

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 1
Q.1 Of the qualities below, please select the three that you think are most important for leadership.
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being a great communicator	1027	481	546	117	174	165	165	170	236	271	298	222	235	856	86	51	120	84	76	65	52	96	127	139	97	33	169	439	71
Being decisive	982	488	494	97	128	138	193	150	277	265	293	208	217	838	78	28	116	81	90	77	44	91	118	143	93	22	140	407	54
Having integrity	954	454	500	84	130	132	178	157	273	277	271	185	221	798	82	39	96	82	72	61	36	99	123	139	87	39	133	354	66
Being a good listener	646	300	345	91	117	94	110	106	128	163	170	131	182	536	58	29	79	44	56	41	34	61	87	86	53	17	113	270	59
Having empathy	598	237	360	82	112	110	96	81	117	167	179	90	162	490	63	26	71	54	51	41	32	48	72	77	49	13	92	246	50
Having a vision	454	250	203	56	103	90	77	59	69	125	125	102	102	382	39	19	50	38	41	24	23	35	80	58	37	9	90	215	55
Being authentic	307	131	176	30	74	53	57	42	52	90	78	64	75	254	23	12	31	27	20	26	18	38	32	46	21	12	48	142	26
Having humility	278	138	140	26	59	56	55	31	51	72	74	49	82	225	28	7	17	24	32	18	12	26	45	35	20	13	44	114	31
Having conviction	264	139	124	18	35	22	61	42	86	71	69	59	65	220	20	13	34	19	33	19	15	31	21	23	27	8	31	106	20
Being pragmatic	211	131	80	31	49	36	29	25	40	69	71	32	39	178	18	9	19	11	18	14	8	19	32	35	22	7	34	96	24

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
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Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being tough	198 9%	103 10%	95 9%	14 6%	25 7%	31 9%	40 11%	31 10%	58 12%cd	45 8%	43 7%	53 12%ij	56 11%	174 10%v	11 6%	8 9%	23 10%	23 13%nuv	27 15%nuv	16 11%v	6 6%	13 6%	14 5%	33 11%v	18 10%	6 10%	19 6%	96 11%A	13 8%
Being charismatic	163 8%	109 11%b	54 5%	17 7%	39 11%fg	34 10%g	21 6%	16 5%	36 7%	52 9%l	49 8%	33 8%	28 6%	135 8%	16 9%	8 9%	16 7%	12 7%	11 6%	18 12%x	8 8%	15 8%	29 10%	19 7%	9 5%	4 6%	22 7%	82 9%	25 14%
Being energetic	94 4%	51 5%	43 4%	17 7%fgh	26 7%fgh	20 6%h	11 3%	9 3%	11 2%	25 4%	26 4%	19 5%	24 5%	80 5%	3 2%	5 6%	6 3%	8 5%	11 6%	10 6%	6 4%	7 4%	16 6%	13 5%	4 2%	5 7%	24 7%	43 5%	22 12%
None of the above	6 *	5 *	2 *	* *	1 *	2 *	1 *	- *	2 1%	2 *	- *	2 1%	2 *	6 *	- *	- *	3 1%	1 *	- *	- *	* *	- *	1 1%	1 *	- *	- *	2 1%B	* *	1 1%
Don't know	27 1%	12 1%	16 1%	5 2%	4 1%	6 2%	6 2%	4 1%	4 1%	5 1%	5 1%	7 2%	11 2%	23 1%	1 1%	- *	5 2%	1 1%	1 1%	4 3%w	3 3%w	2 1%	8 3%w	1 *	1 1%	- *	3 1%	12 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
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Table 2

Q.1 Of the qualities below, please select the three that you think are most important for leadership.

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being a great communicator	1027 49%	378 51%b	265 44%	82 48%	30 63%b	38 48%	17 44%	53 50%	164 53%b
Being decisive	982 47%	421 57%bcefg	240 40%	81 47%	24 51%	29 37%	14 34%	47 45%	126 41%
Having integrity	954 46%	330 45%h	291 48%h	87 51%h	16 34%	41 52%h	24 60%dh	52 49%h	113 37%
Being a good listener	646 31%	222 30%	186 31%	49 29%	18 37%	28 35%	10 26%	31 30%	101 33%
Having empathy	598 29%	132 18%	253 42%acdgh	52 31%ad	5 11%	28 35%ad	15 38%ad	26 25%	86 28%ad
Having a vision	454 22%	140 19%	137 23%	38 23%	8 16%	23 29%	5 13%	23 22%	80 26%a
Being authentic	307 15%	102 14%	86 14%	26 16%	6 13%	11 14%	10 26%ab	15 15%	49 16%
Having humility	278 13%	68 9%	100 17%a	25 14%	5 10%	13 17%	11 29%acdgh	14 14%	41 13%
Having conviction	264 13%	123 17%bch	63 10%	14 8%	10 20%ch	6 8%	3 8%	17 16%	27 9%
Being pragmatic	211 10%	62 8%	74 12%a	20 12%	4 9%	10 13%	4 10%	11 10%	26 8%
Being tough	198 9%	104 14%bceh	39 6%	5 3%	11 24%bcefg	3 4%	2 4%	9 8%	26 8%c
Being charismatic	163 8%	74 10%bf	37 6%	10 6%	5 10%	6 8%	-	13 12%bf	19 6%
Being energetic	94 4%	42 6%	23 4%	7 4%	1 2%	-	1 3%	4 4%	16 5%

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Weighted base	2092	736	605	170	48*	79*	40*	106*	309
None of the above	6 -	2 *	3 *	1 1%	-	-	-	-	-
Don't know	27 1%	1 *	4 1%	3 2%a	-	-	1 2%	-	19 6%abg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

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Table 3
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Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being decisive	1179	534	645	129	175	161	212	196	307	309	347	244	279	1003	87	51	141	100	96	90	49	120	136	157	111	40	174	473	73
	56%	52%	60%a	55%	48%	48%	57%de	63%de	63%de	54%	59%	57%	55%	57%v	50%	60%	61%v	59%	53%	61%v	49%	62%ntv	50%	55%	61%nv	63%	53%	54%	42%
Being a great communicator	877	401	476	83	150	134	138	145	228	250	259	172	196	724	80	36	96	67	61	49	47	89	113	115	99	25	137	354	61
	42%	39%	44%a	36%	41%	40%	37%	47%cf	47%cf	44%	44%	41%	38%	41%	46%rs	42%	41%	39%	34%	33%	46%rs	45%rs	41%	41%	55%mpq	41%	42%	40%	35%
Having empathy	794	353	441	111	154	137	138	87	167	228	228	156	182	639	78	29	92	57	69	62	49	56	107	108	59	27	131	321	66
	38%	35%	41%a	48%fgh	43%gh	41%g	37%g	28%	35%	40%	39%	37%	36%	36%	44%lux	35%	39%u	34%	38%	42%u	49%mq	29%	39%u	38%	33%	43%	40%	36%	38%
Having integrity	628	331	297	41	86	111	123	97	170	183	173	117	155	509	67	26	71	45	53	42	29	49	80	91	53	23	86	263	49
	30%	32%b	28%	18%	24%	33%cd	33%cd	31%cd	35%cd	32%	29%	28%	30%	29%	38%mq	30%	31%	26%	30%	28%	29%	25%	29%	32%	29%	36%	26%	30%	28%
Being tough	444	203	240	50	60	57	74	80	122	107	130	92	115	381	29	23	48	39	41	33	17	49	53	66	29	17	60	185	24
	21%	20%	22%	22%	17%	17%	20%	26%de	25%de	19%	22%	22%	23%	22%	16%	27%	21%	23%	23%	22%	17%	25%	19%	23%	16%	27%	18%	21%	14%
Being a good listener	398	183	215	44	62	66	72	68	86	106	98	76	118	344	32	11	53	32	32	26	17	43	51	58	38	4	65	168	39
	19%	18%	20%	19%	17%	20%	19%	22%	18%	19%	17%	18%	23%j	20%y	18%y	13%	23%y	19%y	18%	18%	17%	22%y	19%y	20%y	21%y	7%	20%	19%	22%
Being pragmatic	332	195	137	48	60	53	56	48	66	112	114	47	59	288	23	11	26	27	27	28	13	34	47	50	37	9	63	134	40
	16%	19%b	13%	21%h	17%	16%	15%	16%	14%	20%kl	19%kl	11%	12%	16%	13%	13%	11%	16%	15%	19%	13%	17%	17%	21%p	14%	19%	15%	23%	
Having conviction	328	182	146	35	34	46	71	43	98	88	73	79	278	23	17	28	25	21	32	18	42	31	48	35	9	31	147	18	
	16%	18%b	14%	15%	9%	14%	19%d	14%	20%deg	15%	15%	17%	16%	16%	13%	20%	12%	15%	11%	21%prv	17%	21%prv	11%	17%	19%v	15%	10%	17%A	10%
Having a vision	289	160	129	37	77	57	42	38	38	75	98	53	63	243	27	10	29	22	27	19	12	18	53	40	24	7	52	139	38
	14%	16%b	12%	16%h	21%fgh	17%h	11%	12%	8%	13%	17%	13%	12%	14%	15%	12%	13%	15%	13%	12%	9%	19%mu	14%	13%	11%	11%	16%	16%	22%
Being authentic	240	111	129	29	63	28	49	29	42	70	70	45	55	194	27	9	22	26	23	13	11	23	28	31	19	8	40	103	29
	11%	11%	12%	13%	17%egh	8%	13%	9%	9%	12%	12%	11%	11%	11%	15%	10%	9%	15%	13%	9%	11%	12%	10%	11%	10%	13%	12%	12%	17%
Having humility	209	107	102	21	44	36	34	27	47	64	51	33	60	170	22	7	17	18	24	13	9	18	26	28	18	8	29	96	29
	10%	10%	10%	9%	12%	11%	9%	10%	11%	9%	8%	12%	10%	13%	9%	7%	11%	13%	9%	9%	9%	10%	10%	10%	10%	13%	9%	11%	16%

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Being charismatic	74 4%	53 5%b	21 2%	9 4%	25 7%fgh	14 4%h	10 3%	8 2%	8 2%	27 5%	16 3%	14 3%	16 3%	62 4%	7 4%	2 3%	5 2%	5 3%	5 3%	2 1%	3 3%	8 4%	24 9%mpqr swx	9 3%	2 1%	3 4%	20 6%	40 5%	25 14%
Being energetic	74 4%	43 4%	31 3%	6 2%	24 7%cfg	13 4%	8 2%	7 2%	17 3%	17 3%	31 5%l	17 4%	10 2%	61 4%	5 3%	2 2%	7 3%	4 3%	8 4%	10 7%lux	2 2%	2 1%	16 6%lux	11 4%	2 1%	5 8%lux	23 7%B	26 3%	17 10%
None of the above	73 3%	39 4%	34 3%	7 3%	11 3%	15 5%	12 3%	13 4%	14 3%	14 2%	9 2%	19 4%j	31 6%ij	67 4%	4 2%	5 5%x	13 5%x	11 6%wx	13 7%mwxy	4 3%	2 2%	5 3%	8 3%	6 2%	1 1%	-	10 3%	35 4%	3 2%
Don't know	64 3%	29 3%	34 3%	10 4%h	13 3%h	15 4%h	16 4%h	6 2%	4 1%	12 2%	11 2%	25 6%ij	16 3%	53 3%	3 2%	2 3%	9 4%	3 2%	5 3%	5 3%	7 7%mnq	6 3%	10 4%	8 3%	4 2%	1 2%	12 4%	31 3%	1 1%

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Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being decisive	1179 56%	450 61%bh	333 55%	93 55%	26 54%	41 52%	19 47%	65 61%	154 50%
Being a great communicator	877 42%	331 45%bh	235 39%	75 44%	27 56%bh	37 48%	17 43%	44 42%	111 36%
Having empathy	794 38%	206 26%	290 48%adh	78 46%ad	11 23%	31 40%	19 47%ad	46 44%ad	113 37%a
Having integrity	628 30%	216 29%h	184 30%h	59 35%h	9 19%	36 46%abdh	15 39%h	42 40%dh	66 21%
Being tough	444 21%	205 28%bce	104 17%c	17 10%	8 16%	12 16%	6 16%	23 22%c	69 22%c
Being a good listener	398 19%	142 19%	111 18%	32 19%	8 17%	13 17%	5 14%	17 16%	70 23%
Being pragmatic	332 16%	104 14%	109 18%h	43 25%ah	7 14%	11 14%	7 17%	16 15%	36 12%
Having conviction	328 16%	163 22%bcgh	60 10%	23 14%	5 11%	10 13%	7 18%	10 10%	49 16%b
Having a vision	289 14%	90 12%	99 16%c	16 9%	9 19%	9 11%	3 7%	12 11%	52 17%c
Being authentic	240 11%	81 11%	67 11%	16 9%	5 10%	15 19%g	4 10%	8 8%	43 14%
Having humility	209 10%	59 8%	67 11%	18 10%	3 7%	7 9%	6 15%	8 8%	41 13%a
Being charismatic	74 4%	32 4%h	22 4%h	8 5%h	2 5%	-	-	7 6%eh	3 1%
Being energetic	74 4%	31 4%	24 4%	4 3%	1 1%	-	-	6 6%	9 3%

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Weighted base	2092	736	605	170	48*	79*	40*	106*	309
None of the above	73 3%	21 3%	27 5%	4 3%	7 14%abcgh	3 4%	1 3%	1 1%	8 3%
Don't know	64 3%	12 2%	9 2%	6 3%	1 2%	1 1%	3 7%ab	3 3%	29 9%abce

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Table 5

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Summary

Base: All asked about individuals

	Boris Johnson	Nicola Sturgeon	Sadiq Khan	Angela Merkel	Emmanuel Macron	Donald Trump	Vladimir Putin	Margaret Thatcher	Tony Blair	Winston Churchill	Nelson Mandela	Sir Richard Branson	Mark Zuckerberg	The Queen	Keir Starmer	Ed Davey	Rishi Sunak	Andy Burnham	Marcus Rashford	Jurgen Klopp	Joe Biden	Jacinda Ardern	Tim Martin
Unweighted base	906	908	911	913	905	911	909	913	911	911	908	910	909	909	911	909	909	909	912	910	907	908	911
Weighted base	915	908	930	900	921	898	919	907	912	910	910	898	909	892	913	913	900	908	923	929	891	894	919
10 - very effective indeed	31 3%	63 7%	20 2%	53 6%	23 3%	25 3%	47 5%	102 11%	26 3%	205 22%	209 23%	27 3%	20 2%	156 17%	17 2%	3 *	43 5%	27 3%	135 15%	83 9%	15 2%	132 15%	8 1%
9	45 5%	86 9%	22 2%	102 11%	29 3%	17 2%	55 6%	120 13%	26 3%	194 21%	147 16%	41 5%	30 3%	115 13%	37 4%	6 1%	63 7%	50 6%	75 8%	74 8%	28 3%	72 8%	8 1%
8	101 11%	156 17%	57 6%	192 21%	109 12%	50 6%	96 10%	163 18%	93 10%	173 19%	193 21%	103 11%	81 9%	144 16%	99 11%	20 2%	129 14%	89 10%	125 14%	139 15%	69 8%	78 9%	30 3%
7	110 12%	148 16%	106 11%	134 15%	119 13%	45 5%	86 9%	110 12%	120 13%	113 12%	108 12%	118 13%	120 13%	94 11%	108 12%	47 5%	145 16%	93 10%	106 12%	69 7%	114 13%	50 6%	24 3%
6	96 10%	109 12%	103 11%	81 9%	116 13%	52 6%	85 9%	69 8%	118 13%	66 7%	65 7%	101 11%	98 11%	64 7%	106 12%	49 5%	102 11%	73 8%	78 8%	50 5%	106 12%	26 3%	41 4%
5	78 9%	92 10%	150 16%	77 9%	122 13%	84 9%	101 11%	79 9%	141 15%	47 5%	57 6%	115 13%	127 14%	107 12%	135 15%	102 11%	103 11%	111 12%	93 10%	63 7%	132 15%	52 6%	72 8%
4	72 8%	43 5%	61 7%	33 4%	52 6%	54 6%	59 6%	50 6%	63 7%	7 1%	10 1%	62 7%	67 7%	30 3%	73 8%	51 6%	60 7%	51 6%	24 3%	17 2%	47 5%	20 2%	31 3%
3	72 8%	35 4%	56 6%	21 2%	38 4%	79 9%	64 7%	24 3%	62 7%	11 1%	11 1%	56 6%	53 6%	41 5%	55 6%	39 4%	48 5%	41 5%	25 3%	19 2%	46 5%	10 1%	28 3%
2	62 7%	28 3%	61 7%	20 2%	37 4%	79 9%	50 5%	36 4%	51 6%	10 1%	9 1%	48 5%	51 6%	27 3%	49 5%	32 4%	31 3%	37 4%	21 2%	15 2%	38 4%	13 1%	19 2%
1	74 8%	26 3%	43 5%	9 1%	13 1%	89 10%	33 4%	16 2%	45 5%	3 *	7 1%	44 5%	22 2%	28 3%	22 2%	24 3%	18 2%	26 3%	11 1%	1 *	18 2%	4 *	20 2%
0 - not at all effective	156 17%	61 7%	102 11%	43 5%	51 6%	298 33%	101 11%	73 8%	107 12%	25 3%	23 3%	69 8%	61 7%	47 5%	62 7%	55 6%	47 5%	52 6%	38 4%	23 2%	66 7%	18 2%	51 6%
Don't know	21 2%	61 7%	151 16%	135 15%	213 23%	25 3%	142 15%	65 7%	58 6%	55 6%	70 8%	114 13%	181 20%	39 4%	148 16%	485 53%	113 13%	258 28%	191 21%	376 40%	214 24%	419 47%	586 64%
Mean	4.41	6.09	4.54	6.58	5.52	2.93	5.03	6.34	4.78	7.82	7.73	5.14	5.11	6.62	5.17	4.17	5.88	5.39	6.73	6.98	5.11	7.36	4.30
Standard deviation	3.10	2.75	2.73	2.54	2.51	2.99	3.04	2.98	2.79	2.24	2.29	2.76	2.59	2.93	2.58	2.44	2.59	2.75	2.73	2.52	2.58	2.69	2.74
Standard error	0.10	0.10	0.10	0.09	0.09	0.10	0.11	0.10	0.10	0.08	0.08	0.10	0.10	0.10	0.09	0.12	0.09	0.11	0.10	0.11	0.10	0.12	0.15
NET: 0-1	229 25%	86 9%	144 16%	53 6%	64 7%	387 43%	134 15%	89 10%	152 17%	28 3%	30 3%	113 13%	83 9%	75 8%	84 9%	79 9%	64 7%	78 9%	49 5%	24 3%	84 9%	22 2%	72 8%

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 5

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Summary

Base: All asked about individuals

	Boris Johnson	Nicola Sturgeon	Sadiq Khan	Angela Merkel	Emmanuel Macron	Donald Trump	Vladimir Putin	Margaret Thatcher	Tony Blair	Winston Churchill	Nelson Mandela	Sir Richard Branson	Mark Zuckerberg	The Queen	Keir Starmer	Ed Davey	Rishi Sunak	Andy Burnham	Marcus Rashford	Jurgen Klopp	Joe Biden	Jacinda Ardern	Tim Martin
Weighted base	915	908	930	900	921	898	919	907	912	910	910	898	909	892	913	913	900	908	923	929	891	894	919
NET: 2-3	134 15%	64 7%	117 13%	41 5%	74 8%	158 18%	114 12%	61 7%	113 12%	21 2%	20 2%	104 12%	103 11%	68 8%	104 11%	71 8%	78 9%	78 9%	47 5%	34 4%	83 9%	23 3%	47 5%
NET: 4-6	246 27%	244 27%	313 34%	190 21%	290 31%	191 21%	246 27%	198 22%	322 35%	121 13%	133 15%	278 31%	291 32%	201 23%	315 35%	201 22%	265 29%	235 26%	195 21%	130 14%	285 32%	98 11%	144 16%
NET: 7-8	210 23%	304 33%	162 17%	326 36%	228 25%	95 11%	182 20%	272 30%	213 23%	287 32%	302 33%	221 25%	200 22%	238 27%	207 23%	67 7%	274 30%	182 20%	232 25%	208 22%	183 20%	128 14%	54 6%
NET: 9-10	75 8%	149 16%	42 5%	156 17%	52 6%	42 5%	101 11%	222 24%	52 6%	398 44%	356 39%	68 8%	50 5%	271 30%	54 6%	9 1%	105 12%	77 9%	210 23%	157 17%	42 5%	204 23%	16 2%

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 6
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Boris Johnson
Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	906	450	456	87	162	144	148	144	221	263	260	144	239	755	67	41	101	73	69	71	52	92	111	117	80	32	129	371	65
Weighted base	915	448	468	88*	169	150	143	146	218	252	259	178	226	773	64*	40*	110*	78*	75*	65*	48*	87*	111*	121*	86*	31**	133	384	73*
10 - very effective indeed	31	17	13	1	10	4	4	2	8	10	8	2	10	29	-	*	3	1	2	2	1	3	11	5	3	-	10	9	6
	3%	4%	3%	1%	6%	3%	3%	1%	4%	4%	3%	1%	4%	4%	-	1%	3%	2%	2%	3%	4%	9%mn	4%	3%	-	7%B	2%	8%	
9	45	20	25	3	5	5	7	4	20	13	12	9	11	38	1	3	4	1	4	3	4	8	7	8	1	1	2	19	5
	5%	4%	5%	3%	3%	4%	5%	3%	9%dg	5%	5%	5%	5%	5%	2%	7%	3%	2%	5%	5%	9%x	9%x	6%	6%	1%	2%	2%	5%	7%
8	101	57	43	7	15	18	9	21	31	27	25	22	27	86	7	-	11	16	8	7	4	12	8	12	12	3	11	39	11
	11%	13%	9%	8%	9%	12%	6%	15%f	14%f	11%	9%	13%	12%	11%o	11%o	-	10%	21%mov	11%	7	9%	13%o	7%	10%	14%o	9%	9%	10%	16%
7	110	60	49	7	24	15	18	10	36	34	33	18	23	101	6	5	11	10	10	9	1	13	15	19	8	1	18	47	5
	12%	13%	11%	7%	14%	10%	12%	7%	17%g	14%	13%	10%	10%	13%	9%	13%	10%	13%	14%	14%	3%	15%t	13%	16%t	9%	5%	14%	12%	7%
6	96	41	55	10	16	22	16	16	17	16	38	22	20	81	4	5	15	7	7	5	4	10	11	11	9	7	15	45	8
	10%	9%	12%	11%	9%	14%	11%	11%	8%	6%	15%i	12%	9%	10%	7%	12%	14%	9%	10%	8%	8%	11%	10%	9%	11%	23%	11%	12%	12%
5	78	40	39	7	15	6	14	18	19	18	24	14	22	60	6	4	6	3	11	10	7	6	8	11	2	5	9	37	4
	9%	9%	8%	8%	9%	4%	10%	12%e	8%	7%	9%	8%	10%	8%	9%	5%	4%	15%qx	15%qx	14%qx	7%	7%	7%	9%	2%	17%	7%	10%	6%
4	72	24	48	15	6	6	13	12	20	21	18	22	12	59	6	4	8	6	5	3	3	2	9	9	11	4	8	29	1
	8%	5%	10%a	17%de	4%	4%	9%	8%	9%	8%	7%	12%l	5%	8%	10%	11%	8%	7%	5%	3	7%	2%	8%	8%	12%u	12%	6%	7%	1%
3	72	34	38	10	14	15	10	14	9	23	22	10	17	57	6	2	8	4	5	5	6	7	7	12	7	2	12	32	6
	8%	8%	8%	11%h	8%	10%	7%	10%	4%	9%	8%	6%	8%	7%	9%	5%	7%	5%	7%	14%	8%	8%	10%	8%	8%	9%	9%	8%	9%
2	62	24	37	7	14	13	7	9	10	17	20	11	13	51	8	2	12	10	2	3	2	5	5	8	3	-	8	21	3
	7%	5%	8%	8%	8%	9%	5%	6%	5%	7%	8%	6%	6%	7%	13%r	6%	11%	13%r	3%	5%	5%	6%	5%	6%	4%	-	6%	6%	4%
1	74	42	32	5	18	9	14	16	11	24	21	16	13	63	3	6	6	2	7	5	6	4	10	10	13	1	14	37	10
	8%	9%	7%	6%	10%	6%	10%	11%	5%	10%	8%	9%	6%	8%	5%	16%qu	6%	2%	9%	7%	12%	4%	9%	8%	15%qu	5%	11%	10%	14%
0 - not at all effective	156	79	77	14	23	31	29	22	36	43	35	27	50	127	15	6	23	16	12	12	7	15	14	16	13	6	23	56	9
	17%	18%	16%	15%	14%	21%	20%	15%	16%	17%	14%	15%	22%j	16%	24%	16%	21%	20%	15%	18%	16%	18%	12%	14%	15%	18%	18%	15%	12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 6
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Boris Johnson
Base: All asked about individuals

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	915	448	468	88*	169	150	143	146	218	252	259	178	226	773	64*	40*	110*	78*	75*	65*	48*	87*	111*	121*	86*	31**	133	384	73*
Don't know	21	9	11	4	10	5	2	-	1	6	4	4	7	19	-	2	2	2	1	2	1	1	7	-	4	1	2	13	3
	2%	2%	2%	4%gh	6%gh	3%	1%	-	*	2%	2%	2%	3%	3%	-	4%w	1%	2%	1%	3%	2%	2%	6%w	-	4%w	2%	1%	3%	5%
Mean	4.41	4.48	4.35	3.99	4.49	4.16	4.09	4.20	5.04cefg	4.32	4.57	4.45	4.32	4.50n	3.57	3.86	4.07	4.44	4.58	4.42	4.17	4.97n	4.93n	4.68n	4.14	4.30	4.35	4.45	4.93
Standard deviation	3.10	3.19	3.01	2.73	3.17	3.18	3.10	2.93	3.18	3.17	2.96	2.97	3.28	3.13	2.88	2.97	3.10	3.17	3.00	3.10	3.11	3.26	3.28	3.05	3.08	2.69	3.22	3.01	3.40
Standard error	0.10	0.15	0.14	0.30	0.26	0.27	0.26	0.24	0.21	0.20	0.19	0.25	0.22	0.12	0.35	0.48	0.31	0.37	0.36	0.37	0.44	0.34	0.32	0.28	0.35	0.48	0.29	0.16	0.43
NET: 0-1	229	121	109	19	41	41	43	39	47	68	56	42	64	191	19	13	30	18	19	17	13	19	24	26	26	7	37	93	19
	25%	27%	23%	21%	24%	27%	30%	26%	22%	27%	22%	24%	28%	25%	29%	32%	27%	22%	25%	26%	27%	22%	22%	22%	30%	23%	28%	24%	26%
NET: 2-3	134	58	75	17	28	28	18	24	20	41	41	21	30	108	14	4	20	14	7	8	9	13	13	20	10	2	20	53	9
	15%	13%	16%	19%h	16%	19%h	12%	16%	9%	16%	12%	13%	14%	22%	11%	18%	18%	10%	12%	19%	14%	11%	17%	12%	8%	15%	14%	12%	
NET: 4-6	246	104	142	32	37	34	43	46	55	55	80	58	54	200	17	13	30	16	24	18	14	18	28	31	22	16	32	110	14
	27%	23%	30%a	36%d	22%	23%	30%	32%	25%	22%	31%i	33%i	24%	26%	26%	32%	27%	21%	32%	28%	28%	20%	25%	26%	22%	51%	24%	29%	19%
NET: 7-8	210	118	93	13	39	32	27	32	67	61	58	41	51	187	13	5	23	26	19	16	6	25	22	31	20	4	30	86	17
	23%	26%b	20%	15%	23%	22%	19%	22%	31%cf	24%	22%	23%	22%	24%	20%	13%	21%	34%ot	25%	24%	12%	29%	20%	26%	24%	14%	22%	22%	23%
NET: 9-10	75	37	38	4	15	10	12	6	28	23	20	12	21	68	1	3	6	3	5	5	6	12	17	12	4	1	12	29	11
	8%	8%	8%	4%	9%	7%	8%	4%	13%cg	9%	8%	7%	9%	9%	2%	8%	6%	3%	7%	7%	12%	13%nq	16%mp	10%	4%	2%	9%	7%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 7

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Boris Johnson

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	906	320	258	78	25	30	16	41	138
Weighted base	915	328	270	76*	23**	28**	10**	46*	133
10 - very effective indeed	31 3%	22 7%bh	3 1%	1 1%	2 8%	-	-	1 3%	1 1%
9	45 5%	34 10%bh	5 2%	3 4%	* 2%	-	-	1 2%	1 1%
8	101 11%	74 23%bcgh	6 2%	7 9%b	1 4%	-	* 5%	4 8%	9 7%b
7	110 12%	62 19%bh	15 6%	12 16%b	4 17%	1 3%	-	5 11%	11 8%
6	96 10%	48 15%b	20 7%	8 10%	-	1 2%	1 11%	7 15%	12 9%
5	78 9%	25 8%	18 7%	5 7%	3 12%	-	1 10%	4 8%	23 17%abc
4	72 8%	20 6%	28 10%	3 4%	4 18%	4 14%	1 9%	4 10%	8 6%
3	72 8%	14 4%	18 7%	8 11%	1 2%	2 7%	3 26%	6 13%a	21 16%ab
2	62 7%	6 2%	32 12%ag	6 8%a	-	6 22%	1 6%	-	10 8%a
1	74 8%	10 3%	37 14%a	7 9%a	3 11%	2 7%	2 16%	3 6%	11 8%a
0 - not at all effective	156 17%	9 3%	84 31%ah	14 18%a	6 26%	12 44%	2 17%	12 26%a	16 12%a
Don't know	21 2%	2 1%	6 2%	3 3%	-	-	-	-	10 7%ab
Mean	4.41	6.50bcgh	2.64	4.05b	3.96	1.68	2.95	3.97b	3.92b
Standard deviation	3.10	2.40	2.68	3.04	3.35	1.94	2.33	3.06	2.57

