



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>