Conservative Leadership
2-5 August 2024
Public
IPSOS

Table 1
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -SUMMARY TABLE

BASE: ALL GB ADULTS AGED 18+

	Keir Starmer	Kemi Badenoch	Tom Tugendhat	Mel Stride	James Cleverly	Robert Jenrick	Priti Patel	Stewart Lewis	Sarah Lewis
UNWEIGHTED BASE	1141	1141	1141	1141	1141	1141	1141	570	571
WEIGHTED BASE	1141	1141	1141	1141	1141	1141	1141	578	563
(4) A great deal	250	63	28	33	55	48	116	14	12
	22%	6%	2%	3%	5%	4%	10%	2%	2%
(3) A fair amount	498	216	167	84	244	152	398	40	34
	44%	19%	15%	7%	21%	13%	35%	7%	6%
(2) Not very much	274	247	252	206	318	252	341	65	68
	24%	22%	22%	18%	28%	22%	30%	11%	12%
(1) Heard of them but know nothing about them	73	200	192	182	239	181	191	42	70
	6%	18%	17%	16%	21%	16%	17%	7%	12%
Never heard of them	24	362	445	566	237	451	68	389	349
	2%	32%	39%	50%	21%	40%	6%	67%	62%
Don't know	21	52	58	70	48	56	27	29	30
	2%	5%	5%	6%	4%	5%	2%	5%	5%
Mean	2.84	2.2	2.05	1.94	2.14	2.11	2.42	2.16	1.93
Know a great deal/ fair amount (NET)	748	279	195	117	300	201	514	54	46
	66%	24%	17%	10%	26%	18%	45%	9%	8%
Know about (NET)	1023	526	447	323	618	453	855	118	114
	90%	46%	39%	28%	54%	40%	75%	20%	20%
Heard of (NET)	1096	726	638	505	857	634	1046	160	185
	96%	64%	56%	44%	75%	56%	92%	28%	33%

Table 2

Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Keir Starmer

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	250	151	94	32	50	33	45	90	82	78	90	153	97	158	92	58	59	54	43	11	25
	22%	27% b	16%	26%	26%	18%	24%	20%	26%	21%	20%	24%	19%	23%	21%	22%	20%	20%	27%	19%	26%
(3) A fair amount	498	246	249	44	81	71	85	217	125	156	217	278	221	303	195	110	125	118	69	27	50
	44%	45%	43%	37%	41%	38%	45%	48% ce	40%	41%	48% h	43%	44%	43%	44%	41%	42%	45%	44%	48%	50%
(2) Not very much	274	114	156	26	32	49	44	123	58	93	123	149	125	162	113	63	82	66	33	11	19
	24%	21%	27% a	22%	17%	26% d	23%	27% d	18%	25%	27% h	23%	25%	23%	26%	24%	27%	25%	21%	20%	20%
(1) Heard of them but know nothing about them	73	26	45	8	18	24	10	15	26	33	15	38	36	54	19	29	17	15	6	4	4
	6%	5%	8%	6%	9% g	13% fg	5%	3%	8% j	9% j	3%	6%	7%	8%	4%	11% pr	6%	6%	4%	6%	4%
Never heard of them	24	8	16	6	9	6	2	-	16	9	-	10	14	14	11	5	10	5	3	1	-
	2%	1%	3%	5% fg	5% g	3% g	1% g	-	5% j	2% j	-	2%	3%	2%	2%	2%	3%	2%	2%	2%	-
Don't know	21	6	15	4	5	4	3	4	9	7	4	12	8	11	10	3	6	5	3	3	-
	2%	1%	3%	3%	3%	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	5% t	-
Mean	2.84	2.97 b	2.72	2.91 e	2.9 e	2.64	2.9 e	2.86 e	2.91	2.78	2.86	2.88	2.79	2.83	2.86	2.76	2.8	2.83	3 o	2.86	2.97
Know a great deal/ fair amount (NET)	748	397	342	76	131	104	130	307	207	235	307	431	318	461	288	167	185	171	112	38	75
	66%	72% b	60%	63%	67% e	56%	69% e	68% e	66%	62%	68%	67%	63%	66%	65%	63%	62%	65%	71%	68%	76% op
Know about (NET)	1023	511	499	102	163	154	174	430	265	328	430	580	443	622	400	231	267	237	144	49	95
	90%	93% b	87%	85%	84%	82%	92% cde	96% cde	84%	87%	96% hi	91%	88%	89%	91%	86%	89%	91%	92%	87%	96% o
Heard of (NET)	1096	537	544	109	181	177	183	445	291	361	445	618	479	676	420	260	283	252	150	53	99
	96%	97% b	95%	91%	93%	94%	97% c	99% cde	92%	96%	99% hi	97%	95%	96%	95%	97%	95%	96%	96%	94%	100% ps

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

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 3
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Keir Starmer

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	250	98	152	200	43	26	123	17	27	28	111	80	109	90	130	166	58	65	171	52	22	58	125
	22%	27% b	20%	20%	29% c	13%	33% egh	18%	21%	26% e	27% k	19%	34% mnor	27% o	25% o	21%	31% no	29% o	27% o	29% o	42% v	37% v	29%
(3) A fair amount	498	166	333	438	58	100	158	51	62	47	193	208	142	135	218	358	82	79	264	74	20	66	199
	44%	45%	43%	45%	39%	53% f	42%	54%	46%	42%	46%	49%	45% q	41% q	41% q	45% q	44% q	35%	41% q	40%	38%	42%	46%
(2) Not very much	274	78	196	245	26	55	68	20	38	27	91	105	52	58	122	194	33	51	138	43	7	24	78
	24%	21%	25%	25%	17%	29% f	18%	21%	29% f	24%	22%	25%	16%	18%	23% lmp	24% lmp	17%	23% lm	22% lm	23% l	14%	15%	18%
(1) Heard of them but know nothing about them	73	16	57	64	10	9	14	2	4	4	9	24	9	20	26	57	9	17	40	4	2	4	22
	6%	4%	7%	7%	7%	5%	4%	2%	3%	3%	2%	6% j	3%	6% ls	5% l	7% lns	5%	8% ls	6% ls	2%	3%	3%	5%
Never heard of them	24	5	19	14	8	1	5	3	-	6	11	3	4	17	19	15	5	7	15	7	-	3	9
	2%	1%	2%	1%	5% c	*	1%	3%	-	5% efh	3%	1%	1%	5% lor	4% lor	2%	3%	3%	2%	4% l	-	2%	2%
Don't know	21	4	17	16	5	-	6	1	2	-	3	3	1	8	11	13	1	6	11	4	1	2	4
	2%	1%	2%	2%	3%	-	2%	2%	1%	-	1%	1%	*	3% l	2% l	2% l	1%	3% l	2% l	2%	2%	1%	1%
Mean	2.84	2.96 b	2.79	2.82	2.98 c	2.75	3.08 eh	2.93	2.86	2.95	3 k	2.83	3.12 mno qr	2.98 o	2.91 o	2.82	3.05 nor	2.9	2.92 o	3.01 o	3.22	3.17 v	3.01
Know a great deal/ fair amount (NET)	748	263	485	638	101	126	281	69	89	75	304	288	251	224	348	524	141	144	435	126	42	124	324
	66%	72% b	63%	65%	68%	66%	75%	72%	67%	68%	73%	68%	79% mnoq rs	69%	66%	65%	75% noqr	64%	68%	69%	80%	79%	74%
Know about (NET)	1023	341	682	883	127	181	348	89	127	102	395	393	303	282	470	717	174	195	574	168	49	147	402
	90%	93% b	88%	90%	85%	95%	93%	93%	96%	92%	94%	93%	95% mnop qrs	86%	89% m	89%	92% mq	87%	90% m	92% m	95%	94%	92%
Heard of (NET)	1096	357	739	947	137	190	362	91	131	105	404	417	312	302	496	775	182	213	614	173	51	151	424
	96%	97%	95%	97% d	92%	100% gi	97%	96%	99%	95%	97%	99%	98% mnoq rs	92%	94%	97% mn	97% m	94%	96% mn	94%	98%	97%	97%

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
Overlap formulae used. * small base

Table 4
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Kemi Badenoch

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	AGE 18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING STATUS WORKING (m)	NOT WORKING (n)	GOVERNMENT OFFICE REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	63	45	18	9	16	9	11	17	25	21	17	46	17	50	13	15	9	12	19	5	2
	6%	8% b	3%	7%	8% g	5%	6%	4%	8% j	5%	4%	7% l	3%	7% n	3%	6%	3%	5%	27% opqt	8%	2%
(3) A fair amount	216	132	83	17	35	35	29	100	52	63	100	155	61	132	84	40	52	45	42	8	29
	19%	24% b	14%	14%	18%	18%	15%	22%	17%	17%	22%	24% l	12%	19%	19%	15%	17%	17%	27% op	14%	29% opq
(2) Not very much	247	118	123	26	34	34	40	113	60	74	113	145	102	138	109	60	62	51	32	20	24
	22%	21%	21%	22%	17%	18%	21%	25%	19%	20%	25%	23%	20%	20%	25%	22%	21%	19%	20%	35% pqr	24%
(1) Heard of them but know nothing about them	200	94	104	16	22	27	45	91	38	71	91	106	94	120	81	56	52	51	15	5	21
	18%	17%	18%	13%	11%	14%	24% cde	20% d	12%	19% h	20% h	17%	19%	17%	18%	21% r	17%	19% r	10%	9%	21% r
Never heard of them	362	147	212	43	78	73	50	118	122	123	118	164	199	236	126	90	106	86	42	16	23
	32%	27%	37% a	36% g	40% fg	39% fg	26%	26%	39% j	33%	26%	26%	40% k	34%	29%	34%	35% t	33%	27%	28%	23%
Don't know	52	16	36	8	9	10	15	10	18	25	10	23	29	26	26	6	19	17	6	3	1
	5%	3%	6% a	7% g	5%	5%	8% g	2%	6% j	7% j	2%	4%	6%	4%	6%	2%	6%	7% ot	4%	5%	1%
Mean	2.2	2.33 b	2.05	2.28	2.42 fg	2.25	2.05	2.14	2.37 ij	2.15	2.14	2.31 l	2	2.25	2.11	2.09	2.1	2.12	2.6 opq t	2.32	2.18
Know a great deal/ fair amount (NET)	279	177	101	26	51	44	40	117	78	84	117	201	78	181	98	56	61	57	61	12	31
	24%	32% b	18%	22%	26%	23%	21%	26%	25%	22%	26%	31% l	16%	26%	22%	21%	20%	22%	39% opqs	22%	32% p
Know about (NET)	526	295	224	53	85	78	80	231	138	157	231	346	180	319	207	115	123	108	92	32	55
	46%	54% b	39%	44%	44%	41%	42%	51%	44%	42%	51% i	54% l	36%	46%	47%	43%	41%	41%	59% opq	57% pq	56% pq
Heard of (NET)	726	389	327	69	107	104	124	321	176	229	321	452	274	439	287	171	175	159	108	37	76
	64%	71% b	57%	57%	55%	56%	66%	71% cde	56%	61%	71% hi	71% l	55%	63%	65%	64%	58%	61%	69%	66%	76% opq

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
Overlap formulae used. * small base

Table 5
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Kemi Badenoch

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	63	32	31	45	17	8	26	6	8	9	27	21	40	30	39	42	19	20	47	20	5	22	40
	6%	9%	4%	5%	11%	4%	7%	6%	6%	8%	6%	5%	13%	9%	8%	5%	10%	9%	7%	11%	10%	14%	9%
		b			c								nor	o	o		o	o	o	o		v	
(3) A fair amount	216	91	125	181	32	42	87	25	23	27	104	77	86	56	85	147	35	37	140	31	17	54	125
	19%	25%	16%	19%	21%	22%	23%	26%	17%	24%	25%	18%	27%	17%	16%	18%	19%	17%	22%	17%	33%	35%	29%
		b									k		mnop qrs						mnoq				
(2) Not very much	247	90	157	212	32	51	77	22	36	27	95	102	62	65	97	158	45	42	126	39	6	25	102
	22%	25%	20%	22%	22%	27%	21%	23%	27%	24%	23%	24%	20%	20%	18%	20%	24%	19%	20%	21%	12%	16%	23%
																	n						u
(1) Heard of them but know nothing about them	200	42	158	179	19	34	74	11	25	14	71	92	45	38	79	147	30	29	102	32	5	8	59
	18%	12%	20%	18%	13%	18%	20%	12%	19%	13%	17%	22%	14%	12%	15%	18%	16%	13%	16%	17%	9%	5%	14%
			a												m	lmnq			m	m			u
Never heard of them	362	95	267	320	39	50	96	26	38	33	111	116	78	114	198	270	52	82	198	56	17	42	98
	32%	26%	35%	33%	26%	26%	26%	27%	29%	30%	27%	27%	25%	38%	38%	34%	27%	36%	31%	30%	33%	27%	22%
			a											lp s	lopr	l		lp	l				
Don't know	52	16	36	40	10	5	12	5	3	-	9	15	6	23	28	38	7	15	27	7	2	4	12
	5%	4%	5%	4%	7%	3%	3%	6%	3%	-	2%	4%	2%	7%	5%	5%	4%	6%	4%	4%	4%	3%	3%
								i						lr	l	l		l	l				
Mean	2.2	2.44	2.06	2.15	2.46	2.18	2.25	2.4	2.15	2.41	2.29	2.09	2.52	2.42	2.28	2.17	2.32	2.38	2.31	2.31	2.71	2.82	2.45
		b			c						k		nop rs	no	o		o	o	o			v	
Know a great deal/ fair amount (NET)	279	123	156	226	49	50	114	31	31	36	131	98	126	87	125	189	54	58	186	50	22	76	165
	24%	34%	20%	23%	33%	26%	31%	32%	23%	33%	31%	23%	40%	26%	24%	24%	29%	26%	29%	27%	43%	49%	38%
		b			c						k		mnop qrs						no			v	
Know about (NET)	526	213	313	437	81	102	191	53	67	63	226	200	188	151	221	347	99	100	312	89	29	102	267
	46%	58%	40%	45%	54%	53%	51%	55%	50%	57%	54%	47%	59%	46%	42%	43%	52%	44%	49%	48%	55%	65%	61%
		b			c								mnoq rs				no		no				
Heard of (NET)	726	255	471	616	101	136	265	64	92	77	297	292	233	189	300	494	129	129	414	121	33	110	326
	64%	70%	61%	63%	67%	71%	71%	67%	69%	70%	71%	69%	73%	58%	57%	62%	69%	57%	65%	66%	64%	71%	75%
		b											mnoq rs			n			mnq	mnq			

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
Overlap formulae used. * small base

Table 6
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Tom Tugendhat

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE					WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	28	19	8	7	6	4	5	5	14	9	5	22	6	21	7	8	1	6	9	1	3
	2%	3%	1%	6% g	3%	2%	2%	1%	4% j	2%	1%	3% l	1%	3%	2%	3% p	*	2%	6% p	2%	3%
(3) A fair amount	167	109	57	21	37	21	21	67	58	42	67	109	58	111	56	35	31	38	34	10	20
	15%	20% b	10%	17%	19%	11%	11%	15%	18% i	11%	15%	17% l	11%	16%	13%	13%	10%	14%	22% op	18%	20% p
(2) Not very much	252	130	119	24	36	33	40	119	60	73	119	163	89	142	110	53	65	58	36	16	22
	22%	24%	21%	20%	19%	17%	21%	26% e	19%	19%	26% hi	25% l	18%	20%	25%	20%	22%	22%	23%	29%	23%
(1) Heard of them but know nothing about them	192	97	93	12	24	23	28	105	36	51	105	100	92	110	82	45	60	36	18	8	23
	17%	18%	16%	10%	12%	12%	15%	23% cdef	11%	14%	23% hi	16%	18%	16%	19%	17%	20%	14%	12%	15%	23% r
Never heard of them	445	173	265	49	77	94	82	143	126	176	143	218	227	288	157	117	121	106	51	19	31
	39%	31%	46% a	41%	40%	50% g	43% g	32%	40% j	47% j	32%	34%	45% k	41%	36%	44%	40%	40%	33%	33%	31%
Don't know	58	23	33	7	14	13	13	11	21	26	11	27	30	29	29	9	21	18	8	1	-
	5%	4%	6%	6% g	7% g	7% g	7% g	2%	7% j	7% j	2%	4%	6%	4%	7%	3%	7% t	7% t	5%	3%	-
Mean	2.05	2.14 b	1.93	2.38 fg	2.25 g	2.08	2.02	1.91	2.3 ij	2.05	1.91	2.13 l	1.91	2.11 n	1.95	2.03	1.83	2.09 p	2.35 opt	2.13	2.03
Know a great deal/ fair amount (NET)	195	128	65	28	44	25	26	72	72	51	72	131	64	132	63	42	32	43	43	12	22
	17%	23% b	11%	23% ef	22% ef	13%	14%	16%	23% ij	13%	16%	21% l	13%	19%	14%	16%	11%	17%	28% opq	21%	23% p
Know about (NET)	447	258	183	52	80	58	66	191	132	124	191	294	152	274	173	96	97	102	79	28	45
	39%	47% b	32%	43% e	41%	31%	35%	42% e	42% i	33%	42% i	46% l	30%	39%	39%	36%	32%	39%	51% opq	50% p	45% p
Heard of (NET)	638	355	276	63	104	81	94	296	167	175	296	394	244	384	255	141	157	138	98	36	68
	56%	64% b	48%	53%	53%	43%	50%	66% cdef	53%	47%	66% hi	62% l	49%	55%	58%	53%	53%	53%	62%	64%	69% opq

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
Overlap formulae used. * small base

Table 7
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Tom Tugendhat

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	EDUCATION NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNICITY ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	234	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	28	17	11	14	12	3	12	3	1	4	14	7	21	12	20	21	9	8	22	12	8	12	21
	2%	5% b	1%	1%	8% c	2%	3%	4%	1%	3%	3%	2%	7% mnoqr	4%	4%	3%	5%	3%	3%	6% or	15% v	8%	5%
(3) A fair amount	167	76	91	144	22	34	72	14	13	22	76	56	81	65	81	117	36	40	116	35	9	41	97
	15%	21% b	12%	15%	15%	18%	19% h	14%	10%	20%	18%	13%	26% mnopqr	20% no	15%	15%	19%	18%	18% o	19%	17%	26%	22%
(2) Not very much	252	87	164	218	28	45	91	28	28	28	113	93	75	66	92	152	46	49	134	28	9	39	124
	22%	24%	21%	22%	19%	24%	25%	29%	21%	26%	27%	22%	24% nos	20%	17%	19%	24% ns	22%	21% n	15%	18%	25%	28%
(1) Heard of them but know nothing about them	192	47	145	175	15	41	65	9	28	16	54	97	32	35	67	136	21	17	83	27	7	16	61
	17%	13%	19% a	18% d	10%	21% g	17%	10%	21%	14%	13%	23% j	10%	11%	13% q	17% lmnp qr	11%	8%	13% q	15% q	13%	10%	14%
Never heard of them	445	121	324	388	53	62	118	35	57	40	151	151	102	124	237	334	67	94	253	75	17	44	124
	39%	33%	42% a	40%	35%	32%	32%	36%	43%	36%	36%	36%	32% l	38% lmpr	45% l	42% l	35%	42% l	40% l	41% l	33%	28%	28%
Don't know	58	18	40	37	19	5	15	6	6	-	9	18	7	25	28	42	10	17	33	7	2	4	10
	5%	5%	5%	4%	13% c	3%	4% i	7% i	4%	-	2%	4%	2%	8% lr	5% l	5% l	5% l	8% l	5% l	4%	3%	2%	2%
Mean	2.05	2.28 b	1.92	2	2.4 c	2	2.13 h	2.21 h	1.83	2.2 h	2.19 k	1.9	2.43 mno r	2.31 o	2.21 o	2.06	2.29 o	2.34 o	2.22 o	2.32 o	2.54	2.46 v	2.26
Know a great deal/ fair amount (NET)	195	93	102	159	35	37	84	17	15	26	90	63	102	77	102	139	45	48	138	47	17	54	118
	17%	25% b	13%	16%	23%	20%	22% h	18%	11%	24% h	21% k	15%	32% mnopqr	24% no	19%	17%	24% o	21%	22% o	26% no	33%	34% v	27%
Know about (NET)	447	181	266	377	63	83	175	45	43	55	203	157	177	143	194	291	91	97	272	75	26	92	242
	39%	49% b	34%	39%	42%	43%	47% h	47%	32%	49% h	49% k	37%	56% mnop qrs	44% no	37%	36%	48% no	43% no	42% no	41%	51%	59%	56%
Heard of (NET)	638	227	411	552	78	123	240	54	71	71	258	254	209	178	260	427	112	114	354	102	33	108	303
	56%	62% b	53%	57%	52%	65%	64%	57%	53%	64%	62%	60%	66% mnoq rs	54% n	49%	53%	59% n	51%	55% n	55%	64%	69%	69%

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
Overlap formulae used. * small base

Table 8
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Mel Stride

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	33	19	14	7	10	6	5	4	17	11	4	25	8	30	3	7	1	10	9	-	6
	3%	3%	2%	6% g	5% g	3%	3%	1%	5% j	3%	1%	4%	2%	4% n	1%	2%	*	4% p	6% p	-	6% p
(3) A fair amount	84	53	31	19	25	10	5	26	44	15	26	57	27	53	31	21	14	17	18	3	12
	7%	10% b	5%	16% efg	13% efg	5%	3%	6%	14% ij	4%	6%	9%	5%	8%	7%	8%	5%	6%	12% p	5%	12% p
(2) Not very much	206	110	93	31	39	28	26	82	70	54	82	120	86	123	83	50	53	39	28	21	15
	18%	20%	16%	26% ef	20%	15%	14%	18%	22% i	14%	18%	19%	17%	18%	19%	19%	18%	15%	18%	38% opqrt	15%
(1) Heard of them but know nothing about them	182	111	66	17	26	18	35	85	43	53	85	103	79	115	67	46	49	46	20	6	15
	16%	20% b	11%	14%	14%	9%	19% e	19% e	14%	14%	19%	16%	16%	16%	15%	17%	16%	17%	13%	10%	16%
Never heard of them	566	237	322	36	80	111	103	236	116	214	236	298	268	344	222	137	153	133	72	22	49
	50%	43%	56% a	30%	41%	59% cd	55% cd	53% cd	37%	57% h	53% h	47%	53%	49%	50%	51%	51%	51%	46%	40%	49%
Don't know	70	21	49	10	14	16	14	16	24	30	16	37	33	35	35	8	30	18	9	4	2
	6%	4%	8% a	8% g	7%	8% g	7%	4%	8% j	8% j	4%	6%	7%	5%	8%	3%	10% ot	7% o	6%	7%	2%
Mean	1.94	1.93	1.96	2.23 fg	2.18 fg	2.08 fg	1.72	1.74	2.2 ij	1.88	1.74	2.01 l	1.82	2	1.83	1.9	1.72	1.91	2.21 op	1.89	2.19 p
Know a great deal/ fair amount (NET)	117	72	45	26	35	16	10	30	61	26	30	82	35	84	33	27	15	26	27	3	18
	10%	13% b	8%	22% efg	18% efg	9%	5%	7%	19% ij	7%	7%	13% l	7%	12% n	8%	10% p	5%	10% p	18% ps	5%	18% ps
Know about (NET)	323	182	138	57	74	44	36	112	131	80	112	202	121	207	116	77	68	65	56	24	33
	28%	33% b	24%	47% efg	38% efg	23%	19%	25%	42% ij	21%	25%	32% l	24%	30%	26%	29% p	23%	25%	35% p	42% pq	34%
Heard of (NET)	505	294	204	74	100	61	72	197	174	133	197	304	200	322	183	123	117	111	76	30	49
	44%	53% b	35%	62% efg	52% ef	33%	38%	44% e	55% ij	35%	44% i	48% l	40%	46%	42%	46%	39%	42%	48%	53%	49%

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
Overlap formulae used. * small base

