

YouGov Survey Results

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|---------|------|-----|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Con | Lab | Lib Dem | UKIP | | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

[For the following questions respondents were randomly split into two groups. They were shown a picture of a member of the cabinet / shadow cabinet or a dummy picture]

Who is this person?: Tom Watson

[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tom Watson | 34 | 37 | 37 | 34 | 31 | 44 | 24 | 35 | 27 | 38 | 35 | 40 | 25 | 37 | 28 | 37 | 31 | 48 |
| John McDonnell | 2 | 4 | 1 | 3 | 3 | 3 | 2 | 0 | 2 | 2 | 5 | 2 | 3 | 2 | 3 | 1 | 3 | 3 |
| Andy Burnham | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 |
| Michael Fallon | 1 | 2 | 1 | 0 | 0 | 2 | 0 | 4 | 0 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 1 | 0 |
| Douglas Alexander | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Chris Bryant | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Tim Farron | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 0 | 1 | 0 | 3 | 0 | 2 | 4 | 1 | 1 | 0 | 0 | 3 | 3 | 1 | 1 | 1 | 1 |
| Not sure | 60 | 56 | 56 | 63 | 62 | 50 | 68 | 56 | 67 | 58 | 56 | 53 | 68 | 56 | 64 | 56 | 63 | 47 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|---------|------|------|--------|-------|-------|-------|-----|------|--------------|--------|---------------|------------------|-------|----------|-----|
| Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: John McDonnell
[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| John McDonnell | 19 | 15 | 22 | 33 | 16 | 25 | 12 | 20 | 12 | 22 | 19 | 22 | 14 | 21 | 19 | 18 | 16 | 20 |
| Douglas Alexander | 1 | 0 | 0 | 2 | 0 | 2 | 0 | 1 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 4 |
| Hilary Benn | 1 | 1 | 2 | 5 | 1 | 2 | 1 | 0 | 3 | 1 | 1 | 2 | 1 | 5 | 1 | 1 | 1 | 1 |
| Michael Fallon | 1 | 2 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 |
| Chris Grayling | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 3 | 1 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Andy Burnham | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| Iain Duncan Smith | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| None of these | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not sure | 75 | 77 | 74 | 58 | 80 | 67 | 83 | 72 | 80 | 73 | 75 | 72 | 80 | 70 | 73 | 79 | 77 | 74 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: David Cameron
[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| David Cameron | 98 | 98 | 99 | 100 | 99 | 98 | 97 | 92 | 98 | 99 | 99 | 99 | 97 | 99 | 98 | 95 | 98 | 100 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Not sure | 2 | 2 | 1 | 0 | 1 | 1 | 2 | 7 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | 5 | 1 | 0 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: George Osborne
[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| George Osborne | 77 | 80 | 80 | 88 | 77 | 84 | 70 | 67 | 65 | 82 | 87 | 81 | 72 | 72 | 74 | 79 | 82 | 79 |
| Douglas Alexander | 1 | 0 | 2 | 0 | 0 | 1 | 1 | 1 | 2 | 0 | 0 | 0 | 1 | 5 | 0 | 0 | 0 | 0 |
| Andy Burnham | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 3 |
| Jeremy Hunt | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 3 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 |
| Ed Miliband | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 2 | 1 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Michael Gove | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 1 | 2 | 0 | 1 | 1 | 2 | 4 | 1 | 1 | 1 | 1 | 1 | 3 | 1 | 1 | 0 | 0 |
| Not sure | 18 | 17 | 13 | 9 | 20 | 12 | 23 | 22 | 30 | 16 | 9 | 13 | 24 | 19 | 21 | 17 | 15 | 18 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Hilary Benn
[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Hilary Benn | 29 | 32 | 31 | 23 | 30 | 39 | 20 | 17 | 19 | 32 | 40 | 35 | 21 | 38 | 26 | 28 | 25 | 43 |
| John McDonnell | 2 | 4 | 2 | 0 | 2 | 3 | 1 | 4 | 1 | 2 | 3 | 3 | 2 | 0 | 4 | 3 | 1 | 1 |
| Douglas Alexander | 1 | 2 | 1 | 0 | 2 | 2 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 0 |
| Jeremy Corbyn | 1 | 1 | 1 | 0 | 2 | 0 | 2 | 0 | 0 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 |
| Michael Gove | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 0 | 2 | 1 | 1 | 2 | 0 | 0 | 1 | 2 | 1 | 1 |
| Chris Bryant | 0 | 0 | 0 | 0 | 3 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Andy Burnham | 0 | 1 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Michael Fallon | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 |
| Tim Farron | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Chris Grayling | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 0 | 1 | 0 | 4 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 |
| Not sure | 62 | 60 | 61 | 68 | 50 | 53 | 71 | 74 | 75 | 59 | 50 | 57 | 69 | 58 | 63 | 63 | 65 | 52 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Jeremy Corbyn

