

A background image featuring a complex network diagram with numerous nodes and connecting lines, rendered in a light gray color against a white background. The nodes are small circles, and the lines are thin, creating a dense web of connections.

# DELTAPOLL

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# MAIL ON SUNDAY: BREXIT DEAL AND TORY LEADERSHIP RACE

CLIENT NAME: Mail on Sunday

FIELDWORK DATES: 29-30<sup>th</sup> May 2019

METHODOLOGY: Online

POPULATION SAMPLED: All GB adults aged 18+

SAMPLE SIZE: 2,449

SURVEY DESIGN: Quota based selection from panels, controlling for:  
online

WEIGHTING: Demographic

- Gender
- Age
- Social class
- Region

- Gender
- Age
- Educational attainment
- Work status
- Region
- 2017 General Election vote

10-pt scale turnout factor

Recall of 2017 GE Vote

Recall of EU referendum

Political attention

**DELTA**POLL

## DATA WEIGHTING

- For each poll, a nationally representative sample is selected in proportion to population distribution from an online panel.
- Data is rim-weighted to a matrix of geo-demographic variables. Weighting targets are sourced from various locations, including Census 2010 updated to mid-year population estimates, British Election Study and the National Readership Survey.
- Recall of 2017 vote. Any poll that includes the vote intentions suite of questions is weighted back to the actual 2017 result, making allowance for non-voting, don't know and refusal.
- Recall of 2016 EU referendum vote. Any poll that includes the vote intention suite of questions is also weighted back to the actual 2016 result, making allowance for non-voting, don't know and refusal.
- Political Interest. Any poll that includes the vote intention suite of questions is weighted to high, medium and low strength in line with the latest British Election Survey data.

## OTHER RELEVANT ISSUES

- The computer tables show the actual question wording used for each question, in the order in which they were asked, and all response options.
- Base sizes are shown on each table. All questions are based on all respondents unless otherwise stated.
- Further enquiries should be sent to [info@deltapoll.co.uk](mailto:info@deltapoll.co.uk)
- Deltapoll abides by the Market Research Society Code of Conduct, and by the British Polling Council rules, <http://www.britishpollingcouncil.org/>
- All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

## Deltapoll Survey Results

Sample Size: 2449  
Fieldwork: 29th - 30th May 2019

All GB Adults  
Unweighted Sample

Total	Gender		Age					Voting Intention					EU Ref Vote			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
2449	1167	1269	290	398	862	352	547	490	637	392	98	588	122	1021	955	390
2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Vote Intention Stage 1 - without Brexit Party & CUK prompted

Conservative	27	27	27	18	15	23	34	37	98	1	1	18	22	0	37	18	18
Labour	28	29	28	44	39	31	23	18	1	94	1	31	5	0	18	36	42
Liberal Democrat	17	18	15	13	22	17	17	14	0	1	96	24	1	0	5	27	21
UK Independence Party UKIP	4	3	5	8	5	5	4	2	1	2	2	7	10	1	7	1	4
Scottish National Party (SNP)	4	5	3	8	3	5	3	3	0	1	0	1	0	0	2	6	4
Plaid Cymru (PC)	1	1	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0
Green	6	4	9	8	10	9	1	4	0	1	0	7	3	99	5	8	8
Some other party	13	13	13	1	6	10	18	22	0	0	0	12	58	0	26	2	3

### Vote Intention Stage 2 - Full prompted list

Conservative	20	20	20	13	12	19	21	26	100	0	0	0	0	0	25	16	10
Labour	26	27	24	45	34	28	21	16	0	100	0	0	0	0	15	34	40
Liberal Democrat	16	17	14	14	24	16	15	12	0	0	100	0	0	5	26	22	
Change UK - The Independent Group	4	4	5	5	4	5	4	4	0	0	0	100	0	2	6	5	
The Brexit Party	24	23	25	5	14	19	32	36	0	0	0	0	100	46	3	10	
UK Independence Party UKIP	1	1	1	4	2	1	1	0	0	0	0	0	0	1	1	2	
Scottish National Party (SNP)	4	4	3	8	2	5	3	3	0	0	0	0	0	2	6	4	
Plaid Cymru (PC)	1	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	
Green	5	3	6	5	8	6	1	4	0	0	0	0	0	100	3	6	
Some other party	1	0	1	1	1	1	0	0	0	0	0	0	0	1	0	1	

### M1 If a second referendum on British membership of the European Union had the following options on the ballot paper, how would you vote?

To leave the EU with Theresa May's deal	28	29	27	19	18	22	38	41	51	16	4	17	57	17	55	5	12
Remain in the EU	42	45	38	52	49	47	27	32	31	63	86	62	4	63	8	87	35
Would not vote	14	14	14	14	14	14	14	12	7	8	4	14	18	4	15	3	32
Don't know	13	8	17	11	16	12	16	11	10	10	5	5	12	12	16	4	19
Refuse	4	4	4	3	3	5	5	4	1	2	1	1	9	5	7	1	2

### M2 If a second referendum on British membership of the European Union had the following options on the ballot paper, how would you vote?

Leave the EU on World Trade Organisation terms (WTO) in what has been called a 'Hard Brexit'	33	38	30	21	18	27	49	50	53	18	5	20	80	19	67	6	11
Remain in the EU	42	45	38	50	53	47	28	32	34	64	87	59	3	63	10	86	36
Would not vote	10	10	10	13	15	11	8	6	1	8	4	11	5	3	5	5	32
Don't know	13	5	20	13	13	14	14	11	11	8	3	10	10	12	16	3	19
Refuse	2	2	2	2	2	2	2	1	0	2	1	0	1	3	1	1	2

## Deltapoll Survey Results

Sample Size: 2449  
Fieldwork: 29th - 30th May 2019

All GB Adults  
Unweighted Sample

Total	GE 17 Vote						Brexit Political Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Ukip	Other	Did Not Vote	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of the South	Midlands	North	Wales	Scotland	ABC1	C2DE
2449	867	756	222	44	135	330	291	142	159	302	340	782	400	583	117	227	1377	1072
2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Vote Intention Stage 1 - without Brexit Party & CUK prompted

Conservative	27	62	2	2	0	1	16	100	100	0	0	29	30	27	27	19	18	29	23
Labour	28	3	66	10	2	3	34	0	0	100	100	30	26	29	35	25	21	25	34
Liberal Democrat	17	5	15	78	1	3	20	0	0	0	0	25	16	13	15	22	13	20	12
UK Independence Party UKIP	4	4	2	4	38	2	8	0	0	0	0	3	5	5	4	6	2	2	7
Scottish National Party (SNP)	4	0	2	0	0	50	5	0	0	0	0	0	0	0	0	0	37	4	4
Plaid Cymru (PC)	1	0	0	0	0	9	0	0	0	0	0	0	0	0	12	0	1	0	0
Green	6	4	7	4	9	22	9	0	0	0	0	4	9	5	6	7	4	7	6
Some other party	13	22	5	2	49	12	7	0	0	0	0	10	14	21	13	8	4	12	14

