

JULY 2024 PUBLIC IPSOS

Table 40

Q5 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | Kemi Badenoch | Robert Jenrick | Tom Tugendhat | James Cleverly | Priti Patel | Suella Braverman | Victoria Atkins | Nigel Farage |
|-----------------------------------|---------------|----------------|---------------|----------------|-------------|------------------|-----------------|--------------|
| UNWEIGHTED BASE | 1092 | 1092 | 1092 | 1092 | 1092 | 1092 | 1092 | 1092 |
| WEIGHTED BASE | 1092 | 1092 | 1092 | 1092 | 1092 | 1092 | 1092 | 1092 |
| (2) A very good leader | 47 | 33 | 44 | 29 | 46 | 66 | 24 | 146 |
| | 4% | 3% | 4% | 3% | 4% | 6% | 2% | 13% |
| (1) A fairly good leader | 117 | 95 | 134 | 149 | 116 | 103 | 79 | 165 |
| | 11% | 9% | 12% | 14% | 11% | 9% | 7% | 15% |
| (0) Neither a good nor bad leader | 213 | 232 | 221 | 260 | 193 | 200 | 212 | 153 |
| | 20% | 21% | 20% | 24% | 18% | 18% | 19% | 14% |
| (-1) A fairly bad leader | 117 | 110 | 99 | 172 | 221 | 163 | 94 | 142 |
| | 11% | 10% | 9% | 16% | 20% | 15% | 9% | 13% |
| (-2) A very bad leader | 165 | 109 | 69 | 115 | 322 | 305 | 76 | 386 |
| | 15% | 10% | 6% | 11% | 29% | 28% | 7% | 35% |
| Mean | -0.36 | -0.29 | -0.03 | -0.27 | -0.73 | -0.64 | -0.25 | -0.46 |
| Good leader (NET) | 164 | 127 | 177 | 178 | 162 | 169 | 103 | 310 |
| | 15% | 12% | 16% | 16% | 15% | 16% | 9% | 28% |
| Bad leader (NET) | 283 | 220 | 168 | 288 | 543 | 469 | 170 | 527 |
| | 26% | 20% | 15% | 26% | 50% | 43% | 16% | 48% |
| I don't know who this person is | 298 | 361 | 366 | 221 | 83 | 142 | 446 | 23 |
| | 27% | 33% | 34% | 20% | 8% | 13% | 41% | 2% |
| Don't know | 135 | 152 | 159 | 146 | 111 | 112 | 161 | 78 |
| | 12% | 14% | 15% | 13% | 10% | 10% | 15% | 7% |



Table 41
Q5_1-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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | GFI | NDFR | | | AGE | | | Α | GE AGGREGATE | D | | GENER/ | ATION | | | | REG | ION | | | SOCIAL | L GRADE | WORKING | STATUS | FDU | CATION |
|-----------------------------------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------------|-------|-------------|------------|-----------|--------|-------|----------|-------|--------|-------|----------|--------|---------|---------|---------|-----------|-------------|
| | | | T | | | 1 | | | | | - | | | | BABY | | | | | | | | 1 | | NOT | | NON |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | WORKING | GRADUATES | S GRADUATES |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w) | (x) | (y) | (z) |
| UNWEIGHTED BASE | 1092 | 532 | 550 | 158 | 206 | 178 | 206 | 344 | 364 | 384 | 344 | 189 | 306 | 286 | 311 | 262 | 281 | 246 | 155 | 53 | 95 | 658 | 434 | 732 | 360 | 542 | 550 |
| WEIGHTED BASE | 1092 | | | | | | | | 332 | | | | | | 335 | 257 | | | | | | | | 742 | | | |
| | 100% | | | | | | | | 30% | | | | | | 31% | 24% | | | | | | | | 68% | | | |
| (2) A very good leader | 47 | 31 | 16 | 5 | 5 | 14 | 6 | 17 | 10 | 20 | 17 | 6 | 12 | 13 | 16 | 12 | 8 | 8 | 11 | 2 | 5 | 33 | 14 | 40 | 7 | 22 | 25 |
| | 4% | 6% | 3% | 4% | 2% | 7% | 3% | 5% | 3% | 5% | 5% | 4% | 4% | 5% | 5% | 5% | 3% | 3% | 7% | 5% | 5% | 5% | 3% | 5% | 2% | 6% | 4% |
| | | b | | | | d | | | | | | | | | | | | | | | | | | × | | | |
| (1) A fairly good leader | 117 | 64 | 50 | 19 | 30 | 16 | 14 | 38 | 49 | 30 | 38 | 24 | 35 | 22 | 35 | 28 | 26 | 26 | 20 | 6 | 10 | 73 | 44 | 88 | 28 | 48 | 69 |
| | 11% | 12% | 9% | 15% | 14% | 8% | 7% | 10% | 15% | 8% | 10% | 15% | 11% | 8% | 11% | 11% | 9% | 11% | 13% | 11% | 10% | 12% | 9% | 12% | 8% | 12% | 10% |
| | | | | f | f | | | | i | | | m | | | | | | | | | | | | | | | |
| (0) Neither a good nor bad leader | 213 | 116 | 97 | 24 | 55 | 31 | 31 | 72 | 79 | 63 | 72 | 28 | 77 | 39 | 69 | 53 | 59 | 41 | 34 | 9 | 16 | 119 | 95 | 155 | 58 | 73 | 141 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 20% | 22% | 18% | 19% | 27% | 16% | 16% | 20% | 24% | 16% | 20% | 18% | 24% | 14% | 21% | 21% | 21% | 17% | 22% | 18% | 17% | 19% | 20% | 21% | 17% | 19% | 20% |
| | | | | | ef | | | | i | | | | m | | m | | | | | | | | | | | | |
| (-1) A fairly bad leader | 117 | 63 | 54 | 17 | 20 | 17 | 18 | 45 | 37 | 35 | 45 | 19 | 30 | 28 | 40 | 37 | 31 | 22 | 15 | 3 | 9 | 70 | 47 | 78 | 39 | 41 | 76 |
| | 11% | 12% | 10% | 13% | 10% | 9% | 9% | 12% | 11% | 9% | 12% | 12% | 9% | 10% | 12% | 14% | 11% | 9% | 10% | 7% | 9% | 11% | 10% | 11% | 11% | 11% | 11% |
| (-2) A very bad leader | 165 | 102 | 59 | 7 | 13 | 33 | 39 | 74 | 20 | 72 | 74 | 9 | 33 | 57 | 66 | 37 | 39 | 42 | 23 | 5 | 20 | 107 | 59 | 103 | 63 | 79 | 86 |
| | 15% | 19% | 11% | 5% | 6% | 17% | 19% | 20% | 6% | 18% | 20% | 6% | 10% | 20% kl | 20% | 15% | 14% | 17% | 14% | 9% | 21% | 17% | 12% | 14% | 18% | 20% | 12% |
| Mean | -0.36 | -0.37 | -0.33 | -0.01 | -0.06 | -0.35 | -0.64 | -0.49 | -0.04 | -0.49 | -0.49 | -0.02 | -0.2 | -0.59 | -0.46 | -0.36 | -0.4 | -0.44 | -0.18 | -0.09 | -0.48 | -0.36 | -0.36 | -0.25 | -0.62 | -0.41 | -0.33 |
| iviean | -0.36 | -0.57 | -0.55 | -0.01 | -0.06 | -0.55 | -0.04 | -0.49 | -0.04 | -0.49 | -0.49 | -0.02 mn | -0.2 mn | -0.59 | -0.46 | -0.36 | -0.4 | -0.44 | -0.16 | -0.09 | -0.48 | -0.36 | -0.30 | -0.25 | -0.62 | -0.41 | -0.55 |
| Good leader (NET) | 164 | 96 | 66 | 24 | 35 | 30 | 20 | 55 | 59 | 50 | 55 | 30 | 48 | 35 | 51 | 40 | 35 | 35 | 31 | 8 | 15 | 106 | 58 | 128 | 35 | 70 | 94 |
| GOOD leader (NET) | 15% | 18% | 12% | 19% | 17% | 15% | 10% | 15% | 18% | 13% | 15% | 19% | 15% | 13% | 15% | 16% | 12% | 14% | 20% | 16% | 16% | 17% | 12% | 17% | 10% | 18% | 13% |
| | 13/6 | h | 12/6 | f 1570 | 1770 | 13/0 | 10% | 13/6 | 10/0 | 13/0 | 1370 | 1370 | 13/6 | 13/0 | 1370 | 10/6 | 1270 | 14/0 | 20% | 10% | 10% | V V | 1270 | 1770 | 1076 | 7 | 13/0 |
| Bad leader (NET) | 283 | 165 | 114 | 23 | 34 | 50 | 57 | 119 | 57 | 107 | 119 | 28 | 64 | 86 | 105 | 74 | 70 | 64 | 38 | 8 | 29 | 177 | 106 | 181 | 102 | 120 | 162 |
| bud ledder (NET) | 26% | 31% | 21% | 19% | 16% | 25% | 29% | 33% | 17% | 27% | 33% | 18% | 20% | 30% | 31% | 29% | 25% | 26% | 24% | 16% | 30% | 29% | 22% | 24% | 29% | 31% | 23% |
| | | h | | | | d | cd | cd | | h | h | | | kl | kl | | | | | | | v | | | | 7 | |
| I don't know who this person is | 298 | 106 | 190 | 41 | 57 | 70 | 55 | 74 | 99 | 125 | 74 | 54 | 97 | 79 | 68 | 58 | 77 | 86 | 29 | 20 | 28 | 141 | 157 | 190 | 107 | 74 | 224 |
| | 27% | 20% | 35% | 33% | 28% | 36% | 28% | 20% | 30% | 32% | 20% | 34% | 30% | 28% | 20% | 23% | 27% | 35% | 18% | 39% | 29% | 23% | 33% | 26% | 31% | 19% | 32% |
| | | | a | g | | g | | | l i | i | | n | n | n | | | | or | | or | | | u | | | | ν. |
| Don't know | 135 | 52 | 80 | 13 | 26 | 15 | 35 | 45 | 39 | 50 | 45 | 17 | 34 | 42 | 42 | 32 | 43 | 21 | 26 | 6 | 7 | 78 | 57 | 88 | 47 | 51 | 83 |
| | 12% | 10% | 15% | 10% | 13% | 8% | 18% | 12% | 12% | 13% | 12% | 11% | 11% | 15% | 12% | 12% | 15% | 9% | 16% | 12% | 8% | 13% | 12% | 12% | 13% | 13% | 12% |
| | | | а | | | | e | | | | | | | | | | q | | q | | | | | | | | |

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



JULY 2024 PUBLIC IPSOS

Table 42

Q5_1 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | | IARITAL STATU | | | NUMBER IN | HOUSEHOLD | | CHILDREN II | N HOUSEHOLD | | GENER | AL ELECTION 20 |)24 VOTE | | REFERENDUI | M 2016 VOTE | | IS PM DOING | | OVERNMENT COUNTRY | PERFORM | OVERNMENT MANCE VS. TATION |
|-----------------------------------|-------|-----------------------|---------------|------------------|-------|-----------|-----------|-------|-------------|-------------|------------------|--------|----------------------|-----------|-------|------------|-------------|----------|-------------|-------|----------------------|---------|----------------------------------|
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) |
| UNWEIGHTED BASE | 1092 | 587 | 391 | 114 | 249 | 345 | 236 | 262 | 335 | 757 | 142 | 393 | 96 | 140 | 115 | 458 | 329 | 437 | 147 | 407 | 160 | 404 | 118 |
| WEIGHTED BASE | 1092 | 592 | | 124 | | | | | 324 | | | | | | | 436 | | 398 | | 374 | | 375 | 123 |
| | 100% | 54% | 34% | 11% | 23% | 33% | 21% | 23% | 30% | 70% | 14% | 34% | 8%* | 15% | 10% | 40% | 34% | 36% | 14% | 34% | 16% | 34% | 11% |
| (2) A very good leader | 47 | 27 | 18 | 2 | 8 | 12 | 15 | 12 | 18 | 29 | 17 | 9 | 3 | 13 | 1 | 11 | 28 | 14 | 12 | 14 | 14 | 12 | 9 |
| | 4% | 5% | 5% | 2% | 3% | 3% | 6% | 5% | 6% | 4% | 11% | 3% | 3% | 8% | * | 3% | 8% | 3% | 8% | 4% | 8% | 3% | 8% |
| | | | | | | | | | | | kln | | | kn | | | 0 | | | | S | | u |
| (1) A fairly good leader | 117 | 69 | 33 | 14 | 20 | 31 | 31 | 35 | 49 | 67 | 26 | 30 | 7 | 26 | 11 | 48 | 42 | 48 | 18 | 43 | 19 | 54 | 17 |
| | 11% | 12% | 9% | 12% | 8% | 9% | 13% | 14% | 15% i | 9% | 16% k | 8% | 8% | 16% k | 10% | 11% | 11% | 12% | 11% | 12% | 11% | 15% | 14% |
| (0) Neither a good nor bad leader | 213 | 121 | 66 | 26 | 51 | 67 | 49 | 47 | 76 | 138 | 44 | 64 | 19 | 35 | 15 | 82 | 84 | 72 | 26 | 68 | 33 | 72 | 23 |
| | 20% | 20% | 18% | 21% | 21% | 18% | 21% | 18% | 23% | 18% | 28% kn | 17% | 21% | 22% | 14% | 19% | 23% | 18% | 16% | 18% | 19% | 19% | 18% |
| (-1) A fairly bad leader | 117 | 72 | 38 | 8 | 19 | 48 | 25 | 25 | 29 | 89 | 14 | 49 | 10 | 21 | 11 | 51 | 44 | 49 | 28 | 50 | 26 | 48 | 16 |
| (-, , | 11% | 12% | 10% | 6% | 8% | 13% | 11% | 10% | 9% | 12% | 9% | 13% | 11% | 13% | 10% | 12% | 12% | 12% | 18% | 13% | 15% | 13% | 13% |
| (-2) A very bad leader | 165 | 91 | 54 | 21 | 53 | 52 | 28 | 32 | 39 | 127 | 5 | 79 | 16 | 19 | 31 | 100 | 48 | 98 | 31 | 88 | 34 | 82 | 22 |
| | 15% | 15% | 14% | 17% | 22% | 14% | 12% | 13% | 12% | 16% | 3% | 21% | 17% | 12% | 29% | 23% | 13% | 25% | 19% | 24% | 20% | 22% | 18% |
| | | | | | efg | | | | | | | jm | j | j | jm | р | | | | | | | |
| Mean | -0.36 | -0.34 | -0.37 | -0.43 | -0.59 | -0.46 | -0.14 | -0.21 | -0.09 | -0.48 | 0.33 | -0.69 | -0.52 | -0.05 | -0.9 | -0.62 | -0.17 | -0.6 | -0.42 | -0.59 | -0.37 | -0.5 | -0.28 |
| | | | | | | | de | d | i | | kl | | | kl | | | О | | | | | | |
| | | | | | | | | | | | mn | | | n | | | | | | | | | |
| Good leader (NET) | 164 | 96 | 51 | 16 | 28 | 44 | 45 | 46 | 68 | 96 | 43 | 39 | 10 | 39 | 11 | 59 | 70 | 62 | 30 | 57 | 33 | 66 | 27 |
| | 15% | 16% | 14% | 13% | 11% | 12% | 20% | 18% | 21% | 13% | 28% | 11% | 11% | 25% | 10% | 14% | 19% | 16% | 19% | 15% | 19% | 18% | 22% |
| | | | | | | | de | de | i | | kln | | | kln | | | | | | | | | |
| Bad leader (NET) | 283 | 163 | 92 | 28 | 72 | 100 | 53 | 57 | 67 | 215 | 19 | 128 | 26 | 39 | 43 | 151 | 92 | 146 | 58 | 138 | 60 | 129 | 39 |
| | 26% | 27% | 24% | 23% | 29% | 28% | 23% | 22% | 21% | 28% | 13% | 35% | 28% | 25% | 39% | 35% | 25% | 37% | 37% | 37% | 35% | 35% | 31% |
| | | | | | | | | | | h | | jm | j | j | jm | р | | | | | | | |
| I don't know who this person is | 298 | 134 | 124 | 41 | 71 | 103 | 54 | 70 | 75 | 223 | 31 | 96 | 25 | 33 | 30 | 100 | 73 | 74 | 34 | 70 | 35 | 75 | 26 |
| | 27% | 23% | 33% a | 33% a | 29% | 29% | 23% | 27% | 23% | 29% | 20% | 26% | 28% | 21% | 28% | 23% | 20% | 19% | 22% | 19% | 20% | 20% | 21% |
| Don't know | 135 | 79 | 43 | 12 | 24 | 49 | 28 | 34 | 39 | 96 | 18 | 43 | 11 | 13 | 9 | 44 | 49 | 43 | 9 | 40 | 11 | 33 | 9 |
| | 12% | 13% | 11% | 10% | 10% | 13% | 12% | 13% | 12% | 12% | 12% | 12% | 12% | 8% | 8% | 10% | 13% | 11% | 6% | 11% | 6% | 9% | 7% |

