

How closely, if at all, have you been following stories about...?

No filters applied

Base: All adults aged 18-75 in Great Britain

	The Russian invasion of Ukraine	The rising cost of living	The weather	the Conservative party's leadership race to replace Boris Johnson	Possible future strikes by public sector workers such as teachers or NHS staff	The TV programme Love Island	The Women's Euro 2022 football tournament
	A	B	C	D	E	F	G
Unweighted Base	1000	1000	1000	1000	1000	1000	1000
Weighted Base	1000	1000	1000	1000	1000	1000	1000
Very closely	221 22% FG	501 50% ADEF	462 46% ADEF	305 30% AEFG	194 19% FG	144 14%	149 15%
Fairly closely	453 45% BCDEFG	340 34% FG	378 38% FG	354 35% FG	382 38% FG	95 9%	160 16% F
Not very closely	234 23% BCF	129 13% F	121 12% F	220 22% BCF	285 29% ABCDF	85 9%	260 26% BCF
Not following at all	82 8% BC	21 2%	26 3%	102 10% BC	129 13% ABC	663 66% ABCDEG	418 42% ABCDE
VERY/FAIRLY CLOSELY	675 67% EFG	840 84% ADEF	840 84% ADEF	658 66% EFG	576 58% FG	239 24%	309 31% F
NOT VERY/AT ALL CLOSELY	316 32% BC	150 15%	148 15%	322 32% BC	414 41% ABCD	748 75% ABCDEG	678 68% ABCDE
Don't know	9 1%	9 1%	12 1%	20 2%	10 1%	13 1%	13 1%

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
The Russian invasion of Ukraine

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	221	145	76	67	41	33	79	47	45	52	48	14	16	146	76	109	112	91	44	24	35	91	111	196	24	165	48	168	52	142	72
	22%	29%	15%	22%	23%	19%	24%	20%	17%	23%	34%	27%	17%	26%	17%	34%	17%	28%	21%	26%	25%	27%	30%	7%	33%	11%	30%	13%	41%	13%	
		B								GHL				N	P								X	Z			2B	2D			
Fairly closely	453	228	225	119	61	100	173	101	120	113	54	23	41	255	199	131	322	161	101	45	54	179	189	339	108	250	195	280	160	151	274
	45%	46%	45%	38%	34%	55%	53%	44%	46%	49%	39%	46%	46%	45%	45%	41%	47%	50%	48%	48%	39%	49%	47%	51%	34%	50%	43%	49%	40%	44%	50%
				CD	CD	CD	CD																X				2B				
Not very closely	234	95	139	87	54	33	60	57	69	53	24	10	21	125	109	67	167	61	49	21	28	77	75	101	129	62	161	90	135	41	156
	23%	19%	28%	28%	30%	18%	25%	26%	23%	17%	19%	23%	22%	25%	21%	25%	19%	24%	22%	20%	21%	19%	15%	40%	12%	35%	16%	34%	12%	28%	
		A	F	EF																			W			Y		2A	2C		
Not following at all	82	29	53	31	22	11	17	18	26	10	12	3	12	33	49	12	70	11	10	4	21	14	27	19	61	23	44	27	44	10	42
	8%	6%	11%	10%	12%	6%	5%	8%	10%	4%	9%	7%	14%	6%	11%	4%	10%	3%	5%	4%	15%	4%	7%	3%	19%	5%	10%	5%	11%	3%	8%
			A	F	EF				I				I			O					QRS			W		Y		2A	2C		
VERY/FAIRLY CLOSELY	675	373	301	186	103	133	253	148	166	166	102	37	57	400	274	240	434	252	146	70	89	270	300	535	132	415	244	447	211	294	346
	67%	75%	60%	60%	57%	74%	77%	64%	64%	72%	73%	74%	63%	72%	62%	75%	64%	78%	70%	74%	65%	74%	74%	81%	41%	82%	54%	79%	54%	84%	63%
		B		CD	CD	CD	CD							N	P									X		Z		2B	2D		
NOT VERY/AT ALL CLOSELY	316	123	193	118	76	44	77	76	95	63	36	13	33	158	158	79	237	72	59	24	49	92	103	120	190	85	205	117	179	51	198
	32%	25%	38%	38%	42%	25%	23%	33%	36%	27%	26%	26%	37%	28%	25%	35%	22%	22%	28%	27%	35%	25%	18%	18%	59%	17%	45%	21%	45%	15%	36%
			A	EF	EF									M	O									W		Y		2A	2C		
Don't know	9	3	6	6	1	2		7	-	1	1			2	8	2	8		5			3	2	3		3	6	3	4	3	6
	1%	1%	1%	2%	1%	1%		3%	-	1%	1%			-	2%	-	1%		2%			1%	1%	-		1%	1%	1%	1%	1%	1%
								H						M					Q												

Overlap formulae used
Column proportions (SN): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T, U/V, W/X, Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
The rising cost of living

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	501	260	241	140	94	102	165	112	125	107	83	34	40	291	210	176	325	175	122	47	80	225	215	403	92	315	177	343	150	228	250
	50%	52%	48%	45%	52%	57%	50%	49%	48%	46%	60%	68%	44%	52%	48%	55%	48%	54%	58%	50%	58%	62%	53%	61%	29%	63%	39%	60%	38%	66%	45%
Fairly closely	340	162	177	103	57	51	128	83	92	90	29	8	37	187	152	104	236	108	52	36	35	106	133	199	135	145	172	169	153	94	195
	34%	33%	35%	33%	32%	28%	39%	36%	35%	39%	21%	15%	41%	33%	35%	32%	35%	33%	25%	39%	25%	29%	33%	30%	42%	29%	38%	30%	39%	27%	35%
Not very closely	129	64	65	54	21	22	33	30	36	27	20	7	9	65	64	31	98	38	27	11	20	29	45	47	80	35	88	45	76	19	91
	13%	13%	13%	17%	11%	12%	10%	13%	14%	12%	14%	15%	10%	12%	15%	10%	14%	12%	13%	11%	15%	8%	11%	7%	25%	7%	19%	8%	19%	5%	16%
Not following at all	21	10	11	8	6	1	5	-	6	4	7	1	3	16	5	8	13	4	3	2	2	8	7	14	5	10	4	13	5	9	
	2%	2%	2%	3%	3%	1%	2%	-	2%	2%	5%	2%	4%	3%	1%	3%	2%	1%	1%	2%	1%	2%	1%	4%	1%	2%	1%	3%	1%	2%	
VERY/FAIRLY CLOSELY	840	422	418	243	152	153	292	195	217	197	113	42	77	478	363	280	560	283	174	84	115	331	348	602	226	461	350	513	304	322	445
	84%	85%	84%	79%	84%	85%	88%	85%	83%	86%	81%	84%	85%	85%	82%	87%	83%	87%	83%	89%	84%	91%	86%	91%	70%	91%	77%	90%	77%	93%	81%
NOT VERY/AT ALL CLOSELY	150	75	75	62	27	23	38	31	42	31	26	8	12	81	69	40	110	41	30	11	22	32	53	54	94	40	98	49	89	24	100
	15%	15%	15%	20%	15%	13%	12%	13%	16%	13%	19%	16%	13%	14%	16%	12%	16%	13%	14%	11%	16%	9%	13%	8%	29%	8%	22%	9%	23%	7%	18%
Don't know	9	3	7	4	2	3	4	1	2				1	1	9	1	9		6			2	4	2	1	3	6	6	1	2	6
	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%			1%	-	2%	-	1%		3%			-	1%	-	-	1%	1%	1%	-	1%	1%

Overlap formulae used
Column proportions (5%): A/B, C/D/E/F, G/H/I/J/K, L/M/N, O/P, Q/R/S/T, U/V, W/X/Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
The weather

