

## YouGov Survey Results

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting intention |       |            | Vote in 2015 |     |         |      | Gender |        | Age   |       |       |     | Social Grade |      | Region |               |                  |       |          |     |   |
|--------------------------|--------------------------------|-------|------------|--------------|-----|---------|------|--------|--------|-------|-------|-------|-----|--------------|------|--------|---------------|------------------|-------|----------|-----|---|
| Total                    | Remain                         | Leave | Don't know | Con          | Lab | Lib Dem | UKIP | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1         | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |     |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX    | XX         | XX           | 482 | 400     | 102  | 164    | 827    | 881   | 198   | 729   | 422 | 359          | 974  | 734    | 205           | 567              | 367   | 412      | 157 |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX    | XX         | XX           | 493 | 425     | 119  | 175    | 740    | 968   | 192   | 638   | 464 | 414          | 1094 | 614    | 161           | 596              | 373   | 404      | 174 |   |
|                          | %                              | %     | %          | %            | %   | %       | %    | %      | %      | %     | %     | %     | %   | %            | %    | %      | %             | %                | %     | %        | %   | % |

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

[Each respondent saw a random selection of 12 characters]

**Alan Partridge**  
[n=693]

|                   |           |           |            |           |           |            |            |            |           |           |          |            |           |           |            |           |            |           |           |           |           |
|-------------------|-----------|-----------|------------|-----------|-----------|------------|------------|------------|-----------|-----------|----------|------------|-----------|-----------|------------|-----------|------------|-----------|-----------|-----------|-----------|
| Remain            | 19        | 23        | 17         | 10        | 17        | 19         | 19         | 20         | 21        | 17        | 22       | 19         | 16        | 19        | 18         | 20        | 14         | 19        | 25        | 18        | 16        |
| Leave             | 26        | 25        | 30         | 16        | 26        | 32         | 34         | 33         | 30        | 21        | 14       | 29         | 25        | 27        | 29         | 21        | 32         | 27        | 26        | 20        | 24        |
| Wouldn't vote     | 5         | 5         | 6          | 5         | 6         | 2          | 7          | 5          | 6         | 5         | 8        | 4          | 5         | 7         | 6          | 4         | 1          | 5         | 9         | 4         | 8         |
| Don't know        | 50        | 47        | 47         | 69        | 52        | 48         | 40         | 43         | 43        | 57        | 56       | 48         | 54        | 47        | 47         | 54        | 52         | 50        | 40        | 57        | 52        |
| <b>NET REMAIN</b> | <b>-7</b> | <b>-2</b> | <b>-13</b> | <b>-6</b> | <b>-9</b> | <b>-13</b> | <b>-15</b> | <b>-13</b> | <b>-9</b> | <b>-4</b> | <b>8</b> | <b>-10</b> | <b>-9</b> | <b>-8</b> | <b>-11</b> | <b>-1</b> | <b>-18</b> | <b>-8</b> | <b>-1</b> | <b>-2</b> | <b>-8</b> |

**Jim Royle (The Royle Family)**  
[n=684]

|                   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Remain            | 7          | 10         | 5          | 6          | 6          | 9          | 2          | 4          | 8          | 6          | 8          | 8          | 6          | 7          | 9          | 5          | 4          | 6          | 8          | 10         | 6          |
| Leave             | 45         | 37         | 57         | 36         | 45         | 50         | 40         | 64         | 46         | 44         | 20         | 52         | 46         | 45         | 41         | 50         | 41         | 45         | 44         | 51         | 37         |
| Wouldn't vote     | 10         | 14         | 8          | 5          | 9          | 13         | 21         | 5          | 11         | 10         | 11         | 8          | 13         | 12         | 11         | 10         | 15         | 5          | 13         | 11         | 15         |
| Don't know        | 37         | 40         | 30         | 54         | 40         | 29         | 38         | 27         | 34         | 40         | 61         | 33         | 35         | 35         | 39         | 35         | 40         | 44         | 35         | 28         | 41         |
| <b>NET REMAIN</b> | <b>-38</b> | <b>-27</b> | <b>-52</b> | <b>-30</b> | <b>-39</b> | <b>-41</b> | <b>-38</b> | <b>-60</b> | <b>-38</b> | <b>-38</b> | <b>-12</b> | <b>-44</b> | <b>-40</b> | <b>-38</b> | <b>-32</b> | <b>-45</b> | <b>-37</b> | <b>-39</b> | <b>-36</b> | <b>-41</b> | <b>-31</b> |

**Doctor Who**  
[n=693]

|                   |          |           |            |          |           |           |           |            |           |          |           |           |          |           |           |          |           |          |          |          |           |
|-------------------|----------|-----------|------------|----------|-----------|-----------|-----------|------------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|----------|----------|----------|-----------|
| Remain            | 23       | 39        | 12         | 14       | 16        | 34        | 28        | 8          | 26        | 21       | 36        | 26        | 20       | 14        | 28        | 17       | 20        | 22       | 25       | 17       | 44        |
| Leave             | 14       | 4         | 25         | 9        | 19        | 8         | 10        | 23         | 15        | 13       | 18        | 11        | 14       | 18        | 12        | 17       | 6         | 13       | 21       | 15       | 12        |
| Wouldn't vote     | 18       | 14        | 22         | 19       | 20        | 16        | 24        | 29         | 18        | 18       | 16        | 13        | 24       | 24        | 19        | 18       | 18        | 19       | 19       | 20       | 7         |
| Don't know        | 44       | 42        | 41         | 58       | 45        | 42        | 38        | 40         | 41        | 48       | 29        | 50        | 41       | 43        | 42        | 48       | 55        | 46       | 35       | 48       | 37        |
| <b>NET REMAIN</b> | <b>9</b> | <b>35</b> | <b>-13</b> | <b>5</b> | <b>-3</b> | <b>26</b> | <b>18</b> | <b>-15</b> | <b>11</b> | <b>8</b> | <b>18</b> | <b>15</b> | <b>6</b> | <b>-4</b> | <b>16</b> | <b>0</b> | <b>14</b> | <b>9</b> | <b>4</b> | <b>2</b> | <b>32</b> |

**David Brent (The Office)**  
[n=654]

|                   |           |          |           |          |           |           |           |            |           |           |          |           |          |          |           |          |            |           |          |          |          |
|-------------------|-----------|----------|-----------|----------|-----------|-----------|-----------|------------|-----------|-----------|----------|-----------|----------|----------|-----------|----------|------------|-----------|----------|----------|----------|
| Remain            | 23        | 25       | 26        | 14       | 21        | 26        | 24        | 26         | 28        | 18        | 21       | 20        | 29       | 24       | 24        | 22       | 21         | 22        | 24       | 23       | 29       |
| Leave             | 24        | 24       | 29        | 11       | 23        | 27        | 28        | 38         | 29        | 19        | 15       | 25        | 28       | 22       | 26        | 21       | 32         | 25        | 22       | 20       | 23       |
| Wouldn't vote     | 5         | 4        | 4         | 5        | 4         | 3         | 10        | 2          | 5         | 5         | 5        | 7         | 2        | 6        | 5         | 5        | 2          | 5         | 9        | 6        | 1        |
| Don't know        | 48        | 47       | 41        | 69       | 51        | 44        | 39        | 35         | 38        | 57        | 60       | 48        | 41       | 48       | 45        | 52       | 45         | 48        | 45       | 52       | 47       |
| <b>NET REMAIN</b> | <b>-1</b> | <b>1</b> | <b>-3</b> | <b>3</b> | <b>-2</b> | <b>-1</b> | <b>-4</b> | <b>-12</b> | <b>-1</b> | <b>-1</b> | <b>6</b> | <b>-5</b> | <b>1</b> | <b>2</b> | <b>-2</b> | <b>1</b> | <b>-11</b> | <b>-3</b> | <b>2</b> | <b>3</b> | <b>6</b> |

