

YouGov Survey Results

Sample Size: 1749 GB Adults
Fieldwork: 16th - 17th July 2019

	Vote in 2017			EU Ref Vote		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1749	577	540	98	673	721	847	902	192	736	416	404	997	752	210	584	378	427	150
Unweighted Sample	1749	602	553	105	756	728	791	958	155	727	429	438	1013	736	174	604	394	431	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		2-3 Jun	16-17 Jul																		
Do you have a favourable or unfavourable opinion of the following political parties and politicians?																					
Conservative Party																					
	Very favourable	4	5	13	0	0	2	8	6	4	2	5	4	7	6	4	2	5	8	4	2
	Somewhat favourable	17	21	48	4	8	16	31	21	20	11	17	21	32	22	19	20	24	20	18	18
	TOTAL FAVOURABLE	21	26	61	4	8	18	39	27	24	13	22	25	39	28	23	22	29	28	22	20
	Somewhat unfavourable	21	22	24	19	35	20	26	23	21	24	20	26	21	23	22	19	25	20	23	19
	Very unfavourable	45	40	9	68	54	55	26	41	38	38	42	42	34	41	38	41	34	40	42	51
	TOTAL UNFAVOURABLE	66	62	33	87	89	75	52	64	59	62	62	68	55	64	60	60	59	60	65	70
	Don't know	13	13	6	9	4	6	8	9	16	25	17	6	6	9	18	17	12	12	12	10
	NET	-45	-36	28	-83	-81	-57	-13	-37	-35	-49	-40	-43	-16	-36	-37	-38	-30	-32	-43	-50
Labour Party																					
	Very favourable	6	7	0	16	3	10	4	7	6	12	7	6	4	6	7	5	4	7	11	6
	Somewhat favourable	19	18	2	38	18	30	7	18	19	24	24	13	10	21	15	24	15	19	17	22
	TOTAL FAVOURABLE	25	25	2	54	21	40	11	25	25	36	31	19	14	27	22	29	19	26	28	28
	Somewhat unfavourable	21	23	17	26	40	26	20	23	22	26	25	22	18	23	22	25	24	19	22	24
	Very unfavourable	42	40	75	12	33	28	62	43	37	14	29	53	60	41	39	32	44	43	37	37
	TOTAL UNFAVOURABLE	63	63	92	38	73	54	82	66	59	40	54	75	78	64	61	57	68	62	59	61
	Don't know	13	12	5	8	6	7	8	9	16	25	16	6	7	9	17	13	12	13	13	10
	NET	-38	-38	-90	16	-52	-14	-71	-41	-34	-4	-23	-56	-64	-37	-39	-28	-49	-36	-31	-33
Liberal Democrats																					
	Very favourable	9	7	2	9	30	13	1	8	6	7	5	8	7	9	4	10	8	5	5	5
	Somewhat favourable	28	27	19	35	55	44	14	26	27	28	29	23	25	31	20	28	27	26	24	30
	TOTAL FAVOURABLE	37	34	21	44	85	57	15	34	33	35	34	31	32	40	24	38	35	31	29	35
	Somewhat unfavourable	18	21	27	21	8	20	25	22	20	20	20	23	22	23	19	24	19	20	23	22
	Very unfavourable	26	27	41	19	5	11	47	32	23	15	22	35	34	23	32	19	28	28	29	28
	TOTAL UNFAVOURABLE	44	48	68	40	13	31	72	54	43	35	42	58	56	46	51	43	47	48	52	50
	Don't know	18	18	11	16	3	12	13	12	24	30	23	12	12	14	25	18	17	21	19	15
	NET	-7	-14	-47	4	72	26	-57	-20	-10	0	-8	-27	-24	-6	-27	-5	-12	-17	-23	-15