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



Table 43
Q5_2 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | GE. | NDFR | | | AGE | | | Δ. | SE AGGREGATE | ED | | GENER# | TION | | | | REC | CION | | | SOCIAL | GRADE | WORKING | CTATHE | EDITO | CATION |
|-----------------------------------|------------|-----------|-----------|-------|-----------|-----------|------------|-----------|-----------|--------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-------|-----------|-----------|-----------|------------|-----------|-----------|-----------|
| Г | | - GL | I | | | AGE | | | A | JE AGGREGATI | | | GENERA | ATTOM | BABY | | | KE | l | | | JOCIAL | GRADE | WORKING | NOT | EDUC | NON |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | WORKING | GRADUATES | |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w) | (x) | (y) | (z) |
| UNWEIGHTED BASE | 1092 | 532 | 550 | 158 | 206 | 178 | 206 | 344 | 364 | 384 | 344 | 189 | 306 | 286 | 311 | 262 | 281 | 246 | 155 | 53 | 95 | 658 | 434 | 732 | 360 | 542 | 550 |
| WEIGHTED BASE | 1092 | | | 125 | | | | | | | | | | | | | | | | | | | | 742 | | 388 | 704 |
| | 100% | | | 11% | | | | | | | | | | | | | | | | | | | | 68% | | 35% | 65% |
| (2) A very good leader | 33 | 18 | 15 | 9 | 10 | 6 | 1 | 7 | 19 | 7 | 7 | 9 | 13 | 3 | 7 | 5 | 10 | 4 | 9 | 1 | 4 | 25 | 8 | 27 | 6 | 19 | 14 |
| | 3% | 3% | 3% | 7% | 5% | 3% | 1% | 2% | 6% | 2% | 2% | 6% | 4% | 1% | 2% | 2% | 4% | 1% | 5% | 2% | 4% | 4% | 2% | 4% | 2% | 5% | 2% |
| | | | | fg | f | | | | ij | | | mn | m | | | | | | q | | | | | | | z | |
| (1) A fairly good leader | 95 | 57 | 38 | 11 | 23 | 16 | 13 | 31 | 34 | 29 | 31 | 16 | 28 | 21 | 30 | 29 | 25 | 13 | 17 | 2 | 10 | 56 | 38 | 71 | 23 | 45 | 50 |
| | 9% | 11% | 7% | 9% | 11% | 8% | 7% | 8% | 10% | 7% | 8% | 10% | 9% | 7% | 9% | 11% | 9% | 5% | 10% | 4% | 10% | 9% | 8% | 10% | 7% | 12% | 7% |
| | | b | | | | | | | | | | | | | | q | | | | | | | | | | z | |
| (0) Neither a good nor bad leader | 232 | 126 | 104 | 32 | 60 | 39 | 29 | 73 | 91 | 67 | 73 | 39 | 80 | 45 | 68 | 60 | 59 | 51 | 33 | 14 | 14 | 134 | 98 | 170 | 62 | 83 | 150 |
| | 2401 | 2201 | 19% | 250/ | 2001 | 2007 | 14% | 2007 | 200/ | 17% | 20% | 2501 | 25% | 16% | 2001 | 2201 | 2407 | 21% | 2401 | 26% | 4501 | 22% | 2401 | 23% | 400/ | 21% | 240/ |
| | 21% | 23% | 19% | 25% | 29% | 20% | 14% | 20% | 28% | 17% | 20% | 25% | | 16% | 20% | 23% | 21% | 21% | 21% | 26% | 15% | 22% | 21% | 23% | 18% | 21% | 21% |
| (-1) A fairly bad leader | 110 | 68 | 41 | 14 | efg 16 | 10 | 15 | 47 | 29 | 24 | 47 | m 16 | m 27 | 26 | 40 | 21 | 29 | 30 | 16 | 4 | 11 | 74 | 37 | 79 | 32 | 42 | 67 |
| (-1) A fairly bad leader | 10% | 13% | 41 8% | 11% | 8% | 19 9% | 8% | 13% | 9% | 34 8% | 13% | 10% | 9% | 9% | 12% | 8% | 10% | 12% | 10% | 7% | 11 12% | 12% | 8% | 11% | 9% | 43 11% | 10% |
| | 10% | 13/0 h | 070 | 11/0 | 676 | 370 | 070 | 1376 | 370 | 0.70 | 13/6 | 10/6 | 370 | 370 | 1276 | 0.70 | 10% | 1270 | 10% | 770 | 1270 | 1270 | 676 | 11/0 | 370 | 1176 | 10% |
| (-2) A very bad leader | 109 | 66 | 43 | 8 | 8 | 20 | 21 | 53 | 16 | 41 | 53 | 9 | 22 | 29 | 49 | 33 | 27 | 20 | 17 | 1 | 11 | 68 | 42 | 67 | 42 | 44 | 66 |
| (-, , | 10% | 12% | 8% | 6% | 4% | 10% | 10% | 14% | 5% | 10% | 14% | 6% | 7% | 10% | 15% | 13% | 10% | 8% | 11% | 3% | 11% | 11% | 9% | 9% | 12% | 11% | 9% |
| | | b | | | | d | d | cd | | h | h | | | | kl | | | | | | | | | | | | |
| Mean | -0.29 | -0.32 | -0.24 | -0.01 | 0.1 | -0.32 | -0.52 | -0.51 | 0.06 | -0.41 | -0.51 | * | -0.1 | -0.47 | -0.49 | -0.32 | -0.25 | -0.42 | -0.18 | -0.08 | -0.32 | -0.29 | -0.29 | -0.21 | -0.5 | -0.2 | -0.35 |
| | | | | fg | ef | | | | ij | | | mn | mn | | | | | | | | | | | × | | | |
| | | | | | g | | | | | | | | | | | | | | | | | | | | | | |
| Good leader (NET) | 127 | 74 | 53 | 20 | 33 | 22 | 14 | 38 | 53 | 36 | 38 | 25 | 42 | 24 | 37 | 34 | 35 | 16 | 25 | 3 | 13 | 81 | 47 | 98 | 29 | 64 | 63 |
| | 12% | 14% | 10% | 16% | 16% | 11% | 7% | 10% | 16% | 9% | 10% | 16% | 13% | 8% | 11% | 13% | 13% | 7% | 16% | 7% | 14% | 13% | 10% | 13% | 8% | 17% | 9% |
| | | b | | f | f | | | | ij | | | m | | | | q | q | | q | | q | | | × | | z | |
| Bad leader (NET) | 220 | 134 | 84 | 22 | 23 | 39 | 36 | 100 | 45 | 74 | 100 | 25 | 50 | 56 | 89 | 54 | 56 | 49 | 33 | 5 | 22 | 142 | 78 | 146 | 74 | 87 | 133 |
| | 20% | 25% | 15% | 17% | 11% | 20% | 18% | 27% | 14% | 19% | 27% | 16% | 16% | 20% | 27% | 21% | 20% | 20% | 21% | 9% | 23% | 23% | 17% | 20% | 21% | 22% | 19% |
| | | ь | | | | d | | cdf | | | hi | | | | kl | | | | | | | v | | | | | |
| I don't know who this person is | 361 | 137 | 221 | 37 | 69 | 75 | 80 | 100 | 106 | 155 | 100 | 48 | 115 | 106 | 92 | 76 | 87 | 102 | 41 | 22 | 34 | 176 | 185 | 227 | 134 | 98 | 263 |
| | 33% | 26% | 40% | 30% | 34% | 38% | 40% | 27% | 32% | 39% | 27% | 31% | 36% | 38% | 27% | 30% | 31% | 41% | 26% | 42% | 36% | 28% | 39% | 31% | 38% | 25% | 37% |
| Don't know | 152 | CA | a | 14 | 21 | g | cg 40 | F2 | 36 | C2 | F2 | 10 | n | n c1 | 40 | 22 | 45 | opr | 20 | r | 11 | 00 | U CA | 101 | W | | y 95 |
| DOLLEKTOW | 152 14% | 12% | 85 15% | 14 | 21 10% | 22 11% | 40 20% | 53 15% | 36 11% | 62 16% | 53 15% | 19 12% | 32 10% | 51 18% | 49 15% | 33 13% | 45 16% | 29 12% | 26 16% | 16% | 11 12% | 88 14% | 64 13% | 101 14% | 51 15% | 56 14% | 95 14% |
| | 14% | 12% | 15% | 12% | 10% | 11% | 20% cde | 15% | 11% | 10% | 15% | 12% | 10% | 16% | 15% | 13% | 16% | 12% | 16% | 16% | 12% | 14% | 13% | 14% | 15% | 14% | 14% |
| | | | | | | | rae | | | | | | | - 1 | | | | | | | | | | | | | |

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 - w/x - y/z Overlap formulae used. * small base



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Table 44

Q5_2 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | N | IARITAL STAT | us | | NUMBER IN | I HOUSEHOLD | | CHILDREN II | N HOUSEHOLD | | GENER | AL ELECTION 20 | 024 VOTE | | REFERENDUI | M 2016 VOTE | | S PM DOING BAD JOB | | OVERNMENT COUNTRY | PERFORM | OVERNMENT MANCE VS. TATION |
|-----------------------------------|------------|-----------------------|--------------|------------------|-----------|-----------|-------------|-----------|-------------|-------------|------------------|-----------|----------------------|-----------|-----------|------------|-------------|-----------|-----------------------|-----------|----------------------|-----------|----------------------------------|
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (1) | (m) | (n) | (o) | (p) | (g) | (r) | (s) | (t) | (u) | (v) |
| UNWEIGHTED BASE | 1092 | 587 | 391 | 114 | 249 | 345 | 236 | 262 | 335 | 757 | 142 | 393 | 96 | 140 | 115 | 458 | 329 | 437 | 147 | 407 | 160 | 404 | 118 |
| WEIGHTED BASE | 1092 | 592 | | 124 | | | | | 324 | | 155 | | | | | 436 | | 398 | | | | 375 | |
| | 100% | 54% | 34% | 11% | 23% | 33% | 21% | 23% | 30% | 70% | 14% | 34% | 8%* | 15% | 10% | 40% | 34% | 36% | 14% | 34% | 16% | 34% | 11% |
| (2) A very good leader | 33 | 26 | 7 | 1 | 2 | 10 | 8 | 13 | 20 | 13 | 10 | 8 | 3 | 2 | 6 | 12 | 12 | 19 | 2 | 18 | 3 | 16 | 2 |
| | 3% | 4% | 2% | * | 1% | 3% | 4% | 5% | 6% | 2% | 7% | 2% | 4% | 1% | 6% | 3% | 3% | 5% | 1% | 5% | 2% | 4% | 2% |
| (2) 4 (;) | 95 | b | 27 | | 24 | 20 | d | d | i | 60 | km | 22 | - | 10 | m | 24 | 20 | 40 | | 45 | 40 | 40 | • |
| (1) A fairly good leader | 95 | 63 11% | 27 7% | 5 4% | 21 9% | 29 8% | 19 8% | 25 10% | 31 10% | 63 8% | 20 13% | 33 9% | 7% | 18 11% | 6% | 34 8% | 39 11% | 49 12% | 6 4% | 45 12% | 10 6% | 49 13% | 9 7% |
| | 976 | 1176 C | /70 | 470 | 9% | 870 | 870 | 10% | 10% | 8% | 13% | 9% | /% | 11% | D76 | 870 | 1176 | 12% r | 470 | 12% t | 070 | 13% | /70 |
| (0) Neither a good nor bad leader | 232 | 144 | 63 | 25 | 43 | 80 | 59 | 50 | 86 | 146 | 43 | 80 | 18 | 33 | 17 | 94 | 72 | 91 | 34 | 87 | 39 | 89 | 25 |
| | 21% | 24% | 17% | 20% | 17% | 22% | 26% | 20% | 27% | 19% | 28% | 22% | 20% | 21% | 16% | 22% | 20% | 23% | 22% | 23% | 23% | 24% | 21% |
| (4) 4 () 1 1 1 1 | 440 | b | 20 | 47 | 20 | 24 | d | 40 | i | 02 | n 7 | 40 | • | 40 | | | | | 22 | 45 | 24 | | |
| (-1) A fairly bad leader | 110 10% | 55 9% | 39 10% | 17 13% | 29 12% | 34 9% | 28 12% | 19 8% | 27 8% | 83 11% | 5% | 49 13% | 10% | 19 12% | 11 10% | 55 13% | 41 11% | 51 13% | 22 14% | 45 12% | 24 14% | 44 12% | 14 12% |
| | 10% | 376 | 10% | 15/6 | 1270 | 370 | 12/6 | 0/0 | 0/0 | 1176 | 3/6 | 1370 | 10% | 1270 | 10% | 1570 | 1170 | 1570 | 1470 | 12/6 | 1470 | 1270 | 1270 |
| (-2) A very bad leader | 109 | 58 | 41 | 10 | 30 | 35 | 18 | 27 | 30 | 80 | 6 | 54 | 10 | 10 | 21 | 60 | 40 | 60 | 22 | 60 | 24 | 52 | 16 |
| | 10% | 10% | 11% | 8% | 12% | 10% | 8% | 10% | 9% | 10% | 4% | 15% | 10% | 7% | 19% | 14% | 11% | 15% | 14% | 16% | 14% | 14% | 13% |
| | | | | | | | | | | | | jm | | | jm | | | | | | | | |
| Mean | -0.29 | -0.16 | -0.46 | -0.56 | -0.52 | -0.3 | -0.22 | -0.15 | -0.08 | -0.4 | 0.26 | -0.49 | -0.32 | -0.24 | -0.56 | -0.46 | -0.28 | -0.32 | -0.65 | -0.33 | -0.56 | -0.27 | -0.48 |
| | | bc | | | | | d | d | i | | kl | | | | | | | r | | | | | |
| | 400 | | | _ | | | | | | | mn | | | | | | | | | | | | |
| Good leader (NET) | 127 12% | 89 15% | 34 9% | 5 4% | 23 9% | 39 11% | 27 12% | 39 15% | 51 16% | 76 10% | 31 20% | 40 11% | 10 11% | 19 12% | 12 11% | 46 11% | 51 14% | 68 17% | 8 5% | 62 17% | 13 7% | 66 18% | 11 9% |
| | 12/0 | bc bc | 370 | 476 | 370 | 1170 | 12/6 | 1370 | i 10% | 10% | k | 11/0 | 11/0 | 1270 | 1170 | 1170 | 1470 | r r | 370 | 1770 † | 7.70 | V V | 370 |
| Bad leader (NET) | 220 | 112 | 80 | 27 | 59 | 69 | 46 | 46 | 57 | 163 | 13 | 103 | 18 | 30 | 32 | 115 | 81 | 112 | 44 | 105 | 47 | 96 | 30 |
| | 20% | 19% | 21% | 22% | 24% | 19% | 20% | 18% | 18% | 21% | 8% | 28% | 20% | 19% | 30% | 26% | 22% | 28% | 28% | 28% | 27% | 26% | 24% |
| | | | | | | | | | | | | jm | j | j | j | | | | | | | | |
| I don't know who this person is | 361 | 169 | 141 | 52 | 92 | 124 | 57 | 88 | 91 | 270 | 43 | 104 | 33 | 54 | 37 | 121 | 114 | 93 | 51 | 84 | 54 | 90 | 40 |
| | 33% | 28% | 37% | 42% a | 37% f | 34% f | 25% | 35% f | 28% | 35% h | 28% | 28% | 36% | 34% | 34% | 28% | 31% | 23% | 32% | 23% | 31% | 24% | 32% |
| Don't know | 152 | 78 | 58 | 15 | 30 | 50 | 40 | 31 | 39 | 113 | 25 | 43 | 12 | 23 | 10 | 59 | 49 | 34 | 20 | 35 | 20 | 33 | 17 |
| | 14% | 13% | 15% | 12% | 12% | 14% | 18% | 12% | 12% | 15% | 16% | 12% | 14% | 15% | 9% | 14% | 13% | 9% | 13% | 9% | 12% | 9% | 13% |

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



Table 45
Q5_3 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | GEI | NDER | | | AGE | | | A | GE AGGREGATE | D | | GENER/ | ATION | | | | REG | ION | | | SOCIA | L GRADE | WORKING | STATUS | EDUC | CATION |
|-----------------------------------|-------|------|-------|-------|-------|-------|-------|-------|-------|--------------|------|-------|------------|-------|--------|-------|----------|-------|--------|-------|----------|-------|---------|---------|---------|-----------|--------|
| | | | | | | | | | | | | | | | BABY | | | | | | | | | | NOT | | NON |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | WORKING | GRADUATES | |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w) | (x) | (y) | (z) |
| UNWEIGHTED BASE | 1092 | 532 | 550 | 158 | 206 | 178 | 206 | 344 | 364 | 384 | 344 | 189 | 306 | 286 | 311 | 262 | 281 | 246 | 155 | 53 | 95 | 658 | 434 | 732 | 360 | 542 | 550 |
| WEIGHTED BASE | 1092 | | | 125 | | | | | | | | | | | | | | | | | 95* | | | | | | |
| | 100% | | | 11% | | | | | | | | | | | | | | | | | 9%* | | | | | | |
| (2) A very good leader | 44 | 20 | 24 | 6 | 13 | 7 | 7 | 11 | 19 | 14 | 11 | 7 | 18 | 8 | 10 | 9 | 11 | 7 | 13 | 1 | 3 | 28 | 16 | 35 | 9 | 20 | 24 |
| | 4% | 4% | 4% | 5% | 6% | 4% | 3% | 3% | 6% | 3% | 3% | 4% | 6% | 3% | 3% | 4% | 4% | 3% | 8% | 3% | 3% | 4% | 3% | 5% | 3% | 5% | 3% |
| | | | | | | | | | | | | | | | | | | | q | | | | | | | | |
| (1) A fairly good leader | 134 | 76 | 58 | 14 | 27 | 24 | 19 | 49 | 41 | 43 | 49 | 18 | 38 | 31 | 47 | 33 | 27 | 27 | 23 | 10 | 15 | 91 | 43 | 90 | 44 | 59 | 75 |
| | 12% | 14% | 11% | 11% | 13% | 12% | 10% | 14% | 12% | 11% | 14% | 12% | 12% | 11% | 14% | 13% | 10% | 11% | 15% | 18% | 16% | 15% | 9% | 12% | 12% | 15% | 11% |
| | | | | | | | | | | | | | | | | | | | | | | v | | | | z | |
| (0) Neither a good nor bad leader | 221 | 129 | 91 | 27 | 57 | 28 | 29 | 80 | 84 | 57 | 80 | 35 | 71 | 43 | 72 | 57 | 56 | 51 | 33 | 8 | 16 | 132 | 89 | 160 | 62 | 93 | 128 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 20% | 24% | 17% | 22% | 28% | 14% | 15% | 22% | 25% | 14% | 22% | 22% | 22% | 15% | 22% | 22% | 20% | 21% | 21% | 16% | 17% | 21% | 19% | 22% | 18% | 24% | 18% |
| | | b | | | ef | | | f | i | | 1 | | | | | | | | | | | | | | | z | |
| (-1) A fairly bad leader | 99 | 64 | 34 | 13 | 19 | 21 | 13 | 33 | 32 | 34 | 33 | 18 | 30 | 22 | 29 | 18 | 32 | 21 | 15 | 2 | 11 | 52 | 47 | 70 | 28 | 43 | 55 |
| | 9% | 12% | 6% | 10% | 9% | 11% | 7% | 9% | 10% | 9% | 9% | 11% | 10% | 8% | 9% | 7% | 11% | 9% | 9% | 5% | 11% | 8% | 10% | 9% | 8% | 11% | 8% |
| | | b | | | | | | | | | | | | | | | | | | | | | | | | | |
| (-2) A very bad leader | 69 | 43 | 24 | 7 | 8 | 12 | 13 | 29 | 15 | 25 | 29 | 8 | 17 | 18 | 26 | 17 | 19 | 9 | 15 | 2 | 7 | 39 | 30 | 46 | 23 | 21 | 48 |
| | 6% | 8% | 4% | 6% | 4% | 6% | 7% | 8% | 4% | 6% | 8% | 5% | 5% | 6% | 8% | 7% | 7% | 3% | 10% | 3% | 7% | 6% | 6% | 6% | 7% | 5% | 7% |
| | | b | | | | | | | | | | | | | | | | | q | | | | | | | | |
| Mean | -0.03 | -0.1 | 0.1 | -0.02 | 0.15 | -0.07 | -0.09 | -0.1 | 0.09 | -0.08 | -0.1 | -0.02 | 0.06 | -0.09 | -0.07 | -0.01 | -0.15 | 0.02 | 0.03 | 0.3 | -0.07 | 0.05 | -0.14 | -0.01 | -0.07 | 0.06 | -0.09 |
| | | | a | | | | | | | | | | | | | | | | | | | | | | | | |
| Good leader (NET) | 177 | 96 | 82 | 20 | 40 | 31 | 26 | 60 | 60 | 57 | 60 | 25 | 56 | 39 | 58 | 42 | 38 | 34 | 36 | 11 | 18 | 118 | 59 | 124 | 53 | 79 | 98 |
| | 16% | 18% | 15% | 16% | 19% | 16% | 13% | 17% | 18% | 14% | 17% | 16% | 18% | 14% | 17% | 16% | 13% | 14% | 23% | 21% | 19% | 19% | 13% | 17% | 15% | 20% | 14% |
| | | | | | | | | | | | | | | | | | | | pq | | | v | | | | z | |
| Bad leader (NET) | 168 | 106 | 58 | 20 | 27 | 33 | 26 | 62 | 46 | 59 | 62 | 25 | 48 | 40 | 54 | 35 | 51 | 30 | 30 | 4 | 18 | 91 | 77 | 116 | 51 | 64 | 103 |
| | 15% | 20% | 11% | 16% | 13% | 17% | 13% | 17% | 14% | 15% | 17% | 16% | 15% | 14% | 16% | 14% | 18% | 12% | 19% | 8% | 19% | 15% | 16% | 16% | 15% | 17% | 15% |
| | | b | | | | | | | | | | | | | | | | | | | | | | | | | |
| I don't know who this person is | 366 | 139 | 224 | 46 | 61 | 80 | 76 | 103 | 106 | 156 | 103 | 54 | 112 | 106 | 95 | 85 | 92 | 100 | 35 | 23 | 31 | 189 | 177 | 240 | 126 | 92 | 274 |
| | 34% | 26% | 41% | 36% | 29% | 41% | 38% | 28% | 32% | 40% | 28% | 34% | 35% | 38% | 28% | 33% | 33% | 41% | 22% | 43% | 32% | 30% | 38% | 32% | 36% | 24% | 39% |
| | | | a | | | dg | g | | | hj | | | | n | | r | r | r | | r | | | u | | | | у |
| Don't know | 159 | 65 | 92 | 13 | 22 | 24 | 41 | 59 | 35 | 65 | 59 | 19 | 33 | 52 | 56 | 38 | 45 | 33 | 25 | 6 | 12 | 90 | 70 | 102 | 57 | 59 | 100 |
| | 15% | 12% | 17% | 10% | 11% | 12% | 21% | 16% | 11% | 17% | 16% | 12% | 10% | 19% | 17% | 15% | 16% | 13% | 16% | 12% | 13% | 14% | 15% | 14% | 16% | 15% | 14% |
| | | | a | | | | cde | | | h | h | | | 1 | 1 | | | | | | | | | | | | |

