

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

	Age			Gender		2016 EU Ref		Nation			Vote in 2022		
Total	18-49	50-64	65+	Male	Female	Remain	Leave	England	Wales	Scotland	Truss	Sunak	Non-voters
Weighted Sample 802	305	192	305	449	353	304	453	686	40	76	361	265	112
Unweighted Sample 802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Leadership Voting Intention

[Excluding those who refused, would not vote, or don't know; n=650]

Robert Jenrick	29	25	29	33	25	34	22	34	30	17	22	31	23	23
Kemi Badenoch	32	31	33	33	38	25	27	38	32	25	39	44	21	35
James Cleverly	19	21	20	16	17	22	28	13	18	31	21	11	31	17
Tom Tugendhat	20	23	18	17	20	19	22	16	19	27	18	14	25	25

Headline Leadership Voting Intention - Jenrick and Badenoch

[Excluding respondents who refused, would not vote or don't know; n=634]

Robert Jenrick	48	47	47	51	44	54	47	48	49	46	41	46	48	45
Kemi Badenoch	52	53	53	49	56	46	53	52	51	54	59	54	52	55

Headline Leadership Voting Intention - Jenrick and Cleverly

[Excluding respondents who refused, would not vote or don't know; n=629]

Robert Jenrick	52	41	59	59	51	54	43	60	54	34	47	64	39	44
James Cleverly	48	59	41	41	49	46	57	40	46	66	53	36	61	56

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

Headline Leadership Voting Intention - Jenrick and Tugendhat

[Excluding respondents who refused, would not vote or don't know; n=617]

Robert Jenrick	58	47	63	65	57	59	48	66	58	47	60	69	42	51
Tom Tugendhat	42	53	37	35	43	41	52	34	42	53	40	31	58	49

Headline Leadership Voting Intention - Badenoch and Cleverly

[Excluding respondents who refused, would not vote or don't know; n=649]

Kemi Badenoch	54	43	57	64	54	54	45	63	54	43	58	68	43	50
James Cleverly	46	57	43	36	46	46	55	37	46	57	42	32	57	50

Headline Leadership Voting Intention - Badenoch and Tugendhat

[Excluding respondents who refused, would not vote or don't know; n=660]

Kemi Badenoch	58	52	62	62	58	58	55	63	59	43	61	67	49	53
Tom Tugendhat	42	48	38	38	42	42	45	37	41	57	39	33	51	47

Headline Leadership Voting Intention - Cleverly and Tugendhat

[Excluding respondents who refused, would not vote or don't know; n=579]

James Cleverly	55	55	57	55	52	60	59	53	54	63	63	53	56	56
Tom Tugendhat	45	45	43	45	48	40	41	47	46	37	37	47	44	44

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

Four candidates remain in the election to become the next leader of the Conservative Party. From that list of candidates, who do you think should take over as leader?

[Excluding respondents who refused; n=799]

Robert Jenrick	24	21	24	27	21	27	19	28	25	14	17	27	20	17
Kemi Badenoch	27	27	27	27	32	20	23	31	27	20	31	37	18	27
James Cleverly	16	18	17	13	15	17	24	10	15	25	17	9	26	13
Tom Tugendhat	16	20	15	14	17	15	19	13	16	22	14	12	21	19
Don't know	17	14	18	19	14	20	15	18	16	19	20	16	15	23

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Excluding respondents who refused; n=797]

Robert Jenrick	38	36	39	40	35	42	37	39	40	26	32	38	38	32
Kemi Badenoch	41	41	45	39	45	36	42	43	41	31	47	45	41	39
I would not vote	7	9	6	7	8	7	8	7	7	15	11	5	8	13
Don't know	13	14	10	14	12	15	14	12	13	28	10	12	13	17

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Excluding respondents who refused; n=797]

Robert Jenrick	42	33	52	46	41	44	36	47	44	31	35	52	33	32
James Cleverly	39	47	35	32	39	38	47	32	37	60	39	29	52	41
I would not vote	6	6	3	7	8	4	4	7	6	2	8	6	5	10
Don't know	13	14	10	14	13	13	12	14	13	7	18	14	10	17

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

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Excluding respondents who refused; n=799]

Robert Jenrick	46	38	53	49	45	47	39	51	47	31	48	54	35	38
Tom Tugendhat	34	43	31	26	34	33	42	27	34	35	31	25	49	36
I would not vote	6	6	3	8	7	5	3	9	6	11	7	7	4	10
Don't know	14	13	13	16	13	15	15	14	14	22	13	15	12	16

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Excluding respondents who refused; n=800]

Kemi Badenoch	45	37	50	50	45	44	38	51	45	38	47	57	36	39
James Cleverly	38	48	38	28	38	39	47	31	38	50	34	27	49	40
I would not vote	7	6	7	8	9	5	6	8	7	5	9	7	6	8
Don't know	10	9	6	14	8	12	9	10	10	7	11	9	9	13

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

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Excluding respondents who refused; n=796]

Kemi Badenoch	49	44	56	49	50	47	45	53	50	34	46	57	42	42
Tom Tugendhat	35	40	34	30	36	33	37	31	35	45	30	28	44	37
I would not vote	6	4	5	8	6	5	3	8	5	14	10	6	3	8
Don't know	11	12	5	14	8	15	14	8	11	7	14	9	12	13

Suppose the following two candidates made it to the party members' stage of the contest. Which of them would you personally vote for to lead the Conservative Party?

[Excluding respondents who refused; n=796]

James Cleverly	43	44	45	40	39	47	49	39	42	50	46	39	48	37
Tom Tugendhat	34	36	35	32	36	32	34	34	35	29	27	34	38	29
I would not vote	11	10	7	14	14	6	6	14	10	6	13	13	6	16
Don't know	13	11	13	14	11	14	11	13	12	14	14	15	7	19

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

On the following scale of 0 to 10, where 0 is 'completely unfavourable' and 10 is 'completely favourable', how favourable or unfavourable do you personally feel toward each of the leadership candidates?

