



**23-085423-28 - CON LEADERSHIP AND REASONS FOR DEFEAT
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%

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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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	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																x					
(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%	20%	15%	14%	17%	14%	9%	21%	17%	12%	14%	18%	20%	12%
		b				cd		cd		h				kl								v					z
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
				fg	fg				ij			mn	mn									x					
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
	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%
		b		f																		v		x		z	
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
	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%
		b		d		cd		cd	h	h				kl	kl							v		z		z	
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			j	j		n	n	n		or		or				u				y	
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%
		a				e										q		q									

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

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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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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%
(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%	9%	16%	8%	8%	16%	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%	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%
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
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%
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%
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%	33%	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

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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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	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			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					a							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
	21%	23%	19%	25%	29%	20%	14%	20%	28%	17%	20%	25%	25%	16%	20%	23%	21%	21%	21%	26%	15%	22%	21%	23%	18%	21%	21%
				f	efg				ij			m	m														
(-1) A fairly bad leader	110	68	41	14	16	19	15	47	29	34	47	16	27	26	40	21	29	30	16	4	11	74	37	79	32	43	67
	10%	13%	8%	11%	8%	9%	8%	13%	9%	8%	13%	10%	9%	9%	12%	8%	10%	12%	10%	7%	12%	12%	8%	11%	9%	11%	10%
				b																							
(-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%
				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	g			ij			mn	mn												x		
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%
				f	f				ij			m	q	q		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%
				b		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%
				a		g	cg		j			n	n			opr			r			u	u	u	w	y	
Don't know	152	64	85	14	21	22	40	53	36	62	53	19	32	51	49	33	45	29	26	8	11	88	64	101	51	56	95
	14%	12%	15%	12%	10%	11%	20%	15%	11%	16%	15%	12%	10%	18%	15%	13%	16%	12%	16%	16%	12%	14%	13%	14%	15%	14%	14%
				cde										i													

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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	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%
		b				d	d		i		km			m				r		t			
(1) A fairly good leader	95	63	27	5	21	29	19	25	31	63	20	33	7	18	6	34	39	49	6	45	10	49	9
	9%	11%	7%	4%	9%	8%	8%	10%	10%	8%	13%	9%	7%	11%	6%	8%	11%	12%	4%	12%	6%	13%	7%
		c									n							r		t			
(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%
		b				d			i		n							r		t			
(-1) A fairly bad leader	110	55	39	17	29	34	28	19	27	83	7	49	9	19	11	55	41	51	22	45	24	44	14
	10%	9%	10%	13%	12%	9%	12%	8%	8%	11%	5%	13%	10%	12%	10%	13%	11%	13%	14%	12%	14%	12%	12%
		j							j		j							r		t			
(-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		jm							r		t			
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		t			
Good leader (NET)	127	89	34	5	23	39	27	39	51	76	31	40	10	19	12	46	51	68	8	62	13	66	11
	12%	15%	9%	4%	9%	11%	12%	15%	16%	10%	20%	11%	11%	12%	11%	11%	14%	17%	5%	17%	7%	18%	9%
		bc							i		k							r		t		v	
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							jm		jm		j	j	j			r		t		v	
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%	37%	34%	25%	35%	28%	35%	28%	28%	36%	34%	34%	28%	31%	23%	23%	23%	31%	24%	32%
		a		a	f	f		f	h		f							q		s			
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

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23-085423-28 - CON LEADERSHIP AND REASONS FOR DEFEAT

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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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	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%
(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%
(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%
(-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%
(-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%
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
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%
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%
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%
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%

