

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q1. To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Very good job (2)	59 5%	37 7%	22 4%	39 13% EF	11 3%	8 2%	48 7% H	11 2%	15 6%	16 5%	5 2%	15 10% K	4 6% *	3 3% *	44 12% P	15 2%	53 8% R	6 1%	6 3%	11 4%	12 4%	29 11% STU	29 3%	29 17% W	7 4%	33 10% c	4 4% *	7 5% *	2 1% *	34 8% e	10 3%
Fairly good job (1)	197 17%	120 22% C	75 13%	75 24% EF	61 16%	61 13%	127 20% H	70 14%	53 20% N	47 16%	36 14%	40 26% JKN	11 19% *	9 9% *	89 24% P	108 14%	132 19%	64 15%	28 13%	46 15%	57 20%	58 22% S	157 16%	37 22%	16 9%	115 34% Yabc	16 15% b*	6 4% *	16 14% b*	112 26% e	37 10%
Neither a good nor bad job (0)	230 20%	105 19%	123 21%	73 23%	77 21%	80 18%	145 23%	85 17%	48 18%	53 18%	57 22%	37 23%	11 20% *	25 25% *	86 23%	144 19%	159 23% R	71 16%	39 18%	65 21%	56 20%	60 23%	181 19%	46 27% W	15 9%	75 22% Yb	39 38% YZbc*	10 7% *	23 20% Yb*	98 23% e	51 13%
Fairly bad job (-1)	254 22%	111 20%	142 25%	57 18%	92 25%	105 23%	139 22%	115 23%	57 21%	66 22%	69 27% L	24 15%	8 15% *	30 31% L*	62 17%	192 25% O	134 19%	120 27% Q	53 25%	58 19%	64 23%	55 21%	218 23%	34 20%	43 26%	71 21%	27 26% *	22 15% *	25 22% *	104 24%	79 21%
Very bad job (-2)	359 32%	165 30%	185 32%	44 14%	119 32% D	196 43% DE	163 25% G	196 39% G	85 31%	106 36% L	88 34% L	34 22%	19 35% *	27 27% *	77 21% O	282 37% O	195 28%	164 37% Q	74 35% V	120 39% V	86 31% V	45 17%	345 36% X	12 7% Y	85 51% Za	41 12%	17 16% *	104 70% YZac*	44 39% Za*	77 18% d	197 53%
Don't know	41 4%	13 2%	27 5%	24 8% EF	14 4% F	3 1%	20 3%	21 4%	13 5%	9 3%	5 2%	7 4%	2 4% *	5 5% *	15 4%	27 4%	28 4%	14 3%	12 6% TU	4 1% TU	4 2%	13 5% TU	32 3%	10 6%	- -	4 1%	1 1% *	1 0% *	3 3% *	8 2%	2 1%

NET: Very/ Fairly good job	255 22%	157 29% C	97 17%	115 37% EF	72 19%	69 15%	175 27% H	81 16%	69 25% KN	64 21%	41 16%	56 36% JKN	14 26% *	12 12% *	133 36% P	123 16%	185 26% R	70 16%	34 16%	57 19%	69 25%	88 34% STU	186 19%	66 39% W	23 14%	149 44% Yabc	20 19% *	13 9% *	17 15% *	146 34% e	46 12%
NET: Very/ Fairly bad good job	613 54%	276 50%	327 57%	101 32%	211 57% D	301 66% DE	302 47% G	311 63% G	142 52% L	172 58% L	157 60% L	57 37%	27 50% *	57 58% L*	139 37% O	474 62% O	329 47%	284 65% Q	126 60% V	178 58% V	150 54%	100 38%	563 59% X	46 27%	128 77% Zac	112 33%	43 42% *	126 84% Zac*	69 62% Za*	181 42% d	276 74%

Mean	-0.60	-0.50 C	-0.70	* EF	-0.70 F	-0.90	-0.40 H	-0.90	-0.60	-0.70	-0.80	-0.10 UKN*	-0.50 *	-0.70 *	-0.10 P	-0.80	-0.40 R	-0.90	-0.80	-0.80	-0.60	-0.10 STU	-0.70	0.20 W	-1.10	0.10 Yabc	-0.30 Ybc*	-1.40 *	-0.90 b*	-0.20 e	-1.10
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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

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Political Leadership Polling

Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Summary

All Adults aged 18+ in Great Britain

	The Prime Minister Keir Starmer :											
	An honest person (A)	In touch with ordinary people (B)	Has a lot of personality (C)	Has the right plans for Britain (D)	A capable leader (E)	Understands the problems facing Britain (F)	Good in a crisis (G)	Pays attention to detail (H)	A strong leader (I)	Shares my values (J)	Gets the big decisions right (K)	An experienced leader (L)
Unweighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Does apply	379 33% BCDGIJK	292 26% CK	240 21%	318 28% CIJ	349 31% BCGIJK	410 36% BCDEGHJK	297 26% CK	352 31% BCDGIJK	292 26% CK	270 24% K	230 20%	372 33% BCDGIJK
Does not apply	523 46%	689 60% ADEFHJL	725 64% ADEFHJL	614 54% AH	609 53% AH	585 51% A	605 53% AH	567 50% A	694 61% ADEFHJL	653 57% ADEFHGL	692 61% ADEFHJL	604 53% AH
Don't know	238 21% BCEFIL	159 14%	176 15% F	207 18% BCFIL	182 16% FI	145 13%	237 21% BCEFIL	221 19% BCEFIL	155 14%	217 19% BCEFIL	218 19% BCEFIL	164 14%

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PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Summary

All Adults aged 18+ in Great Britain

	'The Leader of the Conservative Party, Kemi Badenoch' :											
	An honest person (A)	In touch with ordinary people (B)	Has a lot of personality (C)	Has the right plans for Britain (D)	A capable leader (E)	Understands the problems facing Britain (F)	Good in a crisis (G)	Pays attention to detail (H)	A strong leader (I)	Shares my values (J)	Gets the big decisions right (K)	An experienced leader (L)
Unweighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Does apply	307 27% BCDGIJKL	231 20% ACDEFGHIK	267 23% BGKL	260 23% BGKL	283 25% BGUJL	341 30% BCDEFGHIJKL	204 18% A	298 26% BDGIJKL	249 22% GKL	250 22% GKL	220 19% AGH	204 18% ABCDEFGHIJK
Does not apply	409 36% BCDEFIJL	600 53% ACDEFGHIK	557 49% ADEFHGK	495 43% AGH	504 44% AGH	505 44% AGH	453 40% A	438 38% ADGHK	534 47% ADGHK	571 50% ADEFHGK	495 43% AGH	640 56% ABCDEFGHIJK
Don't know	424 37% BCDEFIJL	309 27% ACDEFGHIK	316 28% ADEFHGK	385 34% BCEFJL	353 31% BCFJL	294 26% BCFJL	483 42% ABCDEFGHIJKL	404 35% BCEFIJL	357 31% BCFJL	319 28% BCFJL	424 37% BCDEFIJL	295 26% BCDEFIJL

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Political Leadership Polling

Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Summary

All Adults aged 18+ in Great Britain

	'The Leader of Reform UK, Nigel Farage' :											
	An honest person (A)	In touch with ordinary people (B)	Has a lot of personality (C)	Has the right plans for Britain (D)	A capable leader (E)	Understands the problems facing Britain (F)	Good in a crisis (G)	Pays attention to detail (H)	A strong leader (I)	Shares my values (J)	Gets the big decisions right (K)	An experienced leader (L)
Unweighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Does apply	334 29% K	508 45% ADEGHIJKL	593 52% ABDEFGHIJKL	393 35% AGK	420 37% AGHIK	527 46% ADEGHIJKL	303 27%	374 33% AGK	472 41% ADEGHIJKL	384 34% AGK	298 26%	409 36% AGK
Does not apply	522 46% BCFGI	475 42% C	409 36%	528 46% BCFGI	503 44% CFI	457 40% C	492 43% CF	507 44% CFI	466 41% C	577 51% ABCDEFGHIJKL	519 46% BCFGI	520 46% BCFI
Don't know	285 25% BCDEFIJL	157 14%	137 12%	218 19% BCFJ	217 19% BCFJ	156 14%	345 30% ABCDEFGHIJL	259 23% BCDEFIJL	202 18% BCF	179 16% C	323 28% ABCDEFGHIJL	212 19% BCFJ

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PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - An honest person
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)			
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341			
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375			
Does apply	379 33% C	226 41% C	151 26% E	123 40% E	104 28% E	152 33% H	263 41% H	116 23% H	91 33% H	91 30% H	84 32% H	65 42% H	21 38% *	28 28% *	174 47% P	205 27% P	244 35% P	135 31% P	56 26% P	95 31% P	95 34% P	119 46% STU	299 31% W	75 45% W	45 27% b	189 56% Ybc	44 43% Ybc*	15 10% *	28 25% b*	198 46% e	94 25% e			
Does not apply	523 46% C	235 43% C	281 49% C	110 35% D	196 53% D	216 48% D	244 38% G	279 56% G	126 46% G	149 50% G	119 46% G	61 39% G	26 47% *	43 44% *	124 33% O	399 52% O	309 44% O	213 49% O	109 52% V	146 48% V	134 48% V	87 33% V	473 49% X	46 28% Z	88 53% Z	92 27% Z	42 41% Z*	118 79% YZac*	62 55% Z*	160 37% Z*	217 58% d			
Don't know	238 21% B	91 16% B	143 25% B	78 25% B	73 20% B	86 19% B	135 21% B	103 21% B	55 20% B	59 20% B	57 22% B	31 20% B	8 15% *	28 28% *	74 20% B	164 21% B	148 21% B	90 21% B	47 22% B	63 21% B	50 18% B	55 21% B	190 20% B	45 27% B	33 20% B	58 17% B	17 16% *	16 11% *	22 20% *	77 18% B	65 17% B			

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Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - In touch with ordinary people
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	292 26%	166 30% C	126 22%	129 41% EF	73 20%	90 20%	201 31% H	91 18%	70 26%	67 22%	55 21%	61 39% UK	14 25% *	25 25% *	144 39% P	148 19%	211 30% R	81 18%	38 18%	73 24%	76 27% S	99 38% STU	217 23%	74 44% W	27 16% Yabc	159 47% Yabc	27 26% b*	13 8% *	19 17% *	157 36% e	59 16%		
Does not apply	689 60%	326 59%	353 61%	117 37% D	247 66% D	325 71% D	346 54% G	343 69% G	165 61% L	184 62% L	177 68% L	67 43% L	35 64% L*	61 62% L*	173 46% O	516 67% O	387 55% Q	302 69% Q	145 69% V	187 62% V	175 63% V	120 46% V	630 65% X	52 31% Y	124 75% Za	139 41% Z	59 57% Z*	134 90% YZac*	85 76% Za*	217 50% Za*	299 80% d		
Don't know	159 14%	60 11%	95 17% B	67 21% EF	53 14% F	39 9%	95 15%	64 13%	36 13%	47 16%	28 11%	29 19%	6 11% *	13 13% *	55 15%	104 14%	103 15%	56 13%	29 14%	44 15%	28 10%	41 16%	116 12%	41 25% W	14 9% b	41 12% b	18 17% b*	2 2% *	9 8% *	60 14% e	18 5%		

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Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Has a lot of personality
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
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Does apply	240 21%	141 26% C	98 17%	125 40% EF	63 17%	51 11%	158 25% H	82 16%	52 19%	64 21%	46 18%	49 31% IKN	12 22% *	16 17% *	123 33% P	117 15%	174 25% R	65 15%	38 18%	56 18%	62 22%	81 31% STU	168 17%	71 42% W	27 16% b	117 34% Yabc	17 16% b*	7 5% *	19 17% b*	109 25% e	47 12%	
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Don't know	176 15%	66 12% B	106 18% B	66 21% F	58 15% F	52 12% F	89 14% G	87 17% H	39 14% I	50 17% J	35 13% K	33 21% L	7 13% *	12 13% *	54 15% M	121 16% N	118 17% O	58 13% P	39 19% Q	44 15% R	39 14% S	39 15% T	129 13% U	43 26% W	16 10% X	46 14% b	16 16% b*	5 3% *	14 12% b*	54 12% c	32 9% d	

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Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Does apply	318 28%	187 34% C	132 23%	135 43% EF	90 24%	93 20%	223 35% H	95 19%	79 29%	76 26%	67 26%	61 39% JKN	16 30% *	18 19% *	160 43% P	158 21%	231 33% R	87 20%	41 19%	75 25%	86 31% S	108 41% STU	234 24%	80 48% W	19 11%	181 53% Yabc	31 30% Yb*	12 8% *	21 19% b*	171 39% e	54 14%
Does not apply	614 54%	283 51%	322 56%	114 37% D	214 57% D	286 63% D	300 47% G	314 63% G	145 54%	177 59% L	141 54%	66 42%	28 50% *	58 59% L*	144 39% O	470 61% O	343 49% Q	271 62% Q	135 64% V	171 56% V	147 53% V	107 41% 41%	563 58% X	50 30% 30%	131 79% Za	102 30% 30%	53 51% Z*	127 85% Zac*	74 66% Z*	195 45% 15%	274 73% d
Don't know	207 18%	82 15%	121 21% B	63 20%	70 19%	75 17%	119 19%	88 18%	48 18%	45 15%	52 20%	30 19%	11 21% *	22 22% *	67 18%	140 18%	127 18%	80 18%	36 17%	57 19%	45 16%	46 18%	166 17%	37 22% 22%	16 9% 9%	56 17% b	19 19% b*	11 7% *	17 15% *	68 16%	47 13%

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - A capable leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)			
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341			
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375			
Does apply	349 31%	190 35% C	156 27%	129 41% EF	101 27%	120 26%	247 39% H	101 20%	86 32%	87 29%	68 26%	64 41% JK	14 26% *	29 29% *	171 46% P	178 23%	243 35% R	106 24%	47 22%	83 27%	88 32%	115 44% STU	269 28%	76 46% W	26 16% b	194 57% Yabc	33 32% Yb*	8 6% *	24 22% b*	191 44% e	65 17%			
Does not apply	609 53%	295 53%	306 53%	112 36%	205 55% D	293 64% DE	290 45%	319 64% G	146 54% L	166 55% L	146 56% L	65 41%	34 62% L*	53 54% *	148 40%	462 60% O	334 48%	276 63% Q	124 58% V	172 56% V	154 55% V	103 40%	555 58% X	50 30% Zac	131 79% Zac	105 31%	50 49% Z*	133 89% YZac*	68 60% Z*	179 41%	277 74% d			
Don't know	182 16%	66 12%	113 20% B	72 23% F	68 18% F	42 9%	104 16%	78 16%	39 14%	46 15%	46 18%	28 18%	7 12% *	17 17% *	53 14%	129 17%	124 18%	58 13%	41 19%	49 16%	37 13%	42 16%	139 14%	40 24% W	10 6%	40 12%	21 20% Yb*	8 5% *	21 19% Yb*	64 15% e	33 9%			

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Understands the problems facing Britain
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	410	227	181	152	107	151	284	126	94	102	92	70	21	32	176	234	272	138	57	105	103	129	318	87	35	198	41	17	31	210	82		
	36%	41% C	31%	49% EF	29%	33%	44% H	25%	34%	34%	35%	45%	38% *	33% *	47% P	31%	39%	32%	27%	35%	37%	50% STU	33%	52% W	21%	58% Yabc	40% yb*	11% *	27% b*	48% e	22%		
Does not apply	585	267	309	107	209	269	281	304	141	164	146	61	24	49	150	435	329	256	122	161	145	101	533	48	113	109	48	130	68	180	264		
	51%	48%	54%	34%	56% D	59% D	44% G	61% G	52% L	55% L	56% L	39%	44% *	50% *	40% O	57% O	47%	58% Q	58% V	53% V	52% V	39%	55% X	29% Za	32%	47% Z*	87% YZac*	60% Z*	41% Z*	70% d			
Don't know	145	58	85	54	57	34	77	68	38	33	23	25	10	17	46	98	100	44	32	37	31	30	111	31	17	32	14	3	14	45	30		
	13%	10%	15%	17% F	15% F	8%	12%	14%	14%	11%	9%	16%	18% *	17% *	12%	13%	14%	10%	15%	12%	11%	11%	12%	19% W	11%	9%	14% b	2% b*	13% b*	10%	8%		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Good in a crisis
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)				
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341				
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375				
Does apply	297 26%	174 32% C	122 21%	107 34% EF	87 23%	103 23%	207 32% H	90 18%	76 28%	62 21%	61 23%	63 40% UKN	13 24% *	23 23% *	147 40% P	150 20%	208 30% R	89 20%	32 15%	77 25% S	78 28% S	102 39% STU	222 23%	70 42% W	20 12%	163 48% Yabc	32 31% Yb*	11 7% *	24 21% b*	172 40% e	53 14%				
Does not apply	605 53%	275 50%	321 56%	111 36% D	210 56% D	284 63% D	296 46% G	309 62% G	149 55% L	164 55% L	144 55% L	65 42% L	33 60% L*	50 51% *	151 41% O	455 59% O	333 48% Q	272 62% Q	127 60% V	169 56% V	145 52% V	107 41% X	547 57% X	54 33% Zac	124 75% Zac	114 34% Zac	47 45% *	128 86% Zac*	57 51% Z*	177 41% Z*	270 72% d				
Don't know	237 21%	102 18%	132 23%	94 30% EF	76 20%	67 15%	139 22%	99 20%	46 17%	73 24%	56 21%	29 18%	9 17% *	25 26% *	74 20%	163 21%	160 23%	78 18%	53 25%	57 19%	55 20%	52 20%	193 20%	42 25%	22 13%	63 18% b	25 24% b*	10 7% *	31 28% Yb*	85 20%	52 14%				

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Pays attention to detail
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)					
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341					
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375					
Does apply	352 31%	206 37% C	143 25%	124 40% EF	109 29%	118 26%	244 38% H	108 22%	85 31%	83 28%	62 24%	71 45% UK	19 35% *	31 32% *	175 47% P	177 23%	245 35% R	106 24%	58 28%	79 26%	89 32%	113 43% STU	272 28%	75 45% W	23 14%	183 54% Ybc	48 46% Ybc*	20 14% *	24 21% *	200 46% e	74 20%					
Does not apply	567 50%	270 49%	290 50%	119 38%	186 50% D	262 58% D	266 42% G	301 60% G	140 52% L	162 54% L	143 55% L	56 36%	26 48% *	40 40% *	138 37%	430 56% O	320 46% Q	248 56% Q	123 58% V	151 50% V	140 50% V	101 39%	509 53% X	53 32% Zac	120 72% Zac	104 31%	37 35% *	120 81% Zac*	62 55% Za*	164 38%	248 66% d					
Don't know	221 19%	76 14%	142 25% B	69 22%	78 21%	74 16%	132 21%	89 18%	46 17%	54 18%	55 21%	29 19%	10 17% *	27 28% *	59 16%	162 21% O	136 19%	85 19%	30 14%	74 24% S	50 18%	46 18%	181 19%	38 23%	23 14%	53 16% b	19 18% b*	9 6% *	27 24% b*	70 16%	53 14%					

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - A strong leader
All Adults aged 18+ in Great Britain

		Gender		Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Does apply	292 26%	183 33% C	108 19%	123 39% EF	85 23%	84 19%	193 30% H	99 20%	66 24%	75 25%	60 23%	56 36% UKN	13 24% *	20 21% *	145 39% P	147 19%	215 31% R	77 18%	35 16%	64 21%	84 30% ST	100 38% ST	212 22%	75 45% W	28 17%	150 44% Ybc	33 32% Ybc*	11 8% *	18 16% *	156 36% e	53 14%
Does not apply	694 61%	319 58%	364 63%	129 41% D	238 64% D	327 72% DE	356 55% G	338 68% G	167 62% L	188 63% L	165 63% L	77 49% L	36 64% *	61 62% *	171 46% O	522 68% O	388 55% Q	305 70% Q	140 V	202 66% V	164 59% V	127 49% V	633 66% X	55 33% Za	128 77% Za	147 43% Za	56 54% *	135 90% YZac*	79 70% Z*	223 51% Z*	298 79% d
Don't know	155 14%	49 9%	103 18% B	61 19% F	51 14%	43 10%	93 15%	62 12%	39 14%	35 12%	35 13%	24 15%	6 11% *	16 17% *	56 15%	99 13%	98 14%	57 13%	37 17%	38 12%	30 11%	33 13%	117 12%	36 22% W	11 6%	43 13% b	14 14% b*	3 2% *	16 14% b*	55 13% e	24 7%

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Shares my values
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)			
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341			
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375			
Does apply	270 24%	163 30% C	106 18%	110 35% EF	84 23%	76 17%	184 29% H	85 17%	70 26%	63 21%	49 19%	56 36% JKN	16 29% *	16 16% *	140 38% P	129 17%	203 29% R	67 15%	35 17%	60 20%	70 25%	94 36% STU	205 21%	61 37% W	19 11%	165 49% Yabc	24 23% Yb*	8 5% *	13 12% *	158 36% e	46 12%			
Does not apply	653 57%	302 55%	341 59%	127 41%	213 57% D	313 69% DE	333 52% G	320 64% G	153 56% L	183 61% L	162 63% L	63 40%	30 54% *	62 64% L*	161 43% O	492 64% O	361 52% Q	292 66% Q	134 64% V	185 61% V	168 60% V	111 43% V	588 61% X	61 37% X	131 79% Za	117 34% Za	51 49% Z*	132 88% Zac*	82 73% Za*	198 46% Za*	288 77% d			
Don't know	217 19%	86 16%	128 22% B	75 24% F	77 21%	66 15%	124 19%	93 19%	49 18%	53 18%	49 19%	38 24%	9 17% *	20 20% *	70 19%	147 19%	137 20%	81 18%	42 20%	59 19%	40 14%	55 21%	170 18%	44 26% W	16 9%	58 17% b	29 28% Yzb*	10 6% *	17 15% *	78 18% e	41 11%			

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - Gets the big decisions right
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)			
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341			
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375			
Does apply	230 20%	132 24% C	97 17%	112 36% EF	65 18% F	52 12%	170 26% H	60 12%	63 23%	50 17%	45 17%	46 29% JKN	13 24% *	13 13% *	134 36% P	96 13%	175 25% R	55 13%	22 10%	52 17%	55 20% S	93 36% STU	156 16%	69 41% W	18 11%	124 36% Yabc	18 18% *	11 7% *	13 12% *	115 27% e	44 12%			
Does not apply	692 61%	330 60%	353 61%	126 40% D	233 62% D	333 73% DE	341 53% G	352 71% G	172 63% L	189 63% L	169 65% L	69 44% L	30 55% *	64 65% L*	172 46% O	520 68% O	380 54% Q	312 71% Q	149 70% V	195 64% V	172 62% V	117 45% V	628 65% X	60 36% Zac	136 82% Zac	143 42% Zac	59 57% Z*	135 91% Zac*	73 65% Z*	222 51% Z*	302 80% d			
Don't know	218 19%	89 16%	125 22% B	74 24% F	75 20%	68 15%	131 20%	86 17%	37 14%	60 20%	46 18%	42 27% I	12 21% *	21 22% *	66 18%	152 20%	146 21%	71 16%	41 19%	57 19%	52 18%	50 19%	178 19%	37 22% Yb	12 7%	73 22% Yb	26 25% Yb*	3 2% *	26 23% Yb*	97 22% e	30 8%			

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Prime Minister Keir Starmer - An experienced leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	372 33%	221 40% C	148 26%	144 46% EF	109 29%	119 26%	250 39% H	122 24%	95 35%	84 28%	78 30%	70 45% JKN	17 30% *	28 28% *	182 49% P	190 25%	265 38% R	107 24%	54 26%	92 30%	97 35%	115 44% ST	286 30%	82 49% W	27 17%	180 53% Yabc	41 39% yb*	21 14% *	37 33% yb*	196 45% e	77 21%	
Does not apply	604 53%	278 50%	318 55%	109 35%	208 56% D	287 63% D	295 46% G	309 62% G	143 53% L	174 58% L	146 56% L	56 36%	30 54% L*	55 57% L*	144 39% O	460 60% O	334 48%	269 61% Q	124 59% V	165 54% V	149 54% V	110 42%	548 57% X	51 31% Zac	121 73% Zac	119 35%	43 42% *	125 84% Zac*	62 55% Z*	181 42% Z*	266 71% d	
Don't know	164 14%	52 9%	109 19% B	60 19% F	56 15%	49 11%	96 15%	68 14%	33 12%	40 13%	36 14%	31 20%	9 16% *	15 15% *	46 12%	118 15%	102 14%	63 14%	34 16%	47 16%	32 12%	36 14%	129 13%	33 20%	17 10% b	40 12% b	20 19% b*	3 2% *	13 12% b*	57 13%	32 9%	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - An honest person
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	307 27%	187 34% C	117 20%	102 33% E	73 19%	133 29% E	186 29%	121 24%	74 27%	74 25%	78 30%	50 32%	9 16% *	22 22% *	116 31% P	191 25%	183 26%	124 28%	42 20%	81 27%	80 29%	84 32% S	247 26%	54 33%	95 57% Zabc	77 23%	28 27% c*	52 35% Zc*	15 13% *	108 25%	135 36% d		
Does not apply	409 36%	202 37%	198 34%	105 34% DF	160 43% DF	143 32%	224 35%	184 37%	111 41% L	105 35%	82 31%	45 29%	25 45% *	41 42% *	143 39%	265 35%	254 36%	155 35%	97 46% TV	99 32%	101 36%	84 32%	358 37%	48 29%	14 8% Yb	153 45% Yb	39 38% Y*	47 31% Y*	62 56% Yab*	196 45% e	90 24%		
Don't know	424 37%	162 29%	259 45% B	105 34%	141 38%	179 39%	232 36%	193 39%	87 32%	119 40%	101 39%	62 40%	22 39% *	35 35% *	112 30%	312 41% O	264 38%	160 36%	73 34%	125 41%	97 35%	92 35%	358 37%	65 39%	57 35%	109 32%	36 35% *	51 34% *	36 32% *	130 30%	151 40% d		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - In touch with ordinary people
All Adults aged 18+ in Great Britain