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 7

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Boris Johnson

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	915	328	270	76*	23**	28**	10**	46*	133
Standard error	0.10	0.13	0.17	0.35	0.67	0.35	0.58	0.48	0.23
NET: 0-1	229 25%	20 6%	121 45% ^{each}	21 28% ^a	9 37%	14 51%	3 34%	14 31% ^a	27 20% ^a
NET: 2-3	134 15%	21 6%	50 18% ^a	14 19% ^a	1 2%	8 29%	3 32%	6 13%	31 23% ^a
NET: 4-6	246 27%	92 28%	65 24%	16 21%	7 30%	5 17%	3 30%	15 32%	43 32%
NET: 7-8	210 23%	136 42% ^{bcgh}	21 8%	18 24% ^b	5 21%	1 3%	* 5%	9 19% ^b	20 15% ^b
NET: 9-10	75 8%	56 17% ^{bch}	8 3%	4 5%	2 10%	- -	- -	2 5%	3 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 8
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Nicola Sturgeon
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humbs-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Priv-ate (B)	Opin-ion Influ-encer (C)
Unweighted base	908	461	447	101	141	149	160	146	211	262	263	152	231	762	71	34	92	79	75	76	49	83	135	119	69	26	147	371	77
Weighted base	908	467	441	104*	150	154	157	138	205	254	259	185	209	761	69*	35**	100*	74*	80*	63*	48*	81*	130	125*	74*	30**	146	389	84*
10 - very effective indeed	63	29	34	11	19	10	9	3	11	19	23	7	14	49	11	3	4	6	6	3	1	8	13	4	1	2	15	24	8
	7%	6%	8%	11%g	13%gh	6%	6%	2%	5%	8%	9%	4%	7%	6%	15% x	9%	4%	8%	8%	5%	3%	10%	10% x	4%	2%	6%	11%	6%	9%
9	86	46	39	10	9	10	12	16	29	29	21	17	18	64	14	4	14	6	2	7	6	7	9	6	8	1	11	25	10
	9%	10%	9%	9%	6%	7%	7%	12%	14% de	11%	8%	9%	9%	8%	21% mrv	12%	14% rw	9%	3%	10%	13% r	9%	7%	5%	11%	4%	8%	6%	12%
8	156	74	82	15	14	30	27	29	41	45	49	26	36	122	14	7	13	12	10	11	10	12	20	18	9	17	76	18	
	17%	16%	19%	14%	9%	20% d	17%	21% d	20% d	18%	19%	14%	17%	16%	20%	20%	13%	17%	12%	17%	21%	14%	16%	16%	24%	32%	12%	19%	21%
7	148	69	79	9	30	22	26	32	28	45	48	20	34	125	9	4	20	8	14	7	6	14	23	25	9	8	32	58	20
	16%	15%	18%	9%	20% c	15%	17%	23% ch	14%	18%	19%	11%	16%	16%	13%	11%	20%	10%	18%	12%	13%	17%	17%	20%	12%	26%	22%	15%	24%
6	109	57	53	14	18	20	23	15	20	32	32	24	21	90	8	3	13	10	10	5	6	6	15	15	13	5	17	49	7
	12%	12%	12%	13%	12%	13%	14%	11%	10%	13%	13%	13%	10%	12%	11%	8%	13%	14%	12%	8%	13%	7%	12%	12%	18%	16%	12%	13%	9%
5	92	51	41	11	13	17	19	15	18	18	19	30	25	88	1	5	13	6	8	6	3	11	18	12	9	1	12	49	7
	10%	11%	9%	10%	9%	11%	12%	11%	9%	7%	7%	16% ij	12%	12% en	1%	15%	13% n	8%	10%	10% n	6%	13% n	14% n	10% n	12% n	3%	8%	13%	8%
4	43	28	15	9	6	9	3	6	10	5	15	10	13	38	1	3	4	6	4	1	3	4	7	9	2	1	3	25	5
	5%	6%	3%	9% f	4%	6%	2%	4%	5%	2%	6% i	5%	6% i	5%	1%	7%	4%	8%	5%	2%	6%	5%	5%	7%	2%	3%	2%	6%	6%
3	35	18	17	2	7	4	9	6	7	6	13	6	11	29	4	-	4	3	2	4	3	3	6	5	2	-	11	13	-
	4%	4%	4%	2%	5%	2%	6%	5%	4%	2%	5%	3%	5%	4%	6%	-	4%	4%	3%	6%	5%	4%	5%	4%	3%	-	7%	3%	-
2	28	15	13	3	4	6	1	3	11	9	9	7	3	25	1	1	3	6	2	4	2	2	-	5	1	-	2	12	*
	3%	3%	3%	3%	3%	4%	1%	2%	5% f	4%	3%	4%	2%	3%	2%	3%	8% mv	3%	6% v	6% v	5% v	3%	-	4% v	2%	-	1%	3%	1%
1	26	16	9	2	2	2	4	4	12	8	4	7	6	21	3	1	2	-	5	4	2	2	2	3	1	-	5	6	1
	3%	4%	2%	1%	2%	1%	2%	3%	6%	3%	2%	4%	3%	3%	5%	3%	2%	-	7% q	6% q	3%	3%	2%	2%	1%	-	4%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 8
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Nicola Sturgeon
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)		Public (A)	Private (B)
Weighted base	908	467	441	104*	150	154	157	138	205	254	259	185	209	761	69*	35**	100*	74*	80*	63*	48*	81*	130	125*	74*	30**	146	389	84*
0 - not at all effective	61	37	24	3	10	12	17	7	12	18	15	19	9	55	2	-	4	3	10	6	4	5	5	18	4	*	12	23	5
	7%	8%	5%	3%	7%	8%	11% ^c	5%	6%	7%	6%	10%	4%	7%	2%	-	4%	4%	13% ^{nv}	10%	8%	7%	4%	14% ^{mp}	5%	2%	8%	6%	5%
Don't know	61	27	34	17	17	12	9	2	5	21	11	12	19	55	1	4	5	8	7	5	2	7	11	3	6	3	9	29	4
	7%	6%	8%	16% ^{fgh}	11% ^{gh}	8% ^{gh}	6%	1%	2%	8%	4%	6%	9% ^{ij}	7%	2%	12%	5%	11% ^{enw}	8%	7%	4%	8%	8%	3%	8%	9%	6%	7%	4%
Mean	6.09	5.88	6.32 ^a	6.44	6.21	6.00	5.84	6.25	6.01	6.29 ^k	6.27 ^k	5.48	6.18 ^k	5.96 ^w	7.13 ^m	6.74	6.27 ^w	6.06	5.29	5.47	5.92	6.15	6.45 ^{rs}	5.31	6.36 ^w	7.17	6.06	6.06	6.85
															0.32							0.22							
Standard deviation	2.75	2.84	2.63	2.57	2.84	2.74	2.85	2.45	2.90	2.82	2.67	2.88	2.58	2.76	2.68	2.31	2.47	2.69	3.13	3.19	2.85	2.85	2.44	2.95	2.35	1.62	2.91	2.60	2.41
Standard error	0.10	0.14	0.13	0.28	0.26	0.24	0.23	0.20	0.20	0.18	0.17	0.24	0.18	0.10	0.32	0.42	0.26	0.32	0.38	0.38	0.43	0.33	0.22	0.28	0.30	0.33	0.25	0.14	0.28
NET: 0-1	86	53	33	5	12	14	20	10	24	26	20	26	15	76	5	1	7	3	15	10	5	8	7	20	4	*	17	30	5
	9%	11%	7%	4%	8%	9%	13% ^c	7%	12%	10%	8%	14%	7%	10%	7%	3%	7%	4%	19% ^{mp}	16% ^{qv}	11%	9%	5%	16% ^{qv}	6%	2%	12%	8%	6%
NET: 2-3	64	33	31	5	11	9	10	10	19	15	22	13	14	53	6	1	6	9	5	8	5	6	10	4	-	12	25	*	1%
	7%	7%	7%	5%	7%	6%	6%	7%	9%	6%	8%	7%	7%	7%	8%	3%	6%	12%	6%	12%	10%	6%	8%	5%	8%	5%	8%	6%	1%
NET: 4-6	244	135	109	34	37	45	44	36	48	54	66	64	60	216	9	10	30	22	21	12	12	41	36	24	7	32	123	19	
	27%	29%	25%	32%	25%	30%	28%	26%	24%	21%	25%	35% ⁱ	28%	28% ⁿ	13%	30%	30% ⁿ	30% ⁿ	26%	19%	25%	25%	31% ⁿ	29% ⁿ	32% ⁿ	22%	32% ^A	38	23%
NET: 7-8	304	143	161	24	44	53	53	61	69	90	98	46	70	247	23	11	34	20	24	18	16	26	43	45	27	17	49	133	38
	33%	31%	36%	23%	29%	34%	34%	45% ^{cd}	34%	35% ^k	38% ^k	25%	33%	32%	34%	31%	34%	27%	30%	29%	34%	31%	33%	36%	37%	58%	33%	34%	45%
NET: 9-10	149	76	73	21	29	20	20	19	40	48	44	25	32	113	25	7	18	12	8	10	8	15	22	11	9	3	27	49	18
	16%	16%	17%	20%	19%	13%	13%	14%	19%	19%	17%	13%	15%	15%	36% ^{mpq}	21%	18%	16%	10%	16%	16%	19%	17%	8%	13%	10%	18%	13%	22%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 9

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Nicola Sturgeon

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	908	324	247	73	23	30	24	40	147
Weighted base	908	333	253	68*	20**	29**	21**	41*	144
10 - very effective indeed	63 7%	17 5%	24 10%	1 2%	2 9%	7 26%	1 3%	4 10%	7 5%
9	86 9%	29 9%	21 8%	13 20%abh	3 15%	8 27%	3 12%	3 8%	6 4%
8	156 17%	54 16%	41 16%	19 27%ah	1 5%	7 24%	2 9%	11 27%	21 15%
7	148 16%	39 12%	51 20%a	13 19%	1 7%	4 15%	9 46%	11 26%a	19 13%
6	109 12%	43 13%	29 12%	4 6%	3 17%	2 8%	1 7%	7 16%	19 13%
5	92 10%	37 11%g	28 11%g	10 15%g	1 6%	-	2 9%	-	15 10%
4	43 5%	21 6%	13 5%	-	1 4%	-	* 2%	-	8 5%
3	35 4%	21 6%	7 3%	2 2%	-	-	-	-	6 4%
2	28 3%	19 6%bh	5 2%	-	3 17%	-	-	-	1 1%
1	26 3%	13 4%	5 2%	2 3%	-	-	-	2 4%	4 3%
0 - not at all effective	61 7%	33 10%b	9 4%	3 4%	2 12%	-	-	2 5%	12 8%
Don't know	61 7%	9 3%	19 8%a	1 2%	2 8%	-	2 12%	1 3%	26 18%abcg
Mean	6.09	5.45	6.52ah	6.81ah	5.40	8.47	7.14	6.96ah	5.67
Standard deviation	2.75	2.93	2.46	2.35	3.36	1.27	1.33	2.41	2.79

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 9

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Nicola Sturgeon

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	908	333	253	68*	20**	29**	21**	41*	144
Standard error	0.10	0.17	0.16	0.28	0.73	0.23	0.29	0.39	0.26
NET: 0-1	86 9%	45 14%b	14 6%	5 7%	2 12%	-	-	4 9%	16 11%
NET: 2-3	64 7%	40 12%bcgh	12 5%	2 2%	3 17%	-	-	-	7 5%
NET: 4-6	244 27%	101 30%	70 28%	14 21%	5 27%	2 8%	4 18%	7 16%	41 29%
NET: 7-8	304 33%	93 28%	92 36%	31 46%ah	2 12%	11 39%	11 55%	22 54%ah	40 28%
NET: 9-10	149 16%	45 14%	46 18%h	15 22%h	5 24%	15 53%	3 16%	7 17%	13 9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 10
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Sadiq Khan
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Unweighted base	911	426	485	100	146	149	156	138	222	268	245	165	233	771	66	37	106	69	81	68	50	91	115	133	71	24	146	358	61
Weighted base	930	441	490	106*	148	156	161	137	223	269	242	196	223	786	73*	34*	122*	62*	87*	63*	48*	87*	114*	143	74*	23**	150	375	69*
10 - very effective indeed	20	11	9	2	10	3	-	-	5	12	3	2	3	19	-	-	2	1	2	-	1	1	9	-	4	-	6	7	7
	2%	2%	2%	2%	7% <i>fgh</i>	2%	-	-	2%	4% <i>jk</i>	1%	1%	2%	2%	-	-	2%	2%	2%	-	3%	1%	8% <i>mnsu</i>	-	5% <i>w</i>	-	4%	2%	10%
9	22	12	10	2	7	3	6	1	5	13	2	6	2	20	1	-	4	2	1	*	1	2	6	4	1	-	5	10	5
	2%	3%	2%	2%	5% <i>g</i>	2%	4%	*	2%	5% <i>jl</i>	1%	3%	1%	3%	1%	-	3%	3%	1%	3%	3%	5%	3%	3%	1%	-	3%	3%	7%
8	57	31	25	4	5	13	8	5	22	18	13	14	12	49	1	4	2	-	4	6	3	5	7	13	8	4	5	25	2
	6%	7%	5%	4%	3%	8%	5%	4%	10% <i>d</i>	7%	5%	7%	5%	6%	2%	13% <i>npq</i>	2%	-	4	6	6%	5%	6%	9% <i>pq</i>	11% <i>pq</i>	16%	4%	7%	3%
7	106	53	52	14	25	18	15	14	20	35	29	27	15	95	6	2	10	8	8	10	1	16	17	16	7	4	19	45	9
	11%	12%	11%	13%	17% <i>h</i>	11%	9%	10%	9%	13% <i>l</i>	12%	14% <i>l</i>	7%	12%	8%	5%	8%	14%	9%	17% <i>t</i>	2%	19% <i>t</i>	15% <i>t</i>	11%	9%	18%	13%	12%	13%
6	103	51	52	9	16	19	19	20	21	38	36	14	14	80	10	5	15	4	7	3	8	12	9	17	9	4	18	48	12
	11%	11%	11%	9%	11%	12%	12%	14%	9%	14% <i>kl</i>	15% <i>kl</i>	7%	6%	10%	14%	15%	12%	7%	8%	5%	18%	14%	8%	12%	12%	10%	12%	13%	17%
5	150	64	86	18	24	20	31	19	38	38	41	28	43	127	13	4	20	10	17	8	8	17	23	10	2	24	47	7	
	16%	15%	17%	17%	16%	13%	19%	14%	17%	14%	17%	14%	19%	16%	18%	13%	16%	17%	20%	13%	17%	15%	16%	14%	10%	16%	13%	10%	
4	61	29	32	8	8	8	5	13	19	15	18	8	19	55	4	4	5	4	-	6	1	4	11	11	9	-	12	19	4
	7%	7%	6%	7%	5%	5%	3%	10% <i>f</i>	8%	6%	8%	4%	8%	7% <i>fr</i>	6%	12% <i>fr</i>	4%	7% <i>fr</i>	-	10% <i>fr</i>	3%	5%	10% <i>fr</i>	8% <i>fr</i>	12% <i>fr</i>	-	8%	5%	6%
3	56	29	27	7	8	2	15	8	16	19	12	11	14	52	3	2	14	2	8	3	1	2	6	9	6	1	17	21	5
	6%	7%	6%	7% <i>e</i>	6% <i>e</i>	1%	9% <i>e</i>	6% <i>e</i>	7% <i>e</i>	7%	5%	6%	6%	7%	4%	5%	11% <i>u</i>	4%	10%	4%	1%	2%	5%	6%	8%	4%	11%	6%	7%
2	61	34	27	6	8	8	7	19	13	17	14	17	13	53	2	4	8	9	7	3	5	7	4	9	3	*	4	24	6
	7%	8%	5%	5%	5%	5%	5%	14% <i>defh</i>	6%	6%	6%	9%	6%	7%	3%	13%	6%	15% <i>mnvx</i>	7%	5%	10%	8%	4%	6%	4%	2%	2%	7%	8%
1	43	22	21	5	3	10	8	5	12	15	8	5	15	35	3	2	9	1	1	5	5	2	8	4	3	-	8	17	5
	5%	5%	4%	5%	2%	6%	5%	4%	5%	5%	3%	3%	7%	4%	4%	6%	7%	2%	1%	7%	11% <i>mqrw</i>	3%	7%	3%	5%	-	5%	5%	7%
0 - not at all effective	102	61	41	5	4	19	22	21	32	28	25	24	24	85	10	*	13	9	16	6	5	8	12	16	4	2	14	43	4
	11%	14% <i>b</i>	8%	5%	3%	12% <i>d</i>	14% <i>cd</i>	15% <i>cd</i>	14% <i>cd</i>	10%	10%	12%	11%	11%	13%	1%	11%	15% <i>o</i>	19% <i>ox</i>	10%	10%	9%	11%	11%	6%	8%	9%	12%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 10
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Sadiq Khan
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Weighted base	930	441	490	106*	148	156	161	137	223	269	242	196	223	786	73*	34*	122*	62*	87*	63*	48*	87*	114*	143	74*	23**	150	375	69*
Don't know	151	44	107	27	30	35	26	12	22	21	43	40	48	117	20	6	21	10	16	12	8	12	9	22	10	6	19	67	3
	16%	10%	22%a	25%gh	20%gh	23%gh	16%	9%	10%	8%	18%i	20%i	21%i	15%	28%mv	18%	17%	17%	18%	19%v	16%	14%	8%	15%	13%	25%	13%	18%	5%
Mean	4.54	4.43	4.64	4.78g	5.64ce fgh	4.61	4.27	3.85	4.36	4.89i	4.56	4.47	4.07	4.56	4.11	4.68	4.10	3.98	4.01	4.46	4.22	4.93	5.02p	4.62	5.11pq r	5.61	4.72	4.58	5.33
Standard deviation	2.73	2.85	2.59	2.42	2.52	2.91	2.69	2.52	2.81	2.86	2.52	2.82	2.62	2.73	2.58	2.28	2.65	2.75	2.88	2.71	2.85	2.52	3.02	2.62	2.64	2.50	2.67	2.81	2.95
Standard error	0.10	0.14	0.13	0.28	0.23	0.27	0.23	0.22	0.20	0.18	0.18	0.25	0.19	0.11	0.36	0.42	0.28	0.36	0.35	0.36	0.45	0.28	0.29	0.24	0.34	0.59	0.24	0.16	0.39
NET: 0-1	144	82	62	10	8	28	29	26	44	43	33	30	39	120	13	2	22	10	17	11	10	20	20	8	2	22	61	9	
	16%	19%b	13%	9%	5%	18%d	18%d	19%cd	20%cd	16%	14%	15%	18%	15%	17%	7%	18%	16%	20%	17%	21%	12%	18%	14%	10%	8%	14%	16%	12%
NET: 2-3	117	63	54	13	16	10	22	27	29	36	26	28	27	105	5	6	21	11	15	6	6	8	10	18	9	1	20	46	11
	13%	14%	11%	12%	11%	6%	14%e	20%e	13%	13%	11%	14%	12%	13%	7%	18%	18%	19%	17%	9%	12%	10%	9%	12%	12%	6%	13%	12%	15%
NET: 4-6	313	144	170	35	47	47	54	51	78	92	95	50	76	262	27	13	40	19	25	18	18	33	37	50	28	6	55	114	23
	34%	33%	35%	33%	32%	30%	34%	38%	35%	34%	39%k	26%	34%	33%	37%	39%	32%	30%	28%	28%	38%	38%	32%	35%	38%	27%	36%	30%	34%
NET: 7-8	162	84	78	18	30	30	23	20	41	53	41	41	27	144	7	6	12	8	12	16	4	21	24	30	15	8	24	71	11
	17%	19%	16%	17%	20%	20%	14%	15%	19%	20%l	17%	21%l	12%	18%	10%	18%	10%	14%	14%	26%npt	8%	24%npt	21%	21%p	20%	34%	16%	19%	16%
NET: 9-10	42	23	19	4	17	6	6	1	9	25	4	7	6	39	1	-	6	3	3	*	3	3	15	4	5	-	10	17	12
	5%	5%	4%	4%	11%efgh	4%	4%	*	4%	9%j	2%	4%	3%	5%	1%	-	5%	5%	3%	1%	5%	3%	13%mmor suw	3%	7%	-	7%	5%	17%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 11

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Sadiq Khan

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	911	328	268	73	22	24	21	35	140
Weighted base	930	346	264	76*	20**	29**	16**	37**	143
10 - very effective indeed	20 2%	7 2%	8 3%	1 1%	-	-	-	1 1%	3 2%
9	22 2%	5 1%	11 4%	5 7%ah	-	-	-	1 1%	1 1%
8	57 6%	21 6%	20 7%h	8 10%h	* 2%	1 5%	* 3%	4 10%	2 2%
7	106 11%	31 9%	44 17%ah	14 18%ah	-	1 5%	3 19%	2 6%	10 7%
6	103 11%	38 11%	33 12%	10 13%	-	4 15%	2 14%	5 14%	11 8%
5	150 16%	61 18%	38 15%	18 24%	1 5%	7 24%	3 16%	5 13%	17 12%
4	61 7%	28 8%	17 6%	2 3%	5 27%	* 2%	-	* 1%	8 5%
3	56 6%	29 8%ch	17 6%	1 1%	1 4%	2 6%	3 18%	1 4%	3 2%
2	61 7%	31 9%b	10 4%	5 6%	3 14%	-	2 12%	2 7%	8 5%
1	43 5%	20 6%	9 3%	-	3 14%	2 8%	-	4 12%	4 3%
0 - not at all effective	102 11%	50 14%bc	17 7%	4 5%	6 29%	2 7%	1 4%	7 18%	16 11%
Don't know	151 16%	26 7%	40 15%a	9 12%	1 5%	8 29%	2 14%	5 13%	60 42%abc
Mean	4.54	4.10	5.27ah	5.74ah	2.13	4.40	4.66	3.84	4.12
Standard deviation	2.73	2.71	2.59	2.28	1.98	2.40	2.19	3.06	2.81

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 11

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Sadiq Khan

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	930	346	264	76*	20**	29**	16**	37**	143
Standard error	0.10	0.15	0.17	0.28	0.43	0.54	0.53	0.56	0.30
NET: 0-1	144 16%	70 20%bc	26 10%	4 5%	9 43%	4 15%	1 4%	11 30%	20 14%
NET: 2-3	117 13%	60 17%bch	27 10%	5 7%	4 18%	2 6%	5 29%	4 10%	11 8%
NET: 4-6	313 34%	126 36%h	88 33%	30 40%	6 32%	11 40%	5 30%	10 28%	36 25%
NET: 7-8	162 17%	52 15%	64 24%ah	22 28%ah	* 2%	3 10%	3 22%	6 15%	12 9%
NET: 9-10	42 5%	12 4%	19 7%	6 8%	- -	- -	- -	1 3%	4 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 12
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Angela Merkel
Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)
Unweighted base	913	448	465	91	152	146	137	219	256	263	241	746	80	33	82	73	76	61	56	84	117	141	141	79	31	139	371	62	
Weighted base	900	454	446	95*	161	141	168	121	215	251	256	177	215	742	78*	34**	88*	76*	79*	50*	54*	71*	120*	145	79*	26**	138	379	68*
10 - very effective indeed	53	22	31	1	16	6	8	6	15	18	18	5	13	44	5	1	2	3	3	1	3	11	12	6	3	8	23	8	
	6%	5%	7%	1%	10% ^c	4%	5%	5%	7%	7%	7%	3%	6%	6%	7%	3%	2%	4%	3%	2%	5%	10%	8%	7%	10%	6%	6%	12%	
9	102	58	45	8	16	11	13	16	39	30	35	16	22	84	10	4	11	5	7	4	6	9	14	20	10	4	10	40	6
	11%	13%	10%	8%	10%	8%	8%	13%	18% ^{cd}	12%	13%	9%	10%	11%	12%	11%	13%	7%	9%	10%	13%	12%	13%	12%	14%	7%	10%	6%	9%
8	192	109	82	10	30	27	35	31	59	63	56	40	33	156	19	7	14	14	22	9	11	15	23	33	19	5	24	77	13
	21%	24%	18%	10%	19%	19%	21%	26% ^c	27% ^{cd}	25% ^d	22% ^e	22% ^e	15%	21%	25%	21%	17%	18%	28%	20%	22%	19%	23%	24%	19%	5%	17%	20%	19%
7	134	77	57	12	19	17	24	23	40	32	36	31	35	116	10	6	18	8	12	9	3	15	22	16	10	5	17	59	12
	15%	17%	13%	12%	12%	12%	14%	19%	19%	13%	14%	17%	16%	16%	13%	16%	20% ^t	11%	15%	19%	6%	22% ^{tw}	18%	11%	13%	19%	12%	16%	18%
6	81	45	36	8	7	16	19	15	21	27	17	16	63	7	1	4	9	6	4	8	7	15	9	7	2	15	37	7	
	9%	10%	8%	8%	5%	11%	11% ^d	12% ^d	7%	8%	11%	9%	7%	8%	9%	2%	5%	12%	8%	7%	16%	10%	12%	6%	9%	2%	11%	10%	10%
5	77	42	34	6	15	12	22	9	13	20	19	11	25	69	4	*	11	8	11	4	2	6	5	17	6	1	14	33	5
	9%	9%	8%	6%	9%	9%	13% ^h	7%	6%	8%	8%	6%	12%	9%	5%	1%	13%	11%	13% ^{uv}	9%	4%	8%	4%	12%	8%	5%	10%	9%	7%
4	33	12	21	6	9	7	7	3	1	11	10	6	6	27	-	1	3	3	1	2	4	2	5	6	3	2	9	18	5
	4%	3%	5%	6% ^h	5% ^h	5% ^h	4% ^h	2%	*	4%	4%	3%	3%	4%	-	4%	3%	4%	1%	4%	7% ⁿ	3%	4%	4%	4%	9%	6%	5%	7%
3	21	12	9	1	5	1	2	5	7	5	4	6	6	15	5	1	1	1	3	1	2	3	2	1	-	4	5	1	
	2%	3%	2%	1%	3%	1%	1%	4%	3%	2%	1%	4%	3%	2%	6%	3%	1%	2%	4%	5%	2%	2%	2%	1%	-	3%	1%	1%	
2	20	14	7	1	7	3	2	1	6	9	4	4	4	16	1	2	-	3	-	-	3	2	*	4	4	-	6	8	2
	2%	3%	1%	1%	4%	2%	1%	1%	3%	3%	1%	2%	2%	2%	1%	7%	-	4%	-	-	6% ^{prv}	3%	*	3%	5%	-	4%	2%	3%
1	9	3	6	2	1	2	3	1	1	5	1	-	4	8	-	-	1	1	1	1	-	3	1	1	-	-	7	1	
	1%	1%	1%	2%	*	2%	2%	1%	1%	2%	*	-	2%	1%	-	-	2%	2%	1%	1%	2%	-	2%	*	1%	-	-	2%	2%
0 - not at all effective	43	23	20	1	8	11	12	4	8	5	6	17	15	35	4	-	7	2	7	1	4	5	6	3	-	5	15	6	
	5%	5%	4%	1%	5%	8% ^c	7% ^c	3%	4%	2%	2%	10% ^{ij}	7% ^{ij}	5%	5%	-	8%	3%	9%	1%	8%	6%	5%	4%	3%	-	4%	4%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 12
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Angela Merkel
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Opin-ion Influ-encer (C)
Weighted base	900	454	446	95*	161	141	168	121	215	251	256	177	215	742	78*	34**	88*	76*	79*	50*	54*	71*	120*	145	79*	26**	138	379	68*
Don't know	135	37	98	41	28	28	21	7	11	33	41	25	36	109	13	11	15	17	7	11	9	5	13	20	10	4	28	58	3
	15%	8%	22%a	43%def	17%gh	20%gh	12%h	5%	5%	13%	16%	14%	17%	15%	17%	32%	17%	22%ru	9%	22%ru	16%	7%	11%	14%	13%	16%	20%	15%	4%
Mean	6.58	6.59	6.57	6.42	6.49	6.06	6.22	6.84e	7.09ef	6.79kl	7.02kl	6.10	6.21	6.59t	6.83	6.82	6.29	6.22	6.35	6.69	5.71	6.56	6.78t	6.79t	6.71	7.38	6.26	6.57	6.31
Standard deviation	2.54	2.49	2.60	2.15	2.77	2.79	2.61	2.23	2.35	2.40	2.17	2.79	2.78	2.52	2.56	2.29	2.68	2.49	2.66	2.18	2.92	2.53	2.54	2.49	2.51	1.81	2.52	2.50	2.94
Standard error	0.09	0.12	0.14	0.29	0.25	0.26	0.22	0.20	0.16	0.16	0.15	0.25	0.20	0.10	0.31	0.47	0.33	0.34	0.33	0.32	0.43	0.29	0.25	0.23	0.30	0.35	0.24	0.14	0.38
NET: 0-1	53	27	26	2	8	14	14	5	9	10	6	17	19	43	4	-	8	4	7	1	6	5	8	6	3	-	5	23	7
	6%	6%	6%	2%	5%	10%	9%	4%	4%	4%	2%	10%ij	9%ij	6%	5%	10%	5%	9%	3%	10%	6%	7%	4%	4%	4%	-	4%	6%	11%
NET: 2-3	41	26	15	2	12	4	4	7	13	13	7	11	10	31	5	3	1	5	3	3	4	4	3	6	4	-	10	12	3
	5%	6%	3%	2%	8%	3%	2%	5%	6%	5%	3%	6%	5%	4%	7%	10%	1%	6%	4%	5%	8%p	5%	3%	4%	6%	-	7%	3%	4%
NET: 4-6	190	98	92	20	31	35	49	27	29	52	57	34	48	159	11	3	18	21	18	10	14	15	25	33	17	6	37	87	16
	21%	22%	21%	21%	19%	25%h	29%h	22%	13%	21%	22%	19%	22%	21%	14%	8%	21%	27%	23%	20%	27%	21%	21%	23%	21%	22%	27%	23%	23%
NET: 7-8	326	186	139	21	49	44	59	54	99	95	93	70	68	272	29	13	32	22	34	18	14	31	45	49	29	10	40	136	25
	36%	41%b	31%	22%	31%	31%	35%	44%code	46%code	38%	36%	40%	31%	37%	37%	37%	29%	43%	36%	26%	43%	37%	34%	37%	37%	38%	29%	36%	37%
NET: 9-10	156	80	76	9	32	17	21	23	54	48	52	20	35	128	15	4	13	8	10	7	6	13	25	31	15	6	18	63	14
	17%	18%	17%	9%	20%	12%	13%	19%	25%cef	19%	20%k	12%	16%	17%	19%	13%	15%	11%	13%	14%	12%	18%	21%	21%	19%	24%	13%	17%	21%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 13

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Angela Merkel

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	913	308	268	77	23	37	24	45	131
Weighted base	900	321	261	76*	18**	38*	19**	43*	124
10 - very effective indeed	53 6%	15 5%	19 7%	9 11%h	1 3%	3 9%	- -	2 6%	3 3%
9	102 11%	31 10%	31 12%	16 21%a	1 6%	3 8%	4 23%	4 9%	12 10%
8	192 21%	72 22%h	56 21%h	17 22%	3 16%	12 31%h	6 32%	11 26%h	15 12%
7	134 15%	59 18%h	36 14%h	14 19%h	3 17%	6 15%h	2 8%	10 22%h	5 4%
6	81 9%	34 11%	17 7%	8 11%	3 15%	3 9%	- -	7 16%	8 7%
5	77 9%	28 9%	20 8%	7 10%	3 17%	2 6%	1 6%	3 8%	12 9%
4	33 4%	10 3%	10 4%	3 4%	- -	- -	1 6%	2 4%	7 6%
3	21 2%	8 3%	6 2%	- -	1 7%	2 5%	- -	- -	4 3%
2	20 2%	15 5%h	5 2%	- -	- -	- -	- -	- -	* *
1	9 1%	5 1%	1 *	1 1%	1 7%	- -	- -	- -	2 2%
0 - not at all effective	43 5%	21 6%c	10 4%	- -	2 10%	3 8%c	- -	2 4%	6 5%
Don't know	135 15%	23 7%	51 19%acg	2 2%	1 3%	4 10%	5 25%	2 5%	48 39%abceg
Mean	6.58	6.26	6.86ah	7.49ah	5.48	6.73	7.65	6.90	5.96
Standard deviation	2.54	2.66	2.43	1.79	2.87	2.72	1.56	2.04	2.82

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 13

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Angela Merkel

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	900	321	261	76*	18**	38*	19**	43*	124
Standard error	0.09	0.16	0.17	0.21	0.61	0.47	0.38	0.31	0.31
NET: 0-1	53 6%	25 8%	10 4%	1 1%	3 16%	3 8%	-	2 4%	8 7%
NET: 2-3	41 5%	23 7% ^c	11 4%	-	1 7%	2 5%	-	-	4 4%
NET: 4-6	190 21%	72 23%	47 18%	18 24%	6 32%	6 15%	2 12%	12 28%	27 22%
NET: 7-8	326 36%	131 41% ^h	92 35% ^h	31 41% ^h	6 32%	18 46% ^h	8 40%	21 49% ^h	20 16%
NET: 9-10	156 17%	47 15%	50 19%	24 32% ^{abh}	2 9%	6 17%	4 23%	6 14%	16 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 14
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Emmanuel Macron
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	905	441	464	93	170	128	148	158	208	258	257	160	230	751	75	38	95	81	91	63	48	85	121	112	65	31	137	369	72
Weighted base	921	461	460	99*	178	133	157	146	209	243	258	199	221	769	76*	39*	114*	75*	99*	62*	46*	81*	113*	117*	69*	30**	136	396	73*
10 - very effective indeed	23 3%	14 3%	10 2%	1 1%	3 1%	5 4%	3 2%	5 4%	6 3%	12 5%j	2 1%	2 1%	7 3%	19 2%	-	1 3%	2 2%	-	-	2 3%	3 7%nqr	3 3%	5 4%	3 3%	4 5%	1 3%	4 3%	8 2%	5 7%
9	29 3%	14 3%	15 3%	5 5%	7 4%	3 2%	7 4%	1 1%	6 3%	4 1%	8 3%	8 4%	10 4%	27 4%	2 2%	1 3%	5 5%	2 2%	2 2%	4 -	-	3 4%	7 6%	2 2%	1 1%	-	4 3%	14 4%	3 5%
8	109 12%	64 14%	45 10%	10 10%	18 10%	15 11%	16 10%	23 16%	26 13%	34 14%	27 10%	27 14%	21 10%	89 12%	8 11%	5 12%	15 13%	8 10%	19 19%u	6 9%	7 15%u	3 4%	10 9%	16 14%u	8 12%	5 16%	15 11%	51 13%	14 19%
7	119 13%	82 18%b	37 8%	10 10%	25 14%	19 14%	15 9%	24 16%	28 13%	44 18%kl	35 13%	18 9%	23 10%	99 13%r	9 11%	7 19%r	12 11%	11 14%	5 5%	5 9%	5 11%	10 13%	20 18%r	18 15%r	10 14%	7 22%	14 11%	55 14%	12 17%
6	116 13%	60 13%	56 12%	9 10%	12 7%	15 11%	23 15%d	29 20%d	28 13%	28 12%	40 16%l	29 15%	18 8%	99 13%	10 13%	2 5%	12 11%	12 16%	17 17%	7 12%	3 6%	20 24% ^m opt vw	11 9%	12 10%	7 9%	3 11%	9 6%	51 13%	9 12%
5	122 13%	74 16%b	48 10%	5 5%	23 13%	18 13%	23 14%	22 15%c	32 15%cc	31 13%	39 15%	25 12%	27 12%	100 13%	12 15%	5 12%	20 17%	7 9%	14 14%	9 15%	7 15%	14 12%	15 13%	11 16%	3 10%	28 21%B	47 12%	9 12%	
4	52 6%	25 5%	27 6%	5 5%	8 5%	6 4%	13 8%	4 3%	16 8%	17 7%	14 5%	9 5%	12 6%	37 5%	9 12%mp	1 3%	2 2%	3 4%	3 3%	2 8%	4 3%	3 9%p	10 5%	6 10%p	7 6%	2 5%	7 5%	22 5%	3 4%
3	38 4%	24 5%	14 3%	1 1%	8 5%	2 4%	5 3%	7 5%	15 7%cce	7 3%	7 3%	12 6%	12 5%	33 4%	1 1%	5 12% ^m nru	10 8%	2 3%	2 2%	4 6%	3 8%	2 2%	4 3%	4 3%	2 2%	1 3%	6 4%	7 2%	-
2	37 4%	20 4%	16 4%	3 3%	11 6%	6 4%	5 3%	5 4%	7 3%	8 3%	13 5%	5 3%	10 4%	31 4%	5 6%	-	6 5%	9 11% ^m oru	3 3%	2 2%	1 2%	3 3%	6 5%	2 3%	-	10 7%	18 5%	6 8%	
1	13 1%	5 1%	7 2%	-	-	3 3%	* 5% ^c dfh	7 1%	1 1%	1 *	3 1%	4 2%	4 2%	12 2%	-	1 4%	-	-	1 1%	* 1%	-	3 4%	2 2%	4 3%	-	* 2%	1 *	9 2%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 14
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Emmanuel Macron
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-ate (B)	Opin-ion Influ-encer (C)
Weighted base	921	461	460	99*	178	133	157	146	209	243	258	199	221	769	76*	39*	114*	75*	99*	62*	46*	81*	113*	117*	69*	30**	136	396	73*
0 - not at all effective	51 6%	21 5%	31 7%	3 3%	8 5%	15 12%cg	11 7%g	2 2%	11 5%	10 4%	13 5%	13 6%	16 7%	44 6%	3 4%	-	4 4%	4 6%	11 11%	1 2%	3 7%	4 5%	10 9%	4 4%	5 7%	1 4%	9 7%	14 3%	5 6%
Don't know	213 23%	57 12%	156 34%a	46 47%def gh	55 31%gh	27 20%g	36 23%g	15 11%	33 16%	49 20%	57 22%	47 24%	60 27%	178 23%	19 25%	11 28%	26 23%	18 24%	22 22%	20 32%v	9 20%	22 27%	19 16%	27 23%	14 21%	7 23%	29 22%	101 25%	6 8%
Mean	5.52	5.70b	5.28	6.04	5.45	5.17	5.38	5.79	5.52	5.93l	5.44	5.38	5.26	5.52	5.30	5.84	5.61	5.14	5.19	5.91	5.60	5.50	5.53	5.60	5.59	5.99	5.18	5.72	5.99
Standard deviation	2.51	2.36	2.67	2.42	2.52	2.92	2.52	2.27	2.40	2.35	2.35	2.55	2.79	2.54	2.18	2.28	2.38	2.50	2.75	2.31	2.69	2.57	2.76	2.48	2.53	2.31	2.59	2.41	2.69
Standard error	0.09	0.12	0.15	0.33	0.23	0.30	0.24	0.19	0.18	0.16	0.17	0.23	0.22	0.11	0.29	0.44	0.27	0.31	0.33	0.35	0.44	0.32	0.27	0.27	0.35	0.47	0.25	0.14	0.33
NET: 0-1	64 7%	26 6%	38 8%	3 3%	8 5%	19 14%cdh	12 7%	10 7%	12 6%	11 4%	16 6%	17 9%	20 9%	56 7%	3 4%	1 4%	4 4%	4 6%	12 13%p	2 2%	3 7%	8 9%	12 11%	8 7%	5 7%	2 6%	10 7%	23 6%	5 7%
NET: 2-3	74 8%	44 10%	30 7%	3 3%	19 11%	7 6%	10 6%	13 9%	22 10%	15 6%	21 8%	17 9%	21 10%	64 8%	5 7%	5 12%	15 13%	11 14%	5 5%	6 9%	4 9%	6 5%	10 8%	4 5%	1 3%	16 11%	25 6%	6 8%	
NET: 4-6	290 31%	159 35%	130 28%	20 20%	43 24%	38 29%	58 37%cd	55 37%cd	76 36%cd	76 31%	92 36%l	63 32%	58 26%	237 31%	31 41%o	8 20%	34 30%	22 30%	34 35%	18 30%	14 30%	28 35%	35 31%	33 28%	24 35%	8 27%	44 33%	120 30%	21 29%
NET: 7-8	228 25%	146 32%ab	82 18%	20 20%	43 24%	34 25%	31 20%	47 32%f	54 26%	77 32%l	62 24%	45 23%	44 20%	188 24%	17 22%	12 31%	27 24%	18 24%	23 24%	11 18%	12 27%	14 17%	30 27%	34 29%	18 26%	11 37%	29 21%	106 27%	27 37%
NET: 9-10	52 6%	28 6%	24 5%	6 6%	9 5%	8 6%	9 6%	7 5%	12 6%	15 6%	10 4%	10 5%	17 8%	46 6%	2 2%	2 5%	7 6%	2 2%	2 2%	6 9%	3 7%	6 7%	12 10%r	5 4%	4 6%	1 3%	8 6%	22 6%	8 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 15

