

***Topical***

***Poll***

07/09/2018

Prepared on behalf of the Daily Mail

**Daily  Mail**

# Methodology

## Fieldwork Dates

7<sup>th</sup> August 2018

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All adults in the UK aged 18+.

## Sample Size

1,039

## Data Weighting

Data were weighted to the profile of all adults in the UK aged 18+. Data were weighted by age, sex, region, household income, education, 2017 General Election Vote and 2016 EU Referendum Vote. Targets for the weighted data were derived from Office for National Statistics Census Data and the results of the 2017 UK General Election and the 2016 EU Referendum.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,039 it is 95% certain that the 'true' value will fall within the range of 3% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative" and "Liberal Democrat" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt. Respondents in Northern Ireland were asked the same question, with "DUP", "Sinn Fein", "UUP", "SDLP" and "Alliance Party" and prompted in a randomising order.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

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If you are interested in commissioning a poll from us, please contact [researchteam@survation.com](mailto:researchteam@survation.com) for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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

Base: All Respondents

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum		HH Income p.a.			Region										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI		
Unweighted Total	1039	401	638	115	268	222	168	136	130	238	245	160	396	264	383	57	26	62	187	442	345	391	422	198	95	187	259	346	887	70	62	20	
Weighted Total	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29	
0 - would not vote	60	20	40	18	19	9	6	5	3	29	19	6	7	-	1	-	-	*	51	2	7	31	15	14	4	15	22	13	55	1	1	3	
	5.8%	4.0%	7.5%	16.0%	10.7%	5.1%	3.4%	3.5%	1.2%	7.7%	7.3%	4.7%	2.6%	-	0.4%	-	-	0.3%	27.3%	0.6%	1.7%	10.3%	4.3%	3.8%	3.1%	9.3%	9.2%	3.9%	6.3%	1.7%	2.2%	10.4%	
1	15	10	5	3	8	3	-	*	-	6	6	1	2	1	1	-	-	-	10	1	4	9	1	5	5	1	*	7	13	-	1	1	
	1.4%	1.9%	0.9%	3.0%	4.3%	1.9%	-	0.3%	-	1.7%	2.2%	0.9%	0.7%	0.3%	0.4%	-	-	-	5.5%	0.2%	1.0%	2.9%	0.4%	1.3%	3.4%	0.6%	0.2%	2.2%	1.5%	-	2.1%	1.8%	
2	26	16	10	2	14	3	5	3	-	17	6	2	1	1	8	-	-	10	8	4	13	11	5	10	5	3	2	14	24	1	1	-	
	2.5%	3.1%	1.9%	1.9%	7.6%	1.7%	2.5%	1.6%	-	4.6%	2.3%	1.6%	0.2%	0.2%	2.4%	-	-	15.0%	4.0%	0.9%	3.3%	3.5%	1.5%	2.7%	3.4%	1.7%	0.9%	4.3%	2.7%	0.9%	2.1%	-	
3	13	6	7	2	5	4	2	-	-	4	6	1	1	2	3	-	-	-	7	3	1	9	1	3	1	1	5	5	12	-	1	-	
	1.2%	1.1%	1.3%	1.5%	2.6%	2.6%	1.1%	-	-	1.1%	2.4%	1.0%	0.5%	0.5%	0.8%	-	-	-	4.0%	0.7%	0.3%	2.9%	0.3%	0.8%	0.9%	0.5%	2.1%	1.5%	1.4%	-	1.9%	-	
4	15	7	8	6	4	2	1	2	-	5	1	4	5	-	1	-	-	-	14	1	*	10	1	4	4	4	4	4	1	14	1	-	-
	1.4%	1.3%	1.5%	5.4%	2.1%	1.3%	0.6%	1.0%	-	1.3%	0.4%	3.2%	1.6%	-	0.2%	-	-	-	7.4%	0.2%	0.1%	3.3%	0.2%	1.1%	3.2%	2.2%	1.7%	0.4%	1.6%	1.2%	-	-	
5	64	21	43	5	13	16	13	10	6	36	16	4	7	5	9	3	3	*	27	11	17	29	24	8	10	11	13	19	53	7	3	1	
	6.1%	4.0%	8.1%	4.3%	7.4%	9.8%	7.2%	6.1%	2.7%	9.7%	6.3%	3.0%	2.6%	1.6%	2.7%	4.9%	11.0%	0.2%	14.7%	2.8%	4.1%	9.4%	6.8%	2.2%	7.0%	6.4%	5.4%	5.9%	6.0%	8.2%	6.0%	2.7%	
6	26	3	23	6	7	4	3	5	2	10	7	3	5	5	10	-	-	*	10	6	7	12	12	2	2	13	3	7	25	1	-	-	
	2.5%	0.6%	4.3%	5.0%	3.8%	2.4%	1.5%	3.1%	0.7%	2.8%	2.8%	2.3%	1.9%	1.5%	3.3%	-	-	0.2%	5.4%	1.6%	1.8%	4.0%	3.3%	0.6%	1.8%	7.6%	1.1%	2.1%	2.8%	1.2%	-	-	
7	25	9	16	4	9	11	2	-	-	8	8	4	5	2	10	1	*	2	7	4	5	10	11	3	3	4	7	8	21	2	1	*	
	2.4%	1.8%	3.0%	3.4%	5.0%	6.4%	1.0%	-	-	2.2%	3.1%	3.1%	1.9%	0.7%	3.2%	1.6%	1.3%	2.4%	3.7%	1.0%	1.3%	3.2%	3.2%	1.0%	2.3%	2.2%	2.8%	2.3%	2.4%	2.5%	2.6%	1.6%	
8	75	37	38	13	11	13	16	12	10	29	14	12	20	15	21	4	5	8	17	36	27	23	29	21	12	13	16	19	59	10	*	6	
	7.2%	7.2%	7.2%	11.6%	6.4%	8.1%	8.4%	7.6%	4.0%	7.8%	5.5%	9.2%	7.1%	4.5%	6.6%	6.6%	20.7%	11.8%	9.0%	9.4%	6.7%	7.7%	8.1%	6.0%	8.6%	7.6%	6.7%	5.7%	6.8%	11.1%	0.6%	21.4%	
9	89	51	38	6	12	14	13	15	28	31	20	11	26	40	34	8	-	1	5	41	29	25	26	36	8	20	23	25	76	12	1	-	
	8.5%	10.0%	7.1%	4.8%	6.9%	8.3%	7.2%	9.9%	11.8%	8.4%	7.9%	8.7%	9.2%	11.8%	10.6%	13.2%	-	0.9%	2.5%	10.9%	7.2%	8.4%	7.3%	10.2%	5.8%	11.8%	9.5%	7.6%	8.7%	13.1%	2.9%	-	
10 - certain to vote	632	329	303	50	77	87	124	104	191	197	152	80	203	265	220	43	16	44	31	271	297	135	228	249	82	84	146	210	522	53	40	18	
	60.8%	64.8%	57.0%	43.2%	43.3%	52.3%	67.1%	66.8%	79.6%	52.8%	59.7%	62.4%	71.9%	78.8%	69.4%	73.7%	67.1%	69.2%	16.4%	71.6%	72.6%	44.4%	64.6%	70.3%	60.6%	50.1%	60.4%	64.0%	59.8%	60.0%	79.6%	62.2%	
SIGMA	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

