

Sample Size: 3387 GB Adults
Fieldwork: 16th - 18th May 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3387	955	793	203	325	1639	1748	393	1450	833	711	1931	1456	406	1124	728	816	312
Unweighted Sample	3387	976	828	232	348	1505	1882	361	1405	882	739	2055	1332	348	1173	733	783	350
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Michael Gove
[n=1153]

Far above average	8	12	7	11	9	10	6	7	6	9	10	10	5	11	11	5	6	6
Slightly above average	18	26	17	20	20	22	15	13	15	21	24	22	12	17	20	19	17	12
About average	25	27	26	26	22	25	24	22	23	27	28	23	27	24	27	24	22	21
Slightly below average	10	8	15	10	9	11	9	11	10	9	10	12	8	16	10	7	10	9
Far below average	9	5	10	10	9	9	9	15	10	7	6	9	9	9	9	11	7	11
Don't know	31	23	25	23	32	23	37	32	36	28	22	24	39	23	24	33	38	40
SCORE	61.7	68.2	58.9	63.1	63.2	63.4	60.0	55.9	59.1	64.4	65.6	63.2	58.7	61.3	63.6	60.0	61.6	57.6

Jeremy Hunt
[n=1127]

Far above average	2	2	2	7	3	3	2	2	2	4	2	3	1	2	4	0	2	3
Slightly above average	13	21	15	14	8	14	12	11	10	18	16	15	10	11	14	12	14	16
About average	27	36	23	25	34	26	28	21	27	29	30	28	27	32	27	26	31	18
Slightly below average	12	8	17	15	12	14	11	13	12	11	12	14	10	13	10	12	14	15
Far below average	13	6	18	16	12	17	10	19	14	10	14	13	14	13	15	13	10	16
Don't know	32	28	24	23	30	26	37	34	36	28	26	27	38	29	30	38	29	33
SCORE	53.7	61.4	50.9	55.1	53.6	52.4	55.2	49.1	52.0	58.6	54.6	54.8	51.6	53.2	54.9	51.7	55.5	52.6

Nicola Sturgeon
[n=1064]

Far above average	9	7	14	6	5	7	11	6	8	12	8	10	7	17	9	5	6	19
Slightly above average	24	25	29	38	22	27	21	23	21	29	25	28	19	22	25	22	22	34
About average	27	29	26	38	28	28	25	22	26	26	32	25	28	24	26	31	27	18
Slightly below average	8	13	3	0	13	10	6	11	7	7	11	10	6	6	8	5	12	7
Far below average	7	9	4	3	16	9	5	4	7	6	10	5	9	7	7	7	6	9
Don't know	25	17	23	15	16	18	32	34	31	21	13	21	30	23	25	30	26	13
SCORE	65.3	61.9	72.1	70.4	56.9	63.2	67.9	64.8	64.6	68.5	62.3	67.2	62.6	69.5	65.6	63.7	62.7	70.8

Theresa May
[n=1091]

Far above average	5	9	4	10	2	6	5	5	5	7	4	7	3	8	5	5	4	5
Slightly above average	26	36	29	34	21	27	24	15	21	29	35	30	20	28	27	20	25	29
About average	26	28	26	29	28	26	27	29	25	26	29	26	27	27	28	25	27	21
Slightly below average	9	6	13	7	9	11	7	10	8	10	9	9	9	8	10	9	7	9
Far below average	5	1	7	5	9	7	3	4	6	5	5	4	7	2	5	6	6	7
Don't know	29	19	22	16	30	23	34	37	36	23	17	23	35	27	24	35	30	29
SCORE	64.8	71.5	62.5	68.7	59.4	63.6	66.4	62.2	63.4	66.0	65.9	67.1	60.9	68.8	64.5	62.8	64.1	64.5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Gordon Brown
[n=1106]