		Gender		Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Does apply	231 20%	136 25% C	93 16%	95 30% EF	60 16%	75 17%	145 23%	86 17%	51 19%	54 18%	49 19%	50 32% UKM	7 13% *	18 19% *	96 26% P	135 18%	154 22%	77 17%	31 15%	52 17%	59 21%	76 29% ST	163 17%	65 39% W	68 41% Zabc	68 20%	15 15% *	37 25% *	17 15% *	83 19%	95 25%
Does not apply	600 53%	299 54%	291 51%	134 43%	212 57% D	254 56% D	327 51%	273 55%	150 55% L	151 51%	140 54%	67 43%	34 61% L*	58 59% L*	194 52%	406 53%	364 52%	236 54%	123 58%	157 52%	150 54%	129 50%	539 56% X	56 34%	49 30%	200 59% Y	66 64% Y*	82 55% Y*	76 68% Y*	268 62% e	176 47%
Don't know	309 27%	116 21%	191 33% B	83 27%	102 27%	124 27%	170 27%	139 28%	71 26%	93 31%	70 27%	40 25%	14 26% *	21 22% *	82 22%	227 30% O	183 26%	126 29%	58 27%	95 31% V	70 25%	55 21%	260 27%	45 27%	49 29%	72 21%	23 22% *	30 20% *	19 17% *	83 19%	105 28% d

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Has a lot of personality
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)					
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341					
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375					
Does apply	267 23%	140 25%	125 22%	107 34% EF	68 18%	93 20%	159 25%	108 22%	60 22%	60 20%	63 24%	56 36% IUKN	11 20% *	17 18% *	114 31% P	154 20%	179 26%	88 20%	43 20%	59 19%	68 24%	84 32% ST	199 21%	64 39% W	66 40% Zac	81 24% c	22 22% *	41 28% c*	14 12% *	85 20%	109 29% d					
Does not apply	557 49%	289 52% C	259 45%	115 37%	199 53% D	242 53% D	307 48%	250 50%	130 48%	145 49%	129 50%	60 38%	29 53% *	63 64% IUL*	175 47%	381 50%	331 47%	226 51%	116 55%	150 49%	133 48%	123 47%	503 52% X	50 30%	61 37%	181 53% Y	62 60% Y*	72 48% *	80 71% YZb*	249 57% e	177 47%					
Don't know	316 28%	122 22%	191 33% B	90 29%	106 28%	120 26%	176 27%	140 28%	82 30%	93 31% N	67 26%	41 26%	15 27% *	18 18% *	83 22%	233 30% O	191 27%	125 29%	53 25%	95 31% V	78 28%	54 21%	261 27%	52 31%	38 23%	78 23%	19 18% *	36 24% *	19 17% *	100 23%	90 24%					

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J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Has the right plans for Britain
All Adults aged 18+ in Great Britain

		Gender		Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Does apply	260 23%	149 27% C	108 19%	115 37% EF	73 20%	72 16%	145 23%	114 23%	64 24%	64 22%	54 21%	58 37% IJKMN	6 11% *	14 14% *	108 29% P	152 20%	184 26% R	75 17%	35 16%	65 21%	67 24%	83 32% ST	192 20%	65 39% W	83 50% Zabc	74 22%	12 12% *	33 22% *	17 15% *	86 20% d	105 28%
Does not apply	495 43%	249 45%	238 41%	112 36% D	171 46% D	212 47% D	271 42%	224 45%	130 48% L	131 44%	103 40%	54 34%	24 44% *	53 54% L*	164 44%	331 43%	297 42%	198 45%	119 56% TUV	115 38%	121 43%	107 41%	443 46% X	49 29%	30 18%	175 51% Y	49 47% Y*	66 45% Y*	71 63% Yb*	233 54% e	130 35%
Don't know	385 34%	153 28%	228 40% B	86 27%	129 35%	170 37% D	225 35%	160 32%	77 28%	103 34%	103 40%	45 29%	25 45% I*	32 32% *	100 27%	285 37% O	220 31%	165 38%	58 28%	123 41% SV	91 33%	70 27%	328 34%	53 32%	53 32%	91 27%	42 41% Zc*	49 33% *	24 22% *	115 26%	141 38% d

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J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - A capable leader
All Adults aged 18+ in Great Britain

		Gender		Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Does apply	283 25%	158 29% C	124 22%	103 33% EF	84 23%	96 21%	165 26%	118 24%	62 23%	67 23%	67 26%	59 38% UKN	13 23% *	15 15% *	110 30% P	172 22%	187 27%	96 22%	43 20%	75 25%	76 27%	79 30% S	210 22%	69 42% W	74 45% Zac	75 22%	25 24% *	53 35% Z*	24 21% *	102 23%	117 31% d
Does not apply	504 44%	263 48% C	232 40%	119 38% D	180 48% D	205 45%	267 42%	237 48%	137 50% L	125 42%	112 43%	51 32%	27 49% *	53 54% L*	169 46%	335 44%	301 43%	203 46%	115 54% TU	119 39%	118 42%	118 45%	450 47% X	51 31%	39 24%	178 52% Y	47 46% Y*	62 42% Y*	65 57% Y*	227 52% e	141 38%
Don't know	353 31%	130 24% B	218 38%	90 29% B	109 29%	154 34%	210 33%	143 29%	72 27%	106 36%	81 31%	47 30%	15 28% *	31 31% *	92 25% O	261 34%	213 30%	140 32%	54 25%	110 36% SV	85 30%	64 24%	303 31%	46 28%	52 31%	87 26%	32 30% *	34 23% *	24 22% *	105 24%	117 31%

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Understands the problems facing Britain
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	341 30%	185 34% C	153 27%	116 37% E	89 24%	136 30%	207 32%	134 27%	76 28%	84 28%	77 30%	67 42% IJKMN	12 21% *	25 26% *	129 35% P	212 28%	204 29%	136 31%	48 23%	94 31%	83 30%	95 37% S	264 27%	71 43% W	102 61% Zabc	95 28%	25 25% *	54 36% c*	20 18% *	119 27%	153 41% d		
Does not apply	505 44%	253 46%	244 42%	112 36% D	186 50% D	208 46% D	270 42%	235 47%	127 47%	129 43%	114 44%	55 35%	29 52% *	52 53% L*	168 45%	338 44%	304 43%	201 46%	115 54% TUV	127 42%	120 43%	109 42%	452 47% X	50 30%	31 19%	177 52% Y	52 50% Y*	70 47% Y*	73 65% Yb*	238 55% e	137 36%		
Don't know	294 26%	113 21%	178 31% B	84 27%	99 27%	110 24%	165 26%	129 26%	68 25%	86 29%	69 26%	35 22%	15 27% *	21 21% *	76 20%	218 28% O	192 27%	102 23%	49 23%	83 27%	76 27%	57 22%	246 26%	46 27%	33 20%	67 20%	26 25% *	26 17% *	20 17% *	77 18%	86 23%		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Good in a crisis
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	204 18%	127 23% C	76 13%	101 32% EF	53 14%	49 11%	115 18%	89 18%	52 19%	39 13%	46 18%	50 32% IJKMN	6 11% *	10 11% *	84 23% P	120 16%	139 20%	65 15%	37 18%	51 17%	44 16%	65 25% TU	148 15%	51 31% W	55 33% Zabc	62 18%	11 11% *	24 16% *	15 13% *	72 17%	74 20%		
Does not apply	453 40%	230 42%	214 37%	100 32%	165 44% D	188 41% D	245 38%	208 42%	119 44% L	116 39%	95 36%	45 29%	27 49% L*	50 51% KL*	161 43%	292 38%	273 39%	180 41%	100 47% T	103 34%	115 41%	109 42%	400 42% X	51 30%	29 18%	162 48% Y	46 44% Y*	65 44% Y*	63 56% Y*	217 50% e	126 34%		
Don't know	483 42%	195 35%	285 50% B	111 35%	156 42%	217 48% D	282 44%	201 40%	100 37%	143 48% I	119 46%	61 39%	22 40% *	37 38% *	127 34%	357 46% O	289 41%	194 44%	74 35%	150 49% SV	119 43% V	86 33%	414 43%	65 39%	81 49% Zc	115 34%	47 45% *	60 40% *	34 30% *	145 34%	175 47% d		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Pays attention to detail
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	298 26%	169 31% C	128 22%	104 33% EF	86 23%	109 24%	176 27%	123 25%	64 24%	77 26%	74 28%	56 36% IN	11 20% *	16 16% *	115 31% P	183 24%	197 28%	102 23%	43 20%	70 23%	84 30% S	89 34% ST	230 24%	64 39% W	80 48% Zac	83 25%	27 26% *	54 36% Zc*	18 16% *	96 22%	133 35% d	
Does not apply	438 38%	230 42% C	199 35%	115 37%	136 36%	187 41%	241 38%	197 40%	124 45% K	113 38%	86 33%	53 34%	24 44% *	38 39% *	152 41%	286 37%	260 37%	178 40%	102 48% TU	111 37%	97 35%	100 38%	388 40% X	47 28%	26 16%	154 45% Y	43 42% Y*	56 38% Y*	66 58% Yb*	201 46% e	117 31%	
Don't know	404 35%	153 28%	248 43% B	94 30%	151 41% D	159 35%	225 35%	178 36%	84 31%	109 36%	100 38%	47 30%	20 36% *	44 45% I*	105 28%	299 39% O	244 35%	159 36%	67 32%	123 41% V	98 35%	72 28%	344 36%	55 33%	60 36%	102 30%	33 32% *	39 26% *	29 26% *	137 31%	125 33%	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - A strong leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	249 22%	138 25%	110 19%	101 32% EF	77 21%	72 16%	142 22%	107 22%	60 22% N	51 17%	57 22% N	61 39% UKMN	11 20% *	10 10% *	104 28% P	145 19%	177 25% R	72 16%	32 15%	69 23%	61 22%	76 29% S	177 18%	67 40% W	64 39% Zac	80 24%	16 15% *	39 26% *	20 18% *	93 22%	101 27%		
Does not apply	534 47%	275 50%	251 44%	114 37% D	185 50% D	234 52% D	292 45%	242 49%	139 51% L	130 43%	124 48% L	52 33%	30 53% L*	60 61% JL*	168 45%	366 48%	312 44%	222 51%	117 55% T	124 41%	140 50%	119 46%	479 50% X	50 30%	56 34%	177 52% Y	52 50% Y*	75 50% Y*	67 60% Y*	234 54% e	169 45%		
Don't know	357 31%	138 25%	213 37% B	97 31%	111 30%	148 33%	208 32%	149 30%	73 27%	118 40% IL	79 31%	43 28%	15 26% *	28 29% *	100 27%	257 33% O	212 30%	145 33%	63 30%	111 37% V	77 28%	66 25%	307 32%	49 29%	46 28%	82 24%	36 35% *	35 23% *	25 22% *	107 25%	106 28%		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Shares my values
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	250 22%	141 26% C	107 19%	99 32% EF	68 18%	84 18%	147 23%	103 21%	57 21%	69 23% MN	56 21%	53 34% IJKMN	5 8% *	11 11% *	101 27% P	149 19%	166 24%	85 19%	38 18%	65 21%	60 21%	74 28% S	189 20%	56 33% W	97 59% Zabc	62 18%	14 14% *	33 22% *	14 12% *	90 21%	102 27%		
Does not apply	571 50%	290 53%	272 47%	130 42%	196 53% D	244 54% D	314 49%	257 52%	142 52%	146 49%	125 48%	66 42%	32 59% *	59 60% L*	185 50%	386 50%	333 48%	238 54%	126 60% V	150 49%	138 50%	125 48%	505 52% X	63 38%	21 13%	208 61% Y	62 60% Y*	78 52% Y*	76 67% Y*	259 60% e	157 42%		
Don't know	319 28%	120 22%	195 34% B	83 27%	109 29%	126 28%	181 28%	137 28%	72 26%	84 28%	79 31%	37 24%	18 33% *	28 29% *	86 23%	233 30% O	202 29%	116 27%	48 23%	89 29%	81 29%	62 24%	269 28%	48 29%	47 28%	69 20%	27 26% *	38 25% *	23 20% *	84 19%	117 31% d		

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J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - Gets the big decisions right
All Adults aged 18+ in Great Britain

		Gender		Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Does apply	220 19%	135 24% C	83 15%	102 33% EF	63 17%	55 12%	130 20%	90 18%	53 20%	49 17%	51 20%	48 31% IJKMN	5 9% *	13 13% *	90 24% P	130 17%	160 23% R	60 14%	34 16%	50 16%	61 22%	70 27% ST	153 16%	63 38% W	62 38% Zabc	65 19%	12 12% *	30 20% *	16 14% *	83 19%	85 23%
Does not apply	495 43%	245 44%	242 42%	113 36% D	172 46% D	210 46% D	267 42%	229 46%	126 46% L	126 42% L	116 45% L	46 29%	31 56% L*	51 52% L*	166 45%	329 43%	292 42%	203 46%	114 54% TV	112 37%	125 45%	110 42%	445 46% X	47 28%	26 16%	174 51% Y	57 55% Y*	71 47% Y*	69 61% Y*	225 52% e	136 36%
Don't know	424 37%	171 31%	249 43% B	96 31%	138 37%	189 42% D	245 38%	180 36%	93 34%	124 41%	93 36%	62 40%	19 35% *	34 34% *	116 31%	308 40% O	249 36%	175 40%	64 30%	142 47% SUV	93 33%	81 31%	364 38% 38%	56 34%	77 46% Zbc	101 30%	34 33% *	49 33% *	28 25% *	125 29%	155 41% d

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of the Conservative Party, Kemi Badenoch - An experienced leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)			
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341			
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375			
Does apply	204 18%	120 22% C	83 14%	111 35% EF	59 16% F	35 8%	112 18%	92 18%	55 20%	40 13%	40 16%	45 29% JKN	12 23% *	12 12% *	93 25% P	111 14%	154 22% R	51 12%	33 15%	53 17%	51 18%	65 25% S	138 14%	62 37% W	53 32% Zabc	69 20%	13 12% *	22 15% *	16 14% *	77 18%	68 18%			
Does not apply	640 56%	329 60% C	302 53%	117 37% D	214 57% D	310 68% DE	358 56%	283 57%	148 55%	170 57%	153 59% L	73 47%	30 54% *	65 67% L*	203 55%	437 57%	357 51%	283 65% Q	129 61%	162 53%	163 58%	139 54%	582 60% X	53 32%	80 48%	197 58%	67 64% Y*	104 70% Y*	74 66% Y*	271 62%	225 60%			
Don't know	295 26%	102 19%	189 33% B	85 27%	101 27%	109 24%	172 27%	124 25%	68 25%	89 30%	66 26%	38 25%	13 24% *	20 21% *	75 20%	220 29% O	190 27%	105 24%	50 24%	89 29%	65 23%	56 22%	243 25%	51 31%	34 20%	73 22%	24 23% *	23 16% *	23 20% *	86 20%	82 22%			

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - An honest person
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	334 29%	209 38% C	123 21%	131 42% EF	73 20%	130 29% E	168 26%	166 33% G	76 28%	105 35% N	71 27%	42 27%	19 34% *	21 21% *	107 29%	227 30%	208 30%	126 29%	75 35%	81 27%	89 32%	76 29%	262 27%	68 41% W	66 40% Zac	83 24%	17 17% *	97 65% YZac*	19 17% *	79 18%	170 45% d		
Does not apply	522 46%	238 43%	275 48%	102 33%	213 57% DF	206 45% D	332 52% H	190 38%	129 48%	121 40%	115 44%	79 51%	24 44% *	54 55% J*	183 49%	338 44%	321 46%	201 46%	91 43%	136 45%	131 47%	122 47%	457 48% X	61 37%	57 34% b	204 60% Yb	64 61% Yb*	9 6% *	81 72% Yb*	289 67% e	95 25%		
Don't know	285 25%	105 19%	177 31% B	79 25%	87 23%	118 26%	142 22%	142 29% G	66 24%	73 25%	74 28%	36 23%	12 22% *	23 24% *	82 22%	203 26%	172 25%	113 26%	46 22%	88 29%	59 21%	63 24%	243 25%	38 23%	43 26% Zc	53 16%	23 22% *	43 29% Zc*	13 12% *	66 15%	110 29% d		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - In touch with ordinary people
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	508 45%	284 51% C	221 38%	138 44%	152 41%	217 48%	253 39%	255 51% G	115 42%	141 47% N	126 48% N	72 46%	22 41% *	31 31% *	152 41%	355 46%	318 45%	190 43%	93 44%	145 48%	126 45%	110 42%	432 45%	73 44%	98 59% Zac	125 37%	34 33% *	138 92% YZac*	29 26% *	145 33%	260 69% d		
Does not apply	475 42%	209 38%	257 45%	114 36%	168 45% D	193 43%	298 46% H	177 36%	119 44%	110 37%	104 40%	66 42%	26 48% *	50 51% J*	162 44%	313 41%	274 39%	201 46%	91 43%	120 40%	112 40%	115 44%	415 43%	56 34%	50 30% b	178 53% Yb	62 60% Yb*	4 3% *	71 63% Yb*	253 58% e	80 21%		
Don't know	157 14%	58 11%	97 17% B	60 19% F	53 14%	44 10%	91 14%	66 13%	38 14%	47 16%	30 12%	18 12%	6 12% *	17 17% *	58 16%	99 13%	109 16%	48 11%	27 13%	39 13%	40 15%	36 14%	116 12%	37 23% W	18 11%	36 10%	7 7% *	7 5% *	13 11% *	36 8%	36 10%		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Has a lot of personality
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Does apply	593 52%	319 58% C	270 47%	163 52%	178 48%	253 56%	321 50%	273 55%	137 50%	156 52%	145 56%	76 49%	26 47% *	53 54% *	199 53%	395 51%	361 51%	233 53%	109 52%	155 51%	152 55%	138 53%	511 53%	77 46%	106 64% Zac	169 50%	41 40% *	137 92% YZac*	44 39% *	193 44%	268 71% d		
Does not apply	409 36%	192 35%	210 36%	98 31%	152 41% D	159 35%	245 38%	164 33%	104 38%	105 35%	87 33%	56 35%	24 44% *	35 35% *	129 35%	280 36%	250 36%	160 36%	84 40%	106 35%	98 35%	89 34%	352 37%	54 33%	43 26% b	143 42% Yb	53 51% Yb*	8 6% *	64 57% YZb*	211 49% e	76 20%		
Don't know	137 12%	40 7%	95 16% B	52 17% F	44 12%	42 9%	76 12%	62 12%	31 11%	38 13%	28 11%	25 16%	5 9% *	10 11% *	44 12%	93 12%	90 13%	47 11%	18 9%	42 14%	28 10%	33 13%	100 10%	35 21% W	17 10% b	28 8%	9 9% *	4 3% *	4 4% *	30 7%	32 8%		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Has the right plans for Britain
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	393 35%	225 41% C	166 29%	124 40% E	102 27%	168 37% E	191 30%	203 41% G	95 35%	112 38%	96 37%	45 29%	21 38% *	24 25% *	122 33%	271 35%	244 35%	149 34%	80 38%	108 35%	97 35%	92 35%	326 34%	64 38%	71 43% Zac	102 30% ac	14 13% *	133 89% YZac*	18 16% *	98 23%	213 57% d	
Does not apply	528 46%	243 44%	276 48%	115 37%	201 54% D	213 47% D	339 53% H	189 38%	123 45%	131 44%	109 42%	81 52%	28 50% *	56 57% K*	190 51% P	338 44%	321 46%	207 47%	98 46%	132 43%	128 46%	124 48%	462 48% X	63 38%	65 39% b	200 59% Yb	67 65% Yb*	4 2% *	79 70% Yb*	285 66% e	102 27%	
Don't know	218 19%	83 15%	133 23% B	74 24% F	71 19%	74 16%	112 17%	107 21%	54 20%	56 19%	55 21%	30 19%	6 12% *	18 18% *	60 16%	158 21%	135 19%	83 19%	34 16%	65 21%	53 19%	45 17%	175 18%	40 24%	30 18% b	38 11%	23 22% Zb*	13 8% *	15 13% *	51 12%	61 16%	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - A capable leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)				
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341				
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375				
Does apply	420 37%	240 44% C	176 31%	131 42% E	113 30%	176 39% E	210 33%	210 42% G	96 35%	125 42%	94 36%	53 34%	23 42% *	28 29% *	129 35%	291 38%	264 38%	156 36%	77 36%	115 38%	102 37%	102 39%	346 36%	70 42%	76 46% Zac	110 32% c	24 23% *	124 83% YZac*	20 18% *	117 27%	220 59% d				
Does not apply	503 44%	236 43%	258 45%	121 39%	188 50% D	195 43%	315 49% H	188 38%	126 46%	120 40%	112 43%	69 44%	26 47% *	51 52% *	180 49% P	323 42%	307 44%	197 45%	96 45%	127 42%	120 43%	121 47%	437 45%	63 38%	60 36% b	181 53% Yb	61 59% Yb*	11 7% *	81 72% YZb*	265 61% e	87 23%				
Don't know	217 19%	75 14%	140 24% B	61 19%	72 19%	84 19%	117 18%	100 20%	50 18%	53 18%	54 21%	35 22%	6 11% *	19 20% *	62 17%	154 20%	131 19%	86 20%	38 18%	62 20%	56 20%	37 14%	180 19%	34 20%	30 18%	49 14%	18 17% *	15 10% *	12 10% *	53 12%	68 18% d				

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Understands the problems facing Britain
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	527 46%	279 51% C	244 42%	129 41%	154 41%	244 54% DE	270 42%	257 52% G	127 47%	148 50%	126 48%	65 42%	21 39% *	39 40% *	154 41%	373 49% O	320 46%	207 47%	91 43%	159 52% V	138 50%	110 42%	456 47%	67 40%	97 58% Zac	133 39%	34 33% *	137 92% YZac*	36 32% *	151 35%	273 73% d	
Does not apply	457 40%	215 39%	234 41%	114 36%	168 45%	176 39%	287 45% H	170 34%	108 40%	107 36%	102 39%	69 44%	25 44% *	47 48% *	167 45% P	291 38%	276 39%	182 41%	90 42%	105 35%	111 40%	114 44%	393 41%	61 37%	49 30% b	179 53% Yb	58 56% Yb*	6 4% *	67 59% Yb*	254 59% e	74 20%	
Don't know	156 14%	58 10%	97 17% B	70 22% EF	52 14% F	34 8%	85 13%	71 14%	37 14%	43 14%	32 12%	23 15%	9 17% *	12 12% *	52 14%	104 14%	106 15%	50 11%	31 15%	40 13%	30 11%	36 14%	114 12%	38 23% W	20 12% b	28 8%	11 11% *	5 4% *	10 9% *	29 7%	29 8%	

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J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Good in a crisis
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	303 27%	178 32% C	124 22%	112 36% EF	75 20%	117 26%	147 23%	157 31% G	80 30% N	94 31% N	69 27% N	34 22%	13 23% *	13 14% *	107 29%	196 26%	196 28%	107 24%	54 26%	79 26%	77 28%	78 30%	240 25%	60 36% W	52 31% Zac	67 20%	16 15% *	102 69% YZac*	19 17% *	80 18%	156 41% d	
Does not apply	492 43%	236 43%	247 43%	121 39% D	177 47% D	193 43%	307 48% H	184 37%	120 44%	123 41%	108 41%	65 41%	29 52% *	47 48% *	169 45%	323 42%	286 41%	206 47%	100 47%	125 41%	120 43%	110 42%	423 44%	65 39%	54 32% b	184 54% Yb	63 61% Yb*	11 8% *	69 61% Yb*	256 59% e	85 23%	
Don't know	345 30%	138 25%	204 35% B	80 25%	121 32%	144 32%	188 29%	157 32%	71 26%	82 27%	83 32%	58 37%	14 25% *	38 38% *	96 26%	249 32% O	219 31%	126 29%	58 27%	100 33%	81 29%	72 28%	300 31%	41 25%	60 36% Zc	88 26%	25 24% *	35 24% *	24 21% *	98 23%	135 36% d	

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J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Pays attention to detail
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non-graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	374 33%	227 41% C	144 25%	120 38% E	102 27%	153 34%	182 28%	192 39% G	93 34% N	103 34% N	86 33% N	51 33%	22 39% N*	19 20% *	119 32%	256 33%	231 33%	143 33%	66 31%	112 37%	86 31%	92 35%	314 33%	58 35%	62 38% ac	96 28% ac	17 17% *	124 83% YZac*	17 15% *	94 22%	200 53% d	
Does not apply	507 44%	240 44%	258 45%	119 38% D	180 48% D	208 46%	325 51% H	182 36%	122 45%	126 42%	118 45%	68 43%	22 39% *	51 52% *	179 48%	327 43%	311 44%	195 44%	92 43%	123 40%	138 50%	118 45%	434 45%	68 41%	68 41% b	189 56% Yb	62 60% Yb*	9 6% *	79 70% YZb*	270 62% e	103 27%	
Don't know	259 23%	84 15%	173 30% B	74 24%	92 25%	93 20%	135 21%	124 25%	57 21%	69 23%	56 21%	37 24%	12 22% *	28 28% *	74 20%	185 24%	158 23%	101 23%	54 25%	69 23%	54 19%	50 19%	215 22%	40 24%	35 21%	55 16%	24 23% b*	16 11% *	16 15% *	71 16%	73 19%	