[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Jeremy Corbyn | 89 | 89 | 93 | 92 | 84 | 93 | 85 | 82 | 79 | 92 | 97 | 91 | 86 | 93 | 88 | 89 | 88 | 91 |
| Douglas Alexander | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Not sure | 9 | 8 | 6 | 8 | 14 | 6 | 12 | 16 | 18 | 6 | 1 | 8 | 11 | 6 | 10 | 10 | 9 | 9 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|---------|------|------|--------|-------|-------|-------|-----|------|--------------|--------|---------------|------------------|-------|----------|-----|
| Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Philip Hammond

[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Philip Hammond | 32 | 35 | 33 | 34 | 33 | 43 | 22 | 28 | 28 | 30 | 40 | 38 | 24 | 37 | 32 | 27 | 31 | 42 |
| Michael Gove | 3 | 3 | 2 | 0 | 4 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 4 | 3 | 1 |
| Jeremy Hunt | 2 | 2 | 3 | 2 | 0 | 2 | 3 | 1 | 2 | 3 | 3 | 3 | 1 | 0 | 2 | 4 | 2 | 3 |
| Douglas Alexander | 1 | 0 | 2 | 1 | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 2 | 1 | 4 | 0 | 0 | 1 |
| Hilary Benn | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 1 | 1 | 0 | 0 | 1 | 1 | 0 |
| Chris Bryant | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 |
| Michael Fallon | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 0 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 |
| Tim Farron | 1 | 1 | 1 | 2 | 0 | 1 | 0 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 4 |
| Chris Grayling | 1 | 1 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 1 |
| John McDonnell | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 4 | 0 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| None of these | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Not sure | 55 | 50 | 54 | 58 | 55 | 45 | 65 | 59 | 62 | 56 | 46 | 49 | 64 | 53 | 54 | 58 | 58 | 46 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Michael Gove
[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Michael Gove | 52 | 52 | 60 | 64 | 44 | 62 | 44 | 42 | 46 | 54 | 60 | 59 | 44 | 62 | 49 | 60 | 45 | 53 |
| Jeremy Hunt | 1 | 1 | 0 | 4 | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 |
| Hilary Benn | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| None of these | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Not sure | 44 | 44 | 37 | 31 | 53 | 34 | 53 | 52 | 52 | 41 | 38 | 38 | 52 | 34 | 47 | 38 | 52 | 45 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Andy Burnham
[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Andy Burnham | 59 | 61 | 65 | 52 | 62 | 70 | 48 | 48 | 48 | 63 | 67 | 64 | 51 | 58 | 57 | 58 | 57 | 71 |
| Douglas Alexander | 1 | 2 | 0 | 1 | 0 | 1 | 1 | 0 | 2 | 0 | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 2 |
| Ed Miliband | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | 0 | 0 |
| Hilary Benn | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 4 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| None of these | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not sure | 38 | 35 | 32 | 41 | 37 | 27 | 48 | 44 | 48 | 33 | 31 | 32 | 45 | 39 | 39 | 37 | 39 | 25 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Charlie Falconer
[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Charlie Falconer | 10 | 11 | 9 | 12 | 9 | 14 | 6 | 5 | 5 | 10 | 14 | 12 | 6 | 10 | 8 | 10 | 10 | 11 |
| Andy Burnham | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 |
| Chris Grayling | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 |
| John McDonnell | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 |
| Douglas Alexander | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| None of these | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 2 | 1 | 0 | 3 | 0 | 1 | 0 | 2 |
| Not sure | 86 | 85 | 86 | 88 | 87 | 80 | 92 | 88 | 91 | 86 | 83 | 85 | 88 | 80 | 89 | 87 | 86 | 87 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Sajid Javid