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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23-085423-28 - CON LEADERSHIP AND REASONS FOR DEFEAT
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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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	44	30	11	3	5	17	11	12	15	29	13	10	5	3	5	16	15	21	5	21	8	22	6
	4%	5%	3%	2%	2%	5%	5%	5%	5%	4%	8%	3%	6%	2%	4%	4%	4%	5%	3%	6%	5%	6%	5%
(1) A fairly good leader	134	91	32	10	21	48	31	33	49	85	28	42	12	22	8	55	53	67	13	59	23	61	13
	12%	15%	8%	8%	9%	13%	14%	13%	15%	11%	18%	11%	13%	14%	7%	13%	14%	17%	8%	16%	13%	16%	10%
(0) Neither a good nor bad leader	221	122	78	22	52	67	53	50	72	149	39	83	10	34	23	99	73	109	30	99	29	94	17
	20%	21%	21%	17%	21%	18%	23%	20%	22%	19%	25%	22%	11%	21%	21%	23%	20%	28%	19%	27%	17%	25%	14%
(-1) A fairly bad leader	99	56	30	13	24	24	20	31	38	61	7	43	10	15	17	49	35	48	19	44	17	46	14
	9%	9%	8%	11%	10%	7%	9%	12%	12%	8%	5%	12%	11%	9%	16%	11%	10%	12%	12%	12%	10%	12%	12%
(-2) A very bad leader	69	28	29	12	23	15	15	16	20	49	-	31	1	18	11	28	31	15	28	17	30	22	19
	6%	5%	8%	10%	9%	4%	7%	6%	6%	6%	-	8%	1%	11%	10%	6%	9%	4%	18%	5%	17%	6%	16%
Mean	-0.03	0.12	-0.19	-0.36	-0.31	0.16	0.02	-0.04	0.01	-0.04	0.54	-0.2	0.27	-0.24	-0.33	-0.07	-0.07	0.11	-0.54	0.1	-0.35	0.07	-0.42
		bc				d	d				kmn		kmn				r		t		v		
Good leader (NET)	177	122	43	13	26	65	42	45	64	113	41	52	17	25	13	70	67	87	18	81	31	83	18
	16%	21%	11%	10%	11%	18%	18%	18%	20%	15%	26%	14%	19%	16%	12%	16%	18%	22%	12%	22%	18%	22%	15%
Bad leader (NET)	168	84	59	25	47	39	35	47	58	110	7	74	11	33	28	77	66	63	47	61	47	68	34
	15%	14%	16%	20%	19%	11%	15%	18%	18%	14%	5%	20%	12%	20%	26%	18%	18%	16%	30%	16%	27%	18%	27%
I don't know who this person is	366	173	144	48	96	129	63	78	87	279	46	116	37	47	34	128	108	98	48	94	47	100	40
	34%	29%	38%	39%	39%	36%	27%	31%	27%	36%	30%	31%	40%	30%	32%	29%	29%	25%	30%	25%	27%	27%	32%
Don't know	159	91	53	16	25	63	37	34	43	116	22	45	17	20	11	62	52	40	15	39	19	30	15
	15%	15%	14%	13%	10%	17%	16%	14%	13%	15%	14%	12%	18%	13%	10%	14%	14%	10%	10%	11%	11%	8%	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

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23-085423-28 - CON LEADERSHIP AND REASONS FOR DEFEAT

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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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	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%
(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%
(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%
(-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) A very bad leader	115	77	36	4	13	28	25	45	17	54	45	5	35	33	42	33	31	20	20	2	9	75	41	84	32	49	67
	11%	14%	7%	3%	6%	14%	13%	12%	5%	14%	12%	3%	11%	12%	12%	13%	11%	8%	12%	4%	10%	12%	9%	11%	9%	13%	9%
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
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%
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%
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%
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%

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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23-085423-28 - CON LEADERSHIP AND REASONS FOR DEFEAT
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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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	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
	14%	14%	13%	12%	16%	12%	11%	15%	16%	13%	24%	13%	17%	13%	8%	12%	17%	17%	11%	16%	12%	18%	10%
(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%
(-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	41	8	24	20	51	50	43	37	40	38	39	23
	11%	10%	11%	11%	14%	9%	10%	10%	10%	11%	4%	11%	9%	15%	18%	12%	14%	11%	24%	11%	22%	10%	18%
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
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%
Bad leader (NET)	288	162	94	32	75	87	62	64	75	213	23	121	16	52	39	136	108	126	78	122	75	122	50
	26%	27%	25%	26%	31%	24%	27%	25%	23%	28%	15%	33%	17%	33%	36%	31%	29%	32%	49%	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	24	29	73	51	45	25	44	24	44	20
	20%	17%	25%	23%	20%	22%	14%	24%	19%	21%	15%	17%	18%	15%	26%	17%	14%	11%	16%	12%	14%	12%	16%
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

