

# YouGov Survey Results

Sample Size: 2234 Adults in GB  
Fieldwork: 30th - 31st October 2024

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2234</b>	402	574	206	241	128	787	832	1081	1153	235	923	552	525	1273	961	1932	107	194	529	366	270	766	
<b>Unweighted Sample</b>	<b>2234</b>	342	634	252	302	133	892	849	1028	1206	146	875	583	630	1309	925	1936	112	186	561	369	210	796	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	4 - 6 Oct	30 - 31 Oct																						
<b>Do you have a favourable or unfavourable opinion of the following?</b>																								
<b>Keir Starmer</b>																								
Very favourable	4	4	1	9	4	1	1	7	2	4	3	3	3	5	4	4	3	4	4	4	5	3	4	3
Somewhat favourable	23	25	6	54	42	4	25	41	10	26	24	35	31	23	14	30	19	26	22	24	23	25	31	25
<b>TOTAL FAVOURABLE</b>	<b>27</b>	<b>29</b>	<b>7</b>	<b>63</b>	<b>46</b>	<b>5</b>	<b>26</b>	<b>48</b>	<b>12</b>	<b>30</b>	<b>27</b>	<b>38</b>	<b>34</b>	<b>28</b>	<b>18</b>	<b>34</b>	<b>22</b>	<b>30</b>	<b>26</b>	<b>28</b>	<b>28</b>	<b>28</b>	<b>35</b>	<b>28</b>
Somewhat unfavourable	22	22	24	19	27	11	32	23	19	20	23	24	24	20	18	23	20	21	25	25	20	19	23	22
Very unfavourable	41	41	68	11	18	83	32	23	65	44	38	24	30	47	61	36	47	41	38	36	43	46	32	42
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>92</b>	<b>30</b>	<b>45</b>	<b>94</b>	<b>64</b>	<b>46</b>	<b>84</b>	<b>64</b>	<b>61</b>	<b>48</b>	<b>54</b>	<b>67</b>	<b>79</b>	<b>59</b>	<b>67</b>	<b>62</b>	<b>63</b>	<b>61</b>	<b>63</b>	<b>65</b>	<b>55</b>	<b>64</b>	
Don't know	9	9	2	6	8	3	11	6	5	6	11	14	13	5	4	7	11	9	12	10	9	7	10	8
<b>NET FAVOURABILITY</b>	<b>-36</b>	<b>-34</b>	<b>-85</b>	<b>33</b>	<b>1</b>	<b>-89</b>	<b>-38</b>	<b>2</b>	<b>-72</b>	<b>-34</b>	<b>-34</b>	<b>-10</b>	<b>-20</b>	<b>-39</b>	<b>-61</b>	<b>-25</b>	<b>-45</b>	<b>-32</b>	<b>-37</b>	<b>-33</b>	<b>-35</b>	<b>-37</b>	<b>-20</b>	<b>-36</b>
<b>Rachel Reeves</b>																								
Very favourable	2	4	0	10	6	1	2	8	2	5	3	2	4	6	3	5	3	4	5	5	4	4	7	3
Somewhat favourable	15	22	8	47	34	4	23	37	12	23	21	20	25	23	16	25	17	22	22	21	23	19	26	21
<b>TOTAL FAVOURABLE</b>	<b>17</b>	<b>26</b>	<b>8</b>	<b>57</b>	<b>40</b>	<b>5</b>	<b>25</b>	<b>45</b>	<b>14</b>	<b>28</b>	<b>24</b>	<b>22</b>	<b>29</b>	<b>29</b>	<b>19</b>	<b>30</b>	<b>20</b>	<b>26</b>	<b>27</b>	<b>26</b>	<b>27</b>	<b>23</b>	<b>33</b>	<b>24</b>
Somewhat unfavourable	16	18	23	14	21	14	23	20	17	20	17	18	20	18	16	20	16	18	19	24	18	17	16	19
Very unfavourable	30	35	63	10	19	74	18	18	59	37	33	15	23	39	58	30	41	35	27	30	33	41	29	37
<b>TOTAL UNFAVOURABLE</b>	<b>46</b>	<b>53</b>	<b>86</b>	<b>24</b>	<b>40</b>	<b>88</b>	<b>41</b>	<b>38</b>	<b>76</b>	<b>57</b>	<b>50</b>	<b>33</b>	<b>43</b>	<b>57</b>	<b>74</b>	<b>50</b>	<b>57</b>	<b>53</b>	<b>46</b>	<b>54</b>	<b>51</b>	<b>58</b>	<b>45</b>	<b>56</b>
Don't know	36	21	6	19	20	7	33	17	11	15	26	45	27	14	6	20	22	21	27	20	22	19	23	20