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting Intention |        |       | Vote in 2015 |     |     |         | Gender |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |   |
|--------------------------|--------------------------------|--------|-------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                          | Total                          | Remain | Leave | Don't know   | Con | Lab | Lib Dem | UKIP   | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX     | XX    | XX           | 482 | 400 | 102     | 164    | 827  | 881    | 198   | 729   | 422   | 359          | 974  | 734    | 205    | 567           | 367              | 412   | 157      |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX     | XX    | XX           | 493 | 425 | 119     | 175    | 740  | 968    | 192   | 638   | 464   | 414          | 1094 | 614    | 161    | 596           | 373              | 404   | 174      |   |
|                          | %                              | %      | %     | %            | %   | %   | %       | %      | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Del Boy (Only Fools and Horses)**

[n=693]

|                   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Remain            | 15         | 23         | 10         | 9          | 17         | 19         | 12         | 18         | 18         | 12         | 12         | 13         | 18         | 18         | 17         | 13         | 19         | 12         | 24         | 12         | 13         |
| Leave             | 43         | 36         | 60         | 24         | 45         | 45         | 41         | 58         | 43         | 43         | 43         | 41         | 45         | 46         | 43         | 44         | 42         | 44         | 42         | 49         | 32         |
| Wouldn't vote     | 7          | 9          | 6          | 1          | 7          | 7          | 12         | 1          | 8          | 7          | 11         | 6          | 6          | 7          | 9          | 5          | 7          | 6          | 10         | 4          | 13         |
| Don't know        | 34         | 32         | 24         | 67         | 31         | 30         | 36         | 24         | 31         | 38         | 34         | 39         | 31         | 28         | 31         | 38         | 32         | 38         | 25         | 35         | 42         |
| <b>NET REMAIN</b> | <b>-28</b> | <b>-13</b> | <b>-50</b> | <b>-15</b> | <b>-28</b> | <b>-26</b> | <b>-29</b> | <b>-40</b> | <b>-25</b> | <b>-31</b> | <b>-31</b> | <b>-28</b> | <b>-27</b> | <b>-28</b> | <b>-26</b> | <b>-31</b> | <b>-23</b> | <b>-32</b> | <b>-18</b> | <b>-37</b> | <b>-19</b> |

**Geraldine Granger (The Vicar of Dibley)**

[n=657]

|                   |           |           |           |           |           |           |           |            |           |           |           |           |           |          |           |           |           |           |           |           |           |
|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Remain            | 36        | 49        | 27        | 30        | 33        | 44        | 41        | 25         | 39        | 33        | 38        | 36        | 40        | 29       | 36        | 35        | 39        | 36        | 35        | 36        | 31        |
| Leave             | 15        | 2         | 31        | 7         | 15        | 11        | 8         | 49         | 12        | 18        | 11        | 10        | 21        | 23       | 12        | 20        | 12        | 15        | 19        | 17        | 8         |
| Wouldn't vote     | 7         | 8         | 5         | 4         | 6         | 5         | 6         | 3          | 10        | 5         | 3         | 9         | 6         | 7        | 9         | 5         | 12        | 4         | 13        | 3         | 8         |
| Don't know        | 41        | 40        | 36        | 59        | 46        | 40        | 45        | 24         | 38        | 44        | 47        | 45        | 33        | 41       | 43        | 40        | 36        | 44        | 32        | 44        | 53        |
| <b>NET REMAIN</b> | <b>21</b> | <b>47</b> | <b>-4</b> | <b>23</b> | <b>18</b> | <b>33</b> | <b>33</b> | <b>-24</b> | <b>27</b> | <b>15</b> | <b>27</b> | <b>26</b> | <b>19</b> | <b>6</b> | <b>24</b> | <b>15</b> | <b>27</b> | <b>21</b> | <b>16</b> | <b>19</b> | <b>23</b> |

**Hyacinth Bucket (Keeping Up Appearances)**

[n=708]

|                   |            |            |            |          |            |            |            |           |            |           |            |            |            |            |            |            |            |            |           |            |          |
|-------------------|------------|------------|------------|----------|------------|------------|------------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|----------|
| Remain            | 23         | 19         | 24         | 26       | 27         | 20         | 27         | 31        | 20         | 25        | 9          | 22         | 27         | 28         | 23         | 22         | 16         | 20         | 31        | 21         | 24       |
| Leave             | 36         | 38         | 41         | 19       | 39         | 42         | 45         | 39        | 41         | 31        | 19         | 37         | 39         | 42         | 38         | 33         | 40         | 37         | 36        | 39         | 21       |
| Wouldn't vote     | 3          | 2          | 2          | 6        | 2          | 1          | 0          | 0         | 3          | 2         | 7          | 2          | 2          | 2          | 3          | 3          | 1          | 2          | 5         | 2          | 5        |
| Don't know        | 39         | 41         | 33         | 49       | 32         | 37         | 27         | 30        | 36         | 42        | 65         | 39         | 32         | 28         | 36         | 42         | 43         | 41         | 28        | 39         | 50       |
| <b>NET REMAIN</b> | <b>-13</b> | <b>-19</b> | <b>-17</b> | <b>7</b> | <b>-12</b> | <b>-22</b> | <b>-18</b> | <b>-8</b> | <b>-21</b> | <b>-6</b> | <b>-10</b> | <b>-15</b> | <b>-12</b> | <b>-14</b> | <b>-15</b> | <b>-11</b> | <b>-24</b> | <b>-17</b> | <b>-5</b> | <b>-18</b> | <b>3</b> |

