

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

Keir Starmer

Total sample size: 1,950

Filtered sample size: 1,651

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		533	32.3%	1,118	67.7%
AgeRange		Results			
18-29	277	87.0	31.4%	190.0	68.6%
30-39	290	84.0	29.0%	206.0	71.0%
40-54	410	138.0	33.7%	272.0	66.3%
55-64	273	102.0	37.4%	171.0	62.6%
65-74	208	65.0	31.3%	143.0	68.8%
75+	193	57.0	29.5%	136.0	70.5%
Region		Results			
North East	68	20.0	29.4%	48.0	70.6%
North West	188	65.0	34.6%	123.0	65.4%
Yorkshire and The Humber	139	41.0	29.5%	98.0	70.5%
East Midlands	124	34.0	27.4%	90.0	72.6%
West Midlands	149	43.0	28.9%	106.0	71.1%
East of England	160	50.0	31.3%	110.0	68.8%
London	221	89.0	40.3%	132.0	59.7%
South East	235	75.0	31.9%	160.0	68.1%
South West	148	41.0	27.7%	107.0	72.3%
Wales	79	27.0	34.2%	52.0	65.8%
Scotland	140	48.0	34.3%	92.0	65.7%
Gender		Results			
Male	799	256.0	32.0%	543.0	68.0%
Female	852	277.0	32.5%	575.0	67.5%
Ge2024		Results			
Labour-party	342	167.0	48.8%	175.0	51.2%
Conservative-party	241	53.0	22.0%	188.0	78.0%
Reform-uk	145	36.0	24.8%	109.0	75.2%
Liberal-democrats	124	53.0	42.7%	71.0	57.3%
Green-party	68	20.0	29.4%	48.0	70.6%
Other	67	20.0	29.9%	47.0	70.1%
I-did-not-vote	664	184.0	27.7%	480.0	72.3%

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

Kemi Badenoch

Total sample size: 1,950

Filtered sample size: 1,651

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		499	30.2%	1,152	69.8%		
AgeRange	Results						
18-29	277	64.0	23.1%	213.0	76.9%		
30-39	290	57.0	19.7%	233.0	80.3%		
40-54	410	98.0	23.9%	312.0	76.1%		
55-64	273	103.0	37.7%	170.0	62.3%		
65-74	208	81.0	38.9%	127.0	61.1%		
75+	193	96.0	49.7%	97.0	50.3%		
Region	Results						
North East	68	21.0	30.9%	47.0	69.1%		
North West	188	58.0	30.9%	130.0	69.1%		
Yorkshire and The Humber	139	39.0	28.1%	100.0	71.9%		
East Midlands	124	23.0	18.5%	101.0	81.5%		
West Midlands	149	40.0	26.8%	109.0	73.2%		
East of England	160	66.0	41.3%	94.0	58.8%		
London	221	77.0	34.8%	144.0	65.2%		
South East	235	64.0	27.2%	171.0	72.8%		
South West	148	46.0	31.1%	102.0	68.9%		
Wales	79	20.0	25.3%	59.0	74.7%		
Scotland	140	45.0	32.1%	95.0	67.9%		
Gender	Results						
Male	799	270.0	33.8%	529.0	66.2%		
Female	852	229.0	26.9%	623.0	73.1%		
Ge2024	Results						
Labour-party	342	92.0	26.9%	250.0	73.1%		
Conservative-party	241	132.0	54.8%	109.0	45.2%		
Reform-uk	145	52.0	35.9%	93.0	64.1%		
Liberal-democrats	124	46.0	37.1%	78.0	62.9%		
Green-party	68	23.0	33.8%	45.0	66.2%		
Other	67	23.0	34.3%	44.0	65.7%		
I-did-not-vote	664	131.0	19.7%	533.0	80.3%		

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

Ed Davey

Total sample size: 1,950

Filtered sample size: 1,651

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR			
		COUNT		PERCENTAGE		COUNT		PERCENTAGE	
TOTALS		376		22.8%		1,275		77.2%	
AgeRange		Results							
18-29	277	57.0	20.6%	220.0	79.4%				
30-39	290	36.0	12.4%	254.0	87.6%				
40-54	410	80.0	19.5%	330.0	80.5%				
55-64	273	77.0	28.2%	196.0	71.8%				
65-74	208	70.0	33.7%	138.0	66.3%				
75+	193	56.0	29.0%	137.0	71.0%				
Region		Results							
North East	68	14.0	20.6%	54.0	79.4%				
North West	188	49.0	26.1%	139.0	73.9%				
Yorkshire and The Humber	139	25.0	18.0%	114.0	82.0%				
East Midlands	124	19.0	15.3%	105.0	84.7%				
West Midlands	149	31.0	20.8%	118.0	79.2%				
East of England	160	32.0	20.0%	128.0	80.0%				
London	221	62.0	28.1%	159.0	71.9%				
South East	235	54.0	23.0%	181.0	77.0%				
South West	148	39.0	26.4%	109.0	73.6%				
Wales	79	23.0	29.1%	56.0	70.9%				
Scotland	140	28.0	20.0%	112.0	80.0%				
Gender		Results							
Male	799	209.0	26.2%	590.0	73.8%				
Female	852	167.0	19.6%	685.0	80.4%				
Ge2024		Results							
Labour-party	342	121.0	35.4%	221.0	64.6%				
Conservative-party	241	45.0	18.7%	196.0	81.3%				
Reform-uk	145	17.0	11.7%	128.0	88.3%				
Liberal-democrats	124	66.0	53.2%	58.0	46.8%				
Green-party	68	20.0	29.4%	48.0	70.6%				
Other	67	12.0	17.9%	55.0	82.1%				
I-did-not-vote	664	95.0	14.3%	569.0	85.7%				