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	462	219	243	124	89	86	162	98	137	107	64	16	39	266	196	166	296	183	103	35	49	193	195	359	100	286	164	318	138	201	229
	46%	44%	49%	40%	49%	48%	49%	43%	53%	46%	46%	32%	44%	48%	44%	52%	44%	57%	49%	37%	36%	53%	48%	54%	31%	57%	36%	56%	35%	58%	42%
Fairly closely	378	183	196	121	60	68	130	100	80	49	26	38	218	161	117	261	104	83	41	55	135	141	232	143	169	189	190	177	104	230	
	38%	37%	39%	39%	33%	38%	39%	43%	31%	38%	36%	51%	42%	39%	36%	36%	39%	32%	40%	43%	40%	37%	35%	42%	33%	42%	34%	45%	30%	42%	
Not very closely	121	86	35	46	20	19	37	22	30	31	23	8	7	55	67	30	92	33	16	16	31	31	53	52	65	37	81	44	64	34	71
	12%	17%	7%	15%	11%	10%	11%	9%	12%	13%	17%	16%	8%	10%	15%	9%	14%	10%	8%	16%	23%	9%	13%	8%	20%	7%	18%	8%	16%	10%	13%
Not following at all	26	6	20	12	9	3	2	4	11	3	3	-	6	17	10	7	19	1	3	3	2	4	9	10	14	6	15	9	13	3	13
	3%	1%	4%	4%	5%	1%	1%	2%	4%	1%	2%	1%	6%	3%	2%	2%	3%	-	1%	4%	2%	1%	2%	2%	4%	1%	3%	2%	3%	1%	2%
VERY/FAIRLY CLOSELY	840	402	439	245	149	155	292	198	217	193	114	42	77	484	356	283	557	287	186	75	104	328	336	590	243	455	353	508	315	305	460
	84%	80%	88%	79%	83%	86%	88%	86%	83%	84%	82%	84%	86%	87%	81%	88%	82%	89%	89%	80%	76%	90%	83%	90%	76%	90%	78%	90%	80%	88%	84%
NOT VERY/AT ALL CLOSELY	148	92	56	59	29	21	38	25	41	34	26	8	13	71	76	37	111	34	19	19	34	35	62	62	79	43	95	53	76	37	85
	15%	18%	11%	19%	16%	12%	12%	11%	16%	15%	18%	16%	14%	13%	17%	11%	16%	10%	9%	20%	24%	10%	15%	9%	24%	8%	21%	9%	19%	11%	15%
Don't know	12	6	6	6	2	4	7	2	3					4	8	1	11	3	4							6	6	3	6	6	
	1%	1%	1%	2%	1%	2%	3%	1%	1%					1%	2%	-	2%	1%	2%							1%	1%	1%	1%	2%	1%

Overlap formulae used
Column proportions (SN): A/B, C/D/E/F, G/H/I/J/K, L/M/N, O/P, Q/R/S/T, U/V, W/X/Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
the Conservative party's leadership race to replace Boris Johnson

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	305	192	113	87	55	58	104	65	69	74	60	17	19	191	113	126	178	132	75	28	44	116	152	305		244	60	258	46	198	104
	30%	38%	23%	28%	31%	32%	32%	28%	27%	32%	43%	34%	21%	34%	26%	39%	26%	41%	36%	30%	32%	32%	38%	46%		48%	13%	45%	12%	57%	19%
Fairly closely	354	163	191	97	64	62	131	74	102	87	50	14	26	200	153	120	234	132	63	36	49	143	150	354		183	165	222	127	112	225
	35%	33%	38%	31%	35%	34%	40%	32%	39%	38%	36%	27%	29%	36%	35%	37%	34%	41%	30%	38%	35%	39%	37%	54%		36%	36%	39%	32%	41%	
Not very closely	220	102	118	74	37	42	67	54	57	46	19	19	25	108	112	56	164	48	49	21	25	76	68		220	60	147	64	148	26	167
	22%	20%	24%	24%	20%	24%	20%	23%	22%	20%	14%	37%	28%	19%	25%	17%	24%	15%	23%	18%	18%	21%	17%	68%		12%	32%	11%	8%	30%	
Not following at all	102	32	70	38	21	15	28	30	29	20	5	1	18	47	55	14	88	11	18	5	15	18	29		102	12	70	17	66	4	45
	10%	6%	14%	12%	12%	8%	9%	13%	11%	9%	4%	1%	20%	8%	13%	4%	13%	3%	9%	5%	11%	5%	7%		32%	2%	15%	3%	17%	1%	8%
VERY/FAIRLY CLOSELY	658	355	304	184	119	121	235	140	171	162	110	31	45	392	267	246	412	265	138	65	93	259	302	658		427	224	480	173	310	329
	66%	71%	61%	59%	66%	67%	71%	61%	66%	70%	79%	61%	50%	70%	61%	77%	61%	82%	66%	69%	67%	71%	75%	100%		85%	49%	85%	44%	89%	60%
NOT VERY/AT ALL CLOSELY	322	134	188	111	58	57	95	83	87	66	24	19	43	155	167	70	252	59	67	26	40	94	97		322	72	217	81	214	30	212
	32%	27%	38%	36%	32%	32%	29%	36%	33%	29%	17%	39%	48%	28%	38%	22%	37%	18%	32%	28%	29%	26%	24%	100%		14%	48%	14%	54%	9%	38%
Don't know	20	11	9	5	3	2	7	7	3	3	5	2	13	7	5	15	4	3	4	3	5	11	6		20	4	13	6	7	8	10
	2%	2%	2%	5%	2%	1%	3%	3%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%	4%	3%	1%			1%	3%	1%	2%	2%	2%

Overlap formulae used
Column proportions (5%): A/B, C/D/E/F, G/H/I/J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X, Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
Possible future strikes by public sector workers such as teachers or NHS staff

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	194	113	81	54	49	35	56	37	46	42	52	9	9	124	70	104	90	62	53	21	35	88	86	169	22	151	40	157	36	123	67
	19%	23%	16%	18%	27%	20%	17%	16%	17%	18%	37%	19%	10%	22%	16%	33%	13%	19%	25%	23%	25%	24%	21%	26%	7%	30%	9%	28%	9%	35%	12%
Fairly closely	382	201	181	104	60	76	143	87	101	88	58	19	29	229	153	119	263	151	69	45	44	148	167	307	70	223	149	248	127	167	196
	38%	40%	36%	33%	33%	42%	43%	38%	39%	38%	42%	39%	33%	41%	35%	37%	39%	47%	33%	48%	32%	41%	41%	47%	22%	44%	33%	44%	32%	48%	36%
Not very closely	285	129	156	95	48	41	101	68	77	72	15	15	38	141	144	73	212	86	63	20	42	95	108	136	144	98	174	127	151	47	202
	29%	26%	31%	31%	26%	23%	31%	29%	29%	31%	11%	31%	42%	25%	33%	23%	31%	27%	30%	21%	31%	26%	27%	21%	45%	19%	38%	22%	38%	14%	37%
Not following at all	129	55	74	51	24	26	28	33	38	23	14	6	14	65	63	24	105	24	21	8	17	32	42	41	84	31	82	35	75	9	77
	13%	11%	15%	17%	13%	14%	8%	15%	14%	10%	10%	12%	16%	12%	14%	7%	15%	7%	10%	9%	12%	9%	10%	6%	26%	6%	18%	6%	19%	3%	14%
VERY/FAIRLY CLOSELY	576	314	263	158	109	111	199	123	146	130	110	29	38	353	223	224	353	213	122	66	79	236	253	476	93	374	190	405	163	290	263
	58%	63%	52%	51%	60%	62%	60%	54%	56%	57%	79%	58%	42%	63%	51%	70%	52%	66%	58%	70%	57%	65%	63%	72%	29%	74%	42%	71%	41%	83%	48%
NOT VERY/AT ALL CLOSELY	414	184	230	146	71	67	129	101	114	96	29	21	52	206	207	97	317	110	84	28	59	127	150	177	228	128	256	161	225	57	279
	41%	37%	46%	47%	40%	37%	39%	44%	44%	42%	21%	42%	58%	37%	47%	30%	47%	34%	40%	30%	43%	35%	37%	27%	71%	25%	56%	28%	57%	16%	51%
Don't know	10	2	8	6	-	2	2	6	4	2%	-	-	-	-	10	-	10	3	3	-	2	1	5	1	1	1	1	6	1	9	
	1%	-	2%	2%	-	1%	1%	6	4	2%	-	-	-	-	2%	-	1%	2%	2%	-	-	-	1%	-	-	2%	-	2%	-	2%	

Overlap formulae used
Column proportions (SN): A/B, C/D/E/F, G/H/I/J/K/L, M/N, O/P, Q/R/S/T, U/V, W/X/Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
the TV programme Love Island