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - A strong leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	472 41%	268 49% C	199 35%	146 47% E	125 34%	200 44% E	245 38%	226 45%	105 39%	141 47%	106 41%	60 39%	23 42% *	36 37% *	158 42%	314 41%	293 42%	178 41%	86 41%	123 40%	120 43%	118 45%	392 41%	73 44%	93 56% Zac	122 36%	31 30% *	125 83% YZac*	29 26% *	144 33%	235 63% d	
Does not apply	466 41%	219 40%	238 42%	111 35%	175 47% D	181 40%	292 45% H	174 35%	118 43%	106 36%	105 40%	65 42%	27 49% *	45 46% *	158 42%	308 40%	283 40%	183 42%	89 42%	126 42%	107 39%	106 41%	405 42%	59 35%	52 31% b	172 51% Yb	56 54% Yb*	9 6% *	70 62% Yb*	238 55% e	85 23%	
Don't know	202 18%	65 12%	137 24% B	56 18%	73 20%	73 16%	105 16%	98 20%	49 18%	52 17%	48 19%	31 20%	5 9% *	17 17% *	56 15%	146 19%	125 18%	78 18%	36 17%	55 18%	51 18%	37 14%	165 17%	35 21%	20 12%	46 13%	16 16% *	16 11% *	14 12% *	52 12%	56 15%	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Shares my values
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	384 34%	209 38% C	172 30%	121 39% E	100 27%	163 36% E	178 28%	206 41% G	87 32%	115 39% N	82 32%	56 36%	19 35% *	24 25% *	110 30%	273 36%	243 35%	141 32%	79 37%	106 35%	91 33%	85 33%	314 33%	66 39%	71 43% Zac	88 26% c	19 19% *	127 85% YZac*	14 12% *	90 21%	202 54% d	
Does not apply	577 51%	269 49%	298 52%	127 41%	208 56% D	242 53% D	374 58% H	203 41%	145 53%	141 47%	133 51%	75 48%	26 46% *	58 59% *	206 55% P	371 48%	345 49%	232 53%	109 52%	146 48%	141 51%	137 53%	501 52%	72 43%	73 44% b	223 66% Yb	69 67% Yb*	8 5% *	86 77% Yb*	310 71% e	116 31%	
Don't know	179 16%	73 13%	104 18%	64 21% F	65 17% F	50 11%	90 14%	89 18%	40 15%	42 14%	45 17%	26 17%	10 19% *	16 16% *	56 15%	123 16%	113 16%	66 15%	23 11%	52 17%	46 16%	38 15%	147 15%	29 17%	22 13%	28 8%	15 14% *	14 10% *	13 11% *	34 8%	57 15% d	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - Gets the big decisions right
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Does apply	298 26%	174 32% C	122 21%	104 33% E	74 20%	121 27%	150 23%	148 30%	67 25% N	95 32% N	69 26% N	41 26% N	16 28% N*	11 11% *	101 27%	197 26%	199 28%	100 23%	57 27%	71 24%	79 28%	79 30%	237 25%	58 35% W	50 30% ac	73 22%	14 13% *	101 68% YZac*	17 15% *	69 16%	166 44% d	
Does not apply	519 46%	247 45%	264 46%	133 43%	189 51%	197 43%	333 52% H	186 37%	128 47%	121 41%	114 44%	74 47%	30 54% *	52 53% *	189 51% P	330 43%	306 44%	213 48%	97 46%	131 43%	123 44%	128 49%	445 46%	70 42%	62 38% b	192 57% Yb	62 60% Yb*	14 9% *	75 66% Yb*	275 63% e	89 24%	
Don't know	323 28%	131 24%	189 33% B	76 24%	110 30%	136 30%	159 25%	164 33% G	77 28%	82 27%	77 30%	41 26%	10 18% *	36 36% M*	81 22%	241 31% O	196 28%	126 29%	58 27%	102 34% V	77 27%	54 21%	280 29%	39 23%	54 32% Zc	74 22%	28 27% *	34 23% *	21 19% *	89 21%	120 32% d	

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q2. Do you think each of the following statements does or does not apply to...? - The Leader of Reform UK, Nigel Farage - An experienced leader
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region							Education		Employment status		Income					Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)					
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341					
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375					
Does apply	409 36%	245 44% C	160 28%	140 45% EF	117 31%	152 33%	208 32%	201 40% G	99 36% N	113 38% N	98 38% N	55 35%	22 40% *	22 23% *	142 38%	267 35%	267 38%	142 32%	89 42% T	88 29%	101 36%	109 42% T	330 34%	74 44% W	67 40%	119 35%	32 31% *	94 63% YZac*	30 27% *	129 30%	180 48% d					
Does not apply	520 46%	233 42%	279 48%	100 32%	195 52% D	225 49% D	322 50% H	198 40%	129 47%	130 43%	111 43%	65 42%	24 43% *	61 63% UKL*	178 48%	341 44%	302 43%	217 50%	86 41%	142 47%	137 49%	112 43%	467 49% X	49 30%	72 44% b	187 55% Yb	60 58% b*	27 18% *	70 62% Yb*	267 61% e	122 33%					
Don't know	212 19%	74 13%	136 24% B	73 23%	61 16%	77 17%	112 17%	100 20%	44 16%	56 19%	51 20%	37 23%	10 18% *	14 15% *	52 14%	159 21% O	132 19%	80 18%	37 17%	74 24% UV	41 15%	40 15%	165 17%	43 26% W	27 16%	33 10%	11 11% *	29 19% Z*	12 11% *	39 9%	73 19% d					

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July																	
PUBLIC USE																	
Political Leadership Polling																	
Adults 18+ GB																	
Q3. How much, if anything, do you know about each of the following politicians? - Summary																	
All Adults Aged 18+ in Great Britain																	
Q3. How much, if anything, do you know about each of the following politicians?																	
	Rachel Reeves, Chancellor of the Exchequer	Leanne Rayner, Deputy Prime Minister and Secretary of State for Housing, Communities and Local Government	Ed Milliband, Secretary of State for Energy and Climate Change	Wes Streeting, Secretary of State for Health and Social Care	Yvette Cooper, Secretary (F)	Darren Jones, Chief Secretary to the Treasury	Lisa Nandy, Secretary of State for Culture, Media and Sport	Louise Haigh, Labour MP	Pat McFadden, Chancellor of the Duchy of Lancaster	Andy Burnham, Mayor of Greater Manchester	Sadiq Khan, Mayor of London	Keir Starmer, Prime Minister and Leader of the Labour party	Ed Davey, Leader of the Liberal Democrats	Nigel Farage, Leader of the Conservative Party	Kemi Badenoch, Leader of the Conservative Party	Stewart Lewis	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Unweighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	
Weighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	
A great deal (2)	135 12% DEFGHJMOP	125 11% DEFGHMP	117 10% DFGHMP	86 8% FHP	95 8% FHP	54 5% HP	64 6% HP	42 4% FGHP	49 4% FGHP	110 10% P	145 13% FGHP	249 22% ABCDEFGHIKMOP	92 8% FGHP	214 19% ABCDEFGHIKMOP	99 9% FGHP	43 4% FGHP	
A fair amount (1)	429 38% BCDEFGHJMO P	387 34% DEFGHIP	404 35% DEFGHJMOP	265 23% FGHP	317 28% DFGHP	116 10% P	183 16% FHP	116 10% P	110 10% P	316 28% DFGHP	433 38% DEFGHJMOP	506 44% ABCDEFGHIKMOP	355 31% DFGHP	522 46% ABCDEFGHIKMOP	349 31% DFGHP	85 7% DFGHP	
Not very much (0)	312 27% FGHJNP	331 29% FGHJLNP	347 30% FGHJLNP	329 29% FGHJLNP	330 29% FGHJLNP	183 16% P	263 23% FHP	186 16% P	184 16% P	265 23% FHP	306 27% FHP	273 24% FHP	343 30% FGHJLNP	267 23% FHP	383 34% ABCDEFGHIKLMNOP	124 11% ABCDEFGHIKLMNOP	
Heard of them but know nothing about them (-1)	163 14% LNP	166 15% LNP	167 15% LNP	188 17% LNP	199 17% LNP	181 16% LNP	176 15% LNP	157 14% LNP	175 15% LNP	170 15% LNP	171 15% LNP	67 6% LNP	194 17% LNP	78 7% LNP	183 16% LNP	118 10% LNP	
Never heard of them (-2)	62 5% LN	91 8% ACKLN	58 5% LN	218 19% ABCDEKLMMNO	150 13% ABCDEKLMMNO	548 48% ABCDEKLMMNO	397 35% ABCDEKLMMNO	574 50% ABCDEKLMMNO	555 49% ABCDEKLMMNO	224 20% ABCDEKLMMNO	45 4% LN	17 1% LN	111 10% ACKLNO	27 2% ACKLNO	82 7% CKLN	700 61% ABCDEFGHIKLMNNO	
Don't know	40 3% L	41 4% L	47 4% LN	54 5% ABKLN	50 4% LN	59 5% ABKLMNO	57 5% ABKLN	64 6% ABCKLMNO	62 5% ABKLMNO	54 5% ABKLN	40 4% L	29 3% LN	45 4% LN	32 3% LN	43 4% LN	70 6% ABCDEFGLMMNO	
NET: A great/ fair amount	564 49% BCDEFGHIJMOP	512 45% DEFGHJMOP	520 46% DEFGHJMOP	351 31% FGHP	412 36% DFGHP	170 15% P	248 22% FHP	159 14% P	165 15% P	426 37% DFGHP	578 51% BCDEFGHIJMOP	755 66% ABCDEFGHIKMOP	447 39% DFGHP	736 65% ABCDEFGHIKMOP	448 39% DFGHP	128 11% DFGHP	
NET: Not very much/ Heard of them but know nothing about them	474 42% FHLNP	496 44% FGHJLNP	514 45% FGHJLNP	517 46% FGHJLNP	529 46% AFGHJLNP	363 32% P	439 38% FHLNP	343 30% P	359 31% P	436 38% FHLNP	477 42% FHLNP	339 30% P	537 47% AFGHJLNP	345 30% P	566 50% ABCDEFGHIKLMNOP	242 21% ABCDEFGHIKLMNOP	
Mean	0.40 BCDEFGHJMO P	0.30 DEFGHJMOP	0.30 DEFGHJMOP	-0.20 FGHP	* DFGHP	-1.00 P	-0.60 FHP	-1.00 P	-1.00 P	-0.10 DFGHP	0.40 BCDEFGHIJM OP	0.80 BCDEFGHI KMNOP	0.10 DFGHP	0.70 ABCDEFGHI KMOP	0.20 DFGHP	-1.30	
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ColumnProportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)																	
ColumnMeans (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P Minimum Base: 30(**) Small Base: 100(*)																	

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Rachel Reeves, Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	135 12%	84 15% C	51 9%	42 14%	37 10%	56 12%	87 14%	48 10%	34 12%	36 12%	33 13%	19 12%	8 14% *	6 6% *	59 16% P	76 10%	84 12%	51 12%	19 9%	32 11%	36 13%	44 17% S	112 12%	23 14%	26 16%	48 14%	12 12% *	28 18% c*	8 7% *	61 14%	51 14%
A fair amount (1)	429 38%	218 39%	207 36%	97 31%	127 34%	205 45% DE	248 39%	181 36%	109 40%	96 32%	93 36%	75 48% JK	22 40% *	34 35% *	151 41%	278 36%	256 37%	173 39%	81 38%	117 38%	103 37%	107 41%	371 39%	56 34%	75 45%	157 46%	42 40% *	66 44% *	44 39% *	189 44%	167 44%
Not very much (0)	312 27%	154 28%	152 26%	73 23%	117 31% D	122 27%	185 29%	127 26%	69 25%	84 28%	82 32%	37 24%	8 14% *	32 32% M*	98 26%	214 28%	196 28%	115 26%	42 20%	89 29%	83 30%	66 25%	267 28%	38 23%	45 27%	85 25%	31 30% *	32 21% *	35 31% *	119 27%	102 27%
Heard of them but know nothing about them (-1)	163 14%	52 9%	107 19% B	45 14%	57 15%	60 13%	76 12%	87 17% G	36 13%	51 17% L	37 14%	11 7%	10 19% L*	19 19% L*	35 9%	127 17% O	94 13%	69 16%	46 22%	41 13%	31 11%	27 10%	137 14%	23 14%	16 10%	38 11%	13 12% *	16 11% *	19 17% *	39 9%	50 13%
Never heard of them (-2)	62 5%	27 5%	35 6%	40 13% EF	19 5% F	2 1%	28 4%	34 7%	20 7% K	15 5%	6 2%	11 7%	5 10% K*	5 5% *	18 5%	44 6%	44 6%	18 4%	14 6%	15 5%	17 6%	12 5%	49 5%	13 8%	1 1%	9 3%	2 2% *	5 3% *	6 5% *	16 4% e	2 1%
Don't know	40 3%	18 3%	22 4%	15 5% F	16 4%	8 2%	18 3%	22 4%	5 2%	17 6% I	9 4%	4 2%	2 4% *	2 3% *	10 3%	29 4%	26 4%	13 3%	11 5%	10 3%	8 3%	4 1%	26 3%	13 8% W	3 2%	2 1%	4 3% *	3 2% *	1 1% *	10 2%	3 1%

NET: A great/ fair amount	564 49%	301 55% C	259 45%	139 45%	164 44%	261 58% DE	335 52%	229 46%	143 52%	132 44%	126 48%	94 60% JN	29 53% *	40 41% *	211 57% P	353 46%	340 49%	224 51%	100 47%	149 49%	139 50%	151 58% S	483 50%	80 48%	101 61%	205 60% c	54 52% *	94 63% c*	52 46% *	250 58%	218 58%
NET: Not very much/ Heard of them but know nothing about them	474 42%	206 37%	259 45% B	117 38%	174 47% D	183 40%	261 41%	214 43%	104 38%	135 45% L	118 46% L	48 31%	18 33% *	51 52% L*	133 36%	341 44% O	290 41%	184 42%	88 42%	130 43%	114 41%	93 36%	405 42%	61 37%	61 37%	123 36%	43 42% *	48 32% *	54 48% b*	158 36%	152 41%

Mean	0.40	0.50 C	0.20	0.20	0.30	0.60 DE	0.50 H	0.30	0.40	0.30	0.40	0.50 N*	0.30 *	0.20 *	0.50 P	0.30	0.40	0.40	0.20	0.40	0.40	0.60 S	0.40	0.30	0.70 c	0.60 c	0.50 *	0.70 c*	0.30 *	0.60	0.60
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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Angela Rayner, Deputy Prime Minister and Secretary of State for Housing, Communities and Local Government

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	125 11%	74 13% C	50 9%	45 14% E	33 9%	47 10%	76 12%	49 10%	40 15%	29 10%	23 9%	23 14%	4 7% *	6 6% *	52 14% p	72 9%	73 10%	51 12%	19 9%	39 13%	25 9%	36 14%	105 11%	18 11%	20 12%	49 14%	10 9% *	29 20% *	11 10% *	55 13%	53 14%
A fair amount (1)	387 34%	204 37%	179 31%	80 26% D	127 34% D	179 40% D	231 36%	156 31%	95 35%	79 26%	92 36%	67 43% j	20 36% *	34 35% *	136 37%	251 33%	242 35%	145 33%	71 33%	98 32%	94 34%	108 42%	329 34%	57 34%	68 41%	147 43%	33 32% *	51 34% *	40 35% *	179 41%	142 38%
Not very much (0)	331 29%	159 29%	168 29%	73 23%	104 28%	154 34% D	182 28%	149 30%	64 24%	109 36% iL	85 33% iL	33 21%	15 27% *	25 26% *	101 27%	230 30%	197 28%	134 30%	45 21%	91 30%	93 33%	74 28%	284 30%	41 24%	58 35%	85 25%	37 36% *	46 31% *	31 27% *	125 29%	124 33%
Heard of them but know nothing about them (-1)	166 15%	68 12%	94 16%	51 16%	54 14%	61 13%	86 13%	80 16%	38 14%	50 17%	34 13%	19 12%	7 13% *	18 19% *	47 13%	118 15%	104 15%	62 14%	42 20% v	46 15%	36 13%	25 10%	137 14%	27 16%	16 9%	39 12%	17 17% *	15 10% *	17 15% *	50 12%	44 12%
Never heard of them (-2)	91 8%	31 6%	58 10% B	46 15% F	37 5% F	8 2%	44 7%	47 9%	28 10%	19 6%	16 6%	13 8%	7 13% *	9 9% *	22 6%	69 9%	58 8%	33 7%	23 11%	21 7%	21 8%	14 5%	79 8%	12 7%	2 1%	14 4%	4 4% *	8 5% *	10 9% v*	16 4%	12 3%
Don't know	41 4%	15 3%	26 4%	18 6% F	18 5% F	5 1%	22 3%	18 4%	7 3%	13 4%	10 4%	3 2%	2 4% *	5 5% *	13 3%	28 4%	26 4%	14 3%	12 6% v	10 3%	9 3%	3 1%	28 3%	12 7% w	3 2%	5 1%	2 2% *	- - *	3 3% *	10 2% e	1 0%

NET: A great/ fair amount	512 45%	279 51% C	229 40%	125 40%	160 43%	227 50% D	307 48%	205 41%	135 50% j	108 36%	116 44%	90 57% jKN	24 43% *	40 41% *	189 51% p	323 42%	315 45%	196 45%	90 43%	137 45%	119 43%	145 56% STU	434 45%	74 45%	88 53%	196 58% a	43 41% *	80 54% *	51 45% *	233 54%	194 52%
NET: Not very much/ Heard of them but know nothing about them	496 44%	227 41%	261 46%	123 39%	158 42%	215 47%	268 42%	228 46%	102 38%	158 53% iL	119 46% L	51 33%	22 40% *	44 45% *	148 40%	348 45%	301 43%	196 45%	87 41%	137 45%	129 46%	99 38%	422 44%	68 41%	74 44%	124 37%	54 53% z*	61 41% *	48 43% *	175 40%	168 45%

Mean	0.30	0.40 C	0.10	0.10	0.20	0.40 DE	0.30 H	0.20	0.30	0.20	0.30	0.40 j*	0.10 *	0.10 *	0.40 p	0.20	0.20	0.30	0.10	0.30	0.20	0.50 SU	0.30	0.30	0.50 c	0.50 c	0.30 *	0.50 *	0.20 *	0.50	0.50
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Ed Milliband, Secretary of State for Energy and Climate Change

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	117 10%	85 15% C	32 6%	39 12%	29 8%	49 11%	65 10%	52 10%	30 11%	33 11%	24 9%	22 14% N	4 7% *	4 4% *	51 14% P	66 9%	78 11%	39 9%	17 8%	27 9%	29 10%	42 16% ST	89 9%	28 17% W	20 12% c	51 15% c	10 10% c*	24 16% c*	1 1% *	54 12%	45 12%
A fair amount (1)	404 35%	213 39%	186 32%	106 34%	125 34%	173 38%	241 38%	162 33%	102 38% J	83 28%	107 41% J	62 40% J	20 36% *	29 30% *	148 40% P	256 33%	243 35%	160 37%	69 33%	109 36%	100 36%	105 40%	348 36%	53 32%	73 44%	139 41%	36 34% *	55 37% *	49 43% *	184 42%	147 39%
Not very much (0)	347 30%	162 29%	178 31%	51 16%	140 37% D	157 35% D	200 31%	147 29%	80 29%	105 35%	72 28%	41 26%	15 27% *	35 35% *	103 28%	244 32%	217 31%	130 30%	58 27%	95 31%	94 34%	68 26%	305 32% X	38 23%	54 33%	98 29%	31 30% *	47 31% *	36 32% *	132 30%	127 34%
Heard of them but know nothing about them (-1)	167 15%	45 8%	120 21% B	50 16%	51 14%	66 15%	87 14%	80 16%	39 14%	46 15%	36 14%	17 11%	9 17% *	21 21% *	39 10%	129 17% O	92 13%	75 17%	43 20% UV	49 16%	29 10%	28 11%	144 15%	21 12%	13 8%	34 10%	20 19% YZ*	17 12% *	18 16% *	43 10%	48 13%
Never heard of them (-2)	58 5%	27 5%	30 5%	44 14% EF	13 4% F	1 0%	28 4%	30 6%	15 6%	13 4%	10 4%	11 7%	5 9% *	4 4% *	18 5%	40 5%	42 6%	16 4%	9 4%	13 4%	16 6%	14 5%	44 5%	14 8%	2 1%	9 3%	4 4% *	4 3% *	5 4% *	11 2%	4 1%
Don't know	47 4%	19 3%	28 5%	23 7% F	16 4%	9 2%	19 3%	28 6%	7 3%	18 6%	12 4%	4 2%	2 4% *	5 5% *	13 4%	34 4%	29 4%	18 4%	14 7% V	11 4%	11 4%	3 1%	33 3%	14 8% W	4 2%	8 2%	2 2% *	2 2% *	4 3% *	12 3%	5 1%

NET: A great/ fair amount	520 46%	298 54% C	218 38%	144 46%	154 41%	222 49%	306 48%	214 43%	132 49% N	116 39%	131 50% JN	84 54% JN	24 43% *	33 34% *	199 53% P	322 42%	321 46%	199 45%	87 41%	136 45%	130 47%	147 56% STU	436 45%	81 48%	93 56%	191 56%	46 45% *	79 53% *	50 44% *	237 55%	192 51%
NET: Not very much/ Heard of them but know nothing about them	514 45%	207 38%	299 52% B	101 32%	190 51% D	223 49% D	288 45%	227 45%	118 43%	151 51% L	108 41%	58 37%	24 44% *	55 57% KL*	142 38%	372 48% O	309 44%	205 47%	101 48% V	144 47% V	123 44%	97 37%	449 47% X	58 35%	67 40%	132 39%	52 50% *	64 43% *	54 48% *	174 40%	174 46%

Mean	0.30	0.50 C	0.10	0.20	0.30	0.50 DE	0.40	0.30	0.40	0.30	0.40 N	0.40 N	0.20 *	0.10 *	0.50 P	0.20	0.30	0.30	0.20	0.30	0.40	0.50 ST	0.30	0.40	0.60 AC	0.60 AC	0.30 *	0.50 c*	0.20 *	0.50	0.50
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Wes Streeting, Secretary of State for Health and Social Care

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	86 8%	60 11% C	26 5%	37 12% EF	18 5%	31 7%	51 8%	35 7%	22 8%	13 4%	20 8%	21 14% JN	9 16% JN*	2 2% *	39 10% P	48 6%	58 8%	29 7%	14 7%	18 6%	24 8%	31 12% T	69 7%	17 10%	14 8%	41 12%	6 6% *	16 10% *	5 5% *	43 10%	24 7%
A fair amount (1)	265 23%	148 27% C	114 20%	70 23%	87 23%	108 24%	167 26% H	98 20%	64 24%	62 21%	60 23%	50 32% J	11 20% *	17 18% *	116 31% P	148 19%	173 25%	92 21%	40 19%	69 23%	62 22%	77 29% S	213 22%	50 30%	49 30%	98 29%	25 25% *	41 28% *	25 22% *	129 30%	96 26%
Not very much (0)	329 29%	164 30%	161 28%	56 18%	105 28%	168 37% DE	187 29%	142 28%	86 32% M	87 29%	82 32% M	43 27%	8 15% *	22 23% *	99 27%	230 30%	172 25%	157 36% Q	60 28%	96 32%	79 28%	72 27%	289 30% X	34 20%	55 33%	99 29%	36 35% *	43 29% *	33 29% *	115 26%	138 37% d
Heard of them but know nothing about them (-1)	188 17%	89 16%	96 17%	48 15%	58 16%	82 18%	97 15%	91 18%	30 11%	54 18% I	44 17%	17 11%	13 24% I*	31 32% UKL*	47 13%	141 18% O	124 18%	64 15%	35 16%	60 20%	50 18% V	26 10% V	165 17%	21 13%	24 15%	45 13%	16 15% *	25 17% *	28 25% Z*	62 14%	67 18%
Never heard of them (-2)	218 19%	72 13%	141 25% B	72 23% F	89 24% F	57 12%	115 18%	103 21%	57 21%	64 21%	42 16%	23 15%	12 21% *	20 21% *	56 15%	162 21% O	141 20%	76 17%	48 23%	50 16%	52 19%	51 20%	191 20%	27 16%	20 12%	54 16%	17 16% *	19 13% *	16 14% *	74 17%	44 12%
Don't know	54 5%	18 3%	36 6% B	28 9% EF	17 5%	9 2%	25 4%	29 6%	12 4%	19 6%	12 5%	3 2%	2 4% *	5 5% *	15 4%	39 5%	33 5%	21 5%	15 7% V	11 4%	12 4%	4 2%	36 11% W	18 2%	4 1%	3 1%	3 3% *	6 4% *	6 5% Z*	12 3%	6 2%

NET: A great/ fair amount	351 31%	208 38% C	140 24%	108 35%	105 28%	139 31%	218 34% H	133 27%	86 32%	75 25%	80 31%	71 45% UKN	20 36% *	19 20% *	155 42% P	196 26%	231 33%	121 27%	54 26%	87 29%	85 31%	108 41% STU	282 29%	67 40% W	63 38%	139 41% c	32 31% *	57 38% *	30 27% *	172 40%	120 32%
NET: Not very much/ Heard of them but know nothing about them	517 45%	253 46%	257 45%	104 33%	163 44% D	250 55% DE	284 44%	233 47%	116 43%	141 47%	126 49%	60 38%	21 38% *	53 55% L*	146 39%	371 48% O	296 42%	221 50% Q	95 45%	156 51% V	129 46%	97 37%	454 47% X	55 33%	80 48%	144 42%	52 50% *	68 45% *	61 54% *	177 41%	205 55% d

Mean	-0.20	0.10	-0.40	-0.20	-0.30	-0.10	-0.10	-0.30	-0.10	-0.30	-0.10	0.20	-0.20	-0.50	0.10	-0.30	-0.20	-0.20	-0.30	-0.20	-0.20	* *	-0.20	0.10	0.10	0.10	-0.10	0.10	-0.20	* *	* *
		C				E			N		N	UKN*	*	*	P							S		W			*	*	*		*