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>-27</b>	<b>-78</b>	<b>33</b>	<b>0</b>	<b>-83</b>	<b>-16</b>	<b>7</b>	<b>-62</b>	<b>-29</b>	<b>-26</b>	<b>-11</b>	<b>-14</b>	<b>-28</b>	<b>-55</b>	<b>-20</b>	<b>-37</b>	<b>-27</b>	<b>-19</b>	<b>-28</b>	<b>-22</b>	<b>-19</b>	<b>-32</b>	<b>-32</b>
<b>Kemi Badenoch</b>																								
Very favourable	2	2	8	0	1	4	1	1	5	3	2	1	1	3	4	3	2	2	1	2	3	1	3	3
Somewhat favourable	11	10	27	3	6	21	4	7	17	11	9	1	5	14	19	10	10	10	6	9	9	11	10	11
<b>TOTAL FAVOURABLE</b>	<b>13</b>	<b>12</b>	<b>35</b>	<b>3</b>	<b>7</b>	<b>25</b>	<b>5</b>	<b>8</b>	<b>22</b>	<b>14</b>	<b>11</b>	<b>2</b>	<b>6</b>	<b>17</b>	<b>23</b>	<b>13</b>	<b>12</b>	<b>12</b>	<b>7</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>13</b>	<b>14</b>
Somewhat unfavourable	15	16	17	16	16	23	13	15	18	18	13	15	14	15	20	16	15	16	16	17	15	15	16	16
Very unfavourable	25	29	12	40	42	21	42	38	23	34	25	28	31	32	24	31	28	29	22	37	28	29	34	28
<b>TOTAL UNFAVOURABLE</b>	<b>40</b>	<b>45</b>	<b>29</b>	<b>56</b>	<b>58</b>	<b>44</b>	<b>55</b>	<b>53</b>	<b>41</b>	<b>52</b>	<b>38</b>	<b>43</b>	<b>45</b>	<b>47</b>	<b>44</b>	<b>47</b>	<b>43</b>	<b>45</b>	<b>38</b>	<b>54</b>	<b>43</b>	<b>44</b>	<b>50</b>	<b>44</b>
Don't know	47	43	37	41	36	31	41	38	37	34	50	56	48	36	33	40	45	43	55	35	46	45	36	42
<b>NET FAVOURABILITY</b>	<b>-27</b>	<b>-33</b>	<b>6</b>	<b>-53</b>	<b>-51</b>	<b>-19</b>	<b>-50</b>	<b>-45</b>	<b>-19</b>	<b>-38</b>	<b>-27</b>	<b>-41</b>	<b>-39</b>	<b>-30</b>	<b>-21</b>	<b>-34</b>	<b>-31</b>	<b>-33</b>	<b>-31</b>	<b>-43</b>	<b>-31</b>	<b>-32</b>	<b>-37</b>	<b>-30</b>
<b>Robert Jenrick</b>																								
Very favourable	1	2	5	0	0	5	1	1	3	1	2	1	1	2	3	1	2	2	1	1	2	1	2	2
Somewhat favourable	10	11	30	3	5	25	4	5	21	12	9	3	5	12	22	10	11	11	6	9	10	12	10	12
<b>TOTAL FAVOURABLE</b>	<b>11</b>	<b>13</b>	<b>35</b>	<b>3</b>	<b>5</b>	<b>30</b>	<b>5</b>	<b>6</b>	<b>24</b>	<b>13</b>	<b>11</b>	<b>4</b>	<b>6</b>	<b>14</b>	<b>25</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>7</b>	<b>10</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>14</b>
Somewhat unfavourable	12	15	18	16	15	24	8	15	19	19	13	12	13	18	19	17	14	15	15	18	17	15	15	14
Very unfavourable	18	25	8	35	34	14	35	35	17	30	20	21	26	26	22	25	25	24	22	32	23	24	28	24
<b>TOTAL UNFAVOURABLE</b>	<b>30</b>	<b>40</b>	<b>26</b>	<b>51</b>	<b>49</b>	<b>38</b>	<b>43</b>	<b>50</b>	<b>36</b>	<b>49</b>	<b>33</b>	<b>33</b>	<b>39</b>	<b>44</b>	<b>41</b>	<b>42</b>	<b>39</b>	<b>39</b>	<b>37</b>	<b>50</b>	<b>40</b>	<b>39</b>	<b>43</b>	<b>38</b>
Don't know	59	47	39	47	45	32	52	44	40	38	56	64	55	41	34	47	48	48	56	40	48	48	44	48
<b>NET FAVOURABILITY</b>	<b>-19</b>	<b>-27</b>	<b>9</b>	<b>-48</b>	<b>-44</b>	<b>-8</b>	<b>-38</b>	<b>-44</b>	<b>-12</b>	<b>-36</b>	<b>-22</b>	<b>-29</b>	<b>-33</b>	<b>-30</b>	<b>-16</b>	<b>-31</b>	<b>-26</b>	<b>-26</b>	<b>-30</b>	<b>-40</b>	<b>-28</b>	<b>-26</b>	<b>-31</b>	<b>-24</b>