**Pat Butcher (Eastenders)**

[n=660]

|                   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Remain            | 9          | 14         | 5          | 6          | 10         | 12         | 7          | 10         | 8          | 9          | 14         | 9          | 7          | 6          | 9          | 7          | 6          | 8          | 10         | 9          | 10         |
| Leave             | 35         | 32         | 46         | 16         | 37         | 36         | 41         | 48         | 37         | 34         | 31         | 33         | 38         | 40         | 35         | 37         | 43         | 35         | 36         | 36         | 25         |
| Wouldn't vote     | 9          | 7          | 8          | 8          | 10         | 7          | 11         | 5          | 7          | 10         | 9          | 9          | 9          | 8          | 9          | 8          | 14         | 8          | 5          | 10         | 7          |
| Don't know        | 47         | 46         | 41         | 70         | 43         | 45         | 42         | 37         | 48         | 47         | 46         | 49         | 46         | 46         | 47         | 48         | 37         | 48         | 49         | 46         | 57         |
| <b>NET REMAIN</b> | <b>-26</b> | <b>-18</b> | <b>-41</b> | <b>-10</b> | <b>-27</b> | <b>-24</b> | <b>-34</b> | <b>-38</b> | <b>-29</b> | <b>-25</b> | <b>-17</b> | <b>-24</b> | <b>-31</b> | <b>-34</b> | <b>-26</b> | <b>-30</b> | <b>-37</b> | <b>-27</b> | <b>-26</b> | <b>-27</b> | <b>-15</b> |

**Tracy Barlow (Coronation Street)**

[n=683]

|                   |            |            |            |          |            |            |          |            |            |            |           |            |            |            |            |            |            |            |            |            |            |
|-------------------|------------|------------|------------|----------|------------|------------|----------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Remain            | 7          | 7          | 7          | 6        | 6          | 8          | 11       | 13         | 7          | 7          | 8         | 5          | 9          | 8          | 6          | 7          | 12         | 4          | 6          | 7          | 12         |
| Leave             | 22         | 19         | 30         | 6        | 20         | 22         | 10       | 32         | 25         | 20         | 16        | 24         | 20         | 23         | 20         | 24         | 22         | 18         | 23         | 26         | 26         |
| Wouldn't vote     | 16         | 15         | 17         | 11       | 17         | 18         | 14       | 13         | 18         | 15         | 12        | 12         | 21         | 19         | 15         | 17         | 10         | 16         | 21         | 15         | 14         |
| Don't know        | 55         | 58         | 46         | 76       | 56         | 52         | 65       | 42         | 51         | 58         | 64        | 59         | 50         | 50         | 58         | 51         | 56         | 62         | 50         | 52         | 49         |
| <b>NET REMAIN</b> | <b>-15</b> | <b>-12</b> | <b>-23</b> | <b>0</b> | <b>-14</b> | <b>-14</b> | <b>1</b> | <b>-19</b> | <b>-18</b> | <b>-13</b> | <b>-8</b> | <b>-19</b> | <b>-11</b> | <b>-15</b> | <b>-14</b> | <b>-17</b> | <b>-10</b> | <b>-14</b> | <b>-17</b> | <b>-19</b> | <b>-14</b> |

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting Intention |        |       | Vote in 2015 |     |     |         | Gender |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |   |
|--------------------------|--------------------------------|--------|-------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                          | Total                          | Remain | Leave | Don't know   | Con | Lab | Lib Dem | UKIP   | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX     | XX    | XX           | 482 | 400 | 102     | 164    | 827  | 881    | 198   | 729   | 422   | 359          | 974  | 734    | 205    | 567           | 367              | 412   | 157      |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX     | XX    | XX           | 493 | 425 | 119     | 175    | 740  | 968    | 192   | 638   | 464   | 414          | 1094 | 614    | 161    | 596           | 373              | 404   | 174      |   |
|                          | %                              | %      | %     | %            | %   | %   | %       | %      | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Professor McGonagall (Harry Potter)**

[n=687]

|                   |           |           |            |          |           |           |           |            |          |          |           |          |          |           |          |           |           |          |          |          |           |
|-------------------|-----------|-----------|------------|----------|-----------|-----------|-----------|------------|----------|----------|-----------|----------|----------|-----------|----------|-----------|-----------|----------|----------|----------|-----------|
| Remain            | <b>21</b> | 38        | 10         | 12       | 17        | 25        | 29        | 14         | 21       | 22       | 32        | 22       | 20       | 14        | 26       | 15        | 23        | 21       | 21       | 19       | 27        |
| Leave             | <b>18</b> | 6         | 30         | 12       | 21        | 15        | 12        | 31         | 18       | 17       | 14        | 17       | 20       | 20        | 19       | 16        | 10        | 21       | 14       | 19       | 17        |
| Wouldn't vote     | <b>7</b>  | 3         | 10         | 4        | 7         | 5         | 5         | 11         | 7        | 7        | 10        | 7        | 5        | 8         | 7        | 7         | 7         | 8        | 8        | 5        | 5         |
| Don't know        | <b>54</b> | 53        | 50         | 73       | 55        | 55        | 54        | 45         | 54       | 54       | 44        | 55       | 54       | 58        | 49       | 61        | 60        | 50       | 57       | 57       | 51        |
| <b>NET REMAIN</b> | <b>3</b>  | <b>32</b> | <b>-20</b> | <b>0</b> | <b>-4</b> | <b>10</b> | <b>17</b> | <b>-17</b> | <b>3</b> | <b>5</b> | <b>18</b> | <b>5</b> | <b>0</b> | <b>-6</b> | <b>7</b> | <b>-1</b> | <b>13</b> | <b>0</b> | <b>7</b> | <b>0</b> | <b>10</b> |

**Postman Pat**

[n=687]

|                   |           |           |            |          |          |           |           |            |          |          |           |          |           |            |           |          |          |          |          |          |           |
|-------------------|-----------|-----------|------------|----------|----------|-----------|-----------|------------|----------|----------|-----------|----------|-----------|------------|-----------|----------|----------|----------|----------|----------|-----------|
| Remain            | <b>27</b> | 45        | 16         | 13       | 25       | 36        | 30        | 13         | 30       | 24       | 37        | 26       | 32        | 16         | 28        | 25       | 30       | 29       | 28       | 19       | 31        |
| Leave             | <b>20</b> | 7         | 35         | 9        | 23       | 18        | 18        | 40         | 23       | 17       | 14        | 17       | 21        | 29         | 17        | 24       | 24       | 24       | 20       | 14       | 18        |
| Wouldn't vote     | <b>8</b>  | 7         | 9          | 10       | 10       | 6         | 7         | 6          | 6        | 10       | 5         | 6        | 12        | 10         | 8         | 8        | 7        | 5        | 9        | 13       | 7         |
| Don't know        | <b>45</b> | 40        | 40         | 68       | 42       | 41        | 45        | 41         | 41       | 49       | 43        | 51       | 36        | 45         | 46        | 44       | 39       | 43       | 44       | 54       | 44        |
| <b>NET REMAIN</b> | <b>7</b>  | <b>38</b> | <b>-19</b> | <b>4</b> | <b>2</b> | <b>18</b> | <b>12</b> | <b>-27</b> | <b>7</b> | <b>7</b> | <b>23</b> | <b>9</b> | <b>11</b> | <b>-13</b> | <b>11</b> | <b>1</b> | <b>6</b> | <b>5</b> | <b>8</b> | <b>5</b> | <b>13</b> |