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Unweighted Sample		1749	602	553	105	756	728	791	958	155	727	429	438	1013	736	174	604	394	431	146	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		2-3 Jun	16-17 Jul																		
Brexit Party																					
	Very favourable	18	13	25	6	3	1	28	16	10	4	9	16	19	10	16	9	15	13	13	6
	Somewhat favourable	14	16	28	9	4	4	31	17	15	6	13	19	24	16	16	10	17	19	16	15
	TOTAL FAVOURABLE	32	29	53	15	7	5	59	33	25	10	22	35	43	26	32	19	32	32	29	21
	Somewhat unfavourable	9	12	16	10	4	10	14	13	11	14	13	11	11	13	11	12	12	10	14	11
	Very unfavourable	42	43	21	64	86	77	15	42	43	46	45	44	36	49	34	48	41	40	40	55
	TOTAL UNFAVOURABLE	51	55	37	74	90	87	29	55	54	60	58	55	47	62	45	60	53	50	54	66
	Don't know	17	17	9	12	3	8	12	13	20	31	20	9	11	12	23	20	16	18	17	12
	NET	-19	-26	16	-59	-83	-82	30	-22	-29	-50	-36	-20	-4	-36	-13	-41	-21	-18	-25	-45
Theresa May																					
	Very favourable	5	5	11	1	3	5	6	4	6	1	4	5	8	5	4	2	6	4	5	6
	Somewhat favourable	18	24	41	13	26	22	29	21	28	17	22	24	33	26	22	25	25	27	23	20
	TOTAL FAVOURABLE	23	29	52	14	29	27	35	25	34	18	26	29	41	31	26	27	31	31	28	26
	Somewhat unfavourable	24	26	24	32	39	31	26	26	26	27	26	28	25	28	24	29	26	25	27	23
	Very unfavourable	41	33	18	46	30	36	32	40	27	32	33	39	30	33	34	28	32	35	35	41
	TOTAL UNFAVOURABLE	65	59	42	78	69	67	58	66	53	59	59	67	55	61	58	57	58	60	62	64
	Don't know	13	11	6	8	2	7	7	9	13	24	15	4	5	8	15	16	11	9	11	10
	NET	-42	-30	10	-64	-40	-40	-23	-41	-19	-41	-33	-38	-14	-30	-32	-30	-27	-29	-34	-38
Jeremy Corbyn																					
	Very favourable	4	6	0	14	2	8	4	6	5	11	6	5	3	5	6	6	4	8	6	4
	Somewhat favourable	12	14	1	30	11	24	6	14	15	17	19	11	8	15	12	13	11	14	17	21
	TOTAL FAVOURABLE	16	20	1	44	13	32	10	20	20	28	25	16	11	20	18	19	15	22	23	25
	Somewhat unfavourable	18	18	9	25	38	22	13	17	20	20	21	15	16	20	16	26	17	16	18	18
	Very unfavourable	53	50	85	23	47	39	71	55	46	28	40	63	68	52	49	40	56	53	47	46
	TOTAL UNFAVOURABLE	71	68	94	48	85	61	84	72	66	48	61	78	84	72	65	66	73	69	65	64
	Don't know	12	12	4	8	2	6	7	8	15	24	15	7	5	7	17	14	12	9	12	11
	NET	-55	-48	-93	-4	-72	-29	-74	-52	-46	-20	-36	-62	-73	-52	-47	-47	-58	-47	-42	-39

