



Conservative Leadership and Policies Survey - 7 February 2024

Methodology: Whitestone Insight interviewed 13,534 British adults online between 23 January and 7 February 2024. Data were weighted to be representative of all adults.

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WHITESTONE

I N S I G H T

If a general election were called tomorrow, how likely would you be to vote on a scale of 1 to 10 where 1 is certain NOT to vote and 10 is certain to vote?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1										
TOTALS					1,729 - 13%	351 - 3%	390 - 3%	306 - 2%	989 - 7%	339 - 3%	569 - 4%	926 - 7%	937 - 7%	6,998 - 52%										
Solid Conservatives	Quotas		Raw counts		Results																			
Is-solid-conservative	NA	NA	1,732	13%	0	0%	0	0%	0	0%	0	0%	73	4%	40	2%	73	4%	128	7%	159	9%	1,259	73%
Could-be Conservatives	Quotas		Raw counts		Results																			
Could-be-conservative	NA	NA	515	4%	0	0%	0	0%	0	0%	0	0%	136	26%	31	6%	37	7%	84	16%	45	9%	182	35%
One-time Conservatives	Quotas		Raw counts		Results																			
One-time-conservatives	NA	NA	4,552	34%	486	11%	136	3%	159	3%	131	3%	418	9%	134	3%	224	5%	368	8%	307	7%	2,189	48%
Lost Conservatives	Quotas		Raw counts		Results																			
Lost-conservative	NA	NA	2,474	18%	106	4%	46	2%	58	2%	49	2%	184	7%	58	2%	111	4%	228	9%	208	8%	1,426	58%
Voting Intention	Quotas		Raw counts		Results																			
Conservative	NA	NA	1,732	13%	0	0%	0	0%	0	0%	0	0%	73	4%	40	2%	73	4%	128	7%	159	9%	1,259	73%

GB Sample Spec	Percentage	Quota	Completes	% Complete	0.1		0.2		0.3		0.4		0.5		0.6		0.7		0.8		0.9		1	
Labour	NA	NA	3,760	28%	0	0%	0	0%	0	0%	0	0%	191	5%	89	2%	169	4%	304	8%	325	9%	2,682	71%
Liberal-democrat	NA	NA	850	6%	0	0%	0	0%	0	0%	0	0%	32	4%	24	3%	48	6%	48	6%	88	10%	610	72%
Green	NA	NA	738	5%	0	0%	0	0%	0	0%	0	0%	47	6%	29	4%	53	7%	61	8%	78	11%	470	64%
Reform-uk	NA	NA	1,184	9%	0	0%	0	0%	0	0%	0	0%	88	7%	27	2%	43	4%	100	8%	91	8%	835	71%
Snp	NA	NA	302	2%	0	0%	0	0%	0	0%	0	0%	19	6%	9	3%	11	4%	19	6%	10	3%	234	77%
Plaid-cymru	NA	NA	81	1%	0	0%	0	0%	0	0%	0	0%	3	4%	4	5%	8	10%	6	7%	15	19%	45	56%
Some-other-party	NA	NA	163	1%	0	0%	0	0%	0	0%	0	0%	25	15%	9	6%	13	8%	11	7%	11	7%	94	58%
Would-not-vote	NA	NA	55	0%	0	0%	0	0%	0	0%	0	0%	13	24%	5	9%	5	9%	4	7%	2	4%	26	47%
Dont-know	NA	NA	1,893	14%	0	0%	0	0%	0	0%	0	0%	498	26%	103	5%	146	8%	245	13%	158	8%	743	39%

Voting Intention (Squeeze)	Quotas		Raw counts		Results																			
					0.1		0.2		0.3		0.4		0.5		0.6		0.7		0.8		0.9		1	
Conservative	NA	NA	150	1%	0	0%	0	0%	0	0%	0	0%	38	25%	12	8%	13	9%	20	13%	11	7%	56	37%
Labour	NA	NA	176	1%	0	0%	0	0%	0	0%	0	0%	43	24%	9	5%	15	9%	18	10%	15	9%	76	43%
Liberal-democrat	NA	NA	86	1%	0	0%	0	0%	0	0%	0	0%	18	21%	2	2%	9	10%	11	13%	9	10%	37	43%
Green	NA	NA	68	1%	0	0%	0	0%	0	0%	0	0%	17	25%	3	4%	4	6%	5	7%	7	10%	32	47%
Reform-uk	NA	NA	50	0%	0	0%	0	0%	0	0%	0	0%	7	14%	2	4%	6	12%	10	20%	2	4%	23	46%
Snp	NA	NA	8	0%	0	0%	0	0%	0	0%	0	0%	1	13%	0	0%	0	0%	0	0%	0	0%	7	88%
Plaid-cymru	NA	NA	12	0%	0	0%	0	0%	0	0%	0	0%	4	33%	0	0%	4	33%	2	17%	0	0%	2	17%
Some-other-party	NA	NA	24	0%	0	0%	0	0%	0	0%	0	0%	5	21%	2	8%	4	17%	0	0%	3	13%	10	42%
Would-not-vote	NA	NA	54	0%	0	0%	0	0%	0	0%	0	0%	19	35%	4	7%	7	13%	3	6%	2	4%	19	35%
Dont-know	NA	NA	1,320	10%	0	0%	0	0%	0	0%	0	0%	359	27%	74	6%	89	7%	180	14%	111	8%	507	38%

Gender	Quotas		Raw counts		Results																			
					0.1		0.2		0.3		0.4		0.5		0.6		0.7		0.8		0.9		1	
Male	48.7%	6,591	6,591	100%	628	10%	130	2%	116	2%	115	2%	361	5%	138	2%	238	4%	441	7%	519	8%	3,905	59%
Female	50.8%	6,875	6,876	100%	1,098	16%	221	3%	271	4%	191	3%	625	9%	201	3%	331	5%	481	7%	407	6%	3,050	44%

GB Sample Spec	Percentage	Quota	Completes	% Complete	0.1	0.2	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1										
Neither	0.5%	68	67	99%	3	4%	0	0%	3	4%	0	0%	3	4%	0	0%	0	0%	4	6%	11	16%	43	64%
AgeRange	Quotas		Raw counts		Results																			
18-24	10.6%	1,435	1,422	99%	150	11%	30	2%	54	4%	54	4%	120	8%	66	5%	114	8%	114	8%	120	8%	600	42%
25-34	17.0%	2,301	2,303	100%	298	13%	42	2%	67	3%	59	3%	139	6%	66	3%	116	5%	158	7%	153	7%	1,205	52%
35-44	16.4%	2,220	2,222	100%	454	20%	99	4%	95	4%	60	3%	237	11%	57	3%	93	4%	179	8%	146	7%	802	36%
45-54	16.9%	2,287	2,290	100%	378	17%	76	3%	75	3%	50	2%	189	8%	56	2%	99	4%	157	7%	150	7%	1,060	46%
55-64	15.9%	2,152	2,153	100%	276	13%	51	2%	66	3%	48	2%	151	7%	43	2%	73	3%	140	7%	143	7%	1,162	54%
65+	23.2%	3,140	3,144	100%	173	6%	53	2%	33	1%	35	1%	153	5%	51	2%	74	2%	178	6%	225	7%	2,169	69%
SocialGrade	Quotas		Raw counts		Results																			
AB	22.8%	3,082	3,082	100%	425	14%	89	3%	101	3%	86	3%	239	8%	67	2%	154	5%	194	6%	197	6%	1,530	50%
C1	30.9%	4,187	4,187	100%	361	9%	91	2%	107	3%	68	2%	232	6%	105	3%	164	4%	297	7%	332	8%	2,430	58%
C2	21.2%	2,869	2,869	100%	388	14%	81	3%	83	3%	66	2%	239	8%	75	3%	112	4%	190	7%	165	6%	1,470	51%
DE	25.1%	3,396	3,396	100%	555	16%	90	3%	99	3%	86	3%	279	8%	92	3%	139	4%	245	7%	243	7%	1,568	46%
Region	Quotas		Raw counts		Results																			
North East	4.1%	555	555	100%	87	16%	11	2%	15	3%	17	3%	39	7%	11	2%	17	3%	42	8%	42	8%	274	49%
North West	11.4%	1,543	1,543	100%	224	15%	49	3%	46	3%	35	2%	132	9%	36	2%	79	5%	115	7%	107	7%	720	47%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	182	16%	31	3%	40	4%	25	2%	98	9%	40	4%	45	4%	67	6%	65	6%	544	48%
East Midlands	7.5%	1,015	1,015	100%	172	17%	24	2%	43	4%	27	3%	83	8%	28	3%	56	6%	69	7%	61	6%	452	45%
West Midlands	9.1%	1,232	1,232	100%	170	14%	36	3%	34	3%	31	3%	93	8%	42	3%	58	5%	103	8%	77	6%	588	48%
East of England	9.7%	1,313	1,313	100%	190	14%	38	3%	49	4%	29	2%	115	9%	31	2%	64	5%	77	6%	97	7%	623	47%
London	13.5%	1,827	1,827	100%	119	7%	24	1%	28	2%	37	2%	95	5%	32	2%	57	3%	113	6%	149	8%	1,173	64%
South East	14.3%	1,935	1,935	100%	247	13%	55	3%	64	3%	44	2%	158	8%	42	2%	68	4%	137	7%	129	7%	991	51%
South West	8.8%	1,191	1,191	100%	157	13%	36	3%	46	4%	32	3%	87	7%	28	2%	65	5%	92	8%	98	8%	550	46%

GB Sample Spec	Percentage	Quota	Completes	% Complete	0.1		0.2		0.3		0.4		0.5		0.6		0.7		0.8		0.9		1	
Wales	4.8%	650	649	100%	72	11%	21	3%	12	2%	14	2%	35	5%	20	3%	20	3%	52	8%	54	8%	349	54%
Scotland	8.4%	1,137	1,137	100%	109	10%	26	2%	13	1%	15	1%	54	5%	29	3%	40	4%	59	5%	58	5%	734	65%
VoteBrexite	Quotas		Raw counts		Results																			
Leave	37.5%	5,075	5,075	100%	355	7%	115	2%	121	2%	116	2%	380	7%	114	2%	194	4%	390	8%	356	7%	2,934	58%
Remain	34.7%	4,696	4,696	100%	207	4%	55	1%	83	2%	62	1%	182	4%	83	2%	155	3%	290	6%	391	8%	3,188	68%
None	27.8%	3,762	3,763	100%	1,167	31%	181	5%	186	5%	128	3%	427	11%	142	4%	220	6%	246	7%	190	5%	876	23%
Vote2019	Quotas		Raw counts		Results																			
Conservative-party	29.3%	3,965	3,970	100%	106	3%	46	1%	58	1%	49	1%	218	5%	83	2%	154	4%	325	8%	345	9%	2,586	65%
Labour-party	21.6%	2,923	2,926	100%	52	2%	12	0%	28	1%	39	1%	95	3%	54	2%	96	3%	178	6%	237	8%	2,135	73%
Liberal-democrats	7.8%	1,056	1,056	100%	16	2%	5	0%	6	1%	11	1%	18	2%	14	1%	35	3%	62	6%	102	10%	787	75%
Scottish-national-party	2.6%	352	352	100%	9	3%	0	0%	7	2%	4	1%	7	2%	4	1%	10	3%	12	3%	15	4%	284	81%
Other	5.9%	799	799	100%	39	5%	10	1%	12	2%	19	2%	37	5%	27	3%	37	5%	54	7%	59	7%	505	63%
No-vote	32.7%	4,426	4,410	100%	1,501	34%	278	6%	276	6%	184	4%	614	14%	157	4%	237	5%	295	7%	179	4%	689	16%

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I N S I G H T

If a general election were called tomorrow, which party would you vote for?

Raw sample size: 31,270

Nationally representative sample size: 10,758

GB Sample Spec	Conservative	Labour	Liberal Democrat	Green	Reform UK	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Would not vote	Don't know
TOTALS	1,732 - 16%	3,760 - 35%	850 - 8%	738 - 7%	1,184 - 11%	302 - 3%	81 - 1%	163 - 2%	55 - 1%	1,893 - 18%
Solid Conservatives	Results									
Is-solid-conservative	1,732 100%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Could-be Conservatives	Results									
Could-be-conservative	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 0%	514 100%
One-time Conservatives	Results									
One-time-conservatives	0 0%	1,073 29%	309 8%	197 5%	973 27%	72 2%	27 1%	85 2%	11 0%	893 25%
Lost Conservatives	Results									
Lost-conservative	0 0%	478 22%	124 6%	73 3%	778 35%	5 0%	5 0%	51 2%	5 0%	696 31%
Voting Likelihood	Results									
0.1	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
0.2	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 10,758 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Would not vote		Don't know			
0.3	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
0.4	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
0.5	73	7%	191	19%	32	3%	47	5%	88	9%	19	2%	3	0%	25	3%	13	1%	498	50%		
0.6	40	12%	89	26%	24	7%	29	9%	27	8%	9	3%	4	1%	9	3%	5	1%	103	30%		
0.7	73	13%	169	30%	48	8%	53	9%	43	8%	11	2%	8	1%	13	2%	5	1%	146	26%		
0.8	128	14%	304	33%	48	5%	61	7%	100	11%	19	2%	6	1%	11	1%	4	0%	245	26%		
0.9	159	17%	325	35%	88	9%	78	8%	91	10%	10	1%	15	2%	11	1%	2	0%	158	17%		
1	1,259	18%	2,682	38%	610	9%	470	7%	835	12%	234	3%	45	1%	94	1%	26	0%	743	11%		

Voting Intention (Squeeze)	Results																							
Conservative	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3	2%	147	98%
Labour	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	2%	172	98%
Liberal-democrat	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	86	100%
Green	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	68	100%
Reform-uk	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	2%	49	98%
Snp	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	8	100%
Plaid-cymru	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	8%	11	92%
Some-other-party	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	24	100%
Would-not-vote	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	41	76%	13	24%
Dont-know	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	5	0%	1,315	100%

Gender	Results																			
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GB Sample Spec	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Would not vote		Don't know	
Male	1,025	18%	1,907	34%	456	8%	302	5%	820	15%	196	3%	44	1%	102	2%	29	1%	721	13%
Female	691	14%	1,838	36%	391	8%	416	8%	361	7%	106	2%	37	1%	61	1%	26	1%	1,168	23%
Neither	16	26%	15	25%	3	5%	20	33%	3	5%	0	0%	0	0%	0	0%	0	0%	4	7%
AgeRange	Results																			
18-24	96	8%	486	43%	78	7%	168	15%	63	6%	39	3%	18	2%	12	1%	12	1%	162	14%
25-34	109	6%	946	51%	126	7%	218	12%	70	4%	58	3%	16	1%	23	1%	6	0%	265	14%
35-44	142	9%	624	41%	115	8%	107	7%	106	7%	32	2%	6	0%	28	2%	10	1%	344	23%
45-54	223	13%	625	37%	151	9%	91	5%	175	10%	44	3%	9	1%	35	2%	14	1%	344	20%
55-64	307	18%	504	29%	134	8%	76	4%	257	15%	63	4%	12	1%	24	1%	7	0%	328	19%
65+	855	30%	575	20%	246	9%	78	3%	513	18%	66	2%	20	1%	41	1%	6	0%	450	16%
SocialGrade	Results																			
AB	262	11%	993	42%	252	11%	212	9%	134	6%	44	2%	13	1%	35	1%	14	1%	422	18%
C1	632	18%	1,252	35%	302	8%	250	7%	340	10%	93	3%	22	1%	33	1%	14	0%	622	17%
C2	451	20%	618	27%	134	6%	98	4%	384	17%	76	3%	27	1%	49	2%	13	1%	401	18%
DE	387	15%	897	35%	162	6%	178	7%	326	13%	89	3%	19	1%	46	2%	14	1%	448	17%
Region	Results																			
North East	58	14%	170	40%	18	4%	30	7%	60	14%	0	0%	0	0%	7	2%	1	0%	81	19%
North West	188	16%	512	43%	68	6%	77	6%	123	10%	3	0%	1	0%	19	2%	1	0%	197	17%
Yorkshire and The Humber	139	16%	327	38%	48	6%	58	7%	117	14%	1	0%	0	0%	9	1%	1	0%	159	19%
East Midlands	153	20%	262	35%	25	3%	50	7%	112	15%	0	0%	0	0%	11	1%	1	0%	135	18%
West Midlands	174	18%	337	35%	52	5%	62	6%	125	13%	0	0%	0	0%	11	1%	11	1%	189	20%

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Under 25s in this sample are triple weighted.

GB Sample Spec	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Would not vote		Don't know	
East of England	179	18%	319	32%	88	9%	74	7%	136	14%	1	0%	0	0%	5	0%	11	1%	194	19%
London	206	13%	723	45%	156	10%	132	8%	136	8%	1	0%	1	0%	27	2%	9	1%	228	14%
South East	289	19%	438	29%	194	13%	103	7%	162	11%	1	0%	3	0%	17	1%	10	1%	308	20%
South West	170	18%	240	26%	118	13%	76	8%	115	13%	0	0%	3	0%	19	2%	6	1%	173	19%
Wales	78	15%	177	33%	27	5%	27	5%	50	9%	0	0%	73	14%	8	2%	0	0%	90	17%
Scotland	98	10%	255	26%	56	6%	49	5%	48	5%	295	30%	0	0%	30	3%	4	0%	139	14%
VoteBrexit	Results																			
Leave	1,277	29%	858	20%	206	5%	113	3%	980	22%	43	1%	25	1%	80	2%	13	0%	773	18%
Remain	299	7%	2,053	48%	520	12%	409	10%	104	2%	203	5%	35	1%	53	1%	11	0%	602	14%
None	156	7%	849	40%	124	6%	216	10%	100	5%	56	3%	21	1%	30	1%	31	1%	518	25%
Vote2019	Results																			
Conservative-party	1,496	40%	478	13%	124	3%	73	2%	778	21%	5	0%	5	0%	51	1%	5	0%	696	19%
Labour-party	16	1%	2,144	77%	82	3%	250	9%	38	1%	15	1%	24	1%	18	1%	2	0%	206	7%
Liberal-democrats	32	3%	254	25%	492	48%	68	7%	26	3%	8	1%	2	0%	6	1%	0	0%	130	13%
Scottish-national-party	2	1%	35	11%	6	2%	7	2%	8	2%	234	70%	0	0%	14	4%	1	0%	25	8%
Other	27	4%	133	18%	20	3%	173	24%	154	21%	3	0%	41	6%	37	5%	5	1%	126	18%
No-vote	159	7%	713	33%	123	6%	167	8%	180	8%	37	2%	9	0%	37	2%	42	2%	704	32%

WHITESTONE

I N S I G H T

If a general election were called tomorrow, and you had to vote, which party would you vote for?

Raw sample size: 31,270

Nationally representative sample size: 1,948

GB Sample Spec	Conservative	Labour	Liberal Democrat	Green	Reform UK	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Would not vote	Don't know
TOTALS	150 - 8%	176 - 9%	86 - 4%	68 - 3%	50 - 3%	8 - 0%	12 - 1%	24 - 1%	54 - 3%	1,320 - 68%
Solid Conservatives	Results									
Is-solid-conservative	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Could-be Conservatives	Results									
Could-be-conservative	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	515 100%
One-time Conservatives	Results									
One-time-conservatives	105 12%	55 6%	42 5%	31 3%	37 4%	3 0%	4 0%	13 1%	10 1%	604 67%
Lost Conservatives	Results									
Lost-conservative	105 15%	45 6%	25 4%	18 3%	29 4%	3 0%	1 0%	10 1%	4 1%	461 66%
Voting Likelihood	Results									
0.1	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
0.2	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

GB Sample Spec	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Would not vote		Don't know			
0.3	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
0.4	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
0.5	38	7%	43	8%	18	4%	17	3%	7	1%	1	0%	4	1%	5	1%	19	4%	359	70%		
0.6	12	11%	9	8%	2	2%	3	3%	2	2%	0	0%	0	0%	2	2%	4	4%	74	69%		
0.7	13	9%	15	10%	9	6%	4	3%	6	4%	0	0%	4	3%	4	3%	7	5%	89	59%		
0.8	20	8%	18	7%	11	4%	5	2%	10	4%	0	0%	2	1%	0	0%	3	1%	180	72%		
0.9	11	7%	15	9%	9	6%	7	4%	2	1%	0	0%	0	0%	3	2%	2	1%	111	69%		
1	56	7%	76	10%	37	5%	32	4%	23	3%	7	1%	2	0%	10	1%	19	2%	507	66%		

Voting Intention	Results																					
Conservative	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Labour	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Liberal-democrat	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Green	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Reform-uk	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Snp	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Plaid-cymru	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Some-other-party	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Would-not-vote	3	5%	4	7%	0	0%	0	0%	1	2%	0	0%	1	2%	0	0%	41	75%	5	9%		
Dont-know	147	8%	172	9%	86	5%	68	4%	49	3%	8	0%	11	1%	24	1%	13	1%	1,315	69%		

Gender	Results																				
Male	74	10%	67	9%	39	5%	17	2%	31	4%	3	0%	6	1%	9	1%	23	3%	481	64%	

GB Sample Spec	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Would not vote		Don't know	
Female	76	6%	109	9%	47	4%	51	4%	19	2%	5	0%	6	1%	15	1%	31	3%	835	70%
Neither	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	100%
AgeRange	Results																			
18-24	6	3%	15	9%	9	5%	6	3%	0	0%	0	0%	3	2%	0	0%	15	9%	120	69%
25-34	12	4%	34	13%	10	4%	18	7%	5	2%	1	0%	1	0%	3	1%	7	3%	180	66%
35-44	20	6%	36	10%	10	3%	10	3%	7	2%	1	0%	3	1%	5	1%	10	3%	252	71%
45-54	24	7%	41	11%	20	6%	12	3%	9	3%	3	1%	3	1%	3	1%	11	3%	232	65%
55-64	33	10%	25	7%	19	6%	7	2%	9	3%	2	1%	1	0%	6	2%	4	1%	229	68%
65+	55	12%	25	5%	18	4%	15	3%	20	4%	1	0%	1	0%	7	2%	7	2%	307	67%
SocialGrade	Results																			
AB	30	7%	40	9%	31	7%	17	4%	9	2%	1	0%	2	0%	5	1%	15	3%	286	66%
C1	55	9%	62	10%	21	3%	31	5%	16	3%	1	0%	3	0%	7	1%	10	2%	430	68%
C2	30	7%	37	9%	16	4%	5	1%	10	2%	2	0%	3	1%	6	1%	11	3%	294	71%
DE	35	8%	37	8%	18	4%	15	3%	15	3%	4	1%	4	1%	6	1%	18	4%	310	67%
Region	Results																			
North East	3	4%	4	5%	0	0%	1	1%	1	1%	0	0%	0	0%	1	1%	2	2%	70	85%
North West	11	6%	21	11%	11	6%	4	2%	7	4%	0	0%	2	1%	5	3%	3	2%	134	68%
Yorkshire and The Humber	10	6%	18	11%	7	4%	12	8%	4	3%	0	0%	0	0%	1	1%	0	0%	108	68%
East Midlands	13	10%	17	13%	6	4%	7	5%	2	1%	0	0%	0	0%	1	1%	4	3%	86	63%
West Midlands	16	8%	21	11%	5	3%	8	4%	6	3%	0	0%	0	0%	1	1%	9	5%	134	67%
East of England	15	7%	18	9%	7	3%	8	4%	8	4%	0	0%	1	0%	2	1%	10	5%	136	66%

GB Sample Spec	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Would not vote		Don't know	
London	14	6%	18	8%	19	8%	11	5%	7	3%	0	0%	0	0%	4	2%	9	4%	155	65%
South East	26	8%	24	8%	20	6%	6	2%	5	2%	0	0%	0	0%	5	2%	10	3%	222	70%
South West	26	15%	15	8%	6	3%	4	2%	7	4%	0	0%	0	0%	2	1%	4	2%	115	64%
Wales	7	8%	4	4%	0	0%	2	2%	2	2%	0	0%	9	10%	0	0%	0	0%	66	73%
Scotland	9	6%	16	11%	5	3%	5	3%	1	1%	8	6%	0	0%	2	1%	3	2%	94	66%
VoteBrexit	Results																			
Leave	89	11%	62	8%	32	4%	19	2%	40	5%	2	0%	5	1%	16	2%	14	2%	507	65%
Remain	37	6%	72	12%	39	6%	31	5%	3	0%	6	1%	3	0%	6	1%	8	1%	408	67%
None	24	4%	42	8%	15	3%	18	3%	7	1%	0	0%	4	1%	2	0%	32	6%	405	74%
Vote2019	Results																			
Conservative-party	105	15%	45	6%	25	4%	18	3%	29	4%	3	0%	1	0%	10	1%	4	1%	461	66%
Labour-party	2	1%	41	20%	5	2%	13	6%	1	0%	1	0%	1	0%	2	1%	0	0%	142	68%
Liberal-democrats	2	2%	7	5%	25	19%	2	2%	1	1%	0	0%	0	0%	1	1%	1	1%	91	70%
Scottish-national-party	0	0%	4	15%	0	0%	2	8%	0	0%	2	8%	0	0%	0	0%	1	4%	17	65%
Other	3	2%	8	6%	4	3%	7	5%	7	5%	0	0%	2	2%	3	2%	5	4%	92	70%
No-vote	38	5%	71	10%	27	4%	26	3%	12	2%	2	0%	8	1%	8	1%	43	6%	511	68%



Please select any party you have previously voted for in any past general election

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Green	Reform UK (formerly known as 'The Brexit Party')	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Spoiled my ballot	Have never voted in a general election	Don't know / Prefer not to say											
TOTALS					5,575 - 41%	6,038 - 45%	2,941 - 22%	1,494 - 11%	667 - 5%	595 - 4%	163 - 1%	483 - 4%	215 - 2%	1,676 - 12%	418 - 3%											
Solid Conservatives	Quotas	Raw counts	Results																							
Is-solid-conservative	NA	NA	1,732	13%	1,451	84%	416	24%	278	16%	49	3%	121	7%	15	1%	13	1%	49	3%	14	1%	37	2%	17	1%
Could-be Conservatives	Quotas	Raw counts	Results																							
Could-be-conservative	NA	NA	515	4%	423	82%	113	22%	57	11%	23	4%	19	4%	8	2%	1	0%	15	3%	7	1%	16	3%	14	3%
One-time Conservatives	Quotas	Raw counts	Results																							
One-time-conservatives	NA	NA	4,552	34%	2,837	62%	1,506	33%	709	16%	323	7%	343	8%	155	3%	54	1%	183	4%	66	1%	313	7%	82	2%
Lost Conservatives	Quotas	Raw counts	Results																							
Lost-conservative	NA	NA	2,474	18%	2,298	93%	763	31%	409	17%	137	6%	263	11%	29	1%	15	1%	124	5%	29	1%	8	0%	9	0%
Voting Intention	Quotas	Raw counts	Results																							
Conservative	NA	NA	1,732	13%	1,451	84%	416	24%	278	16%	49	3%	121	7%	15	1%	13	1%	49	3%	14	1%	37	2%	17	1%
Labour	NA	NA	3,760	28%	915	24%	2,819	75%	968	26%	557	15%	43	1%	115	3%	41	1%	89	2%	50	1%	210	6%	30	1%
Liberal-democrat	NA	NA	850	6%	314	37%	345	41%	592	70%	116	14%	9	1%	13	2%	3	0%	19	2%	9	1%	34	4%	3	0%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents. Prefer not to say answers are included in this process to help limit the effects of non-response bias on representation. Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative		Labour		Liberal Democrat		Green		Reform UK (formerly known as 'The Brexit Party')		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Spoiled my ballot		Have never voted in a general election		Don't know / Prefer not to say	
Green	NA	NA	738	5%	144	20%	436	59%	196	27%	349	47%	7	1%	29	4%	3	0%	16	2%	26	4%	52	7%	5	1%
Reform-uk	NA	NA	1,184	9%	908	77%	332	28%	145	12%	51	4%	285	24%	13	1%	12	1%	93	8%	23	2%	43	4%	9	1%
Snp	NA	NA	302	2%	15	5%	90	30%	23	8%	36	12%	1	0%	262	87%	1	0%	5	2%	1	0%	9	3%	0	0%
Plaid-cymru	NA	NA	81	1%	15	19%	50	62%	9	11%	7	9%	4	5%	3	4%	46	57%	0	0%	2	2%	0	0%	2	2%
Some-other-party	NA	NA	163	1%	77	47%	54	33%	36	22%	14	9%	7	4%	20	12%	2	1%	48	29%	16	10%	6	4%	2	1%
Would-not-vote	NA	NA	55	0%	11	20%	8	15%	2	4%	1	2%	1	2%	3	5%	0	0%	2	4%	1	2%	25	45%	9	16%
Dont-know	NA	NA	1,893	14%	1,073	57%	806	43%	464	25%	179	9%	86	5%	63	3%	27	1%	89	5%	42	2%	124	7%	124	7%

Voting Intention (Squeeze)	Quotas		Raw counts		Results																					
Conservative	NA	NA	150	1%	128	85%	38	25%	26	17%	6	4%	11	7%	1	1%	5	3%	9	6%	1	1%	6	4%	4	3%
Labour	NA	NA	176	1%	75	43%	108	61%	52	30%	19	11%	7	4%	4	2%	0	0%	10	6%	4	2%	14	8%	7	4%
Liberal-democrat	NA	NA	86	1%	55	64%	30	35%	43	50%	7	8%	0	0%	3	3%	0	0%	6	7%	0	0%	6	7%	0	0%
Green	NA	NA	68	1%	38	56%	31	46%	19	28%	23	34%	1	1%	2	3%	0	0%	1	1%	3	4%	0	0%	0	0%
Reform-uk	NA	NA	50	0%	39	78%	17	34%	9	18%	2	4%	7	14%	1	2%	1	2%	4	8%	3	6%	1	2%	0	0%
Snp	NA	NA	8	0%	2	25%	3	38%	0	0%	0	0%	0	0%	7	88%	0	0%	1	13%	0	0%	0	0%	0	0%
Plaid-cymru	NA	NA	12	0%	4	33%	3	25%	1	8%	1	8%	0	0%	0	0%	2	17%	2	17%	1	8%	4	33%	0	0%
Some-other-party	NA	NA	24	0%	15	63%	11	46%	4	17%	3	13%	3	13%	0	0%	0	0%	3	13%	1	4%	0	0%	1	4%
Would-not-vote	NA	NA	54	0%	13	24%	7	13%	5	9%	1	2%	0	0%	2	4%	0	0%	0	0%	1	2%	26	48%	9	17%
Dont-know	NA	NA	1,320	10%	715	54%	566	43%	307	23%	118	9%	58	4%	46	3%	19	1%	55	4%	29	2%	92	7%	112	8%

Gender	Quotas		Raw counts		Results																					
Male	48.7%	6,591	6,591	100%	3,130	47%	3,029	46%	1,510	23%	659	10%	471	7%	335	5%	96	1%	306	5%	125	2%	531	8%	110	2%
Female	50.8%	6,875	6,876	100%	2,422	35%	2,980	43%	1,420	21%	825	12%	190	3%	257	4%	67	1%	177	3%	87	1%	1,139	17%	308	4%
Neither	0.5%	68	67	99%	23	34%	29	43%	11	16%	10	15%	6	9%	3	4%	0	0%	0	0%	3	4%	6	9%	0	0%

AgeRange	Quotas		Raw counts		Results																					
18-24	10.6%	1,435	1,422	99%	297	21%	588	41%	132	9%	168	12%	54	4%	54	4%	15	1%	18	1%	21	1%	375	26%	42	3%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents. Prefer not to say answers are included in this process to help limit the effects of non-response bias on representation. Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Green	Reform UK (formerly known as 'The Brexit Party')	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Spoiled my ballot	Have never voted in a general election	Don't know / Prefer not to say	
25-34	17.0%	2,301	2,303	100%	566 25%	1,313 57%	531 23%	420 18%	50 2%	109 5%	30 1%	64 3%	37 2%	308 13%	83 4%	
35-44	16.4%	2,220	2,222	100%	669 30%	959 43%	469 21%	247 11%	62 3%	94 4%	15 1%	91 4%	49 2%	478 22%	117 5%	
45-54	16.9%	2,287	2,290	100%	931 41%	1,052 46%	600 26%	250 11%	84 4%	102 4%	30 1%	97 4%	38 2%	301 13%	80 3%	
55-64	15.9%	2,152	2,153	100%	1,076 50%	921 43%	467 22%	194 9%	147 7%	117 5%	25 1%	101 5%	37 2%	153 7%	60 3%	
65+	23.2%	3,140	3,144	100%	2,036 65%	1,205 38%	742 24%	215 7%	270 9%	119 4%	48 2%	112 4%	33 1%	61 2%	36 1%	
SocialGrade	Quotas	Raw counts			Results											
AB	22.8%	3,082	3,082	100%	1,040 34%	1,454 47%	814 26%	469 15%	85 3%	93 3%	29 1%	89 3%	50 2%	479 16%	107 3%	
C1	30.9%	4,187	4,187	100%	1,892 45%	1,952 47%	1,145 27%	535 13%	184 4%	195 5%	51 1%	152 4%	73 2%	355 8%	95 2%	
C2	21.2%	2,869	2,869	100%	1,387 48%	1,126 39%	441 15%	185 6%	195 7%	144 5%	44 2%	113 4%	40 1%	342 12%	91 3%	
DE	25.1%	3,396	3,396	100%	1,256 37%	1,506 44%	541 16%	305 9%	203 6%	163 5%	39 1%	129 4%	52 2%	500 15%	125 4%	
Region	Quotas	Raw counts			Results											
North East	4.1%	555	555	100%	208 37%	305 55%	87 16%	40 7%	53 10%	1 0%	0 0%	18 3%	6 1%	68 12%	16 3%	
North West	11.4%	1,543	1,543	100%	545 35%	805 52%	270 17%	134 9%	80 5%	6 0%	7 0%	60 4%	15 1%	201 13%	64 4%	
Yorkshire and The Humber	8.4%	1,137	1,137	100%	429 38%	559 49%	209 18%	129 11%	76 7%	2 0%	1 0%	48 4%	19 2%	167 15%	46 4%	
East Midlands	7.5%	1,015	1,015	100%	485 48%	424 42%	177 17%	87 9%	50 5%	1 0%	2 0%	41 4%	13 1%	154 15%	38 4%	
West Midlands	9.1%	1,232	1,232	100%	589 48%	557 45%	231 19%	123 10%	63 5%	2 0%	0 0%	30 2%	17 1%	153 12%	39 3%	
East of England	9.7%	1,313	1,313	100%	667 51%	464 35%	275 21%	123 9%	73 6%	3 0%	0 0%	43 3%	22 2%	195 15%	48 4%	
London	13.5%	1,827	1,827	100%	665 36%	1,028 56%	540 30%	322 18%	52 3%	6 0%	2 0%	75 4%	34 2%	153 8%	25 1%	
South East	14.3%	1,935	1,935	100%	921 48%	733 38%	516 27%	263 14%	111 6%	6 0%	3 0%	76 4%	39 2%	250 13%	63 3%	
South West	8.8%	1,191	1,191	100%	563 47%	418 35%	338 28%	126 11%	56 5%	2 0%	0 0%	38 3%	29 2%	174 15%	27 2%	
Wales	4.8%	650	649	100%	215 33%	339 52%	109 17%	36 6%	36 6%	0 0%	146 22%	21 3%	9 1%	70 11%	26 4%	
Scotland	8.4%	1,137	1,137	100%	288 25%	406 36%	189 17%	111 10%	17 1%	566 50%	2 0%	33 3%	12 1%	91 8%	26 2%	
VoteBrexit	Quotas	Raw counts			Results											
Leave	37.5%	5,075	5,075	100%	3,498 69%	1,849 36%	860 17%	316 6%	591 12%	118 2%	57 1%	287 6%	79 2%	133 3%	95 2%	