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Emmanuel Macron

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	905	300	265	78	25	33	22	49	133
Weighted base	921	321	270	72*	24**	36**	20**	48*	130
10 - very effective indeed	23 3%	7 2%	5 2%	3 4%	1 2%	-	1 7%	2 3%	5 4%
9	29 3%	8 3%	10 4%	4 5%	1 6%	1 2%	* 2%	-	4 3%
8	109 12%	46 14% ^h	33 12%	7 9%	2 9%	4 10%	4 18%	4 9%	9 7%
7	119 13%	33 10%	41 15%	17 23% ^{ah}	2 9%	3 9%	4 18%	9 19%	11 8%
6	116 13%	50 15%	31 11%	9 12%	4 17%	5 13%	1 7%	6 12%	10 8%
5	122 13%	36 11%	36 13%	14 20% ^{ah}	2 7%	7 21%	4 18%	12 24% ^{ah}	11 8%
4	52 6%	24 8% ^b	8 3%	5 6%	1 4%	6 18%	-	2 5%	6 4%
3	38 4%	22 7% ^h	11 4%	2 2%	-	1 1%	* 2%	-	2 2%
2	37 4%	10 3%	13 5%	1 1%	6 24%	2 4%	1 6%	2 4%	4 3%
1	13 1%	9 3% ^b	1 *	-	-	-	* 2%	1 2%	2 1%
0 - not at all effective	51 6%	28 9%	12 4%	3 5%	-	1 2%	-	1 3%	6 5%
Don't know	213 23%	48 15%	70 26% ^{ac}	9 13%	5 21%	7 19%	4 19%	9 19%	61 47% ^{abcg}
Mean	5.52	5.19	5.74 ^a	6.00 ^a	5.26	5.29	6.41	5.69	5.59
Standard deviation	2.51	2.67	2.40	2.19	2.59	1.92	2.25	2.10	2.79

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 15

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Emmanuel Macron

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	921	321	270	72*	24**	36**	20**	48*	130
Standard error	0.09	0.17	0.17	0.27	0.58	0.37	0.55	0.33	0.33
NET: 0-1	64 7%	37 11%b	12 5%	3 5%	- -	1 2%	* 2%	2 5%	8 6%
NET: 2-3	74 8%	32 10%	24 9%	2 3%	6 24%	2 6%	2 8%	2 4%	6 4%
NET: 4-6	290 31%	110 34%h	75 28%	28 39%h	7 29%	19 52%	5 25%	20 42%h	27 21%
NET: 7-8	228 25%	79 25%h	74 27%h	23 32%h	4 18%	7 19%	7 37%	13 28%	20 15%
NET: 9-10	52 6%	15 5%	15 6%	6 9%	2 8%	1 2%	2 9%	2 3%	9 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 16
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Donald Trump
Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	911	433	478	92	146	149	167	144	213	243	264	164	240	771	69	36	112	81	75	72	43	89	125	110	71	28	138	387	66
Weighted base	898	436	462	94*	153	138	170	140	204	233	261	189	215	760	72*	38*	118*	76*	77*	65*	38*	83*	116	115*	73*	28**	136	395	68*
10 - very effective indeed	25 3%	19 4%b	6 1%	2 2%	6 4%	5 3%	5 3%	5 3%	4 2%	7 3%	3 1%	9 5%j	7 3%	21 3%	2 2%	1 2%	3 3%	1 2%	5 6%	2 2%	2 6%	1 2%	5 5%	1 1%	1 1%	-	6 5%	12 3%	5 8%
9	17 2%	11 3%	6 1%	2 2%	1 1%	1 1%	3 2%	1 1%	9 4%	6 3%	3 1%	3 2%	5 2%	17 2%	-	2 4%	2 2%	* 1%	-	1 2%	-	4 5%	3 2%	2 2%	3 5%	* 1%	-	8 2%	2 3%
8	50 6%	40 9%cb	11 2%	11 11%g	6 4%	6 5%	8 5%	5 4%	14 7%	17 7%	15 6%	9 5%	9 4%	44 6%	2 3%	1 3%	7 6%	12%uw	2 3%	6 10%	3 9%	2 2%	9 8%	3 3%	4 5%	1 3%	7 5%	25 6%	12 17%
7	45 5%	27 6%	18 4%	3 3%	8 5%	7 5%	7 4%	7 5%	13 7%	9 4%	20 8%	9 5%	7 3%	38 5%	3 4%	1 4%	5 4%	4 5%	4 5%	2 3%	1 3%	4 5%	8 7%	7 6%	3 3%	2 9%	8 6%	16 4%	5 7%
6	52 6%	34 8%b	17 4%	5 5%	6 4%	11 8%	13 8%	9 6%	7 4%	15 7%	11 4%	12 7%	13 6%	45 6%	3 4%	2 5%	12 10%w	5 7%	6 8%	2 4%	2 4%	4 5%	8 7%	2 2%	2 3%	2 8%	7 5%	33 8%	10 15%
5	84 9%	55 13%b	30 6%	6 6%	17 11%	16 12%	18 10%	12 9%	16 8%	19 8%	30 12%	20 11%	14 7%	76 10%	6 9%	2 4%	11 10%	2 3%	12 16%q	8 13%q	1 3%	7 8%	10 9%	15 13%q	9 12%	1 4%	15 11%	35 9%	9 14%
4	54 6%	22 5%	32 7%	3 3%	9 6%	10 7%	15 9%	8 5%	10 5%	12 5%	17 7%	17 9%	8 4%	45 6%	5 7%	-	7 6%	5 7%	3 4%	8 12%ov	2 4%	8 9%v	2 2%	6 5%	5 7%	3 12%	6 5%	30 8%	2 3%
3	79 9%	41 9%	38 8%	13 14%f	13 8%	9 7%	9 5%	16 12%	19 9%	21 9%	34 13%kl	9 5%	13 9%	64 9%	5 7%	3 8%	9 8%	5 7%	4 5%	8 13%v	7 18%rv	6 7%	4 3%	13 11%v	12 17%mv	3 10%	14 10%	29 7%	3 4%
2	79 9%	28 6%	51 11%a	10 11%	12 8%	10 7%	17 10%	10 7%	21 10%	23 10%	34 13%kl	9 5%	13 9%	64 8%	5 7%	3 8%	9 8%	5 7%	4 5%	8 13%v	7 18%rv	6 7%	4 3%	13 11%v	12 17%mv	3 10%	14 10%	29 7%	3 4%
1	89 10%	42 10%	47 10%	7 10%	17 11%	11 8%	16 10%	20 14%	18 9%	21 9%	26 10%	25 13%	16 8%	74 10%	11 15%	8 21%mpx	9 7%	7 10%	9 11%	7 10%	3 7%	7 9%	13 12%	11 9%	3 5%	1 9%	12 9%	40 10%	2 3%
0 - not at all effective	298 33%	115 26%	184 40%a	29 32%	51 33%	45 32%	58 34%	47 34%	69 34%	79 34%	86 33%	52 28%	81 38%	245 32%r	30 42%r	11 30%	39 33%r	29 38%r	13 17%	20 30%	13 33%	30 36%r	39 33%r	43 37%r	22 30%	10 35%	42 31%	124 31%	13 19%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 16
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Donald Trump
Base: All asked about individuals

	Gender		Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	898	436	462	94*	153	138	170	140	204	233	261	189	215	760	72*	38*	118*	76*	77*	65*	38*	83*	116	115*	73*	28**	136	395	68*
Don't know	25 3%	2 *	23 5%a	4 4%	6 4%	7 5%g	2 1%	1 1%	5 2%	4 2%	3 1%	5 2%	13 6%ij	23 3%	1 1%	- -	2 1%	2 2%	7 9%mpw	1 1%	2 5%	3 3%	6 5%	1 1%	2 2%	- -	6 4%	5 1%	1 2%
Mean	2.93	3.67b	2.20	3.05	2.84	3.05	2.91	2.72	3.01	2.99	2.84	3.22	2.70	3.01n	2.18	2.55	3.13	2.87	3.68nw	3.15	2.89	2.73	3.33n	2.51	3.02	2.79	3.03	3.11	5.00
Standard deviation	2.99	3.18	2.60	3.07	2.97	3.00	2.95	2.88	3.10	3.07	2.84	3.04	3.03	3.01	2.70	2.87	3.02	3.13	2.93	3.05	3.23	2.92	3.39	2.69	2.90	2.72	3.04	3.02	3.25
Standard error	0.10	0.15	0.12	0.33	0.25	0.26	0.23	0.24	0.21	0.20	0.18	0.24	0.20	0.11	0.33	0.48	0.29	0.35	0.35	0.36	0.50	0.32	0.31	0.26	0.35	0.51	0.27	0.15	0.40
NET: 0-1	387 43%	156 36%	231 50%a	37 39%	68 44%	56 41%	74 43%	67 48%	87 42%	100 43%	112 43%	78 41%	98 46%	319 42%cr	41 x	19 57%mpr	48 51%r	36 40%	22 29%	26 40%	15 41%	37 45%	52 45%r	53 46%r	25 35%	11 40%	55 40%	164 42%	15 22%
NET: 2-3	158 18%	69 16%	89 19%	23 25%	25 16%	19 14%	26 15%	26 18%	40 19%	44 19%	46 18%	27 14%	40 19%	132 17%v	10 13%	10 27%v	20 17%	11 14%	15 20%	9 13%	10 26%v	14 16%	11 9%	24 21%v	19 26%v	6 22%	26 19%	66 17%	6 9%
NET: 4-6	191 21%	111 26%b	79 17%	13 14%	33 21%	37 27%ch	46 27%ch	29 21%	33 16%	47 20%	59 23%	50 26%l	35 16%	165 22%	14 20%	4 9%	31 26%	13 17%	22 28%o	18 28%o	4 12%	19 23%	21 18%	23 20%	16 22%	7 24%	28 21%	99 25%	22 32%
NET: 7-8	95 11%	66 15%b	29 6%	13 14%	14 9%	13 9%	14 8%	12 9%	28 14%	26 11%	35 13%	18 9%	17 8%	83 11%	5 6%	2 7%	12 11%	13 17%	6 8%	8 13%	4 12%	5 6%	18 15%	10 9%	7 9%	3 12%	15 11%	41 10%	17 25%
NET: 9-10	42 5%	31 7%b	11 2%	4 4%	7 5%	6 4%	8 5%	6 4%	12 6%	13 6%	6 2%	12 6%j	12 6%	38 5%	2 2%	2 7%	5 5%	2 2%	5 6%	3 4%	2 6%	5 6%	8 7%	3 3%	4 6%	* 1%	6 5%	20 5%	7 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 17

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Donald Trump

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	911	285	282	72	29	31	21	45	146
Weighted base	898	290	278	71*	26**	33**	19**	43*	138
10 - very effective indeed	25 3%	13 5%	5 2%	2 2%	3 12%	-	-	-	2 2%
9	17 2%	11 4%	4 1%	-	1 2%	-	-	1 3%	1 1%
8	50 6%	34 12% ^{bh}	2 1%	5 8% ^b	3 11%	-	1 6%	3 6% ^b	3 2%
7	45 5%	20 7%	10 3%	2 3%	4 16%	1 2%	-	3 7%	6 4%
6	52 6%	16 6%	12 4%	5 7%	2 7%	2 5%	1 6%	6 15% ^{ab}	8 6%
5	84 9%	38 13% ^b	20 7%	4 6%	3 10%	-	-	4 9%	16 11%
4	54 6%	22 8%	18 7%	2 3%	2 7%	2 7%	3 13%	1 2%	4 3%
3	79 9%	26 9%	30 11%	5 7%	1 4%	4 11%	1 7%	3 8%	9 6%
2	79 9%	28 10%	16 6%	2 3%	-	-	6 30%	5 12%	21 15% ^{bc}
1	89 10%	17 6%	29 10%	13 18% ^{ah}	2 7%	9 28%	3 17%	4 10%	11 8%
0 - not at all effective	298 33%	60 21%	128 46% ^{agh}	30 43% ^a	5 20%	15 46%	4 20%	11 26%	45 33% ^a
Don't know	25 3%	4 2%	5 2%	-	1 3%	-	-	1 2%	14 10% ^{abc}
Mean	2.93	4.09 ^{bch}	2.04	2.33	4.99	1.39	2.36	3.33 ^b	2.48
Standard deviation	2.99	3.15	2.58	2.95	3.53	1.91	2.18	2.95	2.64

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 17

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Donald Trump

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	898	290	278	71*	26**	33**	19**	43*	138
Standard error	0.10	0.19	0.16	0.35	0.67	0.34	0.48	0.44	0.23
NET: 0-1	387 43%	77 26%	157 56% ^c agh	43 61% ^c agh	7 27%	24 74%	7 37%	16 36%	56 41% ^a
NET: 2-3	158 18%	54 19%	46 16%	7 10%	1 4%	4 11%	7 38%	8 20%	30 22%
NET: 4-6	191 21%	77 26% ^b	50 18%	12 16%	6 24%	4 13%	4 20%	11 25%	28 20%
NET: 7-8	95 11%	54 18% ^b h	12 4%	7 10%	7 27%	1 2%	1 6%	6 14% ^b	8 6%
NET: 9-10	42 5%	24 8% ^b h	8 3%	2 2%	4 15%	-	-	1 3%	3 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 18
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Vladimir Putin
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	909	437	472	104	154	141	159	145	206	259	286	136	228	761	64	44	90	78	73	65	57	83	130	127	71	27	149	379	66
Weighted base	919	454	466	109*	161	145	171	136	197	255	285	172	207	779	66*	44*	97*	75*	79*	56*	48*	85*	126	138	79*	27**	154	395	71*
10 - very effective indeed	47	32	15	3	10	3	9	10	11	13	18	8	7	46	-	3	6	5	8	2	1	4	12	3	3	-	11	17	8
	5%	7% ^b	3%	3%	6%	2%	5%	8%	5%	5%	6%	5%	4%	6%		8% ⁿ	6%	10% ^{nw}	3%	1%	5%	10% ^{nw}	2%	4%		7%	4%	11%	
9	55	30	25	4	13	3	6	10	18	26	17	3	9	45	6	3	11	8	4	-	4	3	8	5	3	-	6	25	9
	6%	7%	5%	4%	8% ^e	2%	4%	7%	9% ^e	10% ^{kl}	6%	2%	4%	6%	9% ^s	8%	11% ^{sw}	11% ^{sw}	5%	-	7% ^s	3%	6%	3%	4%	-	4%	6%	12%
8	96	69	27	7	15	17	21	13	23	32	29	21	15	82	5	3	9	10	10	7	4	9	13	15	6	4	17	43	13
	10%	15% ^b	6%	6%	9%	12%	12%	9%	12%	12%	10%	12%	7%	11%	8%	7%	9%	13%	13%	12%	9%	11%	10%	11%	8%	15%	11%	11%	18%
7	86	53	33	10	11	12	16	13	25	19	29	22	16	73	4	11	4	5	8	7	7	9	17	12	2	1	15	45	8
	9%	12% ^b	7%	9%	7%	8%	9%	10%	12%	7%	10%	13%	8%	9%	7%	24% ^{mnpq}	4%	7%	6%	14% ^{px}	15% ^{px}	11%	13% ^x	9%	3%	5%	9%	11%	11%
6	85	51	34	10	17	13	13	12	19	17	29	16	23	72	7	8	8	4	7	5	4	10	14	13	8	2	13	35	7
	9%	11%	7%	10%	10%	9%	8%	9%	10%	7%	10%	9%	11%	9%	10%	8%	8%	6%	9%	10%	9%	11%	11%	10%	10%	6%	9%	9%	10%
5	101	48	54	16	11	20	16	24	14	33	26	22	20	81	10	2	10	4	6	4	4	10	14	18	13	7	17	47	8
	11%	10%	12%	15% ^h	7%	14%	9%	18% ^{dh}	7%	13%	9%	13%	10%	10%	15%	4%	10%	5%	7%	7%	12%	11%	13%	17%	28%	11%	12%	11%	
4	59	26	33	6	8	10	11	4	20	22	11	13	14	49	6	3	5	5	3	2	2	7	3	13	9	2	3	23	4
	6%	6%	7%	5%	5%	7%	7%	3%	10% ^g	9% ^j	4%	7%	7%	6%	10%	6%	6%	6%	3%	4%	3%	8%	2%	9% ^v	11% ^v	9%	2%	6%	6%
3	64	34	29	9	6	13	18	7	10	15	17	11	21	50	9	1	6	6	7	5	4	2	8	11	4	1	11	26	4
	7%	8%	6%	8%	4%	9%	11% ^d	5%	5%	6%	6%	6%	10%	6%	14% ^u	2%	6%	8%	8%	8%	8%	2%	6%	8%	5%	5%	7%	7%	6%
2	50	23	27	4	10	10	9	5	13	14	17	5	14	42	3	5	4	3	6	5	6	2	7	7	2	-	11	18	2
	5%	5%	6%	3%	6%	7%	5%	3%	6%	5%	6%	3%	7%	5%	4%	12%	4%	4%	7%	9%	12%	3%	6%	5%	3%	-	7%	5%	3%
1	33	11	21	7	5	2	9	4	6	10	16	1	6	26	2	1	4	1	2	3	4	4	2	3	5	2	9	11	3
	4%	3%	5%	7%	3%	1%	5%	3%	3%	4%	6% ^{ak}	1%	3%	3%	3%	3%	2%	3%	5%	7%	5%	2%	2%	6%	7%	6%	3%	4%	
0 - not at all effective	101	40	61	16	25	16	13	12	20	34	31	13	23	86	4	1	12	7	14	4	8	9	18	12	9	4	16	46	6
	11%	9%	13%	15%	15% ^f	11%	7%	9%	10%	13%	11%	8%	11%	11%	6%	2%	12%	9%	17% ^o	8%	16% ^o	11%	14% ^o	9%	12%	13%	10%	12%	9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 18

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Vladimir Putin

Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	919	454	466	109*	161	145	171	136	197	255	285	172	207	779	66*	44*	97*	75*	79*	56*	48*	85*	126	138	79*	27**	154	395	71*
Don't know	142 15%	37 8%	106 23%a	16 15%	29 18%h	26 18%h	31 18%h	22 16%	19 10%	20 8%	46 16%i	36 21%i	40 19%i	127 16%t	10 15%	7 16%	17 18%	15 20%tv	9 11%	11 19%t	3 5%	15 18%	12 9%	28 20%tv	13 17%	3 11%	24 16%	59 15%	- -
Mean	5.03	5.56b	4.41	4.35	4.95	4.68	5.05	5.50c	5.35c	5.08	5.06	5.41i	4.60	5.10	4.96	5.95tx	5.13	5.57	4.90	4.80	4.35	5.04	5.36	4.91	4.54	4.38	4.95	5.11	6.04
Standard deviation	3.04	2.93	3.04	2.97	3.37	2.78	2.94	2.99	3.02	3.18	3.15	2.69	2.91	3.08	2.56	2.76	3.30	3.21	3.46	2.87	3.14	2.98	3.23	2.71	2.93	2.66	3.17	3.01	3.04
Standard error	0.11	0.15	0.16	0.32	0.30	0.26	0.26	0.27	0.22	0.21	0.20	0.26	0.22	0.12	0.34	0.47	0.38	0.41	0.43	0.39	0.43	0.36	0.30	0.27	0.38	0.54	0.28	0.17	0.37
NET: 0-1	134 15%	51 11%	83 18%a	23 21%	30 19%	18 12%	21 12%	16 12%	26 13%	44 17%k	46 16%k	14 8%	29 14%	112 14%	6 8%	2 5%	16 16%	8 11%	16 20%o	7 13%	11 23%now	14 16%	20 16%	15 11%	14 18%	5 21%	26 17%	57 14%	9 12%
NET: 2-3	114 12%	57 13%	57 12%	13 12%	16 10%	23 16%	27 16%	12 9%	23 12%	29 11%	34 12%	16 10%	35 17%	92 12%	12 18%u	6 14%	11 11%	10 13%	12 15%	10 18%u	9 19%u	4 5%	15 12%	17 12%	6 8%	1 5%	23 15%	44 11%	6 9%
NET: 4-6	246 27%	125 28%	121 26%	32 30%	36 23%	43 30%	40 23%	54 29%	57 27%	71 28%	67 23%	50 29%	57 28%	202 26%	23 35%q	8 18%	23 24%	13 18%	15 19%	11 21%	9 19%	27 32%	31 24%	44 32%	30 38%oqr	12 44%	34 22%	105 27%	19 26%
NET: 7-8	182 20%	122 27%b	60 13%	17 15%	26 16%	29 20%	37 22%	26 19%	47 24%	51 20%	57 25%i	43 25%i	30 15%	156 20%	10 15%	14 32%px	13 14%	15 20%	16 20%	15 26%x	11 24%	18 22%	29 23%	27 19%	9 11%	5 19%	32 20%	88 22%	21 29%
NET: 9-10	101 11%	61 14%b	40 9%	7 7%	24 15%e	6 4%	15 9%	20 15%e	29 15%e	34 16%kl	11 12%	16 6%	16 8%	91 12%	6 9%	7 15%	17 17%sw	13 17%sw	12 15%	2 3%	4 9%	6 8%	20 16%sw	8 6%	7 8%	- -	17 11%	42 11%	16 23%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 19

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Vladimir Putin

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	909	304	258	81	23	32	23	49	139
Weighted base	919	325	255	80*	20**	34**	21**	50*	135
10 - very effective indeed	47 5%	23 7%	15 6%	4 4%	1 3%	- -	- -	1 2%	3 2%
9	55 6%	24 7%h	12 5%	7 8%h	3 18%	2 5%	1 6%	4 7%	2 2%
8	96 10%	36 11%	18 7%	13 16%b	2 9%	5 14%	1 7%	7 14%	14 10%
7	86 9%	36 11%	25 10%	7 8%	2 11%	2 5%	2 10%	3 7%	8 6%
6	85 9%	42 13%	22 9%	7 8%	- -	1 2%	1 5%	3 5%	9 7%
5	101 11%	23 7%	29 11%	13 16%a	1 7%	4 11%	2 10%	14 28%abh	16 12%
4	59 6%	26 8%	16 6%	6 8%	- -	3 8%	- -	4 8%	5 3%
3	64 7%	28 9%	15 6%	6 7%	- -	4 11%	4 17%	2 3%	5 4%
2	50 5%	11 3%	23 9%ac	1 2%	1 6%	1 3%	2 10%	2 4%	8 6%
1	33 4%	9 3%	11 4%	2 2%	3 14%	2 5%	1 7%	3 6%	3 3%
0 - not at all effective	101 11%	29 9%	37 15%	7 9%	1 6%	3 9%	2 8%	5 11%	16 12%
Don't know	142 15%	37 11%	31 12%	10 12%	5 27%	9 26%	4 19%	3 6%	45 33%abcg
Mean	5.03	5.48bh	4.59	5.54bh	5.41	4.59	4.24	4.95	4.51
Standard deviation	3.04	2.96	3.15	2.84	3.62	2.94	2.89	2.81	3.02

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 19

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Vladimir Putin

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	919	325	255	80*	20**	34**	21**	50*	135
Standard error	0.11	0.18	0.21	0.34	0.85	0.58	0.66	0.41	0.31
NET: 0-1	134 15%	38 12%	48 19%a	9 11%	4 20%	5 14%	3 15%	8 16%	20 15%
NET: 2-3	114 12%	39 12%	38 15%	7 9%	1 6%	5 14%	6 27%	3 7%	14 10%
NET: 4-6	246 27%	92 28%	67 26%	25 31%	1 7%	7 21%	3 15%	21 41%h	29 22%
NET: 7-8	182 20%	72 22%	44 17%	19 24%	4 20%	6 19%	4 18%	10 20%	23 17%
NET: 9-10	101 11%	47 14%h	27 11%h	10 13%h	4 20%	2 5%	1 6%	5 9%	5 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 20
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Margaret Thatcher
Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Pri- vate (B)
Unweighted base	913	438	475	107	137	143	178	139	209	260	253	161	239	770	74	33	91	80	75	84	47	84	130	120	73	22	154	362	73
Weighted base	907	437	470	112*	138	149	175	134	199	251	240	191	225	771	71*	33**	96*	77*	77*	76*	44*	80*	129	127*	75*	21**	150	377	75*
10 - very effective indeed	102	55	47	5	9	12	21	14	41	27	30	22	23	92	3	*	14	12	6	6	4	7	17	16	13	2	10	36	6
	11%	13%	10%	5%	6%	8%	12%	11%	21%code fg	11%	12%	11%	10%	12%	5%	1%	15%	16%gn	8%	8%	9%	9%	13%	13%	18%gn	10%	7%	9%	8%
9	120	69	51	7	11	7	28	22	46	39	30	28	23	105	6	3	7	11	7	14	5	21	12	18	12	14	40	10	13%
	13%	16%b	11%	6%	8%	5%	16%ce	16%ce	23%code	15%	12%	15%	10%	14%	8%	10%	8%	14%	9%	18%	11%	9%	14%	16%	18%	10%	10%	10%	13%
8	163	83	79	11	26	33	30	24	39	39	47	45	31	142	12	4	17	8	21	15	5	12	24	27	14	3	12	90	13
	18%	19%	17%	10%	19%	22%c	17%	18%	20%cc	16%	20%	24%l	14%	18%	17%	11%	18%	10%	27%q	20%	12%	15%	19%	21%	19%	15%	8%	24%A	17%
7	110	62	47	12	14	16	29	18	21	29	34	16	31	91	10	3	8	9	12	7	7	9	10	21	11	2	19	48	12
	12%	14%	10%	10%	10%	11%	17%	13%	11%	12%	14%	8%	14%	12%	14%	10%	9%	12%	15%	9%	15%	11%	8%	17%	15%	9%	13%	13%	16%
6	69	34	35	11	10	14	9	14	11	18	20	19	11	59	6	4	11	8	4	2	4	4	8	14	4	*	14	29	9
	8%	8%	7%	10%	8%	9%	5%	11%	5%	7%	8%	10%	5%	8%	9%	14%	12%ss	10%	5%	2%	8%	5%	6%	11%ss	5%	2%	9%	8%	12%
5	79	33	46	12	20	14	14	10	9	25	21	14	18	65	5	5	8	7	6	7	5	8	13	9	3	3	27	27	9
	9%	7%	10%	11%	14%h	9%	8%	8%	5%	10%	9%	8%	8%	8%	7%	14%	9%	8%	9%	13%	10%	10%	7%	4%	14%	18%B	7%	12%	
4	50	27	24	6	10	12	6	9	9	14	11	11	15	45	4	*	5	2	6	2	-	2	13	10	4	1	13	21	4
	6%	6%	5%	5%	7%	8%	3%	7%	4%	6%	5%	6%	6%	6%	5%	1%	5%	3%	7%	3%	-	3%	10%t	7%	6%	6%	9%	6%	5%
3	24	14	10	4	3	1	8	3	4	3	8	3	11	18	3	4	1	3	1	2	3	*	5	-	2	-	5	5	1
	3%	3%	2%	4%	2%	1%	5%	2%	2%	1%	3%	1%	5%ai	4%w	13%	1%	4%	2%	2%	7%pw	1%	3%	-	3%	-	4%	1%	2%	
2	36	12	24	11	6	5	3	5	6	14	3	8	12	32	4	3	9	4	4	2	-	5	4	1	1	-	3	15	2
	4%	3%	5%	10%fh	4%	4%	2%	4%	3%	6%j	1%	4%	5%j	4%	6%w	8%	10%mx	5%	5%	2%	-	6%	3%	1%	1%	-	2%	4%	3%
1	16	7	10	2	2	2	7	*	2	4	5	1	6	12	2	-	3	-	1	3	1	1	2	1	1	2	4	8	2
	2%	2%	2%	2%	2%	1%	4%	*	1%	2%	2%	1%	3%	2%	2%	-	3%	-	1%	4%	3%	1%	2%	1%	1%	9%	2%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 20
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Margaret Thatcher
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	907	437	470	112*	138	149	175	134	199	251	240	191	225	771	71*	33**	96*	77*	77*	76*	44*	80*	129	127*	75*	21**	150	377	75*
0 - not at all effective	73 8%	22 5%	51 11%a	11 10%	12 9%	13 8%	14 8%	13 10%	10 5%	28 11%j	11 5%	13 7%	21 9%	53 7%	11 16%mw	3 8%	7 7%	8 11%w	4 6%	7 10%	6 13%w	6 7%	9 7%	4 3%	5 7%	3 14%	13 9%	29 8%	6 8%
Don't know	65 7%	19 4%	46 10%a	20 18%fgh	16 12%fgh	19 13%fgh	7 4%h	2 1%	1 1%	10 4%	20 8%	11 6%	24 11%i	55 7%	5 7%	3 8%	4 4%	5 6%	6 8%	9 12%	4 10%	5 6%	12 10%	7 5%	4 6%	1 3%	15 10%	30 8%	2 3%
Mean	6.34	6.75b	5.94	5.12	5.80	6.03c	6.44c	6.38c	7.34cd efg	6.12	6.76il	6.66l	5.85	6.49n	5.26	5.25	6.10	6.30	6.48n	6.31	5.83	6.66n	6.23	7.11mn ptv	7.04n	5.81	5.62	6.38A	6.18
Standard deviation	2.98	2.71	3.18	3.01	2.91	2.89	3.03	2.96	2.74	3.16	2.66	2.82	3.15	2.91	3.25	2.75	3.12	3.20	2.70	3.21	3.22	2.97	2.98	2.28	2.85	3.50	2.83	2.90	2.82
Standard error	0.10	0.13	0.15	0.32	0.27	0.26	0.23	0.25	0.19	0.20	0.17	0.23	0.21	0.11	0.39	0.49	0.34	0.37	0.32	0.37	0.49	0.33	0.28	0.21	0.34	0.76	0.24	0.16	0.34
NET: 0-1	89 10%	28 6%	61 13%a	13 12%	15 11%	15 10%	21 12%	13 10%	12 6%	32 13%j	16 7%	14 7%	27 12%	64 8%	13 18%mw	3 8%	10 10%	8 11%	5 6%	10 14%w	7 16%w	7 9%	11 9%	5 4%	6 7%	5 23%	17 11%	37 10%	8 11%
NET: 2-3	61 7%	27 6%	34 7%	15 14%eh	9 6%	7 5%	11 6%	8 6%	10 5%	17 7%	10 4%	11 6%	23 10%j	50 7%w	7 10%w	7 22%	10 10%w	7 9%w	5 6%w	3 4%	3 7%w	5 6%w	9 7%w	1 1%	3 5%	-	8 5%	20 5%	3 4%
NET: 4-6	198 22%	93 21%	105 22%	29 26%h	40 29%fh	40 27%fh	28 16%	33 25%h	29 14%	58 23%	52 22%	44 23%	44 20%	169 22%	15 21%	10 29%	25 25%	17 22%	16 20%	11 14%	9 21%	15 19%	34 26%	33 26%	11 14%	5 22%	54 36%B	77 20%	22 30%
NET: 7-8	272 30%	146 33%	126 27%	23 20%	39 28%	49 33%	42 34%c	31 31%	61 30%	68 27%	82 34%	61 32%	62 27%	233 30%	22 31%	7 22%	26 27%	17 22%	33 42%quv	22 29%	12 27%	20 25%	34 27%	48 38%q	26 34%	5 24%	32 21%	138 37%A	24 32%
NET: 9-10	222 24%	124 28%b	98 21%	12 11%	20 14%	20 13%	48 28%cde	36 27%cde	87 43%cde fg	66 26%	60 25%	50 26%	46 20%	198 26%n	9 13%	4 12%	22 23%	23 30%n	13 17%	20 26%	9 21%	28 35%nr	29 22%	34 27%n	25 34%nr	6 28%	24 16%	75 20%	15 20%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 21