Robert Jenrick

0 - Completely unfavourable	5	6	5	5	6	4	6	4	6	7	3	4	7	7
1	2	2	2	2	2	2	2	2	2	2	0	1	3	4
2	4	6	3	3	3	5	5	4	4	3	4	3	7	3
3	5	5	5	5	7	3	6	5	5	10	3	4	7	8
4	5	8	2	4	5	4	4	5	4	11	7	5	4	4
5	11	12	9	10	12	9	11	11	10	19	9	11	12	12
6	11	10	15	10	11	12	11	11	11	12	19	11	9	18
7	15	16	17	14	16	15	17	14	16	8	13	14	19	13
8	15	14	22	13	17	14	15	16	16	7	15	19	13	12
9	11	7	12	15	7	16	10	12	11	6	18	14	8	7
10 - Completely favourable	10	8	6	15	10	11	7	12	11	6	6	10	11	7
Don't know	4	5	2	4	3	5	5	2	3	9	4	4	2	5
AVERAGE	6	6	6	7	6	7	6	6	6	5	7	7	6	6

Kemi Badenoch

0 - Completely unfavourable	7	6	8	6	8	4	6	7	6	11	6	7	7	6
1	2	3	1	2	3	2	1	2	2	2	3	2	1	2
2	5	7	5	3	6	3	5	4	5	3	1	5	3	13
3	5	4	5	5	5	4	5	5	4	14	6	4	6	2
4	4	4	4	3	4	3	3	4	4	4	4	2	5	3
5	10	9	9	11	9	11	10	10	10	18	5	8	11	13
6	12	17	11	7	9	16	16	10	12	4	18	9	15	12
7	13	10	18	12	12	14	13	14	13	12	6	12	15	7
8	16	13	14	21	15	18	13	18	16	17	19	21	14	11
9	11	8	14	13	11	12	10	13	12	10	6	14	10	12
10 - Completely favourable	13	14	11	12	16	8	12	13	12	4	22	15	11	14
Don't know	3	3	2	4	2	5	5	2	3	0	4	3	2	5
AVERAGE	6	6	6	7	6	6	6	6	6	5	7	7	6	6

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

James Cleverly

0 - Completely unfavourable	4	4	4	6	5	4	3	5	5	6	2	6	4	3
1	2	2	1	3	2	2	2	2	2	2	5	2	1	3
2	3	0	5	4	3	3	2	4	3	0	3	4	2	1
3	5	3	6	6	5	4	3	6	5	0	5	6	4	3
4	4	3	3	5	5	3	2	6	4	2	4	6	2	3
5	13	14	15	11	15	11	10	15	14	10	11	16	10	16
6	17	22	19	12	15	20	17	18	18	17	12	19	16	17
7	17	18	19	15	18	16	20	14	15	32	23	15	18	19
8	15	13	15	17	14	16	16	14	16	9	10	13	19	14
9	9	8	8	12	9	11	12	8	9	6	16	8	10	11
10 - Completely favourable	7	12	4	5	7	7	9	5	7	15	3	4	13	5
Don't know	3	2	2	3	2	3	3	2	2	0	5	2	1	5
AVERAGE	6	7	6	6	6	6	7	6	6	7	6	6	7	6

Tom Tugendhat

0 - Completely unfavourable	6	5	7	5	6	6	3	8	6	5	3	8	2	6
1	4	5	1	4	3	5	4	4	4	6	4	4	3	3
2	3	1	5	3	3	2	3	3	2	9	4	5	1	1
3	4	5	4	3	4	4	2	6	4	7	5	5	3	3
4	7	5	7	9	8	6	7	8	7	6	9	9	6	5
5	13	14	12	13	14	12	13	13	13	12	13	13	12	19
6	14	12	21	13	15	14	18	13	15	9	16	12	18	13
7	16	15	19	15	17	15	15	17	17	9	9	17	17	17
8	15	19	10	15	15	16	17	12	15	24	16	12	18	17
9	7	5	7	8	6	8	7	6	6	7	13	6	8	6
10 - Completely favourable	7	8	4	9	7	8	8	7	8	2	4	6	11	5
Don't know	4	4	2	5	2	5	5	2	4	2	4	4	2	5
AVERAGE	6	6	6	6	6	6	6	6	6	5	6	5	7	6

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

Weighted Sample
Unweighted Sample

How close, if at all, do you think the views of each of the leadership candidates are to your own views on the economy?

Robert Jenrick

Very close	20	17	21	24	20	21	18	22	21	16	21	24	20	13
Fairly close	37	38	39	34	37	36	42	33	38	18	36	36	36	37
TOTAL VERY / FAIRLY CLOSE	57	55	60	58	57	57	60	55	59	34	57	60	56	50
A little close	11	11	13	11	13	9	9	13	12	19	5	9	14	16
Not at all close	7	9	6	7	7	8	8	7	7	9	7	7	8	11
TOTAL A LITTLE / NOT AT ALL CLOSE	18	20	19	18	20	17	17	20	19	28	12	16	22	27
Don't know	24	25	21	24	22	25	23	25	22	38	31	24	22	23

Kemi Badenoch

Very close	24	21	26	26	24	24	26	24	24	15	27	30	23	18
Fairly close	37	41	37	32	37	37	38	36	38	25	34	34	39	37
TOTAL VERY / FAIRLY CLOSE	61	62	63	58	61	61	64	60	62	40	61	64	62	55
A little close	12	11	13	13	13	12	13	12	12	17	14	11	14	15
Not at all close	8	8	8	7	9	6	7	8	8	11	6	7	8	11
TOTAL A LITTLE / NOT AT ALL CLOSE	20	19	21	20	22	18	20	20	20	28	20	18	22	26
Don't know	19	19	16	22	18	21	17	20	18	33	20	18	17	19

