

YouGov Survey Results

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | | Vote in 2015 | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--------------------------|-------------|--------|-------|--------------|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|---|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 | |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Respondents saw a random sample of 12 of the following characters

Below are a list of fictional characters from television programmes. In each case, please say how you think that character would be most likely to vote in a general election?

Alan Partridge
[N=1565]

| | 4-5 April 2012 | 19-22 May 2017 | | | | | | | | | | | | | | | | | | | |
|------------------|----------------|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 27 | 22 | 28 | 19 | 20 | 30 | 21 | 20 | 28 | 18 | 19 | 26 | 25 | 14 | 25 | 19 | 20 | 21 | 24 | 21 | 29 |
| Labour | 7 | 10 | 10 | 10 | 11 | 9 | 14 | 10 | 10 | 9 | 9 | 7 | 11 | 15 | 9 | 10 | 11 | 8 | 9 | 11 | 9 |
| Liberal Democrat | 13 | 12 | 13 | 15 | 18 | 11 | 11 | 15 | 14 | 11 | 5 | 11 | 15 | 16 | 12 | 12 | 11 | 14 | 12 | 10 | 10 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 1 | 0 |
| UKIP | 6 | 5 | 5 | 5 | 4 | 4 | 8 | 6 | 6 | 3 | 2 | 6 | 4 | 4 | 5 | 4 | 2 | 5 | 6 | 4 | 6 |
| Green | 3 | 3 | 3 | 3 | 3 | 3 | 1 | 4 | 3 | 3 | 1 | 3 | 4 | 2 | 3 | 2 | 2 | 3 | 3 | 3 | 3 |
| BNP | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 3 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 0 |
| Wouldn't vote | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 1 | 4 | 3 | 2 | 5 | 2 | 4 | 3 | 5 | 5 | 5 | 3 | 2 | 2 |
| Don't know | 38 | 44 | 37 | 43 | 40 | 40 | 38 | 39 | 35 | 52 | 61 | 42 | 39 | 44 | 41 | 47 | 48 | 42 | 41 | 46 | 41 |

Alan Partridge

[Excluding Don't knows and Would not votes; n=866]

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 46 | 42 | 47 | 36 | 35 | 53 | 36 | 33 | 45 | 39 | 51 | 48 | 41 | 27 | 45 | 38 | 42 | 40 | 43 | 42 | 51 |
| Labour | 12 | 18 | 17 | 19 | 19 | 16 | 24 | 16 | 17 | 20 | 23 | 13 | 18 | 28 | 17 | 21 | 23 | 16 | 17 | 21 | 16 |
| Liberal Democrat | 22 | 23 | 21 | 27 | 31 | 19 | 19 | 26 | 22 | 23 | 12 | 20 | 24 | 31 | 21 | 25 | 22 | 27 | 22 | 20 | 17 |
| SNP/Plaid Cymru | 2 | 1 | 2 | 1 | 1 | 1 | 4 | 3 | 1 | 2 | 4 | 1 | 1 | 1 | 2 | 0 | 4 | 0 | 1 | 2 | 0 |
| UKIP | 10 | 9 | 9 | 9 | 7 | 6 | 14 | 10 | 10 | 8 | 6 | 10 | 7 | 8 | 9 | 9 | 5 | 9 | 11 | 7 | 11 |
| Green | 5 | 5 | 4 | 6 | 6 | 5 | 2 | 6 | 4 | 6 | 4 | 6 | 6 | 4 | 6 | 5 | 5 | 6 | 4 | 5 | 5 |
| BNP | 2 | 2 | 0 | 3 | 2 | 1 | 1 | 6 | 1 | 2 | 0 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 3 | 0 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|---|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|----|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 | |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | 4-5 | 19-22 | | | | | | | | | | | | | | | | | | | |
| | April | May | | | | | | | | | | | | | | | | | | | |
| | 2012 | 2017 | | | | | | | | | | | | | | | | | | | |
| Jim Royle (The Royle Family) [N=1548] | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 2 | 2 | 3 | 2 | 1 | 3 | 4 | 1 | 3 | 2 | 6 | 3 | 1 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 7 |
| Labour | 53 | 47 | 49 | 55 | 58 | 53 | 55 | 53 | 52 | 42 | 13 | 41 | 64 | 59 | 49 | 45 | 39 | 46 | 51 | 48 | 52 |
| Liberal Democrat | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 3 |
| SNP/Plaid Cymru | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| UKIP | 3 | 9 | 9 | 9 | 8 | 11 | 7 | 7 | 7 | 10 | 9 | 11 | 9 | 4 | 9 | 8 | 7 | 8 | 10 | 9 | 8 |
| Green | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| BNP | 5 | 4 | 3 | 4 | 4 | 2 | 2 | 6 | 4 | 3 | 0 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 6 | 4 |
| Wouldn't vote | 10 | 6 | 6 | 4 | 4 | 6 | 3 | 5 | 5 | 7 | 12 | 7 | 2 | 3 | 5 | 6 | 7 | 7 | 5 | 5 | 4 |
| Don't know | 24 | 31 | 29 | 25 | 24 | 24 | 28 | 27 | 29 | 34 | 59 | 33 | 19 | 27 | 29 | 34 | 42 | 33 | 28 | 29 | 23 |
| Jim Royle (The Royle Family) [Excluding Don't know and Would not votes; n=1017] | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 3 | 4 | 4 | 3 | 2 | 4 | 6 | 2 | 4 | 3 | 20 | 5 | 1 | 3 | 5 | 3 | 3 | 4 | 4 | 2 | 9 |
| Labour | 81 | 75 | 75 | 78 | 80 | 76 | 80 | 78 | 78 | 72 | 45 | 69 | 81 | 85 | 75 | 75 | 77 | 76 | 77 | 73 | 71 |
| Liberal Democrat | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 4 |
| SNP/Plaid Cymru | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| UKIP | 5 | 14 | 14 | 13 | 11 | 16 | 10 | 10 | 10 | 17 | 29 | 18 | 11 | 6 | 13 | 14 | 14 | 13 | 15 | 14 | 11 |
| Green | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| BNP | 8 | 6 | 5 | 5 | 5 | 3 | 3 | 9 | 6 | 6 | 0 | 8 | 5 | 5 | 6 | 6 | 5 | 5 | 4 | 9 | 5 |
| Doctor Who [N=1537] | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 11 | 8 | 6 | 12 | 12 | 8 | 5 | 11 | 8 | 8 | 4 | 6 | 10 | 14 | 8 | 9 | 8 | 8 | 10 | 9 | 5 |
| Labour | 7 | 11 | 15 | 7 | 7 | 20 | 9 | 6 | 13 | 9 | 25 | 10 | 9 | 7 | 13 | 9 | 15 | 10 | 11 | 11 | 9 |
| Liberal Democrat | 11 | 8 | 10 | 7 | 12 | 5 | 11 | 6 | 8 | 8 | 6 | 9 | 8 | 8 | 10 | 6 | 10 | 9 | 10 | 6 | 8 |
| SNP/Plaid Cymru | 2 | 2 | 2 | 1 | 1 | 1 | 0 | 1 | 2 | 2 | 4 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 4 |
| UKIP | 3 | 2 | 1 | 2 | 2 | 1 | 1 | 6 | 2 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 0 | 2 | 2 | 2 | 2 |
| Green | 16 | 13 | 17 | 11 | 10 | 17 | 22 | 10 | 13 | 13 | 14 | 12 | 16 | 12 | 14 | 11 | 13 | 14 | 11 | 12 | 18 |
| BNP | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 |
| Wouldn't vote | 19 | 19 | 21 | 18 | 23 | 17 | 18 | 20 | 21 | 17 | 19 | 18 | 19 | 20 | 19 | 19 | 19 | 21 | 16 | 18 | 21 |
| Don't know | 31 | 36 | 27 | 40 | 32 | 31 | 34 | 39 | 32 | 41 | 26 | 41 | 32 | 36 | 33 | 41 | 34 | 35 | 37 | 40 | 33 |
| Doctor Who [Excluding Don't knows and Would not votes; n=720] | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 23 | 19 | 12 | 28 | 26 | 15 | 10 | 27 | 18 | 20 | 7 | 15 | 21 | 32 | 16 | 23 | 18 | 19 | 21 | 21 | 11 |
| Labour | 13 | 25 | 29 | 18 | 16 | 37 | 19 | 16 | 27 | 22 | 45 | 26 | 19 | 15 | 26 | 22 | 31 | 23 | 25 | 27 | 19 |
| Liberal Democrat | 22 | 19 | 18 | 18 | 27 | 10 | 23 | 15 | 18 | 20 | 12 | 23 | 17 | 19 | 21 | 15 | 20 | 19 | 22 | 15 | 18 |
| SNP/Plaid Cymru | 3 | 4 | 4 | 3 | 2 | 2 | 0 | 3 | 3 | 4 | 6 | 4 | 1 | 2 | 3 | 5 | 3 | 3 | 4 | 1 | 9 |
| UKIP | 6 | 4 | 2 | 6 | 4 | 2 | 3 | 15 | 4 | 3 | 3 | 2 | 7 | 3 | 3 | 5 | 0 | 3 | 5 | 5 | 4 |
| Green | 32 | 29 | 33 | 26 | 23 | 32 | 45 | 25 | 28 | 30 | 25 | 29 | 34 | 27 | 29 | 28 | 27 | 31 | 23 | 28 | 40 |
| BNP | 1 | 1 | 1 | 2 | 1 | 2 | 0 | 0 | 2 | 1 | 2 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 3 | 0 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|----|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 | |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | 4-5 | 19-22 | | | | | | | | | | | | | | | | | | | |
| | April | May | | | | | | | | | | | | | | | | | | | |
| | 2012 | 2017 | | | | | | | | | | | | | | | | | | | |
| David Brent (The Office) <i>[N=1556]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 28 | 23 | 28 | 24 | 24 | 29 | 21 | 27 | 27 | 19 | 11 | 21 | 30 | 26 | 24 | 21 | 22 | 21 | 24 | 23 | 28 |
| Labour | 9 | 12 | 13 | 12 | 14 | 11 | 12 | 15 | 12 | 12 | 14 | 11 | 14 | 11 | 13 | 10 | 11 | 12 | 13 | 10 | 13 |
| Liberal Democrat | 13 | 8 | 8 | 10 | 11 | 8 | 9 | 9 | 10 | 7 | 6 | 7 | 9 | 11 | 10 | 7 | 6 | 9 | 7 | 9 | 11 |
| SNP/Plaid Cymru | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 |
| UKIP | 6 | 7 | 9 | 8 | 11 | 8 | 9 | 5 | 7 | 7 | 2 | 8 | 8 | 7 | 8 | 6 | 11 | 9 | 6 | 4 | 9 |
| Green | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 4 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 0 | 1 | 3 | 2 | 0 |
| BNP | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 4 | 2 | 1 | 2 | 2 | 2 | 4 | 1 | 1 | 2 | 3 |
| Wouldn't vote | 6 | 4 | 4 | 3 | 3 | 5 | 4 | 2 | 5 | 4 | 3 | 7 | 2 | 2 | 4 | 5 | 4 | 6 | 5 | 4 | 1 |
| Don't know | 33 | 41 | 35 | 39 | 35 | 37 | 42 | 35 | 36 | 47 | 60 | 41 | 35 | 39 | 37 | 47 | 41 | 42 | 40 | 45 | 33 |
| David Brent (The Office) <i>[Excluding Don't knows and Would not votes; n=871]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 46 | 42 | 45 | 42 | 38 | 50 | 39 | 44 | 45 | 38 | 29 | 40 | 48 | 43 | 41 | 44 | 40 | 39 | 44 | 45 | 42 |
| Labour | 14 | 22 | 22 | 20 | 22 | 18 | 21 | 23 | 20 | 23 | 37 | 20 | 21 | 18 | 23 | 20 | 20 | 23 | 23 | 20 | 20 |
| Liberal Democrat | 22 | 15 | 13 | 17 | 18 | 14 | 16 | 14 | 16 | 14 | 15 | 15 | 14 | 19 | 17 | 14 | 11 | 17 | 14 | 17 | 17 |
| SNP/Plaid Cymru | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 3 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| UKIP | 10 | 13 | 15 | 14 | 17 | 14 | 16 | 7 | 12 | 15 | 5 | 16 | 12 | 13 | 13 | 13 | 19 | 17 | 11 | 8 | 14 |
| Green | 4 | 3 | 2 | 2 | 1 | 2 | 5 | 6 | 2 | 4 | 2 | 4 | 2 | 3 | 3 | 3 | 1 | 2 | 5 | 4 | 0 |
| BNP | 4 | 4 | 3 | 3 | 3 | 1 | 3 | 5 | 3 | 4 | 9 | 4 | 2 | 3 | 3 | 5 | 8 | 2 | 3 | 5 | 5 |
| Del Boy (Only Fools and Horses) <i>[N=1540]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 19 | 16 | 19 | 17 | 20 | 21 | 18 | 14 | 22 | 11 | 6 | 12 | 24 | 22 | 20 | 11 | 19 | 18 | 15 | 13 | 17 |
| Labour | 34 | 31 | 34 | 35 | 37 | 33 | 35 | 30 | 25 | 37 | 25 | 31 | 29 | 38 | 31 | 32 | 29 | 31 | 32 | 29 | 38 |
| Liberal Democrat | 4 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 |
| UKIP | 5 | 9 | 9 | 10 | 9 | 7 | 13 | 15 | 10 | 9 | 9 | 9 | 11 | 9 | 9 | 10 | 7 | 12 | 8 | 9 | 7 |
| Green | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 |
| BNP | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 6 | 1 | 1 | 2 | 4 |
| Wouldn't vote | 12 | 9 | 9 | 8 | 10 | 10 | 3 | 9 | 11 | 7 | 5 | 11 | 10 | 6 | 9 | 10 | 10 | 9 | 7 | 11 | 8 |
| Don't know | 22 | 28 | 24 | 24 | 20 | 24 | 28 | 27 | 26 | 31 | 48 | 32 | 21 | 19 | 26 | 31 | 27 | 25 | 32 | 33 | 21 |
| Del Boy (Only Fools and Horses) <i>[Excluding Don't knows and Would not votes; n=1008]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 29 | 26 | 28 | 25 | 28 | 32 | 26 | 22 | 34 | 18 | 12 | 21 | 35 | 29 | 30 | 19 | 31 | 27 | 25 | 23 | 25 |
| Labour | 52 | 50 | 51 | 51 | 52 | 51 | 51 | 46 | 40 | 60 | 54 | 55 | 41 | 51 | 48 | 55 | 46 | 48 | 53 | 52 | 54 |
| Liberal Democrat | 6 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 2 | 5 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 2 | 0 | 1 | 0 | 2 | 2 | 1 | 4 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| UKIP | 8 | 15 | 14 | 15 | 13 | 10 | 18 | 23 | 16 | 15 | 19 | 16 | 15 | 13 | 14 | 17 | 12 | 18 | 13 | 17 | 10 |
| Green | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 1 |
| BNP | 3 | 3 | 3 | 3 | 2 | 4 | 1 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 9 | 2 | 2 | 3 | 5 |

