South         | England       | Scotland      | Wales        | NI           | Leave        | Remain        | Did not vote            |               |  |
| Unweighted Total   | 1046           | 448           | 598           | 297           | 357           | 392           | 313           | 378           | 65           | 31           | 61           | 169           | 275              | 405           | 65           | 30           | 73           | 138           | 106           | 170           | 260           | 345           | 881           | 94           | 54           | 17           | 428           | 401                     | 181           |  |
| Weighted Total   | 1046           | 510           | 536           | 299           | 358           | 389           | 360           | 339           | 63           | 33           | 53           | 168           | 315              | 371           | 65           | 35           | 65           | 136           | 137           | 167           | 247           | 327           | 878           | 97           | 61           | 10           | 430           | 399                     | 181           |  |
| Jeremy Corbyn should step down as leader of the Labour Party     | 418<br>39.9%   | 241<br>47.2%  | 177<br>33.0%  | 74<br>24.7%   | 145<br>40.5%  | 199<br>51.2%  | 241<br>67.1%  | 58<br>17.0%   | 29<br>46.5%  | 20<br>58.4%  | 19<br>35.4%  | 46<br>27.5%   | 214<br>68.0%     | 57<br>15.5%   | 29<br>44.0%  | 23<br>66.6%  | 20<br>30.6%  | 61<br>44.9%   | 64<br>47.1%   | 71<br>42.5%   | 76<br>30.6%   | 123<br>37.7%  | 335<br>38.1%  | 46<br>46.9%  | 35<br>57.2%  | 3<br>29.2%   | 221<br>51.3%  | 142<br>35.6%            | 46<br>25.6%   |  |
| Jeremy Corbyn should not step down as leader of the Labour Party | 468<br>44.7%   | 212<br>41.5%  | 256<br>47.7%  | 167<br>55.7%  | 172<br>48.2%  | 129<br>33.1%  | 81<br>22.5%   | 250<br>73.6%  | 24<br>38.5%  | 8<br>23.8%   | 25<br>46.9%  | 73<br>43.6%   | 74<br>23.4%      | 278<br>75.0%  | 24<br>37.0%  | 8<br>22.4%   | 32<br>49.0%  | 37<br>27.4%   | 58<br>42.3%   | 67<br>40.3%   | 127<br>51.5%  | 152<br>46.5%  | 404<br>46.0%  | 38<br>39.5%  | 20<br>33.3%  | 5<br>47.8%   | 155<br>36.0%  | 214<br>53.6%            | 89<br>49.3%   |  |
| Don't know   | 161<br>15.3%   | 57<br>11.2%   | 103<br>19.3%  | 59<br>19.6%   | 41<br>11.3%   | 61<br>15.7%   | 37<br>10.3%   | 32<br>9.4%    | 9<br>15.0%   | 6<br>17.8%   | 9<br>17.7%   | 49<br>28.9%   | 27<br>8.6%       | 35<br>9.5%    | 12<br>19.0%  | 4<br>11.0%   | 13<br>20.4%  | 38<br>27.7%   | 15<br>10.7%   | 29<br>17.2%   | 44<br>17.9%   | 52<br>15.8%   | 139<br>15.9%  | 13<br>13.6%  | 6<br>9.6%    | 2<br>23.1%   | 55<br>12.7%   | 43<br>10.9%             | 45<br>25.1%   |  |
| SIGMA  | 1046<br>100.0% | 510<br>100.0% | 536<br>100.0% | 299<br>100.0% | 358<br>100.0% | 389<br>100.0% | 360<br>100.0% | 339<br>100.0% | 63<br>100.0% | 33<br>100.0% | 53<br>100.0% | 168<br>100.0% | 315<br>100.0%    | 371<br>100.0% | 65<br>100.0% | 35<br>100.0% | 65<br>100.0% | 136<br>100.0% | 137<br>100.0% | 167<br>100.0% | 247<br>100.0% | 327<br>100.0% | 878<br>100.0% | 97<br>100.0% | 61<br>100.0% | 10<br>100.0% | 430<br>100.0% | 399<br>100.0%           | 181<br>100.0% |  |