Table 9
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Mel Stride

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE24 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF2016 REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	33	19	14	25	8	4	10	4	2	7	14	8	20	20	21	25	9	15	26	16	7	15	27
	3%	5%	2%	3%	5%	2%	3%	4%	1%	6%	3%	2%	6%	6%	4%	3%	5%	7%	4%	9%	13%	10%	6%
		b											nor	nor				nor		nor			
(3) A fair amount	84	43	42	66	17	12	41	6	7	10	30	31	50	38	49	58	22	32	63	20	5	26	56
	7%	12%	5%	7%	12%	6%	11%	6%	6%	9%	7%	7%	16%	12%	9%	7%	12%	14%	10%	11%	9%	17%	13%
		b			c								mnor	o	o			o	nor	o			
(2) Not very much	206	69	137	171	33	32	79	21	27	21	87	72	70	70	91	139	35	50	125	42	13	42	110
	18%	19%	18%	17%	22%	17%	21%	22%	20%	19%	21%	17%	22%	21%	17%	17%	19%	22%	20%	23%	26%	27%	25%
													no	n				n					
(1) Heard of them but know nothing about them	182	59	122	164	13	40	66	16	26	18	74	75	50	49	72	125	27	27	102	24	10	24	74
	16%	16%	16%	17%	9%	21%	18%	17%	19%	16%	18%	18%	16%	15%	14%	16%	14%	12%	16%	13%	19%	15%	17%
				d																			
Never heard of them	566	157	409	502	58	95	154	37	67	55	197	216	117	120	260	407	85	80	286	72	14	42	147
	50%	43%	53%	51%	39%	50%	41%	39%	51%	50%	47%	51%	37%	37%	50%	51%	45%	35%	45%	39%	27%	27%	34%
			a	d											lmqrs	lmqrs	lmq		lmq				u
Don't know	70	19	51	49	20	8	22	12	3	-	16	22	9	30	33	49	11	22	39	9	3	7	22
	6%	5%	7%	5%	13%	4%	6%	12%	3%	-	4%	5%	3%	9%	6%	6%	6%	10%	6%	5%	5%	4%	5%
					c		i	ehi						lnors	l	l	l	lnors	l				
Mean	1.94	2.11	1.83	1.89	2.27	1.78	1.98	1.95	1.76	2.11	1.93	1.85	2.21	2.17	2.08	1.95	2.13	2.29	2.04	2.27	2.24	2.3	2.14
		b			c								nor	or	o			mnor	o	nor		v	
Know a great deal/ fair amount (NET)	117	62	55	91	25	16	51	10	9	17	44	39	70	58	70	83	30	47	89	36	12	41	84
	10%	17%	7%	9%	17%	8%	14%	10%	7%	15%	11%	9%	22%	18%	13%	10%	16%	21%	14%	20%	22%	26%	19%
		b			c								mnopr	nor	o		o	nor	o	nor		v	
Know about (NET)	323	131	192	262	59	48	131	31	36	38	132	111	141	128	161	222	65	97	214	78	25	84	194
	28%	36%	25%	27%	39%	25%	35%	32%	27%	34%	32%	26%	44%	39%	31%	28%	35%	43%	33%	42%	48%	54%	44%
		b			c		e						nopr	nor			o	nopr	o	nor		v	
Heard of (NET)	505	190	315	426	72	88	197	46	62	56	205	185	190	177	232	347	92	124	316	102	35	108	268
	44%	52%	41%	44%	48%	46%	53%	49%	47%	50%	49%	44%	60%	54%	44%	43%	49%	55%	49%	56%	67%	69%	61%
		b											mnopr	no				no	no	no		v	

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
Overlap formulae used. * small base

Table 10
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -James Cleverly

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	55	38	17	9	10	8	9	19	19	18	19	40	15	39	16	13	9	13	14	2	4
	5%	7% b	3%	8%	5%	4%	5%	4%	6%	5%	4%	6% l	3%	6%	4%	5%	3%	5%	9% p	4%	4%
(3) A fair amount	244	151	91	20	43	35	38	108	63	73	108	168	77	140	104	56	39	64	43	13	30
	21%	27% b	16%	17%	22%	19%	20%	24%	20%	19%	24%	26% l	15%	20%	24%	21% p	13%	24% p	28% p	23%	30% p
(2) Not very much	318	160	153	31	45	37	55	152	75	91	152	176	142	188	130	63	102	60	44	20	27
	28%	29%	27%	26%	23%	20%	29%	34% de	24%	24%	34% hi	28%	28%	27%	30%	24%	34% oq	23%	28%	36%	28%
(1) Heard of them but know nothing about them	239	104	131	20	30	46	41	103	50	86	103	115	124	145	94	64	68	58	20	12	17
	21%	19%	23%	17%	15%	24%	22%	23%	16%	23% h	23% h	18%	25% k	21%	21%	24% r	23% r	22% r	13%	21%	18%
Never heard of them	237	85	149	33	56	52	35	61	89	86	61	116	120	161	76	65	63	51	30	7	21
	21%	15%	26% a	28% g	28% fg	28% g	18%	14%	28% j	23% j	14%	18%	24% k	23% n	17%	24%	21%	19%	19%	12%	21%
Don't know	48	13	34	7	13	11	11	7	19	22	7	24	24	28	20	6	19	17	5	2	-
	4%	2%	6% a	5% g	7% g	6% g	6% g	1%	6% j	6% j	1%	4%	5%	4%	5%	2%	6% ot	6% ot	3%	4%	-
Mean	2.14	2.27 b	1.98	2.23	2.25	2.05	2.11	2.11	2.25	2.08	2.11	2.27 l	1.95	2.14	2.12	2.09	1.95	2.16 p	2.43 opq	2.11	2.25 p
Know a great deal/ fair amount (NET)	300	190	108	29	52	43	48	127	82	91	127	208	92	180	120	69	48	77	57	15	33
	26%	34% b	19%	25%	27%	23%	25%	28%	26%	24%	28%	33% l	18%	26%	27%	26% p	16%	29% p	37% op	27%	34% p
Know about (NET)	618	350	261	60	97	80	102	279	157	182	279	384	234	367	250	133	151	137	102	35	61
	54%	64% b	45%	50%	50%	43%	54% e	62% cde	50%	48%	62% hi	60% l	47%	52%	57%	50%	50%	52%	65% opq	63%	61%
Heard of (NET)	857	454	392	80	127	125	143	381	207	268	381	500	357	512	344	197	218	195	121	47	78
	75%	82% b	68%	67%	65%	67%	76% d	85% cdef	66%	71%	85% hi	78% l	71%	73%	78%	74%	73%	74%	78%	84%	79%

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
Overlap formulae used. * small base

Table 11
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -James Cleverly

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	EDUCATION NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNICITY ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	234	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	55	29	27	45	9	5	22	7	8	9	25	20	43	25	33	39	21	17	44	20	7	17	32
	5%	8%	3%	5%	6%	2%	6%	7%	6%	8%	6%	5%	14%	8%	6%	5%	11%	8%	7%	11%	14%	11%	7%
		b											mnoqr	o			nor		o	nor			v
(3) A fair amount	244	100	144	200	44	56	102	25	16	27	110	85	97	76	103	162	46	47	156	42	14	53	134
	21%	27%	19%	21%	29%	30%	27%	26%	12%	24%	26%	20%	30%	23%	20%	20%	24%	21%	24%	23%	26%	34%	31%
		b			c	h	h	h		h			mnoq rs						no				
(2) Not very much	318	106	212	280	34	59	98	28	52	30	117	135	69	80	137	218	48	52	152	45	16	41	131
	28%	29%	27%	29%	23%	31%	26%	30%	39%	27%	28%	32%	22%	25%	26%	27%	26%	23%	24%	24%	30%	26%	30%
									f						l	lr							
(1) Heard of them but know nothing about them	239	59	180	218	17	36	75	12	31	25	80	103	55	49	98	181	31	38	120	29	4	13	63
	21%	16%	23%	22%	11%	19%	20%	12%	23%	22%	19%	24%	17%	15%	19%	23%	16%	17%	19%	16%	8%	8%	15%
			a	d											m	lmnp qrs							u
Never heard of them	237	57	179	201	33	32	64	17	23	20	75	69	50	76	129	169	37	59	142	39	10	29	66
	21%	16%	23%	21%	22%	17%	17%	17%	17%	18%	18%	16%	16%	23%	25%	21%	20%	26%	22%	21%	20%	19%	15%
			a											l	lo	l	l	l	l				
Don't know	48	16	32	33	14	2	12	7	4	-	10	11	4	21	25	33	6	12	26	9	1	3	10
	4%	4%	4%	3%	9%	1%	3%	7%	3%	-	2%	3%	1%	6%	5%	4%	3%	5%	4%	5%	2%	2%	2%
					c			ei						lr	l	l	l	l	l	l			
Mean	2.14	2.34	2.03	2.1	2.43	2.19	2.24	2.38	2.01	2.21	2.24	2.06	2.48	2.33	2.19	2.1	2.39	2.28	2.26	2.4	2.58	2.6	2.37
		b			c			h			k		mno qr	no	o		no	o	o	no		v	
Know a great deal/ fair amount (NET)	300	129	171	246	53	61	124	32	24	36	136	105	139	101	136	201	66	64	200	62	21	70	166
	26%	35%	22%	25%	35%	32%	33%	33%	18%	32%	32%	25%	44%	31%	26%	25%	35%	28%	31%	34%	40%	45%	38%
		b			c	h	h	h		h	k		mnop qrs	no			no		no	no		v	
Know about (NET)	618	234	383	525	87	120	222	60	76	66	253	239	209	181	273	419	115	116	352	107	36	111	297
	54%	64%	50%	54%	58%	63%	60%	63%	57%	59%	61%	57%	66%	55%	52%	52%	61%	51%	55%	58%	70%	71%	68%
		b											mnoq r				noq						
Heard of (NET)	857	293	563	743	104	156	297	72	107	91	333	342	263	230	372	600	146	154	472	135	41	124	361
	75%	80%	73%	76%	69%	82%	80%	75%	80%	82%	80%	81%	83%	70%	71%	75%	77%	68%	74%	74%	78%	79%	83%
		b											mnop qrs		nq		mnq		q				

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
Overlap formulae used. * small base

Table 12
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Robert Jenrick

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55+ (g)	AGE 18-34 (h)	AGE 35-54 (i)	AGE 55+ (j)	SOCIAL GRADE ABC1 (k)	SOCIAL GRADE C2DE (l)	WORKING STATUS WORKING (m)	WORKING STATUS NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	48	33	15	7	14	7	9	11	21	17	11	34	15	38	10	9	10	11	15	1	4
	4%	6% b	3%	6%	7% g	4%	5%	2%	7% j	4%	2%	5%	3%	5% n	2%	3%	3%	4%	9% op	1%	4%
(3) A fair amount	152	96	52	23	29	25	14	61	53	39	61	104	48	100	53	28	33	36	27	8	20
	13%	17% b	9%	19% f	15% f	13%	7%	14%	17% i	10%	14%	16% l	10%	14%	12%	11%	11%	14%	17%	15%	20% op
(2) Not very much	252	137	113	18	41	25	45	124	59	70	124	157	96	144	109	64	70	46	29	22	22
	22%	25%	20%	15%	21%	13%	24% e	27% ce	19%	19%	27% hi	25%	19%	20%	25%	24%	23%	18%	19%	39% opqr t	22%
(1) Heard of them but know nothing about them	181	86	93	20	19	22	36	85	39	58	85	97	84	108	73	43	51	41	19	10	18
	16%	16%	16%	16%	10%	12%	19% d	19% d	12%	15%	19% h	15%	17%	15%	17%	16%	17%	16%	12%	19%	18%
Never heard of them	451	179	266	43	77	96	72	163	120	168	163	221	230	281	170	117	115	112	60	11	36
	40%	33%	46% a	36%	40%	51% cdfg	38%	36%	38%	45% j	36%	35%	46% k	40%	39%	44% s	38% s	43% s	38% s	20%	36%
Don't know	56	20	35	9	15	12	13	6	24	25	6	27	29	30	25	7	22	16	7	3	-
	5%	4%	6%	8% g	7% g	6% g	7% g	1%	8% j	7% j	1%	4%	6%	4%	6%	3%	7% ot	6% t	4%	6% t	-
Mean	2.11	2.22 b	1.96	2.25 g	2.37 fg	2.22	1.97	1.99	2.32 ij	2.08	1.99	2.19 l	1.97	2.17 n	2	2.02	2.01	2.12	2.42 opq s	1.99	2.15
Know a great deal/ fair amount (NET)	201	129	68	30	43	32	23	72	73	55	72	138	63	138	63	37	42	47	42	9	23
	18%	23% b	12%	25% fg	22% f	17%	12%	16%	23% ij	15%	16%	22% l	12%	20% n	14%	14%	14%	18%	27% op	16%	24% op
Know about (NET)	453	266	181	48	84	57	69	195	132	126	195	295	158	281	172	101	112	93	71	31	45
	40%	48% b	31%	40%	43% e	30%	36%	43% e	42% i	33%	43% i	46% l	32%	40%	39%	38%	37%	35%	45%	55% opq	46%
Heard of (NET)	634	352	274	68	103	79	104	280	171	183	280	392	243	390	245	144	163	134	90	41	63
	56%	64% b	48%	57% e	53%	42%	55% e	62% e	54%	49%	62% hi	61% l	48%	56%	56%	54%	54%	51%	57%	74% opq	64%

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
Overlap formulae used. * small base

Table 13
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Robert Jenrick

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF2016 REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	48	24	24	32	13	5	18	4	8	8	22	15	28	22	31	34	7	11	34	19	6	16	34
	4%	7% b	3%	3%	9% c	2%	5%	4%	6%	7%	5%	4%	9% nopqr	7% o	6%	4%	4%	5%	5%	10% nopqr	12%	11%	8%
(3) A fair amount	152	67	85	123	30	30	66	15	8	20	69	53	77	60	77	96	31	44	105	24	9	43	90
	13%	18% b	11%	13%	20% c	16% h	18% h	16% h	6%	18% h	17%	13%	24% mnoprs	18% no	15% o	12%	16%	19% nos	16% o	13%	18%	27% v	21%
(2) Not very much	252	85	168	221	27	44	92	24	33	32	110	101	68	56	98	175	45	36	138	37	7	29	120
	22%	23%	22%	23%	18%	23%	25%	25%	25%	29%	26%	24%	21%	17%	19%	22% mnq	24% mq	16%	22% mnq	20%	14%	19%	28% tu
(1) Heard of them but know nothing about them	181	54	127	168	12	40	57	8	30	10	58	88	37	35	65	131	23	24	89	18	5	18	58
	16%	15%	16%	17% d	8%	21% gi	15%	9%	22% gi	9%	14%	21% j	12%	11%	12%	16% lmnqrs	12%	11%	14%	10%	10%	12%	13%
Never heard of them	451	120	332	396	50	68	127	37	51	41	148	153	102	127	224	326	73	89	243	78	22	46	121
	40%	33%	43% a	41%	34%	36%	34%	39%	38%	37%	35%	36%	32%	39% l	43% lr	41% l	39% l	40% l	38% l	42% l	43% uv	29%	28%
Don't know	56	17	39	37	17	4	13	8	3	-	11	13	6	28	32	41	9	21	31	8	1	3	13
	5%	5%	5%	4%	12% c	2%	4%	8% ei	3%	-	3%	3%	2%	8% lors	6% l	5% l	5% l	9% lnors	5% l	4%	2%	2%	3%
Mean	2.11	2.27 b	2.02	2.04	2.53 c	2	2.19	2.28	1.92	2.35 eh	2.21 k	1.98	2.46 nopr	2.41 nopr	2.27 o	2.08	2.21	2.36 o	2.23 o	2.45 opr	2.59	2.54 v	2.33
Know a great deal/ fair amount (NET)	201	92	109	155	43	35	84	19	16	27	91	68	104	82	107	130	38	55	139	43	16	59	124
	18%	25% b	14%	16%	28% c	18%	22% h	20%	12%	25% h	22%	16%	33% mnopqrs	25% no	20% o	16%	20%	24% o	22% o	23% o	30%	38% v	28%
Know about (NET)	453	176	277	376	70	78	175	42	49	59	201	169	172	138	205	305	83	91	277	80	23	89	244
	40%	48% b	36%	38%	47%	41%	47%	44%	37%	54% h	48% k	40%	54% mnopqrs	42%	39%	38%	44%	41%	43% no	44%	44%	57%	56%
Heard of (NET)	634	230	404	544	82	118	233	50	79	70	259	257	209	173	270	436	106	116	366	98	28	107	303
	56%	63% b	52%	56%	55%	62%	62%	53%	59%	63%	62%	61%	66% mnopqrs	53%	51%	54%	56%	51%	57% n	53%	55%	69% t	69% t

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
Overlap formulae used. * small base

Table 14
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Priti Patel

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(4) A great deal	116	67	48	18	22	13	23	41	40	35	41	70	46	72	44	19	30	26	25	7	10
	10%	12%	8%	15% e	11%	7%	12%	9%	13%	9%	9%	11%	9%	10%	10%	7%	10%	10%	16% o	12%	10%
(3) A fair amount	398	227	166	30	64	63	71	169	94	135	169	244	154	255	143	93	87	94	71	11	42
	35%	41% b	29%	25%	33%	34%	38% c	38% c	30%	36%	38% h	38% l	31%	36%	32%	35% s	29%	36% s	45% ps	19%	42% ps
(2) Not very much	341	155	181	29	42	59	58	154	71	116	154	185	156	202	139	82	95	82	36	24	22
	30%	28%	32%	24%	21%	31%	30%	34% cd	23%	31% h	34% h	29%	31%	29%	32%	30%	32%	31%	23%	43% rt	22%
(1) Heard of them but know nothing about them	191	69	119	20	31	36	29	76	51	64	76	97	95	111	80	47	64	38	15	8	18
	17%	13%	21% a	17%	16%	19%	15%	17%	16%	17%	17%	15%	19%	16%	18%	18%	21% r	14%	10%	15%	18%
Never heard of them	68	25	42	20	26	13	2	6	46	15	6	31	37	51	17	24	12	12	7	6	7
	6%	4%	7%	16% efg	14% fg	7% fg	1%	1%	15% ij	4% j	1%	5%	7%	7% n	4%	9% p	4%	5%	4%	10%	7%
Don't know	27	9	19	4	10	4	6	3	14	10	3	14	14	10	18	3	11	11	2	*	-
	2%	2%	3%	3% g	5% g	2%	3% g	1%	4% j	3%	1%	2%	3%	1%	4% m	1%	4%	4%	1%	1%	-
Mean	2.42	2.56 b	2.28	2.47	2.48	2.31	2.49	2.4	2.48	2.4	2.4	2.48 l	2.34	2.45	2.37	2.35	2.3	2.45	2.71 opqs	2.31	2.47
Know a great deal/ fair amount (NET)	514	293	214	47	86	76	94	210	134	170	210	314	200	327	187	112	117	120	96	17	52
	45%	53% b	37%	39%	44%	41%	50%	47%	42%	45%	47%	49% l	40%	47%	42%	42%	39%	46%	61% opqs	31%	52% ps
Know about (NET)	855	448	395	77	128	135	152	364	205	286	364	499	356	529	326	193	212	202	132	42	74
	75%	81% b	69%	64%	66%	72%	80% cd	81% cde	65%	76% h	81% h	78% l	71%	75%	74%	72%	71%	77%	84% op	74%	75%
Heard of (NET)	1046	518	514	97	159	170	180	440	256	351	440	595	451	640	406	240	277	239	147	50	92
	92%	94% b	89%	81%	81%	91% cd	95% cd	98% cde	81%	93% h	98% hi	93%	90%	91%	92%	90%	92%	91%	94%	89%	93%

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
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 15
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Priti Patel

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE 2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF 2016 REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(4) A great deal	116	51	65	92	21	10	45	8	23	15	56	36	68	47	59	90	32	35	83	34	11	33	66
	10%	14%	8%	9%	14%	5%	12%	8%	17%	14%	14%	8%	21%	14%	11%	11%	17%	16%	13%	19%	20%	21%	15%
		b					e		e	e	k		mnoq r	n			no	no		nor		v	
(3) A fair amount	398	142	256	336	58	74	144	37	41	41	161	149	128	114	180	263	72	59	234	66	24	63	180
	35%	39%	33%	34%	39%	39%	39%	39%	31%	37%	38%	35%	40%	35%	34%	33%	38%	26%	37%	36%	45%	41%	41%
													mnoq	q	q	q	q		oq	q			
(2) Not very much	341	107	234	303	33	72	100	31	51	29	125	150	74	77	141	238	50	58	167	37	8	35	106
	30%	29%	30%	31%	22%	38%	27%	33%	38%	26%	30%	35%	23%	24%	27%	30%	26%	26%	26%	20%	15%	22%	24%
				d		f									s	lmrs							
(1) Heard of them but know nothing about them	191	44	147	169	19	33	61	10	13	15	51	76	35	48	89	141	19	30	92	27	5	13	56
	17%	12%	19%	17%	13%	17%	16%	10%	10%	13%	12%	18%	11%	15%	17%	18%	10%	13%	14%	14%	10%	8%	13%
			a												lp	lpr			l				u
Never heard of them	68	17	51	57	11	1	14	8	3	9	19	7	10	29	45	51	12	36	47	11	4	9	23
	6%	5%	7%	6%	7%	1%	4%	8%	2%	8%	5%	2%	3%	9%	9%	6%	6%	16%	7%	6%	8%	6%	5%
								e		e	k			l	lo	l	l	lmnop rs	l				
Don't know	27	6	21	20	8	1	8	1	2	1	5	6	2	13	12	21	3	7	18	9	1	3	5
	2%	2%	3%	2%	5%	*	2%	2%	1%	1%	1%	1%	1%	4%	2%	3%	2%	3%	3%	5%	2%	2%	1%
					c									l	l	l		l	l	l			
Mean	2.42	2.58	2.34	2.39	2.63	2.32	2.49	2.5	2.58	2.58	2.57	2.35	2.75	2.56	2.44	2.41	2.68	2.54	2.54	2.66	2.84	2.81	2.63
		b			c				e	e	k		mno qr	no			nor	o	no	no		v	
Know a great deal/ fair amount (NET)	514	193	321	428	80	84	189	45	64	57	217	184	196	161	239	353	104	94	317	100	34	97	246
	45%	53%	41%	44%	53%	44%	51%	47%	48%	51%	52%	44%	62%	49%	45%	44%	55%	42%	50%	55%	65%	62%	56%
		b			c						k		mnoq r	q			noq		noq	noq			
Know about (NET)	855	300	555	732	112	156	289	76	115	85	342	334	270	238	380	590	154	152	484	137	42	131	353
	75%	82%	72%	75%	75%	82%	78%	80%	86%	77%	82%	79%	85%	73%	72%	74%	82%	67%	76%	75%	80%	84%	81%
		b											mnoq rs	q		q	mnoq r		nq				
Heard of (NET)	1046	344	702	900	131	189	351	86	128	100	393	410	305	285	469	731	173	182	576	164	47	144	409
	92%	94%	91%	92%	88%	99%	94%	90%	96%	90%	94%	97%	96%	87%	89%	91%	92%	81%	90%	89%	90%	92%	94%
						fgi							mnop qrs	q	q	mq	mq		q	q			

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
Overlap formulae used. * small base

