



24-089497-30 - CONSERVATIVE LEADERSHIP  
25TH - 28TH JULY 2025  
PUBLIC  
IPSOS

29 Jul 2025

Table 1

Q1 - To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? - SUMMARY TABLE

Base: All GB adults aged 16+

	Keir Starmer, Prime Minister and Leader of the Labour party	Kemi Badenoch, Leader of the Conservative party	Nigel Farage, Leader of Reform UK	Ed Davey, Leader of the Liberal Democrats
UNWEIGHTED BASE	1150	1150	1150	1150
WEIGHTED BASE	1150	1150	1150	1150
Very good job (+2)	88 8%	76 7%	158 14%	56 5%
Fairly good job (+1)	189 16%	164 14%	213 19%	201 18%
Neither good nor bad job (0)	188 16%	222 19%	158 14%	331 29%
Fairly bad job (-1)	215 19%	212 18%	120 10%	165 14%
Very bad job (-2)	404 35%	333 29%	409 36%	206 18%
Don't know	49 4%	73 6%	72 6%	106 9%
I do not know who this person is	18 2%	70 6%	19 2%	84 7%
NET: Good job	277 24%	240 21%	371 32%	258 22%
NET: Bad job	619 54%	545 47%	530 46%	371 32%
Mean	-0.61	-0.56	-0.39	-0.27

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.



Table 2  
Q2 - To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? - Kai Skinner, Prime Minister and Leader of the Labour party

Base: All GB adults aged 16+

		GENDER		AGE				REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND		WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £1999	£2000-£4999	£5000-£9999	£5000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE		1150	563	565	163	403	96	1100	283	299	257	110	93	53	80	775	875	737	613	648	162	277	277	265	169	746	746	170	668	44	117	124	414	194				
WEIGHTED BASE		1150	575	575	159	319	143	1032	210	100	207	83	99	211	375	455	645	154	805	784	211	315	275	259	165	693	171	119	67	112	111	425	165					
Very good job (+2)		88	66	20	53	17	38	88	26	23	8	24	2	5	72	36	65	23	62	26	6	17	15	49	24	64	12	57	6	4	4	44	26					
		8%	12%	4%	10%	3%	4%	8%	10%	8%	3%	13%	3%	3%	100%	3%	100%	4%	17%	3%	3%	5%	6%	18%	10%	6%	7%	17%	7%	3%	4%	100%	7%					
Fairly good job (+1)		189	100	87	63	63	63	179	45	49	46	31	7	12	135	54	129	60	65	103	17	46	42	67	34	155	23	107	15	5	9	109	33					
		16%	18%	15%	19%	14%	17%	16%	17%	16%	17%	14%	13%	13%	19%	12%	20%	12%	23%	13%	8%	15%	15%	25%	14%	22%	14%	32%	17%	4%	8%	26%	9%					
Neither good nor bad job (0)		188	90	96	74	55	59	183	44	53	42	28	4	17	112	77	109	79	56	132	33	58	50	36	19	86	27	159	20	69	16	16	69	41				
		16%	16%	17%	22%	15%	13%	17%	16%	18%	16%	18%	7%	17%	16%	17%	17%	16%	15%	17%	15%	19%	18%	13%	18%	16%	12%	20%	18%	6%	14%	16%	11%					
Fairly bad job (-1)		215	78	131	48	76	91	200	51	56	59	21	5	22	117	98	128	87	59	156	38	57	62	43	18	194	30	50	23	18	39	99	58					
		19%	14%	23%	14%	21%	21%	18%	19%	22%	14%	9%	22%	17%	21%	20%	17%	16%	20%	17%	19%	23%	16%	13%	19%	18%	15%	27%	13%	34%	23%	15%						
Very bad job (-2)		404	198	197	67	115	102	166	89	105	97	42	35	36	230	194	188	216	83	121	115	111	87	65	25	375	83	51	24	93	42	92	216					
		35%	30%	34%	20%	17%	16%	14%	33%	33%	36%	27%	16%	16%	30%	43%	29%	43%	23%	41%	52%	30%	12%	24%	17%	38%	40%	15%	27%	70%	17%	22%	17%					
Don't know		49	9	38	20	22	7	49	9	13	12	4	3	7	36	13	21	28	14	34	11	17	10	7	8	40	2	4	3	3	3	3	11	4				
		4%	2%	7%	4%	6%	2%	5%	3%	4%	5%	3%	6%	7%	5%	3%	3%	6%	7%	4%	5%	6%	4%	2%	6%	4%	1%	1%	4%	3%	3%	3%	1%					
I do not know who this person is		18	11	6	14	2	2	18	5	2	4	7	-	-	13	4	6	11	6	12	2	-	8	4	10	8	-	-	-	2	-	-	-	1				
		2%	2%	1%	4%	*	*	2%	2%	1%	1%	4%	-	-	2%	1%	1%	2%	2%	2%	1%	-	3%	1%	7%	1%	-	-	-	1%	-	-	-	*				
NET: Good job		277	166	107	116	80	81	167	72	71	53	55	9	17	207	70	194	83	147	129	23	63	58	115	58	219	35	164	21	9	13	153	58					
		24%	30%	19%	14%	22%	18%	20%	26%	24%	20%	33%	16%	17%	30%	15%	30%	16%	40%	16%	20%	21%	21%	43%	40%	22%	21%	48%	24%	7%	12%	36%	16%					
NET: Bad job		619	277	328	115	211	293	166	141	161	156	64	40	57	327	292	316	303	142	477	153	168	149	108	43	569	114	102	47	110	80	191	274					
		54%	50%	57%	34%	57%	64%	32%	32%	34%	34%	18%	40%	71%	58%	47%	64%	60%	34%	61%	69%	51%	64%	40%	30%	17%	67%	30%	54%	83%	71%	49%	72%					
Mean		-0.81	-0.46	-0.75	-0.04	-0.72	-0.92	-0.57	-0.52	-0.6	-0.76	-0.18	-1.21	-0.78	-0.4	-0.92	-0.39	-0.89	-0.04	-0.87	-1.14	-0.69	-0.64	-0.03	0.11	-0.7	-0.89	0.2	-0.52	-1.49	-0.95	-0.21	-1.08					
			b		da		da				ph			n		o		a	a	f	f	f	rs	w		B	AA	BC		B	E							

Proportions/Means: Columns Totaled (5% risk level) - a/b - c/d/h/g - i/j/h/v/j/a - l/m - n/o - p/q - r/s/u/u - v/w - x/y/a/b/c - d/e  
Overlap formulae used. \* small base



Table 3  
Q2 - To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? - Kemi Badenoch, Leader of the Conservative party

Base: All GB adults aged 16+

		GENDER		AGE					REGION					WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	2150	1114	1036	314	763	796	1260	248	299	227	237	81	99	711	375	217	411	666	150	277	277	250	361	169	748	170	368	44	117	124	414	194	
WEIGHTED BASE	1150	513	575	159	399	442	1092	210	100	207	119*	65*	85*	651	455	645	154	305	784	211	335	275	259	165	593	171	393	87*	112*	111*	425	155	
Very good job (+2)	96	48	25	43	14	18	70	18	14	18	18	6	2	60	15	55	20	38	36	11	13	15	38	18	58	30	18	6	13	1	29	30	
	7%	9%	4%	13%	4%	4%	6%	7%	5%	7%	11%	11%	2%	9%	3%	9%	4%	11%	1%	5%	4%	5%	14%	12%	6%	17%	5%	7%	100%	+	7%	8%	
Fairly good job (+1)	164	86	78	148	54	62	213	31	45	44	34	3	7	103	61	134	60	69	95	18	47	38	58	36	138	50	43	11	23	13	52	68	
	14%	16%	14%	14%	13%	14%	14%	12%	13%	16%	21%	6%	7%	15%	13%	16%	12%	13%	12%	8%	15%	14%	22%	18%	28%	13%	13%	13%	10%	11%	12%	18%	
Neither good nor bad job (0)	222	111	110	60	76	86	206	57	59	48	28	14	16	134	89	106	116	61	159	51	60	40	44	32	188	56	59	10	31	13	69	84	
	19%	20%	19%	18%	21%	19%	19%	21%	20%	18%	18%	25%	16%	19%	20%	16%	23%	17%	20%	23%	20%	18%	16%	22%	19%	33%	17%	12%	24%	11%	16%	22%	
Fairly bad job (-1)	212	106	104	41	67	103	193	45	61	60	18	10	18	123	89	121	91	51	161	43	55	55	44	17	194	19	54	29	44	15	80	85	
	18%	19%	18%	12%	18%	21%	18%	17%	20%	17%	22%	12%	18%	18%	20%	19%	18%	14%	21%	20%	18%	20%	16%	11%	20%	11%	16%	13%	34%	13%	19%	22%	
Very bad job (-2)	333	169	151	81	112	140	199	91	82	66	38	15	41	184	149	186	148	106	228	69	95	79	61	30	298	8	143	25	21	60	161	89	
	29%	31%	26%	24%	30%	32%	29%	34%	27%	25%	24%	27%	42%	28%	33%	29%	29%	20%	29%	31%	31%	29%	23%	20%	30%	5%	42%	20%	16%	53%	38%	23%	
Don't know	78	12	59	23	33	17	12	13	18	15	12	4	11	50	23	39	34	22	51	12	19	24	13	10	61	9	8	5	5	9	17	18	
	6%	2%	10%	7%	9%	4%	7%	5%	6%	6%	8%	8%	11%	7%	5%	6%	7%	6%	7%	5%	6%	9%	5%	7%	6%	5%	2%	5%	3%	8%	4%	5%	
I do not know who this person is	70	21	48	42	12	15	70	15	21	16	10	4	4	41	29	34	36	15	54	17	17	16	12	14	55	-	14	2	6	3	16	6	
	6%	4%	8%	17%	3%	3%	6%	5%	7%	6%	6%	7%	4%	6%	6%	5%	7%	4%	7%	8%	5%	6%	4%	10%	6%	-	4%	2%	4%	2%	4%	2%	
NET: Good job	240	118	103	92	68	88	223	49	59	62	52	9	9	163	77	160	80	108	111	29	68	53	96	44	196	79	62	17	26	13	82	98	
	21%	24%	18%	27%	18%	18%	21%	18%	20%	23%	33%	16%	9%	23%	17%	25%	16%	30%	17%	13%	20%	19%	36%	30%	20%	47%	18%	20%	19%	12%	19%	26%	
NET: Bad job	545	275	255	122	180	243	511	117	143	126	56	25	58	191	239	307	238	161	389	112	150	133	104	46	492	28	197	54	65	75	241	174	
	47%	50%	44%	36%	49%	55%	47%	51%	48%	47%	35%	45%	60%	44%	52%	48%	47%	43%	50%	51%	49%	49%	39%	32%	50%	15%	58%	62%	49%	67%	57%	46%	
Mean	-0.56	-0.5	-0.59	-0.25	-0.65	-0.57	-0.57	-0.66	-0.58	-0.47	-0.18	-0.52	-1.06	-0.44	-0.73	-0.48	-0.66	-0.35	-0.66	-0.74	-0.64	-0.62	-0.13	-0.12	-0.12	0.46	-0.82	-0.69	-0.39	-1.2	-0.74	-0.38	
	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	

