

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

## Keir Starmer

Total sample size: 1,864

Filtered sample size: 1,627

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE	COUNT	PERCENTAGE
<b>TOTALS</b>		<b>498</b>	<b>30.6%</b>	<b>1,129</b>	<b>69.4%</b>		
<b>AgeRange</b>	<b>Results</b>						
18-29	273	105.0	<b>38.5%</b>	168.0	<b>61.5%</b>		
30-39	286	82.0	<b>28.7%</b>	204.0	<b>71.3%</b>		
40-54	404	111.0	<b>27.5%</b>	293.0	<b>72.5%</b>		
55-64	269	73.0	<b>27.1%</b>	196.0	<b>72.9%</b>		
65-74	205	66.0	<b>32.2%</b>	139.0	<b>67.8%</b>		
75+	190	61.0	<b>32.1%</b>	129.0	<b>67.9%</b>		
<b>Region</b>	<b>Results</b>						
North East	67	21.0	<b>31.3%</b>	46.0	<b>68.7%</b>		
North West	185	50.0	<b>27.0%</b>	135.0	<b>73.0%</b>		
Yorkshire and The Humber	137	42.0	<b>30.7%</b>	95.0	<b>69.3%</b>		
East Midlands	122	38.0	<b>31.1%</b>	84.0	<b>68.9%</b>		
West Midlands	147	41.0	<b>27.9%</b>	106.0	<b>72.1%</b>		
East of England	157	50.0	<b>31.8%</b>	107.0	<b>68.2%</b>		
London	218	74.0	<b>33.9%</b>	144.0	<b>66.1%</b>		
South East	232	71.0	<b>30.6%</b>	161.0	<b>69.4%</b>		
South West	146	47.0	<b>32.2%</b>	99.0	<b>67.8%</b>		
Wales	78	21.0	<b>26.9%</b>	57.0	<b>73.1%</b>		
Scotland	138	43.0	<b>31.2%</b>	95.0	<b>68.8%</b>		
<b>Gender</b>	<b>Results</b>						
Male	787	238.0	<b>30.2%</b>	549.0	<b>69.8%</b>		
Female	840	260.0	<b>31.0%</b>	580.0	<b>69.0%</b>		
<b>Ge2024</b>	<b>Results</b>						
Labour-party	337	164.0	<b>48.7%</b>	173.0	<b>51.3%</b>		
Conservative-party	237	56.0	<b>23.6%</b>	181.0	<b>76.4%</b>		
Reform-uk	143	31.0	<b>21.7%</b>	112.0	<b>78.3%</b>		
Liberal-democrats	122	45.0	<b>36.9%</b>	77.0	<b>63.1%</b>		
Green-party	67	26.0	<b>38.8%</b>	41.0	<b>61.2%</b>		
Other	66	25.0	<b>37.9%</b>	41.0	<b>62.1%</b>		
I-did-not-vote	655	151.0	<b>23.1%</b>	504.0	<b>76.9%</b>		

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

Kemi Badenoch

Total sample size: 1,864

Filtered sample size: 1,627

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		383	23.5%	1,244	76.5%		
AgeRange	Results						
18-29	273	42.0	15.4%	231.0	84.6%		
30-39	286	48.0	16.8%	238.0	83.2%		
40-54	404	74.0	18.3%	330.0	81.7%		
55-64	269	59.0	21.9%	210.0	78.1%		
65-74	205	77.0	37.6%	128.0	62.4%		
75+	190	83.0	43.7%	107.0	56.3%		
Region	Results						
North East	67	14.0	20.9%	53.0	79.1%		
North West	185	44.0	23.8%	141.0	76.2%		
Yorkshire and The Humber	137	31.0	22.6%	106.0	77.4%		
East Midlands	122	19.0	15.6%	103.0	84.4%		
West Midlands	147	38.0	25.9%	109.0	74.1%		
East of England	157	33.0	21.0%	124.0	79.0%		
London	218	57.0	26.1%	161.0	73.9%		
South East	232	52.0	22.4%	180.0	77.6%		
South West	146	36.0	24.7%	110.0	75.3%		
Wales	78	20.0	25.6%	58.0	74.4%		
Scotland	138	39.0	28.3%	99.0	71.7%		
Gender	Results						
Male	787	208.0	26.4%	579.0	73.6%		
Female	840	175.0	20.8%	665.0	79.2%		
Ge2024	Results						
Labour-party	337	81.0	24.0%	256.0	76.0%		
Conservative-party	237	112.0	47.3%	125.0	52.7%		
Reform-uk	143	34.0	23.8%	109.0	76.2%		
Liberal-democrats	122	21.0	17.2%	101.0	82.8%		
Green-party	67	18.0	26.9%	49.0	73.1%		
Other	66	17.0	25.8%	49.0	74.2%		
I-did-not-vote	655	100.0	15.3%	555.0	84.7%		