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents. Prefer not to say answers are included in this process to help limit the effects of non-response bias on representation. Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Green	Reform UK (formerly known as 'The Brexit Party')	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Spoiled my ballot	Have never voted in a general election	Don't know / Prefer not to say	
Remain	34.7%	4,696	4,696	100%	1,354 29%	3,000 64%	1,722 37%	897 19%	25 1%	353 8%	72 2%	116 2%	100 2%	115 2%	79 2%	
None	27.8%	3,762	3,763	100%	723 19%	1,189 32%	359 10%	281 7%	51 1%	124 3%	34 1%	80 2%	36 1%	1,428 38%	244 6%	
Vote2019	Quotas	Raw counts			Results											
Conservative-party	29.3%	3,965	3,970	100%	3,592 90%	1,121 28%	644 16%	177 4%	367 9%	40 1%	24 1%	164 4%	43 1%	10 0%	20 1%	
Labour-party	21.6%	2,923	2,926	100%	297 10%	2,723 93%	707 24%	497 17%	23 1%	48 2%	48 2%	59 2%	43 1%	11 0%	32 1%	
Liberal-democrats	7.8%	1,056	1,056	100%	333 32%	466 44%	897 85%	186 18%	7 1%	25 2%	6 1%	28 3%	25 2%	1 0%	4 0%	
Scottish-national-party	2.6%	352	352	100%	22 6%	107 30%	30 9%	43 12%	2 1%	321 91%	0 0%	6 2%	4 1%	1 0%	0 0%	
Other	5.9%	799	799	100%	237 30%	346 43%	158 20%	302 38%	164 21%	31 4%	54 7%	98 12%	38 5%	13 2%	22 3%	
No-vote	32.7%	4,426	4,410	100%	1,091 25%	1,272 29%	502 11%	289 7%	104 2%	130 3%	31 1%	128 3%	62 1%	1,628 37%	334 8%	

WHITESTONE

I N S I G H T

Are you a paid-up member of any of these political parties?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Green	Reform UK	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Prefer not to say	None of the above
TOTALS					109 - 1%	221 - 2%	69 - 1%	57 - 0%	29 - 0%	55 - 0%	8 - 0%	58 - 0%	414 - 3%	12,514 - 92%
Solid Conservatives	Quotas		Raw counts		Results									
Is-solid-conservative	NA	NA	1,732	13%	72 4%	5 0%	0 0%	0 0%	0 0%	0 0%	0 0%	6 0%	67 4%	1,582 91%
Could-be Conservatives	Quotas		Raw counts		Results									
Could-be-conservative	NA	NA	515	4%	4 1%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	9 2%	501 97%
One-time Conservatives	Quotas		Raw counts		Results									
One-time-conservatives	NA	NA	4,552	34%	26 1%	52 1%	23 1%	15 0%	25 1%	17 0%	4 0%	21 0%	101 2%	4,268 94%
Lost Conservatives	Quotas		Raw counts		Results									
Lost-conservative	NA	NA	2,474	18%	22 1%	6 0%	9 0%	5 0%	12 0%	0 0%	0 0%	8 0%	57 2%	2,355 95%
Voting Intention	Quotas		Raw counts		Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents. Prefer not to say answers are included in this process to help limit the effects of non-response bias on representation. Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Prefer not to say		None of the above	
Conservative	NA	NA	1,732	13%	72	4%	5	0%	0	0%	0	0%	0	0%	0	0%	0	0%	6	0%	67	4%	1,582	91%
Labour	NA	NA	3,760	28%	4	0%	176	5%	0	0%	8	0%	0	0%	1	0%	0	0%	5	0%	85	2%	3,481	93%
Liberal-democrat	NA	NA	850	6%	3	0%	7	1%	46	5%	3	0%	0	0%	0	0%	0	0%	2	0%	23	3%	766	90%
Green	NA	NA	738	5%	0	0%	16	2%	0	0%	31	4%	0	0%	0	0%	0	0%	1	0%	26	4%	664	90%
Reform-uk	NA	NA	1,184	9%	5	0%	0	0%	0	0%	0	0%	18	2%	0	0%	3	0%	4	0%	32	3%	1,122	95%
Snp	NA	NA	302	2%	0	0%	0	0%	0	0%	2	1%	0	0%	50	17%	0	0%	2	1%	9	3%	239	79%
Plaid-cymru	NA	NA	81	1%	0	0%	0	0%	3	4%	0	0%	3	4%	0	0%	5	6%	0	0%	3	4%	67	83%
Some-other-party	NA	NA	163	1%	0	0%	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	11	7%	9	6%	142	87%
Would-not-vote	NA	NA	55	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	2%	6	11%	48	87%
Dont-know	NA	NA	1,893	14%	9	0%	4	0%	0	0%	2	0%	0	0%	0	0%	0	0%	6	0%	73	4%	1,799	95%

Voting Intention (Squeeze)	Quotas		Raw counts		Results																			
					Conservative		Labour		Liberal Democrat		Green		Reform UK		SNP (Scotland only)		Plaid Cymru (Wales only)		Some other party		Prefer not to say		None of the above	
Conservative	NA	NA	150	1%	2	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	3%	7	5%	137	91%
Labour	NA	NA	176	1%	0	0%	0	0%	0	0%	1	1%	0	0%	0	0%	0	0%	1	1%	5	3%	169	96%
Liberal-democrat	NA	NA	86	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	1%	85	99%
Green	NA	NA	68	1%	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	3	4%	64	94%
Reform-uk	NA	NA	50	0%	1	2%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	49	98%
Snp	NA	NA	8	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	8	100%
Plaid-cymru	NA	NA	12	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	8%	0	0%	11	92%
Some-other-party	NA	NA	24	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	24	100%
Would-not-vote	NA	NA	54	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	6	11%	48	89%
Dont-know	NA	NA	1,320	10%	5	0%	4	0%	0	0%	1	0%	0	0%	0	0%	0	0%	1	0%	57	4%	1,252	95%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Green	Reform UK	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Prefer not to say	None of the above										
Gender	Quotas		Raw counts		Results																			
Male	48.7%	6,591	6,591	100%	63	1%	127	2%	53	1%	38	1%	19	0%	49	1%	7	0%	41	1%	204	3%	5,990	91%
Female	50.8%	6,875	6,876	100%	46	1%	93	1%	16	0%	19	0%	10	0%	6	0%	1	0%	17	0%	206	3%	6,462	94%
Neither	0.5%	68	67	99%	0	0%	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	4	6%	62	93%
AgeRange	Quotas		Raw counts		Results																			
18-24	10.6%	1,435	1,422	99%	24	2%	48	3%	24	2%	18	1%	6	0%	6	0%	3	0%	6	0%	90	6%	1,197	84%
25-34	17.0%	2,301	2,303	100%	8	0%	44	2%	4	0%	16	1%	1	0%	7	0%	1	0%	15	1%	69	3%	2,138	93%
35-44	16.4%	2,220	2,222	100%	6	0%	24	1%	9	0%	5	0%	3	0%	3	0%	1	0%	9	0%	50	2%	2,112	95%
45-54	16.9%	2,287	2,290	100%	10	0%	36	2%	8	0%	6	0%	3	0%	6	0%	0	0%	6	0%	67	3%	2,148	94%
55-64	15.9%	2,152	2,153	100%	16	1%	30	1%	8	0%	8	0%	3	0%	18	1%	1	0%	7	0%	50	2%	2,012	93%
65+	23.2%	3,140	3,144	100%	45	1%	39	1%	16	1%	4	0%	13	0%	15	0%	2	0%	15	0%	88	3%	2,907	92%
SocialGrade	Quotas		Raw counts		Results																			
AB	22.8%	3,082	3,082	100%	26	1%	83	3%	28	1%	14	0%	10	0%	5	0%	4	0%	13	0%	75	2%	2,824	92%
C1	30.9%	4,187	4,187	100%	37	1%	74	2%	23	1%	26	1%	6	0%	19	0%	2	0%	15	0%	139	3%	3,846	92%
C2	21.2%	2,869	2,869	100%	23	1%	21	1%	11	0%	6	0%	7	0%	18	1%	1	0%	14	0%	80	3%	2,688	94%
DE	25.1%	3,396	3,396	100%	23	1%	43	1%	7	0%	11	0%	6	0%	13	0%	1	0%	16	0%	120	4%	3,156	93%
Region	Quotas		Raw counts		Results																			
North East	4.1%	555	555	100%	3	1%	11	2%	4	1%	3	1%	2	0%	0	0%	0	0%	2	0%	25	5%	505	91%
North West	11.4%	1,543	1,543	100%	13	1%	19	1%	5	0%	8	1%	1	0%	3	0%	0	0%	2	0%	46	3%	1,446	94%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	2	0%	26	2%	5	0%	5	0%	2	0%	0	0%	0	0%	3	0%	33	3%	1,061	93%
East Midlands	7.5%	1,015	1,015	100%	10	1%	8	1%	1	0%	0	0%	3	0%	0	0%	0	0%	5	0%	27	3%	961	95%
West Midlands	9.1%	1,232	1,232	100%	6	0%	11	1%	6	0%	6	0%	0	0%	0	0%	0	0%	5	0%	33	3%	1,165	95%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents. Prefer not to say answers are included in this process to help limit the effects of non-response bias on representation. Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Conservative	Labour	Liberal Democrat	Green	Reform UK	SNP (Scotland only)	Plaid Cymru (Wales only)	Some other party	Prefer not to say	None of the above	
East of England	9.7%	1,313	1,313	100%	15 1%	8 1%	10 1%	11 1%	5 0%	0 0%	0 0%	0 0%	32 2%	1,232 94%	
London	13.5%	1,827	1,827	100%	21 1%	81 4%	19 1%	7 0%	3 0%	0 0%	3 0%	8 0%	52 3%	1,633 89%	
South East	14.3%	1,935	1,935	100%	19 1%	30 2%	13 1%	9 0%	5 0%	0 0%	0 0%	9 0%	74 4%	1,776 92%	
South West	8.8%	1,191	1,191	100%	9 1%	17 1%	2 0%	1 0%	5 0%	0 0%	0 0%	8 1%	32 3%	1,117 94%	
Wales	4.8%	650	649	100%	8 1%	5 1%	1 0%	1 0%	1 0%	0 0%	5 1%	4 1%	25 4%	599 92%	
Scotland	8.4%	1,137	1,137	100%	3 0%	5 0%	3 0%	6 1%	2 0%	52 5%	0 0%	12 1%	35 3%	1,019 90%	
VoteBrexit	Quotas	Raw counts			Results										
Leave	37.5%	5,075	5,075	100%	74 1%	18 0%	9 0%	4 0%	22 0%	9 0%	0 0%	23 0%	143 3%	4,773 94%	
Remain	34.7%	4,696	4,696	100%	15 0%	159 3%	45 1%	33 1%	3 0%	44 1%	8 0%	20 0%	109 2%	4,260 91%	
None	27.8%	3,762	3,763	100%	20 1%	44 1%	15 0%	20 1%	4 0%	2 0%	0 0%	15 0%	162 4%	3,481 93%	
Vote2019	Quotas	Raw counts			Results										
Conservative-party	29.3%	3,965	3,970	100%	90 2%	11 0%	9 0%	5 0%	12 0%	0 0%	0 0%	14 0%	117 3%	3,712 94%	
Labour-party	21.6%	2,923	2,926	100%	6 0%	183 6%	4 0%	23 1%	2 0%	1 0%	1 0%	6 0%	67 2%	2,633 90%	
Liberal-democrats	7.8%	1,056	1,056	100%	6 1%	7 1%	42 4%	9 1%	1 0%	0 0%	0 0%	3 0%	26 2%	962 91%	
Scottish-national-party	2.6%	352	352	100%	0 0%	0 0%	3 1%	2 1%	3 1%	54 15%	0 0%	3 1%	4 1%	283 80%	
Other	5.9%	799	799	100%	6 1%	12 2%	8 1%	16 2%	5 1%	0 0%	4 1%	11 1%	24 3%	713 89%	
No-vote	32.7%	4,426	4,410	100%	1 0%	8 0%	3 0%	2 0%	6 0%	0 0%	3 0%	21 0%	173 4%	4,193 95%	

As prime minister and leader of the Conservative Party, at present Rishi Sunak will lead the Conservatives into the next election. If the Conservative Party were to change leader, which of the following would make you MOST likely to vote for the Conservative Party? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	David Cameron	Liz Truss	Don't know	None of the above
TOTALS					522 - 4%	254 - 2%	418 - 3%	121 - 1%	216 - 2%	366 - 3%	1,164 - 9%	75 - 1%	1,650 - 12%	920 - 7%	144 - 1%	2,929 - 22%	6,220 - 48%
Solid Conservatives	Quotas		Raw counts		Results												
Is-solid-conservative	NA	NA	1,732	13%	140 8%	90 5%	131 8%	31 2%	79 5%	98 6%	346 20%	14 1%	606 35%	253 15%	36 2%	366 21%	136 8%
Could-be Conservatives	Quotas		Raw counts		Results												
Could-be-conservative	NA	NA	515	4%	17 3%	8 2%	9 2%	4 1%	13 3%	13 3%	52 10%	3 1%	84 16%	36 7%	5 1%	191 37%	125 24%
One-time Conservatives	Quotas		Raw counts		Results												
One-time-conservatives	NA	NA	4,552	34%	318 7%	120 3%	226 5%	64 1%	67 1%	180 4%	473 10%	39 1%	763 17%	341 7%	72 2%	932 20%	1,615 35%
Lost Conservatives	Quotas		Raw counts		Results												
Lost-conservative	NA	NA	2,474	18%	260 11%	95 4%	192 8%	60 2%	52 2%	134 5%	377 15%	18 1%	534 22%	183 7%	33 1%	476 19%	611 25%
Voting Intention	Quotas		Raw counts		Results												
Conservative	NA	NA	1,732	13%	140 8%	90 5%	131 8%	31 2%	79 5%	98 6%	346 20%	14 1%	606 35%	253 15%	36 2%	366 21%	136 8%
Labour	NA	NA	3,760	28%	28 1%	22 1%	28 1%	16 0%	45 1%	45 1%	232 6%	15 0%	145 4%	221 6%	30 1%	461 12%	2,586 69%
Liberal-democrat	NA	NA	850	6%	9 1%	4 0%	6 1%	8 1%	17 2%	14 2%	93 11%	10 1%	47 6%	90 11%	5 1%	125 15%	474 56%
Green	NA	NA	738	5%	6 1%	4 1%	6 1%	4 1%	10 1%	8 1%	43 6%	8 1%	22 3%	43 6%	5 1%	102 14%	501 68%
Reform-uk	NA	NA	1,184	9%	247 21%	77 7%	169 14%	23 2%	13 1%	108 9%	176 15%	5 0%	316 27%	31 3%	34 3%	108 9%	303 26%
Snp	NA	NA	302	2%	1 0%	2 1%	2 1%	1 0%	0 0%	3 1%	3 1%	1 0%	8 3%	13 4%	8 3%	34 11%	229 76%
Plaid-cymru	NA	NA	81	1%	0 0%	1 1%	1 1%	0 0%	0 0%	1 1%	2 2%	1 1%	8 10%	5 6%	3 4%	15 19%	47 58%
Some-other-party	NA	NA	163	1%	4 2%	2 1%	10 6%	1 1%	0 0%	9 6%	8 5%	0 0%	30 18%	9 6%	0 0%	23 14%	81 50%
Would-not-vote	NA	NA	55	0%	0 0%	1 2%	0 0%	0 0%	0 0%	1 2%	3 5%	0 0%	1 2%	1 2%	0 0%	19 35%	29 53%
Dont-know	NA	NA	1,893	14%	46 2%	17 1%	32 2%	18 1%	36 2%	44 2%	175 9%	8 0%	206 11%	136 7%	12 1%	693 37%	624 33%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	David Cameron	Liz Truss	Don't know	None of the above													
Voting Intention (Squeeze)	Quotas		Raw counts		Results																									
Conservative	NA	NA	150	1%	10	7%	4	3%	5	3%	7	5%	8	5%	9	6%	26	17%	1	1%	31	21%	28	19%	1	1%	43	29%	16	11%
Labour	NA	NA	176	1%	2	1%	1	1%	5	3%	0	0%	4	2%	3	2%	14	8%	0	0%	11	6%	13	7%	0	0%	52	30%	77	44%
Liberal-democrat	NA	NA	86	1%	1	1%	3	3%	2	2%	1	1%	1	1%	0	0%	11	13%	1	1%	6	7%	12	14%	0	0%	22	26%	32	37%
Green	NA	NA	68	1%	0	0%	0	0%	0	0%	1	1%	1	1%	2	3%	9	13%	1	1%	1	1%	4	6%	0	0%	24	35%	28	41%
Reform-uk	NA	NA	50	0%	7	14%	1	2%	3	6%	2	4%	0	0%	1	2%	3	6%	0	0%	13	26%	2	4%	1	2%	13	26%	13	26%
Snp	NA	NA	8	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	25%	6	75%
Pleid-cymru	NA	NA	12	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	17%	0	0%	3	25%	2	17%	2	17%	2	17%	5	42%
Some-other-party	NA	NA	24	0%	0	0%	0	0%	1	4%	0	0%	0	0%	0	0%	2	8%	0	0%	4	17%	0	0%	0	0%	9	38%	9	38%
Would-not-vote	NA	NA	54	0%	0	0%	0	0%	0	0%	0	0%	1	2%	1	2%	1	2%	0	0%	3	6%	5	9%	0	0%	17	31%	27	50%
Dont-know	NA	NA	1,320	10%	26	2%	9	1%	16	1%	7	1%	22	2%	29	2%	110	8%	5	0%	135	10%	71	5%	8	1%	528	40%	440	33%
Gender	Quotas		Raw counts		Results																									
Male	48.7%	6,591	6,591	100%	339	5%	176	3%	294	4%	84	1%	143	2%	214	3%	726	11%	45	1%	937	14%	493	7%	102	2%	1,006	15%	2,990	45%
Female	50.8%	6,875	6,876	100%	180	3%	75	1%	121	2%	37	1%	73	1%	149	2%	430	6%	30	0%	706	10%	421	6%	42	1%	1,920	28%	3,193	46%
Neither	0.5%	68	67	99%	3	4%	3	4%	3	4%	0	0%	0	0%	3	4%	8	12%	0	0%	7	10%	6	9%	0	0%	3	4%	37	55%
AgeRange	Quotas		Raw counts		Results																									
18-24	10.6%	1,435	1,422	99%	18	1%	39	3%	30	2%	18	1%	9	1%	21	1%	69	5%	12	1%	135	9%	126	9%	30	2%	330	23%	681	48%
25-34	17.0%	2,301	2,303	100%	15	1%	23	1%	26	1%	7	0%	38	2%	42	2%	114	5%	17	1%	140	6%	161	7%	23	1%	567	25%	1,262	55%
35-44	16.4%	2,220	2,222	100%	38	2%	34	2%	33	1%	7	0%	25	1%	46	2%	119	5%	5	0%	202	9%	158	7%	19	1%	626	28%	1,039	47%
45-54	16.9%	2,287	2,290	100%	81	4%	39	2%	52	2%	17	1%	32	1%	60	3%	192	8%	11	0%	242	11%	127	6%	23	1%	491	21%	1,146	50%
55-64	15.9%	2,152	2,153	100%	109	5%	44	2%	75	3%	26	1%	41	2%	76	4%	209	10%	12	1%	280	13%	133	6%	20	1%	409	19%	976	45%
65+	23.2%	3,140	3,144	100%	261	8%	75	2%	202	6%	46	1%	71	2%	121	4%	461	15%	18	1%	651	21%	215	7%	29	1%	506	16%	1,116	35%
SocialGrade	Quotas		Raw counts		Results																									
A8	22.8%	3,082	3,082	100%	68	2%	56	2%	49	2%	32	1%	50	2%	90	3%	225	7%	16	1%	216	7%	244	8%	32	1%	670	22%	1,570	51%
C1	30.9%	4,187	4,187	100%	149	4%	67	2%	161	4%	47	1%	74	2%	126	3%	445	11%	25	1%	477	11%	299	7%	42	1%	838	20%	1,989	48%
C2	21.2%	2,869	2,869	100%	159	6%	61	2%	111	4%	23	1%	41	1%	68	2%	252	9%	12	0%	474	17%	177	6%	33	1%	676	24%	1,110	39%
DE	25.1%	3,396	3,396	100%	146	4%	70	2%	97	3%	19	1%	51	2%	82	2%	242	7%	22	1%	483	14%	200	6%	37	1%	745	22%	1,551	46%
Region	Quotas		Raw counts		Results																									
North East	4.1%	555	555	100%	17	3%	9	2%	18	3%	5	1%	8	1%	11	2%	34	6%	1	0%	70	13%	34	6%	4	1%	112	20%	281	51%
North West	11.4%	1,543	1,543	100%	63	4%	27	2%	51	3%	9	1%	35	2%	35	2%	110	7%	8	1%	181	12%	100	6%	9	1%	330	21%	734	48%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	David Cameron	Liz Truss	Don't know	None of the above	
Yorkshire and The Humber	8.4%	1,137	1,137	100%	36 3%	12 1%	41 4%	10 1%	15 1%	22 2%	71 6%	6 1%	149 13%	53 5%	13 1%	291 26%	505 44%	
East Midlands	7.5%	1,015	1,015	100%	47 5%	17 2%	31 3%	13 1%	14 1%	27 3%	77 8%	5 0%	171 17%	62 6%	9 1%	261 26%	388 38%	
West Midlands	9.1%	1,232	1,232	100%	50 4%	36 3%	44 4%	10 1%	13 1%	38 3%	119 10%	7 1%	169 14%	87 7%	10 1%	300 24%	491 40%	
East of England	9.7%	1,313	1,313	100%	68 5%	31 2%	36 3%	13 1%	24 2%	41 3%	130 10%	8 1%	190 14%	79 6%	21 2%	319 24%	524 40%	
London	13.5%	1,827	1,827	100%	75 4%	32 2%	40 2%	22 1%	28 2%	73 4%	173 9%	13 1%	136 7%	129 7%	21 1%	270 15%	1,012 55%	
South East	14.3%	1,935	1,935	100%	73 4%	50 3%	63 3%	18 1%	40 2%	56 3%	208 11%	11 1%	248 13%	176 9%	24 1%	442 23%	792 41%	
South West	8.8%	1,191	1,191	100%	49 4%	20 2%	49 4%	9 1%	18 2%	23 2%	104 9%	7 1%	187 16%	95 8%	11 1%	253 21%	510 43%	
Wales	4.8%	650	649	100%	16 2%	11 2%	22 3%	7 1%	9 1%	15 2%	46 7%	3 0%	79 12%	37 6%	6 1%	140 22%	322 50%	
Scotland	8.4%	1,137	1,137	100%	28 2%	9 1%	23 2%	5 0%	12 1%	25 2%	92 8%	6 1%	70 6%	68 6%	16 1%	211 19%	661 58%	
VoteBrexit	Quotas		Raw counts		Results													
Leave	37.5%	5,075	5,075	100%	436 9%	182 4%	334 7%	73 1%	119 2%	239 5%	681 13%	31 1%	1,203 24%	320 6%	72 1%	989 19%	1,469 29%	
Remain	34.7%	4,696	4,696	100%	44 1%	42 1%	38 1%	28 1%	70 1%	83 2%	327 7%	30 1%	155 3%	368 8%	39 1%	721 15%	2,991 64%	
None	27.8%	3,762	3,763	100%	42 1%	30 1%	46 1%	20 1%	27 1%	44 1%	156 4%	14 0%	292 8%	232 6%	33 1%	1,219 32%	1,760 47%	
Vote2019	Quotas		Raw counts		Results													
Conservative-party	29.3%	3,965	3,970	100%	388 10%	173 4%	312 8%	88 2%	123 3%	223 6%	692 17%	32 1%	1,080 27%	397 10%	65 2%	778 20%	726 18%	
Labour-party	21.6%	2,923	2,926	100%	14 0%	13 0%	19 1%	10 0%	21 1%	38 1%	121 4%	14 0%	59 2%	126 4%	25 1%	325 11%	2,201 75%	
Liberal-democrats	7.8%	1,056	1,056	100%	11 1%	9 1%	4 0%	5 0%	31 3%	25 2%	108 10%	4 0%	28 3%	93 9%	7 1%	148 14%	646 61%	
Scottish-national-party	2.6%	352	352	100%	9 3%	2 1%	1 0%	2 1%	0 0%	5 1%	9 3%	1 0%	5 1%	12 3%	5 1%	30 9%	278 79%	
Other	5.9%	799	799	100%	30 4%	15 2%	36 5%	5 1%	7 1%	16 2%	54 7%	9 1%	95 12%	42 5%	12 2%	134 17%	402 50%	
No-vote	32.7%	4,426	4,410	100%	70 2%	42 1%	46 1%	11 0%	34 1%	59 1%	180 4%	15 0%	377 9%	247 6%	30 1%	1,505 34%	1,961 44%	

Which of the following do you associate strongly with supporting Britain leaving the European Union? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above	
TOTALS					2,000 - 15%	2,086 - 15%	3,779 - 28%	572 - 4%	529 - 4%	814 - 6%	744 - 5%	224 - 2%	7,302 - 54%	1,371 - 10%	2,090 - 15%	1,612 - 12%	3,082 - 23%	1,461 - 11%	
Solid Conservatives	Quotas	Raw counts	Results																
Is-solid-conservative	NA	NA	1,732	13%	204 12%	192 11%	420 24%	31 2%	46 3%	84 5%	106 6%	7 0%	1,158 67%	161 9%	166 10%	116 7%	291 17%	77 4%	
Could-be Conservatives	Quotas	Raw counts	Results																
Could-be-conservative	NA	NA	515	4%	30 6%	30 6%	69 13%	4 1%	4 1%	7 1%	14 3%	1 0%	242 47%	23 4%	50 10%	18 3%	176 34%	38 7%	
One-time Conservatives	Quotas	Raw counts	Results																
One-time-conservatives	NA	NA	4,552	34%	609 13%	583 13%	1,149 25%	157 3%	128 3%	244 5%	224 5%	57 1%	2,443 54%	356 8%	606 13%	454 10%	937 21%	440 10%	
Lost Conservatives	Quotas	Raw counts	Results																
Lost-conservative	NA	NA	2,474	18%	344 14%	284 11%	729 29%	56 2%	42 2%	117 5%	118 5%	11 0%	1,465 59%	103 4%	198 8%	191 8%	441 18%	178 7%	
Voting Intention	Quotas	Raw counts	Results																
Conservative	NA	NA	1,732	13%	204 12%	192 11%	420 24%	31 2%	46 3%	84 5%	106 6%	7 0%	1,158 67%	161 9%	166 10%	116 7%	291 17%	77 4%	
Labour	NA	NA	3,760	28%	806 21%	852 23%	1,470 39%	278 7%	244 6%	326 9%	273 7%	108 3%	2,359 63%	563 15%	866 23%	700 19%	550 15%	359 10%	
Liberal-democrat	NA	NA	850	6%	181 21%	196 23%	339 40%	62 7%	45 5%	76 9%	52 6%	18 2%	542 64%	113 13%	163 19%	172 20%	133 16%	65 8%	
Green	NA	NA	738	5%	192 26%	218 30%	322 44%	53 7%	49 7%	80 11%	56 8%	21 3%	491 67%	165 22%	208 28%	152 21%	101 14%	57 8%	
Reform-uk	NA	NA	1,184	9%	238 20%	186 16%	421 36%	35 3%	29 2%	102 9%	80 7%	12 1%	652 55%	34 3%	53 4%	100 8%	156 13%	132 11%	
Snp	NA	NA	302	2%	73 24%	86 28%	126 42%	34 11%	44 15%	38 13%	50 17%	20 7%	181 60%	75 25%	92 30%	87 29%	46 15%	40 13%	
Plaid-cymru	NA	NA	81	1%	9 11%	13 16%	22 27%	3 4%	5 6%	5 6%	4 5%	0 0%	54 67%	8 10%	20 25%	13 16%	15 19%	5 6%	
Some-other-party	NA	NA	163	1%	24 15%	21 13%	52 32%	6 4%	9 6%	15 9%	11 7%	1 1%	92 56%	17 10%	23 14%	20 12%	18 11%	27 17%	
Would-not-vote	NA	NA	55	0%	3 5%	9 16%	4 7%	1 2%	1 2%	1 2%	2 4%	0 0%	15 27%	3 5%	6 11%	5 9%	22 40%	13 24%	
Dont-know	NA	NA	1,893	14%	142 8%	164 9%	354 19%	37 2%	30 2%	50 3%	68 4%	14 1%	911 48%	121 6%	247 13%	127 7%	624 33%	166 9%	

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above															
Voting Intention (Squeeze)	Quotas		Raw counts		Results																												
	Conservative	NA	NA	150	1%	17	11%	15	10%	39	26%	6	4%	2	1%	10	7%	10	7%	1	1%	92	61%	9	6%	17	11%	11	7%	36	24%	7	5%
	Labour	NA	NA	176	1%	20	11%	23	13%	48	27%	6	3%	4	2%	4	2%	8	5%	4	2%	101	57%	20	11%	26	15%	18	10%	56	32%	9	5%
	Liberal-democrat	NA	NA	86	1%	6	7%	9	10%	20	23%	1	1%	1	1%	1	1%	1	1%	0	0%	48	56%	6	7%	10	12%	8	9%	22	26%	4	5%
	Green	NA	NA	68	1%	10	15%	11	16%	22	32%	3	4%	4	6%	6	9%	7	10%	2	3%	33	49%	7	10%	14	21%	9	13%	24	35%	4	6%
	Reform-uk	NA	NA	50	0%	6	12%	5	10%	12	24%	2	4%	1	2%	3	6%	2	4%	0	0%	28	56%	2	4%	4	8%	5	10%	13	26%	2	4%
	Snp	NA	NA	8	0%	0	0%	1	13%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	5	63%	2	25%	4	50%	1	13%	1	13%	0	0%
	Plaid-cymru	NA	NA	12	0%	0	0%	0	0%	1	8%	0	0%	0	0%	0	0%	3	25%	0	0%	6	50%	0	0%	2	17%	0	0%	4	33%	1	8%
	Some-other-party	NA	NA	24	0%	3	13%	3	13%	6	25%	2	8%	1	4%	1	4%	2	8%	1	4%	15	63%	2	8%	2	8%	3	13%	4	17%	2	8%
	Would-not-vote	NA	NA	54	0%	2	4%	7	13%	1	2%	0	0%	0	0%	0	0%	0	0%	0	0%	17	31%	3	6%	9	17%	4	7%	23	43%	12	22%
Dont-know	NA	NA	1,320	10%	81	6%	99	8%	209	16%	18	1%	18	1%	26	2%	37	3%	6	0%	581	44%	73	6%	165	13%	73	6%	463	35%	138	10%	
Gender	Quotas		Raw counts		Results																												
	Male	48.7%	6,591	6,591	100%	1,299	20%	1,289	20%	2,533	38%	421	6%	363	6%	594	9%	535	8%	162	2%	4,119	62%	773	12%	928	14%	995	15%	951	14%	633	10%
	Female	50.8%	6,875	6,876	100%	685	10%	781	11%	1,217	18%	150	2%	161	2%	209	3%	208	3%	61	1%	3,135	46%	584	8%	1,144	17%	602	9%	2,129	31%	819	12%
Neither	0.5%	68	67	99%	16	24%	16	24%	29	43%	1	1%	5	7%	11	16%	1	1%	1	1%	48	72%	14	21%	18	27%	15	22%	2	3%	9	13%	
AgeRange	Quotas		Raw counts		Results																												
	18-24	10.6%	1,435	1,422	99%	216	15%	240	17%	294	21%	60	4%	51	4%	78	5%	54	4%	33	2%	696	49%	204	14%	348	24%	216	15%	294	21%	189	13%
	25-34	17.0%	2,301	2,303	100%	358	16%	425	18%	651	28%	67	3%	76	3%	115	5%	108	5%	24	1%	1,213	53%	282	12%	491	21%	319	14%	541	23%	280	12%
	35-44	16.4%	2,220	2,222	100%	278	13%	291	13%	556	25%	71	3%	65	3%	110	5%	86	4%	29	1%	1,083	49%	183	8%	386	17%	224	10%	621	28%	262	12%
	45-54	16.9%	2,287	2,290	100%	292	13%	328	14%	636	28%	81	4%	70	3%	109	5%	94	4%	29	1%	1,168	51%	187	8%	329	14%	227	10%	553	24%	280	12%
	55-64	15.9%	2,152	2,153	100%	309	14%	321	15%	641	30%	127	6%	105	5%	148	7%	160	7%	57	3%	1,190	55%	207	10%	292	14%	242	11%	481	22%	215	10%
65+	23.2%	3,140	3,144	100%	547	17%	481	15%	1,001	32%	166	5%	162	5%	254	8%	242	8%	52	2%	1,952	62%	308	10%	244	8%	384	12%	592	19%	235	7%	
SocialGrade	Quotas		Raw counts		Results																												
	AB	22.8%	3,082	3,082	100%	605	20%	610	20%	1,067	35%	180	6%	142	5%	262	9%	173	6%	69	2%	1,736	56%	381	12%	649	21%	507	16%	606	20%	295	10%
	C1	30.9%	4,187	4,187	100%	718	17%	759	18%	1,408	34%	206	5%	183	4%	277	7%	264	6%	70	2%	2,484	59%	447	11%	664	16%	549	13%	842	20%	381	9%
	C2	21.2%	2,869	2,869	100%	305	11%	323	11%	609	21%	79	3%	95	3%	121	4%	130	5%	32	1%	1,461	51%	208	7%	350	12%	220	8%	704	25%	336	12%
DE	25.1%	3,396	3,396	100%	372	11%	394	12%	695	20%	107	3%	109	3%	154	5%	177	5%	53	2%	1,621	48%	335	10%	427	13%	336	10%	930	27%	449	13%	
Region	Quotas		Raw counts		Results																												
	North East	4.1%	555	555	100%	62	11%	61	11%	117	21%	24	4%	20	4%	28	5%	29	5%	9	2%	277	50%	57	10%	72	13%	38	7%	124	22%	80	14%
North West	11.4%	1,543	1,543	100%	181	12%	200	13%	378	24%	52	3%	52	3%	74	5%	71	5%	21	1%	776	50%	129	8%	233	15%	144	9%	389	25%	195	13%	