Proportions/Mean: Columns Tested (5% risk level) - 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  
Overlap formulae used. \* small base

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Table 4  
Q2 - To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? - Nigel Farage, Leader of Reform UK

Base: All GB adults aged 16+

		GENDER		AGE				REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE		2150	916	1234	316	683	796	1500	248	299	227	237	81	69	271	975	217	421	668	150	277	277	250	361	169	746	170	368	44	117	124	414	194			
WEIGHTED BASE		1150	513	637	159	319	442	1002	210	100	207	118*	65*	65*	651	455	665	154	305	781	211	315	275	259	165	693	171	319	67*	112*	111*	425	161			
Very good job (+2)		158	94	63	52	42	65	147	45	37	35	22	12	7	108	50	82	76	47	111	27	30	52	45	17	142	35	31	4	62	3	28	100			
		14%	17%	11%	15%	11%	15%	14%	17%	12%	13%	14%	21%	7%	16%	11%	13%	13%	14%	12%	10%	19%	17%	11%	14%	20%	9%	5%	47%	3%	7%	26%				
Fairly good job (+1)		212	127	86	77	67	68	189	55	55	45	36	20	10	144	69	125	88	92	180	34	56	42	75	37	174	43	57	14	42	21	53	106			
		19%	23%	15%	23%	18%	15%	18%	20%	18%	17%	23%	18%	11%	21%	15%	19%	17%	23%	17%	15%	18%	15%	28%	25%	18%	25%	17%	16%	32%	10%	13%	28%			
Neither good nor bad job (0)		158	8	84	45	58	53	149	32	43	35	23	13	12	97	61	92	66	51	107	34	43	36	35	19	135	33	45	8	29	8	48	49			
		14%	13%	15%	14%	16%	12%	14%	12%	14%	14%	14%	22%	12%	14%	13%	14%	13%	14%	14%	15%	14%	13%	15%	14%	14%	19%	13%	9%	14%	7%	11%	13%			
Fairly bad job (-1)		120	47	71	22	29	69	108	25	31	34	10	3	18	63	57	75	45	37	83	26	31	32	22	13	107	18	39	13	-	16	48	41			
		10%	9%	12%	7%	8%	16%	10%	9%	10%	13%	6%	6%	18%	9%	13%	12%	9%	10%	11%	12%	10%	12%	8%	9%	11%	11%	15%	-	14%	11%	11%				
Very bad job (-2)		409	189	220	102	141	167	387	90	112	100	51	17	6	222	187	227	183	114	296	80	121	92	77	38	369	38	157	44	-	68	229	70			
		36%	34%	36%	30%	38%	38%	30%	33%	37%	37%	32%	31%	41%	32%	41%	30%	36%	31%	38%	36%	40%	34%	29%	20%	37%	22%	46%	50%	-	40%	54%	18%			
Don't know		72	14	14	24	30	19	12	18	19	15	9	1	10	45	26	38	34	34	47	19	29	14	9	12	59	4	9	4	9	7	17	15			
		6%	3%	9%	7%	8%	4%	7%	7%	6%	5%	6%	2%	11%	7%	6%	6%	7%	7%	6%	9%	8%	5%	4%	8%	6%	2%	3%	5%	6%	6%	4%	4%			
I do not know who this person is		19	11	9	16	3	1	19	7	4	1	7	-	*	15	4	7	12	9	10	3	1	7	5	11	9	1	2	-	*	-	2	-			
		2%	2%	2%	5%	1%	*	2%	2%	1%	1%	4%	-	*	2%	1%	1%	2%	1%	1%	*	3%	2%	7%	1%	*	1%	-	*	-	*	-	-			
NET: Good job		371	220	150	129	108	133	346	103	92	81	50	22	17	212	119	207	164	130	241	60	86	92	120	54	316	78	88	18	104	15	81	205			
		32%	40%	26%	38%	29%	30%	32%	37%	31%	30%	37%	39%	17%	36%	26%	32%	33%	36%	31%	27%	28%	34%	44%	16%	37%	32%	40%	26%	21%	79%	13%	19%	54%		
NET: Bad job		530	237	278	124	170	235	496	114	142	134	61	21	58	285	245	302	228	151	379	105	152	125	100	68	51	475	56	196	57	-	84	277	111		
		46%	43%	48%	37%	46%	53%	46%	42%	47%	50%	39%	37%	59%	41%	54%	47%	45%	41%	48%	48%	50%	45%	37%	35%	48%	33%	58%	65%	-	75%	65%	29%			
Mean		-0.39	-0.21	-0.53	-0.15	-0.48	-0.49	-0.39	-0.24	-0.45	-0.47	-0.21	-0.08	-0.86	-0.23	-0.62	-0.4	-0.37	-0.26	-0.44	-0.48	-0.56	-0.29	-0.65	-0.15	-0.15	-0.42	0.11	-0.71	-0.95	1.35	-1.27	-0.98	0.34		
		b	b	c	d	e	e	b	k	-	k	k	-	-	m	-	-	-	-	-	-	-	-	-	-	-	-	va	c	ac	av	ac	d			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - i/jm - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E  
Overlap formulae used. \* small base

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Table 5  
Q2 - To what extent, if at all, do you think each of the following would do a good job or bad job as Prime Minister? - Ed Dawy, Leader of the Liberal Democrats

Base: All GB adults aged 16+

		GENDER		AGE					REGION										WORKING STATUS		SOCIAL GRADE		EDUCATION				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	65+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE								
UNWEIGHTED BASE	1150	563	585	301	403	196	1100	283	299	252	257	159	69	775	375	737	431	648	100	177	277	265	360	169	685	170	368	44	117	124	414	194									
WEIGHTED BASE	1150	533	617	179	319	159	1002	230	100	207	118	65	65	651	455	645	154	605	784	221	305	275	250	165	693	171	319	87	112	113	425	165									
Very good job (+2)	56	44	10	31	12	54	14	13	9	17	3	2	4	46	8	43	13	37	19	4	9	13	30	10	46	11	23	10	4	3	34	13									
	5%	8%	2%	6%	4%	3%	5%	4%	3%	11%	2%	2%	2%	7%	2%	7%	3%	10%	2%	2%	3%	5%	11%	7%	5%	7%	12%	3%	3%	8%	3%										
	b			d4G			e				eH			m		o		o		o		o	o	o	o	o	o	o	o	o	e										
Fairly good job (+1)	201	108	91	71	21%	66	184	43	48	49	42	6	16	134	67	135	66	89	212	34	53	52	65	31	170	22	85	30	6	15	206	52									
	18%	19%	16%	21%	18%	14%	18%	15%	16%	18%	26%	10%	16%	19%	15%	21%	13%	24%	14%	11%	17%	19%	24%	21%	21%	13%	28%	44%	5%	13%	25%	14%									
				e							%																														
Neither good nor bad job (0)	331	143	181	88	97	146	309	69	87	84	42	16	35	180	152	186	146	98	254	67	99	68	68	38	290	60	106	19	30	40	151	110									
	29%	26%	32%	26%	26%	19%	29%	25%	29%	31%	27%	28%	33%	26%	33%	26%	29%	27%	30%	30%	32%	25%	25%	26%	29%	35%	31%	22%	30%	35%	29%	29%									
				e																																					
Fairly bad job (-1)	165	87	77	26	58	81	149	41	46	43	15	9	12	91	74	93	72	45	120	35	36	44	42	20	143	30	42	8	29	19	65	67									
	14%	16%	13%	8%	18%	18%	14%	15%	15%	16%	9%	16%	12%	15%	16%	14%	14%	12%	15%	16%	12%	16%	15%	14%	14%	18%	12%	9%	22%	17%	15%	28%									
				e	e		e																																		
Very bad job (-2)	206	114	92	43	66	97	189	59	57	41	17	14	18	117	89	97	109	43	163	57	56	58	24	12	193	36	40	4	49	17	49	104									
	18%	21%	15%	13%	18%	22%	17%	22%	19%	15%	11%	13%	19%	17%	19%	15%	22%	12%	21%	20%	18%	21%	9%	8%	19%	21%	12%	5%	17%	15%	11%	27%									
				e	e		e																																		
Don't know	106	59	74	32	50	34	103	34	23	25	16	6	11	76	30	51	55	31	79	15	39	20	20	15	87	7	19	7	8	16	31	34									
	9%	5%	13%	10%	14%	5%	10%	9%	8%	9%	10%	11%	12%	11%	7%	8%	11%	6%	10%	7%	11%	7%	8%	10%	9%	4%	6%	9%	6%	14%	7%	6%									
				e	e		e																																		
I do not know who this person is	84	28	55	47	18	18	84	23	27	17	9	5	4	47	36	42	42	23	61	19	20	20	19	20	64	4	14	-	6	3	19	11									
	7%	5%	10%	14%	5%	4%	8%	8%	9%	6%	6%	8%	4%	7%	8%	7%	8%	6%	8%	8%	6%	7%	7%	13%	6%	2%	4%	-	4%	3%	5%	3%									
				e	e		e																																		
NET: Good job	258	152	151	103	80	75	248	55	61	58	58	6	18	183	75	178	80	126	131	38	62	64	96	41	216	33	117	48	11	18	140	65									
	22%	28%	17%	30%	22%	17%	23%	21%	20%	22%	37%	11%	19%	26%	16%	28%	16%	16%	17%	13%	20%	23%	36%	28%	22%	19%	35%	55%	8%	16%	13%	17%									
				e			e				eH			m		o		o																							
NET: Bad job	371	201	164	69	124	178	338	100	103	83	32	23	30	208	163	190	181	88	283	93	92	102	66	32	336	66	83	12	78	36	113	171									
	32%	30%	28%	20%	34%	40%	31%	37%	34%	31%	20%	42%	31%	30%	36%	29%	30%	24%	36%	42%	30%	37%	25%	32%	34%	39%	24%	14%	19%	32%	40%	46%									
				e	e		e																																		
Mean	-0.27	-0.24	-0.31	0.09	-0.32	-0.47	-0.25	-0.4	-0.34	-0.26	0.21	-0.66	-0.33	-0.17	-0.43	-0.12	-0.48	0.1	-0.45	-0.63	-0.3	-0.36	0.16	0.07	-0.32	0.05	-0.05	0.53	-0.95	-0.35	0.03	-0.57									
				e	e		e				e			m		o		e																							

