

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

Keir Starmer

Total sample size: 1,978

Filtered sample size: 1,639

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		524	32.0%	1,115	68.0%
AgeRange		Results			
18-29	275	89.0	32.4%	186.0	67.6%
30-39	288	87.0	30.2%	201.0	69.8%
40-54	407	143.0	35.1%	264.0	64.9%
55-64	271	89.0	32.8%	182.0	67.2%
65-74	207	64.0	30.9%	143.0	69.1%
75+	191	52.0	27.2%	139.0	72.8%
Region		Results			
North East	67	19.0	28.4%	48.0	71.6%
North West	187	54.0	28.9%	133.0	71.1%
Yorkshire and The Humber	138	39.0	28.3%	99.0	71.7%
East Midlands	123	35.0	28.5%	88.0	71.5%
West Midlands	148	58.0	39.2%	90.0	60.8%
East of England	159	49.0	30.8%	110.0	69.2%
London	219	85.0	38.8%	134.0	61.2%
South East	233	69.0	29.6%	164.0	70.4%
South West	147	40.0	27.2%	107.0	72.8%
Wales	79	27.0	34.2%	52.0	65.8%
Scotland	139	49.0	35.3%	90.0	64.7%
Gender		Results			
Male	793	249.0	31.4%	544.0	68.6%
Female	846	275.0	32.5%	571.0	67.5%
Ge2024		Results			
Labour-party	340	174.0	51.2%	166.0	48.8%
Conservative-party	238	55.0	23.1%	183.0	76.9%
Reform-uk	144	37.0	25.7%	107.0	74.3%
Liberal-democrats	123	48.0	39.0%	75.0	61.0%
Green-party	67	25.0	37.3%	42.0	62.7%
Other	67	21.0	31.3%	46.0	68.7%
I-did-not-vote	660	164.0	24.8%	496.0	75.2%

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

Kemi Badenoch

Total sample size: 1,978

Filtered sample size: 1,639

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE		
TOTALS		403	24.6%	1,236	75.4%		
AgeRange	Results						
18-29	275	54.0	19.6%	221.0	80.4%		
30-39	288	49.0	17.0%	239.0	83.0%		
40-54	407	81.0	19.9%	326.0	80.1%		
55-64	271	66.0	24.4%	205.0	75.6%		
65-74	207	68.0	32.9%	139.0	67.1%		
75+	191	85.0	44.5%	106.0	55.5%		
Region	Results						
North East	67	18.0	26.9%	49.0	73.1%		
North West	187	41.0	21.9%	146.0	78.1%		
Yorkshire and The Humber	138	20.0	14.5%	118.0	85.5%		
East Midlands	123	22.0	17.9%	101.0	82.1%		
West Midlands	148	28.0	18.9%	120.0	81.1%		
East of England	159	43.0	27.0%	116.0	73.0%		
London	219	68.0	31.1%	151.0	68.9%		
South East	233	70.0	30.0%	163.0	70.0%		
South West	147	41.0	27.9%	106.0	72.1%		
Wales	79	17.0	21.5%	62.0	78.5%		
Scotland	139	35.0	25.2%	104.0	74.8%		
Gender	Results						
Male	793	217.0	27.4%	576.0	72.6%		
Female	846	186.0	22.0%	660.0	78.0%		
Ge2024	Results						
Labour-party	340	88.0	25.9%	252.0	74.1%		
Conservative-party	238	106.0	44.5%	132.0	55.5%		
Reform-uk	144	36.0	25.0%	108.0	75.0%		
Liberal-democrats	123	37.0	30.1%	86.0	69.9%		
Green-party	67	12.0	17.9%	55.0	82.1%		
Other	67	22.0	32.8%	45.0	67.2%		
I-did-not-vote	660	102.0	15.5%	558.0	84.5%		