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above	
Yorkshire and The Humber	8.4%	1,137	1,137	100%	128 11%	144 13%	260 23%	38 3%	38 3%	56 5%	37 3%	18 2%	563 50%	86 8%	137 12%	112 10%	304 27%	134 12%	
East Midlands	7.5%	1,015	1,015	100%	114 11%	121 12%	214 21%	32 3%	20 2%	31 3%	39 4%	9 1%	512 50%	67 7%	117 12%	81 8%	260 26%	110 11%	
West Midlands	9.1%	1,232	1,232	100%	170 14%	171 14%	299 24%	44 4%	29 2%	58 5%	57 5%	16 1%	644 52%	117 9%	158 13%	120 10%	299 24%	134 11%	
East of England	9.7%	1,313	1,313	100%	180 14%	189 14%	323 25%	37 3%	42 3%	72 5%	52 4%	9 1%	689 52%	101 8%	135 10%	127 10%	337 26%	139 11%	
London	13.5%	1,827	1,827	100%	486 27%	473 26%	819 45%	147 8%	129 7%	218 12%	171 9%	59 3%	1,194 65%	271 15%	414 23%	356 19%	226 12%	130 7%	
South East	14.3%	1,935	1,935	100%	260 13%	272 14%	524 27%	62 3%	65 3%	92 5%	101 5%	30 2%	1,054 54%	182 9%	306 16%	229 12%	452 23%	185 10%	
South West	8.8%	1,191	1,191	100%	152 13%	163 14%	330 28%	41 3%	44 4%	63 5%	50 4%	15 1%	619 52%	116 10%	182 15%	119 10%	288 24%	147 12%	
Wales	4.8%	650	649	100%	86 13%	88 14%	166 26%	27 4%	21 3%	39 6%	42 6%	5 1%	368 57%	75 12%	99 15%	90 14%	152 23%	70 11%	
Scotland	8.4%	1,137	1,137	100%	181 16%	204 18%	349 31%	68 6%	69 6%	83 7%	95 8%	33 3%	606 53%	170 15%	237 21%	196 17%	251 22%	137 12%	
VoteBrexit	Quotas	Raw counts	Results																
Leave	37.5%	5,075	5,075	100%	585 12%	514 10%	1,226 24%	102 2%	106 2%	231 5%	264 5%	26 1%	2,919 58%	274 5%	402 8%	299 6%	1,006 20%	468 9%	
Remain	34.7%	4,696	4,696	100%	1,111 24%	1,194 25%	2,038 43%	403 9%	358 8%	506 11%	391 8%	161 3%	3,019 64%	791 17%	1,073 23%	981 21%	706 15%	391 8%	
None	27.8%	3,762	3,763	100%	304 8%	378 10%	515 14%	67 2%	65 2%	77 2%	89 2%	37 1%	1,364 36%	306 8%	615 16%	332 9%	1,370 36%	602 16%	
Vote2019	Quotas	Raw counts	Results																
Conservative-party	29.3%	3,965	3,970	100%	530 13%	459 12%	1,107 28%	83 2%	84 2%	195 5%	219 6%	17 0%	2,497 63%	249 6%	327 8%	288 7%	672 17%	241 6%	
Labour-party	21.6%	2,923	2,926	100%	717 25%	770 26%	1,288 44%	253 9%	234 8%	306 10%	258 9%	107 4%	1,866 64%	506 17%	778 27%	575 20%	365 12%	292 10%	
Liberal-democrats	7.8%	1,056	1,056	100%	274 26%	302 29%	497 47%	98 9%	68 6%	124 12%	64 6%	27 3%	711 67%	163 15%	196 19%	243 23%	164 16%	72 7%	
Scottish-national-party	2.6%	352	352	100%	85 24%	94 27%	140 40%	32 9%	39 11%	42 12%	52 15%	23 7%	213 61%	83 24%	94 27%	92 26%	48 14%	48 14%	
Other	5.9%	799	799	100%	130 16%	145 18%	248 31%	44 6%	51 6%	64 8%	63 8%	24 3%	438 55%	96 12%	118 15%	117 15%	135 17%	98 12%	
No-vote	32.7%	4,426	4,410	100%	261 6%	316 7%	499 11%	62 1%	53 1%	83 2%	88 2%	26 1%	1,565 35%	268 6%	568 13%	297 7%	1,692 38%	707 16%	

Which of the following do you associate strongly with promoting 'Net Zero', supporting measures such as renewable energy and reducing greenhouse gas emissions? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above
TOTALS					158 - 1%	137 - 1%	197 - 1%	157 - 1%	220 - 2%	169 - 1%	266 - 2%	164 - 1%	974 - 7%	1,323 - 10%	697 - 5%	233 - 2%	6,608 - 49%	4,160 - 31%
Solid Conservatives	Quotas		Raw counts		Results													
Is-solid-conservative	NA	NA	1,732	13%	44 3%	27 2%	57 3%	38 2%	68 4%	40 2%	76 4%	35 2%	239 14%	360 21%	159 9%	51 3%	884 51%	199 11%
Could-be Conservatives	Quotas		Raw counts		Results													
Could-be-conservative	NA	NA	515	4%	5 1%	5 1%	9 2%	10 2%	8 2%	9 2%	9 2%	5 1%	27 5%	42 8%	16 3%	7 1%	344 67%	93 18%
One-time Conservatives	Quotas		Raw counts		Results													
One-time-conservatives	NA	NA	4,552	34%	85 2%	80 2%	86 2%	80 2%	109 2%	81 2%	128 3%	84 2%	469 10%	598 13%	347 8%	123 3%	2,219 49%	1,076 24%
Lost Conservatives	Quotas		Raw counts		Results													
Lost-conservative	NA	NA	2,474	18%	42 2%	37 1%	50 2%	44 2%	71 3%	55 2%	78 3%	52 2%	299 12%	399 16%	212 9%	58 2%	1,252 51%	456 18%
Voting Intention	Quotas		Raw counts		Results													
Conservative	NA	NA	1,732	13%	44 3%	27 2%	57 3%	38 2%	68 4%	40 2%	76 4%	35 2%	239 14%	360 21%	159 9%	51 3%	884 51%	199 11%
Labour	NA	NA	3,760	28%	29 1%	31 1%	41 1%	22 1%	37 1%	40 1%	49 1%	34 1%	208 6%	264 7%	150 4%	67 2%	1,437 38%	1,687 45%
Liberal-democrat	NA	NA	850	6%	3 0%	9 1%	11 1%	16 2%	11 1%	5 1%	12 1%	7 1%	60 7%	72 8%	51 6%	8 1%	351 41%	317 37%
Green	NA	NA	738	5%	3 0%	6 1%	2 0%	3 0%	3 0%	4 1%	15 2%	9 1%	19 3%	26 4%	24 3%	10 1%	226 31%	425 58%
Reform-uk	NA	NA	1,184	9%	27 2%	22 2%	30 3%	30 3%	57 5%	28 2%	62 5%	37 3%	210 18%	263 22%	156 13%	38 3%	497 42%	216 18%
Snp	NA	NA	302	2%	0 0%	4 1%	0 0%	0 0%	4 1%	2 1%	3 1%	5 2%	8 3%	10 3%	9 3%	7 2%	106 35%	161 53%
Plaid-cymru	NA	NA	81	1%	0 0%	1 1%	2 2%	0 0%	5 6%	3 4%	0 0%	0 0%	6 7%	5 6%	5 6%	0 0%	34 42%	27 33%
Some-other-party	NA	NA	163	1%	2 1%	1 1%	4 2%	0 0%	1 1%	2 1%	4 2%	1 1%	11 7%	15 9%	8 5%	1 1%	67 41%	62 38%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above	
Would-not-vote	NA	NA	55	0%	1 2%	0 0%	1 2%	0 0%	0 0%	1 2%	0 0%	0 0%	2 4%	2 4%	1 2%	1 2%	36 65%	14 25%	
Dont-know	NA	NA	1,893	14%	14 1%	11 1%	13 1%	26 1%	16 1%	20 1%	18 1%	13 1%	82 4%	133 7%	56 3%	14 1%	1,242 66%	391 21%	
Voting Intention (Squeeze)	Quotas		Raw counts		Results														
Conservative	NA	NA	150	1%	3 2%	1 1%	0 0%	1 1%	1 1%	2 1%	1 1%	0 0%	17 11%	22 15%	8 5%	3 2%	98 65%	14 9%	
Labour	NA	NA	176	1%	1 1%	0 0%	1 1%	2 1%	1 1%	3 2%	0 0%	1 1%	8 5%	14 8%	5 3%	2 1%	104 59%	45 26%	
Liberal-democrat	NA	NA	86	1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	3 3%	5 6%	4 5%	0 0%	50 58%	25 29%	
Green	NA	NA	68	1%	2 3%	1 1%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	3 4%	1 1%	0 0%	1 1%	33 49%	27 40%	
Reform-uk	NA	NA	50	0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	2 4%	1 2%	6 12%	6 12%	5 10%	1 2%	29 58%	7 14%	
Snp	NA	NA	8	0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 13%	0 0%	0 0%	7 88%	0 0%	
Plaid-cymru	NA	NA	12	0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 8%	1 8%	0 0%	0 0%	0 0%	8 67%	2 17%	
Some-other-party	NA	NA	24	0%	0 0%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	0 0%	3 13%	1 4%	1 4%	0 0%	14 58%	7 29%	
Would-not-vote	NA	NA	54	0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	38 70%	15 28%	
Dont-know	NA	NA	1,320	10%	8 1%	9 1%	11 1%	21 2%	14 1%	16 1%	14 1%	9 1%	43 3%	85 6%	34 3%	8 1%	897 68%	263 20%	
Gender	Quotas		Raw counts		Results														
Male	48.7%	6,591	6,591	100%	101 2%	95 1%	128 2%	105 2%	163 2%	117 2%	193 3%	106 2%	668 10%	813 12%	497 8%	147 2%	2,637 40%	2,203 33%	
Female	50.8%	6,875	6,876	100%	54 1%	39 1%	69 1%	46 1%	54 1%	49 1%	67 1%	55 1%	293 4%	503 7%	193 3%	83 1%	3,957 58%	1,918 28%	
Neither	0.5%	68	67	99%	3 4%	3 4%	0 0%	6 9%	3 4%	3 4%	6 9%	3 4%	13 19%	7 10%	7 10%	3 4%	14 21%	39 58%	
AgeRange	Quotas		Raw counts		Results														
18-24	10.6%	1,435	1,422	99%	21 1%	18 1%	30 2%	21 1%	24 2%	24 2%	27 2%	24 2%	93 7%	111 8%	63 4%	30 2%	624 44%	489 34%	
25-34	17.0%	2,301	2,303	100%	11 0%	14 1%	14 1%	15 1%	20 1%	19 1%	27 1%	20 1%	89 4%	113 5%	71 3%	32 1%	1,066 46%	940 41%	
35-44	16.4%	2,220	2,222	100%	14 1%	18 1%	18 1%	13 1%	22 1%	19 1%	21 1%	15 1%	104 5%	166 7%	74 3%	36 2%	1,183 53%	712 32%	
45-54	16.9%	2,287	2,290	100%	21 1%	22 1%	20 1%	19 1%	22 1%	23 1%	34 1%	19 1%	128 6%	192 8%	92 4%	28 1%	1,138 50%	751 33%	
55-64	15.9%	2,152	2,153	100%	27 1%	24 1%	26 1%	32 1%	38 2%	36 2%	50 2%	27 1%	186 9%	236 11%	129 6%	44 2%	1,070 50%	593 28%	
65+	23.2%	3,140	3,144	100%	64 2%	41 1%	89 3%	57 2%	94 3%	48 2%	107 3%	59 2%	374 12%	505 16%	268 9%	63 2%	1,527 49%	675 21%	
SocialGrade	Quotas		Raw counts		Results														
AB	22.8%	3,082	3,082	100%	27 1%	24 1%	36 1%	35 1%	33 1%	42 1%	51 2%	38 1%	178 6%	240 8%	149 5%	44 1%	1,363 44%	1,158 38%	
C1	30.9%	4,187	4,187	100%	39 1%	33 1%	45 1%	53 1%	74 2%	49 1%	76 2%	42 1%	290 7%	396 9%	206 5%	64 2%	2,007 48%	1,387 33%	
C2	21.2%	2,869	2,869	100%	32 1%	33 1%	57 2%	34 1%	59 2%	43 1%	71 2%	40 1%	239 8%	335 12%	169 6%	58 2%	1,473 51%	686 24%	
DE	25.1%	3,396	3,396	100%	60 2%	47 1%	59 2%	35 1%	54 2%	35 1%	68 2%	44 1%	267 8%	352 10%	173 5%	67 2%	1,765 52%	929 27%	
Region	Quotas		Raw counts		Results														

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above	
North East	4.1%	555	555	100%	10 2%	8 1%	12 2%	5 1%	12 2%	4 1%	12 2%	5 1%	48 9%	60 11%	26 5%	8 1%	271 49%	161 29%	
North West	11.4%	1,543	1,543	100%	23 1%	17 1%	19 1%	16 1%	23 1%	21 1%	22 1%	25 2%	103 7%	129 8%	65 4%	24 2%	805 52%	458 30%	
Yorkshire and The Humber	8.4%	1,137	1,137	100%	11 1%	9 1%	18 2%	10 1%	17 1%	7 1%	21 2%	18 2%	72 6%	125 11%	59 5%	26 2%	561 49%	333 29%	
East Midlands	7.5%	1,015	1,015	100%	17 2%	10 1%	13 1%	12 1%	8 1%	10 1%	16 2%	13 1%	80 8%	101 10%	51 5%	16 2%	543 53%	256 25%	
West Midlands	9.1%	1,232	1,232	100%	10 1%	12 1%	16 1%	18 1%	16 1%	19 2%	34 3%	17 1%	93 8%	156 13%	69 6%	20 2%	613 50%	317 26%	
East of England	9.7%	1,313	1,313	100%	22 2%	17 1%	21 2%	22 2%	18 1%	15 1%	23 2%	12 1%	94 7%	130 10%	73 6%	24 2%	717 55%	326 25%	
London	13.5%	1,827	1,827	100%	11 1%	7 0%	19 1%	18 1%	22 1%	33 2%	37 2%	20 1%	128 7%	156 9%	118 6%	32 2%	689 38%	767 42%	
South East	14.3%	1,935	1,935	100%	19 1%	22 1%	30 2%	26 1%	46 2%	27 1%	41 2%	19 1%	150 8%	201 10%	97 5%	30 2%	995 51%	542 28%	
South West	8.8%	1,191	1,191	100%	17 1%	19 2%	24 2%	16 1%	23 2%	15 1%	32 3%	18 2%	93 8%	119 10%	69 6%	26 2%	576 48%	358 30%	
Wales	4.8%	650	649	100%	4 1%	7 1%	12 2%	5 1%	18 3%	5 1%	12 2%	4 1%	52 8%	62 10%	29 4%	7 1%	330 51%	195 30%	
Scotland	8.4%	1,137	1,137	100%	14 1%	9 1%	13 1%	9 1%	17 1%	13 1%	16 1%	13 1%	61 5%	84 7%	41 4%	20 2%	508 45%	447 39%	
VoteBrexit	Quotas	Raw counts			Results														
Leave	37.5%	5,075	5,075	100%	100 2%	70 1%	119 2%	90 2%	133 3%	93 2%	163 3%	97 2%	607 12%	785 15%	399 8%	120 2%	2,576 51%	975 19%	
Remain	34.7%	4,696	4,696	100%	20 0%	30 1%	39 1%	44 1%	54 1%	53 1%	63 1%	35 1%	213 5%	324 7%	196 4%	56 1%	1,840 39%	2,115 45%	
None	27.8%	3,762	3,763	100%	38 1%	37 1%	39 1%	23 1%	33 1%	23 1%	40 1%	32 1%	154 4%	214 6%	102 3%	57 2%	2,192 58%	1,070 28%	
Vote2019	Quotas	Raw counts			Results														
Conservative-party	29.3%	3,965	3,970	100%	82 2%	60 2%	100 3%	78 2%	129 3%	92 2%	146 4%	84 2%	516 13%	715 18%	354 9%	103 3%	1,998 50%	624 16%	
Labour-party	21.6%	2,923	2,926	100%	19 1%	18 1%	36 1%	17 1%	24 1%	26 1%	35 1%	21 1%	114 4%	141 5%	104 4%	46 2%	979 33%	1,527 52%	
Liberal-democrats	7.8%	1,056	1,056	100%	5 0%	4 0%	6 1%	15 1%	8 1%	5 0%	14 1%	5 0%	71 7%	85 8%	58 5%	8 1%	435 41%	421 40%	
Scottish-national-party	2.6%	352	352	100%	1 0%	4 1%	1 0%	7 2%	5 1%	4 1%	5 1%	3 1%	9 3%	17 5%	13 4%	10 3%	119 34%	186 53%	
Other	5.9%	799	799	100%	16 2%	18 2%	19 2%	17 2%	25 3%	20 3%	23 3%	26 3%	78 10%	80 10%	49 6%	21 3%	319 40%	288 36%	
No-vote	32.7%	4,426	4,410	100%	35 1%	33 1%	32 1%	23 1%	29 1%	22 0%	43 1%	25 1%	186 4%	285 6%	119 3%	45 1%	2,746 62%	1,108 25%	

Which of the following do you associate strongly with support for reducing immigration? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above
TOTALS					4,858 - 36%	4,376 - 32%	2,141 - 16%	905 - 7%	908 - 7%	1,021 - 8%	716 - 5%	330 - 2%	2,645 - 20%	3,638 - 27%	773 - 6%	1,215 - 9%	3,169 - 23%	2,157 - 16%
Solid Conservatives	Quotas		Raw counts		Results													
Is-solid-conservative	NA	NA	1,732	13%	684 39%	571 33%	245 14%	86 5%	113 7%	133 8%	106 6%	18 1%	475 27%	683 39%	84 5%	105 6%	270 16%	112 6%
Could-be Conservatives	Quotas		Raw counts		Results													
Could-be-conservative	NA	NA	515	4%	135 26%	110 21%	33 6%	13 3%	13 3%	11 2%	12 2%	2 0%	73 14%	94 18%	15 3%	17 3%	160 31%	77 15%
One-time Conservatives	Quotas		Raw counts		Results													
One-time-conservatives	NA	NA	4,552	34%	1,578 35%	1,324 29%	638 14%	254 6%	226 5%	299 7%	210 5%	70 2%	845 19%	1,018 22%	216 5%	317 7%	874 19%	778 17%
Lost Conservatives	Quotas		Raw counts		Results													
Lost-conservative	NA	NA	2,474	18%	1,026 41%	772 31%	396 16%	134 5%	93 4%	165 7%	104 4%	14 1%	451 18%	512 21%	69 3%	134 5%	392 16%	361 15%
Voting Intention	Quotas		Raw counts		Results													
Conservative	NA	NA	1,732	13%	684 39%	571 33%	245 14%	86 5%	113 7%	133 8%	106 6%	18 1%	475 27%	683 39%	84 5%	105 6%	270 16%	112 6%
Labour	NA	NA	3,760	28%	1,700 45%	1,636 44%	832 22%	414 11%	388 10%	386 10%	275 7%	150 4%	862 23%	1,271 34%	298 8%	540 14%	581 15%	613 16%
Liberal-democrat	NA	NA	850	6%	362 43%	369 43%	210 25%	82 10%	77 9%	91 11%	61 7%	33 4%	215 25%	290 34%	61 7%	126 15%	147 17%	112 13%
Green	NA	NA	738	5%	367 50%	363 49%	184 25%	78 11%	84 11%	102 14%	73 10%	39 5%	208 28%	282 38%	91 12%	112 15%	117 16%	109 15%
Reform-uk	NA	NA	1,184	9%	574 48%	390 33%	256 22%	85 7%	54 5%	127 11%	67 6%	10 1%	196 17%	133 11%	21 2%	64 5%	104 9%	240 20%
Snp	NA	NA	302	2%	120 40%	119 39%	69 23%	36 12%	38 13%	40 13%	34 11%	33 11%	80 26%	105 35%	44 15%	65 22%	52 17%	66 22%
Plaid-cymru	NA	NA	81	1%	25 31%	16 20%	13 16%	6 7%	4 5%	5 6%	2 2%	2 2%	25 31%	18 22%	7 9%	9 11%	18 22%	15 19%
Some-other-party	NA	NA	163	1%	66 40%	46 28%	30 18%	9 6%	10 6%	12 7%	8 5%	6 4%	33 20%	38 23%	9 6%	13 8%	29 18%	36 22%
Would-not-vote	NA	NA	55	0%	11 20%	8 15%	2 4%	1 2%	1 2%	2 4%	1 2%	0 0%	4 7%	7 13%	2 4%	1 2%	24 44%	12 22%
Dont-know	NA	NA	1,893	14%	535 28%	470 25%	168 9%	62 3%	68 4%	67 4%	42 2%	18 1%	258 14%	367 19%	64 3%	90 5%	668 35%	256 14%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above														
Voting Intention (Squeeze)	Quotas		Raw counts		Results																											
Conservative	NA	NA	150	1%	56	37%	54	36%	20	13%	6	4%	9	6%	9	6%	7	5%	0	0%	29	19%	41	27%	7	5%	12	8%	32	21%	8	5%
Labour	NA	NA	176	1%	67	38%	64	36%	18	10%	8	5%	11	6%	14	8%	4	2%	2	1%	28	16%	49	28%	11	6%	12	7%	47	27%	24	14%
Liberal-democrat	NA	NA	86	1%	31	36%	29	34%	13	15%	2	2%	2	2%	1	1%	0	0%	1	1%	19	22%	23	27%	2	2%	8	9%	25	29%	9	10%
Green	NA	NA	68	1%	21	31%	22	32%	12	18%	7	10%	6	9%	8	12%	3	4%	6	9%	9	13%	17	25%	4	6%	7	10%	24	35%	5	7%
Reform-uk	NA	NA	50	0%	19	38%	13	26%	7	14%	3	6%	0	0%	3	6%	1	2%	0	0%	7	14%	5	10%	1	2%	1	2%	8	16%	9	18%
Snp	NA	NA	8	0%	2	25%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	13%	1	13%	1	13%	1	13%	4	50%	1	13%
Plaid-cymru	NA	NA	12	0%	0	0%	2	17%	2	17%	0	0%	0	0%	0	0%	1	8%	0	0%	2	17%	2	17%	1	8%	2	17%	7	58%	1	8%
Some-other-party	NA	NA	24	0%	6	25%	4	17%	2	8%	2	8%	1	4%	1	4%	0	0%	0	0%	3	13%	3	13%	0	0%	1	4%	7	29%	6	25%
Would-not-vote	NA	NA	54	0%	11	20%	6	11%	1	2%	1	2%	0	0%	1	2%	1	2%	0	0%	3	6%	6	11%	2	4%	0	0%	24	44%	13	24%
Dont-know	NA	NA	1,320	10%	333	25%	284	22%	95	7%	34	3%	40	3%	32	2%	26	2%	9	1%	161	12%	227	17%	37	3%	47	4%	514	39%	192	15%
Gender	Quotas		Raw counts		Results																											
Male	48.7%	6,591	6,591	100%	2,779	42%	2,469	37%	1,410	21%	661	10%	597	9%	711	11%	500	8%	216	3%	1,556	24%	1,933	29%	434	7%	763	12%	1,033	16%	1,098	17%
Female	50.8%	6,875	6,876	100%	2,038	30%	1,873	27%	715	10%	239	3%	301	4%	296	4%	213	3%	110	2%	1,068	16%	1,669	24%	335	5%	436	6%	2,128	31%	1,050	15%
Neither	0.5%	68	67	99%	41	61%	34	51%	16	24%	5	7%	10	15%	14	21%	3	4%	4	6%	21	31%	36	54%	4	6%	16	24%	8	12%	9	13%
AgeRange	Quotas		Raw counts		Results																											
18-24	10.6%	1,435	1,422	99%	438	31%	468	33%	177	12%	72	5%	102	7%	105	7%	90	6%	45	3%	306	22%	432	30%	126	9%	159	11%	354	25%	195	14%
25-34	17.0%	2,301	2,303	100%	768	33%	768	33%	367	16%	99	4%	97	4%	133	6%	101	4%	45	2%	422	18%	563	24%	128	6%	224	10%	639	28%	402	17%
35-44	16.4%	2,220	2,222	100%	667	30%	620	28%	272	12%	106	5%	94	4%	113	5%	66	3%	35	2%	348	16%	484	22%	108	5%	147	7%	712	32%	372	17%
45-54	16.9%	2,287	2,290	100%	760	33%	699	31%	320	14%	146	6%	135	6%	158	7%	105	5%	47	2%	369	16%	535	23%	101	4%	158	7%	573	25%	403	18%
55-64	15.9%	2,152	2,153	100%	807	37%	696	32%	353	16%	160	7%	151	7%	179	8%	116	5%	55	3%	409	19%	564	26%	106	5%	189	9%	432	20%	384	18%
65+	23.2%	3,140	3,144	100%	1,418	45%	1,125	36%	652	21%	322	10%	329	10%	333	11%	238	8%	103	3%	791	25%	1,060	34%	204	6%	338	11%	459	15%	401	13%
SocialGrade	Quotas		Raw counts		Results																											
AB	22.8%	3,082	3,082	100%	1,298	42%	1,226	40%	603	20%	279	9%	234	8%	296	10%	177	6%	91	3%	636	21%	834	27%	213	7%	376	12%	676	22%	423	14%
C1	30.9%	4,187	4,187	100%	1,783	43%	1,600	38%	801	19%	337	8%	344	8%	381	9%	256	6%	123	3%	910	22%	1,277	30%	231	6%	429	10%	882	21%	577	14%
C2	21.2%	2,869	2,869	100%	805	28%	700	24%	346	12%	125	4%	126	4%	151	5%	120	4%	34	1%	511	18%	665	23%	115	4%	166	6%	741	26%	512	18%
DE	25.1%	3,396	3,396	100%	972	29%	850	25%	391	12%	164	5%	204	6%	193	6%	163	5%	82	2%	588	17%	862	25%	214	6%	244	7%	870	26%	645	19%
Region	Quotas		Raw counts		Results																											
North East	4.1%	555	555	100%	177	32%	125	23%	64	12%	31	6%	37	7%	40	7%	22	4%	15	3%	91	16%	124	22%	25	5%	41	7%	139	25%	121	22%
North West	11.4%	1,543	1,543	100%	502	33%	438	28%	216	14%	83	5%	91	6%	113	7%	67	4%	35	2%	285	18%	419	27%	80	5%	119	8%	403	26%	260	17%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	336	30%	325	29%	137	12%	53	5%	54	5%	70	6%	46	4%	23	2%	207	18%	303	27%	58	5%	87	8%	301	26%	207	18%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above
East Midlands	7.5%	1,015	1,015	100%	299 29%	246 24%	120 12%	53 5%	45 4%	43 4%	43 4%	13 1%	175 17%	222 22%	45 4%	55 5%	275 27%	154 15%
West Midlands	9.1%	1,232	1,232	100%	399 32%	377 31%	177 14%	68 6%	75 6%	68 6%	56 5%	15 1%	241 20%	335 27%	67 5%	79 6%	285 23%	195 16%
East of England	9.7%	1,313	1,313	100%	435 33%	413 31%	190 14%	69 5%	74 6%	77 6%	58 4%	18 1%	232 18%	339 26%	57 4%	99 8%	318 24%	202 15%
London	13.5%	1,827	1,827	100%	1,017 56%	923 51%	471 26%	226 12%	198 11%	252 14%	136 7%	76 4%	430 24%	570 31%	144 8%	256 14%	265 15%	215 12%
South East	14.3%	1,935	1,935	100%	673 35%	611 32%	287 15%	115 6%	120 6%	121 6%	112 6%	40 2%	377 19%	525 27%	92 5%	167 9%	471 24%	288 15%
South West	8.8%	1,191	1,191	100%	393 33%	355 30%	194 16%	75 6%	79 7%	82 7%	58 5%	21 2%	225 19%	294 25%	57 5%	90 8%	277 23%	203 17%
Wales	4.8%	650	649	100%	203 31%	187 29%	99 15%	39 6%	39 6%	52 8%	40 6%	16 2%	128 20%	164 25%	44 7%	75 12%	170 26%	117 18%
Scotland	8.4%	1,137	1,137	100%	424 37%	376 33%	186 16%	93 8%	96 8%	103 9%	78 7%	58 5%	254 22%	343 30%	104 9%	147 13%	265 23%	195 17%

VoteBrexit	Quotas	Raw counts	Results																
Leave	37.5%	5,075	5,075	100%	1,844 36%	1,420 28%	678 13%	248 5%	238 5%	326 6%	228 4%	41 1%	1,003 20%	1,226 24%	185 4%	237 5%	918 18%	808 16%	
Remain	34.7%	4,696	4,696	100%	2,217 47%	2,143 46%	1,169 25%	560 12%	523 11%	576 12%	378 8%	228 5%	1,129 24%	1,567 33%	414 9%	734 16%	835 18%	684 15%	
None	27.8%	3,762	3,763	100%	797 21%	813 22%	294 8%	97 3%	147 4%	119 3%	110 3%	61 2%	513 14%	845 22%	174 5%	244 6%	1,416 38%	665 18%	

Vote2019	Quotas	Raw counts	Results																
Conservative-party	29.3%	3,965	3,970	100%	1,639 41%	1,278 32%	614 15%	213 5%	191 5%	290 7%	200 5%	30 1%	880 22%	1,108 28%	139 4%	228 6%	608 15%	456 11%	
Labour-party	21.6%	2,923	2,926	100%	1,392 48%	1,366 47%	714 24%	349 12%	356 12%	368 13%	253 9%	153 5%	700 24%	974 33%	280 10%	430 15%	450 15%	528 18%	
Liberal-democrats	7.8%	1,056	1,056	100%	539 51%	513 49%	310 29%	144 14%	143 14%	139 13%	81 8%	45 4%	281 27%	375 36%	82 8%	197 19%	163 15%	124 12%	
Scottish-national-party	2.6%	352	352	100%	144 41%	134 38%	80 23%	41 12%	47 13%	46 13%	42 12%	31 9%	92 26%	117 33%	50 14%	77 22%	55 16%	77 22%	
Other	5.9%	799	799	100%	314 39%	273 34%	147 18%	61 8%	59 7%	77 10%	53 7%	27 3%	174 22%	199 25%	54 7%	83 10%	139 17%	150 19%	
No-vote	32.7%	4,426	4,410	100%	827 19%	809 18%	276 6%	97 2%	112 3%	101 2%	87 2%	44 1%	512 12%	859 19%	165 4%	197 4%	1,745 40%	822 19%	