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Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|----|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 | |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | 4-5 | 19-22 | | | | | | | | | | | | | | | | | | | |
| | April | May | | | | | | | | | | | | | | | | | | | |
| | 2012 | 2017 | | | | | | | | | | | | | | | | | | | |
| Geraldine Granger (The Vicar of Dibley) | | | | | | | | | | | | | | | | | | | | | |
| <i>[N=1561]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 14 | 12 | 8 | 18 | 18 | 8 | 4 | 20 | 13 | 12 | 7 | 12 | 12 | 18 | 12 | 12 | 12 | 11 | 17 | 10 | 12 |
| Labour | 14 | 18 | 24 | 15 | 15 | 29 | 18 | 15 | 19 | 17 | 18 | 17 | 21 | 15 | 18 | 17 | 20 | 14 | 19 | 17 | 27 |
| Liberal Democrat | 27 | 17 | 21 | 19 | 23 | 17 | 26 | 22 | 19 | 16 | 9 | 16 | 21 | 20 | 23 | 11 | 14 | 22 | 18 | 15 | 12 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 1 |
| UKIP | 2 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 |
| Green | 10 | 12 | 13 | 14 | 16 | 12 | 13 | 16 | 12 | 12 | 4 | 11 | 15 | 14 | 12 | 12 | 11 | 15 | 7 | 14 | 9 |
| BNP | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| Wouldn't vote | 4 | 4 | 2 | 3 | 3 | 3 | 1 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 6 | 2 | 7 | 2 | 6 | 0 |
| Don't know | 28 | 34 | 31 | 29 | 25 | 30 | 36 | 22 | 31 | 36 | 56 | 38 | 25 | 25 | 30 | 39 | 36 | 28 | 35 | 38 | 39 |
| Geraldine Granger (The Vicar of Dibley) | | | | | | | | | | | | | | | | | | | | | |
| <i>[Excluding Don't knows and Would not votes; n=1011]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 20 | 20 | 13 | 27 | 24 | 13 | 7 | 27 | 20 | 20 | 18 | 20 | 16 | 25 | 18 | 23 | 20 | 17 | 26 | 18 | 19 |
| Labour | 20 | 29 | 36 | 22 | 20 | 43 | 28 | 20 | 30 | 28 | 45 | 29 | 30 | 21 | 27 | 31 | 33 | 22 | 31 | 30 | 44 |
| Liberal Democrat | 39 | 28 | 31 | 27 | 31 | 26 | 41 | 30 | 29 | 27 | 22 | 29 | 29 | 28 | 34 | 20 | 23 | 33 | 28 | 27 | 20 |
| SNP/Plaid Cymru | 1 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 4 | 1 | 2 | 1 | 1 |
| UKIP | 3 | 1 | 0 | 2 | 1 | 0 | 2 | 1 | 0 | 1 | 2 | 0 | 0 | 3 | 1 | 1 | 1 | 2 | 0 | 0 | 1 |
| Green | 15 | 19 | 19 | 20 | 22 | 17 | 20 | 22 | 19 | 20 | 11 | 19 | 21 | 20 | 18 | 21 | 18 | 24 | 11 | 24 | 14 |
| BNP | 0 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 2 | 0 | 2 | 1 | 1 | 0 |
| Hyacinth Bucket (Keeping Up Appearances) | | | | | | | | | | | | | | | | | | | | | |
| <i>[N=1585]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 69 | 59 | 63 | 69 | 73 | 62 | 61 | 77 | 56 | 62 | 25 | 51 | 72 | 81 | 64 | 52 | 49 | 60 | 62 | 59 | 60 |
| Labour | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 0 | 1 | 2 | 3 | 2 | 0 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 0 |
| Liberal Democrat | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 0 | 5 |
| SNP/Plaid Cymru | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 |
| UKIP | 3 | 3 | 6 | 2 | 3 | 5 | 6 | 0 | 4 | 3 | 2 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 2 | 4 | 7 |
| Green | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| BNP | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 0 | 0 | 2 | 1 |
| Wouldn't vote | 2 | 3 | 2 | 2 | 0 | 3 | 1 | 2 | 4 | 2 | 5 | 4 | 1 | 1 | 2 | 5 | 2 | 4 | 3 | 3 | 0 |
| Don't know | 21 | 29 | 26 | 23 | 20 | 25 | 25 | 19 | 29 | 29 | 63 | 32 | 19 | 15 | 25 | 34 | 38 | 29 | 26 | 30 | 27 |
| Hyacinth Bucket (Keeping Up Appearances) | | | | | | | | | | | | | | | | | | | | | |
| <i>[Excluding Don't knows and Would not votes; n=1145]</i> | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 90 | 87 | 86 | 92 | 92 | 87 | 83 | 98 | 84 | 90 | 78 | 81 | 91 | 96 | 88 | 86 | 82 | 89 | 88 | 88 | 82 |
| Labour | 2 | 2 | 1 | 2 | 1 | 1 | 5 | 1 | 2 | 2 | 8 | 4 | 0 | 1 | 1 | 3 | 3 | 3 | 2 | 2 | 0 |
| Liberal Democrat | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 2 | 1 | 3 | 2 | 4 | 2 | 3 | 0 | 7 |
| SNP/Plaid Cymru | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 2 | 3 | 0 | 1 | 1 | 0 |
| UKIP | 4 | 5 | 8 | 2 | 3 | 7 | 8 | 0 | 6 | 4 | 5 | 7 | 5 | 1 | 5 | 4 | 6 | 4 | 3 | 5 | 9 |
| Green | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 0 | 1 | 2 | 0 | 0 |
| BNP | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 0 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 2 | 3 | 0 | 1 | 3 | 2 |

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Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | | Vote in 2015 | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|-------------|--------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Pat Butcher (Eastenders)
[n=1532]

4-5 April 2012 | 19-22 May 2017

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 4 | 6 | 8 | 4 | 3 | 11 | 6 | 5 | 7 | 5 | 7 | 7 | 5 | 4 | 6 | 6 | 8 | 3 | 6 | 7 | 9 |
| Labour | 49 | 40 | 39 | 50 | 50 | 38 | 44 | 52 | 37 | 44 | 22 | 35 | 48 | 52 | 40 | 40 | 31 | 47 | 41 | 36 | 35 |
| Liberal Democrat | 6 | 4 | 3 | 5 | 5 | 3 | 1 | 2 | 4 | 3 | 1 | 4 | 4 | 5 | 3 | 4 | 6 | 3 | 3 | 5 | 2 |
| SNP/Plaid Cymru | 1 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 2 |
| UKIP | 3 | 7 | 9 | 6 | 7 | 7 | 5 | 10 | 9 | 6 | 10 | 7 | 7 | 5 | 9 | 4 | 8 | 6 | 9 | 5 | 10 |
| Green | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| BNP | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 2 | 3 | 2 | 1 | 3 | 1 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
| Wouldn't vote | 6 | 5 | 4 | 4 | 3 | 5 | 7 | 5 | 6 | 5 | 8 | 7 | 4 | 4 | 4 | 7 | 5 | 7 | 3 | 7 | 3 |
| Don't know | 30 | 34 | 35 | 27 | 29 | 32 | 36 | 22 | 33 | 35 | 51 | 36 | 30 | 28 | 34 | 34 | 40 | 31 | 34 | 36 | 36 |