**Fireman Sam**

[n=693]

|                   |           |           |            |          |          |           |           |            |           |          |           |           |           |           |           |          |           |          |          |          |           |
|-------------------|-----------|-----------|------------|----------|----------|-----------|-----------|------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|----------|----------|-----------|
| Remain            | <b>27</b> | 43        | 14         | 15       | 23       | 33        | 30        | 15         | 31        | 23       | 45        | 30        | 21        | 17        | 28        | 25       | 27        | 27       | 26       | 27       | 27        |
| Leave             | <b>17</b> | 4         | 33         | 6        | 17       | 17        | 7         | 34         | 18        | 16       | 8         | 13        | 25        | 21        | 14        | 21       | 10        | 19       | 19       | 20       | 8         |
| Wouldn't vote     | <b>10</b> | 7         | 10         | 15       | 12       | 8         | 9         | 7          | 9         | 10       | 13        | 7         | 10        | 13        | 10        | 9        | 14        | 7        | 11       | 11       | 7         |
| Don't know        | <b>47</b> | 45        | 43         | 63       | 48       | 42        | 54        | 45         | 42        | 51       | 33        | 50        | 45        | 49        | 48        | 45       | 49        | 47       | 44       | 42       | 59        |
| <b>NET REMAIN</b> | <b>10</b> | <b>39</b> | <b>-19</b> | <b>9</b> | <b>6</b> | <b>16</b> | <b>23</b> | <b>-19</b> | <b>13</b> | <b>7</b> | <b>37</b> | <b>17</b> | <b>-4</b> | <b>-4</b> | <b>14</b> | <b>4</b> | <b>17</b> | <b>8</b> | <b>7</b> | <b>7</b> | <b>19</b> |

**Bob the Builder**

[n=658]

|                   |           |           |            |          |           |          |          |            |          |           |           |          |           |           |          |          |          |          |          |           |           |
|-------------------|-----------|-----------|------------|----------|-----------|----------|----------|------------|----------|-----------|-----------|----------|-----------|-----------|----------|----------|----------|----------|----------|-----------|-----------|
| Remain            | <b>22</b> | 37        | 13         | 12       | 19        | 22       | 20       | 9          | 26       | 19        | 40        | 22       | 19        | 16        | 22       | 22       | 24       | 22       | 21       | 20        | 27        |
| Leave             | <b>21</b> | 9         | 36         | 10       | 24        | 19       | 16       | 45         | 22       | 20        | 18        | 18       | 25        | 24        | 22       | 20       | 17       | 21       | 20       | 26        | 12        |
| Wouldn't vote     | <b>14</b> | 11        | 13         | 13       | 14        | 14       | 14       | 9          | 14       | 13        | 9         | 13       | 16        | 14        | 12       | 16       | 21       | 10       | 13       | 15        | 13        |
| Don't know        | <b>44</b> | 42        | 38         | 65       | 43        | 45       | 50       | 37         | 38       | 49        | 33        | 47       | 39        | 46        | 44       | 43       | 38       | 46       | 46       | 39        | 48        |
| <b>NET REMAIN</b> | <b>1</b>  | <b>28</b> | <b>-23</b> | <b>2</b> | <b>-5</b> | <b>3</b> | <b>4</b> | <b>-36</b> | <b>4</b> | <b>-1</b> | <b>22</b> | <b>4</b> | <b>-6</b> | <b>-8</b> | <b>0</b> | <b>2</b> | <b>7</b> | <b>1</b> | <b>1</b> | <b>-6</b> | <b>15</b> |

**James Bond**

[n=675]

|                   |           |           |            |          |           |           |            |           |          |          |           |           |           |           |           |           |          |           |           |          |           |
|-------------------|-----------|-----------|------------|----------|-----------|-----------|------------|-----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|
| Remain            | <b>31</b> | 48        | 18         | 19       | 27        | 36        | 28         | 32        | 30       | 31       | 40        | 33        | 27        | 27        | 35        | 25        | 35       | 30        | 33        | 27       | 32        |
| Leave             | <b>26</b> | 15        | 40         | 15       | 34        | 22        | 38         | 38        | 29       | 23       | 16        | 19        | 32        | 34        | 25        | 26        | 28       | 31        | 22        | 24       | 16        |
| Wouldn't vote     | <b>6</b>  | 7         | 7          | 2        | 6         | 7         | 9          | 5         | 9        | 4        | 7         | 5         | 9         | 3         | 6         | 6         | 3        | 5         | 9         | 5        | 10        |
| Don't know        | <b>37</b> | 30        | 35         | 64       | 33        | 35        | 26         | 25        | 32       | 42       | 38        | 42        | 32        | 35        | 34        | 42        | 33       | 35        | 36        | 43       | 41        |
| <b>NET REMAIN</b> | <b>5</b>  | <b>33</b> | <b>-22</b> | <b>4</b> | <b>-7</b> | <b>14</b> | <b>-10</b> | <b>-6</b> | <b>1</b> | <b>8</b> | <b>24</b> | <b>14</b> | <b>-5</b> | <b>-7</b> | <b>10</b> | <b>-1</b> | <b>7</b> | <b>-1</b> | <b>11</b> | <b>3</b> | <b>16</b> |

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting Intention |        |       | Vote in 2015 |     |     |         | Gender |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |   |
|--------------------------|--------------------------------|--------|-------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                          | Total                          | Remain | Leave | Don't know   | Con | Lab | Lib Dem | UKIP   | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX     | XX    | XX           | 482 | 400 | 102     | 164    | 827  | 881    | 198   | 729   | 422   | 359          | 974  | 734    | 205    | 567           | 367              | 412   | 157      |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX     | XX    | XX           | 493 | 425 | 119     | 175    | 740  | 968    | 192   | 638   | 464   | 414          | 1094 | 614    | 161    | 596           | 373              | 404   | 174      |   |
|                          | %                              | %      | %     | %            | %   | %   | %       | %      | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Sherlock Holmes**  
[n=730]

|                   |           |           |            |            |            |          |          |            |           |           |           |          |            |            |          |            |           |            |           |           |          |
|-------------------|-----------|-----------|------------|------------|------------|----------|----------|------------|-----------|-----------|-----------|----------|------------|------------|----------|------------|-----------|------------|-----------|-----------|----------|
| Remain            | <b>25</b> | 42        | 14         | 12         | 23         | 31       | 38       | 11         | 25        | 25        | 37        | 26       | 23         | 20         | 31       | 17         | 37        | 22         | 22        | 26        | 28       |
| Leave             | <b>30</b> | 15        | 47         | 22         | 33         | 23       | 32       | 57         | 33        | 26        | 18        | 25       | 38         | 37         | 27       | 34         | 24        | 36         | 30        | 28        | 23       |
| Wouldn't vote     | <b>7</b>  | 6         | 6          | 9          | 7          | 5        | 6        | 3          | 7         | 6         | 8         | 6        | 7          | 7          | 6        | 7          | 8         | 6          | 6         | 8         | 3        |
| Don't know        | <b>38</b> | 36        | 33         | 58         | 38         | 41       | 23       | 28         | 34        | 43        | 37        | 43       | 32         | 37         | 35       | 42         | 31        | 36         | 42        | 38        | 46       |
| <b>NET REMAIN</b> | <b>-5</b> | <b>27</b> | <b>-33</b> | <b>-10</b> | <b>-10</b> | <b>8</b> | <b>6</b> | <b>-46</b> | <b>-8</b> | <b>-1</b> | <b>19</b> | <b>1</b> | <b>-15</b> | <b>-17</b> | <b>4</b> | <b>-17</b> | <b>13</b> | <b>-14</b> | <b>-8</b> | <b>-2</b> | <b>5</b> |