Which of the following do you associate strongly with supporting transgender rights, such as allowing children to choose their gender without parental consent, or permitting transgender women in women only spaces such as changing rooms and bathrooms? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above
TOTALS					131 - 1%	129 - 1%	93 - 1%	80 - 1%	99 - 1%	168 - 1%	300 - 2%	209 - 2%	175 - 1%	249 - 2%	206 - 2%	165 - 1%	7,711 - 57%	4,703 - 35%
Solid Conservatives	Quotas		Raw counts		Results													
Is-solid-conservative	NA	NA	1,732	13%	26 2%	18 1%	9 1%	8 0%	10 1%	31 2%	47 3%	33 2%	31 2%	48 3%	29 2%	26 2%	1,203 69%	341 20%
Could-be Conservatives	Quotas		Raw counts		Results													
Could-be-conservative	NA	NA	515	4%	7 1%	5 1%	3 1%	3 1%	4 1%	4 1%	8 2%	4 1%	4 1%	6 1%	6 1%	6 1%	390 76%	103 20%
One-time Conservatives	Quotas		Raw counts		Results													
One-time-conservatives	NA	NA	4,552	34%	68 1%	79 2%	53 1%	53 1%	61 1%	93 2%	156 3%	114 3%	88 2%	139 3%	114 3%	85 2%	2,745 60%	1,239 27%
Lost Conservatives	Quotas		Raw counts		Results													
Lost-conservative	NA	NA	2,474	18%	38 2%	29 1%	22 1%	27 1%	33 1%	49 2%	91 4%	51 2%	39 2%	65 3%	64 3%	33 1%	1,651 67%	547 22%
Voting Intention	Quotas		Raw counts		Results													
Conservative	NA	NA	1,732	13%	26 2%	18 1%	9 1%	8 0%	10 1%	31 2%	47 3%	33 2%	31 2%	48 3%	29 2%	26 2%	1,203 69%	341 20%
Labour	NA	NA	3,760	28%	33 1%	29 1%	20 1%	19 1%	20 1%	40 1%	71 2%	55 1%	43 1%	65 2%	50 1%	35 1%	1,608 43%	1,855 49%
Liberal-democrat	NA	NA	850	6%	7 1%	13 2%	5 1%	4 0%	6 1%	12 1%	14 2%	16 2%	7 1%	13 2%	12 1%	8 1%	422 50%	348 41%
Green	NA	NA	738	5%	4 1%	11 1%	1 0%	0 0%	1 0%	3 0%	11 1%	8 1%	3 0%	5 1%	13 2%	12 2%	261 35%	429 58%
Reform-uk	NA	NA	1,184	9%	17 1%	16 1%	18 2%	16 1%	24 2%	25 2%	64 5%	35 3%	23 2%	41 3%	49 4%	20 2%	731 62%	296 25%
Snp	NA	NA	302	2%	2 1%	1 0%	6 2%	1 0%	0 0%	7 2%	4 1%	8 3%	5 2%	5 2%	3 1%	5 2%	109 36%	170 56%
Plaid-cymru	NA	NA	81	1%	3 4%	4 5%	5 6%	3 4%	1 1%	2 2%	4 5%	2 2%	4 5%	2 2%	2 2%	2 2%	40 49%	26 32%
Some-other-party	NA	NA	163	1%	1 1%	1 1%	0 0%	1 1%	0 0%	1 1%	6 4%	2 1%	4 2%	5 3%	3 2%	2 1%	79 48%	66 40%
Would-not-vote	NA	NA	55	0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	38 69%	15 27%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above														
Dont-know	NA	NA	1,893	14%	11	1%	10	1%	4	0%	6	0%	8	0%	8	0%	31	2%	10	1%	17	1%	15	1%	12	1%	12	1%	1,376	73%	433	23%
Voting Intention (Squeeze)	Quotas		Raw counts		Results																											
Conservative	NA	NA	150	1%	1	1%	0	0%	0	0%	0	0%	0	0%	0	0%	4	3%	1	1%	2	1%	0	0%	1	1%	0	0%	121	81%	20	13%
Labour	NA	NA	176	1%	0	0%	1	1%	0	0%	0	0%	0	0%	0	0%	5	3%	2	1%	3	2%	5	3%	1	1%	1	1%	107	61%	55	31%
Liberal-democrat	NA	NA	86	1%	0	0%	0	0%	0	0%	0	0%	1	1%	0	0%	0	0%	0	0%	0	0%	1	1%	0	0%	1	1%	68	79%	16	19%
Green	NA	NA	68	1%	0	0%	0	0%	0	0%	1	1%	0	0%	0	0%	2	3%	0	0%	0	0%	0	0%	1	1%	1	1%	39	57%	26	38%
Reform-uk	NA	NA	50	0%	0	0%	0	0%	0	0%	0	0%	1	2%	2	4%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	37	74%	10	20%
Snp	NA	NA	8	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	13%	0	0%	0	0%	6	75%	1	13%
Plaid-cymru	NA	NA	12	0%	1	8%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	8%	0	0%	0	0%	0	0%	0	0%	8	67%	2	17%
Some-other-party	NA	NA	24	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	19	79%	5	21%
Would-not-vote	NA	NA	54	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	2%	0	0%	0	0%	0	0%	0	0%	0	0%	37	69%	16	30%
Dont-know	NA	NA	1,320	10%	10	1%	9	1%	4	0%	5	0%	8	1%	6	0%	18	1%	7	1%	11	1%	8	1%	9	1%	9	1%	972	74%	297	23%
Gender	Quotas		Raw counts		Results																											
Male	48.7%	6,591	6,591	100%	88	1%	76	1%	60	1%	52	1%	66	1%	114	2%	190	3%	134	2%	104	2%	156	2%	155	2%	99	2%	3,483	53%	2,445	37%
Female	50.8%	6,875	6,876	100%	42	1%	52	1%	33	0%	28	0%	33	0%	53	1%	110	2%	75	1%	70	1%	93	1%	50	1%	65	1%	4,203	61%	2,217	32%
Neither	0.5%	68	67	99%	1	1%	1	1%	0	0%	0	0%	0	0%	1	1%	0	0%	0	0%	1	1%	0	0%	1	1%	1	1%	25	37%	41	61%
AgeRange	Quotas		Raw counts		Results																											
18-24	10.6%	1,435	1,422	99%	6	0%	33	2%	27	2%	12	1%	15	1%	27	2%	39	3%	42	3%	24	2%	39	3%	36	3%	27	2%	582	41%	633	45%
25-34	17.0%	2,301	2,303	100%	22	1%	15	1%	13	1%	8	0%	14	1%	24	1%	29	1%	21	1%	29	1%	26	1%	32	1%	25	1%	1,075	47%	1,081	47%
35-44	16.4%	2,220	2,222	100%	15	1%	14	1%	11	0%	13	1%	15	1%	25	1%	43	2%	19	1%	34	2%	31	1%	18	1%	23	1%	1,292	58%	795	36%
45-54	16.9%	2,287	2,290	100%	17	1%	14	1%	11	0%	10	0%	10	0%	29	1%	48	2%	20	1%	21	1%	30	1%	28	1%	17	1%	1,343	59%	776	34%
55-64	15.9%	2,152	2,153	100%	29	1%	22	1%	20	1%	21	1%	19	1%	28	1%	59	3%	47	2%	27	1%	39	2%	32	1%	30	1%	1,305	61%	661	31%
65+	23.2%	3,140	3,144	100%	42	1%	31	1%	11	0%	16	1%	26	1%	35	1%	82	3%	60	2%	40	1%	84	3%	60	2%	43	1%	2,114	67%	757	24%
SocialGrade	Quotas		Raw counts		Results																											
AB	22.8%	3,082	3,082	100%	28	1%	35	1%	27	1%	19	1%	20	1%	48	2%	74	2%	52	2%	37	1%	43	1%	54	2%	37	1%	1,523	49%	1,298	42%
C1	30.9%	4,187	4,187	100%	30	1%	34	1%	20	0%	18	0%	25	1%	41	1%	89	2%	52	1%	37	1%	60	1%	54	1%	39	1%	2,317	55%	1,577	38%
C2	21.2%	2,869	2,869	100%	45	2%	24	1%	24	1%	20	1%	32	1%	38	1%	70	2%	58	2%	51	2%	67	2%	42	1%	42	1%	1,806	63%	795	28%
DE	25.1%	3,396	3,396	100%	28	1%	36	1%	22	1%	23	1%	22	1%	41	1%	67	2%	47	1%	50	1%	79	2%	56	2%	47	1%	2,065	61%	1,033	30%
Region	Quotas		Raw counts		Results																											
North East	4.1%	555	555	100%	3	1%	6	1%	6	1%	3	1%	5	1%	7	1%	14	3%	8	1%	6	1%	8	1%	7	1%	6	1%	316	57%	193	35%
North West	11.4%	1,543	1,543	100%	18	1%	12	1%	12	1%	10	1%	11	1%	23	1%	30	2%	29	2%	22	1%	33	2%	23	1%	24	2%	935	61%	488	32%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above	
Yorkshire and The Humber	8.4%	1,137	1,137	100%	9 1%	11 1%	9 1%	4 0%	6 1%	13 1%	16 1%	18 2%	8 1%	28 2%	19 2%	7 1%	664 58%	390 34%	
East Midlands	7.5%	1,015	1,015	100%	15 1%	10 1%	8 1%	8 1%	5 0%	13 1%	19 2%	18 2%	17 2%	19 2%	11 1%	11 1%	609 60%	319 31%	
West Midlands	9.1%	1,232	1,232	100%	13 1%	18 1%	2 0%	8 1%	16 1%	19 2%	25 2%	20 2%	17 1%	20 2%	15 1%	11 1%	746 61%	375 30%	
East of England	9.7%	1,313	1,313	100%	9 1%	8 1%	5 0%	6 0%	12 1%	10 1%	28 2%	18 1%	11 1%	21 2%	19 1%	16 1%	809 62%	395 30%	
London	13.5%	1,827	1,827	100%	15 1%	18 1%	15 1%	18 1%	10 1%	21 1%	52 3%	30 2%	25 1%	31 2%	38 2%	17 1%	799 44%	865 47%	
South East	14.3%	1,935	1,935	100%	17 1%	17 1%	14 1%	7 0%	11 1%	21 1%	50 3%	24 1%	27 1%	31 2%	20 1%	29 1%	1,184 61%	595 31%	
South West	8.8%	1,191	1,191	100%	11 1%	8 1%	5 0%	6 1%	11 1%	12 1%	24 2%	13 1%	19 2%	20 2%	29 2%	14 1%	703 59%	392 33%	
Wales	4.8%	650	649	100%	7 1%	8 1%	5 1%	4 1%	6 1%	7 1%	13 2%	8 1%	9 1%	10 2%	12 2%	10 2%	382 59%	212 33%	
Scotland	8.4%	1,137	1,137	100%	14 1%	13 1%	12 1%	6 1%	6 1%	22 2%	29 3%	23 2%	14 1%	28 2%	13 1%	20 2%	564 50%	479 42%	
VoteBrexit	Quotas	Raw counts			Results														
Leave	37.5%	5,075	5,075	100%	70 1%	55 1%	38 1%	34 1%	46 1%	93 2%	148 3%	102 2%	68 1%	121 2%	99 2%	67 1%	3,346 66%	1,230 24%	
Remain	34.7%	4,696	4,696	100%	34 1%	37 1%	24 1%	19 0%	22 0%	42 1%	81 2%	60 1%	57 1%	62 1%	62 1%	42 1%	2,140 46%	2,232 48%	
None	27.8%	3,762	3,763	100%	27 1%	37 1%	31 1%	27 1%	31 1%	33 1%	71 2%	47 1%	50 1%	66 2%	45 1%	56 1%	2,225 59%	1,241 33%	
Vote2019	Quotas	Raw counts			Results														
Conservative-party	29.3%	3,965	3,970	100%	61 2%	46 1%	31 1%	34 1%	41 1%	80 2%	134 3%	82 2%	65 2%	107 3%	91 2%	57 1%	2,680 68%	846 21%	
Labour-party	21.6%	2,923	2,926	100%	22 1%	19 1%	18 1%	8 0%	13 0%	21 1%	52 2%	46 2%	32 1%	44 2%	35 1%	26 1%	1,042 36%	1,665 57%	
Liberal-democrats	7.8%	1,056	1,056	100%	11 1%	14 1%	6 1%	3 0%	4 0%	10 1%	19 2%	15 1%	11 1%	10 1%	12 1%	10 1%	524 50%	460 44%	
Scottish-national-party	2.6%	352	352	100%	2 1%	3 1%	7 2%	2 1%	1 0%	5 1%	6 2%	7 2%	5 1%	6 2%	7 2%	6 2%	137 39%	190 54%	
Other	5.9%	799	799	100%	11 1%	18 2%	11 1%	11 1%	8 1%	16 2%	18 2%	16 2%	14 2%	19 2%	21 3%	12 2%	418 52%	284 36%	
No-vote	32.7%	4,426	4,410	100%	24 1%	29 1%	20 0%	22 0%	32 1%	36 1%	71 2%	43 1%	48 1%	63 1%	40 1%	54 1%	2,898 66%	1,249 28%	

Which of the following do you associate strongly with supporting tax cuts for families and working people? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above
TOTALS					349 - 3%	299 - 2%	555 - 4%	187 - 1%	281 - 2%	312 - 2%	375 - 3%	159 - 1%	819 - 6%	1,616 - 12%	463 - 3%	897 - 7%	5,174 - 38%	5,063 - 37%
Solid Conservatives	Quotas		Raw counts		Results													
Is-solid-conservative	NA	NA	1,732	13%	82 5%	78 5%	148 9%	40 2%	87 5%	89 5%	111 6%	36 2%	273 16%	562 32%	112 6%	180 10%	644 37%	192 11%
Could-be Conservatives	Quotas		Raw counts		Results													
Could-be-conservative	NA	NA	515	4%	6 1%	7 1%	10 2%	6 1%	8 2%	8 2%	11 2%	7 1%	26 5%	56 11%	10 2%	20 4%	283 55%	128 25%
One-time Conservatives	Quotas		Raw counts		Results													
One-time-conservatives	NA	NA	4,552	34%	150 3%	114 3%	248 5%	83 2%	104 2%	122 3%	157 3%	62 1%	343 8%	543 12%	180 4%	389 9%	1,639 36%	1,505 33%
Lost Conservatives	Quotas		Raw counts		Results													
Lost-conservative	NA	NA	2,474	18%	107 4%	63 3%	163 7%	56 2%	55 2%	74 3%	87 4%	29 1%	187 8%	315 13%	73 3%	250 10%	930 38%	726 29%
Voting Intention	Quotas		Raw counts		Results													
Conservative	NA	NA	1,732	13%	82 5%	78 5%	148 9%	40 2%	87 5%	89 5%	111 6%	36 2%	273 16%	562 32%	112 6%	180 10%	644 37%	192 11%
Labour	NA	NA	3,760	28%	57 2%	59 2%	97 3%	38 1%	59 2%	48 1%	76 2%	35 1%	142 4%	323 9%	126 3%	209 6%	1,045 28%	2,032 54%
Liberal-democrat	NA	NA	850	6%	24 3%	19 2%	38 4%	15 2%	21 2%	24 3%	25 3%	14 2%	44 5%	105 12%	43 5%	72 8%	278 33%	355 42%
Green	NA	NA	738	5%	29 4%	20 3%	32 4%	9 1%	15 2%	21 3%	24 3%	11 1%	28 4%	59 8%	30 4%	64 9%	202 27%	400 54%
Reform-uk	NA	NA	1,184	9%	91 8%	57 5%	140 12%	38 3%	45 4%	66 6%	64 5%	17 1%	118 10%	127 11%	31 3%	183 15%	354 30%	370 31%
Snp	NA	NA	302	2%	7 2%	6 2%	8 3%	4 1%	8 3%	6 2%	13 4%	6 2%	14 5%	28 9%	13 4%	16 5%	72 24%	184 61%
Plaid-cymru	NA	NA	81	1%	2 2%	1 1%	3 4%	1 1%	1 1%	4 5%	2 2%	1 1%	5 6%	9 11%	2 2%	8 10%	27 33%	31 38%
Some-other-party	NA	NA	163	1%	4 2%	1 1%	5 3%	1 1%	0 0%	5 3%	2 1%	1 1%	8 5%	17 10%	2 1%	10 6%	57 35%	71 44%
Would-not-vote	NA	NA	55	0%	1 2%	1 2%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	2 4%	4 7%	2 4%	0 0%	24 44%	23 42%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above	
Dont-know	NA	NA	1,893	14%	18 1%	23 1%	40 2%	12 1%	18 1%	19 1%	24 1%	12 1%	70 4%	178 9%	43 2%	77 4%	998 53%	563 30%	
Voting Intention (Squeeze)	Quotas		Raw counts		Results														
	Conservative	NA	NA	150	1%	3 2%	2 1%	6 4%	1 1%	2 1%	1 1%	6 4%	0 0%	11 7%	36 24%	4 3%	12 8%	68 45%	25 17%
	Labour	NA	NA	176	1%	4 2%	3 2%	5 3%	0 0%	1 1%	3 2%	0 0%	1 1%	13 7%	10 6%	4 2%	7 4%	79 45%	73 41%
	Liberal-democrat	NA	NA	86	1%	1 1%	3 3%	1 1%	1 1%	1 1%	0 0%	0 0%	1 1%	4 5%	8 9%	6 7%	2 2%	38 44%	30 35%
	Green	NA	NA	68	1%	0 0%	1 1%	3 4%	0 0%	1 1%	1 1%	0 0%	1 1%	2 3%	2 3%	4 6%	3 4%	34 50%	26 38%
	Reform-uk	NA	NA	50	0%	2 4%	2 4%	3 6%	1 2%	0 0%	2 4%	1 2%	0 0%	2 4%	5 10%	0 0%	5 10%	16 32%	19 38%
	Snp	NA	NA	8	0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 13%	0 0%	0 0%	5 63%	2 25%
	Plaid-cymru	NA	NA	12	0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 8%	2 17%	1 8%	0 0%	8 67%	1 8%
	Some-other-party	NA	NA	24	0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	0 0%	1 4%	1 4%	1 4%	1 4%	8 33%	13 54%
	Would-not-vote	NA	NA	54	0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 4%	0 0%	0 0%	29 54%	22 41%
Dont-know	NA	NA	1,320	10%	8 1%	13 1%	23 2%	9 1%	13 1%	12 1%	16 1%	9 1%	38 3%	115 9%	25 2%	47 4%	737 56%	375 28%	
Gender	Quotas		Raw counts		Results														
	Male	48.7%	6,591	6,591	100%	248 4%	201 3%	406 6%	135 2%	193 3%	218 3%	266 4%	107 2%	504 8%	928 14%	288 4%	656 10%	1,942 29%	2,634 40%
	Female	50.8%	6,875	6,876	100%	101 1%	98 1%	149 2%	52 1%	88 1%	88 1%	109 2%	52 1%	315 5%	679 10%	175 3%	241 4%	3,211 47%	2,392 35%
Neither	0.5%	68	67	99%	0 0%	0 0%	0 0%	0 0%	0 0%	6 9%	0 0%	0 0%	0 0%	9 13%	0 0%	0 0%	21 31%	37 55%	
AgeRange	Quotas		Raw counts		Results														
	18-24	10.6%	1,435	1,422	99%	42 3%	33 2%	42 3%	21 1%	27 2%	42 3%	36 3%	18 1%	69 5%	135 9%	57 4%	87 6%	519 36%	549 39%
	25-34	17.0%	2,301	2,303	100%	27 1%	45 2%	44 2%	20 1%	29 1%	25 1%	37 2%	17 1%	75 3%	168 7%	54 2%	95 4%	861 37%	1,095 48%
	35-44	16.4%	2,220	2,222	100%	32 1%	32 1%	57 3%	18 1%	20 1%	30 1%	34 2%	17 1%	98 4%	194 9%	65 3%	105 5%	971 44%	863 39%
	45-54	16.9%	2,287	2,290	100%	38 2%	37 2%	64 3%	19 1%	29 1%	31 1%	56 2%	20 1%	122 5%	224 10%	73 3%	127 6%	911 40%	905 40%
	55-64	15.9%	2,152	2,153	100%	59 3%	54 3%	99 5%	35 2%	47 2%	64 3%	55 3%	26 1%	142 7%	310 14%	78 4%	159 7%	804 37%	763 35%
	65+	23.2%	3,140	3,144	100%	151 5%	98 3%	249 8%	74 2%	129 4%	120 4%	157 5%	61 2%	313 10%	585 19%	136 4%	324 10%	1,108 35%	888 28%
SocialGrade	Quotas		Raw counts		Results														
	A8	22.8%	3,082	3,082	100%	72 2%	71 2%	104 3%	49 2%	57 2%	71 2%	69 2%	34 1%	133 4%	309 10%	106 3%	210 7%	1,158 38%	1,295 42%
	C1	30.9%	4,187	4,187	100%	107 3%	82 2%	186 4%	60 1%	87 2%	97 2%	115 3%	41 1%	241 6%	511 12%	125 3%	317 8%	1,515 36%	1,661 40%
	C2	21.2%	2,869	2,869	100%	82 3%	71 2%	136 5%	36 1%	64 2%	61 2%	86 3%	40 1%	217 8%	367 13%	94 3%	185 6%	1,166 41%	907 32%
	DE	25.1%	3,396	3,396	100%	88 3%	75 2%	129 4%	42 1%	73 2%	83 2%	105 3%	44 1%	228 7%	429 13%	138 4%	185 5%	1,335 39%	1,200 35%
Region	Quotas		Raw counts		Results														
	North East	4.1%	555	555	100%	16 3%	10 2%	20 4%	8 1%	14 3%	17 3%	16 3%	7 1%	33 6%	60 11%	20 4%	25 5%	180 32%	244 44%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Priti Patel	Jacob Rees-Mogg	Robert Jenrick	James Cleverly	Kemi Badenoch	Penny Mordaunt	Gillian Keegan	Boris Johnson	Rishi Sunak	David Cameron	Liz Truss	Don't know	None of the above
North West	11.4%	1,543	1,543	100%	37 2%	24 2%	61 4%	19 1%	29 2%	31 2%	24 2%	7 0%	73 5%	173 11%	41 3%	96 6%	628 41%	572 37%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	26 2%	23 2%	35 3%	12 1%	23 2%	17 1%	30 3%	14 1%	74 7%	151 13%	47 4%	73 6%	439 39%	408 36%
East Midlands	7.5%	1,015	1,015	100%	18 2%	12 1%	34 3%	6 1%	11 1%	15 1%	19 2%	5 0%	72 7%	111 11%	34 3%	62 6%	423 42%	354 35%
West Midlands	9.1%	1,232	1,232	100%	34 3%	31 3%	47 4%	26 2%	27 2%	28 2%	34 3%	17 1%	84 7%	152 12%	34 3%	69 6%	480 39%	429 35%
East of England	9.7%	1,313	1,313	100%	35 3%	28 2%	45 3%	16 1%	31 2%	33 3%	31 2%	15 1%	75 6%	157 12%	42 3%	96 7%	547 42%	438 33%
London	13.5%	1,827	1,827	100%	60 3%	53 3%	99 5%	34 2%	40 2%	55 3%	54 3%	26 1%	111 6%	219 12%	74 4%	162 9%	593 32%	793 43%
South East	14.3%	1,935	1,935	100%	47 2%	49 3%	90 5%	32 2%	43 2%	45 2%	71 4%	30 2%	114 6%	247 13%	71 4%	137 7%	770 40%	671 35%
South West	8.8%	1,191	1,191	100%	32 3%	23 2%	51 4%	13 1%	27 2%	32 3%	30 3%	16 1%	80 7%	148 12%	37 3%	71 6%	472 40%	418 35%
Wales	4.8%	650	649	100%	20 3%	17 3%	24 4%	8 1%	13 2%	20 3%	23 4%	10 2%	41 6%	82 13%	20 3%	39 6%	252 39%	245 38%
Scotland	8.4%	1,137	1,137	100%	24 2%	29 3%	49 4%	13 1%	23 2%	19 2%	43 4%	12 1%	62 5%	116 10%	43 4%	67 6%	390 34%	491 43%
VoteBrexit	Quotas		Raw counts		Results													
Leave	37.5%	5,075	5,075	100%	200 4%	141 3%	313 6%	85 2%	135 3%	172 3%	199 4%	71 1%	482 9%	847 17%	181 4%	453 9%	1,909 38%	1,414 28%
Remain	34.7%	4,696	4,696	100%	103 2%	112 2%	177 4%	73 2%	105 2%	96 2%	111 2%	58 1%	193 4%	493 10%	174 4%	306 7%	1,427 30%	2,333 50%
None	27.8%	3,762	3,763	100%	46 1%	46 1%	65 2%	29 1%	41 1%	44 1%	65 2%	30 1%	144 4%	276 7%	108 3%	138 4%	1,838 49%	1,316 35%
Vote2019	Quotas		Raw counts		Results													
Conservative-party	29.3%	3,965	3,970	100%	179 5%	131 3%	293 7%	89 2%	133 3%	154 4%	183 5%	62 2%	442 11%	820 21%	169 4%	411 10%	1,463 37%	886 22%
Labour-party	21.6%	2,923	2,926	100%	55 2%	54 2%	83 3%	25 1%	46 2%	48 2%	52 2%	29 1%	94 3%	218 7%	93 3%	169 6%	741 25%	1,704 58%
Liberal-democrats	7.8%	1,056	1,056	100%	31 3%	29 3%	55 5%	26 2%	27 3%	28 3%	36 3%	16 2%	57 5%	127 12%	49 5%	94 9%	329 31%	476 45%
Scottish-national-party	2.6%	352	352	100%	8 2%	8 2%	14 4%	3 1%	8 2%	5 1%	16 5%	6 2%	14 4%	31 9%	14 4%	22 6%	83 24%	207 59%
Other	5.9%	799	799	100%	26 3%	21 3%	46 6%	14 2%	27 3%	34 4%	30 4%	18 2%	50 6%	82 10%	29 4%	67 8%	241 30%	339 42%
No-vote	32.7%	4,426	4,410	100%	50 1%	56 1%	64 1%	30 1%	40 1%	43 1%	58 1%	28 1%	162 4%	338 8%	109 2%	134 3%	2,305 52%	1,442 33%

WHITESTONE

I N S I G H T

Here are three descriptions of the policies supported by three imaginary candidates for prime minister, who are labelled 'Candidate X', 'Candidate Y' and 'Candidate Z'. Please read each candidate's description carefully and select the candidate which you feel most closely represents your views. Candidate X X supported Brexit and wants to reduce immigration. X is proud of Britain and its history. X would reduce taxes for families and raise income tax thresholds for working people. X would scrap policies relating to climate change such as Net Zero. X would make it impossible for transwomen to access women only spaces such as bathrooms and changing rooms. Candidate Y Y supported Brexit but supports higher immigration levels for industries such as healthcare and manufacturing. Y is reluctant to lower taxes too quickly as it could raise inflation. Y supports achieving Net Zero by 2050. Y thinks children shouldn't be allowed to transition but is unconcerned about transwomen accessing women only spaces. Candidate Z Z voted for Britain to remain in the EU and thinks immigration should stay high. Z would not lower taxes. Z is very supportive of the target of reaching Net Zero by 2050. Z thinks children should be allowed to question their gender at school without parental knowledge and would not stop transwomen from accessing women only spaces.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Candidate X		Candidate Y		Candidate Z		Don't know / Prefer not to say	
TOTALS					4,563 - 34%		2,615 - 19%		2,925 - 22%		3,431 - 25%	
Solid Conservatives		Quotas		Raw counts	Results							
Is-solid-conservative	NA	NA	1,732	13%	1,050	61%	351	20%	83	5%	248	14%
Could-be Conservatives		Quotas		Raw counts	Results							
Could-be-conservative	NA	NA	515	4%	211	41%	108	21%	35	7%	161	31%
One-time Conservatives		Quotas		Raw counts	Results							
One-time-conservatives	NA	NA	4,552	34%	2,230	49%	888	20%	579	13%	855	19%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Candidate X		Candidate Y		Candidate Z		Don't know / Prefer not to say	
Lost Conservatives	Quotas		Raw counts		Results							
Lost-conservative	NA	NA	2,474	18%	1,453	59%	494	20%	156	6%	371	15%
Voting Intention	Quotas		Raw counts		Results							
Conservative	NA	NA	1,732	13%	1,050	61%	351	20%	83	5%	248	14%
Labour	NA	NA	3,760	28%	724	19%	827	22%	1,379	37%	830	22%
Liberal-democrat	NA	NA	850	6%	157	18%	208	24%	305	36%	180	21%
Green	NA	NA	738	5%	86	12%	134	18%	395	54%	123	17%
Reform-uk	NA	NA	1,184	9%	953	80%	112	9%	20	2%	99	8%
Snp	NA	NA	302	2%	48	16%	41	14%	139	46%	74	25%
Plaid-cymru	NA	NA	81	1%	23	28%	19	23%	25	31%	14	17%
Some-other-party	NA	NA	163	1%	66	40%	29	18%	29	18%	39	24%
Would-not-vote	NA	NA	55	0%	14	25%	10	18%	7	13%	24	44%
Dont-know	NA	NA	1,893	14%	620	33%	415	22%	234	12%	624	33%
Voting Intention (Squeeze)	Quotas		Raw counts		Results							
Conservative	NA	NA	150	1%	73	49%	50	33%	5	3%	22	15%
Labour	NA	NA	176	1%	51	29%	45	26%	37	21%	43	24%
Liberal-democrat	NA	NA	86	1%	22	26%	25	29%	23	27%	16	19%
Green	NA	NA	68	1%	7	10%	21	31%	17	25%	23	34%
Reform-uk	NA	NA	50	0%	37	74%	9	18%	0	0%	4	8%
Snp	NA	NA	8	0%	1	13%	1	13%	1	13%	5	63%
Plaid-cymru	NA	NA	12	0%	3	25%	4	33%	4	33%	1	8%
Some-other-party	NA	NA	24	0%	11	46%	6	25%	3	13%	4	17%
Would-not-vote	NA	NA	54	0%	14	26%	10	19%	9	17%	21	39%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Candidate X		Candidate Y		Candidate Z		Don't know / Prefer not to say	
Dont-know	NA	NA	1,320	10%	415	31%	254	19%	142	11%	509	39%
Gender	Quotas		Raw counts		Results							
Male	48.7%	6,591	6,591	100%	2,643	40%	1,202	18%	1,384	21%	1,362	21%
Female	50.8%	6,875	6,876	100%	1,910	28%	1,404	20%	1,503	22%	2,059	30%
Neither	0.5%	68	67	99%	10	15%	9	13%	38	57%	10	15%
AgeRange	Quotas		Raw counts		Results							
18-24	10.6%	1,435	1,422	99%	264	19%	297	21%	543	38%	318	22%
25-34	17.0%	2,301	2,303	100%	397	17%	509	22%	776	34%	621	27%
35-44	16.4%	2,220	2,222	100%	565	25%	470	21%	464	21%	723	33%
45-54	16.9%	2,287	2,290	100%	763	33%	421	18%	469	20%	637	28%
55-64	15.9%	2,152	2,153	100%	915	42%	359	17%	340	16%	539	25%
65+	23.2%	3,140	3,144	100%	1,659	53%	559	18%	333	11%	593	19%
SocialGrade	Quotas		Raw counts		Results							
AB	22.8%	3,082	3,082	100%	645	21%	658	21%	964	31%	815	26%
C1	30.9%	4,187	4,187	100%	1,342	32%	864	21%	1,063	25%	918	22%
C2	21.2%	2,869	2,869	100%	1,327	46%	470	16%	368	13%	704	25%
DE	25.1%	3,396	3,396	100%	1,249	37%	623	18%	530	16%	994	29%
Region	Quotas		Raw counts		Results							
North East	4.1%	555	555	100%	217	39%	106	19%	88	16%	144	26%
North West	11.4%	1,543	1,543	100%	513	33%	295	19%	313	20%	422	27%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	423	37%	208	18%	192	17%	314	28%
East Midlands	7.5%	1,015	1,015	100%	402	40%	190	19%	152	15%	271	27%
West Midlands	9.1%	1,232	1,232	100%	476	39%	215	17%	204	17%	337	27%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Candidate X		Candidate Y		Candidate Z		Don't know / Prefer not to say	
East of England	9.7%	1,313	1,313	100%	471	36%	260	20%	251	19%	331	25%
London	13.5%	1,827	1,827	100%	438	24%	342	19%	662	36%	385	21%
South East	14.3%	1,935	1,935	100%	631	33%	424	22%	399	21%	481	25%
South West	8.8%	1,191	1,191	100%	423	36%	248	21%	242	20%	278	23%
Wales	4.8%	650	649	100%	224	35%	130	20%	115	18%	180	28%
Scotland	8.4%	1,137	1,137	100%	345	30%	197	17%	307	27%	288	25%
VoteBrexit	Quotas		Raw counts		Results							
Leave	37.5%	5,075	5,075	100%	3,078	61%	998	20%	162	3%	837	16%
Remain	34.7%	4,696	4,696	100%	664	14%	919	20%	1,985	42%	1,128	24%
None	27.8%	3,762	3,763	100%	821	22%	698	19%	778	21%	1,466	39%
Vote2019	Quotas		Raw counts		Results							
Conservative-party	29.3%	3,965	3,970	100%	2,400	60%	787	20%	220	6%	563	14%
Labour-party	21.6%	2,923	2,926	100%	416	14%	548	19%	1,314	45%	648	22%
Liberal-democrats	7.8%	1,056	1,056	100%	157	15%	248	23%	419	40%	232	22%
Scottish-national-party	2.6%	352	352	100%	70	20%	49	14%	147	42%	86	24%
Other	5.9%	799	799	100%	305	38%	155	19%	186	23%	153	19%
No-vote	32.7%	4,426	4,410	100%	1,212	27%	828	19%	630	14%	1,740	39%