Proportions/Means: Columns: Treated (5% risk level) - a/b - c/A/a/G - U/g/h/V/J/A - I/m - x/y - p/q - r/u/U - v/w - x/y/A/B/C - D/E  
Overlap formulae used. \* small base



Table 6  
Q2A - Which of the following, if either, do you think would make a better Prime Minister?

Base: All GB adults aged 16+

	GENDER		AGE						REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £9999	£10000-£19999	£20000-£29999	£30000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1150	563	585	311	403	339	1102	283	299	257	139	51	99	775	375	737	413	648	502	177	177	277	205	360	169	968	170	968	64	117	124	414	394		
WEIGHTED BASE	1150	513	637	159	319	442	1032	210	100	207	118	65	65	651	495	665	152	305	783	211	315	277	259	165	693	171	109	87	112	111	425	355			
Nett Starmer	385	198	179	141	112	132	364	95	90	82	67	15	37	254	130	264	120	171	214	46	98	84	124	61	323	34	207	42	6	42	210	80			
	33%	38%	31%	42%	30%	30%	34%	35%	30%	31%	42%	27%	38%	17%	29%	41%	24%	47%	27%	21%	32%	31%	46%	41%	32%	20%	61%	48%	4%	37%	49%	21%			
Need Farage	235	151	131	67	85	133	257	71	79	67	20	25	14	114	111	149	137	69	216	62	72	78	61	26	258	8	40	14	165	127	46	179			
	20%	27%	23%	20%	23%	30%	24%	26%	26%	25%	18%	44%	15%	25%	24%	23%	27%	19%	28%	28%	24%	28%	23%	18%	40%	12%	16%	79%	10%	11%	47%	51			
No difference between the two	94	34	59	24	38	33	94	24	36	14	10	3	7	59	35	47	48	28	66	17	26	28	21	10	82	15	28	6	3	7	30	26			
	8%	6%	10%	7%	10%	7%	9%	9%	12%	5%	7%	5%	7%	9%	8%	7%	10%	8%	8%	8%	9%	10%	8%	7%	8%	9%	8%	7%	3%	6%	7%	7%			
Neither would make a good Prime Minister	292	137	147	61	103	129	274	54	75	82	35	13	33	150	142	142	140	68	224	78	89	59	47	31	257	52	52	20	13	50	118	85			
	25%	25%	26%	18%	28%	29%	25%	20%	25%	31%	22%	23%	34%	22%	31%	22%	30%	19%	29%	30%	29%	21%	18%	21%	26%	31%	15%	23%	10%	44%	28%	22%			
Don't know	94	32	59	46	32	16	82	26	21	23	17	1	6	57	37	44	50	19	65	17	20	26	15	18	74	2	12	5	5	9	21	9			
	8%	6%	10%	14%	9%	4%	9%	10%	7%	8%	11%	1%	7%	8%	8%	7%	10%	8%	8%	8%	7%	10%	5%	13%	7%	1%	4%	5%	4%	2%	5%	2%			

Proportions/Means: Columns Tested (5% risk level) - s1/s - s1/s1/s1 - U/m - s1/s - s1/s1/s1 - s1/s1/s1/s1 - s1/s1/s1/s1 - D/E  
Overlap formulae used. \* small base



Table 7  
Q23 - Which of the following, if either, do you think would make a better Prime Minister?

Base: All GB adults aged 16+

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE			
	TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1150	563	565	311	403	336	1100	248	299	257	237	81	99	775	375	737	413	648	502	277	277	265	361	169	968	170	968	44	117	124	414	341	
WEIGHTED BASE	1150	553	575	319	519	412	1092	210	300	207	118	85	85	651	455	645	752	305	782	211	315	275	259	165	993	171	959	87	112	113	425	355	
Kier Starmer	328	193	131	116	94	138	118	88	72	71	53	11	33	225	103	220	108	157	171	45	79	74	103	54	273	25	203	31	6	27	191	67	
19%	33%	33%	23%	34%	23%	27%	20%	33%	24%	27%	34%	13%	33%	12%	23%	34%	21%	43%	22%	20%	26%	27%	38%	37%	27%	14%	60%	30%	5%	24%	45%	18%	
Kemi Badenoch	118	71	97	46	55	117	102	43	44	74	20	17	12	114	94	122	96	64	254	30	60	57	54	22	196	88	72	14	44	26	60	113	
19%	22%	17%	13%	15%	27%	18%	16%	16%	15%	28%	18%	32%	11%	18%	21%	19%	17%	20%	17%	19%	19%	21%	20%	15%	20%	51%	6%	16%	33%	14%	14%	30%	
No difference between the two	146	56	86	38	57	51	138	35	55	86	18	6	8	96	49	72	74	36	110	28	42	34	35	18	125	14	28	18	26	18	47	52	
13%	10%	15%	11%	15%	12%	12%	13%	13%	18%	9%	11%	11%	8%	14%	11%	11%	15%	10%	14%	13%	14%	12%	13%	12%	13%	8%	8%	20%	20%	16%	11%	14%	
Neither would make a good Prime Minister	350	158	182	83	133	134	326	80	102	72	42	19	34	186	163	177	173	76	274	89	101	76	63	34	312	43	89	20	46	102	137		
30%	28%	32%	24%	36%	30%	30%	30%	30%	34%	27%	26%	34%	35%	27%	36%	27%	34%	21%	35%	40%	33%	28%	23%	23%	31%	25%	20%	24%	38%	40%	24%	36%	
Don't know	109	27	79	57	31	21	107	24	26	26	17	3	12	62	47	56	53	33	76	21	24	33	15	19	88	2	17	4	6	7	26	11	
9%	5%	14%	17%	8%	5%	10%	10%	9%	9%	10%	11%	6%	12%	9%	10%	9%	11%	9%	10%	10%	8%	11%	6%	13%	9%	1%	3%	4%	4%	6%	6%	3%	

Proportions/Means: Columns Tested (5% risk level) - A/B - C/A/B/S - U/G/N/V/A - I/m - A/I - p/q - I/N/A - s/w - X/Y/A/N/C - D/E  
Overlap formulae used. \* small base



Table 8  
Q2C - Which of the following, if either, do you think would make a better Prime Minister?

Base: All GB adults aged 16+

	GENDER		AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1150	563	565	311	403	396	1100	283	299	257	253	81	99	775	375	737	413	648	502	177	277	265	365	169	968	170	668	84	117	124	414	341		
WEIGHTED BASE	1150	553	595	319	519	412	1002	220	300	207	218	85	95	651	455	645	454	605	784	221	305	275	259	165	993	171	659	47	112	115	425	355		
Nigel Farage	204	161	112	70	84	121	254	71	79	57	33	17	17	179	95	141	133	71	203	49	70	75	72	30	244	48	64	9	99	10	54	169		
14%	29%	29%	20%	21%	23%	27%	24%	26%	26%	21%	21%	30%	17%	26%	21%	22%	26%	19%	26%	22%	23%	27%	27%	21%	22%	29%	19%	20%	75%	9%	13%	40%		
Kemi Badenoch	222	113	106	83	54	85	208	43	51	51	74	31	13	118	84	138	85	95	127	36	52	53	72	32	190	70	75	19	12	20	98	73		
19%	20%	18%	24%	15%	19%	19%	19%	16%	17%	28%	19%	24%	11%	20%	19%	21%	17%	26%	16%	16%	17%	19%	27%	22%	19%	vAC	43%	21%	21%	9%	18%	23%	19%	
No difference between the two	129	54	74	37	50	42	118	39	37	19	21	3	10	83	45	75	54	47	82	27	30	38	31	20	109	21	40	12	6	15	45	39		
11%	10%	13%	11%	13%	10%	11%	11%	15%	12%	7%	13%	5%	10%	12%	10%	12%	11%	13%	10%	12%	10%	14%	11%	14%	11%	12%	12%	14%	4%	13%	11%	10%		
Neither would make a good Prime Minister	422	197	211	102	148	172	400	84	113	93	59	21	52	233	189	242	180	122	300	93	128	82	78	48	369	29	150	42	10	63	208	90		
37%	36%	37%	30%	40%	39%	37%	31%	37%	37%	35%	37%	53%	53%	34%	41%	37%	36%	33%	38%	42%	42%	30%	29%	33%	37%	17%	44%	48%	8%	56%	49%	24%		
Don't know	103	28	73	48	33	22	101	33	21	25	14	2	9	61	42	50	53	31	72	18	24	27	17	17	82	2	14	5	5	4	20	9		
9%	5%	13%	14%	9%	9%	9%	12%	7%	9%	9%	9%	3%	9%	9%	9%	8%	10%	8%	9%	8%	8%	10%	6%	11%	8%	1%	4%	6%	4%	4%	1%	2%		

Proportions/Means: Columns Tested (3% risk level) - a/b - c/d/e/f/g - i/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E  
Overlap formulae used. \* small base

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.