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<b>Weighted Sample</b>	<b>2234</b>	402	574	206	241	128	787	832	1081	1153	235	923	552	525	1273	961	1932	107	194	529	366	270	766	
<b>Unweighted Sample</b>	<b>2234</b>	342	634	252	302	133	892	849	1028	1206	146	875	583	630	1309	925	1936	112	186	561	369	210	796	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Rishi Sunak</b>																								
Very favourable	4	4	15	1	1	5	1	3	7	3	5	2	2	5	7	5	4	5	3	2	6	3	4	4
Somewhat favourable	20	21	54	9	17	26	7	18	31	21	21	5	16	25	33	22	19	21	22	20	18	24	18	23
<b>TOTAL FAVOURABLE</b>	<b>24</b>	<b>25</b>	<b>69</b>	<b>10</b>	<b>18</b>	<b>31</b>	<b>8</b>	<b>21</b>	<b>38</b>	<b>24</b>	<b>26</b>	<b>7</b>	<b>18</b>	<b>30</b>	<b>40</b>	<b>27</b>	<b>23</b>	<b>26</b>	<b>25</b>	<b>22</b>	<b>24</b>	<b>27</b>	<b>22</b>	<b>27</b>
Somewhat unfavourable	27	29	20	32	38	36	26	30	27	28	29	34	27	27	31	30	27	29	19	26	29	29	27	31
Very unfavourable	39	39	6	55	38	31	63	44	30	42	36	51	45	38	23	37	41	38	50	45	39	39	43	34
<b>TOTAL UNFAVOURABLE</b>	<b>66</b>	<b>68</b>	<b>26</b>	<b>87</b>	<b>76</b>	<b>67</b>	<b>89</b>	<b>74</b>	<b>57</b>	<b>70</b>	<b>65</b>	<b>85</b>	<b>72</b>	<b>65</b>	<b>54</b>	<b>67</b>	<b>68</b>	<b>67</b>	<b>69</b>	<b>71</b>	<b>68</b>	<b>68</b>	<b>70</b>	<b>65</b>
Don't know	9	7	4	4	5	2	4	5	5	5	9	8	9	5	5	6	9	7	6	6	7	6	8	7
<b>NET FAVOURABILITY</b>	<b>-42</b>	<b>-43</b>	<b>43</b>	<b>-77</b>	<b>-58</b>	<b>-36</b>	<b>-81</b>	<b>-53</b>	<b>-19</b>	<b>-46</b>	<b>-39</b>	<b>-78</b>	<b>-54</b>	<b>-35</b>	<b>-14</b>	<b>-40</b>	<b>-45</b>	<b>-41</b>	<b>-44</b>	<b>-49</b>	<b>-44</b>	<b>-41</b>	<b>-48</b>	<b>-38</b>
<b>Nigel Farage</b>																								
Very favourable	10	11	14	1	1	54	1	2	24	14	8	7	7	12	18	10	12	11	15	7	12	13	8	11
Somewhat favourable	18	15	26	8	8	32	4	5	28	16	14	9	11	18	23	13	18	16	11	13	17	16	15	16
<b>TOTAL FAVOURABLE</b>	<b>28</b>	<b>26</b>	<b>40</b>	<b>9</b>	<b>9</b>	<b>86</b>	<b>5</b>	<b>7</b>	<b>52</b>	<b>30</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>30</b>	<b>41</b>	<b>23</b>	<b>30</b>	<b>27</b>	<b>26</b>	<b>20</b>	<b>29</b>	<b>29</b>	<b>23</b>	<b>27</b>
Somewhat unfavourable	14	14	24	8	13	8	10	11	16	13	14	10	12	16	15	13	15	14	14	13	13	12	12	15
Very unfavourable	49	52	31	79	73	4	83	78	26	52	52	65	59	49	36	58	44	51	56	60	48	50	58	50
<b>TOTAL UNFAVOURABLE</b>	<b>63</b>	<b>66</b>	<b>55</b>	<b>87</b>	<b>86</b>	<b>12</b>	<b>93</b>	<b>89</b>	<b>42</b>	<b>65</b>	<b>66</b>	<b>75</b>	<b>71</b>	<b>65</b>	<b>51</b>	<b>71</b>	<b>59</b>	<b>65</b>	<b>70</b>	<b>73</b>	<b>61</b>	<b>62</b>	<b>70</b>	<b>65</b>
Don't know	9	8	5	4	6	2	3	4	7	5	11	9	11	5	7	6	11	9	5	7	9	8	8	8
<b>NET FAVOURABILITY</b>	<b>-35</b>	<b>-40</b>	<b>-15</b>	<b>-78</b>	<b>-77</b>	<b>74</b>	<b>-88</b>	<b>-82</b>	<b>10</b>	<b>-35</b>	<b>-44</b>	<b>-59</b>	<b>-53</b>	<b>-35</b>	<b>-10</b>	<b>-48</b>	<b>-29</b>	<b>-38</b>	<b>-44</b>	<b>-53</b>	<b>-32</b>	<b>-33</b>	<b>-47</b>	<b>-38</b>
<b>Ed Davey</b>																								
Very favourable	4	3	1	5	14	1	3	6	1	4	2	5	3	3	2	4	3	4	1	2	2	5	4	4
Somewhat favourable	21	21	16	32	45	10	28	32	13	22	19	25	19	21	22	24	17	21	24	19	22	20	18	20
<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>24</b>	<b>17</b>	<b>37</b>	<b>59</b>	<b>11</b>	<b>31</b>	<b>38</b>	<b>14</b>	<b>26</b>	<b>21</b>	<b>30</b>	<b>22</b>	<b>24</b>	<b>24</b>	<b>28</b>	<b>20</b>	<b>25</b>	<b>25</b>	<b>21</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>24</b>