James Cleverly

Very close	17	20	15	16	16	18	20	14	16	27	19	17	19	11
Fairly close	41	43	45	37	41	41	46	38	42	26	42	36	48	41
TOTAL VERY / FAIRLY CLOSE	58	63	60	53	57	59	66	52	58	53	61	53	67	52
A little close	14	12	17	15	15	13	10	17	15	14	9	17	9	21
Not at all close	6	6	5	8	7	6	4	9	7	6	4	7	6	6
TOTAL A LITTLE / NOT AT ALL CLOSE	20	18	22	23	22	19	14	26	22	20	13	24	15	27
Don't know	21	20	18	24	21	22	20	22	21	27	26	23	18	21

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

Tom Tugendhat

Very close	14	16	10	13	14	12	17	11	14	14	13	12	17	11
Fairly close	37	37	42	35	37	39	38	37	38	28	36	33	43	42
TOTAL VERY / FAIRLY CLOSE	51	53	52	48	51	51	55	48	52	42	49	45	60	53
A little close	15	14	16	16	17	14	14	16	15	12	15	16	14	17
Not at all close	7	8	7	7	8	6	5	9	7	6	7	10	4	8
TOTAL A LITTLE / NOT AT ALL CLOSE	22	22	23	23	25	20	19	25	22	18	22	26	18	25
Don't know	26	25	24	29	24	30	26	27	25	38	29	29	22	23

How close, if at all, do you think the views of each of the leadership candidates are to your own views on immigration and asylum?

Robert Jenrick

Very close	32	26	35	35	32	31	25	36	32	20	34	35	27	23
Fairly close	29	30	29	29	26	34	27	30	28	32	35	32	26	33
TOTAL VERY / FAIRLY CLOSE	61	56	64	64	58	65	52	66	60	52	69	67	53	56
A little close	13	16	14	10	16	9	16	11	14	3	7	10	18	10
Not at all close	10	10	10	10	11	8	15	6	10	14	6	8	13	14
TOTAL A LITTLE / NOT AT ALL CLOSE	23	26	24	20	27	17	31	17	24	17	13	18	31	24
Don't know	17	19	13	17	15	19	17	16	16	31	17	16	15	20

Kemi Badenoch

Very close	31	25	35	35	34	28	26	37	32	16	30	39	27	28
Fairly close	29	31	24	29	27	31	29	28	27	37	39	28	30	27
TOTAL VERY / FAIRLY CLOSE	60	56	59	64	61	59	55	65	59	53	69	67	57	55
A little close	13	16	12	10	14	12	16	11	13	14	9	11	15	12
Not at all close	11	9	12	11	12	8	11	9	11	16	8	9	11	14
TOTAL A LITTLE / NOT AT ALL CLOSE	24	25	24	21	26	20	27	20	24	30	17	20	26	26
Don't know	17	18	17	15	13	21	18	15	17	18	14	13	18	20

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James Cleverly

Very close	16	15	13	18	15	17	16	15	15	24	15	13	20	11
Fairly close	36	37	36	36	35	38	42	33	36	30	46	35	39	38
TOTAL VERY / FAIRLY CLOSE	52	52	49	54	50	55	58	48	51	54	61	48	59	49
A little close	22	21	26	19	23	20	22	21	22	27	13	26	19	19
Not at all close	8	7	7	11	10	6	5	11	9	6	6	10	5	10
TOTAL A LITTLE / NOT AT ALL CLOSE	30	28	33	30	33	26	27	32	31	33	19	36	24	29
Don't know	18	20	18	16	17	20	16	20	18	12	21	16	17	22

Tom Tugendhat

Very close	13	11	12	15	13	13	13	12	13	13	10	11	15	12
Fairly close	36	39	38	32	36	36	40	33	36	29	40	32	42	36
TOTAL VERY / FAIRLY CLOSE	49	50	50	47	49	49	53	45	49	42	50	43	57	48
A little close	18	18	20	18	19	17	20	18	19	12	11	19	18	15
Not at all close	11	10	10	13	12	10	6	15	11	13	12	15	4	15
TOTAL A LITTLE / NOT AT ALL CLOSE	29	28	30	31	31	27	26	33	30	25	23	34	22	30
Don't know	22	23	20	23	20	25	21	23	21	34	26	22	21	23

How close, if at all, do you think the views of each of the leadership candidates are to your own views on the healthcare and the NHS?

Robert Jenrick

Very close	15	12	16	18	16	14	14	17	17	3	11	16	15	15
Fairly close	33	35	36	30	32	36	33	32	32	51	34	35	32	26
TOTAL VERY / FAIRLY CLOSE	48	47	52	48	48	50	47	49	49	54	45	51	47	41
A little close	12	13	12	10	13	9	12	11	12	0	15	12	11	15
Not at all close	6	7	6	6	8	4	8	5	6	15	7	6	7	9
TOTAL A LITTLE / NOT AT ALL CLOSE	18	20	18	16	21	13	20	16	18	15	22	18	18	24
Don't know	33	32	29	37	31	36	33	34	33	31	33	31	35	35

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

	Age			Gender		2016 EU Ref		Nation			Vote in 2022			
Total	18-49	50-64	65+	Male	Female	Remain	Leave	England	Wales	Scotland	Truss	Sunak	Non-voters	
Weighted Sample	802	305	192	305	449	353	304	453	686	40	76	361	265	112
Unweighted Sample	802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Kemi Badenoch