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



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Table 46

Q5_3 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | | MARITAL STATI | | | NUMBER IN | HOUSEHOLD | | CHILDREN IN | HOUSEHOLD | | GENER | AL ELECTION 20 | 024 VOTE | | REFERENDUI | M 2016 VOTE | STARMER AS | | LABOUR GO | OVERNMENT | LABOUR GO PERFORM EXPECT | IANCE VS. |
|-----------------------------------|----------------------|------------------------------|-------------------|-------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------------|-------------------|
| | TOTAL | MARRIED /LIVING AS (a) | SINGLE (b) | WID/ DIV/ SEP (c) | 1 (d) | 2 (e) | 3 | 4+ (e) | YES (h) | NO (i) | CONSERVATI VE | LABOUR | DEMOCRATS | REFORM UK | OTHER (n) | REMAIN (o) | LEAVE (p) | GOOD JOB | BAD JOB | WELL (s) | BADLY (t) | BETTER (u) | WORSE (v) |
| UNWEIGHTED BASE WEIGHTED BASE | 1092 1092 100% | 587 592 54% | 391 376 34% | 114 124 11% | 249 246 23% | 345 363 33% | 236 229 21% | 262 254 23% | 335 324 30% | 757 768 70% | 142 155 14% | 393 370 34% | 96 92* 8%* | 140 159 15% | 115 108 10% | 458 436 40% | 329 367 34% | 437 398 36% | 147 157 14% | 407 374 34% | 160 173 16% | 404 375 34% | 118 123 11% |
| (2) A very good leader | 44 4% | 30 5% | 11 3% | 3 2% | 5 2% | 17 5% | 11 5% | 12 5% | 15 5% | 29 4% | 13 8% km | 10 3% | 5 6% | 3 2% | 5 4% | 16 4% | 15 4% | 21 5% | 5 3% | 21 6% | 8 5% | 22 6% | 6 5% |
| (1) A fairly good leader | 134 12% | 91 15% b | 32 8% | 10 8% | 21 9% | 48 13% | 31 14% | 33 13% | 49 15% | 85 11% | 28 18% n | 42 11% | 12 13% | 22 14% | 8 7% | 55 13% | 53 14% | 67 17% r | 13 8% | 59 16% | 23 13% | 61 16% | 13 10% |
| (0) Neither a good nor bad leader | 221 | 122 21% | 78 21% | 22 17% | 52 21% | 67 18% | 53 23% | 50 20% | 72 22% | 149 19% | 39 25% | 83 22% | 10 11% | 34 21% | 23 21% | 99 23% | 73 20% | 109 28% | 30 19% | 99 27% | 29 17% | 94 25% | 17 14% |
| (-1) A fairly bad leader | 99 9% | 56 9% | 30 8% | 13 11% | 24 10% | 24 7% | 20 9% | 31 12% e | 38 12% | 61 8% | 7 5% | 43 12% | 10 11% | 15 9% | 17 16% i | 49 11% | 35 10% | 48 12% | 19 12% | 44 12% | 17 10% | 46 12% | 14 12% |
| (-2) A very bad leader | 69 6% | 28 5% | 29 8% | 12 10% | 23 9% e | 15 4% | 15 7% | 16 6% | 20 6% | 49 6% | | 31 8% jl | 1 1% | 18 11% jl | 11 10% jl | 28 6% | 31 9% | 15 4% | 28 18% q | 17 5% | 30 17% s | 22 6% | 19 16% u |
| Mean | -0.03 | 0.12 bc | -0.19 | -0.36 | -0.31 | 0.16 d | 0.02 d | -0.04 | 0.01 | -0.04 | 0.54 km n | -0.2 | 0.27 km n | -0.24 | -0.33 | -0.07 | -0.07 | 0.11 r | -0.54 | 0.1 t | -0.35 | 0.07 V | -0.42 |
| Good leader (NET) | 177 16% | 122 21% bc | 43 11% | 13 10% | 26 11% | 65 18% d | 42 18% d | 45 18% d | 64 20% | 113 15% | 41 26% kmn | 52 14% | 17 19% | 25 16% | 13 12% | 70 16% | 67 18% | 87 22% r | 18 12% | 81 22% | 31 18% | 83 22% | 18 15% |
| Bad leader (NET) | 168 15% | 84 14% | 59 16% | 25 20% | 47 19% e | 39 11% | 35 15% | 47 18% e | 58 18% | 110 14% | 7 5% | 74 20% j | 11 12% j | 33 20% j | 28 26% jl | 77 18% | 66 18% | 63 16% | 47 30% q | 61 16% | 47 27% s | 68 18% | 34 27% u |
| I don't know who this person is | 366 34% | 173 29% | 144 38% a | 48 39% | 96 39% f | 129 36% | 63 27% | 78 31% | 87 27% | 279 36% h | 46 30% | 116 31% | 37 40% | 47 30% | 34 32% | 128 29% | 108 29% | 98 25% | 48 30% | 94 25% | 47 27% | 100 27% | 40 32% |
| Don't know | 159 15% | 91 15% | 53 14% | 16 13% | 25 10% | 63 17% d | 37 16% | 34 14% | 43 13% | 116 15% | 22 14% | 45 12% | 17 18% | 20 13% | 11 10% | 62 14% | 52 14% | 40 10% | 15 10% | 39 11% | 19 11% | 30 8% | 15 12% |

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/vOverlap formulae used. * small base



Table 47

Q5_4 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | ſ | CFI | NDER | | | AGE | | | | GE AGGREGATE | rn. | 1 | GENERA | TION | | | | REG | TON | | | COCIAI | LGRADE | WORKIN | G STATUS | FDUG | CATION |
|-----------------------------------|------------|-----------|----------|-------|----------|-----------|-----------|-----------|----------|--------------|-------|-------|------------|-------|--------|-----------|----------|-------|-----------|-------|----------|-----------|----------|-----------|----------|-----------|----------|
| | | GEI | NDER | | | AGE | | | | GE AGGREGATE | | 1 | GENERA | ATION | BABY | | | REC | ION | | | SOCIAL | GRADE | WORKIN | NOT | EDUC | NON |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | WORKING | GRADUATES | |
| | TOTAL | (a) | (b) | (c) | (d) | (6) | (f) | (p) | (h) | (i) | (i) | (k) | (I) | (m) | (n) | (o) | (n) | (q) | (r) | (s) | (t) | (u) | (1/) | (w) | (v) | (v) | (z) |
| UNWEIGHTED BASE | 1092 | 532 | 550 | 158 | 206 | 178 | 206 | 344 | 364 | 384 | 344 | 189 | 306 | 286 | 311 | 262 | 281 | 246 | 155 | 53 | 95 | 658 | 434 | 732 | 360 | 542 | 550 |
| WEIGHTED BASE | 1092 | 535 | 547 | | 207 | | 198 | | | 395 | | 157 | 319 | 281 | | 257 | 282 | | 158 | | | 620 | | 742 | 350 | 388 | 704 |
| | 100% | 49% | | | 19% | 18% | 18% | 33% | 30% | 36% | 33% | 14% | 29% | 26% | 31% | 24% | 26% | | 14% | | | 57% | | 68% | 32% | 35% | 65% |
| (2) A very good leader | 29 | 18 | 10 | 6 | 8 | 6 | 5 | 5 | 14 | 11 | 5 | 7 | 10 | 9 | 3 | 5 | 6 | 7 | 7 | 1 | 2 | 19 | 10 | 25 | 4 | 13 | 16 |
| ., ., ., | 3% | 3% | 2% | 5% | 4% | 3% | 2% | 1% | 4% | 3% | 1% | 5% | 3% | 3% | 1% | 2% | 2% | 3% | 5% | 2% | 3% | 3% | 2% | 3% | 1% | 3% | 2% |
| | | | | g | | | | | j | | | n | | | | | | | | | | | | × | | | |
| (1) A fairly good leader | 149 | 81 | 68 | 20 | 37 | 23 | 13 | 56 | 57 | 36 | 56 | 28 | 46 | 22 | 52 | 40 | 34 | 33 | 23 | 7 | 12 | 96 | 52 | 109 | 39 | 63 | 86 |
| | 14% | 15% | 12% | 16% | 18% | 11% | 7% | 15% | 17% | 9% | 15% | 18% | 15% | 8% | 16% | 15% | 12% | 13% | 15% | 13% | 13% | 16% | 11% | 15% | 11% | 16% | 12% |
| | | | | f | f | | | f | i | | i | m | m | | m | | | | | | | v | | | | | |
| (0) Neither a good nor bad leader | 260 | 136 | 122 | 37 | 54 | 35 | 42 | 91 | 91 | 78 | 91 | 42 | 74 | 60 | 83 | 57 | 70 | 57 | 48 | 13 | 15 | 143 | 117 | 180 | 80 | 86 | 174 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 24% | 25% | 22% | 29% | 26% | 18% | 21% | 25% | 27% | 20% | 25% | 27% | 23% | 21% | 25% | 22% | 25% | 23% | 30% | 24% | 16% | 23% | 25% | 24% | 23% | 22% | 25% |
| | | | | e | | | | | i | | | | | | | | | | t | | | | | | | | |
| (-1) A fairly bad leader | 172 | 97 | 74 | 16 | 22 | 29 | 36 | 69 | 38 | 65 | 69 | 19 | 39 | 52 | 62 | 46 | 49 | 30 | 22 | 6 | 20 | 88 | 85 | 113 | 60 | 67 | 105 |
| | 16% | 18% | 13% | 12% | 11% | 15% | 18% | 19% | 11% | 17% | 19% | 12% | 12% | 19% | 18% | 18% | 17% | 12% | 14% | 12% | 21% | 14% | 18% | 15% | 17% | 17% | 15% |
| (2) 4 1 . 11 1 | 445 | 22 | 26 | | 40 | 20 | d | d | 47 | | h | - | 25 | 33 | 42 | 22 | 24 | 20 | 20 | _ | | 76 | | | 22 | 40 | 63 |
| (-2) A very bad leader | 115 11% | 77 14% | 36 7% | 3% | 13 6% | 28 14% | 25 | 45 | 17 5% | 54 | 45 | 3% | 35 | | 42 | 33 13% | 31 | 20 | 20 12% | 4% | 10% | 75 12% | 41 9% | 84 11% | 32 9% | 49 13% | 67 9% |
| | 11% | 14% h | /76 | 376 | 076 | cd | 13% cd | 12% cd | 370 | 14% | 12% | 376 | 11% | 12% | 12% | 1576 | 11% | 8% | 1276 | 470 | 10% | 1276 | 976 | 1176 | 976 | 1376 | 976 |
| Mean | -0.27 | -0.33 | -0.18 | 0.09 | 0.03 | -0.42 | -0.52 | -0.35 | 0.06 | -0.47 | -0.35 | 0.12 | -0.22 | -0.45 | -0.35 | -0.35 | -0.34 | -0.15 | -0.19 | -0.06 | -0.37 | -0.24 | -0.31 | -0.24 | -0.35 | -0.27 | -0.27 |
| ivicali | -0.27 | -0.33 | -0.16 | efg | 0.03 | -0.42 | -0.52 | -0.33 | ii | -0.47 | -0.33 | lm | -0.22 | -0.45 | -0.33 | -0.33 | -0.34 | -0.13 | -0.19 | -0.00 | -0.57 | -0.24 | -0.31 | -0.24 | -0.33 | -0.27 | -0.27 |
| | | | | C.B | g | | | | , | | | n | | | | | | | | | | | | | | | |
| Good leader (NET) | 178 | 99 | 78 | 26 | 45 | 28 | 18 | 61 | 71 | 47 | 61 | 35 | 56 | 31 | 56 | 44 | 40 | 40 | 31 | 8 | 15 | 116 | 62 | 134 | 43 | 76 | 101 |
| , , | 16% | 18% | 14% | 21% | 22% | 14% | 9% | 17% | 21% | 12% | 17% | 22% | 18% | 11% | 17% | 17% | 14% | 16% | 19% | 15% | 15% | 19% | 13% | 18% | 12% | 20% | 14% |
| | | | | f | f | | | f | l i | | | m m | m | | | | | | | | | l v | | l x | | z | |
| Bad leader (NET) | 288 | 174 | 109 | 20 | 35 | 57 | 62 | 114 | 55 | 119 | 114 | 25 | 74 | 85 | 103 | 79 | 80 | 50 | 41 | 9 | 29 | 163 | 125 | 196 | 91 | 116 | 172 |
| | 26% | 32% | 20% | 16% | 17% | 29% | 31% | 31% | 16% | 30% | 31% | 16% | 23% | 30% | 31% | 31% | 28% | 20% | 26% | 16% | 31% | 26% | 27% | 26% | 26% | 30% | 24% |
| | | b | | | | cd | cd | cd | | h | h | | | k | k | q | q | | | | | | | | | z | |
| I don't know who this person is | 221 | 69 | 150 | 31 | 50 | 52 | 41 | 47 | 81 | 93 | 47 | 41 | 77 | 58 | 44 | 41 | 58 | 65 | 19 | 10 | 27 | 112 | 109 | 138 | 83 | 55 | 166 |
| | 20% | 13% | 27% | 25% | 24% | 26% | 21% | 13% | 25% | 23% | 13% | 26% | 24% | 21% | 13% | 16% | 20% | 26% | 12% | 20% | 28% | 18% | 23% | 19% | 24% | 14% | 24% |
| | | | a | g | g | g | g | | j | j | | n | n | n | | | r | or | | | or | | | | | | У |
| Don't know | 146 | 58 | 88 | 12 | 22 | 24 | 35 | 53 | 35 | 59 | 53 | 14 | 37 | 47 | 49 | 36 | 35 | 34 | 19 | 13 | 9 | 87 | 59 | 94 | 53 | 54 | 92 |
| | 13% | 11% | 16% | 10% | 11% | 12% | 18% | 14% | 10% | 15% | 14% | 9% | 12% | 17% | 15% | 14% | 12% | 14% | 12% | 25% | 10% | 14% | 13% | 13% | 15% | 14% | 13% |
| | | | а | | | | с | | | | | | | k | | | | | | prt | | | | | | | |

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 - w/x - y/z Overlap formulae used. * small base