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote					EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	144	66	78	74	44	15	11	27	35	26	41	5	9	98	46	81	63	35	32	20	31	60	46	108	32	86	49	98	36	73	49
	14%	13%	16%	24%	24%	8%	3%	12%	13%	11%	29%	10%	10%	17%	11%	25%	9%	11%	15%	21%	23%	17%	11%	16%	10%	17%	11%	17%	9%	21%	9%
				EF	EF	F				GHKL				N	P					Q	Q		X	Z	Z	2B	2D	2D			
Fairly closely	95	53	42	53	29	8	6	17	18	16	35	6	3	60	45	50	20	23	20	12	44	31	65	25	62	31	59	30	48	44	
	9%	11%	8%	17%	16%	4%	2%	8%	7%	7%	25%	12%	3%	11%	8%	14%	7%	6%	11%	21%	9%	12%	8%	10%	8%	12%	7%	10%	8%	14%	8%
				EF	EF					GHIL					P					ORT	Q		Z	Z	Z	2D	2D	2D			
Not very closely	85	51	34	47	24	6	9	16	22	15	23	4	5	48	38	35	50	18	20	7	20	30	23	50	32	34	45	41	44	27	46
	9%	10%	7%	15%	13%	3%	3%	7%	8%	6%	16%	8%	6%	9%	11%	7%	7%	5%	9%	7%	14%	8%	6%	8%	10%	7%	10%	7%	11%	8%	8%
				EF	EF					GI										Q											
Not following at all	663	327	336	130	83	148	303	161	186	170	41	35	71	353	311	158	505	250	130	48	73	228	299	430	232	316	322	365	280	196	402
	66%	65%	67%	42%	46%	24%	24%	20%	21%	29%	69%	79%	63%	70%	49%	74%	77%	62%	51%	53%	63%	74%	65%	72%	63%	71%	64%	71%	56%	73%	
				CD	CDE	J	J	J	J	J	M	O	RST	U						Q						Y	Y	Y	2C	2C	
VERY/FAIRLY CLOSELY	239	119	120	127	73	23	17	45	53	42	76	11	12	157	82	126	113	55	55	40	44	104	77	173	57	148	80	156	66	121	93
	24%	24%	24%	41%	40%	13%	5%	19%	20%	18%	55%	22%	13%	28%	19%	39%	17%	17%	26%	42%	32%	29%	19%	26%	29%	18%	28%	17%	35%	17%	
				EF	EF	F				GHKL				N	P					Q	QR	Q	V			X	Z	Z	2B	2D	
NOT VERY/AT ALL CLOSELY	748	379	370	177	107	153	311	177	208	185	63	39	77	400	348	193	555	268	150	54	92	258	323	481	263	350	367	406	323	223	449
	75%	76%	74%	57%	59%	85%	94%	77%	80%	80%	45%	78%	85%	72%	79%	60%	82%	83%	72%	58%	67%	71%	80%	73%	82%	69%	81%	71%	82%	64%	82%
				CD	CDE	J	J	J	J	J	M	O	RST	S						Q			U		W	Y	Y	2A	2C	2C	
Don't know	13	3	10	6	-	4	2	8	3	1	2	11	2	11	2	4	2	2	2	2	2	5	5	2	5	7	5	5	4	9	
	1%	1%	2%	2%	-	2%	1%	4%	4%	1%	-	-	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	2%
								H			M																				

Overlap formulae used
Column proportions (SN): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T, U/V, W/X, Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How closely, if at all, have you been following stories about...?
the Women's Euro 2022 football tournament

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very closely	149	101	48	61	36	24	27	24	36	28	52	4	5	97	52	80	69	40	38	21	37	73	60	132	15	119	30	115	32	106	40
	15%	20%	10%	20%	20%	14%	8%	10%	14%	12%	37%	9%	6%	17%	12%	25%	10%	12%	18%	22%	27%	20%	15%	20%	5%	24%	7%	20%	8%	31%	7%
Fairly closely	160	105	55	52	36	25	47	34	36	41	33	6	10	89	71	65	95	55	35	22	17	66	66	124	31	103	56	111	47	79	73
	16%	21%	11%	17%	20%	14%	14%	15%	14%	18%	24%	12%	11%	16%	20%	14%	17%	17%	24%	12%	18%	16%	19%	10%	20%	12%	20%	12%	23%	13%	
Not very closely	260	130	130	72	49	49	91	63	73	58	30	16	21	142	118	70	190	89	56	14	34	94	96	176	79	120	130	140	110	75	165
	26%	26%	26%	23%	27%	27%	27%	28%	25%	21%	33%	23%	25%	27%	22%	28%	27%	27%	15%	25%	26%	24%	27%	25%	24%	29%	25%	28%	21%	30%	
Not following at all	418	159	259	120	56	78	164	104	112	100	24	24	54	228	190	102	315	138	75	37	50	128	177	222	194	156	233	193	204	82	266
	42%	32%	52%	39%	31%	44%	50%	45%	43%	44%	17%	47%	60%	41%	43%	32%	46%	43%	36%	39%	36%	35%	44%	34%	60%	31%	51%	34%	52%	24%	48%
VERY/FAIRLY CLOSELY	309	205	104	113	73	49	74	58	72	69	85	10	15	186	123	145	164	94	73	43	54	139	125	257	47	222	85	226	78	185	113
	31%	41%	21%	37%	40%	27%	22%	25%	27%	30%	61%	20%	17%	33%	28%	45%	24%	29%	35%	45%	39%	38%	31%	39%	14%	44%	19%	40%	20%	53%	20%
NOT VERY/AT ALL CLOSELY	678	288	390	192	104	127	255	167	185	158	53	40	75	370	308	172	506	227	131	51	84	222	273	397	273	276	363	333	315	157	431
	68%	58%	78%	62%	58%	71%	77%	73%	71%	69%	38%	80%	83%	66%	70%	54%	74%	70%	63%	54%	61%	61%	67%	60%	85%	55%	80%	59%	80%	45%	78%
Don't know	13	6	7	5	3	3	2	5	4	3	1			3	10	3	9	2	6	1	-	3	6	5	3	6	6	8	1	6	6
	1%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%			1%	2%	1%	1%	1%	3%	1%	-	1%	2%	1%	1%	1%	1%	1%	2%	1%	

Overlap formulae used
Column proportions (5%): A/B, C/D/E/F, G/H/I/J/K/L/M/N, O/P, Q/R/S/T, U/V, W/X/Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How much, if anything, do you know about each of the following politicians?

No filters applied

Base: All adults aged 18-75 in Great Britain

	Keir Starmer	Rishi Sunak	Liz Truss
	A	B	C
Unweighted Base	1000	1000	1000
Weighted Base	1000	1000	1000
A great deal	106 11%	125 12%	92 9%
A fair amount	398 40% C	443 44% C	255 26%
Not very much	341 34%	309 31%	378 38% B
Heard of them but know nothing about them	113 11%	85 9%	172 17% AB
Never heard of them	42 4%	38 4%	102 10% AB
A GREAT DEAL/FAIR AMOUNT	504 50% C	568 57% AC	348 35%
NOT VERY MUCH/ONLY HEARD OF	454 45% B	394 39%	550 55% AB

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

How much, if anything, do you know about each of the following politicians?
Keir Starmer

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
A great deal	106	78	28	46	26	15	19	23	17	25	38	2	2	69	37	65	41	30	30	16	20	47	47	94	10	106		91	11	87	15
	11%	16%	6%	15%	14%	8%	6%	10%	7%	11%	27%	10%	2%	12%	8%	20%	6%	9%	14%	17%	15%	13%	12%	14%	3%	21%		16%	3%	25%	3%
A fair amount	398	233	165	103	70	78	146	92	108	87	50	25	35	245	153	141	256	153	100	39	54	167	181	333	62	398		356	42	225	165
	40%	47%	33%	33%	39%	43%	44%	40%	42%	38%	36%	51%	38%	44%	35%	44%	38%	47%	48%	42%	39%	46%	45%	51%	19%	79%		63%	11%	65%	30%
Not very much	341	140	201	94	47	65	135	74	87	90	40	19	31	176	165	79	263	116	59	30	43	117	132	195	138		341	108	229	32	292
	34%	28%	40%	30%	26%	36%	41%	32%	33%	39%	29%	39%	34%	31%	37%	24%	39%	36%	28%	32%	31%	32%	33%	30%	43%		75%	19%	58%	9%	53%
Heard of them but know nothing about them	113	41	72	43	27	19	25	29	37	20	11	3	14	46	67	25	88	23	19	6	16	20	39	79			113	11	89	3	71
	11%	8%	14%	14%	15%	10%	8%	13%	14%	9%	8%	6%	16%	8%	15%	8%	13%	7%	9%	7%	12%	6%	10%	4%	25%		25%	2%	22%	1%	13%
Never heard of them	42	8	34	23	10	4	5	12	12	8	1	1	8	23	19	10	32	2	2	2	5	11	5	7	33			2	24	1	7
	4%	2%	7%	7%	5%	2%	2%	5%	4%	4%	1%	1%	9%	4%	4%	3%	5%	1%	1%	3%	4%	3%	1%	1%	10%			-	6%	-	1%
A GREAT DEAL/FAIR AMOUNT	504	311	193	149	96	93	165	116	125	112	87	27	36	314	190	207	297	183	129	55	74	215	228	427	72	504		446	53	312	181
	50%	62%	39%	48%	54%	52%	50%	50%	48%	49%	54%	40%	40%	56%	43%	64%	44%	56%	62%	59%	53%	59%	56%	65%	22%	100%		79%	13%	90%	33%
NOT VERY MUCH/ONLY HEARD OF	454	181	273	137	74	84	160	102	123	110	51	22	45	222	232	104	351	139	77	36	59	138	171	224	217		454	119	317	35	363
	45%	36%	55%	44%	41%	46%	48%	44%	47%	48%	37%	45%	50%	40%	53%	32%	52%	43%	37%	39%	43%	38%	42%	34%	67%		100%	21%	80%	10%	66%