Pat Butcher (Eastenders)
[Excluding Don't knows and Would not votes; n=958]

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 7 | 10 | 14 | 6 | 5 | 18 | 10 | 7 | 11 | 8 | 16 | 13 | 7 | 5 | 10 | 10 | 15 | 6 | 9 | 13 | 15 |
| Labour | 77 | 67 | 63 | 73 | 72 | 61 | 77 | 72 | 61 | 73 | 51 | 62 | 72 | 75 | 66 | 69 | 57 | 76 | 65 | 63 | 58 |
| Liberal Democrat | 9 | 6 | 5 | 7 | 8 | 5 | 1 | 3 | 7 | 5 | 3 | 6 | 6 | 7 | 5 | 7 | 10 | 5 | 5 | 9 | 3 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 0 | 0 | 1 | 3 | 0 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 4 |
| UKIP | 5 | 12 | 14 | 8 | 10 | 11 | 8 | 14 | 14 | 9 | 23 | 13 | 10 | 8 | 14 | 8 | 15 | 10 | 14 | 9 | 16 |
| Green | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| BNP | 1 | 4 | 2 | 5 | 3 | 2 | 1 | 3 | 5 | 3 | 2 | 5 | 2 | 3 | 4 | 4 | 1 | 3 | 4 | 5 | 4 |

Tracy Barlow (Coronation Street)
[N=1577]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 6 | 7 | 4 | 5 | 8 | 8 | 4 | 7 | 5 | 3 | 6 | 7 | 5 | 7 | 4 | 5 | 4 | 8 | 5 | 9 |
| Labour | 25 | 26 | 29 | 33 | 25 | 25 | 29 | 25 | 24 | 15 | 20 | 30 | 32 | 25 | 23 | 23 | 23 | 27 | 27 | 21 |
| Liberal Democrat | 5 | 3 | 7 | 6 | 4 | 5 | 8 | 5 | 5 | 5 | 3 | 7 | 8 | 5 | 5 | 3 | 6 | 5 | 6 | 3 |
| SNP/Plaid Cymru | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 2 |
| UKIP | 5 | 5 | 6 | 5 | 6 | 4 | 3 | 5 | 5 | 2 | 5 | 5 | 6 | 5 | 5 | 5 | 5 | 4 | 6 | 6 |
| Green | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 2 |
| BNP | 2 | 1 | 3 | 1 | 1 | 0 | 5 | 3 | 1 | 0 | 2 | 3 | 2 | 1 | 2 | 0 | 1 | 2 | 2 | 2 |
| Wouldn't vote | 9 | 9 | 9 | 8 | 11 | 4 | 8 | 9 | 8 | 5 | 10 | 9 | 8 | 7 | 11 | 6 | 8 | 8 | 11 | 9 |
| Don't know | 48 | 47 | 41 | 41 | 43 | 54 | 42 | 45 | 51 | 69 | 54 | 38 | 37 | 49 | 47 | 56 | 51 | 44 | 43 | 46 |

Tracy Barlow (Coronation Street)
[Excluding Don't knows and Would not votes; n=713]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 17 | 8 | 9 | 18 | 20 | 7 | 14 | 12 | 13 | 16 | 13 | 9 | 15 | 10 | 14 | 10 | 16 | 10 | 19 |
| Labour | 57 | 58 | 57 | 64 | 54 | 60 | 58 | 55 | 58 | 58 | 55 | 56 | 59 | 57 | 56 | 62 | 57 | 57 | 58 | 47 |
| Liberal Democrat | 12 | 8 | 15 | 12 | 9 | 11 | 16 | 11 | 13 | 19 | 7 | 12 | 15 | 11 | 12 | 7 | 14 | 11 | 14 | 7 |
| SNP/Plaid Cymru | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 0 | 1 | 0 | 1 | 5 |
| UKIP | 11 | 12 | 11 | 10 | 13 | 10 | 7 | 10 | 12 | 7 | 13 | 10 | 12 | 10 | 13 | 14 | 11 | 9 | 12 | 13 |
| Green | 2 | 1 | 3 | 2 | 2 | 0 | 2 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 5 |
| BNP | 4 | 2 | 5 | 2 | 3 | 0 | 9 | 6 | 2 | 0 | 5 | 5 | 3 | 3 | 5 | 1 | 3 | 5 | 5 | 5 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Professor McGonagall (Harry Potter)
[N=1527]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 15 | 14 | 19 | 23 | 14 | 8 | 19 | 15 | 16 | 17 | 11 | 18 | 18 | 16 | 14 | 15 | 17 | 14 | 16 | 8 |
| Labour | 11 | 16 | 7 | 5 | 21 | 14 | 9 | 11 | 10 | 21 | 12 | 8 | 6 | 11 | 10 | 15 | 7 | 12 | 11 | 16 |
| Liberal Democrat | 8 | 8 | 9 | 10 | 7 | 14 | 6 | 10 | 6 | 9 | 6 | 8 | 10 | 10 | 5 | 7 | 9 | 6 | 7 | 7 |
| SNP/Plaid Cymru | 5 | 8 | 3 | 4 | 5 | 7 | 4 | 5 | 5 | 7 | 5 | 5 | 4 | 7 | 3 | 5 | 4 | 5 | 5 | 11 |
| UKIP | 1 | 0 | 2 | 1 | 1 | 0 | 4 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 0 |
| Green | 7 | 9 | 6 | 7 | 8 | 5 | 7 | 7 | 6 | 8 | 6 | 10 | 5 | 6 | 7 | 5 | 6 | 7 | 10 | 3 |
| BNP | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Wouldn't vote | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 3 | 7 | 5 | 2 | 4 | 6 | 5 | 4 | 7 | 5 | 0 |
| Don't know | 48 | 40 | 50 | 46 | 40 | 46 | 46 | 45 | 51 | 30 | 53 | 45 | 54 | 44 | 53 | 47 | 51 | 48 | 43 | 53 |

Professor McGonagall (Harry Potter)
[Excluding Don't knows and Would not votes; n=754]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 32 | 25 | 40 | 46 | 25 | 16 | 39 | 29 | 35 | 26 | 28 | 36 | 40 | 32 | 33 | 31 | 38 | 30 | 32 | 18 |
| Labour | 23 | 28 | 16 | 10 | 37 | 28 | 17 | 23 | 22 | 32 | 30 | 15 | 13 | 22 | 24 | 30 | 15 | 27 | 22 | 34 |
| Liberal Democrat | 16 | 15 | 19 | 20 | 13 | 29 | 13 | 19 | 13 | 14 | 14 | 16 | 22 | 19 | 11 | 15 | 20 | 14 | 14 | 15 |
| SNP/Plaid Cymru | 11 | 14 | 7 | 8 | 8 | 14 | 8 | 11 | 11 | 11 | 13 | 9 | 9 | 13 | 8 | 9 | 9 | 10 | 10 | 24 |
| UKIP | 3 | 1 | 5 | 2 | 1 | 0 | 8 | 3 | 3 | 5 | 2 | 3 | 4 | 2 | 5 | 4 | 3 | 4 | 3 | 0 |
| Green | 14 | 16 | 12 | 13 | 15 | 11 | 13 | 14 | 14 | 11 | 14 | 19 | 11 | 12 | 17 | 9 | 14 | 15 | 19 | 7 |
| BNP | 1 | 1 | 1 | 1 | 0 | 1 | 3 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 |

4-5
April
2012

19-22
May
2017

Postman Pat
[N=1561]

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 8 | 6 | 5 | 8 | 11 | 2 | 8 | 10 | 6 | 7 | 5 | 7 | 4 | 8 | 7 | 6 | 5 | 8 | 8 | 6 | 0 |
| Labour | 20 | 30 | 37 | 26 | 26 | 43 | 31 | 23 | 33 | 28 | 39 | 32 | 28 | 26 | 31 | 30 | 36 | 27 | 29 | 31 | 40 |
| Liberal Democrat | 10 | 8 | 9 | 9 | 9 | 7 | 15 | 10 | 9 | 7 | 4 | 6 | 11 | 10 | 9 | 7 | 11 | 7 | 9 | 7 | 7 |
| SNP/Plaid Cymru | 4 | 5 | 6 | 4 | 6 | 4 | 8 | 2 | 4 | 5 | 3 | 3 | 8 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 9 |
| UKIP | 2 | 2 | 1 | 2 | 1 | 2 | 0 | 4 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 0 |
| Green | 14 | 8 | 7 | 10 | 10 | 7 | 13 | 10 | 8 | 9 | 4 | 7 | 10 | 11 | 8 | 8 | 8 | 11 | 8 | 6 | 7 |
| BNP | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 3 | 2 | 0 | 2 | 1 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 3 |
| Wouldn't vote | 8 | 5 | 3 | 5 | 3 | 3 | 2 | 8 | 4 | 5 | 6 | 4 | 5 | 5 | 4 | 5 | 1 | 5 | 5 | 6 | 3 |
| Don't know | 32 | 35 | 31 | 33 | 33 | 30 | 24 | 31 | 31 | 39 | 35 | 40 | 29 | 33 | 34 | 37 | 33 | 36 | 34 | 37 | 32 |

Postman Pat
[Excluding Don't knows and Would not votes; n=970]

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 14 | 11 | 7 | 14 | 17 | 3 | 10 | 16 | 9 | 12 | 8 | 12 | 7 | 13 | 11 | 10 | 7 | 14 | 12 | 10 | 0 |
| Labour | 33 | 51 | 57 | 43 | 40 | 65 | 41 | 37 | 52 | 50 | 67 | 57 | 42 | 42 | 51 | 51 | 54 | 45 | 47 | 55 | 62 |
| Liberal Democrat | 17 | 13 | 14 | 14 | 14 | 10 | 20 | 17 | 14 | 12 | 7 | 10 | 17 | 17 | 15 | 11 | 16 | 12 | 15 | 13 | 11 |
| SNP/Plaid Cymru | 7 | 7 | 9 | 7 | 9 | 7 | 11 | 4 | 7 | 8 | 5 | 6 | 11 | 7 | 7 | 8 | 7 | 5 | 7 | 8 | 13 |
| UKIP | 4 | 3 | 2 | 3 | 2 | 3 | 0 | 6 | 4 | 1 | 2 | 2 | 5 | 2 | 2 | 4 | 3 | 3 | 4 | 2 | 0 |
| Green | 24 | 14 | 11 | 16 | 16 | 11 | 17 | 16 | 12 | 16 | 7 | 12 | 15 | 18 | 14 | 14 | 12 | 19 | 13 | 10 | 10 |
| BNP | 2 | 2 | 0 | 3 | 1 | 1 | 0 | 5 | 3 | 1 | 4 | 1 | 2 | 1 | 1 | 2 | 0 | 2 | 1 | 1 | 4 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Fireman Sam
[N=1553]