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Table 48

Q5_4 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| _ | | | IARITAL STATU | | | NUMBER IN | HOUSEHOLD | | CHILDREN IN | N HOUSEHOLD | | GENER | AL ELECTION 20 | 024 VOTE | | REFERENDUI | и 2016 VOTE | | S PM DOING | | OVERNMENT | PERFORM | OVERNMENT MANCE VS. |
|-----------------------------------|-------|-----------------------|---------------|------------------|-------|-----------|-----------|-------|-------------|-------------|------------------|------------|----------------|-----------|-------|------------|-------------|----------|------------|-------|-----------|---------|------------------------|
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) |
| UNWEIGHTED BASE | 1092 | 587 | 391 | 114 | 249 | 345 | 236 | 262 | 335 | 757 | 142 | 393 | 96 | 140 | 115 | 458 | 329 | 437 | 147 | 407 | 160 | 404 | 118 |
| WEIGHTED BASE | 1092 | 592 | | 124 | | | | | 324 | | | | | | | 436 | | | | | | | |
| | 100% | 54% | 34% | 11% | 23% | 33% | 21% | 23% | 30% | 70% | 14% | 34% | 8%* | 15% | 10% | 40% | 34% | 36% | 14% | 34% | 16% | 34% | 11% |
| (2) A very good leader | 29 | 20 | 9 | - | 5 | 9 | 4 | 12 | 12 | 17 | 10 | 8 | 1 | 6 | 1 | 13 | 10 | 16 | 7 | 14 | 7 | 16 | 6 |
| | 3% | 3% | 2% | - | 2% | 2% | 2% | 5% | 4% | 2% | 6% | 2% | 1% | 4% | 1% | 3% | 3% | 4% | 5% | 4% | 4% | 4% | 5% |
| (1) A fairly good leader | 149 | 83 | 50 | 15 | 40 | 45 | 25 | 38 | 50 | 98 | 38 | 47 | 16 | 21 | 9 | 53 | 63 | 66 | 18 | 60 | 20 | 67 | 13 |
| (1) A fairly good leader | 149 | 14% | 13% | 12% | 16% | 12% | 11% | 15% | 16% | 13% | 24% | 13% | 17% | 13% | 8% | 12% | 17% | 17% | 11% | 16% | 12% | 18% | 10% |
| | 24,0 | 1470 | 1370 | 12,0 | 10,0 | 1270 | 11,0 | 1370 | 10% | 25,0 | kmn | 13/0 | 27,0 | 15/0 | 0,0 | 1270 | 1770 | 27,0 | 11/0 | 10,0 | 12,0 | 10% | 10,0 |
| (0) Neither a good nor bad leader | 260 | 145 | 85 | 29 | 52 | 92 | 68 | 48 | 79 | 181 | 41 | 86 | 29 | 41 | 21 | 110 | 86 | 107 | 17 | 99 | 28 | 93 | 20 |
| | | | | | | | | | | | | | | | | | | | | | | | |
| | 24% | 25% | 23% | 24% | 21% | 25% | 30% | 19% | 24% | 24% | 26% | 23% | 31% | 26% | 19% | 25% | 23% | 27% | 11% | 26% | 16% | 25% | 16% |
| | | | | | | | dg | | | | | | | | | | | r | | t | | | |
| (-1) A fairly bad leader | 172 | 102 | 53 | 18 | 41 | 55 | 38 | 38 | 41 | 131 | 17 | 80 | 7 | 28 | 19 | 85 | 58 | 83 | 40 | 82 | 37 | 83 | 27 |
| | 16% | 17% | 14% | 14% | 17% | 15% | 16% | 15% | 13% | 17% | 11% | 22% | 8% | 18% | 18% | 20% | 16% | 21% | 26% | 22% | 21% | 22% | 22% |
| (-2) A very bad leader | 115 | 61 | 41 | 14 | 34 | 32 | 24 | 26 | 33 | 82 | 6 | ار 41 | 8 | 24 | 20 | 51 | 50 | 43 | 37 | 40 | 38 | 39 | 23 |
| (-2) A very bad leader | 11% | 10% | 11% | 11% | 14% | 9% | 10% | 10% | 10% | 11% | 4% | 11% | 9% | 15% | 18% | 12% | 14% | 11% | 24% | 11% | 22% | 10% | 18% |
| | 22/0 | 10% | 11/0 | 1170 | 2470 | 370 | 1070 | 2070 | 10/0 | 1170 | 470 | i | 3,0 | i | i | 1270 | 1470 | 11/0 | a | 11/0 | S . | 1070 | u |
| Mean | -0.27 | -0.24 | -0.28 | -0.41 | -0.35 | -0.24 | -0.33 | -0.17 | -0.16 | -0.32 | 0.26 | -0.38 | -0.09 | -0.37 | -0.66 | -0.35 | -0.28 | -0.23 | -0.69 | -0.25 | -0.61 | -0.21 | -0.55 |
| | | | | | | | | | | | kl | | n | | | | | r | | t | | v | |
| | | | | | | | | | | | mn | | | | | | | | | | | | |
| Good leader (NET) | 178 | 103 | 60 | 15 | 45 | 54 | 29 | 50 | 62 | 116 | 47 | 55 | 17 | 26 | 10 | 65 | 73 | 82 | 25 | 74 | 27 | 83 | 18 |
| | 16% | 17% | 16% | 12% | 18% | 15% | 13% | 20% | 19% | 15% | 30% | 15% | 19% | 17% | 10% | 15% | 20% | 21% | 16% | 20% | 15% | 22% | 15% |
| | 288 | | | | | | | f | | | kmn | | | | | | | | | | | | |
| Bad leader (NET) | 288 | 162 | 94 25% | 32 26% | 75 | 87 | 62 | 64 | 75 | 213 28% | 23 | 121 33% | 16 | 52 33% | 39 | 136 31% | 108 | 126 | 78 | 122 | 75 | 122 | 50 41% |
| | 20% | 27% | 25% | 20% | 31% | 24% | 27% | 25% | 23% | 2870 | 15% | 33% il | 17% | 33% il | 36% | 31% | 29% | 32% | 49% g | 33% | 43% | 33% | 41% |
| I don't know who this person is | 221 | 100 | 92 | 28 | 48 | 80 | 31 | 61 | 63 | 158 | 23 | 64 | 17 | ار 24 | 29 | 73 | 51 | 45 | 25 | 44 | 24 | 44 | 20 |
| don't know who this person is | 20% | 17% | 25% | 23% | 20% | 22% | 14% | 24% | 19% | 21% | 15% | 17% | 18% | 15% | 26% | 17% | 14% | 11% | 16% | 12% | 14% | 12% | 16% |
| | | | a | | | f | | f | 1 | | | | | | jkm | 1 | | | | | | | |
| Don't know | 146 | 81 | 45 | 20 | 26 | 49 | 39 | 32 | 46 | 101 | 21 | 44 | 13 | 16 | 10 | 52 | 48 | 37 | 13 | 36 | 19 | 33 | 15 |
| | 13% | 14% | 12% | 17% | 11% | 14% | 17% | 13% | 14% | 13% | 14% | 12% | 15% | 10% | 9% | 12% | 13% | 9% | 8% | 10% | 11% | 9% | 12% |

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



Table 49
Q5_5 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| MAN WOMAN 18-24 25-34 35-44 45-54 55-75 18-34 45-54 55-75 18-34 35-54 55-7 66-12 MILENIALS GRN MORTH MIDLANDS SOUTH MIDLANDS | | | G | NDFR | | | AGF | | | | GE AGGREGATE | ED | | GENER# | TION | | | | REG | ION | | | SOCIAL | GRADE | WORKING | STATUS | EDITO | CATION |
|--|-----------------------------------|-------|------|-------|-------|-------|---------|-------|-------|-------|--------------|-------|-------|------------|-------|------|-------|----------|-------|---------|-------|----------|--------|-------|---------|--------|-----------|-----------|
| The contribution The contrib | | | - 0 | INDER | | | AGL | | 1 | | GE AGGREGATE | | | GENERA | ATTOM | RARY | | | KEC | lioiv l | 1 | | JOCIA | GRADE | WORKIN | | LDOC | NON |
| TOTAL Col. | | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | | GRADUATES | GRADUATES |
| ## Property of the property of | | TOTAL | (a) | (b) | (c) | | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w) | (x) | (y) | (z) |
| 10 10 10 10 10 10 10 10 | UNWEIGHTED BASE | 1092 | 532 | 550 | 158 | 206 | 178 | 206 | 344 | 364 | 384 | 344 | 189 | 306 | 286 | 311 | 262 | 281 | 246 | 155 | 53 | 95 | 658 | 434 | 732 | 360 | 542 | 550 |
| (2) Avery good leader 46 | WEIGHTED BASE | 1092 | | | | | | | | | | | 157 | | | 335 | 257 | | | | | | 620 | | 742 | | | |
| Affinity good leader 116 | | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 30% | 36% | 33% | 14% | 29% | 26% | 31% | 24% | 26% | 23% | 14% | 5%* | 9%* | 57% | 43% | 68% | 32% | 35% | 65% |
| (1) Afairly good leader 116 | (2) A very good leader | 46 | 28 | 17 | 6 | 13 | 11 | 7 | 9 | 19 | 18 | 9 | 9 | 18 | 11 | 8 | 13 | 11 | 10 | 7 | - | 4 | 28 | 18 | 38 | 9 | 20 | 27 |
| 13% 12% 10% 14% 13% 9% 10% 13% 9% 10% 13% 11% 9% 10% 12% 14% 6% 10% 9% 9% 11% 10% 12% 8% 10% 10% 12% 13% 11% 9% 10% 12% 14% 15% 12% 14% | | 4% | 5% | 3% | 5% | 6% | 5% | 4% | 2% | 6% | 5% | 2% | 5% | 6% | 4% | 2% | 5% | 4% | 4% | 5% | - | 4% | 5% | 4% | 5% | 2% | 5% | 4% |
| 13% 12% 10% 14% 13% 9% 10% 13% 9% 10% 13% 11% 9% 10% 12% 14% 6% 10% 9% 9% 11% 10% 12% 8% 10% 10% 12% 13% 11% 9% 10% 12% 14% 15% 12% 14% | | | | | | g | | | | j | | | | n | | | | | | | | | | | | | | |
| (i) Neither a good nor bad leader 193 9 9 4 29 53 31 25 56 82 55 56 37 69 34 54 44 56 36 32 9 15 108 85 136 57 66 6 186 186 186 (NET) 162 91 70 24 39 28 28 26 44 64 29 53 38 42 43 52 26 24 5 12 95 67 124 38 60 155 156 157 158 28 157 158 28 158 156 157 158 28 157 158 18 25 16 37 30 16 19 32 17 15 18 23 18 9 4 11 36 47 55 28 177 | (1) A fairly good leader | | 63 | | 18 | | | | | | | | | | | | | | | | 5 | 8 | | | | | | 75 |
| 18% 19% 17% 23% 26% 16% 12% 15% 15% 25% 14% 15% 25% 14% 15% 25% 14% 15% 25% 14% 15% 23% 22% 12% 16% 15% 26% 15% 26% 17% 20% 18% 16% 17% 20% 18% 16% 17% 20% 18% 16% 17% 20% 20% 20% 21% 19% 15% 26% 27% 24% 18% 19% 16% 22% 24% 20% 18% 22% 15% 25% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 21% 19% 15% 25% 117% 15% 26% 31% 28% 31% 28% 25% 15% 25% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 21% 19% 19% 16% 22% 24% 20% 18% 28% 15% 25% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20 | | 11% | 12% | 10% | 14% | 13% | 9% | 10% | 10% | 13% | 9% | 10% | 13% | 11% | 9% | 10% | 12% | 14% | 6% | 10% | 9% | 9% | 11% | 10% | 12% | 8% | 10% | 11% |
| 18% 19% 17% 23% 26% 16% 12% 15% 15% 25% 14% 15% 25% 14% 15% 25% 14% 15% 25% 14% 15% 23% 22% 12% 16% 15% 26% 15% 26% 17% 20% 18% 16% 17% 20% 18% 16% 17% 20% 18% 16% 17% 20% 20% 20% 21% 19% 15% 26% 27% 24% 18% 19% 16% 22% 24% 20% 18% 22% 15% 25% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 21% 19% 15% 25% 117% 15% 26% 31% 28% 31% 28% 25% 15% 25% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 21% 19% 19% 16% 22% 24% 20% 18% 28% 15% 25% 17% 20% 20% 20% 21% 19% 17% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20 | | | | | | | | | | | | | | | | | q | q | | | | | | | | | | |
| Fig. | (0) Neither a good nor bad leader | 193 | 99 | 94 | 29 | 53 | 31 | 25 | 56 | 82 | 55 | 56 | 37 | 69 | 34 | 54 | 44 | 56 | 36 | 32 | 9 | 15 | 108 | 85 | 136 | 57 | 66 | 128 |
| Fig. | | 100/ | 100/ | 170/ | 220/ | 269/ | 100 | 120/ | 150/ | 250 | 1.40/ | 150/ | 220/ | 220/ | 120/ | 160/ | 170/ | 2007 | 150/ | 2007 | 100/ | 100 | 170/ | 100/ | 100/ | 1.00/ | 170/ | 18% |
| \$\begin{array}{c c c c c c c c c c c c c c c c c c c | | 16% | 19% | 1776 | 23% | | 10% | 1276 | 1576 | 2576 | 1476 | 1376 | | | 1276 | 10% | 1/76 | 20% | 15% | 20% | 1070 | 10% | 1/76 | 10% | 10% | 10% | 1/76 | 10% |
| 20% 19% 21% 21% 21% 21% 21% 21% 22% 24% 24% 19% 19% 19% 24% 24% 20% 24% 20% 28% 25% 25% 27% 20% 20% 21% 21% 22% | (1) A fairly had lander | 221 | 101 | 115 | 26 | | 20 | 44 | 00 | 10 | 72 | 0.0 | | | C1 | 0.1 | F1 | 40 | 60 | 22 | 12 | 10 | 127 | O.F. | 154 | CO | cc | 155 |
| (-2) A very bad leader 322 168 151 25 41 63 63 130 66 126 130 32 82 92 115 77 76 74 51 13 31 204 118 205 117 145 29% 31% 28% 20% 20% 32% 36% 20% 32% 36% 20% 32% 36% 20% 32% 36% 21% 26% 33% 34% 30% 27% 30% 32% 24% 33% 33% 25% 25% 28% 37% 37% 76 74 26 47 330 213 359 185 211 145 125 126 37 30 16 19 32 17 15 18 23 18 9 4 111 36 47 55 28 17 | (-1) A fairly bad leader | | | | | | | | | | | | | | | | | | | | | | | | | | | 22% |
| [2] A very bad leader 222 168 151 25 41 63 63 130 66 126 130 32 82 92 115 77 76 74 51 13 31 204 118 205 117 145 | | 20,0 | 13/0 | 2270 | 22/0 | 20,0 | 1370 | 22/0 | | 1070 | 23,0 | 2470 | 13/0 | 2070 | 22/0 | 1 | 20/0 | 20/0 | | 1370 | 23/0 | 27,0 | 20% | 2070 | 1 2270 | 1370 | 2770 | 2270 |
| 29% 31% 28% 20% 20% 32% 36% 20% 32% 36% 20% 32% 36% 20% 32% 36% 20% 32% 36% 20% 32% 36% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 36% 20% 20% 32% 20% 32% 36% 20% 20% 32% 20% 32% 20% 32% 20% 32% 20% 20% 20% 20% 20% 20% 20% 20% 20% 2 | (-2) A very bad leader | 322 | 168 | 151 | 25 | 41 | 63 | 63 | | 66 | 126 | 130 | 32 | 82 | 92 | 115 | 77 | 76 | | 51 | 13 | 31 | 204 | 118 | 205 | 117 | 145 | 177 |
| Cod Cd Cd Cd Cd Cd Cd Cd | . , . , | | | | 20% | 20% | | | | | | | 21% | 26% | | | 30% | 27% | 30% | 32% | 24% | 33% | | | | | | 25% |
| Good leader (NET) 162 91 70 24 39 28 25 44 64 54 44 29 53 38 42 43 52 26 24 5 12 95 67 124 38 60 15% 17% 13% 19% 19% 14% 13% 12% 19% 14% 12% 19% 17% 13% 12% 17% 18% 10% 15% 9% 13% 15% 14% 17% 11% 15% Bad leader (NET) 543 269 266 51 75 92 107 218 126 199 218 62 132 153 196 128 126 143 74 26 47 330 213 359 185 211 50% 50% 49% 41% 36% 47% 54% 60% 38% 50% 60% 40% 41% 54% 55% 56% 65% 45% 45% 45% 48% 55% 54% Idon't know who this person is 83 30 53 14 23 18 12 16 37 30 16 19 32 17 15 18 23 18 9 4 11 36 47 55 28 17 | | | | | | | | cd | cd | | h | h | | | k | kl | | | | | | | v | | | | z | |
| Good leader (NET) 162 91 70 24 39 28 26 44 64 54 44 29 53 38 42 43 52 26 24 5 12 95 67 124 38 60 15% 17% 13% 19% 14% 13% 12% 19% 14% 12% 19% 17% 13% 12% 17% 18% 10% 15% 9% 13% 15% 14% 11% 15% R | Mean | -0.73 | -0.7 | -0.76 | -0.44 | -0.38 | -0.77 | -0.86 | -0.93 | -0.4 | -0.82 | -0.93 | -0.45 | -0.56 | -0.88 | -0.9 | -0.69 | -0.59 | -0.88 | -0.72 | -0.85 | -0.83 | -0.77 | -0.67 | -0.65 | -0.91 | -0.82 | -0.68 |
| 15% 17% 13% 19% 19% 14% 13% 12% 19% 14% 12% 19% 14% 12% 19% 17% 13% 12% 17% 18% 10% 15% 9% 13% 15% 14% 17% 11% 15% R R R I I I I I I I I I I I I I I I I | | | | | ef | ef | | | | ij | | | mn | mn | | | | q | | | | | | | × | | | |
| 15% 17% 13% 19% 19% 14% 13% 12% 19% 14% 12% 19% 14% 12% 19% 17% 13% 12% 17% 18% 10% 15% 9% 13% 15% 14% 17% 11% 15% R R R I I I I I I I I I I I I I I I I | | | | | g | g | | | | | | | | | | | | | | | | | | | | | | |
| R R R I I Rad leader (NET) | Good leader (NET) | | 91 | | | | | | | | | | | | | | | | | | 5 | | | | | | | 102 |
| Bad leader (NET) | | 15% | 17% | 13% | 19% | 19% | 14% | 13% | 12% | 19% | 14% | 12% | 19% | 17% | 13% | 12% | 17% | 18% | 10% | 15% | 9% | 13% | 15% | 14% | 17% | 11% | 15% | 14% |
| 50% 50% 49% 41% 36% 47% 54% 60% 38% 50% 60% 41% 54% 59% 50% 45% 58% 47% 49% 49% 53% 45% 48% 53% 54% 48% 53% 54% 48% 53% 54% 48% 53% 54% 54% 54% 54% 54% 54% 54% 54% 54% 54 | | | | | g | | | | | i | | | | | | | | | | | | | | | | | | |
| d cd cde h hi kl kl pr | Bad leader (NET) | | | | | | | | | | | | | | | | | | | | | | | | | | | 332 |
| Idon't know who this person is 83 30 53 14 23 18 12 16 37 30 16 19 32 17 15 18 23 18 9 4 11 36 47 55 28 17 | | 50% | 50% | 49% | 41% | 36% | 47% | | | 38% | 50% | 60% | 40% | 41% | 54% | 59% | 50% | 45% | | 47% | 49% | 49% | 53% | 45% | 48% | 53% | 54% | 47% |
| | | | 20 | | 4.4 | 22 | d | | | 27 | h | hi | 40 | 22 | kl 47 | kl | 40 | 22 | | | | | V ac | 47 | | 20 | Z | |
| 076 076 1176 1176 1176 0 | I duti t know who this person is | | 50 | | | | | | | | | | | | | | | | | y cw | 4 | | | | | | | 66 9% |
| | | 0% | 0% | | 11% | 11% | 9% | 0% | 4% | 11% | 6% | 4% | | 10% | 0% | 5% | /% | 6% | 1% | 0% | /% | 12% | 0% | 10% | /% | ٥% | 4% | 9% |
| of g g g g g g g g g g g g g g g g g g g | Don't know | 111 | 46 | | 7 | 17 | 5 27 | 28 | 31 | 24 | 56 | 31 | 10 | 33 | 40 | 28 | 23 | 25 | 25 | 19 | 9 | q | 51 | 60 | 69 | 42 | 3.4 | 76 |
| 111 40 04 7 17 26 31 24 30 31 25 31 27 30 31 10 33 40 27 27 27 28 31 00 05 42 34 27 27 28 31 00 05 42 34 27 28 31 00 05 42 34 27 28 31 00 05 42 34 27 28 28 28 28 28 28 28 28 28 28 28 28 28 | DOI C MICH | | 9% | | 6% | | | | | | | | 6% | | | | | | | | 17% | 10% | | | | | | 11% |
| 100 30 110 100 00 110 30 100 100 100 30 30 30 30 100 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 100 00 130 30 110 11 | | 13/6 | 376 | 1270 | 376 | 3/6 | | | 376 | , 70 | hi | 370 | 370 | 20/0 | | J/8 | 7/0 | 376 | 10/0 | 12/0 | 1770 | 20/6 | 3/0 | | 1 2/0 | 12/0 | 276 | /- |

