



For the following party leaders, which statement comes closest to your view?:

Keir Starmer

Total sample size: 2,118

Filtered sample size: 1,530

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		542	35.4%	988	64.6%
AgeRange		Results			
18-29	271	116.0	42.8%	155.0	57.2%
30-39	265	104.0	39.2%	161.0	60.8%
40-54	376	126.0	33.5%	250.0	66.5%
55-64	250	90.0	36.0%	160.0	64.0%
65-74	191	60.0	31.4%	131.0	68.6%
75+	177	46.0	26.0%	131.0	74.0%
Region		Results			
North East	63	28.0	44.4%	35.0	55.6%
North West	174	57.0	32.8%	117.0	67.2%
Yorkshire and The Humber	129	49.0	38.0%	80.0	62.0%
East Midlands	115	29.0	25.2%	86.0	74.8%
West Midlands	138	45.0	32.6%	93.0	67.4%
East of England	148	52.0	35.1%	96.0	64.9%
London	205	85.0	41.5%	120.0	58.5%
South East	218	73.0	33.5%	145.0	66.5%
South West	137	48.0	35.0%	89.0	65.0%
Wales	73	30.0	41.1%	43.0	58.9%
Scotland	130	46.0	35.4%	84.0	64.6%
Gender		Results			
Male	740	253.0	34.2%	487.0	65.8%
Female	790	289.0	36.6%	501.0	63.4%
Ge2024		Results			
Labour-party	317	200.0	63.1%	117.0	36.9%
Conservative-party	223	56.0	25.1%	167.0	74.9%
Reform-uk	134	37.0	27.6%	97.0	72.4%
Liberal-democrats	115	48.0	41.7%	67.0	58.3%
Green-party	63	28.0	44.4%	35.0	55.6%
Other	62	19.0	30.6%	43.0	69.4%
I-did-not-vote	616	154.0	25.0%	462.0	75.0%

For the following party leaders, which statement comes closest to your view?:

Kemi Badenoch

Total sample size: 2,118

Filtered sample size: 1,530

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		400	26.1%	1,130	73.9%
AgeRange		Results			
18-29	271	56.0	20.7%	215.0	79.3%
30-39	265	54.0	20.4%	211.0	79.6%
40-54	376	77.0	20.5%	299.0	79.5%
55-64	250	62.0	24.8%	188.0	75.2%
65-74	191	65.0	34.0%	126.0	66.0%
75+	177	86.0	48.6%	91.0	51.4%
Region		Results			
North East	63	20.0	31.7%	43.0	68.3%
North West	174	37.0	21.3%	137.0	78.7%
Yorkshire and The Humber	129	29.0	22.5%	100.0	77.5%
East Midlands	115	24.0	20.9%	91.0	79.1%
West Midlands	138	31.0	22.5%	107.0	77.5%
East of England	148	48.0	32.4%	100.0	67.6%
London	205	65.0	31.7%	140.0	68.3%
South East	218	58.0	26.6%	160.0	73.4%
South West	137	40.0	29.2%	97.0	70.8%
Wales	73	23.0	31.5%	50.0	68.5%
Scotland	130	25.0	19.2%	105.0	80.8%
Gender		Results			
Male	740	199.0	26.9%	541.0	73.1%
Female	790	201.0	25.4%	589.0	74.6%
Ge2024		Results			
Labour-party	317	95.0	30.0%	222.0	70.0%
Conservative-party	223	117.0	52.5%	106.0	47.5%
Reform-uk	134	23.0	17.2%	111.0	82.8%
Liberal-democrats	115	36.0	31.3%	79.0	68.7%
Green-party	63	18.0	28.6%	45.0	71.4%
Other	62	14.0	22.6%	48.0	77.4%
I-did-not-vote	616	97.0	15.7%	519.0	84.3%

For the following party leaders, which statement comes closest to your view?:

Ed Davey

Total sample size: 2,118

Filtered sample size: 1,530

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		320	20.9%	1,210	79.1%
AgeRange		Results			
18-29	271	47.0	17.3%	224.0	82.7%
30-39	265	48.0	18.1%	217.0	81.9%
40-54	376	67.0	17.8%	309.0	82.2%
55-64	250	64.0	25.6%	186.0	74.4%
65-74	191	48.0	25.1%	143.0	74.9%
75+	177	46.0	26.0%	131.0	74.0%
Region		Results			
North East	63	12.0	19.0%	51.0	81.0%
North West	174	32.0	18.4%	142.0	81.6%
Yorkshire and The Humber	129	23.0	17.8%	106.0	82.2%
East Midlands	115	22.0	19.1%	93.0	80.9%
West Midlands	138	22.0	15.9%	116.0	84.1%
East of England	148	33.0	22.3%	115.0	77.7%
London	205	67.0	32.7%	138.0	67.3%
South East	218	43.0	19.7%	175.0	80.3%
South West	137	30.0	21.9%	107.0	78.1%
Wales	73	15.0	20.5%	58.0	79.5%
Scotland	130	21.0	16.2%	109.0	83.8%
Gender		Results			
Male	740	181.0	24.5%	559.0	75.5%
Female	790	139.0	17.6%	651.0	82.4%
Ge2024		Results			
Labour-party	317	104.0	32.8%	213.0	67.2%
Conservative-party	223	46.0	20.6%	177.0	79.4%
Reform-uk	134	14.0	10.4%	120.0	89.6%
Liberal-democrats	115	58.0	50.4%	57.0	49.6%
Green-party	63	20.0	31.7%	43.0	68.3%
Other	62	11.0	17.7%	51.0	82.3%
I-did-not-vote	616	67.0	10.9%	549.0	89.1%

For the following party leaders, which statement comes closest to your view?:

Nigel Farage

Total sample size: 2,118

Filtered sample size: 1,530

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		968	63.3%	562	36.7%
AgeRange		Results			
18-29	271	179.0	66.1%	92.0	33.9%
30-39	265	150.0	56.6%	115.0	43.4%
40-54	376	226.0	60.1%	150.0	39.9%
55-64	250	164.0	65.6%	86.0	34.4%
65-74	191	124.0	64.9%	67.0	35.1%
75+	177	125.0	70.6%	52.0	29.4%
Region		Results			
North East	63	41.0	65.1%	22.0	34.9%
North West	174	110.0	63.2%	64.0	36.8%
Yorkshire and The Humber	129	88.0	68.2%	41.0	31.8%
East Midlands	115	61.0	53.0%	54.0	47.0%
West Midlands	138	87.0	63.0%	51.0	37.0%
East of England	148	91.0	61.5%	57.0	38.5%
London	205	148.0	72.2%	57.0	27.8%
South East	218	134.0	61.5%	84.0	38.5%
South West	137	90.0	65.7%	47.0	34.3%
Wales	73	45.0	61.6%	28.0	38.4%
Scotland	130	73.0	56.2%	57.0	43.8%
Gender		Results			
Male	740	521.0	70.4%	219.0	29.6%
Female	790	447.0	56.6%	343.0	43.4%
Ge2024		Results			
Labour-party	317	236.0	74.4%	81.0	25.6%
Conservative-party	223	159.0	71.3%	64.0	28.7%
Reform-uk	134	123.0	91.8%	11.0	8.2%
Liberal-democrats	115	78.0	67.8%	37.0	32.2%
Green-party	63	41.0	65.1%	22.0	34.9%
Other	62	38.0	61.3%	24.0	38.7%
I-did-not-vote	616	293.0	47.6%	323.0	52.4%