Table 16
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Stewart Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	570	285	275	83	100	92	100	195	183	192	195	368	202	372	198	144	136	138	79	25	48
WEIGHTED BASE	578	288	280	66*	95*	105*	87*	224	161	193	224	318	260	353	225	146	140	142	82*	25**	42*
	100%	50%	48%	11%*	16%*	18%*	15%*	39%	28%	33%	39%	55%	45%	61%	39%	25%	24%	25%	14%*	4%**	7%*
(4) A great deal	14	9	5	3	7	3	-	-	11	3	-	12	2	12	1	3	1	1	7	-	2
	2%	3%	2%	5% fg	8% fg	3% g	-	-	7% ij	2%	-	4% l	1%	3%	1%	2%	1%	1%	8% pq	-	4%
(3) A fair amount	40	22	17	13	15	10	-	3	27	10	3	24	16	31	9	10	7	6	9	5	3
	7%	8%	6%	19% fg	16% fg	9% fg	-	1%	17% ij	5%	1%	7%	6%	9%	4%	7%	5%	4%	11%	18%	6%
(2) Not very much	65	43	20	11	15	12	13	14	26	25	14	33	31	46	18	12	19	9	9	4	11
	11%	15% b	7%	16% g	16% g	11%	15% g	6%	16% j	13%	6%	11%	12%	13%	8%	8%	14%	7%	10%	18%	26% oqr
(1) Heard of them but know nothing about them	42	21	19	8	5	6	5	18	13	11	18	24	18	24	18	13	15	7	2	3	2
	7%	7%	7%	12%	5%	6%	6%	8%	8%	6%	8%	7%	7%	7%	8%	9%	11%	5%	3%	12%	4%
Never heard of them	389	184	201	30	49	69	59	183	78	128	183	211	179	229	160	103	88	111	50	12	26
	67%	64%	72%	45%	51%	66% c	67% cd	82% cdef	49%	66% h	82% hi	66%	69%	65%	71%	70%	63%	78% prt	61%	48%	61%
Don't know	29	9	19	2	4	6	11	6	6	17	6	15	14	11	18	6	9	8	5	1	-
	5%	3%	7%	3%	4%	5%	13% cg	3%	4%	9% j	3%	5%	5%	3%	8% m	4%	7%	5%	6%	4%	-
Mean	2.16	2.19	2.13	2.32	2.58	2.33	1.72	1.56	2.46	2.11	1.56	2.26	2.02	2.28 n	1.86	2.07	1.87	2.06	2.77	2.14	2.25
Know a great deal/ fair amount (NET)	54	31	22	16	22	13	-	3	38	13	3	36	18	43	10	13	8	7	16	5	4
	9%	11%	8%	24% fg	23% fg	12% fg	-	1%	24% ij	7% j	1%	11%	7%	12% n	5%	9%	6%	5%	20% opq	18%	10%
Know about (NET)	118	74	42	26	38	25	13	17	64	37	17	69	49	90	29	25	28	17	25	9	15
	20%	26% b	15%	40% efg	40% efg	23% g	15%	8%	40% ij	19% j	8%	22%	19%	25% n	13%	17%	20%	12%	30% q	36%	36% opq
Heard of (NET)	160	95	60	34	43	30	18	35	77	48	35	93	67	113	47	38	43	23	27	12	17
	28%	33% b	21%	52% efg	45% efg	29% g	20%	16%	48% ij	25% j	16%	29%	26%	32% n	21%	26%	31% q	17%	33% q	48%	39% q

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 17
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Stewart Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF2016 REMAIN (j)	LEAVE (k)	SM X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	570	294	276	476	90	99	206	47	47	62	243	182	187	166	290	387	122	128	339	103	22	91	251
WEIGHTED BASE	578	178	400	494	77*	110*	199	40*	60*	54*	216	217	164	153	262	402	100*	113*	335	99*	19**	75*	225
	100%	31%	69%	85%	13%*	19%*	34%	7%*	10%*	9%*	37%	38%	28%	26%	45%	70%	17%*	20%*	58%	17%*	3%**	13%*	39%
(4) A great deal	14	9	5	8	6	*	10	1	-	2	4	4	13	11	13	12	10	8	13	7	3	6	14
	2%	5% b	1%	2%	7% c	*	5%	3%	-	4%	2%	2%	8% or	7% or	5% o	3%	10% nor	7% o	4%	7% o	16%	8%	6%
(3) A fair amount	40	20	20	26	14	4	16	4	1	5	14	11	22	22	26	29	10	19	30	15	5	19	36
	7%	11% b	5%	5%	18% c	4%	8%	9%	2%	10%	6%	5%	13% or	15% nor	10%	7%	10% nor	17%	9%	15% o	28%	25% v	16%
(2) Not very much	65	22	43	54	8	8	25	3	8	7	24	22	22	26	39	46	10	20	45	15	1	15	38
	11%	12%	11%	11%	10%	7%	13%	8%	13%	13%	11%	10%	14%	17%	15% o	11%	10%	18% o	13%	15%	6%	20%	17%
(1) Heard of them but know nothing about them	42	11	31	38	4	12	11	4	3	3	15	14	12	15	15	30	8	11	26	4	3	6	14
	7%	6%	8%	8%	5%	11%	6%	10%	5%	6%	7%	7%	7%	10% n	6%	7%	8%	10%	8%	4%	15%	8%	6%
Never heard of them	389	109	280	348	39	80	131	26	46	36	151	158	91	68	156	268	57	50	208	54	7	29	119
	67%	61%	70% a	70% d	50%	73%	66%	64%	77%	67%	70%	73%	56% mq	44%	59% mq	67% lmnpqrs	56% mq	44%	62% lmq	55%	35%	39%	53% u
Don't know	29	8	20	20	7	5	6	3	2	-	9	8	4	11	13	18	6	5	14	4	-	-	5
	5%	5%	5%	4%	9%	4%	3%	7%	3%	-	4%	4%	2%	7% lr	5%	4%	6%	4%	4%	4%	-	-	2%
Mean	2.16	2.42 b	2	2.03	2.69 c	1.73	2.4	2.18	1.81	2.38	2.14	2.1	2.51 or	2.38	2.4 or	2.2	2.57 or	2.43 o	2.25	2.61 or	2.7	2.52	2.48
Know a great deal/ fair amount (NET)	54	28	25	34	20	5	26	5	1	8	18	15	35	33	39	40	20	28	42	22	9	24	49
	9%	16% b	6%	7%	25% c	4%	13% eh	12%	2%	14% eh	8%	7%	21% nor	22% nor	15% o	10%	20% or	24% nor	13%	22% or	44%	33% v	22%
Know about (NET)	118	50	68	88	28	13	51	8	9	14	42	37	57	59	79	86	30	48	87	37	10	39	87
	20%	28% b	17%	18%	36% c	12%	26% e	20%	15%	27% e	19%	17%	35% or	38% nor	30% o	21%	30%	42% nopr	26% o	37% or	50%	53% v	39%
Heard of (NET)	160	61	99	127	31	25	62	12	12	18	57	51	69	74	94	116	38	59	113	41	12	46	101
	28%	34% b	25%	26%	40% c	23%	31%	30%	20%	33%	26%	24%	42% or	48% nor	36% o	29%	38% o	52% lnopr	34% o	41% o	65%	61% v	45%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 18
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Sarah Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	571	268	298	72	106	87	108	198	178	195	198	384	187	373	198	124	156	124	81	33	53
WEIGHTED BASE	563	263	295	54*	100*	82*	102*	225	154	184	225	321	242	348	215	121*	159	120*	74*	31**	57*
	100%	47%	52%	10%*	18%*	15%*	18%*	40%	27%	33%	40%	57%	43%	62%	38%	22%*	28%	21%*	13%*	5%**	10%*
(4) A great deal	12	9	3	2	8	1	-	-	10	1	-	10	2	12	-	3	3	*	2	1	3
	2%	3%	1%	5% fg	8% fg	1%	-	-	7% ij	1%	-	3%	1%	3% n	-	2%	2%	*	2%	3%	5%
(3) A fair amount	34	16	18	8	18	3	1	4	26	4	4	27	7	30	5	15	4	2	5	3	5
	6%	6%	6%	15% efg	18% efg	4%	1%	2%	17% ij	2%	2%	8% l	3%	8% n	2%	12% pq	3%	2%	7%	9%	8%
(2) Not very much	68	34	34	10	12	19	7	21	22	26	21	41	27	53	16	11	17	15	18	1	5
	12%	13%	12%	18% f	12%	23% fg	7%	9%	14%	14%	9%	13%	11%	15% n	7%	9%	11%	13%	24% op	5%	10%
(1) Heard of them but know nothing about them	70	41	29	7	8	6	16	34	14	21	34	35	36	42	29	18	24	10	5	4	9
	12%	16%	10%	12%	8%	7%	16%	15%	9%	12%	15%	11%	15%	12%	13%	15%	15%	9%	7%	13%	16%
Never heard of them	349	153	192	20	46	48	73	161	66	121	161	196	153	194	155	74	97	85	39	21	33
	62%	58%	65%	38%	46%	59% c	72% cd	72% cd	43%	66% h	72% h	61%	63%	56%	72% m	61%	61%	71% r	53%	68%	57%
Don't know	30	10	19	7	8	5	5	5	15	9	5	13	17	19	11	-	15	6	6	1	2
	5%	4%	6%	13% g	8% g	6%	4%	2%	10% j	5%	2%	4%	7%	5%	5%	-	9% o	5% o	8% o	3%	3%
Mean	1.93	1.93	1.93	2.24 g	2.57 g	1.99	1.39	1.48	2.45 ij	1.72	1.48	2.11 l	1.65	2.08 n	1.51	2.05	1.71	1.74	2.12	2.06	2.08
Know a great deal/ fair amount (NET)	46	25	21	11	26	4	1	4	36	6	4	37	9	41	5	18	7	3	7	4	8
	8%	9%	7%	20% efg	26% efg	5%	1%	2%	24% ij	3%	2%	12% l	4%	12% n	2%	15% pq	4%	2%	9%	12%	14% pq
Know about (NET)	114	59	55	20	38	23	8	25	58	31	25	78	36	94	21	29	24	18	25	5	13
	20%	23%	19%	38% fg	38% fg	28% fg	8%	11%	38% ij	17%	11%	24% l	15%	27% n	10%	24%	15%	15%	33% pq	16%	23%
Heard of (NET)	185	100	84	27	46	29	24	59	72	53	59	113	72	135	49	47	48	28	30	9	22
	33%	38% b	29%	50% fg	46% fg	35%	24%	26%	47% ij	29%	26%	35%	30%	39% n	23%	39% q	30%	24%	40% q	29%	39%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 19
Q1_LEAD - How much, if anything, do you know about each of the following politicians? -Sarah Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REFERENDUM REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	571	308	263	481	83	71	193	58	55	66	234	173	181	184	286	398	112	122	318	103	37	94	236
WEIGHTED BASE	563	188	375	483	72*	81*	174	55*	73*	57*	202	206	153	174	264	401	88*	112*	305	84*	33**	81*	212
	100%	33%	67%	86%	13%*	14%*	31%	10%*	13%*	10%*	36%	37%	27%	31%	47%	71%	16%*	20%*	54%	15%*	6%**	14%*	38%
(4) A great deal	12	10	2	7	4	*	5	1	1	2	3	1	7	9	9	10	4	6	9	3	*	6	10
	2%	5% b	1%	2%	6% c	*	3%	2%	1%	3%	2%	1%	4%	5% o	3%	2%	4%	5%	3%	4%	1%	7%	5%
(3) A fair amount	34	19	15	21	14	4	17	-	2	7	14	4	18	23	23	27	10	14	26	9	4	17	28
	6%	10% b	4%	4%	19% c	5%	10% g	-	2%	13% gh	7% k	2%	12% o	13% nor	9%	7%	11%	13% o	8%	11%	12%	21% v	13%
(2) Not very much	68	26	42	58	9	5	31	9	4	6	32	20	17	30	37	49	13	19	44	17	10	15	41
	12%	14%	11%	12%	13%	6%	18% eh	16%	6%	11%	16%	10%	11%	17% l	14%	12%	15%	17%	14%	20% lo	30%	18%	19%
(1) Heard of them but know nothing about them	70	14	57	64	6	16	23	4	11	8	24	35	17	27	27	47	7	12	39	15	6	9	26
	12%	7%	15% a	13%	9%	20%	13%	7%	15%	14%	12%	17%	11%	15% np	10%	12%	8%	11%	13%	18% np	17%	11%	12%
Never heard of them	349	110	239	312	30	52	90	37	54	34	124	139	89	71	151	245	51	50	168	35	10	30	98
	62%	58%	64%	65% d	41%	65%	52%	66%	73% f	59%	61%	67%	58% mqs	41%	57% mqs	61% mqs	58%	45%	55% mqs	41%	32%	37%	46%
Don't know	30	10	20	20	9	3	8	5	2	-	4	7	5	13	18	23	4	11	20	5	2	5	9
	5%	5%	5%	4%	13% c	3%	5%	8% i	3%	-	2%	4%	3%	8% l	7% l	6%	4%	10% l	6% l	6%	7%	6%	4%
Mean	1.93	2.36 b	1.68	1.81	2.46 c	1.54	2.04	1.88	1.53	2.11	1.96 k	1.53	2.23 or	2.17	2.14 o	1.99	2.3	2.28 or	2.04	2.01	1.96	2.43	2.21
Know a great deal/ fair amount (NET)	46	29	17	28	18	4	21	1	2	9	18	6	25	32	32	36	13	20	34	12	4	23	38
	8%	15% b	5%	6%	25% c	5%	12%	2%	3%	16% gh	9% k	3%	16% or	19% nor	12%	9%	15% o	18%	11%	15%	13%	28% v	18%
Know about (NET)	114	55	59	86	27	9	53	10	6	15	50	25	42	63	68	86	27	39	78	29	14	38	79
	20%	29% b	16%	18%	37% c	12%	30% eh	18%	9%	27% eh	25% k	12%	27% o	36% lnor	26% o	21%	30% o	35% nor	26% o	35% nor	43%	47% v	37%
Heard of (NET)	185	69	116	150	33	26	76	14	18	23	73	60	60	89	95	133	34	51	117	45	20	46	105
	33%	37%	31%	31%	46% c	32%	44% gh	25%	24%	41%	36%	29%	39%	51% lnop r	36%	33%	38%	46% no	38% o	53% lnop r	61%	57%	50%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 20
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -SUMMARY TABLE

BASE: ALL GB ADULTS AGED 18+

	Kemi Badenoch	Tom Tugendhat	Mel Stride	James Cleverly	Robert Jenrick	Priti Patel	Stewart Lewis	Sarah Lewis
UNWEIGHTED BASE	1141	1141	1141	1141	1141	1141	570	571
WEIGHTED BASE	1141	1141	1141	1141	1141	1141	578	563
(2) A very good leader	49	44	18	37	37	58	12	11
	4%	4%	2%	3%	3%	5%	2%	2%
(1) A fairly good leader	113	147	83	169	124	140	40	26
	10%	13%	7%	15%	11%	12%	7%	5%
(0) Neither a good nor bad leader	184	216	198	259	214	204	68	92
	16%	19%	17%	23%	19%	18%	12%	16%
(-1) A fairly bad leader	108	76	59	123	82	194	23	14
	9%	7%	5%	11%	7%	17%	4%	3%
(-2) A very bad leader	144	52	48	108	94	303	20	20
	13%	5%	4%	9%	8%	27%	3%	3%
Don't know	230	223	249	214	217	171	102	112
	20%	20%	22%	19%	19%	15%	18%	20%
I don't know who this person is	313	382	486	231	373	72	313	288
	27%	33%	43%	20%	33%	6%	54%	51%
Mean	-0.31	0.11	-0.09	-0.14	-0.13	-0.61	0.01	-0.04
Very/fairly good leader (NET)	162	192	100	206	161	198	52	36
	14%	17%	9%	18%	14%	17%	9%	6%
Very/fairly bad leader (NET)	253	128	107	231	176	497	43	34
	22%	11%	9%	20%	15%	44%	7%	6%

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 21
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Kemi Badenoch

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) A very good leader	49	34	15	8	13	9	3	15	22	12	15	33	16	36	13	12	11	7	10	3	6
	4%	6%	3%	7%	7%	5%	1%	3%	7%	3%	3%	5%	3%	5%	3%	5%	4%	3%	6%	5%	6%
		b		f	f				ij												
(1) A fairly good leader	113	59	53	17	28	20	10	38	45	30	38	70	43	78	35	22	24	23	28	8	8
	10%	11%	9%	14%	14%	11%	5%	9%	14%	8%	9%	11%	9%	11%	8%	8%	8%	9%	18%	13%	8%
				f	f				ij										opq		
(0) Neither a good nor bad leader	184	101	79	29	30	26	29	70	59	55	70	98	86	118	67	40	46	43	29	6	20
	16%	18%	14%	24%	15%	14%	16%	16%	19%	15%	16%	15%	17%	17%	15%	15%	15%	16%	18%	11%	20%
				deg																	
(-1) A fairly bad leader	108	54	53	9	12	7	16	64	21	23	64	74	34	55	53	25	35	20	7	8	13
	9%	10%	9%	8%	6%	4%	9%	14%	7%	6%	14%	12%	7%	8%	12%	9%	12%	8%	5%	13%	14%
								de			hi	l			m		r				r
(-2) A very bad leader	144	97	46	9	18	21	33	64	27	54	64	97	47	86	59	26	31	37	22	11	17
	13%	18%	8%	8%	9%	11%	18%	14%	8%	14%	14%	15%	9%	12%	13%	10%	10%	14%	14%	20%	17%
		b					cd			h	h	l									
Don't know	230	86	142	11	34	40	50	95	45	90	95	118	112	132	98	71	53	61	22	5	18
	20%	16%	25%	10%	17%	21%	27%	21%	14%	24%	21%	18%	22%	19%	22%	26%	18%	23%	14%	9%	18%
			a			c	cd	c		h	h					prs		s			
I don't know who this person is	313	121	187	36	62	65	47	103	97	112	103	150	162	196	117	71	100	69	40	16	17
	27%	22%	32%	30%	32%	35%	25%	23%	31%	30%	23%	24%	32%	28%	26%	26%	33%	26%	25%	28%	17%
			a			g			j				k				t				
Mean	-0.31	-0.35	-0.25	0.09	0.08	-0.13	-0.73	-0.49	0.08	-0.45	-0.49	-0.36	-0.24	-0.21	-0.49	-0.24	-0.35	-0.43	-0.04	-0.49	-0.43
				fg	fg	fg			ij					n					q		
Very/fairly good leader (NET)	162	92	68	25	41	29	13	53	66	42	53	102	59	114	47	35	35	31	37	10	14
	14%	17%	12%	21%	21%	15%	7%	12%	21%	11%	12%	16%	12%	16%	11%	13%	12%	12%	24%	18%	14%
		b		fg	fg	f			ij					n					opq		
Very/fairly bad leader (NET)	253	151	99	18	29	28	49	128	47	77	128	171	81	141	111	51	66	58	29	19	30
	22%	27%	17%	15%	15%	15%	26%	28%	15%	21%	28%	27%	16%	20%	25%	19%	22%	22%	19%	33%	30%
		b					cde	cde			hi	l								or	o

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
Overlap formulae used. * small base

Table 22
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Kemi Badenoch

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GEN ELECTION 2024: CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF 2016: REMAIN (j)	LEAVE (k)	SOCIAL MEDIA: X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT: KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) A very good leader	49	24	24	35	14	18	14	1	4	5	16	20	21	21	23	34	12	17	35	14	10	19	32
	4%	7% b	3%	4%	9% c	10% fg	4%	1%	3%	5%	4%	5%	7% no	6%	4%	4%	6%	8% no	5%	8% no	18% v	12% v	7%
(1) A fairly good leader	113	46	67	93	20	30	39	7	20	7	29	55	46	47	54	79	25	30	68	24	3	28	62
	10%	13% b	9%	10%	13%	16% i	11%	7%	15%	6%	7%	13% j	15% nor	14% nor	10%	10%	13%	13%	11%	13%	6%	18% t	14%
(0) Neither a good nor bad leader	184	60	124	151	29	32	58	21	25	14	63	68	52	63	75	127	36	45	103	26	13	34	89
	16%	16%	16%	15%	19%	17%	16%	22%	19%	13%	15%	16%	16%	19% n	14%	16%	19% n	20% n	16%	14%	25%	22%	20%
(-1) A fairly bad leader	108	42	66	97	9	20	44	12	11	13	55	41	31	21	41	69	18	13	60	18	3	10	42
	9%	11%	9%	10%	6%	11%	12%	12%	8%	12%	13%	10%	10% mq	6%	8%	9%	10%	6%	9% mq	10%	5%	6%	10%
(-2) A very bad leader	144	62	83	130	13	5	72	17	10	28	89	39	62	29	55	86	21	22	90	19	7	24	65
	13%	17% b	11%	13%	9%	3%	19% eh	18% eh	7%	26% eh	21% k	9%	20% mnopqrs	9%	10%	11%	11%	10%	14% mnoq	10%	13%	15%	15%
Don't know	230	53	177	198	27	44	64	21	22	19	76	95	41	59	107	171	31	36	115	34	7	21	71
	20%	15%	23% a	20%	18%	23%	17%	22%	16%	18%	18%	22%	13%	18% l	20% lqr	21% l	16%	16%	18% l	18% l	14%	13%	16%
I don't know who this person is	313	80	233	272	37	42	81	17	41	23	89	106	64	87	171	236	46	63	170	49	9	20	75
	27%	22%	30% a	28%	25%	22%	22%	18%	31%	21%	21%	25%	20%	27% l	33% lmpr	29% l	24%	28% l	26% l	27%	18%	13%	17%
Mean	-0.31	-0.3	-0.32	-0.39	0.14 c	0.35 fg i	-0.53	-0.63	-0.01 fg i	-0.76	-0.69	-0.1 j	-0.31	0.05 ln or	-0.21	-0.23	-0.11	0.06 ln or	-0.29	-0.02 lr	0.17	0.06 v	-0.16
Very/fairly good leader (NET)	162	70	91	128	34	48	54	8	24	13	45	75	67	68	77	113	37	47	103	38	13	47	94
	14%	19% b	12%	13%	23% c	25% fgi	14%	8%	18%	11%	11%	18% j	21% nor	21% nor	15%	14%	20% o	21% nor	16%	21% no	25%	30% v	22%
Very/fairly bad leader (NET)	253	104	149	227	23	25	116	28	20	41	144	80	93	50	96	154	40	35	150	36	9	34	108
	22%	28% b	19%	23% d	15%	13%	31% eh	30% eh	15%	37% eh	35% k	19%	29% mnopqrs	15%	18%	19% m	21%	15%	23%	20%	18%	22%	25%

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
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 23

Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Tom Tugendhat

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) A very good leader	44	29	14	9	15	5	3	13	23	9	13	32	12	33	11	11	7	9	8	5	5
	4%	5%	3%	7%	8%	3%	2%	3%	7%	2%	3%	5%	2%	5%	2%	4%	2%	3%	5%	9%	5%
		b		fg	fg				ij											p	
(1) A fairly good leader	147	80	65	18	32	18	18	60	50	37	60	95	53	95	53	30	32	35	24	7	18
	13%	14%	11%	15%	17%	10%	10%	13%	16%	10%	13%	15%	11%	14%	12%	11%	11%	13%	16%	13%	18%
									i												
(0) Neither a good nor bad leader	216	124	91	22	24	28	40	102	47	68	102	131	86	127	90	39	54	50	42	12	19
	19%	22%	16%	19%	12%	15%	21%	23%	15%	18%	23%	20%	17%	18%	20%	14%	18%	19%	27%	22%	19%
		b					d	d			h								o		
(-1) A fairly bad leader	76	52	24	12	17	6	10	31	29	16	31	47	29	44	32	17	24	13	7	1	13
	7%	9%	4%	10%	9%	3%	5%	7%	9%	4%	7%	7%	6%	6%	7%	6%	8%	5%	5%	3%	13%
		b		e					i												qrs
(-2) A very bad leader	52	32	20	6	6	10	12	17	12	22	17	29	22	36	16	16	12	9	6	5	5
	5%	6%	3%	5%	3%	5%	7%	4%	4%	6%	4%	5%	4%	5%	4%	6%	4%	3%	4%	8%	5%
Don't know	223	86	133	13	36	34	43	97	49	77	97	115	109	129	95	65	59	58	22	3	16
	20%	16%	23%	11%	18%	18%	23%	22%	16%	20%	22%	18%	22%	18%	22%	24%	20%	22%	14%	6%	17%
			a				c	c								rs	s	s			
I don't know who this person is	382	149	228	40	65	86	62	129	105	148	129	191	191	238	144	91	111	88	47	22	23
	33%	27%	40%	33%	33%	46%	33%	29%	33%	39%	29%	30%	38%	34%	33%	34%	37%	34%	30%	39%	23%
			a			cdfg				j			k					t			
Mean	0.11	0.07	0.14	0.17	0.35	0.03	-0.11	0.09	0.27	-0.05	0.09	0.16	0.02	0.14	0.05	0.03	-0.01	0.19	0.23	0.23	0.09
					f				i												
Very/fairly good leader (NET)	192	109	79	26	47	24	22	73	73	45	73	127	65	128	64	41	39	44	32	12	23
	17%	20%	14%	22%	24%	13%	12%	16%	23%	12%	16%	20%	13%	18%	14%	15%	13%	17%	20%	22%	23%
		b		ef	efg				ij			l									p
Very/fairly bad leader (NET)	128	84	44	18	23	17	22	48	41	39	48	77	51	80	48	33	36	22	14	6	18
	11%	15%	8%	15%	12%	9%	12%	11%	13%	10%	11%	12%	10%	11%	11%	12%	12%	8%	9%	11%	18%
		b																			q