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

	2-3 Jun	16-17 Jul																		
Vince Cable																				
Very favourable	6	4	1	6	23	9	1	5	4	1	4	5	5	5	3	5	5	4	3	5
Somewhat favourable	21	19	15	24	52	34	10	23	16	15	19	22	20	24	13	24	20	17	19	21
TOTAL FAVOURABLE	27	23	16	30	75	43	11	28	20	16	23	27	25	29	16	29	25	21	22	26
Somewhat unfavourable	15	18	26	16	10	18	21	20	16	13	16	21	20	19	16	17	18	18	18	17
Very unfavourable	25	26	38	20	7	13	42	31	21	14	20	34	35	24	28	19	27	24	28	28
TOTAL UNFAVOURABLE	40	44	64	36	17	31	63	51	37	27	36	55	55	43	44	36	45	42	46	45
Don't know	32	33	19	34	8	26	25	21	44	57	42	18	19	27	40	35	31	37	32	28
NET	-13	-21	-48	-6	58	12	-52	-23	-17	-11	-13	-28	-30	-14	-28	-7	-20	-21	-24	-19
Nigel Farage																				
Very favourable	15	11	21	4	3	1	24	14	8	4	8	14	16	8	14	7	12	12	11	5
Somewhat favourable	15	16	29	8	3	4	30	18	13	5	12	20	22	16	15	13	17	16	15	14
TOTAL FAVOURABLE	30	27	50	12	6	5	54	32	21	9	20	34	38	24	29	20	29	28	26	19
Somewhat unfavourable	10	12	16	10	6	9	17	12	13	8	12	14	14	12	12	11	13	12	13	10
Very unfavourable	49	49	27	71	87	82	21	47	52	59	52	48	40	55	42	52	47	47	48	61
TOTAL UNFAVOURABLE	59	61	43	81	93	91	38	59	65	67	64	62	54	67	54	63	60	59	61	71
Don't know	11	12	7	8	1	5	9	9	15	23	16	5	7	9	17	18	11	12	12	9
NET	-29	-34	7	-69	-87	-86	16	-27	-44	-58	-44	-28	-16	-43	-25	-43	-31	-31	-35	-52
Boris Johnson																				
Very favourable	9	10	21	2	1	2	19	11	9	2	7	12	17	10	11	9	13	10	8	5
Somewhat favourable	18	21	39	9	9	10	37	24	18	12	19	23	27	20	22	16	21	24	22	14
TOTAL FAVOURABLE	27	31	60	11	10	12	56	35	27	14	26	35	44	30	33	25	34	34	30	19
Somewhat unfavourable	16	15	16	15	12	12	17	15	15	16	16	16	12	14	16	15	13	15	17	14
Very unfavourable	44	43	17	67	77	70	20	41	44	44	43	44	39	48	35	44	39	42	42	58
TOTAL UNFAVOURABLE	60	58	33	82	89	82	37	56	59	60	59	60	51	62	51	59	52	57	59	72
Don't know	12	12	7	7	1	6	7	9	14	26	15	5	5	8	17	16	14	9	10	9
NET	-33	-27	27	-71	-79	-70	19	-21	-32	-46	-33	-25	-7	-32	-18	-34	-18	-23	-29	-53

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

	30 Sep-1 Oct 2018	16-17 Jul 2019																		
Jeremy Hunt																				
Very favourable	2	2	5	1	3	3	3	2	3	0	1	3	6	2	2	3	3	2	2	0
Somewhat favourable	11	23	42	13	19	20	31	26	21	13	19	26	34	26	20	18	26	23	22	22
TOTAL FAVOURABLE	13	25	47	14	22	23	34	28	24	13	20	29	40	28	22	21	29	25	24	22
Somewhat unfavourable	21	26	27	28	41	28	29	28	25	18	27	30	27	28	25	30	26	24	29	23
Very unfavourable	36	28	11	43	29	37	20	28	27	33	28	30	23	28	27	27	24	29	28	39
TOTAL UNFAVOURABLE	57	54	38	71	70	65	49	56	52	51	55	60	50	56	52	57	50	53	57	62
Don't know	31	20	14	15	7	12	17	16	24	36	26	12	11	15	26	22	21	22	18	15
NET	-44	-29	9	-57	-48	-42	-15	-28	-28	-38	-35	-31	-10	-28	-30	-36	-21	-28	-33	-40

	11-12 Jul 2016	16-17 Jul 2019																		
How good or bad do you think Theresa May has been as Prime Minister?																				
Very good	10	4	8	1	2	3	5	3	5	0	3	4	6	4	4	3	5	4	3	5
Fairly good	26	17	30	10	8	17	19	14	21	13	16	17	23	18	16	14	19	20	16	12
TOTAL GOOD	36	21	38	11	10	20	24	17	26	13	19	21	29	22	20	17	24	24	19	17
Neither good nor bad	17	26	29	22	29	24	27	24	28	25	28	23	25	25	27	28	25	26	24	29
Fairly bad	12	25	19	31	32	29	23	25	24	24	26	25	24	26	23	25	24	26	26	21
Very bad	9	24	13	33	30	26	24	31	17	25	22	30	21	24	24	21	24	22	26	31
TOTAL BAD	21	49	32	64	62	55	47	56	41	49	48	55	45	50	47	46	48	48	52	52
Don't know	25	4	1	3	0	1	1	3	5	13	5	1	1	2	6	9	3	3	5	2

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

31 May-
1 Jun
2017

16-17
Jul
2019

Thinking about Theresa May, do you think she is...

Competent or incompetent?