Somewhat unfavourable	16	17	26	15	13	19	16	16	21	19	15	11	14	17	25	18	17	17	11	24	15	19	17	17
Very unfavourable	16	21	30	11	2	43	13	12	33	25	16	7	18	25	26	19	22	21	22	16	20	20	21	22
<b>TOTAL UNFAVOURABLE</b>	<b>32</b>	<b>38</b>	<b>56</b>	<b>26</b>	<b>15</b>	<b>62</b>	<b>29</b>	<b>28</b>	<b>54</b>	<b>44</b>	<b>31</b>	<b>18</b>	<b>32</b>	<b>42</b>	<b>51</b>	<b>37</b>	<b>39</b>	<b>38</b>	<b>33</b>	<b>40</b>	<b>35</b>	<b>39</b>	<b>38</b>	<b>39</b>
Don't know	43	38	26	37	26	27	40	34	31	29	47	52	46	33	25	36	42	38	43	38	41	36	40	37
<b>NET FAVOURABILITY</b>	<b>-7</b>	<b>-14</b>	<b>-39</b>	<b>11</b>	<b>44</b>	<b>-51</b>	<b>2</b>	<b>10</b>	<b>-40</b>	<b>-18</b>	<b>-10</b>	<b>12</b>	<b>-10</b>	<b>-18</b>	<b>-27</b>	<b>-9</b>	<b>-19</b>	<b>-13</b>	<b>-8</b>	<b>-19</b>	<b>-11</b>	<b>-14</b>	<b>-16</b>	<b>-15</b>
<b>Conservative Party</b>																								
Very favourable	5	6	25	0	1	4	1	3	11	5	7	3	3	5	12	5	6	6	5	2	7	5	3	7
Somewhat favourable	20	19	55	5	11	29	4	12	31	19	19	7	13	23	30	21	17	20	13	14	15	20	20	23
<b>TOTAL FAVOURABLE</b>	<b>25</b>	<b>25</b>	<b>80</b>	<b>5</b>	<b>12</b>	<b>33</b>	<b>5</b>	<b>15</b>	<b>42</b>	<b>24</b>	<b>26</b>	<b>10</b>	<b>16</b>	<b>28</b>	<b>42</b>	<b>26</b>	<b>23</b>	<b>26</b>	<b>18</b>	<b>16</b>	<b>22</b>	<b>25</b>	<b>23</b>	<b>30</b>
Somewhat unfavourable	21	21	13	19	27	33	18	21	21	22	20	21	20	20	23	22	19	21	18	20	23	22	19	20
Very unfavourable	44	46	5	73	55	30	73	60	30	50	42	59	53	45	29	45	47	44	59	59	47	44	47	41
<b>TOTAL UNFAVOURABLE</b>	<b>65</b>	<b>67</b>	<b>18</b>	<b>92</b>	<b>82</b>	<b>63</b>	<b>91</b>	<b>81</b>	<b>51</b>	<b>72</b>	<b>62</b>	<b>80</b>	<b>73</b>	<b>65</b>	<b>52</b>	<b>67</b>	<b>66</b>	<b>65</b>	<b>77</b>	<b>79</b>	<b>70</b>	<b>66</b>	<b>66</b>	<b>61</b>
Don't know	9	8	3	3	6	4	4	5	6	5	11	10	10	7	6	7	11	9	5	4	9	8	11	9
<b>NET FAVOURABILITY</b>	<b>-40</b>	<b>-42</b>	<b>62</b>	<b>-87</b>	<b>-70</b>	<b>-30</b>	<b>-86</b>	<b>-66</b>	<b>-9</b>	<b>-48</b>	<b>-36</b>	<b>-70</b>	<b>-57</b>	<b>-37</b>	<b>-10</b>	<b>-41</b>	<b>-43</b>	<b>-39</b>	<b>-59</b>	<b>-63</b>	<b>-48</b>	<b>-41</b>	<b>-43</b>	<b>-31</b>
<b>Labour Party</b>																								
Very favourable	6	5	0	13	2	1	1	8	2	5	4	4	5	5	3	5	5	5	7	3	7	4	5	3
Somewhat favourable	25	25	4	54	41	4	28	40	10	25	24	37	30	22	13	30	18	25	23	24	23	24	29	25
<b>TOTAL FAVOURABLE</b>	<b>31</b>	<b>30</b>	<b>4</b>	<b>67</b>	<b>43</b>	<b>5</b>	<b>29</b>	<b>48</b>	<b>12</b>	<b>30</b>	<b>28</b>	<b>41</b>	<b>35</b>	<b>27</b>	<b>16</b>	<b>35</b>	<b>23</b>	<b>30</b>	<b>30</b>	<b>27</b>	<b>30</b>	<b>28</b>	<b>34</b>	<b>28</b>
Somewhat unfavourable	22	21	22	17	29	12	38	24	17	23	20	29	24	19	16	22	20	20	25	30	20	18	22	21
Very unfavourable	38	40	71	11	20	80	24	23	65	42	39	16	30	47	62	36	46	41	38	37	40	46	33	42
<b>TOTAL UNFAVOURABLE</b>	<b>60</b>	<b>61</b>	<b>93</b>	<b>28</b>	<b>49</b>	<b>92</b>	<b>62</b>	<b>47</b>	<b>82</b>	<b>65</b>	<b>59</b>	<b>45</b>	<b>54</b>	<b>66</b>	<b>78</b>	<b>58</b>	<b>66</b>	<b>61</b>	<b>63</b>	<b>67</b>	<b>60</b>	<b>64</b>	<b>55</b>	<b>63</b>
Don't know	9	9	2	6	8	4	9	5	7	5	12	14	11	6	6	7	11	9	6	6	10	8	12	9
<b>NET FAVOURABILITY</b>	<b>-29</b>	<b>-31</b>	<b>-89</b>	<b>39</b>	<b>-6</b>	<b>-87</b>	<b>-33</b>	<b>1</b>	<b>-70</b>	<b>-35</b>	<b>-31</b>	<b>-4</b>	<b>-19</b>	<b>-39</b>	<b>-62</b>	<b>-23</b>	<b>-43</b>	<b>-31</b>	<b>-33</b>	<b>-40</b>	<b>-30</b>	<b>-36</b>	<b>-21</b>	<b>-35</b>