**Citizen Khan**  
[n=669]

|                   |           |           |          |          |          |           |           |          |           |           |          |           |           |          |          |           |           |           |           |          |           |
|-------------------|-----------|-----------|----------|----------|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|----------|-----------|-----------|-----------|-----------|----------|-----------|
| Remain            | <b>30</b> | 33        | 29       | 21       | 27       | 38        | 39        | 33       | 34        | 26        | 22       | 29        | 34        | 32       | 28       | 32        | 33        | 31        | 30        | 21       | 41        |
| Leave             | <b>18</b> | 9         | 29       | 13       | 22       | 14        | 15        | 31       | 20        | 16        | 15       | 15        | 19        | 26       | 20       | 15        | 20        | 17        | 19        | 21       | 9         |
| Wouldn't vote     | <b>4</b>  | 3         | 4        | 6        | 4        | 5         | 3         | 2        | 4         | 5         | 3        | 4         | 6         | 4        | 4        | 5         | 5         | 4         | 4         | 6        | 3         |
| Don't know        | <b>48</b> | 55        | 37       | 60       | 47       | 43        | 42        | 35       | 43        | 53        | 60       | 53        | 41        | 38       | 49       | 47        | 43        | 48        | 47        | 52       | 47        |
| <b>NET REMAIN</b> | <b>12</b> | <b>24</b> | <b>0</b> | <b>8</b> | <b>5</b> | <b>24</b> | <b>24</b> | <b>2</b> | <b>14</b> | <b>10</b> | <b>7</b> | <b>14</b> | <b>15</b> | <b>6</b> | <b>8</b> | <b>17</b> | <b>13</b> | <b>14</b> | <b>11</b> | <b>0</b> | <b>32</b> |

**Keith Lemmon**  
[n=691]

|                   |           |          |            |          |           |           |          |            |           |            |          |           |           |           |           |           |           |          |           |            |            |
|-------------------|-----------|----------|------------|----------|-----------|-----------|----------|------------|-----------|------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|------------|------------|
| Remain            | <b>14</b> | 20       | 9          | 14       | 13        | 14        | 17       | 14         | 17        | 10         | 19       | 14        | 12        | 11        | 13        | 15        | 9         | 17       | 17        | 10         | 9          |
| Leave             | <b>20</b> | 17       | 26         | 12       | 20        | 19        | 9        | 35         | 20        | 20         | 19       | 23        | 17        | 18        | 21        | 19        | 17        | 14       | 24        | 26         | 19         |
| Wouldn't vote     | <b>16</b> | 13       | 17         | 16       | 14        | 17        | 11       | 10         | 16        | 16         | 18       | 19        | 15        | 9         | 15        | 17        | 11        | 16       | 18        | 17         | 13         |
| Don't know        | <b>51</b> | 51       | 48         | 58       | 53        | 50        | 63       | 41         | 47        | 54         | 44       | 44        | 56        | 62        | 52        | 49        | 63        | 53       | 41        | 47         | 59         |
| <b>NET REMAIN</b> | <b>-6</b> | <b>3</b> | <b>-17</b> | <b>2</b> | <b>-7</b> | <b>-5</b> | <b>8</b> | <b>-21</b> | <b>-3</b> | <b>-10</b> | <b>0</b> | <b>-9</b> | <b>-5</b> | <b>-7</b> | <b>-8</b> | <b>-4</b> | <b>-8</b> | <b>3</b> | <b>-7</b> | <b>-16</b> | <b>-10</b> |

**Captain Birdseye**  
[n=673]

|                   |            |          |            |            |            |           |            |            |            |           |           |           |            |            |            |           |            |            |           |            |          |
|-------------------|------------|----------|------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|------------|-----------|------------|----------|
| Remain            | <b>16</b>  | 23       | 11         | 8          | 13         | 20        | 14         | 10         | 16         | 15        | 18        | 18        | 16         | 10         | 16         | 15        | 13         | 16         | 17        | 14         | 19       |
| Leave             | <b>27</b>  | 20       | 38         | 18         | 33         | 25        | 28         | 38         | 29         | 24        | 20        | 21        | 31         | 37         | 28         | 24        | 26         | 32         | 22        | 28         | 19       |
| Wouldn't vote     | <b>8</b>   | 4        | 8          | 10         | 8          | 8         | 5          | 9          | 8          | 7         | 6         | 8         | 8          | 8          | 8          | 8         | 5          | 7          | 15        | 4          | 8        |
| Don't know        | <b>50</b>  | 53       | 43         | 64         | 46         | 47        | 52         | 42         | 46         | 53        | 57        | 53        | 45         | 45         | 48         | 53        | 56         | 45         | 46        | 54         | 54       |
| <b>NET REMAIN</b> | <b>-11</b> | <b>3</b> | <b>-27</b> | <b>-10</b> | <b>-20</b> | <b>-5</b> | <b>-14</b> | <b>-28</b> | <b>-13</b> | <b>-9</b> | <b>-2</b> | <b>-3</b> | <b>-15</b> | <b>-27</b> | <b>-12</b> | <b>-9</b> | <b>-13</b> | <b>-16</b> | <b>-5</b> | <b>-14</b> | <b>0</b> |

**Ali G**  
[n=691]

|                   |           |          |            |           |           |          |          |            |           |           |          |           |          |           |          |           |          |          |           |            |          |
|-------------------|-----------|----------|------------|-----------|-----------|----------|----------|------------|-----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|----------|-----------|------------|----------|
| Remain            | <b>17</b> | 22       | 14         | 9         | 16        | 15       | 21       | 17         | 19        | 14        | 16       | 14        | 21       | 17        | 18       | 15        | 20       | 16       | 17        | 13         | 19       |
| Leave             | <b>19</b> | 15       | 25         | 14        | 21        | 15       | 15       | 37         | 20        | 19        | 16       | 23        | 17       | 18        | 18       | 22        | 19       | 16       | 20        | 23         | 19       |
| Wouldn't vote     | <b>19</b> | 18       | 21         | 16        | 18        | 17       | 21       | 15         | 21        | 18        | 19       | 23        | 21       | 11        | 20       | 19        | 26       | 18       | 21        | 16         | 18       |
| Don't know        | <b>45</b> | 45       | 39         | 61        | 45        | 53       | 44       | 31         | 40        | 50        | 49       | 40        | 41       | 55        | 45       | 45        | 36       | 49       | 41        | 48         | 44       |
| <b>NET REMAIN</b> | <b>-2</b> | <b>7</b> | <b>-11</b> | <b>-5</b> | <b>-5</b> | <b>0</b> | <b>6</b> | <b>-20</b> | <b>-1</b> | <b>-5</b> | <b>0</b> | <b>-9</b> | <b>4</b> | <b>-1</b> | <b>0</b> | <b>-7</b> | <b>1</b> | <b>0</b> | <b>-3</b> | <b>-10</b> | <b>0</b> |