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Yvette Cooper, Secretary
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A great deal (2)	95 8%	63 11% C	31 5%	31 10%	26 7%	37 8%	59 9%	36 7%	28 10% N	18 6%	25 9%	20 13% JN	4 7% *	2 2% *	46 12% P	49 6%	63 9%	32 7%	10 5%	27 9%	23 8%	34 13% S	73 8%	22 13% W	12 7%	42 12% c	7 6% *	22 15% c*	2 2% *	39 9%	42 11%		
A fair amount (1)	317 28%	176 32% C	138 24%	66 21%	83 22%	168 37% DE	188 29%	129 26%	79 29%	72 24%	63 24%	58 37% JK	20 36% *	24 25% *	119 32% P	198 26%	183 26%	134 31%	60 29%	80 26%	74 27%	84 32%	269 28%	45 27%	55 33%	121 36%	33 32% *	51 34% *	36 32% *	150 35%	123 33%		
Not very much (0)	330 29%	167 30%	161 28%	73 23%	125 33% D	133 29%	188 29%	143 29%	76 28%	87 29%	93 36% N	43 28%	12 22% *	19 19% *	96 26%	234 31%	206 29%	124 28%	56 26%	102 33%	80 29%	67 26%	287 30%	37 22%	56 34%	94 28%	32 31% *	44 30% *	25 22% *	124 29%	115 31%		
Heard of them but know nothing about them (-1)	199 17%	77 14%	118 21% B	60 19%	63 17%	76 17%	104 16%	94 19%	34 13%	59 20% I	49 19%	20 12%	12 22% *	25 25% IL*	54 15%	144 19%	126 18%	72 17%	37 18%	51 17%	53 19%	42 16%	170 18%	28 17%	29 18%	43 13%	15 14% *	17 12% *	26 23% Z*	64 15%	66 18%		
Never heard of them (-2)	150 13%	52 9%	95 17% B	60 19% F	61 16% F	30 7%	80 12%	70 14%	45 17% K	45 15% K	18 7%	14 9%	5 8% *	24 24% KLM*	44 12%	106 14%	95 14%	55 13%	37 18%	32 11%	36 13%	29 11%	127 13%	24 14%	7 4%	34 10%	13 12% *	10 7% *	18 16% Y*	46 11% e	21 6%		
Don't know	50 4%	17 3%	32 6%	23 7% F	16 4%	10 2%	24 4%	26 5%	10 4%	17 6%	12 5%	3 2%	2 4% *	5 5% *	13 4%	36 5%	28 4%	22 5%	11 5% V	13 4%	12 4%	4 1%	37 4%	12 7%	6 3%	5 1%	4 4% *	3 2% *	5 4% *	12 3%	8 2%		
NET: A great/ fair amount	412 36%	239 43% C	169 29%	97 31%	109 29%	206 45% DE	247 38%	165 33%	107 39%	90 30%	88 34%	78 50% JKN	24 43% *	26 27% *	164 44% P	247 32%	246 35%	166 38%	70 33%	106 35%	97 35%	118 45% STU	343 36%	66 40%	67 40%	163 48% c	40 39% *	74 49% *	38 34% *	189 43%	165 44%		
NET: Not very much/ Heard of them but know nothing about them	529 46%	243 44%	278 48%	132 42%	188 50%	209 46%	292 45%	237 48%	110 40%	146 49%	142 55% IL	63 40%	25 45% *	43 44% *	150 40%	379 49% O	332 47%	197 45%	93 44%	152 50%	134 48%	109 42%	456 47%	65 39%	86 52% Z	137 40%	46 45% *	62 41% *	51 46% *	188 43%	181 48%		
Mean	*	0.20 C	-0.20	-0.20	-0.10	0.20 DE	0.10	-0.10	* N	-0.10	0.10 JN	0.30 JN	0.10 N*	-0.50 *	0.20 P	-0.10	*	*	-0.20	0.10	*	0.20 S	*	0.10	0.20 c	0.30 c	0.10 *	0.40 c*	-0.20 *	0.20	0.30		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Darren Jones, Chief Secretary to the Treasury

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	54 5%	38 7% C	17 3%	33 11% EF	9 2%	12 3%	33 5%	21 4%	19 7% J	8 3%	10 4%	15 9% JM	- * *	2 2% *	34 9% P	21 3%	44 6% R	10 2%	4 2%	12 4%	10 4%	28 11% STU	36 4%	17 10% W	8 5%	29 9% c	4 4% *	6 4% *	1 1% *	25 6%	19 5%
A fair amount (1)	116 10%	78 14% C	37 6%	67 21% EF	31 8% F	18 4%	71 11%	45 9%	27 10%	24 8%	30 12% N	28 18% UN	4 7% *	3 3% *	56 15% P	60 8%	93 13% R	23 5%	17 8%	29 9%	27 10%	43 16% STU	79 8%	36 22% W	12 7%	51 15% Y	12 12% *	11 7% *	10 9% *	56 13% e	23 6%
Not very much (0)	183 16%	98 18%	82 14%	49 16%	65 17%	69 15%	99 15%	84 17%	50 19%	44 15%	43 17%	27 17%	9 17% *	8 8% *	63 17%	120 16%	114 16%	68 16%	27 13%	50 17%	43 15%	50 19%	146 15%	35 21%	32 19%	50 15%	16 16% *	28 19% *	14 12% *	53 12% *	70 19% d
Heard of them but know nothing about them (-1)	181 16%	83 15%	96 17%	44 14%	60 16%	77 17%	103 16%	78 16%	30 11%	61 20% IK	29 11%	32 20% IK	13 24% IK*	16 16% *	51 14%	129 17%	115 16%	65 15%	39 18%	37 12%	50 18%	36 14%	151 16%	29 17%	28 17%	57 17%	14 14% *	22 15% *	14 13% *	74 17%	53 14%
Never heard of them (-2)	548 48%	233 42%	306 53% B	96 31% D	189 51% D	262 58% D	307 48%	241 48%	136 50% L	143 48% L	134 51% L	47 30%	25 45% *	62 64% JL*	150 40%	398 52% O	297 42%	250 57% Q	108 51% V	161 53% V	139 50% V	98 38%	509 53% X	34 20%	81 49%	144 43%	53 52% *	78 52% *	67 59% z*	207 48%	203 54%
Don't know	59 5%	21 4%	37 7%	23 7% F	20 5%	16 3%	29 5%	30 6%	9 3%	18 6%	14 5%	7 5%	4 7% *	6 6% *	18 5%	40 5%	36 5%	22 5%	16 8% V	15 5%	10 3%	6 2%	41 4%	17 10% W	6 4%	7 2%	3 3% *	5 3% *	6 5% *	20 5%	8 2%

NET: A great/ fair amount	170 15%	116 21% C	53 9%	100 32% EF	40 11%	30 7%	104 16%	66 13%	46 17% N	32 11%	40 15% N	43 27% UKMN	4 7% *	5 5% *	90 24% P	81 11%	138 20% R	33 7%	21 10%	41 13%	37 13%	70 27% STU	115 12%	52 31% W	19 12%	81 24% Ybc	16 16% *	16 11% *	12 10% *	80 18% e	41 11%
NET: Not very much/ Heard of them but know nothing about them	363 32%	181 33%	179 31%	93 30%	124 33%	146 32%	202 31%	161 32%	81 30%	105 35%	72 28%	59 38%	22 40% *	24 25% *	114 31%	249 32%	230 33%	134 30%	66 31%	87 29%	93 33%	86 33%	297 31%	64 38%	60 36%	108 32%	31 30% *	50 34% *	28 25% *	127 29%	123 33%

Mean	-1.00	-0.70 C	-1.20	-0.40 EF	-1.10	-1.30	-0.90	-1.00	-0.90 N	-1.10 N	-1.00 N	-0.50 UKMN*	-1.10 *	-1.50 *	-0.60 P	-1.10	-0.80 R	-1.30	-1.20	-1.10	-1.00	-0.50 STU	-1.10	-0.20 W	-1.00	-0.70 Ybc	-1.00 *	-1.10 *	-1.30 *	-0.90	-1.10
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Lisa Nandy, Secretary of State for Culture, Media and Sport
All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	64 6%	42 8% C	23 4%	39 12% EF	8 2%	18 4%	37 6%	28 6%	24 9% K	17 6%	8 3%	14 9% K	* 1% *	2 2% *	31 8% P	34 4%	50 7% R	14 3%	12 5%	8 3%	19 7%	25 10% T	36 4%	28 17% W	11 7% c	29 8% c	6 6% c*	9 6% c*	- - *	31 7%	17 5%
A fair amount (1)	183 16%	124 23% C	57 10%	57 18%	65 17%	61 13%	115 18%	68 14%	48 18%	34 11%	39 15%	40 25% JKN	12 22% *	11 11% *	83 22% P	100 13%	138 20%	46 10%	23 11%	47 16%	50 18%	59 23% S	153 16%	29 18%	26 16%	71 21%	14 14% *	35 23% *	18 16% *	87 20%	63 17%
Not very much (0)	263 23%	138 25%	124 22%	58 18%	79 21%	126 28% D	147 23%	116 23%	70 26%	71 24%	65 25%	33 21%	9 16% *	15 16% *	92 25%	171 22%	141 20%	122 28% Q	48 23%	73 24%	55 20%	69 26%	224 23%	37 22%	44 26%	87 26%	24 23% *	40 27% *	21 19% *	102 23%	102 27%
Heard of them but know nothing about them (-1)	176 15%	82 15%	92 16%	44 14%	53 14%	79 17%	91 14%	84 17%	33 12%	59 20% IL	44 17%	15 10%	14 25% IL*	10 11% *	49 13%	126 16%	97 14%	79 18%	31 15%	50 17%	43 15%	38 14%	150 16%	24 14%	28 17%	51 15%	25 24% b*	12 8% *	15 13% *	49 11%	65 17%
Never heard of them (-2)	397 35%	145 26%	243 42% B	93 30%	149 40% D	155 34%	224 35%	173 35%	87 32%	98 33%	93 36%	46 29%	18 33% *	55 56% UKLM*	99 27%	298 39% O	243 35%	154 35%	80 38% V	113 37% V	101 36% V	62 24%	361 38% X	32 19%	50 30%	95 28%	34 33% *	50 34% *	52 46% YZ*	148 34%	122 33%
Don't know	57 5%	20 4%	37 6%	22 7%	19 5%	15 3%	27 4%	30 6%	10 4%	20 7%	10 4%	9 6%	2 4% *	5 5% *	18 5%	39 5%	32 5%	24 6%	17 8% V	12 4%	10 4%	7 3%	39 4%	17 10% W	7 4%	7 2%	1 1% *	3 2% *	7 6% *	17 4%	6 2%

NET: A great/ fair amount	248 22%	166 30% C	80 14%	96 31% EF	73 19%	79 17%	152 24%	96 19%	72 26% JKN	51 17%	46 18%	54 34% JKN	12 22% *	12 13% *	114 31% P	134 17%	188 27% R	60 14%	35 16%	56 18%	69 25%	84 32% ST	189 20%	57 34% W	37 23%	100 29% c	20 20% *	44 29% *	18 16% *	119 27%	80 21%
NET: Not very much/ Heard of them but know nothing about them	439 38%	220 40%	216 38%	101 32%	133 35%	205 45% DE	239 37%	200 40%	103 38%	129 43% LN	110 42% N	48 31%	23 41% *	26 26% *	141 38%	297 39%	238 34%	201 46% Q	80 38%	124 41%	98 35%	107 41%	373 39%	60 36%	72 43%	138 41%	49 47% *	52 35% *	36 32% *	151 35%	167 44% d

Mean	-0.60	-0.30 C	-0.90	-0.30 EF	-0.80	-0.70	-0.60	-0.70	-0.40 KN	-0.70 N	-0.70 N	-0.30 JKN*	-0.70 *	-1.10 *	-0.30 P	-0.80	-0.50 R	-0.80	-0.70	-0.70	-0.60	-0.20 STU	-0.70	* W	-0.50 c	-0.30 c	-0.60 *	-0.40 c*	-0.90 *	-0.50	-0.60
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Louise Haigh, Labour MP

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	42 4%	25 5%	17 3%	30 10% EF	7 2%	5 1%	31 5%	12 2%	13 5%	8 3%	7 3%	13 9% JKN	1 2% *	0% *	31 8% P	11 2%	38 5% R	4 1%	2 1%	4 1%	11 4%	25 10% STU	20 2%	22 13% W	5 3%	30 9% ac	0% *	5 3% *	- -	22 5%	11 3%
A fair amount (1)	116 10%	88 16% C	26 5%	63 20% EF	36 10% F	18 4%	74 11%	43 9%	32 12% N	26 9%	30 11%	24 15% MN	2 3% *	3 3% *	56 15% P	60 8%	96 14% R	21 5%	14 6%	31 10%	26 9%	43 17% SU	81 8%	33 20% W	13 8%	49 14%	9 9% *	15 10% *	10 9% *	44 10%	30 8%
Not very much (0)	186 16%	98 18%	87 15%	49 16%	66 18%	71 16%	104 16%	82 16%	54 20%	45 15%	36 14%	30 19%	10 18% *	11 11% *	71 19%	115 15%	119 17%	67 15%	36 17%	51 17%	46 16%	44 17%	155 16%	29 17%	37 22% a	64 19%	11 11% *	24 16% *	19 17% *	78 18%	65 17%
Heard of them but know nothing about them (-1)	157 14%	71 13%	84 15%	44 14%	50 13%	63 14%	72 11%	85 17% G	35 13%	52 18% L	36 14% L	10 6%	11 19% L*	14 14% *	51 14%	106 14%	89 13%	68 15%	36 17%	47 15%	34 12%	31 12%	136 14%	20 12%	31 19%	40 12%	18 17% *	18 12% *	12 11% *	62 14%	49 13%
Never heard of them (-2)	574 50%	247 45%	318 55% B	104 33%	191 51% D	279 61% DE	330 51%	244 49%	124 46%	155 52%	134 52%	68 43%	30 53% *	63 64% IL*	144 39%	430 56% O	323 46%	251 57% Q	113 53% V	154 51%	145 52% V	109 42%	519 54% X	51 30%	75 45%	148 43%	59 57% *	81 54% *	62 55% *	207 48%	207 55%
Don't know	64 6%	22 4%	42 7%	23 7%	23 6%	19 4%	31 5%	33 7%	14 5%	12 4%	17 7%	12 8%	2 4% *	7 7% *	19 5%	45 6%	36 5%	28 6%	12 6%	17 6%	17 6%	7 3%	51 5%	12 7%	4 3%	9 3%	6 6% *	7 4% *	9 8% *	22 5%	14 4%

NET: A great/ fair amount	159 14%	113 20% C	44 8%	93 30% EF	43 11% F	23 5%	104 16% H	54 11%	45 17% MN	34 11%	36 14% N	37 24% JKMN	3 5% *	4 4% *	87 23% P	72 9%	134 19% R	25 6%	16 7%	35 11%	37 13%	69 26% STU	101 11%	55 33% W	18 11%	79 23% Yabc	10 9% *	20 13% *	10 9% *	66 15%	41 11%
NET: Not very much/ Heard of them but know nothing about them	343 30%	169 31%	171 30%	93 30%	116 31%	134 29%	176 27%	167 34%	88 32%	97 33%	73 28%	39 25%	21 38% *	25 25% *	122 33%	221 29%	209 30%	134 31%	71 34%	98 32%	80 29%	76 29%	291 30%	48 29%	68 41%	104 31%	29 28% *	42 28% *	31 28% *	140 32%	114 30%

Mean	-1.00	-0.80 C	-1.20	-0.40 EF	-1.10 F	-1.40	-1.00	-1.10	-0.90 N	-1.10 N	-1.10 N	-0.70 JKMN*	-1.30 *	-1.50 *	-0.60 P	-1.20	-0.80 R	-1.30	-1.20	-1.10	-1.10	-0.60 STU	-1.20	-0.30 W	-1.00	-0.70 abc	-1.30 *	-1.10 *	-1.20 *	-0.90	-1.10
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Pat McFadden, Chancellor of the Duchy of Lancaster

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	49 4%	39 7% C	10 2%	29 9% EF	12 3%	8 2%	34 5%	15 3%	11 4%	11 4%	12 5%	11 7%	2 4% *	2 2% *	26 7% P	23 3%	42 6% R	8 2%	9 4%	9 3%	10 4%	21 8% T	34 4%	15 9% W	10 6%	21 6%	1 1% *	9 6% *	6 5% *	20 5%	17 5%
A fair amount (1)	116 10%	69 13% C	47 8%	47 15% F	36 10%	32 7%	70 11%	46 9%	31 11%	23 8%	16 6%	33 21% UKM	2 4% *	11 11% *	62 17% P	54 7%	82 12%	34 8%	17 8%	26 9%	25 9%	43 16% STU	78 8%	37 22% W	20 12%	47 14%	8 8% *	16 11% *	15 13% *	53 12%	39 10%
Not very much (0)	184 16%	112 20% C	71 12%	58 19% 19%	60 16%	66 15%	114 18%	70 14%	58 21%	51 17%	37 14%	21 14%	6 11% *	11 11% *	74 20% P	110 14%	119 17%	65 15%	22 10%	49 16%	51 18%	53 20% S	152 16%	29 17%	35 21% c	62 18% c	14 14% *	23 15% *	8 7% *	68 16%	56 15%
Heard of them but know nothing about them (-1)	175 15%	100 18% C	72 13%	43 14%	49 13%	83 18%	92 14%	83 17%	33 12%	55 19%	37 14%	19 12%	17 31% IKLN*	13 13% *	57 15%	118 15%	100 14%	74 17%	44 21% U	44 15%	35 13%	41 16%	147 15%	25 15%	23 14%	50 15%	23 23% *	28 19% *	13 12% *	67 16%	59 16%
Never heard of them (-2)	555 49%	209 38%	336 58% B	117 38% 38%	193 52% D	244 54% D	302 47%	252 51%	130 48%	139 47%	142 55% L	63 40%	25 46% *	56 57% L*	137 37%	418 54% O	325 46%	230 52%	102 48% V	157 52% V	148 53% V	97 37%	502 52% X	48 29%	70 42%	152 45%	51 49% *	71 47% *	63 56% *	205 47%	192 51%
Don't know	62 5%	23 4%	38 7%	17 5%	24 6%	21 5%	29 4%	33 7%	9 3%	20 7%	15 6%	9 6%	3 5% *	6 6% *	17 5%	45 6%	33 5%	28 6%	17 8% V	18 6% V	9 3%	5 2%	48 5%	13 8%	8 5%	8 2%	6 6% *	3 2% *	8 7% *	20 5%	13 3%

NET: A great/ fair amount	165 15%	108 20% C	57 10%	77 25% EF	48 13%	41 9%	105 16%	61 12%	42 15%	34 11%	29 11%	44 28% UKMN	5 8% *	12 13% *	88 24% P	77 10%	123 18% R	42 10%	26 12%	36 12%	35 13%	63 24% STU	113 12%	52 31% W	29 18%	67 20% a	9 8% *	25 17% *	21 18% *	74 17%	56 15%
NET: Not very much/ Heard of them but know nothing about them	359 31%	212 38% C	144 25%	101 32%	109 29%	149 33%	206 32%	153 31%	91 34%	106 36%	74 29%	40 26%	23 41% *	24 24% *	130 35%	228 30%	220 31%	139 32%	66 31%	93 31%	86 31%	95 36%	300 31%	54 32%	58 35% c	112 33% c	38 37% c*	51 34% c*	21 19% *	136 31%	115 31%

Mean	-1.00	-0.70 C	-1.30	-0.60 EF	-1.10	-1.20	-0.90 H	-1.10	-0.90	-1.00	-1.10	-0.60 JKMN*	-1.20 *	-1.20 *	-0.60 P	-1.20	-0.90 R	-1.20	-1.10	-1.10	-1.10	-0.60 STU	-1.10	-0.40 W	-0.80 a	-0.80 a	-1.20 *	-0.90 *	-1.10 *	-0.90	-1.00
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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Andy Burnham, Mayor of Greater Manchester

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
A great deal (2)	110 10%	76 14% C	34 6%	34 11%	28 8%	48 10%	60 9%	49 10%	40 15% JKN	24 8%	15 6%	17 11%	8 15% *	5 5% *	48 13% P	61 8%	64 9%	46 10%	13 6%	36 12%	24 9%	35 14% S	88 9%	21 13%	19 11%	52 15% ac	5 4% *	23 16% ac*	5 4% *	44 10%	47 12%	
A fair amount (1)	316 28%	171 31% C	140 24%	66 21%	97 26%	153 34% D	206 32% H	110 22%	91 33% J	66 22%	78 30%	44 28%	15 26% *	23 23% *	121 33% P	195 25%	186 27%	130 30%	54 25%	73 24%	81 29%	88 34% T	277 29%	37 22%	36 21%	127 37% Y	36 35% Y*	45 30% *	38 34% *	154 36%	110 29%	
Not very much (0)	265 23%	129 23%	132 23%	48 15%	85 23% D	132 29% D	148 23%	117 24%	58 21% J	70 24%	73 28% M	37 24%	7 13% *	20 21% *	89 24%	176 23%	153 22%	113 26%	41 19%	78 26%	66 24%	53 20%	231 24%	33 20%	51 31% Z	62 18%	29 28% *	38 25% *	23 21% *	93 21%	112 30% d	
Heard of them but know nothing about them (-1)	170 15%	73 13%	96 17%	57 18%	47 13%	67 15%	83 13%	87 18%	27 10% I	59 20% I	38 15%	22 14%	13 23% I*	12 12% *	43 11%	128 17% O	120 17% R	51 12%	38 18%	55 18%	34 12%	35 14%	139 14%	29 17%	36 22% Zb	45 13%	16 15% *	15 10% *	14 13% *	48 11%	57 15%	
Never heard of them (-2)	224 20%	80 14%	140 24% B	80 26% F	98 26% F	46 10%	117 18%	107 22%	47 17%	64 21%	42 16%	31 20%	8 14% *	32 32% IKM*	55 15%	169 22% O	144 21%	80 18%	50 24%	50 17%	59 21%	45 17%	191 20%	30 18%	18 11%	51 15%	13 12% *	26 17% *	25 22% Y*	81 19% e	44 12%	
Don't know	54 5%	22 4%	32 6%	28 9% F	18 5% F	8 2%	27 4%	27 5%	9 3%	16 5%	13 5%	5 3%	5 9% *	7 7% *	16 4%	38 5%	34 5%	20 5%	15 7% V	12 4%	15 5% V	4 2%	37 4%	17 10% W	6 4% Z	2 1% Z*	5 5% Z*	2 1% Z*	7 6% Z*	13 3%	5 1%	
NET: A great/ fair amount	426 37%	247 45% C	174 30%	100 32%	126 34%	201 44% DE	266 42% H	160 32%	131 48% JKN	90 30%	94 36%	61 39%	23 41% *	28 28% *	169 46% P	257 33%	250 36%	176 40%	67 32%	108 36%	105 38%	123 47% STU	365 38%	58 35%	55 33%	179 53% Yac	41 40% *	68 46% *	43 38% *	198 46%	157 42%	
NET: Not very much/ Heard of them but know nothing about them	436 38%	202 37%	228 40%	105 34%	132 35%	199 44% DE	231 36%	204 41%	84 31%	130 43% I	111 43% I	59 38%	20 36% *	32 32% *	132 35%	304 40%	272 39%	163 37%	79 37%	133 44% V	101 36%	88 34%	369 38%	61 37%	87 52% Zbc	107 32%	45 43% *	53 36% *	38 33% *	142 33%	170 45% d	
Mean	-0.10	0.20 C	-0.30	-0.30	-0.20	0.20 DE	* H	-0.20	0.20 JN	-0.30	-0.10 N	* *	* *	-0.50 *	0.20 P	-0.20	-0.10	*	-0.30	*	-0.10	0.10 S	-0.10	-0.10	*	0.20 c	* *	0.20 *	-0.20 *	0.10	0.20	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Sadiq Khan, Mayor of London

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	145 13%	95 17% C	49 9%	43 14%	48 13%	54 12%	88 14%	56 11%	24 9%	34 12%	31 12%	44 28% UKN	8 14% *	4 4% *	62 17% P	83 11%	98 14%	46 11%	18 9%	36 12%	36 13%	51 20% ST	113 12%	32 19% W	26 16% c	60 18% c	13 13% *	34 23% c*	5 5% *	62 14%	65 17%
A fair amount (1)	433 38%	229 42% C	196 34%	95 30%	154 41% D	184 41% D	257 40%	176 35%	95 35%	105 35%	105 41%	74 47% U	17 31% *	37 37% *	150 40%	283 37%	267 38%	166 38%	68 32%	127 42%	101 36%	111 43%	370 38%	61 36%	70 42%	152 45%	36 34% *	63 42% *	49 43% *	189 44%	156 42%
Not very much (0)	306 27%	141 26%	163 28%	77 25%	95 25%	134 29%	166 26%	140 28%	89 33% L	78 26% L	74 29% L	21 13% L	11 20% *	33 34% L*	98 26%	208 27%	184 26%	122 28%	61 29%	76 25%	91 33% V	51 20%	266 28%	33 20%	46 28%	77 23%	27 26% *	30 20% *	37 33% *	109 25%	102 27%
Heard of them but know nothing about them (-1)	171 15%	63 11% B	106 18%	53 17%	49 13%	70 15%	95 15%	76 15%	40 15%	51 17% L	36 14%	12 8% L	13 23% L*	19 19% L*	38 10%	133 17% O	102 14%	70 16%	37 18%	50 16%	33 12%	38 14%	146 15%	24 14%	19 12%	38 11%	23 22% Z*	20 13% *	15 13% *	56 13%	45 12%
Never heard of them (-2)	45 4%	7 1% B	37 6% B	25 8% F	15 4% F	5 1%	14 2%	31 6% G	17 6% K	12 4%	5 2%	5 3%	4 7% *	2 2% *	15 4%	30 4%	25 4%	20 4%	14 7%	7 2%	9 3%	6 2%	38 4%	7 4%	2 1%	8 2%	2 2% *	2 2% *	2 2% *	9 2%	7 2%
Don't know	40 4%	16 3%	24 4%	19 6% F	14 4%	7 2%	22 3%	19 4%	7 2%	18 6% L	8 3%	1 1%	2 4% *	4 4% *	9 2%	32 4%	25 4%	15 3%	13 6% V	8 3%	9 3%	3 1%	29 3%	11 7% W	3 2%	4 1%	3 3% *	* 0% *	5 4% *	10 2%	1 0%

NET: A great/ fair amount	578 51%	324 59% C	245 43%	138 44%	201 54% D	238 52%	345 54%	233 47%	118 44%	140 47%	136 52%	118 75% UKMN	25 45% *	40 41% *	212 57% P	365 48%	366 52%	212 48%	86 41%	163 54% S	137 49%	162 62% SU	483 50%	92 55%	96 58%	212 62% ac	49 47% *	97 65% ac*	54 48% *	250 58%	221 59%
NET: Not very much/ Heard of them but know nothing about them	477 42%	204 37% B	269 47% B	130 42%	143 38%	203 45%	261 41%	216 43%	129 48% L	129 43% L	111 43% L	32 21%	24 43% L*	52 53% L*	136 37%	341 44% O	285 41%	192 44%	98 46% V	126 41%	124 45% V	89 34%	413 43%	57 34%	65 39%	115 34%	50 48% Z*	49 33% *	52 46% *	165 38%	147 39%

Mean	0.40	0.60 C	0.20	0.30	0.50 D	0.50 D	0.50 H	0.30	0.30	0.30	0.50 I	0.90 UKMN	0.20 *	0.20 *	0.60 P	0.30	0.50	0.40	0.20	0.50 S	0.40 S	0.60 S	0.40	0.60	0.60	0.60 ac	0.40 *	0.70 ac*	0.40 *	0.60	0.60
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Keir Starmer, Prime Minister and Leader of the Labour party