4-5 April 2012 | 19-22 May 2017

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 6 | 6 | 4 | 7 | 10 | 3 | 3 | 7 | 6 | 6 | 7 | 4 | 7 | 6 | 6 | 6 | 4 | 7 | 8 | 4 | 3 |
| Labour | 22 | 28 | 35 | 24 | 24 | 39 | 32 | 22 | 32 | 24 | 42 | 26 | 25 | 26 | 31 | 23 | 34 | 25 | 30 | 27 | 26 |
| Liberal Democrat | 8 | 6 | 7 | 7 | 10 | 4 | 11 | 4 | 6 | 7 | 2 | 6 | 8 | 7 | 7 | 6 | 6 | 7 | 4 | 5 | 10 |
| SNP/Plaid Cymru | 8 | 8 | 9 | 8 | 10 | 8 | 10 | 7 | 8 | 7 | 2 | 11 | 8 | 4 | 9 | 5 | 5 | 8 | 9 | 6 | 10 |
| UKIP | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 0 | 0 | 2 | 2 | 0 |
| Green | 9 | 5 | 4 | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 2 | 5 | 6 | 5 | 4 | 6 | 3 | 7 | 5 | 4 | 3 |
| BNP | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 |
| Wouldn't vote | 10 | 5 | 4 | 5 | 5 | 3 | 3 | 8 | 5 | 5 | 5 | 5 | 7 | 4 | 7 | 3 | 6 | 6 | 6 | 2 | |
| Don't know | 34 | 41 | 36 | 41 | 35 | 37 | 40 | 44 | 38 | 45 | 40 | 43 | 39 | 42 | 38 | 46 | 43 | 40 | 36 | 45 | 46 |

Fireman Sam
[Excluding Don't knows and Would not votes; n=852]

| | | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 11 | 11 | 6 | 14 | 17 | 5 | 4 | 14 | 10 | 11 | 13 | 7 | 13 | 12 | 10 | 12 | 7 | 12 | 14 | 9 | 5 |
| Labour | 39 | 52 | 58 | 45 | 39 | 66 | 56 | 45 | 55 | 48 | 77 | 49 | 45 | 51 | 53 | 49 | 63 | 45 | 51 | 56 | 51 |
| Liberal Democrat | 15 | 12 | 11 | 13 | 16 | 7 | 19 | 7 | 10 | 13 | 3 | 11 | 14 | 14 | 11 | 12 | 11 | 13 | 8 | 10 | 19 |
| SNP/Plaid Cymru | 15 | 14 | 15 | 15 | 16 | 13 | 18 | 13 | 14 | 14 | 4 | 21 | 14 | 8 | 16 | 11 | 10 | 14 | 15 | 13 | 19 |
| UKIP | 3 | 2 | 1 | 2 | 2 | 1 | 0 | 6 | 1 | 3 | 0 | 1 | 1 | 4 | 1 | 2 | 1 | 1 | 3 | 4 | 0 |
| Green | 16 | 9 | 7 | 9 | 9 | 8 | 3 | 9 | 7 | 11 | 4 | 9 | 11 | 10 | 7 | 13 | 6 | 12 | 8 | 7 | 6 |
| BNP | 2 | 1 | 1 | 2 | 1 | 1 | 0 | 6 | 2 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 1 | 0 |

Bob the Builder
[N=1559]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 8 | 6 | 11 | 15 | 5 | 9 | 4 | 11 | 5 | 6 | 8 | 9 | 7 | 9 | 7 | 7 | 8 | 8 | 7 | 9 |
| Labour | 38 | 43 | 39 | 35 | 49 | 38 | 41 | 36 | 39 | 40 | 35 | 37 | 43 | 41 | 33 | 43 | 35 | 37 | 38 | 42 |
| Liberal Democrat | 5 | 7 | 5 | 6 | 5 | 2 | 7 | 6 | 5 | 6 | 5 | 6 | 4 | 5 | 6 | 6 | 5 | 4 | 5 | 5 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 2 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 4 |
| UKIP | 4 | 5 | 4 | 2 | 4 | 8 | 6 | 6 | 2 | 6 | 3 | 5 | 4 | 4 | 4 | 8 | 3 | 3 | 3 | 5 |
| Green | 5 | 4 | 5 | 5 | 6 | 3 | 6 | 4 | 6 | 1 | 6 | 7 | 4 | 5 | 5 | 5 | 4 | 6 | 7 | 1 |
| BNP | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 2 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 0 |
| Wouldn't vote | 6 | 5 | 5 | 5 | 3 | 5 | 6 | 6 | 7 | 10 | 7 | 4 | 5 | 6 | 7 | 5 | 7 | 6 | 7 | 2 |
| Don't know | 32 | 27 | 31 | 31 | 25 | 35 | 28 | 28 | 35 | 29 | 34 | 29 | 32 | 29 | 36 | 26 | 35 | 34 | 28 | 33 |

Bob the Builder
[Excluding Don't knows and Would not votes; n=986]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 8 | 17 | 23 | 7 | 15 | 5 | 17 | 8 | 9 | 14 | 14 | 12 | 14 | 11 | 10 | 14 | 14 | 12 | 13 |
| Labour | 61 | 64 | 60 | 56 | 68 | 63 | 62 | 55 | 67 | 66 | 59 | 55 | 69 | 62 | 59 | 63 | 60 | 61 | 59 | 64 |
| Liberal Democrat | 8 | 10 | 7 | 9 | 7 | 3 | 10 | 8 | 8 | 10 | 8 | 10 | 6 | 7 | 10 | 8 | 9 | 7 | 8 | 7 |
| SNP/Plaid Cymru | 2 | 2 | 1 | 1 | 2 | 0 | 2 | 2 | 1 | 1 | 2 | 3 | 0 | 2 | 2 | 0 | 2 | 0 | 2 | 6 |
| UKIP | 6 | 8 | 6 | 4 | 6 | 14 | 10 | 8 | 4 | 10 | 5 | 7 | 6 | 6 | 6 | 11 | 6 | 6 | 4 | 8 |
| Green | 8 | 7 | 7 | 7 | 8 | 5 | 9 | 6 | 11 | 1 | 10 | 10 | 6 | 8 | 9 | 7 | 7 | 10 | 12 | 1 |
| BNP | 2 | 1 | 1 | 1 | 3 | 0 | 2 | 3 | 1 | 2 | 3 | 0 | 1 | 2 | 3 | 2 | 2 | 1 | 4 | 0 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

James Bond
[N=1585]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 52 | 55 | 56 | 64 | 50 | 56 | 61 | 54 | 50 | 45 | 46 | 59 | 59 | 56 | 46 | 51 | 53 | 54 | 49 | 48 |
| Labour | 4 | 5 | 4 | 1 | 7 | 5 | 3 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 9 |
| Liberal Democrat | 2 | 4 | 1 | 2 | 2 | 3 | 0 | 1 | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 1 | 2 | 2 | 5 |
| SNP/Plaid Cymru | 1 | 1 | 2 | 1 | 0 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 5 |
| UKIP | 2 | 1 | 2 | 1 | 1 | 0 | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 1 | 2 | 3 |
| Green | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 2 | 1 | 0 |
| BNP | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | 1 | 0 | 1 | 1 | 1 | 1 |
| Wouldn't vote | 10 | 10 | 8 | 7 | 12 | 10 | 8 | 12 | 8 | 10 | 12 | 11 | 5 | 9 | 12 | 9 | 10 | 8 | 12 | 8 |
| Don't know | 28 | 23 | 26 | 24 | 25 | 24 | 22 | 24 | 32 | 33 | 31 | 22 | 25 | 26 | 30 | 28 | 29 | 28 | 28 | 22 |

James Bond

[Excluding Don't knows and Would not votes; n=1028]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 83 | 81 | 85 | 91 | 79 | 84 | 87 | 83 | 83 | 80 | 80 | 87 | 85 | 85 | 80 | 82 | 87 | 84 | 84 | 68 |
| Labour | 6 | 7 | 5 | 2 | 10 | 8 | 5 | 6 | 7 | 9 | 8 | 4 | 4 | 5 | 8 | 5 | 5 | 5 | 7 | 13 |
| Liberal Democrat | 4 | 6 | 2 | 3 | 3 | 4 | 0 | 2 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 7 | 2 | 3 | 3 | 8 |
| SNP/Plaid Cymru | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 2 | 2 | 0 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 6 |
| UKIP | 2 | 2 | 3 | 1 | 1 | 0 | 5 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 4 |
| Green | 1 | 2 | 1 | 1 | 3 | 0 | 0 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 1 | 3 | 0 | 3 | 1 | 0 |
| BNP | 1 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 1 | 0 | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 2 | 2 | 1 |

Sherlock Holmes

[N=1581]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 36 | 32 | 47 | 50 | 34 | 30 | 47 | 35 | 38 | 19 | 33 | 40 | 50 | 37 | 36 | 38 | 36 | 37 | 35 | 39 |
| Labour | 7 | 10 | 5 | 5 | 12 | 7 | 3 | 7 | 7 | 17 | 8 | 5 | 3 | 9 | 5 | 8 | 8 | 7 | 7 | 6 |
| Liberal Democrat | 9 | 14 | 5 | 6 | 10 | 20 | 6 | 10 | 8 | 8 | 5 | 12 | 11 | 9 | 8 | 7 | 8 | 10 | 8 | 13 |
| SNP/Plaid Cymru | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 2 |
| UKIP | 1 | 0 | 2 | 1 | 0 | 0 | 6 | 1 | 1 | 0 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 3 |
| Green | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 |
| BNP | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 |
| Wouldn't vote | 11 | 13 | 8 | 9 | 15 | 12 | 7 | 12 | 11 | 19 | 12 | 9 | 8 | 12 | 11 | 13 | 14 | 9 | 9 | 9 |
| Don't know | 32 | 27 | 30 | 27 | 25 | 27 | 30 | 31 | 33 | 33 | 38 | 29 | 23 | 28 | 37 | 30 | 31 | 33 | 37 | 24 |