Which of the following do you personally think should be the priorities for the Government over the next 12 months? Please indicate all that apply.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Tackling inflation	Reducing NHS waiting lists	Reducing illegal immigration	Reducing carbon emissions	Social justice	Children's safety online	National security	Building new homes	Ending public sector strikes	Support for victims of crime	National transport links	Education	Regulating Artificial Intelligence (AI)	Cutting taxes	Social care	Growing the economy	Progressive issues such as trans self-identification	None of the above
TOTALS					7,216 - 53%	10,542 - 78%	6,723 - 50%	3,961 - 29%	2,898 - 21%	4,770 - 35%	4,795 - 35%	3,896 - 29%	3,637 - 27%	3,948 - 29%	2,882 - 21%	5,189 - 38%	2,955 - 22%	4,890 - 36%	5,741 - 42%	6,782 - 50%	1,201 - 9%	455 - 3%
Solid Conservatives	Quotas		Raw counts		Results																	
Is-solid-conservative	NA	NA	1,732	13%	953 55%	1,356 78%	1,383 79%	321 19%	261 15%	564 33%	887 51%	408 24%	689 40%	452 26%	269 16%	494 29%	422 24%	682 39%	615 36%	1,087 63%	74 4%	14 1%
Could-be Conservatives	Quotas		Raw counts		Results																	
Could-be-conservative	NA	NA	515	4%	270 52%	417 81%	358 70%	97 19%	97 19%	204 40%	225 44%	89 17%	171 33%	173 34%	85 17%	221 43%	123 24%	229 44%	210 41%	274 53%	36 7%	10 2%
One-time Conservatives	Quotas		Raw counts		Results																	
One-time-conservatives	NA	NA	4,552	34%	2,435 53%	3,531 78%	2,944 65%	1,001 22%	875 19%	1,657 36%	1,945 43%	1,202 26%	1,252 28%	1,390 31%	815 18%	1,565 34%	992 22%	1,910 42%	1,807 40%	2,422 53%	283 6%	67 1%
Lost Conservatives	Quotas		Raw counts		Results																	
Lost-conservative	NA	NA	2,474	18%	1,314 53%	1,933 78%	1,883 76%	466 19%	443 18%	883 36%	1,299 53%	588 24%	789 32%	770 31%	421 17%	767 31%	573 23%	989 40%	979 40%	1,429 58%	112 5%	33 1%
Voting Intention	Quotas		Raw counts		Results																	
Conservative	NA	NA	1,732	13%	953 55%	1,356 78%	1,383 79%	321 19%	261 15%	564 33%	887 51%	408 24%	689 40%	452 26%	269 16%	494 29%	422 24%	682 39%	615 36%	1,087 63%	74 4%	14 1%
Labour	NA	NA	3,760	28%	2,157 57%	3,113 83%	1,200 32%	1,459 39%	1,001 27%	1,374 37%	1,026 30%	1,449 39%	986 26%	1,131 30%	1,085 29%	1,733 46%	841 22%	1,171 31%	1,873 50%	1,976 53%	440 12%	83 2%
Liberal-democrat	NA	NA	850	6%	471 55%	727 86%	305 36%	339 40%	217 26%	286 34%	308 36%	260 31%	238 28%	245 29%	233 27%	358 42%	215 25%	208 24%	415 49%	470 55%	71 8%	7 1%
Green	NA	NA	738	5%	389 53%	621 84%	151 20%	479 65%	278 37%	245 33%	163 22%	291 39%	177 24%	238 32%	279 38%	387 52%	203 28%	396 54%	272 37%	187 25%	8 1%	
Reform-uk	NA	NA	1,184	9%	616 52%	866 73%	1,069 90%	92 8%	196 17%	260 20%	702 59%	313 26%	336 28%	373 32%	154 13%	276 23%	250 21%	575 49%	405 34%	659 56%	41 3%	6 1%
Snp	NA	NA	302	2%	182 60%	245 81%	91 30%	104 34%	104 34%	113 37%	74 25%	139 46%	50 17%	103 34%	81 27%	131 43%	79 26%	110 36%	189 56%	142 47%	58 19%	11 4%
Plaid-cymru	NA	NA	81	1%	38 47%	53 65%	30 37%	24 30%	18 22%	37 46%	19 23%	24 30%	18 22%	24 30%	20 25%	31 38%	12 15%	33 41%	33 41%	38 47%	12 15%	2 2%
Some-other-party	NA	NA	183	1%	83 45%	127 78%	91 56%	27 17%	35 21%	52 32%	59 36%	39 24%	34 21%	41 25%	37 23%	62 38%	32 20%	66 40%	70 43%	72 44%	8 5%	9 6%
Would-not-vote	NA	NA	55	0%	18 33%	31 56%	21 38%	4 7%	4 7%	25 45%	14 25%	12 22%	7 13%	11 20%	7 13%	10 18%	8 15%	19 35%	16 29%	12 22%	1 2%	8 15%
Dont-know	NA	NA	1,893	14%	1,013 54%	1,528 81%	1,063 56%	530 28%	372 20%	774 41%	731 39%	449 24%	565 30%	614 32%	361 19%	788 42%	452 24%	723 38%	833 44%	980 52%	146 8%	60 3%
Voting Intention (Squeeze)	Quotas		Raw counts		Results																	
Conservative	NA	NA	150	1%	76 51%	128 85%	104 69%	41 27%	27 18%	61 41%	82 55%	41 27%	63 42%	51 34%	21 14%	49 33%	37 25%	47 31%	69 46%	101 67%	10 7%	3 2%
Labour	NA	NA	178	1%	102 58%	153 87%	82 47%	74 42%	47 27%	87 49%	61 35%	49 28%	51 29%	65 37%	51 29%	82 47%	56 32%	70 40%	89 51%	85 48%	9 5%	3 2%
Liberal-democrat	NA	NA	86	1%	44 51%	71 83%	46 53%	39 45%	16 19%	32 37%	36 42%	17 20%	29 34%	30 35%	20 23%	40 47%	23 27%	25 29%	37 43%	47 55%	7 8%	3 3%
Green	NA	NA	88	1%	41 47%	59 67%	27 31%	36 41%	17 20%	29 33%	24 28%	25 29%	20 23%	25 29%	14 16%	36 41%	16 18%	25 29%	28 32%	30 34%	9 10%	0 0%
Reform-uk	NA	NA	50	0%	29 58%	43 86%	44 88%	5 10%	7 14%	21 42%	29 58%	16 32%	20 40%	16 32%	9 18%	15 30%	12 24%	24 48%	22 44%	34 68%	0 0%	0 0%
Snp	NA	NA	8	0%	3 38%	5 63%	6 75%	1 13%	1 13%	3 38%	2 25%	1 13%	1 13%	2 25%	0 0%	1 13%	1 13%	2 25%	3 38%	5 63%	0 0%	0 0%
Plaid-cymru	NA	NA	12	0%	5 42%	10 83%	4 33%	3 25%	2 17%	3 25%	2 17%	4 33%	2 17%	1 8%	5 42%	8 67%	2 17%	7 58%	4 33%	7 58%	0 0%	1 8%
Some-other-party	NA	NA	24	0%	16 67%	23 96%	14 58%	3 13%	8 33%	11 46%	14 58%	9 38%	5 21%	12 50%	7 29%	12 50%	7 29%	11 46%	15 63%	14 58%	3 13%	0 0%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Tackling inflation	Reducing NHS waiting lists	Reducing illegal immigration	Reducing carbon emissions	Social justice	Children's safety online	National security	Building new homes	Ending public sector strikes	Support for victims of crime	National transport links	Education	Regulating Artificial Intelligence (AI)	Cutting taxes	Social care	Growing the economy	Progressive issues such as trans self-identification	None of the above																		
Would-not-vote	NA	NA	54	0%	19	35%	29	54%	22	41%	7	13%	2	4%	23	43%	9	17%	9	17%	7	13%	13	24%	5	9%	14	26%	7	13%	21	39%	12	22%	15	28%	1	2%	7	13%
Dont-know	NA	NA	1,320	10%	696	53%	1,038	79%	735	56%	325	25%	249	19%	529	40%	486	37%	290	22%	374	28%	410	31%	236	18%	539	41%	299	23%	510	39%	570	43%	654	50%	108	8%	51	4%
Gender	Quotas		Raw counts		Results																																			
Male	48.7%	6,591	6,591	100%	3,585	54%	5,018	76%	3,623	55%	1,840	28%	1,440	22%	1,989	30%	2,738	42%	2,153	33%	1,796	27%	1,833	28%	1,571	24%	2,311	35%	1,427	22%	2,392	36%	2,610	40%	3,860	59%	505	8%	171	3%
Female	50.8%	6,875	6,876	100%	3,584	52%	5,472	80%	3,077	45%	2,090	30%	1,436	21%	2,766	40%	2,037	30%	1,727	25%	1,818	26%	2,093	30%	1,292	19%	2,853	41%	1,503	22%	2,478	36%	3,101	45%	2,909	42%	668	10%	284	4%
Neither	0.5%	68	67	99%	47	70%	51	76%	22	33%	31	46%	22	33%	15	22%	20	30%	16	24%	23	34%	22	33%	19	28%	25	37%	25	37%	20	30%	29	43%	23	34%	28	42%	0	0%
AgeRange	Quotas		Raw counts		Results																																			
18-24	10.6%	1,435	1,422	99%	759	53%	999	70%	333	23%	543	38%	300	21%	390	27%	279	20%	411	29%	333	23%	378	27%	375	26%	549	39%	306	22%	522	37%	435	31%	543	38%	231	16%	69	5%
25-34	17.0%	2,301	2,303	100%	1,281	56%	1,725	75%	589	26%	840	36%	437	19%	774	34%	512	22%	590	26%	543	24%	601	26%	547	24%	976	42%	421	18%	833	36%	896	39%	939	41%	318	14%	121	5%
35-44	16.4%	2,220	2,222	100%	1,184	53%	1,616	73%	893	40%	595	27%	428	19%	814	37%	634	29%	579	26%	538	24%	605	27%	428	19%	919	41%	413	19%	886	40%	877	39%	1,044	47%	199	9%	112	5%
45-54	16.9%	2,287	2,290	100%	1,182	52%	1,770	77%	1,193	52%	615	27%	498	22%	781	34%	810	35%	626	27%	594	26%	662	29%	463	20%	907	40%	466	20%	885	39%	1,021	45%	1,200	52%	159	7%	74	3%
55-64	15.9%	2,152	2,153	100%	1,163	54%	1,720	80%	1,401	65%	579	27%	513	24%	780	36%	939	44%	659	31%	553	26%	696	32%	437	20%	769	36%	485	23%	746	35%	1,005	47%	1,220	57%	145	7%	49	2%
65+	23.2%	3,140	3,144	100%	1,647	52%	2,711	86%	2,313	74%	789	25%	722	23%	1,231	39%	1,621	52%	1,031	33%	1,076	34%	632	20%	1,069	34%	864	27%	1,018	32%	1,506	48%	1,846	59%	149	5%	30	1%		
SocialGrade	Quotas		Raw counts		Results																																			
AB	22.8%	3,082	3,082	100%	1,642	53%	2,314	75%	1,015	33%	1,096	36%	664	22%	958	31%	858	28%	866	28%	790	26%	777	25%	717	23%	1,377	45%	678	22%	961	31%	1,280	42%	1,456	47%	322	10%	117	4%
C1	30.9%	4,187	4,187	100%	2,339	56%	3,369	80%	1,964	47%	1,333	32%	927	22%	1,447	35%	1,517	36%	1,222	29%	1,243	30%	1,214	29%	1,005	24%	1,606	38%	975	23%	1,384	33%	1,847	44%	2,235	53%	376	9%	96	2%
C2	21.2%	2,869	2,869	100%	1,484	52%	2,229	78%	1,776	62%	645	22%	542	19%	1,078	38%	1,189	41%	755	26%	737	26%	849	30%	504	18%	965	34%	590	21%	1,205	42%	1,151	40%	1,474	51%	193	7%	92	3%
DE	25.1%	3,396	3,396	100%	1,751	52%	2,629	78%	1,967	58%	887	26%	795	23%	1,287	38%	1,251	37%	1,053	31%	867	26%	1,108	33%	656	19%	1,241	37%	712	21%	1,340	39%	1,462	43%	1,627	48%	310	9%	150	4%
Region	Quotas		Raw counts		Results																																			
North East	4.1%	555	555	100%	276	50%	395	71%	326	59%	128	23%	101	18%	194	35%	205	37%	137	25%	123	22%	178	32%	124	22%	190	34%	111	20%	207	37%	229	41%	271	49%	36	6%	26	5%
North West	11.4%	1,543	1,543	100%	841	55%	1,192	77%	800	52%	420	27%	329	21%	543	35%	546	35%	436	28%	395	26%	475	31%	380	25%	566	37%	322	21%	587	38%	644	42%	799	52%	145	9%	62	4%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	599	53%	899	79%	611	54%	302	27%	225	20%	414	36%	417	37%	299	26%	328	29%	353	31%	265	23%	402	35%	218	19%	434	38%	458	40%	554	49%	103	9%	43	4%
East Midlands	7.5%	1,015	1,015	100%	549	54%	774	76%	548	54%	258	25%	193	19%	341	34%	377	37%	198	20%	296	29%	293	29%	158	16%	339	33%	207	20%	404	40%	407	40%	495	49%	88	9%	38	4%
West Midlands	9.1%	1,232	1,232	100%	665	54%	935	76%	652	53%	312	25%	232	19%	445	36%	478	39%	312	25%	355	29%	373	30%	256	21%	456	37%	256	21%	479	39%	481	39%	579	47%	87	7%	46	4%
East of England	9.7%	1,313	1,313	100%	727	55%	1,061	81%	732	56%	410	31%	270	21%	473	36%	491	37%	320	24%	372	28%	359	27%	249	19%	468	36%	293	22%	522	40%	549	42%	669	51%	91	7%	46	4%
London	13.5%	1,827	1,827	100%	985	54%	1,431	78%	674	37%	689	38%	517	28%	606	33%	575	31%	786	42%	516	28%	541	30%	463	25%	815	45%	476	26%	517	28%	881	48%	940	51%	206	11%	35	2%
South East	14.3%	1,935	1,935	100%	1,040	54%	1,515	78%	983	51%	619	32%	393	20%	734	38%	711	37%	513	27%	582	30%	566	29%	380	20%	766	40%	454	23%	693	36%	813	42%	961	50%	178	9%	70	4%
South West	8.8%	1,191	1,191	100%	573	48%	917	77%	611	51%	343	29%	235	20%	407	34%	463	39%	318	27%	319	27%	324	27%	210	18%	435	37%	236	20%	399	34%	513	43%	607	51%	96	8%	39	3%
Wales	4.8%	650	649	100%	338	52%	517	80%	294	45%	172	27%	133	20%	217	33%	192	30%	195	30%	121	19%	157	24%	140	22%	263	41%	122	19%	247	38%	258	40%	321	49%	45	7%	18	3%
Scotland	8.4%	1,137	1,137	100%	623	55%	905	80%	491	43%	308	27%	270	24%	396	35%	340	30%	402	35%	230	20%	329	29%	257	23%	489	43%	260	23%	401	35%	507	45%	596	52%	126	11%	32	3%
VoteBrexit	Quotas		Raw counts		Results																																			
Leave	37.5%	5,075	5,075	100%	2,741	54%	4,033	79%	3,977	78%	949	19%	930	18%	1,848	36%	2,543	50%	1,283	25%	1,549	31%	1,578	31%	884	17%	1,589	31%	1,168	23%	2,103	41%	2,059	41%	2,851	56%	229	5%	81	2%
Remain	34.7%	4,696	4,696	100%	2,556	54%	3,859	82%	1,337	28%	1,954	42%	1,288	27%	1,649	35%	1,359	29%	1,689	36%	1,256	27%	1,364	29%	1,304	28%	2,206	47%	1,131	24%	1,312	28%	2,392	51%	2,442	52%	595	13%	91	2%
None	27.8%	3,762	3,763	100%	1,899	51%	2,649	70%	1,408	37%	1,058	28%	680	18%	1,273	34%	893	24%	924	25%	832	22%	1,006	27%	694	18%	1,394	37%	656	17%	1,475	39%	1,289	34%	1,499	40%	377	10%	283	8%
Vote2019	Quotas		Raw counts		Results																																			
Conservative-party	29.3%	3,965	3,970	100%	2,140	54%	3,103	78%	3,065	78%	729	18%	665	17%	1,355	34%	2,088	53%	947	24%	1,402	35%	1,158	29%	653	16%	1,160	30%	943	24%	1,564	40%	1,520	38%	2,388	60%	172	4%	45	1%
Labour-party	21.6%	2,923	2,926	100%	1,661	57%	2,405	82%	678	23%	1,277	44%	894	30%	1,058	36%	708	24%	1,176	40%	701	24%	929	32%	937	32%	1,428	49%	679	23%	843	29%	1,530	52%	1,400	48%	453	15%	67	2%
Liberal-democrats	7.8%	1,056	1,056	100%	560	53%	894	85%	357	34%	460	44%	281	27%	381	36%	365	35%	385	36%	306	29%	299	28%	298	28%	484	46%	264	25%	228	22%	564	53%	560	55%	96	9%	7	1%
Scottish-national-party	2.8%	352	352	100%	200	57%	285	81%	113	32%																														

WHITESTONE

INSIGHT

Do you support or oppose each of the following policies?: Phasing out diesel and petrol cars by 2035

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
TOTALS					1,987 - 15%	3,416 - 25%	3,153 - 23%	3,667 - 27%	1,311 - 10%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	128 7%	412 24%	527 30%	571 33%	94 5%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	41 8%	107 21%	161 31%	155 30%	51 10%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	475 10%	955 21%	1,165 26%	1,681 37%	276 6%
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	208 8%	489 20%	640 26%	990 40%	147 6%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
Voting Intention	Quotas		Raw counts		Results									
Conservative	NA	NA	1,732	13%	128	7%	412	24%	527	30%	571	33%	94	5%
Labour	NA	NA	3,760	28%	825	22%	1,237	33%	756	20%	637	17%	305	8%
Liberal-democrat	NA	NA	850	6%	178	21%	284	33%	208	24%	134	16%	46	5%
Green	NA	NA	738	5%	258	35%	263	36%	98	13%	82	11%	37	5%
Reform-uk	NA	NA	1,184	9%	60	5%	133	11%	257	22%	691	58%	43	4%
Snp	NA	NA	302	2%	68	23%	79	26%	56	19%	76	25%	23	8%
Plaid-cymru	NA	NA	81	1%	14	17%	17	21%	22	27%	24	30%	4	5%
Some-other-party	NA	NA	163	1%	19	12%	24	15%	42	26%	59	36%	19	12%
Would-not-vote	NA	NA	55	0%	2	4%	3	5%	13	24%	22	40%	15	27%
Dont-know	NA	NA	1,893	14%	176	9%	442	23%	528	28%	504	27%	243	13%
Voting Intention (Squeeze)	Quotas		Raw counts		Results									
Conservative	NA	NA	150	1%	9	6%	39	26%	41	27%	48	32%	13	9%
Labour	NA	NA	176	1%	26	15%	45	26%	49	28%	40	23%	16	9%
Liberal-democrat	NA	NA	86	1%	13	15%	28	33%	18	21%	18	21%	9	10%
Green	NA	NA	68	1%	12	18%	22	32%	18	26%	9	13%	7	10%
Reform-uk	NA	NA	50	0%	1	2%	8	16%	19	38%	20	40%	2	4%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know					
Snp	NA	NA	8	0%	0	0%	2	25%	3	38%	2	25%	1	13%
Plaid-cymru	NA	NA	12	0%	0	0%	1	8%	6	50%	2	17%	3	25%
Some-other-party	NA	NA	24	0%	0	0%	6	25%	6	25%	9	38%	3	13%
Would-not-vote	NA	NA	54	0%	1	2%	7	13%	10	19%	19	35%	17	31%
Dont-know	NA	NA	1,320	10%	116	9%	287	22%	371	28%	359	27%	187	14%

Gender	Quotas	Raw counts	Results											
Male	48.7%	6,591	6,591	100%	1,081	16%	1,680	25%	1,495	23%	1,942	29%	393	6%
Female	50.8%	6,875	6,876	100%	885	13%	1,724	25%	1,639	24%	1,713	25%	915	13%
Neither	0.5%	68	67	99%	21	31%	12	18%	19	28%	12	18%	3	4%

AgeRange	Quotas	Raw counts	Results											
18-24	10.6%	1,435	1,422	99%	276	19%	414	29%	294	21%	279	20%	159	11%
25-34	17.0%	2,301	2,303	100%	452	20%	696	30%	450	20%	413	18%	292	13%
35-44	16.4%	2,220	2,222	100%	339	15%	530	24%	503	23%	578	26%	272	12%
45-54	16.9%	2,287	2,290	100%	309	13%	544	24%	559	24%	659	29%	219	10%
55-64	15.9%	2,152	2,153	100%	286	13%	472	22%	529	25%	702	33%	164	8%
65+	23.2%	3,140	3,144	100%	325	10%	760	24%	818	26%	1,036	33%	205	7%

SocialGrade	Quotas	Raw counts	Results											
AB	22.8%	3,082	3,082	100%	671	22%	904	29%	633	21%	600	19%	274	9%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
C1	30.9%	4,187	4,187	100%	676	16%	1,184	28%	984	24%	970	23%	373	9%
C2	21.2%	2,869	2,869	100%	247	9%	557	19%	712	25%	1,090	38%	263	9%
DE	25.1%	3,396	3,396	100%	393	12%	771	23%	824	24%	1,007	30%	401	12%

Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	58	10%	121	22%	135	24%	173	31%	68	12%
North West	11.4%	1,543	1,543	100%	205	13%	368	24%	372	24%	438	28%	160	10%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	142	12%	280	25%	291	26%	323	28%	101	9%
East Midlands	7.5%	1,015	1,015	100%	127	13%	241	24%	250	25%	288	28%	109	11%
West Midlands	9.1%	1,232	1,232	100%	133	11%	290	24%	306	25%	365	30%	138	11%
East of England	9.7%	1,313	1,313	100%	141	11%	341	26%	319	24%	388	30%	124	9%
London	13.5%	1,827	1,827	100%	503	28%	553	30%	320	18%	296	16%	155	8%
South East	14.3%	1,935	1,935	100%	267	14%	494	26%	451	23%	505	26%	218	11%
South West	8.8%	1,191	1,191	100%	163	14%	277	23%	308	26%	359	30%	84	7%
Wales	4.8%	650	649	100%	80	12%	176	27%	139	21%	196	30%	58	9%
Scotland	8.4%	1,137	1,137	100%	168	15%	275	24%	262	23%	336	30%	96	8%

VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	5,075	5,075	100%	420	8%	980	19%	1,386	27%	1,973	39%	316	6%
Remain	34.7%	4,696	4,696	100%	1,054	22%	1,568	33%	916	20%	799	17%	359	8%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
None	27.8%	3,762	3,763	100%	513 14%	868 23%	851 23%	895 24%	636 17%
Vote2019	Quotas	Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	316 8%	842 21%	1,091 27%	1,496 38%	225 6%
Labour-party	21.6%	2,923	2,926	100%	744 25%	978 33%	539 18%	412 14%	253 9%
Liberal-democrats	7.8%	1,056	1,056	100%	245 23%	370 35%	226 21%	145 14%	70 7%
Scottish-national-party	2.6%	352	352	100%	66 19%	89 25%	79 22%	95 27%	23 7%
Other	5.9%	799	799	100%	156 20%	190 24%	163 20%	246 31%	44 6%
No-vote	32.7%	4,426	4,410	100%	460 10%	938 21%	1,049 24%	1,273 29%	690 16%

WHITESTONE

I N S I G H T

Do you support or oppose each of the following policies?: Banning children from changing gender or using alternative pronouns without parental consent

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
TOTALS					4,849 - 36%	2,490 - 18%	2,026 - 15%	2,203 - 16%	1,966 - 15%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	1,006 58%	327 19%	150 9%	140 8%	109 6%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	225 44%	97 19%	73 14%	55 11%	65 13%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	2,146 47%	852 19%	576 13%	523 11%	455 10%
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	1,363 55%	461 19%	240 10%	183 7%	227 9%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
Voting Intention	Quotas		Raw counts		Results									
Conservative	NA	NA	1,732	13%	1,006	58%	327	19%	150	9%	140	8%	109	6%
Labour	NA	NA	3,760	28%	898	24%	722	19%	756	20%	863	23%	521	14%
Liberal-democrat	NA	NA	850	6%	191	22%	204	24%	154	18%	156	18%	145	17%
Green	NA	NA	738	5%	116	16%	113	15%	142	19%	275	37%	92	12%
Reform-uk	NA	NA	1,184	9%	873	74%	141	12%	47	4%	79	7%	44	4%
Snp	NA	NA	302	2%	78	26%	52	17%	46	15%	82	27%	44	15%
Plaid-cymru	NA	NA	81	1%	28	35%	14	17%	14	17%	13	16%	12	15%
Some-other-party	NA	NA	163	1%	76	47%	34	21%	17	10%	16	10%	20	12%
Would-not-vote	NA	NA	55	0%	17	31%	4	7%	12	22%	2	4%	20	36%
Dont-know	NA	NA	1,893	14%	614	32%	382	20%	303	16%	232	12%	362	19%
Voting Intention (Squeeze)	Quotas		Raw counts		Results									
Conservative	NA	NA	150	1%	74	49%	35	23%	16	11%	8	5%	17	11%
Labour	NA	NA	176	1%	48	27%	33	19%	32	18%	30	17%	33	19%
Liberal-democrat	NA	NA	86	1%	25	29%	17	20%	12	14%	14	16%	18	21%
Green	NA	NA	68	1%	15	22%	15	22%	18	26%	8	12%	12	18%
Reform-uk	NA	NA	50	0%	30	60%	10	20%	4	8%	4	8%	2	4%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
Snp	NA	NA	8	0%	4	50%	0	0%	1	13%	2	25%	1	13%
Plaid-cymru	NA	NA	12	0%	1	8%	2	17%	5	42%	0	0%	4	33%
Some-other-party	NA	NA	24	0%	11	46%	4	17%	3	13%	2	8%	4	17%
Would-not-vote	NA	NA	54	0%	14	26%	7	13%	9	17%	1	2%	23	43%
Dont-know	NA	NA	1,320	10%	409	31%	263	20%	215	16%	165	13%	268	20%

Gender	Quotas	Raw counts			Results									
Male	48.7%	6,591	6,591	100%	2,868	44%	1,200	18%	822	12%	890	14%	811	12%
Female	50.8%	6,875	6,876	100%	1,973	29%	1,284	19%	1,192	17%	1,272	18%	1,155	17%
Neither	0.5%	68	67	99%	8	12%	6	9%	12	18%	41	61%	0	0%

AgeRange	Quotas	Raw counts			Results									
18-24	10.6%	1,435	1,422	99%	324	23%	192	14%	270	19%	444	31%	192	14%
25-34	17.0%	2,301	2,303	100%	473	21%	413	18%	443	19%	605	26%	369	16%
35-44	16.4%	2,220	2,222	100%	684	31%	462	21%	334	15%	357	16%	385	17%
45-54	16.9%	2,287	2,290	100%	789	34%	473	21%	336	15%	307	13%	385	17%
55-64	15.9%	2,152	2,153	100%	930	43%	389	18%	298	14%	228	11%	308	14%
65+	23.2%	3,140	3,144	100%	1,649	52%	561	18%	345	11%	262	8%	327	10%

SocialGrade	Quotas	Raw counts			Results									
AB	22.8%	3,082	3,082	100%	866	28%	572	19%	574	19%	625	20%	445	14%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
C1	30.9%	4,187	4,187	100%	1,397	33%	827	20%	646	15%	726	17%	591	14%
C2	21.2%	2,869	2,869	100%	1,322	46%	478	17%	329	11%	359	13%	381	13%
DE	25.1%	3,396	3,396	100%	1,264	37%	613	18%	477	14%	493	15%	549	16%

Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	218	39%	90	16%	89	16%	75	14%	83	15%
North West	11.4%	1,543	1,543	100%	545	35%	295	19%	234	15%	246	16%	223	14%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	424	37%	213	19%	170	15%	181	16%	149	13%
East Midlands	7.5%	1,015	1,015	100%	383	38%	188	19%	147	14%	142	14%	155	15%
West Midlands	9.1%	1,232	1,232	100%	456	37%	242	20%	187	15%	178	14%	169	14%
East of England	9.7%	1,313	1,313	100%	470	36%	246	19%	211	16%	189	14%	197	15%
London	13.5%	1,827	1,827	100%	551	30%	335	18%	306	17%	388	21%	247	14%
South East	14.3%	1,935	1,935	100%	681	35%	343	18%	272	14%	328	17%	311	16%
South West	8.8%	1,191	1,191	100%	442	37%	214	18%	175	15%	189	16%	171	14%
Wales	4.8%	650	649	100%	231	36%	124	19%	89	14%	92	14%	113	17%
Scotland	8.4%	1,137	1,137	100%	448	39%	200	18%	146	13%	195	17%	148	13%

VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	5,075	5,075	100%	2,776	55%	910	18%	485	10%	421	8%	483	10%
Remain	34.7%	4,696	4,696	100%	1,078	23%	913	19%	968	21%	1,030	22%	707	15%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
None	27.8%	3,762	3,763	100%	995	26%	667	18%	573	15%	752	20%	776	21%
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	3,965	3,970	100%	2,247	57%	738	19%	368	9%	306	8%	311	8%
Labour-party	21.6%	2,923	2,926	100%	572	20%	477	16%	602	21%	845	29%	430	15%
Liberal-democrats	7.8%	1,056	1,056	100%	234	22%	242	23%	231	22%	185	18%	164	16%
Scottish-national-party	2.6%	352	352	100%	118	34%	53	15%	46	13%	85	24%	50	14%
Other	5.9%	799	799	100%	290	36%	141	18%	123	15%	138	17%	107	13%
No-vote	32.7%	4,426	4,410	100%	1,388	31%	833	19%	647	15%	644	15%	898	20%

WHITESTONE

I N S I G H T

Do you support or oppose each of the following policies?: Reducing total migration to the UK

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
TOTALS					5,083 - 38%	3,265 - 24%	2,371 - 18%	1,404 - 10%	1,411 - 10%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	1,116 64%	439 25%	90 5%	30 2%	57 3%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	258 50%	152 30%	51 10%	12 2%	42 8%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	2,406 53%	1,073 24%	550 12%	289 6%	234 5%
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	1,556 63%	575 23%	174 7%	69 3%	100 4%
Voting Intention	Quotas		Raw counts		Results				

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Conservative	NA	NA	1,732	13%	1,116 64%	439 25%	90 5%	30 2%	57 3%
Labour	NA	NA	3,760	28%	766 20%	974 26%	1,056 28%	577 15%	387 10%
Liberal-democrat	NA	NA	850	6%	181 21%	225 26%	255 30%	125 15%	64 8%
Green	NA	NA	738	5%	101 14%	131 18%	199 27%	223 30%	84 11%
Reform-uk	NA	NA	1,184	9%	990 84%	128 11%	26 2%	21 2%	19 2%
Snp	NA	NA	302	2%	59 20%	68 23%	69 23%	79 26%	27 9%
Plaid-cymru	NA	NA	81	1%	29 36%	12 15%	19 23%	10 12%	11 14%
Some-other-party	NA	NA	163	1%	75 46%	37 23%	18 11%	13 8%	20 12%
Would-not-vote	NA	NA	55	0%	14 25%	17 31%	4 7%	7 13%	13 24%
Dont-know	NA	NA	1,893	14%	697 37%	561 30%	274 14%	118 6%	243 13%

Voting Intention (Squeeze)	Quotas		Raw counts		Results							
Conservative	NA	NA	150	1%	85 57%	44 29%	6 4%	4 3%	11 7%			
Labour	NA	NA	176	1%	53 30%	59 34%	33 19%	13 7%	18 10%			
Liberal-democrat	NA	NA	86	1%	20 23%	31 36%	18 21%	7 8%	10 12%			
Green	NA	NA	68	1%	11 16%	25 37%	19 28%	5 7%	8 12%			
Reform-uk	NA	NA	50	0%	35 70%	10 20%	2 4%	2 4%	1 2%			
Snp	NA	NA	8	0%	3 38%	3 38%	2 25%	0 0%	0 0%			

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
Plaid-cymru	NA	NA	12	0%	2	17%	2	17%	5	42%	0	0%	3	25%
Some-other-party	NA	NA	24	0%	10	42%	9	38%	1	4%	3	13%	1	4%
Would-not-vote	NA	NA	54	0%	11	20%	16	30%	5	9%	6	11%	16	30%
Dont-know	NA	NA	1,320	10%	481	36%	379	29%	187	14%	85	6%	188	14%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	2,955	45%	1,536	23%	1,044	16%	613	9%	443	7%
Female	50.8%	6,875	6,876	100%	2,111	31%	1,719	25%	1,316	19%	766	11%	964	14%
Neither	0.5%	68	67	99%	17	25%	10	15%	11	16%	25	37%	4	6%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	252	18%	294	21%	339	24%	270	19%	267	19%
25-34	17.0%	2,301	2,303	100%	373	16%	576	25%	635	28%	366	16%	353	15%
35-44	16.4%	2,220	2,222	100%	618	28%	572	26%	458	21%	267	12%	307	14%
45-54	16.9%	2,287	2,290	100%	857	37%	606	26%	371	16%	210	9%	246	11%
55-64	15.9%	2,152	2,153	100%	1,083	50%	552	26%	238	11%	147	7%	133	6%
65+	23.2%	3,140	3,144	100%	1,900	60%	665	21%	330	10%	144	5%	105	3%

SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	678	22%	756	25%	777	25%	502	16%	369	12%
C1	30.9%	4,187	4,187	100%	1,364	33%	1,085	26%	849	20%	457	11%	432	10%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
C2	21.2%	2,869	2,869	100%	1,486	52%	622	22%	334	12%	186	6%	241	8%
DE	25.1%	3,396	3,396	100%	1,555	46%	802	24%	411	12%	259	8%	369	11%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	236	43%	128	23%	90	16%	42	8%	59	11%
North West	11.4%	1,543	1,543	100%	615	40%	360	23%	258	17%	138	9%	172	11%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	491	43%	256	23%	186	16%	88	8%	116	10%
East Midlands	7.5%	1,015	1,015	100%	439	43%	263	26%	152	15%	57	6%	104	10%
West Midlands	9.1%	1,232	1,232	100%	516	42%	314	25%	165	13%	115	9%	122	10%
East of England	9.7%	1,313	1,313	100%	553	42%	306	23%	207	16%	113	9%	134	10%
London	13.5%	1,827	1,827	100%	424	23%	426	23%	489	27%	320	18%	168	9%
South East	14.3%	1,935	1,935	100%	685	35%	515	27%	317	16%	181	9%	237	12%
South West	8.8%	1,191	1,191	100%	506	42%	270	23%	183	15%	114	10%	118	10%
Wales	4.8%	650	649	100%	243	37%	155	24%	115	18%	60	9%	76	12%
Scotland	8.4%	1,137	1,137	100%	375	33%	272	24%	209	18%	176	15%	105	9%
VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	5,075	5,075	100%	3,347	66%	1,118	22%	295	6%	116	2%	199	4%
Remain	34.7%	4,696	4,696	100%	706	15%	1,280	27%	1,375	29%	854	18%	481	10%
None	27.8%	3,762	3,763	100%	1,030	27%	867	23%	701	19%	434	12%	731	19%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know	
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	3,965	3,970	100%	2,542	64%	955	24%	244	6%	91	2%	138	3%
Labour-party	21.6%	2,923	2,926	100%	401	14%	662	23%	930	32%	593	20%	340	12%
Liberal-democrats	7.8%	1,056	1,056	100%	183	17%	276	26%	345	33%	154	15%	98	9%
Scottish-national-party	2.6%	352	352	100%	83	24%	82	23%	77	22%	82	23%	28	8%
Other	5.9%	799	799	100%	324	41%	174	22%	128	16%	108	14%	65	8%
No-vote	32.7%	4,426	4,410	100%	1,547	35%	1,113	25%	647	15%	376	9%	727	16%