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

Nigel Farage

Total sample size: 1,950

Filtered sample size: 1,651

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE		COUNT	PERCENTAGE	
TOTALS		1,079	65.4%		572	34.6%	
AgeRange	Results						
18-29	277	199.0	71.8%		78.0	28.2%	
30-39	290	179.0	61.7%		111.0	38.3%	
40-54	410	272.0	66.3%		138.0	33.7%	
55-64	273	186.0	68.1%		87.0	31.9%	
65-74	208	123.0	59.1%		85.0	40.9%	
75+	193	120.0	62.2%		73.0	37.8%	
Region	Results						
North East	68	42.0	61.8%		26.0	38.2%	
North West	188	118.0	62.8%		70.0	37.2%	
Yorkshire and The Humber	139	94.0	67.6%		45.0	32.4%	
East Midlands	124	70.0	56.5%		54.0	43.5%	
West Midlands	149	94.0	63.1%		55.0	36.9%	
East of England	160	113.0	70.6%		47.0	29.4%	
London	221	160.0	72.4%		61.0	27.6%	
South East	235	157.0	66.8%		78.0	33.2%	
South West	148	88.0	59.5%		60.0	40.5%	
Wales	79	54.0	68.4%		25.0	31.6%	
Scotland	140	89.0	63.6%		51.0	36.4%	
Gender	Results						
Male	799	545.0	68.2%		254.0	31.8%	
Female	852	534.0	62.7%		318.0	37.3%	
Ge2024	Results						
Labour-party	342	245.0	71.6%		97.0	28.4%	
Conservative-party	241	168.0	69.7%		73.0	30.3%	
Reform-uk	145	128.0	88.3%		17.0	11.7%	
Liberal-democrats	124	79.0	63.7%		45.0	36.3%	
Green-party	68	51.0	75.0%		17.0	25.0%	
Other	67	40.0	59.7%		27.0	40.3%	
I-did-not-vote	664	368.0	55.4%		296.0	44.6%	

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

Zack Polanski

Total sample size: 1,950

Filtered sample size: 1,651

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		IM-NOT-SURE-WHAT-THEY-STAND-FOR	
		COUNT		PERCENTAGE		COUNT	
TOTALS		431		26.1%		1,220	
AgeRange				Results			
18-29	277	117.0	42.2%		160.0	57.8%	
30-39	290	69.0	23.8%		221.0	76.2%	
40-54	410	101.0	24.6%		309.0	75.4%	
55-64	273	75.0	27.5%		198.0	72.5%	
65-74	208	40.0	19.2%		168.0	80.8%	
75+	193	29.0	15.0%		164.0	85.0%	
Region				Results			
North East	68	23.0	33.8%		45.0	66.2%	
North West	188	49.0	26.1%		139.0	73.9%	
Yorkshire and The Humber	139	43.0	30.9%		96.0	69.1%	
East Midlands	124	17.0	13.7%		107.0	86.3%	
West Midlands	149	29.0	19.5%		120.0	80.5%	
East of England	160	40.0	25.0%		120.0	75.0%	
London	221	84.0	38.0%		137.0	62.0%	
South East	235	63.0	26.8%		172.0	73.2%	
South West	148	34.0	23.0%		114.0	77.0%	
Wales	79	18.0	22.8%		61.0	77.2%	
Scotland	140	31.0	22.1%		109.0	77.9%	
Gender				Results			
Male	799	233.0	29.2%		566.0	70.8%	
Female	852	198.0	23.2%		654.0	76.8%	
Ge2024				Results			
Labour-party	342	158.0	46.2%		184.0	53.8%	
Conservative-party	241	36.0	14.9%		205.0	85.1%	
Reform-uk	145	20.0	13.8%		125.0	86.2%	
Liberal-democrats	124	43.0	34.7%		81.0	65.3%	
Green-party	68	49.0	72.1%		19.0	27.9%	
Other	67	24.0	35.8%		43.0	64.2%	
I-did-not-vote	664	101.0	15.2%		563.0	84.8%	