Very close	16	14	13	19	18	13	18	16	16	13	16	18	16	16
Fairly close	32	31	40	27	31	32	30	34	32	37	26	32	30	29
TOTAL VERY / FAIRLY CLOSE	48	45	53	46	49	45	48	50	48	50	42	50	46	45
A little close	13	15	11	12	14	12	15	11	13	2	21	13	13	12
Not at all close	7	6	8	7	8	5	7	6	6	15	6	6	6	10
TOTAL A LITTLE / NOT AT ALL CLOSE	20	21	19	19	22	17	22	17	19	17	27	19	19	22
Don't know	33	34	28	34	28	38	31	33	33	32	31	31	34	33

James Cleverly

Very close	14	15	10	15	13	15	18	12	14	16	13	11	19	11
Fairly close	35	37	40	31	37	33	35	34	34	45	39	33	36	38
TOTAL VERY / FAIRLY CLOSE	49	52	50	46	50	48	53	46	48	61	52	44	55	49
A little close	12	12	13	12	14	9	12	12	13	6	10	16	7	14
Not at all close	6	5	4	7	6	5	4	7	5	10	8	6	5	8
TOTAL A LITTLE / NOT AT ALL CLOSE	18	17	17	19	20	14	16	19	18	16	18	22	12	22
Don't know	33	31	32	35	29	37	32	34	34	22	29	33	33	30

Tom Tugendhat

Very close	13	15	10	11	14	10	15	10	13	5	12	11	15	14
Fairly close	33	30	40	32	33	33	34	33	32	47	37	33	37	31
TOTAL VERY / FAIRLY CLOSE	46	45	50	43	47	43	49	43	45	52	49	44	52	45
A little close	13	16	11	12	15	11	11	14	14	12	9	16	9	11
Not at all close	6	6	4	7	7	5	4	7	6	10	6	7	5	9
TOTAL A LITTLE / NOT AT ALL CLOSE	19	22	15	19	22	16	15	21	20	22	15	23	14	20
Don't know	35	33	34	38	31	40	35	36	35	27	35	34	34	34

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

	Age			Gender		2016 EU Ref		Nation			Vote in 2022			
	Total	18-49	50-64	65+	Male	Female	Remain	Leave	England	Wales	Scotland	Truss	Sunak	Non-voters
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Unweighted Sample	802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How close, if at all, do you think the views of each of the leadership candidates are to your own views on crime?

Robert Jenrick

Very close	25	21	27	29	25	26	24	27	26	14	22	28	27	17
Fairly close	34	36	38	30	34	35	34	35	34	28	37	34	33	38
TOTAL VERY / FAIRLY CLOSE	59	57	65	59	59	61	58	62	60	42	59	62	60	55
A little close	12	14	11	11	13	11	13	12	12	17	10	12	12	14
Not at all close	5	5	5	5	6	4	7	5	5	8	3	4	6	9
TOTAL A LITTLE / NOT AT ALL CLOSE	17	19	16	16	19	15	20	17	17	25	13	16	18	23
Don't know	23	24	18	25	22	23	23	22	22	34	28	22	22	22

Kemi Badenoch

Very close	29	24	31	32	31	26	26	32	30	20	23	33	28	28
Fairly close	34	38	34	28	31	36	35	32	33	32	37	32	35	31
TOTAL VERY / FAIRLY CLOSE	63	62	65	60	62	62	61	64	63	52	60	65	63	59
A little close	11	11	12	10	12	9	13	9	12	10	3	10	10	14
Not at all close	5	5	5	6	7	3	5	5	4	12	9	4	6	7
TOTAL A LITTLE / NOT AT ALL CLOSE	16	16	17	16	19	12	18	14	16	22	12	14	16	21
Don't know	22	22	18	24	19	25	20	22	21	24	28	21	21	20

James Cleverly

Very close	23	22	21	25	22	24	25	22	22	28	23	20	29	18
Fairly close	35	37	40	30	36	33	38	32	35	35	34	33	38	41
TOTAL VERY / FAIRLY CLOSE	58	59	61	55	58	57	63	54	57	63	57	53	67	59
A little close	15	16	18	11	15	14	12	16	16	4	13	18	9	13
Not at all close	4	3	2	6	6	2	2	5	3	12	5	5	3	4
TOTAL A LITTLE / NOT AT ALL CLOSE	19	19	20	17	21	16	14	21	19	16	18	23	12	17
Don't know	24	22	18	29	21	27	22	25	24	20	26	24	21	24

Tom Tugendhat

Very close	18	14	20	20	19	17	21	16	19	12	13	18	21	13
Fairly close	37	41	40	33	38	36	39	36	38	34	36	34	42	40
TOTAL VERY / FAIRLY CLOSE	55	55	60	53	57	53	60	52	57	46	49	52	63	53
A little close	13	14	13	11	12	13	10	14	13	8	13	13	9	19
Not at all close	6	8	3	5	7	3	4	7	5	14	7	8	3	5
TOTAL A LITTLE / NOT AT ALL CLOSE	19	22	16	16	19	16	14	21	18	22	20	21	12	24
Don't know	27	24	24	31	24	31	25	28	26	33	30	27	26	23

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

	Age			Gender		2016 EU Ref		Nation			Vote in 2022			
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Unweighted Sample	802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How close, if at all, do you think the views of each of the leadership candidates are to your own views on housing?