### Vote Intention Stage 2 - Full prompted list

Conservative	20	45	1	2	0	1	11	73	87	0	1	19	22	20	20	13	15	22	17
Labour	26	3	62	4	0	3	29	0	1	88	91	28	23	26	29	30	20	22	32
Liberal Democrat	16	5	14	75	0	7	19	0	2	0	1	22	16	12	15	20	12	19	11
Change UK - The Independent Group	4	5	4	5	2	5	2	0	9	5	3	5	4	6	5	3	4	6	3
The Brexit Party	24	39	10	8	81	12	17	27	1	6	2	19	28	31	25	16	9	22	28
UK Independence Party UKIP	1	1	0	3	11	0	6	0	0	0	1	2	1	1	1	0	1	1	2
Scottish National Party (SNP)	4	0	2	0	0	47	5	0	0	0	0	0	0	0	0	0	37	3	4
Plaid Cymru (PC)	1	0	0	0	0	8	0	0	0	0	0	0	0	0	11	0	1	0	0
Green	5	2	7	4	5	14	8	0	0	0	0	4	6	4	5	3	3	5	4
Some other party	1	1	0	0	1	3	2	0	0	0	0	2	0	0	1	3	0	1	1

### M1 If a second referendum on British membership of the European Union had the following options on the ballot paper, how would you vote?

To leave the EU with Theresa May's deal	28	46	17	13	65	10	15	70	15	45	1	23	30	31	26	25	16	28	28
Remain in the EU	42	27	60	69	11	47	27	7	78	15	90	42	42	36	43	45	59	48	34
Would not vote	14	12	8	9	9	26	32	9	2	17	5	16	13	15	14	11	3	10	17
Don't know	13	11	11	6	7	14	20	12	4	17	4	14	12	13	13	9	20	11	16
Refuse	4	5	3	2	8	3	5	2	1	5	1	6	3	4	3	11	3	3	5

### M2 If a second referendum on British membership of the European Union had the following options on the ballot paper, how would you vote?

Leave the EU on World Trade Organisation terms (WTO) in what has been called a 'Hard Brexit'	33	57	19	21	70	20	15	77	11	52	5	28	34	37	33	30	19	33	34
Remain in the EU	42	27	62	67	7	45	27	7	76	22	85	43	43	37	42	45	61	48	34
Would not vote	10	3	8	6	3	22	32	1	7	9	7	17	9	10	11	6	1	7	14
Don't know	13	12	10	6	18	12	21	14	4	15	2	8	12	15	13	16	17	10	16
Refuse	2	0	2	0	1	1	5	0	1	1	1	3	2	1	1	3	3	1	2

All GB Adults  
Unweighted Sample

Total	Gender		Age					Voting Intention					EU Ref Vote			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
2449	1167	1269	290	398	862	352	547	490	637	392	98	588	122	1021	955	390
2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**M3 Some people think that a World Trade Organisation 'hard Brexit' would cause the UK considerable damage while others think that such fears are exaggerated and may even be wrong. Which one of the following best describes your own view?**

A hard Brexit would cause severe economic and other problems	30	33	27	41	36	33	19	21	27	40	52	48	7	48	12	56	21
There are likely to be short term problems but once dealt with a hard Brexit would have few or no consequences for the UK, economic or otherwise	30	31	30	24	28	29	29	38	42	24	25	33	42	28	43	20	19
A hard Brexit is nothing to fear; there will be no real problems and the UK will thrive outside the EU	15	19	11	7	8	13	28	18	17	8	6	6	39	7	27	5	8
Don't know	25	18	32	28	28	25	24	22	13	28	17	13	11	18	17	20	52

**M4 Are you more or less worried by the thought of a hard Brexit than you were a few months ago?**

More worried	29	28	29	45	39	31	19	15	27	38	46	39	5	44	14	48	24
Neither more nor less worried	52	51	53	28	45	48	64	67	59	45	43	48	66	47	66	41	47
Less worried	10	14	7	14	7	9	12	11	11	7	6	7	24	6	15	4	9
Don't know	9	7	11	13	9	11	5	7	4	9	4	5	4	3	4	7	21

**M5 Which one of the following do you think should now be the Labour Party's policy toward Brexit?**

Seek to win a General Election and renegotiate a better deal, or failing that require a second referendum on any deal that is agreed with the EU	19	23	15	20	28	20	15	12	26	27	16	11	13	22	21	19	11
Require a second referendum in all circumstances	29	35	23	44	28	32	21	21	17	41	65	52	9	32	10	52	31
Run down the clock with the aim of leaving with a hard Brexit on WTO terms	20	20	20	5	9	16	32	31	24	10	4	17	56	4	37	5	9
Don't know	33	23	42	31	34	32	32	35	33	22	15	20	22	42	32	24	50

**M6 As you may have seen or heard, the Prime Minister, Theresa May has resigned. A leadership election will now take place with the winner becoming the new leader of the Conservative Party and hence Prime Minister. Which one of the following do you think SHOULD be become new leader and Prime Minister?**

James Cleverly	2	3	1	8	3	0	0	0	5	3	1	1	0	0	3	1	0
Sir Graham Brady	3	4	1	6	7	2	0	1	2	6	3	11	2	0	2	3	3
Michael Gove	7	8	6	8	5	5	9	8	11	3	10	7	10	4	8	6	5
Matt Hancock	1	1	1	3	2	1	1	1	1	2	2	8	0	0	1	1	1
Jeremy Hunt	5	7	3	4	3	7	4	6	13	3	8	4	4	0	3	9	3
Sajid Javid	5	6	5	1	4	6	5	7	5	8	9	3	2	4	4	9	2
Boris Johnson	19	23	16	8	18	22	21	20	31	9	8	9	39	8	31	9	11
Andrea Leadsom	3	2	4	1	2	3	6	4	4	3	4	6	3	0	3	4	0
Esther McVey	1	2	1	1	1	2	0	2	2	0	1	10	2	1	1	2	1
Penny Mordaunt	1	2	1	2	1	1	2	2	1	2	2	4	1	1	1	2	0
Mark Harper	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
Dominic Raab	3	2	4	2	3	3	2	5	5	0	7	7	4	2	3	3	1
Rory Stewart	3	4	2	1	1	4	3	2	1	6	3	0	0	2	2	3	3
Other	5	7	4	6	3	6	4	6	1	6	4	10	9	15	6	6	4
Don't know	41	30	51	47	46	39	44	37	19	48	39	19	24	63	32	40	64