Sherlock Holmes

[Excluding Don't knows and Would not votes; n=932]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 64 | 53 | 76 | 78 | 57 | 50 | 75 | 62 | 67 | 39 | 66 | 64 | 72 | 61 | 69 | 67 | 65 | 64 | 65 | 59 |
| Labour | 13 | 16 | 9 | 8 | 20 | 12 | 5 | 13 | 13 | 36 | 16 | 8 | 5 | 15 | 10 | 14 | 14 | 12 | 14 | 9 |
| Liberal Democrat | 15 | 23 | 8 | 10 | 17 | 33 | 9 | 17 | 13 | 17 | 10 | 20 | 16 | 15 | 15 | 13 | 14 | 17 | 15 | 20 |
| SNP/Plaid Cymru | 1 | 2 | 0 | 1 | 2 | 0 | 0 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 4 |
| UKIP | 2 | 0 | 3 | 1 | 0 | 0 | 10 | 1 | 2 | 0 | 2 | 3 | 1 | 2 | 2 | 0 | 2 | 1 | 2 | 4 |
| Green | 4 | 5 | 3 | 2 | 3 | 6 | 1 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 |
| BNP | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 2 | 1 | 1 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Citizen Khan
[N=1577]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 9 | 10 | 11 | 11 | 10 | 8 | 11 | 9 | 10 | 4 | 6 | 12 | 16 | 10 | 8 | 9 | 11 | 8 | 8 | 12 |
| Labour | 27 | 29 | 30 | 32 | 28 | 35 | 38 | 32 | 23 | 25 | 24 | 35 | 27 | 28 | 27 | 29 | 28 | 29 | 28 | 18 |
| Liberal Democrat | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 2 | 6 | 2 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 4 |
| UKIP | 3 | 3 | 3 | 4 | 3 | 1 | 2 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 1 | 3 | 5 | 4 | 2 |
| Green | 1 | 1 | 1 | 1 | 0 | 4 | 2 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 1 |
| BNP | 2 | 1 | 3 | 2 | 2 | 0 | 3 | 3 | 1 | 0 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 0 |
| Wouldn't vote | 3 | 3 | 3 | 2 | 4 | 2 | 1 | 4 | 3 | 1 | 5 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 5 | 6 |
| Don't know | 49 | 49 | 44 | 44 | 47 | 46 | 37 | 45 | 54 | 65 | 55 | 39 | 41 | 48 | 51 | 53 | 47 | 51 | 47 | 57 |

Citizen Khan

[Excluding Don't knows and Would not votes; n=789]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 19 | 20 | 20 | 19 | 21 | 15 | 19 | 17 | 23 | 12 | 14 | 21 | 28 | 21 | 17 | 20 | 21 | 17 | 16 | 31 |
| Labour | 58 | 60 | 57 | 59 | 57 | 67 | 62 | 61 | 53 | 73 | 59 | 61 | 48 | 57 | 60 | 65 | 56 | 61 | 57 | 46 |
| Liberal Democrat | 8 | 9 | 8 | 9 | 9 | 9 | 9 | 7 | 9 | 5 | 9 | 7 | 10 | 9 | 6 | 6 | 8 | 5 | 12 | 5 |
| SNP/Plaid Cymru | 2 | 3 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 0 | 4 | 1 | 1 | 2 | 2 | 0 | 1 | 1 | 3 | 10 |
| UKIP | 7 | 6 | 6 | 7 | 6 | 1 | 3 | 5 | 9 | 4 | 8 | 6 | 6 | 5 | 9 | 3 | 5 | 11 | 8 | 4 |
| Green | 2 | 1 | 2 | 1 | 0 | 7 | 2 | 2 | 2 | 5 | 1 | 2 | 2 | 2 | 2 | 0 | 4 | 1 | 1 | 3 |
| BNP | 4 | 2 | 5 | 4 | 5 | 0 | 6 | 5 | 3 | 1 | 5 | 2 | 6 | 4 | 4 | 5 | 5 | 3 | 4 | 0 |

Keith Lemon

[N=1526]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 4 | 4 | 4 | 4 | 2 | 4 | 6 | 5 | 3 | 6 | 1 | 7 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 6 |
| Labour | 20 | 23 | 20 | 21 | 24 | 17 | 24 | 20 | 21 | 19 | 19 | 21 | 21 | 21 | 19 | 19 | 17 | 22 | 22 | 25 |
| Liberal Democrat | 5 | 5 | 6 | 6 | 5 | 8 | 3 | 5 | 5 | 4 | 5 | 6 | 4 | 6 | 4 | 4 | 6 | 5 | 4 | 3 |
| SNP/Plaid Cymru | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 0 | 4 |
| UKIP | 5 | 5 | 7 | 6 | 5 | 6 | 9 | 5 | 6 | 4 | 5 | 7 | 5 | 5 | 7 | 7 | 5 | 4 | 5 | 7 |
| Green | 4 | 3 | 4 | 5 | 4 | 2 | 6 | 4 | 4 | 2 | 5 | 5 | 2 | 4 | 4 | 2 | 4 | 4 | 5 | 1 |
| BNP | 3 | 2 | 3 | 2 | 3 | 9 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 5 | 3 | 3 | 3 | 2 | 6 |
| Wouldn't vote | 12 | 12 | 10 | 11 | 15 | 4 | 10 | 14 | 11 | 17 | 14 | 9 | 8 | 13 | 11 | 15 | 13 | 9 | 15 | 4 |
| Don't know | 46 | 44 | 43 | 45 | 40 | 49 | 40 | 44 | 47 | 45 | 46 | 40 | 52 | 45 | 46 | 45 | 47 | 48 | 43 | 43 |

Keith Lemon

[Excluding Don't knows and Would not votes; n=662]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 9 | 10 | 8 | 9 | 5 | 9 | 11 | 11 | 7 | 16 | 3 | 14 | 8 | 9 | 8 | 10 | 10 | 5 | 8 | 11 |
| Labour | 48 | 53 | 44 | 47 | 53 | 37 | 47 | 47 | 48 | 51 | 47 | 42 | 54 | 50 | 45 | 46 | 43 | 52 | 52 | 47 |
| Liberal Democrat | 11 | 11 | 12 | 13 | 12 | 16 | 7 | 11 | 12 | 10 | 13 | 11 | 10 | 13 | 9 | 9 | 16 | 12 | 9 | 6 |
| SNP/Plaid Cymru | 3 | 3 | 3 | 3 | 5 | 0 | 2 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 2 | 4 | 1 | 8 |
| UKIP | 13 | 10 | 16 | 13 | 11 | 14 | 17 | 11 | 15 | 10 | 13 | 14 | 13 | 11 | 15 | 19 | 13 | 10 | 12 | 13 |
| Green | 9 | 8 | 9 | 11 | 8 | 4 | 12 | 10 | 8 | 5 | 11 | 11 | 5 | 9 | 9 | 6 | 10 | 9 | 13 | 2 |
| BNP | 7 | 6 | 7 | 5 | 6 | 20 | 4 | 7 | 7 | 5 | 9 | 6 | 7 | 5 | 11 | 6 | 7 | 8 | 5 | 11 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Captain Birdseye
[N=1559]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 13 | 15 | 17 | 11 | 12 | 14 | 15 | 11 | 8 | 10 | 14 | 19 | 14 | 11 | 7 | 13 | 13 | 15 | 11 |
| Labour | 11 | 14 | 11 | 9 | 14 | 11 | 12 | 11 | 12 | 13 | 11 | 12 | 11 | 12 | 11 | 10 | 11 | 14 | 11 | 9 |
| Liberal Democrat | 6 | 7 | 6 | 9 | 5 | 9 | 5 | 7 | 5 | 3 | 5 | 6 | 9 | 6 | 5 | 5 | 5 | 7 | 6 | 10 |
| SNP/Plaid Cymru | 2 | 3 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 0 |
| UKIP | 6 | 4 | 8 | 7 | 6 | 1 | 8 | 7 | 4 | 4 | 5 | 7 | 5 | 5 | 6 | 3 | 5 | 6 | 7 | 6 |
| Green | 10 | 9 | 13 | 13 | 11 | 14 | 14 | 9 | 11 | 5 | 8 | 14 | 11 | 10 | 10 | 14 | 10 | 10 | 7 | 11 |
| BNP | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 1 | 0 | 2 | 2 | 4 | 2 | 1 | 2 | 1 |
| Wouldn't vote | 6 | 6 | 6 | 5 | 6 | 4 | 9 | 7 | 6 | 4 | 6 | 9 | 5 | 6 | 7 | 7 | 6 | 6 | 6 | 7 |
| Don't know | 45 | 42 | 40 | 38 | 44 | 45 | 37 | 41 | 48 | 58 | 50 | 35 | 38 | 43 | 47 | 49 | 47 | 42 | 43 | 44 |

Captain Birdseye

[Excluding Don't knows and Would not votes; n=805]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 26 | 25 | 27 | 29 | 22 | 24 | 26 | 28 | 24 | 21 | 23 | 24 | 34 | 27 | 25 | 16 | 28 | 25 | 30 | 23 |
| Labour | 23 | 27 | 20 | 17 | 28 | 22 | 22 | 22 | 26 | 35 | 25 | 21 | 19 | 24 | 23 | 23 | 23 | 27 | 22 | 19 |
| Liberal Democrat | 12 | 14 | 11 | 15 | 9 | 18 | 9 | 13 | 11 | 8 | 12 | 11 | 16 | 12 | 12 | 10 | 10 | 13 | 12 | 20 |
| SNP/Plaid Cymru | 3 | 5 | 1 | 3 | 4 | 4 | 1 | 2 | 4 | 5 | 3 | 5 | 1 | 4 | 2 | 4 | 3 | 2 | 4 | 1 |
| UKIP | 11 | 7 | 14 | 12 | 12 | 1 | 14 | 13 | 9 | 10 | 12 | 12 | 10 | 10 | 13 | 6 | 11 | 11 | 14 | 12 |
| Green | 20 | 18 | 23 | 22 | 22 | 28 | 26 | 18 | 23 | 14 | 19 | 25 | 20 | 20 | 21 | 32 | 22 | 19 | 13 | 23 |
| BNP | 4 | 4 | 3 | 2 | 3 | 2 | 2 | 4 | 4 | 7 | 6 | 2 | 1 | 3 | 5 | 8 | 3 | 2 | 5 | 2 |

Ali G

[N=1602]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 3 | 3 | 3 | 4 | 2 | 4 | 5 | 4 | 3 | 1 | 2 | 5 | 4 | 3 | 3 | 3 | 4 | 2 | 3 | 4 |
| Labour | 17 | 19 | 18 | 20 | 17 | 15 | 22 | 18 | 16 | 18 | 14 | 20 | 19 | 19 | 15 | 18 | 16 | 18 | 17 | 15 |
| Liberal Democrat | 6 | 5 | 8 | 7 | 7 | 5 | 7 | 7 | 5 | 5 | 6 | 7 | 6 | 5 | 8 | 6 | 7 | 7 | 6 | 3 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 0 | 0 |
| UKIP | 4 | 3 | 6 | 4 | 4 | 2 | 6 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 3 | 1 | 5 | 5 | 4 | 3 |
| Green | 4 | 4 | 4 | 4 | 5 | 6 | 1 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 3 | 7 | 3 | 4 | 3 | 4 |
| BNP | 4 | 2 | 5 | 4 | 2 | 5 | 7 | 5 | 3 | 2 | 5 | 5 | 3 | 3 | 6 | 2 | 4 | 6 | 5 | 1 |
| Wouldn't vote | 19 | 24 | 16 | 16 | 24 | 16 | 15 | 20 | 18 | 20 | 25 | 15 | 10 | 20 | 17 | 20 | 19 | 13 | 19 | 28 |
| Don't know | 42 | 38 | 40 | 40 | 38 | 48 | 38 | 36 | 47 | 47 | 38 | 37 | 50 | 39 | 45 | 40 | 40 | 43 | 43 | 42 |