19 Jul 2025

		GENDER			AGE				REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	A1C1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£20000-£34999	£35000-£49999	£50000+	ETHNIC MAJORITY	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWORKING BASE	1150	563	589	164	354	55+	16-75	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
£100000+ per year	1100	551	549	161	351	54+	16-74	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	
£50000-£99999 per year	148	78	68	21	37	67	128	28	29	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	28	
She would get immigration under control	136	14%	12%	13%	10%	13%	12%	10%	8%	18%	16%	14%	13%	12%	14%	14%	12%	12%	13%	11%	15%	12%	13%	16%	12%	25%	10%	9%	13%	16%	11%	10%	17%	10%	
The economy would grow more	143	86	57	39	39	66	129	25	23	50	31	30	3	92	52	86	57	63	83	21	37	40	40	20	123	57	28	32	19	4	42	70			
	12%	16%	9	10%	11%	10%	12%	9%	8%	13%	10%	18%	5	5%	13%	11%	13%	11%	17%	11%	9%	12%	14%	15%	14%	12%	33%	8%	14%	4%	14%	4%	10%	18%	0
She represents traditional British values	128	75	51	38	33	56	110	26	23	23	23	7	9	75	53	77	51	49	78	20	17	17	41	30	13	114	43	24	10	20	3	40	54		
	11%	14%	9%	11%	9%	13%	10%	9%	8%	15%	15%	12%	9%	11%	12%	12%	10%	13%	10%	9%	5%	15%	14%	9%	12%	25%	7%	11%	15%	3%	9%	14%			
The Conservatives have better record running the country than Labour	125	64	59	34	28	63	111	22	28	41	36	9	8	65	59	79	45	44	81	14	35	36	36	9	116	57	15	11	18	5	33	62			
	11%	12%	10%	10%	7%	14%	10%	8%	9%	15%	10%	18%	8%	9%	13%	12%	9%	12%	10%	7%	11%	13%	13%	6%	12%	34%	4%	12%	12%	4%	8%	16%			
She would be a strong leader	114	65	49	41	33	80	8	20	23	17	39	102	3	4	71	43	75	39	55	19	20	20	23	47	23	91	45	16	8	15	7	41	0		
	10%	12%	9%	12%	9%	9%	9%	7%	8%	14%	17%	5%	4%	10%	5%	12%	8%	15%	8%	9%	7%	9%	17%	16%	9%	34%	5%	9%	11%	6%	10%	13%			
She has experience as a government minister	106	55	50	29	27	40	90	25	17	33	38	6	6	60	46	77	29	41	65	21	24	20	36	16	90	38	25	13	12	6	33	53			
	9%	10%	9%	7%	11%	8%	9%	6%	12%	12%	12%	6%	9%	10%	10%	12%	6%	11%	8%	10%	8%	7%	13%	11%	9%	22%	7%	15%	9%	5%	8%	14%			
She is in touch with what real people think	94	45	48	33	26	35	82	23	19	24	18	8	4	50	44	47	27	35	59	23	21	15	30	15	79	33	22	5	9	6	30	41			
	8%	8%	8%	10%	7%	8%	8%	8%	8%	9%	11%	13%	4%	7%	10%	10%	5%	10%	8%	10%	7%	6%	11%	10%	8%	20%	7%	6%	10%	7%	11%				
Her policies would create wealth in Britain	89	58	31	27	27	35	81	11	18	31	21	5	4	55	33	58	30	44	45	8	19	23	32	12	76	33	19	11	11	5	33	36			
	8%	10%	5%	8%	7%	8%	7%	4%	6%	12%	14%	8%	8%	7%	9%	8%	6%	12%	6%	3%	6%	8%	12%	8%	19%	6%	13%	8%	5%	8%	10%				
She would improve public services like the NHS	87	46	41	22	24	81	20	20	18	22	18	7	3	62	25	64	23	40	47	4	21	23	37	19	68	27	29	6	6	4	25	36			
	8%	8%	7%	12%	6%	5%	7%	7%	6%	8%	11%	13%	3%	9%	5%	10%	4%	11%	6%	2%	7%	8%	14%	13%	7%	16%	8%	6%	5%	3%	6%	10%			
She would reverse net zero policies	83	53	30	33	29	31	74	16	19	21	36	6	5	55	18	53	30	31	52	8	17	30	24	14	69	30	21	5	24	4	23	45			
	7%	10%	5%	7%	6%	7%	7%	6%	6%	8%	10%	11%	5%	8%	6%	8%	6%	8%	7%	4%	9%	7%	9%	10%	7%	12%	6%	6%	6%	18%	4%	6%	12%	0	
She represents real change for the country	81	40	41	32	28	21	76	12	14	22	22	6	6	50	31	53	28	37	44	12	17	16	32	18	63	23	17	10	6	8	31	23			
	7%	7%	7%	9%	6%	5%	7%	7%	4%	5%	8%	14%	10%	6%	7%	7%	8%	6%	10%	6%	5%	6%	12%	12%	6%	14%	5%	5%	7%	7%	7%	6%			
The Conservatives have talented people that would form a competent government	78	47	32	27	15	36	66	14	19	24	13	5	3	44	35	50	20	36	41	17	16	20	22	30	68	36	14	8	8	4	29	37			
	7%	8%	6%	8%	4%	8%	6%	5%	6%	9%	8%	9%	3%	6%	8%	8%	6%	10%	5%	7%	5%	8%	7%	7%	21%	14%	4%	9%	6%	4%	7%	10%			
Britain would be stronger abroad	76	36	40	30	27	18	71	12	15	18	16	12	3	52	24	53	23	37	39	7	13	26	29	13	63	21	26	5	2	-	24	29			
	7%	7%	7%	9%	7%	4%	7%	4%	5%	7%	10%	21%	4%	8%	5%	8%	5%	10%	5%	3%	4%	9%	11%	9%	6%	12%	8%	6%	6%	2%	-	6%	8%		
People like me would pay less tax	74	44	30	19	23	33	64	22	20	19	35	3	4	46	18	47	37	28	46	17	11	15	27	8	65	24	16	8	13	6	27	38			
	6%	8%	5%	6%	7%	6%	7%	6%	4%	7%	7%	10%	6%	4%	7%	6%	5%	8%	6%	7%	4%	5%	10%	5%	7%	14%	5%	9%	10%	5%	6%	10%			
She would bring the country together	71	36	34	32	21	18	67	12	15	15	18	8	3	50	22	53	18	42	29	4	20	15	29	15	56	23	18	4	8	4	26	24			
	6%	6%	6%	9%	6%	4%	6%	5%	5%	6%	11%	14%	3%	7%	5%	8%	4%	12%	4%	2%	6%	6%	11%	10%	6%	13%	5%	5%	6%	4%	6%	6%			
She would help people out of poverty	64	37	26	27	21	16	62	15	9	19	16	3	3	42	17	41	21	34	30	4	16	16	26	16	48	21	20	4	10	1	22	29			
	6%	7%	4%	8%	6%	4%	6%	6%	3%	7%	10%	6%	2%	7%	4%	6%	5%	9%	4%	2%	5%	6%	10%	11%	5%	12%	5%	6%	4%	7%	1%	8%			
Other (Please Specify)	14	8	5	-	9	4	14	3	3	5	8	-	1	2	10	4	6	7	6	2	3	5	3	3	12	5	4	1	2	4	7	5			
	1%	1%	1%	-	3%	1%	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	3	1%	1%	1%	1%	1%	1%	2%	1%	1%			
None of these	467	238	216	107	146	214	439	126	116	116	90	55	26	254	212	258	200	132	335	98	137	116	86	45	418	44	144	185	47	44	59	211	346		
	41%	43%	38%	32%	39%	48%	41%	47%	39%	34%	33%	47%	54%	43%	47%	40%	41%	43%	44%	40%	44%	42%	32%	30%	42%	34%	34%	34%	34%	34%	30%	38%			
Don't know	246	71	169	84	87	74	240	62	80	49	27	9	19	154	92	116	130	57	188	51	65	56	45	32	208	25	46	12	29	19	69	59			
	21%	13%	29%	23%	24%	17%	22%	23%	26%	18%	17%	17%	20%	22%	20%	18%	20%	16%	24%	23%	21%	20%	17%	22%	21%	14%	14%	14%	14%	22%	17%	16%	16%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/G - I/g/h/I/j/k - l/m - n/o - p/q - r/s/t/u - v/w - x/y/A/B/C - D/E  
Overlap formulae used. \* small base

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.



24-080497-3D - CONSERVATIVE LEADERSHIP  
20TH - 20TH JUL 2025  
PUBLIC  
IPSO5

29 Jul 2025

Table 3D  
Q38 - Which of the following, if any, do you would be the main negatives if Kemi Badenoch became Prime Minister?  
Base: All GB adults aged 16+