All GB Adults  
Unweighted Sample

Total	GE 17 Vote						Brexit Political Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Ukip	Other	Did Not Vote	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of the South	Midlands	North	Wales	Scotland	ABC1	C2DE
2449	867	756	222	44	135	330	291	142	159	302	340	782	400	583	117	227	1377	1072
2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**M3 Some people think that a World Trade Organisation 'hard Brexit' would cause the UK considerable damage while others think that such fears are exaggerated and may even be wrong. Which one of the following best describes your own view?**

A hard Brexit would cause severe economic and other problems	30	21	44	43	4	27	22	12	53	18	56	28	32	25	29	28	45	36	22
There are likely to be short term problems but once dealt with a hard Brexit would have few or no consequences for the UK, economic or otherwise	30	39	24	35	40	46	19	43	31	43	18	44	27	39	28	27	14	33	27
A hard Brexit is nothing to fear; there will be no real problems and the UK will thrive outside the EU	15	24	8	9	43	9	9	29	4	19	4	13	17	11	15	12	16	12	19
Don't know	25	17	23	14	13	18	51	16	12	20	22	16	23	25	28	34	25	20	32

**M4 Are you more or less worried by the thought of a hard Brexit than you were a few months ago?**

More worried	29	21	42	36	10	22	22	13	38	23	49	23	30	27	27	36	34	34	22
Neither more nor less worried	52	62	45	53	71	51	39	69	47	63	38	47	51	54	54	49	48	50	54
Less worried	10	14	6	8	16	25	9	17	5	6	6	22	11	10	8	8	7	10	11
Don't know	9	4	7	3	2	2	30	1	10	9	6	9	8	10	11	7	12	6	13

**M5 Which one of the following do you think should now be the Labour Party's policy toward Brexit?**

Seek to win a General Election and renegotiate a better deal, or failing that require a second referendum on any deal that is agreed with the EU	19	18	24	20	17	11	10	27	17	30	24	26	18	18	19	19	11	22	14
Require a second referendum in all circumstances	29	17	38	52	22	50	23	7	31	23	58	40	28	27	28	30	44	31	27
Run down the clock with the aim of leaving with a hard Brexit on WTO terms	20	31	13	11	51	14	10	33	8	23	3	16	21	17	19	22	20	19	21
Don't know	33	34	25	17	10	26	57	34	44	25	15	19	32	38	34	29	24	28	38

**M6 As you may have seen or heard, the Prime Minister, Theresa May has resigned. A leadership election will now take place with the winner becoming the new leader of the Conservative Party and hence Prime Minister. Which one of the following do you think SHOULD be become new leader and Prime Minister?**

James Cleverly	2	3	1	1	1	1	1	5	2	9	1	3	2	3	1	0	0	2	1
Sir Graham Brady	3	1	3	5	2	17	1	2	1	6	6	13	2	3	2	0	4	3	2
Michael Gove	7	11	2	7	9	16	4	13	13	2	3	11	7	7	6	6	5	6	7
Matt Hancock	1	0	2	2	3	1	1	0	2	6	1	1	2	1	1	0	0	1	1
Jeremy Hunt	5	6	5	13	2	2	3	6	17	3	5	4	6	5	5	3	6	7	3
Sajid Javid	5	5	7	5	1	7	3	5	5	3	11	6	4	8	3	15	2	6	5
Boris Johnson	19	30	13	11	33	4	12	38	23	15	7	14	22	16	20	15	7	18	21
Andrea Leadsom	3	3	4	3	2	4	1	4	6	6	3	2	2	3	3	10	1	3	3
Esther McVey	1	2	1	1	1	3	1	1	7	0	1	1	1	1	2	5	2	1	1
Penny Mordaunt	1	1	2	3	0	1	1	2	0	1	5	2	1	1	2	2	1	1	2
Mark Harper	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Dominic Raab	3	5	1	7	0	3	1	5	2	1	0	6	3	2	3	1	0	4	2
Rory Stewart	3	3	4	1	0	2	0	0	2	2	5	3	1	3	3	1	11	3	2
Other	5	6	6	5	4	7	4	1	2	6	7	3	5	7	5	6	10	5	5
Don't know	41	24	50	37	42	31	67	18	17	41	47	32	41	41	44	37	51	38	45



All GB Adults  
Unweighted Sample

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	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
2449	1167	1269	290	398	862	352	547	490	637	392	98	588	122	1021	955	390
2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

M6 As you may have seen or heard, the Prime Minister, Theresa May has resigned. A leadership election will now take place with the winner becoming the new leader of the Conservative Party and hence Prime Minister. Which one of the following do you think SHOULD be become new leader and Prime Minister?

[Excluding Don't know]

James Cleverly	3	4	1	15	6	1	0	0	6	7	2	1	0	4	2	1
Sir Graham Brady	5	6	3	12	13	4	0	1	3	11	4	14	2	0	3	5
Michael Gove	11	11	12	16	10	8	16	12	13	6	16	9	13	10	12	14
Matt Hancock	2	2	2	6	4	2	1	1	1	4	3	9	1	0	2	2
Jeremy Hunt	9	11	7	8	6	11	8	9	15	6	13	5	6	0	5	8
Sajid Javid	9	8	10	3	7	9	8	12	7	15	14	4	3	12	5	6
Boris Johnson	32	32	33	16	33	35	37	32	39	17	13	11	52	22	45	31
Andrea Leadsom	5	2	9	1	4	4	10	6	4	7	6	8	4	0	5	1
Esther McVey	2	3	2	2	2	3	0	3	2	0	2	12	2	3	2	3
Penny Mordaunt	2	3	2	4	1	2	3	3	2	4	3	5	1	2	4	1
Mark Harper	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1
Dominic Raab	5	4	7	4	5	4	3	8	6	1	11	9	5	5	6	4
Rory Stewart	4	5	3	3	2	6	5	3	1	11	5	0	1	6	2	9
Other	9	10	9	12	6	10	8	10	1	12	7	12	12	40	8	11

M7\_1 As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or less likely to support them for leader or does it make no difference one way or the other?

Boris Johnson

More likely to support them	25	29	21	20	22	23	31	27	35	12	11	23	57	15	42	10
Less likely to support them	30	32	28	38	37	30	21	26	30	41	55	49	10	30	18	25
No difference	35	33	36	27	23	35	42	40	34	35	30	26	28	46	33	40
Don't know	11	6	15	15	18	12	6	6	1	12	4	1	6	9	7	22

All GB Adults  
Unweighted Sample

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2449	867	756	222	44	135	330	291	142	159	302	340	782	400	583	117	227	1377	1072
2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

M6 As you may have seen or heard, the Prime Minister, Theresa May has resigned. A leadership election will now take place with the winner becoming the new leader of the Conservative Party and hence Prime Minister. Which one of the following do you think SHOULD be become new leader and Prime Minister?

