

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

Keir Starmer

Total sample size: 2,181

Filtered sample size: 1,597

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		477	29.9%	1,120	70.1%		
AgeRange	Results						
18-29	268	85.0	31.7%	183.0	68.3%		
30-39	280	68.0	24.3%	212.0	75.7%		
40-54	397	135.0	34.0%	262.0	66.0%		
55-64	264	78.0	29.5%	186.0	70.5%		
65-74	201	59.0	29.4%	142.0	70.6%		
75+	187	52.0	27.8%	135.0	72.2%		
Region	Results						
North East	65	20.0	30.8%	45.0	69.2%		
North West	182	49.0	26.9%	133.0	73.1%		
Yorkshire and The Humber	134	37.0	27.6%	97.0	72.4%		
East Midlands	120	34.0	28.3%	86.0	71.7%		
West Midlands	144	37.0	25.7%	107.0	74.3%		
East of England	155	45.0	29.0%	110.0	71.0%		
London	214	79.0	36.9%	135.0	63.1%		
South East	227	72.0	31.7%	155.0	68.3%		
South West	143	45.0	31.5%	98.0	68.5%		
Wales	77	24.0	31.2%	53.0	68.8%		
Scotland	136	35.0	25.7%	101.0	74.3%		
Gender	Results						
Male	773	225.0	29.1%	548.0	70.9%		
Female	824	252.0	30.6%	572.0	69.4%		
Ge2024	Results						
Labour-party	331	150.0	45.3%	181.0	54.7%		
Conservative-party	232	53.0	22.8%	179.0	77.2%		
Reform-uk	140	34.0	24.3%	106.0	75.7%		
Liberal-democrats	120	43.0	35.8%	77.0	64.2%		
Green-party	66	16.0	24.2%	50.0	75.8%		
Other	65	21.0	32.3%	44.0	67.7%		
I-did-not-vote	643	160.0	24.9%	483.0	75.1%		

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

Kemi Badenoch

Total sample size: 2,181

Filtered sample size: 1,597

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		370	23.2%	1,227	76.8%		
AgeRange	Results						
18-29	268	47.0	17.5%	221.0	82.5%		
30-39	280	41.0	14.6%	239.0	85.4%		
40-54	397	78.0	19.6%	319.0	80.4%		
55-64	264	66.0	25.0%	198.0	75.0%		
65-74	201	63.0	31.3%	138.0	68.7%		
75+	187	75.0	40.1%	112.0	59.9%		
Region	Results						
North East	65	15.0	23.1%	50.0	76.9%		
North West	182	31.0	17.0%	151.0	83.0%		
Yorkshire and The Humber	134	36.0	26.9%	98.0	73.1%		
East Midlands	120	24.0	20.0%	96.0	80.0%		
West Midlands	144	29.0	20.1%	115.0	79.9%		
East of England	155	47.0	30.3%	108.0	69.7%		
London	214	59.0	27.6%	155.0	72.4%		
South East	227	54.0	23.8%	173.0	76.2%		
South West	143	32.0	22.4%	111.0	77.6%		
Wales	77	18.0	23.4%	59.0	76.6%		
Scotland	136	25.0	18.4%	111.0	81.6%		
Gender	Results						
Male	773	202.0	26.1%	571.0	73.9%		
Female	824	168.0	20.4%	656.0	79.6%		
Ge2024	Results						
Labour-party	331	78.0	23.6%	253.0	76.4%		
Conservative-party	232	109.0	47.0%	123.0	53.0%		
Reform-uk	140	23.0	16.4%	117.0	83.6%		
Liberal-democrats	120	23.0	19.2%	97.0	80.8%		
Green-party	66	14.0	21.2%	52.0	78.8%		
Other	65	19.0	29.2%	46.0	70.8%		
I-did-not-vote	643	104.0	16.2%	539.0	83.8%		

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

Ed Davey

Total sample size: 2,181

Filtered sample size: 1,597

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		291	18.2%	1,306	81.8%		
AgeRange	Results						
18-29	268	47.0	17.5%	221.0	82.5%		
30-39	280	40.0	14.3%	240.0	85.7%		
40-54	397	66.0	16.6%	331.0	83.4%		
55-64	264	58.0	22.0%	206.0	78.0%		
65-74	201	36.0	17.9%	165.0	82.1%		
75+	187	44.0	23.5%	143.0	76.5%		
Region	Results						
North East	65	9.0	13.8%	56.0	86.2%		
North West	182	26.0	14.3%	156.0	85.7%		
Yorkshire and The Humber	134	20.0	14.9%	114.0	85.1%		
East Midlands	120	22.0	18.3%	98.0	81.7%		
West Midlands	144	21.0	14.6%	123.0	85.4%		
East of England	155	28.0	18.1%	127.0	81.9%		
London	214	48.0	22.4%	166.0	77.6%		
South East	227	52.0	22.9%	175.0	77.1%		
South West	143	30.0	21.0%	113.0	79.0%		
Wales	77	17.0	22.1%	60.0	77.9%		
Scotland	136	18.0	13.2%	118.0	86.8%		
Gender	Results						
Male	773	163.0	21.1%	610.0	78.9%		
Female	824	128.0	15.5%	696.0	84.5%		
Ge2024	Results						
Labour-party	331	101.0	30.5%	230.0	69.5%		
Conservative-party	232	32.0	13.8%	200.0	86.2%		
Reform-uk	140	11.0	7.9%	129.0	92.1%		
Liberal-democrats	120	54.0	45.0%	66.0	55.0%		
Green-party	66	12.0	18.2%	54.0	81.8%		
Other	65	11.0	16.9%	54.0	83.1%		
I-did-not-vote	643	70.0	10.9%	573.0	89.1%		

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

Nigel Farage

Total sample size: 2,181

Filtered sample size: 1,597

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		1,053	65.9%	544	34.1%		
AgeRange	Results						
18-29	268	179.0	66.8%	89.0	33.2%		
30-39	280	169.0	60.4%	111.0	39.6%		
40-54	397	257.0	64.7%	140.0	35.3%		
55-64	264	191.0	72.3%	73.0	27.7%		
65-74	201	134.0	66.7%	67.0	33.3%		
75+	187	123.0	65.8%	64.0	34.2%		
Region	Results						
North East	65	45.0	69.2%	20.0	30.8%		
North West	182	122.0	67.0%	60.0	33.0%		
Yorkshire and The Humber	134	83.0	61.9%	51.0	38.1%		
East Midlands	120	71.0	59.2%	49.0	40.8%		
West Midlands	144	96.0	66.7%	48.0	33.3%		
East of England	155	103.0	66.5%	52.0	33.5%		
London	214	141.0	65.9%	73.0	34.1%		
South East	227	155.0	68.3%	72.0	31.7%		
South West	143	103.0	72.0%	40.0	28.0%		
Wales	77	48.0	62.3%	29.0	37.7%		
Scotland	136	86.0	63.2%	50.0	36.8%		
Gender	Results						
Male	773	555.0	71.8%	218.0	28.2%		
Female	824	498.0	60.4%	326.0	39.6%		
Ge2024	Results						
Labour-party	331	226.0	68.3%	105.0	31.7%		
Conservative-party	232	173.0	74.6%	59.0	25.4%		
Reform-uk	140	132.0	94.3%	8.0	5.7%		
Liberal-democrats	120	81.0	67.5%	39.0	32.5%		
Green-party	66	46.0	69.7%	20.0	30.3%		
Other	65	41.0	63.1%	24.0	36.9%		
I-did-not-vote	643	354.0	55.1%	289.0	44.9%		