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

Base: Respondents Likely to vote

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI		
Unweighted Total	980	384	596	104	242	211	163	131	129	218	225	151	386	264	380	57	26	61	139	438	339	355	408	190	91	171	239	333	834	69	60	17	
Weighted Total	979	487	491	96	160	158	178	150	237	345	236	122	275	336	316	59	24	64	136	376	402	272	339	341	132	151	219	315	818	86	49	26	
Conservative	295	157	138	14	28	33	41	41	139	112	62	44	77	261	9	3	-	*	21	92	175	52	103	133	33	44	64	123	265	14	16	-	
	30.1%	32.2%	28.0%	14.4%	17.3%	20.6%	22.8%	27.6%	58.7%	32.6%	26.1%	35.8%	28.1%	77.8%	2.8%	4.5%	-	0.8%	15.1%	24.4%	43.5%	19.0%	30.3%	38.9%	25.4%	29.4%	29.1%	39.2%	32.4%	16.4%	31.9%	-	
Labour	320	152	168	53	76	64	47	46	34	107	75	45	93	6	240	3	2	10	47	139	95	113	115	91	52	52	87	83	274	29	18	-	
	32.7%	31.2%	34.3%	54.9%	47.7%	40.7%	26.6%	30.4%	14.4%	31.0%	31.8%	37.2%	33.7%	1.8%	76.1%	5.1%	6.8%	15.6%	34.4%	36.9%	23.7%	41.6%	33.9%	26.8%	39.5%	34.4%	39.4%	26.3%	33.5%	33.6%	36.5%	-	
Liberal Democrat	80	52	28	4	9	9	28	13	17	21	18	8	33	7	17	46	1	*	9	49	21	12	24	43	18	12	17	23	71	7	2	-	
	8.2%	10.8%	5.6%	3.8%	5.7%	5.9%	15.7%	9.0%	7.1%	6.2%	7.5%	6.3%	12.1%	2.2%	5.3%	77.9%	2.3%	0.3%	7.0%	12.9%	5.2%	4.2%	7.2%	12.7%	13.8%	8.3%	7.9%	7.4%	8.7%	8.3%	3.5%	-	
Scottish National Party (SNP)	26	16	10	4	3	9	7	1	1	9	8	2	6	-	3	-	20	-	3	20	5	5	12	9	-	-	-	-	-	26	-	-	
	2.6%	3.2%	2.1%	4.4%	1.6%	5.8%	4.2%	0.9%	0.4%	2.6%	3.6%	1.5%	2.3%	-	0.8%	-	86.1%	-	2.0%	5.4%	1.2%	1.9%	3.5%	2.6%	-	-	-	-	-	30.0%	-	-	
Plaid Cymru	8	4	4	2	1	1	1	1	3	-	5	-	3	-	-	-	-	8	-	8	*	4	2	-	-	-	-	-	-	-	8	-	-
	0.8%	0.9%	0.8%	1.7%	0.4%	0.4%	0.7%	0.5%	1.4%	-	2.1%	-	1.2%	-	-	-	-	12.7%	-	2.1%	*	1.5%	0.7%	-	-	-	-	-	-	-	16.6%	-	-
UKIP	32	23	9	4	1	5	13	8	1	11	10	3	7	19	-	-	-	3	10	1	23	7	9	16	-	4	4	18	27	5	*	-	
	3.2%	4.6%	1.9%	4.3%	0.3%	3.2%	7.4%	5.4%	0.3%	3.3%	4.3%	2.1%	2.7%	5.5%	-	-	-	4.7%	7.4%	0.2%	5.7%	2.5%	2.6%	4.6%	-	3.0%	1.8%	5.8%	3.3%	5.5%	0.4%	-	
Green	10	3	7	*	3	1	4	1	1	3	2	2	4	1	3	1	-	3	-	7	1	4	2	4	-	2	3	5	10	-	-	-	
	1.1%	0.7%	1.4%	0.1%	2.1%	0.7%	2.1%	0.8%	0.4%	0.8%	1.0%	1.2%	1.3%	0.4%	0.9%	2.4%	-	5.1%	-	2.0%	0.2%	1.6%	0.6%	1.1%	-	1.2%	1.5%	1.6%	1.3%	-	-	-	
Another Party	40	17	23	4	3	8	8	6	11	12	12	2	13	2	2	1	-	35	-	16	16	15	18	6	4	3	1	10	18	1	-	21	
	4.1%	3.4%	4.7%	4.1%	2.2%	4.8%	4.5%	4.1%	4.5%	3.6%	5.3%	1.7%	4.7%	0.7%	0.5%	1.5%	-	54.5%	-	4.2%	3.9%	5.7%	5.4%	1.8%	2.7%	2.1%	0.5%	3.1%	2.2%	1.0%	-	81.9%	
Undecided	158	57	100	10	32	26	27	32	30	64	42	16	36	39	41	5	1	3	43	41	65	53	51	39	20	30	42	52	145	4	5	4	
	16.1%	11.8%	20.4%	10.8%	20.0%	16.7%	15.1%	21.4%	12.7%	18.5%	17.8%	13.0%	13.2%	11.5%	12.9%	8.7%	4.7%	5.1%	31.5%	10.9%	16.3%	19.3%	15.0%	11.5%	15.2%	20.0%	19.3%	16.5%	17.7%	5.1%	9.3%	15.6%	
Refused	9	5	4	1	4	2	2	-	*	5	1	1	2	-	2	-	-	1	3	3	2	7	2	-	4	3	1	*	8	-	1	1	
	1.0%	1.1%	0.8%	1.5%	2.7%	1.3%	0.9%	-	0.1%	1.4%	0.6%	1.2%	0.6%	-	0.6%	-	-	1.3%	2.5%	0.8%	0.4%	2.6%	0.7%	-	3.4%	1.7%	0.4%	*	1.0%	-	1.7%	2.5%	
SIGMA	979	487	491	96	160	158	178	150	237	345	236	122	275	336	316	59	24	64	136	376	402	272	339	341	132	151	219	315	818	86	49	26	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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**Table 3**  
**Q2. Voting Intention Table - By Normal Weighting and LTV**  
**Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**