[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Sajid Javid | 34 | 36 | 33 | 30 | 35 | 46 | 22 | 44 | 35 | 32 | 31 | 40 | 24 | 36 | 31 | 35 | 28 | 52 |
| Chuka Umunna | 19 | 21 | 19 | 18 | 21 | 16 | 21 | 3 | 7 | 23 | 30 | 18 | 20 | 16 | 20 | 18 | 20 | 15 |
| Iain Duncan Smith | 1 | 1 | 1 | 2 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 1 | 1 | 1 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Not sure | 46 | 41 | 46 | 50 | 44 | 37 | 54 | 50 | 57 | 44 | 37 | 41 | 53 | 47 | 48 | 45 | 48 | 32 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|---------|------|------|--------|-------|-------|-------|-----|------|--------------|--------|---------------|------------------|-------|----------|-----|
| Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Iain Duncan Smith

[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Iain Duncan Smith | 71 | 77 | 73 | 72 | 76 | 79 | 63 | 33 | 57 | 81 | 87 | 74 | 67 | 67 | 69 | 78 | 65 | 77 |
| William Hague | 3 | 4 | 2 | 3 | 1 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 1 | 5 | 2 | 2 | 3 | 3 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not sure | 26 | 19 | 24 | 25 | 20 | 17 | 34 | 62 | 40 | 15 | 10 | 22 | 31 | 27 | 28 | 19 | 30 | 20 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Michael Fallon

[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Michael Fallon | 15 | 18 | 13 | 10 | 16 | 20 | 10 | 8 | 12 | 13 | 21 | 18 | 10 | 21 | 14 | 14 | 12 | 19 |
| Charlie Falconer | 2 | 2 | 2 | 5 | 0 | 3 | 1 | 0 | 4 | 1 | 2 | 2 | 1 | 0 | 2 | 2 | 1 | 6 |
| Douglas Alexander | 1 | 1 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 0 | 1 | 3 | 1 | 0 |
| Iain Duncan Smith | 1 | 0 | 1 | 6 | 0 | 1 | 1 | 8 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 |
| Tim Farron | 1 | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 2 | 1 | 0 | 1 | 0 |
| Philip Hammond | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 5 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 |
| John McDonnell | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 1 |
| Hilary Benn | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Chris Bryant | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Chris Grayling | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 |
| Not sure | 77 | 75 | 77 | 74 | 80 | 70 | 85 | 74 | 82 | 80 | 72 | 73 | 83 | 73 | 77 | 76 | 82 | 73 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Jeremy Hunt

[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Jeremy Hunt | 33 | 35 | 41 | 32 | 22 | 39 | 27 | 29 | 29 | 33 | 38 | 39 | 26 | 35 | 32 | 31 | 33 | 39 |
| Chris Bryant | 1 | 0 | 1 | 4 | 0 | 1 | 1 | 1 | 2 | 1 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 2 |
| Andy Burnham | 1 | 1 | 2 | 0 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 2 | 0 | 3 | 0 | 1 | 1 | 1 |
| Michael Fallon | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 3 | 0 | 1 | 0 | 2 | 1 | 1 | 0 | 0 | 5 |
| Philip Hammond | 1 | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 2 | 1 | 1 | 1 | 0 | 1 | 0 | 2 | 0 |
| George Osborne | 1 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Hilary Benn | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Tim Farron | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Chris Grayling | 0 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 |
| Not sure | 60 | 60 | 51 | 56 | 73 | 55 | 66 | 66 | 61 | 59 | 58 | 55 | 67 | 54 | 63 | 64 | 60 | 54 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|--------------------------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Chris Bryant
[N=825]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Chris Bryant | 11 | 11 | 12 | 10 | 11 | 18 | 5 | 11 | 10 | 10 | 12 | 12 | 9 | 14 | 9 | 15 | 6 | 16 |
| Tim Farron | 2 | 2 | 1 | 4 | 3 | 2 | 2 | 1 | 1 | 2 | 2 | 1 | 3 | 2 | 2 | 2 | 1 | 2 |
| Chris Grayling | 1 | 2 | 2 | 0 | 1 | 2 | 1 | 6 | 0 | 1 | 1 | 2 | 0 | 3 | 2 | 1 | 1 | 1 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 3 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Sajid Javid | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Tom Watson | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| None of these | 1 | 1 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 0 |
| Not sure | 82 | 84 | 81 | 79 | 84 | 75 | 89 | 77 | 87 | 82 | 82 | 81 | 85 | 77 | 85 | 76 | 89 | 76 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|---------|------|-----|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Con | Lab | Lib Dem | UKIP | | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person? Dummy Variable