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

Overlap formulae used. * small base

Table 24

Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Tom Tugendhat

BASE: ALL GB ADULTS AGED 18+

Column groups — EDUCATION: (a) Graduates, (b) Non Graduates · ETHNICITY: (c) White, (d) Ethnic Minority · GENERAL ELECTION 2024 VOTE: (e) Conservative, (f) Labour, (g) Liberal Democrats, (h) Reform UK, (i) Other · REFERENDUM 2016 VOTE: (j) Remain, (k) Leave · SOCIAL MEDIA USERS: (l) X, (m) TikTok, (n) Instagram, (o) Facebook, (p) LinkedIn, (q) Snapchat, (r) YouTube, (s) Pinterest · AWARENESS OF 'BRAT': (t) Know A Great Deal, (u) Know A Great Deal/Fair Amount, (v) Have Heard Of Brat

	TOTAL	GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) A very good leader	44 4%	22 6% b	22 3%	40 4%	4 3%	11 6%	16 4%	3 4%	3 2%	8 7%	18 4%	17 4%	25 8% nor	25 8% nor	26 5%	31 4%	9 5%	19 9% nor	31 5%	13 7% o	5 9%	15 10%	28 6%
(1) A fairly good leader	147 13%	72 20% b	75 10%	117 12%	31 21% c	40 21% hi	53 14%	20 21% hi	9 7%	11 10%	70 17% k	47 11%	60 19% nor	52 16% n	65 12%	101 13%	34 18% no	33 15%	88 14%	31 17%	7 13%	36 23%	89 20%
(0) Neither a good nor bad leader	216 19%	63 17%	153 20%	192 20%	23 15%	39 20%	78 21%	20 21%	30 23%	19 17%	79 19%	93 22%	58 18% n	54 17%	76 14%	152 19% n	37 19% n	42 19% n	114 18% n	27 15%	8 15%	26 17%	103 24% u
(-1) A fairly bad leader	76 7%	26 7%	50 6%	66 7%	6 4%	9 5%	39 10% eh	4 4%	4 3%	15 14% egh	37 9%	25 6%	26 8% n	23 7%	28 5%	48 6%	11 6%	17 8%	51 8% no	8 4%	9 18% v	19 12% v	35 8%
(-2) A very bad leader	52 5%	18 5%	34 4%	42 4%	10 7%	2 1%	16 4%	4 4%	8 6% e	10 9% e	26 6% k	13 3%	25 8% mnopqr	11 3%	22 4%	29 4%	6 3%	9 4%	31 5%	10 6%	3 5%	11 7%	23 5%
Don't know	223 20%	66 18%	157 20%	191 20%	26 18%	39 20%	79 21%	18 19%	24 18%	17 15%	73 17%	96 23%	42 13%	63 19%	106 20% l	163 20% l	35 18% l	35 15%	114 18% l	32 17%	10 20%	22 14%	60 14%
I don't know who this person is	382 33%	99 27%	283 37% a	329 34%	49 33%	51 27%	92 25%	27 29%	53 40% ef	31 28%	115 28%	132 31%	82 26%	99 30%	203 39% lmopqr	279 35% l	57 30%	70 31%	212 33%	63 34%	11 21%	27 18%	99 23%
Mean	0.11	0.27 b	0.01	0.1	0.17	0.5 fhi	0.06	0.3	-0.1	-0.13	0.07	0.16	0.18	0.35 lnor	0.2	0.16	0.3 r	0.3 r	0.11	0.3	0.03	0.25	0.23
Very/fairly good leader (NET)	192 17%	94 26% b	97 13%	157 16%	35 23% c	52 27% fhi	69 18% h	23 24% h	12 9%	19 17%	88 21%	64 15%	85 27% nor	77 24% nor	91 17%	132 16%	43 23% no	52 23%	119 19%	43 24% no	11 22%	52 33% v	116 27%
Very/fairly bad leader (NET)	128 11%	44 12%	83 11%	107 11%	16 11%	11 6%	55 15% e	8 8%	13 10%	26 23% egh	63 15% k	38 9%	50 16% mnops	34 10%	51 10%	77 10%	17 9%	26 12%	82 13% no	19 10%	12 23% v	29 19% v	57 13%

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

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 25

Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Mel Stride

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) A very good leader	18	15	3	3	5	9	1	-	8	10	-	11	7	17	1	2	5	4	5	1	2
	2%	3% b	1%	2% g	3% g	5% fg	1%	-	3% j	3% j	-	2%	1%	2% n	*	1%	2%	1%	3%	1%	2%
(1) A fairly good leader	83	45	35	13	35	14	3	19	47	17	19	56	27	63	20	22	17	13	17	3	11
	7%	8%	6%	11% fg	18% efg	7% f	2%	4%	15% ij	4%	4%	9%	5%	9% n	4%	8%	6%	5%	11%	5%	11%
(0) Neither a good nor bad leader	198	121	75	31	31	21	39	76	63	60	76	100	98	119	79	35	54	47	33	14	17
	17%	22% b	13%	26% deg	16%	11%	21% e	17%	20%	16%	17%	16%	20%	17%	18%	13%	18%	18%	21%	24% o	17%
(-1) A fairly bad leader	59	37	21	14	9	2	11	23	23	13	23	36	23	36	23	17	11	16	5	4	6
	5%	7% b	4%	12% deg	5%	1%	6% e	5% e	7% i	3%	5%	6%	5%	5%	5%	6%	4%	6%	3%	6%	6%
(-2) A very bad leader	48	28	19	9	7	9	6	17	16	15	17	32	16	35	13	10	11	9	6	5	7
	4%	5%	3%	7%	4%	5%	3%	4%	5%	4%	4%	5%	3%	5%	3%	4%	4%	3%	4%	10%	7%
Don't know	249	114	132	16	38	41	48	107	53	89	107	132	117	154	95	75	60	63	27	6	18
	22%	21%	23%	13%	19%	22%	25% c	24% c	17%	24% h	24% h	21%	23%	22%	22%	28% rs	20%	24% s	17%	10%	18%
I don't know who this person is	486	192	289	35	70	93	80	208	105	173	208	272	214	277	209	107	142	111	64	24	38
	43%	35%	50% a	29%	36%	49% cd	43% c	46% cd	33%	46% h	46% h	43%	43%	40%	48% m	40%	47%	42%	41%	43%	39%
Mean	-0.09	-0.07	-0.12	-0.2	0.25 cfg	0.2 fg	-0.28	-0.29	0.05 j	-0.05	-0.29	-0.09	-0.09	-0.03	-0.2	-0.12	-0.07	-0.14	0.14	-0.38	-0.15
Very/fairly good leader (NET)	100	60	38	15	40	22	5	19	55	27	19	67	33	80	20	24	21	17	22	4	12
	9%	11% b	7%	13% fg	20% fg	12% fg	2%	4%	17% ij	7%	4%	11% l	7%	11% n	5%	9%	7%	6%	14% pq	6%	13%
Very/fairly bad leader (NET)	107	65	40	23	16	11	17	40	39	28	40	68	39	71	36	27	22	24	11	9	13
	9%	12% b	7%	19% defg	8%	6%	9%	9%	12% i	7%	9%	11%	8%	10%	8%	10%	7%	9%	7%	16%	14%

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

Overlap formulae used. * small base

Table 26
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Mel Stride

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	EDUCATION NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNICITY ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	GE2024 LABOUR (f)	GE2024 LIBERAL DEMOCRATS (g)	GE2024 REFORM UK (h)	GE2024 OTHER (i)	REF2016 REMAIN (j)	REF2016 LEAVE (k)	SM X (l)	SM TIKTOK (m)	SM INSTAGRAM (n)	SM FACEBOOK (o)	SM LINKEDIN (p)	SM SNAPCHAT (q)	SM YOUTUBE (r)	SM PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	BRAT KNOW A GREAT DEAL/FAIR AMOUNT (u)	BRAT HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) A very good leader	18	10	8	14	4	3	8	3	1	1	6	7	13	14	13	16	7	11	12	9	6	11	16
	2%	3%	1%	1%	3%	1%	2%	3%	*	1%	1%	2%	4%	4%	3%	2%	4%	5%	2%	5%	12%	7%	4%
			b										or	nor				nor		or	v	v	
(1) A fairly good leader	83	41	41	64	15	17	35	6	5	11	28	26	42	48	50	57	19	29	56	18	12	34	60
	7%	11%	5%	7%	10%	9%	9%	6%	3%	10%	7%	6%	13%	15%	9%	7%	10%	13%	9%	10%	22%	22%	14%
			b										nor	nors	o			or				v	
(0) Neither a good nor bad leader	198	66	132	167	30	44	73	18	24	12	74	78	59	63	77	131	35	54	118	32	4	30	107
	17%	18%	17%	17%	20%	23%	20%	19%	18%	11%	18%	19%	19%	19%	15%	16%	19%	24%	18%	17%	8%	19%	25%
						i	i						n	n				mnor	n			t	t
(-1) A fairly bad leader	59	22	36	47	12	5	28	5	7	11	33	18	18	19	25	34	11	12	38	10	7	17	35
	5%	6%	5%	5%	8%	2%	8%	5%	5%	10%	8%	4%	6%	6%	5%	4%	6%	6%	6%	6%	14%	11%	8%
							e			e									o				
(-2) A very bad leader	48	15	33	42	6	2	21	3	6	9	23	15	21	15	24	26	6	11	32	8	1	10	22
	4%	4%	4%	4%	4%	1%	6%	3%	4%	8%	5%	4%	6%	4%	5%	3%	3%	5%	5%	4%	1%	6%	5%
							e			e			o						o				
Don't know	249	74	176	220	24	38	69	23	25	30	89	90	56	66	112	187	35	41	136	30	10	23	80
	22%	20%	23%	23%	16%	20%	19%	24%	19%	27%	21%	21%	18%	20%	21%	23%	19%	18%	21%	17%	19%	14%	18%
																ls							
I don't know who this person is	486	138	348	423	58	82	139	37	66	38	166	189	108	103	225	351	74	68	249	76	13	31	117
	43%	38%	45%	43%	39%	43%	37%	39%	50%	34%	40%	45%	34%	31%	43%	44%	39%	30%	39%	41%	24%	20%	27%
			a						fi						lmqr	lmqr	mq		lmq	mq			u
Mean	-0.09	0.06	-0.18	-0.11	-0.02	0.19	-0.12	0.06	-0.29	-0.35	-0.24	-0.06	0.06	0.18	0.02	0.01	0.13	0.14	-0.08	0.13	0.52	0.2	0.05
			b			i							r	nor				r					
Very/fairly good leader (NET)	100	52	49	78	19	20	42	9	5	12	33	33	55	62	63	73	27	40	68	27	18	45	75
	9%	14%	6%	8%	13%	10%	11%	10%	4%	11%	8%	8%	17%	19%	12%	9%	14%	18%	11%	15%	34%	29%	17%
			b				h						nor	nor	o		o	nor		o	v	v	
Very/fairly bad leader (NET)	107	37	69	88	18	7	49	8	12	19	56	33	39	34	49	60	17	23	70	18	8	27	57
	9%	10%	9%	9%	12%	4%	13%	8%	9%	17%	13%	8%	12%	10%	9%	7%	9%	10%	11%	10%	15%	17%	13%
							e			e	k		no						o				

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
Overlap formulae used. * small base

Table 27

Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -James Cleverly

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55+ (g)	AGE 18-34 (h)	AGE 35-54 (i)	AGE 55+ (j)	SOCIAL GRADE ABC1 (k)	SOCIAL GRADE C2DE (l)	WORKING STATUS WORKING (m)	WORKING STATUS NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) A very good leader	37	21	14	7	9	6	2	12	16	8	12	25	12	25	12	4	10	11	8	1	3
	3%	4%	2%	6% f	5%	3%	1%	3%	5%	2%	3%	4%	2%	4%	3%	2%	3%	4%	5%	1%	3%
(1) A fairly good leader	169	96	71	18	37	25	24	65	55	49	65	99	71	111	58	41	38	31	30	9	21
	15%	17% b	12%	15%	19%	13%	13%	15%	18%	13%	15%	15%	14%	16%	13%	15%	13%	12%	19%	16%	21% q
(0) Neither a good nor bad leader	259	137	120	31	39	28	38	123	70	65	123	144	115	153	106	51	66	62	37	16	26
	23%	25%	21%	26% e	20%	15%	20%	27% e	22%	17%	27% i	22%	23%	22%	24%	19%	22%	24%	24%	29%	27%
(-1) A fairly bad leader	123	77	43	17	13	12	25	56	29	37	56	69	54	65	57	34	27	29	13	6	14
	11%	14% b	7%	14% de	6%	6%	13% de	13% de	9%	10%	13%	11%	11%	9%	13%	13%	9%	11%	8%	10%	14%
(-2) A very bad leader	108	68	41	10	14	17	21	47	24	38	47	69	39	67	41	18	27	24	19	10	10
	9%	12% b	7%	8%	7%	9%	11%	10%	8%	10%	10%	11%	8%	10%	9%	7%	9%	9%	12%	17% o	10%
Don't know	214	74	138	7	34	43	43	89	40	85	89	112	102	125	90	69	61	49	21	3	11
	19%	13%	24% a	6%	17% c	22% c	23% c	20% c	13%	23% h	20% h	18%	20%	18%	20%	26% rst	20% s	19% s	14%	6%	12%
I don't know who this person is	231	79	149	30	50	58	36	57	80	95	57	122	109	154	77	51	71	57	28	12	13
	20%	14%	26% a	25% g	26% g	31% fg	19%	13%	25% j	25% j	13%	19%	22%	22%	17%	19%	24%	22%	18%	21%	13%
Mean	-0.14	-0.19	-0.09	-0.05	0.14 fg	-0.11	-0.34	-0.2	0.06 ij	-0.24	-0.2	-0.15	-0.13	-0.09	-0.21	-0.14	-0.15	-0.15	-0.05	-0.36	-0.08
Very/fairly good leader (NET)	206	117	85	25	46	31	26	77	72	57	77	123	83	136	70	45	48	42	38	9	24
	18%	21% b	15%	21%	24% f	16%	14%	17%	23% i	15%	17%	19%	16%	19%	16%	17%	16%	16%	24%	17%	24%
Very/fairly bad leader (NET)	231	144	83	27	26	29	46	103	53	75	103	138	93	133	98	52	55	53	32	15	24
	20%	26% b	15%	22% d	13%	15%	24% d	23% d	17%	20%	23%	22%	19%	19%	22%	20%	18%	20%	20%	27%	24%

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

Overlap formulae used. * small base

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Table 28
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -James Cleverly

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) A very good leader	37	16	21	26	11	14	12	1	*	5	9	17	16	18	21	22	7	12	23	10	6	13	23
	3%	4%	3%	3%	7% c	7% h	3%	1%	*	4%	2%	4%	5% o	5% o	4%	3%	4%	5% o	4%	6% o	12%	8%	5%
(1) A fairly good leader	169	69	100	137	32	46	60	20	16	10	66	60	64	68	81	119	37	41	103	35	10	40	94
	15%	19% b	13%	14%	22% c	24% hi	16%	21% i	12%	9%	16%	14%	20% nor	21% nor	15%	15%	19%	18%	16%	19%	19%	26%	22%
(0) Neither a good nor bad leader	259	75	184	226	30	53	73	22	40	23	85	115	72	61	103	187	47	53	136	34	9	32	104
	23%	20%	24%	23%	20%	28%	19%	23%	30% f	21%	20%	27% j	23%	19%	20%	23% mn	25% m	24% m	21%	19%	17%	21%	24%
(-1) A fairly bad leader	123	44	79	105	13	11	63	6	14	12	56	52	36	30	48	82	15	15	65	15	5	12	49
	11%	12%	10%	11%	9%	6%	17% eg	7%	11%	11%	13%	12%	11% q	9%	9%	10%	8%	7%	10%	8%	10%	8%	11%
(-2) A very bad leader	108	41	67	94	12	5	45	13	13	22	67	23	44	25	49	68	16	16	69	19	7	20	49
	9%	11%	9%	10%	8%	2%	12% e	13% e	10% e	20% ef	16% k	5%	14% mnopq r	7%	9%	9%	8%	7%	11% moq	10%	13%	13%	11%
Don't know	214	62	153	191	21	33	60	18	25	23	71	85	32	56	91	160	28	34	107	31	8	18	52
	19%	17%	20%	20%	14%	17%	16%	19%	19%	20%	17%	20%	10%	17% l	17% l	20% lr	15% l	15% l	17% l	17% l	15%	11%	12%
I don't know who this person is	231	61	171	197	30	29	61	15	25	15	63	71	53	70	134	165	39	54	137	40	8	22	65
	20%	17%	22% a	20%	20%	15%	16%	16%	18%	14%	15%	17%	17%	21% l	25% lor	21% l	21% l	24% l	21% l	22% l	15%	14%	15%
Mean	-0.14	-0.1	-0.16	-0.18	0.19 c	0.41 fg hi	-0.27	-0.15	-0.28	-0.49	-0.37	-0.02 j	-0.12	0.12 ln or	-0.08	-0.12	0.04 r	0.14 ln or	-0.14	0.02	0.1	0.12	-0.02
Very/fairly good leader (NET)	206	85	121	162	43	60	71	21	16	15	75	77	80	85	101	140	44	54	126	45	16	53	117
	18%	23% b	16%	17%	29% c	31% fhi	19%	22%	12%	14%	18%	18%	25% nor	26% nor	19%	17%	23% o	24% o	20%	25% o	31%	34% v	27%
Very/fairly bad leader (NET)	231	85	146	200	25	16	107	19	27	34	123	75	80	55	97	151	31	31	133	34	12	32	99
	20%	23%	19%	20%	16%	8%	29% e	20% e	20% e	31% e	29% k	18%	25% mnop qrs	17%	18% q	19% q	16%	14%	21% mq	19%	23%	20%	23%

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
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 29

Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Robert Jenrick

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) A very good leader	37	19	16	4	10	5	5	13	14	10	13	21	16	27	10	8	11	8	4	2	4
	3%	3%	3%	4%	5%	3%	3%	3%	4%	3%	3%	3%	3%	4%	2%	3%	4%	3%	3%	3%	4%
(1) A fairly good leader	124	73	49	18	32	18	10	46	50	29	46	85	39	83	41	25	32	18	34	5	11
	11%	13% b	9%	15% f	17% fg	10%	6%	10%	16% ij	8%	10%	13% l	8%	12%	9%	9%	11%	7%	21% opq	9%	11%
(0) Neither a good nor bad leader	214	116	94	23	33	25	38	94	56	63	94	112	102	126	88	45	54	51	25	17	22
	19%	21%	16%	20%	17%	13%	20%	21%	18%	17%	21%	18%	20%	18%	20%	17%	18%	19%	16%	30% or	23%
(-1) A fairly bad leader	82	44	37	17	12	7	11	36	29	17	36	50	32	53	29	19	18	23	9	6	6
	7%	8%	7%	14% defg	6%	4%	6%	8%	9% i	5%	8%	8%	6%	8%	7%	7%	6%	9%	6%	10%	6%
(-2) A very bad leader	94	61	34	7	12	13	28	35	19	41	35	61	34	59	36	18	21	21	15	8	11
	8%	11% b	6%	6%	6%	7%	15% cdeg	8%	6%	11% h	8%	9%	7%	8%	8%	7%	7%	8%	10%	15%	11%
Don't know	217	96	120	14	32	39	44	89	45	83	89	119	98	131	86	64	57	58	17	4	17
	19%	17%	21%	11%	16%	21% c	23% c	20% c	14%	22% h	20%	19%	20%	19%	20%	24% rs	19%	22% rs	11%	7%	18%
I don't know who this person is	373	143	224	37	65	81	53	138	101	133	138	192	181	223	150	89	106	84	53	15	27
	33%	26%	39% a	31%	33%	43% cfg	28%	31%	32%	35%	31%	30%	36%	32%	34%	33%	35%	32%	34%	26%	27%
Mean	-0.13	-0.17	-0.1	-0.06 f	0.16 fg	-0.06	-0.49	-0.15 f	0.07 i	-0.31	-0.15	-0.13	-0.13	-0.1	-0.19	-0.14	-0.04	-0.25	0.03	-0.39	-0.14
Very/fairly good leader (NET)	161	92	66	22	42	23	16	58	64	39	58	106	55	110	52	33	43	26	38	6	15
	14%	17% b	11%	19% f	21% efg	12%	8%	13%	20% ij	10%	13%	17% l	11%	16%	12%	12%	14%	10%	24% opq	11%	15%
Very/fairly bad leader (NET)	176	104	71	24	24	20	38	70	48	58	70	110	66	112	64	38	39	44	24	14	17
	15%	19% b	12%	20% e	12%	10%	20% e	16%	15%	15%	16%	17%	13%	16%	15%	14%	13%	17%	16%	25% p	17%

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

Overlap formulae used. * small base

Table 30
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Robert Jenrick

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) A very good leader	37	14	23	32	5	12	9	3	8	2	9	17	17	17	19	30	3	12	23	10	6	15	27
	3%	4%	3%	3%	3%	6%	2%	4%	6%	1%	2%	4%	5% p	5% p	4%	4%	2%	5% p	4%	5% p	11%	9%	6%
(1) A fairly good leader	124	53	71	89	32	39	42	7	15	7	31	66	52	51	67	82	27	38	85	31	9	32	69
	11%	14% b	9%	9%	21% c	21% fgi	11%	8%	11%	7%	7%	16% j	16% no	16% o	13% o	10%	14%	17% no	13% o	17% o	17%	20%	16%
(0) Neither a good nor bad leader	214	67	147	195	18	48	69	17	22	19	75	84	60	60	79	153	38	41	113	27	12	27	101
	19%	18%	19%	20% d	12%	25%	19%	18%	17%	17%	18%	20%	19% n	18%	15%	19% n	20% n	18%	18% n	15%	22%	17%	23% u
(-1) A fairly bad leader	82	34	48	67	15	3	46	7	7	13	45	29	26	22	35	49	14	12	47	12	3	17	41
	7%	9%	6%	7%	10%	1%	12% e	8% e	5%	12% e	11%	7%	8%	7%	7%	6%	8%	6%	7%	6%	7%	11%	9%
(-2) A very bad leader	94	36	58	84	9	-	44	9	8	21	62	17	45	23	43	57	15	16	59	16	4	17	42
	8%	10%	7%	9%	6%	-	12% e	9% e	6% e	19% eh	15% k	4%	14% mnopq rs	7%	8%	7%	8%	7%	9% o	9%	8%	11%	10%
Don't know	217	58	159	190	23	30	70	24	24	17	75	82	40	55	90	168	31	33	112	27	8	25	69
	19%	16%	20%	19%	15%	16%	19%	25%	18%	16%	18%	19%	13%	17% l	17% l	21% lnqr s	17%	14%	18% l	15%	15%	16%	16%
I don't know who this person is	373	105	268	320	48	59	93	27	49	32	121	127	78	100	194	265	60	72	200	60	11	25	89
	33%	29%	35% a	33%	32%	31%	25%	29%	37% f	29%	29%	30%	25%	30% l	37% lmor	33% l	32% l	32% l	31% l	33% l	21%	16%	20%
Mean	-0.13	-0.13	-0.13	-0.17	0.1 c	0.59 fg hi	-0.35 i	-0.23 i	0.11 fi	-0.72	-0.54	0.18 j	-0.15	0.09 ln r	-0.07	-0.06	-0.11	0.14 ln opr	-0.11	0.07	0.27	0.1	-0.01
Very/fairly good leader (NET)	161	67	95	121	37	51	51	11	22	9	40	83	68	67	85	111	30	50	108	41	15	46	95
	14%	18% b	12%	12%	25% c	27% fgi	14%	11%	17%	8%	10%	20% j	22% nor	21% no	16%	14%	16%	22% nor	17% o	22% nor	28%	30% v	22%
Very/fairly bad leader (NET)	176	70	106	150	24	3	90	16	15	34	107	46	71	45	77	105	29	29	107	28	7	33	82
	15%	19% b	14%	15%	16%	1%	24% eh	17% e	11%	31% egh	26% k	11%	22% mnop qrs	14%	15%	13%	16%	13%	17% o	15%	14%	21%	19%