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Margaret Thatcher

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	913	323	275	70	25	26	18	38	138
Weighted base	907	343	257	69*	24**	23**	17**	40**	135
10 - very effective indeed	102 11%	74 21%bch	9 3%	5 7%	2 10%	-	1 4%	3 8%	8 6%
9	120 13%	74 22%bh	11 4%	11 15%b	4 17%	1 6%	4 26%	6 14%	9 7%
8	163 18%	84 24%bh	28 11%	17 25%bh	4 17%	3 11%	2 14%	11 27%	14 10%
7	110 12%	44 13%	29 11%	8 12%	2 9%	5 21%	5 27%	6 16%	11 8%
6	69 8%	19 6%	27 10%	6 9%	* 2%	1 4%	3 17%	2 5%	10 7%
5	79 9%	15 4%	29 11%a	8 12%a	2 7%	1 4%	1 4%	3 8%	20 15%a
4	50 6%	15 4%	25 10%ah	4 5%	2 8%	2 7%	1 4%	1 1%	3 2%
3	24 3%	2 1%	13 5%a	1 1%	-	1 5%	1 4%	1 2%	6 4%a
2	36 4%	6 2%	22 9%a	1 1%	2 9%	1 5%	-	-	5 3%
1	16 2%	1 *	10 4%a	2 3%a	-	* 2%	-	1 2%	2 2%
0 - not at all effective	73 8%	6 2%	33 13%a	3 4%	2 10%	8 35%	-	7 16%	14 10%a
Don't know	65 7%	3 1%	22 9%a	4 5%a	3 11%	-	-	-	33 25%abc
Mean	6.34	7.81bch	4.73	6.68bh	6.16	3.88	7.26	6.18	5.48
Standard deviation	2.98	2.13	2.95	2.53	3.34	3.44	1.72	3.30	3.08

Leadership Survey
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Absolutes/col percents

Table 21

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Margaret Thatcher

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	907	343	257	69*	24**	23**	17**	40**	135
Standard error	0.10	0.12	0.19	0.31	0.68	0.67	0.41	0.53	0.30
NET: 0-1	89 10%	7 2%	43 17%a	5 7%a	2 10%	9 37%	- -	7 19%	16 12%a
NET: 2-3	61 7%	8 2%	35 13%ac	2 3%	2 9%	2 10%	1 4%	1 2%	10 8%a
NET: 4-6	198 22%	49 14%	81 31%a	18 26%a	4 17%	3 15%	4 25%	6 14%	33 24%a
NET: 7-8	272 30%	128 37%bh	56 22%	25 37%bh	6 26%	8 32%	7 41%	17 43%	25 19%
NET: 9-10	222 24%	147 43%bch	20 8%	15 22%b	6 27%	1 6%	5 30%	9 22%	18 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 22
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Tony Blair
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-ate (B)
Unweighted base	911	468	443	100	153	146	150	141	221	249	263	159	240	771	75	42	84	81	79	71	39	91	125	121	77	26	137	358	62
Weighted base	912	473	438	98*	165	143	158	127	221	234	262	197	219	780	72*	39*	94*	80*	82*	69*	38**	90*	122*	123*	81*	22**	137	374	63*
10 - very effective indeed	26 3%	9 2%	17 4%	1 1%	5 3%	4 3%	5 3%	3 2%	8 4%	9 4%	6 3%	3 1%	24 3%	* *	- -	1 1%	2 2%	3 4%	3 4%	- -	2 2%	9 7% _m	3 2%	2 2%	2 7%	5 4%	8 2%	4 2%	4 6%
9	26 3%	15 3%	10 2%	2 2%	3 2%	8 5%	5 3%	3 2%	5 2%	5 2%	8 4%	9 4%	19 2%	5 7% _{prx}	* 1%	- -	4 5%	- -	1 2%	1 2%	1 3%	9 7% _{mprx}	2 2%	- -	1 5%	5 4%	9 2%	6 2%	6 9%
8	93 10%	57 12%	37 8%	6 6%	15 9% _{ee}	4 3%	21 14% _{ee}	20 15% _{ce}	27 12% _{ee}	25 10%	33 12%	21 11%	16 7%	84 11%	3 5%	4 9%	13 14%	6 8%	11 13%	5 7%	2 6%	8 8%	12 10%	14 11%	12 15%	3 15%	12 9%	34 9%	6 9%
7	120 13%	68 14%	52 12%	10 10%	25 15%	23 16%	22 14%	14 11%	26 12%	41 18% _l	33 13%	24 12%	22 10%	100 13%	12 17%	4 10%	12 13%	9 12%	9 11%	9 13%	4 11%	7 8%	17 14%	16 13%	15 19%	4 18%	29 21%	52 14%	9 15%
6	118 13%	60 13%	58 13%	15 16% _h	32 20% _h	19 13%	17 11%	18 14%	17 8%	40 17% _l	35 14%	20 10%	22 10%	104 13%	8 12%	4 10%	13 14%	12 15%	6 8%	9 13%	6 16%	9 10%	15 12%	22 18%	13 16%	- -	17 13%	57 15%	13 21%
5	141 15%	68 14%	73 17%	15 15%	29 18%	27 19%	30 19%	13 10%	27 12%	34 15%	37 14%	40 20%	30 14%	122 16%	12 17%	6 15%	14 15%	7 9%	21 25% _{mqs}	7 11%	4 10%	11 13%	23 19%	22 18%	10 13%	4 16%	20 14%	60 16%	10 15%
4	63 7%	30 6%	33 8%	9 9%	8 5%	7 5%	13 8%	10 8%	17 8%	11 5%	22 8%	9 5%	21 10% _l	49 6%	7 9%	2 4%	4 5%	5 7%	4 6%	4 5%	4 10%	8 8%	8 7%	9 8%	4 4%	4 18%	12 8%	22 6%	1 1%
3	62 7%	32 7%	30 7%	4 4%	11 7%	11 8%	4 2%	17 14% _{cfh}	15 7%	13 6%	18 7%	11 5%	20 9%	49 6%	6 9% _x	5 14% _x	4 4%	5 6%	4 4%	3 5%	6 16%	14 15% _{mprvwx}	6 5%	7 6%	1 1%	1 4%	5 3%	26 7%	3 5%
2	51 6%	28 6%	23 5%	3 4%	7 4%	3 2%	12 7%	7 6%	18 8% _{ee}	11 5%	16 6%	13 7%	10 5%	46 6%	3 3%	6 15% _{mpvw}	3 4%	10 12% _{mx}	5 7%	3 5%	2 6%	7 7%	5 4%	5 4%	1 2%	- -	2 2%	21 6%	3 5%
1	45 5%	19 4%	26 6%	3 3%	7 4%	4 3%	5 3%	8 6%	19 9% _{cef}	11 4%	8 3%	5 3%	22 10% _{ijkl}	38 5%	5 7%	4 9% _{qv}	6 7%	1 1%	2 2%	6 8% _w	3 8%	5 6%	1 1%	7 6%	6 8% _v	- -	7 5%	18 5%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 22
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Tony Blair
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector			Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	912	473	438	98*	165	143	158	127	221	234	262	197	219	780	72*	39*	94*	80*	82*	69*	38**	90*	122*	123*	81*	22**	137	374	63*
0 - not at all effective	107 12%	68 14%b	39 9%	5 6%	10 6%	20 14%cd	20 13%	13 10%	38 17%cd	22 10%	27 11%	28 13%	95 12%	8 11%	*	17 18%ovw	12 15%o	12 15%o	11 16%o	3 8%	11 13%	8 7%	8 7%	14 17%ovw	1 7%	14 11%	37 10%	6 9%	
Don't know	58 6%	20 4%	38 9%a	25 26%defg h	11 7%h	12 9%fgh	4 2%	2 1%	4 2%	11 5%	19 7%	13 7%	15 7%	51 6%	2 3%	4 10%	6 6%	6 7%	4 5%	9 12%x	2 6%	6 7%	8 7%	7 5%	1 2%	11% 11%	2 6%	8 9%	3 4%
Mean	4.78	4.73	4.84	4.95	5.23h	4.80	4.98	4.74	4.29	5.16l	4.90l	4.79	4.23	4.79	4.68	4.37	4.48	4.51	4.71	4.36	4.29	4.19	5.72mn pqrsux	5.10u	4.80	5.87	5.24	4.83	5.73
Standard deviation	2.79	2.85	2.72	2.31	2.45	2.81	2.83	2.77	3.07	2.70	2.86	2.81	2.81	2.70	2.37	2.93	2.94	2.83	3.09	2.48	2.74	2.68	2.49	2.98	2.65	2.76	2.66	2.74	
Standard error	0.10	0.14	0.14	0.27	0.21	0.24	0.24	0.24	0.21	0.18	0.18	0.24	0.19	0.11	0.32	0.38	0.33	0.34	0.33	0.39	0.41	0.30	0.25	0.23	0.34	0.55	0.24	0.15	0.35
NET: 0-1	152 17%	87 18%	66 15%	8 8%	17 10%	24 17%	25 16%	21 16%	57 26%cdf	33 14%	37 17%	33 14%	50 23%ij	132 17%v	13 18%	4 11%	23 24%vw	13 16%	14 17%	17 24%vw	6 16%	16 18%v	10 8%	15 12%	20 25%vw	1 7%	21 15%	54 14%	6 10%
NET: 2-3	113 12%	60 13%	54 12%	7 8%	18 11%	14 10%	16 10%	25 19%cef	33 15%	24 10%	34 13%	24 12%	31 14%	95 12%x	9 13%x	11 29%mp	7 7%	15 19%x	9 11%	6 9%	8 22%	20 23%mpsv wx	11 9%	12 10%	2 3%	1 4%	7 5%	47 13%A	6 10%
NET: 4-6	322 35%	158 33%	164 38%	39 40%h	70 42%h	53 37%	60 38%	41 32%	61 27%	86 37%	94 36%	69 35%	73 34%	275 35%	27 37%	12 30%	32 34%	25 31%	32 39%	20 29%	13 36%	28 31%	46 37%	54 44%	27 34%	8 34%	49 36%	138 37%	23 37%
NET: 7-8	213 23%	124 26%	89 20%	16 16%	41 25%	27 19%	43 27%	34 27%	53 24%	65 28%l	65 25%	45 23%	37 17%	184 24%	16 22%	8 19%	25 27%	16 20%	20 24%	14 20%	7 18%	15 16%	30 24%	30 24%	28 34%u	7 32%	41 30%	85 23%	15 24%
NET: 9-10	52 6%	24 5%	28 6%	2 2%	8 5%	12 8%	10 7%	6 4%	14 6%	14 6%	13 5%	13 7%	12 6%	43 6%	5 7%	*	1 1%	6 7%	3 4%	4 6%	1 2%	4 5%	18 15%mp uwx	5 4%	2 2%	3 12%	10 8%	17 4%	10 15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 23

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Tony Blair

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	911	307	258	82	27	29	24	45	139
Weighted base	912	318	261	81*	23**	27**	21**	44*	137
10 - very effective indeed	26 3%	4 1%	13 5%ah	5 6%ah	2 10%	-	-	2 4%	1 1%
9	26 3%	8 3%	6 2%	4 5%	-	-	1 5%	4 10%abh	1 1%
8	93 10%	30 10%	22 8%	19 23%abh	-	2 6%	4 19%	5 12%	12 9%
7	120 13%	29 9%	50 19%ah	14 17%	1 2%	5 17%	5 24%	5 12%	12 9%
6	118 13%	55 17%h	34 13%	12 14%	1 3%	1 4%	1 6%	3 8%	11 8%
5	141 15%	51 16%	44 17%	9 11%	3 12%	6 22%	1 5%	6 14%	21 16%
4	63 7%	14 4%	18 7%	6 8%	3 13%	4 14%	2 10%	2 5%	13 10%a
3	62 7%	31 10%c	13 5%	1 1%	2 10%	1 2%	1 5%	4 9%	9 7%
2	51 6%	25 8%	14 5%	2 2%	1 2%	1 5%	2 9%	1 3%	6 4%
1	45 5%	19 6%	8 3%	4 5%	2 10%	2 9%	2 8%	3 6%	6 4%
0 - not at all effective	107 12%	50 16%bc	15 6%	4 5%	8 34%	5 18%	-	7 16%b	18 13%b
Don't know	58 6%	3 1%	23 9%a	2 2%	1 3%	1 2%	2 8%	1 3%	26 19%abcg
Mean	4.78	4.31	5.42ah	6.08agh	3.00	3.94	5.55	4.88	4.25
Standard deviation	2.79	2.77	2.54	2.58	3.23	2.70	2.57	3.20	2.68

Leadership Survey
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Absolutes/col percents

Table 23

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Tony Blair

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	912	318	261	81*	23**	27**	21**	44*	137
Standard error	0.10	0.16	0.16	0.29	0.63	0.51	0.55	0.48	0.25
NET: 0-1	152 17%	68 21%bc	23 9%	8 10%	10 44%	7 27%	2 8%	10 22%b	24 17%b
NET: 2-3	113 12%	56 18%bc	27 10%	3 4%	3 12%	2 7%	3 14%	5 12%	15 11%
NET: 4-6	322 35%	119 38%	97 37%	27 33%	7 28%	11 41%	4 21%	11 26%	46 33%
NET: 7-8	213 23%	59 19%	71 27%a	33 40%abh	1 2%	6 23%	9 44%	10 24%	24 18%
NET: 9-10	52 6%	12 4%	20 8%h	9 11%ah	2 10%	-	1 5%	6 13%ah	2 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 24
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Winston Churchill
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Hum-berside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)
Unweighted base	911	434	477	93	160	141	161	134	222	253	275	154	229	766	71	39	101	77	78	64	52	90	119	114	84	22	135	382	75
Weighted base	910	442	468	96*	161	141	160	127	225	246	266	188	210	765	73*	39*	112*	71*	79*	56*	49*	91*	119*	111*	87*	23**	124	402	80*
10 - very effective indeed	205	95	110	12	18	31	38	35	71	57	55	41	51	179	7	7	30	22	10	15	17	22	16	34	23	2	18	82	6
9	194	120	74	5	30	24	36	36	62	51	57	46	41	173	14	5	19	25	9	5	26	22	21	22	2	21	94	17	
8	173	86	87	15	26	29	30	21	52	40	52	40	42	130	22	5	18	6	12	8	13	18	18	28	16	8	26	62	11
7	113	54	59	17	32	19	21	10	15	32	39	20	22	97	10	14	4	13	5	5	10	18	12	11	2	19	58	14	
6	66	29	37	14	11	10	13	9	8	33	17	4	11	49	8	2	9	4	4	8	4	5	9	6	3	5	9	34	14
5	47	18	29	9	10	6	6	8	9	11	10	13	13	42	3	2	10	2	2	4	1	3	12	2	4	2	11	21	6
4	7	4	3	-	1	3	1	2	1	2	1	1	3	5	2	-	2	-	-	-	1	-	2	1	1	-	1	4	4
3	11	3	8	7	2	-	-	1	1	3	5	3	1	10	1	4	2	1	-	1	-	2	-	-	-	-	4	4	3
2	10	8	2	1	7	1	*	1	-	1	*	6	2	9	1	2	-	-	-	-	3	3	-	-	-	-	4	4	-
1	3	-	3	-	2	-	-	1	-	-	-	1	2	1	2	-	-	-	-	-	-	-	-	1	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 24
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Winston Churchill
Base: All asked about individuals

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	910	442	468	96*	161	141	160	127	225	246	266	188	210	765	73*	39*	112*	71*	79*	56*	49*	91*	119*	111*	87*	23**	124	402	80*
0 - not at all effective	25 3%	13 3%	12 3%	2 2%	9 5%gh	8 6%gh	2 2%	1 1%	3 1%	6 3%	6 2%	8 4%	4 2%	21 3%	1 1%	- -	4 3%	1 1%	7 9%mqw x	1 2%	4 8%lux	- -	7 6%lux	2 2%	- -	- -	3 3%	12 3%	2 2%
Don't know	55 6%	11 3%	44 9%a	14 15%gh	14 9%gh	10 7%gh	13 8%gh	2 1%	3 1%	10 4%	23 9%k	5 5%	17 8%k	49 6%	3 4%	1 4%	5 5%	6 9%	6 7%	4 8%	* 1%	5 5%	11 9%	4 3%	7 8%	2 8%	8 7%	25 6%	3 3%
Mean	7.82	7.91	7.74	6.81	6.97	7.57	8.16cd	8.14cd	8.52cd e	7.80	7.92	7.64	7.91	7.88v	7.39	7.17	7.73	8.62mn oprsv	7.44	7.86	7.78	8.30no rv	6.96	8.31no rv	8.45no prv	7.43	7.28	7.76	7.01
Standard deviation	2.24	2.20	2.28	2.25	2.69	2.57	1.83	2.00	1.70	2.15	2.08	2.59	2.20	2.23	2.42	2.34	1.69	2.76	2.13	2.75	1.75	2.71	1.88	1.46	1.41	2.37	2.24	2.15	
Standard error	0.08	0.11	0.11	0.25	0.23	0.23	0.15	0.17	0.11	0.14	0.13	0.21	0.15	0.08	0.25	0.40	0.24	0.20	0.33	0.28	0.38	0.19	0.26	0.18	0.17	0.31	0.21	0.12	0.25
NET: 0-1	28 3%	13 3%	15 3%	2 2%	10 7%fh	8 6%h	2 2%	2 2%	3 1%	6 3%	6 2%	9 5%	6 3%	22 3%	2 3%	- -	4 3%	1 1%	7 9%mqx	1 2%	4 8%lux	- -	7 6%lux	3 2%	- -	- -	3 3%	12 3%	2 2%
NET: 2-3	21 2%	11 2%	11 2%	8 8%efgh	9 5%eth	1 1%	* *	2 2%	1 *	4 2%	5 2%	9 5%	3 1%	19 2%	2 3%	6 15%mpq rstuw	2 2%	1 1%	1 1%	1 1%	3 3%	6 5%w	- -	- -	- -	- -	7 6%B	8 2%	3 4%
NET: 4-6	121 13%	51 12%	69 15%	24 25%dfh	21 13%	19 14%	19 12%	20 16%h	18 8%	46 19%ijk	29 11%	18 9%	28 13%	96 13%	12 17%	4 10%	20 18%	7 9%	6 8%	12 21%ruw	5 10%	8 8%	22 18%	10 9%	8 9%	7 31%	21 17%	59 15%	24 30%
NET: 7-8	287 32%	141 32%	146 31%	31 32%	58 36%	48 34%	51 32%	31 24%	68 30%	72 29%	91 34%	60 32%	64 31%	227 30%q	32 44%mq	15 39%q	31 28%	10 14%	25 31%q	13 24%	18 36%q	28 31%q	36 30%q	41 36%q	27 31%q	10 44%	45 36%	121 30%	25 31%
NET: 9-10	398 44%	215 49%b	184 39%	18 18%	48 30%	55 39%c	74 46%cd	71 56%cd	133 59%cd	108 44%	112 42%	87 46%	92 44%	352 46%nv	21 28%	13 32%	49 44%	47 66%mo prstw	35 44%	24 43%	22 44%	48 53%nv	38 32%	55 49%nv	45 52%nv	4 17%	39 32%	177 44%A	23 29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 25

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Winston Churchill

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	911	311	273	84	13	26	17	39	148
Weighted base	910	327	266	86*	11**	27**	14**	44*	136
10 - very effective indeed	205 22%	121 37%bch	35 13%	15 18%	3 28%	2 7%	2 15%	9 20%	17 13%
9	194 21%	104 32%bch	42 16%	16 19%	3 29%	3 10%	5 32%	7 16%	15 11%
8	173 19%	55 17%	38 14%	32 37%abh	3 28%	7 27%	1 8%	8 19%	29 21%
7	113 12%	18 5%	56 21%ac	6 7%	-	2 6%	2 14%	10 23%ac	20 15%a
6	66 7%	9 3%	28 11%ah	8 10%a	-	6 21%	3 19%	6 14%ah	6 4%
5	47 5%	5 1%	19 7%a	3 3%	2 15%	8 8%	1 8%	2 5%	13 10%a
4	7 1%	1 *	4 2%	2 2%	-	-	-	-	-
3	11 1%	-	8 3%a	-	-	1 3%	-	-	3 2%a
2	10 1%	4 1%	3 1%	-	-	1 4%	-	-	2 2%
1	3 *	1 *	-	-	-	2 6%	-	-	-
0 - not at all effective	25 3%	4 1%	14 5%a	-	-	1 3%	-	1 2%	5 4%
Don't know	55 6%	5 1%	19 7%a	4 5%	-	1 4%	1 5%	-	25 19%abcg
Mean	7.82	8.71bcgh	7.01	8.11bh	8.41	6.36	7.84	7.72	7.17
Standard deviation	2.24	1.76	2.50	1.43	1.68	2.71	1.68	1.91	2.45

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 25

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Winston Churchill

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	910	327	266	86*	11**	27**	14**	44*	136
Standard error	0.08	0.10	0.16	0.16	0.47	0.54	0.42	0.31	0.22
NET: 0-1	28 3%	5 2%	14 5%a	-	-	2 9%	-	1 2%	5 4%
NET: 2-3	21 2%	4 1%	11 4%a	-	-	2 7%	-	-	5 4%
NET: 4-6	121 13%	15 5%	52 20%a	13 15%a	2 15%	8 29%	4 27%	9 19%a	19 14%a
NET: 7-8	287 32%	73 22%	94 35%a	38 44%a	3 28%	9 33%	3 21%	19 42%a	49 36%a
NET: 9-10	398 44%	225 69%bcgh	76 29%	31 36%	6 57%	5 17%	7 46%	16 36%	32 24%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 26

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Nelson Mandela

Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	908	427	481	98	143	141	158	153	215	254	258	144	252	761	75	39	108	76	66	76	42	82	118	118	78	30	140	376	63
Weighted base	910	432	478	101*	150	145	158	145	211	241	244	182	244	770	75*	38*	110*	74*	72*	67*	36*	80*	115*	130*	85*	29**	134	389	63*
10 - very effective indeed	209	94	115	16	43	35	31	32	51	57	56	47	49	171	17	6	27	16	12	12	10	17	32	28	20	10	38	89	19
	23%	22%	24%	16%	29% ^c	24%	20%	22%	24%	24%	23%	26%	20%	22%	22%	16%	25%	22%	17%	19%	29%	21%	28%	21%	24%	36%	28%	23%	30%
9	147	81	66	18	15	27	21	19	47	44	43	19	41	125	16	4	11	13	11	10	5	12	20	26	18	2	16	64	15
	16%	19%	14%	18%	10%	18%	14%	13%	22% ^{cdg}	18%	18%	10%	17%	16%	21%	11%	10%	18%	15%	14%	14%	16%	18%	20%	21%	6%	12%	17%	23%
8	193	92	101	14	39	32	31	29	49	53	48	48	43	160	18	10	25	10	21	11	6	15	16	35	17	9	26	89	11
	21%	21%	21%	13%	26% ^c	22%	20%	20%	23%	22%	20%	27% ^e	18%	21%	24%	27%	23%	14%	21%	16%	16%	19%	14%	27% ^{cv}	17%	30%	20%	23%	17%
7	108	46	62	17	15	22	21	19	14	27	30	18	33	94	7	5	11	14	13	8	5	12	9	13	8	1	15	52	5
	12%	11%	13%	17% ^h	10%	15% ^h	14% ^h	13%	7%	11%	12%	10%	14%	12%	10%	13%	10%	19%	19%	12%	15%	15%	8%	10%	9%	4%	11%	13%	8%
6	65	38	27	8	8	7	17	12	14	17	18	14	16	54	6	5	6	10	-	6	2	6	8	9	4	3	17	25	5
	7%	9%	6%	8%	5%	5%	11%	8%	6%	7%	7%	8%	7%	7% ^{er}	8% ^{er}	14% ^{er}	5%	14% ^{mr}	-	9% ^{er}	6% ^{er}	7% ^{er}	7%	7%	5%	9%	12% ^B	6%	8%
5	57	31	27	9	7	7	14	14	6	12	23	13	9	49	4	2	6	4	3	2	1	6	10	8	8	4	6	24	4
	6%	7%	6%	8% ^h	5%	5%	9% ^h	10% ^h	3%	5%	10% ^l	7%	4%	6%	5%	4%	5%	4%	4%	3%	3%	7%	9%	6%	10%	12%	5%	6%	6%
4	10	5	5	-	1	2	-	1	6	3	1	1	5	10	-	-	-	-	-	2	-	*	5	1	2	-	2	2	1
	1%	1%	1%	-	1%	1%	-	1%	3%	1%	1%	*	2%	1%	-	-	-	-	-	3%	-	* 5% ^{mp}	*	2%	-	-	1%	*	2%
3	11	5	6	*	2	1	3	2	2	2	2	2	5	7	2	-	2	-	-	3	1	-	2	*	-	4	3	*	
	1%	1%	1%	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	-	-	4% ^m	3%	-	2%	*	-	3%	1%	1%	
2	9	7	2	-	*	*	-	4	4	1	3	2	3	9	-	-	1	*	-	4	-	1	2	-	-	-	6	-	
	1%	2%	*	-	*	*	-	3% ^f	2%	*	1%	1%	1%	1%	-	-	1%	1%	-	6% ^{mnwx}	-	1%	2%	-	-	-	-	2%	-
1	7	5	2	1	-	-	1	1	4	3	1	2	2	6	-	-	2	-	1	1	1	-	2	-	-	-	2	1	
	1%	1%	*	1%	-	-	1%	1%	2%	1%	*	1%	1%	1%	-	-	2%	-	2%	1%	4%	-	1%	-	-	-	-	*	1%
0 - not at all effective	23	8	15	1	1	5	8	3	6	5	2	6	10	21	1	-	7	1	4	-	-	3	1	4	1	3	8	2	
	3%	2%	3%	1%	*	3%	5% ^d	2%	3%	2%	1%	3%	4% ^j	3%	2%	-	6% ^v	1%	6% ^v	-	-	4%	1%	3%	2%	-	3%	2%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 26
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Nelson Mandela
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri- vate (B)
Weighted base	910	432	478	101*	150	145	158	145	211	241	244	182	244	770	75*	38*	110*	74*	72*	67*	36*	80*	115*	130*	85*	29**	134	389	63*
Don't know	70	20	49	18	18	7	9	8	9	17	16	10	27	63	3	5	12	5	5	8	3	7	9	6	6	1	6	25	*
	8%	5%	10% ^a	17% ^e h	12% ^h	5%	6%	6%	4%	7%	7%	5%	11%	8%	4%	14%	11%	6%	7%	12%	10%	8%	8%	5%	7%	2%	5%	6%	1%
Mean	7.73	7.68	7.77	7.76	8.20 ^{fg}	7.89	7.31	7.46	7.78	7.90	7.84	7.63	7.50	7.68	7.92	7.88	7.36	7.88	7.51	7.29	7.91	7.60	7.77	7.83	7.98	8.18	7.75	7.80	7.99
Standard deviation	2.29	2.26	2.31	1.85	1.80	2.21	2.53	2.36	2.49	2.15	2.01	2.44	2.55	2.33	2.06	1.47	2.89	1.81	2.58	2.49	2.29	2.40	2.27	2.24	2.02	1.78	2.27	2.19	2.34
Standard error	0.08	0.11	0.11	0.21	0.16	0.19	0.21	0.20	0.17	0.14	0.13	0.21	0.17	0.09	0.24	0.25	0.29	0.22	0.34	0.30	0.38	0.28	0.22	0.21	0.24	0.33	0.20	0.12	0.30
NET: 0-1	30	13	17	1	1	5	9	4	10	7	3	8	12	27	1	-	9	1	6	1	3	1	6	1	-	3	10	3	4%
	3%	3%	4%	1%	*	3%	6% ^d	2%	5% ^d	3%	1%	5%	5% ^j	4%	2%	-	8% ^m qv	1%	8% ^v	1%	4%	4%	4%	4%	2%	-	3%	3%	4%
NET: 2-3	20	12	8	*	3	1	3	7	6	3	5	5	8	17	2	-	3	*	-	7	1	1	5	*	-	-	4	9	*
	2%	3%	2%	*	2%	1%	2%	5%	3%	1%	2%	3%	3%	2%	3%	-	3%	1%	-	10% ^m qr wx	3%	1%	4%	*	-	-	3%	2%	1%
NET: 4-6	133	74	59	17	16	16	31	28	26	32	43	28	31	113	10	7	12	14	3	10	4	12	24	17	14	6	25	51	10
	15%	17%	12%	17%	11%	11%	20%	19%	12%	13%	17%	15%	13%	15% ^r	13%	18% ^r	11%	20% ^r	4%	15%	10%	15%	21% ^r	13%	17% ^r	21%	19%	13%	16%
NET: 7-8	302	138	163	31	54	54	53	48	63	80	79	66	77	255	26	15	36	24	35	19	11	27	25	47	25	10	41	140	16
	33%	32%	34%	30%	36%	37%	33%	33%	30%	33%	32%	36%	32%	33% ^v	34%	40% ^v	33%	33%	48% ^m sv x	29%	31%	34%	22%	36% ^v	30%	35%	31%	36%	26%
NET: 9-10	356	174	181	34	58	61	53	51	98	101	99	66	90	296	32	10	38	29	23	22	15	29	52	54	38	12	54	153	34
	39%	40%	38%	34%	39%	42%	33%	35%	46% ^{fg}	42%	41%	36%	37%	38%	43%	27%	35%	40%	32%	33%	43%	37%	45%	41%	45%	42%	40%	39%	53%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 27

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Nelson Mandela

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	908	318	272	77	22	27	18	43	131
Weighted base	910	336	264	75*	20**	28**	13**	44*	129
10 - very effective indeed	209 23%	74 22%	74 28%h	15 19%	6 30%	6 21%	3 26%	12 26%	19 15%
9	147 16%	57 17%	43 16%	17 23%	* 2%	5 16%	4 32%	5 12%	15 12%
8	193 21%	63 19%	61 23%	23 30%a	2 12%	8 28%	3 20%	7 16%	26 20%
7	108 12%	41 12%	30 11%	7 9%	4 19%	4 13%	2 14%	3 8%	17 13%
6	65 7%	30 9%b	11 4%	4 5%	1 3%	3 11%	- -	8 19%bch	9 7%
5	57 6%	23 7%	10 4%	5 7%	1 5%	- -	1 4%	3 6%	15 12%b
4	10 1%	7 2%	* *	- -	2 9%	- -	- -	- -	1 1%
3	11 1%	6 2%	2 1%	- -	1 4%	2 6%	* 4%	- -	- -
2	9 1%	3 1%	3 1%	2 3%	1 5%	- -	- -	- -	* *
1	7 1%	6 2%	1 *	- -	1 3%	- -	- -	- -	- -
0 - not at all effective	23 3%	7 2%	6 2%	1 1%	2 8%	1 5%	- -	2 4%	5 4%
Don't know	70 8%	18 5%	24 9%	2 3%	- -	- -	- -	4 9%	22 17%abc
Mean	7.73	7.57	8.13ah	7.96	6.52	7.55	8.40	7.64	7.33
Standard deviation	2.29	2.35	2.09	1.95	3.31	2.51	1.69	2.39	2.32