WHITESTONE

INSIGHT

Kemi Badenoch was first elected to Parliament in 2017 and is the Secretary of State for Business and Trade, supports Net Zero, and has in the past supported closer alignment with the European Union. Knowing this would you be more or less likely to vote for Kemi Badenoch if she were prime minister?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
TOTALS					669 - 5%	3,299 - 24%	1,604 - 12%	2,700 - 20%	5,262 - 39%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	60 3%	277 16%	458 26%	533 31%	404 23%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	13 3%	94 18%	84 16%	112 22%	212 41%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	216 5%	937 21%	689 15%	1,314 29%	1,396 31%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
Lost Conservatives	Quotas		Raw counts		Results									
Lost-conservative	NA	NA	2,474	18%	82	3%	367	15%	466	19%	927	37%	632	26%
Voting Intention	Quotas		Raw counts		Results									
Conservative	NA	NA	1,732	13%	60	3%	277	16%	458	26%	533	31%	404	23%
Labour	NA	NA	3,760	28%	251	7%	1,338	36%	298	8%	536	14%	1,337	36%
Liberal-democrat	NA	NA	850	6%	72	8%	319	38%	86	10%	92	11%	281	33%
Green	NA	NA	738	5%	67	9%	325	44%	34	5%	72	10%	240	33%
Reform-uk	NA	NA	1,184	9%	33	3%	85	7%	229	19%	660	56%	177	15%
Snp	NA	NA	302	2%	17	6%	107	35%	26	9%	54	18%	98	32%
Plaid-cymru	NA	NA	81	1%	7	9%	20	25%	9	11%	17	21%	28	35%
Some-other-party	NA	NA	163	1%	8	5%	25	15%	22	13%	45	28%	63	39%
Would-not-vote	NA	NA	55	0%	5	9%	3	5%	3	5%	9	16%	35	64%
Dont-know	NA	NA	1,893	14%	54	3%	408	22%	214	11%	298	16%	919	49%
Voting Intention (Squeeze)	Quotas		Raw counts		Results									
Conservative	NA	NA	150	1%	2	1%	26	17%	33	22%	37	25%	52	35%
Labour	NA	NA	176	1%	7	4%	62	35%	14	8%	22	13%	71	40%
Liberal-democrat	NA	NA	86	1%	3	3%	31	36%	9	10%	8	9%	35	41%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Green	NA	NA	68	1%	6	9%	20	29%	6	9%	4	6%	32	47%
Reform-uk	NA	NA	50	0%	0	0%	7	14%	10	20%	21	42%	12	24%
Snp	NA	NA	8	0%	0	0%	2	25%	0	0%	2	25%	4	50%
Plaid-cymru	NA	NA	12	0%	0	0%	5	42%	1	8%	1	8%	5	42%
Some-other-party	NA	NA	24	0%	0	0%	3	13%	2	8%	12	50%	7	29%
Would-not-vote	NA	NA	54	0%	6	11%	5	9%	4	7%	6	11%	33	61%
Dont-know	NA	NA	1,320	10%	35	3%	250	19%	138	10%	194	15%	703	53%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	321	5%	1,547	23%	950	14%	1,776	27%	1,997	30%
Female	50.8%	6,875	6,876	100%	345	5%	1,718	25%	651	9%	915	13%	3,247	47%
Neither	0.5%	68	67	99%	3	4%	34	51%	3	4%	9	13%	18	27%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	135	9%	507	36%	129	9%	138	10%	513	36%
25-34	17.0%	2,301	2,303	100%	170	7%	803	35%	155	7%	147	6%	1,028	45%
35-44	16.4%	2,220	2,222	100%	106	5%	546	25%	204	9%	259	12%	1,107	50%
45-54	16.9%	2,287	2,290	100%	93	4%	522	23%	273	12%	437	19%	965	42%
55-64	15.9%	2,152	2,153	100%	63	3%	408	19%	289	13%	585	27%	808	38%
65+	23.2%	3,140	3,144	100%	102	3%	513	16%	554	18%	1,134	36%	841	27%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	241	8%	1,054	34%	269	9%	323	10%	1,195	39%
C1	30.9%	4,187	4,187	100%	199	5%	1,184	28%	516	12%	799	19%	1,489	36%
C2	21.2%	2,869	2,869	100%	110	4%	459	16%	400	14%	780	27%	1,120	39%
DE	25.1%	3,396	3,396	100%	119	4%	602	18%	419	12%	798	23%	1,458	43%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	22	4%	92	17%	69	12%	130	23%	242	44%
North West	11.4%	1,543	1,543	100%	72	5%	352	23%	167	11%	333	22%	619	40%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	61	5%	256	23%	134	12%	223	20%	463	41%
East Midlands	7.5%	1,015	1,015	100%	42	4%	235	23%	133	13%	218	21%	387	38%
West Midlands	9.1%	1,232	1,232	100%	70	6%	260	21%	162	13%	255	21%	485	39%
East of England	9.7%	1,313	1,313	100%	45	3%	301	23%	145	11%	287	22%	535	41%
London	13.5%	1,827	1,827	100%	114	6%	591	32%	187	10%	284	16%	651	36%
South East	14.3%	1,935	1,935	100%	108	6%	490	25%	232	12%	349	18%	756	39%
South West	8.8%	1,191	1,191	100%	51	4%	271	23%	163	14%	241	20%	465	39%
Wales	4.8%	650	649	100%	25	4%	137	21%	61	9%	147	23%	279	43%
Scotland	8.4%	1,137	1,137	100%	59	5%	314	28%	151	13%	233	20%	380	33%
VoteBrexit	Quotas		Raw counts		Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say	
Leave	37.5%	5,075	5,075	100%	107 2%	556 11%	1,031 20%	1,920 38%	1,461 29%	
Remain	34.7%	4,696	4,696	100%	359 8%	1,857 40%	297 6%	468 10%	1,715 37%	
None	27.8%	3,762	3,763	100%	203 5%	886 24%	276 7%	312 8%	2,086 55%	
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	131 3%	588 15%	878 22%	1,416 36%	957 24%	
Labour-party	21.6%	2,923	2,926	100%	207 7%	1,073 37%	166 6%	369 13%	1,111 38%	
Liberal-democrats	7.8%	1,056	1,056	100%	83 8%	436 41%	69 7%	103 10%	365 35%	
Scottish-national-party	2.6%	352	352	100%	24 7%	106 30%	39 11%	74 21%	109 31%	
Other	5.9%	799	799	100%	57 7%	199 25%	92 12%	228 29%	223 28%	
No-vote	32.7%	4,426	4,410	100%	167 4%	888 20%	360 8%	507 11%	2,488 56%	

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
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WHITESTONE

I N S I G H T

Gillian Keegan was first elected to Parliament in 2017 and is the Secretary of State for Education and supports 16 and 17 year olds changing their gender and in 2016 voted for Britain to remain in the European Union. Knowing this would you be more or less likely to vote for Gillian Keegan if she were prime minister?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
TOTALS					536 - 4%	2,392 - 18%	1,691 - 12%	4,834 - 36%	4,081 - 30%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	23 1%	98 6%	316 18%	1,035 60%	260 15%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	7 1%	35 7%	84 16%	232 45%	157 30%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	143 3%	555 12%	652 14%	2,249 49%	953 21%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say	
Lost Conservatives	Quotas		Raw counts		Results					
Lost-conservative	NA	NA	2,474	18%	38 2%	156 6%	364 15%	1,522 62%	394 16%	
Voting Intention	Quotas		Raw counts		Results					
Conservative	NA	NA	1,732	13%	23 1%	98 6%	316 18%	1,035 60%	260 15%	
Labour	NA	NA	3,760	28%	236 6%	1,110 30%	437 12%	933 25%	1,044 28%	
Liberal-democrat	NA	NA	850	6%	45 5%	238 28%	153 18%	192 23%	222 26%	
Green	NA	NA	738	5%	67 9%	287 39%	59 8%	122 17%	203 28%	
Reform-uk	NA	NA	1,184	9%	5 0%	26 2%	91 8%	956 81%	106 9%	
Snp	NA	NA	302	2%	17 6%	85 28%	26 9%	81 27%	93 31%	
Plaid-cymru	NA	NA	81	1%	9 11%	16 20%	15 19%	26 32%	15 19%	
Some-other-party	NA	NA	163	1%	7 4%	11 7%	24 15%	77 47%	44 27%	
Would-not-vote	NA	NA	55	0%	4 7%	3 5%	4 7%	16 29%	28 51%	
Dont-know	NA	NA	1,893	14%	39 2%	236 12%	276 15%	646 34%	696 37%	
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	1 1%	9 6%	33 22%	74 49%	33 22%	
Labour	NA	NA	176	1%	6 3%	30 17%	24 14%	58 33%	58 33%	
Liberal-democrat	NA	NA	86	1%	2 2%	17 20%	15 17%	29 34%	23 27%	

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Green	NA	NA	68	1%	2	3%	19	28%	12	18%	12	18%	23	34%
Reform-uk	NA	NA	50	0%	0	0%	1	2%	8	16%	34	68%	7	14%
Snp	NA	NA	8	0%	1	13%	1	13%	0	0%	3	38%	3	38%
Plaid-cymru	NA	NA	12	0%	0	0%	5	42%	2	17%	2	17%	3	25%
Some-other-party	NA	NA	24	0%	0	0%	2	8%	3	13%	15	63%	4	17%
Would-not-vote	NA	NA	54	0%	4	7%	5	9%	5	9%	14	26%	26	48%
Dont-know	NA	NA	1,320	10%	27	2%	150	11%	178	13%	421	32%	544	41%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	215	3%	1,018	15%	838	13%	2,929	44%	1,591	24%
Female	50.8%	6,875	6,876	100%	310	5%	1,349	20%	849	12%	1,889	27%	2,479	36%
Neither	0.5%	68	67	99%	11	16%	25	37%	4	6%	16	24%	11	16%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	162	11%	414	29%	135	9%	273	19%	438	31%
25-34	17.0%	2,301	2,303	100%	149	6%	713	31%	230	10%	346	15%	865	38%
35-44	16.4%	2,220	2,222	100%	83	4%	403	18%	278	13%	574	26%	884	40%
45-54	16.9%	2,287	2,290	100%	58	3%	354	15%	317	14%	790	34%	771	34%
55-64	15.9%	2,152	2,153	100%	39	2%	237	11%	288	13%	983	46%	606	28%
65+	23.2%	3,140	3,144	100%	45	1%	271	9%	443	14%	1,868	59%	517	16%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	189	6%	786	26%	387	13%	736	24%	984	32%
C1	30.9%	4,187	4,187	100%	146	3%	892	21%	534	13%	1,447	35%	1,168	28%
C2	21.2%	2,869	2,869	100%	80	3%	288	10%	355	12%	1,333	46%	813	28%
DE	25.1%	3,396	3,396	100%	121	4%	426	13%	415	12%	1,318	39%	1,116	33%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	17	3%	87	16%	53	10%	223	40%	175	32%
North West	11.4%	1,543	1,543	100%	53	3%	266	17%	169	11%	563	36%	492	32%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	38	3%	210	18%	131	12%	400	35%	358	31%
East Midlands	7.5%	1,015	1,015	100%	48	5%	151	15%	141	14%	372	37%	303	30%
West Midlands	9.1%	1,232	1,232	100%	57	5%	185	15%	148	12%	468	38%	374	30%
East of England	9.7%	1,313	1,313	100%	35	3%	203	15%	166	13%	498	38%	411	31%
London	13.5%	1,827	1,827	100%	92	5%	475	26%	223	12%	539	30%	498	27%
South East	14.3%	1,935	1,935	100%	76	4%	321	17%	269	14%	682	35%	587	30%
South West	8.8%	1,191	1,191	100%	48	4%	192	16%	158	13%	432	36%	361	30%
Wales	4.8%	650	649	100%	29	4%	99	15%	73	11%	235	36%	213	33%
Scotland	8.4%	1,137	1,137	100%	43	4%	203	18%	160	14%	422	37%	309	27%
VoteBrexit	Quotas		Raw counts		Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say	
Leave	37.5%	5,075	5,075	100%	52 1%	200 4%	735 14%	3,180 63%	908 18%	
Remain	34.7%	4,696	4,696	100%	266 6%	1,516 32%	565 12%	899 19%	1,450 31%	
None	27.8%	3,762	3,763	100%	218 6%	676 18%	391 10%	755 20%	1,723 46%	
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	57 1%	228 6%	638 16%	2,454 62%	593 15%	
Labour-party	21.6%	2,923	2,926	100%	209 7%	961 33%	252 9%	593 20%	911 31%	
Liberal-democrats	7.8%	1,056	1,056	100%	59 6%	329 31%	152 14%	219 21%	297 28%	
Scottish-national-party	2.6%	352	352	100%	19 5%	75 21%	42 12%	117 33%	99 28%	
Other	5.9%	799	799	100%	35 4%	162 20%	101 13%	328 41%	173 22%	
No-vote	32.7%	4,426	4,410	100%	154 3%	634 14%	506 11%	1,120 25%	1,996 45%	

WHITESTONE

I N S I G H T

Penny Mordaunt was first elected to Parliament in 2010 and is the leader of the House of Commons and supports rights for trans people that may clash with women’s safety and has in the past supported closer alignment with the European Union. Knowing this would you be more or less likely to vote for Penny Mordaunt if she were prime minister?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
TOTALS					452 - 3%	2,203 - 16%	2,294 - 17%	4,230 - 31%	4,355 - 32%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	67 4%	188 11%	443 26%	782 45%	252 15%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	9 2%	46 9%	102 20%	189 37%	169 33%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	137 3%	579 13%	861 19%	1,946 43%	1,029 23%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
Lost Conservatives	Quotas		Raw counts		Results									
Lost-conservative	NA	NA	2,474	18%	74	3%	214	9%	548	22%	1,232	50%	406	16%
Voting Intention	Quotas		Raw counts		Results									
Conservative	NA	NA	1,732	13%	67	4%	188	11%	443	26%	782	45%	252	15%
Labour	NA	NA	3,760	28%	173	5%	956	25%	588	16%	886	24%	1,157	31%
Liberal-democrat	NA	NA	850	6%	29	3%	229	27%	184	22%	167	20%	241	28%
Green	NA	NA	738	5%	49	7%	236	32%	105	14%	117	16%	231	31%
Reform-uk	NA	NA	1,184	9%	19	2%	73	6%	194	16%	787	66%	111	9%
Snp	NA	NA	302	2%	8	3%	66	22%	43	14%	88	29%	97	32%
Plaid-cymru	NA	NA	81	1%	7	9%	17	21%	11	14%	25	31%	21	26%
Some-other-party	NA	NA	163	1%	5	3%	12	7%	24	15%	81	50%	41	25%
Would-not-vote	NA	NA	55	0%	1	2%	2	4%	7	13%	14	25%	31	56%
Dont-know	NA	NA	1,893	14%	30	2%	207	11%	354	19%	544	29%	758	40%
Voting Intention (Squeeze)	Quotas		Raw counts		Results									
Conservative	NA	NA	150	1%	1	1%	7	5%	47	31%	61	41%	34	23%
Labour	NA	NA	176	1%	6	3%	26	15%	32	18%	46	26%	66	38%
Liberal-democrat	NA	NA	86	1%	2	2%	13	15%	22	26%	25	29%	24	28%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Green	NA	NA	68	1%	2	3%	11	16%	18	26%	15	22%	22	32%
Reform-uk	NA	NA	50	0%	0	0%	3	6%	8	16%	32	64%	7	14%
Snp	NA	NA	8	0%	0	0%	1	13%	1	13%	3	38%	3	38%
Plaid-cymru	NA	NA	12	0%	0	0%	2	17%	6	50%	1	8%	3	25%
Some-other-party	NA	NA	24	0%	0	0%	1	4%	9	38%	10	42%	4	17%
Would-not-vote	NA	NA	54	0%	1	2%	2	4%	6	11%	14	26%	31	57%
Dont-know	NA	NA	1,320	10%	19	1%	143	11%	212	16%	351	27%	595	45%
Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	238	4%	1,097	17%	1,190	18%	2,455	37%	1,611	24%
Female	50.8%	6,875	6,876	100%	200	3%	1,085	16%	1,098	16%	1,762	26%	2,731	40%
Neither	0.5%	68	67	99%	14	21%	21	31%	6	9%	13	19%	13	19%
AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	111	8%	375	26%	177	12%	264	19%	495	35%
25-34	17.0%	2,301	2,303	100%	107	5%	546	24%	327	14%	371	16%	952	41%
35-44	16.4%	2,220	2,222	100%	53	2%	372	17%	330	15%	536	24%	931	42%
45-54	16.9%	2,287	2,290	100%	60	3%	321	14%	372	16%	747	33%	790	34%
55-64	15.9%	2,152	2,153	100%	39	2%	247	11%	391	18%	856	40%	620	29%
65+	23.2%	3,140	3,144	100%	82	3%	342	11%	697	22%	1,456	46%	567	18%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	163	5%	677	22%	476	15%	661	21%	1,105	36%
C1	30.9%	4,187	4,187	100%	129	3%	802	19%	774	18%	1,230	29%	1,252	30%
C2	21.2%	2,869	2,869	100%	64	2%	294	10%	500	17%	1,171	41%	840	29%
DE	25.1%	3,396	3,396	100%	96	3%	430	13%	544	16%	1,168	34%	1,158	34%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	21	4%	65	12%	82	15%	198	36%	189	34%
North West	11.4%	1,543	1,543	100%	51	3%	226	15%	244	16%	496	32%	526	34%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	37	3%	175	15%	181	16%	359	32%	385	34%
East Midlands	7.5%	1,015	1,015	100%	32	3%	136	13%	181	18%	335	33%	331	33%
West Midlands	9.1%	1,232	1,232	100%	43	3%	179	15%	231	19%	381	31%	398	32%
East of England	9.7%	1,313	1,313	100%	28	2%	195	15%	216	16%	410	31%	464	35%
London	13.5%	1,827	1,827	100%	79	4%	446	24%	277	15%	476	26%	549	30%
South East	14.3%	1,935	1,935	100%	66	3%	339	18%	355	18%	562	29%	613	32%
South West	8.8%	1,191	1,191	100%	46	4%	172	14%	214	18%	392	33%	367	31%
Wales	4.8%	650	649	100%	19	3%	84	13%	105	16%	219	34%	222	34%
Scotland	8.4%	1,137	1,137	100%	30	3%	186	16%	208	18%	402	35%	311	27%
VoteBrexit	Quotas		Raw counts		Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Leave	37.5%	5,075	5,075	100%	111	2%	348	7%	1,063	21%	2,592	51%	961	19%
Remain	34.7%	4,696	4,696	100%	203	4%	1,235	26%	763	16%	885	19%	1,610	34%
None	27.8%	3,762	3,763	100%	138	4%	620	16%	468	12%	753	20%	1,784	47%
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	3,965	3,970	100%	133	3%	370	9%	944	24%	1,919	48%	604	15%
Labour-party	21.6%	2,923	2,926	100%	126	4%	796	27%	368	13%	593	20%	1,043	36%
Liberal-democrats	7.8%	1,056	1,056	100%	49	5%	288	27%	191	18%	185	18%	343	32%
Scottish-national-party	2.6%	352	352	100%	13	4%	63	18%	50	14%	123	35%	103	29%
Other	5.9%	799	799	100%	38	5%	137	17%	139	17%	301	38%	184	23%
No-vote	32.7%	4,426	4,410	100%	93	2%	549	12%	602	14%	1,106	25%	2,060	47%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

Suella Braverman was first elected to Parliament in 2015 and was formerly Home Secretary but resigned from the Government because she thought Rishi Sunak was not doing enough to reduce immigration. She has in the past supported further divergence from the European Union and been sceptical of Net Zero by 2050. Knowing this would you be more or less likely to vote for Suella Braverman if she were prime minister?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
TOTALS					1,582 - 12%	2,448 - 18%	1,265 - 9%	4,762 - 35%	3,477 - 26%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	421 24%	639 37%	221 13%	216 12%	235 14%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	61 12%	148 29%	63 12%	90 17%	153 30%
One-time Conservatives	Quotas		Raw counts		Results				

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
One-time-conservatives	NA	NA	4,552	34%	924 20%	1,128 25%	443 10%	1,184 26%	873 19%
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	707 29%	708 29%	241 10%	439 18%	379 15%
Voting Intention	Quotas		Raw counts		Results				
Conservative	NA	NA	1,732	13%	421 24%	639 37%	221 13%	216 12%	235 14%
Labour	NA	NA	3,760	28%	116 3%	388 10%	309 8%	2,213 59%	734 20%
Liberal-democrat	NA	NA	850	6%	31 4%	106 12%	98 12%	476 56%	139 16%
Green	NA	NA	738	5%	19 3%	42 6%	70 9%	482 65%	125 17%
Reform-uk	NA	NA	1,184	9%	583 49%	361 30%	56 5%	83 7%	101 9%
Snp	NA	NA	302	2%	11 4%	19 6%	22 7%	178 59%	72 24%
Plaid-cymru	NA	NA	81	1%	12 15%	14 17%	7 9%	32 40%	16 20%
Some-other-party	NA	NA	163	1%	23 14%	40 25%	20 12%	45 28%	35 21%
Would-not-vote	NA	NA	55	0%	7 13%	10 18%	9 16%	7 13%	22 40%
Dont-know	NA	NA	1,893	14%	147 8%	396 21%	218 12%	489 26%	643 34%
Voting Intention (Squeeze)	Quotas		Raw counts		Results				
Conservative	NA	NA	150	1%	26 17%	47 31%	23 15%	25 17%	29 19%
Labour	NA	NA	176	1%	8 5%	27 15%	23 13%	61 35%	57 32%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Liberal-democrat	NA	NA	86	1%	1	1%	20	23%	10	12%	37	43%	18	21%
Green	NA	NA	68	1%	1	1%	11	16%	7	10%	31	46%	18	26%
Reform-uk	NA	NA	50	0%	19	38%	17	34%	4	8%	4	8%	6	12%
Snp	NA	NA	8	0%	1	13%	0	0%	1	13%	4	50%	2	25%
Plaid-cymru	NA	NA	12	0%	1	8%	2	17%	2	17%	3	25%	4	33%
Some-other-party	NA	NA	24	0%	3	13%	7	29%	4	17%	6	25%	4	17%
Would-not-vote	NA	NA	54	0%	5	9%	10	19%	9	17%	9	17%	21	39%
Dont-know	NA	NA	1,320	10%	89	7%	265	20%	144	11%	316	24%	506	38%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	1,066	16%	1,304	20%	589	9%	2,433	37%	1,199	18%
Female	50.8%	6,875	6,876	100%	510	7%	1,131	16%	675	10%	2,287	33%	2,273	33%
Neither	0.5%	68	67	99%	6	9%	13	19%	1	1%	42	63%	5	7%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	111	8%	162	11%	165	12%	606	43%	378	27%
25-34	17.0%	2,301	2,303	100%	74	3%	231	10%	226	10%	1,020	44%	752	33%
35-44	16.4%	2,220	2,222	100%	132	6%	338	15%	205	9%	761	34%	786	35%
45-54	16.9%	2,287	2,290	100%	210	9%	412	18%	213	9%	825	36%	630	28%
55-64	15.9%	2,152	2,153	100%	340	16%	447	21%	197	9%	665	31%	504	23%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
65+	23.2%	3,140	3,144	100%	715	23%	858	27%	259	8%	885	28%	427	14%
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	194	6%	355	12%	311	10%	1,426	46%	796	26%
C1	30.9%	4,187	4,187	100%	442	11%	733	18%	404	10%	1,678	40%	930	22%
C2	21.2%	2,869	2,869	100%	494	17%	660	23%	268	9%	681	24%	766	27%
DE	25.1%	3,396	3,396	100%	452	13%	700	21%	282	8%	977	29%	985	29%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	81	15%	109	20%	42	8%	152	27%	171	31%
North West	11.4%	1,543	1,543	100%	178	12%	296	19%	151	10%	478	31%	440	29%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	135	12%	241	21%	70	6%	366	32%	325	29%
East Midlands	7.5%	1,015	1,015	100%	151	15%	215	21%	102	10%	282	28%	265	26%
West Midlands	9.1%	1,232	1,232	100%	152	12%	255	21%	133	11%	366	30%	326	26%
East of England	9.7%	1,313	1,313	100%	177	13%	245	19%	118	9%	397	30%	376	29%
London	13.5%	1,827	1,827	100%	161	9%	226	12%	158	9%	950	52%	332	18%
South East	14.3%	1,935	1,935	100%	218	11%	359	19%	212	11%	657	34%	489	25%
South West	8.8%	1,191	1,191	100%	160	13%	225	19%	105	9%	391	33%	310	26%
Wales	4.8%	650	649	100%	72	11%	114	18%	60	9%	222	34%	181	28%
Scotland	8.4%	1,137	1,137	100%	97	9%	163	14%	114	10%	501	44%	262	23%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	5,075	5,075	100%	1,292	25%	1,635	32%	413	8%	829	16%	906	18%
Remain	34.7%	4,696	4,696	100%	125	3%	330	7%	489	10%	2,776	59%	976	21%
None	27.8%	3,762	3,763	100%	165	4%	483	13%	363	10%	1,157	31%	1,595	42%
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	3,965	3,970	100%	1,093	28%	1,269	32%	430	11%	612	15%	566	14%
Labour-party	21.6%	2,923	2,926	100%	60	2%	194	7%	221	8%	1,831	63%	620	21%
Liberal-democrats	7.8%	1,056	1,056	100%	30	3%	85	8%	95	9%	672	64%	174	16%
Scottish-national-party	2.6%	352	352	100%	18	5%	35	10%	32	9%	189	54%	78	22%
Other	5.9%	799	799	100%	130	16%	154	19%	73	9%	308	39%	134	17%
No-vote	32.7%	4,426	4,410	100%	251	6%	708	16%	414	9%	1,144	26%	1,893	43%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

Priti Patel was first elected to Parliament in 2010 and was formerly Home Secretary and Secretary of State for International Development. She has in the past supported further divergence from the European Union and has been sceptical of Net Zero by 2050. Knowing this would you be more or less likely to vote for Priti Patel if she were prime minister?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
TOTALS					967 - 7%	2,104 - 16%	1,449 - 11%	5,329 - 39%	3,685 - 27%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	312 18%	632 36%	236 14%	257 15%	295 17%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	27 5%	124 24%	69 13%	123 24%	172 33%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	553 12%	990 22%	581 13%	1,437 32%	991 22%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	438 18%	707 29%	300 12%	560 23%	469 19%
Voting Intention	Quotas		Raw counts		Results				
Conservative	NA	NA	1,732	13%	312 18%	632 36%	236 14%	257 15%	295 17%
Labour	NA	NA	3,760	28%	50 1%	271 7%	356 9%	2,380 63%	703 19%
Liberal-democrat	NA	NA	850	6%	18 2%	71 8%	105 12%	506 60%	150 18%
Green	NA	NA	738	5%	7 1%	32 4%	77 10%	521 71%	101 14%
Reform-uk	NA	NA	1,184	9%	390 33%	398 34%	88 7%	147 12%	161 14%
Snp	NA	NA	302	2%	7 2%	13 4%	21 7%	201 67%	60 20%
Plaid-cymru	NA	NA	81	1%	8 10%	7 9%	8 10%	39 48%	19 23%
Some-other-party	NA	NA	163	1%	13 8%	37 23%	15 9%	63 39%	35 21%
Would-not-vote	NA	NA	55	0%	3 5%	6 11%	6 11%	8 15%	32 58%
Dont-know	NA	NA	1,893	14%	65 3%	311 16%	247 13%	587 31%	683 36%
Voting Intention (Squeeze)	Quotas		Raw counts		Results				
Conservative	NA	NA	150	1%	17 11%	38 25%	21 14%	33 22%	41 27%
Labour	NA	NA	176	1%	2 1%	23 13%	24 14%	77 44%	50 28%
Liberal-democrat	NA	NA	86	1%	0 0%	13 15%	16 19%	33 38%	24 28%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Green	NA	NA	68	1%	0	0%	3	4%	11	16%	31	46%	23	34%
Reform-uk	NA	NA	50	0%	12	24%	14	28%	8	16%	7	14%	9	18%
Snp	NA	NA	8	0%	0	0%	1	13%	1	13%	5	63%	1	13%
Plaid-cymru	NA	NA	12	0%	0	0%	2	17%	5	42%	1	8%	4	33%
Some-other-party	NA	NA	24	0%	0	0%	6	25%	5	21%	12	50%	1	4%
Would-not-vote	NA	NA	54	0%	1	2%	5	9%	6	11%	10	19%	32	59%
Dont-know	NA	NA	1,320	10%	36	3%	212	16%	156	12%	386	29%	530	40%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	702	11%	1,281	19%	655	10%	2,693	41%	1,260	19%
Female	50.8%	6,875	6,876	100%	265	4%	805	12%	790	11%	2,596	38%	2,420	35%
Neither	0.5%	68	67	99%	0	0%	18	27%	4	6%	40	60%	5	7%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	78	5%	123	9%	168	12%	624	44%	429	30%
25-34	17.0%	2,301	2,303	100%	33	1%	159	7%	239	10%	1,108	48%	764	33%
35-44	16.4%	2,220	2,222	100%	80	4%	275	12%	238	11%	818	37%	811	36%
45-54	16.9%	2,287	2,290	100%	134	6%	350	15%	242	11%	927	40%	637	28%
55-64	15.9%	2,152	2,153	100%	207	10%	395	18%	221	10%	815	38%	515	24%
65+	23.2%	3,140	3,144	100%	435	14%	802	26%	341	11%	1,037	33%	529	17%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know/prefer not to say					
SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	144	5%	296	10%	319	10%	1,509	49%	814	26%
C1	30.9%	4,187	4,187	100%	289	7%	617	15%	482	12%	1,814	43%	985	24%
C2	21.2%	2,869	2,869	100%	285	10%	627	22%	295	10%	835	29%	827	29%
DE	25.1%	3,396	3,396	100%	249	7%	564	17%	353	10%	1,171	34%	1,059	31%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	49	9%	94	17%	63	11%	179	32%	170	31%
North West	11.4%	1,543	1,543	100%	105	7%	244	16%	176	11%	583	38%	435	28%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	76	7%	199	18%	105	9%	403	35%	354	31%
East Midlands	7.5%	1,015	1,015	100%	83	8%	197	19%	107	11%	326	32%	302	30%
West Midlands	9.1%	1,232	1,232	100%	93	8%	220	18%	133	11%	421	34%	365	30%
East of England	9.7%	1,313	1,313	100%	103	8%	212	16%	142	11%	457	35%	399	30%
London	13.5%	1,827	1,827	100%	105	6%	217	12%	169	9%	1,006	55%	330	18%
South East	14.3%	1,935	1,935	100%	148	8%	291	15%	230	12%	712	37%	554	29%
South West	8.8%	1,191	1,191	100%	103	9%	210	18%	120	10%	431	36%	327	27%
Wales	4.8%	650	649	100%	40	6%	89	14%	77	12%	237	37%	206	32%
Scotland	8.4%	1,137	1,137	100%	62	5%	131	12%	127	11%	574	50%	243	21%
VoteBrexit	Quotas		Raw counts		Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't know/prefer not to say	
Leave	37.5%	5,075	5,075	100%	821	16%	1,540	30%	569	11%	1,056	21%	1,089	21%
Remain	34.7%	4,696	4,696	100%	73	2%	238	5%	502	11%	2,994	64%	889	19%
None	27.8%	3,762	3,763	100%	73	2%	326	9%	378	10%	1,279	34%	1,707	45%
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	3,965	3,970	100%	721	18%	1,277	32%	492	12%	770	19%	710	18%
Labour-party	21.6%	2,923	2,926	100%	30	1%	132	5%	249	9%	1,972	67%	543	19%
Liberal-democrats	7.8%	1,056	1,056	100%	14	1%	47	4%	116	11%	716	68%	163	15%
Scottish-national-party	2.6%	352	352	100%	10	3%	24	7%	31	9%	224	64%	63	18%
Other	5.9%	799	799	100%	73	9%	128	16%	85	11%	346	43%	167	21%
No-vote	32.7%	4,426	4,410	100%	119	3%	493	11%	476	11%	1,295	29%	2,027	46%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Rishi Sunak or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Rishi Sunak	Keir Starmer	Don't know/prefer not to say
TOTALS					3,392 - 25%	6,133 - 45%	4,009 - 30%
Solid Conservatives		Quotas		Raw counts	Results		
Is-solid-conservative	NA	NA	1,732	13%	1,594 92%	43 2%	95 5%
Could-be Conservatives		Quotas		Raw counts	Results		
Could-be-conservative	NA	NA	515	4%	152 30%	94 18%	269 52%
One-time Conservatives		Quotas		Raw counts	Results		
One-time-conservatives	NA	NA	4,552	34%	1,201 26%	1,824 40%	1,527 34%
Lost Conservatives		Quotas		Raw counts	Results		
Lost-conservative	NA	NA	2,474	18%	969 39%	659 27%	846 34%
Voting Intention		Quotas		Raw counts	Results		

GB Sample Spec	Percentage	Quota	Completes	% Complete	Rishi Sunak		Keir Starmer		Don't know/prefer not to say	
Conservative	NA	NA	1,732	13%	1,594	92%	43	2%	95	5%
Labour	NA	NA	3,760	28%	85	2%	3,437	91%	238	6%
Liberal-democrat	NA	NA	850	6%	155	18%	504	59%	191	22%
Green	NA	NA	738	5%	71	10%	471	64%	196	27%
Reform-uk	NA	NA	1,184	9%	531	45%	186	16%	467	39%
Snp	NA	NA	302	2%	19	6%	181	60%	102	34%
Plaid-cymru	NA	NA	81	1%	10	12%	49	60%	22	27%
Some-other-party	NA	NA	163	1%	38	23%	38	23%	87	53%
Would-not-vote	NA	NA	55	0%	8	15%	12	22%	35	64%
Dont-know	NA	NA	1,893	14%	441	23%	517	27%	935	49%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	114	76%	3	2%	33	22%
Labour	NA	NA	176	1%	8	5%	124	70%	44	25%
Liberal-democrat	NA	NA	86	1%	16	19%	37	43%	33	38%
Green	NA	NA	68	1%	7	10%	27	40%	34	50%
Reform-uk	NA	NA	50	0%	17	34%	8	16%	25	50%
Snp	NA	NA	8	0%	1	13%	5	63%	2	25%
Plaid-cymru	NA	NA	12	0%	2	17%	5	42%	5	42%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Rishi Sunak		Keir Starmer		Don't know/prefer not to say	
Some-other-party	NA	NA	24	0%	4	17%	5	21%	15	63%
Would-not-vote	NA	NA	54	0%	6	11%	7	13%	41	76%
Dont-know	NA	NA	1,320	10%	274	21%	308	23%	738	56%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,918	29%	3,022	46%	1,651	25%
Female	50.8%	6,875	6,876	100%	1,459	21%	3,071	45%	2,346	34%
Neither	0.5%	68	67	99%	15	22%	40	60%	12	18%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	216	15%	825	58%	381	27%
25-34	17.0%	2,301	2,303	100%	239	10%	1,419	62%	645	28%
35-44	16.4%	2,220	2,222	100%	347	16%	1,040	47%	835	38%
45-54	16.9%	2,287	2,290	100%	503	22%	1,058	46%	729	32%
55-64	15.9%	2,152	2,153	100%	654	30%	855	40%	644	30%
65+	23.2%	3,140	3,144	100%	1,433	46%	936	30%	775	25%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	582	19%	1,618	52%	882	29%
C1	30.9%	4,187	4,187	100%	1,146	27%	1,994	48%	1,047	25%
C2	21.2%	2,869	2,869	100%	837	29%	1,049	37%	983	34%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Rishi Sunak		Keir Starmer		Don't know/prefer not to say	
DE	25.1%	3,396	3,396	100%	827	24%	1,472	43%	1,097	32%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	138	25%	253	46%	164	30%
North West	11.4%	1,543	1,543	100%	361	23%	739	48%	443	29%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	274	24%	492	43%	371	33%
East Midlands	7.5%	1,015	1,015	100%	282	28%	408	40%	325	32%
West Midlands	9.1%	1,232	1,232	100%	323	26%	511	41%	398	32%
East of England	9.7%	1,313	1,313	100%	369	28%	523	40%	421	32%
London	13.5%	1,827	1,827	100%	391	21%	1,038	57%	398	22%
South East	14.3%	1,935	1,935	100%	570	29%	766	40%	599	31%
South West	8.8%	1,191	1,191	100%	338	28%	492	41%	361	30%
Wales	4.8%	650	649	100%	144	22%	314	48%	191	29%
Scotland	8.4%	1,137	1,137	100%	202	18%	597	53%	338	30%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	2,292	45%	1,368	27%	1,415	28%
Remain	34.7%	4,696	4,696	100%	635	14%	3,106	66%	955	20%
None	27.8%	3,762	3,763	100%	465	12%	1,659	44%	1,639	44%
Vote2019	Quotas		Raw counts		Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Rishi Sunak		Keir Starmer		Don't know/prefer not to say	
Conservative-party	29.3%	3,965	3,970	100%	2,377	60%	686	17%	907	23%
Labour-party	21.6%	2,923	2,926	100%	68	2%	2,506	86%	352	12%
Liberal-democrats	7.8%	1,056	1,056	100%	146	14%	705	67%	205	19%
Scottish-national-party	2.6%	352	352	100%	27	8%	220	63%	105	30%
Other	5.9%	799	799	100%	157	20%	366	46%	276	35%
No-vote	32.7%	4,426	4,410	100%	617	14%	1,644	37%	2,149	49%