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
A great deal (2)	249 22%	158 29% C	88 15%	84 27% F	83 22%	83 18%	154 24%	95 19%	55 20%	57 19%	54 21%	57 36% IKN	12 22% *	14 15% *	107 29% P	142 19%	167 24%	82 19%	34 16%	62 21%	54 19%	90 35% STU	198 21%	51 31% W	36 22%	103 30% ac	16 15% *	43 29% a*	20 17% *	109 25%	85 23%	
A fair amount (1)	506 44%	247 45%	253 44%	123 39%	155 41%	228 50% DE	302 47%	205 41%	116 43%	127 43%	126 49%	59 38%	29 52% *	48 49% *	177 48%	329 43%	305 44%	201 46%	91 43%	118 39%	146 52% T	116 45% X	445 46% X	57 34%	78 47%	166 49%	46 45% *	67 45% *	53 47% *	215 49%	172 46%	
Not very much (0)	273 24%	101 18%	169 29% B	60 19% D	100 27% D	113 25%	136 21%	137 27% G	68 25%	75 25%	65 25%	28 18%	7 12% *	30 31% M*	61 16%	212 28% O	164 23%	108 25%	52 25%	98 32% UV	54 19%	43 17%	239 25%	30 18%	43 26% Z	56 17%	32 31% Z*	34 23% *	29 26% *	89 21%	104 28%	
Heard of them but know nothing about them (-1)	67 6%	28 5%	37 6%	23 7%	22 6%	22 5%	32 5%	35 7%	23 8% K	23 8% K	5 2%	8 5%	6 10% K*	2 2% *	15 4%	51 7%	37 5%	29 7%	21 10% V	18 6%	13 5%	8 3%	48 5%	17 10% W	3 2%	12 4%	7 6% *	5 3% *	6 6% *	12 3%	12 3%	
Never heard of them (-2)	17 1%	5 1%	11 2%	10 3% F	4 1%	3 1%	6 1%	11 2%	5 2%	6 2%	2 1%	3 2%	- - *	* 0% *	5 1%	12 2%	12 2%	4 1%	4 2%	3 1%	5 2%	2 1%	13 1%	4 2% Z	3 2% Z	- - *	- - *	* 0% *	1 1% *	3 1%	3 1%	
Don't know	29 3%	12 2%	17 3%	12 4%	10 3%	6 1%	12 2%	16 3%	5 2%	11 4%	7 3%	1 1%	2 4% *	2 3% *	7 2%	22 3%	15 2%	14 3%	9 4% V	5 2%	7 2%	2 1%	20 2%	8 5%	3 2%	2 0%	3 3% *	- - *	3 3% *	7 2%	- -	
NET: A great/ fair amount	755 66%	406 74% C	341 59%	207 66%	238 64%	311 68%	456 71% H	299 60%	171 63%	184 62%	181 69%	116 74% J	41 74% *	63 64% *	284 76% P	471 61%	472 67%	283 65%	125 59%	180 59%	200 72% ST	206 79% ST	642 67%	108 65%	114 69%	269 79% Yac	62 60% *	110 74% *	73 65% *	323 75%	257 68%	
NET: Not very much/ Heard of them but know nothing about them	339 30%	129 23% B	207 36% B	83 27% B	122 33%	134 30%	168 26%	172 34% G	91 33%	98 33%	70 27%	36 23%	12 22% *	32 33% *	76 21%	263 34% O	202 29%	138 31%	73 35% UV	116 38% UV	66 24%	51 20%	287 30%	47 28%	46 28%	69 20%	39 38% Z*	39 26% *	36 32% Z*	101 23%	116 31% d	
Mean	0.80	1.00 C	0.70	0.80	0.80	0.80	0.90 H	0.70	0.70	0.70	0.90 J	1.00 U	0.90 *	0.80 *	1.00 P	0.70	0.80	0.80	0.60	0.70	0.80	1.10 STU	0.80	0.90	0.90	1.10 Yac	0.70 *	1.00 a*	0.80 *	1.00	0.90	

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PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	92 8%	61 11% C	30 5%	39 12% EF	24 6%	30 7%	60 9%	32 6%	22 8%	20 7%	27 10%	19 12%	1 2% *	4 4% *	44 12% p	48 6%	60 9%	32 7%	13 6%	27 9%	20 7%	30 12%	71 7%	20 12%	9 5%	35 10%	12 12% *	17 11% *	8 7% *	36 8%	29 8%
A fair amount (1)	355 31%	187 34%	165 29%	86 28%	102 27%	167 37% DE	210 33%	145 29%	83 31%	82 27%	81 31%	60 38%	21 37% *	29 29% *	134 36% p	222 29%	208 30%	147 33%	59 28%	90 30%	93 33%	95 37%	294 31%	59 35%	74 44% b	134 40%	40 38% *	44 30% *	37 33% *	172 40%	136 36%
Not very much (0)	343 30%	166 30%	172 30%	66 21%	124 33% D	153 34% D	197 31%	146 29%	90 33%	88 30%	82 31%	46 30%	13 24% *	24 24% *	97 26%	246 32%	214 31%	129 29%	57 27%	104 34%	79 28%	70 27%	308 32% x	32 19%	49 29%	91 27%	32 31% *	52 35% *	36 32% *	116 27%	136 36% d
Heard of them but know nothing about them (-1)	194 17%	79 14%	112 20%	51 16%	67 18%	75 17%	95 15%	98 20%	38 14%	58 20%	43 17%	21 14%	12 22% *	21 21% *	51 14%	143 19% O	120 17%	74 17%	47 22% v	47 15%	53 19%	35 13%	168 17%	23 14%	23 14%	48 14%	12 12% *	28 19% *	16 14% *	66 15%	60 16%
Never heard of them (-2)	111 10%	40 7%	68 12% B	54 17% EF	37 10% F	21 5%	55 9%	56 11%	30 11%	35 12%	16 6%	8 5%	6 10% *	16 16% KL*	30 8%	81 11%	73 10%	38 9%	26 12%	27 9%	23 8%	25 10%	89 9%	21 13%	8 5%	26 8%	4 4% *	7 4% *	11 9% *	28 6%	13 3%
Don't know	45 4%	17 3%	28 5%	17 5% F	20 5% F	8 2%	25 4%	20 4%	9 3%	15 5%	10 4%	3 2%	2 4% *	5 5% *	16 4%	29 4%	26 4%	19 4%	10 5%	9 3%	10 4%	5 2%	32 3%	12 7% w	4 2%	4 1%	3 3% *	1 1% *	5 5% *	16 4% e	1 0%

NET: A great/ fair amount	447 39%	249 45% C	195 34%	125 40%	126 34%	197 43% E	270 42%	178 36%	105 39%	102 34%	108 42%	78 50% JN	22 39% *	32 33% *	178 48% p	269 35%	268 38%	179 41%	72 34%	117 39%	113 41%	126 48% ST	365 38%	78 47%	82 50%	169 50%	52 50% *	61 41% *	45 40% *	208 48%	165 44%
NET: Not very much/ Heard of them but know nothing about them	537 47%	245 45%	284 49%	117 37% D	191 51% D	229 50% D	292 46%	245 49%	128 47%	147 49%	125 48%	67 43%	26 46% *	44 45% *	148 40%	389 51% O	334 48%	203 46%	104 49%	151 50%	132 47%	105 40%	476 49% x	55 33%	72 43%	140 41%	45 43% *	80 54% Z*	52 46% *	182 42%	196 52% d

Mean	0.10	0.30 C	*	*	*	0.20 DE	0.20 H	*	0.10	*	0.20 JN	0.40 UMN**	*	-0.20 *	0.30 P	*	0.10	0.10	-0.10	0.10	0.10	0.30 S	0.10	0.20	0.30	0.30	0.40 *	0.20 *	0.10 *	0.30	0.30
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Nigel Farage, Leader of Reform UK

All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
A great deal (2)	214 19%	132 24% C	78 14%	64 20%	65 17%	85 19%	119 18%	95 19%	53 20% N	55 18%	55 21% N	31 20%	12 21% *	8 9% *	77 21%	137 18%	136 19%	78 18%	43 20%	57 19%	49 18%	57 22%	181 19%	33 20%	22 13%	71 21%	17 16% *	64 43% YZac*	15 14% *	78 18%	93 25%
A fair amount (1)	522 46%	262 48%	254 44%	129 41%	163 44%	230 51% D	313 49%	209 42%	108 40%	136 46%	128 49%	77 49%	23 41% *	51 52% *	178 48%	344 45%	311 44%	211 48%	86 41%	133 44%	135 49%	125 48%	458 48% x	61 37%	97 58% bc	171 50%	45 43% *	64 43% *	48 43% *	213 49%	187 50%
Not very much (0)	267 23%	108 20%	158 27% B	60 19%	100 27% D	107 24%	144 22%	123 25%	71 26%	64 21%	58 22%	29 19%	12 22% *	33 34% JL*	79 21%	188 24%	163 23%	105 24%	47 22%	81 27%	67 24%	50 19%	229 24%	34 20%	31 19%	80 23% b	29 28% b*	16 11% *	39 35% yb*	110 25%	75 20%
Heard of them but know nothing about them (-1)	78 7%	25 5%	51 9% B	28 9%	24 6%	26 6%	38 6%	41 8%	25 9% KN	24 8% K	8 3%	13 8%	6 12% KN*	2 2% *	21 6%	57 7%	50 7%	28 6%	21 10% U	24 8%	9 3%	19 7%	57 6%	19 11% W	12 7%	13 4%	11 11% z*	5 3% *	7 6% *	21 5%	16 4%
Never heard of them (-2)	27 2%	12 2%	15 3%	17 5% EF	7 2%	2 1%	10 2%	16 3%	9 3%	9 3%	4 2%	4 3%	- - *	* 0% *	5 1%	22 3%	21 3%	6 1%	9 4%	5 2%	8 3%	5 2%	15 2% W	12 7% W	- - 0%	2 0%	- - *	* 0% *	2 2% *	4 1%	1 0%
Don't know	32 3%	12 2%	20 3%	14 5% F	14 4% F	3 1%	19 3%	13 3%	6 2%	10 3%	7 3%	3 2%	2 4% *	3 3% *	12 3%	20 3%	21 3%	11 3%	6 3%	5 2%	9 3%	5 2%	23 2%	9 5%	5 3%	3 1%	2 2% *	* 0% *	1 1% *	9 2%	4 1%

NET: A great/ fair amount	736 65%	394 72% C	332 58%	193 62%	228 61%	315 69% E	431 67%	305 61%	161 59%	191 64%	183 70% I	107 69%	34 62% *	59 60% *	256 69% P	481 63%	447 64%	289 66%	129 61%	190 62%	185 66%	182 70%	638 66% X	94 57%	118 71% c	242 71% c	61 59% *	128 86% YZac*	63 56% *	291 67%	280 75%
NET: Not very much/ Heard of them but know nothing about them	345 30%	133 24%	209 36% B	88 28%	124 33%	133 29%	181 28%	164 33%	96 35% K	88 29%	66 25%	42 27%	19 33% *	35 36% *	100 27%	245 32%	212 30%	133 30%	68 32%	105 34%	77 27%	69 26%	286 30%	52 31%	43 26% b	92 27% b	40 39% b*	21 14% *	46 41% Yzb*	131 30%	91 24%

Mean	0.70	0.90 C	0.60	0.70	0.70	0.80 D	0.80	0.70	0.60	0.70	0.90 I	0.80 *	0.80 *	0.70 *	0.80 P	0.70	0.70	0.80	0.60	0.70	0.80	0.80	0.80 X	0.50	0.80	0.90 Jc	0.70 *	1.20 YZac*	0.60 *	0.80	1.00 d
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Kemi Badenoch, Leader of the Conservative party

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
A great deal (2)	99 9%	67 12% C	31 5%	44 14% EF	29 8%	26 6%	71 11% H	29 6%	22 8%	12 4%	24 9% J	30 19% LMN	7 12% J*	4 4% *	54 14% P	45 6%	74 10% R	26 6%	10 5%	18 6%	24 9%	44 17% STU	68 7%	31 19% W	23 14% c	46 14% c	7 7% *	14 10% c*	1 1% *	46 11%	38 10%	
A fair amount (1)	349 31%	188 34%	158 28%	82 26%	116 31%	152 33%	210 33%	139 28%	81 30%	92 31%	73 28%	63 40% K	14 26% *	25 26% *	121 33%	228 30%	216 31%	133 30%	64 30%	94 31%	83 30%	91 35%	289 30%	58 35%	77 47% Zac	108 32%	26 25% *	63 43% a*	35 31% *	142 33%	141 38%	
Not very much (0)	383 34%	183 33%	194 34%	75 24%	122 33% D	186 41% DE	206 32%	178 36%	94 34% L	97 32% L	111 43% LM	28 18%	13 24% *	41 42% L*	118 32%	265 34%	222 32%	161 37%	66 31%	110 36% V	104 37% V	69 26%	348 36% X	29 18%	48 29%	118 35%	41 40% *	45 30% *	51 46% Yb*	154 35%	132 35%	
Heard of them but know nothing about them (-1)	183 16%	76 14%	106 18%	57 18%	57 15%	69 15%	96 15%	87 17%	38 14%	60 20% K	32 12%	24 15%	12 22% *	17 17% *	41 11%	142 19% O	115 16%	69 16%	38 18%	59 19%	39 14%	36 14%	157 16%	25 15%	11 7%	52 15% Y	23 22% Y*	17 12% *	17 15% *	56 13%	54 14%	
Never heard of them (-2)	82 7%	24 4%	57 10% B	36 11% F	33 9% F	13 3%	37 6%	45 9%	28 10% K	24 8%	9 3%	10 6%	7 12% K*	5 5% *	23 6%	59 8%	47 7%	35 8%	24 11% T	15 5%	18 7%	16 6%	72 8%	10 6%	2 1%	12 4%	4 4% *	7 5% *	5 4% e	24 6%	7 2%	
Don't know	43 4%	14 3%	29 5%	18 6%	18 5% F	7 2%	22 3%	21 4%	9 3%	14 5%	10 4%	3 2%	2 4% *	5 5% *	15 4%	28 4%	27 4%	16 4%	10 5%	9 3%	10 4%	4 2%	29 3%	14 8% W	4 2%	3 1%	3 3% *	1 1% *	3 3% *	12 3%	2 1%	
NET: A great/ fair amount	448 39%	254 46% C	189 33%	126 40%	145 39%	178 39%	281 44% H	167 34%	103 38%	104 35%	98 38%	93 59% LMN*	21 38% *	30 30% *	175 47% P	274 36%	290 41%	158 36%	74 35%	112 37%	107 38%	135 52% STU	357 37%	89 53% W	100 61% Zac	155 46% ac	33 32% *	78 52% ac*	36 32% *	187 43%	180 48%	
NET: Not very much/ Heard of them but know nothing about them	566 50%	259 47%	300 52%	132 42%	179 48%	256 56% DE	302 47%	265 53%	131 48% L	157 53% L	143 55% L	51 33%	25 46% *	58 59% L*	160 43%	407 53% O	337 48%	229 52%	104 49%	168 55% V	143 51% V	105 40%	505 52% X	54 32%	59 36%	169 50% Y	64 62% Yb*	62 42% *	69 61% Yb*	210 48%	186 50%	
Mean	0.20	0.40 C	*	0.10	0.10	0.20	0.30 H	*	0.10	*	0.30 J	0.50 LMN*	* *	0.10 *	0.40 P	0.10	0.20	0.10	*	0.10	0.20	0.40 STU	0.10	0.50 W	0.70 Zac	0.40 ac	0.10 *	0.40 ac*	0.10 *	0.30	0.40	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q3. How much, if anything, do you know about each of the following politicians? - Stewart Lewis

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
A great deal (2)	43 4%	30 5% C	12 2%	31 10% EF	10 3% F	3 1%	27 4%	16 3%	11 4%	9 3%	9 3%	9 6%	4 7% *	1 1% *	24 6% P	19 3%	37 5% R	6 1%	5 2%	9 3%	11 4%	17 7%	28 3%	13 8% W	5 3%	21 6%	2 2% *	6 4% *	2 2% *	21 5%	7 2%	
A fair amount (1)	85 7%	56 10% C	27 5%	52 17% EF	26 7% F	7 1%	58 9%	27 5%	19 7%	15 5%	16 6%	29 19% UKMN	2 3% *	4 4% *	47 13% P	38 5%	74 11% R	10 2%	9 4%	23 8%	19 7%	32 12% S	47 5%	36 21% W	15 9%	39 12% b	4 4% *	6 4% *	10 9% *	32 7%	25 7%	
Not very much (0)	124 11%	74 13% C	51 9%	52 17% EF	39 10%	33 7%	64 10%	61 12%	34 13% N	32 11%	32 12% N	21 13% N	2 4% *	3 3% *	48 13% P	76 10%	86 12%	38 9%	18 9%	26 9%	30 11%	46 18% STU	94 10%	30 18% W	20 12% c	33 10%	9 9% *	22 15% c*	3 3% *	32 7%	45 12%	
Heard of them but know nothing about them (-1)	118 10%	58 10%	59 10%	37 12%	42 11%	40 9%	58 9%	60 12%	25 9%	37 13%	18 7%	14 9%	12 22% IKL*	11 11% *	38 10%	80 10%	80 11%	38 9%	26 12%	27 9%	27 10%	23 9%	90 9%	26 16% W	22 13%	28 8%	13 12% *	9 6% *	11 10% *	46 11%	30 8%	
Never heard of them (-2)	700 61%	307 56% B	382 66% B	116 37% EF	237 63% D	348 77% DE	408 64%	292 59%	166 61% L	188 63% L	167 64% L	76 49%	33 59% *	71 73% L*	200 54%	500 65% O	386 55%	314 72% Q	129 61%	197 65% V	180 65% V	136 52%	649 67% X	45 27%	96 58%	210 62%	68 66% *	101 67% *	74 66% *	282 65%	252 67%	
Don't know	70 6%	27 5%	43 8%	24 8%	21 6%	25 5%	28 4%	42 8% G	17 6%	18 6%	18 7%	8 5%	2 4% *	8 8% *	16 4%	54 7%	36 5%	33 8%	24 11% UV	21 7% V	11 4%	5 2%	54 6%	15 9%	7 4%	8 2%	7 7% *	6 4% *	12 11% z*	22 5%	16 4%	
NET: A great/ fair amount	128 11%	87 16% C	39 7%	83 27% EF	36 10% F	9 2%	84 13%	43 9%	30 11%	24 8%	25 10%	38 24% UKN	6 10% *	5 5% *	70 19% P	57 7%	112 16% R	16 4%	14 7%	32 11%	30 11%	50 19% STU	75 8%	49 30% W	20 12%	60 18% ab	6 6% *	12 8% *	12 11% *	53 12%	32 8%	
NET: Not very much/ Heard of them but know nothing about them	242 21%	131 24%	110 19%	89 29% F	80 22%	73 16%	122 19%	121 24%	59 22%	69 23%	51 20%	35 22%	15 26% *	14 14% *	86 23%	156 20%	167 24% R	76 17%	44 21%	53 18%	57 20%	69 27% T	184 19%	57 34% W	42 25% c	61 18%	22 21% *	31 21% *	14 13% *	78 18%	75 20%	
Mean	-1.30	-1.10 C	-1.50	-0.50 EF	-1.30 F	-1.70	-1.20	-1.30	-1.20 N	-1.40	-1.30	-0.80 UKN*	-1.30 *	-1.60 *	-1.00 P	-1.40	-1.10 R	-1.60	-1.40	-1.30	-1.30	-0.90 STU	-1.40	-0.40 W	-1.20	-1.10 a	-1.50 *	-1.30 *	-1.40 *	-1.30	-1.40	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Summary

All Adults aged 18+ in Great Britain

	Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below											
	Rachel Reeves (A)	Angela Rayner (B)	Ed Miliband (C)	Wes Streeting (D)	Yvette Cooper (E)	Darren Jones (F)	Lisa Nandy (G)	Louise Haigh (H)	Pat McFadden (I)	Andy Burnham (J)	Sadiq Khan (K)	Keir Starmer (L)
Unweighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140	1140
A very good leader (2)	54 5% F	79 7% ACFGHI	55 5% F	62 5% FGI	74 7% FGI	36 3%	39 3%	57 5% FI	38 3%	151 13% ABCDEFGHIK L	77 7% ACFGI	102 9% ACDEFGHI
A fairly good leader (1)	123 11% FHI	181 16% AFGHI	187 16% AFGHI	157 14% AFGHI	167 15% AFGHI	79 7%	104 9% H	64 6% H	91 8% H	249 22% ABCDEFGHIK L	185 16% AFGHI	198 17% ADFGHI
Neither a good nor bad leader (0)	226 20% FHI	233 20% FHI	275 24% ABFGHIJL	263 23% FGHIJ	268 24% AFGHIJ	165 14%	207 18% FI	179 16% FI	171 15%	210 18% FI	241 21% FHI	228 20% FHI
A fairly bad leader (-1)	219 19% BDEFGHIJK	151 13% DFGHIJ	196 17% BDEFGHIJK	98 9% FHIJ	135 12% DFGHIJ	48 4%	86 8% FH	57 5%	64 6%	69 6%	130 11% FGHIJ	193 17% BDEFGHIJK
A very bad leader (-2)	300 26% BCDEFGHIJ	232 20% CDEFGHIJ	185 16% DEFGHIJ	118 10% FHIJ	131 11% FGHIJ	73 6%	103 9% FHIJ	71 6%	68 6%	78 7%	314 28% BCDEFGHIJ	327 29% BCDEFGHIJ
Don't know	150 13% L	170 15% KL	178 16% AKL	209 18% ABIKL	192 17% ABCEIKL	236 21% ABCEIKL	210 18% ABIKL	247 22% ABCDEGIKL	258 23% ABCDEGIKL	172 15% KL	141 12% L	67 6% L
I don't know who this person is	67 6% L	95 8% ACKL	64 6% L	233 20% ABCEKL	173 15% ABCKL	504 44% ABCDEGHIJL	390 34% ABCDEIKL	465 41% ABCDEGIKL	450 39% ABCDEGIKL	210 18% ABCEKL	52 5% L	24 2% L

NET: A very/ fairly good leader	177 16% FGHI	260 23% ADFGHI	242 21% AFGHI	219 19% AFGHI	241 21% AFGHI	115 10%	143 13% F	121 11%	129 11%	400 35% ABCDEFGHIK L	262 23% ADFGHI	301 26% ABCDEFGHIK
NET: A very/ fairly bad leader	520 46% BCDEFGHIJK	382 34% DEFGHIJ	381 33% DEFGHIJ	216 19% FHIJ	265 23% DFGHIJ	121 11%	189 17% FHIJ	128 11%	132 12%	148 13%	443 39% BCDEFGHIJ	520 46% BCDEFGHIJK

Mean	-0.60	-0.30 AKL	-0.30 AKL	-0.10 ABCGKL	-0.10 ABCKL	-0.10 ABCKL	-0.20 AKL	* ABCGKL	-0.10 ABCGKL	0.40 ABCDEFGHIK L	-0.40 A	-0.40 A
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ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L. Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L. Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Rachel Reeves