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**Table 34**  
Q29. By Normal Weighting  
**Q29. Which of the following statements is closest to your view?**  
Base : All Respondents

|  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|--|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total   | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Replacing Jeremy Corbyn will make the Labour Party more likely to win the next election            | 345    | 208    | 137    | 61     | 125    | 160       | 179    | 69     | 21     | 14     | 14           | 44               | 146    | 68     | 24     | 23     | 19        | 55     | 58       | 65     | 65     | 96      | 284      | 33     | 26     | 2                       | 182    | 119          | 39     |        |
|  | 33.0%  | 40.9%  | 25.5%  | 20.3%  | 34.8%  | 41.2%     | 49.6%  | 20.3%  | 33.6%  | 41.7%  | 25.9%        | 25.9%            | 46.4%  | 18.3%  | 37.6%  | 65.1%  | 29.0%     | 40.4%  | 42.1%    | 38.8%  | 26.3%  | 29.5%   | 32.3%    | 34.3%  | 42.2%  | 25.3%                   | 42.3%  | 29.8%        | 21.7%  |        |
| Replacing Jeremy Corbyn will make the Labour Party less likely to win the next election            | 254    | 119    | 136    | 100    | 75     | 80        | 36     | 156    | 8      | 2      | 16           | 32               | 35     | 162    | 11     | 2      | 20        | 18     | 24       | 33     | 68     | 87      | 212      | 26     | 13     | 4                       | 75     | 128          | 46     |        |
|  | 24.3%  | 23.3%  | 25.3%  | 33.3%  | 20.9%  | 20.6%     | 10.0%  | 45.9%  | 13.5%  | 4.9%   | 30.7%        | 19.0%            | 11.1%  | 43.8%  | 17.3%  | 6.9%   | 30.6%     | 12.9%  | 17.3%    | 20.0%  | 27.5%  | 26.5%   | 24.1%    | 26.5%  | 21.7%  | 38.5%                   | 17.4%  | 32.1%        | 25.3%  |        |
| Replacing Jeremy Corbyn will make the Labour Party no more or less likely to win the next election | 279    | 132    | 147    | 83     | 100    | 96        | 103    | 84     | 16     | 13     | 13           | 44               | 97     | 98     | 16     | 7      | 15        | 32     | 35       | 46     | 66     | 93      | 241      | 21     | 14     | 3                       | 121    | 104          | 46     |        |
|  | 26.6%  | 25.9%  | 27.4%  | 27.7%  | 27.9%  | 24.7%     | 28.8%  | 24.9%  | 26.1%  | 40.1%  | 24.6%        | 26.4%            | 30.8%  | 26.4%  | 25.0%  | 18.8%  | 22.3%     | 23.8%  | 25.7%    | 27.7%  | 26.6%  | 28.5%   | 27.4%    | 21.6%  | 23.8%  | 26.3%                   | 28.1%  | 26.0%        | 25.4%  |        |
| Don't know   | 168    | 50     | 117    | 56     | 59     | 53        | 42     | 30     | 17     | 4      | 10           | 48               | 37     | 43     | 13     | 3      | 12        | 31     | 20       | 23     | 48     | 51      | 142      | 17     | 8      | 1                       | 52     | 48           | 50     |        |
|  | 16.0%  | 9.9%   | 21.8%  | 18.7%  | 16.4%  | 13.6%     | 11.6%  | 8.9%   | 26.8%  | 13.3%  | 18.8%        | 28.7%            | 11.7%  | 11.5%  | 20.1%  | 9.3%   | 18.1%     | 23.0%  | 14.9%    | 13.5%  | 19.6%  | 15.5%   | 16.2%    | 17.6%  | 12.3%  | 9.9%                    | 12.2%  | 12.0%        | 27.6%  |        |
| SIGMA  | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 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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**Table 35**

Q30. By Normal Weighting

**Q30. The Labour Party under Jeremy Corbyn has moved closer to 'soft Brexit' by saying Labour supports the UK staying in single market and customs union during a Brexit transition period after we leave in 2019. With that in mind, to what extent do you agree or disagree with Labour's approach to Brexit?**