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting Intention |        |       | Vote in 2015 |     |     |         | Gender |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |   |
|--------------------------|--------------------------------|--------|-------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                          | Total                          | Remain | Leave | Don't know   | Con | Lab | Lib Dem | UKIP   | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX     | XX    | XX           | 482 | 400 | 102     | 164    | 827  | 881    | 198   | 729   | 422   | 359          | 974  | 734    | 205    | 567           | 367              | 412   | 157      |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX     | XX    | XX           | 493 | 425 | 119     | 175    | 740  | 968    | 192   | 638   | 464   | 414          | 1094 | 614    | 161    | 596           | 373              | 404   | 174      |   |
|                          | %                              | %      | %     | %            | %   | %   | %       | %      | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Miranda**

[n=661]

|                   |           |           |           |           |           |           |           |           |          |           |           |           |          |          |           |          |          |           |           |          |           |
|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|----------|----------|-----------|----------|----------|-----------|-----------|----------|-----------|
| Remain            | <b>28</b> | 41        | 21        | 18        | 29        | 33        | 36        | 25        | 22       | 33        | 39        | 24        | 30       | 28       | 30        | 26       | 19       | 29        | 31        | 26       | 34        |
| Leave             | <b>17</b> | 4         | 30        | 7         | 19        | 14        | 1         | 28        | 18       | 16        | 8         | 14        | 24       | 20       | 12        | 23       | 15       | 18        | 18        | 18       | 10        |
| Wouldn't vote     | <b>8</b>  | 7         | 7         | 10        | 7         | 6         | 16        | 6         | 11       | 5         | 9         | 9         | 7        | 6        | 10        | 6        | 1        | 8         | 12        | 8        | 5         |
| Don't know        | <b>47</b> | 48        | 42        | 65        | 45        | 47        | 47        | 41        | 48       | 46        | 43        | 53        | 40       | 46       | 48        | 46       | 65       | 44        | 39        | 48       | 51        |
| <b>NET REMAIN</b> | <b>11</b> | <b>37</b> | <b>-9</b> | <b>11</b> | <b>10</b> | <b>19</b> | <b>35</b> | <b>-3</b> | <b>4</b> | <b>17</b> | <b>31</b> | <b>10</b> | <b>6</b> | <b>8</b> | <b>18</b> | <b>3</b> | <b>4</b> | <b>11</b> | <b>13</b> | <b>8</b> | <b>24</b> |

**Captain Mainwaring (Dad's Army)**

[n=701]

|                   |            |            |            |            |            |            |            |            |            |            |           |            |            |            |            |            |            |            |            |            |           |
|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| Remain            | <b>15</b>  | 19         | 10         | 11         | 15         | 13         | 16         | 13         | 17         | 13         | 11        | 15         | 15         | 17         | 18         | 11         | 12         | 8          | 20         | 19         | 23        |
| Leave             | <b>46</b>  | 36         | 65         | 36         | 51         | 46         | 51         | 68         | 51         | 41         | 19        | 41         | 60         | 55         | 46         | 45         | 45         | 52         | 50         | 42         | 28        |
| Wouldn't vote     | <b>3</b>   | 3          | 2          | 2          | 3          | 3          | 2          | 2          | 2          | 4          | 7         | 3          | 1          | 2          | 2          | 4          | 3          | 2          | 3          | 4          | 1         |
| Don't know        | <b>36</b>  | 43         | 23         | 51         | 31         | 38         | 31         | 16         | 30         | 42         | 63        | 41         | 24         | 26         | 34         | 40         | 39         | 39         | 26         | 36         | 49        |
| <b>NET REMAIN</b> | <b>-31</b> | <b>-17</b> | <b>-55</b> | <b>-25</b> | <b>-36</b> | <b>-33</b> | <b>-35</b> | <b>-55</b> | <b>-34</b> | <b>-28</b> | <b>-8</b> | <b>-26</b> | <b>-45</b> | <b>-38</b> | <b>-28</b> | <b>-34</b> | <b>-33</b> | <b>-44</b> | <b>-30</b> | <b>-23</b> | <b>-5</b> |

**Nan - Joannie Taylor (Catherine Tate)**

[n=676]

|                   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Remain            | <b>5</b>   | 5          | 5          | 2          | 5          | 7          | 2          | 3          | 5          | 4          | 4          | 6          | 5          | 4          | 4          | 6          | 4          | 4          | 6          | 6          | 5          |
| Leave             | <b>39</b>  | 37         | 45         | 33         | 42         | 43         | 39         | 49         | 39         | 39         | 34         | 38         | 41         | 41         | 38         | 41         | 36         | 42         | 39         | 43         | 26         |
| Wouldn't vote     | <b>8</b>   | 7          | 10         | 4          | 10         | 6          | 15         | 7          | 10         | 6          | 4          | 5          | 11         | 10         | 7          | 8          | 10         | 8          | 9          | 5          | 7          |
| Don't know        | <b>48</b>  | 52         | 40         | 61         | 43         | 44         | 44         | 42         | 46         | 51         | 57         | 51         | 43         | 45         | 51         | 45         | 50         | 47         | 46         | 46         | 62         |
| <b>NET REMAIN</b> | <b>-34</b> | <b>-32</b> | <b>-40</b> | <b>-31</b> | <b>-37</b> | <b>-36</b> | <b>-37</b> | <b>-46</b> | <b>-34</b> | <b>-35</b> | <b>-30</b> | <b>-32</b> | <b>-36</b> | <b>-37</b> | <b>-34</b> | <b>-35</b> | <b>-32</b> | <b>-38</b> | <b>-33</b> | <b>-37</b> | <b>-21</b> |

**Mary Poppins**

[n=666]

|                   |           |           |           |           |          |           |           |            |           |           |           |           |          |          |           |           |           |           |           |           |           |
|-------------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Remain            | <b>31</b> | 44        | 23        | 28        | 22       | 35        | 33        | 20         | 30        | 32        | 46        | 33        | 27       | 23       | 31        | 31        | 30        | 32        | 31        | 27        | 35        |
| Leave             | <b>18</b> | 8         | 28        | 8         | 19       | 15        | 19        | 34         | 19        | 16        | 18        | 18        | 18       | 17       | 19        | 15        | 16        | 18        | 18        | 17        | 18        |
| Wouldn't vote     | <b>14</b> | 9         | 17        | 11        | 18       | 13        | 12        | 12         | 17        | 11        | 9         | 8         | 23       | 17       | 12        | 16        | 11        | 13        | 13        | 16        | 13        |
| Don't know        | <b>38</b> | 38        | 32        | 53        | 42       | 37        | 36        | 34         | 34        | 41        | 27        | 41        | 33       | 44       | 38        | 38        | 43        | 36        | 38        | 40        | 34        |
| <b>NET REMAIN</b> | <b>13</b> | <b>36</b> | <b>-5</b> | <b>20</b> | <b>3</b> | <b>20</b> | <b>14</b> | <b>-14</b> | <b>11</b> | <b>16</b> | <b>28</b> | <b>15</b> | <b>9</b> | <b>6</b> | <b>12</b> | <b>16</b> | <b>14</b> | <b>14</b> | <b>13</b> | <b>10</b> | <b>17</b> |