Base: Respondents Likely to vote

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI		
Unweighted Total	980	384	596	104	242	211	163	131	129	218	225	151	386	264	380	57	26	61	139	438	339	355	408	190	91	171	239	333	834	69	60	17	
Weighted Total	853	431	422	78	121	131	160	136	228	286	203	108	256	321	287	55	21	54	84	350	365	214	303	311	111	129	196	272	708	77	44	24	
Conservative	278	150	127	12	24	30	36	38	136	104	57	42	74	252	7	2	-	*	15	86	170	44	97	129	32	41	59	117	249	13	15	-	
Labour	270	124	146	42	56	53	43	42	34	81	63	40	87	5	222	3	2	2	29	131	78	89	104	76	43	43	80	63	229	26	16	-	
Liberal Democrat	72	48	24	3	6	8	27	12	16	21	15	6	30	6	16	44	1	*	5	46	19	10	23	38	16	11	17	20	64	7	1	-	
Scottish National Party (SNP)	22	15	8	4	2	7	7	1	1	7	8	1	6	-	2	-	18	-	2	17	4	5	10	7	-	-	-	-	-	22	-	-	
Plaid Cymru	8	4	4	2	1	1	1	1	3	-	5	-	3	-	-	-	-	8	-	8	*	4	2	-	-	-	-	-	-	-	8	-	
UKIP	28	21	7	2	1	4	13	7	1	8	10	2	7	18	-	-	-	3	6	1	23	4	8	16	-	4	3	16	23	5	*	-	
Green	9	3	6	*	3	1	4	1	1	2	2	2	4	1	3	1	-	3	-	7	1	4	2	4	-	2	3	5	9	-	-	-	
Another Party	38	16	22	4	3	8	8	6	10	0.8%	0.9%	1.4%	1.4%	0.4%	1.0%	2.5%	-	4.9%	-	2.1%	0.2%	1.7%	0.6%	1.2%	-	1.4%	1.5%	1.7%	1.3%	-	-	-	
Undecided	122	47	75	9	23	19	20	26	26	4.0%	5.7%	1.9%	5.0%	0.8%	0.5%	0.8%	-	62.1%	-	4.2%	4.2%	6.5%	5.9%	1.9%	3.2%	2.3%	0.6%	3.6%	2.5%	0.6%	-	84.5%	
Refused	5	2	3	1	3	1	*	-	*	0.9%	0.5%	0.5%	0.5%	-	0.2%	-	-	1.5%	2.1%	0.6%	0.1%	1.6%	0.6%	-	2.1%	0.9%	0.4%	*	0.6%	-	1.0%	2.7%	
SIGMA	853	431	422	78	121	131	160	136	228	286	203	108	256	321	287	55	21	54	84	350	365	214	303	311	111	129	196	272	708	77	44	24	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 4**  
**Q2. Voting Intention Table - By Normal Weighting and LTV with undecided and refused removed**  
**Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**