Base : All Respondents

|                            | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|----------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                            | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total           | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total             | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Strongly agree             | 147    | 85     | 61     | 71     | 46     | 29        | 21     | 91     | 7      | -      | 6            | 21               | 18     | 97     | 12     | 1      | 10        | 8      | 32       | 13     | 47     | 36      | 127      | 12     | 7      | *                       | 31     | 78           | 34     |        |
|                            | 14.0%  | 16.7%  | 11.4%  | 23.8%  | 12.9%  | 7.5%      | 5.7%   | 26.8%  | 10.7%  | -      | 11.7%        | 12.3%            | 5.7%   | 26.1%  | 18.4%  | 2.3%   | 15.2%     | 5.9%   | 23.1%    | 7.5%   | 19.1%  | 11.0%   | 14.5%    | 12.0%  | 12.1%  | 4.3%                    | 7.1%   | 19.4%        | 19.0%  |        |
| Somewhat agree             | 290    | 131    | 159    | 116    | 99     | 75        | 62     | 136    | 28     | 5      | 15           | 37               | 58     | 141    | 25     | 9      | 20        | 29     | 34       | 43     | 66     | 101     | 243      | 30     | 13     | 3                       | 81     | 146          | 52     |        |
|                            | 27.7%  | 25.6%  | 29.7%  | 38.7%  | 27.7%  | 19.2%     | 17.2%  | 40.0%  | 44.0%  | 15.2%  | 28.6%        | 22.2%            | 18.3%  | 38.1%  | 37.7%  | 26.8%  | 30.6%     | 21.3%  | 24.6%    | 25.6%  | 26.6%  | 30.8%   | 27.7%    | 31.3%  | 21.1%  | 33.7%                   | 18.8%  | 36.7%        | 28.8%  |        |
| Neither agree nor disagree | 227    | 96     | 131    | 53     | 80     | 95        | 64     | 52     | 20     | 7      | 15           | 60               | 58     | 67     | 21     | 4      | 18        | 46     | 33       | 40     | 41     | 77      | 190      | 20     | 15     | 3                       | 87     | 78           | 52     |        |
|                            | 21.7%  | 18.9%  | 24.5%  | 17.6%  | 22.2%  | 24.4%     | 17.8%  | 15.2%  | 31.7%  | 20.4%  | 28.7%        | 36.0%            | 18.3%  | 18.2%  | 32.2%  | 10.3%  | 27.7%     | 33.6%  | 23.8%    | 23.8%  | 16.6%  | 23.4%   | 21.6%    | 20.2%  | 24.5%  | 29.1%                   | 20.3%  | 19.5%        | 28.8%  |        |
| Somewhat disagree          | 120    | 64     | 56     | 16     | 41     | 63        | 69     | 25     | 4      | 4      | 7            | 9                | 54     | 23     | 2      | 4      | 6         | 25     | 9        | 20     | 30     | 44      | 103      | 13     | 4      | *                       | 68     | 38           | 12     |        |
|                            | 11.5%  | 12.6%  | 10.4%  | 5.4%   | 11.4%  | 16.3%     | 19.3%  | 7.4%   | 7.0%   | 10.5%  | 12.6%        | 5.6%             | 17.2%  | 6.2%   | 3.5%   | 10.1%  | 9.7%      | 18.5%  | 6.6%     | 12.0%  | 12.0%  | 13.4%   | 11.7%    | 13.0%  | 7.1%   | 4.1%                    | 15.8%  | 9.4%         | 6.6%   |        |
| Strongly disagree          | 168    | 106    | 62     | 17     | 57     | 95        | 116    | 13     | 1      | 18     | 8            | 11               | 106    | 10     | 2      | 16     | 10        | 15     | 19       | 35     | 35     | 47      | 136      | 17     | 12     | 3                       | 133    | 30           | 5      |        |
|                            | 16.0%  | 20.8%  | 11.5%  | 5.6%   | 15.8%  | 24.4%     | 32.1%  | 3.8%   | 1.8%   | 53.8%  | 14.5%        | 6.3%             | 33.5%  | 2.6%   | 3.7%   | 47.2%  | 15.0%     | 11.3%  | 13.8%    | 20.7%  | 14.3%  | 14.5%   | 15.5%    | 17.5%  | 19.5%  | 28.8%                   | 30.9%  | 7.6%         | 2.5%   |        |
| Don't know                 | 95     | 27     | 67     | 27     | 36     | 32        | 28     | 23     | 3      | -      | 2            | 30               | 22     | 33     | 3      | 1      | 1         | 13     | 11       | 17     | 28     | 23      | 79       | 6      | 10     | -                       | 31     | 29           | 26     |        |
|                            | 9.0%   | 5.4%   | 12.5%  | 9.0%   | 10.0%  | 8.2%      | 7.9%   | 6.8%   | 4.7%   | -      | 3.9%         | 17.6%            | 7.0%   | 8.8%   | 4.6%   | 3.4%   | 1.8%      | 9.3%   | 8.1%     | 10.4%  | 11.4%  | 6.9%    | 9.0%     | 6.0%   | 15.8%  | -                       | 7.1%   | 7.4%         | 14.3%  |        |
| SIGMA                      | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                            | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