Far above average	12	9	23	22	5	16	8	12	10	16	11	16	6	14	15	8	10	14
Slightly above average	24	22	30	30	20	26	23	16	23	29	26	28	19	28	22	23	22	36
About average	25	31	21	24	23	24	27	31	24	24	27	23	28	23	25	31	24	23
Slightly below average	10	13	6	8	17	11	10	12	10	10	11	11	10	8	15	9	9	7
Far below average	7	8	3	5	16	8	7	3	8	6	10	6	9	7	7	10	8	5
Don't know	20	17	17	10	19	16	24	26	25	16	15	15	27	20	17	19	28	15
SCORE	66.2	62.7	75.4	72.6	55.3	67.3	64.0	65.9	64.5	69.2	64.0	68.8	60.8	68.5	65.5	62.5	64.7	71.1

Iain Duncan Smith
[n=1128]

Far above average	7	11	6	7	12	8	6	6	5	9	12	8	6	6	10	7	5	8
Slightly above average	26	35	23	34	29	30	22	20	20	26	39	32	17	27	28	26	25	18
About average	27	29	30	29	33	28	26	19	30	26	25	26	28	30	24	28	27	27
Slightly below average	8	7	8	9	4	9	7	12	8	7	8	8	8	5	9	6	7	14
Far below average	6	2	10	4	4	7	6	4	6	8	6	6	8	8	6	7	5	6
Don't know	26	16	23	16	19	18	33	38	30	24	11	20	32	24	22	25	32	27
SCORE	65.4	71.0	61.8	67.5	70.0	65.6	64.5	63.9	62.9	65.5	69.6	67.0	61.5	64.7	67.0	65.4	65.2	62.2

Hillary Clinton
[n=1116]

Far above average	15	13	21	19	11	16	14	14	11	20	16	17	12	19	14	12	15	21
Slightly above average	32	37	35	55	20	31	32	31	33	29	34	37	25	43	31	33	26	37
About average	24	25	20	17	28	25	22	18	22	25	29	21	27	14	26	23	26	22
Slightly below average	6	7	5	0	10	8	5	11	6	7	6	7	6	6	6	6	7	9
Far below average	4	4	2	1	9	6	2	1	4	5	5	4	4	5	4	5	3	1
Don't know	19	13	18	8	22	13	24	26	25	14	10	14	27	13	19	22	23	11
SCORE	71.9	71.2	76.4	79.8	63.6	70.0	73.6	72.3	70.8	72.1	71.1	73.0	69.5	74.9	71.1	70.4	71.2	75.1

Ed Balls
[n=1049]

Far above average	4	3	7	10	1	5	3	7	3	4	3	5	3	4	3	2	5	6
Slightly above average	14	15	23	23	3	13	15	10	12	18	15	19	8	19	13	15	12	20
About average	30	31	36	35	34	31	29	26	30	31	34	32	28	27	32	34	30	20
Slightly below average	14	19	9	14	24	16	13	15	11	15	20	14	15	12	13	15	13	19
Far below average	9	12	3	6	18	12	6	4	8	10	11	7	11	7	10	8	8	8
Don't know	29	20	22	12	20	23	35	38	36	22	17	24	35	30	29	27	32	27
SCORE	57.2	54.5	65.6	63.9	46.3	55.6	58.8	60.3	57.2	57.7	54.9	60.3	52.9	60.3	56.1	56.8	57.9	59.2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Andy Burnham
[n=1123]

Far above average	3	2	5	7	1	4	2	2	3	5	3	4	3	3	4	3	3	5
Slightly above average	15	13	22	23	10	16	13	13	13	18	15	19	10	18	13	13	17	18
About average	27	34	27	35	22	29	25	23	27	27	30	28	26	30	25	30	28	20
Slightly below average	6	8	3	12	10	8	4	4	4	7	11	7	5	3	6	7	6	6
Far below average	4	5	3	1	13	6	2	0	4	3	8	3	5	6	4	3	3	2
Don't know	45	38	40	22	44	36	53	58	50	40	34	40	52	41	47	43	42	50
SCORE	62.5	59.7	67.7	65.9	51.4	61.3	63.9	66.2	62.7	65.0	58.2	64.6	60.4	63.0	62.7	62.1	63.9	67.1

Yvette Cooper
[n=1091]