**Groundskeeper Willie (The Simpsons)**

[n=665]

|                   |            |          |            |            |           |           |           |            |            |            |            |            |           |           |            |            |           |            |            |            |            |
|-------------------|------------|----------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|
| Remain            | <b>11</b>  | 20       | 5          | 1          | 11        | 17        | 11        | 5          | 15         | 7          | 5          | 14         | 11        | 9         | 11         | 11         | 20        | 9          | 12         | 9          | 12         |
| Leave             | <b>23</b>  | 20       | 30         | 11         | 17        | 24        | 14        | 39         | 26         | 19         | 39         | 24         | 20        | 15        | 23         | 22         | 24        | 19         | 27         | 20         | 31         |
| Wouldn't vote     | <b>14</b>  | 11       | 17         | 12         | 16        | 14        | 22        | 16         | 14         | 13         | 7          | 14         | 14        | 17        | 12         | 15         | 14        | 15         | 11         | 15         | 11         |
| Don't know        | <b>53</b>  | 49       | 49         | 76         | 56        | 45        | 52        | 40         | 44         | 61         | 49         | 49         | 55        | 59        | 54         | 51         | 42        | 58         | 49         | 56         | 47         |
| <b>NET REMAIN</b> | <b>-12</b> | <b>0</b> | <b>-25</b> | <b>-10</b> | <b>-6</b> | <b>-7</b> | <b>-3</b> | <b>-34</b> | <b>-11</b> | <b>-12</b> | <b>-34</b> | <b>-10</b> | <b>-9</b> | <b>-6</b> | <b>-12</b> | <b>-11</b> | <b>-4</b> | <b>-10</b> | <b>-15</b> | <b>-11</b> | <b>-19</b> |

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting Intention |        |       | Vote in 2015 |     |     |         | Gender |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |   |
|--------------------------|--------------------------------|--------|-------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                          | Total                          | Remain | Leave | Don't know   | Con | Lab | Lib Dem | UKIP   | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX     | XX    | XX           | 482 | 400 | 102     | 164    | 827  | 881    | 198   | 729   | 422   | 359          | 974  | 734    | 205    | 567           | 367              | 412   | 157      |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX     | XX    | XX           | 493 | 425 | 119     | 175    | 740  | 968    | 192   | 638   | 464   | 414          | 1094 | 614    | 161    | 596           | 373              | 404   | 174      |   |
|                          | %                              | %      | %     | %            | %   | %   | %       | %      | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Mr Bean**  
[n=679]

|                   |           |           |           |           |          |          |           |            |          |          |           |          |           |           |          |          |          |          |           |          |           |
|-------------------|-----------|-----------|-----------|-----------|----------|----------|-----------|------------|----------|----------|-----------|----------|-----------|-----------|----------|----------|----------|----------|-----------|----------|-----------|
| Remain            | <b>22</b> | 29        | 15        | 21        | 16       | 23       | 32        | 12         | 21       | 22       | 36        | 22       | 18        | 17        | 23       | 20       | 25       | 21       | 16        | 24       | 26        |
| Leave             | <b>17</b> | 12        | 23        | 6         | 15       | 20       | 13        | 28         | 16       | 19       | 5         | 16       | 19        | 26        | 18       | 16       | 16       | 18       | 20        | 17       | 10        |
| Wouldn't vote     | <b>22</b> | 24        | 23        | 13        | 20       | 30       | 24        | 27         | 23       | 21       | 24        | 23       | 24        | 15        | 24       | 19       | 23       | 24       | 18        | 20       | 25        |
| Don't know        | <b>39</b> | 35        | 38        | 60        | 49       | 27       | 31        | 33         | 40       | 38       | 35        | 39       | 40        | 42        | 35       | 45       | 36       | 36       | 45        | 39       | 40        |
| <b>NET REMAIN</b> | <b>5</b>  | <b>17</b> | <b>-8</b> | <b>15</b> | <b>1</b> | <b>3</b> | <b>19</b> | <b>-16</b> | <b>5</b> | <b>3</b> | <b>31</b> | <b>6</b> | <b>-1</b> | <b>-9</b> | <b>5</b> | <b>4</b> | <b>9</b> | <b>3</b> | <b>-4</b> | <b>7</b> | <b>16</b> |

**Bridget Jones**  
[n=696]

|                   |           |           |           |          |           |           |           |            |           |           |           |           |          |          |           |           |           |          |           |           |           |
|-------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|----------|----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| Remain            | <b>27</b> | 38        | 20        | 18       | 26        | 32        | 40        | 15         | 28        | 26        | 31        | 27        | 27       | 25       | 29        | 25        | 27        | 24       | 29        | 30        | 25        |
| Leave             | <b>15</b> | 7         | 26        | 9        | 14        | 13        | 7         | 34         | 16        | 14        | 14        | 12        | 19       | 18       | 16        | 14        | 16        | 15       | 13        | 17        | 13        |
| Wouldn't vote     | <b>15</b> | 15        | 16        | 8        | 14        | 15        | 17        | 24         | 15        | 14        | 7         | 17        | 17       | 13       | 15        | 15        | 12        | 17       | 19        | 12        | 10        |
| Don't know        | <b>43</b> | 41        | 38        | 65       | 45        | 40        | 37        | 27         | 41        | 46        | 49        | 45        | 38       | 44       | 41        | 47        | 45        | 45       | 39        | 42        | 51        |
| <b>NET REMAIN</b> | <b>12</b> | <b>31</b> | <b>-6</b> | <b>9</b> | <b>12</b> | <b>19</b> | <b>33</b> | <b>-19</b> | <b>12</b> | <b>12</b> | <b>17</b> | <b>15</b> | <b>8</b> | <b>7</b> | <b>13</b> | <b>11</b> | <b>11</b> | <b>9</b> | <b>16</b> | <b>13</b> | <b>12</b> |

**Arthur Dent (Hitchhiker's Guide to the Galaxy)**

[n=656]

|                   |           |           |           |           |           |           |           |            |           |          |           |           |          |           |          |          |           |          |          |          |          |
|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|----------|-----------|-----------|----------|-----------|----------|----------|-----------|----------|----------|----------|----------|
| Remain            | <b>21</b> | 36        | 14        | 5         | 17        | 28        | 34        | 15         | 27        | 16       | 21        | 21        | 24       | 19        | 24       | 17       | 26        | 21       | 21       | 22       | 13       |
| Leave             | <b>14</b> | 8         | 22        | 11        | 18        | 12        | 11        | 27         | 13        | 16       | 11        | 10        | 20       | 20        | 15       | 14       | 12        | 12       | 19       | 15       | 13       |
| Wouldn't vote     | <b>9</b>  | 5         | 11        | 8         | 8         | 6         | 3         | 10         | 11        | 7        | 9         | 11        | 6        | 9         | 9        | 9        | 5         | 7        | 10       | 13       | 8        |
| Don't know        | <b>55</b> | 51        | 53        | 77        | 57        | 55        | 51        | 49         | 50        | 61       | 60        | 58        | 51       | 53        | 52       | 60       | 57        | 61       | 50       | 50       | 65       |
| <b>NET REMAIN</b> | <b>7</b>  | <b>28</b> | <b>-8</b> | <b>-6</b> | <b>-1</b> | <b>16</b> | <b>23</b> | <b>-12</b> | <b>14</b> | <b>0</b> | <b>10</b> | <b>11</b> | <b>4</b> | <b>-1</b> | <b>9</b> | <b>3</b> | <b>14</b> | <b>9</b> | <b>2</b> | <b>7</b> | <b>0</b> |