[Excluding Don't know]

James Cleverly	3	4	2	1	2	1	2	6	3	15	2	4	3	5	1	0	0	3	2
Sir Graham Brady	5	2	6	8	4	24	3	3	2	9	11	19	3	5	4	0	9	5	3
Michael Gove	11	14	4	11	16	24	13	16	16	4	5	16	11	11	11	10	11	10	12
Matt Hancock	2	1	4	3	5	2	4	0	2	11	1	1	4	1	1	0	0	2	2
Jeremy Hunt	9	8	9	21	3	3	8	7	21	4	9	6	10	9	10	5	12	11	6
Sajid Javid	9	6	14	7	2	9	9	6	6	6	21	8	6	13	6	23	4	9	8
Boris Johnson	32	39	25	17	57	6	36	46	28	25	12	20	38	27	35	24	15	29	38
Andrea Leadsom	5	5	8	4	4	5	2	4	7	9	6	4	3	6	6	15	2	4	6
Esther McVey	2	3	1	1	1	4	2	2	8	0	2	2	2	1	3	8	4	2	3
Penny Mordaunt	2	1	4	5	0	1	4	2	0	2	8	3	2	1	3	4	2	2	3
Mark Harper	0	0	0	0	0	2	1	0	0	0	0	0	0	0	0	0	0	0	0
Dominic Raab	5	6	2	11	0	5	4	6	3	2	1	8	6	4	6	1	0	6	4
Rory Stewart	4	4	7	2	0	3	1	0	2	3	9	4	3	5	6	2	22	5	3
Other	9	7	11	8	6	10	11	2	2	10	13	5	9	12	8	9	21	9	10

M7\_1 As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or less likely to support them for leader or does it make no difference one way or the other?

**Boris Johnson**

More likely to support them	25	40	13	15	49	31	13	45	23	25	5	30	29	24	21	16	16	25	24
Less likely to support them	30	25	36	48	18	34	23	18	38	34	46	38	30	29	27	32	35	35	24
No difference	35	31	39	36	24	28	35	36	36	35	35	26	33	30	40	42	27	33	36
Don't know	11	4	12	1	10	6	30	1	3	6	14	6	8	17	11	11	22	7	16

All GB Adults  
Unweighted Sample

Total	Gender		Age					Voting Intention					EU Ref Vote			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
2449	1167	1269	290	398	862	352	547	490	637	392	98	588	122	1021	955	390
2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**M7\_2** As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or less likely to support them for leader or does it make no difference one way or the other?

**Dominic Raab**

More likely to support them	15	18	13	14	8	13	22	19	24	10	8	19	33	14	25	7	8
Less likely to support them	27	31	23	28	29	31	20	22	28	33	44	45	14	27	17	41	23
No difference	43	44	41	37	38	42	49	47	42	44	40	29	41	48	45	41	46
Don't know	15	7	23	20	25	14	9	12	5	14	7	7	12	10	13	10	24

**M7\_3** As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or less likely to support them for leader or does it make no difference one way or the other?

**Andrea Leadsom**

More likely to support them	16	18	15	17	9	13	25	19	25	10	8	24	34	12	26	10	7
Less likely to support them	28	35	22	28	31	31	19	27	29	36	49	41	16	26	18	43	24
No difference	40	40	40	32	36	41	46	43	40	41	37	24	39	51	43	37	45
Don't know	15	7	23	23	23	15	10	11	5	12	6	10	11	11	12	11	25

**M7\_4** : As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or more or less likely to support them for leader or does it make no difference one way or the other?

**Esther McVey**

More likely to support them	15	17	14	17	7	12	22	20	24	9	5	9	35	12	26	7	7
Less likely to support them	29	34	24	24	33	33	21	28	30	35	51	43	18	35	19	44	24
No difference	39	40	38	35	37	39	44	40	39	43	36	38	33	44	42	37	43
Don't know	17	9	24	24	24	17	13	12	7	13	8	10	14	9	14	12	26

**M8** And you may have heard that Jeremy Hunt considers a No Deal Brexit to be "political suicide". Previously he was more relaxed about a No Deal outcome. Does his change of mind on this make you....

More likely to support him	14	16	13	24	19	15	7	10	29	14	27	25	2	8	9	24	9
Less likely to support him	31	34	29	28	27	28	39	36	32	28	17	29	62	30	47	18	18
No difference	40	40	41	28	39	41	46	44	32	44	49	45	27	50	35	45	52
Don't know	14	10	18	20	15	16	9	10	6	15	7	1	9	12	9	14	21

All GB Adults  
Unweighted Sample

Total	GE 17 Vote						Brexit Political Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Ukip	Other	Did Not Vote	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of the South	Midlands	North	Wales	Scotland	ABC1	C2DE
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2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

M7\_2 As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or less likely to support them for leader or does it make no difference one way or the other?

**Dominic Raab**

More likely to support them	15	27	7	11	19	25	6	30	15	16	6	22	18	13	13	12	8	16	14
Less likely to support them	27	25	32	33	19	31	17	20	36	18	39	30	28	26	25	22	35	31	22
No difference	43	38	46	54	47	34	42	45	38	53	40	39	40	38	48	55	33	42	44
Don't know	15	10	15	3	15	10	35	5	12	13	14	9	14	24	13	11	24	11	20

M7\_3 As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or less likely to support them for leader or does it make no difference one way or the other?

**Andrea Leadsom**

More likely to support them	16	28	9	12	27	22	4	29	20	17	8	13	20	16	12	16	7	17	16
Less likely to support them	28	25	34	37	15	44	17	19	39	19	41	36	28	31	26	24	29	34	21
No difference	40	36	42	50	41	20	42	45	31	53	37	40	38	32	48	44	34	39	42
Don't know	15	10	15	1	18	13	36	7	11	11	14	10	14	21	14	16	30	11	21

M7\_4 : As you may know, a number of prospective leadership candidates are supporting a No Deal 'hard Brexit'. They include Boris Johnson, Dominic Raab, Andrea Leadsom and Esther McVey. Does their support for a No Deal Brexit make you more or more or less likely to support them for leader or does it make no difference one way or the other?

**Esther McVey**

More likely to support them	15	27	7	9	24	19	5	29	14	11	8	18	17	16	12	17	7	17	13
Less likely to support them	29	25	35	42	21	40	18	18	39	19	41	32	30	27	30	22	29	34	23
No difference	39	36	41	47	36	27	39	45	40	58	37	40	38	35	42	43	37	37	41
Don't know	17	12	16	1	19	15	38	7	7	12	14	9	15	23	16	17	27	12	22

M8 And you may have heard that Jeremy Hunt considers a No Deal Brexit to be "political suicide". Previously he was more relaxed about a No Deal outcome. Does his change of mind on this make you....