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 27

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Nelson Mandela

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	910	336	264	75*	20**	28**	13**	44*	129
Standard error	0.08	0.14	0.13	0.23	0.71	0.48	0.40	0.38	0.22
NET: 0-1	30 3%	12 4%	6 2%	1 1%	2 10%	1 5%	-	2 4%	5 4%
NET: 2-3	20 2%	9 3%	4 2%	2 3%	2 9%	2 6%	* 4%	-	* *
NET: 4-6	133 15%	60 18% ^b	21 8%	9 11%	4 18%	3 11%	1 4%	11 25% ^b	25 19% ^b
NET: 7-8	302 33%	104 31%	91 35%	30 40%	6 31%	12 41%	4 34%	11 24%	43 33%
NET: 9-10	356 39%	131 39% ^h	117 44% ^h	32 42% ^h	6 32%	11 37%	7 58%	17 38%	34 26%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 28
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Sir Richard Branson
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	910	432	478	107	159	137	155	142	210	241	263	167	239	758	71	39	85	82	78	76	45	93	116	115	74	36	144	366	79
Weighted base	898	431	467	106*	166	137	152	134	203	232	245	199	223	744	78*	40*	84*	76*	82*	73*	39*	89*	113*	116*	72*	38**	146	380	83*
10 - very effective indeed	27	17	10	7	6	2	3	7	3	9	6	9	4	25	1	1	-	2	3	2	2	1	7	5	3	-	12	8	6
	3%	4%	2%	6%h	4%	1%	2%	6%h	1%	4%	2%	4%	2%	3%	1%	3%	-	3%	4%	3%	4%	1%	6%p	5%	4%	-	8%B	2%	7%
9	41	23	18	2	6	12	2	8	11	13	11	6	12	35	3	*	5	3	2	2	1	8	6	2	3	8	19	10	
	5%	5%	4%	2%	4%	9%f	1%	6%	5%	6%	4%	3%	5%	5%	4%	1%	5%	4%	3%	2%	3%	9%	6%	5%	3%	7%	6%	5%	10%
8	103	56	47	4	17	14	19	19	30	25	32	26	19	78	13	5	7	9	11	12	6	6	10	9	9	6	12	43	15
	11%	13%	10%	4%	10%	10%	12%c	14%c	15%c	11%	13%	13%	9%	10%	16%	12%	9%	12%	13%	17%	16%	7%	9%	7%	12%	16%	8%	11%	18%
7	118	69	49	13	21	15	18	23	29	36	33	26	24	98	8	2	15	16	11	6	5	11	16	15	5	7	17	55	19
	13%	16%b	10%	12%	12%	11%	12%	17%	14%	16%	13%	13%	11%	13%	11%	6%	18%	22%sx	13%	9%	14%	12%	14%	13%	7%	18%	12%	15%	23%
6	101	47	54	9	23	23	16	13	18	21	27	30	23	79	13	9	6	1	14	5	3	9	15	14	6	5	20	46	4
	11%	11%	12%	8%	14%	16%	11%	9%	9%	9%	11%	15%	10%	11%q	17%q	24%mpqs	7%	2%	17%q	6%	8%	10%q	13%q	12%q	9%	13%	14%	12%	5%
5	115	53	62	17	28	10	26	13	21	32	31	26	26	101	4	3	9	10	15	9	9	11	13	16	14	1	16	52	11
	13%	12%	13%	16%	17%e	8%	17%e	10%	10%	14%	13%	13%	12%	14%	6%	8%	11%	13%	19%n	12%	23%n	13%	12%	14%	19%n	4%	11%	14%	13%
4	62	26	36	7	5	10	17	8	14	17	19	10	16	52	4	4	8	3	5	3	1	6	7	11	5	4	10	22	3
	7%	6%	8%	7%	3%	7%	11%d	6%	7%	7%	8%	5%	7%	7%	6%	9%	9%	4%	7%	4%	2%	7%	6%	9%	7%	11%	7%	6%	4%
3	56	33	23	6	10	9	5	11	16	14	8	15	19	48	4	5	5	6	1	5	2	8	9	6	3	1	8	30	-
	6%	8%	5%	6%	6%	6%	3%	8%	8%	6%	3%	8%	8%j	6%	5%	11%r	6%	2%	2%	7%	6%	9%	8%	6%	4%	4%	5%	8%	-
2	48	28	20	1	10	4	11	6	16	10	16	6	15	42	4	5	6	4	3	5	2	7	4	4	3	*	10	14	4
	5%	6%	4%	1%	6%	3%	7%c	4%	8%c	4%	6%	3%	7%	6%	5%	12%	8%	5%	4%	7%	5%	8%	4%	4%	4%	1%	7%	4%	5%
1	44	18	25	4	11	3	7	7	10	14	10	10	9	37	3	2	9	3	2	4	2	4	3	4	6	2	7	20	3
	5%	4%	5%	4%	7%	3%	4%	6%	5%	6%	4%	5%	4%	5%	4%	11%mv	4%	2%	2%	6%	4%	4%	3%	3%	9%	6%	5%	5%	4%
0 - not at all effective	69	30	39	5	8	14	15	9	18	19	19	13	19	58	7	1	4	5	6	5	1	6	10	11	10	3	16	22	8
	8%	7%	8%	5%	5%	10%	10%	7%	9%	8%	8%	6%	8%	8%	9%	2%	5%	7%	7%	5%	3%	7%	8%	10%	14%	8%	11%	6%	9%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 28
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Sir Richard Branson
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	898	431	467	106*	166	137	152	134	203	232	245	199	223	744	78*	40*	84*	76*	82*	73*	39*	89*	113*	116*	72*	38**	146	380	83*
Don't know	114	31	84	31	22	22	14	9	17	21	34	21	39	91	14	3	9	12	8	13	5	12	13	14	6	4	12	47	1
	13%	7%	18% ^a	29% ^{def}	13%	16% ^{gh}	9%	7%	8%	9%	14%	10%	18% ⁱ	12%	18%	7%	11%	16%	10%	18%	12%	13%	11%	12%	9%	12%	8%	12%	1%
Mean	5.14	5.33	4.93	5.33	5.21	5.23	4.77	5.51	4.96	5.19	5.20	5.36	4.80	5.09	5.21	4.98	4.80	5.31	5.50	4.98	5.63	4.90	5.43	5.12	4.52	5.47	5.16	5.27	6.06
Standard deviation	2.76	2.76	2.75	2.67	2.65	2.85	2.65	2.85	2.84	2.83	2.74	2.69	2.76	2.77	2.79	2.42	2.68	2.81	2.54	2.92	2.49	2.75	2.84	2.82	2.99	2.76	3.05	2.63	2.93
Standard error	0.10	0.14	0.14	0.31	0.23	0.27	0.22	0.25	0.20	0.19	0.18	0.22	0.20	0.11	0.36	0.40	0.31	0.34	0.31	0.37	0.41	0.30	0.28	0.28	0.37	0.50	0.27	0.15	0.33
NET: 0-1	113	48	65	9	19	18	21	16	29	33	29	23	28	95	10	2	13	8	8	10	3	10	13	15	16	5	22	42	11
	13%	11%	14%	9%	12%	13%	14%	12%	14%	14%	12%	12%	12%	13%	13%	6%	15%	11%	9%	13%	7%	12%	11%	13%	22% ^{mor}	14%	15%	11%	13%
NET: 2-3	104	61	43	7	20	12	16	17	32	25	24	21	34	90	8	9	11	10	5	11	4	15	13	11	6	2	17	44	4
	12%	14% ^b	9%	6%	12%	9%	11%	13%	16% ^c	11%	10%	11%	15%	12%	10%	23% ^{nwx}	13%	13%	6%	15%	11%	17%	11%	9%	8%	5%	12%	12%	5%
NET: 4-6	278	126	152	33	56	43	59	34	53	70	77	66	64	232	22	16	23	14	34	16	13	27	35	41	25	11	46	121	19
	31%	29%	33%	31%	34%	31%	39% ^{gh}	26%	26%	30%	32%	33%	29%	31% ^q	29%	41% ^q	28%	19%	42% ^{qs}	22%	33%	30%	31%	35% ^q	35% ^q	28%	31%	32%	23%
NET: 7-8	221	125	96	17	38	28	37	42	59	62	64	52	43	176	21	7	23	26	21	19	12	16	26	23	14	13	29	98	34
	25%	29% ^b	21%	16%	23%	21%	24%	31% ^c	29% ^c	27%	26%	26%	19%	24%	18%	27%	27%	34% ^u	26%	26%	30%	19%	23%	20%	19%	34%	20%	26%	41%
NET: 9-10	68	40	28	9	12	14	5	15	13	22	16	15	15	59	3	2	5	5	6	4	3	9	14	11	5	3	20	28	15
	8%	9%	6%	8%	7%	10% ^f	3%	12% ^f	7%	9%	7%	7%	7%	8%	4%	4%	5%	7%	7%	5%	7%	10%	12%	10%	6%	7%	13%	7%	18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 29

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Sir Richard Branson

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	910	288	274	67	25	35	25	58	138
Weighted base	898	289	267	66*	24**	39**	21**	60*	132
10 - very effective indeed	27 3%	11 4%	6 2%	5 8%bh	1 4%	-	1 3%	2 4%	1 1%
9	41 5%	22 7%b	7 3%	2 3%	1 4%	-	-	4 7%	5 4%
8	103 11%	46 16%bh	21 8%	9 13%	3 12%	4 11%	3 16%	8 13%	9 7%
7	118 13%	36 12%	34 13%	13 19%	1 4%	7 17%	3 12%	12 19%	14 11%
6	101 11%	27 9%	28 11%	7 11%	2 9%	10 25%	1 7%	9 15%	16 12%
5	115 13%	46 16%	33 12%	7 11%	5 21%	1 3%	3 13%	5 8%	15 11%
4	62 7%	17 6%	24 9%	2 3%	-	2 5%	2 8%	5 9%	9 7%
3	56 6%	17 6%	22 8%	2 2%	2 7%	3 8%	2 9%	3 4%	6 5%
2	48 5%	14 5%	17 6%	-	4 18%	2 5%	2 10%	1 1%	7 6%
1	44 5%	13 5%	17 6%	6 8%	2 8%	1 3%	-	2 4%	3 2%
0 - not at all effective	69 8%	22 8%	28 10%c	1 2%	1 4%	5 12%	2 10%	4 7%	6 5%
Don't know	114 13%	17 6%	31 11%a	13 19%a	2 9%	4 10%	2 12%	5 9%	40 31%abg
Mean	5.14	5.44b	4.54	6.10bh	4.62	4.81	4.85	5.76b	5.14
Standard deviation	2.76	2.81	2.75	2.62	2.85	2.66	2.83	2.67	2.47

Leadership Survey
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Absolutes/col percents

Table 29

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Sir Richard Branson

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	898	289	267	66*	24**	39**	21**	60*	132
Standard error	0.10	0.17	0.18	0.35	0.61	0.47	0.62	0.37	0.25
NET: 0-1	113 13%	36 12%	45 17% ^{ch}	7 10%	3 13%	6 15%	2 10%	6 11%	9 6%
NET: 2-3	104 12%	31 11%	39 15% ^c	2 2%	6 25%	5 14%	4 19%	3 6%	14 10%
NET: 4-6	278 31%	91 31%	86 32%	17 25%	7 30%	13 33%	6 28%	19 31%	40 30%
NET: 7-8	221 25%	82 28% ^{bh}	55 20%	21 32% ^h	4 16%	11 28%	6 28%	20 32% ^h	23 17%
NET: 9-10	68 8%	33 11% ^{bh}	13 5%	7 11%	2 8%	-	1 3%	7 11%	6 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 30

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Mark Zuckerberg

Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	909	447	462	96	153	149	160	147	204	256	260	163	230	748	89	37	98	75	79	73	42	90	120	96	80	30	145	367	66
Weighted base	909	452	457	101*	153	157	157	138	203	240	272	186	210	758	89*	34*	109*	74*	79*	63*	34*	89*	117*	108*	84*	28**	144	371	67*
10 - very effective indeed	20	9	11	3	3	6	2	1	4	7	5	6	3	17	1	1	1	2	2	2	1	1	4	2	1	1	5	9	2
	2%	2%	2%	3%	2%	4%	1%	1%	2%	3%	2%	3%	2%	2%	2%	3%	1%	3%	3%	2%	2%	1%	4%	1%	2%	3%	4%	2%	4%
9	30	15	14	5	4	5	7	2	7	9	9	4	8	26	2	-	5	3	3	2	1	1	8	3	1	-	1	13	5
	3%	3%	3%	5%	3%	3%	4%	2%	4%	4%	3%	2%	4%	3%	-	5%	3%	4%	4%	2%	1%	7%	2%	1%	-	1%	3%	5%	8%
8	81	40	40	5	10	20	14	18	15	22	20	21	19	69	5	-	10	8	6	6	2	5	16	13	4	4	11	42	11
	9%	9%	9%	4%	7%	12%	9%	13%	7%	9%	7%	11%	9%	9%	6%	-	10%	10%	8%	6	6%	13%o	12%	5%	4	8%	11%	16%	
7	120	68	51	23	22	15	19	22	19	38	30	28	24	101	12	6	13	14	12	7	4	5	15	21	8	2	18	55	11
	13%	15%	11%	23%efh	14%	9%	12%	16%	9%	16%	11%	15%	11%	13%u	13%	19%u	12%	19%u	16%u	12%	5%	13%	19%u	9%	8%	13%	15%	16%	
6	98	62	36	10	19	22	12	9	26	28	38	13	18	85	9	5	14	11	7	4	3	11	8	12	13	1	22	34	10
	11%	14%b	8%	9%	12%	14%	7%	7%	13%	12%	14%k	7%	9%	11%	10%	13%	13%	15%	9%	6%	8%	13%	7%	11%	15%	4%	15%	9%	15%
5	127	63	64	19	12	21	27	19	27	32	40	24	31	103	13	9	15	7	9	7	7	14	17	9	16	4	16	57	11
	14%	14%	14%	18%d	8%	14%	18%d	14%	14%	13%	15%	13%	15%	14%	14%	27%mq	14%	9%	11%	11%	21%	16%	14%	9%	19%	16%	11%	15%	16%
4	67	30	37	2	22	8	9	11	14	19	20	18	10	54	5	2	8	4	3	3	3	12	8	7	7	5	7	33	2
	7%	7%	8%	2%	14%cefh	5%	6%	8%	7%	8%	7%	10%	5%	7%	5%	7%	6%	4%	4%	8%	14% ^m	7%	7%	8%	18%	5%	9%	3%	
3	53	26	27	6	14	4	9	6	13	15	18	4	16	42	8	3	6	2	4	1	2	6	13	1	6	1	10	23	3
	6%	6%	6%	6%	9%e	3%	6%	4%	7%	6%	7%	2%	7%k	6%	9%w	10%w	5%	3%	5%	2%	5%	6%	11%w	1%	7%	4%	7%	6%	5%
2	51	30	20	8	5	9	8	7	14	14	18	9	9	40	5	-	8	1	2	7	3	3	2	9	7	3	8	20	4
	6%	7%	4%	7%	3%	6%	5%	5%	7%	6%	7%	5%	4%	5%	5%	-	7%	1%	3%	11%qv	8%	4%	2%	9%	7%	10%	6%	5%	7%
1	22	7	15	4	3	5	5	4	2	6	5	6	5	19	2	2	4	*	-	4	-	2	1	-	4	1	6	8	1
	2%	2%	3%	4%	2%	3%	3%	3%	1%	2%	2%	3%	2%	2%	2%	5%w	4%	1%	-	7% ^m rw	-	3%	1%	-	5%w	4%	4%	2%	1%
0 - not at all effective	61	30	31	3	14	14	11	7	12	11	20	12	18	50	6	1	3	5	9	3	3	2	7	11	9	2	11	18	5
	7%	7%	7%	3%	9%	9%	7%	5%	6%	5%	7%	6%	9%	7%	7%	4%	3%	7%	11%	4%	10%	3%	6%	10%	11%	7%	8%	5%	8%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 30
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Mark Zuckerberg
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	909	452	457	101*	153	157	157	138	203	240	272	186	210	758	89*	34*	109*	74*	79*	63*	34*	89*	117*	108*	84*	28**	144	371	67*
Don't know	181	70	111	15	24	28	34	32	48	40	49	41	50	151	21	5	20	17	21	15	6	25	17	21	9	3	28	59	2
	20%	16%	24% ^a	14%	16%	18%	22%	23%	24%	17%	18%	22%	24%	20%	23%	14%	19%	23%	27% ^x	25% ^x	18%	28% ^v ^x	15%	19%	11%	11%	19%	16%	3%
Mean	5.11	5.19	5.02	5.41	4.84	5.22	5.02	5.25	5.05	5.33	4.94	5.25	4.94	5.17 ^x	4.88	5.04	5.27 ^x	5.79 ^x	5.21	5.00	4.70	4.90	5.57 ^x	5.24	4.34	4.71	4.94	5.34	5.68
Standard deviation	2.59	2.52	2.67	2.48	2.61	2.80	2.61	2.48	2.53	2.49	2.55	2.65	2.72	2.60	2.58	2.16	2.43	2.50	2.87	2.92	2.57	2.14	2.66	2.74	2.54	2.63	2.71	2.47	2.68
Standard error	0.10	0.13	0.14	0.27	0.23	0.26	0.23	0.24	0.20	0.17	0.17	0.24	0.21	0.11	0.31	0.39	0.28	0.33	0.37	0.39	0.45	0.26	0.27	0.31	0.30	0.51	0.25	0.14	0.33
NET: 0-1	83	37	46	7	17	18	15	11	14	17	25	18	23	68	8	3	7	5	9	3	5	9	11	13	3	17	26	6	
	9%	8%	10%	7%	11%	12%	10%	8%	7%	7%	9%	10%	11%	9%	9%	7%	7%	11%	11%	10%	5%	7%	10%	16% ^u	11%	12%	7%	9%	
NET: 2-3	103	56	47	13	19	14	17	13	27	29	36	13	25	83	12	3	14	3	6	9	4	9	15	10	13	4	18	42	8
	11%	13%	10%	13%	12%	9%	11%	9%	14%	12%	13%	7%	12%	11%	14%	10%	13%	4%	8%	14%	13%	10%	13%	10%	15% ^q	14%	13%	11%	11%
NET: 4-6	291	155	136	30	53	52	48	40	68	79	98	55	59	242	26	15	37	22	19	13	13	38	33	28	35	11	45	125	23
	32%	34%	30%	30%	35%	33%	31%	29%	34%	33%	36%	30%	28%	32%	30%	46% ^r ^s	34%	30%	24%	21%	38%	43% ^r ^s ^w	28%	26%	42% ^r ^s ^w	38%	31%	34%	34%
NET: 7-8	200	109	92	28	32	34	33	39	34	60	49	49	42	170	17	6	24	21	18	14	6	10	31	34	12	7	30	97	21
	22%	24%	20%	27%	21%	22%	21%	28% ^h	17%	25%	18%	26%	20%	22% ^u	20%	19%	22%	29% ^u ^x	23%	22%	18%	11%	26% ^u	31% ^u ^x	14%	24%	21%	26%	32%
NET: 9-10	50	24	25	8	8	11	8	4	11	15	14	9	11	44	4	1	7	5	5	5	1	3	13	4	2	1	7	22	7
	5%	5%	6%	8%	5%	7%	5%	3%	6%	6%	5%	5%	5%	6%	4%	3%	6%	6%	7%	7%	4%	3%	11%	4%	2%	3%	5%	6%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 31

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Mark Zuckerberg

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	909	290	273	75	23	40	21	48	139
Weighted base	909	297	283	75*	18**	43*	16**	50*	127
10 - very effective indeed	20 2%	7 2%	10 4%h	1 1%	1 3%	-	1 4%	1 1%	-
9	30 3%	12 4%	9 3%	2 3%	-	2 4%	1 6%	-	4 3%
8	81 9%	28 10%	29 10%	6 8%	3 15%	3 8%	1 4%	6 12%	5 4%
7	120 13%	47 16%	37 13%	7 9%	1 5%	5 12%	-	6 12%	16 13%
6	98 11%	31 10%	31 11%	11 15%	1 6%	6 13%	2 13%	4 7%	13 10%
5	127 14%	39 13%	43 15%	12 16%	1 6%	4 10%	3 18%	8 16%	17 13%
4	67 7%	23 8%	21 7%	10 13%h	-	2 4%	3 16%	4 8%	5 4%
3	53 6%	13 4%	21 7%	7 9%	-	3 8%	1 4%	2 4%	6 5%
2	51 6%	9 3%	13 5%	6 8%	2 9%	3 6%	3 19%	6 11%a	10 7%
1	22 2%	4 1%	11 4%	2 3%	1 4%	1 3%	-	3 6%h	1 *
0 - not at all effective	61 7%	19 6%	20 7%	4 5%	2 12%	5 11%	1 7%	4 8%	7 5%
Don't know	181 20%	65 22%b	38 13%	9 12%	7 40%	9 22%	1 9%	7 14%	44 35%abcg
Mean	5.11	5.47	5.14	4.79	4.58	4.65	4.57	4.55	4.91
Standard deviation	2.59	2.53	2.67	2.32	3.52	2.78	2.68	2.68	2.41

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 31

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Mark Zuckerberg

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	909	297	283	75*	18**	43*	16**	50*	127
Standard error	0.10	0.17	0.18	0.28	0.94	0.48	0.61	0.42	0.26
NET: 0-1	83 9%	22 8%	31 11%	6 8%	3 15%	6 14%	1 7%	7 14%	7 6%
NET: 2-3	103 11%	23 8%	34 12%	12 17% ^a	2 9%	6 14%	4 23%	8 15%	16 12%
NET: 4-6	291 32%	93 31%	94 33%	32 43% ^h	2 11%	12 27%	8 47%	16 31%	35 28%
NET: 7-8	200 22%	75 25%	66 23%	13 17%	4 20%	9 20%	1 4%	12 24%	21 17%
NET: 9-10	50 5%	19 7%	19 7%	3 4%	1 3%	2 4%	2 11%	1 1%	4 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 32
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
The Queen
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Opin-ion Influ-encer (C)
Unweighted base	909	424	485	89	141	155	169	149	206	241	275	146	247	749	93	35	90	77	85	75	37	96	118	98	75	30	150	367	73
Weighted base	892	424	468	93*	140	155	174	128	203	222	272	172	227	726	99*	33**	89*	65*	83*	71*	39*	94*	115*	96*	80*	28**	149	373	78*
10 - very effective indeed	156	62	94	9	19	9	30	34	56	39	37	32	47	137	7	3	15	14	14	6	19	21	26	11	6	17	56	10	
	17%	15%	20%a	9%	14%e	6%	17%e	26%cde	28%cde	18%	14%	19%	21%	19%n	7%	11%	17%	21%n	17%	15%	20%n	18%n	27%n	14%	22%	11%	15%	13%	
9	115	62	53	6	12	16	26	15	39	34	34	15	32	104	6	6	13	9	11	13	5	14	14	12	13	*	13	50	13
	13%	15%	11%	7%	8%	10%	15%	12%	19%cde	16%	13%	9%	14%	14%n	6%	18%	14%	14%	13%	14%	14%	14%	12%	12%	16%n	1%	9%	13%	16%
8	144	70	73	19	24	23	24	24	30	35	45	28	35	121	14	6	16	9	14	14	5	10	18	19	14	4	30	67	13
	16%	17%	16%	20%	17%	15%	14%	19%	15%	16%	17%	17%	15%	17%	14%	18%	18%	13%	16%	20%	14%	10%	16%	20%	18%	15%	20%	18%	16%
7	94	50	44	7	14	16	16	16	25	20	32	25	17	77	10	4	8	5	7	5	3	6	17	10	14	4	18	38	15
	11%	12%	9%	7%	10%	11%	9%	13%	12%	9%	12%	14%l	7%	11%	10%	12%	9%	8%	8%	7%	8%	6%	15%	11%	18%u	15%	12%	10%	20%
6	64	29	36	10	6	17	14	9	8	12	21	17	15	53	7	5	7	9	5	7	2	10	2	4	4	2	12	35	4
	7%	7%	8%	11%h	4%	11%h	8%	7%	4%	5%	8%	10%	7%	7%v	7%	16%	8%	14%vw	6%	9%v	5%	11%v	2%	4%	5%	8%	8%	9%	5%
5	107	56	51	10	18	21	26	17	15	29	36	15	27	87	17	3	12	8	13	11	3	14	17	5	5	-	16	46	11
	12%	13%	11%	11%	13%	14%	15%h	13%	7%	13%	13%	9%	12%	12%	17%w	8%	13%	12%	15%w	15%w	8%	15%w	15%w	5%	7%	-	11%	12%	14%
4	30	13	17	3	10	3	4	2	7	8	12	4	6	21	6	1	5	3	2	1	*	3	1	1	5	2	3	11	1
	3%	3%	4%	4%	7%eg	2%	3%	2%	4%	4%	4%	2%	3%	3%	6%v	3%	5%	4%	3%	2%	1%	3%	*	2%	6%	9%	2%	3%	1%
3	41	18	23	9	6	10	10	2	3	8	14	5	14	31	8	1	3	2	7	1	3	6	8	2	1	*	13	13	4
	5%	4%	5%	9%gh	5%	7%h	6%h	2%	3%	4%	5%	3%	6%	4%	8%	3%	3%	3%	9%	1%	7%	6%	7%	2%	2%	1%	8%B	4%	5%
2	27	12	15	6	5	6	5	2	3	6	6	6	9	15	7	-	-	1	*	3	3	3	4	2	2	6	13	1	
	3%	3%	3%	6%h	3%	4%	3%	2%	2%	3%	2%	4%	4%	2%	7%mpq	2%	-	-	1%	1%	7%pq	3%	3%	4%	2%	7%	4%	4%	2%
1	28	13	15	3	8	5	5	3	4	10	6	7	5	17	6	-	4	-	2	3	3	2	4	2	3	2	5	11	1
	3%	3%	3%	4%	5%	3%	3%	2%	2%	5%	2%	4%	2%	2%	6%	-	4%	-	2%	2%	6%	2%	3%	2%	3%	8%	4%	3%	1%
0 - not at all effective	47	28	19	5	14	13	4	2	9	11	13	12	11	36	5	3	5	3	7	2	5	4	4	4	4	2	8	18	6
	5%	7%	4%	6%	10%fg	9%fg	2%	2%	4%	5%	5%	7%	5%	5%	5%	9%	5%	4%	9%	2%	12%	4%	3%	5%	6%	5%	5%	5%	7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 32
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
The Queen
Base: All asked about individuals

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	892	424	468	93*	140	155	174	128	203	222	272	172	227	726	99*	33**	89*	65*	83*	71*	39*	94*	115*	96*	80*	28**	149	373	78*
Don't know	39	12	27	5	5	14	9	1	4	6	16	6	11	29	7	-	2	4	1	2	1	5	6	6	2	2	7	14	-
	4%	3%	6% ^a	5%	4%	9% ^{gh}	5%	1%	2%	3%	6%	3%	5%	4%	7%	-	2%	7%	2%	3%	3%	5%	5%	7%	3%	8%	5%	4%	-
Mean	6.62	6.50	6.73	5.82	5.83	5.70	6.77 ^{cd}	7.42 ^{cd}	7.51 ^{cd}	6.62	6.56	6.51	6.77	6.86 ⁿ	5.35	6.58	6.76 ⁿ	7.16 ⁿ	6.34	7.29 ⁿ	5.70	6.66 ⁿ	6.77 ⁿ	7.37 ^{nr}	6.74 ⁿ	6.09	6.20	6.60	6.70
Standard deviation	2.93	2.94	2.91	2.94	3.22	2.94	2.71	2.47	2.74	3.00	2.76	3.05	2.96	2.83	2.85	2.85	2.84	2.54	3.10	2.46	3.57	2.89	2.84	2.89	2.86	3.40	2.89	2.83	2.79
Standard error	0.10	0.15	0.14	0.32	0.28	0.25	0.21	0.20	0.19	0.20	0.17	0.26	0.19	0.11	0.31	0.48	0.30	0.30	0.34	0.29	0.60	0.30	0.27	0.30	0.34	0.24	0.15	0.33	0.33
NET: 0-1	75	41	34	9	21	18	9	5	13	22	18	19	16	53	11	3	8	3	9	3	7	6	8	6	7	4	13	29	6
	8%	10%	7%	9%	15% ^{fgh}	12% ^{fg}	5%	4%	6%	10%	7%	11%	7%	7%	11%	9%	9%	4%	11%	5%	19% ^{mqs}	6%	7%	6%	9%	15%	9%	8%	8%
NET: 2-3	68	30	38	15	11	17	16	4	6	15	20	11	22	45	15	2	3	2	8	1	5	9	11	6	4	2	18	27	5
	8%	7%	8%	16% ^{gh}	8%	11% ^{gh}	9% ^h	3%	3%	7%	7%	6%	10%	6%	15% ^{mpqs}	5%	3%	3%	10%	2%	14% ^{ps}	9%	10%	6%	5%	8%	12%	7%	6%
NET: 4-6	201	97	104	23	34	41	45	28	30	49	69	35	48	161	30	9	24	20	20	19	6	27	19	10	14	5	32	93	16
	23%	23%	22%	25%	24% ^h	27% ^h	26% ^h	22%	15%	22%	25%	21%	21%	22% ^w	30% ^{vw}	27%	26% ^w	30% ^w	24% ^w	27% ^w	15%	29% ^w	17%	10%	18%	16%	21%	25%	20%
NET: 7-8	238	121	117	26	37	40	40	41	54	56	77	53	52	197	23	10	25	14	21	19	8	16	35	30	28	9	49	104	28
	27%	28%	25%	28%	27%	26%	23%	32%	27%	25%	28%	31%	23%	27% ^u	24%	30%	28%	21%	25%	27%	21%	17%	31% ^u	31% ^u	36% ^u	30%	33%	28%	36%
NET: 9-10	271	123	147	15	31	25	56	49	95	74	71	47	79	241	12	9	28	23	25	26	11	32	35	38	24	7	30	105	23
	30%	29%	31%	16%	22%	16%	32% ^{ce}	38% ^{cde}	47% ^{cde}	33%	26%	27%	35%	33% ⁿ	13%	28%	32% ⁿ	35% ⁿ	30% ⁿ	37% ⁿ	29%	34% ⁿ	31% ⁿ	39% ⁿ	30% ⁿ	23%	20%	28%	29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 33

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

The Queen

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	909	321	254	73	19	43	23	48	128
Weighted base	892	329	240	74*	15**	47*	20**	43*	124
10 - very effective indeed	156 17%	95 29%beh	20 8%	12 17%e	1 7%	1 2%	5 23%	9 21%be	13 10%
9	115 13%	58 18%bh	26 11%h	14 19%h	* 3%	4 8%	2 10%	6 14%h	4 3%
8	144 16%	68 21%eh	42 17%	13 18%	* 3%	3 6%	2 12%	3 7%	12 10%
7	94 11%	32 10%	23 10%	12 16%	2 13%	4 9%	4 19%	5 12%	13 10%
6	64 7%	10 3%	31 13%a	6 8%	1 7%	3 7%	1 7%	3 7%	8 7%
5	107 12%	29 9%	32 13%	8 11%	3 22%	10 21%a	1 4%	3 7%	22 18%a
4	30 3%	9 3%	10 4%	3 4%	2 11%	2 4%	-	2 5%	2 2%
3	41 5%	7 2%	17 7%a	* 1%	-	4 9%a	2 13%	* 1%	10 8%ac
2	27 3%	3 1%	6 2%	2 2%	1 3%	7 14%abch	1 5%	5 11%abh	3 3%
1	28 3%	2 1%	11 5%a	1 1%	2 11%	3 6%a	-	3 8%a	6 5%a
0 - not at all effective	47 5%	13 4%	12 5%	1 2%	1 6%	5 10%	1 3%	2 5%	12 10%a
Don't know	39 4%	4 1%	10 4%a	1 2%	2 13%	2 3%	1 6%	1 2%	17 14%abcg
Mean	6.62	7.70begh	6.05eh	7.36beh	4.88	4.47	6.89	6.22e	5.29
Standard deviation	2.93	2.53	2.79	2.28	2.91	2.85	2.91	3.38	3.13

