

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

Keir Starmer

Total sample size: 1,934

Filtered sample size: 1,645

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR			
		COUNT		PERCENTAGE		COUNT		PERCENTAGE	
TOTALS		485		29.5%		1,160		70.5%	
AgeRange		Results							
18-29	276	81.0	29.3%			195.0	70.7%		
30-39	289	85.0	29.4%			204.0	70.6%		
40-54	408	124.0	30.4%			284.0	69.6%		
55-64	272	81.0	29.8%			191.0	70.2%		
65-74	208	69.0	33.2%			139.0	66.8%		
75+	192	45.0	23.4%			147.0	76.6%		
Region		Results							
North East	68	18.0	26.5%			50.0	73.5%		
North West	187	55.0	29.4%			132.0	70.6%		
Yorkshire and The Humber	138	44.0	31.9%			94.0	68.1%		
East Midlands	124	34.0	27.4%			90.0	72.6%		
West Midlands	149	32.0	21.5%			117.0	78.5%		
East of England	159	49.0	30.8%			110.0	69.2%		
London	220	80.0	36.4%			140.0	63.6%		
South East	234	66.0	28.2%			168.0	71.8%		
South West	147	34.0	23.1%			113.0	76.9%		
Wales	79	24.0	30.4%			55.0	69.6%		
Scotland	140	49.0	35.0%			91.0	65.0%		
Gender		Results							
Male	796	229.0	28.8%			567.0	71.2%		
Female	849	256.0	30.2%			593.0	69.8%		
Ge2024		Results							
Labour-party	341	174.0	51.0%			167.0	49.0%		
Conservative-party	240	53.0	22.1%			187.0	77.9%		
Reform-uk	144	40.0	27.8%			104.0	72.2%		
Liberal-democrats	123	45.0	36.6%			78.0	63.4%		
Green-party	68	17.0	25.0%			51.0	75.0%		
Other	67	19.0	28.4%			48.0	71.6%		
I-did-not-vote	662	137.0	20.7%			525.0	79.3%		

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

Kemi Badenoch

Total sample size: 1,934

Filtered sample size: 1,645

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		385	23.4%	1,260	76.6%		
AgeRange	Results						
18-29	276	52.0	18.8%	224.0	81.2%		
30-39	289	72.0	24.9%	217.0	75.1%		
40-54	408	65.0	15.9%	343.0	84.1%		
55-64	272	65.0	23.9%	207.0	76.1%		
65-74	208	59.0	28.4%	149.0	71.6%		
75+	192	72.0	37.5%	120.0	62.5%		
Region	Results						
North East	68	13.0	19.1%	55.0	80.9%		
North West	187	44.0	23.5%	143.0	76.5%		
Yorkshire and The Humber	138	37.0	26.8%	101.0	73.2%		
East Midlands	124	31.0	25.0%	93.0	75.0%		
West Midlands	149	32.0	21.5%	117.0	78.5%		
East of England	159	37.0	23.3%	122.0	76.7%		
London	220	66.0	30.0%	154.0	70.0%		
South East	234	47.0	20.1%	187.0	79.9%		
South West	147	29.0	19.7%	118.0	80.3%		
Wales	79	18.0	22.8%	61.0	77.2%		
Scotland	140	31.0	22.1%	109.0	77.9%		
Gender	Results						
Male	796	199.0	25.0%	597.0	75.0%		
Female	849	186.0	21.9%	663.0	78.1%		
Ge2024	Results						
Labour-party	341	88.0	25.8%	253.0	74.2%		
Conservative-party	240	97.0	40.4%	143.0	59.6%		
Reform-uk	144	39.0	27.1%	105.0	72.9%		
Liberal-democrats	123	28.0	22.8%	95.0	77.2%		
Green-party	68	21.0	30.9%	47.0	69.1%		
Other	67	17.0	25.4%	50.0	74.6%		
I-did-not-vote	662	95.0	14.4%	567.0	85.6%		