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
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 31
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Priti Patel

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) A very good leader	58	33	24	6	13	9	6	24	19	15	24	30	28	36	22	9	23	13	8	2	3
	5%	6%	4%	5%	7%	5%	3%	5%	6%	4%	5%	5%	6%	5%	5%	4%	8%	5%	5%	3%	3%
(1) A fairly good leader	140	80	59	23	33	20	19	46	56	39	46	74	66	101	40	30	37	22	30	7	14
	12%	15%	10%	19% efg	17% g	11%	10%	10%	18% ij	10%	10%	12%	13%	14% n	9%	11%	12%	8%	19% q	13%	14%
(0) Neither a good nor bad leader	204	109	89	29	38	24	26	87	66	51	87	114	90	119	84	38	48	55	27	13	23
	18%	20%	15%	24% ef	19%	13%	14%	19%	21% i	13%	19%	18%	18%	17%	19%	14%	16%	21%	18%	22%	23%
(-1) A fairly bad leader	194	84	108	17	23	23	38	92	39	62	92	113	81	109	85	53	54	40	26	9	12
	17%	15%	19%	14%	12%	12%	20% d	21% de	13%	16%	21% h	18%	16%	15%	19%	20%	18%	15%	16%	15%	13%
(-2) A very bad leader	303	163	136	21	37	51	66	127	59	117	127	191	112	185	118	72	78	67	43	13	31
	27%	30%	24%	18%	19%	27%	35% cd	28% cd	19%	31% h	28% h	30% l	22%	26%	27%	27%	26%	26%	28%	23%	31%
Don't know	171	65	106	9	28	41	25	68	37	67	68	79	93	106	65	45	51	43	16	8	10
	15%	12%	18% a	7%	15%	22% cf	13%	15% c	12%	18%	15%	12%	18% k	15%	15%	17%	17%	16%	10%	14%	10%
I don't know who this person is	72	18	54	15	23	19	8	6	38	27	6	40	32	46	26	22	9	22	7	5	6
	6%	3%	9% a	13% fg	12% fg	10% g	4% g	1%	12% ij	7% j	1%	6%	6%	7%	6%	8% p	3%	8% p	4%	10% p	6%
Mean	-0.61	-0.56	-0.66	-0.26 ef g	-0.27 ef g	-0.69	-0.9	-0.67	-0.26 ij	-0.81	-0.67	-0.69 k	-0.48	-0.56	-0.69	-0.73	-0.53	-0.64	-0.49	-0.56	-0.64
Very/fairly good leader (NET)	198	113	82	29	46	29	25	70	75	53	70	103	94	137	61	39	60	35	38	9	17
	17%	21% b	14%	24% fg	23% fg	15%	13%	16%	24% ij	14%	16%	16%	19%	19% n	14%	15%	20%	13%	24% oq	16%	17%
Very/fairly bad leader (NET)	497	247	244	38	60	74	105	220	98	179	220	304	193	293	203	124	132	107	69	21	43
	44%	45%	42%	32%	31%	40%	55% cde	49% cd	31%	47% h	49% h	47% l	39%	42%	46%	46%	44%	41%	44%	38%	43%

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
Overlap formulae used. * small base

Table 32
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Priti Patel

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	226	189	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) A very good leader	58	22	36	47	11	15	12	2	19	5	8	35	23	18	28	42	12	13	36	17	2	11	25
	5%	6%	5%	5%	7%	8% f	3%	2%	14% fgi	4%	2%	8% j	7%	6%	5%	5%	6%	6%	6%	9% mnor	3%	7%	6%
(1) A fairly good leader	140	43	97	112	28	42	37	8	24	8	34	72	51	60	61	97	29	47	100	28	10	36	67
	12%	12%	13%	11%	19% c	22% fgi	10%	8%	18% fi	7%	8%	17% j	16% no	18% no	12%	12%	15%	21% nor	16% no	15%	18%	23% v	15%
(0) Neither a good nor bad leader	204	47	156	171	28	54	64	13	21	18	64	84	54	64	92	147	32	47	116	34	8	29	84
	18%	13%	20% a	17%	19%	28% fghi	17%	14%	16%	16%	15%	20%	17%	20%	17%	18%	17%	21%	18%	18%	15%	19%	19%
(-1) A fairly bad leader	194	70	123	183	9	33	62	19	24	21	74	83	47	46	80	136	29	27	93	17	10	23	68
	17%	19%	16%	19% d	6%	17%	17%	20%	18%	19%	18%	20%	15% s	14%	15% s	17% qrs	15%	12%	14% s	9%	20%	15%	16%
(-2) A very bad leader	303	127	176	254	42	19	143	35	22	42	184	66	111	73	143	198	56	35	166	46	14	37	137
	27%	35% b	23%	26%	28%	10%	38% eh	37% eh	17%	38% eh	44% k	16%	35% mnoq rs	22% q	27% mq	25% q	30% mq	16%	26% q	25% q	27%	24%	31% u
Don't know	171	37	135	147	24	24	38	14	19	14	39	69	19	38	76	128	20	29	86	23	4	11	35
	15%	10%	17% a	15%	16%	13%	10%	15%	15%	13%	9%	16% j	6%	12% l	14% l	16% lmopr	10% l	13% l	13% l	13% l	8%	7%	8%
I don't know who this person is	72	20	51	63	9	4	17	4	4	3	16	13	12	28	47	55	11	27	43	18	4	9	20
	6%	6%	7%	6%	6%	2%	5%	5%	3%	3%	4%	3%	4%	9% lor	9% l	7% l	6%	12% lmopr	7% l	10% l	8%	6%	5%
Mean	-0.61	-0.77 a	-0.52	-0.63	-0.37 c	0.01 fg i	-0.9	-1.01	-0.06 fg i	-0.95	-1.08	-0.21 j	-0.6	-0.36 ln op	-0.61	-0.57	-0.56	-0.14 lm nopr	-0.49 n	-0.33 ln o	-0.59	-0.3 v	-0.58
Very/fairly good leader (NET)	198	65	133	159	39	57	49	10	43	12	42	107	74	78	89	139	41	60	136	45	11	47	93
	17%	18%	17%	16%	26% c	30% fgi	13%	10%	32% fgi	11%	10%	25% j	23% no	24% no	17%	17%	22%	27% nor	21% no	25% no	22%	30% v	21%
Very/fairly bad leader (NET)	497	197	300	437	51	52	205	54	46	63	258	149	158	119	222	334	85	62	259	63	24	60	205
	44%	54% b	39%	45% d	34%	27%	55% eh	57% eh	35%	57% eh	62% k	35%	50% mnoq rs	36% q	42% mqs	42% mq	45% mqs	27%	40% q	34%	47%	39%	47% u

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
Overlap formulae used. * small base

Table 33
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Stewart Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	570	285	275	83	100	92	100	195	183	192	195	368	202	372	198	144	136	138	79	25	48
WEIGHTED BASE	578	288	280	66*	95*	105*	87*	224	161	193	224	318	260	353	225	146	140	142	82*	25**	42*
	100%	50%	48%	11%*	16%*	18%*	15%*	39%	28%	33%	39%	55%	45%	61%	39%	25%	24%	25%	14%*	4%**	7%*
(2) A very good leader	12	8	3	4	5	4	-	-	8	4	-	10	2	11	1	3	3	1	5	-	*
	2%	3%	1%	6%	5%	4%	-	-	5%	2%	-	3%	1%	3%	*	2%	2%	1%	6%	-	1%
				fg	g	g			j												
(1) A fairly good leader	40	27	11	11	16	9	3	1	27	12	1	21	19	34	6	6	8	6	11	4	6
	7%	9%	4%	17%	17%	8%	3%	1%	17%	6%	1%	7%	7%	10%	3%	4%	6%	4%	13%	15%	14%
		b		fg	fg	g			ij	j				n					oq		oq
(0) Neither a good nor bad leader	68	39	26	12	11	7	7	32	23	14	32	36	33	41	28	13	21	16	9	3	6
	12%	14%	9%	18%	12%	6%	8%	14%	14%	7%	14%	11%	13%	12%	12%	9%	15%	11%	11%	13%	13%
				e					i												
(-1) A fairly bad leader	23	17	6	10	7	1	2	3	17	3	3	13	10	21	2	4	4	5	3	-	6
	4%	6%	2%	15%	7%	1%	2%	1%	11%	1%	1%	4%	4%	6%	1%	3%	3%	3%	4%	-	15%
				efg	g				ij					n							opqr
(-2) A very bad leader	20	10	10	1	4	7	2	7	4	9	7	11	8	14	6	7	3	2	3	4	1
	3%	3%	4%	1%	4%	7%	2%	3%	3%	5%	3%	4%	3%	4%	3%	5%	2%	2%	4%	14%	1%
Don't know	102	48	52	7	7	19	26	42	14	45	42	57	45	57	45	30	22	28	9	6	7
	18%	17%	19%	11%	8%	18%	30%	19%	9%	23%	19%	18%	17%	16%	20%	21%	16%	20%	11%	23%	18%
							cd	d		h	h										
I don't know who this person is	313	138	172	22	45	59	48	139	67	107	139	170	143	176	137	83	79	83	42	9	16
	54%	48%	61%	33%	47%	56%	55%	62%	41%	56%	62%	53%	55%	50%	61%	57%	56%	59%	51%	35%	38%
			a			c	c	cd		h	h				m	t		t			
Mean	0.01	0.07	-0.17	0.19	0.25	0.03	-0.16	-0.35	0.22	-0.03	-0.35	0.07	-0.07	0.07	-0.15	-0.22	0.05	-0.04	0.38	-0.3	-0.05
Very/fairly good leader (NET)	52	35	14	15	21	13	3	1	35	16	1	32	21	45	7	9	10	7	16	4	6
	9%	12%	5%	22%	22%	12%	3%	1%	22%	8%	1%	10%	8%	13%	3%	6%	7%	5%	19%	15%	15%
		b		fg	fg	g			ij	j				n					opq		
Very/fairly bad leader (NET)	43	27	16	11	11	8	3	10	21	12	10	24	19	34	8	11	7	7	6	4	7
	7%	9%	6%	16%	11%	8%	4%	4%	13%	6%	4%	8%	7%	10%	4%	8%	5%	5%	7%	14%	17%
				fg	g				ij					n							pq

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 34
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Stewart Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REFERENDUM 2016 VOTE REMAIN (j)	LEAVE (k)	SOCIAL MEDIA USERS X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	AWARENESS OF 'BRAT' KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	570	294	276	476	90	99	206	47	47	62	243	182	187	166	290	387	122	128	339	103	22	91	251
WEIGHTED BASE	578	178	400	494	77*	110*	199	40*	60*	54*	216	217	164	153	262	402	100*	113*	335	99*	19**	75*	225
	100%	31%	69%	85%	13%*	19%*	34%	7%*	10%*	9%*	37%	38%	28%	26%	45%	70%	17%*	20%*	58%	17%*	3%**	13%*	39%
(2) A very good leader	12	6	6	5	7	1	7	1	*	2	2	6	9	7	11	10	6	9	10	5	3	5	11
	2%	4%	1%	1%	9% c	1%	4%	1%	1%	4%	1%	3%	6% o	5%	4%	2%	6% o	8% or	3%	5%	18%	7%	5%
(1) A fairly good leader	40	18	22	31	9	1	23	3	3	6	14	11	25	25	28	31	12	20	27	11	2	18	35
	7%	10% b	5%	6%	11%	1%	12% e	8% e	6%	10% e	7%	5%	15% or	17% nor	11% o	8%	12%	17% nor	8%	12%	12%	24% v	16%
(0) Neither a good nor bad leader	68	22	47	54	15	20	21	6	6	5	27	27	20	18	29	44	10	14	39	11	5	11	34
	12%	12%	12%	11%	19%	18%	11%	15%	10%	10%	13%	12%	12%	12%	11%	11%	10%	13%	12%	11%	28%	15%	15%
(-1) A fairly bad leader	23	9	14	21	1	4	10	2	2	2	7	8	8	13	14	12	3	7	20	4	-	8	16
	4%	5%	3%	4%	2%	4%	5%	4%	3%	4%	3%	4%	5%	5% nop	5% o	3%	3%	7% o	6% o	4%	-	10%	7%
(-2) A very bad leader	20	6	13	16	4	-	9	-	3	4	8	8	10	7	10	12	3	6	12	5	1	4	9
	3%	4%	3%	3%	5%	-	5%	-	4%	8% e	4%	3%	6% o	4%	4%	3%	3%	6%	4%	5%	3%	5%	4%
Don't know	102	31	71	91	8	17	27	11	7	9	38	32	21	23	45	76	17	11	54	17	3	8	26
	18%	17%	18%	18%	10%	15%	14%	27%	12%	17%	18%	15%	13%	15%	17% q	19% lq	17%	10%	16%	17%	15%	11%	12%
I don't know who this person is	313	86	227	275	34	67	102	18	38	25	118	126	70	59	126	216	48	45	173	45	5	21	93
	54%	48%	57% a	56%	45%	61%	51%	45%	64%	46%	55%	58%	43%	39%	48% m	54% lmnq	48%	40%	52% lmq	46%	25%	27%	41% u
Mean	0.01	0.15	-0.08	-0.09	0.35 c	-0.04	0.13	0.22	-0.17	-0.04	-0.08	-0.03	0.2	0.2	0.18	0.13	0.43 or	0.29 r	0.03	0.2	0.69	0.29	0.22
Very/fairly good leader (NET)	52	25	27	37	15	2	30	4	4	8	17	16	34	33	39	41	18	28	38	17	6	23	46
	9%	14% b	7%	7%	20% c	2%	15% e	9%	7%	15% e	8%	7%	21% nor	22% nor	15% or	10%	18% or	25% nor	11%	17%	30%	31% v	21%
Very/fairly bad leader (NET)	43	15	27	37	5	4	19	2	4	7	16	16	19	20	24	25	6	14	32	10	1	12	25
	7%	9%	7%	8%	7%	4%	9%	4%	7%	12%	7%	7%	11% o	13% op	9% o	6%	6%	12% o	10% o	10%	3%	16%	11%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Table 35

Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Sarah Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	571	268	298	72	106	87	108	198	178	195	198	384	187	373	198	124	156	124	81	33	53
WEIGHTED BASE	563	263	295	54*	100*	82*	102*	225	154	184	225	321	242	348	215	121*	159	120*	74*	31**	57*
	100%	47%	52%	10%*	18%*	15%*	18%*	40%	27%	33%	40%	57%	43%	62%	38%	22%*	28%	21%*	13%*	5%**	10%*
(2) A very good leader	11	9	1	4	5	2	-	-	9	2	-	9	2	11	-	1	3	1	3	-	2
	2%	4% b	1%	7% fg	5% fg	2% g	-	-	6% ij	1%	-	3%	1%	3% n	-	1%	2%	1%	5%	-	3%
(1) A fairly good leader	26	12	14	5	14	3	-	4	19	3	4	20	6	20	5	9	5	2	5	2	4
	5%	5%	5%	10% fg	14% efg	4%	-	2%	12% ij	2%	2%	6%	2%	6%	3%	7% q	3%	1%	7%	5%	7%
(0) Neither a good nor bad leader	92	56	36	13	22	18	18	21	35	36	21	50	42	68	24	16	24	25	13	5	9
	16%	21% b	12%	24% g	22% g	22% g	18%	9%	23% j	20% j	9%	16%	18%	20% n	11%	13%	15%	20%	18%	17%	16%
(-1) A fairly bad leader	14	8	7	3	4	1	*	5	8	1	5	9	6	8	6	3	6	1	*	2	2
	3%	3%	2%	6% f	4%	1%	*	2%	5% i	1%	2%	3%	2%	2%	3%	3%	4%	1%	*	6%	3%
(-2) A very bad leader	20	11	9	3	1	1	7	7	4	8	7	6	14	15	5	7	4	4	2	-	1
	3%	4%	3%	6%	1%	2%	7%	3%	3%	4%	3%	2%	6% k	4%	2%	6%	3%	4%	3%	-	2%
Don't know	112	47	64	7	14	14	22	55	22	36	55	63	49	69	43	36	29	28	8	2	9
	20%	18%	22%	14%	14%	17%	22%	24%	14%	19%	24% h	20%	20%	20%	20%	30% pr	18%	24%	11%	6%	16%
I don't know who this person is	288	121	164	18	40	43	54	133	58	97	133	165	123	157	132	49	89	59	42	20	30
	51%	46%	55% a	33%	40%	52% c	54% c	59% cd	38%	53% h	59% h	51%	51%	45%	61% m	40%	56% o	49%	56%	65%	53%
Mean	-0.04	0.02	-0.12	0.08	0.39	0.14	-0.56	-0.42	0.27 i	-0.21	-0.42	0.19 l	-0.35	0.03	-0.25	-0.17	-0.09	-0.18	0.28	-0.02	0.16
Very/fairly good leader (NET)	36	21	15	9	19	5	-	4	28	5	4	29	7	31	5	10	8	3	8	2	6
	6%	8%	5%	17% fg	19% efg	6% f	-	2%	18% ij	3%	2%	9% l	3%	9% n	3%	8%	5%	2%	11% q	5%	10%
Very/fairly bad leader (NET)	34	18	16	7	5	2	7	13	12	10	13	14	19	23	11	10	10	6	3	2	3
	6%	7%	5%	13% e	5%	3%	7%	6%	8%	5%	6%	4%	8%	7%	5%	9%	6%	5%	4%	6%	5%

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

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 36
Q2_LEAD - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? -Sarah Lewis

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REFERENDUM 2016 VOTE REMAIN (j)	LEAVE (k)	SOCIAL MEDIA USERS X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	AWARENESS OF 'BRAT' KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	571	308	263	481	83	71	193	58	55	66	234	173	181	184	286	398	112	122	318	103	37	94	236
WEIGHTED BASE	563	188	375	483	72*	81*	174	55*	73*	57*	202	206	153	174	264	401	88*	112*	305	84*	33**	81*	212
	100%	33%	67%	86%	13%*	14%*	31%	10%*	13%*	10%*	36%	37%	27%	31%	47%	71%	16%*	20%*	54%	15%*	6%**	14%*	38%
(2) A very good leader	11	8	3	7	4	1	5	1	1	-	4	1	7	7	8	8	3	5	8	3	1	5	9
	2%	4% b	1%	1%	6% c	1%	3%	2%	1%	-	2%	1%	4% o	4%	3%	2%	3%	5%	3%	4%	3%	6%	4%
(1) A fairly good leader	26	17	8	16	10	3	15	1	1	2	9	4	15	20	18	18	9	11	16	10	6	15	21
	5%	9% b	2%	3%	13% c	4%	9%	2%	2%	3%	4%	2%	10% or	11% nor	7% o	4%	10% or	10% or	5%	11% or	18%	18% v	10%
(0) Neither a good nor bad leader	92	26	66	79	12	12	32	9	10	12	30	33	23	41	42	66	17	29	59	12	7	16	52
	16%	14%	18%	16%	17%	15%	18%	16%	14%	22%	15%	16%	15%	23% lnos	16%	16%	20%	26% lnos	19%	14%	22%	19%	24%
(-1) A fairly bad leader	14	6	8	14	1	3	6	-	1	2	6	5	3	5	8	9	3	5	9	6	2	3	6
	3%	3%	2%	3%	1%	4%	4%	-	1%	3%	3%	2%	2%	3%	3%	2%	4%	5%	3%	7% lmnor	5%	3%	3%
(-2) A very bad leader	20	6	14	15	5	-	7	3	3	2	11	4	6	7	8	11	2	5	10	3	1	6	8
	3%	3%	4%	3%	7%	-	4%	5%	4%	4%	5%	2%	4%	4%	3%	3%	2%	5%	3%	3%	3%	7%	4%
Don't know	112	39	73	103	8	13	34	11	14	13	43	44	28	34	55	83	18	18	59	16	6	14	35
	20%	21%	19%	21%	11%	17%	20%	20%	19%	23%	21%	21%	18%	19%	21%	21%	20%	16%	19%	19%	18%	17%	17%
I don't know who this person is	288	86	202	249	33	48	75	30	43	25	99	116	71	61	124	207	37	39	146	35	10	24	81
	51%	46%	54%	52%	45%	60% f	43%	54%	59%	44%	49%	56%	47% mq	35%	47% mq	52% mq	42%	35%	48% mq	41%	30%	30%	38%
Mean	-0.04	0.24 b	-0.22	-0.11	0.23	0.08	0.08	-0.15	-0.3	-0.25	-0.17	-0.12	0.25 or	0.19	0.13	0.02	0.24	0.1	0.03	0.15	0.24	0.25	0.17
Very/fairly good leader (NET)	36	25	11	23	14	4	20	2	2	2	13	5	22	27	27	25	11	16	24	13	7	20	30
	6%	13% b	3%	5%	19% c	5%	11%	4%	2%	3%	6%	3%	14% or	15% nor	10% o	6%	13% o	15% or	8%	15% or	21%	24% v	14%
Very/fairly bad leader (NET)	34	12	22	28	6	3	13	3	4	4	17	9	9	12	16	20	5	10	19	9	3	8	15
	6%	6%	6%	6%	8%	4%	7%	5%	6%	7%	8%	4%	6%	7%	6%	5%	5%	9%	6%	10% o	9%	10%	7%

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
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 37
Q3_LEAD - Which of the following, if any, would you MOST prefer to become the next leader of the Conservative party?

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN	WOMAN	18-24	25-34	35-44	45-54	55+	18-34	35-54	55+	ABC1	C2DE	WORKING	NOT WORKING	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
James Cleverly	108	60	47	16	18	10	13	51	34	23	51	56	53	69	39	26	26	27	14	4	11
	9%	11%	8%	13%	9%	5%	7%	11%	11%	6%	11%	9%	11%	10%	9%	10%	9%	10%	9%	7%	11%
				e				e	i		i										
Priti Patel	96	56	39	11	23	16	14	33	33	30	33	54	42	70	26	16	28	26	14	7	6
	8%	10%	7%	9%	12%	9%	7%	7%	11%	8%	7%	8%	8%	10%	6%	6%	9%	10%	9%	12%	6%
														n							
Tom Tugendhat	86	56	27	8	10	10	18	39	18	28	39	63	23	50	36	19	18	21	17	4	7
	8%	10%	5%	7%	5%	5%	9%	9%	6%	7%	9%	10%	5%	7%	8%	7%	6%	8%	11%	8%	7%
		b										l									
Kemi Badenoch	61	38	23	5	11	13	8	23	16	21	23	41	19	38	23	12	22	7	8	5	7
	5%	7%	4%	4%	6%	7%	4%	5%	5%	6%	5%	6%	4%	5%	5%	5%	7%	3%	5%	8%	7%
																	q				
Robert Jenrick	47	20	26	5	12	6	6	18	18	12	18	28	20	36	11	15	10	7	8	2	4
	4%	4%	5%	4%	6%	3%	3%	4%	6%	3%	4%	4%	4%	5%	3%	6%	3%	3%	5%	4%	4%
Mel Stride	15	10	5	4	5	2	1	3	9	4	3	11	4	10	5	1	3	6	3	-	2
	1%	2%	1%	3%	2%	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	*	1%	2%	2%	-	2%
		g							j												
Sarah Lewis	14	10	4	7	1	*	3	2	9	4	2	4	10	12	2	3	3	4	2	-	2
	1%	2%	1%	6%	1%	*	2%	*	3%	1%	*	1%	2%	2%	1%	1%	1%	2%	1%	-	2%
				deg					j												
Stewart Lewis	11	8	3	4	4	2	1	-	8	3	-	7	4	8	2	3	2	-	3	2	1
	1%	1%	*	3%	2%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	1%	1%	-	2%	3%	1%
				g	g				j										q		q
Someone else (please specify)	41	16	23	4	3	3	9	21	7	13	21	21	19	29	11	7	9	15	9	1	1
	4%	3%	4%	3%	2%	2%	5%	5%	2%	3%	5%	3%	4%	4%	3%	2%	3%	6%	6%	2%	1%
None of them	382	157	223	38	56	64	64	161	94	128	161	205	177	206	176	105	106	79	34	19	39
	34%	28%	39%	31%	29%	34%	34%	36%	30%	34%	36%	32%	35%	29%	40%	39%	35%	30%	22%	33%	39%
			a												m	qr	r				r
Don't know	280	121	156	19	51	61	51	98	70	112	98	149	131	173	107	60	73	70	43	12	21
	25%	22%	27%	16%	26%	33%	27%	22%	22%	30%	22%	23%	26%	25%	24%	23%	24%	27%	28%	22%	21%
					c	cg	c			hj											

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
Overlap formulae used. * small base

Table 38

Q3_LEAD - Which of the following, if any, would you MOST prefer to become the next leader of the Conservative party?