Ali G

[Excluding Don't knows and Would not votes; n=650]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 8 | 9 | 7 | 9 | 6 | 10 | 9 | 8 | 8 | 3 | 6 | 12 | 9 | 8 | 8 | 6 | 11 | 5 | 7 | 13 |
| Labour | 43 | 50 | 41 | 45 | 46 | 40 | 45 | 41 | 45 | 54 | 38 | 43 | 47 | 46 | 38 | 46 | 40 | 42 | 44 | 51 |
| Liberal Democrat | 16 | 13 | 17 | 15 | 19 | 14 | 14 | 16 | 16 | 16 | 17 | 15 | 15 | 13 | 20 | 16 | 17 | 16 | 16 | 9 |
| SNP/Plaid Cymru | 2 | 2 | 2 | 3 | 0 | 0 | 2 | 2 | 1 | 2 | 4 | 0 | 1 | 2 | 2 | 6 | 2 | 1 | 1 | 0 |
| UKIP | 11 | 9 | 12 | 9 | 10 | 7 | 12 | 9 | 12 | 9 | 12 | 8 | 13 | 12 | 9 | 4 | 11 | 13 | 11 | 11 |
| Green | 10 | 12 | 9 | 10 | 14 | 16 | 2 | 11 | 9 | 9 | 10 | 11 | 8 | 10 | 9 | 17 | 8 | 10 | 8 | 12 |
| BNP | 11 | 6 | 11 | 9 | 5 | 13 | 14 | 12 | 10 | 7 | 14 | 11 | 7 | 9 | 14 | 6 | 10 | 15 | 14 | 4 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Miranda
[N=1554]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 14 | 15 | 16 | 16 | 8 | 14 | 11 | 14 | 6 | 13 | 14 | 16 | 13 | 13 | 9 | 12 | 14 | 16 | 11 |
| Labour | 16 | 19 | 14 | 16 | 21 | 15 | 12 | 17 | 15 | 32 | 13 | 16 | 15 | 17 | 15 | 22 | 13 | 16 | 17 | 17 |
| Liberal Democrat | 15 | 17 | 16 | 17 | 16 | 24 | 19 | 16 | 15 | 9 | 13 | 17 | 22 | 18 | 13 | 16 | 18 | 15 | 13 | 11 |
| SNP/Plaid Cymru | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| UKIP | 2 | 1 | 3 | 1 | 1 | 0 | 6 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 0 | 1 | 2 | 3 | 1 |
| Green | 9 | 11 | 8 | 10 | 9 | 10 | 8 | 9 | 8 | 6 | 9 | 12 | 6 | 9 | 8 | 6 | 9 | 8 | 6 | 16 |
| BNP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Wouldn't vote | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 5 | 3 | 5 | 2 |
| Don't know | 41 | 35 | 40 | 35 | 35 | 40 | 38 | 39 | 42 | 40 | 47 | 34 | 35 | 37 | 46 | 43 | 40 | 40 | 39 | 42 |

Miranda

[Excluding Don't knows and Would not votes; n=902]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 23 | 22 | 26 | 26 | 25 | 14 | 24 | 20 | 26 | 10 | 26 | 24 | 25 | 22 | 25 | 17 | 22 | 25 | 28 | 19 |
| Labour | 29 | 31 | 25 | 26 | 34 | 26 | 20 | 31 | 27 | 58 | 26 | 26 | 24 | 29 | 29 | 41 | 24 | 29 | 30 | 30 |
| Liberal Democrat | 28 | 28 | 29 | 28 | 25 | 41 | 33 | 28 | 27 | 16 | 27 | 27 | 35 | 30 | 25 | 30 | 33 | 27 | 24 | 20 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 0 |
| UKIP | 3 | 2 | 5 | 2 | 1 | 0 | 10 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 0 | 3 | 3 | 5 | 2 |
| Green | 16 | 17 | 14 | 16 | 14 | 18 | 13 | 16 | 15 | 11 | 18 | 20 | 9 | 15 | 16 | 11 | 17 | 13 | 11 | 28 |
| BNP | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 0 | 0 |

Captain Mainwaring (Dad's Army)

[N=1550]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 49 | 55 | 53 | 62 | 50 | 54 | 60 | 54 | 44 | 18 | 37 | 64 | 72 | 53 | 44 | 39 | 54 | 52 | 42 | 52 |
| Labour | 8 | 6 | 10 | 5 | 9 | 7 | 13 | 8 | 8 | 9 | 9 | 7 | 6 | 8 | 8 | 11 | 8 | 8 | 7 | 8 |
| Liberal Democrat | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 0 | 2 | 4 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 4 |
| SNP/Plaid Cymru | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| UKIP | 4 | 4 | 3 | 3 | 2 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| Green | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| BNP | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |
| Wouldn't vote | 2 | 2 | 3 | 1 | 3 | 0 | 1 | 2 | 3 | 0 | 3 | 2 | 2 | 2 | 3 | 0 | 2 | 2 | 4 | 3 |
| Don't know | 33 | 30 | 26 | 23 | 32 | 33 | 18 | 28 | 38 | 64 | 43 | 18 | 16 | 31 | 37 | 43 | 29 | 33 | 39 | 26 |

Captain Mainwaring (Dad's Army)

[Excluding Don't knows and Would not votes; n=1031]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 76 | 80 | 75 | 83 | 77 | 80 | 75 | 78 | 74 | 51 | 68 | 81 | 88 | 78 | 73 | 69 | 78 | 79 | 74 | 74 |
| Labour | 12 | 9 | 14 | 7 | 14 | 11 | 16 | 11 | 14 | 25 | 16 | 9 | 8 | 11 | 14 | 19 | 11 | 12 | 12 | 11 |
| Liberal Democrat | 3 | 2 | 4 | 3 | 2 | 1 | 3 | 3 | 4 | 1 | 3 | 5 | 2 | 3 | 3 | 3 | 3 | 2 | 5 | 6 |
| SNP/Plaid Cymru | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| UKIP | 6 | 6 | 4 | 4 | 3 | 7 | 6 | 5 | 6 | 12 | 8 | 4 | 2 | 5 | 6 | 7 | 5 | 5 | 6 | 4 |
| Green | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| BNP | 2 | 2 | 1 | 1 | 2 | 0 | 1 | 2 | 2 | 6 | 3 | 0 | 0 | 1 | 3 | 2 | 1 | 2 | 2 | 4 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Nan - Joannie Taylor (Catherine Tate)
[N=1538]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 5 | 7 | 5 | 6 | 6 | 13 | 4 | 7 | 4 | 5 | 5 | 6 | 5 | 6 | 4 | 5 | 5 | 6 | 4 | 8 |
| Labour | 23 | 22 | 28 | 30 | 26 | 19 | 29 | 19 | 26 | 9 | 16 | 31 | 33 | 23 | 22 | 17 | 25 | 25 | 20 | 20 |
| Liberal Democrat | 3 | 2 | 3 | 3 | 1 | 1 | 4 | 3 | 2 | 4 | 2 | 3 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 4 |
| SNP/Plaid Cymru | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 |
| UKIP | 12 | 16 | 11 | 11 | 18 | 17 | 10 | 12 | 12 | 13 | 14 | 11 | 8 | 13 | 11 | 16 | 12 | 10 | 11 | 13 |
| Green | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 |
| BNP | 6 | 6 | 7 | 6 | 7 | 7 | 6 | 7 | 5 | 4 | 5 | 8 | 6 | 6 | 5 | 7 | 6 | 6 | 5 | 7 |
| Wouldn't vote | 6 | 5 | 6 | 4 | 5 | 2 | 9 | 7 | 6 | 5 | 7 | 7 | 5 | 6 | 7 | 6 | 8 | 6 | 7 | 4 |
| Don't know | 44 | 41 | 39 | 40 | 37 | 40 | 33 | 44 | 44 | 59 | 49 | 32 | 39 | 41 | 47 | 44 | 41 | 43 | 48 | 44 |

Nan - Joannie Taylor (Catherine Tate)
[Excluding Don't knows and Would not votes; n=820]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 11 | 13 | 9 | 10 | 11 | 22 | 7 | 14 | 7 | 13 | 12 | 10 | 8 | 12 | 9 | 10 | 9 | 12 | 10 | 15 |
| Labour | 45 | 41 | 51 | 54 | 44 | 33 | 51 | 39 | 51 | 26 | 37 | 51 | 58 | 43 | 49 | 34 | 49 | 50 | 45 | 38 |
| Liberal Democrat | 5 | 4 | 5 | 5 | 2 | 2 | 7 | 6 | 5 | 11 | 4 | 4 | 7 | 6 | 4 | 7 | 4 | 6 | 5 | 7 |
| SNP/Plaid Cymru | 1 | 0 | 1 | 0 | 0 | 0 | 3 | 1 | 2 | 2 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| UKIP | 24 | 30 | 21 | 20 | 30 | 29 | 18 | 25 | 23 | 35 | 32 | 18 | 15 | 25 | 23 | 32 | 24 | 19 | 25 | 24 |
| Green | 2 | 1 | 1 | 1 | 0 | 1 | 4 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 3 | 0 |
| BNP | 12 | 11 | 12 | 10 | 12 | 13 | 11 | 14 | 10 | 11 | 12 | 13 | 10 | 12 | 11 | 14 | 12 | 11 | 10 | 14 |

Mary Poppins
[N=1537]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 24 | 22 | 29 | 29 | 21 | 22 | 26 | 24 | 24 | 25 | 21 | 25 | 27 | 27 | 20 | 26 | 27 | 20 | 22 | 24 |
| Labour | 11 | 16 | 7 | 7 | 17 | 10 | 4 | 11 | 12 | 19 | 14 | 8 | 7 | 12 | 11 | 14 | 9 | 11 | 11 | 16 |
| Liberal Democrat | 10 | 16 | 9 | 12 | 14 | 17 | 9 | 12 | 8 | 8 | 9 | 12 | 12 | 13 | 7 | 11 | 10 | 10 | 10 | 13 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| UKIP | 1 | 1 | 1 | 1 | 0 | 0 | 5 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 0 |
| Green | 14 | 12 | 16 | 16 | 13 | 16 | 18 | 12 | 16 | 10 | 10 | 20 | 18 | 14 | 15 | 13 | 16 | 17 | 11 | 10 |
| BNP | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 |
| Wouldn't vote | 6 | 7 | 5 | 5 | 7 | 4 | 7 | 8 | 4 | 1 | 7 | 8 | 6 | 5 | 8 | 4 | 7 | 6 | 7 | 8 |
| Don't know | 31 | 25 | 30 | 28 | 26 | 31 | 30 | 30 | 33 | 36 | 36 | 24 | 29 | 28 | 36 | 31 | 28 | 34 | 35 | 27 |