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	54 5%	38 7% C	16 3%	37 12% EF	14 4% F	3 1%	41 6% H	13 3%	16 6%	11 4%	6 2%	16 10% JK	1 1% *	4 4% *	38 10% P	16 2%	48 7% R	6 1%	8 4%	10 3%	11 4%	25 10% STU	29 3%	26 15% W	5 3%	30 9% Y	5 4% *	5 3% *	4 4% *	32 7% e	10 3%		
A fairly good leader (1)	123 11%	76 14% C	48 8%	49 16% F	43 11%	32 7%	86 13% H	37 7%	28 10%	32 11%	25 10%	26 17%	4 7% *	8 8% *	70 19% P	53 7%	93 13% R	30 7%	19 9%	30 10%	29 10%	39 15%	93 10%	28 17% W	12 7%	67 20% Ybc	13 13% b*	4 3% *	9 8% *	67 15% e	20 5%		
Neither a good nor bad leader (0)	226 20%	127 23% C	99 17%	74 24%	67 18%	85 19%	137 21%	90 18%	51 19%	56 19%	42 16%	43 27% K	11 20% *	24 24% *	79 21%	148 19%	148 21%	78 18%	39 19%	55 18%	60 22%	65 25%	182 19%	39 24%	30 18%	87 25% b	28 13% b*	15 10% *	23 20% *	100 23%	64 17%		
A fairly bad leader (-1)	219 19%	97 18%	117 20%	39 12%	72 19% D	109 24% D	122 19%	97 19%	55 20% L	54 18%	58 22% L	16 10%	10 19% *	27 27% L*	67 18%	152 20%	122 17%	97 22%	40 19%	74 24% V	51 18%	35 14%	203 21% X	16 10%	36 21%	63 18%	23 22% *	33 22% *	32 28% *	98 23%	84 22%		
A very bad leader (-2)	300 26%	146 27%	151 26%	25 8%	108 29% D	168 37% DE	144 23%	156 31% G	76 28% L	79 27%	87 33% LN	26 17%	13 24% *	19 19% *	65 18%	235 31% O	153 22%	148 34% Q	57 27%	86 28% V	80 29% V	51 19%	290 30% X	9 5%	73 44% Zac	45 13%	19 19% *	83 56% Zac*	29 26% Z*	74 17%	166 44% d		
Don't know	150 13%	44 8% B	103 18%	49 16%	51 14%	50 11%	76 12%	74 15%	33 12%	39 13%	37 14%	21 13%	10 18% *	10 10% *	36 15% O	114 15%	98 14%	52 12%	29 14%	38 12%	36 13%	33 13%	119 12%	29 17%	9 6%	41 12%	14 13% *	7 5% *	10 9% *	51 12%	31 8%		
I don't know who this person is	67 6%	24 4%	41 7%	40 13% EF	19 5% F	8 2%	35 6%	32 6%	12 4%	27 9% K	6 2%	9 6%	6 11% K*	7 7% *	18 5%	49 6%	39 6%	28 6%	20 9% T	12 4%	12 4%	13 5%	47 5%	20 12% W	2 1%	7 2%	2 2% *	3 2% *	5 4% *	14 3% e	2 1%		
NET: A very/ fairly good leader	177 16%	114 21% C	64 11%	86 28% EF	57 15% F	34 8%	127 20% H	50 10%	45 16%	43 14%	31 12%	42 27% UKMN	5 8% *	12 13% *	108 29% P	70 9%	141 20% R	36 8%	26 13%	40 13%	40 14%	64 25% STU	122 13%	53 32% W	16 10%	97 29% Ybc	18 17% b*	9 6% *	13 12% *	99 23% e	29 8%		
NET: A very/ fairly bad leader	520 46%	243 44%	268 47%	64 20%	180 48% D	276 61% DE	267 42%	253 51% G	131 48%	134 45% L	144 55% JL	42 27%	23 42% *	45 46% L*	132 36% O	387 50%	275 39%	245 56%	97 46%	160 53%	130 47% V	86 33%	493 51% X	25 15%	108 65% Za	108 32%	42 41% *	116 77% Zac*	61 54% Z*	171 39%	249 66% d		
Mean	-0.60	-0.50 C	-0.80	0.20 EF	-0.70 F	-1.00	-0.50 H	-0.90	-0.60	-0.70	-0.90	-0.10 UKN*	-0.80 **	-0.60 *	-0.20 P	-0.90	-0.40 R	-1.00	-0.70	-0.80	-0.70	-0.20 STU	-0.80	0.40 W*	-1.00	-0.10 Ybc	-0.40 Yb*	-1.30 *	-0.70 b*	-0.30 e	-1.10		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Angela Rayner
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	79 7%	53 10% C	25 4%	38 12% F	27 7% F	14 3%	57 9% H	22 4%	25 9%	18 6%	19 7%	12 8%	1 1% *	4 4% *	36 10% P	43 6%	62 9% R	17 4%	14 6%	14 5%	23 8%	26 10% T	55 6% W	23 14% W	9 6%	40 12%	8 7% *	8 5% *	7 6% *	50 12% e	12 3%		
A fairly good leader (1)	181 16%	106 19% C	73 13%	65 21% F	56 15% F	59 13%	105 16%	76 15%	50 18% K	48 16%	27 10%	34 22% K	10 18% *	12 13% *	85 23% P	96 13%	116 17%	64 15%	31 15%	51 17%	37 13%	56 22% U	145 15% W	33 20%	14 8%	98 29% Ybc	27 26% Yb*	5 3% *	14 13% b*	106 24% e	33 9%		
Neither a good nor bad leader (0)	233 20%	118 21%	111 19%	67 22%	76 20%	89 20%	144 23%	88 18%	50 18%	55 19%	54 21%	41 26%	9 16% *	24 24% *	84 23%	149 19%	154 22%	79 18%	37 17%	58 19%	64 23%	62 24%	185 19% W	43 26%	27 16%	82 24% b	29 28% b*	16 11% *	27 24% b*	93 21%	68 18%		
A fairly bad leader (-1)	151 13%	79 14%	69 12%	32 10%	38 10% DE	80 18% DE	84 13%	67 13%	27 10%	37 12%	46 18% IL	13 8%	10 19% *	17 18% *	42 11%	109 14%	81 12%	70 16%	31 15%	34 11%	45 16%	32 12%	138 14% X	12 7% a	31 19% a	40 12%	6 6% *	27 18% a*	22 20% a*	50 12% d	72 19% d		
A very bad leader (-2)	232 20%	106 19%	122 21%	14 4%	79 21% D	139 31% DE	111 17%	120 24% G	56 21%	64 21%	58 22%	26 17%	10 19% *	17 17% *	50 14% O	181 24% O	116 17%	115 26% Q	43 20%	71 23% V	59 21% V	33 13%	226 23% X	4 2% Zac	63 6% Zac	22 13%	14 12% *	77 51% Zac*	20 18% Z*	53 12% d	142 38% d		
Don't know	170 15%	55 10%	114 20% B	40 13%	67 18% B	63 14%	90 14%	80 16%	38 14%	48 16%	42 16%	20 13%	10 18% *	12 12% *	46 12% P	124 16%	109 16%	61 14%	32 15%	54 18%	34 12%	34 13%	139 14% W	30 18%	21 13%	44 13%	13 12% *	10 6% *	16 14% *	58 13% e	43 11%		
I don't know who this person is	95 8%	35 6%	60 10% B	56 18% EF	30 8% F	10 2%	50 8%	45 9%	26 9%	28 9%	15 6%	11 7%	5 9% *	11 11% *	29 8%	66 9%	62 9%	33 7%	24 11%	24 8%	16 6%	17 6%	74 8% W	21 13%	- -	14 4% Y	7 7% Y*	8 5% Y*	6 5% Y*	23 5% e	6 2%		
NET: A very/ fairly good leader	260 23%	159 29% C	99 17%	104 33% EF	83 22%	73 16%	162 25%	98 20%	74 27% K	66 22%	46 18%	46 30% K	10 19% *	16 17% *	121 32% P	139 18%	178 25% R	81 18%	44 21%	65 21%	60 22%	82 31% STU	201 21% W	57 34% w	23 14%	137 40% Ybc	34 33% Yb*	13 9% *	22 19% *	156 36% e	45 12%		
NET: A very/ fairly bad leader	382 34%	186 34%	192 33%	46 15%	117 31% D	220 48% DE	195 30%	187 38% G	84 31%	101 34%	103 40% L	39 25%	21 38% *	34 35% *	92 25% O	290 38% O	197 28%	185 42% Q	74 35%	104 34% V	105 38% V	66 25%	364 38% X	16 10%	95 57% Zac	62 18%	20 20% *	103 69% Zac*	42 37% Za*	103 24% d	214 57% d		
Mean	-0.30	-0.20 C	-0.50	0.40 EF	-0.30 F	-0.70	-0.20 H	-0.50	-0.20	-0.40	-0.50	-0.10 K*	-0.50 *	-0.40 *	* P	-0.50	-0.10 R	-0.60	-0.40 *	-0.40	-0.40	* STU	-0.40	0.50 W*	-0.90 *	0.30 Ybc	0.10 Ybc*	-1.20 *	-0.40 Yb*	0.10 e	-0.90		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Ed Milliband
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	55 5%	34 6%	21 4%	32 10% EF	18 5% F	5 1%	36 6%	19 4%	15 6%	14 5%	11 4%	11 7%	1 2% *	3 3% *	35 9% P	20 3%	42 6%	13 3%	18 8% T	9 3%	10 4%	18 7%	38 4%	16 10% W	9 5% b	24 7% b	7 7% b*	1 0% *	9 8% b*	28 6% e	7 2%		
A fairly good leader (1)	187 16%	108 20% C	79 14%	67 21% F	63 17%	57 13%	128 20% H	59 12%	44 16%	52 17%	29 11%	35 22% K	13 23% K*	15 16% *	88 24% P	100 13%	128 18%	59 14%	32 15%	37 12%	43 15%	64 25% STU	146 15%	39 24% W	21 13%	100 30% Ybc	21 20% b*	7 5% *	11 10% *	110 25% e	37 10%		
Neither a good nor bad leader (0)	275 24%	135 24%	137 24%	82 26%	95 25%	98 22%	159 25%	116 23%	64 24%	65 22%	66 26%	42 27%	14 25% *	24 24% *	89 24%	186 24%	185 26%	90 20%	44 21%	69 23%	81 29%	72 28%	224 23%	47 28%	32 19%	85 25%	35 34% Yb*	25 17% *	32 29% *	105 24%	91 24%		
A fairly bad leader (-1)	196 17%	89 16%	103 18%	29 9%	57 15% D	111 24% DE	118 20% H	79 16%	50 19% M	48 16%	50 19% M	25 16%	3 5% *	21 21% M*	60 16%	137 18%	104 15%	93 21% Q	29 14%	63 21%	53 19%	35 13%	182 19% X	13 8%	44 27%	68 20%	21 20% *	26 17% *	16 14% *	85 20%	86 23%		
A very bad leader (-2)	185 16%	110 20% C	73 13%	13 4%	60 16% D	112 25% DE	74 11% G	111 22%	42 15%	55 18%	53 20%	18 11%	8 14% *	10 10% *	41 11%	143 19% O	99 14%	86 20% Q	27 13%	67 22% SV	46 16% V	25 10%	175 18% X	9 5%	37 22% Za	14 4%	4 4% *	76 51% Y2ac*	17 15% Za*	32 7% d	117 31%		
Don't know	178 16%	50 9%	123 21% B	43 14%	70 19% D	65 14%	96 15% H	82 17%	45 16%	42 14%	44 17%	21 13%	10 17% *	17 18% *	44 12% O	134 17% O	104 15%	74 17%	47 22% UV	45 15%	29 11%	36 14%	154 16% X	21 13%	21 13% b	45 13% b	14 14% b*	7 4% *	19 17% b*	66 15% e	34 9%		
I don't know who this person is	64 6%	25 5%	38 7%	47 15% EF	11 3%	6 1%	31 5%	32 6%	12 5%	23 8%	8 3%	6 4%	7 12% K*	8 8% *	15 4%	49 6%	39 6%	25 6%	16 7%	14 5%	16 6%	10 4%	42 4% W	20 12% W	1 1%	3 1%	2 2% *	9 6% Z*	8 7% Y2*	9 2%	4 1%		
NET: A very/ fairly good leader	242 21%	142 26% C	100 17%	99 32% EF	81 22% F	62 14%	164 26% H	78 16%	59 22%	66 22%	40 15%	45 29% K	14 26% *	18 19% *	123 33% P	120 16%	170 24% R	72 16%	49 23%	46 15%	53 19%	82 32% TU	185 19% W	56 34% W	30 18% b	124 37% Ybc	28 27% b*	7 5% *	21 18% b*	138 32% e	44 12%		
NET: A very/ fairly bad leader	381 33%	199 36%	177 31%	42 13%	116 31% D	223 49% DE	191 30% G	190 38%	92 34%	102 34%	102 39% LM	43 27%	11 19% *	31 32% *	101 27% O	280 36% O	202 29%	179 41% Q	56 26%	129 43% SV	98 35% V	60 23%	357 37% X	22 13%	81 49% Zac	83 24%	25 24% *	102 68% Y2ac*	33 29% *	117 27%	202 54% d		
Mean	-0.30	-0.30	-0.30	0.30 EF	-0.30 F	-0.70	-0.10 H	-0.50	-0.30	-0.30	-0.50	* K*	-0.10 **	-0.30 *	0.10 P	-0.50	-0.20 R	-0.50	-0.10 T*	-0.60	-0.30	0.10 TU	-0.40	0.30 W*	-0.60 b*	0.20 Ybc	0.10 Yb*	-1.30 *	-0.20 b*	* e	-0.80		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Wes Streeting

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	62 5%	37 7%	25 4%	31 10% EF	11 3%	20 4%	43 7%	19 4%	14 5%	16 5%	11 4%	19 12% UKMN	1 1% *	1 1% *	34 9% P	28 4%	49 7% R	13 3%	5 2%	12 4%	22 8% S	18 7% S	41 4%	20 12% W	7 4%	35 10% C	5 4% *	8 6% *	1 1% *	34 8% e	15 4%		
A fairly good leader (1)	157 14%	103 19% C	54 9%	44 14%	51 14%	63 14%	99 15%	58 12%	35 13%	35 12%	35 13%	28 18%	9 16% *	16 16% *	74 20% P	83 11%	108 15%	49 11%	22 10%	42 14%	35 12%	55 21% SU	129 13%	27 16%	23 14%	58 17%	30 29% YZbc*	14 9% *	11 10% e	80 19% e	45 12%		
Neither a good nor bad leader (0)	263 23%	138 25%	123 21%	78 25%	76 20%	109 24%	162 25%	101 20%	70 26%	72 24%	56 22%	36 23%	9 16% *	21 22% *	89 24%	174 23%	157 22%	106 24%	48 23%	66 22%	73 26%	66 25%	215 22%	42 25%	51 31%	94 28%	22 22% *	30 20% *	22 19% *	94 22% e	98 26%		
A fairly bad leader (-1)	98 9%	49 9%	48 8%	19 6%	36 10%	43 9%	49 8%	49 10%	30 11%	18 6%	29 11%	13 8%	3 5% *	6 6% *	33 9%	65 8%	52 7%	46 11%	22 10%	23 8%	22 8%	23 9%	90 9%	8 5%	19 12%	25 7%	4 4% *	17 12% *	18 16% 2a*	38 9%	42 11%		
A very bad leader (-2)	118 10%	67 12%	47 8%	18 6%	37 10%	63 14% D	51 8%	67 13% G	29 11%	30 10%	31 12%	9 5%	11 20% L*	8 9% *	30 8%	88 11%	68 10%	50 11%	23 11%	42 14% V	25 9%	15 6%	111 12% X	6 4%	18 11% Z	16 5%	11 10% *	35 23% YZa*	18 16% 2*	32 7% d	55 15%		
Don't know	209 18%	74 13%	133 23% B	45 25% F	75 24% F	89 20%	117 18%	92 19%	51 19%	60 20%	45 17%	19 12%	12 21% *	22 23% *	55 15%	154 20% O	120 17%	89 20%	43 20%	55 18%	56 20% V	33 13%	188 20% X	18 11%	25 15%	63 19% b	18 18% b*	11 7% *	26 23% b*	79 18%	56 15%		
I don't know who this person is	233 20%	83 15%	145 25% B	77 25% F	88 24% F	68 15%	122 19%	111 22%	44 16%	69 23%	53 20%	33 21%	11 21% *	23 24% *	57 15%	177 23% O	148 21%	86 19%	48 23%	63 21%	46 16%	50 19%	188 20% W	46 13%	22 14%	49 14%	14 13% *	35 23% *	16 14% *	77 18%	64 17%		
NET: A very/ fairly good leader	219 19%	141 26% C	78 14%	75 24% E	61 16%	83 18%	141 22% H	77 16%	49 18%	51 17%	46 18%	47 30% UK	9 17% *	17 17% *	108 29% P	111 14%	157 22% R	62 14%	27 13%	54 18%	56 20%	73 28% ST	170 18%	47 28% W	30 18%	93 27% bc	34 33% Ybc*	22 15% *	13 11% *	114 26% e	61 16%		
NET: A very/ fairly bad leader	216 19%	116 21%	95 17%	37 12%	73 19% D	106 23% D	99 15% G	116 23%	59 22%	48 16%	60 23%	21 14%	14 25% *	14 14% *	63 17%	153 20%	119 17%	96 22%	46 22%	66 22%	47 17%	38 15%	201 21% X	14 8%	38 23% Z	41 12%	14 14% *	52 35% 2a*	36 32% 2a*	70 16% d	97 26%		
Mean	-0.10	*	-0.10	0.30 EF	-0.20	-0.20	0.10 H	-0.30	-0.10	-0.10	-0.20	0.40 UK*	-0.50 **	-0.10 *	0.20 P	-0.20	* R	-0.30	-0.30 *	-0.20	* S	0.20 ST	-0.20	0.50 W*	-0.20 *	0.30 Ybc	0.20 bc*	-0.50 *	-0.60 *	0.20 e	-0.30		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Yvette Cooper

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave			
	(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)	(a)	(b)	(c)	(d)	(e)			
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341			
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375			
A very good leader (2)	74 7%	39 7%	35 6%	32 10% EF	20 5%	21 5%	55 9% H	19 4%	19 7%	17 6%	17 7%	13 8%	2 4% *	6 6% *	44 12% P	30 4%	57 8% R	17 4%	12 6%	16 5%	21 7%	24 9%	54 6% W	20 12% W	10 6%	41 12% b	10 17% b*	3 2% *	5 5% *	38 9%	20 5%			
A fairly good leader (1)	167 15%	113 20% C	54 9%	62 20% E	36 10%	69 15%	102 16%	65 13%	45 16%	33 11%	32 12%	38 24% JK	7 13% *	12 13% *	74 20% P	93 12%	103 15%	64 15%	31 15%	47 15%	35 13%	48 18%	135 14%	31 19%	20 12% b	91 27% Ybc	18 17% b*	5 3% *	14 12% b*	101 23% e	35 9%			
Neither a good nor bad leader (0)	268 24%	136 25%	131 23%	61 19%	99 26%	109 24%	170 26% H	99 20%	64 24%	67 23%	65 25%	40 26%	10 18% *	22 22% *	90 24%	179 23%	178 25%	91 21%	36 17%	67 22%	79 28% S	73 28% S	221 23%	43 26%	54 33% b	81 24%	27 26% *	25 17% *	31 28% *	103 24% e	98 26%			
A fairly bad leader (-1)	135 12%	59 11%	73 13%	30 10%	28 7%	77 17% DE	67 10%	67 14%	33 12%	29 10%	38 15%	12 8%	11 21% JL*	10 11% *	40 11%	95 12%	70 10%	64 15%	27 13%	43 14%	38 13%	23 9%	127 13% X	6 3%	19 11%	28 8%	15 15% *	35 17% Y2*	13 11% *	42 10% e	67 18% d			
A very bad leader (-2)	131 11%	74 14% C	51 9%	10 3%	52 14% D	68 15% D	52 8%	78 16% G	36 13%	44 15% LN	27 10%	10 7%	9 16% N*	4 4% *	29 8%	101 13% O	75 11%	55 13%	31 15% V	36 12%	29 10%	18 7%	122 13% X	8 5%	25 15% 2a	17 5% *	5 33% *	50 24% Y2a*	12 10% *	31 7% e	69 18% d			
Don't know	192 17%	67 12%	123 21% B	35 11% D	75 20% D	82 18% D	112 18%	80 16%	40 15%	52 17%	52 20%	27 17%	9 17% *	13 13% *	49 13%	143 19% O	106 15%	86 20%	37 17%	58 19%	38 14%	37 14%	169 18%	20 12%	26 16%	47 14%	19 19% *	13 9% *	17 15% *	63 14% e	58 15%			
I don't know who this person is	173 15%	63 11% B	108 19% EF	81 26% F	64 17% F	28 6%	83 13%	90 18% G	35 13%	57 19% KL	29 11%	16 10%	7 12% *	31 31% UKLM*	47 13%	126 16%	113 16%	60 14%	38 18%	39 13%	39 14%	38 15%	134 14%	39 23% W	12 7%	34 10%	8 8% *	19 13% *	21 18% Y*	56 13% e	29 8%			
NET: A very/ fairly good leader	241 21%	152 28% C	89 16%	95 30% EF	56 15%	90 20%	157 25% H	84 17%	64 24%	50 17%	49 19%	51 33% JKN	9 17% *	18 18% *	117 32% P	124 16%	159 23%	82 19%	43 20%	62 20%	56 20%	71 27%	189 20%	51 31% W	30 18% b	133 39% Ybc	28 27% b*	8 5% *	19 17% b*	139 32% e	55 15%			
NET: A very/ fairly bad leader	265 23%	133 24%	124 22%	41 13%	80 21% D	145 32% DE	120 19%	146 29% G	69 26% L	73 24% L	65 25% L	23 15%	20 36% LN*	15 15% *	69 19%	196 26% O	146 21%	120 27% Q	58 28% V	79 26% V	67 24% V	41 16%	249 26% X	14 8%	44 26% Z	45 13%	21 20% *	85 57% Y2a*	24 22% *	74 17% e	136 36% d			
Mean	-0.10	*	-0.10	0.40 EF	-0.20	-0.30	0.10 H	-0.40	-0.10	-0.30	-0.10	0.30 UK*	-0.40 **	0.10 *	0.20 P	-0.30	* R	-0.30	-0.30 *	-0.20	-0.10	0.20 STU	-0.20	0.50 W*	-0.20 b*	0.40 Ybc	0.20 Yb*	-1.10 *	-0.20 b*	0.20 e	-0.40			

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Darren Jones
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	36 3%	23 4%	12 2%	24 8% EF	9 2% F	2 0%	26 4%	10 2%	8 3%	9 3%	8 3%	10 6%	1 1% *	1 1% *	26 7% P	10 1%	35 5% R	1 0%	3 1%	10 3%	6 2% SU	17 6% SU	22 2% W	14 8% W	4 2% c	21 6% c	3 3% *	5 3% *	- *	24 6% e	6 2%		
A fairly good leader (1)	79 7%	55 10% C	24 4%	58 18% EF	16 4% F	6 1%	59 9% H	20 4%	20 7%	18 6%	19 7%	18 12% M	- *	4 4% *	46 12% P	33 4%	73 10% R	7 2%	12 6%	10 3%	22 8% T	32 12% ST	52 5% W	27 16% W	5 3%	44 13% yb	7 7% b*	1 1% *	11 10% b*	32 7%	14 4%		
Neither a good nor bad leader (0)	165 14%	89 16%	75 13%	59 19% F	62 17% F	44 10%	92 14%	73 15%	43 16%	42 14%	29 11%	31 20%	9 16% *	11 11% *	62 17%	103 13%	117 17% R	48 11%	31 14%	38 12%	45 16%	47 18%	124 13%	37 22% W	38 23% ab	59 17%	9 9% *	17 11% *	16 14% *	67 15%	53 14%		
A fairly bad leader (-1)	48 4%	30 5%	17 3%	19 6% F	18 5%	10 2%	22 3%	26 5%	13 5%	9 3%	16 6%	4 2%	3 5% *	3 3% *	17 5%	30 4%	33 5%	14 3%	8 4%	12 4%	18 6%	10 4%	43 4%	5 3%	8 5%	9 3%	3 2% *	8 5% *	1 1% *	17 4%	10 3%		
A very bad leader (-2)	73 6%	47 8% C	25 4%	9 3%	22 6%	42 9% D	30 5% G	43 9% G	17 6%	28 9% N	13 5%	7 5%	7 14% KN*	1 1% *	20 5%	53 7% W	47 7%	26 6%	13 6%	22 7%	19 7%	12 4%	66 7% W	7 4% W	7 4%	8 2% W	7 7% *	29 20% Y2ac*	7 6% *	12 3%	42 11% d		
Don't know	236 21%	103 19%	130 23%	50 16%	86 23% D	101 22%	135 21%	101 20%	59 22%	62 21%	49 19%	36 23%	14 25% *	15 16% *	73 20%	163 21%	125 18%	111 25% Q	58 27% TU	54 18%	50 18%	49 19%	201 21%	31 19%	31 19%	68 20%	22 21% *	21 14% *	21 19% *	90 21%	64 17%		
I don't know who this person is	504 44%	205 37%	292 51% B	93 30% B	160 43% D	250 55% DE	279 43%	225 45%	112 41%	131 44%	126 48% L	51 33%	22 39% *	62 64% UKLM*	127 34%	376 49% O	271 39%	232 53% Q	88 42%	158 52% V	119 43%	94 36%	454 47% X	46 28%	73 44%	130 38%	52 50% *	68 46% *	56 50% *	193 44%	187 50%		
NET: A very/ fairly good leader	115 10%	78 14% C	37 6%	82 26% EF	25 7% F	8 2%	85 13% H	30 6%	28 10%	27 9%	26 10%	28 18% JMN	1 1% *	5 5% *	72 19% P	43 6%	107 15% R	8 2%	15 7%	20 6%	28 10%	49 19% STU	74 8% W	40 24% Yb	8 5%	65 19% Yb	11 10% *	6 4% *	11 10% *	56 13% e	20 5%		
NET: A very/ fairly bad leader	121 11%	76 14% C	42 7%	28 9%	41 11%	52 11%	52 8%	69 14% G	30 11%	36 12%	29 11%	11 7%	10 19% LN*	4 4% *	38 10%	83 11%	81 12%	40 9%	20 10%	35 11%	37 13%	22 8%	109 11%	12 7%	15 9%	18 5%	10 9% *	37 25% Y2ac*	8 7% *	29 7%	52 14% d		
Mean	-0.10	-0.10	-0.10	0.40 EF	-0.20 F*	-0.80 *	0.10 H	-0.40 *	-0.10 *	-0.30 *	-0.10 *	0.30 J*	-0.80 **	* **	0.20 P	-0.40	* R	-0.60 *	-0.20 *	-0.30 *	-0.20 *	0.30 STU	-0.30	0.40 W*	-0.20 b*	0.40 Yb	-0.10 **	-0.90 *	-0.10 **	0.30 e	-0.50 *		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Lisa Nandy

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	39 3%	28 5% C	11 2%	28 9% EF	9 2%	3 1%	28 4%	12 2%	8 3%	14 5%	5 2%	10 6%	1 1% *	1 7% *	27 P	12 2%	37 5% R	3 1%	2 1%	4 1%	11 4%	20 8% ST	23 2% W	15 9% W	2 1%	24 7% Ybc	6 6% c*	2 1% *	- *	24 6% e	4 1%		
A fairly good leader (1)	104 9%	68 12% C	36 6%	53 17% EF	25 7%	26 6%	65 10%	40 8%	33 12% JN	19 6%	19 7%	23 15% JN	9 16% JN*	3 3% *	50 P	54 7%	69 10%	35 8%	18 8%	33 11%	27 10%	26 10%	79 8%	25 15% W	12 7%	55 16% Yb	11 10% b*	4 2% *	12 11% b*	55 13% e	23 6%		
Neither a good nor bad leader (0)	207 18%	126 23% C	80 14%	67 21%	69 18%	72 16%	122 19%	85 17%	59 22% KM	53 18%	36 14%	36 23% M	3 6% *	20 21% M*	80 P	127 17%	152 22% R	55 13%	36 17%	41 14%	54 19%	70 27% ST	166 17% X	40 24%	37 22%	79 23%	18 17% *	23 15% *	17 15% *	88 20%	68 18%		
A fairly bad leader (-1)	86 8%	46 8%	38 7%	12 4%	25 7%	49 11% D	45 7%	41 8%	17 6%	14 5%	37 14% ULN	10 6%	3 6% *	5 5% *	27 7%	59 8%	44 6%	42 10%	18 9%	21 7%	29 10%	19 7%	80 8% X	5 3%	13 8%	15 4%	12 12% z*	21 14% z*	11 9% *	30 7%	37 10%		
A very bad leader (-2)	103 9%	62 11% C	40 7%	9 3%	32 8% D	62 14% D	50 8%	53 11%	26 9%	39 13% N	21 8%	10 6%	6 11% *	2 2% *	29 8%	74 10%	58 8%	45 10%	16 8%	30 10%	26 9%	17 6%	95 10% X	7 4%	20 12% Z	11 3%	5 4% *	39 26% Y2ac*	6 5% *	20 5%	60 16% d		
Don't know	210 18%	77 14%	132 23% B	43 14%	79 21% D	88 19%	118 18%	92 18%	49 18%	55 18%	51 20%	26 17%	15 27% *	15 15% *	68 18%	142 19%	108 15%	102 23% Q	46 22%	51 17%	44 16%	47 18%	185 19% X	21 13%	31 19% b	70 21% b	18 18% *	11 8% *	17 15% *	80 18%	58 16%		
I don't know who this person is	390 34%	145 26%	237 41% B	100 32%	136 36%	154 34%	214 33%	176 35%	80 29%	106 35%	91 35%	43 27%	19 34% *	52 54% UKL*	90 24%	300 39% O	233 33%	157 36%	76 36% V	125 41% V	88 32%	62 24%	335 35% X	53 32%	51 31%	86 25%	35 34% *	49 33% *	50 45% z*	137 32%	126 33%		
NET: A very/ fairly good leader	143 13%	96 17% C	47 8%	81 26% EF	33 9%	29 6%	92 14%	51 10%	41 15% N	33 11%	24 9%	33 21% JKN	9 17% N*	4 4% *	78 P	66 9%	106 15% R	38 9%	20 9%	37 12%	38 14%	47 18% S	102 11% W	41 24% W	14 8%	79 23% Ybc	16 16% b*	5 4% *	12 11% *	79 18% e	26 7%		
NET: A very/ fairly bad leader	189 17%	107 19% C	79 14%	21 7%	56 15% D	111 25% DE	95 15%	94 19%	43 16%	53 18% N	58 22% LN	20 12%	9 17% *	7 7% *	56 15%	133 17%	102 15%	87 20%	34 16%	51 17%	55 20%	35 14%	176 18% X	12 7% Z	33 20% Z	26 8%	17 16% z*	60 40% Y2ac*	16 14% *	50 12% *	97 26% d		
Mean	-0.20	-0.10	-0.30	0.50 EF	-0.30 F	-0.70	-0.10 H	-0.40	-0.10	-0.30 *	-0.40 *	0.20 JK*	-0.20 **	-0.10 **	0.10 P	-0.40	* R	-0.50	-0.30 *	-0.30 *	-0.20	0.10 STU	-0.30	0.40 W*	-0.40 b*	0.40 Yb	* b*	-1.00 *	-0.20 **	0.20 e	-0.70		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Louise Haigh