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF2016 REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
James Cleverly	108	36	72	91	17	29	36	11	8	11	32	46	22	31	41	72	13	22	53	11	5	19	57
	9%	10%	9%	9%	12%	15%	10%	12%	6%	10%	8%	11%	7%	9%	8%	9%	7%	10%	8%	6%	10%	12%	13%
Priti Patel	96	23	73	77	19	25	27	1	26	5	19	56	24	28	51	74	18	31	66	19	3	14	32
	8%	6%	9%	8%	13%	13% fgi	7%	1%	20% fgi	5%	5%	13% j	8%	9%	10%	9%	10%	14% lmno	10% l	10%	6%	9%	7%
Tom Tugendhat	86	34	52	78	8	15	40	12	7	11	56	25	37	24	38	53	14	13	47	9	5	10	45
	8%	9%	7%	8%	5%	8%	11%	12%	5%	10%	13% k	6%	12% mnopqrs	7%	7%	7%	7%	6%	7%	5%	10%	7%	10%
Kemi Badenoch	61	26	35	51	10	20	18	8	6	3	24	27	26	22	24	36	16	14	37	13	1	14	27
	5%	7%	4%	5%	7%	11% fi	5%	9%	4%	3%	6%	6%	8% nor	7% n	5%	4%	9% no	6%	6%	7%	3%	9%	6%
Robert Jenrick	47	20	28	36	9	14	8	1	10	6	15	25	12	15	20	31	8	9	29	9	5	14	24
	4%	5%	4%	4%	6%	8% f	2%	1%	7% f	5%	4%	6%	4%	5%	4%	4%	4%	4%	5%	5%	9% v	9%	5%
Mel Stride	15	6	9	12	3	3	5	2	1	3	7	2	8	9	9	9	3	5	12	3	-	3	9
	1%	2%	1%	1%	2%	1%	1%	3%	*	3%	2%	*	3% o	3% o	2%	1%	1%	2%	2%	2%	-	2%	2%
Sarah Lewis	14	5	9	10	4	1	8	-	1	1	5	4	6	12	9	10	5	6	11	3	3	7	12
	1%	1%	1%	1%	3%	*	2%	-	*	1%	1%	1%	2%	4% nor	2%	1%	3%	3%	2%	2%	6%	4%	3%
Stewart Lewis	11	7	4	7	3	1	8	1	-	*	6	2	5	6	8	7	5	8	8	2	1	4	10
	1%	2% b	1%	1%	2%	*	2%	1%	-	*	1%	*	2%	2%	2%	1%	3% o	3% nor	1%	1%	2%	2%	2%
Someone else (please specify)	41	17	24	36	3	7	9	3	10	4	11	22	16	9	14	28	5	5	23	7	1	4	11
	4%	5%	3%	4%	2%	4%	2%	3%	8% f	4%	3%	5%	5% mnq	3%	3%	3%	3%	2%	4%	4%	1%	2%	2%
None of them	382	116	267	330	43	34	137	30	44	50	158	120	110	102	175	276	56	65	199	55	18	49	144
	34%	32%	34%	34%	29%	18%	37% e	32% e	33% e	45% e	38% k	28%	35%	31%	33%	34%	29%	29%	31% r	30%	35%	31%	33%
Don't know	280	77	203	248	30	42	77	26	21	17	84	95	51	69	139	205	46	50	154	52	9	17	67
	25%	21%	26%	25%	20%	22%	21%	27%	16%	16%	20%	22%	16% l	21% lm	26% lm	26%	24% l	22% l	24% l	29% lm	18%	11%	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

Overlap formulae used. * small base

Table 39

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -SUMMARY TABLE

BASE: ALL GB ADULTS AGED 18+

	Rishi Sunak	Liz Truss	Boris Johnson	Theresa May	David Cameron	George Osborne	Jeremy Hunt	Nigel Farage	Michael Gove
UNWEIGHTED BASE	1141	1141	1141	1141	1141	1141	1141	1141	1141
WEIGHTED BASE	1141	1141	1141	1141	1141	1141	1141	1141	1141
(2) Much better	58	32	116	65	88	23	49	152	30
	5%	3%	10%	6%	8%	2%	4%	13%	3%
(1) Somewhat better	193	73	206	204	274	151	230	146	136
	17%	6%	18%	18%	24%	13%	20%	13%	12%
(0) Neither better nor worse	295	179	217	345	305	353	333	196	304
	26%	16%	19%	30%	27%	31%	29%	17%	27%
(-1) Somewhat worse	196	198	180	186	183	187	166	131	218
	17%	17%	16%	16%	16%	16%	15%	11%	19%
(-2) Much worse	285	548	325	235	166	154	159	391	222
	25%	48%	28%	21%	15%	13%	14%	34%	19%
Don't know	101	90	87	88	104	160	141	98	142
	9%	8%	8%	8%	9%	14%	12%	9%	12%
I don't know who this person is	12	19	10	18	21	113	63	27	89
	1%	2%	1%	2%	2%	10%	5%	2%	8%
Mean	-0.45	-1.12	-0.38	-0.31	-0.06	-0.34	-0.17	-0.45	-0.51
Much/somewhat better (NET)	251	106	322	268	362	174	279	298	166
	22%	9%	28%	24%	32%	15%	24%	26%	15%
Much/somewhat worse (NET)	481	746	505	421	349	341	325	522	440
	42%	65%	44%	37%	31%	30%	29%	46%	39%

Table 40

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Rishi Sunak

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	58	28	29	8	16	10	7	17	24	17	17	32	26	43	14	10	15	13	15	1	5
	5%	5%	5%	6%	8% g	5%	4%	4%	8%	4%	4%	5%	5%	6%	3%	4%	5%	5%	10% o	1%	5%
(1) Somewhat better	193	94	98	15	42	16	28	92	57	44	92	119	74	122	71	43	55	41	22	8	24
	17%	17%	17%	12%	21% e	9%	15%	21% e	18% i	12%	21% i	19%	15%	17%	16%	16%	18%	16%	14%	15%	25%
(0) Neither better nor worse	295	141	151	19	38	68	35	135	57	103	135	181	114	186	109	57	80	88	34	17	21
	26%	26%	26%	16%	19%	36% cdf	19%	30% cdf	18%	27% h	30% h	28%	23%	27%	25%	21%	27%	33% ort	22%	30%	21%
(-1) Somewhat worse	196	97	97	22	26	37	42	69	49	79	69	115	81	119	78	42	45	50	28	12	19
	17%	18%	17%	19%	14%	20%	22% d	15%	15%	21%	15%	18%	16%	17%	18%	16%	15%	19%	18%	22%	19%
(-2) Much worse	285	152	126	49	53	37	52	95	102	89	95	136	150	170	115	84	77	49	42	7	26
	25%	28%	22%	41% defg	27%	20%	27%	21%	32% ij	24%	21%	21%	30% k	24%	26%	31% qs	26%	19%	27%	13%	26%
Don't know	101	35	66	2	19	16	24	40	21	40	40	51	50	56	46	29	25	21	14	9	4
	9%	6%	11% a	2%	10% c	8% c	13% c	9% c	7%	11%	9%	8%	10%	8%	10%	11%	8%	8%	9%	15% t	4%
I don't know who this person is	12	4	8	4	1	4	1	2	5	5	2	5	7	5	7	3	3	1	2	2	1
	1%	1%	1%	4% fg	1%	2%	*	*	2%	1%	*	1%	1%	1%	2%	1%	1%	*	2%	4% q	1%
Mean	-0.45	-0.49	-0.38	-0.79 c	-0.33	-0.46 c	-0.62	-0.32 cf	-0.51	-0.54	-0.32 i	-0.35 l	-0.57	-0.39	-0.53	-0.62 o	-0.43	-0.34	-0.43	-0.39	-0.38
Much/somewhat better (NET)	251	122	127	23	58	26	36	110	80	61	110	152	100	165	86	54	69	54	36	9	29
	22%	22%	22%	19%	30% cef	14%	19%	24% e	26% i	16%	24% i	24%	20%	24%	20%	20%	23%	21%	23%	16%	30%
Much/somewhat worse (NET)	481	249	222	71	79	74	93	164	150	167	164	251	231	289	192	126	123	99	70	20	44
	42%	45%	39%	59% deg	41%	40%	49% g	36%	48% j	44% j	36%	39%	46% k	41%	44%	47%	41%	38%	45%	35%	45%

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
Overlap formulae used. * small base

Table 41

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Rishi Sunak

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	X	TIKTOK	INSTAGRAM	FACEBOOK	LINKEDIN	SNAPCHAT	YOUTUBE	PINTEREST	KNOW A GREAT DEAL	KNOW A GREAT DEAL/ FAIR AMOUNT	HAVE HEARD OF BRAT
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	58	25	32	41	17	19	17	3	6	6	20	19	27	29	33	43	18	20	40	19	6	17	34
	5%	7% b	4%	4%	11% c	10% f	5%	3%	4%	5%	5%	4%	8% o	9% nor	6%	5%	10% nor	9% o	6%	10% nor	12%	11%	8%
(1) Somewhat better	193	75	118	171	22	57	53	21	22	17	68	91	56	52	87	138	37	36	99	41	9	33	86
	17%	21% b	15%	18%	15%	30% fhi	14%	22%	16%	15%	16%	21%	18%	16%	17%	17%	20%	16%	15%	23% mnqr	17%	21%	20%
(0) Neither better nor worse	295	105	190	259	29	65	89	29	31	23	112	112	89	64	120	198	38	52	152	37	11	36	107
	26%	29%	25%	26%	20%	34% fi	24%	31%	23%	21%	27%	26%	28% mnpr s	20%	23%	25% m	20%	23%	24% m	20%	21%	23%	24%
(-1) Somewhat worse	196	57	140	168	26	26	71	17	14	22	77	65	41	51	81	136	37	44	115	21	11	31	85
	17%	15%	18%	17%	17%	13%	19%	18%	11%	20%	18%	15%	13%	15%	15% ls	17% ls	19% ls	19% ls	18% ls	11%	22%	20%	19%
(-2) Much worse	285	80	205	238	44	11	115	17	53	33	110	100	90	110	154	210	49	64	186	49	13	34	95
	25%	22%	26%	24%	30%	6%	31% eg	18% e	40% eg	30% e	26%	24%	28%	34% lop	29%	26%	26%	29%	29%	27%	25%	22%	22%
Don't know	101	21	80	89	8	13	27	7	7	9	30	34	15	17	44	75	8	7	43	13	1	4	23
	9%	6%	10% a	9%	6%	7%	7%	8%	5%	8%	7%	8%	5%	5%	8% lmpq	9% lmpqr	4%	3%	7% q	7% q	1%	2%	5% u
I don't know who this person is	12	4	9	10	3	-	2	1	-	1	2	2	-	4	6	3	2	2	4	2	1	1	6
	1%	1%	1%	1%	2%	-	*	1%	-	1%	1%	*	-	1% o	1% o	*	1%	1%	1%	1%	2%	1%	1%
Mean	-0.45	-0.27 b	-0.53	-0.45	-0.42	0.27 fg hi	-0.62	-0.28 fh	-0.7	-0.6	-0.49	-0.35	-0.37 mn r	-0.52	-0.5	-0.46	-0.34 r	-0.45	-0.52	-0.24 mn or	-0.31	-0.22	-0.3
Much/somewhat better (NET)	251	101	151	212	39	76	70	24	27	22	88	110	83	81	120	181	55	56	139	61	15	50	120
	22%	27% b	19%	22%	26%	40% fghi	19%	25%	20%	20%	21%	26%	26% r	25%	23%	23%	29% nor	25%	22%	33% mnoq r	29%	32%	27%
Much/somewhat worse (NET)	481	137	345	407	70	37	186	34	68	55	186	165	131	161	235	346	85	108	302	70	24	65	180
	42%	37%	44% a	42%	47%	19%	50% eg	36% e	51% e	49% e	45%	39%	41%	49% los	45%	43%	45%	48% s	47% los	38%	47%	42%	41%

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

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 42

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Liz Truss

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55+ (g)	AGE 18-34 (h)	AGE 35-54 (i)	AGE 55+ (j)	SOCIAL GRADE ABC1 (k)	SOCIAL GRADE C2DE (l)	WORKING STATUS WORKING (m)	WORKING STATUS NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	32	17	15	5	11	4	1	11	17	5	11	25	7	25	8	8	4	6	8	1	5
	3%	3%	3%	4% f	6% f	2%	1%	2%	5% i	1%	2%	4% l	1%	4%	2%	3%	1%	2%	5% p	2%	5%
(1) Somewhat better	73	39	34	19	28	10	9	7	47	19	7	44	29	63	10	20	8	12	16	5	12
	6%	7%	6%	16% efg	15% efg	5% g	5%	2%	15% ij	5% j	2%	7%	6%	9% n	2%	7% p	3%	5%	10% p	8%	12% pq
(0) Neither better nor worse	179	98	80	22	44	34	19	60	66	53	60	101	78	127	52	29	58	39	24	12	16
	16%	18%	14%	19% f	22% fg	18% f	10%	13%	21% ij	14%	13%	16%	16%	18% n	12%	11%	19% o	15%	16%	21%	17%
(-1) Somewhat worse	198	91	102	26	26	34	26	87	52	60	87	104	94	97	101	35	49	63	24	10	17
	17%	17%	18%	22%	13%	18%	14%	19%	17%	16%	19%	16%	19%	14%	23% m	13%	16%	24% op	16%	17%	17%
(-2) Much worse	548	268	273	40	62	85	112	251	101	196	251	317	231	325	224	145	151	124	65	20	42
	48%	49%	47%	33%	32%	45% d	59% cde	56% cde	32%	52% h	56% h	50%	46%	46%	51%	54% rs	50%	47%	42%	36%	43%
Don't know	90	29	62	4	17	18	21	30	21	39	30	39	51	54	37	27	23	17	13	6	4
	8%	5%	11% a	3%	9%	10% c	11% c	7%	7%	10%	7%	6%	10% k	8%	8%	10%	8%	7%	8%	10%	4%
I don't know who this person is	19	10	9	4	7	3	2	3	10	6	3	9	10	10	9	3	6	-	5	2	2
	2%	2%	2%	3% g	3% g	2%	1%	1%	3% j	1%	1%	1%	2%	1%	2%	1%	2% q	-	3% q	4% q	2% q
Mean	-1.12	-1.08	-1.16	-0.68 ef g	-0.57 ef g	-1.11 fg	-1.44	-1.34	-0.62 ij	-1.28	-1.34	-1.09	-1.17	-0.99 n	-1.33	-1.23	-1.24	-1.17	-0.89 op q	-0.89	-0.86 opq
Much/somewhat better (NET)	106	56	49	24	40	14	10	19	64	24	19	70	36	88	18	28	13	18	24	6	17
	9%	10%	9%	20% efg	20% efg	7%	5%	4%	20% ij	6%	4%	11%	7%	13% n	4%	10% p	4%	7%	16% pq	11%	17% pq
Much/somewhat worse (NET)	746	359	375	66	87	118	137	337	153	256	337	421	326	422	325	181	200	187	90	30	60
	65%	65%	65%	55%	45% d	63% cd	73% cd	75% cde	49%	68% h	75% h	66%	65%	60%	74% m	67%	67%	71% rs	57%	54%	60%

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
Overlap formulae used. * small base

Table 43

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Liz Truss

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	32	16	16	24	9	10	11	2	2	1	12	12	18	16	18	20	9	13	26	15	4	11	22
	3%	4%	2%	2%	6%	5%	3%	2%	2%	1%	3%	3%	6%	5%	3%	2%	5%	6%	4%	8%	8%	7%	5%
			b		c								no	o				o	o	nor			
(1) Somewhat better	73	34	40	51	22	9	26	2	9	10	16	23	32	40	45	51	17	31	59	13	5	27	45
	6%	9%	5%	5%	15%	5%	7%	2%	7%	9%	4%	5%	10%	12%	9%	6%	9%	14%	9%	7%	10%	17%	10%
			b		c								o	nors	o			nors	o			v	
(0) Neither better nor worse	179	57	122	145	30	34	45	13	31	16	44	78	63	65	86	124	32	53	99	29	6	24	74
	16%	16%	16%	15%	20%	18%	12%	14%	23%	15%	11%	18%	20%	20%	16%	16%	17%	24%	15%	16%	12%	16%	17%
									f			j	or	nor				nors					
(-1) Somewhat worse	198	55	143	181	16	53	58	16	20	19	76	86	37	47	82	142	27	31	122	31	8	26	74
	17%	15%	18%	19%	11%	28%	16%	17%	15%	17%	18%	20%	12%	14%	16%	18%	14%	14%	19%	17%	15%	17%	17%
				d		fh									l	l			lmnq				
(-2) Much worse	548	177	371	486	57	72	211	54	68	50	241	195	153	134	237	386	89	78	288	78	27	62	191
	48%	48%	48%	50%	38%	38%	57%	56%	51%	45%	58%	46%	48%	41%	45%	48%	47%	35%	45%	42%	52%	40%	44%
				d			ei	e			k		mq	q	q	mq	q		q				
Don't know	90	20	70	74	13	12	18	8	4	12	25	26	12	19	44	67	11	15	37	14	1	5	23
	8%	6%	9%	8%	8%	6%	5%	8%	3%	11%	6%	6%	4%	6%	8%	8%	6%	7%	6%	7%	1%	3%	5%
			a							fh					lr	lr							
I don't know who this person is	19	7	12	15	4	1	4	1	-	3	5	3	3	6	14	12	4	4	9	5	1	1	7
	2%	2%	2%	2%	3%	*	1%	1%	-	2%	1%	1%	1%	2%	3%	1%	2%	2%	1%	3%	2%	1%	2%
															lor								
Mean	-1.12	-1.01	-1.18	-1.19	-0.68	-0.94	-1.23	-1.37	-1.1	-1.1	-1.33	-1.09	-0.91	-0.81	-1.02	-1.14	-0.98	-0.63	-0.99	-0.87	-0.96	-0.67	-0.9
		b			c	fg					j		o	no	o			lm	o	o		v	
														r				noprs					
Much/somewhat better (NET)	106	50	56	75	30	19	37	4	11	11	28	35	49	56	63	71	25	44	85	28	9	38	68
	9%	14%	7%	8%	20%	10%	10%	4%	8%	10%	7%	8%	16%	17%	12%	9%	13%	19%	13%	15%	18%	24%	15%
		b			c								no	nor	o		o	nor	o	o		v	
Much/somewhat worse (NET)	746	232	515	667	73	125	269	69	87	69	317	281	190	181	319	528	116	109	411	108	35	88	265
	65%	63%	66%	68%	49%	66%	72%	73%	66%	62%	76%	66%	60%	55%	61%	66%	62%	48%	64%	59%	67%	56%	61%
				d							k		q	q	mq	lmnq	q		mq	q			

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

Overlap formulae used. * small base

Table 44

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Boris Johnson

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	116	58	57	13	28	9	14	52	41	23	52	55	61	79	36	25	21	36	23	4	7
	10%	11%	10%	11%	14% e	5%	8%	12% e	13% i	6%	12% i	9%	12%	11%	8%	9%	7%	14% p	15% p	7%	7%
(1) Somewhat better	206	105	96	26	47	40	23	70	73	63	70	130	76	138	69	36	48	58	32	8	25
	18%	19%	17%	22% f	24% fg	21% f	12%	16%	23% ij	17%	16%	20% l	15%	20%	16%	13%	16%	22% o	20%	13%	25% o
(0) Neither better nor worse	217	104	110	27	37	41	25	88	63	65	88	112	105	129	88	51	53	50	30	12	22
	19%	19%	19%	22% f	19%	22% f	13%	20%	20%	17%	20%	17%	21%	18%	20%	19%	18%	19%	19%	21%	22%
(-1) Somewhat worse	180	84	95	19	24	33	29	75	43	62	75	105	75	112	68	33	57	47	17	13	14
	16%	15%	17%	16%	12%	18%	15%	17%	14%	16%	17%	16%	15%	16%	16%	12%	19%	18%	11%	22%	14%
(-2) Much worse	325	167	154	28	42	47	76	132	70	123	132	191	134	196	128	93	94	56	39	13	28
	28%	30%	27%	23%	22%	25%	40% cdeg	29%	22%	33% h	29%	30%	27%	28%	29%	35% q	31% q	22%	25%	24%	28%
Don't know	87	30	57	4	16	14	22	32	19	36	32	43	44	44	44	26	24	13	14	5	3
	8%	5%	10% a	3%	8%	8%	12% c	7%	6%	10%	7%	7%	9%	6%	10% m	10%	8%	5%	9%	9%	3%
I don't know who this person is	10	4	6	4	2	3	-	1	6	3	1	4	6	3	7	3	2	1	2	2	-
	1%	1%	1%	3% fg	1%	2%	-	*	2% j	1%	*	1%	1%	*	2%	1%	1%	*	1%	4% q	-
Mean	-0.38	-0.38	-0.38	-0.2 f	-0.03 ef g	-0.41 f	-0.77	-0.39 f	-0.1 ij	-0.59	-0.39	-0.42	-0.32	-0.32	-0.47	-0.57 op	-0.56 op	-0.12	-0.13	-0.48	-0.34
Much/somewhat better (NET)	322	163	153	39	75	49	37	122	114	86	122	185	137	217	105	60	69	94	55	11	31
	28%	30%	27%	32% f	38% efg	26%	20%	27%	36% ij	23%	27%	29%	27%	31% n	24%	23%	23%	36% ops	35% op	20%	32%
Much/somewhat worse (NET)	505	251	249	47	66	81	105	207	113	185	207	296	209	308	197	126	151	104	56	26	42
	44%	46%	43%	39%	34%	43%	55% cde	46% d	36%	49% h	46% h	46%	42%	44%	45%	47%	50% qr	40%	36%	46%	43%

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
Overlap formulae used. * small base