		GENDER			AGE					REGION								WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE		
		TOTAL	MAN	WOMAN	16-34	35-44	45-64	65-74	75+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £10999	£10000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	1150	563	589	314	314	304	218	244	244	299	217	217	81	89	511	639	217	411	646	504	217	277	304	364	169	746	170	346	117	44	117	114	114	114					
WEIGHTED BASE	1150	513	637	319	319	413	103	210	100	210	217	118*	81*	81*	611	411	217	411	611	511	217	311	217	210	161	711	171	119	87*	117*	117*	411	117						
The Conservatives can't be trusted after their previous record running the country	344	170	162	69	113	162	320	88	77	74	50	17	39	193	151	201	143	111	233	66	98	87	68	30	312	19	150	34	46	51	168	117							
	30%	31%	28%	20%	31%	37%	30%	33%	26%	28%	31%	30%	40%	28%	33%	31%	28%	30%	30%	30%	33%	32%	25%	30%	31%	11%	44%	39%	35%	45%	40%	31%							
She is out of touch with what real people think	296	159	129	68	88	141	273	72	78	56	39	14	39	149	146	174	122	98	198	50	82	81	64	29	263	24	117	24	31	51	157	102							
	28%	29%	22%	20%	24%	32%	25%	26%	26%	21%	21%	23%	40%	22%	32%	27%	24%	27%	25%	23%	27%	30%	24%	20%	26%	14%	35%	28%	24%	45%	32%	27%							
There is not enough talent in the Conservative party to form a competent government	287	154	129	58	78	151	255	70	70	65	38	12	33	151	136	186	101	95	192	55	78	71	62	22	262	28	118	31	24	41	134	110							
	25%	28%	22%	17%	21%	34%	24%	24%	26%	23%	24%	24%	21%	34%	22%	30%	29%	20%	26%	25%	25%	26%	23%	15%	26%	17%	35%	36%	19%	37%	31%	29%							
Her policies would favour the rich too much	285	159	118	60	81	144	260	70	66	62	44	9	35	146	139	166	119	91	194	57	79	73	56	31	251	22	128	31	21	48	154	84							
	25%	29%	21%	18%	22%	33%	24%	26%	22%	23%	28%	17%	33%	21%	31%	26%	24%	23%	25%	26%	26%	27%	21%	21%	25%	13%	38%	36%	16%	42%	36%	22%							
She doesn't care about the poor	259	136	111	65	85	130	243	63	57	61	37	10	32	139	120	155	104	82	177	48	78	64	59	22	234	10	122	30	15	48	136	74							
	23%	25%	19%	19%	23%	29%	32%	23%	18%	19%	23%	24%	18%	32%	20%	26%	24%	21%	22%	23%	22%	26%	23%	22%	15%	24%	6%	36%	34%	11%	42%	32%	20%						
She would be a weak leader	257	134	120	59	75	133	230	68	65	52	29	16	34	142	115	149	107	82	175	53	68	63	48	19	236	28	96	25	35	37	114	97							
	22%	24%	21%	15%	20%	30%	21%	25%	22%	19%	15%	28%	34%	20%	25%	23%	21%	22%	22%	24%	22%	23%	18%	13%	24%	17%	28%	28%	26%	33%	27%	25%							
She would make the country more divided	248	129	110	65	69	114	226	48	61	60	30	9	31	125	122	149	98	85	163	33	65	72	59	21	223	11	109	30	19	43	140	61							
	22%	23%	19%	19%	18%	26%	21%	18%	30%	22%	24%	16%	32%	18%	27%	23%	20%	23%	21%	15%	21%	26%	22%	15%	22%	7%	32%	34%	15%	38%	31%	16%							
She would make public services like the NHS worse	235	126	100	64	68	104	221	55	54	49	35	11	31	129	106	145	91	84	152	34	62	62	55	20	213	9	110	21	10	47	125	58							
	20%	23%	17%	19%	18%	23%	20%	20%	18%	18%	22%	19%	31%	19%	23%	22%	18%	23%	19%	15%	20%	22%	21%	13%	21%	5%	32%	24%	8%	42%	29%	15%							
The economy would get worse	222	112	107	67	66	90	205	55	51	49	31	11	26	124	99	135	87	78	144	36	56	60	51	23	198	5	97	22	16	44	110	62							
	19%	20%	19%	20%	18%	20%	19%	20%	17%	18%	20%	19%	27%	18%	22%	21%	17%	21%	18%	16%	18%	22%	19%	16%	20%	3%	28%	25%	11%	36%	26%	16%							
She is too inexperienced as a politician	213	121	89	46	52	115	194	50	60	44	24	8	28	113	100	129	84	75	138	30	53	64	58	22	191	35	70	15	30	32	79	96							
	19%	22%	15%	13%	14%	18%	18%	19%	20%	16%	15%	14%	28%	16%	22%	20%	17%	20%	18%	13%	17%	23%	21%	15%	19%	21%	21%	17%	21%	20%	19%	25%							
She would change the country for the worse	213	117	87	61	65	86	195	55	50	40	31	10	27	117	96	127	85	72	141	37	51	64	51	17	194	10	101	16	19	38	114	57							
	19%	21%	15%	18%	18%	20%	18%	20%	17%	15%	19%	18%	27%	17%	21%	20%	17%	20%	18%	17%	17%	23%	19%	12%	20%	6%	30%	18%	15%	33%	27%	15%							
Her immigration policies would damage Britain	198	106	84	69	55	74	185	47	47	34	31	14	25	116	82	128	70	79	119	27	46	59	54	23	172	9	70	20	19	36	64	52							
	17%	19%	15%	20%	15%	17%	17%	17%	16%	15%	19%	25%	20%	17%	18%	20%	14%	22%	15%	12%	15%	21%	20%	16%	21%	5%	21%	23%	14%	32%	23%	14%							
She doesn't represent modern British values	155	86	65	45	44	67	141	32	46	32	17	7	21	86	69	94	61	53	103	26	46	38	34	14	140	7	69	17	7	29	84	37							
	13%	15%	11%	13%	12%	15%	13%	12%	15%	12%	11%	13%	21%	12%	15%	15%	12%	14%	13%	12%	15%	14%	13%	10%	14%	4%	20%	20%	5%	26%	20%	10%							
Britain would be more isolated abroad	142	78	62	42	37	63	133	35	29	35	27	2	13	76	66	88	54	58	84	24	29	43	30	12	128	12	63	9	6	27	74	32							
	12%	14%	11%	12%	10%	14%	12%	13%	10%	13%	17%	3%	14%	11%	15%	14%	11%	16%	11%	11%	9%	16%	14%	8%	13%	7%	18%	10%	5%	23%	17%	8%							
She would reverse net zero policies	138	83	51	43	39	56	129	29	28	38	22	3	18	70	68	87	52	58	80	21	37	38	36	10	128	6	57	16	7	34	77	29							
	12%	15%	9%	13%	10%	13%	12%	11%	9%	14%	14%	6%	18%	10%	13%	13%	10%	16%	10%	50%	12%	14%	13%	7%	13%	4%	17%	18%	5%	30%	18%	8%							
People like me would pay more tax	136	81	53	44	34	58	125	30	32	32	17	7	18	78	58	87	49	50	86	18	29	48	32	18	118	13	66	9	11	18	59	51							
	12%	15%	9%	13%	9%	13%	12%	11%	11%	12%	11%	12%	19%	11%	13%	14%	10%	14%	11%	8%	9%	18%	12%	12%	12%	8%	20%	11%	8%	16%	14%	13%							
Other (Please Specify)	18	6	9	2	8	7	17	*	6	6	3	1	2	13	5	6	12	6	12	5	4	5	2	2	15	3	3	3	1	4	10								
	2%	1%	1%	1%	2%	2%	2%	+	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%							
None of these	139	78	59	50	44	41	113	25	37	34	22	12	12	91	49	80	60	48	91	21	46	28	35	16	123	28	78	4	21	4	89	56							
	12%	14%	10%	15%	12%	10%	12%	9%	12%	12%	14%	20%	12%	13%	11%	12%	12%	13%	12%	11%	15%	10%	13%	11%	12%	17%	10%	4%	16%	4%	9%	15%							
Don't know	250	63	183	87	89	74	243	68	68	58	32	9	16	161	89	125	125	59	191	50	62	61	47	41	203	32	38	9	22	20	62	55							
	22%	11%	32%	26%	24%	17%	22%	25%	21%	22%	20%	16%	16%	23%	19%	19%	25%	16%	24%	23%	20%	22%	17%	26%	20%	19%	11%	10%	17%	17%	15%	15%							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - i/j/k/l/m - n/o - p/q - r/s/t/u - v/w - x/y/z/A/B/C - D/E  
Overlay formulae used. \* small base

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Table 11  
Q4 - Which of the following members of the opposition, if any, not including Leader of the Opposition Kemi Badenoch, do you remember seeing, reading or hearing something about in the past couple of weeks?  
Base: All GB adults aged 16+