[N=824]

| | | | | | | | | | | | | | | | | | | |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Chris Bryant | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 0 |
| Douglas Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Hilary Benn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Andy Burnham | 0 | 0 | 0 | 3 | 1 | 0 | 1 | 2 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 0 |
| David Cameron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Corbyn | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Iain Duncan Smith | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Charlie Falconer | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Michael Fallon | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Tim Farron | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Michael Gove | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chris Grayling | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 1 |
| William Hague | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Philip Hammond | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Jeremy Hunt | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sajid Javid | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| John McDonnell | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 |
| Ed Miliband | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| George Osborne | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Chuka Umunna | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Tom Watson | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| None of these | 4 | 4 | 4 | 0 | 2 | 5 | 2 | 7 | 3 | 4 | 3 | 4 | 3 | 6 | 1 | 5 | 4 | 5 |
| Not sure | 93 | 92 | 93 | 97 | 94 | 91 | 95 | 90 | 94 | 93 | 94 | 93 | 94 | 89 | 96 | 94 | 90 | 94 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Nicky Morgan

[N=825]

| | | | | | | | | | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Nicky Morgan | 15 | 13 | 18 | 12 | 19 | 20 | 11 | 21 | 15 | 13 | 15 | 19 | 9 | 19 | 13 | 19 | 14 | 15 |
| Heidi Alexander | 2 | 2 | 1 | 2 | 1 | 1 | 2 | 0 | 0 | 2 | 3 | 2 | 1 | 3 | 1 | 1 | 2 | 0 |
| Liz Kendall | 2 | 2 | 4 | 2 | 1 | 1 | 4 | 1 | 1 | 1 | 5 | 2 | 2 | 3 | 2 | 2 | 3 | 1 |
| Liz Truss | 2 | 3 | 1 | 1 | 0 | 2 | 1 | 9 | 1 | 1 | 1 | 3 | 1 | 0 | 3 | 2 | 2 | 1 |
| Diane Abbott | 1 | 0 | 1 | 4 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 0 |
| Yvette Cooper | 1 | 1 | 0 | 5 | 1 | 1 | 1 | 0 | 2 | 2 | 0 | 1 | 1 | 0 | 1 | 3 | 0 | 0 |
| Mary Creagh | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 |
| Angela Eagle | 1 | 1 | 2 | 4 | 0 | 1 | 2 | 0 | 1 | 1 | 3 | 1 | 1 | 3 | 2 | 1 | 0 | 1 |
| Caroline Flint | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 2 | 1 | 1 | 1 | 0 | 2 | 1 | 1 |
| Tracey Crouch | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Theresa May | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Priti Patel | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Lucy Powell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 1 | 2 | 0 | 0 | 0 | 2 | 0 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 3 |
| Not sure | 72 | 74 | 67 | 69 | 75 | 71 | 74 | 68 | 77 | 75 | 67 | 67 | 79 | 69 | 75 | 67 | 74 | 77 |

Who is this person?: Theresa May

[N=824]

| | | | | | | | | | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Theresa May | 71 | 75 | 78 | 79 | 68 | 80 | 63 | 49 | 63 | 73 | 85 | 75 | 65 | 85 | 65 | 75 | 66 | 75 |
| Yvette Cooper | 3 | 3 | 4 | 1 | 1 | 2 | 3 | 5 | 1 | 3 | 2 | 3 | 2 | 1 | 1 | 1 | 7 | 1 |
| Angela Eagle | 1 | 1 | 0 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 2 | 0 | 0 | 2 | 3 | 0 |
| Diane Abbott | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 |
| Heidi Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mary Creagh | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tracey Crouch | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Caroline Flint | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Kendall | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 |
| Nicky Morgan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Priti Patel | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lucy Powell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Truss | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 |
| Not sure | 24 | 20 | 17 | 15 | 28 | 16 | 32 | 43 | 32 | 22 | 12 | 20 | 29 | 13 | 32 | 21 | 23 | 21 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Diane Abbott
[N=825]

| | | | | | | | | | | | | | | | | | | |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Diane Abbott | 58 | 62 | 60 | 55 | 58 | 66 | 50 | 34 | 45 | 65 | 70 | 64 | 49 | 69 | 54 | 58 | 52 | 74 |
| Priti Patel | 3 | 4 | 1 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 1 | 5 | 1 | 3 | 5 |
| Yvette Cooper | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 |
| Angela Eagle | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 3 | 1 | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 0 | 0 |
| Heidi Alexander | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mary Creagh | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tracey Crouch | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Caroline Flint | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Kendall | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Theresa May | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nicky Morgan | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Lucy Powell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Truss | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 |
| Not sure | 37 | 34 | 35 | 43 | 34 | 29 | 44 | 60 | 50 | 29 | 26 | 32 | 44 | 27 | 39 | 38 | 44 | 20 |