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Suella Braverman or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Keir Starmer	Don't know/prefer not to say
TOTALS					3,156 - 23%	6,467 - 48%	3,911 - 29%
Solid Conservatives	Quotas		Raw counts		Results		
Is-solid-conservative	NA	NA	1,732	13%	1,241 72%	167 10%	324 19%
Could-be Conservatives	Quotas		Raw counts		Results		
Could-be-conservative	NA	NA	515	4%	151 29%	111 22%	253 49%
One-time Conservatives	Quotas		Raw counts		Results		
One-time-conservatives	NA	NA	4,552	34%	1,452 32%	1,845 41%	1,255 28%
Lost Conservatives	Quotas		Raw counts		Results		
Lost-conservative	NA	NA	2,474	18%	1,094 44%	738 30%	642 26%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Keir Starmer		Don't know/prefer not to say	
Voting Intention	Quotas		Raw counts		Results					
Conservative	NA	NA	1,732	13%	1,241	72%	167	10%	324	19%
Labour	NA	NA	3,760	28%	127	3%	3,371	90%	262	7%
Liberal-democrat	NA	NA	850	6%	90	11%	573	67%	187	22%
Green	NA	NA	738	5%	47	6%	511	69%	180	24%
Reform-uk	NA	NA	1,184	9%	794	67%	156	13%	234	20%
Snp	NA	NA	302	2%	14	5%	200	66%	88	29%
Plaid-cymru	NA	NA	81	1%	12	15%	53	65%	16	20%
Some-other-party	NA	NA	163	1%	39	24%	54	33%	70	43%
Would-not-vote	NA	NA	55	0%	5	9%	12	22%	38	69%
Dont-know	NA	NA	1,893	14%	376	20%	641	34%	876	46%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	71	47%	28	19%	51	34%
Labour	NA	NA	176	1%	14	8%	123	70%	39	22%
Liberal-democrat	NA	NA	86	1%	10	12%	47	55%	29	34%
Green	NA	NA	68	1%	10	15%	37	54%	21	31%
Reform-uk	NA	NA	50	0%	26	52%	8	16%	16	32%
Snp	NA	NA	8	0%	0	0%	4	50%	4	50%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Keir Starmer		Don't know/prefer not to say	
Plaid-cymru	NA	NA	12	0%	0	0%	6	50%	6	50%
Some-other-party	NA	NA	24	0%	8	33%	7	29%	9	38%
Would-not-vote	NA	NA	54	0%	5	9%	11	20%	38	70%
Dont-know	NA	NA	1,320	10%	237	18%	382	29%	701	53%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,854	28%	3,223	49%	1,514	23%
Female	50.8%	6,875	6,876	100%	1,283	19%	3,207	47%	2,386	35%
Neither	0.5%	68	67	99%	19	28%	37	55%	11	16%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	213	15%	801	56%	408	29%
25-34	17.0%	2,301	2,303	100%	195	8%	1,455	63%	653	28%
35-44	16.4%	2,220	2,222	100%	300	14%	1,101	50%	821	37%
45-54	16.9%	2,287	2,290	100%	449	20%	1,136	50%	705	31%
55-64	15.9%	2,152	2,153	100%	621	29%	932	43%	600	28%
65+	23.2%	3,140	3,144	100%	1,378	44%	1,042	33%	724	23%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	437	14%	1,783	58%	862	28%
C1	30.9%	4,187	4,187	100%	1,021	24%	2,123	51%	1,043	25%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Keir Starmer		Don't know/prefer not to say	
C2	21.2%	2,869	2,869	100%	882	31%	1,060	37%	927	32%
DE	25.1%	3,396	3,396	100%	816	24%	1,501	44%	1,079	32%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	145	26%	247	45%	163	29%
North West	11.4%	1,543	1,543	100%	359	23%	743	48%	441	29%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	264	23%	512	45%	361	32%
East Midlands	7.5%	1,015	1,015	100%	297	29%	409	40%	309	30%
West Midlands	9.1%	1,232	1,232	100%	320	26%	537	44%	375	30%
East of England	9.7%	1,313	1,313	100%	333	25%	552	42%	428	33%
London	13.5%	1,827	1,827	100%	329	18%	1,166	64%	332	18%
South East	14.3%	1,935	1,935	100%	490	25%	838	43%	607	31%
South West	8.8%	1,191	1,191	100%	304	26%	510	43%	377	32%
Wales	4.8%	650	649	100%	139	21%	319	49%	191	29%
Scotland	8.4%	1,137	1,137	100%	176	15%	634	56%	327	29%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	2,366	47%	1,423	28%	1,286	25%
Remain	34.7%	4,696	4,696	100%	398	8%	3,360	72%	938	20%
None	27.8%	3,762	3,763	100%	392	10%	1,684	45%	1,687	45%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Keir Starmer		Don't know/prefer not to say	
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	2,207	56%	867	22%	896	23%
Labour-party	21.6%	2,923	2,926	100%	92	3%	2,511	86%	323	11%
Liberal-democrats	7.8%	1,056	1,056	100%	81	8%	795	75%	180	17%
Scottish-national-party	2.6%	352	352	100%	30	9%	226	64%	96	27%
Other	5.9%	799	799	100%	196	25%	375	47%	228	29%
No-vote	32.7%	4,426	4,410	100%	550	12%	1,687	38%	2,173	49%

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Boris Johnson or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Boris Johnson	Keir Starmer	Don't know/prefer not to say			
TOTALS					3,809 - 28%	6,470 - 48%	3,255 - 24%			
Solid Conservatives		Quotas		Raw counts			Results			
Is-solid-conservative	NA	NA	1,732	13%	1,412	82%	137	8%	183	11%
Could-be Conservatives		Quotas		Raw counts			Results			
Could-be-conservative	NA	NA	515	4%	206	40%	115	22%	194	38%
One-time Conservatives		Quotas		Raw counts			Results			
One-time-conservatives	NA	NA	4,552	34%	1,764	39%	1,779	39%	1,009	22%
Lost Conservatives		Quotas		Raw counts			Results			
Lost-conservative	NA	NA	2,474	18%	1,280	52%	656	27%	538	22%
Voting Intention		Quotas		Raw counts			Results			

GB Sample Spec	Percentage	Quota	Completes	% Complete	Boris Johnson		Keir Starmer		Don't know/prefer not to say	
Conservative	NA	NA	1,732	13%	1,412	82%	137	8%	183	11%
Labour	NA	NA	3,760	28%	189	5%	3,363	89%	208	6%
Liberal-democrat	NA	NA	850	6%	137	16%	579	68%	134	16%
Green	NA	NA	738	5%	82	11%	503	68%	153	21%
Reform-uk	NA	NA	1,184	9%	765	65%	163	14%	256	22%
Snp	NA	NA	302	2%	18	6%	198	66%	86	28%
Plaid-cymru	NA	NA	81	1%	13	16%	52	64%	16	20%
Some-other-party	NA	NA	163	1%	56	34%	50	31%	57	35%
Would-not-vote	NA	NA	55	0%	6	11%	17	31%	32	58%
Dont-know	NA	NA	1,893	14%	525	28%	657	35%	711	38%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	88	59%	30	20%	32	21%
Labour	NA	NA	176	1%	21	12%	125	71%	30	17%
Liberal-democrat	NA	NA	86	1%	16	19%	37	43%	33	38%
Green	NA	NA	68	1%	17	25%	30	44%	21	31%
Reform-uk	NA	NA	50	0%	30	60%	7	14%	13	26%
Snp	NA	NA	8	0%	1	13%	7	88%	0	0%
Plaid-cymru	NA	NA	12	0%	2	17%	6	50%	4	33%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Boris Johnson		Keir Starmer		Don't know/prefer not to say	
Some-other-party	NA	NA	24	0%	12	50%	7	29%	5	21%
Would-not-vote	NA	NA	54	0%	6	11%	11	20%	37	69%
Dont-know	NA	NA	1,320	10%	338	26%	414	31%	568	43%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	2,171	33%	3,159	48%	1,261	19%
Female	50.8%	6,875	6,876	100%	1,625	24%	3,271	48%	1,980	29%
Neither	0.5%	68	67	99%	13	19%	40	60%	14	21%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	267	19%	813	57%	342	24%
25-34	17.0%	2,301	2,303	100%	287	12%	1,444	63%	572	25%
35-44	16.4%	2,220	2,222	100%	442	20%	1,063	48%	717	32%
45-54	16.9%	2,287	2,290	100%	576	25%	1,133	49%	581	25%
55-64	15.9%	2,152	2,153	100%	733	34%	939	44%	481	22%
65+	23.2%	3,140	3,144	100%	1,504	48%	1,078	34%	562	18%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	563	18%	1,767	57%	752	24%
C1	30.9%	4,187	4,187	100%	1,195	29%	2,157	52%	835	20%
C2	21.2%	2,869	2,869	100%	1,062	37%	1,053	37%	754	26%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Boris Johnson		Keir Starmer		Don't know/prefer not to say	
DE	25.1%	3,396	3,396	100%	989	29%	1,493	44%	914	27%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	152	27%	265	48%	138	25%
North West	11.4%	1,543	1,543	100%	402	26%	757	49%	384	25%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	341	30%	504	44%	292	26%
East Midlands	7.5%	1,015	1,015	100%	336	33%	404	40%	275	27%
West Midlands	9.1%	1,232	1,232	100%	394	32%	533	43%	305	25%
East of England	9.7%	1,313	1,313	100%	435	33%	539	41%	339	26%
London	13.5%	1,827	1,827	100%	371	20%	1,146	63%	310	17%
South East	14.3%	1,935	1,935	100%	621	32%	822	42%	492	25%
South West	8.8%	1,191	1,191	100%	406	34%	508	43%	277	23%
Wales	4.8%	650	649	100%	156	24%	330	51%	163	25%
Scotland	8.4%	1,137	1,137	100%	195	17%	662	58%	280	25%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	2,700	53%	1,352	27%	1,023	20%
Remain	34.7%	4,696	4,696	100%	519	11%	3,429	73%	748	16%
None	27.8%	3,762	3,763	100%	590	16%	1,689	45%	1,484	39%
Vote2019	Quotas		Raw counts		Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Boris Johnson		Keir Starmer		Don't know/prefer not to say	
Conservative-party	29.3%	3,965	3,970	100%	2,541	64%	753	19%	676	17%
Labour-party	21.6%	2,923	2,926	100%	114	4%	2,541	87%	271	9%
Liberal-democrats	7.8%	1,056	1,056	100%	102	10%	816	77%	138	13%
Scottish-national-party	2.6%	352	352	100%	30	9%	239	68%	83	24%
Other	5.9%	799	799	100%	211	26%	391	49%	197	25%
No-vote	32.7%	4,426	4,410	100%	808	18%	1,724	39%	1,878	43%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Priti Patel or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel	Keir Starmer	Don't know/prefer not to say
TOTALS					2,963 - 22%	6,717 - 50%	3,854 - 28%
Solid Conservatives		Quotas		Raw counts	Results		
Is-solid-conservative	NA	NA	1,732	13%	1,235 71%	179 10%	318 18%
Could-be Conservatives		Quotas		Raw counts	Results		
Could-be-conservative	NA	NA	515	4%	135 26%	126 24%	254 49%
One-time Conservatives		Quotas		Raw counts	Results		
One-time-conservatives	NA	NA	4,552	34%	1,336 29%	1,941 43%	1,275 28%
Lost Conservatives		Quotas		Raw counts	Results		
Lost-conservative	NA	NA	2,474	18%	1,042 42%	760 31%	672 27%
Voting Intention		Quotas		Raw counts	Results		

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Keir Starmer		Don't know/prefer not to say	
Conservative	NA	NA	1,732	13%	1,235	71%	179	10%	318	18%
Labour	NA	NA	3,760	28%	92	2%	3,444	92%	224	6%
Liberal-democrat	NA	NA	850	6%	84	10%	591	70%	175	21%
Green	NA	NA	738	5%	42	6%	533	72%	163	22%
Reform-uk	NA	NA	1,184	9%	734	62%	181	15%	269	23%
Snp	NA	NA	302	2%	17	6%	203	67%	82	27%
Plaid-cymru	NA	NA	81	1%	8	10%	53	65%	20	25%
Some-other-party	NA	NA	163	1%	44	27%	51	31%	68	42%
Would-not-vote	NA	NA	55	0%	7	13%	16	29%	32	58%
Dont-know	NA	NA	1,893	14%	350	18%	672	35%	871	46%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	74	49%	30	20%	46	31%
Labour	NA	NA	176	1%	12	7%	128	73%	36	20%
Liberal-democrat	NA	NA	86	1%	12	14%	46	53%	28	33%
Green	NA	NA	68	1%	4	6%	35	51%	29	43%
Reform-uk	NA	NA	50	0%	23	46%	9	18%	18	36%
Snp	NA	NA	8	0%	0	0%	5	63%	3	38%
Plaid-cymru	NA	NA	12	0%	2	17%	2	17%	8	67%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Keir Starmer		Don't know/prefer not to say	
Some-other-party	NA	NA	24	0%	5	21%	8	33%	11	46%
Would-not-vote	NA	NA	54	0%	6	11%	12	22%	36	67%
Dont-know	NA	NA	1,320	10%	219	17%	413	31%	688	52%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,815	28%	3,274	50%	1,502	23%
Female	50.8%	6,875	6,876	100%	1,129	16%	3,403	49%	2,344	34%
Neither	0.5%	68	67	99%	19	28%	40	60%	8	12%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	159	11%	870	61%	393	28%
25-34	17.0%	2,301	2,303	100%	168	7%	1,515	66%	620	27%
35-44	16.4%	2,220	2,222	100%	299	13%	1,126	51%	797	36%
45-54	16.9%	2,287	2,290	100%	431	19%	1,150	50%	709	31%
55-64	15.9%	2,152	2,153	100%	587	27%	970	45%	596	28%
65+	23.2%	3,140	3,144	100%	1,319	42%	1,086	35%	739	24%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	403	13%	1,835	60%	844	27%
C1	30.9%	4,187	4,187	100%	960	23%	2,208	53%	1,019	24%
C2	21.2%	2,869	2,869	100%	851	30%	1,102	38%	916	32%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Keir Starmer		Don't know/prefer not to say	
DE	25.1%	3,396	3,396	100%	749	22%	1,572	46%	1,075	32%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	130	23%	269	48%	156	28%
North West	11.4%	1,543	1,543	100%	336	22%	772	50%	435	28%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	245	22%	543	48%	349	31%
East Midlands	7.5%	1,015	1,015	100%	271	27%	419	41%	325	32%
West Midlands	9.1%	1,232	1,232	100%	298	24%	569	46%	365	30%
East of England	9.7%	1,313	1,313	100%	318	24%	583	44%	412	31%
London	13.5%	1,827	1,827	100%	334	18%	1,170	64%	323	18%
South East	14.3%	1,935	1,935	100%	443	23%	882	46%	610	32%
South West	8.8%	1,191	1,191	100%	295	25%	521	44%	375	31%
Wales	4.8%	650	649	100%	123	19%	332	51%	194	30%
Scotland	8.4%	1,137	1,137	100%	170	15%	657	58%	310	27%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	2,265	45%	1,484	29%	1,326	26%
Remain	34.7%	4,696	4,696	100%	347	7%	3,473	74%	876	19%
None	27.8%	3,762	3,763	100%	351	9%	1,760	47%	1,652	44%
Vote2019	Quotas		Raw counts		Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Keir Starmer		Don't know/prefer not to say	
Conservative-party	29.3%	3,965	3,970	100%	2,149	54%	893	22%	928	23%
Labour-party	21.6%	2,923	2,926	100%	58	2%	2,577	88%	291	10%
Liberal-democrats	7.8%	1,056	1,056	100%	72	7%	811	77%	173	16%
Scottish-national-party	2.6%	352	352	100%	23	7%	236	67%	93	26%
Other	5.9%	799	799	100%	164	21%	400	50%	235	29%
No-vote	32.7%	4,426	4,410	100%	494	11%	1,794	41%	2,122	48%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Kemi Badenoch or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Kemi Badenoch		Keir Starmer		Don't know/prefer not to say	
TOTALS					2,575 - 19%		6,039 - 45%		4,920 - 36%	
Solid Conservatives		Quotas		Raw counts	Results					
Is-solid-conservative	NA	NA	1,732	13%	1,081	62%	150	9%	501	29%
Could-be Conservatives		Quotas		Raw counts	Results					
Could-be-conservative	NA	NA	515	4%	110	21%	78	15%	327	63%
One-time Conservatives		Quotas		Raw counts	Results					
One-time-conservatives	NA	NA	4,552	34%	1,034	23%	1,749	38%	1,769	39%
Lost Conservatives		Quotas		Raw counts	Results					
Lost-conservative	NA	NA	2,474	18%	742	30%	685	28%	1,047	42%
Voting Intention		Quotas		Raw counts	Results					

GB Sample Spec	Percentage	Quota	Completes	% Complete	Kemi Badenoch		Keir Starmer		Don't know/prefer not to say	
Conservative	NA	NA	1,732	13%	1,081	62%	150	9%	501	29%
Labour	NA	NA	3,760	28%	122	3%	3,314	88%	324	9%
Liberal-democrat	NA	NA	850	6%	126	15%	479	56%	245	29%
Green	NA	NA	738	5%	91	12%	450	61%	197	27%
Reform-uk	NA	NA	1,184	9%	483	41%	196	17%	505	43%
Snp	NA	NA	302	2%	24	8%	191	63%	87	29%
Plaid-cymru	NA	NA	81	1%	8	10%	48	59%	25	31%
Some-other-party	NA	NA	163	1%	35	21%	45	28%	83	51%
Would-not-vote	NA	NA	55	0%	4	7%	16	29%	35	64%
Dont-know	NA	NA	1,893	14%	304	16%	482	25%	1,107	58%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	52	35%	21	14%	77	51%
Labour	NA	NA	176	1%	11	6%	106	60%	59	34%
Liberal-democrat	NA	NA	86	1%	9	10%	36	42%	41	48%
Green	NA	NA	68	1%	14	21%	19	28%	35	51%
Reform-uk	NA	NA	50	0%	11	22%	10	20%	29	58%
Snp	NA	NA	8	0%	0	0%	5	63%	3	38%
Plaid-cymru	NA	NA	12	0%	2	17%	1	8%	9	75%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Kemi Badenoch		Keir Starmer		Don't know/prefer not to say	
Some-other-party	NA	NA	24	0%	5	21%	6	25%	13	54%
Would-not-vote	NA	NA	54	0%	4	7%	11	20%	39	72%
Dont-know	NA	NA	1,320	10%	200	15%	283	21%	837	63%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,488	23%	3,093	47%	2,010	30%
Female	50.8%	6,875	6,876	100%	1,074	16%	2,909	42%	2,893	42%
Neither	0.5%	68	67	99%	13	19%	37	55%	17	25%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	201	14%	771	54%	450	32%
25-34	17.0%	2,301	2,303	100%	206	9%	1,333	58%	764	33%
35-44	16.4%	2,220	2,222	100%	252	11%	1,006	45%	964	43%
45-54	16.9%	2,287	2,290	100%	381	17%	1,039	45%	870	38%
55-64	15.9%	2,152	2,153	100%	477	22%	878	41%	798	37%
65+	23.2%	3,140	3,144	100%	1,058	34%	1,012	32%	1,074	34%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	447	15%	1,590	52%	1,045	34%
C1	30.9%	4,187	4,187	100%	875	21%	1,963	47%	1,349	32%
C2	21.2%	2,869	2,869	100%	623	22%	1,055	37%	1,191	42%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Kemi Badenoch		Keir Starmer		Don't know/prefer not to say	
DE	25.1%	3,396	3,396	100%	630	19%	1,431	42%	1,335	39%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	102	18%	253	46%	200	36%
North West	11.4%	1,543	1,543	100%	297	19%	708	46%	538	35%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	192	17%	490	43%	455	40%
East Midlands	7.5%	1,015	1,015	100%	236	23%	366	36%	413	41%
West Midlands	9.1%	1,232	1,232	100%	233	19%	508	41%	491	40%
East of England	9.7%	1,313	1,313	100%	271	21%	508	39%	534	41%
London	13.5%	1,827	1,827	100%	333	18%	1,041	57%	453	25%
South East	14.3%	1,935	1,935	100%	370	19%	771	40%	794	41%
South West	8.8%	1,191	1,191	100%	247	21%	488	41%	456	38%
Wales	4.8%	650	649	100%	115	18%	300	46%	234	36%
Scotland	8.4%	1,137	1,137	100%	179	16%	606	53%	352	31%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	1,689	33%	1,429	28%	1,957	39%
Remain	34.7%	4,696	4,696	100%	514	11%	3,058	65%	1,124	24%
None	27.8%	3,762	3,763	100%	372	10%	1,552	41%	1,839	49%
Vote2019	Quotas		Raw counts		Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Kemi Badenoch		Keir Starmer		Don't know/prefer not to say	
Conservative-party	29.3%	3,965	3,970	100%	1,721	43%	804	20%	1,445	36%
Labour-party	21.6%	2,923	2,926	100%	105	4%	2,457	84%	364	12%
Liberal-democrats	7.8%	1,056	1,056	100%	131	12%	677	64%	248	23%
Scottish-national-party	2.6%	352	352	100%	32	9%	222	63%	98	28%
Other	5.9%	799	799	100%	150	19%	339	42%	310	39%
No-vote	32.7%	4,426	4,410	100%	436	10%	1,534	35%	2,440	55%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Penny Mordaunt or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Penny Mordaunt		Keir Starmer		Don't know/prefer not to say	
TOTALS					3,098 - 23%		5,921 - 44%		4,515 - 33%	
Solid Conservatives		Quotas		Raw counts	Results					
Is-solid-conservative	NA	NA	1,732	13%	1,294	75%	107	6%	331	19%
Could-be Conservatives		Quotas		Raw counts	Results					
Could-be-conservative	NA	NA	515	4%	152	30%	80	16%	283	55%
One-time Conservatives		Quotas		Raw counts	Results					
One-time-conservatives	NA	NA	4,552	34%	1,298	29%	1,702	37%	1,552	34%
Lost Conservatives		Quotas		Raw counts	Results					
Lost-conservative	NA	NA	2,474	18%	974	39%	627	25%	873	35%
Voting Intention		Quotas		Raw counts	Results					

GB Sample Spec	Percentage	Quota	Completes	% Complete	Penny Mordaunt		Keir Starmer		Don't know/prefer not to say	
Conservative	NA	NA	1,732	13%	1,294	75%	107	6%	331	19%
Labour	NA	NA	3,760	28%	138	4%	3,323	88%	299	8%
Liberal-democrat	NA	NA	850	6%	172	20%	478	56%	200	24%
Green	NA	NA	738	5%	95	13%	431	58%	212	29%
Reform-uk	NA	NA	1,184	9%	589	50%	153	13%	442	37%
Snp	NA	NA	302	2%	18	6%	198	66%	86	28%
Plaid-cymru	NA	NA	81	1%	12	15%	47	58%	22	27%
Some-other-party	NA	NA	163	1%	42	26%	43	26%	78	48%
Would-not-vote	NA	NA	55	0%	4	7%	14	25%	37	67%
Dont-know	NA	NA	1,893	14%	406	21%	477	25%	1,010	53%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	84	56%	12	8%	54	36%
Labour	NA	NA	176	1%	16	9%	100	57%	60	34%
Liberal-democrat	NA	NA	86	1%	18	21%	33	38%	35	41%
Green	NA	NA	68	1%	10	15%	20	29%	38	56%
Reform-uk	NA	NA	50	0%	18	36%	8	16%	24	48%
Snp	NA	NA	8	0%	1	13%	4	50%	3	38%
Plaid-cymru	NA	NA	12	0%	0	0%	2	17%	10	83%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Penny Mordaunt		Keir Starmer		Don't know/prefer not to say	
Some-other-party	NA	NA	24	0%	4	17%	6	25%	14	58%
Would-not-vote	NA	NA	54	0%	5	9%	9	17%	40	74%
Dont-know	NA	NA	1,320	10%	254	19%	297	23%	769	58%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,804	27%	2,983	45%	1,804	27%
Female	50.8%	6,875	6,876	100%	1,271	18%	2,904	42%	2,701	39%
Neither	0.5%	68	67	99%	23	34%	34	51%	10	15%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	219	15%	741	52%	462	32%
25-34	17.0%	2,301	2,303	100%	219	10%	1,337	58%	747	32%
35-44	16.4%	2,220	2,222	100%	270	12%	1,004	45%	948	43%
45-54	16.9%	2,287	2,290	100%	443	19%	1,024	45%	823	36%
55-64	15.9%	2,152	2,153	100%	602	28%	859	40%	692	32%
65+	23.2%	3,140	3,144	100%	1,345	43%	956	30%	843	27%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	503	16%	1,560	51%	1,019	33%
C1	30.9%	4,187	4,187	100%	1,036	25%	1,954	47%	1,197	29%
C2	21.2%	2,869	2,869	100%	808	28%	988	34%	1,073	37%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Penny Mordaunt		Keir Starmer		Don't know/prefer not to say	
DE	25.1%	3,396	3,396	100%	751	22%	1,419	42%	1,226	36%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	124	22%	237	43%	194	35%
North West	11.4%	1,543	1,543	100%	329	21%	709	46%	505	33%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	266	23%	457	40%	414	36%
East Midlands	7.5%	1,015	1,015	100%	262	26%	375	37%	378	37%
West Midlands	9.1%	1,232	1,232	100%	307	25%	493	40%	432	35%
East of England	9.7%	1,313	1,313	100%	329	25%	492	37%	492	37%
London	13.5%	1,827	1,827	100%	376	21%	1,034	57%	417	23%
South East	14.3%	1,935	1,935	100%	483	25%	747	39%	705	36%
South West	8.8%	1,191	1,191	100%	303	25%	470	39%	418	35%
Wales	4.8%	650	649	100%	145	22%	292	45%	212	33%
Scotland	8.4%	1,137	1,137	100%	174	15%	615	54%	348	31%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	2,111	42%	1,334	26%	1,630	32%
Remain	34.7%	4,696	4,696	100%	573	12%	3,077	66%	1,046	22%
None	27.8%	3,762	3,763	100%	414	11%	1,510	40%	1,839	49%
Vote2019	Quotas		Raw counts		Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Penny Mordaunt		Keir Starmer		Don't know/prefer not to say	
Conservative-party	29.3%	3,965	3,970	100%	2,132	54%	706	18%	1,132	29%
Labour-party	21.6%	2,923	2,926	100%	99	3%	2,461	84%	366	13%
Liberal-democrats	7.8%	1,056	1,056	100%	155	15%	677	64%	224	21%
Scottish-national-party	2.6%	352	352	100%	28	8%	230	65%	94	27%
Other	5.9%	799	799	100%	189	24%	331	41%	279	35%
No-vote	32.7%	4,426	4,410	100%	495	11%	1,510	34%	2,405	55%

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Jacob Rees-Mogg or the Labour Party led by Sir Keir Starmer, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg	Keir Starmer	Don't know/prefer not to say			
TOTALS					2,804 - 21%	6,602 - 49%	4,128 - 31%			
Solid Conservatives		Quotas		Raw counts	Results					
Is-solid-conservative	NA	NA	1,732	13%	1,226	71%	170	10%	336	19%
Could-be Conservatives		Quotas		Raw counts	Results					
Could-be-conservative	NA	NA	515	4%	128	25%	119	23%	268	52%
One-time Conservatives		Quotas		Raw counts	Results					
One-time-conservatives	NA	NA	4,552	34%	1,272	28%	1,939	43%	1,341	29%
Lost Conservatives		Quotas		Raw counts	Results					
Lost-conservative	NA	NA	2,474	18%	983	40%	768	31%	723	29%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Keir Starmer		Don't know/prefer not to say	
Voting Intention	Quotas		Raw counts		Results					
Conservative	NA	NA	1,732	13%	1,226	71%	170	10%	336	19%
Labour	NA	NA	3,760	28%	82	2%	3,453	92%	225	6%
Liberal-democrat	NA	NA	850	6%	90	11%	575	68%	185	22%
Green	NA	NA	738	5%	38	5%	508	69%	192	26%
Reform-uk	NA	NA	1,184	9%	700	59%	172	15%	312	26%
Snp	NA	NA	302	2%	16	5%	205	68%	81	27%
Plaid-cymru	NA	NA	81	1%	16	20%	50	62%	15	19%
Some-other-party	NA	NA	163	1%	42	26%	52	32%	69	42%
Would-not-vote	NA	NA	55	0%	6	11%	13	24%	36	65%
Dont-know	NA	NA	1,893	14%	294	16%	665	35%	934	49%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	65	43%	32	21%	53	35%
Labour	NA	NA	176	1%	6	3%	124	70%	46	26%
Liberal-democrat	NA	NA	86	1%	6	7%	53	62%	27	31%
Green	NA	NA	68	1%	5	7%	31	46%	32	47%
Reform-uk	NA	NA	50	0%	18	36%	12	24%	20	40%
Snp	NA	NA	8	0%	0	0%	3	38%	5	63%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Keir Starmer		Don't know/prefer not to say	
Plaid-cymru	NA	NA	12	0%	1	8%	5	42%	6	50%
Some-other-party	NA	NA	24	0%	3	13%	6	25%	15	63%
Would-not-vote	NA	NA	54	0%	2	4%	11	20%	41	76%
Dont-know	NA	NA	1,320	10%	194	15%	401	30%	725	55%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,740	26%	3,340	51%	1,511	23%
Female	50.8%	6,875	6,876	100%	1,048	15%	3,221	47%	2,607	38%
Neither	0.5%	68	67	99%	16	24%	41	61%	10	15%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	201	14%	801	56%	420	30%
25-34	17.0%	2,301	2,303	100%	151	7%	1,456	63%	696	30%
35-44	16.4%	2,220	2,222	100%	212	10%	1,122	50%	888	40%
45-54	16.9%	2,287	2,290	100%	368	16%	1,164	51%	758	33%
55-64	15.9%	2,152	2,153	100%	541	25%	976	45%	636	30%
65+	23.2%	3,140	3,144	100%	1,331	42%	1,083	34%	730	23%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	363	12%	1,796	58%	923	30%
C1	30.9%	4,187	4,187	100%	929	22%	2,171	52%	1,087	26%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Keir Starmer		Don't know/prefer not to say	
C2	21.2%	2,869	2,869	100%	807	28%	1,095	38%	967	34%
DE	25.1%	3,396	3,396	100%	705	21%	1,540	45%	1,151	34%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	130	23%	252	45%	173	31%
North West	11.4%	1,543	1,543	100%	321	21%	770	50%	452	29%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	238	21%	511	45%	388	34%
East Midlands	7.5%	1,015	1,015	100%	235	23%	435	43%	345	34%
West Midlands	9.1%	1,232	1,232	100%	266	22%	553	45%	413	34%
East of England	9.7%	1,313	1,313	100%	294	22%	577	44%	442	34%
London	13.5%	1,827	1,827	100%	303	17%	1,161	64%	363	20%
South East	14.3%	1,935	1,935	100%	437	23%	843	44%	655	34%
South West	8.8%	1,191	1,191	100%	306	26%	496	42%	389	33%
Wales	4.8%	650	649	100%	123	19%	328	51%	198	31%
Scotland	8.4%	1,137	1,137	100%	151	13%	676	59%	310	27%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	2,152	42%	1,517	30%	1,406	28%
Remain	34.7%	4,696	4,696	100%	343	7%	3,415	73%	938	20%
None	27.8%	3,762	3,763	100%	309	8%	1,670	44%	1,784	47%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Keir Starmer		Don't know/prefer not to say	
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	2,086	53%	900	23%	984	25%
Labour-party	21.6%	2,923	2,926	100%	66	2%	2,546	87%	314	11%
Liberal-democrats	7.8%	1,056	1,056	100%	63	6%	809	77%	184	17%
Scottish-national-party	2.6%	352	352	100%	23	7%	243	69%	86	24%
Other	5.9%	799	799	100%	173	22%	396	50%	230	29%
No-vote	32.7%	4,426	4,410	100%	393	9%	1,702	39%	2,315	52%