Sample Size: 2234 Adults in GB  
Fieldwork: 30th - 31st October 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2234</b>	402	574	206	241	128	787	832	1081	1153	235	923	552	525	1273	961	1932	107	194	529	366	270	766	
<b>Unweighted Sample</b>	<b>2234</b>	342	634	252	302	133	892	849	1028	1206	146	875	583	630	1309	925	1936	112	186	561	369	210	796	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you have seen and heard, do you think each of the following would make a good or bad leader of the Conservative Party?

**Kemi Badenoch**

Would make a very good leader	4	11	1	1	8	0	1	7	4	3	1	1	4	8	4	4	4	3	3	3	2	6	4
Would make a fairly good leader	12	29	7	6	20	7	9	20	14	10	6	8	16	19	13	11	13	5	12	10	14	11	14
<b>TOTAL GOOD LEADER</b>	<b>16</b>	<b>40</b>	<b>8</b>	<b>7</b>	<b>28</b>	<b>7</b>	<b>10</b>	<b>27</b>	<b>18</b>	<b>13</b>	<b>7</b>	<b>9</b>	<b>20</b>	<b>27</b>	<b>17</b>	<b>15</b>	<b>17</b>	<b>8</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>17</b>	<b>18</b>
Would make a fairly bad leader	12	11	11	17	17	11	12	13	13	10	11	12	13	11	12	11	11	14	12	11	11	10	13
Would make a very bad leader	23	8	34	31	12	34	33	15	28	18	22	24	23	20	25	19	22	18	29	23	21	30	19
<b>TOTAL BAD LEADER</b>	<b>35</b>	<b>19</b>	<b>45</b>	<b>48</b>	<b>29</b>	<b>45</b>	<b>45</b>	<b>28</b>	<b>41</b>	<b>28</b>	<b>33</b>	<b>36</b>	<b>36</b>	<b>31</b>	<b>37</b>	<b>30</b>	<b>33</b>	<b>32</b>	<b>41</b>	<b>34</b>	<b>32</b>	<b>40</b>	<b>32</b>
Don't know	50	41	47	45	44	47	45	45	41	59	60	55	44	42	47	54	50	60	43	52	52	43	50

**Robert Jenrick**

Would make a very good leader	3	9	1	1	8	1	2	6	4	3	2	2	4	6	3	4	3	2	2	3	3	4	4
Would make a fairly good leader	14	32	6	9	29	5	9	22	15	12	7	7	18	24	13	14	14	11	14	14	14	11	14
<b>TOTAL GOOD LEADER</b>	<b>17</b>	<b>41</b>	<b>7</b>	<b>10</b>	<b>37</b>	<b>6</b>	<b>11</b>	<b>28</b>	<b>19</b>	<b>15</b>	<b>9</b>	<b>9</b>	<b>22</b>	<b>30</b>	<b>16</b>	<b>18</b>	<b>17</b>	<b>13</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>15</b>	<b>18</b>
Would make a fairly bad leader	13	13	13	21	12	13	14	14	15	10	11	14	12	12	14	11	12	14	15	11	13	13	12
Would make a very bad leader	18	5	29	22	7	26	28	10	24	12	15	18	19	17	19	16	17	19	21	18	16	24	15
<b>TOTAL BAD LEADER</b>	<b>31</b>	<b>18</b>	<b>42</b>	<b>43</b>	<b>19</b>	<b>39</b>	<b>42</b>	<b>24</b>	<b>39</b>	<b>22</b>	<b>26</b>	<b>32</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>27</b>	<b>29</b>	<b>33</b>	<b>36</b>	<b>29</b>	<b>29</b>	<b>37</b>	<b>27</b>
Don't know	53	42	50	47	44	55	48	48	42	63	65	60	47	42	50	56	53	54	48	54	54	49	54

Which of the following do you think would make the best Prime Minister?