More likely to support him	14	15	15	24	9	6	12	17	35	10	17	16	14	13	16	12	12	18	10
Less likely to support him	31	43	27	21	54	45	14	50	11	41	26	36	34	28	30	25	28	29	33
No difference	40	33	44	52	36	47	43	29	40	41	40	36	42	40	38	51	47	40	41
Don't know	14	9	15	3	2	2	31	3	14	9	17	12	10	19	16	12	13	12	16

All GB Adults  
Unweighted Sample

Total	Gender		Age					Voting Intention					EU Ref Vote			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
2449	1167	1269	290	398	862	352	547	490	637	392	98	588	122	1021	955	390
2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**M9\_1 Which prospective leader do you think is most.....TRUSTWORTHY**

Boris Johnson	15	18	12	16	23	15	11	12	24	9	7	14	29	4	22	7	13
Michael Gove	9	12	7	13	8	7	10	11	16	10	9	15	10	3	11	9	6
Jeremy Hunt	10	13	7	20	10	10	6	7	15	8	17	12	4	3	5	15	12
Dominic Raab	5	5	5	6	6	4	5	6	7	3	9	6	8	3	6	5	2
Andrea Leadsom	7	8	7	5	4	7	12	9	10	8	8	14	9	3	9	8	3
Don't know	54	45	62	40	49	58	55	55	28	63	50	39	40	84	47	56	64

**M9\_2 Which prospective leader do you think is most..... LIKEABLE**

Boris Johnson	27	27	27	19	30	29	29	24	34	18	14	22	45	26	38	17	20
Michael Gove	6	8	4	12	6	5	7	4	11	6	6	5	5	4	7	6	5
Jeremy Hunt	8	10	6	8	7	9	4	7	13	7	11	16	7	3	5	11	7
Dominic Raab	7	8	6	14	8	6	3	7	10	8	13	4	6	1	6	9	4
Andrea Leadsom	7	7	7	9	6	5	9	9	13	6	4	11	9	2	9	6	6
Don't know	45	40	50	37	44	46	48	48	19	56	52	41	28	64	36	51	59

**M9\_3 Which prospective leader do you think is most.....COMPETENT**

Boris Johnson	16	17	14	17	14	15	11	20	22	9	9	12	32	5	23	9	11
Michael Gove	10	12	9	12	7	9	13	10	16	6	10	11	12	6	11	9	11
Jeremy Hunt	11	13	8	14	10	11	9	9	22	12	11	25	7	6	10	14	5
Dominic Raab	5	7	5	13	4	5	3	5	7	6	5	10	6	3	5	6	4
Andrea Leadsom	7	7	6	4	5	6	12	7	10	4	8	14	9	1	7	7	5
Don't know	52	45	58	40	60	55	52	48	23	63	56	29	33	78	43	55	64

**M9\_4 Which prospective leader do you think is most..... LIKELY TO BE GOOD COMPANY DOWN THE PUB**

Boris Johnson	36	36	35	24	36	38	36	37	47	24	27	37	54	33	47	27	26
Michael Gove	4	5	4	11	6	3	3	3	7	4	4	9	4	2	4	4	6
Jeremy Hunt	5	8	2	15	7	5	3	1	9	8	4	7	3	1	5	5	5
Dominic Raab	4	5	3	9	5	4	1	2	3	6	7	6	3	2	2	5	5
Andrea Leadsom	3	3	3	6	2	3	3	3	5	5	2	4	3	3	3	4	2
Don't know	48	42	52	35	44	47	55	52	29	53	55	37	33	59	39	54	56

**M9\_5 Which prospective leader do you think is most..... INTELLIGENT**

Boris Johnson	22	24	19	15	20	21	22	28	34	15	15	18	36	8	28	19	12
Michael Gove	10	13	8	15	8	9	13	10	21	9	7	8	10	7	13	8	8
Jeremy Hunt	10	12	9	13	7	11	9	11	14	10	13	27	9	4	7	15	8
Dominic Raab	5	6	4	7	6	4	3	6	4	4	10	9	7	1	4	6	4
Andrea Leadsom	7	7	6	6	7	6	8	8	6	8	8	9	8	2	7	7	4
Don't know	46	37	54	43	52	50	46	38	21	53	48	29	30	79	40	44	63

**M9\_6 Which prospective leader do you think is most.....CALM UNDER PRESSURE**

Boris Johnson	15	18	12	15	17	16	12	15	21	8	8	10	31	8	22	9	12
Michael Gove	10	12	9	16	11	8	9	11	18	11	6	27	9	3	12	9	8
Jeremy Hunt	9	11	8	9	9	10	8	10	18	8	13	15	7	6	7	13	7
Dominic Raab	6	7	5	8	5	5	3	8	7	6	8	5	7	1	5	7	4
Andrea Leadsom	7	7	8	8	4	5	11	10	10	8	7	9	10	3	9	8	3
Don't know	52	44	59	44	54	56	57	47	26	59	57	33	36	81	45	53	66

All GB Adults  
Unweighted Sample

Total	GE 17 Vote						Brexit Political Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Ukip	Other	Did Not Vote	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of the South	Midlands	North	Wales	Scotland	ABC1	C2DE
2449	867	756	222	44	135	330	291	142	159	302	340	782	400	583	117	227	1377	1072
2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**M9\_1 Which prospective leader do you think is most.....TRUSTWORTHY**

Boris Johnson	15	20	12	12	34	4	13	28	16	13	6	10	16	15	17	4	7	15	16
Michael Gove	9	14	6	12	14	12	5	17	16	16	9	16	11	7	9	4	6	9	9
Jeremy Hunt	10	10	8	16	7	25	7	6	21	7	10	19	11	11	7	4	7	13	6
Dominic Raab	5	7	3	8	3	5	3	8	5	4	2	9	5	3	6	4	4	5	5
Andrea Leadsom	7	8	10	4	7	9	3	10	10	12	8	6	6	6	9	14	3	7	8
Don't know	54	42	62	47	36	45	68	30	31	47	65	40	51	59	52	70	73	52	56

**M9\_2 Which prospective leader do you think is most..... LIKEABLE**

Boris Johnson	27	37	22	15	44	17	21	41	25	32	7	16	30	25	26	26	17	27	27
Michael Gove	6	9	4	6	15	6	2	11	13	11	3	8	8	5	5	3	1	6	6
Jeremy Hunt	8	7	5	17	7	23	5	7	21	6	8	18	7	8	7	3	7	9	5
Dominic Raab	7	8	7	11	5	10	3	10	5	4	12	11	7	6	8	1	3	8	6
Andrea Leadsom	7	10	6	5	2	10	4	11	10	7	8	9	7	5	8	13	4	7	7
Don't know	45	29	55	45	27	34	64	20	25	40	61	39	41	50	46	54	68	42	49