Base: Respondents Likely to vote with undecided and refused removed

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI		
Unweighted Total	797	331	466	92	188	169	135	103	110	168	177	129	323	226	338	52	24	50	89	381	273	279	335	168	71	136	187	275	669	64	52	12	
Weighted Total	725	382	344	68	95	111	140	110	202	236	171	95	223	286	251	50	20	50	58	312	310	174	264	276	94	105	163	230	592	73	40	20	
Conservative	278	150	127	12	24	30	36	38	136	104	57	42	74	252	7	2	*	15	86	170	44	97	129	32	41	59	117	249	13	15	-		
	38.3%	39.4%	37.1%	17.6%	25.5%	27.3%	26.1%	35.0%	67.6%	44.2%	33.5%	44.4%	33.2%	88.2%	3.0%	3.2%	-	1.0%	26.6%	27.7%	54.9%	25.6%	36.6%	46.8%	33.7%	39.6%	36.4%	50.7%	42.1%	18.1%	38.3%	-	
Labour	270	124	146	42	56	53	43	42	34	81	63	40	87	5	222	3	2	29	131	78	89	104	76	43	43	80	63	229	26	16	-		
	37.2%	32.5%	42.5%	62.0%	58.5%	48.0%	30.9%	38.5%	16.7%	34.3%	36.8%	41.7%	38.8%	1.8%	88.3%	5.6%	7.9%	4.5%	50.0%	42.0%	25.3%	51.4%	39.4%	27.4%	45.3%	41.5%	48.9%	27.3%	38.6%	34.9%	39.3%	-	
Liberal Democrat	72	48	24	3	6	8	27	12	16	21	15	6	30	6	16	44	1	*	5	46	19	10	23	38	16	11	17	20	64	7	1	-	
	9.9%	12.5%	7.0%	4.0%	6.2%	6.9%	19.5%	11.3%	7.9%	9.0%	8.6%	6.5%	13.3%	2.2%	6.3%	87.6%	2.7%	0.4%	8.3%	14.8%	6.0%	5.6%	8.7%	13.9%	17.2%	10.7%	10.3%	8.7%	10.9%	9.3%	1.8%	-	
Scottish National Party (SNP)	22	15	8	4	2	7	7	1	1	7	8	1	6	-	2	-	18	-	2	17	4	5	10	7	-	-	-	-	-	22	-	-	
	3.1%	3.8%	2.3%	5.5%	2.4%	6.4%	5.1%	1.0%	0.5%	3.1%	4.4%	1.5%	2.7%	-	0.8%	-	89.3%	-	3.8%	5.6%	1.4%	2.9%	3.8%	2.6%	-	-	-	-	-	30.6%	-	-	
Plaid Cymru	8	4	4	2	1	1	1	1	3	-	5	-	3	-	-	-	-	8	-	8	*	4	2	-	-	-	-	-	-	-	8	-	-
	1.1%	1.2%	1.1%	2.5%	0.7%	0.6%	0.9%	0.7%	1.6%	-	2.9%	-	1.4%	-	-	-	-	16.2%	-	2.6%	*	2.3%	0.9%	-	-	-	-	-	-	-	20.1%	-	-
UKIP	28	21	7	2	1	4	13	7	1	8	10	2	7	18	-	-	-	3	6	1	23	4	8	16	-	4	3	16	23	5	*	-	
	3.8%	5.4%	2.1%	3.0%	0.5%	3.6%	9.4%	6.8%	0.4%	3.5%	5.9%	2.1%	3.3%	6.4%	-	-	-	5.6%	11.3%	0.3%	7.3%	2.1%	3.1%	5.7%	-	3.7%	1.9%	6.9%	3.9%	6.5%	0.5%	-	
Green	9	3	6	*	3	1	4	1	1	2	2	2	4	1	3	1	-	3	-	7	1	4	2	4	-	2	3	5	9	-	-	-	
	1.3%	0.9%	1.7%	0.2%	3.0%	0.5%	2.7%	1.1%	0.4%	1.0%	1.1%	1.6%	1.7%	0.5%	1.2%	2.7%	-	5.3%	-	2.3%	0.2%	2.1%	0.7%	1.4%	-	1.7%	1.8%	2.1%	1.6%	-	-	-	
Another Party	38	16	22	4	3	8	8	6	10	11	12	2	13	2	1	*	-	34	-	15	15	14	18	6	4	3	1	10	17	*	-	20	
	5.2%	4.3%	6.3%	5.4%	3.2%	6.8%	5.5%	5.6%	4.8%	4.9%	6.8%	2.2%	5.7%	0.9%	0.6%	0.9%	-	67.0%	-	4.7%	4.9%	8.0%	6.8%	2.2%	3.8%	2.8%	0.7%	4.3%	3.0%	0.6%	-	100.0%	
SIGMA	725	382	344	68	95	111	140	110	202	236	171	95	223	286	251	50	20	50	58	312	310	174	264	276	94	105	163	230	592	73	40	20	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

# Survation.

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 5**  
Q3. By Normal Weighting  
Q3. If there were to be another referendum on membership of the European Union, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?