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 - w/x - y/z Overlap formulae used. * small base



JULY 2024 PUBLIC IPSOS

Table 50

Q5_5 - 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 ADULTS AGED 18-75 IN GREAT BRITAIN

| | | | ARITAL STAT | us | | NUMBER IN | HOUSEHOLD | | CHILDREN IN | N HOUSEHOLD | | GENER | AL ELECTION 20 | 124 VOTE | | REFERENDUI | И 2016 VOTE | | S PM DOING | | OVERNMENT COUNTRY | LABOUR GO PERFORM EXPECT | AANCE VS. |
|-----------------------------------|-------|-----------------------|-------------|------------------|------------|------------|------------|------------|-------------|-------------|------------------|------------|----------------|-----------|-----------|------------|-------------|------------|------------|------------|----------------------|--------------------------------|-----------|
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | LIBERAL | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (I) | (m) | (n) | (0) | (p) | (a) | (r) | (s) | (t) | (u) | (v) |
| UNWEIGHTED BASE | 1092 | 587 | 391 | 114 | 249 | 345 | 236 | 262 | 335 | 757 | 142 | 393 | 96 | 140 | 115 | 458 | 329 | 437 | 147 | 407 | 160 | 404 | 118 |
| WEIGHTED BASE | 1092 | 592 | | | 246 | | | | 324 | | | | | | | 436 | | 398 | | | | 375 | |
| | 100% | 54% | | | | | | | 30% | | | | | | | 40% | | 36% | | | | 34% | |
| (2) A very good leader | 46 | 25 | 19 | 2 | 14 | 8 | 9 | 15 | 18 | 28 | 14 | 8 | 2 | 19 | 1 | 14 | 23 | 15 | 11 | 18 | 13 | 18 | 13 |
| | 4% | 4% | 5% | 2% | 6% | 2% | 4% | 6% | 6% | 4% | 9% | 2% | 2% | 12% | 1% | 3% | 6% | 4% | 7% | 5% | 8% | 5% | 11% |
| | | | | | | | | e | | | kn | | | kln | | | | | | | | | u |
| (1) A fairly good leader | 116 | 66 | 40 | 9 | 26 | 28 | 32 | 30 | 44 | 71 | 30 | 29 | 5 | 23 | 11 | 37 | 55 | 49 | 17 | 47 | 26 | 45 | 21 |
| | 11% | 11% | 11% | 7% | 11% | 8% | 14% | 12% | 14% | 9% | 19% | 8% | 6% | 14% | 10% | 8% | 15% | 12% | 11% | 12% | 15% | 12% | 17% |
| | | | | | | | e | | i | | kln | | | k | | | 0 | | | | | | |
| (0) Neither a good nor bad leader | 193 | 112 | 67 | 15 | 35 | 64 | 36 | 57 | 67 | 126 | 28 | 59 | 15 | 36 | 13 | 61 | 68 | 59 | 28 | 54 | 29 | 57 | 22 |
| | 18% | 19% | 18% | 12% | 14% | 18% | 16% | 23% | 21% | 16% | 18% | 16% | 17% | 23% | 12% | 14% | 19% | 15% | 18% | 14% | 17% | 15% | 18% |
| | 10% | 15% | 10% | 1270 | 1470 | 10/0 | 10% | 23/0 | 2170 | 10% | 10/0 | 10% | 1//0 | 2370 N | 1270 | 1470 | 1570 | 1570 | 1070 | 1470 | 1770 | 1370 | 10% |
| (-1) A fairly bad leader | 221 | 112 | 73 | 36 | 57 | 76 | 52 | 37 | 50 | 171 | 46 | 74 | 17 | 38 | 17 | 86 | 91 | 77 | 37 | 70 | 44 | 77 | 23 |
| (1) / ridiny bad redder | 20% | 19% | 19% | 29% | 23% | 21% | 23% | 14% | 16% | 22% | 30% | 20% | 18% | 24% | 16% | 20% | 25% | 19% | 23% | 19% | 25% | 20% | 19% |
| | | | | ab | g | | g | | 1 | h | kn | | | | | | | | | | | | |
| (-2) A very bad leader | 322 | 178 | 110 | 33 | 77 | 119 | 60 | 66 | 82 | 240 | 25 | 143 | 38 | 23 | 54 | 194 | 76 | 163 | 40 | 151 | 41 | 142 | 27 |
| | 29% | 30% | 29% | 27% | 31% | 33% | 26% | 26% | 25% | 31% | 16% | 39% | 41% | 15% | 50% | 44% | 21% | 41% | 26% | 40% | 24% | 38% | 22% |
| | | | | | | | | | | | | jm | jm | | jkm | р | | r | | t | | v | |
| Mean | -0.73 | -0.72 | -0.69 | -0.93 | -0.75 | -0.91 | -0.64 | -0.54 | -0.51 | -0.82 | -0.26 | -1.01 | -1.07 | -0.17 | -1.17 | -1.04 | -0.45 | -0.89 | -0.6 | -0.86 | -0.48 | -0.82 | -0.28 |
| | | | | | | | e | e | i | | kl | | | kl | | | 0 | | q | | S | | u |
| | | | | | | | | | | | n | | | n | | | | | | | | | |
| Good leader (NET) | 162 | 91 | 59 | 11 | 40 | 36 | 41 | 45 | 63 | 99 | 44 | 37 | 8 | 42 | 12 | 51 | 78 | 64 | 27 | 64 | 39 | 63 | 34 |
| | 15% | 15% | 16% | 9% | 16% | 10% | 18% | 18% | 19% | 13% | 28% | 10% | 8% | 26% | 11% | 12% | 21% | 16% | 17% | 17% | 22% | 17% | 28% |
| Dedleder (NET) | 543 | 200 | 104 | CO | e | 105 | e 112 | e 102 | 122 | 444 | kln | 240 | | kln | 70 | 270 | 0 | 240 | 77 | 224 | 0.5 | 210 | u E1 |
| Bad leader (NET) | 50% | 290 49% | 184 49% | 69 56% | 134 54% | 195 54% | 112 49% | 103 41% | 132 41% | 411 54% | 71 46% | 218 59% | 55 59% | 62 39% | 72 66% | 279 64% | 167 45% | 240 60% | 77 49% | 221 59% | 85 49% | 219 58% | 51 41% |
| | 30% | 4570 | 4370 | 30% | 3470 a | J470 g | 4370 | 4170 | 4170 | 54% h | 40% | im | 59% m | 33/0 | im | n | 4370 | r | 43/0 | 35% t | 4370 | 30% V | 4170 |
| I don't know who this person is | 83 | 42 | 31 | 10 | 18 | 27 | 14 | 23 | 28 | 55 | 5 | 25 | 3 | 9 | 8 | 14 | 18 | 12 | 12 | 14 | 9 | 15 | 10 |
| Tool Callon who this person is | 8% | 7% | 8% | 8% | 7% | 7% | 6% | 9% | 9% | 7% | 3% | 7% | 3% | 6% | 8% | 3% | 5% | 3% | 8% | 4% | 5% | 4% | 8% |
| | | | | | | | | | | | | | | | | " | | | q | | | | ,,- |
| Don't know | 111 | 58 | 35 | 18 | 19 | 41 | 26 | 25 | 34 | 77 | 8 | 31 | 11 | 10 | 3 | 31 | 35 | 23 | 12 | 21 | 12 | 21 | 6 |
| | 10% | 10% | 9% | 15% | 8% | 11% | 11% | 10% | 11% | 10% | 5% | 8% | 12% | 6% | 3% | 7% | 10% | 6% | 8% | 5% | 7% | 5% | 5% |
| | | | | | | | | | | | | | n | | | | | | | | | | |

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 51

Q5_6-To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Suella Braverman

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | Г | GFI | NDFR | | | AGF | | | Δ. | GF AGGREGATE | D. | | GENER# | ATION | | | | REG | ION | | | SOCIAL | GRADE | WORKIN | G STATUS | FDUC | CATION |
|-----------------------------------|-------|------|-------|-------|-------|-------------|-------------|-------------|-------|--------------|-------|-------------|------------|-------|--------|-------|----------|--------|--------|-------|----------|--------|-------|---------|----------|-----------|-----------|
| [| | - OL | T. | | | , Auc | | | | L AGGREGATI | | | T CENTERO | | BABY | | | , inco | | | | SOCIAL | I | | NOT | | NON |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | WORKING | GRADUATES | GRADUATES |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (i) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w) | (x) | (v) | (z) |
| UNWEIGHTED BASE | 1092 | 532 | 550 | 158 | 206 | 178 | 206 | 344 | 364 | 384 | 344 | 189 | 306 | 286 | 311 | 262 | 281 | 246 | | 53 | 95 | 658 | 434 | 732 | 360 | 542 | 550 |
| WEIGHTED BASE | 1092 | | | 125 | | | | | | | | | | | 335 | 257 | | | | | | | | 742 | | 388 | |
| | 100% | | | 11% | | | | | | | | | | | 31% | 24% | | | | | | | | 68% | | 35% | |
| (2) A very good leader | 66 | 39 | 26 | 11 | 9 | 11 | 12 | 22 | 20 | 23 | 22 | 11 | 14 | 19 | 21 | 12 | 24 | 12 | 8 | 5 | 6 | 35 | 32 | 48 | 18 | 19 | 47 |
| | 6% | 7% | 5% | 9% | 4% | 6% | 6% | 6% | 6% | 6% | 6% | 7% | 5% | 7% | 6% | 5% | 9% | 5% | 5% | 9% | 6% | 6% | 7% | 6% | 5% | 5% | 7% |
| (1) A fairly good leader | 103 | 63 | 39 | 10 | 35 | 11 | 11 | 38 | 44 | 21 | 38 | 17 | 35 | 18 | 34 | 23 | 30 | 21 | 16 | 2 | 10 | 66 | 37 | 76 | 27 | 41 | 62 |
| | 9% | 12% | 7% | 8% | 17% | 6% | 5% | 10% | 13% | 5% | 10% | 11% | 11% | 6% | 10% | 9% | 11% | 9% | 10% | 5% | 11% | 11% | 8% | 10% | 8% | 11% | 9% |
| | | b | | | cefg | | | | i | | i | | | | | | | | | | | | | | | | |
| (0) Neither a good nor bad leader | 200 | 104 | 96 | 31 | 47 | 34 | 33 | 56 | 78 | 66 | 56 | 38 | 64 | 47 | 51 | 55 | 54 | 38 | 35 | 10 | 8 | 111 | 89 | 149 | 51 | 61 | 139 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 18% | 19% | 18% | 25% | 23% | 17% | 17% | 15% | 24% | 17% | 15% | 24% | 20% | 17% | 15% | 21% | 19% | 15% | 22% | 20% | 8% | 18% | 19% | 20% | 15% | 16% | 20% |
| | | | | g | g | | | | ij | | | n | | | | t | t | | t | | | | | × | | | |
| (-1) A fairly bad leader | 163 | 71 | 91 | 23 | 27 | 23 | 25 | 66 | 50 | 47 | 66 | 24 | 47 | 29 | 62 | 38 | 41 | 39 | 19 | 11 | 16 | 96 | 67 | 108 | 55 | 53 | 111 |
| | 15% | 13% | 17% | 18% | 13% | 11% | 13% | 18% | 15% | 12% | 18% | 16% | 15% | 10% | 19% | 15% | 14% | 16% | 12% | 22% | 17% | 16% | 14% | 15% | 16% | 14% | 16% |
| | | | | | | | | | | | i | | | | m | | | | | | | | | | | | |
| (-2) A very bad leader | 305 | 168 | 132 | 22 | 34 | 63 | 66 | 121 | 56 | 128 | 121 | 30 | 74 | 93 | 108 | 77 | 67 | 69 | 53 | 8 | 31 | 201 | 104 | 200 | 106 | 148 | 158 |
| | 28% | 31% | 24% | 18% | 16% | 32% | 33% | 33% | 17% | 32% | 33% | 19% | 23% | 33% | 32% | 30% | 24% | 28% | 34% | 15% | 33% | 32% | 22% | 27% | 30% | 38% | 22% |
| | -0.64 | -0.6 | 0.50 | -0.36 | -0.28 | cd -0.81 | cd -0.84 | cd -0.74 | -0.31 | -0.82 | -0.74 | -0.37 | -0.56 | -0.78 | -0.73 | -0.71 | -0.44 | -0.74 | -0.71 | -0.4 | -0.81 | -0.71 | -0.53 | -0.58 | -0.79 | -0.84 | -0.52 |
| Mean | -0.64 | -0.6 | -0.69 | -0.36 | -0.28 | -0.81 | -0.84 | -0.74 | -0.31 | -0.82 | -0.74 | -0.37 mn | -0.56 | -0.78 | -0.73 | -0.71 | | -0.74 | -0.71 | -0.4 | -0.81 | -0.71 | -0.53 | -0.58 | -0.79 | -0.84 | -0.52 |
| | | | | - 61 | - | | | | ij | | | 11111 | | | | | oq | | | | | | | l * | | | Y |
| Good leader (NET) | 169 | 102 | 65 | 21 | 44 | 22 | 22 | 60 | 65 | 45 | 60 | 28 | 49 | 37 | 56 | 35 | 54 | 33 | 24 | 7 | 16 | 100 | 69 | 124 | 45 | 60 | 110 |
| Good leader (NET) | 16% | 19% | 12% | 17% | 21% | 11% | 11% | 16% | 19% | 11% | 16% | 18% | 15% | 13% | 17% | 14% | 19% | 13% | 15% | 14% | 17% | 16% | 15% | 17% | 13% | 15% | 16% |
| | 10% | h | 1270 | 1//0 | ef | 11/0 | 11/0 | 10% | 1570 | 11/0 | 10% | 10/0 | 13/6 | 13/0 | 1770 | 14/0 | 1970 | 13/0 | 13/0 | 1470 | 1770 | 10% | 1370 | 1770 | 13/0 | 1370 | 10/6 |
| Bad leader (NET) | 469 | 239 | 223 | 45 | 61 | 85 | 90 | 186 | 106 | 176 | 186 | 54 | 122 | 123 | 170 | 115 | 107 | 108 | 72 | 19 | 47 | 297 | 172 | 308 | 161 | 200 | 268 |
| bad leader (IVL1) | 43% | 45% | 41% | 36% | 30% | 43% | 46% | 51% | 32% | 45% | 51% | 34% | 38% | 44% | 51% | 45% | 38% | 44% | 46% | 36% | 50% | 48% | 36% | 41% | 46% | 52% | 38% |
| | 10,10 | | | | | d | d | cd | 02.11 | b | b | | | | kl | 10/1 | | | | | | v | | 12.5 | | 7 | |
| I don't know who this person is | 142 | 48 | 94 | 20 | 36 | 34 | 28 | 24 | 56 | 62 | 24 | 27 | 53 | 38 | 23 | 27 | 35 | 40 | 12 | 9 | 19 | 58 | 83 | 95 | 47 | 32 | 109 |
| | 13% | 9% | 17% | 16% | 18% | 17% | 14% | 7% | 17% | 16% | 7% | 17% | 17% | 14% | 7% | 10% | 12% | 16% | 7% | 17% | 20% | 9% | 18% | 13% | 13% | 8% | 16% |
| | | | a | g | g | g | g | | i | i | | n | n | n | | | | r | | | or | | u | | | | y |
| Don't know | 112 | 42 | 69 | 8 | 19 | 22 | 25 | 39 | 27 | 47 | 39 | 10 | 31 | 36 | 35 | 26 | 32 | 28 | 15 | 6 | 5 | 53 | 59 | 66 | 46 | 34 | 78 |
| | 10% | 8% | 13% | 7% | 9% | 11% | 13% | 11% | 8% | 12% | 11% | 6% | 10% | 13% | 10% | 10% | 11% | 11% | 9% | 12% | 6% | 9% | 12% | 9% | 13% | 9% | 11% |
| | | | a | | | | | | | | | | | k | | | | | | | | | | | w | | |

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



PUBLIC

Table 52
Q5_6 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Suella Braverman