**M9\_3 Which prospective leader do you think is most.....COMPETENT**

Boris Johnson	16	24	10	15	26	11	11	29	15	16	5	17	18	14	17	3	9	15	16
Michael Gove	10	16	6	7	16	12	7	16	17	8	5	12	12	7	10	5	7	10	10
Jeremy Hunt	11	11	13	10	4	14	6	14	24	16	16	16	12	9	10	9	8	13	8
Dominic Raab	5	6	5	4	11	11	5	6	8	6	5	6	6	7	3	6	5	6	5
Andrea Leadsom	7	9	6	5	4	9	4	10	12	5	4	5	5	7	6	17	6	6	7
Don't know	52	34	61	59	40	42	67	24	24	50	65	45	46	56	54	60	65	50	54

**M9\_4 Which prospective leader do you think is most..... LIKELY TO BE GOOD COMPANY DOWN THE PUB**

Boris Johnson	36	50	29	31	55	21	22	53	43	39	15	22	39	34	34	45	23	35	36
Michael Gove	4	7	3	3	7	9	2	6	9	6	3	5	5	5	4	2	0	5	4
Jeremy Hunt	5	6	3	6	1	12	5	8	7	9	7	10	5	5	6	0	2	6	4
Dominic Raab	4	2	4	7	0	15	3	2	4	2	7	14	3	3	4	1	1	4	4
Andrea Leadsom	3	3	4	3	3	4	2	4	5	2	7	3	3	2	3	5	1	3	4
Don't know	48	32	55	50	33	39	65	27	32	42	60	46	44	50	49	46	72	47	48

**M9\_5 Which prospective leader do you think is most..... INTELLIGENT**

Boris Johnson	22	32	16	18	32	13	13	39	32	12	16	14	26	18	22	15	11	22	21
Michael Gove	10	16	7	7	7	6	6	20	15	15	5	13	12	11	8	9	9	10	10
Jeremy Hunt	10	10	9	16	13	27	7	8	20	12	12	18	10	7	12	11	11	13	7
Dominic Raab	5	5	4	11	4	11	4	3	5	4	6	11	4	5	5	4	4	6	4
Andrea Leadsom	7	7	9	5	3	7	4	6	7	11	8	9	6	6	7	11	2	5	8
Don't know	46	31	54	43	41	36	66	23	20	45	53	35	42	53	47	50	63	44	49

**M9\_6 Which prospective leader do you think is most.....CALM UNDER PRESSURE**

Boris Johnson	15	22	10	9	35	6	14	26	19	17	3	14	19	13	15	4	8	14	16
Michael Gove	10	14	8	10	12	11	5	20	20	14	11	17	11	9	10	5	14	12	8
Jeremy Hunt	9	10	8	17	6	9	7	10	20	7	11	7	9	7	11	15	8	11	7
Dominic Raab	6	7	5	7	2	17	1	6	6	5	8	17	8	3	3	4	3	7	5
Andrea Leadsom	7	9	7	6	5	16	3	11	9	7	10	9	5	9	7	14	4	7	8
Don't know	52	38	61	51	40	41	69	26	25	49	56	36	49	59	53	58	64	49	56

**M9\_7 Which prospective leader do you think is most.....LIKE YOU**

Boris Johnson	<b>14</b>	18	11	17	15	14	12	12	20	11	5	12	28	5	20	8	10
Michael Gove	<b>4</b>	7	2	6	5	4	3	4	8	5	5	4	7	3	5	4	3
Jeremy Hunt	<b>5</b>	6	3	7	5	5	1	4	9	6	7	6	3	1	3	7	3
Dominic Raab	<b>3</b>	5	2	6	2	4	1	3	5	3	4	3	5	3	3	4	4
Andrea Leadsom	<b>3</b>	3	4	2	3	3	4	5	6	2	3	9	5	1	4	3	2
Don't know	<b>70</b>	61	78	62	69	69	78	71	51	73	77	65	53	87	65	74	78

**M9\_7 Which prospective leader do you think is most.....LIKE YOU**

Boris Johnson	<b>14</b>	21	9	12	23	11	10	23	14	18	6	15	15	14	14	9	5	14	15
Michael Gove	<b>4</b>	6	3	6	6	7	1	10	7	4	4	10	4	4	4	2	1	5	4
Jeremy Hunt	<b>5</b>	4	5	5	1	12	4	4	13	3	10	6	5	5	3	1	3	6	3
Dominic Raab	<b>3</b>	4	2	6	2	9	2	5	6	1	4	9	4	3	3	0	3	3	4
Andrea Leadsom	<b>3</b>	4	3	2	1	6	3	7	5	4	2	6	3	3	4	4	3	3	4
Don't know	<b>70</b>	61	77	68	66	55	81	52	56	69	73	54	69	70	71	83	86	70	70



All GB Adults  
Unweighted Sample

Total	Gender		Age					Voting Intention					EU Ref Vote			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
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2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**M10. Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Boris Johnson ?**

Pinocchio	20	23	18	18	15	15	24	30	22	26	26	21	13	19	17	24	20
Snow White	1	1	1	1	1	1	1	1	1	1	0	0	0	0	1	1	1
Mickey Mouse	7	7	7	4	4	5	11	10	7	4	4	1	15	10	10	5	6
Dumbo	12	13	12	5	7	17	12	14	10	13	14	22	13	10	11	14	12
Goofy	18	13	23	21	25	21	13	11	15	16	19	12	18	28	20	15	20
Tinker Bell	1	2	1	2	2	2	0	0	1	1	2	0	0	3	1	1	1
Simba	3	3	2	3	4	2	2	3	7	2	1	2	5	0	5	1	3
Cinderella	1	1	1	1	1	1	0	0	2	1	1	1	1	0	1	1	1
Donald Duck	5	4	6	6	8	5	4	5	5	4	8	7	5	3	5	4	7
Buzz Lightyear	8	9	8	6	3	8	11	10	9	5	1	11	16	9	12	5	6
Cruella De Vil	2	2	2	5	3	2	1	0	0	5	1	2	1	2	1	3	3
Scar	4	5	4	11	4	4	3	2	4	5	5	4	4	1	4	4	6
Don't know	17	17	16	17	24	16	16	14	17	16	17	19	9	15	13	22	15

**Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Michael Gove?**

Pinocchio	11	10	13	7	11	15	12	8	14	9	9	6	14	11	13	9	12
Snow White	9	11	7	15	11	6	8	8	7	13	8	7	7	1	7	9	10
Mickey Mouse	11	9	12	12	7	10	11	13	7	12	14	6	11	3	11	9	14
Dumbo	11	11	12	15	10	8	11	15	11	12	12	8	14	11	16	8	9
Goofy	13	14	12	6	9	15	12	18	12	12	16	15	14	15	11	16	12
Tinker Bell	3	3	3	3	3	3	3	3	5	3	3	5	3	0	2	4	2
Simba	5	5	4	3	3	4	7	5	6	2	2	10	9	6	6	4	3
Cinderella	3	4	2	6	3	3	1	1	2	3	3	1	3	4	2	2	5
Donald Duck	6	6	6	3	7	7	6	7	8	5	5	9	7	15	7	6	6
Buzz Lightyear	5	5	5	7	5	5	7	3	6	5	4	2	3	6	6	4	5
Cruella De Vil	3	2	3	3	4	2	1	2	3	1	1	1	3	5	2	2	4
Scar	4	4	4	4	3	5	4	2	3	6	5	12	3	5	3	4	4
Don't know	17	17	16	17	24	16	16	14	17	16	17	19	9	15	13	22	15

**Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Jeremy Hunt?**

Pinocchio	8	8	9	11	6	9	10	7	7	8	6	8	15	6	10	7	8
Snow White	3	4	3	4	4	5	2	1	2	4	2	3	4	3	3	3	4
Mickey Mouse	15	18	13	17	13	15	14	18	15	17	18	19	16	10	15	15	18
Dumbo	8	8	8	6	6	11	10	6	7	11	9	6	10	11	9	9	6
Goofy	8	9	8	8	8	7	11	10	9	9	10	7	11	4	8	9	10
Tinker Bell	4	4	4	3	5	3	5	3	5	3	3	9	7	4	5	3	3
Simba	5	4	6	5	4	5	8	5	9	4	5	2	4	7	7	5	3
Cinderella	3	3	2	4	4	4	1	0	1	3	3	2	2	2	2	3	3
Donald Duck	10	10	11	2	11	10	9	16	9	11	12	10	8	6	10	10	12
Buzz Lightyear	8	8	8	13	2	7	6	14	13	7	5	11	6	13	10	6	9
Cruella De Vil	3	3	3	4	5	5	2	1	2	3	5	2	2	3	3	4	3
Scar	5	3	7	5	8	5	4	4	4	3	5	3	6	15	5	5	6
Don't know	17	17	16	17	24	16	16	14	17	16	17	19	9	15	13	22	15

All GB Adults  
Unweighted Sample

Total	GE 17 Vote						Brexit Political Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Ukip	Other	Did Not Vote	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of the South	Midlands	North	Wales	Scotland	ABC1	C2DE
2449	867	756	222	44	135	330	291	142	159	302	340	782	400	583	117	227	1377	1072
2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

M10. Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Boris Johnson ?

Pinocchio	20	17	23	28	13	12	21	20	22	19	33	9	21	27	24	25	6	21	19
Snow White	1	1	0	0	2	0	2	1	2	2	0	0	1	1	1	1	1	1	1
Mickey Mouse	7	11	5	3	6	5	5	6	10	4	4	2	8	12	7	6	1	6	8
Dumbo	12	13	14	11	15	11	8	9	14	15	11	6	13	14	15	19	2	12	12
Goofy	18	17	22	11	26	10	20	19	9	20	11	5	25	17	23	24	3	17	19
Tinker Bell	1	0	1	2	1	3	1	1	0	1	1	2	0	1	2	0	0	1	1
Simba	3	5	2	1	1	1	2	7	6	3	1	1	4	2	4	2	0	3	3
Cinderella	1	1	1	1	2	0	2	2	0	1	2	0	1	2	1	4	0	1	1
Donald Duck	5	4	6	8	4	4	6	3	3	7	2	2	6	7	7	4	1	5	6
Buzz Lightyear	8	12	5	6	21	4	7	12	15	7	3	2	13	10	7	7	1	7	9
Cruella De Vil	2	0	4	1	2	4	4	1	0	1	6	0	2	1	4	4	0	3	2
Scar	4	3	3	7	1	4	7	4	1	9	6	3	5	6	4	5	1	4	5
Don't know	17	13	16	21	7	42	16	15	18	11	20	67	0	0	0	0	83	19	14

Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Michael Gove?

Pinocchio	11	16	10	5	18	7	8	15	13	7	7	2	15	15	12	14	2	10	13
Snow White	9	6	11	10	10	7	13	8	6	8	18	6	9	14	12	5	1	9	9
Mickey Mouse	11	9	11	19	12	6	10	5	9	14	8	4	15	12	10	16	2	9	12
Dumbo	11	13	11	9	17	7	9	15	2	12	10	5	13	14	16	4	1	11	12
Goofy	13	12	14	19	11	11	12	11	12	13	15	3	15	18	14	24	5	13	13
Tinker Bell	3	3	4	3	1	4	3	1	12	5	4	1	4	2	4	4	2	3	3
Simba	5	7	3	1	1	2	4	7	10	2	3	3	5	4	7	6	2	4	5
Cinderella	3	2	1	3	11	3	5	2	2	2	2	2	4	3	2	0	0	3	3
Donald Duck	6	8	6	3	1	6	6	8	7	8	4	2	8	9	6	7	0	7	6
Buzz Lightyear	5	5	6	1	7	2	6	7	4	9	3	2	7	4	7	4	1	5	5
Cruella De Vil	3	2	2	3	3	0	4	2	2	1	1	2	2	3	4	5	0	2	3
Scar	4	3	5	4	3	2	3	3	3	8	6	2	5	3	5	9	0	4	3
Don't know	17	13	16	21	7	42	16	15	18	11	20	67	0	0	0	0	83	19	14

Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Jeremy Hunt?

Pinocchio	8	10	9	6	11	3	8	9	6	8	7	1	13	10	9	7	1	7	11
Snow White	3	2	4	3	11	2	5	3	3	3	4	2	3	4	6	1	1	2	5
Mickey Mouse	15	15	18	10	15	7	19	15	16	21	20	6	18	23	18	13	2	15	16
Dumbo	8	7	10	6	4	6	9	5	8	13	8	3	9	12	9	16	3	10	7
Goofy	8	8	9	11	9	5	9	5	12	6	11	3	11	10	10	4	1	7	10
Tinker Bell	4	6	3	2	12	3	3	5	5	3	3	1	5	5	4	7	2	4	4
Simba	5	7	4	7	3	1	6	11	9	2	4	2	6	6	6	10	2	4	6
Cinderella	3	1	3	2	3	9	3	1	3	3	4	5	2	3	3	1	1	3	3
Donald Duck	10	10	10	17	18	4	8	10	5	14	6	3	11	6	18	17	3	10	11
Buzz Lightyear	8	12	5	7	2	8	7	13	10	10	3	4	11	11	8	10	1	10	7
Cruella De Vil	3	3	3	6	5	4	2	3	1	4	4	3	4	4	2	9	0	4	3
Scar	5	4	7	3	0	4	6	4	4	2	4	2	6	7	7	5	0	6	4
Don't know	17	13	16	21	7	42	16	15	18	11	20	67	0	0	0	0	83	19	14

Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Dominic Raab?