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**Table 36**  
Q31. By Normal Weighting  
**Q31. Should the Prime Minister, Theresa May, also support the UK staying in the single market and customs union during a Brexit transition period after we leave in 2019?**  
Base : All Respondents

|                  | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |
|------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|
|                  | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |
| Unweighted Total | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |
| Weighted Total   | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |
| Yes              | 517    | 245    | 271    | 172    | 183    | 162       | 134    | 221    | 42     | 6      | 24           | 80               | 121    | 236    | 48     | 5      | 36        | 55     | 79       | 74     | 120    | 161     | 434      | 49     | 28     | 6                       | 134    | 273          | 94     |
|                  | 49.4%  | 48.2%  | 50.6%  | 57.4%  | 51.2%  | 41.7%     | 37.3%  | 65.1%  | 66.4%  | 16.5%  | 45.9%        | 47.4%            | 38.2%  | 63.8%  | 74.2%  | 13.3%  | 55.3%     | 40.3%  | 57.5%    | 44.2%  | 48.7%  | 49.1%   | 49.4%    | 50.6%  | 46.4%  | 59.3%                   | 31.2%  | 68.6%        | 51.8%  |
| No               | 279    | 174    | 105    | 57     | 76     | 146       | 164    | 44     | 6      | 16     | 15           | 28               | 144    | 49     | 4      | 22     | 14        | 33     | 34       | 52     | 57     | 92      | 236      | 28     | 14     | 2                       | 202    | 48           | 25     |
|                  | 26.7%  | 34.2%  | 19.6%  | 19.1%  | 21.2%  | 37.6%     | 45.7%  | 12.9%  | 9.7%   | 48.9%  | 28.5%        | 16.9%            | 45.7%  | 13.1%  | 6.5%   | 63.0%  | 21.4%     | 24.0%  | 24.9%    | 31.2%  | 23.3%  | 28.1%   | 26.8%    | 28.3%  | 23.2%  | 20.8%                   | 46.8%  | 12.0%        | 13.8%  |
| Don't know       | 250    | 90     | 160    | 70     | 99     | 81        | 61     | 75     | 15     | 12     | 14           | 60               | 51     | 86     | 13     | 8      | 15        | 49     | 24       | 41     | 69     | 74      | 209      | 21     | 18     | 2                       | 94     | 78           | 62     |
|                  | 23.9%  | 17.6%  | 29.8%  | 23.5%  | 27.6%  | 20.7%     | 17.0%  | 22.0%  | 24.0%  | 34.6%  | 25.6%        | 35.7%            | 16.1%  | 23.1%  | 19.3%  | 23.8%  | 23.2%     | 35.7%  | 17.6%    | 24.6%  | 28.0%  | 22.8%   | 23.8%    | 21.1%  | 30.3%  | 19.9%                   | 22.0%  | 19.5%        | 34.4%  |
| SIGMA            | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |
|                  | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 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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**Table 37**  
Q32. By Normal Weighting  
Q32. Which of the following is closest to your view?  
Base : All Respondents