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | | | ,, | | | NUMBER IN | HOUSEHOLD | | CHILDREN IN | HOUSEHOLD | | GENER. | AL ELECTION 20 | 024 VOTE | | REFERENDUM | и 2016 VOTE | STARMER AS | | | OVERNMENT | LABOUR GO PERFORM EXPECT | IANCE VS. |
|-----------------------------------|----------------------|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------------|-------------------|
| | TOTAL | MARRIED /LIVING AS (a) | SINGLE (b) | | 1 (d) | 2 (e) | 3 | 4+ (g) | YES (h) | NO (i) | CONSERVATI VE | LABOUR (k) | DEMOCRATS | REFORM UK | OTHER (n) | REMAIN (o) | LEAVE (p) | GOOD JOB | BAD JOB (r) | WELL (s) | BADLY (t) | BETTER (u) | WORSE (v) |
| UNWEIGHTED BASE WEIGHTED BASE | 1092 1092 100% | 587 592 54% | 391 376 34% | 114 124 11% | 249 246 23% | 345 363 33% | 236 229 21% | 262 254 23% | 335 324 30% | 757 768 70% | 142 155 14% | 393 370 34% | 96 92* 8%* | 140 159 15% | 115 108 10% | 458 436 40% | 329 367 34% | 437 398 36% | 147 157 14% | 407 374 34% | 160 173 16% | 404 375 34% | 118 123 11% |
| (2) A very good leader | 66 6% | 34 6% | 28 7% | 4 4% | 18 7% e | 12 3% | 22 10% e | 14 5% | 22 7% | 45 6% | 18 11% kln | 10 3% | 2 3% | 29 18% kln | 4 4% | 8 2% | 48 13% o | 20 5% | 16 10% q | 18 5% | 23 13% s | 20 5% | 16 13% u |
| (1) A fairly good leader | 103 9% | 59 10% | 38 10% | 6 5% | 25 10% | 30 8% | 21 9% | 27 11% | 36 11% | 67 9% | 22 14% I | 33 9% | 3 3% | 25 16% kl | 8 7% | 31 7% | 48 13% o | 45 11% | 20 13% | 38 10% | 23 13% | 46 12% | 21 17% |
| (0) Neither a good nor bad leader | 200 18% | 113 19% | 64 17% | 24 19% | 39 16% | 65 18% | 48 21% | 47 19% | 64 20% | 136 18% | 37 24% kn | 58 16% | 13 14% | 41 25% kln | 13 12% | 72 17% | 67 18% | 59 15% | 29 19% | 58 16% | 33 19% | 61 16% | 22 18% |
| (-1) A fairly bad leader | 163 15% | 94 16% | 47 13% | 22 18% | 33 13% | 52 14% | 36 16% | 43 17% | 51 16% | 112 15% | 24 15% | 46 12% | 19 21% | 27 | 15 14% | 62 14% | 64 17% | 51 13% | 31 20% | 53 14% | 33 19% | 51 14% | 24 20% |
| (-2) A very bad leader | 305 28% | 165 28% | 111 30% | 29 23% | 80 33% fg | 112 31% g | 55 24% | 59 23% | 71 22% | 234 30% h | 24 15% | 151 41% im | 35 38% im | 12 7% | 50 46% im | 189 43% p | 70 19% | 171 43% | 31 20% | 160 43% t | 36 21% | 150 40% v | 19 15% |
| Mean | -0.64 | -0.64 | -0.62 | -0.75 | -0.67 | -0.82 | -0.43 e | -0.56 e | -0.47 i | -0.71 | -0.11 kl n | -0.99 | -1.13 | 0.24 kl n | -1.09 | -1.09 | -0.21 o | -0.89 | -0.32 q | -0.91 | -0.25 s | -0.81 | -0.08 u |
| Good leader (NET) | 169 16% | 93 16% | 65 17% c | 11 9% | 43 18% e | 42 11% | 44 19% e | 40 16% | 58 18% | 112 15% | 40 26% kln | 43 12% | 5 6% | 54 34% kln | 12 11% | 39 9% | 95 26% o | 65 16% | 37 23% | 56 15% | 45 26% s | 66 18% | 38 31% u |
| Bad leader (NET) | 469 43% | 259 44% | 159 42% | 51 41% | 113 46% | 163 45% | 91 40% | 101 40% | 123 38% | 346 45% h | 47 31% | 197 53% jm | 54 59% jm | 39 25% | 65 60% jm | 250 57% p | 134 36% | 222 56% r | 62 40% | 212 57% t | 69 40% | 201 54% v | 43 35% |
| I don't know who this person is | 142 13% | 74 13% | 50 13% | 17 14% | 29 12% | 50 14% | 20 9% | 42 17% f | 47 15% | 95 12% | 14 9% | 46 12% | 9 | 15 9% | 10 9% | 41 9% | 34 9% | 25 6% | 16 10% | 21 6% | 13 7% | 24 6% | 12 10% |
| Don't know | 112 10% | 53 9% | 38 10% | 21 17% a | 21 9% | 43 12% | 26 11% | 22 9% | 33 10% | 80 10% | 16 10% | 26 7% | 10 11% | 10 6% | 8 7% | 33 8% | 37 10% | 26 7% | 13 8% | 26 7% | 13 8% | 23 6% | 8 7% |

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



Q5_7 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Victoria Atkins

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN GENDER AGE AGE AGGREGATED GENERATION REGION SOCIAL GRADE WORKING STATUS EDUCATION GEN X SCOTLAND ABC1 C2DE WORKING WORKING GRADUATES GRADUATES MAN WOMAN 18-24 25-34 35-44 45-54 55-75 18-34 35-54 55+ (i) GEN 7 MILLENIALS BOOMER NORTH MIDLANDS SOUTH LONDON WALES TOTAL (a) (b) (c) (d) (e) (k) (1) (m) (n) (o) (p) (s) (t) (v) (w) (x) (z) (i) (r) (2) A very good leader 6 4% 10 2% 3% 2% 6% 6% 1% 1% 6% 1% 6% 4% 1% 1% 3% 1% 3% 3% 3% 2% 3% 3% 1% mn (1) A fairly good leader 7% 8% 7% 16% 14% 9% 4% 1% 15% 7% 1% 16% 11% 5% 1% 6% 7% 5% 17% 8% 9% 5% 9% 3% 11% 5% fe ii mn 212 (0) Neither a good nor bad leader 111 101 69 69 64 54 61 39 58 146 29 63 38 32 8 18 96 154 26 55 33 81 35 75 116 66 19% 21% 18% 21% 26% 17% 15% 19% 24% 16% 19% 22% 23% 14% 19% 21% 21% 16% 20% 15% 19% 19% 20% 21% 17% 17% 21% (-1) A fairly bad leader 55 10% 35 6% 8 6% 9 6% 53 9% 36 11% 15% 11% 9% 12% 12% 8% 10% 9% 8% 8% (-2) A very bad leader 30 17 12 29 28 18 17 18 18 13 7% 8% 6% 4% 8% 6% 8% 6% 7% 9% 6% 6% 8% 9% 6% 7% 8% 5% 8% 5% 7% 8% 6% 9% 8% 7% -0.3 -0.27 -0.34 -0.32 -0.03 -0.65 -0.39 -0.25 -0.15 -0.31 -0.25 -0.2 0.06 0.15 -0.66 0.12 -0.66 0.06 -0.37 -0.41 -0.18 -0.03 -0.16 -0.24 -0.26 -0.14 -0.56 efg Good leader (NET) 103 10 17 33 33 47 9% 11% 8% 22% 20% 1% 21% 8% 1% 21% 15% 6% 1% 6% 10% 6% 21% 3% 11% 11% 7% 13% 3% 15% 7% 10% 5% Bad leader (NET) 170 100 19 27 23 43 104 114 103 16% 19% 12% 15% 13% 17% 14% 15% 13% 17% 15% 14% 18% 16% 17% 15% 16% 17% 15% 10% 20% 13% 20% 15% 19% 15% 14% I don't know who this person is 446 244 102 154 106 186 154 114 140 142 110 127 41 27 241 205 282 315 37% 32% 32% 51% 32% 47% 32% 36% 50% 26% 36% 41% 45% 43% 42% 42% 42% 42% 39% 51% 51% 39% 43% 38% 47% 34% 45% Don't know 161 67 15 67 67 63 35 33 14%

18%

9%

11%

17%

19%

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

13%

17%

10%

13%

19%

18%

9%

15%

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.

15%

17%

14%

15%

13%

18%

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13%

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14%



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Table 54

Q5_7 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Victoria Atkins

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | | MARRIED WID/DIV/ | | NUMBER IN | HOUSEHOLD | | CHILDREN IN | N HOUSEHOLD | | GENER | AL ELECTION 20 | 24 VOTE | | REFERENDUI | M 2016 VOTE | | S PM DOING BAD JOB | | OVERNMENT COUNTRY | LABOUR GO PERFORM EXPEC | | | |
|-----------------------------------|-------|-----------------------|--------|------------------|-----------|----------|-------------|-------------|----------|----------|------------------|----------|----------------------|------------|-------------|--------|-----------------------|----------|----------------------|-------------------------------|-----------|--------|-----------|
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) |
| UNWEIGHTED BASE | 1092 | 587 | | | | | | | 335 | | | | | | | 458 | | 437 | | | | 404 | |
| WEIGHTED BASE | 1092 | 592 | | | | | | | 324 | | | | | | | 436 | | 398 | | | | 375 | |
| | 100% | 54% | 34% | 11% | 23% | 33% | 21% | 23% | 30% | 70% | 14% | 34% | 8%* | 15% | 10% | 40% | 34% | 36% | 14% | 34% | 16% | 34% | 11% |
| (2) A very good leader | 24 | 18 | 6 | - | 1 | 4 | 9 | 9 | 18 | 6 | 6 | 8 | 4 | 1 | 4 | 6 | 7 | 19 | 1 | 18 | 1 | 15 | 3 |
| | 2% | 3% | 2% | - | 1% | 1% | 4% | 3% | 5% | 1% | 4% | 2% | 4% | 1% | 4% | 1% | 2% | 5% | • | 5% | 1% | 4% | 3% |
| | | | | | | | de | d | i | | | | | | | | | r | | t | | | |
| (1) A fairly good leader | 79 | 51 | 24 | 5 | 11 | 13 | 23 | 33 | 49 | 31 | 11 | 38 | 4 | 7 | 5 | 31 | 22 | 49 | 4 | 45 | 6 | 56 | 2 |
| | 7% | 9% | 6% | 4% | 4% | 4% | 10% | 13% | 15% | 4% | 7% | 10% | 4% | 4% | 5% | 7% | 6% | 12% | 3% | 12% | 3% | 15% | 2% |
| | | | | | | | de | de | i | | | m | | | | | | r | | t | | v | |
| (0) Neither a good nor bad leader | 212 | 126 | 63 | 24 | 42 | 73 | 44 | 54 | 79 | 133 | 32 | 70 | 22 | 25 | 21 | 88 | 69 | 89 | 25 | 81 | 30 | 80 | 20 |
| | 19% | 21% | 17% | 19% | 17% | 20% | 19% | 21% | 24% | 17% | 21% | 19% | 23% | 16% | 19% | 20% | 19% | 22% | 16% | 22% | 17% | 21% | 16% |
| (-1) A fairly bad leader | 94 | 56 | 27 | 11 | 18 | 24 | 26 | 10 | 22 | 71 | 12 | 34 | 5 | 24 | 8 | 42 | 36 | 27 | 22 | 37 | 26 | 36 | 10 |
| (-1) A fairly bad leader | 94 | 10% | 7% | 9% | 18 7% | 31 9% | 26 11% | 19 7% | 23 7% | 71 9% | 12 8% | 34 9% | 5 6% | 24 15% | 8 8% | 10% | 10% | 37 9% | 14% | 10% | 26 15% | 10% | 19 16% |
| | 9% | 10% | /70 | 976 | /76 | 9% | 11% | /76 | /76 | 9% | 8% | 9% | 0% | 15% | 870 | 10% | 10% | 970 | 1476 | 10% | 15% | 10% | 10% |
| (-2) A very bad leader | 76 | 40 | 32 | 4 | 22 | 19 | 11 | 25 | 23 | 53 | 5 | 31 | 2 | 14 | 14 | 34 | 28 | 24 | 25 | 23 | 26 | 27 | 21 |
| (=, , === | 7% | 7% | 9% | 3% | 9% | 5% | 5% | 10% | 7% | 7% | 3% | 8% | 2% | 9% | 13% | 8% | 8% | 6% | 16% | 6% | 15% | 7% | 17% |
| | | | | | | | | ef | | | | i | | i | il | | | | a | | s | | u |
| Mean | -0.25 | -0.17 | -0.37 | -0.33 | -0.51 | -0.33 | -0.06 | -0.13 | 0.08 | -0.46 | * | -0.23 | 0.06 | -0.61 | -0.45 | -0.34 | -0.34 | 0.01 | -0.85 | -0.01 | -0.79 | -0.02 | -0.79 |
| | | | | | | | de | d | i | | mn | m | mn | | | | | r | | t | | v | |
| Good leader (NET) | 103 | 69 | 30 | 5 | 12 | 18 | 32 | 42 | 66 | 37 | 17 | 46 | 7 | 8 | 9 | 37 | 29 | 68 | 5 | 63 | 7 | 71 | 6 |
| | 9% | 12% | 8% | 4% | 5% | 5% | 14% | 16% | 20% | 5% | 11% | 12% | 8% | 5% | 8% | 8% | 8% | 17% | 3% | 17% | 4% | 19% | 5% |
| | | с | | | | | de | de | i | | | m | | | | | | r | | t | | v | |
| Bad leader (NET) | 170 | 96 | 59 | 15 | 40 | 50 | 37 | 44 | 46 | 124 | 17 | 65 | 7 | 39 | 23 | 76 | 65 | 61 | 46 | 60 | 53 | 63 | 40 |
| | 16% | 16% | 16% | 12% | 16% | 14% | 16% | 17% | 14% | 16% | 11% | 18% | 8% | 24% | 21% | 18% | 18% | 15% | 29% | 16% | 30% | 17% | 33% |
| | | | | | | | | | | | | 1 | | jl | jl | | | | q | | s | | u |
| I don't know who this person is | 446 | 211 | 175 | 60 | 119 | 166 | 76 | 86 | 91 | 355 | 66 | 139 | 39 | 63 | 50 | 179 | 143 | 130 | 62 | 121 | 63 | 116 | 46 |
| | 41% | 36% | 47% | 49% | 48% | 46% | 33% | 34% | 28% | 46% | 42% | 38% | 43% | 40% | 46% | 41% | 39% | 33% | 39% | 32% | 37% | 31% | 37% |
| | | | a | a | fg | fg | | | | h | | | | | | | | | | | | | |
| Don't know | 161 | 91 | 50 | 20 | 34 | 57 | 41 | 29 | 41 | 119 | 23 | 49 | 17 | 24 | 6 | 55 | 62 | 50 | 19 | 48 | 20 | 44 | 11 |
| | 15% | 15% | 13% | 16% | 14% | 16% | 18% | 12% | 13% | 16% | 15% | 13% | 18% | 15% | 5% | 13% | 17% | 13% | 12% | 13% | 12% | 12% | 9% |
| | | | | | | | | | | | n | n | n | n | | | | | | | | | |

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



Table 55
Q5_8 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Nigel Farage
BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | | GFI | NDER | | | AGE | | | A | GE AGGREGAT | FD | | GENERA | ATION | | | | REG | SION | | | SOCIAL | GRADE | WORKIN | G STATUS | EDUCA | ATION |
|-----------------------------------|------------|-----------|-----------|-----------|-----------|------------|-----------|----------|-----------|-------------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|--------|-----------|------------|-----------|-----------|------------|
| Γ | | | T | | | | | | | | Ī | | 1 | | BABY | | | | | | | | | | NOT | | NON |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55+ | GEN Z | MILLENIALS | GEN X | BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | ABC1 | C2DE | WORKING | WORKING | GRADUATES | GRADUATES |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (I) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w) | (x) | (y) | (z) |
| UNWEIGHTED BASE | 1092 | | | | | | | 344 | | | | | | | | 262 | | | | | | | | 732 | | 542 | 550 |
| WEIGHTED BASE | 1092 | | | | | | | | | | | | | | | 257 | | | | | 95* | | | 742 | | 388 | 704 |
| | 100% | 49% | 50% | 11% | 19% | 18% | 18% | 33% | 30% | 36% | 33% | 14% | 29% | 26% | 31% | 24% | 26% | 23% | 14% | 5%* | 9%* | 57% | 43% | 68% | 32% | 35% | 65% |
| (2) A very good leader | 146 | 82 | 63 | 17 | 18 | 13 | 35 | 62 | 36 | 48 | 62 | 19 | 25 | 42 | 59 | 39 | 51 | 32 | 9 | 7 | 7 | 72 | 74 | 97 | 48 | 29 | 116 |
| | 13% | 15% | 12% | 14% | 9% | 7% | 18% | 17% | 11% | 12% | 17% | 12% | 8% | 15% | 17% | 15% | 18% | 13% | 6% | 13% | 8% | 12% | 16% | 13% | 14% | 8% | 17% |
| (4) 4 (-1) | 400 | 05 | 70 | e | 42 | 25 | de | de 50 | | | h | 22 | F4 | | 17 | r | rt | r | 20 | | | 80 | 0.4 | 420 | 27 | 40 | y |
| (1) A fairly good leader | 165 15% | 95 18% | 70 13% | 19 16% | 42 20% | 25 12% | 29 15% | 14% | 61 18% | 54 14% | 50 14% | 23 15% | 51 16% | 44 16% | 47 14% | 30 12% | 47 17% | 40 16% | 28 17% | 11 21% | 10% | 13% | 84 18% | 128 17% | 37 10% | 49 13% | 116 16% |
| | 15% | 10% b | 1376 | 10% | 20% | 12% | 1570 | 14% | 1070 | 1476 | 1476 | 15% | 10% | 10% | 14% | 1276 | 1776 | 10% | 17% | 21% | 10% | 13% | 1070 U | 1/76 X | 10% | 1576 | 10% |
| (0) Neither a good nor bad leader | 153 | 79 | 74 | 23 | 48 | 36 | 18 | 28 | 71 | 54 | 28 | 32 | 66 | 31 | 24 | 41 | 43 | 29 | 22 | 8 | 10 | 84 | 69 | 116 | 37 | 60 | 93 |
| | 14% | 15% | 13% | 18% | 23% | 18% | 9% | 8% | 22% | 14% | 8% | 21% | 21% | 11% | 7% | 16% | 15% | 12% | 14% | 15% | 10% | 14% | 15% | 16% | 11% | 15% | 13% |
| | 14% | 13% | 1376 | 10% fa | 23% fg | 10% for | 976 | 0.76 | 2276 | 1476 | 676 | 21% mn | 21% mn | 1176 | 776 | 10% | 15% | 1276 | 1476 | 1376 | 10% | 14% | 15% | 10% | 1176 | 1576 | 13% |
| (-1) A fairly bad leader | 142 | 5.4 | 87 | 20 | 27 | 25 | 21 | 49 | 47 | 46 | 49 | 29 | 38 | 30 | 45 | 29 | 47 | 29 | 16 | 2 | 18 | 84 | 57 | 97 | 45 | 39 | 103 |
| (1) A lully but leader | 13% | 10% | 16% | 16% | 13% | 13% | 11% | 13% | 14% | 12% | 13% | 18% | 12% | 11% | 13% | 11% | 17% | 12% | 10% | 5% | 19% | 14% | 12% | 13% | 13% | 10% | 15% |
| | | | а | | | | | | | | | m | | | | | s | | | | s | | | | | | y |
| (-2) A very bad leader | 386 | 191 | 188 | 35 | 49 | 72 | 73 | 157 | 84 | 145 | 157 | 41 | 98 | 104 | 143 | 100 | 78 | 87 | 62 | 18 | 41 | 248 | 138 | 236 | 150 | 175 | 211 |
| | 35% | 36% | 34% | 28% | 24% | 36% | 37% | 43% | 25% | 37% | 43% | 26% | 31% | 37% | 43% | 39% | 28% | 35% | 39% | 34% | 43% | 40% | 29% | 32% | 43% | 45% | 30% |
| | | | | | | d | d | cd | | h | h | | | k | kl | р | | | р | | р | v | | | w | z | |
| Mean | -0.46 | -0.36 | -0.56 | -0.31 | -0.25 | -0.69 | -0.39 | -0.55 | -0.27 | -0.53 | -0.55 | -0.33 | -0.47 | -0.44 | -0.52 | -0.51 | -0.2 | -0.46 | -0.69 | -0.29 | -0.89 | -0.63 | -0.24 | -0.36 | -0.67 | -0.8 | -0.28 |
| | | b | | е | eg | | | | ij | | | | | | | | or | t | | t | | | u | × | | | У |
| Good leader (NET) | 310 | 177 | 133 | 37 | 60 | 38 | 64 | 111 | 97 | 102 | 111 | 42 | 76 | 86 | 106 | 69 | 98 | 72 | 37 | 18 | 17 | 152 | 158 | 225 | 85 | 78 | 232 |
| GOOD leader (NET) | 28% | 33% | 24% | 29% | 60 29% | 19% | 32% | 31% | 29% | 26% | 31% | 27% | 76 24% | 31% | 32% | 27% | 35% | 29% | 23% | 34% | 17% | 25% | 34% | 30% | 24% | 20% | 33% |
| | 20% | 33/0 h | 24/6 | 2970 | 2970 | 1570 | 32/0 | 31/6 | 23/0 | 20% | 31/6 | 2770 | 24/0 | 31/0 | 32/0 | 27/8 | rt st | 2570 | 23/0 | 3470 | 1770 | 23/0 | 34/0 | 30% | 24/0 | 20% | 33/0 |
| Bad leader (NET) | 527 | 245 | 276 | 55 | 76 | 96 | 94 | 206 | 131 | 191 | 206 | 69 | 136 | 135 | 188 | 129 | 125 | 116 | 78 | 20 | 58 | 332 | 195 | 333 | 195 | 214 | 314 |
| | 48% | 46% | 50% | 44% | 37% | 49% | 48% | 56% | 39% | 48% | 56% | 44% | 43% | 48% | 56% | 50% | 44% | 47% | 50% | 38% | 61% | 54% | 41% | 45% | 56% | 55% | 45% |
| | | | | | | d | d | cd | | h | hi | | | | kl | | | | | | pqs | v | | | w | z | |
| I don't know who this person is | 23 | 5 | 18 | 4 | 8 | 4 | 4 | 2 | 12 | 8 | 2 | 5 | 12 | 4 | 2 | 4 | 2 | 8 | 7 | - | 3 | 15 | 8 | 13 | 10 | 11 | 12 |
| | 2% | 1% | 3% | 3% | 4% | 2% | 2% | 1% | 4% | 2% | 1% | 3% | 4% | 1% | 1% | 2% | 1% | 3% | 5% | - | 3% | 2% | 2% | 2% | 3% | 3% | 2% |
| | | | а | g | g | | | | j | | | n | n | | | | | р | р | | | | | | | | |
| Don't know | 78 | 29 | 47 | 6 | 14 | 22 | 18 | 18 | 20 | 40 | 18 | 8 | 29 | 25 | 16 | 13 | 15 | 23 | 14 | 6 | 8 | 37 | 41 | 55 | 23 | 25 | 53 |
| | 7% | 5% | 9% | 5% | 7% | 11% | 9% | 5% | 6% | 10% | 5% | 5% | 9% | 9% | 5% | 5% | 5% | 9% | 9% | 12% | 8% | 6% | 9% | 7% | 7% | 6% | 8% |
| | | | | | | g | | | | j | | | n | n | | | | | | | | | | | | | |