Kemi Badenoch	10	21	7	8	15	7	8	14	13	7	7	7	12	14	10	9	10	10	10	8	8	12	11
Robert Jenrick	12	19	9	13	24	9	10	17	14	11	13	9	15	15	13	12	12	12	12	11	11	14	13
Not sure	74	59	80	78	60	78	77	67	69	79	72	77	71	71	74	74	74	74	74	76	78	68	72
Refused	4	1	4	1	2	5	5	2	5	4	7	7	2	0	3	5	4	4	4	5	3	6	4

Which of the following do you think would make the best Prime Minister?

Kemi Badenoch	20	51	5	6	48	7	12	37	24	16	4	13	25	34	19	21	20	15	18	19	21	17	22
Keir Starmer	27	5	57	47	4	41	46	11	30	24	37	33	25	14	32	20	27	24	31	24	25	34	26
Not sure	47	39	33	45	44	47	36	48	40	54	48	47	47	47	43	52	47	51	47	50	48	41	46
Refused	6	5	6	2	3	5	6	5	6	6	11	6	3	6	5	7	6	9	4	7	6	8	5

Which of the following do you think would make the best Prime Minister?

Robert Jenrick	21	55	3	9	54	5	11	39	24	18	8	12	24	39	21	22	22	15	17	20	24	18	23
Keir Starmer	29	6	62	51	4	42	51	12	33	26	38	37	26	17	35	22	29	32	31	27	27	39	28
Not sure	45	36	30	39	41	49	34	45	39	51	47	46	46	41	40	51	44	48	46	48	45	35	45
Refused	5	4	5	1	1	3	5	4	5	5	7	5	4	3	4	5	4	5	6	5	3	7	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the following, do you think they are competent or incompetent?

**Kemi Badenoch**

Competent	<b>18</b>	41	9	12	36	13	14	29	22	15	8	12	21	31	19	17	18	17	19	15	17	19	21
Incompetent	<b>30</b>	14	42	41	19	43	39	24	35	25	33	32	31	25	32	27	30	24	36	29	28	33	30
Don't know	<b>52</b>	45	49	47	45	44	47	47	43	60	59	56	48	45	49	56	52	59	45	56	55	48	50

**Robert Jenrick**

Competent	<b>18</b>	42	8	13	39	11	12	30	21	16	12	10	23	31	18	18	19	13	16	17	18	17	21
Incompetent	<b>27</b>	9	41	37	15	38	39	20	34	21	27	31	27	23	30	24	26	31	35	25	26	31	26
Don't know	<b>54</b>	49	51	50	46	51	49	51	45	62	61	59	51	46	52	57	55	56	49	58	55	52	53

Thinking of the following, do you think they are decisive or indecisive?

**Kemi Badenoch**

Decisive	<b>23</b>	39	22	21	35	18	27	29	26	20	12	21	23	33	26	19	23	15	28	19	21	27	25
Indecisive	<b>18</b>	12	21	20	19	27	18	19	23	14	24	17	19	18	18	19	18	18	24	20	18	19	16
Don't know	<b>58</b>	49	57	59	47	56	55	52	50	66	64	63	58	50	56	62	59	68	48	61	61	53	58

**Robert Jenrick**

Decisive	<b>18</b>	35	12	15	33	14	16	26	21	16	14	13	21	27	19	17	18	12	20	17	17	15	21
Indecisive	<b>19</b>	10	27	19	17	24	23	18	25	15	19	19	20	20	21	18	19	20	27	19	20	26	15
Don't know	<b>62</b>	54	61	66	50	61	60	57	55	70	67	68	60	54	60	65	63	68	53	64	63	60	64

Thinking of the following, do you think they are trustworthy or untrustworthy?

**Kemi Badenoch**

Trustworthy	<b>12</b>	32	5	7	22	5	10	19	14	11	7	7	14	23	13	12	13	9	12	11	11	15	14
Untrustworthy	<b>37</b>	17	50	47	31	56	46	31	44	31	37	41	39	29	40	34	37	35	43	34	37	41	37
Don't know	<b>50</b>	51	45	46	48	40	44	50	42	58	57	52	46	48	47	55	51	56	45	55	53	44	49

**Robert Jenrick**

Trustworthy	<b>12</b>	32	4	5	23	4	7	21	13	10	5	6	14	22	12	11	12	5	10	12	10	13	13
Untrustworthy	<b>36</b>	16	50	45	27	50	47	28	43	29	38	39	37	29	38	34	35	38	42	31	36	39	36
Don't know	<b>52</b>	51	46	50	49	46	47	51	43	61	57	55	48	49	50	55	53	57	48	57	54	48	50

Thinking of the following, do you think they are strong or weak?