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 33

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

The Queen

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	892	329	240	74*	15**	47*	20**	43*	124
Standard error	0.10	0.14	0.18	0.27	0.71	0.44	0.63	0.49	0.30
NET: 0-1	75 8%	15 4%	23 10%a	2 3%	3 18%	7 16%ac	1 3%	6 13%a	19 15%ac
NET: 2-3	68 8%	10 3%	23 10%a	2 3%	1 3%	11 23%abc	4 18%	5 12%a	13 11%a
NET: 4-6	201 23%	48 15%	73 30%a	17 23%	6 40%	15 32%a	2 10%	8 19%	33 26%a
NET: 7-8	238 27%	99 30%h	65 27%	25 34%h	2 17%	7 15%	6 31%	8 19%	24 20%
NET: 9-10	271 30%	152 46%beh	46 19%	27 36%beh	1 10%	5 10%	7 33%	15 35%beh	17 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 34
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Keir Starmer
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	911	436	475	87	162	136	179	132	215	276	242	165	228	759	72	41	98	72	77	69	46	85	110	130	77	34	152	362	66
Weighted base	913	440	472	93*	166	137	182	121	213	255	240	201	216	769	67*	40*	114*	72*	81*	62*	41*	80*	104*	140	76*	36**	147	375	68*
10 - very effective indeed	17	10	8	1	5	4	2	2	2	8	2	2	6	15	1	-	1	3	1	-	*	3	2	1	4	1	5	8	4
	2%	2%	2%	1%	3%	3%	1%	2%	1%	3%	1%	1%	3%	2%	1%	-	1%	5%	1%	-	1%	4%	2%	1%	6%w	2%	4%	2%	6%
9	37	16	21	2	6	5	7	8	10	11	8	8	10	26	7	3	3	1	4	1	2	3	6	5	1	2	4	13	2
	4%	4%	4%	2%	3%	4%	4%	6%	5%	4%	3%	4%	5%	3%	10%mq	7%	3%	1%	5%	1%	5%	3%	6%	3%	2%	5%	3%	3%	3%
8	99	56	44	12	15	18	20	14	20	28	24	26	21	89	6	6	12	9	13	4	3	7	14	15	10	1	11	53	10
	11%	13%	9%	13%	9%	13%	11%	12%	9%	11%	10%	13%	10%	12%	9%	14%	10%	13%	16%	7%	7%	8%	14%	11%	13%	3%	7%	14%	14%
7	108	53	55	9	16	18	16	17	32	32	30	22	24	93	7	2	15	9	9	3	4	11	13	24	8	4	22	40	12
	12%	12%	12%	10%	10%	13%	9%	14%	15%	13%	13%	11%	11%	12%	10%	6%	13%	13%	11%	6%	11%	13%	12%	17% _s	10%	10%	15%	11%	17%
6	106	59	48	10	17	13	18	12	37	39	28	22	18	88	8	5	12	10	9	12	5	10	9	16	4	5	16	43	7
	12%	13%	10%	10%	10%	9%	10%	10%	17%	15% _l	12%	11%	8%	11%	12%	12%	10%	14%	12%	19% _x	13%	13%	9%	12%	6%	14%	11%	11%	10%
5	135	65	71	22	18	17	20	20	38	39	39	35	23	116	6	6	18	9	13	3	9	11	19	25	11	5	20	51	11
	15%	15%	15%	24% _{def}	11%	12%	11%	16%	18%	15%	16%	17%	11%	15% _s	9%	15%	16% _s	12%	17% _s	5%	21% _s	13%	18% _s	18% _s	15%	15%	13%	13%	16%
4	73	39	34	2	17	7	21	11	15	18	11	21	24	59	11	4	13	6	4	3	1	6	10	5	7	2	10	27	1
	8%	9%	7%	2%	10% _c	5%	11% _c	9% _c	7%	7%	4%	10% _j	11% _j	8%	16% _{mtw}	9%	11%	8%	5%	3%	7%	10%	4%	10%	7%	7%	7%	7%	2%
3	55	29	26	5	9	5	11	13	12	14	17	7	17	46	5	4	3	2	7	6	3	3	5	13	4	1	9	20	5
	6%	7%	6%	5%	5%	4%	6%	11% _e	6%	6%	7%	3%	8%	6%	7%	9%	3%	3%	9%	10%	6%	4%	4%	10%	4%	4%	6%	5%	7%
2	49	27	22	-	7	5	19	8	11	20	6	6	18	43	2	1	10	2	4	5	2	9	4	4	5	2	7	17	6
	5%	6%	5%	-	4%	4%	10% _c	6% _c	5%	8% _j	2%	3%	8% _{jk}	6%	3%	4%	9%	2%	5%	7%	6%	11% _w	4%	3%	6%	5%	5%	5%	9%
1	22	14	9	-	-	5	5	2	10	8	6	5	3	18	1	1	3	1	1	4	*	2	2	4	1	3	4	7	1
	2%	3%	2%	-	-	3% _d	3%	2%	5% _d	3%	2%	2%	2%	2%	1%	4%	2%	1%	1%	6%	1%	3%	1%	3%	2%	8%	3%	2%	1%
0 - not at all effective	62	33	28	1	11	15	16	7	13	9	24	12	16	54	5	5	5	5	8	8	2	2	5	10	6	1	13	20	7
	7%	8%	6%	1%	7%	11% _c	9% _c	5%	6%	4%	10% _i	6%	8%	7%	7%	12%	5%	7%	10%	13% _u	5%	2%	5%	7%	8%	4%	9%	5%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 34
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Keir Starmer
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)		Public (A)	Private (B)
Weighted base	913	440	472	93*	166	137	182	121	213	255	240	201	216	769	67*	40*	114*	72*	81*	62*	41*	80*	104*	140	76*	36**	147	375	68*
Don't know	148	41	107	29	45	24	29	8	13	29	45	37	36	121	10	4	19	15	8	14	8	14	16	17	14	9	25	78	4
	16%	9%	23% ^a	31% ^{efgh}	27% ^{efgh}	18% ^{gh}	16% ^{gh}	6%	6%	12%	19% ⁱ	18%	17%	16%	15%	9%	17%	21%	10%	22%	20%	18%	15%	12%	19%	24%	17%	21%	5%
Mean	5.17	5.11	5.23	5.96 ^{fh}	5.28	5.18	4.67	5.23	5.18	5.39	4.99	5.32	4.95	5.16 ^s	5.32 ^s	4.84	5.08 ^s	5.59 ^s	5.14 ^s	3.94	5.27	5.34 ^s	5.56 ^s	5.20 ^s	5.20 ^s	4.96	5.06	5.44	5.28
Standard deviation	2.58	2.61	2.54	1.78	2.61	2.92	2.71	2.51	2.44	2.46	2.67	2.44	2.72	2.58	2.62	2.81	2.40	2.56	2.68	2.71	2.40	2.52	2.42	2.49	2.83	2.62	2.74	2.53	2.86
Standard error	0.09	0.13	0.13	0.23	0.24	0.28	0.22	0.23	0.17	0.16	0.19	0.21	0.20	0.10	0.33	0.46	0.27	0.34	0.33	0.19	0.40	0.30	0.25	0.23	0.36	0.51	0.25	0.15	0.36
NET: 0-1	84	47	37	1	11	19	21	9	23	17	30	17	20	72	5	6	8	5	9	12	2	4	6	14	7	4	17	26	8
	9%	11%	8%	1%	7%	14% ^c	12% ^c	7%	11% ^c	7%	13% ⁱ	8%	9%	9%	8%	15%	7%	8%	11%	19% ^{mpuv}	6%	5%	6%	10%	10%	11%	11%	7%	12%
NET: 2-3	104	56	48	5	15	11	29	21	23	34	23	13	35	89	7	5	13	4	11	11	5	12	9	17	8	3	17	37	11
	11%	13%	10%	5%	9%	8%	16% ^c	17% ^{ce}	11%	13% ^k	10%	6%	16% ^k	12%	10%	12%	11%	5%	13%	17% ^q	12%	14%	8%	12%	11%	9%	11%	10%	16%
NET: 4-6	315	162	153	34	53	37	58	43	90	96	77	77	65	262	25	15	43	25	27	18	15	27	39	47	23	13	45	121	19
	35%	37%	32%	36%	32%	27%	32%	36%	42% ^{ee}	38%	32%	38%	30%	34%	37%	36%	38%	35%	34%	28%	37%	33%	37%	33%	30%	35%	31%	32%	28%
NET: 7-8	207	108	99	21	32	36	36	31	52	60	55	48	45	182	13	8	27	18	21	8	7	17	27	39	17	5	33	92	21
	23%	25%	21%	23%	19%	27%	20%	25%	24%	24%	23%	24%	21%	24%	19%	20%	23%	25%	27%	12%	18%	21%	26%	28% ^s	23%	13%	23%	25%	31%
NET: 9-10	54	26	29	3	11	9	9	10	12	19	11	9	16	42	8	3	4	4	4	1	3	6	8	6	6	3	10	21	6
	6%	6%	6%	3%	6%	7%	5%	8%	6%	7%	4%	5%	7%	5%	11% ^s	7%	3%	6%	5%	1%	6%	8%	8%	4%	8%	8%	7%	6%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 35

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Keir Starmer

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	911	287	258	85	27	30	21	55	148
Weighted base	913	307	249	84*	22**	31**	15**	61*	144
10 - very effective indeed	17 2%	4 1%	6 2%	4 5%h	-	1 2%	1 4%	2 4%h	-
9	37 4%	5 2%	21 8%ah	5 5%h	-	2 5%	2 14%	3 4%	1 *
8	99 11%	31 10%	36 15%h	15 18%h	2 10%	2 8%	1 7%	5 8%	7 5%
7	108 12%	27 9%	38 15%ah	19 23%ah	2 7%	2 7%	3 19%	7 11%	10 7%
6	106 12%	40 13%h	34 14%h	8 10%	1 5%	5 16%	1 9%	8 13%	8 6%
5	135 15%	43 14%	37 15%	14 17%	4 19%	3 9%	4 24%	11 17%	20 14%
4	73 8%	27 9%	19 7%	2 3%	4 20%	6 21%	1 5%	4 7%	10 7%
3	55 6%	27 9%h	13 5%	4 5%	1 3%	3 10%	2 11%	3 4%	3 2%
2	49 5%	22 7%	9 4%	1 1%	1 6%	1 3%	* 2%	6 10%c	9 6%
1	22 2%	12 4%	3 1%	1 1%	1 5%	-	-	3 4%	2 1%
0 - not at all effective	62 7%	39 13%bch	10 4%	2 3%	2 8%	-	-	3 5%	6 4%
Don't know	148 16%	29 9%	23 9%	9 11%	4 18%	5 18%	1 5%	8 13%	68 48%abcg
Mean	5.17	4.41	5.88ah	6.35agh	4.35	5.46	6.19	5.09	4.60
Standard deviation	2.58	2.70	2.37	2.16	2.41	2.05	2.16	2.62	2.31

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 35

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Keir Starmer

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	913	307	249	84*	22**	31**	15**	61*	144
Standard error	0.09	0.17	0.16	0.25	0.51	0.42	0.48	0.38	0.26
NET: 0-1	84 9%	51 17%bch	13 5%	3 4%	3 13%	-	-	5 9%	8 6%
NET: 2-3	104 11%	49 16%bch	22 9%	5 6%	2 8%	4 13%	2 13%	9 14%	11 8%
NET: 4-6	315 35%	110 36%	90 36%	25 29%	10 44%	14 46%	6 38%	23 37%	38 26%
NET: 7-8	207 23%	58 19%	75 30%ah	34 41%agh	4 17%	5 15%	4 26%	11 19%	17 12%
NET: 9-10	54 6%	9 3%	27 11%ah	8 10%ah	-	2 8%	3 18%	5 8%h	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 36

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Ed Davey

Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	909	430	479	108	154	140	156	145	206	253	250	154	252	731	92	38	88	71	74	69	58	82	125	113	71	28	159	363	74
Weighted base	913	461	452	107*	171	140	152	136	206	246	243	186	238	742	89*	38*	92*	71*	76*	62*	54*	83*	119*	127*	73*	28**	158	379	82*
10 - very effective indeed	3	3	-	-	1	-	2	-	-	2	-	1	-	2	1	-	-	-	-	-	-	2	-	-	-	1	2	3	
	*	1%	-	-	1%	-	1%	-	-	1%	-	1%	-	*	1%	-	-	-	-	-	-	2%	-	-	-	1%	1%	4%	
9	6	3	3	-	4	-	-	-	-	3	-	1	2	6	-	-	-	2	1	-	-	1	1	-	-	1	5	1	
	1%	1%	1%	-	1%	3%h	-	-	-	1%	-	1%	1%	1%	-	-	-	2%	2%	-	-	2%	1%	-	-	1%	1%	2%	
8	20	16	4	5	8	4	2	1	*	12	2	4	2	19	-	1	3	1	4	2	-	-	5	3	-	2	8	12	9
	2%	3%b	1%	4%h	5%h	3%h	1%	1%	*	5%j	1%	2%	1%	3%	-	3%	3%	2%	5%	3%	-	-	4%	2%	-	2%	5%	3%	12%
7	47	31	16	8	13	11	6	4	6	18	12	13	4	40	4	-	5	2	9	4	-	2	9	5	5	2	11	28	21
	5%	7%b	3%	7%	7%	8%h	4%	3%	3%	7%l	5%	7%l	2%	4%	5%	-	5%	3%	11%tu	7%	-	2%	8%	4%	7%	9%	7%	7%	26%
6	49	32	17	5	14	7	7	6	10	20	8	11	10	40	3	1	3	3	5	-	4	1	11	10	5	2	11	22	4
	5%	7%	4%	4%	8%	5%	4%	5%	5%	8%j	3%	6%	4%	5%	4%	2%	4%	4%	7%	-	7%	2%	9%st	8%st	7%	8%	7%	6%	4%
5	102	66	36	13	14	17	19	18	20	24	35	22	21	82	10	4	8	3	8	4	2	11	18	15	11	7	13	45	15
	11%	14%b	8%	12%	8%	12%	12%	14%	10%	10%	14%	12%	9%	11%	12%	12%	9%	5%	11%	6%	4%	14%	15%	12%	14%	25%	9%	12%	18%
4	51	34	17	7	11	5	5	6	16	13	10	6	21	42	6	2	6	5	2	3	2	5	6	11	2	*	5	19	2
	6%	7%b	4%	7%	7%	3%	3%	5%	8%cd	5%	4%	3%	9%k	6%	7%	6%	6%	8%	2%	3%	3%	6%	5%	9%	2%	2%	3%	5%	3%
3	39	24	15	3	3	5	12	4	13	8	16	4	11	25	7	1	4	1	4	3	5	2	-	7	4	1	6	12	3
	4%	5%	3%	2%	2%	3%	8%cd	3%	6%	3%	7%k	2%	5%	3%	8%mv	2%	5%v	1%	5%v	5%v	9%v	2%	-	6%v	5%v	5%	4%	3%	4%
2	32	21	11	1	6	4	4	6	11	8	11	6	7	24	4	2	4	4	2	1	2	1	1	7	2	2	4	12	2
	4%	5%	3%	1%	3%	3%	3%	4%	5%	3%	4%	3%	3%	3%	4%	5%	4%	6%	2%	2%	4%	1%	1%	6%	3%	8%	2%	3%	2%
1	24	18	6	1	3	-	8	3	9	11	4	5	4	17	4	1	3	2	2	2	3	2	1	1	1	1	6	11	1
	3%	4%b	1%	1%	2%	-	5%e	2%	4%e	5%	2%	2%	2%	2%	5%	2%	3%	3%	3%	4%	4%	2%	2%	1%	2%	3%	3%	3%	2%
0 - not at all effective	55	27	27	3	4	8	9	11	20	12	15	13	15	45	6	4	1	9	4	7	3	1	11	4	5	-	6	19	3
	6%	6%	6%	3%	2%	5%	6%	8%cd	10%cd	5%	6%	7%	6%	6%	7%	10%pu	1%	13%puw	5%	11%puw	6%	1%	9%pu	3%	7%	-	4%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 36

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Ed Davey

Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Weighted base	913	461	452	107*	171	140	152	136	206	246	243	186	238	742	89*	38*	92*	71*	76*	62*	54*	83*	119*	127*	73*	28**	158	379	82*
Don't know	485	186	299	62	93	74	79	76	102	115	130	99	141	399	43	22	56	39	36	36	34	54	52	65	39	10	84	193	17
	53%	40%	66%a	58%	54%	53%	52%	56%	49%	47%	53%	53%	59%i	54%	48%	58%	60%v	54%	48%	58%	63%v	66%nr	44%	51%	53%	35%	54%	51%	20%
Mean	4.17	4.33	3.89	4.97fg h	5.09fg h	4.93fg h	3.80	3.63	3.24	4.67j	3.85	4.34	3.72	4.27	3.66	3.27	4.37	3.32	4.93	3.41	3.06	4.26	4.83n	4.34	4.17	4.91	4.79	4.59	5.93
Standard deviation	2.44	2.41	2.49	2.12	2.30	2.54	2.47	2.33	2.21	2.59	2.19	2.63	2.23	2.48	2.35	2.52	2.14	2.87	2.56	2.82	2.12	2.09	2.72	1.98	2.29	1.95	2.58	2.51	2.33
Standard error	0.12	0.15	0.20	0.32	0.28	0.34	0.29	0.28	0.22	0.23	0.20	0.31	0.23	0.14	0.34	0.67	0.36	0.50	0.41	0.53	0.46	0.36	0.35	0.27	0.42	0.47	0.31	0.19	0.31
NET: 0-1	79	45	34	4	7	8	17	14	28	23	19	18	19	63	10	5	4	11	6	9	5	5	13	5	6	1	12	30	5
	9%	10%	7%	4%	4%	5%	11%d	10%	14%code	9%	8%	10%	8%	8%	11%	12%	4%	16%pw	8%	15%pw	10%	5%	11%	4%	8%	3%	8%	8%	6%
NET: 2-3	71	45	26	3	9	9	16	10	24	16	27	10	18	50	11	3	8	5	5	4	7	3	1	14	6	4	10	24	5
	8%	10%	6%	3%	5%	6%	11%c	7%	12%cd	7%	11%	5%	8%	7%v	13%v	7%	9%v	7%	7%	7%	13%v	4%	1%	11%v	8%v	13%	6%	6%	6%
NET: 4-6	201	132	70	25	39	29	30	31	46	57	53	39	52	164	20	7	17	12	15	7	8	18	34	36	18	10	30	85	20
	22%	29%b	15%	24%	23%	21%	20%	23%	22%	23%	22%	21%	22%	22%	22%	20%	19%	17%	20%	11%	14%	22%	29%cs	28%cs	24%	35%	19%	22%	25%
NET: 7-8	67	47	20	12	21	16	7	5	6	30	14	17	6	59	4	1	7	3	12	6	-	2	15	7	5	4	19	40	31
	7%	10%b	4%	11%gh	12%fgh	11%gh	5%	4%	3%	12%jl	6%	9%l	3%	8%t	5%	3%	8%	4%	16%mnq tuw	10%t	-	2%	12%tu	6%	7%	14%	12%	11%	38%
NET: 9-10	9	6	3	-	3	4	2	-	-	5	-	2	2	8	1	-	-	2	1	-	-	1	3	-	-	-	2	7	4
	1%	1%	1%	-	1%	3%h	1%	-	-	2%j	-	1%	1%	1%	1%	-	-	2%	2%	-	-	2%	3%	-	-	-	1%	2%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 37

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Ed Davey

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	909	317	233	77	20	37	20	50	155
Weighted base	913	344	223	80*	19**	35**	13**	52*	148
10 - very effective indeed	3	1	-	2	-	-	-	-	-
	-	*	-	2%b	-	-	-	-	-
9	6	1	2	-	-	-	-	1	1
	1%	*	1%	-	-	-	-	3%	1%
8	20	11	4	3	-	-	1	2	*
	2%	3%	2%	4%	-	-	6%	3%	*
7	47	18	12	10	-	1	-	6	-
	5%	5%h	5%h	12%ah	-	2%	-	12%h	-
6	49	16	11	14	*	-	-	3	5
	5%	5%	5%	17%abh	3%	-	-	6%	3%
5	102	33	30	9	-	2	3	7	18
	11%	9%	13%	11%	-	5%	25%	14%	12%
4	51	20	17	4	-	*	*	1	8
	6%	6%	8%	5%	-	1%	3%	2%	5%
3	39	13	8	6	-	4	-	3	5
	4%	4%	4%	7%	-	12%	-	6%	3%
2	32	14	9	-	2	2	-	2	4
	4%	4%	4%	-	8%	4%	-	4%	3%
1	24	10	3	2	2	2	-	1	4
	3%	3%	1%	3%	12%	5%	-	2%	3%
0 - not at all effective	55	36	9	1	1	2	-	1	4
	6%	10%bch	4%	1%	6%	7%	-	2%	2%
Don't know	485	171	117	30	13	22	9	24	98
	53%	50%	53%c	37%	71%	63%	66%	47%	67%abcg
Mean	4.17	3.76	4.38	5.43abh	1.52	2.57	5.40	5.16	3.94
Standard deviation	2.44	2.67	2.18	2.07	1.73	1.99	1.36	2.26	2.02

Leadership Survey
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Absolutes/col percents

Table 37

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Ed Davey

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	913	344	223	80*	19**	35**	13**	52*	148
Standard error	0.12	0.21	0.21	0.30	0.61	0.53	0.48	0.46	0.30
NET: 0-1	79 9%	46 13%bch	12 6%	4 4%	3 18%	4 12%	-	2 4%	8 5%
NET: 2-3	71 8%	27 8%	17 8%	6 7%	2 8%	6 17%	-	5 10%	9 6%
NET: 4-6	201 22%	69 20%	58 26%	26 33%a	* 3%	2 6%	4 28%	11 22%	31 21%
NET: 7-8	67 7%	29 8%h	16 7%h	13 16%bh	-	1 2%	1 6%	8 15%h	* *
NET: 9-10	9 1%	2 1%	2 1%	2 2%	-	-	-	1 3%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 38

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Rishi Sunak

Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Opin-ion Influ-encer (C)
Unweighted base	909	428	481	98	150	143	159	144	215	262	247	150	250	745	81	41	93	73	72	83	51	79	124	110	70	32	143	359	83
Weighted base	900	430	470	100*	149	143	162	133	213	252	236	176	236	737	89*	39*	100*	73*	71*	71*	44*	82*	119*	110*	72*	30**	134	365	89*
10 - very effective indeed	43	19	24	2	9	6	5	3	18	8	9	14	13	41	1	*	3	2	1	1	1	7	13	12	2	*	9	11	7
	5%	4%	5%	2%	6%	4%	3%	2%	9% _{cf}	3%	4%	8%	5%	6%	1%	1%	3%	2%	1%	1%	1%	8%	11% _{nrs}	11% _{nrs}	3%	2%	6%	3%	8%
9	63	32	31	3	8	12	13	6	21	22	19	11	12	54	4	5	5	3	4	6	3	14	7	4	7	2	8	26	5
	7%	7%	7%	3%	5%	9%	8%	5%	10%	9%	8%	6%	5%	7%	5%	12%	5%	4%	5%	9%	6%	17% _{mpq}	6%	3%	9%	6%	6%	7%	5%
8	129	69	60	10	14	14	21	17	53	50	30	22	26	109	9	4	13	7	11	14	9	10	14	20	15	2	10	53	14
	14%	16%	13%	10%	9%	10%	13%	13%	25% _{code}	20% _l	13%	13%	11%	15%	10%	11%	13%	10%	16%	20%	21%	12%	12%	19%	21%	6%	8%	15%	16%
7	145	83	63	9	20	20	23	26	47	44	43	27	31	123	12	4	16	20	10	7	6	14	14	24	14	4	21	56	17
	16%	19% _b	13%	9%	14%	14%	14%	20% _c	22% _c	17%	18%	16%	13%	17%	14%	11%	16%	27% _{sv}	15%	10%	14%	18%	11%	22% _s	19%	14%	16%	15%	19%
6	102	54	48	8	21	15	19	18	21	32	29	23	19	83	9	6	4	10	8	10	2	10	19	14	2	8	21	45	11
	11%	13%	10%	8%	14%	11%	12%	13%	10%	13%	12%	13%	8%	11% _p	10%	14% _{px}	4%	14% _{px}	11%	15% _{px}	5%	13%	16% _{px}	13% _x	3%	28%	16%	12%	13%
5	103	43	60	11	18	13	20	22	19	22	30	25	25	87	10	5	13	6	10	10	4	4	15	10	13	2	16	45	5
	11%	10%	13%	10%	12%	9%	12%	16%	9%	9%	13%	14%	11%	12%	11%	12%	13%	9%	14%	15%	9%	5%	13%	9%	18% _u	7%	12%	12%	6%
4	60	27	33	11	7	11	12	11	9	17	14	10	19	50	6	1	13	8	2	3	3	6	9	4	4	1	16	20	6
	7%	6%	7%	11%	5%	8%	7%	8%	4%	7%	6%	6%	8%	7%	7%	3%	13% _{rw}	11%	3%	4%	7%	8%	8%	3%	5%	3%	12% _B	5%	7%
3	48	30	18	6	7	9	13	8	2	15	7	11	37	6	4	6	3	3	3	4	2	6	6	4	-	7	19	3	
	5%	7%	4%	6%	5%	6%	8% _h	6%	2%	6%	6%	4%	5%	5%	7%	11%	6%	5%	3%	5%	10%	3%	5%	6%	6%	-	5%	5%	4%
2	31	13	18	5	5	8	3	4	5	2	7	7	14	26	2	4	8	*	1	2	-	4	5	2	-	3	2	13	4
	3%	3%	4%	5%	4%	5%	2%	3%	3%	1%	3%	4%	6% _i	3%	3%	10% _{qrx}	8% _x	*	1%	3%	-	4%	4%	2%	-	8%	1%	4%	4%
1	18	10	8	3	3	2	4	4	1	7	*	1	9	14	1	-	3	2	1	3	2	*	1	*	3	-	1	12	3
	2%	2%	2%	3%	2%	1%	3%	3%	1%	3% _j	*	1%	4% _j	2%	1%	-	3%	3%	2%	4%	5%	1%	1%	*	4%	-	1%	3%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 38
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Rishi Sunak
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Opin-ion Influ-encer (C)
Weighted base	900	430	470	100*	149	143	162	133	213	252	236	176	236	737	89*	39*	100*	73*	71*	71*	44*	82*	119*	110*	72*	30**	134	365	89*
0 - not at all effective	47 5%	15 3%	32 7%a	10 10%h	8 5%	12 8%h	9 6%	4 3%	4 2%	11 4%	15 7%	9 5%	12 5%	34 5%	7 8%	* 1%	6 6%	1 1%	8 12%mq	2 3%	4 9%	2 2%	6 5%	4 3%	5 6%	2 6%	10 7%	15 4%	6 7%
Don't know	113 13%	35 8%	78 17%a	23 23%fgh	28 19%gh	22 15%h	20 12%h	10 8%	10 5%	23 9%	24 10%	20 11%	46 19%ij	79 11%	22 24%mu	6 15%	12 12%	10 13%	8 16%	8 12%	6 14%	8 10%	10 9%	9 9%	4 5%	6 21%	13 10%	49 13%	6 6%
Mean	5.88	6.04	5.72	4.72	5.73c	5.48	5.66c	5.71c	6.90cd efg	6.13l	5.86	6.04	5.47	5.98np	5.22	5.71	5.23	6.05	5.48	5.89	5.42	6.73mn prt	5.97	6.54np rt	5.97	5.56	5.68	5.81	5.87
Standard deviation	2.59	2.45	2.72	2.79	2.65	2.85	2.62	2.26	2.16	2.46	2.54	2.56	2.78	2.56	2.66	2.43	2.70	2.07	2.87	2.46	2.91	2.41	2.69	2.37	2.62	2.48	2.60	2.54	2.85
Standard error	0.09	0.12	0.13	0.32	0.24	0.26	0.22	0.19	0.15	0.16	0.17	0.22	0.19	0.10	0.33	0.40	0.30	0.26	0.38	0.29	0.45	0.28	0.25	0.24	0.33	0.49	0.23	0.14	0.32
NET: 0-1	64 7%	25 6%	39 8%	13 13%h	11 8%h	14 9%h	14 8%h	7 6%	6 3%	18 7%	16 7%	10 6%	21 9%	48 7%	* 1%	9 9%	3 4%	10 14%ou	5 7%	6 14%ou	2 3%	8 6%	4 4%	7 10%	2 6%	11 8%	27 7%	10 11%	
NET: 2-3	78 9%	43 10%	36 8%	11 11%	12 8%	17 12%h	16 10%	12 9%	10 5%	17 7%	22 9%	14 8%	26 11%	63 9%	9 10%	8 21%mq	14 14%	4 5%	3 4%	6 8%	4 10%	6 7%	11 9%	8 8%	4 6%	3 8%	9 6%	32 9%	7 8%
NET: 4-6	265 29%	125 29%	140 30%	30 29%	47 31%	39 27%	50 31%	51 38%h	49 23%	71 28%	73 31%	58 33%	63 27%	220 30%	25 28%	12 29%	29 29%	25 34%	20 28%	23 33%	9 20%	21 25%	43 36%	28 25%	19 26%	11 38%	53 40%	110 30%	23 26%
NET: 7-8	274 30%	152 35%b	123 26%	19 19%	34 23%	34 24%	44 27%	43 32%c	100 47%cd	94 37%l	74 31%	50 28%	57 24%	232 31%	21 23%	8 21%	28 28%	26 36%	22 30%	21 30%	16 35%	25 30%	28 23%	45 41%nov	29 41%nv	6 20%	31 23%	109 30%	31 35%
NET: 9-10	105 12%	51 12%	54 12%	5 5%	16 11%	18 13%	18 11%	9 7%	39 18%cg	29 12%	27 12%	24 14%	24 10%	95 13%	5 6%	5 13%	8 8%	5 7%	5 7%	7 10%	3 7%	21 25%mp	20 16%n	15 14%	9 12%	2 7%	17 13%	37 10%	12 13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 39

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Rishi Sunak

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	909	308	271	77	20	35	18	44	136
Weighted base	900	319	261	75*	19**	39**	14**	43*	129
10 - very effective indeed	43 5%	37 12%bch	3 1%	-	-	* 1%	-	* 1%	1 1%
9	63 7%	37 12%bh	9 4%	6 7%	3 15%	2 5%	-	3 6%	4 3%
8	129 14%	74 23%bh	21 8%	14 19%bh	3 17%	1 2%	-	7 16%	9 7%
7	145 16%	64 20%bh	30 11%	22 29%bh	5 24%	9 22%	1 10%	5 12%	11 8%
6	102 11%	36 11%	36 14%	7 9%	2 8%	5 12%	4 30%	5 12%	8 6%
5	103 11%	30 9%	32 12%	9 13%	3 18%	4 11%	3 20%	5 12%	16 12%
4	60 7%	11 3%	34 13%ach	2 3%	1 4%	2 5%	2 11%	2 5%	6 5%
3	48 5%	4 1%	15 6%a	8 10%a	1 5%	4 11%	2 11%	3 6%a	12 9%a
2	31 3%	3 1%	17 7%a	5 6%a	-	-	1 8%	3 6%a	3 2%
1	18 2%	3 1%	10 4%a	-	1 3%	-	-	3 7%each	1 1%
0 - not at all effective	47 5%	3 1%	24 9%a	2 2%	1 5%	4 9%	* 3%	2 5%	11 8%a
Don't know	113 13%	17 5%	32 12%ac	* *	-	9 23%	1 7%	5 12%c	48 37%abcg
Mean	5.88	7.20bcgh	4.73	6.01bh	6.11	5.15	4.74	5.29	4.76
Standard deviation	2.59	2.00	2.60	2.20	2.48	2.54	1.78	2.74	2.70

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 39

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Rishi Sunak

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	900	319	261	75*	19**	39**	14**	43*	129
Standard error	0.09	0.12	0.17	0.25	0.56	0.47	0.43	0.43	0.29
NET: 0-1	64 7%	7 2%	33 13% ^{cac}	2 2%	2 9%	4 9%	* 3%	5 12% ^a	12 9% ^a
NET: 2-3	78 9%	7 2%	32 12% ^a	12 16% ^a	1 5%	4 11%	3 19%	5 12% ^a	14 11% ^a
NET: 4-6	265 29%	77 24%	101 39% ^{ach}	19 25%	6 30%	11 27%	9 61%	12 29%	30 23%
NET: 7-8	274 30%	138 43% ^{bh}	50 19%	36 48% ^{bgh}	8 41%	9 24%	1 10%	12 28%	20 15%
NET: 9-10	105 12%	74 23% ^{bcgh}	12 5%	6 7%	3 15%	2 5%	- -	3 7%	5 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 40