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 - w/x - y/z Overlap formulae used. * small base



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Table 56

Q5_8 - To what extent, if at all, do you think each of the following would be a good or bad leader of the Conservative party? - Nigel Farage

BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| | | | MARITAL STATI | | | NUMBER IN | I HOUSEHOLD | | CHILDREN IN | HOUSEHOLD | | GENEF | RAL ELECTION 20 | 024 VOTE | | REFERENDUI | M 2016 VOTE | | S PM DOING | | OVERNMENT | PERFORM | OVERNMENT MANCE VS. CTATION |
|-----------------------------------|------------|-----------------------|---------------|------------------|-------|-----------|-------------|-----------|-------------|------------|------------------|-----------|----------------------|-------------|-----------|------------|-------------|-----------|------------|-------|-----------|-----------|-----------------------------------|
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| | TOTAL | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (1) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) |
| UNWEIGHTED BASE | 1092 | 587 | | 114 | 249 | 345 | | | 335 | | | | | | | | | | | 407 | | 404 | |
| WEIGHTED BASE | 1092 | 592 | | 124 | | | | | 324 | | | | | | | | | | | 374 | | 375 | |
| | 100% | 54% | 34% | 11% | 23% | 33% | 21% | 23% | 30% | 70% | 14% | 34% | 8%* | 15% | 10% | 40% | 34% | 36% | 14% | 34% | 16% | 34% | 11% |
| (2) A very good leader | 146 | 83 | 47 | 15 | 42 | 40 | 36 | 27 | 35 | 111 | 14 | 25 | 2 | 97 | 3 | 22 | 105 | 30 | 63 | 27 | 68 | 38 | 46 |
| | 13% | 14% | 13% | 12% | 17% | 11% | 16% | 11% | 11% | 14% | 9% | 7% | 2% | 61% | 3% | 5% | 29% | 8% | 40% | 7% | 40% | 10% | 37% |
| (0) 4 () 1 | 165 | 405 | | 40 | eg | 40 | | 45 | | | n | 47 | • | jkln | | 20 | 0 | 50 | q | | S | | u |
| (1) A fairly good leader | | 105 | 41 11% | 18 15% | 26 | 49 14% | 44 19% | 45 18% | 65 20% | 99 13% | 34 | 47 13% | 8 | 41 26% | 11 10% | 38 9% | 90 25% | 59 15% | 22 14% | 53 | 25 14% | 58 | 22 18% |
| | 15% | 18% b | 1176 | 15% | 11% | 14% | 19% d | 18% | 20% | 13% | 22% kln | 15% | 8% | kln | 10% | 970 | 25% | 15% | 1476 | 14% | 14% | 16% | 18% |
| (0) Neither a good nor bad leader | 153 | 82 | 55 | 16 | 24 | 42 | 36 | 52 | 69 | 84 | 18 | 62 | 8 | 14 | 12 | 52 | 43 | 59 | 15 | 60 | 14 | 56 | 13 |
| (o) Neither a good nor bad leader | 133 | 02 | 33 | 10 | 24 | 42 | 30 | 32 | 05 | 04 | 10 | 02 | ٥ | 14 | 12 | 32 | 45 | 35 | 13 | 00 | 14 | 30 | 15 |
| | 14% | 14% | 15% | 13% | 10% | 12% | 16% | 20% | 21% | 11% | 11% | 17% | 9% | 9% | 11% | 12% | 12% | 15% | 10% | 16% | 8% | 15% | 11% |
| | | | | | | | | de | i | | | m | | | | | | | | t | | | ļ |
| (-1) A fairly bad leader | 142 | 74 | 44 | 23 | 31 | 63 | 21 | 27 | 37 | 104 | 34 | 46 | 16 | 3 | 15 | 55 | 40 | 43 | 16 | 39 | 20 | 41 | 15 |
| | 13% | 13% | 12% | 18% | 12% | 17% | 9% | 11% | 12% | 14% | 22% | 12% | 17% | 2% | 14% | 13% | 11% | 11% | 10% | 10% | 12% | 11% | 12% |
| | | | | | | fg | | | | | km | m | m | | m | | | | | | | | |
| (-2) A very bad leader | 386 | 198 | 148 | 40 | 100 | 141 | 72 | 73 | 85 | 300 | 49 | 175 | 52 | 1 | 62 | 249 | 70 | 192 | 32 | 181 | 36 | 170 | 20 |
| | 35% | 33% | 39% | 32% | 41% | 39% | 31% | 29% | 26% | 39% | 32% | 47% | 57% | 1% | 57% | 57% | 19% | 48% | 20% | 48% | 21% | 45% | 16% |
| | | | | | fg | g | | | | h | m | jm | jm | | jm | р | | r | | t | | v | |
| Mean | -0.46 | -0.37 | -0.61 | -0.49 | -0.54 | -0.64 | -0.23 | -0.33 | -0.25 | -0.55 | -0.47 | -0.85 | -1.26 | 1.47 | -1.19 | -1.13 | 0.34 | -0.8 | 0.45 | -0.82 | 0.42 | -0.68 | 0.5 |
| | | b | | | | | e | е | i | | kl | In | | jk | | | 0 | | q | | S | | u |
| | | | | | | | | | | | n | | | In | | | | | | | | | |
| Good leader (NET) | 310 28% | 189 | 89 24% | 33 | 68 | 89 | 80 | 72 | 100 31% | 210 27% | 48 | 71 | 10 | 138 | 14 | 61 | 195 | 89 | 84 54% | 80 | 94 | 96 26% | 68 |
| | 28% | 32% b | 24% | 27% | 28% | 25% | 35% e | 29% | 31% | 2/% | 31% kln | 19% | 11% | 86% jkln | 13% | 14% | 53% | 22% | 54% n | 21% | 54% s | 26% | 55% u |
| Bad leader (NET) | 527 | 273 | 192 | 63 | 131 | 203 | 93 | 100 | 123 | 405 | 83 | 221 | 68 | 4 | 77 | 304 | 110 | 235 | 49 | 220 | 56 | 211 | 35 |
| but reader (reer) | 48% | 46% | 51% | 51% | 53% | 56% | 41% | 39% | 38% | 53% | 54% | 60% | 74% | 2% | 71% | 70% | 30% | 59% | 31% | 59% | 33% | 56% | 29% |
| | | | | | fg | fg | | | | h | m | m | jkm | | jkm | р | | r | | t | | v | |
| I don't know who this person is | 23 | 9 | 10 | 3 | 7 | 5 | 2 | 9 | 7 | 16 | | 3 | 2 | | 2 | 3 | 1 | 2 | 3 | 4 | 1 | 5 | 2 |
| | 2% | 2% | 3% | 3% | 3% | 1% | 1% | 4% | 2% | 2% | - | 1% | 2% | - | 2% | 1% | | 1% | 2% | 1% | 1% | 1% | 1% |
| Don't know | 78 | 39 | 30 | 9 | 16 | 23 | 18 | 21 | 25 | 53 | 6 | 13 | 4 | 4 | 5 | 16 | 18 | 12 | 6 | 11 | 8 | 7 | 5 |
| | 7% | 7% | 8% | 8% | 6% | 6% | 8% | 8% | 8% | 7% | 4% | 4% | 5% | 2% | 4% | 4% | 5% | 3% | 4% | 3% | 4% | 2% | 4% |

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



BASE: ALL ADULTS AGED 18-75 IN GREAT BRITAIN

| BASE: ALL ADULTS AGED 18-75 IN | GREAT BRITAII | N | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | | GE | NDER | | ı | AGE | | 1 | A | GE AGGREGAT | ED | | GENERA | TION | BABY | | 1 | REG | ION | 1 | | SOCIA | AL GRADE | WORKIN | IG STATUS NOT | EDUCA | ATION NON |
| | TOTAL | MAN (a) | WOMAN (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-75 (g) | 18-34 (b) | 35-54 | 55+ (i) | GEN Z | MILLENIALS | GEN X | BOOMER (n) | NORTH (p) | MIDLANDS (p) | SOUTH (q) | LONDON (r) | WALES (s) | SCOTLAND (t) | ABC1 | C2DE (v) | WORKING (w) | WORKING (x) | GRADUATES (v) | GRADUATES (z) |
| UNWEIGHTED BASE WEIGHTED BASE | 1092 1092 100% | 532 535 49% | 550 547 50% | 158 125 11% | 206 207 19% | 178 197 18% | 206 198 18% | 344 365 33% | 364 332 30% | 384 395 36% | 344 365 33% | 189 157 14% | 306 319 29% | 286 281 26% | 311 335 31% | 262 257 24% | 281 282 26% | 246 247 23% | 155 158 14% | 53 52* 5%* | 95 95* 96* | 658 620 57% | 434 472 43% | 732 742 68% | 360 350 32% | 542 388 35% | 550 704 65% |
| Poor delivery on the NHS | 558 51% | 273 51% | 281 51% | 45 36% | 82 40% | 89 45% | 120 60% | 222 61% cde | 127 38% | 209 53% | 222 61% | 58 37% | 134 42% | 158 56% | 208 62% | 129 50% | 151 53% | 123 50% | 76 48% | 32 60% | 47 49% | 309 50% | 249 53% | 344 46% | 214 61% | 199 51% | 359 51% |
| Too many scandals involving the party | 543 50% | 280 52% | 258 47% | 42 33% | 64 31% | 88 45% | 116 | 234 | 106 32% | 204 | 234 | 47 30% | 124 39% | 158 | 214 | 129 50% | 127 45% | 137 55% | 68 43% | 30 57% | 53 56% | 300 48% | 244 52% | 337 45% | 207 59% | 192 50% | 351 50% |
| They were not trustworthy | 504 | 268 | 231 | 42 | 72 | cd 84 | cde 109 | cde 196 | 115 | h 193 | hi 196 | 50 | 127 | kl 150 | kl 176 | 121 | 120 | pr 122 | 71 | 26 | 44 | 283 | 221 | 320 | w 184 | 184 | 320 |
| They were out of touch with what | 46% | 50% b 250 | 42% 250 | 34% | 35% | 43% 76 | 55% cde 102 | 54% cde 209 | 35% 114 | 49% h 178 | 54% h 209 | 32% 54 | 40% 116 | 53% kl 140 | 53% kl 191 | 47% 122 | 42% 123 | 49% | 45% 69 | 50% | 46% | 46% 280 | 47% 221 | 43% | 53% w 198 | 47% 183 | 45% 319 |
| ordinary people wanted | 46% | 47% | 46% | 38% | 32% | 39% | 51% cde | 57% cde | 34% | 45% h | 57% hi | 34% | 37% | 50% kl | 57% kl | 48% | 44% | 50% | 44% | 40% | 45% | 45% | 47% | 41% | 56% W | 47% | 45% |
| They were seen as incompetent | 482 44% | 252 47% | 223 41% | 40 32% | 68 33% | 87 44% | 105 53% | 183 50% | 107 32% | 192 49% h | 183 50% h | 46 30% | 124 39% | 149 53% ki | 163 49% ki | 119 47% | 104 37% | 119 48% | 72 45% | 24 45% | 44 47% | 290 47% | 192 41% | 319 43% | 163 46% | 193 50% | 289 41% |
| Poor delivery on the cost of living | 468 43% | 230 43% | 233 43% | 43 34% | 85 41% | 85 43% | 94 48% | 160 44% | 128 39% | 180 45% | 160 44% | 58 37% | 132 42% | 131 47% | 147 44% | 114 44% | 118 42% | 106 43% | 60 38% | 26 50% | 44 46% | 275 44% | 194 41% | 312 42% | 157 45% | 171 44% | 297 42% |
| People wanted a change in Government | 464 43% | 229 43% | 231 42% | 37 | 68 | 76 39% | 99 | 184 | 105 32% | 175 44% | 184 50% | 49 31% | 114 36% | 133 | 169 50% | 109 | 116 41% | 118 | 62 39% | 20 | 39 41% | 273 44% | 191 40% | 294 | 171 49% | 167 43% | 297 42% |
| Liz Truss' time as Prime Minister | 452 | 237 | 212 | 30% | 33% | 68 | cde 100 | cde 205 | 32% | h 168 | h 205 | 31% | 93 | kl 131 | kl 190 | 103 | 115 | 111 | 62 | 21 | 42 | 259 | 193 | 280 | w 173 | 170 | 283 |
| | 41% | 44% | 39% | 28% | 22% | 34% d | 51% cde | 56% cde | 24% | 43% h | 56% hi | 24% | 29% | 47% kl | 57% klm | 40% | 41% | 45% | 39% | 39% | 44% | 42% | 41% | 38% | 49% W | 44% | 40% |
| Poor delivery on immigration | 451 41% | 242 45% b | 206 38% | 31 25% | 58 28% | 62 32% | 96 48% cde | 203 56% cde | 90 27% | 158 40% h | 203 56% hi | 39 25% | 90 28% | 133 47% kl | 189 56% klm | 109 43% r | 120 42% r | 114 46% r | 50 32% | 20 37% | 39 41% | 241 39% | 210 44% | 278 37% | 174 50% w | 145 37% | 306 43% |
| Poor delivery on the economy | 408 37% | 218 41% b | 188 34% | 42 33% | 65 31% | 65 33% | 95 48% cde | 142 39% | 106 32% | 160 40% h | 142 39% | 53 33% | 101 32% | 118 42% I | 136 41% I | 101 39% | 102 36% | 93 38% | 59 37% | 14 27% | 39 41% | 231 37% | 178 38% | 268 36% | 140 40% | 158 41% | 250 36% |
| They had too many changes of Prime Minister | 374 | 186 35% | 188 34% | 28 | 36 17% | 63 32% | 77 39% | 170 47% | 64 19% | 140 36% | 170 47% | 34 22% | 74 | 109 39% | 158 47% | 91 35% | 95 34% | 92 37% | 46 29% | 19 36% | 32 | 213 | 161 34% | 227 31% | 148 | 124 32% | 251 36% |
| People did not like Rishi Sunak | 373 34% | 185 35% | 185 34% | 46 37% | 72 35% | d 59 30% | cd 66 33% | cde 131 36% | 118 35% | h 125 32% | hi 131 36% | 58 37% | 104 33% | kl 90 32% | kl 122 36% | 81 32% | 114 40% | 82 33% | 46 29% | 15 28% | 34 36% | 205 | 169 36% | 251 34% | w 122 35% | 116 30% | 257 36% |
| Boris Johnson's time as Prime Minister | 366 | 190 | 171 | 28 | 43 | 65 | 71 | 159 | 71 | 136 | 159 | 31 | 85 | 107 | 144 | 91 | r 75 | 90 | 59 | 10 | 41 | 223 | 143 | 234 | 132 | 150 | y 216 |
| | 34% | 35% | 31% | 22% | 21% | 33% cd | 36% cd | 44% cde | 21% | 34% h | 44% hi | 20% | 27% | 38% kl | 43% ki | 36% ps | 27% | 36% ps | 37% ps | 19% | 43% ps | 36% | 30% | 31% | 38% | 39% z | 31% |
| They were not united as a party | 357 33% | 187 35% | 168 31% | 20 16% | 31 15% | 47 24% d | 73 37% cde | 186 51% cdef | 51 15% | 120 30% h | 186 51% hi | 22 14% | 62 19% | 102 36% kl | 171 51% klm | 88 34% | 90 32% | 88 36% r | 39 25% | 17 33% | 34 36% | 200 32% | 158 33% | 211 28% | 146 42% w | 134 34% | 224 32% |
| Poor delivery on Brexit | 349 32% | 190 35% b | 156 29% | 36 29% | 51 24% | 53 27% | 70 35% d | 140 38% de | 87 26% | 122 31% | 140 38% h | 43 27% | 80 25% | 97 34% | 129 39% kl | 88 34% | 90 32% | 79 32% | 46 29% | 17 32% | 29 31% | 199 32% | 150 32% | 232 31% | 117 33% | 131 34% | 218 31% |
| Poor delivery on taxation and public spending | 312 | 178 | 131 | 25 | 45 22% | 59 30% | 71 36% | 112 31% | 71 21% | 129 | 112 31% | 32 20% | 84 26% | 90 | 106 32% | 73 28% | 79 28% | 76 31% | 48 | 17 32% | 20 | 183 | 129 27% | 207 | 106 | 122 32% | 190 27% |
| They were in government for too | 266 | b 150 | 113 | 29 | 39 | 51 | cd 49 | cd 99 | 67 | h 100 | h 99 | 31 | 72 | k 70 | k 92 | 71 | 60 | 66 | 37 | 9 | 23 | 153 | 112 | 171 | 95 | 105 | 160 |
| long | 24% | 28% | 21% | 23% | 19% | 26% | 25% | 27% | 20% | 25% | 27% | 20% | 23% | 25% | 27% | 28% | 21% | 27% | 23% | 16% | 24% | 25% | 24% | 23% | 27% | 27% | 23% |
| They did not offer an optimistic vision for the future | 256 | 133 | 121 | 29 | 46 | 48 | 50 | d 83 | 75 | 97 | h 83 | 32 | 79 | 66 | 79 | 67 | 61 | 55 | 35 | 9 | 28 | 149 | 107 | 175 | 81 | 102 | 154 |
| They had a poor General Election campaign | 23% 253 | 25% 149 | 22% 101 | 23% 24 | 22% 27 | 24% 40 | 25% 50 | 23% 112 | 23% 51 | 25% 90 | 23% 112 | 21% 26 | 25% 56 | 23% 66 | 23% 105 | 26% 58 | 22% 59 | 22% 49 | 22% 35 | 17% 24 | 29% 27 | 24% 163 | 23% 90 | 24% 171 | 23% 82 | 26% 107 | 22% 146 |
| | 23% | 28% b | 18% | 19% | 13% | 21% | 25% d | 31% cde | 15% | 23% h | 31% hi | 16% | 18% | 23% | 31% klm | 23% | 21% | 20% | 22% | 45% opgr | 28% | 26% v | 19% | 23% | 23% | 28% z | 21% |
| They didn't have good policies for voung people | 207 | 103 | 102 | 33 | 38 | 39 | 38 | 60 | 71 | 77 | 60 | 39 | 62 | 51 | 55 | 46 | 48 | 48 | 36 | 10 | 19 | 118 | 89 | 146 | 62 | 83 | 124 |
| | 19% | 19% | 19% | 26% R | 18% | 20% | 19% | 16% | 21% | 19% | 16% | 25% n | 19% | 18% | 16% | 18% | 17% | 20% | 23% | 18% | 20% | 19% | 19% | 20% | 18% | 22% | 18% |
| Poor delivery on climate change and the environment | 198 | 20% | 90 | 24 19% | 37 18% | 39 | 33 17% | 18% | 18% | 72 18% | 64 18% | 31 20% | 56 17% | 52 18% | 18% | 55 21% | 42 15% | 18% | 30 19% | 7 | 21 22% | 117 | 81 17% | 138 | 17% | 83 21% | 115 |
| They were seen as too right wing | 132 12% | 74 14% | 56 10% | 21 17% | 19 9% | 24 12% | 23 12% | 45 12% | 40 12% | 47 12% | 45 12% | 24 15% | 30 9% | 38 14% | 40 12% | 37 14% | 25 9% | 24 10% | 26 17% | 6 12% | 14 15% | 81 13% | 51 11% | 100 14% | 32 9% | 60 15% | 73 10% |
| They were seen as too left wing | 67 6% | 44 8% | 23 4% | d 13 10% | 13 6% | 8 4% | 8 4% | 25 7% | 26 8% | 16 4% | 25 7% | 18 11% | 14 4% | 12 4% | 24 7% | 20 8% | 18 6% | 9 | 11 7% | 3 6% | 6 6% | 44 7% | 23 5% | 53 7% | 14 4% | 2 17 4% | 50 7% |
| Other | 34 3% | ь 20 4% | 14 3% | ef 1 1% | 2 1% | 3 2% | 5 3% | 23 6% | 3 1% | 9 2% | 23 6% | lm 1 1% | 4 1% | 7 2% | 23 7% | 5 2% | 8 3% | 8 3% | 8 5% | : | 4 4% | 22 3% | 12 3% | 13 2% | 21 6% | 12 3% | 22 3% |
| Poor Delivery (NET) | 847 78% | 438 82% | 404 74% | 89 72% | 145 70% | 139 70% | 161 81% | ode 313 86% | 234 71% | 300 76% | hi 313 86% | 114 72% | 221 69% | 221 79% | klm 291 87% | 206 80% | 217 77% | 192 78% | 121 77% | 40 76% | 71 75% | 474 76% | 372 79% | 567 76% | w 280 80% | 302 78% | 545 77% |
| Issues with PMs (NET) | 747 68% | 5 374 70% | 367 67% | 73 58% | 109 53% | 118 60% | cde 148 75% | cde 299 82% | 182 55% | 266 67% | hi 299 82% | 89 56% | 175 55% | 208 74% | klm 274 82% | 169 66% | 200 71% | 178 72% | 104 66% | 31 59% | 64 67% | 427 69% | 320 68% | 484 65% | 262 75% | 265 68% | 482 68% |
| None of these | 14 | 7 | 6 | 2 1% | 3 2% | 3 | cde 2 1% | cde 4 1% | 5 2% | h 5 | hi 4 1% | 3 2% | 5 2% | kl 2 1% | klm 4 1% | 3 | 6 2% | 1 | 2 | | 2 2% | 6 | 8 2% | 10 | w 3 1% | 2 1% | 11 2% |
| Don't know | 68 6% | 1% 14 3% | 52 10% | 5 4% | 29 14% | 16 8% | 10 5% | 8 2% | 34 10% | 26 7% | 8 2% | 9 6% | 37 12% kmn | 15 5% | 7 2% | 1% 14 6% | 12 4% | 17 7% | 1% 11 7% | 5 9% | 10 10% | 45 7% | 23 5% | 49 7% | 19 5% | 1% 19 5% | 49 7% |
| | | | 3 | | cig | | | | | | | n | KIRR | n | | | | | | | ٥ | | | | | | |