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Kemi Badenoch or a Conservative Party led by Suella Braverman, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman	Kemi Badenoch	Don't know/prefer not to say
TOTALS					2,476 - 18%	3,397 - 25%	7,661 - 57%
Solid Conservatives		Quotas		Raw counts	Results		
Is-solid-conservative	NA	NA	1,732	13%	742 43%	460 27%	530 31%
Could-be Conservatives		Quotas		Raw counts	Results		
Could-be-conservative	NA	NA	515	4%	97 19%	93 18%	325 63%
One-time Conservatives		Quotas		Raw counts	Results		
One-time-conservatives	NA	NA	4,552	34%	1,279 28%	1,044 23%	2,229 49%
Lost Conservatives		Quotas		Raw counts	Results		
Lost-conservative	NA	NA	2,474	18%	899 36%	491 20%	1,084 44%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Kemi Badenoch		Don't know/prefer not to say	
Voting Intention	Quotas		Raw counts		Results					
Conservative	NA	NA	1,732	13%	742	43%	460	27%	530	31%
Labour	NA	NA	3,760	28%	293	8%	1,324	35%	2,143	57%
Liberal-democrat	NA	NA	850	6%	69	8%	323	38%	458	54%
Green	NA	NA	738	5%	51	7%	296	40%	391	53%
Reform-uk	NA	NA	1,184	9%	649	55%	164	14%	371	31%
Snp	NA	NA	302	2%	13	4%	81	27%	208	69%
Plaid-cymru	NA	NA	81	1%	10	12%	21	26%	50	62%
Some-other-party	NA	NA	163	1%	31	19%	34	21%	98	60%
Would-not-vote	NA	NA	55	0%	9	16%	1	2%	45	82%
Dont-know	NA	NA	1,893	14%	260	14%	368	19%	1,265	67%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	50	33%	37	25%	63	42%
Labour	NA	NA	176	1%	22	13%	55	31%	99	56%
Liberal-democrat	NA	NA	86	1%	8	9%	22	26%	56	65%
Green	NA	NA	68	1%	3	4%	18	26%	47	69%
Reform-uk	NA	NA	50	0%	18	36%	3	6%	29	58%
Snp	NA	NA	8	0%	0	0%	1	13%	7	88%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Kemi Badenoch		Don't know/prefer not to say	
Plaid-cymru	NA	NA	12	0%	2	17%	0	0%	10	83%
Some-other-party	NA	NA	24	0%	7	29%	5	21%	12	50%
Would-not-vote	NA	NA	54	0%	5	9%	2	4%	47	87%
Dont-know	NA	NA	1,320	10%	154	12%	226	17%	940	71%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,475	22%	1,703	26%	3,413	52%
Female	50.8%	6,875	6,876	100%	988	14%	1,674	24%	4,214	61%
Neither	0.5%	68	67	99%	13	19%	20	30%	34	51%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	177	12%	507	36%	738	52%
25-34	17.0%	2,301	2,303	100%	190	8%	751	33%	1,362	59%
35-44	16.4%	2,220	2,222	100%	267	12%	536	24%	1,419	64%
45-54	16.9%	2,287	2,290	100%	373	16%	528	23%	1,389	61%
55-64	15.9%	2,152	2,153	100%	460	21%	471	22%	1,222	57%
65+	23.2%	3,140	3,144	100%	1,009	32%	604	19%	1,531	49%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	360	12%	1,030	33%	1,692	55%
C1	30.9%	4,187	4,187	100%	753	18%	1,190	28%	2,244	54%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Kemi Badenoch		Don't know/prefer not to say	
C2	21.2%	2,869	2,869	100%	696	24%	533	19%	1,640	57%
DE	25.1%	3,396	3,396	100%	667	20%	644	19%	2,085	61%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	121	22%	106	19%	328	59%
North West	11.4%	1,543	1,543	100%	298	19%	324	21%	921	60%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	209	18%	253	22%	675	59%
East Midlands	7.5%	1,015	1,015	100%	209	21%	233	23%	573	56%
West Midlands	9.1%	1,232	1,232	100%	261	21%	278	23%	693	56%
East of England	9.7%	1,313	1,313	100%	254	19%	311	24%	748	57%
London	13.5%	1,827	1,827	100%	266	15%	659	36%	902	49%
South East	14.3%	1,935	1,935	100%	368	19%	502	26%	1,065	55%
South West	8.8%	1,191	1,191	100%	225	19%	295	25%	671	56%
Wales	4.8%	650	649	100%	106	16%	139	21%	404	62%
Scotland	8.4%	1,137	1,137	100%	159	14%	297	26%	681	60%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	1,820	36%	893	18%	2,362	47%
Remain	34.7%	4,696	4,696	100%	319	7%	1,695	36%	2,682	57%
None	27.8%	3,762	3,763	100%	337	9%	809	21%	2,617	70%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Suella Braverman		Kemi Badenoch		Don't know/prefer not to say	
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	1,572	40%	883	22%	1,515	38%
Labour-party	21.6%	2,923	2,926	100%	155	5%	1,045	36%	1,726	59%
Liberal-democrats	7.8%	1,056	1,056	100%	68	6%	420	40%	568	54%
Scottish-national-party	2.6%	352	352	100%	29	8%	87	25%	236	67%
Other	5.9%	799	799	100%	183	23%	205	26%	411	51%
No-vote	32.7%	4,426	4,410	100%	469	11%	751	17%	3,190	72%

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Kemi Badenoch or a Conservative Party led by Priti Patel, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Kemi Badenoch		Don't know/prefer not to say	
TOTALS					2,263 - 17%		3,874 - 29%		7,397 - 55%	
Solid Conservatives		Quotas		Raw counts	Results					
Is-solid-conservative	NA	NA	1,732	13%	752	43%	517	30%	463	27%
Could-be Conservatives		Quotas		Raw counts	Results					
Could-be-conservative	NA	NA	515	4%	93	18%	111	22%	311	60%
One-time Conservatives		Quotas		Raw counts	Results					
One-time-conservatives	NA	NA	4,552	34%	1,102	24%	1,299	29%	2,151	47%
Lost Conservatives		Quotas		Raw counts	Results					
Lost-conservative	NA	NA	2,474	18%	804	32%	602	24%	1,068	43%
Voting Intention		Quotas		Raw counts	Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Kemi Badenoch		Don't know/prefer not to say	
Conservative	NA	NA	1,732	13%	752	43%	517	30%	463	27%
Labour	NA	NA	3,760	28%	263	7%	1,459	39%	2,038	54%
Liberal-democrat	NA	NA	850	6%	65	8%	356	42%	429	50%
Green	NA	NA	738	5%	46	6%	320	43%	372	50%
Reform-uk	NA	NA	1,184	9%	553	47%	218	18%	413	35%
Snp	NA	NA	302	2%	17	6%	89	29%	196	65%
Plaid-cymru	NA	NA	81	1%	16	20%	18	22%	47	58%
Some-other-party	NA	NA	163	1%	28	17%	39	24%	96	59%
Would-not-vote	NA	NA	55	0%	4	7%	5	9%	46	84%
Dont-know	NA	NA	1,893	14%	232	12%	428	23%	1,233	65%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	40	27%	42	28%	68	45%
Labour	NA	NA	176	1%	15	9%	63	36%	98	56%
Liberal-democrat	NA	NA	86	1%	10	12%	21	24%	55	64%
Green	NA	NA	68	1%	3	4%	24	35%	41	60%
Reform-uk	NA	NA	50	0%	17	34%	8	16%	25	50%
Snp	NA	NA	8	0%	0	0%	1	13%	7	88%
Plaid-cymru	NA	NA	12	0%	2	17%	2	17%	8	67%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Kemi Badenoch		Don't know/prefer not to say	
Some-other-party	NA	NA	24	0%	2	8%	6	25%	16	67%
Would-not-vote	NA	NA	54	0%	1	2%	6	11%	47	87%
Dont-know	NA	NA	1,320	10%	146	11%	260	20%	914	69%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,401	21%	1,962	30%	3,228	49%
Female	50.8%	6,875	6,876	100%	843	12%	1,894	28%	4,139	60%
Neither	0.5%	68	67	99%	19	28%	18	27%	30	45%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	168	12%	546	38%	708	50%
25-34	17.0%	2,301	2,303	100%	190	8%	782	34%	1,331	58%
35-44	16.4%	2,220	2,222	100%	274	12%	597	27%	1,351	61%
45-54	16.9%	2,287	2,290	100%	362	16%	609	27%	1,319	58%
55-64	15.9%	2,152	2,153	100%	413	19%	555	26%	1,185	55%
65+	23.2%	3,140	3,144	100%	856	27%	785	25%	1,503	48%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	318	10%	1,119	36%	1,645	53%
C1	30.9%	4,187	4,187	100%	678	16%	1,332	32%	2,177	52%
C2	21.2%	2,869	2,869	100%	635	22%	663	23%	1,571	55%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Kemi Badenoch		Don't know/prefer not to say	
DE	25.1%	3,396	3,396	100%	632	19%	760	22%	2,004	59%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	114	21%	126	23%	315	57%
North West	11.4%	1,543	1,543	100%	260	17%	406	26%	877	57%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	192	17%	294	26%	651	57%
East Midlands	7.5%	1,015	1,015	100%	189	19%	269	27%	557	55%
West Midlands	9.1%	1,232	1,232	100%	249	20%	330	27%	653	53%
East of England	9.7%	1,313	1,313	100%	236	18%	359	27%	718	55%
London	13.5%	1,827	1,827	100%	254	14%	693	38%	880	48%
South East	14.3%	1,935	1,935	100%	324	17%	565	29%	1,046	54%
South West	8.8%	1,191	1,191	100%	209	18%	323	27%	659	55%
Wales	4.8%	650	649	100%	104	16%	159	24%	386	59%
Scotland	8.4%	1,137	1,137	100%	132	12%	350	31%	655	58%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	1,656	33%	1,119	22%	2,300	45%
Remain	34.7%	4,696	4,696	100%	306	7%	1,842	39%	2,548	54%
None	27.8%	3,762	3,763	100%	301	8%	913	24%	2,549	68%
Vote2019	Quotas		Raw counts		Results					

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Priti Patel		Kemi Badenoch		Don't know/prefer not to say	
Conservative-party	29.3%	3,965	3,970	100%	1,475	37%	1,048	26%	1,447	36%
Labour-party	21.6%	2,923	2,926	100%	141	5%	1,132	39%	1,653	56%
Liberal-democrats	7.8%	1,056	1,056	100%	56	5%	456	43%	544	52%
Scottish-national-party	2.6%	352	352	100%	22	6%	108	31%	222	63%
Other	5.9%	799	799	100%	151	19%	244	31%	404	51%
No-vote	32.7%	4,426	4,410	100%	418	9%	883	20%	3,109	70%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

If a general election were called tomorrow and you could choose between a Conservative Party led by Kemi Badenoch or a Conservative Party led by Jacob Rees-Mogg, who would you rather vote for?

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg	Kemi Badenoch	Don't know/prefer not to say
TOTALS					2,283 - 17%	3,841 - 28%	7,410 - 55%
Solid Conservatives		Quotas		Raw counts	Results		
Is-solid-conservative	NA	NA	1,732	13%	791 46%	488 28%	453 26%
Could-be Conservatives		Quotas		Raw counts	Results		
Could-be-conservative	NA	NA	515	4%	85 17%	103 20%	327 63%
One-time Conservatives		Quotas		Raw counts	Results		
One-time-conservatives	NA	NA	4,552	34%	1,155 25%	1,240 27%	2,157 47%
Lost Conservatives		Quotas		Raw counts	Results		
Lost-conservative	NA	NA	2,474	18%	852 34%	602 24%	1,020 41%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Kemi Badenoch		Don't know/prefer not to say	
Voting Intention	Quotas		Raw counts		Results					
Conservative	NA	NA	1,732	13%	791	46%	488	28%	453	26%
Labour	NA	NA	3,760	28%	230	6%	1,499	40%	2,031	54%
Liberal-democrat	NA	NA	850	6%	79	9%	357	42%	414	49%
Green	NA	NA	738	5%	51	7%	299	41%	388	53%
Reform-uk	NA	NA	1,184	9%	591	50%	203	17%	390	33%
Snp	NA	NA	302	2%	10	3%	97	32%	195	65%
Plaid-cymru	NA	NA	81	1%	8	10%	25	31%	48	59%
Some-other-party	NA	NA	163	1%	33	20%	43	26%	87	53%
Would-not-vote	NA	NA	55	0%	4	7%	5	9%	46	84%
Dont-know	NA	NA	1,893	14%	215	11%	443	23%	1,235	65%
Voting Intention (Squeeze)	Quotas		Raw counts		Results					
Conservative	NA	NA	150	1%	45	30%	37	25%	68	45%
Labour	NA	NA	176	1%	11	6%	67	38%	98	56%
Liberal-democrat	NA	NA	86	1%	8	9%	31	36%	47	55%
Green	NA	NA	68	1%	5	7%	20	29%	43	63%
Reform-uk	NA	NA	50	0%	16	32%	9	18%	25	50%
Snp	NA	NA	8	0%	1	13%	1	13%	6	75%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Kemi Badenoch		Don't know/prefer not to say	
Plaid-cymru	NA	NA	12	0%	1	8%	2	17%	9	75%
Some-other-party	NA	NA	24	0%	1	4%	6	25%	17	71%
Would-not-vote	NA	NA	54	0%	0	0%	7	13%	47	87%
Dont-know	NA	NA	1,320	10%	131	10%	268	20%	921	70%
Gender	Quotas		Raw counts		Results					
Male	48.7%	6,591	6,591	100%	1,456	22%	2,043	31%	3,092	47%
Female	50.8%	6,875	6,876	100%	812	12%	1,782	26%	4,282	62%
Neither	0.5%	68	67	99%	15	22%	16	24%	36	54%
AgeRange	Quotas		Raw counts		Results					
18-24	10.6%	1,435	1,422	99%	213	15%	459	32%	750	53%
25-34	17.0%	2,301	2,303	100%	165	7%	756	33%	1,382	60%
35-44	16.4%	2,220	2,222	100%	198	9%	610	27%	1,414	64%
45-54	16.9%	2,287	2,290	100%	293	13%	662	29%	1,335	58%
55-64	15.9%	2,152	2,153	100%	422	20%	578	27%	1,153	54%
65+	23.2%	3,140	3,144	100%	992	32%	776	25%	1,376	44%
SocialGrade	Quotas		Raw counts		Results					
AB	22.8%	3,082	3,082	100%	289	9%	1,103	36%	1,690	55%
C1	30.9%	4,187	4,187	100%	736	18%	1,330	32%	2,121	51%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Kemi Badenoch		Don't know/prefer not to say	
C2	21.2%	2,869	2,869	100%	668	23%	613	21%	1,588	55%
DE	25.1%	3,396	3,396	100%	590	17%	795	23%	2,011	59%
Region	Quotas		Raw counts		Results					
North East	4.1%	555	555	100%	104	19%	113	20%	338	61%
North West	11.4%	1,543	1,543	100%	277	18%	387	25%	879	57%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	194	17%	284	25%	659	58%
East Midlands	7.5%	1,015	1,015	100%	182	18%	271	27%	562	55%
West Midlands	9.1%	1,232	1,232	100%	238	19%	321	26%	673	55%
East of England	9.7%	1,313	1,313	100%	241	18%	359	27%	713	54%
London	13.5%	1,827	1,827	100%	246	13%	701	38%	880	48%
South East	14.3%	1,935	1,935	100%	337	17%	537	28%	1,061	55%
South West	8.8%	1,191	1,191	100%	253	21%	315	26%	623	52%
Wales	4.8%	650	649	100%	93	14%	175	27%	381	59%
Scotland	8.4%	1,137	1,137	100%	118	10%	378	33%	641	56%
VoteBrexit	Quotas		Raw counts		Results					
Leave	37.5%	5,075	5,075	100%	1,692	33%	1,120	22%	2,263	45%
Remain	34.7%	4,696	4,696	100%	303	6%	1,898	40%	2,495	53%
None	27.8%	3,762	3,763	100%	288	8%	823	22%	2,652	70%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Jacob Rees-Mogg		Kemi Badenoch		Don't know/prefer not to say	
Vote2019	Quotas		Raw counts		Results					
Conservative-party	29.3%	3,965	3,970	100%	1,577	40%	1,020	26%	1,373	35%
Labour-party	21.6%	2,923	2,926	100%	131	4%	1,155	39%	1,640	56%
Liberal-democrats	7.8%	1,056	1,056	100%	55	5%	484	46%	517	49%
Scottish-national-party	2.6%	352	352	100%	16	5%	115	33%	221	63%
Other	5.9%	799	799	100%	164	21%	235	29%	400	50%
No-vote	32.7%	4,426	4,410	100%	340	8%	826	19%	3,244	74%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

WHITESTONE

I N S I G H T

Do you agree or disagree with the following statements?: The Conservatives were wrong to force Boris Johnson to resign.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
TOTALS					2,349 - 17%	2,272 - 17%	1,705 - 13%	5,011 - 37%	2,197 - 16%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	698 40%	525 30%	241 14%	164 9%	104 6%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	123 24%	144 28%	86 17%	91 18%	71 14%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	1,238 27%	1,069 23%	617 14%	1,255 28%	373 8%
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	862 35%	620 25%	325 13%	461 19%	206 8%
Voting Intention	Quotas		Raw counts		Results				

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Conservative	NA	NA	1,732	13%	698	40%	525	30%	241	14%	164	9%	104	6%
Labour	NA	NA	3,760	28%	284	8%	365	10%	437	12%	2,314	62%	360	10%
Liberal-democrat	NA	NA	850	6%	80	9%	102	12%	104	12%	484	57%	80	9%
Green	NA	NA	738	5%	37	5%	68	9%	107	14%	452	61%	74	10%
Reform-uk	NA	NA	1,184	9%	530	45%	302	26%	121	10%	157	13%	74	6%
Snp	NA	NA	302	2%	23	8%	22	7%	39	13%	189	63%	29	10%
Plaid-cymru	NA	NA	81	1%	14	17%	9	11%	11	14%	37	46%	10	12%
Some-other-party	NA	NA	163	1%	29	18%	32	20%	15	9%	62	38%	25	15%
Would-not-vote	NA	NA	55	0%	7	13%	2	4%	9	16%	9	16%	28	51%
Dont-know	NA	NA	1,893	14%	280	15%	378	20%	309	16%	520	27%	406	21%

Voting Intention (Squeeze)	Quotas		Raw counts		Results									
Conservative	NA	NA	150	1%	38	25%	40	27%	32	21%	27	18%	13	9%
Labour	NA	NA	176	1%	12	7%	29	16%	32	18%	77	44%	26	15%
Liberal-democrat	NA	NA	86	1%	8	9%	14	16%	16	19%	37	43%	11	13%
Green	NA	NA	68	1%	5	7%	16	24%	12	18%	23	34%	12	18%
Reform-uk	NA	NA	50	0%	15	30%	21	42%	5	10%	4	8%	5	10%
Snp	NA	NA	8	0%	2	25%	0	0%	0	0%	5	63%	1	13%
Plaid-cymru	NA	NA	12	0%	2	17%	3	25%	1	8%	4	33%	2	17%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Some-other-party	NA	NA	24	0%	7	29%	3	13%	2	8%	8	33%	4	17%
Would-not-vote	NA	NA	54	0%	3	6%	5	9%	12	22%	6	11%	28	52%
Dont-know	NA	NA	1,320	10%	195	15%	249	19%	206	16%	338	26%	332	25%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	1,373	21%	1,157	18%	769	12%	2,555	39%	737	11%
Female	50.8%	6,875	6,876	100%	962	14%	1,114	16%	926	13%	2,421	35%	1,453	21%
Neither	0.5%	68	67	99%	14	21%	1	1%	10	15%	35	52%	7	10%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	132	9%	210	15%	231	16%	558	39%	291	20%
25-34	17.0%	2,301	2,303	100%	150	7%	274	12%	322	14%	1,053	46%	504	22%
35-44	16.4%	2,220	2,222	100%	229	10%	358	16%	295	13%	809	36%	531	24%
45-54	16.9%	2,287	2,290	100%	349	15%	383	17%	279	12%	890	39%	389	17%
55-64	15.9%	2,152	2,153	100%	477	22%	398	18%	241	11%	776	36%	261	12%
65+	23.2%	3,140	3,144	100%	1,012	32%	649	21%	337	11%	925	29%	221	7%

SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	312	10%	437	14%	418	14%	1,438	47%	477	15%
C1	30.9%	4,187	4,187	100%	635	15%	712	17%	561	13%	1,707	41%	572	14%
C2	21.2%	2,869	2,869	100%	726	25%	556	19%	327	11%	750	26%	510	18%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
DE	25.1%	3,396	3,396	100%	676	20%	567	17%	399	12%	1,116	33%	638	19%
Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	101	18%	114	21%	56	10%	193	35%	91	16%
North West	11.4%	1,543	1,543	100%	265	17%	240	16%	202	13%	575	37%	261	17%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	199	18%	220	19%	144	13%	380	33%	194	17%
East Midlands	7.5%	1,015	1,015	100%	217	21%	191	19%	130	13%	287	28%	190	19%
West Midlands	9.1%	1,232	1,232	100%	239	19%	230	19%	122	10%	401	33%	240	19%
East of England	9.7%	1,313	1,313	100%	266	20%	245	19%	189	14%	378	29%	235	18%
London	13.5%	1,827	1,827	100%	214	12%	222	12%	214	12%	984	54%	193	11%
South East	14.3%	1,935	1,935	100%	342	18%	376	19%	251	13%	637	33%	329	17%
South West	8.8%	1,191	1,191	100%	267	22%	210	18%	164	14%	348	29%	202	17%
Wales	4.8%	650	649	100%	100	15%	97	15%	91	14%	263	41%	98	15%
Scotland	8.4%	1,137	1,137	100%	139	12%	127	11%	142	12%	565	50%	164	14%
VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	5,075	5,075	100%	1,726	34%	1,264	25%	606	12%	987	19%	492	10%
Remain	34.7%	4,696	4,696	100%	300	6%	463	10%	588	13%	2,860	61%	485	10%
None	27.8%	3,762	3,763	100%	323	9%	545	14%	511	14%	1,164	31%	1,220	32%
Vote2019	Quotas		Raw counts		Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Conservative-party	29.3%	3,965	3,970	100%	1,496	38%	1,076	27%	526	13%	591	15%	281	7%
Labour-party	21.6%	2,923	2,926	100%	147	5%	209	7%	334	11%	1,947	67%	289	10%
Liberal-democrats	7.8%	1,056	1,056	100%	66	6%	87	8%	115	11%	685	65%	103	10%
Scottish-national-party	2.6%	352	352	100%	26	7%	24	7%	36	10%	231	66%	35	10%
Other	5.9%	799	799	100%	129	16%	149	19%	114	14%	308	39%	99	12%
No-vote	32.7%	4,426	4,410	100%	485	11%	724	16%	580	13%	1,243	28%	1,378	31%

WHITESTONE

I N S I G H T

Do you agree or disagree with the following statements?: The Conservative Party would have a better chance of winning the next election with someone who has more traditional Conservative values than it does with Rishi Sunak.

Raw sample size: 31,270

Nationally representative sample size: 13,534

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know
TOTALS					1,769 - 13%	2,823 - 21%	2,200 - 16%	2,381 - 18%	4,361 - 32%
Solid Conservatives	Quotas		Raw counts		Results				
Is-solid-conservative	NA	NA	1,732	13%	309 18%	534 31%	454 26%	174 10%	261 15%
Could-be Conservatives	Quotas		Raw counts		Results				
Could-be-conservative	NA	NA	515	4%	89 17%	196 38%	70 14%	6 1%	154 30%
One-time Conservatives	Quotas		Raw counts		Results				
One-time-conservatives	NA	NA	4,552	34%	1,460 32%	2,289 50%	266 6%	124 3%	413 9%
Lost Conservatives	Quotas		Raw counts		Results				
Lost-conservative	NA	NA	2,474	18%	708 29%	752 30%	372 15%	158 6%	484 20%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know					
Voting Intention	Quotas		Raw counts		Results									
Conservative	NA	NA	1,732	13%	309	18%	534	31%	454	26%	174	10%	261	15%
Labour	NA	NA	3,760	28%	286	8%	617	16%	644	17%	1,140	30%	1,073	29%
Liberal-democrat	NA	NA	850	6%	57	7%	200	24%	172	20%	214	25%	207	24%
Green	NA	NA	738	5%	51	7%	118	16%	120	16%	236	32%	213	29%
Reform-uk	NA	NA	1,184	9%	541	46%	348	29%	108	9%	61	5%	126	11%
Snp	NA	NA	302	2%	20	7%	50	17%	40	13%	102	34%	90	30%
Plaid-cymru	NA	NA	81	1%	15	19%	12	15%	9	11%	15	19%	30	37%
Some-other-party	NA	NA	163	1%	30	18%	41	25%	25	15%	17	10%	50	31%
Would-not-vote	NA	NA	55	0%	4	7%	5	9%	7	13%	6	11%	33	60%
Dont-know	NA	NA	1,893	14%	190	10%	442	23%	297	16%	153	8%	811	43%
Voting Intention (Squeeze)	Quotas		Raw counts		Results									
Conservative	NA	NA	150	1%	22	15%	44	29%	39	26%	6	4%	39	26%
Labour	NA	NA	176	1%	12	7%	31	18%	38	22%	18	10%	77	44%
Liberal-democrat	NA	NA	86	1%	8	9%	21	24%	18	21%	16	19%	23	27%
Green	NA	NA	68	1%	5	7%	16	24%	11	16%	6	9%	30	44%
Reform-uk	NA	NA	50	0%	18	36%	14	28%	4	8%	2	4%	12	24%
Snp	NA	NA	8	0%	2	25%	0	0%	2	25%	2	25%	2	25%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Plaid-cymru	NA	NA	12	0%	1	8%	2	17%	4	33%	0	0%	5	42%
Some-other-party	NA	NA	24	0%	5	21%	6	25%	1	4%	4	17%	8	33%
Would-not-vote	NA	NA	54	0%	2	4%	3	6%	7	13%	4	7%	38	70%
Dont-know	NA	NA	1,320	10%	119	9%	310	23%	180	14%	101	8%	610	46%

Gender	Quotas		Raw counts		Results									
Male	48.7%	6,591	6,591	100%	1,143	17%	1,493	23%	1,109	17%	1,206	18%	1,640	25%
Female	50.8%	6,875	6,876	100%	613	9%	1,324	19%	1,082	16%	1,150	17%	2,707	39%
Neither	0.5%	68	67	99%	13	19%	6	9%	9	13%	25	37%	14	21%

AgeRange	Quotas		Raw counts		Results									
18-24	10.6%	1,435	1,422	99%	150	11%	228	16%	264	19%	306	22%	474	33%
25-34	17.0%	2,301	2,303	100%	142	6%	331	14%	354	15%	560	24%	916	40%
35-44	16.4%	2,220	2,222	100%	172	8%	418	19%	343	15%	375	17%	914	41%
45-54	16.9%	2,287	2,290	100%	288	13%	454	20%	356	16%	408	18%	784	34%
55-64	15.9%	2,152	2,153	100%	343	16%	521	24%	341	16%	313	15%	635	29%
65+	23.2%	3,140	3,144	100%	674	21%	871	28%	542	17%	419	13%	638	20%

SocialGrade	Quotas		Raw counts		Results									
AB	22.8%	3,082	3,082	100%	269	9%	503	16%	580	19%	691	22%	1,039	34%
C1	30.9%	4,187	4,187	100%	458	11%	892	21%	731	17%	812	19%	1,294	31%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
C2	21.2%	2,869	2,869	100%	541	19%	695	24%	415	14%	352	12%	866	30%
DE	25.1%	3,396	3,396	100%	501	15%	733	22%	474	14%	526	15%	1,162	34%

Region	Quotas		Raw counts		Results									
North East	4.1%	555	555	100%	74	13%	132	24%	78	14%	94	17%	177	32%
North West	11.4%	1,543	1,543	100%	191	12%	319	21%	232	15%	272	18%	529	34%
Yorkshire and The Humber	8.4%	1,137	1,137	100%	156	14%	242	21%	186	16%	183	16%	370	33%
East Midlands	7.5%	1,015	1,015	100%	165	16%	221	22%	148	15%	147	14%	334	33%
West Midlands	9.1%	1,232	1,232	100%	198	16%	265	22%	192	16%	185	15%	392	32%
East of England	9.7%	1,313	1,313	100%	179	14%	292	22%	223	17%	195	15%	424	32%
London	13.5%	1,827	1,827	100%	195	11%	304	17%	334	18%	464	25%	530	29%
South East	14.3%	1,935	1,935	100%	231	12%	421	22%	329	17%	286	15%	668	35%
South West	8.8%	1,191	1,191	100%	168	14%	252	21%	225	19%	179	15%	367	31%
Wales	4.8%	650	649	100%	86	13%	136	21%	90	14%	127	20%	210	32%
Scotland	8.4%	1,137	1,137	100%	126	11%	239	21%	163	14%	249	22%	360	32%

VoteBrexit	Quotas		Raw counts		Results									
Leave	37.5%	5,075	5,075	100%	1,226	24%	1,429	28%	797	16%	506	10%	1,117	22%
Remain	34.7%	4,696	4,696	100%	265	6%	774	16%	860	18%	1,309	28%	1,488	32%
None	27.8%	3,762	3,763	100%	278	7%	620	16%	543	14%	566	15%	1,756	47%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 13,534 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know					
Vote2019	Quotas		Raw counts		Results									
Conservative-party	29.3%	3,965	3,970	100%	986	25%	1,215	31%	773	19%	301	8%	695	18%
Labour-party	21.6%	2,923	2,926	100%	172	6%	426	15%	466	16%	938	32%	924	32%
Liberal-democrats	7.8%	1,056	1,056	100%	56	5%	173	16%	220	21%	310	29%	297	28%
Scottish-national-party	2.6%	352	352	100%	27	8%	60	17%	42	12%	116	33%	107	30%
Other	5.9%	799	799	100%	135	17%	168	21%	114	14%	151	19%	231	29%
No-vote	32.7%	4,426	4,410	100%	393	9%	778	18%	585	13%	559	13%	2,095	48%

WHITESTONE

I N S I G H T

Do you agree or disagree with the following statements?: I could be persuaded to vote for the Conservative Party if Rishi Sunak were not leader.

Raw sample size: 31,270

Nationally representative sample size: 11,652

GB Sample Spec	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
TOTALS	652 - 6%		1,728 - 15%		1,752 - 15%		4,700 - 40%		2,820 - 24%	
Solid Conservatives	Results									
Is-solid-conservative	0	0%	0	0%	0	0%	0	0%	0	0%
Could-be Conservatives	Results									
Could-be-conservative	51	10%	263	51%	52	10%	25	5%	124	24%
One-time Conservatives	Results									
One-time-conservatives	592	13%	1,373	31%	760	17%	948	21%	774	17%
Lost Conservatives	Results									
Lost-conservative	326	14%	730	31%	462	20%	355	15%	496	21%
Voting Intention	Results									

GB Sample Spec	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Conservative	0	0%	0	0%	0	0%	0	0%	0	0%
Labour	113	3%	303	8%	571	15%	2,399	64%	374	10%
Liberal-democrat	23	3%	130	15%	152	18%	419	49%	126	15%
Green	21	3%	87	12%	111	15%	439	59%	80	11%
Reform-uk	236	20%	418	35%	172	15%	194	16%	164	14%
Snp	9	3%	12	4%	29	10%	214	71%	38	13%
Plaid-cymru	12	15%	10	12%	10	12%	42	52%	7	9%
Some-other-party	17	10%	31	19%	31	19%	43	26%	41	25%
Would-not-vote	2	4%	4	8%	1	2%	12	23%	33	63%
Dont-know	72	4%	348	20%	301	17%	357	20%	668	38%

Voting Intention (Squeeze)	Results									
Conservative	0	0%	0	0%	0	0%	0	0%	0	0%
Labour	5	3%	28	16%	40	23%	60	34%	43	24%
Liberal-democrat	4	5%	15	17%	24	28%	21	24%	22	26%
Green	4	6%	8	12%	13	19%	19	28%	24	35%
Reform-uk	4	8%	19	38%	10	20%	5	10%	12	24%
Snp	0	0%	0	0%	3	38%	3	38%	2	25%
Plaid-cymru	1	8%	3	25%	4	33%	0	0%	4	33%

GB Sample Spec	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Some-other-party	3	13%	7	29%	0	0%	8	33%	6	25%
Would-not-vote	2	4%	9	17%	1	2%	8	15%	34	63%
Dont-know	51	4%	263	20%	207	16%	245	19%	554	42%
Gender	Results									
Male	424	8%	882	16%	840	15%	2,383	43%	963	18%
Female	225	4%	842	14%	905	15%	2,285	37%	1,852	30%
Neither	3	6%	4	8%	7	14%	32	63%	5	10%
AgeRange	Results									
18-24	78	6%	183	14%	210	16%	576	44%	273	21%
25-34	61	3%	211	10%	342	16%	1,021	47%	547	25%
35-44	71	3%	303	15%	298	14%	726	35%	662	32%
45-54	107	5%	303	15%	282	14%	823	40%	528	26%
55-64	128	7%	305	17%	268	15%	702	39%	410	23%
65+	207	9%	423	19%	352	16%	852	38%	400	18%
SocialGrade	Results									
AB	109	4%	353	13%	452	16%	1,225	44%	651	23%
C1	142	4%	486	14%	581	17%	1,578	45%	713	20%
C2	218	9%	435	18%	313	13%	751	31%	671	28%

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 11,652 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
DE	183	6%	454	15%	406	14%	1,146	39%	785	26%
Region	Results									
North East	33	7%	69	14%	79	16%	198	40%	115	23%
North West	74	6%	200	15%	192	14%	541	40%	337	25%
Yorkshire and The Humber	56	6%	146	15%	170	17%	352	36%	264	27%
East Midlands	61	7%	150	18%	120	14%	278	33%	240	28%
West Midlands	69	7%	175	17%	156	15%	358	34%	284	27%
East of England	48	4%	190	17%	189	17%	383	34%	309	28%
London	85	5%	166	10%	196	12%	903	56%	257	16%
South East	84	5%	275	17%	299	18%	533	33%	429	26%
South West	67	7%	175	18%	134	13%	362	36%	257	26%
Wales	31	5%	78	14%	81	14%	246	44%	128	23%
Scotland	44	4%	104	10%	136	13%	546	53%	200	19%
VoteBrexit	Results									
Leave	423	11%	924	25%	609	16%	976	26%	777	21%
Remain	109	3%	360	8%	664	15%	2,568	59%	659	15%
None	120	3%	444	12%	479	13%	1,156	32%	1,384	39%
Vote2019	Results									

Whitestone Insight interviewed 31,270 GB adults from 2024-01-23 to 2024-02-07, and produced a sample of 11,652 respondents
Under 25s in this sample are triple weighted.

GB Sample Spec	Strongly agree		Tend to agree		Tend to disagree		Strongly disagree		Don't know	
Conservative-party	326	14%	730	31%	462	20%	355	15%	496	21%
Labour-party	76	3%	145	5%	335	12%	2,066	71%	286	10%
Liberal-democrats	12	1%	83	8%	192	19%	576	56%	159	16%
Scottish-national-party	7	2%	25	7%	27	8%	247	71%	44	13%
Other	61	8%	133	17%	144	19%	305	40%	126	16%
No-vote	170	4%	609	14%	592	14%	1,142	27%	1,700	40%