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

Ed Davey

Total sample size: 1,978

Filtered sample size: 1,639

GB SAMPLE SPEC	COMPLETES	I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR	
		COUNT	PERCENTAGE	COUNT	PERCENTAGE
TOTALS		326	19.9%	1,313	80.1%
AgeRange		Results			
18-29	275	58.0	21.1%	217.0	78.9%
30-39	288	41.0	14.2%	247.0	85.8%
40-54	407	78.0	19.2%	329.0	80.8%
55-64	271	63.0	23.2%	208.0	76.8%
65-74	207	51.0	24.6%	156.0	75.4%
75+	191	35.0	18.3%	156.0	81.7%
Region		Results			
North East	67	10.0	14.9%	57.0	85.1%
North West	187	24.0	12.8%	163.0	87.2%
Yorkshire and The Humber	138	23.0	16.7%	115.0	83.3%
East Midlands	123	25.0	20.3%	98.0	79.7%
West Midlands	148	22.0	14.9%	126.0	85.1%
East of England	159	30.0	18.9%	129.0	81.1%
London	219	77.0	35.2%	142.0	64.8%
South East	233	41.0	17.6%	192.0	82.4%
South West	147	33.0	22.4%	114.0	77.6%
Wales	79	17.0	21.5%	62.0	78.5%
Scotland	139	24.0	17.3%	115.0	82.7%
Gender		Results			
Male	793	199.0	25.1%	594.0	74.9%
Female	846	127.0	15.0%	719.0	85.0%
Ge2024		Results			
Labour-party	340	121.0	35.6%	219.0	64.4%
Conservative-party	238	40.0	16.8%	198.0	83.2%
Reform-uk	144	11.0	7.6%	133.0	92.4%
Liberal-democrats	123	56.0	45.5%	67.0	54.5%
Green-party	67	15.0	22.4%	52.0	77.6%
Other	67	14.0	20.9%	53.0	79.1%
I-did-not-vote	660	69.0	10.5%	591.0	89.5%

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

Nigel Farage

Total sample size: 1,978

Filtered sample size: 1,639

GB SAMPLE SPEC		COMPLETES		I KNOW WHAT THEY STAND FOR		I'M NOT SURE WHAT THEY STAND FOR			
		COUNT		PERCENTAGE		COUNT		PERCENTAGE	
TOTALS		1,070		65.3%		569		34.7%	
AgeRange		Results							
18-29	275	182.0	66.2%	93.0	33.8%				
30-39	288	172.0	59.7%	116.0	40.3%				
40-54	407	256.0	62.9%	151.0	37.1%				
55-64	271	181.0	66.8%	90.0	33.2%				
65-74	207	152.0	73.4%	55.0	26.6%				
75+	191	127.0	66.5%	64.0	33.5%				
Region		Results							
North East	67	43.0	64.2%	24.0	35.8%				
North West	187	119.0	63.6%	68.0	36.4%				
Yorkshire and The Humber	138	87.0	63.0%	51.0	37.0%				
East Midlands	123	79.0	64.2%	44.0	35.8%				
West Midlands	148	93.0	62.8%	55.0	37.2%				
East of England	159	106.0	66.7%	53.0	33.3%				
London	219	156.0	71.2%	63.0	28.8%				
South East	233	152.0	65.2%	81.0	34.8%				
South West	147	104.0	70.7%	43.0	29.3%				
Wales	79	45.0	57.0%	34.0	43.0%				
Scotland	139	86.0	61.9%	53.0	38.1%				
Gender		Results							
Male	793	561.0	70.7%	232.0	29.3%				
Female	846	509.0	60.2%	337.0	39.8%				
Ge2024		Results							
Labour-party	340	245.0	72.1%	95.0	27.9%				
Conservative-party	238	162.0	68.1%	76.0	31.9%				
Reform-uk	144	134.0	93.1%	10.0	6.9%				
Liberal-democrats	123	93.0	75.6%	30.0	24.4%				
Green-party	67	49.0	73.1%	18.0	26.9%				
Other	67	46.0	68.7%	21.0	31.3%				
I-did-not-vote	660	341.0	51.7%	319.0	48.3%				