Mary Poppins
[Excluding Don't knows and Would not votes; n=996]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 38 | 32 | 45 | 44 | 32 | 33 | 42 | 39 | 38 | 41 | 37 | 37 | 41 | 40 | 36 | 39 | 41 | 33 | 39 | 37 |
| Labour | 18 | 23 | 10 | 11 | 25 | 15 | 6 | 17 | 19 | 30 | 24 | 12 | 10 | 18 | 19 | 22 | 14 | 18 | 20 | 25 |
| Liberal Democrat | 17 | 24 | 14 | 18 | 21 | 26 | 14 | 20 | 14 | 12 | 17 | 17 | 18 | 19 | 13 | 17 | 16 | 17 | 17 | 20 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 3 |
| UKIP | 2 | 1 | 2 | 1 | 1 | 0 | 8 | 2 | 2 | 0 | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 1 | 2 | 0 |
| Green | 23 | 18 | 26 | 24 | 19 | 24 | 29 | 19 | 26 | 15 | 17 | 29 | 28 | 20 | 26 | 19 | 25 | 28 | 19 | 15 |
| BNP | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 0 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Groundskeeper Willie (The Simpsons)
[N=1651]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 2 | 2 | 2 | 3 | 1 | 3 | 1 | 2 | 1 | 2 | 1 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| Labour | 8 | 8 | 9 | 8 | 9 | 6 | 11 | 10 | 7 | 7 | 8 | 11 | 7 | 8 | 8 | 6 | 8 | 11 | 8 | 5 |
| Liberal Democrat | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 |
| SNP/Plaid Cymru | 20 | 29 | 13 | 14 | 25 | 25 | 11 | 24 | 16 | 38 | 26 | 13 | 3 | 23 | 16 | 17 | 18 | 18 | 17 | 39 |
| UKIP | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 11 | 4 | 4 | 1 | 4 | 4 | 6 | 3 | 3 | 7 | 3 |
| Green | 5 | 3 | 6 | 5 | 4 | 3 | 6 | 4 | 5 | 2 | 4 | 6 | 6 | 4 | 6 | 7 | 4 | 4 | 5 | 3 |
| BNP | 2 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 3 | 1 | 2 | 2 | 4 | 1 |
| Wouldn't vote | 7 | 6 | 8 | 9 | 6 | 6 | 6 | 8 | 7 | 7 | 7 | 7 | 9 | 6 | 8 | 5 | 7 | 9 | 7 | 5 |
| Don't know | 50 | 45 | 54 | 54 | 47 | 49 | 54 | 43 | 57 | 28 | 48 | 52 | 66 | 49 | 52 | 55 | 54 | 50 | 48 | 37 |

Groundskeeper Willie (The Simpsons)
[Excluding Don't knows and Would not votes; n=701]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 4 | 4 | 5 | 8 | 2 | 7 | 2 | 5 | 3 | 3 | 1 | 6 | 13 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| Labour | 19 | 16 | 25 | 21 | 20 | 13 | 27 | 20 | 19 | 11 | 17 | 27 | 28 | 19 | 21 | 16 | 21 | 27 | 17 | 9 |
| Liberal Democrat | 4 | 4 | 5 | 6 | 4 | 3 | 6 | 4 | 4 | 1 | 3 | 5 | 11 | 5 | 3 | 5 | 4 | 4 | 4 | 3 |
| SNP/Plaid Cymru | 46 | 59 | 35 | 38 | 54 | 56 | 28 | 49 | 43 | 59 | 58 | 33 | 11 | 50 | 40 | 43 | 47 | 43 | 38 | 69 |
| UKIP | 10 | 7 | 9 | 10 | 6 | 7 | 13 | 10 | 9 | 17 | 8 | 9 | 5 | 9 | 11 | 14 | 7 | 7 | 15 | 5 |
| Green | 11 | 7 | 15 | 13 | 9 | 6 | 14 | 8 | 14 | 3 | 9 | 14 | 24 | 9 | 15 | 18 | 10 | 11 | 12 | 6 |
| BNP | 6 | 3 | 7 | 4 | 6 | 9 | 10 | 5 | 7 | 6 | 5 | 6 | 8 | 4 | 7 | 2 | 6 | 5 | 9 | 3 |

Mr Bean
[N=1529]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 13 | 12 | 16 | 15 | 12 | 8 | 10 | 15 | 11 | 5 | 12 | 13 | 19 | 13 | 13 | 7 | 14 | 12 | 12 | 23 |
| Labour | 10 | 13 | 8 | 9 | 14 | 15 | 9 | 10 | 9 | 15 | 11 | 7 | 8 | 10 | 9 | 17 | 8 | 9 | 9 | 9 |
| Liberal Democrat | 14 | 16 | 15 | 18 | 12 | 16 | 14 | 16 | 13 | 13 | 11 | 20 | 15 | 15 | 13 | 17 | 15 | 14 | 13 | 14 |
| SNP/Plaid Cymru | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 2 |
| UKIP | 3 | 2 | 4 | 5 | 2 | 5 | 3 | 3 | 3 | 2 | 3 | 2 | 5 | 2 | 5 | 3 | 3 | 4 | 3 | 0 |
| Green | 12 | 11 | 15 | 12 | 9 | 15 | 18 | 12 | 13 | 7 | 11 | 18 | 11 | 12 | 13 | 8 | 13 | 14 | 13 | 14 |
| BNP | 1 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 2 | 2 | 1 |
| Wouldn't vote | 14 | 17 | 10 | 13 | 14 | 12 | 12 | 16 | 12 | 31 | 14 | 12 | 10 | 15 | 13 | 11 | 17 | 14 | 12 | 14 |
| Don't know | 31 | 29 | 31 | 27 | 35 | 29 | 32 | 27 | 35 | 26 | 37 | 26 | 30 | 31 | 32 | 37 | 29 | 32 | 34 | 23 |

Mr Bean
[Excluding Don't knows and Would not votes; n=856]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 24 | 22 | 27 | 26 | 23 | 14 | 17 | 26 | 22 | 11 | 25 | 20 | 31 | 23 | 24 | 14 | 25 | 22 | 21 | 36 |
| Labour | 18 | 23 | 14 | 15 | 28 | 25 | 17 | 18 | 18 | 34 | 22 | 12 | 13 | 19 | 16 | 32 | 15 | 17 | 17 | 15 |
| Liberal Democrat | 26 | 29 | 25 | 29 | 23 | 28 | 25 | 28 | 25 | 30 | 22 | 32 | 25 | 28 | 24 | 32 | 27 | 25 | 25 | 23 |
| SNP/Plaid Cymru | 1 | 2 | 0 | 1 | 2 | 0 | 0 | 1 | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 0 | 3 | 3 |
| UKIP | 6 | 4 | 6 | 8 | 3 | 8 | 6 | 5 | 6 | 5 | 6 | 4 | 8 | 3 | 8 | 6 | 6 | 7 | 6 | 1 |
| Green | 23 | 20 | 25 | 20 | 18 | 25 | 32 | 20 | 25 | 16 | 22 | 29 | 19 | 22 | 23 | 15 | 24 | 25 | 23 | 22 |
| BNP | 2 | 1 | 3 | 2 | 3 | 0 | 2 | 2 | 3 | 1 | 3 | 2 | 3 | 2 | 3 | 0 | 2 | 3 | 4 | 1 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Bridget Jones
[N=1572]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 17 | 20 | 18 | 21 | 18 | 20 | 15 | 16 | 19 | 11 | 17 | 22 | 16 | 18 | 17 | 13 | 17 | 18 | 16 | 29 |
| Labour | 13 | 16 | 11 | 11 | 16 | 17 | 18 | 14 | 13 | 16 | 15 | 12 | 8 | 14 | 12 | 14 | 15 | 13 | 11 | 8 |
| Liberal Democrat | 17 | 19 | 18 | 21 | 17 | 23 | 18 | 19 | 16 | 11 | 13 | 22 | 23 | 21 | 12 | 20 | 16 | 17 | 15 | 20 |
| SNP/Plaid Cymru | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 2 |
| UKIP | 1 | 0 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| Green | 11 | 9 | 13 | 15 | 10 | 8 | 10 | 11 | 11 | 6 | 11 | 14 | 11 | 10 | 12 | 13 | 12 | 10 | 11 | 8 |
| BNP | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 |
| Wouldn't vote | 6 | 5 | 3 | 5 | 6 | 6 | 4 | 5 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 5 | 6 | 5 | 8 | 1 |
| Don't know | 33 | 29 | 33 | 25 | 33 | 26 | 31 | 33 | 34 | 46 | 37 | 22 | 33 | 29 | 39 | 34 | 31 | 35 | 36 | 32 |

Bridget Jones

[Excluding Don't knows and Would not votes; n=997]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 28 | 30 | 28 | 31 | 29 | 29 | 23 | 25 | 31 | 23 | 30 | 30 | 27 | 27 | 30 | 21 | 27 | 29 | 28 | 42 |
| Labour | 22 | 25 | 18 | 15 | 27 | 25 | 27 | 22 | 21 | 33 | 27 | 17 | 14 | 22 | 22 | 24 | 24 | 22 | 20 | 12 |
| Liberal Democrat | 28 | 29 | 28 | 29 | 27 | 34 | 27 | 30 | 26 | 22 | 23 | 30 | 37 | 32 | 22 | 32 | 26 | 29 | 27 | 29 |
| SNP/Plaid Cymru | 2 | 1 | 2 | 1 | 1 | 1 | 0 | 3 | 1 | 5 | 1 | 1 | 3 | 2 | 2 | 0 | 1 | 0 | 3 | 3 |
| UKIP | 1 | 0 | 2 | 1 | 0 | 0 | 4 | 1 | 2 | 1 | 0 | 2 | 2 | 1 | 1 | 0 | 2 | 2 | 1 | 2 |
| Green | 18 | 14 | 21 | 22 | 16 | 11 | 15 | 18 | 19 | 13 | 19 | 20 | 17 | 16 | 22 | 22 | 19 | 17 | 19 | 12 |
| BNP | 1 | 1 | 1 | 1 | 0 | 0 | 3 | 1 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 2 | 0 |

Arthur Dent (Hitchhiker's Guide to the Galaxy)

[N=1567]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 7 | 6 | 9 | 10 | 5 | 8 | 9 | 9 | 5 | 3 | 6 | 10 | 8 | 7 | 8 | 5 | 8 | 7 | 8 | 6 |
| Labour | 10 | 13 | 9 | 8 | 16 | 10 | 11 | 12 | 8 | 9 | 10 | 12 | 7 | 10 | 9 | 10 | 10 | 10 | 8 | 12 |
| Liberal Democrat | 10 | 14 | 8 | 8 | 15 | 17 | 9 | 13 | 8 | 10 | 10 | 13 | 8 | 11 | 9 | 10 | 11 | 10 | 9 | 15 |
| SNP/Plaid Cymru | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 2 |
| UKIP | 2 | 1 | 3 | 1 | 2 | 0 | 10 | 3 | 2 | 2 | 1 | 4 | 4 | 2 | 3 | 1 | 3 | 2 | 3 | 4 |
| Green | 7 | 8 | 7 | 7 | 7 | 9 | 7 | 7 | 7 | 4 | 6 | 9 | 9 | 8 | 6 | 5 | 8 | 6 | 8 | 8 |
| BNP | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 0 |
| Wouldn't vote | 5 | 4 | 5 | 5 | 6 | 2 | 5 | 5 | 5 | 4 | 6 | 4 | 5 | 5 | 5 | 9 | 4 | 6 | 5 | 1 |
| Don't know | 57 | 52 | 58 | 59 | 49 | 54 | 46 | 51 | 62 | 66 | 59 | 48 | 58 | 55 | 59 | 59 | 56 | 58 | 58 | 52 |