**Sir Humphrey Appleby (Yes Minister)**

[n=712]

|                   |           |           |          |           |           |          |           |           |           |           |          |          |           |           |           |           |           |           |           |           |          |
|-------------------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Remain            | <b>32</b> | 34        | 33       | 22        | 38        | 27       | 38        | 47        | 39        | 25        | 10       | 26       | 45        | 42        | 34        | 29        | 18        | 31        | 35        | 39        | 21       |
| Leave             | <b>17</b> | 12        | 25       | 8         | 20        | 20       | 19        | 23        | 20        | 15        | 7        | 18       | 21        | 17        | 19        | 16        | 24        | 15        | 20        | 15        | 20       |
| Wouldn't vote     | <b>3</b>  | 1         | 3        | 6         | 3         | 3        | 6         | 2         | 3         | 4         | 4        | 3        | 2         | 4         | 3         | 3         | 0         | 2         | 4         | 5         | 2        |
| Don't know        | <b>48</b> | 52        | 39       | 64        | 40        | 50       | 38        | 28        | 38        | 56        | 79       | 53       | 32        | 37        | 44        | 53        | 58        | 52        | 41        | 41        | 57       |
| <b>NET REMAIN</b> | <b>15</b> | <b>22</b> | <b>8</b> | <b>14</b> | <b>18</b> | <b>7</b> | <b>19</b> | <b>24</b> | <b>19</b> | <b>10</b> | <b>3</b> | <b>8</b> | <b>24</b> | <b>25</b> | <b>15</b> | <b>13</b> | <b>-6</b> | <b>16</b> | <b>15</b> | <b>24</b> | <b>1</b> |

**Cruella De Vil**

[n=690]

|                   |            |            |           |           |            |            |            |           |            |            |            |            |            |           |            |           |            |            |            |            |            |
|-------------------|------------|------------|-----------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|------------|------------|------------|------------|
| Remain            | <b>14</b>  | 13         | 18        | 6         | 13         | 13         | 15         | 24        | 15         | 14         | 13         | 13         | 16         | 15        | 13         | 17        | 14         | 13         | 15         | 16         | 14         |
| Leave             | <b>26</b>  | 29         | 26        | 13        | 29         | 27         | 27         | 28        | 26         | 26         | 26         | 27         | 29         | 20        | 27         | 24        | 29         | 23         | 27         | 27         | 25         |
| Wouldn't vote     | <b>14</b>  | 15         | 15        | 10        | 13         | 16         | 22         | 7         | 14         | 15         | 17         | 11         | 14         | 19        | 16         | 11        | 13         | 14         | 16         | 13         | 18         |
| Don't know        | <b>46</b>  | 42         | 41        | 71        | 45         | 43         | 37         | 41        | 46         | 45         | 44         | 49         | 41         | 46        | 44         | 48        | 44         | 49         | 42         | 45         | 44         |
| <b>NET REMAIN</b> | <b>-12</b> | <b>-16</b> | <b>-8</b> | <b>-7</b> | <b>-16</b> | <b>-14</b> | <b>-12</b> | <b>-4</b> | <b>-11</b> | <b>-12</b> | <b>-13</b> | <b>-14</b> | <b>-13</b> | <b>-5</b> | <b>-14</b> | <b>-7</b> | <b>-15</b> | <b>-10</b> | <b>-12</b> | <b>-11</b> | <b>-11</b> |

Sample Size: 1708 GB Adults  
Fieldwork: 25th - 26th May 2016

|                          | EU Referendum voting Intention |        |       | Vote in 2015 |     |     |         | Gender |      | Age    |       |       |       | Social Grade |      | Region |        |               |                  |       |          |   |
|--------------------------|--------------------------------|--------|-------|--------------|-----|-----|---------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
|                          | Total                          | Remain | Leave | Don't know   | Con | Lab | Lib Dem | UKIP   | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE   | London | Rest of South | Midlands / Wales | North | Scotland |   |
| <b>Weighted Sample</b>   | <b>1708</b>                    | XX     | XX    | XX           | 482 | 400 | 102     | 164    | 827  | 881    | 198   | 729   | 422   | 359          | 974  | 734    | 205    | 567           | 367              | 412   | 157      |   |
| <b>Unweighted Sample</b> | <b>1708</b>                    | XX     | XX    | XX           | 493 | 425 | 119     | 175    | 740  | 968    | 192   | 638   | 464   | 414          | 1094 | 614    | 161    | 596           | 373              | 404   | 174      |   |
|                          | %                              | %      | %     | %            | %   | %   | %       | %      | %    | %      | %     | %     | %     | %            | %    | %      | %      | %             | %                | %     | %        | % |

**Basil Fawlty (Fawlty Towers)**

[n=715]

|                   |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |            |
|-------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Remain            | <b>14</b>  | 17         | 10         | 17         | 12         | 10         | 23         | 11         | 12         | 15         | 14         | 14         | 11         | 17         | 14         | 13         | 11         | 14         | 18         | 11         | 11         |
| Leave             | <b>50</b>  | 43         | 64         | 32         | 53         | 56         | 56         | 67         | 62         | 39         | 30         | 47         | 62         | 53         | 53         | 46         | 46         | 50         | 49         | 56         | 43         |
| Wouldn't vote     | <b>3</b>   | 4          | 1          | 1          | 2          | 2          | 4          | 1          | 2          | 3          | 4          | 2          | 4          | 2          | 3          | 3          | 7          | 2          | 2          | 2          | 3          |
| Don't know        | <b>34</b>  | 36         | 25         | 50         | 34         | 32         | 18         | 21         | 23         | 43         | 52         | 38         | 24         | 28         | 31         | 37         | 36         | 34         | 31         | 31         | 43         |
| <b>NET REMAIN</b> | <b>-36</b> | <b>-26</b> | <b>-54</b> | <b>-15</b> | <b>-41</b> | <b>-46</b> | <b>-33</b> | <b>-56</b> | <b>-50</b> | <b>-24</b> | <b>-16</b> | <b>-33</b> | <b>-51</b> | <b>-36</b> | <b>-39</b> | <b>-33</b> | <b>-35</b> | <b>-36</b> | <b>-31</b> | <b>-45</b> | <b>-32</b> |