|  | Total          | Gender        |               | Age           |               |               | 2017 Vote     |               |              |              |              | Voting Intention |               |               |              |              |              | Region        |               |               |               |               |               |              |              | 2016 EU Referendum Vote |               |               |               |
|--|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|------------------|---------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|-------------------------|---------------|---------------|---------------|
|  |                | Male          | Female        | 18-34         | 35-54         | 55+           | CON           | LAB           | LD           | UKIP         | OTHER        | Did not vote     | CON           | LAB           | LD           | UKIP         | Other        | Undecided     | London        | Midlands      | North         | South         | England       | Scotland     | Wales        | NI                      | Leave         | Remain        | Did not vote  |
| Unweighted Total   | 1046           | 448           | 598           | 297           | 357           | 392           | 313           | 378           | 65           | 31           | 61           | 169              | 275           | 405           | 65           | 30           | 73           | 138           | 106           | 170           | 260           | 345           | 881           | 94           | 54           | 17                      | 428           | 401           | 181           |
| Weighted Total   | 1046           | 510           | 536           | 299           | 358           | 389           | 360           | 339           | 63           | 33           | 53           | 168              | 315           | 371           | 65           | 35           | 65           | 136           | 137           | 167           | 247           | 327           | 878           | 97           | 61           | 10                      | 430           | 399           | 181           |
| Leaving the EU without a mutually agreed deal on the terms of exit would be bad for Britain  | 605<br>57.8%   | 255<br>50.1%  | 350<br>65.2%  | 180<br>60.0%  | 221<br>61.6%  | 205<br>52.6%  | 165<br>45.8%  | 234<br>69.1%  | 54<br>86.1%  | 8<br>24.1%   | 39<br>73.5%  | 94<br>55.7%      | 138<br>43.8%  | 255<br>68.8%  | 49<br>74.8%  | 7<br>21.4%   | 50<br>77.0%  | 79<br>57.8%   | 80<br>58.1%   | 85<br>51.1%   | 140<br>56.8%  | 190<br>58.0%  | 495<br>56.4%  | 65<br>66.3%  | 38<br>62.2%  | 7<br>76.9%              | 171<br>39.7%  | 305<br>76.4%  | 113<br>62.4%  |
| Leaving the EU without a mutually agreed deal on the terms of exit would be good for Britain | 291<br>27.9%   | 190<br>37.3%  | 102<br>18.9%  | 71<br>23.6%   | 93<br>26.1%   | 127<br>32.8%  | 150<br>41.8%  | 73<br>21.5%   | 4<br>6.3%    | 18<br>54.4%  | 9<br>17.2%   | 33<br>19.4%      | 143<br>45.3%  | 75<br>20.2%   | 10<br>16.2%  | 23<br>64.8%  | 10<br>15.2%  | 23<br>17.2%   | 43<br>31.5%   | 53<br>31.5%   | 62<br>25.1%   | 92<br>28.2%   | 250<br>28.5%  | 25<br>25.6%  | 15<br>24.4%  | 2<br>16.7%              | 188<br>43.6%  | 66<br>16.7%   | 34<br>19.0%   |
| Don't know   | 150<br>14.3%   | 64<br>12.6%   | 85<br>15.9%   | 49<br>16.3%   | 44<br>12.3%   | 57<br>14.6%   | 45<br>12.4%   | 32<br>9.5%    | 5<br>7.6%    | 7<br>21.4%   | 5<br>9.3%    | 42<br>24.9%      | 34<br>10.8%   | 41<br>11.0%   | 6<br>9.1%    | 5<br>13.9%   | 5<br>7.7%    | 34<br>25.0%   | 14<br>10.4%   | 29<br>17.4%   | 45<br>18.1%   | 45<br>13.8%   | 133<br>15.1%  | 8<br>8.1%    | 8<br>13.4%   | 1<br>6.3%               | 72<br>16.7%   | 28<br>7.0%    | 34<br>18.6%   |
| SIGMA  | 1046<br>100.0% | 510<br>100.0% | 536<br>100.0% | 299<br>100.0% | 358<br>100.0% | 389<br>100.0% | 360<br>100.0% | 339<br>100.0% | 63<br>100.0% | 33<br>100.0% | 53<br>100.0% | 168<br>100.0%    | 315<br>100.0% | 371<br>100.0% | 65<br>100.0% | 35<br>100.0% | 65<br>100.0% | 136<br>100.0% | 137<br>100.0% | 167<br>100.0% | 247<br>100.0% | 327<br>100.0% | 878<br>100.0% | 97<br>100.0% | 61<br>100.0% | 10<br>100.0%            | 430<br>100.0% | 399<br>100.0% | 181<br>100.0% |