Base: All Respondents

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum		HH Income p.a.			Region									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI	
Unweighted Total	1039	401	638	115	268	222	168	136	130	238	245	160	396	264	383	57	26	62	187	442	345	391	422	198	95	187	259	346	887	70	62	20
Weighted Total	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29
0 - would not vote	64	26	38	15	17	10	11	1	10	30	22	5	7	8	7	-	3	-	39	6	15	29	13	20	3	14	20	18	55	7	1	2
	6.2%	5.1%	7.2%	12.9%	9.8%	6.3%	5.9%	0.4%	4.1%	8.1%	8.7%	3.9%	2.4%	2.4%	2.1%	-	11.7%	0.5%	20.6%	1.5%	3.8%	9.5%	3.6%	5.8%	2.0%	8.5%	8.2%	5.5%	6.3%	7.5%	2.4%	5.4%
1	9	5	4	-	7	1	1	-	-	3	5	1	1	1	1	-	-	-	7	1	5	3	2	4	4	3	-	2	9	-	-	1
	0.9%	1.1%	0.7%	-	4.0%	0.7%	0.5%	-	-	0.8%	2.0%	0.5%	0.2%	0.3%	0.4%	-	-	-	3.8%	0.1%	1.2%	1.1%	0.6%	1.0%	2.6%	1.9%	-	0.6%	1.0%	-	-	1.8%
2	24	16	9	6	14	2	-	3	-	20	1	2	1	2	1	-	-	10	9	1	11	9	5	11	1	1	3	16	20	1	3	-
	2.3%	3.1%	1.6%	5.1%	7.9%	1.2%	-	1.6%	-	5.3%	0.5%	1.6%	0.5%	0.6%	0.4%	-	-	15.0%	4.7%	0.3%	2.6%	3.0%	1.3%	3.0%	0.8%	0.4%	1.1%	4.9%	2.3%	0.9%	6.5%	-
3	21	7	14	3	7	4	7	-	-	8	10	-	2	-	5	2	-	-	13	2	5	14	6	1	10	4	5	1	20	1	-	-
	2.0%	1.3%	2.7%	2.7%	3.9%	2.2%	3.9%	-	-	2.3%	4.1%	-	0.7%	-	1.5%	2.6%	-	-	7.1%	0.6%	1.1%	4.6%	1.6%	0.4%	7.1%	2.5%	2.0%	0.4%	2.3%	1.0%	-	-
4	19	6	13	4	2	3	2	5	2	12	1	3	2	3	1	-	-	4	8	4	6	16	1	2	1	3	7	6	17	1	1	-
	1.8%	1.2%	2.4%	3.9%	1.2%	1.8%	1.0%	3.3%	0.9%	3.3%	0.3%	2.6%	0.9%	0.9%	0.4%	-	-	5.7%	4.3%	0.9%	1.5%	5.4%	0.2%	0.5%	0.6%	2.1%	2.9%	1.7%	1.9%	1.2%	1.9%	-
5	65	24	40	8	16	14	6	9	12	36	11	7	10	11	8	4	-	2	31	12	10	27	23	13	9	9	16	26	59	3	2	1
	6.2%	4.8%	7.6%	6.7%	9.0%	8.7%	3.1%	5.6%	5.1%	9.7%	4.4%	5.8%	3.5%	3.2%	2.6%	6.8%	1.1%	2.4%	16.6%	3.1%	2.5%	9.0%	6.5%	3.7%	6.4%	5.4%	6.5%	7.8%	6.8%	3.5%	3.5%	2.7%
6	22	5	17	7	8	2	1	5	-	11	6	1	3	1	7	-	-	-	11	4	4	10	4	5	6	7	1	7	22	-	-	-
	2.1%	1.0%	3.1%	6.1%	4.2%	1.1%	0.5%	2.9%	-	2.8%	2.5%	1.1%	1.2%	0.3%	2.4%	-	-	-	6.0%	1.1%	1.1%	3.2%	1.3%	1.4%	4.7%	4.1%	0.5%	2.3%	2.5%	-	-	-
7	26	13	13	5	6	8	4	2	-	8	5	4	8	2	16	-	-	-	7	9	9	6	13	6	5	7	5	7	23	3	-	-
	2.5%	2.5%	2.5%	4.6%	3.6%	4.8%	2.3%	1.3%	-	2.2%	2.1%	3.5%	2.9%	0.6%	5.1%	-	1.3%	-	3.7%	2.4%	2.2%	2.0%	3.7%	1.8%	3.5%	4.1%	1.9%	2.0%	2.6%	3.9%	-	
8	51	30	21	4	7	18	11	5	6	15	18	5	13	15	16	2	3	3	10	18	15	15	25	12	5	9	13	15	42	6	2	2
	5.0%	5.9%	4.0%	3.4%	3.9%	11.1%	6.0%	3.2%	2.6%	4.1%	7.1%	3.7%	4.7%	4.4%	5.0%	3.8%	13.2%	4.3%	5.5%	4.7%	3.7%	4.8%	7.1%	3.3%	3.6%	5.4%	5.3%	4.6%	4.8%	7.0%	3.6%	6.5%
9	82	41	41	4	13	14	10	5	37	31	18	15	18	37	20	5	1	5	7	44	29	27	24	28	5	17	23	26	71	7	-	4
	7.9%	8.1%	7.7%	3.3%	7.2%	8.2%	5.3%	3.1%	15.4%	8.2%	7.1%	11.7%	6.4%	10.9%	6.3%	7.7%	5.6%	7.7%	3.6%	11.5%	7.0%	8.8%	6.9%	8.0%	4.0%	9.9%	9.4%	7.9%	8.1%	7.7%	0.6%	14.8%
10 - certain to vote	656	334	321	59	81	90	132	122	172	199	156	84	217	256	234	46	16	41	45	279	299	147	238	251	88	93	151	205	536	59	41	20
	63.1%	65.9%	60.5%	51.2%	45.4%	54.0%	71.5%	78.6%	71.8%	53.3%	61.2%	65.7%	76.6%	76.4%	73.8%	79.1%	67.2%	64.4%	24.1%	73.7%	73.3%	48.6%	67.2%	71.0%	64.6%	55.7%	62.3%	62.4%	61.5%	67.4%	81.4%	68.7%
SIGMA	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**



**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

Table 6

Q4. By Normal Weighting

Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?

Base: Respondents Likely to vote

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region						
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales
Unweighted Total	982	384 598	108 245	209 159	135 126	216 225	153 388	260 376	57 25	61 149	437 335	356 409	190 92	173 242	331 838	67 59	18 18													
Weighted Total	975	482 493	100 161	156 173	155 230	344 232	123 276	328 310	59 21	64 149	373 393	274 341	334 133	152 222	310 818	81 49	27 27													
Leave	432	225 207	28 54	56 79	82 133	161 122	51 99	214 103	14 6	24 56	27 338	117 161	140 57	71 93	147 368	26 24	14 14													
	44.3%	46.8% 41.9%	28.1% 33.4%	36.1% 45.5%	53.2% 57.7%	46.8% 52.3%	41.2% 35.8%	65.4% 33.3%	24.2% 28.9%	37.6% 37.5%	7.2% 86.0%	42.7% 47.1%	41.8% 42.4%	46.7% 42.0%	47.3% 45.0%	32.5% 48.5%	52.2% 52.2%													
Remain	447	221 226	62 83	80 84	59 79	128 96	60 162	92 187	37 15	35 64	326 37	116 147	177 63	109 120	362 54	21 21	11 11													
	45.8%	45.8% 45.8%	61.8% 51.4%	51.2% 48.3%	38.1% 34.6%	37.2% 41.4%	49.2% 58.7%	28.0% 60.4%	63.5% 71.1%	55.5% 43.4%	87.4% 9.3%	42.4% 43.0%	53.0% 47.0%	46.1% 49.0%	38.6% 44.2%	66.4% 42.4%	38.8% 38.8%													
Undecided	85	28 57	10 22	17 11	10 16	46 14	10 15	20 17	7 -	4 27	18 18	37 31	15 10	11 17	41 79	1 4	2 2													
	8.8%	5.8% 11.6%	10.2% 13.4%	10.9% 6.3%	6.5% 6.8%	13.5% 6.1%	8.1% 5.4%	6.0% 5.3%	12.3% -	6.8% 18.0%	4.8% 4.6%	13.3% 9.0%	4.5% 7.6%	7.0% 7.5%	13.3% 9.6%	1.1% 7.3%	8.9% 8.9%													
Refused	11	8 3	- 3	3 -	3 2	8 -	2 -	2 3	- -	- 2	2 -	4 3	2 2	4 -	3 10	- 1	- -													
	1.1%	1.6% 0.7%	- 1.7%	1.8% -	2.2% 0.8%	2.4% 0.2%	1.6% 0.1%	0.6% 1.0%	- -	- 1.1%	0.6% -	1.5% 0.9%	0.6% 3.0%	0.2% 1.6%	0.8% 1.2%	- 1.7%	- -													
SIGMA	975	482 493	100 161	156 173	155 230	344 232	123 276	328 310	59 21	64 149	373 393	274 341	334 133	152 222	310 818	81 49	27 27													
	100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%													