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

Ed Davey

Total sample size: 1,864

Filtered sample size: 1,627

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
			COUNT	PERCENTAGE		COUNT	PERCENTAGE
TOTALS			322	19.8%		1,305	80.2%
AgeRange		Results					
18-29	273	57.0	20.9%		216.0	79.1%	
30-39	286	46.0	16.1%		240.0	83.9%	
40-54	404	60.0	14.9%		344.0	85.1%	
55-64	269	60.0	22.3%		209.0	77.7%	
65-74	205	47.0	22.9%		158.0	77.1%	
75+	190	52.0	27.4%		138.0	72.6%	
Region		Results					
North East	67	16.0	23.9%		51.0	76.1%	
North West	185	29.0	15.7%		156.0	84.3%	
Yorkshire and The Humber	137	21.0	15.3%		116.0	84.7%	
East Midlands	122	18.0	14.8%		104.0	85.2%	
West Midlands	147	28.0	19.0%		119.0	81.0%	
East of England	157	27.0	17.2%		130.0	82.8%	
London	218	53.0	24.3%		165.0	75.7%	
South East	232	53.0	22.8%		179.0	77.2%	
South West	146	38.0	26.0%		108.0	74.0%	
Wales	78	8.0	10.3%		70.0	89.7%	
Scotland	138	31.0	22.5%		107.0	77.5%	
Gender		Results					
Male	787	192.0	24.4%		595.0	75.6%	
Female	840	130.0	15.5%		710.0	84.5%	
Ge2024		Results					
Labour-party	337	106.0	31.5%		231.0	68.5%	
Conservative-party	237	35.0	14.8%		202.0	85.2%	
Reform-uk	143	16.0	11.2%		127.0	88.8%	
Liberal-democrats	122	53.0	43.4%		69.0	56.6%	
Green-party	67	16.0	23.9%		51.0	76.1%	
Other	66	14.0	21.2%		52.0	78.8%	
I-did-not-vote	655	82.0	12.5%		573.0	87.5%	

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

Nigel Farage

Total sample size: 1,864

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GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		980	60.2%	647	39.8%		
AgeRange	Results						
18-29	273	162.0	59.3%	111.0	40.7%		
30-39	286	159.0	55.6%	127.0	44.4%		
40-54	404	237.0	58.7%	167.0	41.3%		
55-64	269	171.0	63.6%	98.0	36.4%		
65-74	205	137.0	66.8%	68.0	33.2%		
75+	190	114.0	60.0%	76.0	40.0%		
Region	Results						
North East	67	37.0	55.2%	30.0	44.8%		
North West	185	108.0	58.4%	77.0	41.6%		
Yorkshire and The Humber	137	89.0	65.0%	48.0	35.0%		
East Midlands	122	81.0	66.4%	41.0	33.6%		
West Midlands	147	88.0	59.9%	59.0	40.1%		
East of England	157	85.0	54.1%	72.0	45.9%		
London	218	141.0	64.7%	77.0	35.3%		
South East	232	142.0	61.2%	90.0	38.8%		
South West	146	88.0	60.3%	58.0	39.7%		
Wales	78	38.0	48.7%	40.0	51.3%		
Scotland	138	83.0	60.1%	55.0	39.9%		
Gender	Results						
Male	787	513.0	65.2%	274.0	34.8%		
Female	840	467.0	55.6%	373.0	44.4%		
Ge2024	Results						
Labour-party	337	207.0	61.4%	130.0	38.6%		
Conservative-party	237	157.0	66.2%	80.0	33.8%		
Reform-uk	143	133.0	93.0%	10.0	7.0%		
Liberal-democrats	122	77.0	63.1%	45.0	36.9%		
Green-party	67	48.0	71.6%	19.0	28.4%		
Other	66	35.0	53.0%	31.0	47.0%		
I-did-not-vote	655	323.0	49.3%	332.0	50.7%		