Table 45

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Boris Johnson

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	116	31	85	91	25	34	29	8	20	10	27	63	37	42	58	87	27	35	70	24	6	17	52
	10%	8%	11%	9%	16% c	18% f	8%	8%	15% f	9%	6%	15% j	12%	13%	11%	11%	14%	16% nor	11%	13%	12%	11%	12%
(1) Somewhat better	206	68	138	185	20	60	54	15	28	20	52	105	71	71	104	145	37	41	129	36	10	39	89
	18%	19%	18%	19%	13%	31% fgi	14%	15%	21%	18%	12%	25% j	22%	22%	20% o	18%	20%	18%	20%	20%	18%	25%	20%
(0) Neither better nor worse	217	61	156	186	30	45	57	16	25	18	64	91	53	58	82	151	25	49	111	30	13	29	75
	19%	17%	20%	19%	20%	24% f	15%	16%	19%	16%	15%	22% j	17%	18%	16%	19% np	13%	22% np	17%	16%	25%	19%	17%
(-1) Somewhat worse	180	59	122	151	26	29	62	23	15	13	70	57	39	45	82	120	25	36	99	23	7	24	67
	16%	16%	16%	15%	18%	15%	17%	24% hi	11%	11%	17%	14%	12%	14%	16% l	15%	13%	16%	15% l	12%	14%	16%	15%
(-2) Much worse	325	121	204	284	34	11	149	28	38	39	174	80	106	88	153	237	60	50	186	53	12	40	122
	28%	33% b	26%	29%	23%	6%	40% e	30% e	29% e	35% e	42% k	19%	33% mq	27% q	29% q	30% q	32% q	22%	29% q	29%	23%	25%	28%
Don't know	87	23	64	70	13	12	21	6	6	11	30	26	10	19	43	60	12	11	40	17	2	6	25
	8%	6%	8%	7%	9%	6%	6%	6%	4%	10%	7%	6%	3%	6% l	8% l	7% l	6%	5%	6% l	9% l	3%	4%	6%
I don't know who this person is	10	4	6	9	1	-	1	-	-	1	1	1	2	3	4	3	2	3	4	-	2	2	6
	1%	1%	1%	1%	1%	-	*	-	-	*	*	*	1%	1%	1%	*	1%	1%	1%	-	4%	1%	1%
Mean	-0.38	-0.5 a	-0.31	-0.39	-0.19	0.42 fg hi	-0.71	-0.56	-0.17 f	-0.51	-0.81	0.03 j	-0.35	-0.23	-0.35	-0.37	-0.32	-0.11 ln or	-0.34	-0.27	-0.19	-0.21	-0.29
Much/somewhat better (NET)	322	99	223	276	45	93	83	22	49	30	79	168	108	112	161	232	64	76	199	60	16	55	141
	28%	27%	29%	28%	30%	49% fgi	22%	23%	37% f	27%	19%	40% j	34% o	34% o	31%	29%	34%	34%	31%	33%	30%	35%	32%
Much/somewhat worse (NET)	505	180	325	435	61	40	211	51	53	51	244	138	144	134	235	357	86	86	285	76	19	64	189
	44%	49% b	42%	45%	41%	21%	57% eh	54% e	40% e	46% e	58% k	33%	45% q	41%	45% q	44% q	45%	38%	45% q	41%	37%	41%	43%

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

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 46

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Theresa May

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	65	33	31	9	19	8	8	21	29	16	21	44	20	49	16	16	14	20	9	2	3
	6%	6%	5%	8%	10%	4%	4%	5%	9% ij	4%	5%	7%	4%	7% n	4%	6%	5%	8%	6%	4%	3%
					g																
(1) Somewhat better	204	106	95	17	41	32	34	80	58	66	80	136	67	127	76	39	54	55	32	10	14
	18%	19%	17%	14%	21%	17%	18%	18%	18%	17%	18%	21% l	13%	18%	17%	14%	18%	21%	20%	18%	14%
(0) Neither better nor worse	345	175	166	30	56	59	55	145	86	114	145	215	129	205	139	65	83	81	54	21	41
	30%	32%	29%	25%	29%	32%	29%	32%	27%	30%	32%	34% l	26%	29%	32%	24%	28%	31%	35% o	37%	41% op
(-1) Somewhat worse	186	88	96	23	27	28	30	77	51	58	77	90	97	116	71	43	60	37	21	8	17
	16%	16%	17%	20%	14%	15%	16%	17%	16%	16%	17%	14%	19% k	17%	16%	16%	20%	14%	13%	15%	17%
(-2) Much worse	235	114	117	29	30	39	38	99	59	77	99	102	133	149	86	74	62	51	25	7	15
	21%	21%	20%	24%	15%	21%	20%	22%	19%	20%	22%	16%	27% k	21%	20%	28% rst	21%	20%	16%	12%	15%
Don't know	88	29	57	7	16	16	24	26	23	40	26	43	45	47	41	26	22	16	12	6	5
	8%	5%	10% a	6%	8%	8%	13% g	6%	7%	11% j	6%	7%	9%	7%	9%	10%	7%	6%	8%	11%	5%
I don't know who this person is	18	5	13	4	6	6	-	2	10	6	2	9	9	8	11	5	4	1	3	1	4
	2%	1%	2%	4% fg	3% fg	3% fg	-	*	3% j	2%	*	1%	2%	1%	2%	2%	1%	*	2%	3%	4% q
Mean	-0.31	-0.28	-0.34	-0.43 ce fg	-0.04 l	-0.36	-0.34	-0.36	-0.19	-0.35	-0.36	-0.12 l	-0.57	-0.29	-0.35	-0.51 o	-0.38 o	-0.19	-0.15	-0.16	-0.3
Much/somewhat better (NET)	268	140	126	26	60	39	42	101	86	81	101	181	88	176	92	55	68	75	41	12	17
	24%	25%	22%	22%	31% g	21%	22%	22%	27%	22%	22%	28% l	17%	25%	21%	21%	23%	28%	26%	22%	18%
Much/somewhat worse (NET)	421	202	213	53	57	67	68	176	110	135	176	191	230	265	156	117	122	89	46	15	32
	37%	37%	37%	44% d	29%	36%	36%	39% d	35%	36%	39%	30%	46% k	38%	36%	44% qrs	41% r	34%	29%	27%	33%

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

Overlap formulae used. * small base

Table 47

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Theresa May

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REFERENDUM 2016 VOTE REMAIN (j)	LEAVE (k)	SOCIAL MEDIA USERS X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	AWARENESS OF 'BRAT' KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	65	26	38	47	17	13	21	7	7	4	24	19	24	27	39	35	14	19	43	18	6	14	36
	6%	7%	5%	5%	12% c	7%	6%	8%	5%	3%	6%	4%	8% o	8% o	7% o	4%	7% o	8% o	7% o	10% o	12%	9%	8%
(1) Somewhat better	204	85	119	179	24	39	86	21	17	14	88	74	77	60	99	163	46	34	119	29	7	39	89
	18%	23% b	15%	18%	16%	20%	23% hi	22%	13%	13%	21%	18%	24% mnqrs	18%	19%	20%	24% qrs	15%	19%	16%	14%	25%	20%
(0) Neither better nor worse	345	104	240	291	48	74	99	35	35	38	139	120	92	82	140	216	52	59	192	49	15	48	139
	30%	28%	31%	30%	32%	39% f	27%	37%	26%	34%	33%	28%	29%	25%	27%	27%	28%	26%	30% mno	27%	28%	31%	32%
(-1) Somewhat worse	186	56	131	171	12	27	61	13	28	19	63	75	48	65	74	139	26	43	106	25	12	29	66
	16%	15%	17%	18% d	8%	14%	16%	14%	21%	17%	15%	18%	15%	20% lnps	14%	17% n	14%	19% n	17%	14%	23%	18%	15%
(-2) Much worse	235	61	174	201	32	28	81	11	43	22	73	108	63	65	113	176	34	48	136	43	10	20	73
	21%	17%	22% a	21%	21%	15%	22% g	11%	32% eg	20%	18%	26% j	20%	20%	22%	22%	18%	21%	21%	23%	19%	13%	17%
Don't know	88	28	61	73	12	10	24	6	4	13	27	24	11	24	48	65	12	15	37	16	1	7	25
	8%	8%	8%	8%	8%	5%	6%	7%	3%	12% h	7%	6%	3%	7% l	9% lr	8%	6% lr	7% l	6% l	8% l	1%	4%	6%
I don't know who this person is	18	6	12	14	5	-	1	2	-	1	3	3	3	4	12	9	5	7	7	5	1	1	9
	2%	2%	2%	1%	3%	-	*	2% f	-	1%	1%	1%	1%	1%	2% lor	1%	3% lor	3%	1% lmor	2%	2%	1%	2%
Mean	-0.31	-0.12 b	-0.4	-0.34	-0.12	-0.11 hi	-0.27 h	0.02 hi	-0.64	-0.43	-0.19 k	-0.45	-0.16 or	-0.27	-0.26	-0.35	-0.12 or	-0.33	-0.29	-0.27	-0.23	-0.01	-0.13
Much/somewhat better (NET)	268	111	157	227	41	52	107	28	24	18	112	93	101	87	138	198	59	53	161	47	14	52	125
	24%	30% b	20%	23%	28%	27%	29% hi	30%	18% i	16%	27%	22%	32% mnoqr	27%	26%	25%	32% oqr	24%	25%	26%	26%	33%	29%
Much/somewhat worse (NET)	421	117	305	372	43	55	142	23	70	41	137	183	111	130	187	315	60	91	242	68	22	48	138
	37%	32%	39% a	38% d	29%	29%	38% g	25%	53% efgi	37%	33%	43% j	35%	40%	36% p	39%	32% np	40% p	38%	37%	42%	31%	32%

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

Overlap formulae used. * small base

Table 48

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -David Cameron

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	88	52	35	15	16	19	15	24	31	33	24	55	32	70	17	15	21	27	15	4	6
	8%	10%	6%	13% g	8%	10%	8%	5%	10% j	9%	5%	9%	6%	10% n	4%	6%	7%	10%	10%	7%	6%
(1) Somewhat better	274	144	127	30	67	41	37	100	97	78	100	169	105	175	99	46	78	66	46	9	29
	24%	26%	22%	25% efg	34%	22%	20%	22%	31% ij	21%	22%	26%	21%	25%	23%	17%	26% o	25%	30% o	16%	29% o
(0) Neither better nor worse	305	141	160	28	39	47	52	139	66	100	139	174	131	173	132	73	74	76	39	16	27
	27%	26%	28%	23%	20%	25%	28%	31% d	21%	26%	31% h	27%	26%	25%	30%	27%	25%	29%	25%	29%	27%
(-1) Somewhat worse	183	85	91	19	23	32	24	84	42	57	84	97	85	113	70	42	58	33	24	13	13
	16%	15%	16%	16%	12%	17%	13%	19%	13%	15%	19%	15%	17%	16%	16%	16%	19%	12%	15%	24%	13%
(-2) Much worse	166	91	74	12	27	27	33	68	39	60	68	83	83	102	64	54	39	39	18	4	14
	15%	17%	13%	10%	14%	14%	17%	15%	12%	16%	15%	13%	16%	15%	14%	20% prs	13%	15%	11%	6%	14%
Don't know	104	29	74	7	20	16	27	34	27	43	34	53	51	57	47	31	26	20	12	8	7
	9%	5%	13% a	6%	10%	8%	14% cg	8%	9%	11%	8%	8%	10%	8%	11%	12%	9%	8%	8%	15%	7%
I don't know who this person is	21	8	13	10	4	6	-	2	13	6	2	8	13	10	11	6	4	2	3	1	4
	2%	2%	2%	8% dfg	2%	3% fg	-	*	4%	2%	*	1%	3%	1%	3%	2%	1%	1%	2%	3%	4%
Mean	-0.06	-0.04	-0.09	0.16 g	0.13 g	-0.05	-0.15	-0.18	0.14 ij	-0.1	-0.18	0.03 l	-0.18	*	-0.17	-0.32	-0.06 o	0.04 o	0.13 o	-0.07	*
Much/somewhat better (NET)	362	196	163	45	83	59	52	123	127	111	123	224	138	245	116	61	98	93	62	13	35
	32%	36% b	28%	37% g	42% fg	32%	28%	27%	40% ij	30%	27%	35% l	27%	35% n	26%	23%	33% o	35% o	39% o	23%	35% o
Much/somewhat worse (NET)	349	176	165	31	49	59	57	152	81	116	152	181	168	215	133	96	97	71	41	17	27
	31%	32%	29%	26%	25%	31%	30%	34%	26%	31%	34% h	28%	33%	31%	30%	36%	32%	27%	26%	30%	27%

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
Overlap formulae used. * small base

Table 49

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -David Cameron

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	88	33	55	69	19	18	33	6	6	6	35	29	40	40	48	72	24	34	63	21	8	24	47
	8%	9%	7%	7%	13% c	10%	9%	6%	4%	5%	8%	7%	13% no	12% no	9%	9%	13%	15% nor	10%	12%	16%	15% v	11%
(1) Somewhat better	274	100	174	237	36	56	94	32	16	25	113	87	93	89	145	193	59	51	161	51	14	49	120
	24%	27%	23%	24%	24%	29% h	25% h	34% h	12%	23%	27%	21%	29% oqr	27%	28% n	24%	31% oqr	23%	25%	28%	27%	32%	28%
(0) Neither better nor worse	305	100	205	266	38	68	95	25	33	30	109	124	71	76	114	206	37	49	148	40	13	38	119
	27%	27%	26%	27%	26%	36% f	25%	26%	25%	27%	26%	29%	22%	23%	22%	26% np	19%	22%	23%	22%	25%	24%	27%
(-1) Somewhat worse	183	53	129	154	23	25	64	14	37	20	74	75	40	44	74	121	28	35	108	19	8	24	67
	16%	15%	17%	16%	15%	13%	17%	15%	28% efg	18%	18%	18%	13%	14%	14%	15%	15%	15%	17% lns	10%	15%	15%	15%
(-2) Much worse	166	47	119	145	18	12	61	12	34	15	51	79	54	43	74	123	25	32	103	31	6	14	45
	15%	13%	15%	15%	12%	6%	16% e	12%	26% egi	14%	12%	19% j	17%	13%	14%	15%	13%	14%	16%	17%	11%	9%	10%
Don't know	104	27	77	89	12	10	25	6	7	14	35	28	13	28	57	76	12	16	44	18	2	7	29
	9%	7%	10%	9%	8%	5%	7%	6%	5%	12%	8%	7%	4% l	9%	11% lpqr	10% lr	7%	7%	7% l	10% l	4%	4%	7%
I don't know who this person is	21	6	15	17	4	1	1	1	-	1	2	1	5	7	14	12	3	9	12	4	1	1	10
	2%	2%	2%	2%	3%	1%	*	1%	-	1%	*	*	2%	2%	3% o	1%	2%	4% lor	2%	2%	2%	1%	2%
Mean	-0.06	0.06 b	-0.12	-0.08	0.11	0.25 fh i	-0.08 h	0.08 h	-0.62	-0.15 h	0.01 k	-0.22	0.09 or	0.13 or	0.04	-0.04	0.17 or	0.1	-0.05	0.08	0.24	0.31 v	0.15
Much/somewhat better (NET)	362	133	229	306	54	74	127	38	22	31	147	116	134	129	193	265	83	85	225	72	22	73	168
	32%	36% b	30%	31%	36%	39% h	34% h	40% h	17%	28%	35% k	27%	42% nor	39% o	37% o	33%	44% nor	38%	35%	39%	43%	47% v	38%
Much/somewhat worse (NET)	349	100	248	299	41	37	125	25	71	35	125	154	94	87	148	243	53	67	211	50	13	37	111
	31%	27%	32%	31%	27%	19%	34% e	27%	53% efgi	32% e	30%	36%	30%	27%	28%	30%	28%	30%	33% mn	27%	26%	24%	25%

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

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 50

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -George Osborne

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	23	11	11	5	10	1	1	5	16	2	5	16	7	18	5	5	3	8	2	1	3
	2%	2%	2%	4% efg	5% efg	*	1%	1%	5% ij	1%	1%	2%	1%	3%	1%	2%	1%	3%	1%	2%	3%
(1) Somewhat better	151	84	65	12	44	25	22	47	56	47	47	108	43	112	39	24	42	36	22	8	20
	13%	15%	11%	10%	23% cefg	13%	12%	11%	18% j	13%	11%	17% l	9%	16% n	9%	9%	14%	14%	14%	15%	20% o
(0) Neither better nor worse	353	184	166	33	43	56	59	162	76	115	162	200	153	197	157	69	89	92	58	16	29
	31%	33%	29%	28%	22%	30%	31%	36% d	24%	31%	36% h	31%	31%	28%	36% m	26%	30%	35% o	37% o	28%	30%
(-1) Somewhat worse	187	101	84	16	23	35	26	87	39	61	87	101	86	116	71	46	51	38	25	13	14
	16%	18%	15%	13%	12%	19%	14%	19% d	12%	16%	19% h	16%	17%	17%	16%	17%	17%	15%	16%	23%	14%
(-2) Much worse	154	90	63	16	20	27	28	63	36	55	63	78	76	96	57	57	44	26	11	4	13
	13%	16% b	11%	13%	10%	15%	15%	14%	11%	15%	14%	12%	15%	14%	13%	21% qrs	15%	10%	7%	7%	13%
Don't know	160	49	108	15	24	21	33	67	39	54	67	79	81	93	67	41	42	36	23	6	12
	14%	9%	19% a	12%	12%	11%	18%	15%	12%	14%	15%	12%	16%	13%	15%	15%	14%	14%	14%	12%	12%
I don't know who this person is	113	33	78	24	30	22	19	17	54	41	17	57	56	69	44	26	30	26	16	7	8
	10%	6%	14% a	20% fg	16% g	12% g	10% g	4%	17% ij	11% j	4%	9%	11%	10%	10%	10%	10%	10%	10%	13%	8%
Mean	-0.34	-0.37	-0.31	-0.31 ce fg	0.02	-0.44	-0.42	-0.43	-0.1 ij	-0.43	-0.43	-0.23 l	-0.5	-0.3	-0.42	-0.63	-0.39 o	-0.19 o	-0.18 o	-0.23	-0.17 o
Much/somewhat better (NET)	174	95	77	17	55	26	23	52	72	49	52	124	50	130	44	28	45	44	24	10	23
	15%	17%	13%	14%	28% cefg	14%	12%	12%	23% ij	13%	12%	19% l	10%	19% n	10%	11%	15%	17%	15%	17%	23% o
Much/somewhat worse (NET)	341	191	147	31	43	63	54	150	74	117	150	179	162	213	129	103	94	64	36	17	27
	30%	35% b	25%	26%	22%	33% d	29%	33% d	24%	31% h	33% h	28%	32%	30%	29%	38% qr	31%	24%	23%	30%	27%

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
Overlap formulae used. * small base

Table 51

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -George Osborne

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF2016 REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	23	15	7	16	7	5	10	1	-	5	10	4	13	15	16	14	8	8	13	5	2	9	17
	2%	4% b	1%	2%	4% c	3%	3%	1%	-	4% h	2%	1%	4% or	5% or	3% o	2%	4% o	4% o	2%	3%	5%	6%	4%
(1) Somewhat better	151	74	77	123	27	26	57	13	13	14	66	46	59	57	81	122	42	36	104	36	9	38	78
	13%	20% b	10%	13%	18%	14%	15%	14%	10%	13%	16%	11%	19%	18%	15%	15%	22%	16% nor	16%	19%	17%	24% v	18%
(0) Neither better nor worse	353	101	252	303	43	81	114	35	45	27	139	147	102	84	134	223	58	58	188	42	14	48	131
	31%	28%	33%	31%	29%	42% fi	31%	36%	34%	25%	33%	35%	32% mnqs	26%	26%	28%	31%	26% s	29% ns	23%	27%	31%	30%
(-1) Somewhat worse	187	57	131	168	19	28	68	15	26	23	74	83	40	54	74	139	25	35	102	27	11	27	76
	16%	15%	17%	17%	13%	15%	18%	16%	20%	21%	18%	19%	12%	17% l	14% ln	17%	13%	16%	16% l	15%	22%	17%	17%
(-2) Much worse	154	45	109	141	12	22	52	10	25	15	55	70	46	34	74	103	22	23	95	28	6	14	55
	13%	12%	14%	14%	8%	12%	14%	11%	19%	13%	13%	16%	14% m	10%	14% mq	13%	12%	10%	15% mq	15% m	12%	9%	13%
Don't know	160	45	115	129	26	22	47	12	14	21	54	50	34	39	74	120	16	25	73	25	4	9	46
	14%	12%	15%	13%	17%	12%	13%	13%	11%	19%	13%	12%	11%	12%	14% lpr	15% lpr	9%	11%	11%	14%	7%	6%	10% u
I don't know who this person is	113	29	84	96	16	6	24	7	10	6	20	24	23	43	72	82	18	39	65	21	6	12	34
	10%	8%	11%	10%	10%	3%	6%	8%	8%	6%	5%	6%	7%	13% l	14% lor	10% l	10%	17% lmopr	10%	12%	11%	8%	8%
Mean	-0.34	-0.14 b	-0.45	-0.39	-0.04 c	-0.22 h	-0.32	-0.27	-0.59	-0.34	-0.29 k	-0.48	-0.18 or	-0.13 nor	-0.29	-0.32	-0.07 nor	-0.17 r	-0.32	-0.27	-0.23	* v	-0.21
Much/somewhat better (NET)	174	90	84	139	33	31	67	15	13	19	76	50	72	73	97	136	49	45	118	41	11	46	94
	15%	24% b	11%	14%	22% c	16%	18%	15%	10%	17%	18% k	12%	23% nor	22% nor	18%	17%	26% nor	20%	18%	22%	22%	30% v	22%
Much/somewhat worse (NET)	341	102	240	309	32	51	121	26	51	38	129	152	85	88	149	242	46	58	196	55	17	41	131
	30%	28%	31%	32% d	21%	26%	32%	27%	39%	34%	31%	36%	27%	27%	28%	30%	25%	26%	31% p	30%	33%	26%	30%

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

Overlap formulae used. * small base

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Table 52

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Jeremy Hunt

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	49	33	14	8	14	9	4	14	23	13	14	31	18	39	10	8	12	10	15	1	3
	4%	6%	3%	7%	7%	5%	2%	3%	7%	3%	3%	5%	4%	6%	2%	3%	4%	4%	9%	2%	3%
		b		f	fg				ij					n					o		
(1) Somewhat better	230	117	110	19	52	25	32	103	70	57	103	142	88	131	99	43	58	59	34	10	26
	20%	21%	19%	16%	26%	13%	17%	23%	22%	15%	23%	22%	18%	19%	23%	16%	19%	22%	22%	18%	26%
					cef			e	i		i										o
(0) Neither better nor worse	333	167	161	34	52	55	52	141	85	107	141	192	141	202	131	67	85	87	45	21	28
	29%	30%	28%	28%	26%	29%	28%	31%	27%	28%	31%	30%	28%	29%	30%	25%	29%	33%	29%	37%	28%
(-1) Somewhat worse	166	88	77	21	19	28	30	68	40	58	68	100	66	105	61	43	51	28	21	7	16
	15%	16%	13%	18%	10%	15%	16%	15%	13%	15%	15%	16%	13%	15%	14%	16%	17%	11%	13%	13%	16%
				d																	
(-2) Much worse	159	82	75	9	24	30	32	64	33	62	64	83	76	102	57	50	39	34	17	5	14
	14%	15%	13%	7%	12%	16%	17%	14%	10%	16%	14%	13%	15%	15%	13%	19%	13%	13%	11%	9%	14%
						c	c	c		h											
Don't know	141	42	97	14	18	25	31	51	33	57	51	63	77	80	61	32	36	37	18	10	7
	12%	8%	17%	12%	9%	14%	17%	11%	10%	15%	11%	10%	15%	11%	14%	12%	12%	14%	12%	18%	7%
			a										k							t	
I don't know who this person is	63	22	41	15	16	16	7	8	31	23	8	28	34	42	21	24	17	7	6	2	6
	5%	4%	7%	12%	8%	9%	4%	2%	10%	6%	2%	4%	7%	6%	5%	9%	6%	3%	4%	4%	6%
			a	fg	g	g			j							q					
Mean	-0.17	-0.14	-0.2	-0.03	0.08	-0.31	-0.37	-0.17	0.04	-0.34	-0.17	-0.11	-0.24	-0.17	-0.15	-0.41	-0.19	-0.07	0.07	-0.12	-0.13
				f	ef				ij									o	o		
					g																
Much/somewhat better (NET)	279	150	125	27	66	34	36	117	93	70	117	174	106	170	109	50	71	69	49	11	29
	24%	27%	22%	23%	34%	18%	19%	26%	30%	18%	26%	27%	21%	24%	25%	19%	24%	26%	31%	19%	29%
					cef				i		i	l							o		
Much/somewhat worse (NET)	325	171	152	30	43	57	62	132	73	120	132	183	143	208	118	94	90	61	38	12	30
	29%	31%	26%	25%	22%	31%	33%	29%	23%	32%	29%	29%	28%	30%	27%	35%	30%	23%	24%	21%	30%
							d			h						qr					