Robert Jenrick

Very close	11	12	11	11	12	11	11	11	12	2	12	11	13	8
Fairly close	30	29	34	29	30	31	33	28	30	34	31	33	26	32
TOTAL VERY / FAIRLY CLOSE	41	41	45	40	42	42	44	39	42	36	43	44	39	40
A little close	10	10	10	11	14	6	11	10	11	13	5	9	13	9
Not at all close	7	7	7	7	7	7	8	7	7	10	7	7	8	8
TOTAL A LITTLE / NOT AT ALL CLOSE	17	17	17	18	21	13	19	17	18	23	12	16	21	17
Don't know	41	42	38	43	37	46	38	44	41	41	45	41	40	43

Kemi Badenoch

Very close	12	15	9	10	16	7	15	9	12	6	12	13	13	11
Fairly close	28	28	34	24	27	28	26	29	28	20	26	28	28	26
TOTAL VERY / FAIRLY CLOSE	40	43	43	34	43	35	41	38	40	26	38	41	41	37
A little close	11	9	11	14	12	11	14	10	12	10	8	10	12	15
Not at all close	6	4	9	7	7	5	5	6	6	11	6	7	4	7
TOTAL A LITTLE / NOT AT ALL CLOSE	17	13	20	21	19	16	19	16	18	21	14	17	16	22
Don't know	43	45	38	45	39	49	40	46	42	52	47	43	43	41

James Cleverly

Very close	10	14	7	7	10	9	13	6	10	9	7	8	14	8
Fairly close	32	30	38	30	33	30	35	30	32	28	34	30	32	31
TOTAL VERY / FAIRLY CLOSE	42	44	45	37	43	39	48	36	42	37	41	38	46	39
A little close	11	10	14	11	13	9	11	12	12	10	7	13	9	14
Not at all close	5	4	4	6	5	4	2	6	4	6	6	6	3	7
TOTAL A LITTLE / NOT AT ALL CLOSE	16	14	18	17	18	13	13	18	16	16	13	19	12	21
Don't know	43	42	38	46	39	47	39	46	42	48	46	44	42	40

Tom Tugendhat

Very close	8	10	8	5	10	5	11	5	8	0	6	5	12	5
Fairly close	29	30	30	28	29	29	32	28	29	33	27	29	30	30
TOTAL VERY / FAIRLY CLOSE	37	40	38	33	39	34	43	33	37	33	33	34	42	35
A little close	11	11	13	11	13	10	10	12	12	10	10	12	10	13
Not at all close	7	6	6	9	7	7	5	9	7	11	8	8	4	10
TOTAL A LITTLE / NOT AT ALL CLOSE	18	17	19	20	20	17	15	21	19	21	18	20	14	23
Don't know	44	42	42	48	41	49	42	47	44	47	49	45	44	41

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

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Unweighted Sample	802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the next Conservative Party leader will or will not...

...lead the party into the next General Election

They definitely will	30	30	29	30	31	29	29	31	30	39	21	30	33	24
They probably will	53	54	55	51	54	53	56	51	53	45	59	55	50	51
TOTAL DEFINITELY / PROBABLY WILL	83	84	84	81	85	82	85	82	83	84	80	85	83	75
They probably will not	11	11	10	11	10	11	9	11	10	9	13	9	12	14
They definitely will not	1	1	0	1	1	1	1	1	1	2	0	0	1	1
TOTAL DEFINITELY / PROBABLY WILL NOT	12	12	10	12	11	12	10	12	11	11	13	9	13	15
Don't know	6	4	5	7	4	7	6	6	6	4	7	5	4	10

...be the country's next Prime Minister

They definitely will	13	13	11	15	14	12	12	13	13	15	10	12	16	10
They probably will	43	40	46	43	42	44	44	43	43	31	42	48	37	40
TOTAL DEFINITELY / PROBABLY WILL	56	53	57	58	56	56	56	56	56	46	52	60	53	50
They probably will not	27	33	20	26	29	25	28	26	26	36	30	24	30	34
They definitely will not	3	6	2	2	4	2	5	2	3	6	4	2	4	3
TOTAL DEFINITELY / PROBABLY WILL NOT	30	39	22	28	33	27	33	28	29	42	34	26	34	37
Don't know	14	8	21	14	11	17	12	16	14	12	14	14	13	13

To what extent are you personally satisfied or unsatisfied with the quality of the candidates who put themselves forward to be leader of the Conservative Party this time around?

Very satisfied	14	16	8	15	13	15	15	13	14	10	17	13	19	9
Fairly satisfied	55	47	60	58	53	57	55	55	55	47	57	57	51	57
TOTAL VERY / FAIRLY SATISFIED	69	63	68	73	66	72	70	68	69	57	74	70	70	66
Fairly unsatisfied	23	27	22	20	25	20	23	23	24	29	17	22	24	21
Very unsatisfied	7	9	8	4	8	6	6	8	6	14	8	8	6	9
TOTAL VERY / FAIRLY UNSATISFIED	30	36	30	24	33	26	29	31	30	43	25	30	30	30
Don't know	1	0	2	2	2	1	2	1	2	0	1	1	0	3

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

Total	Age			Gender		2016 EU Ref		Nation			Vote in 2022		
	18-49	50-64	65+	Male	Female	Remain	Leave	England	Wales	Scotland	Truss	Sunak	Non-voters
802	305	192	305	449	353	304	453	686	40	76	361	265	112
802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample
Unweighted Sample

Which of the following two statements comes closest to your view?

	Total	18-49	50-64	65+	Male	Female	Remain	Leave	England	Wales	Scotland	Truss	Sunak	Non-voters
It is more important that the next Conservative Party leader represents true conservative values	62	60	66	61	59	65	56	65	61	51	73	70	55	50
It is more important that the next Conservative Party leader is the candidate best positioned to beat Labour at the next	31	33	30	31	34	29	38	27	32	32	24	26	36	39
Neither statement comes close to my view	7	7	4	9	7	7	5	7	7	17	3	5	9	10
Don't know	0	0	0	0	1	0	1	0	0	0	0	0	1	1

Hypothetically, and assuming it was possible, to what extent would you support or oppose each of the following becoming Conservative Party leader in the future?