	GENDER			AGE				REGION						WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-44	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1150	515	635	243	243	243	1150	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243
WEIGHTED BASE	1150	515	635	243	243	243	1150	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243	243
James Cleverly, Shadow Secretary for Housing, Communities and Local Government	291	168	119	38	75	178	252	67	57	90	38	17	22	138	153	167	124	91	200	62	81	79	54	16	234	71	87	27	41	34	124	131	
	25%	30%	21%	11%	20%	40%	22%	25%	19%	34%	24%	30%	23%	20%	34%	26%	25%	25%	26%	28%	27%	29%	20%	11%	28%	42%	26%	31%	31%	30%	29%	34%	
Robert Jenrick, Shadow Justice Secretary	193	116	73	24	61	108	166	43	33	59	32	15	10	104	89	112	81	59	134	35	51	51	45	6	186	47	63	18	34	13	84	90	
	17%	21%	13%	7%	17%	24%	15%	16%	11%	22%	20%	27%	10%	15%	20%	17%	16%	16%	17%	16%	17%	17%	17%	4%	10%	27%	10%	20%	26%	12%	20%	24%	
Prin Patel, Shadow Foreign Secretary	155	78	74	45	37	73	143	33	40	30	19	15	18	85	71	97	58	51	104	22	47	44	39	14	140	29	44	10	25	14	56	62	
	13%	14%	13%	13%	10%	16%	13%	12%	13%	11%	12%	27%	18%	12%	15%	15%	12%	14%	13%	10%	15%	16%	14%	10%	14%	17%	13%	11%	19%	12%	13%	16%	
Mel Stride, Shadow Chancellor	143	82	58	28	24	91	118	32	22	54	14	12	9	63	80	101	41	46	97	30	37	34	32	9	133	38	33	16	22	16	52	68	
	12%	13%	10%	8%	7%	21%	11%	12%	7%	16%	9%	18%	8%	9%	18%	14%	8%	12%	12%	14%	12%	12%	12%	6%	13%	27%	10%	18%	17%	15%	12%	18%	
Chris Philp, Shadow Home Secretary	72	49	24	13	18	41	60	24	10	15	15	5	3	34	38	48	24	29	44	15	19	16	17	8	64	17	20	4	16	13	35	28	
	6%	9%	4%	4%	5%	9%	6%	9%	3%	6%	10%	8%	3%	5%	8%	7%	5%	8%	6%	7%	6%	6%	6%	6%	6%	10%	6%	5%	12%	11%	8%	7%	
Laura Trott, Shadow Education Secretary	59	32	28	13	19	28	56	13	16	13	10	6	1	17	22	40	20	30	30	14	15	10	18	8	52	12	19	9	8	6	29	22	
	5%	6%	5%	4%	5%	6%	5%	5%	5%	5%	7%	11%	1%	5%	6%	4%	4%	8%	4%	6%	5%	4%	7%	5%	5%	7%	6%	10%	6%	5%	7%	6%	
Helen Whately, Shadow Work and Pensions Secretary	51	33	18	17	10	25	44	20	4	11	8	6	2	32	19	37	15	28	24	8	10	9	19	5	46	14	19	3	5	7	30	14	
	4%	6%	3%	5%	3%	6%	4%	7%	1%	4%	5%	10%	2%	5%	4%	6%	3%	8%	3%	3%	3%	3%	7%	4%	5%	8%	6%	3%	4%	6%	7%	4%	
Nickola Adams, Shadow Secretary for Environment, Food and Rural Affairs	50	30	20	15	16	19	50	8	9	11	15	4	2	32	18	30	20	23	27	6	12	17	16	4	46	5	22	4	10	6	23	20	
	4%	5%	4%	5%	4%	5%	5%	3%	3%	4%	10%	8%	2%	5%	4%	5%	4%	6%	3%	3%	4%	6%	6%	3%	5%	5%	3%	6%	4%	7%	5%	5%	
James Cartledge, Shadow Defence Secretary	40	28	11	14	17	10	40	5	8	7	18	1	2	29	11	27	13	17	23	-	12	10	18	9	32	8	14	2	4	5	15	13	
	3%	5%	2%	4%	5%	2%	4%	2%	3%	2%	11%	3%	2%	4%	2%	4%	3%	5%	3%	-	4%	4%	7%	6%	3%	4%	4%	2%	3%	5%	4%	3%	
Ed Ainger, Shadow Health and Social Care Secretary	38	24	13	17	11	10	37	9	11	7	8	1	1	26	11	35	2	26	12	5	9	8	15	12	26	8	16	2	3	6	19	10	
	3%	4%	2%	5%	3%	2%	3%	5%	4%	3%	5%	3%	1%	4%	2%	5%	*	7%	1%	2%	3%	3%	6%	8%	3%	5%	5%	2%	2%	5%	5%	3%	
Claire Cusack, Shadow Energy and Net Zero Secretary	37	18	19	10	8	19	34	5	6	9	11	3	3	22	15	20	17	13	24	5	6	11	12	3	34	10	11	2	4	2	17	13	
	3%	3%	3%	3%	2%	4%	3%	2%	2%	3%	7%	5%	3%	3%	3%	3%	3%	3%	3%	2%	2%	4%	4%	2%	3%	6%	3%	2%	3%	3%	2%	4%	3%
Andrew Griffith, Shadow Business and Trade Secretary	37	19	17	12	13	12	35	7	6	10	14	-	-	28	9	28	9	16	21	4	5	12	16	4	33	11	11	3	4	5	17	11	
	3%	3%	3%	4%	3%	3%	3%	3%	2%	4%	9%	-	-	4%	2%	4%	2%	4%	3%	2%	2%	4%	6%	2%	3%	6%	3%	4%	3%	4%	4%	3%	
Richard Holden, Shadow Transport Secretary	36	21	14	20	11	6	34	8	4	13	9	-	3	29	7	25	11	22	15	3	5	9	19	5	32	8	9	5	4	3	12	9	
	3%	4%	2%	6%	3%	1%	3%	3%	1%	5%	6%	-	3%	4%	2%	4%	2%	6%	2%	1%	2%	3%	7%	3%	3%	5%	3%	6%	3%	3%	3%	2%	
Nigel Huddleston, Shadow Culture, Media and Sport Secretary	33	26	6	29	6	3	33	10	10	5	6	1	1	26	7	28	5	23	10	4	7	1	21	10	23	6	14	2	4	4	16	7	
	3%	5%	1%	7%	2%	1%	3%	4%	3%	2%	4%	3%	1%	4%	2%	4%	1%	6%	1%	2%	2%	*	8%	7%	2%	4%	4%	2%	3%	4%	4%	2%	
Jesse Norman, Shadow Leader of the House of Commons	33	24	8	15	8	10	27	10	7	5	7	2	2	21	11	32	1	21	12	5	6	5	16	8	25	7	10	1	4	6	16	10	
	3%	4%	1%	4%	2%	2%	3%	4%	2%	2%	5%	4%	2%	3%	2%	5%	*	6%	2%	2%	2%	2%	6%	6%	2%	4%	3%	2%	3%	5%	4%	3%	
Neil O'Brien, Shadow Minister for Policy Renewal and Development	30	19	12	20	6	4	28	5	4	7	12	2	*	24	7	28	3	20	11	2	-	6	21	14	16	2	14	4	1	3	14	8	
	3%	3%	2%	6%	2%	1%	3%	2%	1%	3%	8%	3%	*	3%	1%	4%	1%	5%	1%	1%	-	2%	8%	10%	2%	1%	4%	5%	1%	3%	3%	2%	
Julia Lopez, Shadow Secretary for Science, Innovation and Technology	28	16	11	14	13	1	28	5	6	3	13	-	1	22	6	16	12	18	10	3	1	10	14	8	19	1	17	2	*	1	8	9	
	2%	3%	2%	4%	4%	*	3%	2%	2%	1%	9%	-	1%	3%	1%	2%	2%	5%	1%	1%	*	4%	5%	5%	2%	*	5%	2%	*	*	2%	2%	
Andrew Brown, Shadow Scotland Secretary	28	16	12	12	7	9	25	7	1	4	11	-	5	21	7	23	5	18	10	5	2	8	13	4	24	11	8	1	1	3	13	9	
	2%	3%	2%	4%	2%	2%	2%	3%	*	1%	7%	-	6%	3%	2%	4%	1%	5%	1%	2%	1%	3%	5%	3%	2%	6%	2%	1%	1%	1%	3%	2%	
Richard Fuller, Shadow Chief Secretary to the Treasury	27	17	8	20	5	1	26	8	4	4	7	2	3	24	3	26	1	22	5	1	1	6	19	9	18	10	10	2	*	-	13	3	
	2%	3%	1%	6%	1%	*	2%	3%	1%	2%	4%	4%	3%	3%	1%	4%	*	6%	1%	*	*	2%	7%	6%	2%	6%	3%	3%	*	-	3%	1%	
Baroness Susan Williams, Opposition Chief Whip (Lords)	27	20	7	15	5	6	27	6	7	5	6	2	1	18	9	22	5	16	11	3	6	2	12	9	18	5	10	1	3	5	13	5	
	2%	4%	1%	4%	1%	2%	2%	2%	2%	2%	4%	3%	1%	3%	2%	3%	1%	4%	1%	1%	2%	1%	5%	6%	2%	3%	3%	1%	2%	4%	3%	1%	
Alex Burghall, Shadow Chancellor of the Duchy of Lancaster and Shadow Northern Ireland Secretary	26	19	7	16	8	3	26	7	6	2	10	-	1	22	4	18	8	19	7	3	3	7	11	5	21	4	10	*	7	1	11	11	
	2%	4%	1%	5%	2%	1%	2%	2%	2%	1%	7%	-	1%	3%	1%	3%	2%	5%	1%	1%	1%	3%	4%	3%	2%	2%	3%	*	5%	1%	1%	3%	
Rebecca Harris, Opposition Chief Whip (Commons)	25	15	9	13	10	2	25	5	5	4	11	-	*	20	5	17	8	18	7	-	4	7	15	5	20	5	9	3	1	1	11	8	
	2%	3%	2%	4%	3%	*	2%	2%	2%	1%	7%	-	*	3%	1%	3%	2%	5%	1%	-	1%	2%	8%	6%	3%	2%	3%	3%					



Table 12  
Q5 - Which of the following, if any, do you think would do the best job as leader of the Conservative party?