Pinocchio	5	5	5	7	5	3	4	5	4	7	2	4	2	4	4	5
Snow White	3	4	2	5	5	3	2	2	4	1	3	2	4	4	1	4
Mickey Mouse	9	9	9	6	5	10	12	11	15	8	8	7	10	7	10	8
Dumbo	12	13	12	15	13	9	14	14	10	15	10	11	13	17	12	16
Goofy	7	8	6	5	4	9	7	8	8	6	8	6	10	5	9	9
Tinker Bell	7	7	7	7	8	7	8	5	5	9	9	8	5	6	6	8
Simba	8	7	9	9	7	8	8	9	9	8	10	3	9	12	9	6
Cinderella	4	4	4	4	5	4	2	4	5	4	3	5	5	0	4	3
Donald Duck	11	11	10	13	10	12	6	10	8	10	11	8	12	13	12	11
Buzz Lightyear	9	9	10	10	5	8	13	11	10	8	10	9	13	13	10	7
Cruella De Vil	2	2	2	3	3	2	2	2	2	3	3	3	2	1	2	2
Scar	6	4	7	3	4	6	6	7	4	4	1	16	5	5	5	6
Don't know	17	17	16	17	24	16	16	14	17	16	17	19	9	15	13	15

All GB Adults  
Unweighted Sample

Total	Gender		Age					Voting Intention					EU Ref Vote			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Conservative	Labour	Liberal Democrat	The Independent Group	The Brexit Party	Green	Leave	Remain	Did Not Vote
2449	1167	1269	290	398	862	352	547	490	637	392	98	588	122	1021	955	390
2449	1186	1250	303	482	909	344	411	354	525	276	96	422	122	976	1008	392
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Andrea Leadsom?

Pinocchio	2	2	2	3	2	3	1	1	1	1	3	1	2	1	2	2
Snow White	14	13	15	13	7	11	17	23	21	9	13	8	25	12	18	11
Mickey Mouse	2	2	2	1	3	3	2	0	3	2	1	3	1	4	3	2
Dumbo	3	3	3	5	7	2	3	2	2	4	3	1	3	2	3	3
Goofy	7	10	6	13	9	6	5	7	6	13	9	3	7	1	6	10
Tinker Bell	11	10	13	7	9	10	14	15	15	9	8	5	10	13	14	14
Simba	4	3	4	6	6	4	2	2	3	5	6	2	2	6	5	3
Cinderella	10	9	10	10	6	8	13	13	10	7	8	11	13	10	10	9
Donald Duck	3	3	4	4	4	3	4	3	1	5	4	1	5	3	3	2
Buzz Lightyear	3	3	3	3	6	3	1	1	2	2	1	6	3	0	2	4
Cruella De Vil	20	20	21	10	17	26	22	19	14	21	26	37	22	26	19	22
Scar	3	4	3	8	2	4	1	1	5	5	1	0	1	4	3	4
Don't know	17	17	16	17	24	16	16	14	17	16	17	19	9	15	13	15

Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Dominic Raab?

Pinocchio	5	4	6	4	14	1	6	4	6	4	4	1	6	4	8	4	0	3	7
Snow White	3	3	2	1	7	4	3	3	0	10	1	1	4	3	4	3	1	2	4
Mickey Mouse	9	10	9	6	3	11	7	16	11	6	9	4	9	11	12	17	3	9	9
Dumbo	12	11	14	12	16	8	16	8	17	21	13	4	15	18	13	12	4	13	12
Goofy	7	11	5	4	10	5	6	9	8	4	5	4	7	7	10	13	2	8	6
Tinker Bell	7	6	8	12	8	2	7	6	2	7	8	2	8	10	7	13	1	6	8
Simba	8	8	8	9	8	8	10	10	3	6	11	2	11	9	11	7	1	9	8
Cinderella	4	3	4	6	3	3	3	3	7	4	4	2	5	3	5	2	1	4	4
Donald Duck	11	11	11	13	8	5	11	8	11	14	9	7	13	13	9	20	1	9	12
Buzz Lightyear	9	11	10	7	7	4	7	11	7	7	8	2	12	11	12	4	1	8	11
Cruella De Vil	2	2	2	2	1	4	2	4	1	1	3	2	2	5	2	1	0	2	2
Scar	6	6	5	2	10	3	5	4	10	4	5	2	8	6	6	6	2	6	5
Don't know	17	13	16	21	7	42	16	15	18	11	20	67	0	0	0	83	19	14	

All GB Adults  
Unweighted Sample

Total	GE 17 Vote						Brexit Political Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Ukip	Other	Did Not Vote	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of the South	Midlands	North	Wales	Scotland	ABC1	C2DE
2449	867	756	222	44	135	330	291	142	159	302	340	782	400	583	117	227	1377	1072
2449	756	736	158	72	156	505	262	151	157	343	459	710	347	499	112	322	1258	1191
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please think about the personalities of each prospective candidate (not their gender). Which Disney character would you most associate with Andrea Leadsom?

Pinocchio	2	2	2	4	2	3	3	1	1	1	2	2	2	1	4	1	0	2	2
Snow White	14	22	11	7	6	13	9	17	28	11	10	5	19	15	15	22	3	14	15
Mickey Mouse	2	1	3	1	3	2	2	4	1	5	1	1	3	2	3	1	0	3	1
Dumbo	3	3	4	2	6	1	4	3	1	1	5	1	3	4	6	5	1	3	4
Goofy	7	4	9	9	19	5	12	5	5	8	15	3	9	12	8	6	2	8	7
Tinker Bell	11	13	8	15	20	4	12	18	9	11	9	3	14	12	15	16	2	9	14
Simba	4	3	4	3	2	6	4	3	1	10	3	2	5	3	4	3	1	3	4
Cinderella	10	12	7	9	3	7	11	11	15	12	5	4	15	11	8	13	1	9	10
Donald Duck	3	2	4	5	3	1	4	1	2	4	7	1	3	5	4	5	1	4	3
Buzz Lightyear	3	2	2	2	5	1	3	3	1	1	2	3	2	3	3	7	0	2	4
Cruella De Vil	20	18	26	22	25	10	17	13	17	25	17	5	22	27	29	19	6	22	18
Scar	3	3	3	1	0	5	4	6	2	1	4	3	3	5	3	3	0	3	4
Don't know	17	13	16	21	7	42	16	15	18	11	20	67	0	0	0	83	19	14	

# DELTA POLL

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