Boris Johnson

Strongly support	27	25	30	27	25	29	17	34	27	39	22	34	17	23
Somewhat support	23	26	23	19	21	25	21	23	23	31	16	23	20	27
TOTAL STRONGLY / SOMEWHAT SUPPORT	50	51	53	46	46	54	38	57	50	70	38	57	37	50
Neither support nor oppose	12	9	11	15	12	12	13	11	11	14	20	12	13	13
Somewhat oppose	13	11	17	12	12	14	12	14	12	12	16	13	14	12
Strongly oppose	25	29	20	25	30	20	36	18	27	4	26	17	37	25
TOTAL STRONGLY / SOMEWHAT OPPOSE	38	40	37	37	42	34	48	32	39	16	42	30	51	37
Don't know	1	0	0	1	1	1	1	1	1	0	0	1	1	1

Nigel Farage

Strongly support	16	12	22	16	17	14	4	24	16	15	17	18	12	10
Somewhat support	16	19	18	11	16	15	12	18	16	22	13	18	12	18
TOTAL STRONGLY / SOMEWHAT SUPPORT	32	31	40	27	33	29	16	42	32	37	30	36	24	28
Neither support nor oppose	11	12	10	10	13	9	10	12	12	5	9	15	9	7
Somewhat oppose	12	12	10	12	10	13	10	13	10	26	17	16	12	6
Strongly oppose	44	43	39	49	42	47	62	32	45	32	44	32	54	58
TOTAL STRONGLY / SOMEWHAT OPPOSE	56	55	49	61	52	60	72	45	55	58	61	48	66	64
Don't know	1	1	0	2	1	1	1	1	1	0	1	1	1	1

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

	Total	Age			Gender		2016 EU Ref		Nation			Vote in 2022		
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%
David Frost														
Strongly support	11	10	11	12	14	8	7	14	12	11	8	15	7	6
Somewhat support	19	24	17	16	18	20	17	20	20	8	15	24	18	10
TOTAL STRONGLY / SOMEWHAT SUPPORT	30	34	28	28	32	28	24	34	32	19	23	39	25	16
Neither support nor oppose	23	19	30	22	22	24	23	23	21	40	26	25	22	24
Somewhat oppose	12	13	11	11	13	11	15	11	12	10	16	11	15	11
Strongly oppose	15	15	12	17	16	13	22	10	15	8	17	9	19	23
TOTAL STRONGLY / SOMEWHAT OPPOSE	27	28	23	28	29	24	37	21	27	18	33	20	34	34
Don't know	20	19	19	22	18	24	17	21	20	23	18	16	18	25
Andy Street														
Strongly support	12	16	11	9	13	11	13	10	11	17	21	7	18	13
Somewhat support	24	30	19	22	25	24	28	22	27	7	13	25	28	24
TOTAL STRONGLY / SOMEWHAT SUPPORT	36	46	30	31	38	35	41	32	38	24	34	32	46	37
Neither support nor oppose	27	21	32	29	27	26	25	29	26	34	30	29	25	25
Somewhat oppose	10	11	9	8	12	6	11	9	10	16	8	10	11	4
Strongly oppose	7	5	5	11	6	8	6	8	8	2	5	8	6	9
TOTAL STRONGLY / SOMEWHAT OPPOSE	17	16	14	19	18	14	17	17	18	18	13	18	17	13
Don't know	20	17	24	21	17	24	17	22	19	23	23	20	13	25
Ben Houchen														
Strongly support	7	10	5	5	7	6	10	5	7	4	7	5	8	5
Somewhat support	15	20	13	11	18	10	14	13	15	9	15	11	23	11
TOTAL STRONGLY / SOMEWHAT SUPPORT	22	30	18	16	25	16	24	18	22	13	22	16	31	16
Neither support nor oppose	27	27	31	25	30	24	32	25	28	22	24	30	26	27
Somewhat oppose	8	8	12	6	9	7	9	8	8	13	3	9	8	7
Strongly oppose	6	3	5	9	5	7	5	7	6	4	2	6	5	6
TOTAL STRONGLY / SOMEWHAT OPPOSE	14	11	17	15	14	14	14	15	14	17	5	15	13	13
Don't know	38	33	34	44	31	45	30	42	36	48	48	39	30	43

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

Penny Mordaunt

Strongly support	29	33	29	26	32	26	33	29	44	22	30	29	31	
Somewhat support	32	27	31	37	31	32	28	30	37	47	30	33	31	
TOTAL STRONGLY / SOMEWHAT SUPPORT	61	60	60	63	63	58	63	61	59	81	69	60	62	62
Neither support nor oppose	16	14	18	17	15	17	16	16	17	9	14	16	18	17
Somewhat oppose	11	13	13	9	11	12	12	10	12	6	6	12	12	9
Strongly oppose	10	11	9	9	9	11	7	11	10	4	12	11	6	8
TOTAL STRONGLY / SOMEWHAT OPPOSE	21	24	22	18	20	23	19	21	22	10	18	23	18	17
Don't know	2	2	1	3	2	2	1	2	2	0	0	2	1	4

Suella Braverman

Strongly support	13	12	12	14	13	13	9	17	14	4	6	16	9	7
Somewhat support	23	18	31	22	23	22	16	28	23	12	28	30	17	18
TOTAL STRONGLY / SOMEWHAT SUPPORT	36	30	43	36	36	35	25	45	37	16	34	46	26	25
Neither support nor oppose	16	13	12	20	16	16	15	16	15	18	21	16	15	16
Somewhat oppose	14	13	13	17	15	14	14	15	14	22	14	14	16	14
Strongly oppose	32	42	30	24	32	33	45	22	33	37	25	22	42	38
TOTAL STRONGLY / SOMEWHAT OPPOSE	46	55	43	41	47	47	59	37	47	59	39	36	58	52
Don't know	2	2	2	3	2	3	1	3	2	6	5	2	2	6

Do you think each of the following were a good or bad Prime Minister?