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

Ed Davey

Total sample size: 1,934

Filtered sample size: 1,645

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		321	19.5%	1,324	80.5%		
AgeRange	Results						
18-29	276	60.0	21.7%	216.0	78.3%		
30-39	289	54.0	18.7%	235.0	81.3%		
40-54	408	60.0	14.7%	348.0	85.3%		
55-64	272	66.0	24.3%	206.0	75.7%		
65-74	208	51.0	24.5%	157.0	75.5%		
75+	192	30.0	15.6%	162.0	84.4%		
Region	Results						
North East	68	12.0	17.6%	56.0	82.4%		
North West	187	36.0	19.3%	151.0	80.7%		
Yorkshire and The Humber	138	32.0	23.2%	106.0	76.8%		
East Midlands	124	16.0	12.9%	108.0	87.1%		
West Midlands	149	26.0	17.4%	123.0	82.6%		
East of England	159	34.0	21.4%	125.0	78.6%		
London	220	54.0	24.5%	166.0	75.5%		
South East	234	45.0	19.2%	189.0	80.8%		
South West	147	24.0	16.3%	123.0	83.7%		
Wales	79	18.0	22.8%	61.0	77.2%		
Scotland	140	24.0	17.1%	116.0	82.9%		
Gender	Results						
Male	796	182.0	22.9%	614.0	77.1%		
Female	849	139.0	16.4%	710.0	83.6%		
Ge2024	Results						
Labour-party	341	121.0	35.5%	220.0	64.5%		
Conservative-party	240	30.0	12.5%	210.0	87.5%		
Reform-uk	144	17.0	11.8%	127.0	88.2%		
Liberal-democrats	123	48.0	39.0%	75.0	61.0%		
Green-party	68	14.0	20.6%	54.0	79.4%		
Other	67	13.0	19.4%	54.0	80.6%		
I-did-not-vote	662	78.0	11.8%	584.0	88.2%		

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

Nigel Farage

Total sample size: 1,934

Filtered sample size: 1,645

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		1,015	61.7%	630	38.3%		
AgeRange	Results						
18-29	276	174.0	63.0%	102.0	37.0%		
30-39	289	162.0	56.1%	127.0	43.9%		
40-54	408	234.0	57.4%	174.0	42.6%		
55-64	272	191.0	70.2%	81.0	29.8%		
65-74	208	138.0	66.3%	70.0	33.7%		
75+	192	116.0	60.4%	76.0	39.6%		
Region	Results						
North East	68	38.0	55.9%	30.0	44.1%		
North West	187	121.0	64.7%	66.0	35.3%		
Yorkshire and The Humber	138	94.0	68.1%	44.0	31.9%		
East Midlands	124	71.0	57.3%	53.0	42.7%		
West Midlands	149	84.0	56.4%	65.0	43.6%		
East of England	159	96.0	60.4%	63.0	39.6%		
London	220	163.0	74.1%	57.0	25.9%		
South East	234	134.0	57.3%	100.0	42.7%		
South West	147	82.0	55.8%	65.0	44.2%		
Wales	79	47.0	59.5%	32.0	40.5%		
Scotland	140	85.0	60.7%	55.0	39.3%		
Gender	Results						
Male	796	557.0	70.0%	239.0	30.0%		
Female	849	458.0	53.9%	391.0	46.1%		
Ge2024	Results						
Labour-party	341	244.0	71.6%	97.0	28.4%		
Conservative-party	240	163.0	67.9%	77.0	32.1%		
Reform-uk	144	127.0	88.2%	17.0	11.8%		
Liberal-democrats	123	75.0	61.0%	48.0	39.0%		
Green-party	68	48.0	70.6%	20.0	29.4%		
Other	67	37.0	55.2%	30.0	44.8%		
I-did-not-vote	662	321.0	48.5%	341.0	51.5%		