Far above average	4	4	7	10	2	6	3	6	4	7	3	6	3	6	4	4	4	4
Slightly above average	16	15	27	20	5	18	14	17	15	16	16	19	10	18	17	12	15	15
About average	23	24	20	30	29	26	20	14	21	28	27	23	23	20	23	27	21	22
Slightly below average	7	10	4	5	7	9	5	4	6	5	12	7	7	6	7	4	9	6
Far below average	6	7	2	1	12	7	4	2	4	7	10	5	6	4	5	5	8	7
Don't know	45	40	39	33	45	34	54	57	50	38	33	40	51	46	43	47	42	46
SCORE	61.8	59.7	71.0	70.0	52.0	62.1	63.0	69.8	63.6	63.5	57.1	64.7	58.8	65.9	62.9	62.3	59.3	61.1

Vince Cable
[n=1100]

Far above average	9	11	11	15	3	11	7	11	9	9	8	10	7	8	8	9	11	7
Slightly above average	18	20	22	30	17	22	15	19	15	19	23	24	10	16	19	15	16	29
About average	23	31	19	18	31	21	25	11	22	27	25	22	24	23	25	19	23	20
Slightly below average	7	9	6	4	8	8	5	4	6	7	8	6	7	3	6	7	9	8
Far below average	5	5	6	0	12	8	3	3	3	7	10	5	6	5	7	4	4	6
Don't know	38	25	36	33	29	30	45	51	45	31	26	32	46	44	36	45	36	30
SCORE	66.1	66.1	68.1	76.7	57.5	65.7	66.5	72.9	67.6	64.6	63.0	68.4	61.9	66.9	64.6	66.7	66.7	66.6

Alex Salmond
[n=1112]

Far above average	5	2	7	6	3	5	4	3	4	5	5	5	4	5	5	2	2	16
Slightly above average	17	17	19	26	11	21	13	20	16	18	15	21	11	16	17	18	13	24
About average	29	35	28	29	27	28	29	25	25	33	33	31	25	28	28	34	28	23
Slightly below average	12	16	11	11	17	15	9	11	10	11	15	12	11	11	14	9	12	9
Far below average	8	12	4	9	12	9	6	5	7	7	12	7	9	6	9	6	7	11
Don't know	31	19	31	18	30	22	38	35	38	26	20	24	40	34	27	31	39	18
SCORE	59.7	55.4	64.1	62.2	53.1	59.5	60.0	61.6	60.0	60.8	56.5	61.3	56.7	60.9	58.6	60.3	57.1	66.0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Harriet Harman
[n=1139]

Far above average	6	3	11	6	5	6	5	7	4	9	4	8	3	11	8	4	3	4
Slightly above average	19	20	27	32	15	20	18	14	16	23	26	23	14	22	21	16	18	22
About average	28	35	29	33	21	29	28	22	25	32	34	29	28	30	26	36	26	24
Slightly below average	6	9	5	3	14	9	4	4	6	7	8	7	6	3	7	9	5	5
Far below average	5	4	2	2	18	6	3	1	4	5	6	4	6	1	5	3	7	6
Don't know	35	29	26	24	27	29	42	52	45	24	23	30	42	33	32	32	42	38
SCORE	64.7	62.5	70.8	69.7	53.2	63.1	66.2	69.2	63.6	66.3	63.6	66.8	60.7	71.6	66.0	62.6	61.7	64.3

George W Bush
[n=1097]

Far above average	2	2	1	1	0	1	2	1	2	3	0	1	2	2	2	1	2	0
Slightly above average	8	8	8	1	9	9	7	7	8	9	6	7	8	4	7	5	12	9
About average	21	26	17	32	26	19	22	18	14	24	32	22	20	19	22	24	21	12
Slightly below average	24	28	27	29	24	23	24	24	21	24	29	26	21	29	21	23	23	31
Far below average	24	19	28	20	23	28	21	22	27	25	19	26	22	27	28	25	15	32
Don't know	22	17	19	16	18	20	24	29	28	15	14	18	26	19	21	22	27	16
SCORE	44.8	47.0	42.0	44.1	45.1	43.0	45.5	43.6	42.5	46.1	45.8	43.2	45.5	41.5	43.5	43.1	49.9	39.5

William Hague
[n=1143]