# Survation.

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 7**  
**Q4. Voting Intention Table - By Normal Weighting and LTV**  
**Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?**

Base: Respondents Likely to vote

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI		
Unweighted Total	982	384	598	108	245	209	159	135	126	216	225	153	388	260	376	57	25	61	149	437	335	356	409	190	92	173	242	331	838	67	59	18	
Weighted Total	854	428	426	81	122	134	159	141	217	281	204	111	258	310	287	55	20	52	96	350	358	219	306	304	112	131	198	268	709	75	44	26	
Leave	390	207	183	22	45	48	73	75	127	141	109	46	94	205	94	14	6	21	38	23	318	96	146	134	51	64	82	134	330	24	21	14	
	45.6%	48.3%	42.9%	27.0%	36.8%	35.7%	45.8%	53.2%	58.6%	50.2%	53.4%	41.8%	36.2%	66.0%	32.9%	24.9%	28.2%	40.9%	39.1%	6.7%	88.7%	43.6%	47.6%	44.0%	45.4%	48.4%	41.6%	49.8%	46.6%	32.0%	48.4%	54.2%	
Remain	400	197	203	53	64	73	80	56	74	108	85	55	153	86	179	37	14	27	45	310	24	102	136	156	53	63	101	104	321	51	19	10	
	46.9%	46.1%	47.6%	65.0%	52.7%	54.8%	50.3%	39.6%	34.2%	38.2%	41.4%	49.8%	59.3%	27.6%	62.5%	67.1%	71.8%	52.2%	46.8%	88.8%	6.7%	46.5%	44.5%	51.2%	47.4%	47.8%	51.1%	38.6%	45.2%	67.6%	44.0%	37.8%	
Undecided	56	19	37	7	11	11	6	8	14	27	10	8	11	18	11	4	-	4	13	14	16	19	22	13	5	5	12	29	51	*	3	2	
	6.6%	4.4%	8.7%	8.0%	8.7%	8.3%	3.9%	5.4%	6.4%	9.6%	5.0%	6.9%	4.4%	5.8%	3.9%	8.0%	-	6.9%	13.5%	3.9%	4.6%	8.7%	7.3%	4.2%	4.8%	3.6%	6.0%	10.8%	7.2%	0.4%	6.6%	8.0%	
Refused	8	5	3	-	2	2	-	2	2	6	*	2	*	2	2	-	-	-	1	2	-	3	2	2	3	*	2	2	8	-	*	-	
	0.9%	1.2%	0.7%	-	1.8%	1.2%	-	1.8%	0.8%	2.0%	0.2%	1.6%	0.1%	0.6%	0.7%	-	-	-	0.7%	0.6%	-	1.2%	0.6%	0.6%	2.4%	0.2%	1.3%	0.8%	1.1%	-	1.0%	-	
SIGMA	854	428	426	81	122	134	159	141	217	281	204	111	258	310	287	55	20	52	96	350	358	219	306	304	112	131	198	268	709	75	44	26	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Survation.

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 8**  
**Q4. Voting Intention Table - By Normal Weighting and LTV with undecided and refused removed**  
**Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?**

Base: Respondents Likely to vote with undecided and refused removed

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region								
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI	
Unweighted Total	885	354	531	95	216	184	147	127	116	174	209	137	365	243	351	51	25	57	122	416	319	309	371	182	80	159	219	291	749	66	54	16
Weighted Total	790	404	386	75	109	121	153	131	202	249	193	101	247	290	273	50	20	48	83	334	341	198	282	290	104	126	183	237	651	74	41	24
Leave	390	207	183	22	45	48	73	75	127	141	109	46	94	205	94	14	6	21	38	23	318	96	146	134	51	64	82	134	330	24	21	14
	49.3%	51.2%	47.4%	29.3%	41.1%	39.4%	47.6%	57.3%	63.2%	56.8%	56.3%	45.6%	37.9%	70.5%	34.5%	27.0%	28.2%	43.9%	45.5%	7.0%	93.0%	48.4%	51.7%	46.2%	48.9%	50.3%	44.9%	56.3%	50.8%	32.1%	52.3%	58.9%
Remain	400	197	203	53	64	73	80	56	74	108	85	55	153	86	179	37	14	27	45	310	24	102	136	156	53	63	101	104	321	51	19	10
	50.7%	48.8%	52.6%	70.7%	58.9%	60.6%	52.4%	42.7%	36.8%	43.2%	43.7%	54.4%	62.1%	29.5%	65.5%	73.0%	71.8%	56.1%	54.5%	93.0%	7.0%	51.6%	48.3%	53.8%	51.1%	49.7%	55.1%	43.7%	49.2%	67.9%	47.7%	41.1%
SIGMA	790	404	386	75	109	121	153	131	202	249	193	101	247	290	273	50	20	48	83	334	341	198	282	290	104	126	183	237	651	74	41	24
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Survation.**

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 9**  
Q5. By Normal Weighting  
Q5. Which of the following statements is closest to your view?