Table 58
Q6 - Which of the following, if any, were the most important reasons why you think the Conservative party lost the General Election on July 4th 2024?

| BASE: ALL ADULTS AGED 18-75 IN | GREAT BRITA | N | | | | | | | | | | | | | | | | | | | | | |
|--|-----------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------------|-------------------|-------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|
| | | | MARITAL STA | rus | | NUMBER IN | HOUSEHOLD | | CHILDREN I | IN HOUSEHOLD | | GENER | AL ELECTION 20 | 24 VOTE | | REFERENDU | M 2016 VOTE | STARMER A | | LABOUR GO | | PERFORM | OVERNMENT MANCE VS. |
| | | MARRIED /LIVING AS | SINGLE | WID/ DIV/ SEP | 1 | 2 | 3 | 4+ | YES | NO | CONSERVATI VE | LABOUR | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE | GOOD JOB | BAD JOB | WELL | BADLY | BETTER | WORSE |
| UNWEIGHTED BASE WEIGHTED BASE | TOTAL 1092 1092 | (a) 587 592 | (b) 391 376 | (c) 114 124 | (d) 249 246 | (e) 345 363 | (f) 236 229 | (g) 262 254 | (h) 335 324 | (i) 757 768 | (j) 142 155 | (k) 393 370 | (I) 96 92* | (m) 140 159 | (n) 115 108 | (o) 458 436 | (p) 329 367 | (q) 437 398 | (r) 147 157 | (s) 407 374 | (t) 160 173 | (u) 404 375 | (v) 118 123 |
| Poor delivery on the NHS | 100% 558 51% | 54% 304 51% | 34% 186 49% | 11% 67 54% | 28% 140 57% | 33% 215 59% | 21% 105 46% | 97 38% | 115 36% | 70% 442 58% | 56 36% | 34% 232 63% | 8%* 54 59% | 67 42% | 10% 64 59% | 40% 254 58% | 34% 190 52% | 36% 239 60% | 14% 60 38% | 34% 235 63% | 16% 66 38% | 223 60% | 11% 41 34% |
| Too many scandals involving the party | 543 | 297 | 187 | 60 | fg 140 | fg 211 | 108 | 85 | 112 | h 432 | 73 | jm 199 | jm 58 | 72 | [m 63 | 254 | 191 | 225 | 64 | t 207 | 72 | 201 | 45 |
| They were not trustworthy | 50% | 50% | 50% 175 | 48% 66 | 57% fg 136 | 58% fg 180 | 47% g 98 | 33% 90 | 35% 114 | 56% h 389 | 47% 35 | 54% 198 | 64% jm 54 | 45% 75 | 58% | 58% | 52% 162 | 57% r 212 | 40% | 56% t 203 | 41% 71 | 54% v 194 | 37% 43 |
| They were out of touch with what | 46% | 44% | 47% 168 | 54% | 55% fg 130 | 50% g 179 | 43% 98 | 35% 93 | 35% 117 | 51% h 385 | 22% | 54% i 187 | 59% i 55 | 47% i 78 | 57% i 62 | 56% p 222 | 44% 175 | 53% r 212 | 39% | 54% t 198 | 41% | 52% v 199 | 35% |
| ordinary people wanted | 46% | 45% | 45% | 53% | 53% fe | 49% | 43% | 37% | 36% | 50% h | 24% | 50% | 60% | 49% | 57% | 51% | 48% | 53% | 40% | 53% | 39% | 53% | 35% |
| They were seen as incompetent | 482 44% | 263 44% | 167 44% | 52 42% | 113 46% | 175 48% | 93 41% | 101 40% | 119 37% | 363 47% | 46 29% | 183 49% | 52 57% | 69 43% | 61 57% | 227 52% | 156 42% | 204 51% | 48 31% | 188 50% | 61 35% | 182 49% | 41 33% |
| Poor delivery on the cost of living | 468 43% | 243 41% | 171 45% | 54 44% | 113 46% | 165 45% | 104 45% | 87 34% | 115 35% | 353 46% | 37 24% | 196 53% | 49 53% | 58 36% | 53 49% | 216 50% | 153 42% | 193 49% | 54 34% | 190 51% | 56 32% | 193 52% | 33 27% |
| People wanted a change in Government | 464 43% | 251 42% | 158 42% | 55 44% | 116 47% | 171 47% | 80 | 98 | 106 33% | 359 47% | 69 44% | 181 | 47 | 52 | 52 | 227 52% | 152 42% | 190 | 43 28% | 171 | 51 29% | 177 | 28 |
| Liz Truss' time as Prime Minister | 45% | 237 | 159 | 44% | 47% f | 4/% f | 35% | 57% | 35% | 4/% h | 87 | 49% m | m 48 | 33% | 48% m | 52% p | 157 | 48% r 200 | 28% 61 | 46% t | 29% 62 | 4/% V | 25% |
| Poor delivery on immigration | 41% | 40% | 42% | 45% 56 | 51% fg | 49% fg | 36% g 96 | 27% | 25% | 48% h | 53% m | 45% m | 52% m | 26% | 52% m | 51% D | 43% | 50% r | 39% | 50% t | 36% 95 | 50% v | 31% 61 |
| | 41% | 42% | 40% | 45% | 119 49% g | 166 46% R | 42% R | 70 28% | 30% | 356 46% h | 76 49% kin | 136 37% | 31 34% | 70% jkin | 32 30% | 149 34% | 61% | 150 38% | 53% q | 138 37% | 55% s | 142 38% | 49% u |
| Poor delivery on the economy | 408 37% | 213 36% | 152 41% | 35% | 111 45% g | 39% R | 82 36% | 75 29% | 91 28% | 317 41% h | 27 17% | 175 47% jm | 42% | 54 34% I | 51 47% jm | 192 44% p | 133 36% | 177 45% r | 28% | 45% t | 46 27% | 44% V | 29 23% |
| They had too many changes of Prime Minister | 374 | 195 | 131 35% | 48 39% | 96 39% | 149 41% | 69 30% | 59 23% | 64 20% | 310 40% | 50 32% | 132 36% | 38 41% | 54 34% | 46 | 169 39% | 139 | 36% | 46 29% | 135 36% | 52 30% | 143 38% | 37 |
| People did not like Rishi Sunak | 373 | 196 | 137 | 41 | g 90 | fg 129 | 77 | 76 | 101 | h 272 | 45 | 136 | 25 | 66 | 44 | 136 | 148 | 128 | 61 | 124 | 67 | 130 | 53 |
| Boris Johnson's time as Prime | 34% | 33% 199 | 36% 123 | 33% 45 | 37% 97 | 36% 143 | 34% 68 | 30% 59 | 31% 79 | 35% 287 | 29% | 37% 159 | 28% | 41% II 23 | 41% | 31% 206 | 40% o 97 | 32% 177 | 39% | 33% 170 | 39% | 35% 166 | 43% |
| Minister | 34% | 34% | 33% | 36% | 39% fg | 39% fg | 30% | 23% | 24% | 37% | 26% m | 43% | 47% im | 14% | 44% im | 47% | 26% | 44% | 17% | 45% | 17% | 44% | 13% |
| They were not united as a party | 357 33% | 197 33% | 107 28% | 53 43% | 102 41% | 127 35% | 70 30% | 59 23% | 70 22% | 287 37% | 61 39% | jm 114 31% | 48 52% | 53 33% | 38 35% | 159 36% | 152 41% | 140 35% | 43 27% | 123 33% | 51 29% | 132 35% | 36 29% |
| Poor delivery on Brexit | 349 32% | 184 31% | 126 34% | 38 31% | 95 39% | R 122 34% | 69 30% | 62 24% | 73 23% | 276 36% | 37 24% | 132 36% | 8mn 38 41% | 61 38% | 37 34% | 172 39% | 115 31% | 147 37% | 53 34% | 144 38% | 54 31% | 140 37% | 36 29% |
| Poor delivery on taxation and public spending | 312 | 160 | 117 | 35 | 82 82 | 98 | 65 | 67 | 81 | h 231 | 25 | 128 | 31 | 46 | 38 | 145 | 107 | 124 | 32 | 128 | 40 | 122 | 21 |
| They were in government for too | 29% 266 | 27% 137 | 31% | 29% | 33% 68 | 27% 95 | 28% | 26% | 25% 56 | 30% | 16% | 35% i 113 | 34% i 31 | 29% i 20 | 35% i 36 | 33% 132 | 29% 78 | 31% r 122 | 20% | 34% t 117 | 23% | 33% v 110 | 17% |
| long | 24% | 23% | 29% | 17% | 28% | 26% | 23% | 20% | 17% | 27% | 19% | 31% | 34% | 13% | 33% | 30% | 21% | 31% | 17% | 31% | 17% | 29% | 15% |
| They did not offer an optimistic vision for the future | 256 | 141 | 90 | 24 | 61 | 94 | 46 | 55 | 71 | 185 | 13 | im 103 | jm 29 | 36 | jm 37 | 130 | 67 | 113 | 25 | 112 | 29 | 121 | 16 |
| | 23% | 24% | 24% | 20% | 25% | 26% | 20% | 22% | 22% | 24% | 8% | 28% i | 31% i | 22% i | 34% i | 30% p | 18% | 28% r | 16% | 30% t | 17% | 32% v | 13% |
| They had a poor General Election campaign | 253 | 140 24% | 84 22% | 29 | 63 26% | 91 25% | 54 24% | 45 18% | 57 18% | 196 25% | 39 25% | 87 24% | 25 | 49 31% | 27 | 109 25% | 100 27% | 104 26% | 41 26% | 100 27% | 52 30% | 30% | 32 26% |
| They didn't have good policies for | 207 | 112 | 79 | 17 | g 37 | g 69 | 52 | 50 | 64 | h 143 | 12 | 91 | 29 | 18 | 31 | 111 | 49 | 102 | 20 | 105 | 21 | 103 | 17 |
| vounz people | 19% | 19% | 21% | 14% | 15% | 19% | 23% d | 20% | 20% | 19% | 8% | 24% im | 31% jm | 11% | 29% Im | 25% p | 13% | 26% | 13% | 28% t | 12% | 28% V | 14% |
| Poor delivery on climate change and the environment | 198 | 100 | 84 22% | 14 | 54 22% | 64 18% | 42 | 38 15% | 49 15% | 148 19% | 11 7% | 101 | 19 | 11 7% | 33 | 120 | 39 11% | 105 | 14 9% | 106 | 11 | 105 | 5 |
| They were seen as too right wing | 132 12% | 65 11% | 60 16% | 7 6% | 35 14% | 35 10% | 32 14% | 30 12% | 34 11% | 98 | 6 4% | im 60 16% | jm 17 18% | 9 5% | im 28 26% | 28% p 80 18% | 22 | r 75 | 10 | 74 20% | 13 | v 76 | 9 7% |
| They were seen as too left wing | 67 | 36 | ac 24 | 8 | 18 | 20 | 12 | 17 | 20 | 13% 47 | 5 | jm 22 | jm 1 | 28 | jkm S | p 19 | 6% 31 | 19% r 21 | 7% | t 17 | 7% | 20% v 27 | 17 |
| Other | 6% 34 | 6% 9 | 6% 20 | 6% | 7% 16 | 6% 11 | 5% | 7% | 6% | 6% 32 | 3% 6 | 6% 9 | 1% | 17% jkin 7 | 4% | 4% | 8% 0 12 | 5% | 15% q 14 | 5% | 15% 5 14 | 7% | 13% u 8 |
| Poor Delivery (NET) | 3% 847 | 2% 455 | 5% a 291 | 5% | 7% fg 207 | 3% R 294 | 2% 174 | 172 | 1% 225 | 4% h 622 | 4% 116 | 2% 317 | 3% 72 | 4% 135 | 7% k 87 | 4% 356 | 3% 311 | 2% 329 | 9% q 118 | 2% 311 | 8% s 127 | 2% 313 | 6% u 94 |
| Issues with PMs (NET) | 78% | 77% | 77% | 82% | 84% fg 185 | 81% R 278 | 76% | 68% | 69% | 81% h 569 | 75% | 86% i 271 | 79% | 85% | 80% | 82% | 85% | 83% | 75% | 83% t | 73% | 83% | 77% |
| None of these | 68% | 68% | 68% | 74% | 75% fg | 76% fg 4 | 65% g | 54% | 55% | 74% h | 78% m | 73% m | 69% | 60% | 77% m | 73% | 75% | 73% r | 63% | 73% t | 63% | 74% v | 63% |
| Don't know | 1% | 2% | 1% 21 | 1% | 1% | 1% | 1% 20 | 2% 26 | 1% 36 | 1% | 2% | 1% | 1% | . 4 | 3% | 13 | 1% | 2% | 6 | 2% | 1% 10 | 2% | 1% |
| | 6% | 7% | 6% | 6% | 2% | 5% | 9% | 10% | 11% | 4% | 2% | 2% | 7% | 2% | 2% | 3% | 2% | 3% | 4% | 2% | 6% | 2% | 5% |