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	57 5%	44 8% C	13 2%	41 13% EF	14 4% F	1 0%	33 5%	24 5%	11 4%	12 4%	16 6%	12 8%	3 6% *	1 1% *	27 7% P	30 4%	49 7% R	8 2%	9 4%	10 3%	17 6%	21 8% T	30 3%	27 16% W	12 7%	26 8%	4 4% *	4 3% *	6 5% e	32 7% e	7 2%		
A fairly good leader (1)	64 6%	43 8% C	21 4%	41 13% EF	20 5% F	3 1%	41 6%	24 5%	22 8% J	8 3%	13 5%	18 12% JKN	2 3% *	2 2% *	40 11% P	24 3%	61 9% R	3 1%	9 4%	8 3%	10 4%	34 13% STU	47 5%	17 10% W	7 4%	35 10% b	4 4% *	1 0% *	7 6% b*	34 8% e	13 3%		
Neither a good nor bad leader (0)	179 16%	95 17%	83 15%	60 19% F	62 17% F	58 13%	104 16%	76 15%	51 19% K	51 17% K	24 9%	31 20% K	9 16% *	12 13% *	72 19% P	107 14%	126 18% R	53 12%	33 16%	47 15%	42 15%	55 21%	136 14%	40 24% W	31 19%	64 19%	16 15% *	20 13% *	15 13% *	62 14%	67 18%		
A fairly bad leader (-1)	57 5%	33 6%	23 4%	14 4%	20 5%	24 5%	30 5%	27 5%	14 5%	11 4%	19 7%	7 4%	2 3% *	5 5% *	19 5%	37 5%	33 5%	24 5%	11 5%	17 7%	19 7%	8 3%	52 5%	5 3%	8 5%	13 4%	7 6% *	15 10% z*	4 4% *	21 5%	22 6%		
A very bad leader (-2)	71 6%	45 8% C	24 4%	10 3%	19 5%	42 9% D	26 4%	45 9% G	17 6%	25 8%	17 7%	5 3%	3 5% *	3 3% *	19 5%	52 7%	41 6%	30 7%	17 8%	22 7%	16 6%	10 4%	63 7%	7 4%	15 9% z	6 2%	7 7% z*	23 15% z*	5 4% *	12 3%	38 10% d		
Don't know	247 22%	102 19%	144 25% B	44 14%	85 23% D	119 26% D	130 20%	117 23%	57 21%	74 25%	57 22%	27 17%	15 27% *	18 18% *	78 21%	169 22%	125 18%	122 28% Q	45 21%	80 26% V	61 22%	39 15%	218 23% X	24 15%	39 24%	72 21%	22 22% *	26 17% *	23 20% *	99 23%	79 21%		
I don't know who this person is	465 41%	190 34%	266 46% B	103 33%	155 41% D	208 46% D	278 43%	187 37%	99 37%	117 39%	114 44%	56 36%	22 39% *	57 58% UL*	116 31%	349 45% O	266 38%	199 45% Q	88 41%	120 40%	113 40%	94 36%	416 43% X	46 28%	54 33%	123 36%	43 41% *	61 41% *	53 47% *	174 40%	149 40%		
NET: A very/ fairly good leader	121 11%	87 16% C	34 6%	83 27% EF	34 9% F	4 1%	74 11%	47 10%	33 12% N	20 7%	29 11%	30 19% JN	5 10% *	3 3% *	67 18% P	54 7%	111 16% R	11 2%	18 9%	18 6%	28 10%	55 21% STU	77 8%	44 26% W	19 11% b	61 18% ab	9 8% *	5 3% *	13 12% b*	66 15% e	20 5%		
NET: A very/ fairly bad leader	128 11%	77 14% C	48 8%	24 8%	38 10%	66 15% D	56 9%	72 14% G	31 11%	36 12%	37 14%	12 8%	4 8% *	8 8% *	39 10%	89 12%	74 11%	54 12%	28 13% V	38 13%	35 13%	18 7%	115 12%	12 7%	23 14% z	19 5%	14 14% z*	38 25% y2c*	9 8% *	33 8%	60 16% d		
Mean	*	*	-0.10	0.50 EF	-0.10 F*	-0.80 *	0.10 H	-0.20	* *	-0.30 *	-0.10 *	0.40 JK*	0.10 **	-0.30 **	0.20 P	-0.20	0.10 R	-0.60 *	-0.20 *	-0.30 *	-0.10 *	0.40 STU	-0.20	0.50 W*	-0.10 b*	0.40 Yb	-0.20 **	-0.80 *	0.10 **	0.30 e	-0.50 *		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Pat McFadden
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	38 3%	24 4%	14 2%	28 9% EF	7 2%	3 1%	26 4%	12 2%	14 5%	10 3%	5 2%	7 4%	1 1% *	1 5% *	28 8% P	10 1%	36 5% R	2 1%	3 1%	8 3%	13 5%	15 6% S	18 2%	20 12% W	2 1%	26 8% Y	2 2% *	4 3% *	2 2% *	23 5%	8 2%		
A fairly good leader (1)	91 8%	64 12% C	27 5%	52 17% EF	26 7% F	13 3%	53 8%	38 8%	24 9%	18 6%	19 7%	23 15% JKM	1 2% *	5 5% *	48 13% P	42 5%	74 11% R	16 4%	11 5%	21 7%	18 7%	38 14% STU	69 7%	21 13% W	9 6%	41 12%	11 11% *	9 6% *	9 8% *	50 11% e	13 3%		
Neither a good nor bad leader (0)	171 15%	108 20% C	63 11%	54 17%	54 14%	63 14%	106 17%	65 13%	48 18% K	49 16% K	22 9%	29 18% K	3 6% *	20 20% K*	66 18%	105 14%	106 15%	65 15%	37 17%	32 11%	39 14%	60 23% TU	132 14%	37 22% W	36 21% b	62 18%	13 13% *	15 10% *	17 15% *	73 17%	53 14%		
A fairly bad leader (-1)	64 6%	36 7%	26 5%	18 6%	19 5%	27 6%	31 5%	32 7%	11 4%	13 4%	23 9%	5 3%	5 9% *	6 6% *	17 5%	47 6%	38 5%	25 6%	13 6%	13 4%	22 8%	11 4%	58 6%	6 3%	8 5%	16 5%	3 3% *	16 10% *	5 5% *	19 4%	26 7%		
A very bad leader (-2)	68 6%	48 9% C	20 3%	10 3%	15 4%	42 25% DE	27 4%	42 8% G	16 6%	21 7%	13 5%	9 6%	5 9% *	4 4% *	20 6%	48 6%	44 6%	25 6%	12 6%	20 7%	23 8% V	7 3%	65 7%	4 2%	11 7%	9 3%	5 4% *	23 15% Za*	7 6% *	15 4%	35 9% d		
Don't know	258 23%	107 19%	150 26% B	50 16%	93 25% D	115 25% D	146 23%	112 22%	62 23%	74 25% N	59 23%	33 21%	18 33% N*	12 12% *	75 20%	184 24%	135 19%	123 28% Q	51 24%	79 26%	50 18%	50 19%	225 23%	28 17%	40 24%	73 22%	29 28% b*	23 15% *	19 17% *	93 21%	80 21%		
I don't know who this person is	450 39%	165 30%	275 48% B	99 32%	160 43% D	191 42% D	253 39%	197 40%	96 35%	114 38%	118 45% L	51 33%	22 39% *	49 51% IL*	117 31%	333 43% O	268 38%	182 42%	85 40%	130 43% V	113 41% V	81 31%	397 41% X	50 30%	60 36%	112 33%	41 40% *	60 40% *	54 48% Z*	161 37%	161 43%		
NET: A very/ fairly good leader	129 11%	88 16% C	41 7%	81 26% EF	32 9% F	16 4%	79 12%	50 10%	38 14% M	28 9%	24 9%	30 19% JKLMN	2 3% *	6 7% *	76 21% P	52 7%	110 16% R	19 4%	13 6%	29 9%	31 11%	52 20% STU	86 9%	41 25% W	11 7%	67 20% Yb	13 12% *	13 9% *	11 10% *	73 17% e	20 5%		
NET: A very/ fairly bad leader	132 12%	84 15% C	46 8%	28 9%	35 9%	69 15% DE	58 9%	74 15% G	27 10%	34 11%	37 14%	14 9%	10 18% *	11 11% *	37 10%	95 12%	82 12%	50 11%	25 12%	33 11%	45 16% V	18 7%	122 13% X	10 6%	20 12%	26 8%	8 7% *	38 26% Y2ac*	12 11% *	35 8%	61 16% d		
Mean	-0.10	-0.10	-0.10	0.40 EF	-0.10 F*	-0.60 *	0.10 H	-0.30	0.10 *	-0.10 *	-0.30 *	0.20 K*	-0.90 **	-0.20 **	0.30 P	-0.30	0.10 R	-0.40 *	-0.30 *	-0.20 *	-0.20 *	0.30 STU	-0.20	0.50 W*	-0.30 *	0.40 Yb	0.10 **	-0.70 *	-0.10 **	0.30 e	-0.50 *		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Andy Burnham

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	151 13%	98 18% C	52 9%	34 11%	46 12%	72 16%	86 13%	65 13%	50 18% KN	34 11%	27 10%	28 18%	6 10% *	7 7% *	60 16%	91 12%	83 12%	69 16%	32 15%	42 14%	36 13%	33 13%	128 13%	22 13%	15 9%	84 25% Yab	11 10% *	12 8% *	18 16% *	87 20% e	41 11%		
A fairly good leader (1)	249 22%	130 24%	112 20%	62 20%	65 17%	121 27% E	171 27% H	78 16%	78 29% J	53 18%	53 20%	34 22%	10 19% *	19 20% *	99 27% P	149 19%	147 21%	101 23%	35 17%	52 17%	78 28% ST	73 28% ST	212 22%	36 22%	24 15%	105 31% Yc	40 39% Ybc*	35 23% *	20 17% *	120 28%	93 25%		
Neither a good nor bad leader (0)	210 18%	110 20%	99 17%	56 18%	75 20%	79 17%	112 18%	98 20%	47 17%	57 19%	56 22%	25 16%	10 15% *	15 15% *	68 18%	143 19%	147 21% R	64 14%	32 15%	60 20%	43 15%	60 23%	179 19%	29 17%	49 30% Za	52 15% *	16 15% *	27 18% *	22 20% *	76 18%	74 20%		
A fairly bad leader (-1)	69 6%	37 7%	31 5%	20 6%	18 5%	31 7%	34 5%	35 7%	13 5%	15 5%	25 10%	9 5%	2 4% *	5 5% *	22 6%	47 6%	43 6%	26 6%	11 5%	29 9%	16 6%	12 5%	61 6%	8 5%	16 10% Z	14 4%	6 6% *	13 9% *	5 5% *	21 5%	31 8%		
A very bad leader (-2)	78 7%	47 9%	30 5%	7 2%	22 6%	49 11% DE	37 6%	42 8%	16 6%	30 10% L	20 8% L	3 2%	4 7% *	6 6% *	16 4%	62 8% O	44 6%	34 8%	17 8% V	21 7%	23 8% V	8 3%	76 8% X	2 1%	17 10% Z	9 3%	3 3% *	30 20% Zac*	5 4% *	13 3%	48 13% d		
Don't know	172 15%	56 10%	116 20% B	49 16%	63 17%	60 13%	87 14%	85 17%	30 11%	51 17%	35 13%	28 18%	13 23% J*	15 15% *	52 14%	119 16%	103 15%	69 16%	41 19%	39 13%	36 13%	34 13%	146 15%	23 14%	26 16%	33 10%	14 14% *	12 8% *	20 18% *	48 11%	46 12%		
I don't know who this person is	210 18%	72 13%	135 23% B	84 27% F	84 23% F	42 9%	114 18%	96 19%	37 13%	58 19%	45 17%	30 19%	10 18% *	31 32% UK*	54 14%	157 20% O	134 19%	76 17%	44 21%	61 20%	45 16%	40 15%	161 17%	47 28% W	19 11%	43 13%	13 12% *	20 13% *	22 20% *	69 16%	42 11%		
NET: A very/ fairly good leader	400 35%	229 41% C	164 29%	96 31%	111 30%	193 43% DE	257 40% H	143 29%	129 47% JKLMN	88 29%	79 30%	62 40%	16 29% *	26 27% *	160 43% P	240 31%	230 33%	170 39%	67 32%	94 31%	114 41% T	107 41% T	340 35%	58 35%	39 23%	188 55% Ybc	51 50% Yb*	47 31% *	38 33% *	207 48% e	133 36%		
NET: A very/ fairly bad leader	148 13%	85 15%	61 11%	27 9%	41 11%	80 18% DE	71 11%	77 15%	29 11%	45 15% L	45 17% L	11 7%	6 11% *	11 11% *	39 10%	109 14%	87 12%	61 14%	28 13%	49 16% V	40 14% V	20 8%	137 14% X	10 6%	33 20% Za	23 7%	9 9% *	43 29% Zac*	10 9% *	34 8%	80 21% d		
Mean	0.40	0.50	0.40	0.50	0.40	0.40	0.50 H	0.30	0.70 JK	0.20	0.20	0.80 JKN*	0.40 **	0.30 *	0.60 P	0.30	0.40	0.50	0.40 *	0.30	0.40	0.60 T	0.40	0.70 W*	* *	0.90 Yb	0.60 Yb*	-0.10 *	0.60 Yb*	0.80 e	0.20		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Sadiq Khan

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	77 7%	46 8%	30 5%	39 13% F	30 8% F	8 2%	62 10% H	15 3%	19 7%	19 7%	17 6%	16 11%	2 4% *	3 3% *	48 13% P	30 4%	65 9% R	12 3%	9 4%	12 4%	23 8%	34 13% ST	48 5% W	29 17% W	9 5%	42 12% Yb	5 5% *	5 3% *	9 8% *	43 10% e	15 4%		
A fairly good leader (1)	185 16%	94 17%	88 15%	84 27% EF	55 15%	46 10%	115 18%	70 14%	39 14%	44 15%	37 14%	34 22%	11 19% *	20 21% *	95 26% P	90 12%	128 18%	57 13%	36 17%	44 14%	36 13%	65 25% TU	145 15% W	40 24% W	17 11%	84 25% Yb	19 18% b*	7 5% *	23 21% b*	104 24% e	24 6%		
Neither a good nor bad leader (0)	241 21%	122 22%	115 20%	68 22%	88 24%	85 19%	139 22%	102 20%	68 25% K	62 21%	43 16%	37 24%	8 14% *	24 24% *	79 21%	163 21%	162 23%	80 18%	42 20%	59 19%	65 23%	58 22%	195 20% W	40 24% W	29 17% b	87 25% b	28 18% b*	8 6% *	35 31% Yb*	104 24% e	61 16%		
A fairly bad leader (-1)	130 11%	62 11%	66 12%	25 8%	42 11%	62 14% D	83 13%	47 9%	20 8%	29 10%	55 21% ULN	12 7%	6 11% *	7 7% *	36 10%	93 12%	81 12%	49 11%	21 10%	40 13%	37 13%	25 10%	116 12% X	12 7% X	21 13%	44 17% *	17 17% *	12 8% *	9 8% *	53 12% *	45 12%		
A very bad leader (-2)	314 28%	175 32% C	137 24%	20 6%	104 28% D	189 42% DE	145 23%	168 34% G	65 24%	86 29%	82 32%	44 28%	13 23% *	23 23% *	60 16%	253 33% O	165 24%	149 34% Q	56 26%	101 33% V	83 30% V	47 18%	299 31% X	14 9%	74 45% Zac	46 13%	15 15% *	103 69% Y2ac*	17 15% *	69 16% *	193 51% d		
Don't know	141 12%	44 8%	95 17% B	44 14%	45 12%	52 11%	70 11%	71 14%	43 16% KL	38 13%	23 9%	9 6%	12 23% KL*	15 16% L*	39 10%	102 13%	74 11%	67 15%	37 17% V	38 12%	30 11%	22 9%	116 12% X	23 14%	13 8%	29 9%	16 16% *	9 6% *	17 15% *	46 11% *	29 8%		
I don't know who this person is	52 5%	8 1%	43 8% B	32 10% EF	8 2%	12 3%	27 4%	24 5%	16 6% K	20 7% K	3 1%	4 3%	3 5% *	6 6% K*	15 4%	37 5%	27 4%	25 6%	12 6%	11 4%	5 2%	9 4%	43 5% X	9 5% W	2 1%	9 3%	2 2% *	4 3% *	2 2% *	14 3% *	8 2%		
NET: A very/ fairly good leader	262 23%	140 25%	118 21%	123 40% EF	85 23% F	54 12%	176 27% H	86 17%	58 22%	63 21%	54 21%	51 32% UK	13 23% *	23 24% *	143 38% P	119 16%	193 27% R	70 16%	44 21%	56 18%	58 21%	98 38% STU	193 20% W	68 41% W	26 16%	126 37% Yab	24 24% b*	13 8% *	32 28% Yb*	147 34% e	39 10%		
NET: A very/ fairly bad leader	443 39%	237 43% C	203 35%	45 14%	147 39% D	252 55% DE	228 36%	215 43% G	86 32%	115 39%	137 53% ULMN	56 36%	19 35% *	30 30% *	97 26% O	347 45% Q	246 35%	197 45% Q	77 36%	141 46% V	120 43% V	73 28%	415 43% X	26 16% Zac	95 57% Zac	90 26% *	33 31% Y2ac*	115 77% *	26 23% *	122 28% *	239 64% d		
Mean	-0.40	-0.50	-0.40	0.40 EF	-0.40 F	-1.00	-0.20 H	-0.70	-0.30 K	-0.50	-0.60	-0.20 K*	-0.40 *	-0.30 *	0.10 P	-0.70	-0.30 R	-0.80	-0.50	-0.70	-0.50	0.10 STU	-0.60 W	0.40 W	-0.90 b*	0.10 Yb	-0.20 Yb*	-1.50 *	* Yb*	* e	-1.10		

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q4. To what extent, if at all, do you think each of the following would be a good or bad leader of the Labour party? If you do not know who the person is, please indicate this below - Keir Starmer
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave		
	(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)	(a)	(b)	(c)	(d)	(e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
A very good leader (2)	102 9%	74 13% C	28 5%	50 16% EF	24 6%	28 6%	83 13% H	20 4%	23 8%	28 10%	20 8%	22 14%	3 6% *	7 7% *	61 16% P	41 5%	72 10%	30 7%	19 9%	19 6%	20 7%	40 15% TU	70 7%	32 19% W	5 3%	66 19% Yabc	7 6% *	4 3% *	8 7% *	59 14% e	17 5%		
A fairly good leader (1)	198 17%	104 19%	93 16%	67 22%	62 17%	69 15%	135 21% H	64 13%	46 17%	39 13%	38 15%	45 16% UK	9 19% *	21 22% *	99 27% P	99 13%	135 19%	63 14%	19 9%	44 14%	55 20% S	73 28% STU	155 16%	39 24% W	17 10%	103 30% Ybc	24 23% Ybc*	5 3% *	7 6% *	114 26% e	29 8%		
Neither a good nor bad leader (0)	228 20%	111 20%	115 20%	70 22%	83 22%	76 17%	140 22%	88 18%	58 21%	59 20%	44 17%	36 23%	10 19% *	20 21% *	67 18%	162 21%	159 23% R	70 16%	39 18%	63 21%	54 19%	58 22%	185 19%	40 24%	24 15%	69 20%	34 33% Yzb*	18 12% *	33 29% Yb*	88 20%	68 18%		
A fairly bad leader (-1)	193 17%	86 16%	105 18%	34 11%	71 19% D	88 19% D	91 14%	101 20% G	46 17%	51 17%	52 20% L	17 11%	6 11% *	21 21% *	53 14%	140 18%	100 14%	93 21% Q	45 21% V	49 16%	55 20% V	26 10%	178 18% X	14 8%	51 31% Zab	46 14%	16 15% *	18 12% *	24 21% *	77 18%	72 19%		
A very bad leader (-2)	327 29%	143 26%	176 31%	50 16%	106 28% D	172 38% DE	150 23%	177 36% G	80 29% L	93 31% L	86 33% L	28 18%	15 28% *	25 25% *	69 19%	258 34% O	178 25%	149 34% Q	61 29% V	105 35% V	78 28% V	51 19%	306 32% X	20 12%	62 38% Za	40 12%	17 69% *	103 33% Y2ac*	37 33% Za*	74 17%	179 48% d		
Don't know	67 6%	24 4%	42 7%	28 9% F	23 6%	16 4%	31 5%	36 7%	13 5%	21 7%	15 6%	5 3%	10 17% UKLM*	3 3% *	19 5%	48 6%	44 6%	23 5%	21 10% V	16 5%	15 6%	10 4%	52 5%	14 8%	4 3%	15 4%	4 3% *	* 0% *	4 4% *	15 4%	10 3%		
I don't know who this person is	24 2%	8 1%	16 3%	13 4% EF	5 1%	6 1%	11 2%	13 3%	5 2%	7 2%	4 2%	4 2%	2 3% *	2 2% *	4 1%	20 3%	12 2%	11 3%	7 3%	8 3%	1 0%	3 1%	16 2%	8 5% W	1 1%	- -	2 2% Z*	1 0% *	- *	7 2% e	- -		
NET: A very/ fairly good leader	301 26%	178 32% C	121 21%	118 38% EF	86 23%	97 21%	217 34% H	83 17%	69 25%	67 23%	58 22%	66 42% UKM	12 22% *	28 29% *	161 43% P	140 18%	208 30% R	93 21%	38 18%	63 21%	75 27%	113 43% STU	225 23%	72 43% W	22 13%	169 50% Yabc	31 30% Ybc*	9 6% *	15 13% *	173 40% e	46 12%		
NET: A very/ fairly bad leader	520 46%	229 42% B	281 49%	83 27%	177 47% D	260 57% DE	242 38% G	278 56% L	126 46% L	144 48% L	138 53% L	45 29%	22 39% *	45 46% L*	122 33% O	398 52% O	278 40%	242 55% Q	106 50% V	155 51% V	133 48% V	77 30% X	484 50% X	34 20%	114 69% Za	86 32% *	33 81% Y2ac*	121 61% Za*	152 35% e	251 67% d			
Mean	-0.40	-0.20 C	-0.60	0.10 EF	-0.50	-0.70	-0.20 H	-0.80	-0.50	-0.50	-0.60	0.10 UKMN*	-0.50 *	-0.40 *	0.10 P	-0.70	-0.30 R	-0.70	-0.60	-0.60	-0.40	0.10 STU	-0.60	0.30 W	-0.90 b	0.30 Yabc	-0.10 Ybc*	-1.40 *	-0.70 b*	* e	-1.00		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q5. Which of the following, if any, do you think would do the best job as leader of the Labour party?

