

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

Keir Starmer

Total sample size: 1,386

Filtered sample size: 880

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		317	36.0%	563	64.0%
AgeRange		Results			
18-29	156	71.0	45.5%	85.0	54.5%
30-39	152	41.0	27.0%	111.0	73.0%
40-54	216	81.0	37.5%	135.0	62.5%
55-64	144	56.0	38.9%	88.0	61.1%
65-74	110	43.0	39.1%	67.0	60.9%
75+	102	25.0	24.5%	77.0	75.5%
Region		Results			
North East	36	15.0	41.7%	21.0	58.3%
North West	100	31.0	31.0%	69.0	69.0%
Yorkshire and The Humber	74	26.0	35.1%	48.0	64.9%
East Midlands	66	18.0	27.3%	48.0	72.7%
West Midlands	80	33.0	41.3%	47.0	58.8%
East of England	85	22.0	25.9%	63.0	74.1%
London	118	54.0	45.8%	64.0	54.2%
South East	125	43.0	34.4%	82.0	65.6%
South West	79	30.0	38.0%	49.0	62.0%
Wales	42	17.0	40.5%	25.0	59.5%
Scotland	75	28.0	37.3%	47.0	62.7%
Gender		Results			
Male	426	142.0	33.3%	284.0	66.7%
Female	454	175.0	38.5%	279.0	61.5%
Ge2024		Results			
Labour-party	182	105.0	57.7%	77.0	42.3%
Conservative-party	128	37.0	28.9%	91.0	71.1%
Reform-uk	77	21.0	27.3%	56.0	72.7%
Liberal-democrats	66	30.0	45.5%	36.0	54.5%
Green-party	36	13.0	36.1%	23.0	63.9%
Other	36	14.0	38.9%	22.0	61.1%
I-did-not-vote	355	97.0	27.3%	258.0	72.7%

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

Kemi Badenoch

Total sample size: 1,386

Filtered sample size: 880

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		242	27.5%	638	72.5%
AgeRange		Results			
18-29	156	34.0	21.8%	122.0	78.2%
30-39	152	28.0	18.4%	124.0	81.6%
40-54	216	47.0	21.8%	169.0	78.2%
55-64	144	37.0	25.7%	107.0	74.3%
65-74	110	46.0	41.8%	64.0	58.2%
75+	102	50.0	49.0%	52.0	51.0%
Region		Results			
North East	36	5.0	13.9%	31.0	86.1%
North West	100	29.0	29.0%	71.0	71.0%
Yorkshire and The Humber	74	19.0	25.7%	55.0	74.3%
East Midlands	66	12.0	18.2%	54.0	81.8%
West Midlands	80	23.0	28.8%	57.0	71.3%
East of England	85	22.0	25.9%	63.0	74.1%
London	118	48.0	40.7%	70.0	59.3%
South East	125	24.0	19.2%	101.0	80.8%
South West	79	18.0	22.8%	61.0	77.2%
Wales	42	16.0	38.1%	26.0	61.9%
Scotland	75	26.0	34.7%	49.0	65.3%
Gender		Results			
Male	426	138.0	32.4%	288.0	67.6%
Female	454	104.0	22.9%	350.0	77.1%
Ge2024		Results			
Labour-party	182	43.0	23.6%	139.0	76.4%
Conservative-party	128	69.0	53.9%	59.0	46.1%
Reform-uk	77	26.0	33.8%	51.0	66.2%
Liberal-democrats	66	18.0	27.3%	48.0	72.7%
Green-party	36	13.0	36.1%	23.0	63.9%
Other	36	13.0	36.1%	23.0	63.9%
I-did-not-vote	355	60.0	16.9%	295.0	83.1%

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

Ed Davey

Total sample size: 1,386

Filtered sample size: 880

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		183	20.8%	697	79.2%
AgeRange		Results			
18-29	156	28.0	17.9%	128.0	82.1%
30-39	152	22.0	14.5%	130.0	85.5%
40-54	216	39.0	18.1%	177.0	81.9%
55-64	144	33.0	22.9%	111.0	77.1%
65-74	110	32.0	29.1%	78.0	70.9%
75+	102	29.0	28.4%	73.0	71.6%
Region		Results			
North East	36	7.0	19.4%	29.0	80.6%
North West	100	24.0	24.0%	76.0	76.0%
Yorkshire and The Humber	74	16.0	21.6%	58.0	78.4%
East Midlands	66	10.0	15.2%	56.0	84.8%
West Midlands	80	13.0	16.3%	67.0	83.8%
East of England	85	11.0	12.9%	74.0	87.1%
London	118	36.0	30.5%	82.0	69.5%
South East	125	22.0	17.6%	103.0	82.4%
South West	79	22.0	27.8%	57.0	72.2%
Wales	42	4.0	9.5%	38.0	90.5%
Scotland	75	18.0	24.0%	57.0	76.0%
Gender		Results			
Male	426	92.0	21.6%	334.0	78.4%
Female	454	91.0	20.0%	363.0	80.0%
Ge2024		Results			
Labour-party	182	54.0	29.7%	128.0	70.3%
Conservative-party	128	24.0	18.8%	104.0	81.3%
Reform-uk	77	5.0	6.5%	72.0	93.5%
Liberal-democrats	66	35.0	53.0%	31.0	47.0%
Green-party	36	9.0	25.0%	27.0	75.0%
Other	36	10.0	27.8%	26.0	72.2%
I-did-not-vote	355	46.0	13.0%	309.0	87.0%

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

Nigel Farage

Total sample size: 1,386

Filtered sample size: 880

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		546	62.0%	334	38.0%
AgeRange		Results			
18-29	156	104.0	66.7%	52.0	33.3%
30-39	152	81.0	53.3%	71.0	46.7%
40-54	216	127.0	58.8%	89.0	41.2%
55-64	144	96.0	66.7%	48.0	33.3%
65-74	110	74.0	67.3%	36.0	32.7%
75+	102	64.0	62.7%	38.0	37.3%
Region		Results			
North East	36	24.0	66.7%	12.0	33.3%
North West	100	64.0	64.0%	36.0	36.0%
Yorkshire and The Humber	74	46.0	62.2%	28.0	37.8%
East Midlands	66	35.0	53.0%	31.0	47.0%
West Midlands	80	46.0	57.5%	34.0	42.5%
East of England	85	50.0	58.8%	35.0	41.2%
London	118	87.0	73.7%	31.0	26.3%
South East	125	70.0	56.0%	55.0	44.0%
South West	79	53.0	67.1%	26.0	32.9%
Wales	42	25.0	59.5%	17.0	40.5%
Scotland	75	46.0	61.3%	29.0	38.7%
Gender		Results			
Male	426	288.0	67.6%	138.0	32.4%
Female	454	258.0	56.8%	196.0	43.2%
Ge2024		Results			
Labour-party	182	131.0	72.0%	51.0	28.0%
Conservative-party	128	85.0	66.4%	43.0	33.6%
Reform-uk	77	74.0	96.1%	3.0	3.9%
Liberal-democrats	66	40.0	60.6%	26.0	39.4%
Green-party	36	24.0	66.7%	12.0	33.3%
Other	36	27.0	75.0%	9.0	25.0%
I-did-not-vote	355	165.0	46.5%	190.0	53.5%