Overlap formulae used
Column proportions (5%): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P, Q/R/S/T/U/V/W/X/Y/Z, 2A/2B/2C/2D Minimum Base: Q(**) Small Base: 30(*)

How much, if anything, do you know about each of the following politicians?
Rishi Sunak

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
A great deal	125	77	47	42	36	23	24	24	24	28	42	3	4	80	45	76	49	44	23	20	25	56	56	116	7	114	9	125		104	16
	12%	15%	9%	14%	20%	13%	7%	10%	9%	12%	30%	6%	4%	14%	10%	24%	7%	13%	11%	21%	18%	15%	14%	18%	2%	23%	2%	22%		30%	3%
A fair amount	443	242	200	112	71	82	178	106	145	89	48	24	31	262	181	155	287	182	99	41	55	171	209	365	74	332	110	443	214	218	
	44%	49%	40%	36%	39%	46%	54%	46%	56%	39%	34%	49%	34%	47%	41%	48%	42%	56%	47%	43%	40%	47%	52%	55%	23%	66%	24%	78%	8%	62%	40%
Not very much	309	132	177	100	48	58	103	59	63	89	36	21	41	158	150	59	249	86	66	24	34	104	112	158	146	48	251	309	28	255	
	31%	26%	35%	32%	26%	32%	31%	26%	24%	38%	26%	42%	45%	28%	34%	19%	37%	27%	32%	25%	29%	28%	24%	45%	9%	55%	78%	8%	46%		
Heard of them but know nothing about them	85	29	56	32	19	12	22	32	20	19	2	1	11	42	43	24	62	11	18	8	8	24	20	15	68	6	66	85	2	50	
	9%	6%	11%	10%	10%	7%	7%	14%	8%	8%	2%	2%	12%	8%	10%	7%	9%	3%	9%	6%	7%	5%	2%	21%	1%	15%	22%	-	9%		
Never heard of them	38	19	19	24	7	4	3	9	9	6	11		4	17	22	6	32	1	3	1	16	9	7	5	27	4	18		10		
	4%	4%	4%	8%	4%	2%	1%	4%	3%	2%	8%		5%	3%	5%	2%	5%	-	1%	2%	11%	2%	1%	8%	1%	4%		2%		2%	
A GREAT DEAL/FAIR AMOUNT	568	320	248	154	106	105	202	130	169	117	90	28	34	342	225	231	336	225	122	61	80	227	265	480	81	446	119	568	318	235	
	57%	64%	50%	50%	59%	59%	61%	56%	65%	51%	64%	55%	38%	61%	51%	72%	50%	70%	58%	64%	58%	62%	66%	73%	25%	89%	26%	100%	91%	43%	
NOT VERY MUCH/ONLY HEARD OF	394	161	233	132	67	71	125	91	82	108	39	23	52	201	194	83	311	97	84	32	42	129	132	173	214	317	394	30	305		
	39%	32%	47%	43%	37%	39%	38%	40%	32%	47%	28%	45%	57%	36%	44%	26%	46%	30%	40%	34%	31%	35%	33%	67%	11%	70%	100%	9%	55%		

Overlap formulae used
Column proportions (5%): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P, Q/R/S/T/U/V/W/X/Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

How much, if anything, do you know about each of the following politicians?
Liz Truss

No filters applied
Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
A great deal	92	65	27	39	30	9	15	15	12	22	41	2	-	65	27	66	26	33	15	17	18	48	39	91	1	89	3	86	7	92	
	9%	13%	5%	13%	17%	5%	4%	7%	5%	10%	29%	3%	-	12%	6%	21%	4%	10%	7%	18%	13%	13%	10%	14%	-	18%	1%	15%	2%	27%	
A fair amount	255	169	87	71	45	47	92	47	68	56	48	12	25	170	85	107	149	101	61	28	42	107	119	219	30	223	32	232	23	255	
	26%	34%	17%	23%	25%	26%	28%	20%	26%	24%	34%	24%	28%	30%	19%	33%	22%	31%	29%	30%	31%	29%	30%	33%	9%	44%	7%	41%	6%	73%	
Not very much	378	164	214	88	48	73	170	99	111	88	28	28	24	191	187	95	283	148	74	27	40	128	162	256	118	143	229	191	184		378
	38%	33%	43%	28%	26%	41%	51%	43%	43%	38%	20%	55%	27%	34%	43%	30%	42%	46%	35%	28%	29%	35%	40%	39%	37%	28%	50%	34%	47%		69%
Heard of them but know nothing about them	172	72	100	60	34	33	45	34	42	47	16	7	27	89	83	36	136	34	42	20	26	57	65	73	94	38	134	43	121		172
	17%	15%	20%	19%	19%	18%	14%	15%	16%	20%	12%	14%	14%	30%	16%	19%	11%	20%	10%	21%	19%	16%	16%	11%	29%	7%	29%	8%	31%		31%
Never heard of them	102	29	73	53	23	17	9	35	27	18	6	2	14	45	57	17	85	9	17	3	12	25	20	20	80	11	56	15	59		
	10%	6%	15%	17%	13%	10%	3%	15%	11%	8%	4%	3%	15%	8%	13%	5%	13%	3%	8%	3%	9%	7%	5%	3%	25%	2%	12%	3%	15%		
A GREAT DEAL/FAIR AMOUNT	348	234	114	109	75	57	106	62	80	78	88	14	26	235	112	173	175	134	76	45	60	155	158	310	30	312	35	318	30	348	
	35%	47%	23%	35%	42%	31%	32%	27%	31%	34%	64%	28%	28%	42%	26%	54%	26%	41%	37%	48%	43%	39%	40%	39%	47%	8%	62%	8%	56%	8%	100%
NOT VERY MUCH/ONLY HEARD OF	550	237	314	148	81	106	215	133	153	135	45	35	51	280	271	131	419	181	116	46	66	184	227	329	212	181	363	235	305		550
	55%	47%	31%	48%	45%	59%	65%	58%	59%	59%	32%	69%	56%	50%	61%	41%	62%	55%	55%	49%	48%	51%	56%	50%	66%	36%	80%	41%	77%		100%

Overlap formulae used
Column proportions (5%): A/B, C/D/E/F, G/H/I/J/K/L/M/N/O/P, Q/R/S/T, U/V/W/X/Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.