**Kemi Badenoch**

Strong	<b>23</b>	46	19	18	35	15	22	31	27	19	11	18	25	34	25	19	23	13	23	20	20	29	25
Weak	<b>24</b>	12	30	27	24	30	27	22	29	19	28	25	24	21	25	23	23	29	30	25	22	25	22
Don't know	<b>53</b>	42	52	55	41	54	51	47	44	62	61	58	50	45	50	58	54	58	47	55	58	46	53

**Robert Jenrick**

Strong	<b>17</b>	38	9	11	32	10	13	25	20	14	14	11	19	26	17	16	17	11	14	16	15	17	20
Weak	<b>27</b>	13	36	31	24	34	33	23	33	20	24	28	27	25	27	26	25	34	36	25	25	30	24
Don't know	<b>57</b>	49	54	59	44	56	54	51	47	66	62	62	54	49	56	58	58	55	50	59	61	53	57

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking of the following, do you think they are likeable or dislikeable?

**Kemi Badenoch**

Likeable	15	37	7	9	29	8	10	25	17	14	7	9	18	28	16	14	15	15	15	13	13	16	17
Dislikeable	37	21	52	50	29	49	49	29	43	31	36	40	38	31	41	32	36	31	45	35	35	41	36
Don't know	48	42	41	41	42	43	41	45	40	55	57	51	45	42	43	54	48	53	41	52	51	43	46

**Robert Jenrick**

Likeable	16	38	7	9	33	6	9	28	17	15	8	8	20	29	16	16	16	15	14	15	16	16	17
Dislikeable	33	15	48	45	20	46	45	23	40	26	34	36	32	28	36	28	32	33	41	30	31	35	32
Don't know	51	47	45	46	47	48	46	49	43	59	58	56	48	43	49	55	52	53	45	55	53	48	51

From what you have seen and heard, do you think each of the following does or does not understand why the Conservatives lost the election?

**Kemi Badenoch**

Does understand why the Conservatives lost the election	22	46	14	17	32	15	19	31	26	18	13	13	24	37	22	22	22	19	23	21	18	18	25
Does not understand why the Conservatives lost the election	26	13	36	34	28	36	33	23	31	21	27	25	28	24	27	24	25	28	28	25	28	30	23
Don't know	53	41	50	50	40	50	48	46	43	61	60	61	47	39	51	54	53	53	48	55	54	52	51

**Robert Jenrick**

Does understand why the Conservatives lost the election	21	44	14	13	36	12	17	31	24	18	13	12	24	37	21	22	21	21	20	21	21	16	23
Does not understand why the Conservatives lost the election	26	12	34	37	24	36	34	22	32	20	27	24	28	24	27	23	25	26	32	23	26	30	23
Don't know	53	44	51	51	40	51	49	47	44	62	60	64	47	39	52	55	54	53	48	55	54	54	53

How much do you care, if at all, about whether Robert Jenrick or Kemi Badenoch wins the Conservative Party leadership election?

A great deal	5	12	2	2	6	4	3	7	4	5	7	2	6	7	5	4	5	3	1	5	4	4	6
A fair amount	14	30	9	15	17	10	14	18	15	12	9	11	14	20	15	12	14	12	11	11	13	18	15
<b>TOTAL GREAT DEAL / A FAIR AMOUNT</b>	<b>19</b>	<b>42</b>	<b>11</b>	<b>17</b>	<b>23</b>	<b>14</b>	<b>17</b>	<b>25</b>	<b>19</b>	<b>17</b>	<b>16</b>	<b>13</b>	<b>20</b>	<b>27</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>15</b>	<b>12</b>	<b>16</b>	<b>17</b>	<b>22</b>	<b>21</b>
Not very much	34	42	35	40	39	36	36	36	33	35	28	34	32	38	37	30	34	32	31	33	35	31	36
Not at all	37	10	43	34	31	37	39	32	41	33	31	38	42	31	34	40	35	37	48	40	37	32	33
<b>TOTAL NOT VERY MUCH / AT ALL</b>	<b>71</b>	<b>52</b>	<b>78</b>	<b>74</b>	<b>70</b>	<b>73</b>	<b>75</b>	<b>68</b>	<b>74</b>	<b>68</b>	<b>59</b>	<b>72</b>	<b>74</b>	<b>69</b>	<b>71</b>	<b>70</b>	<b>69</b>	<b>69</b>	<b>79</b>	<b>73</b>	<b>72</b>	<b>63</b>	<b>69</b>
Don't know	11	6	11	9	7	13	8	8	7	15	27	14	6	5	10	13	11	16	8	11	11	15	10

How much difference, if at all, do you think it makes to the Conservative Party's chances of winning the next election whether Kemi Badenoch or Robert Jenrick wins the Conservative leadership election?