Competent	53	40	60	31	37	41	44	35	46	29	39	42	47	43	37	46	42	40	38	37
Incompetent	32	45	30	56	50	46	44	52	38	42	46	46	42	45	44	36	45	46	47	48
Don't know	16	15	10	13	12	12	12	14	16	29	15	13	10	12	19	18	14	14	15	15

In touch or out of touch?

In touch	32	22	38	11	14	21	25	17	27	14	21	24	26	23	21	22	23	20	23	24
Out of touch	52	63	50	77	73	68	64	70	57	60	64	64	64	64	62	56	62	67	65	65
Don't know	16	14	12	12	14	11	11	13	16	26	15	12	10	12	17	22	15	13	12	12

Strong or weak?

Strong	52	27	34	22	21	27	26	19	33	24	28	27	25	28	24	24	28	27	24	30
Weak	31	58	54	63	66	59	63	68	48	48	57	59	62	57	59	53	57	59	59	59
Don't know	17	16	11	15	12	14	11	13	18	27	15	14	12	15	17	22	15	14	17	11

Likeable or dislikeable?

Likeable	33	39	62	25	37	35	48	39	39	18	33	44	54	39	39	39	43	36	38	36
Dislikeable	46	41	22	57	38	47	35	43	39	59	47	37	25	42	40	39	34	45	43	53
Don't know	21	20	16	19	25	18	18	18	22	23	20	19	20	19	21	22	23	19	19	11

Honest or dishonest?

Honest	32	49	71	38	65	54	52	48	50	29	45	54	64	54	43	49	51	51	47	47
Dishonest	40	28	13	39	19	29	26	32	24	35	33	26	19	27	30	24	26	29	31	32
Don't know	28	22	16	23	16	17	22	19	25	36	23	21	17	19	27	27	23	20	22	21

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

31 May-1 Jun 2017
16-17 Jul 2019

Which of the following words would you most associate with Theresa May? Please select up to three.

Awkward	19	42	37	47	56	54	34	43	41	46	45	42	33	46	36	38	40	45	39	52
Out of touch	29	37	27	48	36	41	37	41	33	33	34	41	39	37	37	28	37	37	41	35
Weak	13	31	31	34	29	27	40	37	25	17	28	37	35	30	32	25	33	32	32	25
Intelligent	33	24	35	17	23	24	27	18	29	18	19	25	34	25	23	25	24	24	21	28
Honest	11	20	34	13	26	19	24	19	22	11	13	25	33	22	18	20	22	21	18	21
Foolish	6	16	12	17	23	17	15	19	13	19	16	17	13	15	17	16	17	13	17	12
Boring	12	12	11	12	9	11	14	14	10	14	12	12	11	12	12	10	13	12	13	8
Dishonest	24	11	6	14	6	10	11	13	10	14	11	11	10	10	13	8	11	11	12	15
Strong	29	10	14	9	8	9	10	7	13	8	11	9	9	11	9	10	11	11	10	5
Posh	18	9	4	13	6	9	7	8	9	22	11	6	3	10	8	7	8	10	8	13
Ordinary	5	8	11	6	8	9	8	8	8	5	8	7	11	8	8	9	10	6	8	6
Statesmanlike	18	7	12	6	7	9	7	8	6	3	7	6	10	8	6	9	6	9	4	12
Decisive	21	5	8	3	9	5	5	2	8	5	5	4	7	5	5	7	5	5	4	4
Geeky	2	3	2	3	4	3	3	3	4	1	4	5	1	2	5	3	2	3	4	6
In touch	5	2	3	1	1	2	2	2	3	1	2	3	3	3	2	4	2	2	2	5
Sleazy	4	1	0	2	1	1	1	2	1	2	1	2	1	1	2	1	1	2	2	1
None of these	2	2	2	2	3	3	2	1	3	1	3	2	2	2	2	1	3	3	1	4
Don't know	7	7	6	4	4	4	6	7	8	18	8	3	5	5	10	11	8	5	8	5

14-15 Mar
16-17 Jul

How well or badly do you think Theresa May has handled the issue of Brexit?