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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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	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
	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%
(1) A fairly good leader	116	63	53	18	26	17	19	35	44	36	35	21	35	26	34	30	40	16	16	5	8	66	49	86	29	40	75
	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%
(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
	18%	19%	17%	23%	26%	16%	12%	15%	25%	14%	15%	23%	22%	12%	16%	17%	20%	15%	20%	18%	16%	17%	18%	18%	16%	17%	18%
(-1) A fairly bad leader	221	101	115	26	34	29	44	88	60	73	88	30	50	61	81	51	49	69	23	13	16	127	95	154	68	66	155
	20%	19%	21%	21%	16%	15%	22%	24%	18%	19%	24%	19%	16%	22%	24%	20%	18%	28%	15%	25%	17%	20%	20%	21%	19%	17%	22%
(-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	177
	29%	31%	28%	20%	20%	32%	32%	36%	20%	32%	36%	21%	26%	33%	34%	30%	27%	30%	32%	24%	33%	33%	25%	28%	33%	37%	25%
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
				ef	ef				ij			mn	mn			q	q					x					
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	102
	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%
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	332
	50%	50%	49%	41%	36%	47%	54%	60%	38%	50%	60%	40%	41%	54%	59%	50%	45%	58%	47%	49%	49%	53%	45%	48%	53%	54%	47%
I don'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	66
	8%	6%	10%	11%	11%	9%	6%	4%	11%	8%	4%	12%	10%	6%	5%	7%	8%	7%	6%	7%	12%	6%	10%	7%	8%	4%	9%
Don't know	111	46	64	7	17	27	28	31	24	56	31	10	33	40	28	23	25	25	19	9	9	51	60	69	42	34	76
	10%	9%	12%	6%	8%	14%	14%	9%	7%	14%	9%	6%	10%	14%	8%	9%	9%	10%	12%	17%	10%	8%	13%	9%	12%	9%	11%

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

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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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	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			kln			k									
(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%
								d			n			n									
(-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
	20%	19%	19%	29%	23%	21%	23%	14%	16%	22%	30%	20%	18%	24%	16%	20%	25%	19%	23%	19%	25%	20%	19%
				ab							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%
				g							jm			jkm									
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	e	i		kl			kl		o		q		s		u	
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%
					e		e	e	i		kln			kln				o					u
Bad leader (NET)	543	290	184	69	134	195	112	103	132	411	71	218	55	62	72	279	167	240	77	221	85	219	51
	50%	49%	49%	56%	54%	54%	49%	41%	41%	54%	46%	59%	59%	39%	66%	64%	45%	60%	49%	59%	49%	58%	41%
					g				h		jm			m	jm	p		r	t	t		v	
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
	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			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

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Table S1

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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	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%	9%	6%	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%
(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%
(-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%
(-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%
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	-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
				ef	ef				ij			mn				oq						x		x		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
	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%
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
	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%
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%
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%

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 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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	66	34	28	4	18	12	22	14	22	45	18	10	2	29	4	8	48	20	16	18	23	20	16
	6%	6%	7%	4%	7%	3%	10%	5%	7%	6%	11%	3%	3%	18%	4%	2%	13%	5%	10%	5%	13%	5%	13%
					e		e		kn		kn		kn			o	q		s		u		u
(1) A fairly good leader	103	59	38	6	25	30	21	27	36	67	22	33	3	25	8	31	48	45	20	38	23	46	21
	9%	10%	10%	5%	10%	8%	9%	11%	11%	9%	14%	9%	3%	16%	7%	7%	13%	11%	13%	10%	13%	12%	17%
					i		kl		l		kn		kl		o		o		o		o		o
(0) Neither a good nor bad leader	200	113	64	24	39	65	48	47	64	136	37	58	13	41	13	72	67	59	29	58	33	61	22
	18%	19%	17%	19%	16%	18%	21%	19%	20%	18%	24%	16%	14%	25%	12%	17%	18%	15%	19%	16%	19%	16%	18%
					kn		kn		kn		kn		kn		kn		kn		kn		kn		kn
(-1) A fairly bad leader	163	94	47	22	33	52	36	43	51	112	24	46	19	27	15	62	64	51	31	53	33	51	24
	15%	16%	13%	18%	13%	14%	16%	17%	16%	15%	15%	12%	21%	17%	14%	14%	17%	13%	20%	14%	19%	14%	20%
					kn		kn		kn		kn		kn		kn		kn		kn		kn		kn
(-2) A very bad leader	305	165	111	29	80	112	55	59	71	234	24	151	35	12	50	189	70	171	31	160	36	150	19
	28%	28%	30%	23%	33%	31%	24%	23%	22%	30%	15%	41%	38%	7%	46%	43%	19%	43%	20%	43%	21%	40%	15%
					fg	g		h	h		jm		jm		jm	p	r	r	t	t	v		v
Mean	-0.64	-0.64	-0.62	-0.75	-0.67	-0.82	-0.43	-0.56	-0.47	-0.71	-0.11	-0.99	-1.13	0.24	-1.09	-1.09	-0.21	-0.89	-0.32	-0.91	-0.25	-0.81	-0.08
					e		e		i		kl		kl		o		o		q		s		u
Good leader (NET)	169	93	65	11	43	42	44	40	58	112	40	43	5	54	12	39	95	65	37	56	45	66	38
	16%	16%	17%	9%	18%	11%	19%	16%	18%	15%	26%	12%	6%	34%	11%	9%	26%	16%	23%	15%	26%	18%	31%
					e		e		kn		kn		kn		o		o		o		s		u
Bad leader (NET)	469	259	159	51	113	163	91	101	123	346	47	197	54	39	65	250	134	222	62	212	69	201	43
	43%	44%	42%	41%	46%	45%	40%	40%	38%	45%	31%	53%	59%	25%	60%	57%	36%	56%	40%	57%	40%	54%	35%
					h		h		h		jm		jm		jm	p	r	r	t	t	v		v
I don't know who this person is	142	74	50	17	29	50	20	42	47	95	14	46	9	15	10	41	34	25	16	21	13	24	12
	13%	13%	13%	14%	12%	14%	9%	17%	15%	12%	9%	12%	10%	9%	9%	9%	9%	6%	10%	6%	7%	6%	10%
					f		f		f														
Don't know	112	53	38	21	21	43	26	22	33	80	16	26	10	10	8	33	37	26	13	26	13	23	8
	10%	9%	10%	17%	9%	12%	11%	9%	10%	10%	10%	7%	11%	6%	7%	10%	10%	7%	13%	7%	8%	6%	7%
					a		a		a														