Base: All Respondents

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum		HH Income p.a.			Region											
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI			
Unweighted Total	1039	401 638	115 268	222 168	136 130	238 245	160 396	264 383	57 26	62 187	442 345	391 422	198 95	187 187	259 346	887 70	62 20	20 20	442 345	391 422	198 95	187 187	259 346	887 70	62 20	20 20	442 345	391 422	198 95	187 187	259 346	887 70	62 20	20 20
Weighted Total	1039	508 531	115 179	166 184	155 239	374 255	128 283	336 317	59 24	64 187	379 408	303 354	354 136	167 167	242 328	873 88	50 29	29 29	379 408	303 354	354 136	167 167	242 328	873 88	50 29	29 29	379 408	303 354	354 136	167 167	242 328	873 88	50 29	29 29
It is fair to judge a politician on the basis of his or her private life	429	239 190	53 61	63 71	73 109	148 93	58 131	145 145	26 7	19 75	176 161	120 141	160 66	64 64	95 148	373 33	18 6	6 6	176 161	120 141	160 66	64 64	95 148	373 33	18 6	6 6	176 161	120 141	160 66	64 64	95 148	373 33	18 6	6 6
It is unfair to judge a politician on the basis of his or her private life	474	220 254	41 89	80 86	66 113	170 132	51 121	161 132	29 16	41 82	160 205	131 173	155 42	74 74	123 147	386 44	27 18	18 18	160 205	131 173	155 42	74 74	123 147	386 44	27 18	18 18	160 205	131 173	155 42	74 74	123 147	386 44	27 18	18 18
Don't know	135	48 87	21 29	23 27	17 18	56 30	19 31	30 40	4 *	4 30	42 43	53 40	39 28	28 28	24 33	113 11	6 5	5 5	42 43	53 40	39 28	28 28	24 33	113 11	6 5	5 5	42 43	53 40	39 28	28 28	24 33	113 11	6 5	5 5
SIGMA	1039	508 531	115 179	166 184	155 239	374 255	128 283	336 317	59 24	64 187	379 408	303 354	354 136	167 167	242 328	873 88	50 29	29 29	379 408	303 354	354 136	167 167	242 328	873 88	50 29	29 29	379 408	303 354	354 136	167 167	242 328	873 88	50 29	29 29
	100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%

**Survation.**

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 10**  
Q6. By Normal Weighting  
Q6. Imagine there were a general election tomorrow. Would you be more or less likely to vote Conservative if Boris Johnson replaced Theresa May as leader of the Conservative Party?

Base: All Respondents

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum		HH Income p.a.			Region											
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI			
Unweighted Total	1039	401 638	115 268	222 168	136 130	238	245	160 396	264 383	57 26	62 187	442 345	391 422	198	95 187	259 346	887 70	62 20	29	20	29	29	29	29	29	29	29	29	29	29	29	29	29	
Weighted Total	1039	508 531	115 179	166 184	155 239	374	255	128 283	336 317	59 24	64 187	379 408	303 354	354	136 167	242 328	873 88	50 29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	
More likely	213	127 86	25 48	45 33	29 33	72	74	22 45	98 43	5 3	17 45	42 124	53 79	79	24 29	42 88	184 11	14 5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
No more or less likely	421	216 205	45 62	66 73	60 115	138	102	62 119	140 139	21 13	22 66	143 181	119 152	141	52 67	102 129	351 41	16 13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Less likely	313	139 175	33 45	39 61	57 78	113	61	35 104	88 111	30 7	19 50	178 73	87 93	122	46 50	75 87	257 34	13 10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Don't know	92	27 65	12 23	16 18	9 14	50	17	9 15	10 24	3 1	6 26	16 30	44 29	12	14 21	22 24	81 2	7 2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
SIGMA	1039	508 531	115 179	166 184	155 239	374	255	128 283	336 317	59 24	64 187	379 408	303 354	354	136 167	242 328	873 88	50 29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29	29



**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 11**  
Q7. By Normal Weighting  
Q7. Which of the following do you think would make the best prime minister?

Base: All Respondents

	Total	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region							
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI
Unweighted Total	1039	401	638	115	268	222	168	136	130	238	245	160	396	264	383	57	26	62	187	442	345	391	422	198	95	187	259	346	887	70	62	20
Weighted Total	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29
Theresa May	388	180	208	40	50	41	70	56	131	119	79	66	124	186	93	23	9	22	47	185	139	85	142	154	56	62	93	117	329	34	15	10
	37.3%	35.4%	39.1%	34.6%	28.0%	24.7%	37.9%	35.9%	54.7%	31.7%	31.0%	51.9%	43.8%	55.3%	29.5%	38.5%	37.7%	34.6%	24.9%	49.0%	34.1%	28.1%	40.1%	43.4%	41.3%	37.1%	38.5%	35.8%	37.6%	39.0%	29.9%	34.5%
Boris Johnson	326	188	138	45	65	62	60	49	45	128	101	37	60	97	95	15	5	26	75	54	191	100	113	106	42	50	66	117	275	20	25	6
	31.4%	37.0%	26.0%	39.3%	36.6%	37.2%	32.5%	31.3%	18.8%	34.2%	39.8%	28.8%	21.3%	28.9%	30.0%	26.4%	20.2%	40.8%	40.3%	14.2%	46.6%	32.9%	31.9%	29.9%	31.2%	29.8%	27.3%	35.5%	31.5%	23.0%	49.3%	22.2%
Don't know	325	140	185	30	63	63	55	51	63	128	74	25	99	53	129	21	10	16	65	139	79	118	99	95	37	55	83	94	269	33	10	12
	31.3%	27.6%	34.8%	26.1%	35.4%	38.1%	29.6%	32.8%	26.5%	34.1%	29.3%	19.2%	35.0%	15.8%	40.6%	35.1%	42.0%	24.6%	34.8%	36.8%	19.2%	39.0%	28.0%	26.7%	27.5%	33.1%	34.2%	28.7%	30.9%	38.0%	20.8%	43.2%
SIGMA	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Survation.

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 12**  
Q8. By Normal Weighting  
Q8. From what you have seen and heard, who do you think has a better plan for Brexit?