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
Overlap formulae used. * small base

Table 53

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Jeremy Hunt

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	49	24	25	33	16	12	24	3	-	3	20	16	21	23	29	36	13	21	31	10	5	13	28
	4%	6% b	3%	3%	11% c	6% h	6% h	3%	-	3%	5%	4%	7% o	7% o	6%	4%	7%	9% nor	5%	6%	9%	8%	6%
(1) Somewhat better	230	86	145	198	32	71	71	18	20	18	96	85	68	64	96	154	45	37	134	48	8	38	99
	20%	23%	19%	20%	21%	37% fghi	19%	19%	15%	17%	23%	20%	22%	20%	18%	19%	24% nq	17%	21%	26% mnoq	14%	24%	23%
(0) Neither better nor worse	333	107	227	289	37	62	92	26	46	36	113	137	100	85	142	232	54	68	178	39	16	51	132
	29%	29%	29%	30%	25%	33%	25%	28%	34%	32%	27%	32%	31% ms	26%	27%	29% s	29%	30% s	28% s	21%	31%	33%	30%
(-1) Somewhat worse	166	54	113	145	20	19	70	20	20	17	74	61	43	50	73	119	27	26	100	18	10	25	73
	15%	15%	15%	15%	13%	10%	19% e	21% e	15%	16%	18%	14%	13%	15% s	14%	15% s	14%	11%	16% s	10%	20%	16%	17%
(-2) Much worse	159	52	107	141	16	6	69	13	30	17	68	62	50	45	80	114	23	28	99	34	9	16	51
	14%	14%	14%	14%	10%	3%	18% e	13% e	22% e	15% e	16%	15%	16%	14%	15%	14%	12%	12%	15%	18% q	17%	10%	12%
Don't know	141	32	109	117	20	18	35	11	12	15	39	47	21	35	66	103	15	21	67	20	2	8	31
	12%	9%	14% a	12%	14%	9%	9%	11%	9%	13%	9%	11%	6%	11%	13% l	13% lp	8%	9%	11% l	11% l	4%	5%	7%
I don't know who this person is	63	13	49	54	9	2	13	5	5	4	9	15	15	24	40	45	11	25	30	14	2	6	22
	5%	4%	6% a	5%	6%	1%	3%	5%	4%	4%	2%	4%	5%	7%	8% r	6% lor	6%	11% lmopr	5%	8%	4%	4%	5%
Mean	-0.17	-0.08	-0.21	-0.2	0.1 c	0.38 fg hi	-0.27	-0.27	-0.51	-0.28	-0.2	-0.19	-0.11	-0.11	-0.19	-0.19	-0.01 no r	-0.02 no r	-0.19	-0.11	-0.23	0.05	-0.05
Much/somewhat better (NET)	279	109	170	232	48	83	95	21	20	22	115	101	89	87	125	190	59	58	166	59	12	51	127
	24%	30% b	22%	24%	32% c	44% fghi	25%	22%	15%	20%	28%	24%	28% no	27%	24%	24%	31% no	26%	26%	32% no	23%	33%	29%
Much/somewhat worse (NET)	325	106	219	286	36	25	139	32	49	34	141	123	92	95	152	233	50	54	199	52	19	41	124
	29%	29%	28%	29%	24%	13%	37% e	34% e	37% e	31% e	34%	29%	29%	29% q	29%	29%	27%	24%	31% q	28%	37%	26%	28%

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

Overlap formulae used. * small base

Table 54

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Nigel Farage

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	152	87	64	24	32	12	26	57	56	39	57	67	85	105	48	33	47	31	24	7	9
	13%	16% b	11%	20% e	17% e	7%	14% e	13%	18% i	10%	13%	11%	17% k	15%	11%	12%	16%	12%	15%	13%	9%
(1) Somewhat better	146	82	62	22	31	30	15	49	53	45	49	91	55	103	43	38	27	32	25	13	12
	13%	15%	11%	18% fg	16% f	16% f	8%	11%	17% j	12%	11%	14%	11%	15% n	10%	14%	9%	12%	16%	22% p	12%
(0) Neither better nor worse	196	95	99	18	42	37	22	78	60	58	78	90	107	115	81	39	58	49	23	10	18
	17%	17%	17%	15%	22% f	20%	11%	17%	19%	15%	17%	14%	21% k	16%	18%	15%	19%	19%	15%	17%	18%
(-1) Somewhat worse	131	57	69	20	18	23	19	51	38	42	51	80	51	78	54	21	33	40	20	5	11
	11%	10%	12%	16%	9%	12%	10%	11%	12%	11%	11%	13%	10%	11%	12%	8%	11%	15% o	13%	9%	12%
(-2) Much worse	391	186	200	29	45	60	85	172	74	145	172	256	134	230	160	98	106	91	46	16	34
	34%	34%	35%	24%	23%	32%	45% cde	38% cd	23%	39% h	38% h	40% l	27%	33%	36%	37%	35%	35%	29%	28%	35%
Don't know	98	33	65	4	23	16	18	37	26	34	37	43	55	57	42	32	23	19	12	5	7
	9%	6%	11% a	3%	12% c	9%	10% c	8%	8%	9%	8%	7%	11% k	8%	9%	12%	8%	7%	7%	9%	7%
I don't know who this person is	27	11	16	4	4	9	3	6	8	13	6	12	15	13	13	5	5	1	8	1	7
	2%	2%	3%	3%	2%	5% g	2%	1%	2%	3%	1%	2%	3%	2%	3%	2%	2%	*	5% q	1%	7% opq
Mean	-0.45	-0.34 b	-0.56	-0.07 ef g	-0.07 ef g	-0.54	-0.74	-0.57	-0.07 ij	-0.64	-0.57	-0.63	-0.22 k	-0.36 n	-0.61	-0.49	-0.45	-0.53	-0.29	-0.19	-0.58
Much/somewhat better (NET)	298	169	126	45	63	43	41	106	109	84	106	159	140	208	90	71	74	63	48	20	21
	26%	31% b	22%	38% efg	33% fg	23%	22%	24%	35% ij	22%	24%	25%	28%	30% n	21%	27%	25%	24%	31%	36%	22%
Much/somewhat worse (NET)	522	243	269	49	63	83	105	223	112	188	223	336	185	308	214	119	139	131	66	21	46
	46%	44%	47%	41%	32%	44% d	55% cd	50% d	35%	50% h	50% h	53% l	37%	44%	49%	44%	46%	50%	42%	37%	46%

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
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 55

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Nigel Farage

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION		ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		SOCIAL MEDIA USERS								AWARENESS OF 'BRAT'		
		GRADUATES (a)	NON GRADUATES (b)	WHITE (c)	ETHNIC MINORITY (d)	CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REMAIN (j)	LEAVE (k)	X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	152	35	117	135	16	21	26	2	67	10	24	90	45	55	72	108	32	47	100	28	9	23	55
	13%	10%	15% a	14%	11%	11% g	7%	3%	51% efgi	9%	6%	21% j	14%	17%	14%	13%	17%	21% lnor	16%	15%	17%	15%	13%
(1) Somewhat better	146	54	93	121	25	26	49	9	24	14	48	58	56	59	82	107	34	43	97	30	9	30	72
	13%	15%	12%	12%	17%	14%	13%	9%	18%	13%	12%	14%	18% o	18% o	16%	13%	18% o	19% o	15%	16%	17%	19%	17%
(0) Neither better nor worse	196	47	149	169	24	41	56	14	24	7	51	99	53	55	86	141	23	43	102	31	4	30	77
	17%	13%	19% a	17%	16%	21% i	15% i	15%	18% i	6%	12%	23% j	17%	17%	16%	18% p	12%	19% p	16%	17%	7%	19% t	18% t
(-1) Somewhat worse	131	41	90	109	19	30	43	10	4	20	42	51	38	38	55	83	22	22	67	19	4	15	59
	11%	11%	12%	11%	13%	16% h	12% h	10% h	3%	18% h	10%	12%	12%	11%	11%	10%	12%	10%	11%	10%	7%	10%	13%
(-2) Much worse	391	156	234	341	46	61	173	50	4	45	220	89	109	92	171	281	63	52	213	60	26	53	146
	34%	43% b	30%	35%	31%	32% h	46% eh	52% eh	3%	41% h	53% k	21%	34% mq	28% q	32% q	35% mq	33% q	23%	33% mq	33% q	49% uv	34%	34%
Don't know	98	25	74	82	14	9	22	10	9	11	26	31	11	22	47	70	8	13	49	12	1	4	20
	9%	7%	10%	8%	9%	5%	6%	11%	6%	10%	6%	7%	3% l	7%	9% lpq	9% lp	4%	6%	8% l	7%	1%	2%	5%
I don't know who this person is	27	9	17	19	6	3	3	-	2	3	6	5	6	7	13	14	6	5	12	4	1	1	6
	2%	3%	2%	2%	4%	2%	1%	-	1%	3%	1%	1%	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	1%
Mean	-0.45	-0.69 a	-0.34	-0.46	-0.42	-0.46 fg	-0.83	-1.12	1.19 ef gi	-0.79	-1	0.03 j	-0.37	-0.18 ln or	-0.37	-0.45	-0.28	0.06 lm noprs	-0.34	-0.32	-0.56	-0.3	-0.41
Much/somewhat better (NET)	298	89	209	256	41	48	75	11	91	24	73	148	100	114	154	214	67	91	197	58	18	53	128
	26%	24%	27%	26%	27%	25% g	20%	12%	69% efgi	22%	17%	35% j	32% o	35% no	29%	27%	35% o	40% lmno rs	31% o	31%	34%	34%	29%
Much/somewhat worse (NET)	522	197	325	450	65	90	216	59	8	66	263	139	148	130	226	363	85	74	281	79	29	68	205
	46%	54% b	42%	46%	44%	47% h	58% eh	63% eh	6%	59% h	63% k	33%	46% mq	40% q	43% q	45% mq	45% q	33%	44% q	43% q	56%	44%	47%

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

Overlap formulae used. * small base

Table 56

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Michael Gove

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
(2) Much better	30	17	12	3	10	8	1	8	13	9	8	24	6	24	6	4	5	7	7	2	5
	3%	3%	2%	2%	5%	4%	1%	2%	4%	2%	2%	4%	1%	3%	1%	1%	2%	3%	5%	3%	5%
					fg	f						l									
(1) Somewhat better	136	78	57	14	34	21	24	43	48	45	43	94	42	101	35	30	35	27	26	4	14
	12%	14%	10%	12%	17%	11%	12%	10%	15%	12%	10%	15%	8%	14%	8%	11%	12%	10%	17%	8%	14%
					g				j			l		n							
(0) Neither better nor worse	304	154	147	30	42	46	36	150	72	82	150	173	131	169	135	48	91	78	36	20	31
	27%	28%	26%	25%	22%	24%	19%	33%	23%	22%	33%	27%	26%	24%	31%	18%	30%	30%	23%	36%	32%
								df			hi				m		o	o		o	o
(-1) Somewhat worse	218	112	102	27	26	26	38	101	53	64	101	123	95	129	90	52	56	53	33	8	16
	19%	20%	18%	23%	13%	14%	20%	23%	17%	17%	23%	19%	19%	18%	20%	19%	19%	20%	21%	15%	16%
				d				de													
(-2) Much worse	222	112	105	10	37	45	48	82	47	93	82	118	104	147	75	74	60	37	22	12	16
	19%	20%	18%	8%	19%	24%	26%	18%	15%	25%	18%	18%	21%	21%	17%	28%	20%	14%	14%	21%	17%
					c	c	c	c		h						qrt					
Don't know	142	50	90	15	23	21	27	57	37	47	57	60	82	74	68	39	33	38	16	7	9
	12%	9%	16%	12%	12%	11%	14%	13%	12%	13%	13%	9%	16%	11%	16%	15%	11%	15%	10%	13%	9%
			a										k		m						
I don't know who this person is	89	28	61	22	23	22	15	7	45	37	7	48	41	58	31	21	19	22	17	2	7
	8%	5%	11%	18%	12%	12%	8%	2%	14%	10%	2%	8%	8%	8%	7%	8%	6%	8%	11%	4%	7%
			a	fg	g	g	g		j	j											
Mean	-0.51	-0.48	-0.55	-0.31	-0.3	-0.54	-0.74	-0.54	-0.31	-0.64	-0.54	-0.41	-0.65	-0.48	-0.56	-0.78	-0.53	-0.43	-0.29	-0.52	-0.3
				f	f				ij			l				o	o	o	o		o
Much/somewhat better (NET)	166	95	69	17	44	29	25	51	62	53	51	118	49	124	42	34	40	34	33	6	19
	15%	17%	12%	14%	23%	15%	13%	11%	20%	14%	11%	18%	10%	18%	10%	13%	14%	13%	21%	11%	19%
		b			fg				j			l		n					o		
Much/somewhat worse (NET)	440	224	207	37	63	71	86	183	100	157	183	241	199	275	165	126	116	91	55	20	32
	39%	41%	36%	31%	32%	38%	46%	41%	32%	42%	41%	38%	40%	39%	37%	47%	39%	35%	35%	36%	33%
							cd			h	h					qrt					

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

Overlap formulae used. * small base

Table 57

Q4_LEAD - Imagine if each of the following were to endorse a candidate in the Conservative leadership contest. To what extent, if at all, do you think each endorsement would make that candidates chances of winning better or worse, if either? -Michael Gove

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GEN ELECTION CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF 2016 REMAIN (j)	LEAVE (k)	SOCIAL MEDIA X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
(2) Much better	30	18	12	24	7	9	11	2	2	3	12	8	12	13	16	21	12	9	19	13	7	12	22
	3%	5% b	2%	2%	4%	4%	3%	2%	2%	3%	3%	2%	4%	4%	3%	3%	6% nor	4%	3%	7% nor	13% v	7%	5%
(1) Somewhat better	136	59	77	110	24	32	44	12	18	10	40	59	58	50	75	97	31	38	90	20	5	30	63
	12%	16% b	10%	11%	16%	17%	12%	13%	13%	9%	10%	14%	18% nors	15%	14%	12%	16%	17% o	14%	11%	11%	19%	14%
(0) Neither better nor worse	304	73	231	267	32	77	84	23	33	26	99	134	78	75	113	207	41	52	161	43	11	42	111
	27%	20%	30% a	27%	22%	41% fghi	23%	24%	25%	23%	24%	32% j	24%	23%	21%	26% n	22%	23%	25% n	24%	21%	27%	25%
(-1) Somewhat worse	218	77	141	181	35	30	91	26	27	16	102	81	52	51	90	155	46	38	115	27	9	29	93
	19%	21%	18%	19%	23%	16%	24% ei	27% i	20%	14%	24%	19%	16%	15%	17%	19%	24% lmnqrs	17%	18%	15%	18%	18%	21%
(-2) Much worse	222	81	141	207	12	22	83	17	33	33	104	78	72	67	104	156	28	33	134	43	14	28	85
	19%	22%	18%	21% d	8%	12%	22% e	18%	25% e	30% e	25%	18%	23% pq	20% q	20% q	19%	15%	15%	21% pq	23% pq	27%	18%	19%
Don't know	142	37	106	119	19	17	41	8	15	18	45	49	25	39	63	108	15	22	69	23	2	8	37
	12%	10%	14%	12%	13%	9%	11%	9%	11%	16%	11%	11%	8%	12% l	12% l	13% lpr	8%	10%	11% l	12%	5%	5%	8%
I don't know who this person is	89	21	68	68	21	3	18	6	5	6	16	14	21	32	65	58	15	35	53	15	3	8	26
	8%	6%	9%	7%	14% c	2%	5%	7%	4%	5%	4%	3%	7%	10% l	12% lopr	7%	8%	15% lmoprs	8%	8%	6%	5%	6%
Mean	-0.51	-0.46	-0.54	-0.56	-0.2 c	-0.15 fg hi	-0.61	-0.55	-0.62	-0.75	-0.69	-0.45 j	-0.42	-0.42	-0.48	-0.52	-0.3 no r	-0.28 no r	-0.49	-0.46	-0.39	-0.23 v	-0.42
Much/somewhat better (NET)	166	78	88	134	31	41	55	14	20	13	52	67	70	63	91	118	43	47	109	33	12	41	85
	15%	21% b	11%	14%	21% c	21%	15%	15%	15%	12%	13%	16%	22% nor	19% o	17% o	15%	23% nor	21% o	17%	18%	24%	27% v	19%
Much/somewhat worse (NET)	440	158	282	388	47	52	175	43	60	48	206	159	124	117	194	311	74	71	249	70	23	57	178
	39%	43% b	36%	40%	31%	27%	47% e	45% e	45% e	44% e	49% k	38%	39% q	36%	37%	39% q	39%	31%	39% q	38%	45%	36%	41%

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

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 58
Q5_LEAD - To what extent, if at all, do you personally care about who becomes the next leader of the Conservative party?

BASE: ALL GB ADULTS AGED 18+

	TOTAL	GENDER		AGE					AGE			SOCIAL GRADE		WORKING STATUS		GOVERNMENT OFFICE REGION					
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55+ (g)	18-34 (h)	35-54 (i)	55+ (j)	ABC1 (k)	C2DE (l)	WORKING (m)	NOT WORKING (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)
UNWEIGHTED BASE	1141	553	573	155	206	179	208	393	361	387	393	752	389	745	396	268	292	262	160	58	101
WEIGHTED BASE	1141	551	575	120	195	188	189	449	315	376	449	640	501	701	440	268	300	262	157	56*	99*
	100%	48%	50%	11%	17%	16%	17%	39%	28%	33%	39%	56%	44%	61%	39%	23%	26%	23%	14%	5%*	9%*
Care a great deal	106	55	50	14	29	14	17	32	43	31	32	69	37	75	30	22	28	21	17	4	13
	9%	10%	9%	11%	15% eg	7%	9%	7%	14% ij	8%	7%	11%	7%	11%	7%	8%	9%	8%	11%	8%	13%
Care a fair amount	294	151	138	44	66	34	39	111	110	73	111	171	123	179	115	64	75	74	52	4	24
	26%	27%	24%	36% efg	34% efg	18%	21%	25%	35% ij	19%	25%	27%	25%	25%	26%	24% s	25% s	28% s	33% s	8%	25% s
Don't care very much	359	153	197	38	42	78	64	137	80	142	137	203	155	221	138	73	106	95	48	19	19
	31%	28%	34% a	32% d	21%	41% dg	34% d	30% d	25%	38% h	30%	32%	31%	32%	31%	27% t	35% ot	36%	30%	34%	19%
Don't care at all	344	187	156	20	49	53	66	156	69	119	156	177	168	199	146	98	86	61	34	24	40
	30%	34% b	27%	17%	25%	28% c	35% c	35% cd	22%	32% h	35% h	28%	33%	28%	33%	37% qr	29%	23%	22%	43% qr	40% qr
Don't know	38	6	33	4	9	9	3	14	13	12	14	20	18	27	11	11	5	11	5	4	3
	3%	1%	6% a	3%	5%	5%	2%	3%	4%	3%	3%	3%	4%	4%	3%	4%	2%	4%	3%	7% p	3%
Care (NET)	399	205	188	57	95	48	56	143	153	104	143	239	160	254	145	86	103	95	70	9	37
	35%	37%	33%	48% efg	49% efg	26%	30%	32%	48% ij	28%	32%	37%	32%	36%	33%	32% s	34% s	36% s	44% os	15%	38% s
Don't care (NET)	703	340	354	58	91	131	130	293	149	261	293	380	323	420	283	171	192	156	82	43	59
	62%	62%	62%	49%	47%	70% cd	69% cd	65% cd	47%	69% h	65% h	59%	64%	60%	64%	64% r	64% r	60%	52%	77% qrt	59%

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
Overlap formulae used. * small base

Table 59
Q5_LEAD - To what extent, if at all, do you personally care about who becomes the next leader of the Conservative party?

BASE: ALL GB ADULTS AGED 18+

	TOTAL	EDUCATION GRADUATES (a)	NON GRADUATES (b)	ETHNICITY WHITE (c)	ETHNIC MINORITY (d)	GE2024 CONSERVATIVE (e)	LABOUR (f)	LIBERAL DEMOCRATS (g)	REFORM UK (h)	OTHER (i)	REF 2016 REMAIN (j)	LEAVE (k)	SOCIAL MEDIA X (l)	TIKTOK (m)	INSTAGRAM (n)	FACEBOOK (o)	LINKEDIN (p)	SNAPCHAT (q)	YOUTUBE (r)	PINTEREST (s)	BRAT KNOW A GREAT DEAL (t)	KNOW A GREAT DEAL/ FAIR AMOUNT (u)	HAVE HEARD OF BRAT (v)
UNWEIGHTED BASE	1141	602	539	957	173	170	399	105	102	128	477	355	368	350	576	785	234	250	657	206	59	185	487
WEIGHTED BASE	1141	367	774	977	150	191	373	95*	133*	111	418	423	317	327	526	802	189	226	640	184	52*	156	436
	100%	32%	68%	86%	13%	17%	33%	8%*	12%*	10%	37%	37%	28%	29%	46%	70%	17%	20%	56%	16%	5%*	14%	38%
Care a great deal	106	43	63	84	18	33	28	3	20	8	34	54	38	38	58	77	27	31	74	33	7	26	48
	9%	12%	8%	9%	12%	18%	8%	3%	15%	7%	8%	13%	12%	12%	11%	10%	14%	14%	12%	18%	13%	17%	11%
						fgi			fg								o	o		lmnor		v	
Care a fair amount	294	110	184	238	56	84	90	24	33	21	102	113	94	102	139	195	60	77	178	47	15	60	141
	26%	30%	24%	24%	37%	44%	24%	25%	25%	19%	24%	27%	30%	31%	26%	24%	32%	34%	28%	26%	29%	38%	32%
		b			c	fghi							o	no			o	nors	o				
Don't care very much	359	118	241	316	37	61	112	33	40	36	125	135	82	88	157	252	56	54	189	46	19	41	137
	31%	32%	31%	32%	24%	32%	30%	35%	30%	32%	30%	32%	26%	27%	30%	31%	30%	24%	30%	25%	37%	26%	31%
															q	lq							
Don't care at all	344	87	257	306	35	9	131	31	37	46	148	106	96	89	150	246	41	55	177	49	10	24	102
	30%	24%	33%	31%	23%	5%	35%	33%	28%	41%	35%	25%	30%	27%	28%	31%	22%	24%	28%	27%	19%	16%	23%
			a				e	e	e	e	k		p		p	pq							u
Don't know	38	9	30	33	4	4	11	3	2	1	9	15	7	9	22	31	6	8	22	7	1	5	9
	3%	2%	4%	3%	3%	2%	3%	3%	2%	1%	2%	4%	2%	3%	4%	4%	3%	4%	3%	4%	2%	3%	2%
															l								
Care (NET)	399	153	247	322	74	118	119	27	53	29	136	167	132	141	197	273	86	108	252	81	22	86	188
	35%	42%	32%	33%	49%	62%	32%	28%	40%	26%	33%	39%	42%	43%	37%	34%	46%	48%	39%	44%	42%	55%	43%
		b			c	fghi				i			o	no			no	nor	o	o		tv	
Don't care (NET)	703	205	498	622	71	69	244	65	77	82	272	241	178	177	307	499	97	109	367	96	29	65	239
	62%	56%	64%	64%	48%	36%	65%	68%	58%	74%	65%	57%	56%	54%	58%	62%	51%	48%	57%	52%	56%	42%	55%
			a	d			e	e	e	eh	k		q	q	pq	lmnpqrs			q		u		u

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
Overlap formulae used. * small base