



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

Keir Starmer

Total sample size: 2,187

Filtered sample size: 1,552

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		609	39.2%	943	60.8%
AgeRange		Results			
18-29	275	122.0	44.4%	153.0	55.6%
30-39	269	110.0	40.9%	159.0	59.1%
40-54	381	148.0	38.8%	233.0	61.2%
55-64	254	91.0	35.8%	163.0	64.2%
65-74	194	63.0	32.5%	131.0	67.5%
75+	179	75.0	41.9%	104.0	58.1%
Region		Results			
North East	64	19.0	29.7%	45.0	70.3%
North West	177	66.0	37.3%	111.0	62.7%
Yorkshire and The Humber	130	50.0	38.5%	80.0	61.5%
East Midlands	117	51.0	43.6%	66.0	56.4%
West Midlands	140	57.0	40.7%	83.0	59.3%
East of England	150	71.0	47.3%	79.0	52.7%
London	208	92.0	44.2%	116.0	55.8%
South East	221	79.0	35.7%	142.0	64.3%
South West	139	53.0	38.1%	86.0	61.9%
Wales	74	23.0	31.1%	51.0	68.9%
Scotland	132	48.0	36.4%	84.0	63.6%
Gender		Results			
Male	751	302.0	40.2%	449.0	59.8%
Female	801	307.0	38.3%	494.0	61.7%
Ge2024		Results			
Labour-party	321	193.0	60.1%	128.0	39.9%
Conservative-party	226	79.0	35.0%	147.0	65.0%
Reform-uk	136	51.0	37.5%	85.0	62.5%
Liberal-democrats	116	62.0	53.4%	54.0	46.6%
Green-party	64	30.0	46.9%	34.0	53.1%
Other	63	33.0	52.4%	30.0	47.6%
I-did-not-vote	626	161.0	25.7%	465.0	74.3%

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

Kemi Badenoch

Total sample size: 2,187

Filtered sample size: 1,552

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		404	26.0%	1,148	74.0%
AgeRange		Results			
18-29	275	64.0	23.3%	211.0	76.7%
30-39	269	53.0	19.7%	216.0	80.3%
40-54	381	82.0	21.5%	299.0	78.5%
55-64	254	74.0	29.1%	180.0	70.9%
65-74	194	56.0	28.9%	138.0	71.1%
75+	179	75.0	41.9%	104.0	58.1%
Region		Results			
North East	64	13.0	20.3%	51.0	79.7%
North West	177	36.0	20.3%	141.0	79.7%
Yorkshire and The Humber	130	30.0	23.1%	100.0	76.9%
East Midlands	117	32.0	27.4%	85.0	72.6%
West Midlands	140	31.0	22.1%	109.0	77.9%
East of England	150	39.0	26.0%	111.0	74.0%
London	208	74.0	35.6%	134.0	64.4%
South East	221	51.0	23.1%	170.0	76.9%
South West	139	39.0	28.1%	100.0	71.9%
Wales	74	21.0	28.4%	53.0	71.6%
Scotland	132	38.0	28.8%	94.0	71.2%
Gender		Results			
Male	751	215.0	28.6%	536.0	71.4%
Female	801	189.0	23.6%	612.0	76.4%
Ge2024		Results			
Labour-party	321	94.0	29.3%	227.0	70.7%
Conservative-party	226	117.0	51.8%	109.0	48.2%
Reform-uk	136	31.0	22.8%	105.0	77.2%
Liberal-democrats	116	31.0	26.7%	85.0	73.3%
Green-party	64	24.0	37.5%	40.0	62.5%
Other	63	20.0	31.7%	43.0	68.3%
I-did-not-vote	626	87.0	13.9%	539.0	86.1%

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

Ed Davey

Total sample size: 2,187

Filtered sample size: 1,552

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		333	21.5%	1,219	78.5%
AgeRange		Results			
18-29	275	73.0	26.5%	202.0	73.5%
30-39	269	51.0	19.0%	218.0	81.0%
40-54	381	66.0	17.3%	315.0	82.7%
55-64	254	58.0	22.8%	196.0	77.2%
65-74	194	40.0	20.6%	154.0	79.4%
75+	179	45.0	25.1%	134.0	74.9%
Region		Results			
North East	64	7.0	10.9%	57.0	89.1%
North West	177	32.0	18.1%	145.0	81.9%
Yorkshire and The Humber	130	29.0	22.3%	101.0	77.7%
East Midlands	117	20.0	17.1%	97.0	82.9%
West Midlands	140	28.0	20.0%	112.0	80.0%
East of England	150	38.0	25.3%	112.0	74.7%
London	208	63.0	30.3%	145.0	69.7%
South East	221	35.0	15.8%	186.0	84.2%
South West	139	37.0	26.6%	102.0	73.4%
Wales	74	22.0	29.7%	52.0	70.3%
Scotland	132	22.0	16.7%	110.0	83.3%
Gender		Results			
Male	751	178.0	23.7%	573.0	76.3%
Female	801	155.0	19.4%	646.0	80.6%
Ge2024		Results			
Labour-party	321	112.0	34.9%	209.0	65.1%
Conservative-party	226	42.0	18.6%	184.0	81.4%
Reform-uk	136	17.0	12.5%	119.0	87.5%
Liberal-democrats	116	59.0	50.9%	57.0	49.1%
Green-party	64	22.0	34.4%	42.0	65.6%
Other	63	15.0	23.8%	48.0	76.2%
I-did-not-vote	626	66.0	10.5%	560.0	89.5%

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

Nigel Farage

Total sample size: 2,187

Filtered sample size: 1,552

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		935	60.2%	617	39.8%
AgeRange		Results			
18-29	275	187.0	68.0%	88.0	32.0%
30-39	269	158.0	58.7%	111.0	41.3%
40-54	381	215.0	56.4%	166.0	43.6%
55-64	254	161.0	63.4%	93.0	36.6%
65-74	194	106.0	54.6%	88.0	45.4%
75+	179	108.0	60.3%	71.0	39.7%
Region		Results			
North East	64	44.0	68.8%	20.0	31.3%
North West	177	97.0	54.8%	80.0	45.2%
Yorkshire and The Humber	130	82.0	63.1%	48.0	36.9%
East Midlands	117	77.0	65.8%	40.0	34.2%
West Midlands	140	89.0	63.6%	51.0	36.4%
East of England	150	93.0	62.0%	57.0	38.0%
London	208	127.0	61.1%	81.0	38.9%
South East	221	130.0	58.8%	91.0	41.2%
South West	139	77.0	55.4%	62.0	44.6%
Wales	74	45.0	60.8%	29.0	39.2%
Scotland	132	74.0	56.1%	58.0	43.9%
Gender		Results			
Male	751	487.0	64.8%	264.0	35.2%
Female	801	448.0	55.9%	353.0	44.1%
Ge2024		Results			
Labour-party	321	226.0	70.4%	95.0	29.6%
Conservative-party	226	141.0	62.4%	85.0	37.6%
Reform-uk	136	113.0	83.1%	23.0	16.9%
Liberal-democrats	116	73.0	62.9%	43.0	37.1%
Green-party	64	53.0	82.8%	11.0	17.2%
Other	63	41.0	65.1%	22.0	34.9%
I-did-not-vote	626	288.0	46.0%	338.0	54.0%