Very well	4	2	5	1	1	2	3	2	3	0	2	3	3	2	3	3	3	2	2	2
Fairly well	18	17	25	12	16	17	17	12	21	10	18	16	19	19	14	16	18	17	16	16
TOTAL WELL	22	19	30	13	17	19	20	14	24	10	20	19	22	21	17	19	21	19	18	18
Fairly badly	24	33	36	32	38	38	30	32	34	40	34	28	32	35	30	36	32	34	32	34
Very badly	47	40	30	49	45	40	45	48	33	31	37	47	42	39	42	31	41	38	44	41
TOTAL BADLY	71	73	66	81	83	78	75	80	67	71	71	75	74	74	72	67	73	72	76	75
Don't know	8	7	4	6	1	3	5	6	9	18	8	5	4	5	11	14	6	9	5	8

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

Regardless of whether or not you support her politics, have you ever felt sympathy towards Theresa May?

	10-11 Dec 2018	16-17 Jul 2019	Vote in 2017			EU Ref Vote		Gender		Age				Social Grade		Region				
			Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
I have	60	65	81	57	71	66	68	58	71	57	65	63	70	69	59	66	68	64	62	63
I have not	33	30	16	40	27	31	29	36	24	26	29	35	28	28	32	26	27	29	34	35
Don't know	7	5	3	4	2	3	3	5	5	17	6	2	2	3	8	8	5	6	4	3

When thinking about Theresa May, which of the following comes closest to your view?

	3-4 Sep 2018	16-17 Jul 2019	Vote in 2017			EU Ref Vote		Gender		Age				Social Grade		Region				
			Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
I think she was a good Prime Minister, and I like her personally	16	20	38	9	17	18	25	16	25	12	18	21	28	21	20	22	23	19	17	20
I think she was a good Prime Minister, although I don't like her personally	15	8	9	7	10	10	7	6	10	9	9	9	6	10	6	4	8	10	8	10
I think she was a bad Prime Minister, although I like her personally	13	23	30	17	25	20	29	26	20	17	21	23	30	24	22	23	22	23	25	22
I think she was a bad Prime Minister, and I don't like her personally	39	33	13	52	39	41	27	38	29	37	34	38	26	33	33	32	30	35	36	37
Don't know	18	15	10	14	9	11	13	13	17	25	19	10	9	12	19	19	17	13	14	10

Sample Size: 1749 GB Adults
Fieldwork: 16th - 17th July 2019

	Vote in 2017			EU Ref Vote		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1749	577	540	98	673	721	847	902	192	736	416	404	997	752	210	584	378	427	150
Unweighted Sample	1749	602	553	105	756	728	791	958	155	727	429	438	1013	736	174	604	394	431	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	11-12 Jun 2017	16-17 Jul 2019																		
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think these previous Prime Ministers are similar or different to Theresa May?																				
Winston Churchill																				
Very similar to Theresa May	1	1	2	0	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
Quite similar to Theresa May	8	5	6	4	2	5	4	4	5	7	4	3	6	4	5	3	4	6	5	5
TOTAL SIMILAR	9	6	8	4	3	6	6	5	6	8	5	4	7	5	6	4	5	7	6	6
Quite different to Theresa May	23	21	21	22	26	25	18	20	21	22	19	22	20	23	17	25	17	19	22	26
Very different to Theresa May	42	49	54	49	61	48	59	56	43	28	44	58	60	51	48	43	52	52	51	39
TOTAL DIFFERENT	65	70	75	71	87	73	77	76	64	50	63	80	80	74	65	68	69	71	73	65
Don't know	26	24	16	24	10	22	17	19	30	42	31	16	12	21	29	28	27	22	21	28
Margaret Thatcher																				
Very similar to Theresa May	16	4	2	5	2	4	4	4	5	3	5	5	4	3	7	0	2	6	7	8
Quite similar to Theresa May	28	18	19	20	17	22	15	17	19	27	17	17	16	19	17	15	20	19	18	15
TOTAL SIMILAR	44	22	21	25	19	26	19	21	24	30	22	22	20	22	24	15	22	25	25	23
Quite different to Theresa May	20	21	20	24	28	26	16	20	23	19	21	22	23	23	19	25	20	20	22	25
Very different to Theresa May	20	40	51	34	46	35	53	46	34	14	34	51	51	41	39	38	41	42	39	37
TOTAL DIFFERENT	40	61	71	58	74	61	69	66	57	33	55	73	74	64	58	63	61	62	61	62
Don't know	16	16	9	17	7	13	11	13	19	37	23	5	6	15	19	22	17	13	15	14
John Major																				
Very similar to Theresa May	3	5	8	3	1	3	9	6	4	2	3	9	7	5	6	2	6	4	7	8
Quite similar to Theresa May	20	31	40	29	26	30	39	35	27	9	27	38	40	31	29	29	30	31	32	31
TOTAL SIMILAR	23	36	48	32	27	33	48	41	31	11	30	47	47	36	35	31	36	35	39	39
Quite different to Theresa May	28	19	18	21	30	24	16	19	20	13	16	23	23	20	18	20	20	20	18	19
Very different to Theresa May	21	17	19	18	26	16	19	18	15	8	17	19	18	15	18	15	17	18	16	15
TOTAL DIFFERENT	49	36	37	39	56	40	35	37	35	21	33	42	41	35	36	35	37	38	34	34
Don't know	28	28	14	29	18	28	16	22	34	69	36	11	13	28	29	34	28	27	27	27