Far above average	14	25	10	14	9	16	12	10	12	16	17	17	10	16	14	9	14	19
Slightly above average	27	34	31	32	30	31	24	15	25	35	30	33	21	28	32	27	22	23
About average	23	23	25	19	18	23	22	11	24	24	25	22	23	20	22	26	23	20
Slightly below average	7	5	8	10	11	9	6	7	7	7	7	7	7	7	6	6	10	8
Far below average	4	2	3	5	10	5	3	4	3	3	8	2	6	3	4	5	4	3
Don't know	25	11	23	20	23	17	32	52	29	16	13	19	32	26	22	26	27	27
SCORE	70.7	76.9	69.6	70.0	64.4	70.5	70.7	68.5	70.1	72.7	69.4	73.8	66.6	72.7	71.8	67.9	68.8	72.9

Julian Assange
[n=1162]

Far above average	9	6	14	13	9	11	7	16	9	10	6	12	6	12	10	8	7	10
Slightly above average	17	16	21	22	10	19	15	19	18	21	9	21	11	21	16	11	18	23
About average	20	20	18	26	26	20	19	15	17	23	24	18	21	20	18	21	20	19
Slightly below average	5	9	5	5	2	6	5	2	4	4	11	6	4	7	5	7	5	4
Far below average	7	11	5	2	15	10	4	0	5	9	14	6	8	3	9	8	6	7
Don't know	42	37	37	32	38	33	50	48	48	34	36	36	50	37	42	45	44	36
SCORE	65.5	59.0	70.8	71.5	58.7	64.5	66.4	78.8	68.3	65.7	54.4	68.6	61.2	70.2	64.5	61.5	65.4	67.9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Margaret Thatcher
[n=1069]

Far above average	24	39	14	20	33	25	23	18	19	27	31	26	21	19	28	23	21	23
Slightly above average	32	36	33	37	27	31	33	38	31	33	30	36	25	31	33	30	31	37
About average	19	11	25	25	14	20	17	15	23	14	17	17	21	25	18	17	19	14
Slightly below average	4	2	7	4	6	4	3	1	3	4	5	4	3	6	3	1	4	5
Far below average	5	2	8	1	6	7	4	5	4	6	7	4	7	2	4	7	7	9
Don't know	17	11	13	13	15	13	20	22	20	14	10	13	22	16	14	22	18	12
SCORE	75.7	84.0	68.7	76.3	77.4	74.5	77.0	76.4	74.5	76.9	76.2	77.5	73.0	74.2	78.1	75.6	73.4	73.6

John Major
[n=1118]

Far above average	7	10	7	7	5	9	5	4	7	7	5	8	5	7	8	5	4	9
Slightly above average	27	38	26	38	23	29	25	16	27	29	30	30	22	27	31	29	21	20
About average	28	29	28	30	32	26	30	22	28	28	31	29	26	30	28	27	28	29
Slightly below average	8	5	10	5	9	9	7	7	6	8	11	7	9	3	8	7	10	10
Far below average	5	4	7	0	14	6	4	5	3	8	7	3	7	5	3	6	8	4
Don't know	26	14	22	19	17	22	29	46	29	20	15	22	31	29	22	27	29	27
SCORE	66.1	70.5	64.1	71.8	59.0	66.6	65.6	62.6	68.2	64.8	63.6	68.6	62.6	67.8	68.5	65.4	60.8	65.6

Sadiq Khan
[n=562]

Far above average	8	3	19	9	5	6	9	11	7	9	5	11	3	17	8	5	5	10
Slightly above average	22	21	27	34	18	27	18	36	20	21	20	28	13	25	25	20	18	26
About average	24	29	25	21	33	26	23	16	25	27	24	26	21	20	22	33	25	20
Slightly below average	5	7	5	5	6	6	4	1	4	5	10	5	6	3	5	5	6	4
Far below average	4	3	1	0	13	6	2	1	3	6	7	3	6	10	2	4	4	5
Don't know	37	36	22	30	26	29	44	35	41	33	34	27	51	24	39	33	42	36
SCORE	67.9	64.4	75.1	73.6	58.9	65.9	70.0	76.9	68.1	66.5	61.8	70.7	60.4	69.6	70.3	65.1	64.8	69.8

To obtain the score, far above average was given a value of 100, slightly above average was given a value of 80, about average was given a value of 40, slightly below average was given a value of 20 and far below average was given a value of 0.