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**Table 38**  
Q33. By Normal Weighting  
**Q33. To what extent do you agree or disagree with the following statement? "Theresa May is bluffing when she says she is prepared to walk away from Brexit talks with no deal"**  
Base : All Respondents

|                            | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|----------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                            | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total           | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total             | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Strongly agree             | 187    | 92     | 95     | 91     | 59     | 37        | 35     | 91     | 11     | 6      | 15           | 27               | 28     | 96     | 14     | 11     | 16        | 10     | 27       | 31     | 51     | 43      | 152      | 22     | 11     | 2                       | 65     | 81           | 38     |        |
|                            | 17.9%  | 18.0%  | 17.7%  | 30.4%  | 16.3%  | 9.6%      | 9.8%   | 26.8%  | 17.0%  | 17.0%  | 28.1%        | 16.2%            | 8.9%   | 25.9%  | 22.3%  | 31.7%  | 23.9%     | 7.4%   | 19.7%    | 18.6%  | 20.6%  | 13.2%   | 17.3%    | 22.5%  | 17.3%  | 23.5%                   | 15.0%  | 20.2%        | 20.7%  |        |
| Somewhat agree             | 298    | 129    | 169    | 84     | 117    | 96        | 92     | 112    | 21     | 9      | 15           | 45               | 81     | 124    | 26     | 8      | 18        | 35     | 56       | 39     | 69     | 94      | 259      | 18     | 19     | 2                       | 121    | 122          | 47     |        |
|                            | 28.4%  | 25.3%  | 31.4%  | 27.9%  | 32.8%  | 24.8%     | 25.5%  | 32.9%  | 33.0%  | 25.9%  | 27.5%        | 26.7%            | 25.5%  | 33.5%  | 40.6%  | 23.6%  | 27.0%     | 25.9%  | 41.2%    | 23.1%  | 28.0%  | 28.8%   | 29.4%    | 18.7%  | 31.4%  | 17.8%                   | 28.2%  | 30.7%        | 26.0%  |        |
| Neither agree nor disagree | 187    | 86     | 101    | 53     | 63     | 71        | 52     | 61     | 11     | 5      | 7            | 36               | 37     | 76     | 6      | 3      | 9         | 43     | 21       | 27     | 50     | 62      | 160      | 16     | 10     | 1                       | 56     | 79           | 35     |        |
|                            | 17.9%  | 16.8%  | 18.8%  | 17.6%  | 17.7%  | 18.2%     | 14.4%  | 18.0%  | 17.3%  | 15.0%  | 13.4%        | 21.4%            | 11.8%  | 20.5%  | 8.9%   | 9.8%   | 13.4%     | 31.3%  | 15.4%    | 16.5%  | 20.1%  | 18.9%   | 18.2%    | 15.9%  | 16.7%  | 11.2%                   | 13.0%  | 19.7%        | 19.5%  |        |
| Somewhat disagree          | 143    | 73     | 70     | 29     | 37     | 76        | 60     | 32     | 10     | 9      | 8            | 22               | 59     | 31     | 5      | 8      | 12        | 22     | 11       | 29     | 27     | 47      | 114      | 20     | 7      | 2                       | 70     | 51           | 21     |        |
|                            | 13.7%  | 14.4%  | 13.0%  | 9.8%   | 10.4%  | 19.7%     | 16.6%  | 9.5%   | 15.2%  | 26.2%  | 15.4%        | 13.3%            | 18.6%  | 8.3%   | 8.4%   | 23.2%  | 17.8%     | 16.3%  | 8.0%     | 17.5%  | 10.8%  | 14.3%   | 12.9%    | 20.7%  | 11.7%  | 24.1%                   | 16.2%  | 12.9%        | 11.4%  |        |
| Strongly disagree          | 116    | 86     | 31     | 13     | 40     | 63        | 81     | 16     | 5      | 2      | 2            | 10               | 81     | 16     | 6      | 1      | 4         | 4      | 9        | 23     | 23     | 43      | 98       | 9      | 7      | 2                       | 75     | 30           | 11     |        |
|                            | 11.1%  | 16.8%  | 5.7%   | 4.3%   | 11.2%  | 16.3%     | 22.6%  | 4.6%   | 7.5%   | 6.7%   | 3.0%         | 6.0%             | 25.8%  | 4.3%   | 9.3%   | 2.9%   | 5.9%      | 3.3%   | 6.2%     | 13.9%  | 9.4%   | 13.2%   | 11.2%    | 9.2%   | 11.4%  | 23.3%                   | 17.4%  | 7.5%         | 6.0%   |        |
| Don't know                 | 115    | 44     | 72     | 30     | 41     | 44        | 40     | 28     | 6      | 3      | 7            | 27               | 29     | 28     | 7      | 3      | 8         | 22     | 13       | 17     | 28     | 38      | 96       | 13     | 7      | -                       | 43     | 36           | 30     |        |
|                            | 11.0%  | 8.6%   | 13.3%  | 9.9%   | 11.5%  | 11.4%     | 11.2%  | 8.2%   | 10.0%  | 9.1%   | 12.6%        | 16.4%            | 9.3%   | 7.6%   | 10.5%  | 8.7%   | 12.0%     | 15.9%  | 9.5%     | 10.3%  | 11.1%  | 11.6%   | 10.9%    | 13.0%  | 11.5%  | -                       | 10.0%  | 9.1%         | 16.3%  |        |
| SIGMA                      | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                            | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% | 100.0% |