No filters applied

Base: All adults aged 18-75 in Great Britain

	Keir Starmer, Leader of the Labour party	Rishi Sunak, Former Chancellor of the Exchequer	Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs
	A	B	C
Unweighted Base	1000	1000	1000
Weighted Base	1000	1000	1000
Very good job	147 15%	126 13%	124 12%
Fairly good job	198 20%	249 25%	185 18%
Neither good nor bad job	208 21%	228 23%	240 24%
Fairly bad job	151 15%	134 13%	127 13%
Very bad job	193 19%	155 16%	147 15%
I do not know who this person is	40 4%	39 4%	85 9%
VERY/FAIRLY GOOD JOB	345 35%	375 38%	308 31%
FAIRLY/VERY BAD JOB	344 34%	289 29%	273 27%
Don't know	63 6%	68 7%	93 9%
			A

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.
 Keir Starmer, Leader of the Labour party

No filters applied
 Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very good job	147	99	48	55	44	17	31	24	27	23	58	8	7	94	53	94	53	26	50	29	30	81	51	131	13	134	12	125	19	101	41
	15%	20%	10%	18%	24%	9%	9%	11%	10%	10%	42%	15%	8%	17%	12%	29%	8%	8%	24%	31%	22%	22%	13%	20%	4%	27%	3%	22%	5%	29%	8%
Fairly good job	198	101	97	84	35	28	50	47	56	38	28	7	22	128	70	76	122	38	75	23	28	92	64	136	53	125	71	129	65	84	100
	20%	20%	19%	27%	20%	16%	15%	20%	21%	17%	20%	15%	25%	23%	16%	24%	18%	12%	36%	24%	20%	25%	16%	21%	17%	25%	16%	23%	16%	24%	18%
Neither good nor bad job	208	98	110	58	37	40	74	55	62	46	13	10	22	118	90	55	153	58	48	26	17	80	76	125	83	67	135	100	104	40	150
	21%	20%	22%	19%	20%	22%	22%	24%	24%	20%	10%	21%	25%	21%	20%	17%	23%	18%	23%	28%	12%	22%	19%	19%	26%	13%	30%	18%	26%	11%	27%
Fairly bad job	151	87	65	39	25	25	63	33	45	31	26	12	5	87	64	38	113	79	15	9	25	55	63	114	37	81	70	98	52	60	83
	15%	17%	13%	13%	14%	14%	19%	14%	17%	14%	18%	24%	6%	16%	15%	12%	17%	24%	7%	10%	18%	15%	17%	12%	16%	16%	17%	13%	17%	15%	
Very bad job	193	100	92	33	18	52	89	41	49	71	9	10	13	85	108	34	159	114	6	4	28	32	129	135	58	94	96	107	78	60	121
	19%	20%	18%	11%	10%	29%	27%	18%	19%	31%	6%	21%	15%	15%	24%	11%	23%	35%	3%	4%	20%	9%	32%	20%	18%	19%	21%	19%	20%	17%	22%
I do not know who this person is	40	5	35	21	8	5	6	11	9	9	1	1	9	18	22	9	31	2	5		3	8	4	7	29	15	3	24	-	12	
	4%	1%	7%	7%	4%	3%	2%	5%	4%	4%	1%	1%	10%	3%	5%	3%	5%	1%	3%		2%	2%	1%	1%	9%	3%	-	6%	-	2%	
VERY/FAIRLY GOOD JOB	345	200	145	139	79	45	82	71	83	61	86	15	30	222	123	170	175	64	124	52	58	173	115	267	67	250	83	254	84	185	142
	35%	40%	29%	45%	44%	25%	25%	31%	32%	27%	61%	30%	33%	40%	28%	53%	26%	20%	59%	55%	42%	47%	28%	41%	21%	51%	18%	45%	21%	53%	26%
FAIRLY/VERY BAD JOB	344	187	157	72	43	77	152	73	93	102	34	22	19	172	172	72	272	193	21	13	53	87	191	249	95	175	166	205	130	120	204
	34%	37%	31%	23%	24%	43%	46%	32%	36%	44%	25%	15%	21%	31%	39%	23%	40%	60%	10%	14%	38%	47%	38%	30%	35%	37%	36%	33%	35%	37%	
Don't know	63	9	53	19	13	14	17	20	14	12	5	2	11	30	33	14	48	7	10	4	8	16	18	11	49	3	56	6	52	2	42
	6%	2%	11%	6%	7%	8%	5%	9%	5%	5%	3%	4%	12%	5%	8%	4%	7%	2%	5%	4%	6%	4%	5%	2%	15%	1%	12%	1%	13%	1%	8%

Overlap formulae used
 ColumnProportions (SN): A/B,C/D,E/F,G/H/I/J,K/L,M/N,O/P,Q/R/S/T,U/V,W/X/Y,Z,2A,2B,2C,2D Minimum Base: Q(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.
 Rishi Sunak, Former Chancellor of the Exchequer

No filters applied
 Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very good job	126	82	44	43	36	18	29	29	25	20	42	6	4	83	43	75	50	53	16	18	28	54	54	113	12	94	32	103	22	86	38
	13%	16%	9%	14%	20%	10%	9%	12%	10%	9%	31%	11%	5%	15%	10%	24%	7%	16%	8%	19%	20%	15%	13%	17%	4%	19%	7%	18%	6%	25%	7%
Fairly good job	249	122	128	64	36	41	108	63	80	57	24	9	16	128	122	80	170	118	33	24	22	80	119	173	71	135	111	174	70	91	139
	25%	24%	26%	21%	20%	23%	33%	27%	31%	25%	17%	18%	18%	23%	28%	25%	25%	37%	16%	25%	16%	22%	30%	26%	22%	27%	24%	31%	18%	26%	25%
Neither good nor bad job	228	107	121	64	50	38	77	50	55	51	33	15	24	123	106	56	172	64	53	27	18	82	83	147	77	105	114	112	113	63	144
	23%	22%	24%	21%	28%	21%	23%	22%	21%	22%	24%	30%	26%	22%	24%	18%	25%	20%	25%	29%	13%	22%	21%	22%	24%	21%	25%	20%	29%	18%	26%
Fairly bad job	134	65	69	39	23	28	44	27	33	40	9	6	19	84	50	42	92	46	34	12	23	69	53	99	35	75	57	80	54	47	82
	13%	13%	14%	13%	13%	16%	13%	12%	13%	17%	7%	12%	21%	15%	11%	13%	14%	14%	16%	12%	16%	19%	13%	15%	11%	15%	12%	14%	14%	14%	15%
Very bad job	155	97	59	50	20	37	48	31	38	40	19	13	16	95	60	50	105	30	50	11	36	59	62	98	53	82	69	88	56	51	87
	16%	19%	12%	16%	11%	20%	15%	13%	14%	17%	13%	25%	17%	17%	14%	15%	16%	9%	24%	11%	26%	16%	15%	16%	16%	15%	15%	14%	15%	15%	16%
I do not know who this person is	39	11	28	22	7	6	4	12	10	8	4	1	5	19	21	6	34	1	8		4	9	4	10	25	4	19		21	4	16
	4%	2%	6%	7%	4%	3%	1%	5%	4%	3%	3%	1%	6%	3%	5%	2%	5%		4%		3%	3%	1%	1%	8%	1%	4%		5%	1%	3%
VERY/FAIRLY GOOD JOB	375	203	172	108	72	59	136	92	105	77	66	15	20	211	165	155	220	171	49	42	50	134	173	285	83	229	142	277	92	178	176
	38%	41%	34%	35%	40%	33%	41%	40%	40%	33%	48%	29%	23%	38%	37%	48%	32%	53%	37%	45%	36%	37%	43%	43%	26%	45%	31%	49%	23%	51%	32%
FAIRLY/VERY BAD JOB	289	162	127	89	43	65	92	58	71	79	28	19	34	179	110	91	198	77	84	22	59	128	115	197	87	157	126	168	110	98	169
	29%	32%	25%	29%	24%	36%	28%	25%	27%	34%	20%	37%	38%	32%	25%	28%	29%	24%	40%	23%	43%	35%	28%	30%	27%	31%	28%	30%	28%	28%	31%
Don't know	68	16	52	27	8	12	21	19	19	15	8	1	6	28	40	12	56	12	15	3	7	11	29	19	48	9	52	11	58	5	45
	7%	3%	10%	9%	5%	7%	6%	8%	7%	6%	6%	2%	7%	5%	9%	4%	8%	4%	7%	3%	5%	3%	7%	3%	15%	2%	11%	2%	15%	2%	8%

Overlap formulae used
 ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/2A/2B/2C/2D Minimum Base: Q(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.
 Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs

No filters applied
 Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Very good job	124	83	41	46	39	9	29	22	24	28	43	2	4	73	51	77	46	51	17	16	27	47	67	114	8	98	25	109	13	102	22
	12%	17%	8%	15%	22%	5%	9%	10%	9%	12%	31%	4%	5%	13%	12%	24%	7%	16%	8%	17%	20%	13%	17%	17%	3%	20%	5%	19%	3%	29%	4%
Fairly good job	185	103	82	47	34	35	68	37	50	42	32	12	11	110	74	63	122	99	23	17	19	46	100	165	19	115	65	134	48	95	85
	18%	21%	16%	15%	19%	20%	21%	16%	19%	18%	23%	24%	13%	20%	17%	20%	18%	31%	11%	18%	14%	13%	25%	25%	6%	23%	14%	24%	12%	27%	15%
Neither good nor bad job	240	128	113	75	24	47	94	59	67	55	26	14	19	118	123	43	198	87	45	26	23	82	95	142	90	96	138	113	121	46	179
	24%	26%	23%	24%	13%	26%	29%	25%	26%	24%	19%	29%	22%	21%	28%	13%	29%	27%	22%	27%	16%	23%	24%	22%	28%	19%	30%	20%	31%	13%	33%
Fairly bad job	127	62	65	36	25	20	46	32	26	30	15	10	13	75	51	41	86	32	37	13	28	60	44	94	31	75	51	81	41	40	81
	13%	12%	13%	12%	14%	11%	14%	14%	10%	13%	11%	20%	14%	13%	12%	13%	13%	10%	18%	14%	20%	17%	11%	14%	10%	15%	11%	14%	10%	11%	15%
Very bad job	147	85	62	43	25	30	48	34	39	38	8	7	21	100	47	61	85	23	55	15	29	82	40	94	50	89	54	88	52	57	82
	15%	17%	12%	14%	14%	17%	14%	15%	15%	16%	6%	13%	23%	18%	11%	19%	13%	7%	26%	16%	21%	22%	10%	14%	15%	18%	12%	15%	13%	17%	15%
I do not know who this person is	85	11	74	34	17	23	11	27	24	14	3	4	14	35	50	13	73	9	9	2	3	17	21	14	68	3	58	12	58		27
	9%	2%	15%	11%	10%	13%	3%	12%	9%	6%	2%	7%	16%	6%	11%	4%	11%	3%	4%	2%	2%	5%	5%	2%	21%	1%	13%	2%	15%		5%
VERY/FAIRLY GOOD JOB	308	186	123	94	73	44	97	59	74	70	75	14	16	183	125	140	168	150	40	34	46	93	168	278	28	213	90	244	60	196	107
	31%	37%	25%	30%	41%	24%	29%	26%	28%	31%	54%	28%	17%	33%	28%	44%	25%	46%	19%	36%	34%	26%	41%	42%	9%	42%	20%	43%	15%	56%	19%
FAIRLY/VERY BAD JOB	273	146	127	80	50	93	66	66	67	24	17	34	175	98	102	171	55	91	28	57	142	84	188	81	164	106	169	93	97	162	
	27%	29%	25%	26%	28%	28%	29%	25%	29%	17%	33%	37%	31%	22%	32%	25%	17%	44%	30%	41%	39%	21%	29%	25%	33%	23%	30%	23%	28%	29%	
Don't know	93	29	64	27	16	15	34	20	30	24	11	1	7	49	44	23	70	23	23	5	9	30	36	56	27	62	30	63	9	75	
	9%	6%	13%	9%	9%	10%	9%	11%	10%	8%	2%	8%	9%	10%	7%	10%	7%	11%	6%	6%	8%	9%	6%	17%	5%	14%	5%	16%	3%	14%	

Overlap formulae used
 ColumnProportions (SN): A/B,C/D/E/F,G/H/I/J,K/L,M/N,O/P,Q/R/S/T,U/V,W/X/Y,Z,2A,2B,2C,2D Minimum Base: Q(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.
 Keir Starmer, Leader of the Labour party

Filters: Keir Starmer: A fair amount, A great deal
 Base: All adults aged 18-75 in Great Britain who know a great deal/fair amount about Keir Starmer
 A low base warning is set at 30 and is indicated by *

	Gender		Age					Region					Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss				
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D			
Unweighted Base	534	296	238	132	118	107	177	131	137	136	63	28	39	395	139	348	186	187	137	76	79	271	211	458	71	534			488	44	345	180	
Weighted Base	504	311	193	149	96	93	165	116	125	112	87	27	36	314	190	207	297	183	129	55	74	215	228	427	72	504			446	53	312	181	
Very good job	134	93	41	51	38	17	29	22	23	22	52	8	7	85	49	88	47	23	47	28	24	76	43	119	12	134			117	16	95	36	
	27%	30%	21%	34%	40%	18%	17%	19%	19%	19%	60%	28%	20%	27%	26%	42%	16%	13%	36%	50%	32%	35%	19%	28%	17%	27%			26%	30%	30%	20%	
Fairly good job	125	74	51	46	28	18	33	29	35	24	16	6	14	81	44	55	69	26	52	15	16	63	41	105	18	125			105	20	79	42	
	25%	24%	26%	31%	29%	20%	20%	25%	28%	22%	19%	21%	39%	26%	23%	27%	23%	14%	40%	26%	21%	29%	18%	25%	24%	25%			23%	37%	25%	23%	
Neither good nor bad job	67	40	26	13	10	20	24	21	20	15	7	1	4	47	20	17	49	23	20	4	9	30	34	58	9	67			63	4	34	32	
	13%	13%	14%	8%	11%	22%	15%	18%	16%	14%	7%	2%	10%	15%	10%	8%	17%	13%	15%	8%	12%	14%	15%	13%	13%	13%			14%	8%	11%	18%	
Fairly bad job	81	54	27	23	9	18	32	21	21	15	11	10	2	62	19	24	57	45	9	5	11	33	35	65	16	81			76	5	51	28	
	16%	17%	14%	15%	9%	19%	19%	18%	17%	14%	13%	36%	5%	20%	10%	12%	19%	24%	7%	9%	15%	15%	16%	15%	22%	16%			17%	9%	16%	15%	
Very bad job	94	48	46	17	11	20	47	22	25	35	1	3	9	37	57	19	75	64	1	3	14	12	73	77	17	94			84	8	51	42	
	19%	15%	24%	11%	11%	21%	28%	19%	20%	31%	1%	13%	24%	12%	30%	9%	25%	35%	1%	6%	19%	6%	32%	18%	23%	19%			19%	15%	16%	23%	
I do not know who this person is																																	
VERY/FAIRLY GOOD JOB	259	167	92	96	66	35	62	51	58	46	68	13	21	166	93	143	116	49	99	42	39	139	84	225	30	259			221	36	173	78	
	51%	54%	48%	65%	68%	38%	37%	44%	46%	41%	79%	49%	59%	53%	49%	69%	39%	27%	76%	77%	53%	65%	37%	53%	41%	51%			50%	67%	56%	43%	
FAIRLY/VERY BAD JOB	175	102	73	40	19	37	79	43	46	50	12	13	10	99	76	43	132	109	10	8	25	45	109	143	32	175			160	13	103	70	
	35%	33%	38%	27%	20%	40%	48%	37%	37%	45%	14%	48%	29%	32%	40%	21%	44%	60%	8%	15%	34%	21%	48%	33%	45%	35%			36%	24%	33%	39%	
Don't know	3	1	2	-	1	1	1	-	1	1				2	1	3	1	1	1	-	1	1	2	1	3	2	1	2	1	2	1	-	
	1%	-	1%	-	1%	1%	1%	-	1%	-				3%	1%	1%	2%	1%	1%	1%	-	-	-	1%	1%	1%	1%			1%	1%	1%	-

Overlap formulae used
 ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/2A/2B/2C/2D Minimum Base: Q(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.
 Rishi Sunak, Former Chancellor of the Exchequer

Filters: Rishi Sunak: A fair amount. A great deal
 Base: All adults aged 18-75 in Great Britain who know a great deal/fair amount about Rishi Sunak
 A low base warning is set at 30 and is indicated by *