Sample Size: 1749 GB Adults
Fieldwork: 16th - 17th July 2019

	Vote in 2017			EU Ref Vote		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1749	577	540	98	673	721	847	902	192	736	416	404	997	752	210	584	378	427	150
Unweighted Sample	1749	602	553	105	756	728	791	958	155	727	429	438	1013	736	174	604	394	431	146
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	11-12 Jun 2017	16-17 Jul 2019																		
Tony Blair																				
Very similar to Theresa May	3	4	4	3	0	2	6	4	3	2	2	5	6	3	5	3	3	3	5	3
Quite similar to Theresa May	11	12	14	10	7	10	15	14	10	9	9	17	14	12	12	10	12	11	13	13
TOTAL SIMILAR	14	16	18	13	7	12	21	18	13	11	11	22	20	15	17	13	15	14	18	16
Quite different to Theresa May	26	28	29	31	30	32	25	29	27	21	30	27	28	31	24	31	28	24	29	29
Very different to Theresa May	41	37	43	38	52	40	42	38	36	17	36	42	44	38	36	32	37	43	36	36
TOTAL DIFFERENT	67	65	72	69	82	72	67	67	63	38	66	69	72	69	60	63	65	67	65	65
Don't know	19	19	10	18	11	15	12	15	24	52	22	10	8	17	23	24	20	19	17	20
Gordon Brown																				
Very similar to Theresa May	2	4	7	2	2	2	7	6	3	2	3	6	5	4	4	3	4	5	5	3
Quite similar to Theresa May	10	18	20	16	19	19	20	21	15	9	18	21	18	19	16	22	17	15	20	18
TOTAL SIMILAR	12	22	27	18	21	21	27	27	18	11	21	27	23	23	20	25	21	20	25	21
Quite different to Theresa May	27	24	22	31	25	26	24	26	22	21	24	26	23	25	22	19	23	23	26	27
Very different to Theresa May	39	31	37	30	44	36	33	31	32	17	28	35	39	32	31	25	32	35	29	31
TOTAL DIFFERENT	66	55	59	61	69	62	57	57	54	38	52	61	62	57	53	44	55	58	55	58
Don't know	22	23	14	21	11	17	16	16	28	50	26	12	14	20	27	30	23	22	20	21
David Cameron																				
Very similar to Theresa May	7	8	6	10	5	7	9	9	6	8	5	9	11	6	9	5	6	8	12	5
Quite similar to Theresa May	28	30	29	33	38	34	30	33	28	31	27	34	32	33	27	24	30	29	33	37
TOTAL SIMILAR	35	38	35	43	43	41	39	42	34	39	32	43	43	39	36	29	36	37	45	42
Quite different to Theresa May	30	25	32	24	30	26	28	27	24	17	26	27	25	27	24	30	26	25	23	25
Very different to Theresa May	19	19	25	17	21	20	23	19	20	11	20	20	23	20	19	16	21	23	17	17
TOTAL DIFFERENT	49	44	57	41	51	46	51	46	44	28	46	47	48	47	43	46	47	48	40	42
Don't know	16	17	8	16	6	13	11	12	22	33	22	10	9	14	21	25	17	16	15	15