**Topical Poll**  
Prepared on behalf of the Mail on Sunday

2 Sep 2017

**Table 39**  
Q34. By Normal Weighting  
Q34. To what extent do you agree or disagree with the following statement? "Britain's chances of getting a good Brexit deal weaken every day that Theresa May remains Prime Minister"  
Base : All Respondents

|                            | Gender |        | Age    |        |        | 2017 Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | Region |          |        |        |         |          |        |        | 2016 EU Referendum Vote |        |              |        |        |
|----------------------------|--------|--------|--------|--------|--------|-----------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------|----------|--------|--------|---------|----------|--------|--------|-------------------------|--------|--------------|--------|--------|
|                            | Male   | Female | 18-34  | 35-54  | 55+    | CON       | LAB    | LD     | UKIP   | OTHER  | Did not vote | CON              | LAB    | LD     | UKIP   | Other  | Undecided | London | Midlands | North  | South  | England | Scotland | Wales  | NI     | Leave                   | Remain | Did not vote |        |        |
| Unweighted Total           | 1046   | 448    | 598    | 297    | 357    | 392       | 313    | 378    | 65     | 31     | 61           | 169              | 275    | 405    | 65     | 30     | 73        | 138    | 106      | 170    | 260    | 345     | 881      | 94     | 54     | 17                      | 428    | 401          | 181    |        |
| Weighted Total             | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
| Strongly agree             | 202    | 101    | 100    | 93     | 60     | 49        | 21     | 123    | 13     | 5      | 15           | 23               | 13     | 130    | 16     | 10     | 19        | 9      | 35       | 20     | 59     | 54      | 168      | 23     | 9      | 1                       | 61     | 91           | 45     |        |
|                            | 19.3%  | 19.9%  | 18.7%  | 31.1%  | 16.8%  | 12.5%     | 5.8%   | 36.2%  | 21.4%  | 16.1%  | 28.4%        | 13.5%            | 4.3%   | 35.1%  | 24.5%  | 28.4%  | 29.3%     | 6.9%   | 25.5%    | 12.0%  | 23.8%  | 16.6%   | 19.2%    | 23.9%  | 14.3%  | 15.1%                   | 14.1%  | 22.9%        | 25.1%  |        |
| Somewhat agree             | 241    | 109    | 133    | 90     | 98     | 54        | 33     | 109    | 19     | 10     | 13           | 48               | 34     | 126    | 25     | 9      | 15        | 21     | 32       | 42     | 52     | 81      | 207      | 25     | 8      | 2                       | 73     | 112          | 46     |        |
|                            | 23.1%  | 21.3%  | 24.7%  | 30.0%  | 27.4%  | 13.8%     | 9.1%   | 32.0%  | 30.6%  | 30.7%  | 23.7%        | 28.5%            | 10.8%  | 34.1%  | 38.1%  | 26.8%  | 23.3%     | 15.6%  | 23.4%    | 25.1%  | 21.1%  | 24.8%   | 23.6%    | 25.3%  | 12.8%  | 16.5%                   | 17.0%  | 28.1%        | 25.2%  |        |
| Neither agree nor disagree | 222    | 103    | 119    | 45     | 91     | 87        | 79     | 59     | 13     | 9      | 8            | 47               | 54     | 62     | 13     | 7      | 10        | 55     | 29       | 32     | 58     | 74      | 194      | 10     | 15     | 4                       | 84     | 87           | 40     |        |