Margaret Thatcher

A great Prime Minister	76	66	87	79	79	72	72	82	76	86	69	86	67	65
A good Prime Minister	20	28	11	18	17	24	23	16	20	13	30	13	27	25
TOTAL A GREAT / GOOD PRIME MINISTER	96	94	98	97	96	96	95	98	96	99	99	99	94	90
An average Prime Minister	2	4	1	1	2	2	3	0	2	2	1	1	2	6
A poor Prime Minister	1	1	1	1	1	1	2	1	1	0	0	0	1	3
A terrible Prime Minister	0	0	0	1	1	0	0	0	0	0	0	0	0	0
TOTAL A POOR / TERRIBLE PRIME MINISTER	1	1	1	2	2	1	2	1	1	0	0	0	1	3
Don't know	0	1	0	0	1	0	0	1	0	0	0	0	1	0

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

John Major

A great Prime Minister	5	8	4	4	6	5	11	2	5	12	3	3	10	4
A good Prime Minister	35	45	31	28	36	33	47	25	34	31	42	27	45	34
TOTAL A GREAT / GOOD PRIME MINISTER	40	53	35	32	42	38	58	27	39	43	45	30	55	38
An average Prime Minister	39	33	41	44	38	40	34	43	39	31	41	43	34	41
A poor Prime Minister	14	10	14	17	13	15	6	19	14	17	10	18	7	16
A terrible Prime Minister	6	3	9	8	6	6	2	10	7	9	2	9	4	4
TOTAL A POOR / TERRIBLE PRIME MINISTER	20	13	23	25	19	21	8	29	21	26	12	27	11	20
Don't know	1	1	0	0	1	0	0	1	0	0	2	0	1	0

Tony Blair

A great Prime Minister	4	7	1	3	4	3	6	2	4	0	6	2	4	4
A good Prime Minister	30	38	28	23	33	25	45	19	30	22	29	22	45	28
TOTAL A GREAT / GOOD PRIME MINISTER	34	45	29	26	37	28	51	21	34	22	35	24	49	32
An average Prime Minister	22	22	21	24	24	21	26	19	23	26	20	23	22	28
A poor Prime Minister	19	14	21	23	17	21	11	25	19	18	21	24	16	15
A terrible Prime Minister	24	17	30	27	21	28	12	34	23	35	24	28	13	25
TOTAL A POOR / TERRIBLE PRIME MINISTER	43	31	51	50	38	49	23	59	42	53	45	52	29	40
Don't know	1	1	0	0	0	1	0	1	1	0	0	1	1	0

Gordon Brown

A great Prime Minister	1	2	0	0	1	0	1	1	1	0	0	1	1	1
A good Prime Minister	7	13	5	4	7	8	12	3	7	0	12	3	15	7
TOTAL A GREAT / GOOD PRIME MINISTER	8	15	5	4	8	8	13	4	8	0	12	4	16	8
An average Prime Minister	19	21	16	18	16	23	23	16	18	22	26	14	23	24
A poor Prime Minister	32	29	31	35	33	31	36	28	32	38	26	29	38	25
A terrible Prime Minister	41	34	49	43	43	38	27	52	41	40	35	53	22	42
TOTAL A POOR / TERRIBLE PRIME MINISTER	73	63	80	78	76	69	63	80	73	78	61	82	60	67
Don't know	0	1	0	0	0	0	0	0	0	0	0	0	1	1

YouGov / Sky Survey Results

Sample Size: 802 Conservative Party Members
Fieldwork: 20th - 29th September 2024

	Age			Gender		2016 EU Ref		Nation			Vote in 2022			
Total	18-49	50-64	65+	Male	Female	Remain	Leave	England	Wales	Scotland	Truss	Sunak	Non-voters	
Weighted Sample	802	305	192	305	449	353	304	453	686	40	76	361	265	112
Unweighted Sample	802	193	193	416	509	293	226	529	706	34	62	387	259	119
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

David Cameron

A great Prime Minister	5	9	2	4	6	4	8	4	5	8	2	2	11	4
A good Prime Minister	38	48	39	28	39	38	49	30	37	43	50	30	48	44
TOTAL A GREAT / GOOD PRIME MINISTER	43	57	41	32	45	42	57	34	42	51	52	32	59	48
An average Prime Minister	36	30	36	41	35	37	34	38	37	15	34	40	30	34
A poor Prime Minister	15	9	16	19	15	14	9	19	15	18	9	19	8	11
A terrible Prime Minister	6	3	8	7	5	6	1	10	5	16	5	8	2	8
TOTAL A POOR / TERRIBLE PRIME MINISTER	21	12	24	26	20	20	10	29	20	34	14	27	10	19
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Theresa May

A great Prime Minister	4	7	1	2	4	2	4	2	4	2	2	2	4	5
A good Prime Minister	24	37	13	17	23	25	31	17	23	32	25	18	35	21
TOTAL A GREAT / GOOD PRIME MINISTER	28	44	14	19	27	27	35	19	27	34	27	20	39	26
An average Prime Minister	31	28	34	33	30	33	39	28	31	35	33	27	36	38
A poor Prime Minister	27	19	35	29	28	25	23	31	27	10	32	32	19	26
A terrible Prime Minister	15	8	17	19	15	14	4	22	15	20	8	21	6	11
TOTAL A POOR / TERRIBLE PRIME MINISTER	42	27	52	48	43	39	27	53	42	30	40	53	25	37
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Boris Johnson

A great Prime Minister	20	18	17	24	17	24	13	25	20	27	17	26	11	20
A good Prime Minister	36	36	42	32	35	37	31	39	36	37	38	37	34	34
TOTAL A GREAT / GOOD PRIME MINISTER	56	54	59	56	52	61	44	64	56	64	55	63	45	54
An average Prime Minister	16	16	16	16	16	17	16	16	16	27	16	17	16	17
A poor Prime Minister	18	19	17	17	21	14	24	13	19	8	13	13	23	18
A terrible Prime Minister	10	11	8	10	11	9	17	6	10	1	14	6	15	12
TOTAL A POOR / TERRIBLE PRIME MINISTER	28	30	25	27	32	23	41	19	29	9	27	19	38	30
Don't know	0	1	0	0	1	0	0	1	0	0	3	1	1	0