Base: All GB adults aged 16+

		GENDER		AGE					REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	1150	563	589	314	403	348	1100	243	259	217	159	81	89	575	575	737	613	648	602	117	277	205	360	169	746	170	388	64	117	124	414	34				
WEIGHTED BASE	1150	553	597	310	489	432	1052	230	100	232	118	85	88	658	492	655	164	695	783	121	305	275	250	165	783	171	389	67	112	111	425	165				
Boris Johnson, Former Prime Minister	99	55	43	28	31	40	89	23	28	32	8	4	4	54	44	51	48	27	71	18	28	29	20	9	89	29	26	3	18	5	17	56				
	9%	10%	7%	8%	8%	9%	8%	8%	9%	12%	5%	7%	4%	8%	10%	8%	10%	7%	9%	8%	9%	11%	7%	6%	9%	17%	8%	3%	14%	5%	4%	15%				
Rishi Sunak, Leader of the Conservative party	82	51	30	40	18	24	77	21	14	27	14	2	3	61	21	54	28	44	38	12	14	19	38	17	65	27	32	3	8	2	29	36				
	7%	9%	5%	12%	5%	5%	7%	8%	5%	10%	9%	4%	3%	9%	5%	8%	5%	12%	5%	5%	4%	7%	14%	11%	7%	16%	9%	4%	6%	1%	7%	9%				
Rory Stewart, Former Conservative MP	67	31	35	9	23	35	59	11	16	20	11	3	6	41	26	43	24	25	42	13	15	16	17	3	64	6	35	7	*	14	48	10				
	6%	6%	6%	3%	6%	8%	5%	4%	5%	7%	7%	5%	6%	6%	6%	7%	5%	7%	5%	6%	5%	6%	6%	2%	6%	4%	10%	9%	*	13%	11%	3%				
Robert Jenrick, Shadow Lord Chancellor	54	36	18	10	14	30	48	16	13	13	4	6	2	31	23	40	14	36	39	7	11	14	21	5	49	14	6	5	25	1	16	32				
	5%	7%	3%	3%	4%	7%	4%	6%	4%	5%	3%	11%	2%	5%	5%	6%	3%	4%	5%	3%	4%	5%	8%	3%	5%	8%	2%	6%	19%	1%	4%	8%				
James Cleverly, Shadow Secretary for Housing, Communities, Local Government	48	24	23	7	17	24	44	14	8	11	9	3	2	29	19	30	18	16	32	14	12	9	13	12	36	13	11	10	4	4	20	19				
	4%	4%	4%	2%	5%	5%	4%	5%	3%	4%	5%	6%	2%	4%	4%	5%	3%	4%	4%	6%	4%	3%	5%	8%	4%	8%	3%	11%	3%	4%	5%	5%				
Reeshma Patel, Former Prime Minister	43	21	19	19	12	12	40	8	9	11	7	6	2	27	15	31	12	19	23	7	16	5	13	7	35	16	11	5	4	-	13	20				
	4%	4%	3%	6%	3%	3%	4%	3%	3%	4%	5%	11%	2%	4%	3%	5%	2%	5%	3%	3%	5%	2%	5%	5%	4%	10%	3%	3%	3%	-	3%	5%				
Jeremy Hunt, Conservative MP	40	24	14	11	12	17	38	5	11	11	8	1	4	25	15	25	15	16	24	5	12	9	12	7	32	7	12	3	1	7	16	14				
	3%	4%	2%	3%	3%	4%	3%	2%	4%	4%	5%	1%	4%	4%	3%	4%	3%	4%	3%	2%	4%	3%	5%	4%	3%	4%	4%	4%	4%	1%	6%	4%				
Tom Tugendhat, Conservative MP	34	22	12	7	15	13	31	5	4	14	6	*	5	24	10	21	13	14	20	2	10	11	9	*	34	8	8	4	4	4	18	9				
	3%	4%	2%	2%	4%	3%	3%	2%	1%	5%	4%	*	5%	4%	2%	3%	3%	4%	3%	1%	3%	4%	3%	*	3%	5%	2%	4%	3%	4%	4%	2%				
Pris Patel, Shadow Foreign Secretary	25	13	13	9	7	10	24	3	11	6	4	-	2	16	10	11	15	6	19	10	3	6	8	6	20	7	7	3	5	2	13	8				
	2%	2%	2%	3%	2%	2%	2%	1%	4%	2%	2%	-	2%	2%	2%	2%	3%	2%	2%	4%	1%	2%	3%	4%	2%	4%	2%	3%	4%	2%	3%	2%				
Susie Brownman, Conservative MP	23	14	9	7	5	10	22	6	8	3	5	-	1	12	11	10	13	6	17	6	11	2	3	5	18	3	3	2	9	3	3	13				
	2%	3%	1%	2%	1%	2%	2%	2%	3%	1%	3%	-	1%	2%	2%	2%	3%	2%	2%	3%	4%	1%	1%	3%	2%	2%	1%	2%	7%	3%	1%	3%				
Mal Stride, Shadow Chancellor	13	11	2	6	3	4	13	2	3	3	4	1	*	7	6	6	7	4	9	2	2	3	4	3	10	2	2	2	4	3	6	5				
	1%	2%	*	2%	1%	1%	1%	1%	1%	1%	3%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	3%	3%	3%	1%				
Leana Frost, Shadow Education Secretary	12	6	6	4	7	1	12	*	2	2	6	-	2	7	5	6	7	7	5	2	2	4	4	1	11	2	4	1	-	1	7	-				
	1%	1%	1%	1%	2%	*	1%	*	1%	1%	3%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	2%	-			
Chris Philp, Shadow Home Secretary	4	3	1	1	3	1	4	1	-	-	1	-	2	3	1	3	1	3	1	*	-	-	3	1	3	-	1	-	-	-	1	1	-			
	*	1%	*	*	1%	*	*	*	-	-	1%	-	2%	*	*	1%	*	1%	*	*	*	-	1%	1%	*	*	-	*	-	-	1%	*	-			
None of them	313	144	166	80	106	127	301	84	97	57	23	14	37	173	139	166	146	82	231	69	98	68	53	29	278	10	109	29	31	39	127	99				
	27%	26%	27%	24%	29%	29%	28%	7%	11%	21%	15%	20%	37%	25%	31%	20%	29%	22%	29%	31%	32%	25%	20%	20%	28%	6%	32%	19%	24%	55%	30%	26%				
Don't know	293	96	195	103	93	97	278	70	78	57	48	14	26	182	111	149	144	81	213	55	74	81	52	43	248	28	73	13	18	26	93	59				
	25%	17%	34%	30%	23%	22%	30%	18%	18%	21%	30%	20%	17%	26%	14%	23%	29%	22%	27%	25%	34%	19%	19%	29%	20%	16%	22%	15%	14%	23%	22%	18%				

Proportions/Mean: Columns Totals (5% risk level) - 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/AA/BB - C/D/E  
Overlap formulae used: \* small base

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.



Table 13  
Q6- And if Rishi Sunak was to no longer be leader of the Conservative party, which of the following, if any, would you MOST prefer to become the next leader of the Conservative party?

Base: All GB adults aged 16+

		GENDER		AGE				REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	1150	583	565	313	403	196	1100	263	239	217	119	53	99	775	375	337	448	648	502	177	265	360	169	748	170	168	184	117	124	474	343				
WEIGHTED BASE	1150	583	565	313	403	196	1100	263	239	217	119	53	99	775	375	337	448	648	502	177	265	360	169	748	170	168	184	117	124	474	343				
Boris Johnson, Former Prime Minister	123	64	57	36	36	50	113	30	29	37	14	10	4	66	57	65	58	32	91	19	39	35	24	14	109	42	29	2	19	4	22	70			
11%	12%	10%	11%	10%	11%	10%	11%	10%	10%	14%	9%	17%	4%	9%	12%	10%	11%	9%	12%	9%	13%	13%	9%	9%	11%	24%	8%	2%	14%	AC	3%	5%	18%		
James Cleverly, Shadow Secretary for Housing, Communities, Local Government	67	36	20	10	16	40	58	14	14	19	16	1	3	42	25	42	24	25	41	15	18	12	19	11	56	24	19	8	3	10	30	33			
6%	7%	5%	3%	4%	9%	5%	6%	5%	5%	7%	10%	2%	3%	6%	5%	7%	5%	7%	5%	7%	6%	5%	7%	7%	6%	14%	6%	9%	2%	8%	7%	9%			
Rory Stewart, Former Conservative MP	61	28	32	9	19	33	56	13	11	16	11	3	7	38	24	43	19	25	36	15	16	11	14	3	58	1	39	7	*	10	43	9			
5%	5%	6%	3%	5%	7%	5%	5%	4%	3%	6%	7%	6%	7%	5%	5%	7%	4%	7%	5%	7%	5%	4%	5%	2%	6%	1%	11%	8%	*	9%	10%	2%			
Rishi Sunak, Former Prime Minister	56	23	33	20	19	18	53	10	17	12	14	*	4	34	22	36	21	26	31	5	15	8	23	21	36	21	21	4	2	2	32	15			
5%	4%	6%	6%	5%	4%	5%	4%	5%	4%	6%	9%	*	4%	5%	5%	6%	4%	7%	4%	2%	5%	3%	8%	14%	4%	12%	6%	5%	2%	2%	8%	4%			
Jeremy Hunt, Conservative MP	56	35	19	15	15	26	50	9	13	14	10	4	6	36	20	32	24	30	36	12	16	11	15	8	48	9	15	11	2	10	22	18			
5%	6%	3%	4%	4%	6%	5%	3%	4%	5%	6%	7%	6%	5%	4%	5%	5%	5%	5%	5%	5%	5%	4%	6%	5%	5%	5%	5%	12%	2%	9%	5%	5%			
Robert Jenrick, Shadow Lord Chancellor	52	34	19	4	15	33	46	14	15	11	5	6	1	27	25	34	18	13	39	9	11	13	20	1	51	18	8	3	21	1	16	34			
5%	6%	3%	1%	4%	8%	4%	4%	5%	5%	4%	3%	11%	1%	4%	5%	5%	4%	4%	5%	4%	4%	5%	7%	1%	5%	10%	2%	4%	16%	1%	4%	9%			
Tom Tugendhat, Conservative MP	41	24	16	14	15	12	35	5	6	20	6	*	4	29	12	33	7	20	21	2	7	13	19	7	33	12	11	4	4	6	18	14			
4%	4%	3%	4%	4%	3%	3%	2%	2%	7%	4%	*	4%	4%	3%	3%	5%	1%	6%	3%	1%	2%	5%	7%	5%	3%	7%	3%	5%	3%	5%	4%	4%			
Suella Brimicombe, Conservative MP	40	24	16	17	10	13	39	9	10	8	11	-	3	25	15	34	22	14	27	8	9	10	11	5	35	7	7	2	14	1	6	22			
3%	4%	3%	5%	3%	3%	4%	3%	3%	3%	7%	-	3%	4%	3%	3%	4%	4%	4%	3%	4%	3%	4%	4%	3%	4%	4%	2%	3%	11%	1%	1%	6%			
Priti Patel, Shadow Foreign Secretary	31	18	13	15	4	11	29	5	8	7	5	1	4	19	12	18	13	9	22	11	2	5	10	4	26	6	4	5	9	3	6	13			
3%	3%	2%	5%	1%	2%	3%	2%	2%	3%	2%	3%	2%	5%	3%	3%	3%	3%	2%	3%	5%	1%	2%	4%	3%	3%	4%	1%	5%	7%	3%	1%	3%			
Mai Strick, Shadow Chancellor	17	13	4	5	6	6	15	3	3	4	5	1	1	12	5	8	9	9	8	2	5	4	5	2	15	3	3	2	3	1	7	4			
1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%			
Laura Trott, Shadow Education Secretary	15	9	5	10	4	1	15	5	3	3	1	2	1	10	5	9	5	7	8	2	5	4	2	3	12	1	5	1	-	1	4	2			
1%	2%	1%	3%	1%	*	1%	2%	1%	1%	1%	*	4%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	-	*	1%	1%			
Chris Philp, Shadow Home Secretary	10	8	2	6	3	2	10	2	4	2	1	-	*	8	2	8	2	6	4	*	2	3	4	1	9	4	2	*	3	-	4	1			
1%	2%	*	2%	1%	*	1%	1%	1%	1%	1%	1%	-	*	1%	*	1%	*	2%	*	*	1%	1%	2%	1%	1%	2%	1%	*	2%	-	1%	*			
None of them	322	151	147	75	118	119	305	87	91	57	27	15	34	183	128	155	157	84	228	70	93	68	56	31	276	4	118	20	29	38	131	80			
22%	27%	20%	22%	12%	27%	20%	23%	10%	10%	17%	27%	27%	10%	24%	20%	24%	21%	21%	29%	32%	31%	25%	21%	21%	28%	2%	35%	24%	22%	13%	33%	24%			
Don't know	270	85	182	104	88	77	258	64	77	58	32	12	26	166	104	144	128	75	295	32	68	76	46	37	230	21	38	18	22	27	85	57			
23%	15%	32%	31%	24%	18%	24%	24%	24%	26%	22%	20%	22%	26%	24%	23%	22%	25%	21%	25%	23%	22%	18%	25%	25%	12%	17%	21%	16%	16%	24%	20%	15%			

Proportions/Means: Columns Tested (5% risk level) - a)/b- c)/d)/e- f)/g)/h)/i- j)/k- l)/m- n)/o- p)/q- r)/s)/t- u)/v- x)/y)/z/NC- D/E  
Overlap formulae used. \* small base

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Table 14  
Q7A - Which of the following, if either, do you think would make a better leader of the Conservative party?