	Gender		Age				Region					Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss			
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	617	307	310	147	132	127	211	147	175	157	69	30	39	447	170	400	217	237	139	80	86	297	248	535	78	488	126	617	363	244	
Weighted Base	568	320	248	154	106	105	202	130	169	117	90	28	34	342	225	231	336	225	122	61	80	227	265	480	81	446	119	568	318	235	
Very good job	103	67	36	29	34	17	24	23	24	14	32	6	4	66	38	69	35	47	11	17	23	52	44	96	8	85	19	103	77	25	
	18%	21%	15%	19%	32%	16%	12%	18%	14%	12%	36%	20%	13%	19%	17%	30%	10%	21%	9%	28%	29%	23%	16%	20%	10%	19%	16%	18%	24%	10%	
Fairly good job	174	91	83	42	22	30	79	44	55	39	23	6	9	91	83	64	110	91	25	20	9	57	90	141	28	127	47	174	87	84	
	31%	28%	34%	28%	21%	29%	39%	33%	32%	33%	25%	21%	25%	27%	37%	28%	33%	40%	20%	34%	12%	25%	34%	29%	34%	28%	39%	31%	27%	36%	
Neither good nor bad job	112	64	48	25	27	18	42	28	27	22	22	7	6	68	44	33	79	38	32	9	12	42	53	92	19	91	21	112	59	51	
	20%	20%	19%	16%	25%	17%	21%	21%	16%	19%	25%	24%	18%	20%	20%	14%	23%	17%	26%	14%	15%	19%	20%	19%	24%	20%	18%	20%	18%	22%	
Fairly bad job	80	43	36	25	13	15	28	17	26	23	2	6	6	54	26	31	48	31	21	8	13	41	35	74	6	67	12	80	45	33	
	14%	14%	15%	16%	12%	14%	14%	13%	15%	19%	2%	21%	19%	16%	11%	14%	14%	14%	17%	14%	16%	18%	13%	15%	8%	15%	10%	14%	14%	14%	
Very bad job	88	53	35	27	10	24	26	18	32	18	8	4	9	57	30	33	55	14	32	6	20	33	35	70	17	71	16	88	46	37	
	15%	16%	14%	17%	10%	23%	13%	14%	19%	16%	8%	14%	25%	17%	14%	14%	16%	6%	25%	10%	25%	15%	13%	15%	21%	16%	13%	15%	14%	16%	
I do not know who this person is																															
VERY/FAIRLY GOOD JOB	277	158	120	71	56	47	104	66	79	53	55	11	13	156	121	132	145	138	36	38	32	109	134	236	35	212	66	277	163	108	
	49%	49%	48%	46%	52%	45%	51%	51%	47%	45%	61%	41%	38%	46%	54%	57%	43%	61%	29%	62%	41%	48%	50%	49%	44%	47%	55%	49%	51%	46%	
FAIRLY/VERY BAD JOB	168	96	72	51	23	39	54	34	58	41	10	10	15	111	56	64	103	45	53	14	32	74	70	144	24	138	28	168	90	70	
	30%	30%	29%	33%	22%	37%	27%	26%	34%	35%	11%	35%	44%	32%	25%	28%	31%	20%	43%	24%	41%	33%	26%	30%	29%	31%	23%	30%	28%	30%	
Don't know	11	2	9	6	1	2	2	1	5	1	3			7	4	1	9	4	2		3	2	8	8	3	6	5	11	5	5	
	2%	1%	3%	4%	1%	1%	1%	1%	3%	1%	3%			2%	2%	1%	3%	2%			4%	1%	3%	2%	3%	1%	4%	2%	2%	2%	

Overlap formulae used
 ColumnProportions (SN): A/B,C/D/E/F,G/H/I/J,K/L,M/N,O/P,Q/R/S/T,U/V,W/X/Y,Z,2A,2B,2C,2D Minimum Base: Q(**) Small Base: 30(*)

To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? If you do not know who the person is, then please say so.
 Liz Truss, Secretary of State for Foreign, Commonwealth and Development Affairs

Filters: Liz Truss: A fair amount, A great deal
 Base: All adults aged 18-75 in Great Britain who know a great deal/fair amount about Liz Truss
 A low base warning is set at 30 and is indicated by *

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	388	239	149	98	95	74	121	78	93	106	61	22	28	300	88	283	105	149	83	60	63	198	154	345	36	345	41	363	25	388	
Weighted Base	348	234	114	109	75	57	106	62	80	78	88	14	26	235	112	173	175	134	76	45	60	155	158	310	30	312	35	318	30	348	
Very good job	102	72	30	39	34	6	22	20	13	24	38	2	4	63	39	68	34	43	10	13	26	42	54	95	5	89	12	94	8	102	
	29%	31%	26%	36%	45%	11%	21%	33%	17%	30%	43%	15%	17%	27%	35%	39%	19%	32%	13%	30%	43%	27%	34%	31%	16%	29%	35%	29%	27%	29%	
Fairly good job	95	61	34	27	18	18	32	12	28	18	26	6	5	61	33	43	51	50	12	13	10	24	56	89	5	80	14	85	9	95	
	27%	26%	30%	25%	23%	30%	19%	35%	24%	29%	42%	20%	26%	30%	25%	29%	38%	15%	29%	16%	16%	35%	29%	15%	26%	41%	27%	32%	27%		
Neither good nor bad job	46	29	17	15	6	11	14	6	9	12	15	2	1	34	12	15	31	20	13	4	3	18	22	37	4	41	5	40	6	46	
	13%	12%	15%	13%	8%	19%	13%	10%	11%	16%	17%	14%	5%	15%	10%	9%	18%	15%	17%	10%	5%	12%	14%	12%	12%	13%	14%	13%	19%	13%	
Fairly bad job	40	25	15	7	9	5	19	10	11	10	3	1	5	26	13	15	25	11	14	6	4	28	11	33	7	37	2	38	1	40	
	11%	11%	13%	6%	12%	8%	17%	16%	13%	13%	4%	4%	18%	12%	9%	14%	8%	18%	14%	7%	18%	7%	11%	22%	12%	6%	12%	4%	11%		
Very bad job	57	42	16	15	8	16	18	11	19	12	3	3	10	44	13	28	29	8	21	8	17	38	14	48	9	56	1	56	1	57	
	17%	18%	14%	13%	11%	28%	17%	18%	23%	15%	3%	25%	38%	19%	12%	16%	17%	6%	27%	17%	28%	24%	9%	16%	29%	18%	4%	18%	5%	17%	
I do not know who this person is						CD																									
VERY/FAIRLY GOOD JOB	196	133	63	66	52	24	54	32	41	42	63	8	10	124	72	111	85	93	21	27	35	67	110	184	9	160	27	179	18	196	
	56%	57%	56%	61%	68%	43%	51%	52%	52%	54%	72%	57%	37%	53%	64%	64%	49%	70%	28%	58%	59%	43%	69%	59%	31%	54%	77%	56%	59%	56%	
FAIRLY/VERY BAD JOB	97	67	30	22	17	21	37	21	29	22	6	4	14	71	26	43	54	19	34	14	21	65	25	81	16	94	3	94	3	97	
	28%	28%	27%	20%	23%	37%	34%	37%	28%	7%	29%	56%	30%	23%	25%	31%	15%	45%	31%	35%	42%	16%	26%	51%	30%	10%	30%	9%	28%		
Don't know	9	6	3	7	-	1	1	2	-	2	4	-	2	6	2	3	6	1	8	-	-	5	1	7	2	9	5	4	9		
	3%	2%	3%	6%	1%	1%	1%	4%	-	2%	5%	-	2%	3%	2%	2%	3%	-	10%	1%	1%	3%	1%	2%	6%	3%	1%	13%	3%		

Overlap formulae used
 ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/2A/2B/2C/2D Minimum Base: Q(**) Small Base: 30(*)

In your opinion, who, if either, would be most likely to help the Conservative Party win the next General Election, if they were elected leader?

No filters applied
 Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss			
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D		
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534	
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550	
Rishi Sunak	360	190	170	93	77	60	130	83	99	67	64	15	32	201	160	123	237	134	79	35	52	158	143	261	93	202	152	239	108	131	202	
	36%	38%	34%	30%	42%	33%	39%	36%	38%	29%	46%	30%	36%	36%	38%	35%	41%	38%	37%	38%	43%	35%	40%	29%	40%	34%	42%	34%	42%	27%	38%	37%
Liz Truss	194	113	81	55	32	40	67	42	44	52	36	9	12	108	86	64	130	94	24	12	26	40	116	158	34	121	73	133	60	98	92	
	19%	23%	16%	18%	18%	22%	20%	18%	17%	23%	26%	18%	13%	13%	19%	20%	19%	29%	12%	13%	19%	11%	22%	24%	11%	24%	16%	23%	15%	28%	17%	
Both equally likely	186	102	84	70	42	28	46	31	43	49	31	14	19	116	70	75	111	42	43	31	33	80	65	128	55	98	78	109	73	72	104	
	19%	20%	17%	23%	23%	16%	14%	13%	16%	21%	22%	27%	21%	21%	23%	16%	13%	21%	33%	24%	22%	16%	19%	17%	20%	17%	19%	19%	21%	19%		
Don't know	259	94	166	92	30	51	86	75	75	62	9	12	28	135	125	59	201	54	62	17	27	87	80	111	140	82	152	87	153	48	152	
	26%	19%	33%	30%	17%	28%	26%	32%	29%	27%	6%	25%	31%	24%	28%	18%	30%	17%	30%	18%	19%	24%	20%	17%	43%	16%	33%	15%	39%	14%	28%	

Overlap formulae used
 Column Proportions (%): A/B, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T, U/V, W/X, Y/Z, 2A, 2B, 2C, 2D Minimum Base: Q(**) Small Base: 30(*)

Do you think each of the following would do a better job running the country than the current government, a worse job, or would it make no difference?