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

Liz Truss														
A great Prime Minister	2	3	2	2	3	1	1	3	2	0	0	2	3	1
A good Prime Minister	12	14	11	11	13	11	9	14	12	6	14	16	9	6
TOTAL A GREAT / GOOD PRIME MINISTER	14	17	13	13	16	12	10	17	14	6	14	18	12	7
An average Prime Minister	16	16	12	18	14	19	13	19	15	21	20	23	8	14
A poor Prime Minister	24	22	25	25	23	24	22	26	24	25	23	29	18	26
A terrible Prime Minister	43	43	45	42	44	43	54	35	44	41	40	25	61	53
TOTAL A POOR / TERRIBLE PRIME MINISTER	67	65	70	67	67	67	76	61	68	66	63	54	79	79
Don't know	3	2	5	2	3	2	1	4	2	6	3	5	1	0
Rishi Sunak														
A great Prime Minister	5	9	3	2	6	4	6	4	6	2	1	2	10	4
A good Prime Minister	34	30	33	39	28	41	43	28	33	24	46	22	53	34
TOTAL A GREAT / GOOD PRIME MINISTER	39	39	36	41	34	45	49	32	39	26	47	24	63	38
An average Prime Minister	35	36	31	36	36	33	35	35	35	38	36	37	30	42
A poor Prime Minister	18	17	25	15	20	16	12	23	19	27	6	27	6	13
A terrible Prime Minister	8	7	8	8	10	5	4	11	7	9	11	14	1	8
TOTAL A POOR / TERRIBLE PRIME MINISTER	26	24	33	23	30	21	16	34	26	36	17	41	7	21
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0

In your opinion, should Nigel Farage be allowed to join the Conservative Party, or should he not be allowed to join the Conservative Party?

Should definitely be allowed	26	23	34	25	29	24	14	36	27	24	24	32	18	18
Should probably be allowed	28	30	29	26	29	28	26	30	27	38	30	33	28	22
TOTAL SHOULD DEFINITELY / PROBABLY BE ALLOWED	54	53	63	51	58	52	40	66	54	62	54	65	46	40
Should probably not be allowed	12	14	7	14	13	12	13	12	12	7	14	11	14	16
Should definitely not be allowed	28	29	26	29	27	30	43	17	28	29	29	18	36	39
TOTAL SHOULD PROBABLY / DEFINITELY NOT BE ALLOWED	40	43	33	43	40	42	56	29	40	36	43	29	50	55
Don't know	5	4	4	6	4	6	4	5	5	2	4	6	3	5

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

Do you think a hypothetical merged Conservative-Reform Party would have a better chance, a worse chance, or about the same amount of chance of winning the next General Election than the Conservative Party would if they *did not* merge with Reform UK?

A much better chance	30	27	40	26	32	28	19	38	30	29	27	37	21	26
A somewhat better chance	30	29	27	32	29	30	30	30	29	41	31	35	29	19
TOTAL A MUCH / SOMEWHAT BETTER CHANCE	60	56	67	58	61	58	49	68	59	70	58	72	50	45
About the same chance	12	11	8	15	9	15	15	10	11	16	17	9	14	19
A somewhat worse chance	14	17	10	13	15	12	16	10	14	7	12	10	17	15
A much worse chance	11	14	10	10	12	10	18	7	12	2	14	8	16	15
TOTAL A SOMEWHAT / MUCH WORSE CHANCE	25	31	20	23	27	22	34	17	26	9	26	18	33	30
Don't know	4	2	5	4	3	4	2	4	4	6	0	2	3	6

Do you think a hypothetical merged Conservative-Reform Party would be more united or more divided than the Conservative Party as it is now?

Much more united	9	10	10	7	10	7	5	12	9	11	8	10	8	5
Somewhat more united	19	19	23	15	18	20	19	19	19	10	22	21	19	14
TOTAL MUCH /SOMEHWAT MORE UNITED	28	29	33	22	28	27	24	31	28	21	30	31	27	19
About the same	19	16	20	21	18	19	11	24	19	15	20	23	13	16
Somewhat more divided	26	21	28	29	26	26	29	25	26	35	18	24	30	32
Much more divided	24	33	16	21	26	22	33	16	25	18	25	18	29	31
TOTAL SOMEWHAT / MUCH MORE DIVIDED	50	54	44	50	52	48	62	41	51	53	43	42	59	63
Don't know	4	1	2	7	2	6	3	4	3	11	7	5	2	2

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

Looking forward, do you think the next leader of the Conservative Party should...?

...try to take the party towards the right politically	53	51	60	51	52	54	37	65	53	39	60	64	40	48
...try to take the party towards the centre politically	35	37	29	36	35	34	48	25	34	50	35	25	45	35
...try to keep the party where it currently is politically	9	9	8	9	9	8	10	8	9	12	5	8	11	10
Don't know	3	3	3	4	3	4	5	3	4	0	0	2	4	8

And if you had to choose from the following list, which group of voters do you think the Conservative Party should mainly target to win over at the next General Election?

Reform UK voters	50	48	55	48	46	54	40	57	48	68	51	59	38	43
Labour voters	27	26	25	28	28	25	30	24	27	24	27	26	29	25
Liberal Democrat voters	17	17	14	20	17	18	22	14	18	8	17	11	23	24
Some other group of voters	3	4	4	2	5	2	4	3	4	0	3	2	6	5
Don't know	3	5	1	2	4	1	4	2	3	0	1	2	4	3