Base: All GB adults aged 16+

	GENDER		AGE				REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTEG'D BASE	1150	514	635	314	483	353	1000	248	299	227	233	81	99	571	579	277	411	646	503	277	277	250	363	169	980	170	568	44	117	124	414	341
WEIGHTEG'D BASE	1150	513	637	319	519	442	1002	230	300	207	118*	85*	85*	651	495	645	754	805	784	221	305	273	259	165	993	171	593	87*	112*	113*	425	355
Kemi Badenoch	132	97	35	67	45	60	159	35	38	53	28	35	9	121	51	115	56	78	94	28	37	36	68	34	138	61	48	12	21	4	56	88
19%	18%	18%	18%	20%	12%	13%	15%	13%	13%	20%	18%	16%	7%	17%	11%	18%	11%	21%	12%	13%	12%	13%	25%	23%	14%	80%	14%	13%	16%	3%	13%	18%
Robert Jenrick	167	107	59	68	42	76	150	37	42	45	25	35	8	89	78	111	56	62	255	23	48	34	54	17	150	38	42	25	27	26	64	79
19%	19%	19%	19%	14%	12%	17%	14%	14%	14%	14%	16%	16%	9%	13%	17%	17%	11%	17%	13%	11%	16%	12%	20%	12%	15%	22%	13%	17%	26%	14%	15%	21%
No difference between the two	213	151	110	42	69	102	188	54	61	43	33	6	16	129	84	109	104	51	162	59	52	56	35	20	190	31	74	19	27	23	75	93
19%	18%	18%	19%	12%	19%	23%	17%	20%	20%	16%	21%	11%	16%	19%	18%	17%	21%	14%	21%	26%	17%	20%	14%	14%	19%	18%	22%	22%	20%	20%	18%	24%
Neither would make a good leader	332	166	164	77	118	137	322	87	90	66	35	13	42	190	142	170	162	100	232	63	99	83	60	37	293	21	124	25	31	47	149	93
29%	30%	27%	23%	32%	31%	30%	32%	30%	25%	22%	24%	43%	48%	27%	31%	26%	32%	27%	30%	28%	32%	30%	22%	25%	29%	12%	37%	28%	24%	41%	35%	25%
Don't know	266	81	179	105	95	66	264	57	68	69	37	12	24	165	101	140	127	75	182	47	71	67	49	39	223	20	90	17	15	23	81	46
23%	13%	31%	31%	31%	30%	13%	14%	21%	23%	26%	23%	21%	24%	24%	22%	22%	23%	20%	24%	21%	23%	14%	18%	36%	22%	12%	15%	19%	12%	21%	12%	12%

Proportions/Means: Columns Tested (3% risk level) - A/B - C/A/B/S - U/G/N/V/A - I/m - A/I - P/q - I/A/A - S/W - X/Y/A/N/C - D/E  
Overlap formulae used. \* small base

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Table 15  
Q79 - Which of the following, if either, do you think would make a better leader of the Conservative party?

Base: All GB adults aged 16+

	GENDER		AGE				REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£59999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE
UNWEIGHTED BASE	1150	563	585	311	403	336	1100	288	299	257	319	93	99	775	375	737	413	648	502	177	277	365	369	169	968	170	668	84	117	124	414	341
WEIGHTED BASE	1150	563	585	311	403	336	1100	275	300	207	218	85	85	605	455	645	554	605	784	221	305	275	250	165	690	171	690	87	112	115	425	355
Kemi Badenoch	136	107	66	72	43	61	188	37	35	53	31	9	10	123	52	115	61	85	90	38	35	34	73	34	141	61	50	10	26	4	60	71
13%	13%	13%	11%	21%	12%	14%	18%	14%	12%	20%	20%	13%	10%	18%	11%	18%	12%	23%	12%	13%	11%	12%	27%	23%	14%	80%	15%	11%	20%	4%	14%	19%
James Cleverly	130	90	79	48	40	82	154	42	51	30	20	10	8	85	75	119	51	39	96	38	43	34	55	38	142	37	62	21	20	26	87	51
13%	13%	16%	14%	14%	11%	19%	14%	16%	17%	11%	18%	17%	9%	14%	16%	18%	10%	20%	12%	13%	14%	12%	20%	19%	14%	80%	18%	24%	8%	23%	20%	13%
No difference between the two	225	107	116	39	89	97	199	60	63	49	28	10	16	134	92	118	107	50	175	53	59	64	42	16	206	39	61	18	39	20	65	113
20%	19%	20%	20%	12%	24%	22%	18%	22%	21%	18%	18%	18%	16%	19%	20%	18%	21%	14%	22%	24%	19%	23%	15%	11%	21%	23%	18%	20%	30%	18%	15%	30%
Neither would make a good leader	321	170	140	75	114	133	305	69	83	72	38	15	44	184	137	163	158	88	233	67	99	76	56	33	286	20	115	24	38	43	134	102
28%	31%	24%	22%	31%	30%	28%	26%	28%	28%	27%	24%	27%	43%	27%	30%	25%	31%	24%	30%	30%	32%	28%	21%	22%	29%	12%	34%	28%	29%	58%	32%	27%
Don't know	258	79	173	106	83	69	256	42	68	64	32	13	20	118	100	131	127	69	189	46	70	67	43	36	218	17	51	14	18	20	80	43
12%	14%	10%	10%	11%	13%	10%	14%	13%	13%	14%	10%	13%	10%	13%	12%	10%	13%	13%	14%	11%	13%	16%	14%	14%	12%	10%	15%	16%	14%	17%	12%	11%

Proportions/Mean: Columns Tested (3% risk level) - A/B - C/A/B/S - U/G/N/V/A - I/m - X/Y - P/Q - I/N/U - S/W - X/Y/A/N/C - D/E  
Owing formulae used. \* small base

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Table 18  
Q7C - Which of the following, if either, do you think would make a better leader of the Conservative party?

Base: All GB adults aged 16+

	GENDER			AGE			REGION							WORKING STATUS		SOCIAL GRADE		EDUCATION		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	16-34	35-54	55+	16-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000-£49999	£50000-£59999	£60000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	1150	563	585	311	403	396	1100	288	299	257	319	93	99	775	375	737	413	648	502	177	277	267	365	369	169	968	170	808	84	117	124	418	343
WEIGHTED BASE	1150	515	635	315	450	385	1000	230	300	200	210*	85*	90*	650	450	640	510	600	550	220	300	270	250	160	990	170	640	44	110*	110*	420	350	
James Cleverly	125	97	26	56	34	84	156	36	38	46	32	30	13	99	75	126	49	80	94	28	48	33	59	31	143	42	66	19	9	22	74	83	
	15%	18%	13%	17%	9%	19%	14%	13%	13%	17%	20%	17%	13%	14%	17%	19%	10%	22%	12%	13%	16%	12%	22%	21%	14%	25%	19%	22%	6%	20%	17%	16%	
Robert Jenrick	125	96	26	55	37	83	154	37	35	29	33	34	6	84	51	87	48	56	78	13	31	32	54	36	118	42	26	10	10	38	5	47	68
	12%	17%	6%	10%	14%	11%	10%	12%	11%	15%	15%	25%	7%	12%	11%	13%	9%	15%	20%	6%	10%	12%	19%	11%	12%	24%	8%	11%	29%	5%	11%	18%	
No difference between the two	223	104	120	52	81	90	203	60	59	56	28	6	14	149	74	123	100	59	164	59	47	59	51	24	197	47	70	16	29	15	76	94	
	19%	19%	21%	15%	22%	20%	19%	22%	20%	21%	18%	11%	14%	22%	16%	19%	20%	16%	21%	27%	16%	21%	19%	16%	20%	28%	21%	19%	22%	13%	18%	25%	
Neither would make a good leader	318	166	141	81	116	121	309	77	90	65	33	14	39	181	138	156	162	91	227	68	95	82	51	31	286	13	119	23	38	46	125	104	
	28%	30%	25%	24%	31%	27%	29%	28%	30%	24%	21%	25%	40%	26%	30%	24%	32%	25%	29%	31%	31%	30%	19%	21%	29%	7%	10%	26%	28%	41%	29%	27%	
Don't know	300	91	202	114	101	84	291	71	79	71	41	12	25	182	118	154	145	80	219	52	83	70	57	45	249	27	59	19	19	25	102	52	
	26%	16%	33%	34%	17%	19%	17%	16%	16%	27%	36%	22%	36%	26%	26%	24%	29%	22%	38%	34%	27%	35%	21%	31%	29%	16%	17%	21%	14%	22%	24%	14%	

Proportions/Means: Columns Tested (3% risk level) - A/B - C/A/B/S - U/G/N/V/A - I/m - X/Y - P/Q - I/A/U/A - Z/W - X/Y/A/N/C - D/E  
Overlap formulae used. \* small base

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