|                            | 21.3%  | 20.3%  | 22.2%  | 15.0%  | 25.4%  | 22.4%     | 21.9%  | 17.3%  | 21.3%  | 25.7%  | 14.9%        | 27.9%            | 17.2%  | 16.8%  | 19.3%  | 21.5%  | 15.0%     | 40.6%  | 21.4%    | 19.2%  | 23.4%  | 22.8%   | 22.0%    | 10.1%  | 24.7%  | 41.8%                   | 19.5%  | 21.7%        | 21.9%  |        |
| Somewhat disagree          | 156    | 70     | 87     | 17     | 50     | 90        | 90     | 28     | 13     | 2      | 7            | 14               | 84     | 26     | 5      | 2      | 9         | 26     | 18       | 28     | 35     | 49      | 130      | 17     | 7      | 2                       | 86     | 52           | 17     |        |
|                            | 15.0%  | 13.7%  | 16.1%  | 5.5%   | 13.9%  | 23.2%     | 25.1%  | 8.2%   | 20.3%  | 7.4%   | 12.7%        | 8.2%             | 26.8%  | 7.1%   | 7.0%   | 7.1%   | 13.6%     | 19.1%  | 13.2%    | 17.0%  | 14.2%  | 14.9%   | 14.8%    | 17.8%  | 10.9%  | 22.7%                   | 19.9%  | 12.9%        | 9.1%   |        |
| Strongly disagree          | 138    | 100    | 38     | 20     | 37     | 81        | 116    | 5      | 1      | 6      | 2            | 4                | 116    | 5      | 1      | 5      | 3         | 4      | 11       | 31     | 22     | 50      | 113      | 11     | 14     | *                       | 92     | 39           | 5      |        |
|                            | 13.2%  | 19.7%  | 7.0%   | 6.6%   | 10.4%  | 20.9%     | 32.3%  | 1.5%   | 2.3%   | 18.7%  | 3.8%         | 2.6%             | 36.7%  | 1.3%   | 2.2%   | 14.8%  | 4.9%      | 2.9%   | 8.0%     | 18.5%  | 8.7%   | 15.2%   | 12.9%    | 11.4%  | 22.2%  | 4.0%                    | 21.4%  | 9.7%         | 2.9%   |        |
| Don't know                 | 86     | 26     | 60     | 35     | 22     | 28        | 21     | 16     | 3      | 1      | 9            | 32               | 13     | 21     | 6      | 1      | 9         | 20     | 12       | 14     | 22     | 19      | 66       | 11     | 9      | -                       | 34     | 18           | 29     |        |
|                            | 8.2%   | 5.1%   | 11.2%  | 11.8%  | 6.2%   | 7.3%      | 5.9%   | 4.8%   | 4.1%   | 1.5%   | 16.5%        | 19.2%            | 4.1%   | 5.6%   | 8.8%   | 1.4%   | 13.9%     | 15.0%  | 8.5%     | 8.2%   | 8.7%   | 5.7%    | 7.5%     | 11.5%  | 15.1%  | -                       | 8.0%   | 4.6%         | 15.8%  |        |
| SIGMA                      | 1046   | 510    | 536    | 299    | 358    | 389       | 360    | 339    | 63     | 33     | 53           | 168              | 315    | 371    | 65     | 35     | 65        | 136    | 137      | 167    | 247    | 327     | 878      | 97     | 61     | 10                      | 430    | 399          | 181    |        |
|                            | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%       | 100.0%           | 100.0% | 100.0% | 100.0% | 100.0% | 100.0%    | 100.0% | 100.0%   | 100.0% | 100.0% | 100.0%  | 100.0%   | 100.0% | 100.0% | 100.0%                  | 100.0% | 100.0%       | 100.0% | 100.0% |