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Andy Burnham

Base: All asked about individuals

	Gender			Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Pri-vate (B)
Unweighted base	909	421	488	88	155	145	156	143	222	286	267	129	227	773	66	34	95	84	68	78	46	85	129	120	80	24	145	364	74
Weighted base	908	423	485	92*	157	142	165	137	214	275	258	162	213	778	65*	33**	105*	83*	73*	69*	39*	84*	127	122*	82*	26**	144	385	82*
10 - very effective indeed	27	16	12	2	7	3	6	2	6	13	4	2	8	27	1	1	14	3	3	*	-	1	3	1	1	-	3	14	4
	3%	4%	2%	2%	5%	2%	4%	2%	3%	5%	2%	2%	4%	3%	1%	5%	14% tuvwx	3%	4%	1%	-	1%	2%	*	1%	-	2%	4%	4%
9	50	25	26	3	4	11	12	8	11	17	15	11	7	44	5	3	13	2	*	1	*	4	8	9	4	*	11	21	5
	6%	6%	5%	4%	3%	8%	7%	6%	5%	6%	6%	7%	4%	6%	8%	9%	12% mqr	2%	1%	1%	5%	6%	7%	5%	2%	7%	6%	6%	
8	89	49	40	12	12	17	15	17	15	31	24	14	20	76	7	7	11	6	6	4	2	5	18	12	8	4	14	40	17
	10%	12%	8%	13%	8%	12%	9%	13%	7%	11%	9%	9%	9%	10%	11%	22%	10%	7%	9%	6%	4%	6%	14%	10%	10%	15%	10%	10%	20%
7	93	53	40	12	14	17	15	18	18	31	35	6	22	79	6	*	14	14	7	6	4	6	9	12	11	4	17	33	7
	10%	12%	8%	13%	9%	12%	9%	13%	9%	11% k	13% k	4%	10% k	10%	10%	1%	13%	17% v	10%	9%	11%	7%	7%	10%	13%	15%	12%	8%	9%
6	73	38	34	4	15	11	10	15	18	19	27	13	14	61	8	4	5	3	5	9	2	3	12	11	8	3	11	27	12
	8%	9%	7%	4%	10%	8%	6%	11%	8%	7%	10%	8%	7%	8%	12%	11%	5%	4%	7%	14% u	4%	3%	9%	9%	10%	10%	8%	7%	15%
5	111	59	52	8	21	12	29	9	31	35	28	22	28	102	2	2	18	11	6	5	6	15	16	15	13	2	13	56	7
	12%	14%	11%	9%	13%	9%	18% eg	7%	15% g	13%	11%	13%	13%	13% n	4%	7%	17% n	13%	8%	8%	14%	17% n	13%	12%	16% n	7%	9%	15%	9%
4	51	27	24	4	3	7	10	12	14	15	16	9	11	45	3	1	4	5	6	2	3	6	9	4	7	-	5	23	4
	6%	6%	5%	4%	2%	5%	6%	9% d	7%	5%	6%	6%	5%	6%	5%	4%	4%	6%	9%	3%	7%	7%	7%	3%	8%	-	3%	6%	5%
3	41	22	19	5	2	5	6	8	16	16	13	2	10	32	4	-	5	7	5	2	3	7	4	1	1	2	9	16	10
	5%	5%	4%	5%	1%	3%	4%	6% d	7% d	6%	5%	1%	5%	4%	5%	-	4%	9% wx	7%	3%	7% w	9% wx	3%	1%	1%	9%	6%	4%	12%
2	37	21	16	7	4	1	8	10	8	16	11	6	3	34	1	3	1	3	4	3	1	3	6	7	5	1	6	17	2
	4%	5%	3%	7% e	2%	1%	5%	7% e	4%	6% l	4%	4%	2%	4%	2%	8%	1%	3%	6%	4%	2%	3%	4%	6%	6%	3%	4%	4%	3%
1	26	17	9	-	3	-	5	6	12	8	4	7	6	19	2	-	4	2	-	2	3	5	2	4	-	2	3	9	-
	3%	4%	2%	-	2%	-	3%	5% e	6% ce	3%	2%	5%	3%	2%	3%	-	4%	3%	-	2%	8% mvx	6% x	1%	3%	-	9%	2%	2%	-
0 - not at all effective	52	29	23	1	6	7	12	10	15	16	14	12	10	44	4	-	5	7	5	4	4	5	8	8	2	-	9	21	5
	6%	7%	5%	1%	4%	5%	7%	8%	7%	6%	6%	7%	5%	6%	6%	-	5%	9%	7%	6%	10%	6%	7%	6%	2%	-	6%	5%	6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 40
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Andy Burnham
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	908	423	485	92*	157	142	165	137	214	275	258	162	213	778	65*	33**	105*	83*	73*	69*	39*	84*	127	122*	82*	26**	144	385	82*
Don't know	258	67	191	34	65	52	37	20	50	58	69	57	75	216	22	10	11	20	24	30	12	26	32	39	23	8	43	107	9
	28%	16%	39%a	37%fgh	42%fgh	37%fgh	23%	15%	23%	21%	27%	35%i	35%i	28%p	34%p	32%	11%	25%p	33%p	43%mpq	31%p	31%p	25%p	32%p	28%p	31%	30%	28%	11%
Mean	5.39	5.33	5.46	5.84	5.79h	6.06gh	5.31	5.09	4.92	5.44	5.44	5.00	5.53	5.44u	5.58	6.62	6.37mq rsuw	4.91	4.98	4.92	4.03	4.57	5.48	5.36	5.72u	5.45	5.44	5.44	5.77
Standard deviation	2.75	2.78	2.71	2.45	2.62	2.59	2.83	2.82	2.78	2.82	2.60	2.91	2.69	2.74	2.83	2.40	2.87	0.34	2.76	2.63	2.68	2.65	2.74	2.77	2.22	2.53	2.84	2.73	2.64
Standard error	0.11	0.15	0.16	0.33	0.27	0.27	0.26	0.26	0.21	0.19	0.18	0.33	0.22	0.12	0.41	0.50	0.31	0.34	0.42	0.38	0.47	0.34	0.29	0.31	0.30	0.68	0.29	0.17	0.33
NET: 0-1	78	46	32	1	9	7	17	17	27	24	19	19	16	63	6	-	9	9	5	6	7	10	10	11	2	2	13	30	5
	9%	11%b	7%	1%	6%	5%	10%c	12%c	12%ce	9%	7%	12%	8%	8%	9%	9%	11%x	7%	9%	18%mx	12%x	8%	9%	2%	2%	9%	9%	8%	6%
NET: 2-3	78	43	35	11	5	6	14	18	23	33	24	8	13	67	5	3	6	10	9	5	4	10	10	8	6	3	15	34	12
	9%	10%	7%	13%de	3%	4%	8%	13%de	11%de	12%l	9%	5%	6%	9%	7%	8%	6%	12%	13%	7%	9%	12%	8%	7%	7%	12%	10%	9%	15%
NET: 4-6	235	125	110	16	39	30	49	36	64	69	70	44	52	207	13	7	28	19	18	17	10	23	38	30	28	4	29	106	24
	26%	29%b	23%	17%	25%	21%	30%	27%	30%c	25%	27%	28%	24%	27%	21%	23%	26%	23%	24%	25%	25%	27%	29%	25%	34%	17%	20%	28%	29%
NET: 7-8	182	102	80	24	26	33	30	35	33	62	58	20	42	154	14	8	24	20	14	10	6	11	26	24	19	8	32	73	24
	20%	24%b	16%	26%	17%	23%	18%	26%h	15%	23%k	22%k	12%	20%	20%	21%	24%	23%	24%	19%	15%	15%	13%	21%	20%	23%	29%	22%	19%	29%
NET: 9-10	77	40	37	6	12	14	18	10	18	29	19	13	16	71	6	4	27	4	3	1	*	5	11	9	5	*	13	36	8
	9%	9%	8%	6%	7%	10%	11%	8%	8%	11%	7%	8%	7%	9%	9%	14%	26%mnqr stuvwx	5%	4%	2%	1%	6%	9%	8%	7%	2%	9%	9%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 41

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Andy Burnham

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	909	314	266	73	23	37	19	44	133
Weighted base	908	322	269	72*	22**	38*	15**	47*	124
10 - very effective indeed	27 3%	2 1%	17 6%a	2 2%	1 4%	1 2%	-	3 6%a	2 2%
9	50 6%	9 3%	23 8%ah	11 15%ah	1 5%	2 5%	2 11%	2 5%h	* *
8	89 10%	24 8%h	35 13%ah	15 21%ah	2 11%	5 13%h	2 14%	4 8%h	1 1%
7	93 10%	29 9%	35 13%h	11 16%h	3 14%	3 8%	1 7%	5 11%	6 5%
6	73 8%	22 7%	24 9%h	9 13%h	-	7 17%ah	5 35%	3 5%	3 2%
5	111 12%	55 17%bce	26 10%	4 5%	1 4%	1 2%	1 7%	8 16%	15 12%
4	51 6%	22 7%	17 6%	3 4%	1 5%	-	1 6%	3 7%	4 3%
3	41 5%	22 7%b	7 3%	1 1%	1 5%	3 8%	-	3 6%	4 4%
2	37 4%	23 7%b	6 2%	1 2%	1 2%	-	* 2%	2 4%	3 3%
1	26 3%	20 6%b	* *	2 3%b	-	-	-	2 5%b	2 1%
0 - not at all effective	52 6%	26 8%b	9 3%	1 2%	1 6%	2 5%	-	4 8%	9 7%
Don't know	258 28%	68 21%	67 25%	13 18%	10 44%	15 39%ac	3 17%	9 20%	74 60%abceg
Mean	5.39	4.43	6.38ah	6.82ah	5.79	5.97	6.52	5.19	4.11
Standard deviation	2.75	2.63	2.48	2.20	3.10	2.60	1.63	2.94	2.72

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 41

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Andy Burnham

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	908	322	269	72*	22**	38*	15**	47*	124
Standard error	0.11	0.17	0.18	0.28	0.83	0.52	0.42	0.51	0.37
NET: 0-1	78 9%	46 14%bc	10 4%	3 4%	1 6%	2 5%	-	6 12%b	11 9%
NET: 2-3	78 9%	45 14%bch	14 5%	2 3%	2 7%	3 8%	* 2%	4 9%	8 6%
NET: 4-6	235 26%	99 31%h	68 25%	15 21%	2 9%	7 20%	7 48%	14 29%	22 18%
NET: 7-8	182 20%	53 16%h	70 26%ah	27 37%ah	5 24%	8 22%h	3 21%	9 19%h	7 5%
NET: 9-10	77 9%	11 3%	40 15%ah	12 17%ah	2 9%	2 6%	2 11%	5 11%ah	3 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 42

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Marcus Rashford

Base: All asked about individuals

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	912	451	461	105	126	143	149	159	230	261	249	157	245	738	86	38	98	70	63	65	64	74	131	120	79	24	134	379	72
Weighted base	923	467	456	113*	140*	143	146	156	225	254	251	192	226	755	86*	34*	105*	70*	74*	54*	60*	72*	130	130*	88*	22**	138	395	85*
10 - very effective indeed	135	68	66	21	28	30	18	17	22	35	37	21	41	113	12	8	20	16	9	5	5	10	21	12	12	5	21	60	13
	15%	15%	15%	19%h	20%h	21%gh	12%	11%	10%	14%	15%	11%	18%	15%	14%	24%tw	19%	23%stw	12%	9%	8%	15%	16%	9%	13%	22%	15%	15%	15%
9	75	35	40	9	12	6	14	16	19	31	21	7	16	57	8	1	9	3	5	2	4	8	14	5	9	7	15	37	11
	8%	8%	9%	8%	8%	4%	10%	10%	8%	12%k	8%	4%	7%	8%	9%	3%	9%	5%	7%	5%	7%	11%	11%	4%	10%	31%	11%	9%	13%
8	125	69	57	13	21	20	25	17	29	36	37	22	30	108	11	3	13	6	18	5	5	10	19	24	12	*	28	51	13
	14%	15%	12%	11%	15%	14%	17%	11%	13%	14%	15%	12%	13%	14%	13%	8%	12%	9%	24%qt	10%	9%	13%	14%	18%	13%	2%	21%	13%	15%
7	106	62	44	15	13	22	13	20	23	29	31	26	20	90	9	7	16	10	7	4	6	9	11	13	12	2	11	55	16
	12%	13%	10%	13%	9%	15%	9%	13%	10%	11%	12%	14%	9%	12%	10%	20%	16%	15%	10%	7%	10%	12%	8%	10%	14%	9%	8%	14%	19%
6	78	35	44	11	7	11	10	16	23	25	21	17	16	65	4	5	13	2	3	8	7	*	10	13	12	2	6	37	7
	8%	7%	10%	9%	5%	8%	7%	11%	10%	10%	8%	9%	7%	9%u	5%	15%qu	12%u	4%	4%	14%qu	12%u	1%	7%	10%u	14%u	8%	4%	9%	8%
5	93	50	43	9	8	14	15	18	30	28	21	22	22	78	8	1	8	8	6	4	5	12	16	18	6	1	17	36	6
	10%	11%	10%	8%	5%	9%	10%	11%	13%d	11%	8%	11%	10%	10%	10%	3%	8%	12%	8%	7%	9%	16%	12%	14%	7%	6%	12%	9%	7%
4	24	12	12	3	1	1	4	8	7	5	5	7	6	20	1	-	5	1	4	1	3	1	7	-	1	-	2	11	3
	3%	3%	3%	3%	1%	1%	3%	5%	3%	2%	2%	4%	3%	3%	1%	-	5%w	1%	5%w	2%	5%w	1%	5%w	-	1%	-	2%	3%	4%
3	25	13	13	1	6	*	6	3	8	9	11	2	3	21	3	3	1	2	5	3	1	-	2	4	-	5	10	5	
	3%	3%	3%	1%	5%e	*	4%e	2%	4%	3%	5%	1%	1%	3%	4%	9%mpuv	1%	3%	6%	5%	2%	-	2%	2%	5%	-	3%	2%	6%
2	21	18	4	1	4	4	4	3	5	6	6	5	4	19	1	1	6	1	-	2	-	2	3	4	-	1	7	6	4
	2%	4%b	1%	1%	3%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	6%	1%	-	3%	-	3%	3%	3%	-	5%B	1%	1%	5%
1	11	8	3	1	-	2	1	2	6	5	3	1	2	10	1	2	2	1	1	-	*	1	1	2	1	-	2	3	-
	1%	2%	1%	1%	-	1%	*	1%	3%	2%	1%	1%	1%	1%	1%	5%	1%	1%	1%	-	1%	2%	1%	2%	1%	-	1%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 42
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Marcus Rashford
Base: All asked about individuals

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	923	467	456	113*	140*	143	146	156	225	254	251	192	226	755	86*	34*	105*	70*	74*	54*	60*	72*	130	130*	88*	22**	138	395	85*
0 - not at all effective	38	25	13	3	6	6	7	5	11	13	4	12	8	25	3	-	2	1	2	2	10	2	4	6	4	-	11	10	3
	4%	5%	3%	3%	4%	4%	5%	4%	5%	5%	2%	6%j	4%	3%	4%	-	2%	2%	3%	5%	16%mnop	3%	3%	5%	5%	-	8%B	2%	3%
Don't know	191	74	117	27	34	28	30	30	43	33	53	47	59	149	25	3	10	17	14	18	13	17	23	32	15	4	15	79	4
	21%	16%	26%a	24%	24%	19%	21%	19%	19%	13%	21%i	24%i	26%i	20%p	28%op	10%	9%	25%p	19%	34%mpop	22%p	23%p	18%	25%p	17%	17%	11%	20%A	5%
Mean	6.73	6.53	6.97	7.27h	7.15h	7.07h	6.62	6.56	6.22	6.66	6.93k	6.23	7.06k	6.78t	6.89t	6.87	6.84t	7.23t	6.82t	6.17	5.39	6.90t	6.95t	6.43	6.77t	8.00	6.51	7.02	6.81
Standard deviation	2.73	2.87	2.54	2.46	2.84	2.71	2.80	2.58	2.78	2.80	2.54	2.83	2.72	2.65	2.78	2.73	2.62	2.63	2.60	2.79	3.36	2.73	2.61	2.67	2.67	2.27	3.09	2.47	2.61
Standard error	0.10	0.15	0.14	0.27	0.29	0.25	0.25	0.23	0.21	0.19	0.18	0.26	0.20	0.11	0.35	0.47	0.28	0.36	0.36	0.42	0.49	0.36	0.25	0.28	0.33	0.51	0.28	0.14	0.32
NET: 0-1	49	33	16	4	6	7	8	7	17	17	8	14	10	34	4	2	4	2	3	2	10	4	5	8	5	-	12	13	3
	5%	7%b	3%	3%	4%	5%	5%	5%	8%	7%	3%	7%	4%	5%	5%	5%	4%	3%	4%	5%	17%mnop	5%	4%	6%	6%	-	9%B	3%	3%
NET: 2-3	47	30	17	2	10	5	11	7	13	15	17	7	7	40	5	4	7	3	5	4	1	2	5	5	4	1	12	15	10
	5%	6%	4%	1%	7%	3%	7%	4%	6%	6%	7%	4%	3%	5%	5%	12%	7%	4%	6%	8%	2%	3%	4%	4%	5%	5%	9%	4%	11%
NET: 4-6	195	96	99	23	16	26	28	42	60	58	47	47	43	164	13	6	27	12	12	12	15	13	32	30	19	3	24	84	16
	21%	21%	22%	20%	12%	18%	19%	27%d	27%d	23%	19%	24%	19%	22%	15%	18%	26%	17%	17%	23%	25%	18%	25%	23%	21%	14%	18%	21%	19%
NET: 7-8	232	131	101	28	34	42	38	38	52	65	68	49	50	198	20	10	29	16	25	9	11	18	29	37	24	2	39	106	28
	25%	28%	22%	24%	24%	29%	26%	24%	23%	26%	27%	25%	22%	26%	23%	28%	28%	23%	34%	17%	18%	26%	23%	28%	27%	11%	28%	27%	34%
NET: 9-10	210	104	106	30	39	36	32	32	40	66	58	29	57	170	20	9	28	19	14	7	9	18	35	18	20	12	36	97	24
	23%	22%	23%	27%	28%h	25%	22%	21%	18%	26%k	23%	15%	25%k	22%w	23%	27%	27%w	28%w	19%	13%	15%	25%	27%w	14%	23%	53%	26%	25%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 43

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Marcus Rashford

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	912	304	275	77	22	37	22	37	138
Weighted base	923	329	265	75*	20**	39**	17**	39**	139
10 - very effective indeed	135 15%	42 13%	57 21%ah	11 15%	-	7 18%	2 12%	3 9%	13 9%
9	75 8%	19 6%	31 12%ah	7 9%	-	4 11%	* 2%	7 17%	7 5%
8	125 14%	41 13%	42 16%h	16 21%h	2 10%	7 17%	3 15%	7 18%	8 6%
7	106 12%	52 16%h	28 11%	9 12%	1 7%	2 6%	4 22%	2 5%	8 6%
6	78 8%	35 11%	15 6%	5 7%	1 5%	* 1%	2 11%	6 15%	13 10%
5	93 10%	37 11%	21 8%	11 14%	2 12%	6 16%	1 7%	1 2%	14 10%
4	24 3%	11 3%	7 3%	2 2%	-	-	-	1 2%	3 2%
3	25 3%	13 4%	6 2%	* 1%	-	3 8%	-	-	3 2%
2	21 2%	8 3%	3 1%	2 3%	3 13%	-	1 8%	2 5%	2 2%
1	11 1%	7 2%	2 1%	-	1 3%	-	-	-	1 1%
0 - not at all effective	38 4%	19 6%b	4 2%	1 2%	2 8%	1 4%	-	1 3%	9 6%b
Don't know	191 21%	44 14%	49 18%	11 15%	8 42%	8 19%	4 24%	9 23%	58 42%abc
Mean	6.73	6.26	7.56ah	7.16ah	4.26	7.06	6.89	7.08	5.97
Standard deviation	2.73	2.81	2.36	2.27	2.94	2.76	2.27	2.58	3.04

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 43

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Marcus Rashford

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	923	329	265	75*	20**	39**	17**	39**	139
Standard error	0.10	0.18	0.16	0.28	0.79	0.50	0.55	0.49	0.33
NET: 0-1	49 5%	27 8% ^b	6 2%	1 2%	2 11%	1 4%	-	1 3%	10 7% ^b
NET: 2-3	47 5%	21 6%	9 3%	3 3%	3 13%	3 8%	1 8%	2 5%	5 4%
NET: 4-6	195 21%	83 25% ^b	43 16%	18 24%	3 17%	6 16%	3 17%	8 19%	30 22%
NET: 7-8	232 25%	93 28% ^h	70 27% ^h	24 32% ^h	3 17%	9 23%	6 37%	9 23%	16 12%
NET: 9-10	210 23%	60 18%	88 33% ^{ah}	18 24%	-	12 29%	2 14%	10 26%	19 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 44
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Jurgen Klopp
Base: All asked about individuals

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	910	431	479	107	156	138	172	140	197	242	270	158	240	755	91	35	84	76	79	78	45	89	128	117	69	19	144	378	80
Weighted base	929	454	475	106*	167	148	180	132	195	231	263	205	230	776	90*	32**	94*	78*	86*	71*	43*	89*	130	129*	68*	20**	146	399	90*
10 - very effective indeed	83	51	32	10	18	17	17	7	14	19	27	17	19	67	6	2	18	12	5	4	7	8	8	11	1	2	14	40	8
	9%	11%b	7%	9%	11%	12%	9%	6%	7%	8%	10%	8%	8%	9%	7%	6%	19%mnrsvx	15%xs	5%	5%	17%v	9%	6%	8%	2%	9%	10%	10%	9%
9	74	59	15	5	8	13	20	13	16	23	22	10	19	60	10	*	4	5	6	7	3	6	20	10	3	1	12	35	16
	8%	13%b	3%	4%	5%	8%	11%	10%	8%	10%	8%	5%	8%	8%	11%	1%	4%	6%	7%	10%	8%	6%	15%mpx	8%	4%	3%	8%	9%	18%
8	139	92	47	12	20	27	23	23	33	46	40	30	23	117	17	2	20	8	23	8	2	8	16	19	13	3	26	63	15
	15%	20%b	10%	12%	12%	18%	13%	18%	17%	20%l	15%	15%	10%	15%	19%t	8%	21%tu	10%	26%mqstuv	12%	4%	9%	13%	14%	19%t	15%	18%	16%	16%
7	69	41	28	12	11	7	12	13	15	19	24	14	12	59	4	2	11	5	10	4	4	5	7	11	3	3	12	37	9
	7%	9%	6%	11%	7%	4%	7%	10%	7%	8%	9%	7%	5%	8%	4%	8%	11%	6%	12%	6%	9%	5%	8%	9%	5%	3%	8%	9%	10%
6	50	34	16	8	9	12	8	6	6	13	10	19	7	46	1	3	2	8	2	2	3	4	14	9	2	-	5	28	7
	5%	8%b	3%	8%	6%	8%	5%	4%	3%	6%	4%	9%j	3%	6%	1%	9%	2%	10%n	3%	3%	7%	4%	11%np	7%	3%	-	3%	7%	8%
5	63	38	25	7	15	6	21	7	7	20	20	8	14	48	9	2	2	4	6	3	3	4	11	8	7	3	17	29	12
	7%	8%	5%	6%	9%h	4%	11%eh	5%	3%	9%	8%	4%	6%	6%	10%	6%	3%	6%	7%	5%	6%	5%	8%	6%	10%	14%	12%	7%	14%
4	17	10	7	1	2	2	3	3	7	6	5	4	1	11	5	1	2	-	-	1	1	4	-	3	-	-	3	6	3
	2%	2%	2%	1%	1%	1%	1%	3%	4%	3%	2%	2%	1%	1%	5%mv	3%	2%	-	-	2%	2%	4%v	-	3%	-	-	2%	2%	3%
3	19	11	8	1	5	1	1	1	9	6	7	1	5	16	1	-	2	-	-	2	2	2	3	3	4	-	*	7	*
	2%	2%	2%	1%	3%	*	1%	1%	5%ef	3%	3%	1%	2%	2%	1%	-	2%	-	-	3%	4%	2%	2%	6%r	-	-	*	2%	1%
2	15	7	8	2	8	*	2	-	3	2	3	6	5	11	2	3	-	-	2	2	-	-	1	-	3	-	2	7	3
	2%	2%	2%	2%	5%eg	*	1%	-	2%	1%	1%	3%	2%	1%	2%	9%	-	-	2%	3%	5%puw	-	1%	-	5%w	-	1%	2%	3%
1	1	-	1	1	1	-	-	-	-	*	1	-	-	1	-	-	-	-	-	-	-	*	*	1	-	-	1	*	1
	*	-	*	1%	*	-	-	-	-	*	*	-	-	*	-	-	-	-	-	-	-	*	*	*	-	-	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 44
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Jurgen Klopp
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Weighted base	929	454	475	106*	167	148	180	132	195	231	263	205	230	776	90*	32**	94*	78*	86*	71*	43*	89*	130	129*	68*	20**	146	399	90*
0 - not at all effective	23 2%	9 2%	14 3%	2 2%	1 1%	6 4%	5 3%	1 1%	8 4%	6 2%	2 1%	9 5% ^{ej}	6 2%	21 3%	1 2%	-	4 5%	1 1%	2 2%	4 6%	* 1%	3 4%	2 2%	4 3%	1 1%	-	4 3%	8 2%	3 4%
Don't know	376 40%	101 22%	275 58% ^{aa}	45 42%	68 41%	58 39%	68 38%	58 44%	80 41%	70 30%	102 39%	86 42% ^{ai}	118 51% ^{ij}	317 41%	34 38%	16 50%	29 31%	36 47%	30 35%	33 46%	16 36%	45 51% ^p	47 36%	51 39%	30 44%	9 45%	50 34%	139 35%	14 15%
Mean	6.98	7.21 ^b	6.56	6.88	6.71	7.29	7.06	7.41	6.64	7.01	7.22	6.62	6.96	6.97	6.96	6.14	7.49 ^x	7.76 ^{sx}	7.16	6.30	6.91	6.68	7.08	6.94	6.17	7.38	6.96	7.10	6.83
Standard deviation	2.52	2.30	2.82	2.47	2.58	2.57	2.48	1.86	2.80	2.35	2.29	2.80	2.73	2.53	2.45	2.57	2.65	1.99	2.19	3.16	2.80	2.88	2.30	2.47	2.49	1.79	2.51	2.36	2.56
Standard error	0.11	0.13	0.20	0.32	0.27	0.29	0.24	0.21	0.26	0.19	0.18	0.30	0.26	0.12	0.33	0.62	0.36	0.32	0.31	0.51	0.52	0.42	0.26	0.30	0.41	0.57	0.27	0.15	0.32
NET: 0-1	24 3%	9 2%	15 3%	3 3%	2 1%	6 4%	5 3%	1 1%	8 4%	6 3%	4 1%	9 5%	6 2%	23 3%	1 2%	-	4 5%	1 1%	2 2%	4 6%	* 1%	3 4%	3 2%	4 3%	1 1%	-	5 4%	8 2%	4 5%
NET: 2-3	34 4%	19 4%	15 3%	3 3%	13 8% ^{efg}	1 1%	3 2%	1 1%	12 6% ^{eg}	8 3%	10 4%	7 3%	10 4%	27 3%	3 3%	3 9%	2 2%	-	2 2%	4 6%	4 9% ^q	2 2%	4 3%	3 2%	7 11% ^{mpqu}	-	2 2%	15 4%	3 3%
NET: 4-6	130 14%	82 18% ^b	48 10%	16 15%	27 16%	20 14%	32 18%	16 12%	19 10%	40 17% ^l	36 13%	31 15%	23 10%	106 14%	14 16%	6 18%	7 7%	12 16%	9 10%	7 9%	7 16%	12 13%	25 19% ^p	20 16%	9 13%	3 14%	25 17%	63 16%	22 25%
NET: 7-8	208 22%	134 29% ^b	75 16%	24 23%	31 19%	33 22%	35 20%	36 27%	47 24%	65 28% ^l	64 24% ^l	44 22%	35 15%	176 23%	21 23%	5 15%	31 33% ^{qtu}	12 16%	33 38% ^{mqs}	13 18%	6 13%	13 14%	23 18%	30 23%	16 24%	6 29%	38 26%	100 25%	23 26%
NET: 9-10	157 17%	110 24% ^b	47 10%	15 14%	26 16%	30 20%	37 20%	20 15%	29 15%	42 18%	50 19%	27 13%	38 17%	128 16% ^x	16 18%	2 8%	22 23% ^x	16 21% ^x	10 12%	11 15%	11 25% ^x	14 15%	27 21% ^x	21 16%	4 6%	2 12%	26 18%	75 19%	24 27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 45

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Jurgen Klopp

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	910	296	263	70	24	41	21	44	151
Weighted base	929	322	264	69*	21**	43*	20**	49*	143
10 - very effective indeed	83 9%	30 9%	29 11%	3 4%	1 5%	6 13%	2 13%	1 3%	10 7%
9	74 8%	28 9%h	21 8%h	9 14%h	3 14%	5 11%h	2 10%	3 6%	3 2%
8	139 15%	57 18%b	25 9%	20 29%bh	-	8 18%	3 18%	9 18%	17 12%
7	69 7%	31 10%c	23 9%c	1 1%	2 11%	1 3%	4 19%	2 4%	6 4%
6	50 5%	20 6%	18 7%	1 2%	-	* 1%	1 5%	4 9%	4 3%
5	63 7%	25 8%	17 6%	3 4%	* 2%	6 13%	* 2%	4 8%	7 5%
4	17 2%	6 2%	5 2%	1 2%	-	1 3%	* 1%	1 3%	2 2%
3	19 2%	12 4%	3 1%	1 1%	* 2%	* 1%	-	-	3 2%
2	15 2%	7 2%	3 1%	-	1 6%	1 2%	-	1 2%	2 1%
1	1 *	-	1 1%	-	-	-	-	-	-
0 - not at all effective	23 2%	9 3%	10 4%	1 1%	-	1 3%	-	-	3 2%
Don't know	376 40%	98 30%	109 41%a	28 41%	12 60%	13 31%	6 32%	23 47%	86 60%abce
Mean	6.98	6.89	6.91	7.63	7.11	7.05	7.89	6.83	6.83
Standard deviation	2.52	2.49	2.73	1.98	2.82	2.73	1.51	1.93	2.64

Leadership Survey
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Absolutes/col percents

Table 45

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Jurgen Klopp

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	929	322	264	69*	21**	43*	20**	49*	143
Standard error	0.11	0.17	0.22	0.33	0.89	0.53	0.44	0.41	0.33
NET: 0-1	24 3%	9 3%	11 4%	1 1%	-	1 3%	-	-	3 2%
NET: 2-3	34 4%	19 6%	6 2%	1 1%	2 8%	1 3%	-	1 2%	4 3%
NET: 4-6	130 14%	51 16%	40 15%	6 9%	* 2%	7 17%	2 9%	10 20%	14 10%
NET: 7-8	208 22%	88 27%bh	48 18%	20 30%bh	2 11%	9 22%	7 36%	11 22%	23 16%
NET: 9-10	157 17%	58 18%h	50 19%h	12 18%	4 19%	10 24%h	4 22%	4 8%	13 9%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 46
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Joe Biden
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	907	424	483	96	150	156	147	153	205	259	269	136	243	763	75	31	93	84	61	73	41	95	124	121	81	28	143	368	74
Weighted base	891	430	461	102*	151	152	147	141	197	252	264	158	218	753	79*	32**	103*	74*	63*	62*	33*	93*	116*	126*	85*	26**	135	375	78*
10 - very effective indeed	15 2%	10 2%	5 1%	1 1%	6 4%h	4 2%	2 1%	2 1%	* *	7 3%	5 2%	- -	2 1%	14 2%	- -	- -	1 2%	2 2%	- -	1 2%	2 2%	8 7%mnps wx	* *	- -	- -	- -	2 1%	10 3%	5 7%
9	28 3%	16 4%	11 2%	8 8%fg	7 4%g	5 3%	3 2%	- -	5 3%	9 3%	7 2%	8 5%	5 2%	24 3%	2 2%	2 7%	4 4%	2 3%	3 5%w	5 8%wx	2 7%wx	2 2%	5 5%w	- -	- -	- -	9 7%B	10 3%	7 9%
8	69 8%	40 9%	28 6%	10 10%	11 7%	15 10%	13 9%	9 6%	11 6%	24 9%	20 7%	10 6%	16 7%	58 8%	5 6%	3 9%	9 9%	4 5%	4 6%	4 7%	2 5%	7 8%	15 13%	7 6%	5 6%	4 15%	9 7%	36 9%	8 10%
7	114 13%	55 13%	59 13%	12 12%	24 16%	13 9%	23 15%	16 11%	26 13%	34 14%	40 15%	20 12%	20 9%	89 12%	18 23%mqst u	3 9%	12 12%	4 6%	7 12%	3 5%	2 6%	7 7%	15 13%	22 18%qs	15 18%qs	5 19%	15 11%	49 13%	10 13%
6	106 12%	57 13%	48 10%	10 9%	22 15%	27 18%h	16 11%	14 10%	16 8%	37 15%	43 13%	47 10%	27 9%	114 11%	11 15%	4 13%	19 12%	11 15%	5 8%	6 10%	3 9%	20 21%r	19 17%	15 12%	14 17%	5 18%	19 14%	67 18%	15 19%
5	132 15%	74 17%	58 13%	18 18%	21 14%	19 13%	21 14%	16 12%	37 19%	43 17%	47 18%	16 10%	27 12%	114 15%	11 13%	4 13%	19 19%	11 15%	5 8%	6 10%	3 9%	20 21%r	19 17%	15 12%	14 17%	5 18%	19 14%	67 18%	15 19%
4	47 5%	29 7%	18 4%	8 8%	4 3%	7 4%	6 4%	10 7%	11 6%	12 5%	17 7%	8 5%	9 4%	39 5%	5 6%	1 3%	5 5%	4 5%	6 9%	3 4%	* 1%	6 6%	2 2%	8 7%	4 5%	3 10%	6 5%	18 5%	5 6%
3	46 5%	25 6%	21 5%	9 9%f	5 3%	5 4%	2 2%	5 3%	20 10%defg	16 6%	14 5%	3 2%	13 6%	41 6%	2 3%	1 3%	13 13%mnqr sv	1 2%	1 2%	1 1%	1 3%	8 8%	4 4%	8 7%	3 4%	1 4%	6 4%	11 3%	8 10%
2	38 4%	21 5%	16 4%	4 4%	3 2%	3 3%	10 7%	7 5%	10 5%	8 3%	9 3%	11 7%	10 4%	28 9%uv	7 4%	1 4%	4 4%	7 10%mux	4 6%	3 6%	1 2%	1 1%	1 1%	4 3%	2 2%	2 9%	8 6%	14 4%	1 1%
1	18 2%	10 2%	8 2%	1 1%	2 1%	2 2%	4 3%	5 3%	3 2%	4 2%	2 1%	5 3%	7 3%	13 2%	* 1%	3 9%	3 2%	1 1%	- -	2 4%	3 9%mnrv wx	2 2%	1 1%	1 1%	1 1%	1 3%	2 2%	9 2%	* 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 46
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Joe Biden
Base: All asked about individuals