Arthur Dent (Hitchhiker's Guide to the Galaxy)

[Excluding Don't knows and Would not votes; n=626]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 19 | 14 | 25 | 29 | 11 | 17 | 18 | 20 | 17 | 11 | 18 | 20 | 22 | 17 | 21 | 15 | 21 | 18 | 21 | 12 |
| Labour | 25 | 30 | 23 | 21 | 35 | 22 | 23 | 26 | 25 | 29 | 30 | 24 | 17 | 27 | 24 | 32 | 24 | 27 | 22 | 26 |
| Liberal Democrat | 27 | 33 | 20 | 22 | 33 | 39 | 18 | 29 | 25 | 35 | 28 | 27 | 22 | 28 | 25 | 31 | 26 | 28 | 24 | 31 |
| SNP/Plaid Cymru | 2 | 3 | 1 | 2 | 1 | 0 | 1 | 2 | 2 | 4 | 3 | 1 | 2 | 3 | 2 | 0 | 1 | 3 | 4 | 5 |
| UKIP | 6 | 3 | 9 | 4 | 5 | 0 | 20 | 7 | 6 | 7 | 3 | 8 | 10 | 4 | 9 | 2 | 7 | 6 | 7 | 9 |
| Green | 18 | 17 | 19 | 21 | 16 | 21 | 15 | 15 | 22 | 12 | 16 | 19 | 24 | 19 | 16 | 15 | 19 | 17 | 20 | 17 |
| BNP | 2 | 0 | 3 | 2 | 0 | 0 | 5 | 1 | 3 | 1 | 2 | 1 | 4 | 2 | 2 | 6 | 1 | 1 | 3 | 0 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Sir Humphrey Appleby (Yes Minister)
[N=1526]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 50 | 52 | 57 | 58 | 50 | 56 | 64 | 56 | 45 | 19 | 39 | 66 | 71 | 50 | 50 | 49 | 51 | 50 | 48 | 55 |
| Labour | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 3 |
| Liberal Democrat | 2 | 1 | 4 | 4 | 1 | 2 | 3 | 3 | 2 | 3 | 1 | 4 | 4 | 3 | 1 | 3 | 2 | 4 | 3 | 2 |
| SNP/Plaid Cymru | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| UKIP | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| Green | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| BNP | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Wouldn't vote | 3 | 2 | 2 | 3 | 3 | 5 | 2 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 0 | 5 | 5 | 2 | 1 |
| Don't know | 42 | 42 | 34 | 32 | 45 | 35 | 28 | 34 | 49 | 72 | 53 | 26 | 20 | 41 | 43 | 44 | 41 | 40 | 45 | 37 |

Sir Humphrey Appleby (Yes Minister)

[Excluding Don't knows and Would not votes; n=869]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 91 | 93 | 89 | 89 | 95 | 93 | 91 | 90 | 92 | 76 | 90 | 93 | 92 | 89 | 94 | 89 | 93 | 91 | 89 | 90 |
| Labour | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 9 | 5 | 1 | 1 | 3 | 2 | 3 | 3 | 1 | 3 | 5 |
| Liberal Democrat | 4 | 3 | 6 | 6 | 1 | 4 | 4 | 5 | 3 | 10 | 2 | 5 | 5 | 6 | 3 | 5 | 3 | 7 | 5 | 3 |
| SNP/Plaid Cymru | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 5 | 1 | 0 | 0 | 0 | 1 | 2 | 0 | 1 | 1 | 1 |
| UKIP | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 |
| Green | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 |
| BNP | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 |

Cruella De Vil

[N=1582]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 33 | 43 | 27 | 25 | 44 | 39 | 26 | 35 | 30 | 40 | 35 | 33 | 23 | 34 | 30 | 36 | 31 | 35 | 29 | 35 |
| Labour | 3 | 2 | 5 | 4 | 2 | 1 | 6 | 4 | 3 | 3 | 2 | 4 | 5 | 3 | 4 | 1 | 4 | 3 | 4 | 3 |
| Liberal Democrat | 2 | 1 | 3 | 2 | 1 | 6 | 4 | 2 | 2 | 2 | 1 | 3 | 3 | 2 | 2 | 0 | 2 | 1 | 3 | 2 |
| SNP/Plaid Cymru | 1 | 0 | 2 | 2 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 0 |
| UKIP | 9 | 13 | 6 | 10 | 10 | 11 | 4 | 8 | 9 | 15 | 8 | 8 | 7 | 10 | 6 | 8 | 9 | 9 | 9 | 6 |
| Green | 1 | 1 | 2 | 1 | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| BNP | 8 | 10 | 10 | 11 | 11 | 8 | 8 | 9 | 8 | 4 | 9 | 8 | 11 | 10 | 6 | 7 | 8 | 7 | 10 | 9 |
| Wouldn't vote | 9 | 4 | 11 | 10 | 6 | 5 | 9 | 9 | 10 | 8 | 9 | 11 | 7 | 6 | 13 | 7 | 11 | 8 | 9 | 10 |
| Don't know | 34 | 26 | 36 | 34 | 25 | 30 | 39 | 30 | 37 | 27 | 34 | 30 | 43 | 32 | 36 | 38 | 33 | 33 | 34 | 33 |

Cruella De Vil

[Excluding Don't knows and Would not votes; n=941]

| | | | | | | | | | | | | | | | | | | | | |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Conservative | 57 | 61 | 51 | 45 | 64 | 60 | 51 | 58 | 57 | 61 | 61 | 56 | 46 | 56 | 59 | 66 | 54 | 61 | 52 | 62 |
| Labour | 6 | 2 | 9 | 7 | 3 | 1 | 12 | 6 | 6 | 5 | 4 | 8 | 9 | 5 | 8 | 2 | 7 | 6 | 7 | 5 |
| Liberal Democrat | 3 | 2 | 5 | 4 | 1 | 9 | 7 | 3 | 4 | 3 | 1 | 5 | 6 | 3 | 4 | 1 | 3 | 2 | 6 | 4 |
| SNP/Plaid Cymru | 2 | 0 | 3 | 4 | 0 | 2 | 4 | 2 | 1 | 0 | 2 | 2 | 1 | 1 | 2 | 2 | 3 | 1 | 1 | 0 |
| UKIP | 15 | 18 | 11 | 18 | 15 | 16 | 8 | 14 | 16 | 24 | 13 | 15 | 13 | 17 | 12 | 15 | 16 | 15 | 15 | 11 |
| Green | 2 | 1 | 3 | 3 | 1 | 0 | 4 | 2 | 2 | 1 | 2 | 0 | 3 | 1 | 3 | 1 | 2 | 2 | 2 | 1 |
| BNP | 15 | 15 | 18 | 19 | 16 | 12 | 15 | 15 | 14 | 6 | 16 | 14 | 21 | 16 | 13 | 14 | 14 | 13 | 18 | 16 |

Sample Size: 3897 GB Adults
Fieldwork: 19th - 22nd May 2017

| | EU Ref 2016 | | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--|-------------|-------------|--------------|-------------|------------|------------|------------|-------------|-------------|------------|-------------|-------------|------------|--------------|-------------|------------|---------------|------------------|-------------|------------|----|
| | Total | Remain | Leave | 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 | 3897 | 1532 | 1664 | 1099 | 912 | 234 | 377 | 1886 | 2011 | 452 | 1664 | 963 | 818 | 2221 | 1676 | 468 | 1294 | 838 | 939 | 359 | |
| Unweighted Sample | 3897 | 1799 | 1616 | 1140 | 933 | 263 | 391 | 1682 | 2215 | 411 | 1544 | 1008 | 934 | 2373 | 1524 | 382 | 1368 | 865 | 1002 | 280 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| | 4-5 | 19-22 | | | | | | | | | | | | | | | | | | | |
| | April | May | | | | | | | | | | | | | | | | | | | |
| | 2012 | 2017 | | | | | | | | | | | | | | | | | | | |
| Basil Fawly (Fawly Towers) [N=1527] | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 40 | 37 | 41 | 39 | 43 | 40 | 44 | 39 | 40 | 34 | 22 | 29 | 45 | 50 | 39 | 34 | 29 | 38 | 38 | 34 | 45 |
| Labour | 5 | 6 | 6 | 7 | 6 | 7 | 4 | 4 | 6 | 7 | 7 | 7 | 6 | 4 | 6 | 7 | 4 | 7 | 7 | 6 | 6 |
| Liberal Democrat | 7 | 7 | 6 | 8 | 8 | 6 | 7 | 7 | 7 | 7 | 3 | 5 | 8 | 11 | 6 | 8 | 5 | 8 | 7 | 6 | 9 |
| SNP/Plaid Cymru | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| UKIP | 8 | 11 | 13 | 11 | 11 | 12 | 11 | 14 | 10 | 11 | 2 | 12 | 12 | 9 | 12 | 9 | 8 | 11 | 12 | 10 | 12 |
| Green | 2 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 0 |
| BNP | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 4 | 6 | 2 | 3 | 4 | 1 |
| Wouldn't vote | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 8 | 6 | 2 | 3 | 3 | 6 | 5 | 4 | 5 | 7 | 2 |
| Don't know | 29 | 30 | 26 | 27 | 24 | 27 | 28 | 28 | 26 | 34 | 55 | 34 | 22 | 17 | 29 | 31 | 43 | 28 | 28 | 31 | 25 |
| Basil Fawly (Fawly Towers) [Excluding Don't knows and Would not votes; n=1034] | | | | | | | | | | | | | | | | | | | | | |
| Conservative | 60 | 56 | 59 | 56 | 58 | 57 | 64 | 57 | 58 | 54 | 61 | 50 | 59 | 63 | 58 | 54 | 56 | 56 | 56 | 55 | 61 |
| Labour | 8 | 9 | 8 | 10 | 8 | 11 | 6 | 6 | 9 | 10 | 19 | 11 | 8 | 6 | 8 | 11 | 9 | 10 | 10 | 10 | 8 |
| Liberal Democrat | 11 | 11 | 9 | 11 | 11 | 8 | 10 | 11 | 10 | 11 | 9 | 9 | 11 | 14 | 9 | 12 | 9 | 11 | 10 | 9 | 13 |
| SNP/Plaid Cymru | 0 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 0 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| UKIP | 12 | 16 | 19 | 16 | 15 | 17 | 16 | 20 | 15 | 18 | 6 | 21 | 16 | 12 | 18 | 14 | 14 | 16 | 18 | 17 | 16 |
| Green | 3 | 1 | 1 | 2 | 2 | 1 | 0 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 2 | 0 | 2 | 1 | 2 | 0 |
| BNP | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 6 | 4 | 4 | 4 | 6 | 11 | 3 | 4 | 7 | 1 |