A lot of difference	5	14	2	2	9	4	3	9	6	5	2	3	7	9	5	6	6	3	3	5	5	8	6
A fair amount of difference	13	24	10	12	18	10	12	17	13	13	9	12	13	17	14	11	13	10	12	10	17	13	14
<b>TOTAL A LOT / A FAIR AMOUNT</b>	<b>18</b>	<b>38</b>	<b>12</b>	<b>14</b>	<b>27</b>	<b>14</b>	<b>15</b>	<b>26</b>	<b>19</b>	<b>18</b>	<b>11</b>	<b>15</b>	<b>20</b>	<b>26</b>	<b>19</b>	<b>17</b>	<b>19</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>22</b>	<b>21</b>	<b>20</b>
Not very much difference	30	40	32	38	35	31	36	30	32	28	24	30	31	34	33	26	30	37	33	28	29	28	31
No difference at all	29	9	34	28	26	31	31	27	32	25	26	29	33	25	27	31	28	35	33	31	29	25	25
<b>TOTAL NOT VERY MUCH / AT ALL</b>	<b>59</b>	<b>49</b>	<b>66</b>	<b>66</b>	<b>61</b>	<b>62</b>	<b>67</b>	<b>57</b>	<b>64</b>	<b>53</b>	<b>50</b>	<b>59</b>	<b>64</b>	<b>59</b>	<b>60</b>	<b>57</b>	<b>58</b>	<b>72</b>	<b>66</b>	<b>59</b>	<b>58</b>	<b>53</b>	<b>56</b>
Don't know	23	13	22	19	12	24	18	17	16	29	40	28	16	14	21	26	24	15	19	25	19	26	24

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would the following make you feel more positively or less positively towards the Conservative Party, or would it make no difference?

**If Kemi Badenoch becomes leader**

More positively	7	18	3	5	14	3	5	12	9	5	2	5	9	12	8	6	8	4	6	6	8	11	8
Less positively	8	11	9	13	10	6	10	8	10	7	9	9	8	8	10	6	8	8	8	8	8	10	8
No difference - I have a positive opinion of the Conservative Party and still would	15	43	5	8	19	4	11	23	14	15	6	10	17	24	15	14	15	13	10	15	16	10	17
No difference - I have a negative opinion of the Conservative Party and still would	44	6	65	56	36	68	56	33	48	41	47	47	46	36	43	45	42	51	57	44	45	46	39
Don't know	26	21	18	17	21	19	18	24	20	31	36	29	20	21	23	29	26	24	20	28	23	23	28

**If Robert Jenrick becomes leader**

More positively	7	16	3	4	16	3	4	12	9	6	5	4	10	10	7	7	7	5	6	6	6	11	7
Less positively	7	10	8	11	3	7	8	5	8	5	10	6	6	7	8	5	7	4	7	6	8	7	7
No difference - I have a positive opinion of the Conservative Party and still would	15	44	4	7	22	6	11	24	14	15	5	9	17	26	15	14	15	11	9	15	17	10	17
No difference - I have a negative opinion of the Conservative Party and still would	45	7	66	58	38	65	59	34	48	42	45	49	47	37	45	45	43	54	58	45	44	47	40
Don't know	26	22	19	19	21	20	19	25	21	32	35	31	20	20	24	29	27	25	20	28	25	25	28

How relevant, if at all, do you think the Conservative Party is to the British political landscape at the moment?

Very relevant	9	26	3	5	12	4	7	13	11	7	7	6	11	13	10	8	9	7	6	8	8	8	11
Fairly relevant	26	43	22	26	28	28	26	28	27	25	28	24	26	30	29	22	26	27	25	21	25	29	29
<b>TOTAL VERY / FAIRLY</b>	<b>35</b>	<b>69</b>	<b>25</b>	<b>31</b>	<b>40</b>	<b>32</b>	<b>33</b>	<b>41</b>	<b>38</b>	<b>32</b>	<b>35</b>	<b>30</b>	<b>37</b>	<b>43</b>	<b>39</b>	<b>30</b>	<b>35</b>	<b>34</b>	<b>31</b>	<b>29</b>	<b>33</b>	<b>37</b>	<b>40</b>
Not very relevant	31	23	39	40	38	30	37	32	33	29	25	30	32	35	32	30	31	29	32	33	30	33	30
Not relevant at all	20	1	26	18	16	23	23	17	20	19	15	22	20	16	18	21	19	24	27	20	22	16	16
<b>TOTAL NOT VERY MUCH / AT ALL</b>	<b>51</b>	<b>24</b>	<b>65</b>	<b>58</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>49</b>	<b>53</b>	<b>48</b>	<b>40</b>	<b>52</b>	<b>52</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>50</b>	<b>53</b>	<b>59</b>	<b>53</b>	<b>52</b>	<b>49</b>	<b>46</b>
Don't know	14	6	9	11	7	14	8	10	9	19	25	18	11	6	10	20	15	13	9	18	14	14	13

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.