Base: All Respondents

	Sex		Age						Education Level				2017 GE Vote					2016 EU Referendum			HH Income p.a.			Region									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI		
Unweighted Total	1039	401 638	115 268	222 168	136 130	238	245	160 396	264 383	57 26	62 187	442 345	391 422	198	95 187	259 346	887 70	62 20															
Weighted Total	1039	508 531	115 179	166 184	155 239	374	255	128 283	336 317	59 24	64 187	379 408	303 354	354	136 167	242 328	873 88	50 29															
Theresa May	289	150 139	35 51	27 53	33 90	98	57	40 95	119 76	21 6	18 37	163 81	60 106	116	29 46	80 87	242 29	10 8															
	27.8%	29.5% 26.2%	30.2% 28.8%	16.0% 28.7%	21.6% 37.7%	26.2%	22.4%	30.9% 33.5%	35.4% 23.9%	36.1% 23.9%	28.8% 19.6%	43.0% 19.7%	19.9% 29.9%	32.7%	21.2% 27.8%	33.0% 26.6%	27.8% 32.6%	21.0% 27.8%															
Boris Johnson	357	207 150	47 54	64 63	54 75	127	99	44 87	128 108	10 6	24 70	67 208	97 132	115	47 55	79 114	295 28	24 10															
	34.4%	40.8% 28.3%	40.9% 30.2%	38.8% 34.2%	35.1% 31.2%	34.0%	38.9%	34.4% 30.8%	38.2% 34.1%	16.6% 24.3%	37.9% 37.1%	17.8% 50.8%	32.1% 37.4%	32.4%	34.6% 32.8%	32.8% 34.8%	33.9% 31.7%	48.9% 34.4%															
Don't know	392	151 242	33 73	75 68	67 75	149	99	44 101	89 133	28 12	21 81	148 120	145 115	124	60 66	83 126	335 31	15 11															
	37.7%	29.7% 45.5%	29.0% 41.0%	45.3% 37.1%	43.4% 31.1%	39.7%	38.7%	34.6% 35.7%	26.4% 42.0%	47.3% 51.8%	33.3% 43.3%	39.2% 29.5%	48.0% 32.6%	35.0%	44.2% 39.4%	34.2% 38.5%	38.4% 35.7%	30.1% 37.8%															
SIGMA	1039	508 531	115 179	166 184	155 239	374	255	128 283	336 317	59 24	64 187	379 408	303 354	354	136 167	242 328	873 88	50 29															
	100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0%	100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%	100.0% 100.0%														

**Survation.**

**Topical poll**  
Prepared on behalf of the Daily Mail

7 Sep 2018

**Table 13**  
Q9. By Normal Weighting  
**Q9. A divorce between Boris Johnson and his wife Marina has been announced after reports of his alleged infidelity. Which of the following statements is closest to your view?**

Base: All Respondents

	Total	Sex		Age						Education Level				2017 GE Vote						2016 EU Referendum			HH Income p.a.			Region							
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	NQ / Level 1	Level 2 / Apprenticeship / Other	Level 3	Level 4	CON	LAB	LD	SNP	Other	Did not vote	Remain	Leave	£0 - £19,999	£20,000 - £39,999	£40,000+	London	Midlands	North	South	England	Scotland	Wales	NI	
Unweighted Total	1039	401	638	115	268	222	168	136	130	238	245	160	396	264	383	57	26	62	187	442	345	391	422	198	95	187	259	346	887	70	62	20	
Weighted Total	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29	
This makes Boris Johnson unfit to be prime minister	184	93	91	31	26	36	34	19	38	59	33	26	66	55	68	7	3	13	30	95	50	63	49	68	46	21	43	45	154	13	10	7	
	17.7%	18.4%	17.1%	26.9%	14.7%	21.6%	18.6%	12.4%	15.7%	15.8%	13.0%	20.2%	23.4%	16.2%	21.4%	11.1%	13.4%	20.3%	16.1%	25.2%	12.2%	20.9%	13.8%	19.2%	34.0%	12.3%	17.6%	13.7%	17.7%	14.9%	19.4%	25.0%	
This does not make Boris Johnson unfit to be prime minister	659	327	332	68	99	97	116	110	169	224	176	86	173	254	187	44	14	40	95	206	323	171	238	230	59	113	146	232	550	60	34	16	
	63.5%	64.4%	62.5%	59.2%	55.5%	58.5%	63.0%	70.6%	70.7%	59.9%	69.3%	67.3%	61.2%	75.7%	59.1%	75.1%	60.9%	62.7%	50.8%	54.4%	79.1%	56.3%	67.4%	65.0%	43.4%	67.6%	60.2%	70.8%	63.0%	68.2%	67.6%	55.5%	
Don't know	195	87	108	16	53	33	34	26	33	91	45	16	44	27	62	8	6	11	62	77	36	69	66	56	31	33	54	51	169	15	6	6	
	18.8%	17.2%	20.3%	13.9%	29.8%	19.9%	18.4%	17.0%	13.6%	24.3%	17.7%	12.5%	15.4%	8.1%	19.4%	13.8%	25.8%	17.0%	33.2%	20.4%	8.7%	22.8%	18.8%	15.8%	22.7%	20.1%	22.2%	15.4%	19.3%	16.9%	13.0%	19.5%	
SIGMA	1039	508	531	115	179	166	184	155	239	374	255	128	283	336	317	59	24	64	187	379	408	303	354	354	136	167	242	328	873	88	50	29	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

**Survation.**



	Page	Table	Title	Base Description	Base
	4	1	Q1. If there were to be another general election, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?	Base: All Respondents	1039
	5	2	Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: Respondents Likely to vote	980
	6	3	Q2. Voting Intention Table - By Normal Weighting and LTV Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: Respondents Likely to vote	980
	7	4	Q2. Voting Intention Table - By Normal Weighting and LTV with undecided and refused removed Q2. If the General Election was taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?	Base: Respondents Likely to vote with undecided and refused removed	797
	8	5	Q3. If there were to be another referendum on membership of the European Union, on a scale of 0-10, where 10 is certain and 0 is would not vote, how likely would you be to vote?	Base: All Respondents	1039
	9	6	Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?	Base: Respondents Likely to vote	982
	10	7	Q4. Voting Intention Table - By Normal Weighting and LTV Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?	Base: Respondents Likely to vote	982
	11	8	Q4. Voting Intention Table - By Normal Weighting and LTV with undecided and refused removed Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?	Base: Respondents Likely to vote with undecided and refused removed	885
	12	9	Q5. Which of the following statements is closest to your view?	Base: All Respondents	1039
	13	10	Q6. Imagine there were a general election tomorrow. Would you be more or less likely to vote Conservative if Boris Johnson replaced Theresa May as leader of the Conservative Party?	Base: All Respondents	1039
	14	11	Q7. Which of the following do you think would make the best prime minister?	Base: All Respondents	1039

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	Page	Table	Title	Base Description	Base
	15	12	Q8. From what you have seen and heard, who do you think has a better plan for Brexit?	Base: All Respondents	1039
	16	13	Q9. A divorce between Boris Johnson and his wife Marina has been announced after reports of his alleged infidelity. Which of the following statements is closest to your view?	Base: All Respondents	1039

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