No filters applied

Base: All adults aged 18-75 in Great Britain

	A Labour government led by Keir Starmer	A Conservative government led by Rishi Sunak	A Conservative government led by Liz Truss
	A	B	C
Unweighted Base	1000	1000	1000
Weighted Base	1000	1000	1000
Better job	349 35%	269 27%	240 24%
Would make no difference	213 21%	431 43%	423 42%
Worse job	327 33%	189 19%	189 19%
Don't know	110 11%	110 11%	148 15%
			AB

Overlap formulae used

ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Do you think each of the following would do a better job running the country than the current government, a worse job, or would it make no difference?
 A Labour government led by Keir Starmer

No filters applied
 Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote				EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Better job	349	203	147	146	77	47	79	72	82	70	75	16	34	210	139	163	187	44	133	59	69	194	98	254	86	236	108	234	107	170	158
	35%	41%	29%	47%	43%	26%	24%	31%	31%	30%	54%	32%	38%	38%	32%	51%	27%	14%	63%	62%	50%	53%	24%	39%	27%	47%	24%	41%	27%	49%	29%
		B		EF	EF					GHIK					P			Q	Q	Q	Q	V	X		Z	2B	2B	2D			
Would make no difference	213	97	117	69	46	40	58	54	50	45	32	12	20	133	80	73	141	57	49	24	20	77	79	134	76	91	112	98	107	63	130
	21%	19%	23%	22%	25%	22%	18%	23%	19%	20%	23%	24%	22%	24%	18%	23%	21%	18%	24%	25%	15%	21%	19%	20%	24%	18%	25%	17%	27%	18%	24%
				CD	CD					JL										RS	U	X		Y	2B	2A	2A				
Worse job	327	179	149	53	36	73	165	75	99	94	23	19	17	169	159	64	263	212	8	9	38	64	204	237	88	162	164	211	110	106	205
	33%	36%	30%	17%	20%	40%	50%	33%	38%	41%	16%	37%	19%	30%	36%	20%	39%	65%	4%	10%	27%	17%	50%	36%	32%	36%	37%	28%	30%	37%	
				CD	CD					JL											RS	U	X		Y	2B	2B				
Don't know	110	22	88	41	21	20	28	29	29	21	10	3	18	48	62	21	89	11	20	3	10	29	24	33	72	14	70	25	71	10	58
	11%	4%	18%	13%	12%	11%	9%	12%	11%	9%	7%	6%	20%	8%	14%	7%	13%	3%	9%	3%	7%	8%	6%	5%	22%	3%	15%	4%	18%	3%	11%
			A																					W		Y	2A				

Overlap formulae used
 ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J,K/L,M/N,O/P,Q/R/S/T,U/V,W/X/Y/Z,2A,2B,2C,2D Minimum Base: Q(**) Small Base: 30(*)

Do you think each of the following would do a better job running the country than the current government, a worse job, or would it make no difference?
 A Conservative government led by Rishi Sunak

No filters applied
 Base: All adults aged 18-75 in Great Britain

	Gender		Age				Region						Social Grade		Education		GE 2019 Vote					EU Ref Vote		News Stories re Cons Leadership Race		Familiarity with Keir Starmer		Familiarity with Rishi Sunak		Familiarity with Liz Truss	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Better job	269	152	118	79	59	42	89	61	67	48	60	17	16	168	101	123	147	117	46	30	37	117	103	220	47	176	91	206	62	137	123
	27%	30%	24%	26%	33%	23%	27%	27%	26%	21%	43%	35%	18%	30%	23%	38%	22%	36%	22%	31%	27%	32%	26%	33%	15%	35%	20%	36%	16%	39%	22%
Would make no difference	431	205	226	129	80	73	149	97	118	102	58	13	44	246	185	139	292	137	102	48	52	162	178	287	140	217	202	246	172	144	250
	43%	41%	45%	42%	44%	40%	45%	42%	45%	44%	42%	25%	48%	44%	42%	43%	43%	42%	49%	51%	38%	45%	44%	44%	43%	43%	44%	43%	44%	41%	45%
Worse job	189	114	76	57	22	49	61	37	56	52	13	15	16	100	89	43	147	60	38	10	42	55	96	122	60	94	90	97	86	58	117
	19%	23%	15%	19%	12%	27%	18%	16%	22%	23%	10%	30%	17%	18%	20%	13%	22%	18%	18%	11%	30%	15%	24%	19%	19%	19%	20%	17%	22%	17%	21%
Don't know	110	29	81	44	19	16	31	35	19	28	7	5	15	45	65	17	94	11	22	7	30	27	29	75	17	72	19	75	9	60	
	11%	6%	16%	14%	10%	9%	9%	15%	7%	12%	5%	11%	17%	8%	15%	5%	14%	10%	3%	7%	8%	7%	4%	4%	23%	3%	16%	3%	19%	3%	11%

Overlap formulae used
 ColumnProportions (SN) - A/B,C/D/E/F,G/H/I/J,K,L,M/N,O/P,Q/R/S/T,U/V,W/X/Y/Z,2A,2B,2C,2D Minimum Base: Q(**) Small Base: 30(*)

Do you think each of the following would do a better job running the country than the current government, a worse job, or would it make no difference?
 A Conservative government led by Liz Truss

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	Total	Male	Female	18-34	35-44	45-54	55-75	North	Mids	South	Greater London	Wales	Scotland	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other Party (NET)	Remain	Leave	Following Closely	Not Following Closely	Familiar	Unfamiliar	Familiar	Unfamiliar	Familiar	Unfamiliar
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	2A	2B	2C	2D	
Unweighted Base	1000	434	566	251	207	205	337	242	265	260	92	50	91	688	312	577	423	332	214	117	134	435	373	696	289	534	429	617	357	388	534
Weighted Base	1000	500	500	310	180	180	330	230	260	230	139	50	90	560	440	321	679	324	209	94	138	364	404	658	322	504	454	568	394	348	550
Better job	240	141	98	75	60	39	66	48	58	46	65	12	12	146	94	104	135	101	38	24	44	73	130	203	35	165	70	190	45	142	88
	24%	28%	20%	24%	33%	22%	20%	21%	22%	20%	46%	23%	13%	26%	21%	33%	20%	31%	18%	25%	32%	20%	32%	31%	11%	33%	15%	34%	12%	41%	16%
		B		EF							GHJKL				P		R			R		U	X		Z		2B		2D		
Would make no difference	423	221	202	134	58	81	149	102	120	96	48	17	40	228	195	120	303	149	83	45	47	162	163	277	133	196	216	227	180	128	265
	42%	44%	40%	43%	32%	45%	45%	44%	46%	42%	34%	34%	45%	41%	44%	37%	45%	46%	44%	47%	34%	45%	40%	42%	41%	39%	47%	40%	46%	37%	48%
				D	D	D					J				O							V				Y				2C	
Worse job	189	99	90	47	36	40	66	40	45	58	17	13	17	119	70	74	115	42	57	22	37	88	68	132	56	112	73	113	72	70	110
	19%	20%	18%	15%	20%	22%	20%	17%	17%	25%	12%	26%	19%	21%	16%	23%	17%	13%	27%	24%	27%	24%	17%	20%	17%	22%	16%	20%	18%	20%	20%
											J				P				Q	Q	Q	V									
Don't know	148	38	110	54	25	20	49	40	38	31	10	8	21	66	82	22	126	32	21	4	10	41	43	46	98	31	96	38	97	9	87
	15%	8%	22%	17%	14%	11%	15%	17%	15%	13%	7%	17%	23%	12%	19%	7%	19%	10%	10%	4%	7%	11%	11%	7%	30%	6%	21%	7%	25%	3%	16%
			A					J					J		M		O							W		Y		2A		2C	

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 ColumnProportions (SN): A/B,C/D/E/F,G/H/I/J,K/L,M/N,O/P,Q/R/S/T,U/V,W/X/Y/Z,2A,2B,2C,2D Minimum Base: Q(**) Small Base: 30(*)