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Keir Starmer	174 15%	109 20% C	65 11%	83 26% EF	51 14%	41 9%	126 20% H	49 10%	39 14%	51 17%	27 10%	39 25% NN	6 12%	11 11%	97 26% P	77 10%	138 20%	36 8%	16 7%	31 10%	43 16%	80 31% STU	118 12%	57 34% W	13 8%	112 33% Yabc	10 10%	6 4%	5 5%	103 24% e	25 7%	
Rachel Reeves	26 2%	12 2%	14 3%	11 3% F	12 3% F	3 1%	13 2%	13 3%	6 2%	2 1%	7 3%	7 5% J	2 3%	3 3% +	10 3%	16 2%	17 2%	9 2%	10 5% U	8 3%	1 0%	6 2%	24 2%	2 1%	2 1%	7 2%	2 1%	2 1%	7 6%	12 3%	2 1%	
Angela Rayner	58 5%	31 6%	26 4%	16 5%	22 6%	19 4%	40 6%	18 4%	23 8% K	17 6%	8 3%	6 4%	2 3% +	3 3% +	23 6%	35 5%	37 5%	21 5%	11 5%	16 5%	13 5%	16 6%	46 5%	11 7%	5 3%	27 8%	11 11% Yb*	4 3%	4 4%	34 8% e	14 4%	
Ed Miliband	48 4%	29 5%	18 3%	12 4%	22 6%	13 3%	22 3%	25 5%	6 2%	11 4%	7 3%	11 7%	7 13% UK*	5 5% +	14 4%	33 4%	36 5%	12 3%	11 5%	9 3%	10 4%	15 6%	39 4%	8 5%	16 10% Zb	13 4%	7 6% b*	1 1%	6 3% +	23 5%	17 4%	
Wes Streeting	34 3%	16 3%	18 3%	5 2%	4 1%	24 5% DE	15 2%	19 4%	3 1%	8 3%	14 5% I	7 4%	- 2% +	2 1% +	10 3%	23 3%	19 3%	15 3%	6 3%	13 4%	8 3%	4 2%	34 4% X	- 4% +	10 6%	10 10%	6 6% +	5 3% +	0 0% +	14 3%	18 5%	
Yvette Cooper	25 2%	9 2%	16 3%	3 1%	6 2%	16 3%	13 2%	12 2%	3 1%	8 3%	6 2%	1 0%	2 3% K*	6 6% L*	12 3%	13 2%	9 1%	16 4% Q	11 5% V	4 1%	5 2%	3 1%	21 2%	4 2%	10 6% b	8 2%	2 2%	- -	4 3% +	12 3%	10 3%	
Darren Jones	9 1%	7 1%	2 0%	6 2% E	- -	3 1%	8 1%	1 0%	- -	2 1%	1 0%	4 2% I	- -	3 1% K*	6 2% P	3 0%	9 1%	- -	2 1%	- -	2 1%	6 2% T	5 1%	4 2% W	1 0%	2 1%	- -	2 1% +	2 2% +	4 1%	4 1%	
Lisa Nandy	13 1%	6 1%	6 1%	9 3% EF	1 0%	2 0%	6 1%	7 1%	4 2%	3 1%	1 0%	2 1%	1 2% +	1 1% +	8 2% P	5 1%	11 2%	2 0%	2 1%	3 1%	3 1%	4 2%	8 1%	2 1%	2 1%	5 2%	2 2% +	1 1% +	1 0% +	7 2% +	1 0%	
Louise Haigh	8 1%	2 0%	5 1%	7 2% EF	1 0%	- -	2 0%	6 1%	- -	- -	7 3% U	- -	- -	1 1% +	3 1%	4 1%	7 1%	1 0%	1 0%	1 0%	5 2%	1 0%	7 1%	1 1%	- -	2 1%	* 0% +	- -	1 0% +	5 1%	1 0%	
Pat McFadden	11 1%	7 1%	4 1%	6 2%	2 0%	4 1%	5 1%	6 1%	7 3% K	3 1%	* 0%	1 0%	- -	* 0% +	3 1%	8 1%	7 1%	4 1%	- -	5 2%	5 2%	2 1%	10 1%	2 1%	- -	5 2%	2 2% +	2 0% +	- -	4 1% +	3 1%	
Andy Burnham	185 16%	105 19% C	78 14%	19 6%	55 15% D	111 24% DE	105 16%	80 16%	63 23% JKL	44 15%	39 15%	18 12%	8 14% +	13 13% +	54 14%	131 17%	82 12%	103 23% Q	32 15%	53 17%	53 19%	36 14%	173 18% X	11 7%	19 12%	65 19%	16 16% +	41 28% Y*	22 20% +	71 16%	87 23% d	
Sadiq Khan	47 4%	25 5%	21 4%	24 8% F	18 5% F	5 1%	25 4%	22 4%	8 3%	8 3%	14 5%	4 3%	1 1% +	12 12% UL*	17 5%	29 4%	35 5%	12 3%	7 3%	11 4%	18 6%	11 4%	37 4%	10 6%	5 3%	7 2%	8 7% Z*	3 2% +	12 11% YZb*	20 5% e	4 1%	
None of these	297 26%	134 24%	156 27%	47 15%	96 26% D	154 34% DE	149 23%	148 30%	66 24%	80 27%	87 33%	29 19%	16 30% +	19 19% +	53 14%	244 32% O	171 24%	126 29%	64 30% V	85 28% V	73 26% V	37 14%	273 28% X	22 13%	57 34% Za	37 11%	14 13% +	64 43% Za*	33 29% Za*	73 17%	126 34% d	
Don't know	205 18%	57 10%	146 20% B	63 20% F	83 22% F	59 13%	114 18%	92 18%	44 16%	62 21%	42 16%	28 18%	11 19% +	19 20% +	60 16%	145 19%	123 17%	83 19%	40 19%	66 22%	40 14%	39 15%	168 17%	33 20%	27 16%	37 11%	24 23% Z*	20 14% +	15 13% +	54 12%	64 17%	

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ColumnMeans (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/a/b/c/d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q6. And if Keir Starmer was to no longer be leader of the Labour party, which of the following, if any, would you MOST prefer to become the next leader of the Labour party?

All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 Vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000- £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)		
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341		
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375		
Rachel Reeves	48 4%	28 5%	20 4%	26 8% F	16 4% F	7 1%	36 6% H	12 2%	9 3%	8 3%	18 7%	8 5%	1 2% *	4 5% *	25 7% P	23 3%	34 5%	14 3%	9 4%	12 4%	12 4%	15 6%	38 4%	10 6%	2 1%	20 6%	2 2% *	3 2% *	13 12% 100*	16 4%	11 3%		
Angela Rayner	99 9%	55 10%	43 7%	29 9%	40 11%	30 7%	62 10%	37 7%	27 10%	30 10%	15 6%	11 7%	8 14%	8 9%	35 10%	63 8%	67 10%	31 7%	21 10%	24 8%	23 8%	27 10%	74 8%	23 14% w	7 4%	50 15% 10	16 16% 10*	5 4%	10 9%	56 13% e	25 7%		
Ed Milliband	56 5%	29 5%	27 5%	17 5%	21 6%	19 4%	37 6%	19 4%	9 3%	15 5%	11 4%	9 6%	6 11% 1*	6 6% *	21 6% P	35 5%	35 5%	21 5%	11 5%	12 4%	8 3%	23 9% u	49 5%	7 4%	15 9% b	18 5% 10	7 6% 10*	1 0%	7 6% 10*	27 6%	15 4%		
Wes Streeting	48 4%	22 4%	26 5%	6 2%	7 2%	35 8% DE	31 5% DE	18 4%	7 2%	8 3%	20 8% u	9 6%	3 5% *	2 2% *	17 5%	31 4%	27 4%	22 5%	5 2%	17 6%	12 4%	10 4%	45 5%	4 2%	14 8% c	17 5%	9 9% c*	5 3%	* 0%	24 5%	20 5%		
Yvette Cooper	45 4%	18 3%	28 5%	12 4%	10 3%	24 5%	25 4%	20 4%	6 2%	13 4%	12 5%	6 4%	1 3% *	6 7% *	25 7% P	20 3%	25 4%	21 5%	12 3%	13 4%	11 3%	8 3%	38 4%	7 4%	12 7% b	18 5% b	6 b* 10*	* 0%	5 2%	23 5%	16 4%		
Darren Jones	26 2%	19 3% C	6 1%	19 6% EF	3 1%	4 1%	22 3% H	4 1%	4 1%	4 1%	5 2%	8 5% I	- -	4 4% *	18 5% P	8 1%	26 4% R	- -	1 1%	7 2%	3 1%	15 6% SU	15 2%	12 7% w	5 3%	13 4%	- -	1 1% *	2 2% *	15 3%	6 2%		
Lisa Nandy	21 2%	13 2%	8 1%	13 4% EF	5 1%	3 1%	13 2%	8 2%	5 2%	7 2%	5 2%	3 2%	1 2% *	- -	11 3% *	10 1%	17 2%	4 1%	3 1%	7 2%	6 2%	5 2%	16 2%	5 3%	3 2%	8 2%	2 2% *	4 3%	2 2%	12 3%	4 1%		
Louise Haigh	11 1%	8 1%	3 1%	8 2% F	3 1%	1 0%	5 1%	6 1%	3 1%	4 1%	3 1%	1 1%	- -	- -	7 2% P	4 1%	10 1%	1 0%	1 0%	1 0%	4 1%	6 2%	6 1%	3 2%	1 2%	3 3% *	3 3% *	- -	- -	3 1% *	1 0%		
Pat McFadden	12 1%	4 1%	8 1%	4 1%	3 1%	5 1%	5 1%	7 1%	4 2%	2 1%	5 2%	- -	- -	1 1% *	3 1%	9 1%	9 1%	3 1%	3 1%	1 0%	6 2%	3 1%	10 1%	2 1%	1 1%	4 1%	2 2% *	2 1% *	1 0% *	2 0%	5 1%		
Andy Burnham	199 17%	111 20%	87 15%	20 6%	55 15% D	124 27% DE	119 18% DE	81 16% 16%	64 24% K	51 17%	35 13%	25 16%	11 20% *	13 13% *	61 16%	139 18%	95 14%	104 24% Q	33 15%	53 18%	59 21%	43 16%	186 19% X	13 8%	18 11%	81 24% Y	19 18% *	39 26% 1*	18 16% *	84 19% *	86 23%		
Sadiq Khan	77 7%	50 9%	27 5%	43 14% EF	24 6% F	10 2%	44 7% 7%	33 7%	21 8%	22 7%	10 4%	15 9% K	2 3% *	8 8% *	36 10% P	41 5%	55 8%	22 5%	13 6%	19 6%	12 4%	33 13% STU	54 6%	23 14%	15 9%	28 8%	5 5% *	7 5% *	5 4% *	36 8% e	11 3%		
Other (PLEASE SPECIFY)	13 1%	6 1%	5 1%	5 1%	3 1%	5 1%	9 1%	4 1%	3 1%	3 1%	6 2%	- -	1 1% *	1 1% *	4 1%	9 1%	7 1%	6 1%	3 1%	1 0%	6 2%	1 0%	12 1%	1 1%	- -	3 1%	* 0% *	3 2% *	5 4% 1*	6 1%	4 1%		
None of these	261 23%	114 21%	141 25%	47 15%	91 24% D	122 27% D	122 19% 19%	138 28% G	63 23%	80 27%	56 22%	30 19%	11 20%	21 21% *	51 14%	210 27% O	157 22%	104 24%	58 28% V	78 26% V	54 19% V	29 11%	236 x	22 13%	43 26% z	34 10%	15 *	59 39% 2ac*	23 20% 2*	61 14% 2*	101 27% d		
Don't know	224 20%	74 13%	146 25% B	64 21%	93 25% F	67 15%	113 18%	111 22%	47 17%	52 17%	61 24%	30 19%	11 20%	22 23% *	58 16%	166 22% O	137 20%	86 20%	40 19%	59 19%	62 22%	42 16%	184 19%	37 22%	31 19%	42 12%	18 17% *	20 14% *	22 20% *	70 16%	70 19%		

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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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-27 - 4th - 7th of July

PUBLIC USE

Political Leadership Polling

Adults 18+ GB

Q7: And in your opinion, how likely or not is it that ... will still be leader ... at the next UK General Election? - Summary

All Adults aged 18+ in Great Britain

	Q7: And in your opinion, how likely or not is it that ... will still be leader ... at the next UK General Election?			
	Kemi Badenoch will still be leader of the Conservati ve party (A)	Keir Starmer will still be leader of the Labour party (B)	Rachel Reeves will still be Chancellor of the Exchequer (C)	Nigel Farage will still be leader of Reform UK (D)
Unweighted base	1140	1140	1140	1140
Weighted base	1140	1140	1140	1140
Very likely (4)	99 9% C	128 11% AC	73 6%	348 31% ABC
Fairly likely (3)	274 24% C	303 27% C	209 18%	392 34% ABC
Not very likely (2)	331 29% D	290 25% D	322 28% D	109 10%
Not at all likely (1)	157 14% D	239 21% AD	297 26% ABD	63 6%
Don't know	279 25% BCD	180 16%	239 21% B	228 20% B

NET: Very/ Fairly likely	373 33% C	431 38% AC	282 25%	740 65% ABC
NET: Not very/ Not at all likely	488 43% D	529 46% D	619 54% ABD	172 15%

Mean	2.40 C	2.30 C	2.10	3.10 ABC
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ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q7. And in your opinion, how likely or not is it that ... will still be leader ... at the next UK General Election? - Kemi Badenoch will still be leader of the Conservative party
All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(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)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Very likely (4)	99 9%	57 10%	41 7%	51 16% EF	19 5%	28 6%	64 10%	35 7%	24 9%	24 8%	24 9%	17 11%	2 4% *	7 7% *	48 13% P	50 7%	72 10%	27 6%	10 5%	19 6%	28 10%	40 15% ST	63 7%	36 21% W	20 12%	44 13% c	6 6% *	11 7% *	5 4% *	43 10%	30 8%
Fairly likely (3)	274 24%	146 26%	125 22%	93 30% F	84 23%	96 21%	161 25%	113 23%	65 24%	75 25%	62 24%	45 29% N	14 24% *	14 15% *	107 29% P	168 22%	175 25%	99 23%	48 23%	74 24%	67 24%	69 26%	233 24%	39 24%	66 40% Zabc	80 23%	23 22% *	36 24% *	22 20% *	96 22%	106 28%
Not very likely (2)	331 29%	175 32%	152 26%	65 21% DE	100 27%	165 36% DE	175 27%	156 31%	73 27%	88 29%	77 30%	41 26%	16 29% *	36 37% *	97 26%	234 30%	189 27%	142 32%	61 29%	105 34%	82 29%	68 26%	286 30%	38 23%	38 23%	102 30%	36 35% *	55 37% Y*	48 43% YZ*	143 33%	118 31%
Not at all likely (1)	157 14%	91 16% C	64 11%	29 9% D	57 15% D	71 16% D	87 14%	70 14%	41 15%	44 15%	35 14%	13 8%	11 20% L*	14 14% *	53 14%	104 14%	95 14%	62 14%	31 15%	41 14%	29 11%	43 16%	142 15%	14 8%	13 8%	55 16% Y	18 17% Y*	17 12% *	16 14% *	68 16%	47 12%
Don't know	279 25%	82 15%	192 33% B	73 24% F	113 30% F	93 21%	155 24%	125 25%	69 25%	68 23%	62 24%	41 26%	13 23% *	26 27% *	67 18%	213 28% O	171 24%	109 25%	62 29% V	66 22%	72 26% V	41 16%	238 25%	40 24%	29 17%	59 17%	20 19% *	30 20% *	21 19% *	84 19%	75 20%
NET: Very/ Fairly likely	373 33%	203 37% C	167 29%	145 46% EF	104 28%	125 27%	225 35%	148 30%	89 33%	99 33%	86 33%	62 39% N	16 28% *	22 22% *	155 42% P	218 28%	247 35%	126 29%	58 27%	92 30%	95 34%	108 42% ST	296 31%	75 45% W	86 52% Zabc	123 36%	29 28% *	47 32% *	27 24% *	140 32%	136 36%
NET: Not very/ Not at all likely	488 43%	266 48% C	216 38%	94 30% D	157 42% D	236 52% DE	262 41%	226 45%	114 42%	132 44%	112 43%	54 34%	27 48% *	50 51% L*	151 40%	337 44%	284 40%	204 47%	92 43%	146 48%	111 40%	111 43%	428 45% X	52 31%	51 31%	157 46% Y	54 53% Y*	72 48% Y*	64 57% Y*	210 48%	165 44%
Mean	2.40	2.40	2.40	2.70 EF	2.30	2.20	2.40	2.30	2.40	2.30	2.40	2.60 MN*	2.20 *	2.20 *	2.50 P	2.30	2.40	2.30	2.30 *	2.30	2.50	2.50	2.30	2.80 W*	2.70 Zabc*	2.40	2.20 *	2.30 *	2.20 *	2.30	2.40

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q7. And in your opinion, how likely or not is it that ... will still be leader ... at the next UK General Election? - Keir Starmer will still be leader of the Labour party
All Adults aged 18+ in Great Britain

		Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduates (O)	Non- graduates (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Other (c)	Remain (d)	Leave (e)	
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341	
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375	
Very likely (4)	128	88	41	64	31	34	95	34	32	35	25	22	6	7	76	53	89	39	21	24	27	51	88	39	15	70	8	6	9	66	20	
	11%	16% C	7%	20% EF	8%	7%	15% H	7%	12%	12%	9%	14%	11% *	8% *	20% P	7%	13%	9%	10%	8%	10%	20% STU	9%	23% W	9%	21% Yabc	8% *	4% *	8% *	15% e	5%	
Fairly likely (3)	303	170	131	106	86	110	193	109	69	71	77	46	14	25	134	168	215	87	42	80	76	96	242	55	39	131	37	12	26	149	71	
	27%	31% C	23%	34% EF	23%	24%	30% H	22%	25%	24%	30%	29%	26% *	25% *	36% P	22%	31% R	20%	20%	26%	27%	37% STU	25%	33%	23% b	39% Ybc	36% b*	8% *	23% b*	34% e	19%	
Not very likely (2)	290	128	157	62	98	130	141	149	72	88	60	35	11	24	69	221	151	139	70	87	65	43	265	23	49	71	30	47	36	99	118	
	25%	23%	27%	20%	26%	29% D	22%	30% G	26%	30%	23%	23%	19% *	24% *	18%	29% O	22%	32% Q	33% V	29% V	23%	17%	28% X	14%	30%	21%	29% *	32% z*	32% *	23%	31% d	
Not at all likely (1)	239	106	131	29	81	128	113	125	55	56	62	29	14	22	44	195	133	106	41	73	63	37	220	17	49	33	13	75	21	59	126	
	21%	19%	23%	9%	22% D	28% D	18%	25% G	20%	19%	24%	19%	25% *	22% *	12%	25% O	19%	24%	19%	24% V	23% V	14%	23% X	10%	29% Za	10%	13% *	50% YZac*	19% z*	14%	33% d	
Don't know	180	60	115	51	78	52	99	81	43	48	36	24	10	20	49	131	112	68	38	40	48	33	147	32	14	34	16	9	21	60	41	
	16%	11% B	20%	16%	21% F	11%	15%	16%	16%	16%	14%	15%	18% *	21% *	13%	17%	16%	16%	18%	13%	17%	13%	15%	19%	8%	10%	15% b*	6% *	19% Yb*	14%	11%	
NET: Very/ Fairly likely	431 38%	258 47% C	172 30%	170 54% EF	117 31%	144 32%	288 45% H	143 29%	101 37%	107 36%	102 39%	68 44%	21 38% *	32 33% *	210 56% P	221 29%	305 43% R	126 29%	63 30%	104 34%	103 37%	147 56% STU	330 34%	94 57% W	53 32% b	201 59% Yabc	45 43% b*	19 13% *	34 31% b*	216 50% e	91 24%	
NET: Not very/ Not at all likely	529 46%	233 42%	288 50% B	91 29%	179 48% D	258 57% DE	255 40%	274 55% G	127 47%	144 48%	122 47%	65 41%	25 45% *	46 47% *	113 30%	416 54% O	284 41%	245 56% Q	111 52% V	160 53% V	128 46% V	81 31%	485 50% X	40 24%	98 59% Za	104 31%	43 41% *	122 82% YZac*	57 51% z*	158 36%	244 65% d	
Mean	2.30	2.50 C	2.20	2.80 EF	2.20	2.10	2.50 H	2.10	2.30	2.30	2.30	2.50 *	2.30 *	2.20 *	2.80 P	2.10	2.40 R	2.20	2.30	2.20	2.30	2.70 STU	2.20	2.90 W	2.10 b	2.80 Yabc	2.50 Yb*	1.60 *	2.20 b*	2.60 e	2.00	

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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q7. And in your opinion, how likely or not is it that ... will still be leader ... at the next UK General Election? - Rachel Reeves will still be Chancellor of the Exchequer
All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(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)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Very likely (4)	73 6%	48 9% C	25 4%	41 13% EF	22 6% F	11 2%	56 9% H	17 3%	18 6%	18 6%	12 5%	17 11%	2 3% *	6 7% *	49 13% P	24 3%	56 8% R	17 4%	11 5%	18 6% STU	9 3%	35 13%	46 5%	26 16% W	8 5%	45 13% Yabc	3 3% *	5 4% *	3 3% *	43 10% e	14 4%
Fairly likely (3)	209 18%	119 22% C	89 15%	91 29% EF	54 14%	64 14%	114 18%	96 19%	63 23% JN	46 15%	40 15%	41 26% JKN	11 20% *	8 9% *	93 25% P	116 15%	152 22% R	57 13%	26 12%	51 17%	60 22% S	64 24% S	161 17%	44 27% W	26 15% b	96 28% Yb	24 23% b*	8 5% *	20 17% b*	98 23% e	49 13%
Not very likely (2)	322 28%	157 28%	162 28%	72 23%	111 30%	139 31%	205 32% H	117 24%	69 25%	89 30%	78 30%	36 23%	17 31% *	34 35% *	99 27%	223 29%	184 26%	138 31%	67 32%	92 30%	80 29%	62 24%	280 29%	39 23%	59 35%	95 28%	29 28% *	40 27% *	37 33% *	137 32%	111 30%
Not at all likely (1)	297 26%	134 24%	159 28%	31 10%	98 26% D	168 37% DE	148 37% 23%	150 30% G	68 25%	86 29% L	73 28% L	25 16%	16 30% *	28 29% L*	64 17% 17%	233 30% O	161 23%	136 31% Q	53 25%	92 30% V	75 27% V	48 19%	286 30% X	10 6%	61 37% Za	49 15%	23 23% *	79 53% YZac*	30 27% Z*	84 19%	156 42% d
Don't know	239 21%	93 17%	140 24% B	77 25% F	89 24% F	72 16%	120 19%	119 24%	54 20%	60 20%	56 22%	39 25%	9 16%	21 21% *	67 18%	171 22%	147 21%	91 21%	56 26% T	51 17%	55 20%	51 20%	190 20%	48 29% W	13 8%	54 16% Y	25 24% Yb*	17 12% *	23 21% Y*	72 17%	45 12%

NET: Very/ Fairly likely	282 25%	168 30% C	113 20%	132 42% EF	76 20%	75 16%	169 26%	113 23%	81 30% KN	64 21%	53 20%	58 37% JKN	13 23% *	15 15% *	142 38% P	140 18%	208 30% R	74 17%	36 17%	69 23%	69 25%	99 38% STU	207 21%	71 42% W	33 20% b	141 42% Yabc	26 26% b*	13 9% *	22 20% b*	141 32% e	63 17%
NET: Not very/ Not at all likely	619 54%	290 53%	321 56%	104 33%	208 56% D	307 68% DE	352 55%	267 54%	137 50%	175 59% L	151 58% L	60 39%	34 61% L*	62 63% L*	163 44%	456 59% O	345 49%	274 62% Q	120 57% V	184 60% V	155 56% V	111 43%	566 59% X	48 29%	120 72% Za	145 43%	52 51% *	119 80% Zac*	67 59% Z*	221 51%	267 71% d

Mean	2.10	2.20 C	2.00	2.60 EF	2.00 F	1.80	2.10 H	1.90	2.10	2.00	2.00	2.40 JKNW*	1.90 *	1.90 *	2.40 P	1.90	2.20 R	1.90	2.00 *	2.00	2.00	2.40 STU	2.00	2.70 W*	1.90 b	2.50 Yabc	2.10 b*	1.50 *	1.90 b*	2.30 e	1.80
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ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-27 - 4th - 7th of July
PUBLIC USE
Political Leadership Polling
Adults 18+ GB

Q7. And in your opinion, how likely or not is it that ... will still be leader ... at the next UK General Election? - Nigel Farage will still be leader of Reform UK
All Adults aged 18+ in Great Britain

	Gender			Aggregated Age breaks			Social Grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote					Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduates	Non-graduates	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave
	(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)	(a)	(b)	(c)	(d)	(e)
Unweighted base	1140	559	567	344	398	398	762	378	281	295	258	158	54	94	642	498	741	399	186	253	274	346	932	195	162	396	104	123	100	474	341
Weighted base	1140	551	575	312	373	454	642	498	272	299	260	157	55	98	372	768	701	439	212	304	279	260	962	167	166	340	103	149	113	434	375
Very likely (4)	348 31%	195 35% c	149 26%	80 26%	106 28%	162 36% d	201 31%	147 29%	77 29%	107 36% L	80 31%	39 25%	17 30% +	28 29% +	111 30%	237 31%	208 30%	140 32%	63 30%	85 28%	87 31%	93 36%	311 32% X	35 21%	59 35% ac	110 32% ac	19 19% +	85 57% YZac*	22 20% +	111 25%	174 46% d
Fairly likely (3)	392 34%	195 35%	196 34%	125 40%	119 32%	148 33%	226 35%	166 33%	94 35%	85 29%	100 39% J	48 31%	24 44% +	39 40% +	143 38% P	249 32%	254 36%	138 31%	62 29%	121 40%	90 32%	96 37%	329 34%	57 34%	68 41%	119 35%	36 35% +	50 34% +	43 38% +	162 37%	124 33%
Not very likely (2)	109 10%	54 10%	52 9%	38 12%	35 9%	36 8%	63 10%	46 9%	29 11%	30 10%	23 9%	16 10%	5 8% +	6 7% +	38 10%	71 9%	65 9%	44 10%	27 13%	31 10%	25 9%	23 9%	81 8%	26 16% W	12 7%	36 11% b	13 13% b*	4 2% +	20 17% yb*	45 10%	25 7%
Not at all likely (1)	63 6%	23 4%	41 7%	12 4%	18 5%	33 7%	32 5%	31 6%	14 5%	14 5%	19 7%	10 6%	1 2% +	5 5% +	15 4%	48 6%	36 5%	28 6%	10 5%	19 6%	12 4%	15 6%	57 6% 6%	6 3%	8 5%	19 6%	10 10% +	5 4% +	6 5% +	30 7%	13 3%
Don't know	228 20%	85 15%	138 24% B	57 18%	96 26% DF	75 16%	119 19%	109 22%	57 21%	61 21%	38 15%	44 28% K	9 15% +	19 20% +	65 17%	163 21%	138 20%	90 20%	50 23% V	47 15%	64 23% V	34 13%	184 19%	43 26%	19 11% b	56 17% b	25 24% yb*	5 3% +	22 20% b*	86 20% e	40 11%

NET: Very/ Fairly likely	740 65%	390 71% c	345 60%	205 66%	225 60%	310 68%	428 67%	312 63%	172 63%	193 65%	180 69% L	87 56%	41 74% L*	67 68% +	254 68%	486 63%	463 66%	277 63%	125 59%	206 68%	177 64%	189 72% S	640 67% X	92 55%	127 76% ac	228 67% a	55 53% +	135 91% YZac*	65 58% +	273 63%	298 79% d
NET: Not very/ Not at all likely	172 15%	76 14%	92 16%	51 16%	52 14%	69 15%	95 15%	77 16%	43 16%	44 15%	42 16%	26 17%	6 11% +	12 12% +	53 14%	119 16%	100 14%	72 16%	37 18%	51 17%	37 13%	37 14%	139 14%	32 19%	21 12%	55 16% b	23 22% b*	9 6% +	25 23% b*	76 17% e	38 10%

Mean	3.10	3.20 c	3.00	3.10	3.10	3.20	3.10	3.10	3.10	3.20	3.10	3.00 +	3.20 +	3.10 +	3.10	3.10	3.10	3.10	3.10	3.10	3.20	3.20	3.10	3.00 +	3.20 ac	3.10 a	2.80 +	3.50 YZac*	2.90 +	3.00	3.40 d
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (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/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)