Who is this person?: Heidi Alexander
[N=824]

| | | | | | | | | | | | | | | | | | | |
|-----------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Heidi Alexander | 10 | 8 | 14 | 17 | 4 | 13 | 7 | 7 | 9 | 11 | 10 | 11 | 9 | 20 | 8 | 9 | 8 | 10 |
| Lucy Powell | 2 | 2 | 1 | 4 | 1 | 3 | 1 | 5 | 2 | 2 | 1 | 3 | 1 | 2 | 2 | 1 | 3 | 0 |
| Tracey Crouch | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 |
| Angela Eagle | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 |
| Liz Kendall | 1 | 0 | 0 | 3 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 2 |
| Diane Abbott | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Yvette Cooper | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mary Creagh | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| Caroline Flint | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 |
| Theresa May | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nicky Morgan | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Priti Patel | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Truss | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 |
| None of these | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 |
| Not sure | 84 | 86 | 81 | 75 | 89 | 79 | 88 | 83 | 87 | 82 | 84 | 83 | 85 | 74 | 85 | 88 | 83 | 86 |

Sample Size: 1649 GB Adults
Fieldwork: 15th - 16th September 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|-----|---------|------|-----|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|
| | Con | Lab | Lib Dem | UKIP | | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1649 | 561 | 462 | 115 | 198 | 800 | 849 | 196 | 417 | 564 | 472 | 940 | 709 | 211 | 536 | 353 | 406 | 143 |
| Unweighted Sample | 1649 | 479 | 463 | 134 | 220 | 741 | 908 | 136 | 278 | 688 | 547 | 1076 | 573 | 205 | 537 | 350 | 397 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Who is this person?: Angela Eagle

[N=825]

| | | | | | | | | | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Angela Eagle | 20 | 24 | 23 | 11 | 16 | 28 | 13 | 18 | 15 | 22 | 25 | 25 | 14 | 30 | 14 | 21 | 20 | 30 |
| Yvette Cooper | 2 | 3 | 2 | 0 | 2 | 2 | 2 | 4 | 1 | 2 | 1 | 2 | 1 | 0 | 4 | 0 | 1 | 1 |
| Diane Abbott | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 0 |
| Heidi Alexander | 1 | 2 | 1 | 2 | 0 | 1 | 2 | 4 | 0 | 1 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 |
| Caroline Flint | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 3 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 |
| Theresa May | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 0 | 2 | 0 | 0 | 1 | 2 | 0 |
| Liz Truss | 1 | 0 | 2 | 0 | 2 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 3 | 1 | 0 | 2 | 0 |
| Mary Creagh | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 |
| Tracey Crouch | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Kendall | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Nicky Morgan | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| Priti Patel | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Lucy Powell | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| None of these | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 |
| Not sure | 71 | 69 | 66 | 86 | 74 | 64 | 78 | 70 | 77 | 70 | 68 | 67 | 76 | 61 | 73 | 73 | 73 | 68 |

Who is this person?: Dummy Variable

[N=824]

| | | | | | | | | | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Mary Creagh | 1 | 2 | 1 | 0 | 2 | 2 | 0 | 0 | 2 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 3 | 2 |
| Liz Truss | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 3 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 2 |
| Diane Abbott | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Heidi Alexander | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Yvette Cooper | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tracey Crouch | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Angela Eagle | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Caroline Flint | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liz Kendall | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Theresa May | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Nicky Morgan | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Priti Patel | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Lucy Powell | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| None of these | 2 | 2 | 2 | 5 | 1 | 3 | 1 | 6 | 1 | 3 | 1 | 3 | 1 | 2 | 2 | 3 | 2 | 2 |
| Not sure | 95 | 96 | 94 | 92 | 95 | 92 | 97 | 89 | 96 | 94 | 96 | 94 | 95 | 96 | 96 | 95 | 91 | 95 |