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

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Table 53

QS_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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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	24	15	9	8	12	3	1	-	20	4	-	9	12	2	-	2	8	3	6	2	3	16	8	24	-	14	10
	2%	3%	2%	6%	6%	1%	1%	-	6%	1%	-	6%	4%	1%	-	1%	3%	1%	4%	3%	3%	3%	2%	3%	-	3%	1%
		efg		efg	g				ij			mn	mn			1	3	1	4	3	3	3	2	x		z	
(1) A fairly good leader	79	43	36	20	29	18	8	5	49	26	5	25	36	15	4	15	19	11	27	-	7	55	25	69	10	43	36
	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		fe	g				il	i		mn	mn	n		opast			opast			v		x		z	
(0) Neither a good nor bad leader	212	111	101	26	55	33	29	69	81	63	69	35	75	38	64	54	61	39	32	8	18	116	96	154	58	66	146
	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%
		ef		ef	ef				i			m	m			m	m		o			o	o	o	o	o	o
(-1) A fairly bad leader	94	55	35	8	19	17	8	42	27	25	42	9	30	19	36	21	23	16	16	8	10	53	41	63	31	36	58
	9%	10%	6%	6%	9%	9%	4%	12%	8%	6%	12%	6%	9%	7%	11%	8%	8%	6%	10%	15%	11%	9%	9%	8%	9%	9%	8%
		b		f					j			k	l			l	l		l			l	l	l	l	l	l
(-2) A very bad leader	76	45	30	11	8	17	12	29	19	28	29	14	18	17	27	22	18	18	13	-	5	51	25	52	25	31	45
	7%	8%	6%	9%	4%	8%	6%	8%	6%	7%	8%	9%	6%	6%	8%	9%	6%	7%	8%	-	5%	8%	5%	7%	7%	8%	6%
		d		d					k			l	l			s			s			s	s	s	s	s	s
Mean	-0.25	-0.27	-0.2	0.06	0.15	-0.3	-0.34	-0.66	0.12	-0.32	-0.66	0.06	-0.03	-0.37	-0.65	-0.41	-0.18	-0.39	-0.03	-0.25	-0.16	-0.24	-0.26	-0.14	-0.56	-0.15	-0.31
		efg		efg	ef	g	g		ij	j		mn	mn	n		oq			oq			x		x		z	
Good leader (NET)	103	58	45	27	41	21	10	5	68	30	5	34	48	17	4	17	27	14	33	2	10	70	33	93	10	57	47
	9%	11%	8%	22%	20%	10%	5%	1%	21%	8%	1%	21%	15%	6%	1%	6%	10%	6%	21%	3%	11%	11%	7%	13%	3%	15%	7%
		efg		efg	efg	g	g		ij	j		mn	mn	n		opast			opast			v		x		z	
Bad leader (NET)	170	100	66	19	27	33	19	71	46	53	71	23	48	36	63	43	41	34	29	8	15	104	66	114	55	67	103
	16%	19%	12%	15%	13%	17%	10%	20%	14%	13%	20%	15%	15%	13%	19%	17%	15%	14%	18%	15%	16%	17%	14%	15%	16%	17%	15%
		b		f					i			k	l			l	l		l			l	l	l	l	l	l
I don't know who this person is	446	198	244	40	66	84	102	154	106	186	154	50	114	140	142	107	110	127	41	27	34	241	205	282	164	131	315
	41%	37%	45%	32%	32%	43%	51%	42%	32%	47%	42%	32%	36%	50%	42%	42%	39%	51%	26%	51%	36%	39%	43%	38%	47%	34%	45%
		a		d			cdg	cd	h	h	h	r	kl	kl	k	r	r	oprt	r			39%	43%	w	w	y	y
Don't know	161	67	91	12	19	25	38	67	31	63	67	15	34	49	63	35	44	33	24	8	17	89	71	98	62	67	94
	15%	13%	17%	10%	9%	13%	19%	18%	9%	16%	18%	9%	11%	17%	19%	14%	15%	14%	15%	15%	17%	14%	15%	13%	18%	17%	13%
		cd		cd			cd	cd	h	h	h	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl

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 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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	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	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%
									i														
(-1) A fairly bad leader	94	56	27	11	18	31	26	19	23	71	12	34	5	24	8	42	36	37	22	37	26	36	19
	9%	10%	7%	9%	7%	9%	11%	7%	7%	9%	8%	9%	6%	15%	8%	10%	10%	9%	14%	10%	15%	10%	16%
														l									
(-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	ef	ef				l		l	jl			q	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	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%
		c				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%
											l			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	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

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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

	TOTAL	GENDER		AGE					AGE AGGREGATED			GENERATION				REGION					SOCIAL GRADE		WORKING STATUS		EDUCATION		
		MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	ABC1 (u)	C2DE (v)	WORKING (w)	NOT WORKING (x)	GRADUATES (y)	NON GRADUATES (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	125	207	197	198	365	332	395	365	157	319	281	335	257	282	247	158	52*	95*	620	472	742	350	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%
(1) A fairly good leader	165	95	70	19	42	25	29	50	61	54	50	23	51	44	47	30	47	40	28	11	9	80	84	128	37	49	116
	15%	18%	13%	16%	20%	12%	15%	14%	18%	14%	14%	15%	16%	16%	14%	12%	17%	16%	17%	21%	10%	13%	18%	17%	10%	13%	16%
(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%
(-1) A fairly bad leader	142	54	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
	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%
(-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%
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		e	eg				ij			or	t			or	t		t		u		u	x		y	
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
	28%	33%	24%	29%	29%	19%	32%	31%	29%	26%	31%	27%	24%	31%	32%	27%	35%	29%	23%	34%	17%	25%	34%	30%	24%	20%	33%
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%
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%
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			n		p				v		w		z	

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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23-085423-28 - CON LEADERSHIP AND REASONS FOR DEFEAT
JULY 2024
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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

	TOTAL	MARITAL STATUS			NUMBER IN HOUSEHOLD				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR GOVERNMENT RUNNING COUNTRY		LABOUR GOVERNMENT PERFORMANCE VS. EXPECTATION	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM UK (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	WELL (s)	BADLY (t)	BETTER (u)	WORSE (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	376	124	246	363	229	254	324	768	155	370	92*	159	108	436	367	398	157	374	173	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	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%
(1) A fairly good leader	165	105	41	18	26	49	44	45	65	99	34	47	8	41	11	38	90	59	22	53	25	58	22
	15%	18%	11%	15%	11%	14%	19%	18%	20%	13%	22%	13%	8%	26%	10%	9%	25%	15%	14%	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
	14%	14%	15%	13%	10%	12%	16%	20%	21%	11%	11%	17%	9%	9%	11%	12%	12%	15%	10%	16%	8%	15%	11%
(-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%
(-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%
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	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w
Good leader (NET)	310	189	89	33	68	89	80	72	100	210	48	71	10	138	14	61	195	89	84	80	94	96	68
	28%	32%	24%	27%	28%	25%	35%	29%	31%	27%	31%	19%	11%	86%	13%	14%	53%	22%	54%	21%	54%	26%	55%
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
	48%	46%	51%	51%	53%	56%	41%	39%	38%	53%	54%	60%	74%	2%	71%	70%	30%	59%	31%	59%	33%	56%	29%
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
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