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		North Ireland (y)	Public (A)	Private (B)
Weighted base	891	430	461	102*	151	152	147	141	197	252	264	158	218	753	79*	32**	103*	74*	63*	62*	33*	93*	116*	126*	85*	26**	135	375	78*
0 - not at all effective	66 7%	36 8%	30 7%	5 5%	8 6%	12 8%	11 8%	14 10%	15 8%	15 6%	19 7%	14 9%	19 9%	60 8%	3 4%	2 5%	7 7%	8 10%	8 13%	6 10%	3 8%	6 6%	10 8%	8 7%	5 6%	* 2%	6 5%	26 7%	2 3%
Don't know	214 24%	57 13%	157 34%a	16 16%	38 25%	40 26%	36 24%	43 31%c	41 21%	42 17%	51 19%	49 31%ij	73 33%ij	187 25%	14 18%	11 34%	16 16%	26 35%npv	15 23%	17 28%	9 29%	27 29%	22 19%	30 24%	24 28%	3 11%	31 23%	86 23%	4 5%
Mean	5.11	5.11	5.10	5.42g	5.74gh	5.33g	5.07	4.51	4.71	5.42l	5.25l	4.83	4.64	5.08	5.34q	4.85	4.82	4.31	4.93	4.92	4.90	5.00	5.88mp	5.07	5.23	5.31	5.37	5.30	6.01
Standard deviation	2.58	2.60	2.56	2.43	2.52	2.63	2.64	2.67	2.44	2.45	2.43	2.81	2.72	2.61	2.19	3.03	2.46	2.83	2.94	2.89	3.06	2.52	2.78	2.26	2.19	2.19	2.48	2.59	2.34
Standard error	0.10	0.14	0.14	0.27	0.24	0.25	0.25	0.25	0.19	0.17	0.17	0.29	0.21	0.11	0.28	0.65	0.28	0.38	0.44	0.39	0.56	0.30	0.28	0.24	0.29	0.44	0.24	0.16	0.28
NET: 0-1	84 9%	46 11%	38 8%	6 6%	11 7%	15 10%	15 10%	19 13%	19 9%	19 7%	21 8%	19 12%	25 12%	74 10%	3 4%	5 15%	10 10%	9 12%	8 13%	8 13%	6 17%n	8 8%	11 9%	10 8%	6 7%	1 5%	9 6%	36 9%	3 3%
NET: 2-3	83 9%	46 11%	38 8%	13 12%	8 6%	9 6%	12 8%	12 8%	30 15%de	24 10%	23 9%	14 9%	23 10%	69 9%	9 12%	2 7%	18 17%tmvx	9 12%	5 8%	4 6%	2 6%	9 9%	5 5%	12 9%	5 6%	3 12%	14 11%	24 6%	9 11%
NET: 4-6	285 32%	160 37%b	124 27%	36 35%	47 31%	53 35%	43 29%	41 29%	64 33%	93 37%kl	97 37%kl	39 25%	55 25%	238 32%	27 35%	6 18%	34 33%	19 26%	20 31%	20 32%	9 29%	31 33%	34 29%	45 36%	30 35%	10 38%	46 34%	125 33%	32 41%
NET: 7-8	183 20%	95 22%	87 19%	22 22%	34 23%	28 18%	36 24%	25 18%	37 19%	58 23%	60 23%	29 19%	35 16%	147 20%	23 29%qs	6 18%	21 21%	8 11%	11 18%	8 12%	4 11%	14 15%	30 26%qs	29 23%	20 24%	9 34%	24 18%	85 23%	19 24%
NET: 9-10	42 5%	26 6%	16 4%	9 9%gh	13 8%gh	9 6%	5 3%	2 1%	6 3%	16 6%	12 5%	8 5%	7 3%	38 5%w	2 2%	2 7%	4 4%	3 4%	5 8%wx	5 8%wx	3 9%wx	4 5%	14 12%mpw	* *	- -	- -	11 8%	20 5%	12 16%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 47

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Joe Biden

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	907	290	274	72	22	32	26	42	149
Weighted base	891	289	279	68*	20**	34**	21**	39*	141
10 - very effective indeed	15 2%	2 1%	8 3%	2 3%	-	-	* 2%	-	2 1%
9	28 3%	8 3%	11 4%	1 1%	2 9%	-	2 11%	1 3%	2 2%
8	69 8%	13 4%	31 11%a	9 13%a	-	2 7%	2 11%	3 7%	8 6%
7	114 13%	38 13%h	39 14%h	12 17%h	1 6%	8 24%	4 19%	3 7%	8 6%
6	106 12%	24 8%	41 15%a	9 14%	-	7 21%	4 20%	7 19%	13 9%
5	132 15%	40 14%	52 19%h	7 10%	2 10%	5 16%	4 18%	10 25%h	13 10%
4	47 5%	23 8%	13 5%	3 4%	-	1 2%	1 6%	1 2%	4 3%
3	46 5%	22 8%	9 3%	1 2%	3 15%	-	-	2 6%	7 5%
2	38 4%	19 6%b	4 1%	2 4%	-	3 9%	1 3%	3 7%b	6 4%
1	18 2%	13 5%b	1 *	-	1 3%	* 1%	-	1 2%	2 2%
0 - not at all effective	66 7%	28 10%	16 6%	5 8%	3 13%	2 5%	-	2 5%	11 8%
Don't know	214 24%	59 20%	54 19%	16 24%	9 45%	5 15%	2 11%	6 15%	63 45%abcg
Mean	5.11	4.43	5.76ah	5.68ah	3.94	5.36	6.46	5.01	4.62
Standard deviation	2.58	2.63	2.34	2.60	3.23	2.19	1.77	2.24	2.76

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 47

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Joe Biden

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	891	289	279	68*	20**	34**	21**	39*	141
Standard error	0.10	0.17	0.16	0.35	0.89	0.42	0.38	0.38	0.30
NET: 0-1	84 9%	41 14%b	17 6%	5 8%	3 16%	2 6%	-	3 7%	13 9%
NET: 2-3	83 9%	40 14%b	13 5%	4 6%	3 15%	3 9%	1 3%	5 14%b	14 10%
NET: 4-6	285 32%	87 30%	106 38%h	19 28%	2 10%	13 39%	9 43%	18 46%h	30 22%
NET: 7-8	183 20%	51 18%	70 25%h	21 31%ah	1 6%	11 31%	6 30%	6 15%	17 12%
NET: 9-10	42 5%	10 4%	19 7%	3 4%	2 9%	-	3 13%	1 3%	4 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 48
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Jacinda Ardern
Base: All asked about individuals

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	908	431	477	91	160	160	140	130	227	290	245	144	229	754	75	39	79	87	68	75	51	93	127	115	71	28	132	377	71
Weighted base	894	422	472	95*	173	156	137	118	215	281	230	167	215	747	71*	40*	83*	80*	71*	65*	47*	82*	125	128*	73*	28**	125	382	75*
10 - very effective indeed	132	56	76	12	25	14	18	24	39	53	35	16	29	113	12	4	13	8	5	10	4	20	19	22	14	2	17	52	10
	15%	13%	16%	13%	15%	9%	13%	21%e	18%e	19%k	15%	10%	13%	15%	18%	9%	16%	10%	7%	15%	9%	24%qr	15%	17%	19%	8%	13%	13%	14%
9	72	47	25	6	11	7	13	11	23	30	25	9	7	59	10	1	1	9	6	6	-	10	12	7	7	3	10	25	10
	8%	11%b	5%	6%	6%	5%	10%	9%	11%	11%l	11%l	5%	3%	8%	14%opt	1%	2%	11%pt	9%	9%	-	12%pt	10%pt	6%	10%t	11%	8%	7%	14%
8	78	53	24	7	19	11	18	7	15	25	23	14	15	63	5	6	8	2	6	2	5	5	10	13	11	4	13	32	11
	9%	13%b	5%	8%	11%	7%	13%	6%	7%	9%	10%	8%	7%	8%	7%	15%qs	9%	2%	9%	10%	3%	6%	8%	11%	15%qs	15%	10%	8%	15%
7	50	28	22	4	11	17	9	2	8	15	16	12	7	42	4	1	4	6	1	3	1	1	12	6	8	3	3	30	8
	6%	7%	5%	4%	6%	11%gh	6%	2%	4%	5%	7%	7%	3%	6%	6%	2%	5%	8%	2%	5%	1%	2%	9%u	5%	12%ru	10%	2%	8%A	10%
6	26	15	10	2	5	5	5	1	6	8	8	5	4	23	1	2	4	2	5	3	1	-	2	4	2	1	4	12	7
	3%	4%	2%	2%	3%	3%	4%	1%	3%	3%	3%	3%	2%	3%	1%	4%	4%	2%	7%u	5%	3%	-	2%	3%	3%	3%	3%	3%	9%
5	52	32	21	6	8	9	10	5	14	17	13	8	15	44	4	6	6	7	5	2	2	1	8	5	3	3	6	25	4
	6%	7%	4%	7%	4%	6%	7%	4%	7%	6%	5%	5%	7%	6%	5%	15%msuw	8%	9%u	8%	3%	3%	1%	7%	4%	4%	11%	5%	7%	6%
4	20	11	9	2	5	7	-	2	3	7	5	1	7	15	2	-	4	3	1	-	2	-	5	3	-	-	5	6	6
	2%	3%	2%	2%	3%	5%f	-	2%	2%	2%	2%	1%	3%	2%	3%	-	5%	3%	1%	-	5%	-	4%	3%	-	-	4%	2%	8%
3	10	2	8	1	5	1	1	1	2	2	6	-	2	8	-	-	1	2	2	1	2	1	1	-	1	-	3	4	2
	1%	1%	2%	1%	3%	1%	1%	*	1%	1%	3%	-	1%	1%	-	-	1%	2%	3%	1%	3%	1%	1%	-	1%	-	2%	1%	3%
2	13	6	7	-	5	2	3	2	1	3	2	*	7	11	2	-	2	1	2	-	-	-	2	1	1	-	3	6	2
	1%	1%	1%	-	3%	1%	2%	1%	*	1%	1%	*	3%	1%	3%	5%	-	2%	2%	3%	-	-	2%	1%	2%	-	2%	2%	3%
1	4	2	1	1	-	-	3	1	-	-	-	-	4	4	-	-	1	*	1	1	-	1	-	-	-	-	1	3	1
	*	1%	*	1%	-	-	2%	*	-	-	-	-	2%i	1%	-	2%	-	*	1%	1%	-	1%	-	-	-	-	*	1%	1%
0 - not at all effective	18	5	13	3	-	6	6	2	2	6	5	1	7	18	1	-	2	3	3	1	-	1	2	3	4	-	4	4	1
	2%	1%	3%	3%d	-	4%d	4%dh	1%	1%	2%	2%	*	3%	2%	1%	-	2%	4%	5%	2%	-	1%	1%	2%	5%	-	3%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 48
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Jacinda Ardern
Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	894	422	472	95*	173	156	137	118	215	281	230	167	215	747	71*	40*	83*	80*	71*	65*	47*	82*	125	128*	73*	28**	125	382	75*
Don't know	419	164	255	51	79	75	52	60	102	115	93	101	111	347	30	19	39	37	34	35	31	44	53	64	21	12	57	185	13
	47%	39%	54%a	54%f	46%	48%	38%	51%f	47%	41%	40%	60%ij	52%ij	46%lx	42%	49%	46%	47%lx	48%lx	54%lx	65%mnv	53%lx	43%	50%lx	29%	42%	46%	48%	17%
Mean	7.36	7.43	7.28	7.17	7.39	6.57	6.94	8.01ef	7.96ef	7.71l	7.42l	7.75l	6.49	7.32	7.81	6.76	6.94	6.56	6.32	7.42	7.01	8.80mp	7.43	7.70	7.42	7.61	6.94	7.35	7.03
Standard deviation	2.69	2.40	3.00	2.93	2.47	2.81	2.97	2.66	2.28	2.55	2.59	1.93	3.24	2.75	2.49	2.40	2.84	2.99	3.08	2.90	2.52	2.16	2.50	2.57	2.81	1.70	3.03	2.50	2.46
Standard error	0.12	0.15	0.20	0.44	0.26	0.31	0.33	0.32	0.21	0.19	0.21	0.26	0.31	0.14	0.38	0.54	0.46	0.44	0.51	0.50	0.61	0.31	0.29	0.33	0.41	0.43	0.36	0.18	0.33
NET: 0-1	22	8	14	4	-	6	8	2	2	6	5	1	11	22	1	-	3	3	4	2	-	2	2	3	4	-	5	6	1
	2%	2%	3%	4%d	-	4%d	6%dh	2%	1%	2%	2%	*	5%k	3%	1%	-	4%	4%	6%	2%	-	2%	1%	2%	5%	-	4%	2%	2%
NET: 2-3	23	9	14	1	10	3	4	2	3	5	8	*	9	19	2	2	1	3	3	3	2	1	3	1	2	-	5	10	4
	3%	2%	3%	1%	6%h	2%	3%	2%	1%	2%	3%	*	4%k	3%	3%	5%	1%	4%	4%	4%	3%	1%	2%	1%	3%	-	4%	3%	6%
NET: 4-6	98	58	40	10	18	22	16	9	24	32	26	15	26	82	7	8	14	11	11	5	5	1	15	12	5	4	15	43	17
	11%	14%b	9%	11%	10%	14%	11%	7%	11%	11%	11%	9%	12%	11%u	9%u	19%u	17%u	14%u	16%u	8%u	11%u	1%	12%u	9%u	7%	14%	12%	11%	23%
NET: 7-8	128	81	46	11	29	28	27	9	23	40	39	26	23	106	9	7	11	8	7	5	5	6	22	19	20	7	16	61	19
	14%	19%b	10%	11%	17%g	18%g	20%gh	8%	11%	14%	17%	15%	11%	14%	13%	17%	14%	11%	10%	8%	12%	7%	17%	15%	27%mq	25%su	13%	16%	25%
NET: 9-10	204	102	101	18	37	21	31	35	62	83	60	25	36	172	22	4	15	16	11	15	4	29	30	29	21	5	27	77	21
	23%	24%	21%	19%	21%	14%	22%	30%e	29%e	30%kl	26%kl	15%	17%	23%t	32%ot	10%	18%	20%	16%	23%	9%	36%map	24%t	23%	28%t	19%	21%	20%	28%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 49

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Jacinda Ardern

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	908	292	273	68	25	37	24	47	142
Weighted base	894	291	274	66*	26**	36*	17**	46*	137
10 - very effective indeed	132 15%	27 9%	62 22%ah	17 26%ah	1 5%	7 19%h	3 17%	7 14%	8 6%
9	72 8%	26 9%	17 6%	6 9%	2 6%	5 15%	2 11%	3 6%	11 8%
8	78 9%	27 9%h	28 10%h	7 11%h	-	3 9%	2 15%	6 12%h	4 3%
7	50 6%	12 4%	21 7%h	6 9%h	4 14%	4 11%h	-	3 6%	1 1%
6	26 3%	10 3%	7 3%	-	-	-	-	3 7% <i>c</i>	5 4%
5	52 6%	20 7%	15 6%	6 8%	2 7%	-	2 10%	1 3%	7 5%
4	20 2%	8 3%	6 2%	-	4 14%	-	-	-	2 2%
3	10 1%	1 1%	5 2%	-	-	-	* 2%	1 2%	3 2%
2	13 1%	1 *	3 1%	-	2 8%	2 4% <i>a</i>	-	1 2%	4 3% <i>a</i>
1	4 *	2 1%	1 *	-	-	-	-	-	1 1%
0 - not at all effective	18 2%	7 2%	5 2%	-	2 6%	1 2%	-	1 1%	3 3%
Don't know	419 47%	149 51% <i>bc</i>	106 39%	24 37%	10 40%	14 39%	8 45%	21 45%	86 63% <i>abce</i>
Mean	7.36	7.12	7.72 <i>h</i>	8.41 <i>ah</i>	5.15	8.05	8.11	7.40	6.23
Standard deviation	2.69	2.67	2.55	1.74	3.02	2.50	2.12	2.57	3.20

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 49

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Jacinda Ardern

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	894	291	274	66*	26**	36*	17**	46*	137
Standard error	0.12	0.22	0.20	0.26	0.81	0.52	0.57	0.49	0.45
NET: 0-1	22 2%	9 3%	5 2%	-	2 6%	1 2%	-	1 1%	5 4%
NET: 2-3	23 3%	3 1%	7 3%	-	2 8%	2 4%	* 2%	2 5%	7 5% ^a
NET: 4-6	98 11%	37 13% ^e	29 10%	6 8%	5 21%	-	2 10%	5 10%	15 11%
NET: 7-8	128 14%	39 13% ^h	48 18% ^h	13 20% ^h	4 14%	7 21% ^h	2 15%	8 18% ^h	5 4%
NET: 9-10	204 23%	54 19%	78 29% ^{ah}	23 35% ^{ah}	3 11%	12 34% ^h	5 28%	9 20%	19 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base; ** very small base (under 30) ineligible for sig testing**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 50
Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.
Tim Martin
Base: All asked about individuals

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ireland (y)	Public (A)	Private (B)
Unweighted base	911	412	499	102	150	141	165	137	216	248	276	159	228	762	72	46	87	71	78	75	49	95	112	113	85	28	148	366	66
Weighted base	919	430	489	113*	152	142	169	126	217	241	269	190	218	771	72*	46*	96*	72*	81*	65*	46*	94*	111*	116*	91*	29**	144	386	77*
10 - very effective indeed	8	3	4	-	3	3	1	1	1	-	1	2	5	7	-	-	-	1	1	-	1	1	2	1	-	1	3	3	2
	1%	1%	1%	-	2%	2%	*	1%	*	-	*	1%	2%	1%	-	-	-	2%	1%	-	1%	1%	2%	1%	-	*	1%	3%	
9	8	4	4	-	1	1	3	1	3	4	1	2	1	7	1	2	1	2	-	1	-	1	-	*	-	-	3	3	3
	1%	1%	1%	-	1%	*	1%	1%	1%	2%	*	1%	1%	1%	1%	3%	1%	2%	-	2%	-	1%	-	*	-	-	2%	1%	4%
8	30	22	8	7	5	6	1	1	10	12	9	6	2	26	3	1	2	2	5	2	-	3	5	5	1	-	6	13	12
	3%	5%b	2%	6%fg	3%	5%	1%	*	5%g	5%l	4%	3%	1%	3%	5%	2%	2%	3%	6%	3%	-	3%	4%	4%	1%	-	4%	3%	15%
7	24	17	7	1	8	1	2	3	8	7	6	4	7	23	1	1	6	1	2	2	*	-	7	3	1	-	5	9	4
	3%	4%b	1%	1%	6%e	1%	1%	3%	4%	3%	2%	2%	3%	3%	1%	2%	6%u	1%	3%	3%	1%	-	6%u	2%	1%	-	4%	2%	5%
6	41	26	15	6	9	7	7	5	8	14	12	13	2	35	1	2	2	7	2	4	4	6	7	3	1	5	20	7	
	4%	6%	3%	6%	6%	5%	4%	4%	4%	6%l	5%l	7%l	1%	5%	1%	5%	2%	3%	9%	3%	8%	5%	6%	6%	3%	3%	4%	5%	9%
5	72	46	26	9	7	9	18	9	21	16	21	10	26	61	3	2	13	11	9	2	3	3	8	9	3	5	14	30	10
	8%	11%b	5%	8%	5%	6%	11%	7%	9%	7%	8%	5%	12%	8%	5%	5%	14% ^s sux	15% ^s sux	11%	3%	7%	3%	7%	8%	4%	17%	9%	8%	13%
4	31	17	13	6	5	6	3	5	6	9	6	9	6	25	3	2	1	2	-	1	3	2	5	7	5	-	4	12	4
	3%	4%	3%	6%	3%	4%	2%	4%	3%	4%	2%	5%	3%	3%	4%	4%	1%	2%	-	2%	6%r	2%	5%	6%	6%	-	3%	3%	5%
3	28	17	11	3	4	5	7	2	6	8	6	4	10	24	2	1	1	7	4	1	-	3	4	3	1	2	2	19	7
	3%	4%	2%	3%	3%	3%	4%	2%	3%	3%	2%	2%	5%	3%	2%	3%	10% ^m mpst	5%	5%	1%	-	3%	3%	3%	1%	2	2	5%	9%
2	19	10	9	1	3	3	6	3	3	8	4	2	6	14	1	-	3	2	-	3	2	1	1	3	2	2	5	5	2
	2%	2%	2%	1%	2%	2%	3%	2%	1%	3%	2%	1%	3%	2%	1%	-	3%	3%	-	4%	4%	1%	1%	2%	2%	7%	3%	1%	3%
1	20	14	7	-	4	5	5	4	2	3	9	3	6	16	4	3	4	2	-	1	-	2	2	1	1	2	13	2	
	2%	3%	1%	-	3%	3%	3%	1%	1%	3%	2%	3%	3%	2%	5%	6%	5%	3%	-	1%	-	2%	2%	1%	2%	1%	3%	3%	
0 - not at all effective	51	33	18	2	9	11	9	8	12	12	21	11	8	37	8	2	6	2	4	1	5	3	4	5	10	1	6	19	3
	6%	8%b	4%	2%	6%	8%	5%	6%	6%	5%	8%	6%	4%	5%	12% ^m ms	4%	6%	3%	5%	1%	11% ^s s	3%	4%	4%	11% ^m ms	2%	4%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 50

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Tim Martin

Base: All asked about individuals

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	919	430	489	113*	152	142	169	126	217	241	269	190	218	771	72*	46*	96*	72*	81*	65*	46*	94*	111*	116*	91*	29**	144	386	77*
Don't know	586	220	367	78	92	86	107	85	138	150	173	124	140	494	45	30	56	37	49	50	29	71	67	71	62	19	91	240	21
	64%	51%	75%a	69%	60%	61%	64%	67%	64%	62%	64%	65%	64%	64%	62%	66%	58%	52%	61%	77%ppqv	62%	76%mpqv	61%	62%	68%	64%	63%	62%	27%
Mean	4.30	4.32	4.26	5.10	4.52	4.01	3.82	3.79	4.63	4.59	3.93	4.51	4.23	4.48	3.16	4.34	4.17	4.52	5.09	4.98	3.55	4.31	4.83	4.80	3.17	3.66	4.72	4.28	5.41
Standard deviation	2.74	2.75	2.74	2.05	2.98	3.01	2.56	2.71	2.71	2.67	2.86	2.80	2.62	2.71	3.12	2.94	2.75	2.53	2.52	2.76	2.74	2.84	2.51	2.63	3.03	1.82	2.68	2.69	2.64
Standard error	0.15	0.19	0.25	0.38	0.39	0.42	0.33	0.39	0.31	0.27	0.29	0.39	0.29	0.17	0.57	0.74	0.46	0.45	0.45	0.60	0.39	0.63	0.62	0.41	0.58	0.58	0.36	0.23	0.38
NET: 0-1	72	47	25	2	14	16	15	12	14	15	29	14	14	53	12	4	11	4	4	2	5	5	6	6	12	1	8	32	5
	8%	11%b	5%	2%	9%c	11%c	9%c	9%c	7%	6%	11%	7%	6%	7%	17%rsmrs	10%	11%	6%	5%	2%	11%	5%	6%	5%	13%rs	4%	5%	8%	7%
NET: 2-3	47	27	20	4	8	8	13	5	9	15	10	5	16	39	2	1	4	9	4	3	2	4	5	6	3	4	7	24	9
	5%	6%	4%	3%	5%	6%	8%	4%	4%	6%	4%	3%	7%	5%	3%	3%	4%	13%mx	5%	5%	4%	5%	4%	5%	3%	13%	5%	6%	12%
NET: 4-6	144	89	55	22	21	21	27	19	34	38	39	33	34	122	7	7	16	15	16	5	10	10	20	22	11	6	23	62	21
	16%	21%b	11%	19%	14%	15%	16%	15%	16%	16%	15%	17%	16%	16%	10%	14%	17%	21%	19%	8%	21%	10%	18%	19%	12%	19%	16%	16%	27%
NET: 7-8	54	39	15	8	13	8	3	4	18	19	16	10	9	49	4	2	8	3	7	4	*	3	11	8	3	-	11	22	16
	6%	9%b	3%	7%	9%f	5%	2%	3%	8%f	8%	6%	5%	4%	6%	4%	4%	9%	4%	9%	6%	1%	3%	10%	7%	3%	-	8%	6%	20%
NET: 9-10	16	8	8	-	4	3	3	2	3	4	2	4	6	14	1	2	1	3	1	1	1	1	1	3	1	-	3	7	5
	2%	2%	2%	-	3%	2%	2%	1%	1%	2%	1%	2%	3%	2%	1%	3%	1%	4%	1%	2%	1%	1%	2%	1%	-	2%	2%	2%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 51

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Tim Martin

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	911	315	282	71	23	31	22	44	123
Weighted base	919	337	276	67*	22**	32**	17**	47*	121*
10 - very effective indeed	8 1%	5 1%	1 *	- -	1 4%	- -	- -	- -	1 1%
9	8 1%	4 1%	2 1%	- -	* 2%	- -	* 3%	- -	1 1%
8	30 3%	14 4%h	8 3%	3 5%h	2 11%	- -	- -	2 4%h	- -
7	24 3%	12 4%	6 2%	2 4%	- -	- -	- -	1 2%	2 2%
6	41 4%	18 5%	10 4%	5 8%	2 9%	- -	2 11%	1 3%	2 2%
5	72 8%	31 9%	19 7%	3 4%	2 8%	- -	1 5%	5 11%	11 9%
4	31 3%	14 4%	11 4%	- -	- -	3 8%	* 3%	1 2%	1 1%
3	28 3%	8 2%	8 3%	2 2%	4 17%	2 5%	- -	3 7%	2 1%
2	19 2%	2 1%	13 5%ah	- -	1 5%	- -	- -	3 5%ah	- -
1	20 2%	4 1%	7 3%	5 7%ah	- -	2 7%	- -	1 1%	1 1%
0 - not at all effective	51 6%	7 2%	24 9%a	9 13%ah	- -	4 13%	2 12%	1 2%	4 3%
Don't know	586 64%	216 64%	167 61%	38 56%	9 42%	21 66%	11 66%	28 61%	95 79%abcg
Mean	4.30	5.30b	3.54	3.42	5.40	1.63	3.73	4.26	4.56
Standard deviation	2.74	2.41	2.72	3.12	2.60	1.74	3.31	2.23	2.60

Leadership Survey
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Absolutes/col percents

Table 51

Q.3 For each of the individuals below, thinking about what you know about them, please say how effective each is/ was as a leader.

Tim Martin

Base: All asked about individuals

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	919	337	276	67*	22**	32**	17**	47*	121*
Standard error	0.15	0.23	0.26	0.59	0.78	0.48	1.25	0.54	0.50
NET: 0-1	72 8%	12 3%	31 11%ah	14 20%agh	-	7 21%	2 12%	2 4%	5 4%
NET: 2-3	47 5%	10 3%	21 8%ah	2 2%	5 23%	2 5%	-	6 12%ah	2 1%
NET: 4-6	144 16%	63 19%	40 14%	8 12%	4 18%	3 8%	3 19%	8 17%	15 12%
NET: 7-8	54 6%	26 8%h	14 5%	6 9%h	2 11%	-	-	3 6%	2 2%
NET: 9-10	16 2%	10 3%	2 1%	-	1 7%	-	* 3%	-	2 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 52

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Summary

Base: All respondents

	<u>Boris Johnson</u>	<u>Nicola Sturgeon</u>	<u>Sadiq Khan</u>	<u>Keir Starmer</u>	<u>Ed Davey</u>	<u>Rishi Sunak</u>	<u>Andy Burnham</u>
Unweighted base	2092	2092	2092	2092	2092	2092	2092
Weighted base	2092	2092	2092	2092	2092	2092	2092
Being charismatic	467 22%	115 5%	106 5%	126 6%	44 2%	260 12%	107 5%
Being energetic	333 16%	151 7%	122 6%	97 5%	70 3%	162 8%	161 8%
Having a vision	301 14%	398 19%	222 11%	298 14%	99 5%	365 17%	184 9%
Being a good listener	96 5%	129 6%	162 8%	175 8%	79 4%	140 7%	117 6%
Being a great communicator	198 9%	463 22%	159 8%	265 13%	50 2%	381 18%	210 10%
Having conviction	297 14%	442 21%	211 10%	319 15%	95 5%	275 13%	385 18%
Being decisive	215 10%	629 30%	198 9%	267 13%	44 2%	458 22%	190 9%
Having humility	103 5%	114 5%	112 5%	128 6%	95 5%	130 6%	106 5%
Being pragmatic	161 8%	176 8%	144 7%	219 10%	83 4%	290 14%	143 7%
Having integrity	116 6%	297 14%	198 9%	323 15%	95 5%	267 13%	224 11%
Being authentic	121 6%	206 10%	180 9%	194 9%	84 4%	204 10%	218 10%
Being tough	270 13%	531 25%	120 6%	178 9%	51 2%	182 9%	236 11%
Having empathy	149 7%	235 11%	203 10%	224 11%	116 6%	246 12%	286 14%
None of these attributes apply	759 36%	287 14%	579 28%	426 20%	378 18%	318 15%	309 15%
Don't know	142 7%	298 14%	598 29%	530 25%	1266 61%	413 20%	749 36%

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Absolutes/col percents

Table 53

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Boris Johnson

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being charismatic	467	277	190	51	64	74	93	70	115	129	145	108	85	400	29	19	51	43	46	36	22	47	53	57	46	17	63	203	44
	22%	27% b	18%	22%	18%	22%	25% d	23%	24%	23% l	25% l	25% l	17%	23%	16%	23%	22%	25%	25%	21%	24%	19%	20%	26%	27%	19%	23%	23%	25%
Being energetic	333	167	166	35	61	49	48	40	101	90	106	69	69	296	16	13	40	28	34	27	11	31	39	53	30	11	38	138	34
	16%	16%	15%	15%	17%	15%	13%	13%	21% efg	16%	18%	16%	14%	17% n	9%	16%	17% n	16%	19% n	18% n	11%	16%	14%	19% n	17% n	17%	12%	16%	19%
Having a vision	301	152	149	27	50	37	34	52	101	94	73	68	66	260	18	16	30	24	29	20	12	28	34	51	29	12	38	111	26
	14%	15%	14%	12%	14%	11%	9%	17% f	21% cde	16%	12%	16%	13%	15%	10%	19%	13%	14%	16%	13%	12%	14%	12%	18% n	16%	19%	12%	13%	15%
Being a good listener	96	56	40	13	19	17	23	9	15	31	20	20	26	86	2	2	10	8	10	10	5	8	25	10	3	4	22	50	21
	5%	6%	4%	6%	5%	5%	6% h	3%	3%	5%	3%	5%	5%	5% n	1%	2%	4%	5%	6% n	7% n	5%	4%	9% mn	4% x	2%	7% n	7%	6%	12%
Being a great communicator	198	92	106	15	42	28	34	24	56	64	53	39	43	175	10	6	20	20	21	13	7	18	29	28	20	6	30	79	25
	9%	9%	10%	6%	11%	8%	9%	8%	12% c	11%	9%	9%	8%	10%	6%	7%	8%	12%	11%	9%	7%	9%	11%	10%	11%	10%	9%	9%	14%
Having conviction	297	159	138	18	33	23	55	54	114	86	84	68	59	259	16	8	18	33	33	21	11	28	36	46	36	10	25	113	22
	14%	16%	13%	8%	9%	7%	15% cde	17% cde	24% cde	15%	14%	16%	12%	15% p	9%	10%	8%	19% np	19% np	14%	11%	14% p	13%	16% p	20% np	16%	8%	13% A	22%
Being decisive	215	121	93	24	40	21	32	34	64	63	45	51	56	187	12	9	15	17	25	15	12	22	32	35	16	4	34	89	23
	10%	12% b	9%	10%	11%	6%	9%	11%	13% e	11%	8%	12%	11%	11%	7%	11%	6%	10%	14% np	10%	12%	11%	12%	12%	9%	7%	10%	10%	13%
Having humility	103	55	48	15	17	21	19	12	19	31	24	26	22	89	9	6	13	7	8	11	3	6	14	12	11	2	12	46	13
	5%	5%	4%	5%	6%	6%	5%	4%	4%	5%	4%	6%	4%	5%	5%	7%	5%	4%	5%	7%	3%	3%	5%	4%	6%	3%	4%	5%	7%
Being pragmatic	161	96	65	16	25	23	33	19	44	50	45	27	38	138	7	10	16	9	16	15	9	13	21	24	15	8	25	64	23
	8%	9% b	6%	7%	7%	7%	9%	6%	9%	9%	8%	6%	8%	8%	4%	11% n	7%	5%	9%	10% n	9%	7%	8%	8%	8%	12% n	8%	7%	13%
Having integrity	116	62	54	9	22	20	24	14	27	32	34	27	24	101	11	4	18	6	13	10	3	8	12	22	8	2	22	53	20
	6%	6%	5%	4%	6%	6%	6%	4%	6%	6%	6%	6%	5%	6%	6%	5%	8%	4%	7%	7%	3%	4%	4%	8%	4%	2%	7%	6%	11%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 53

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Boris Johnson

Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being authentic	121 6%	67 7%	54 5%	13 6%	21 6%	23 7%	18 5%	21 7%	25 5%	37 7%	25 4%	25 6%	33 7%	113 6% _n	3 2%	5 6%	7 3%	11 7% _n	9 5%	12 8% _n	4 4%	15 8% _n	23 8% _{np}	24 9% _{np}	7 4%	* 1%	18 6%	55 6%	20 11%
Being tough	270 13%	121 12%	149 14%	31 13%	42 12%	33 10%	43 12%	46 15%	74 15% _e	80 14%	61 10%	68 16% _j	60 12%	243 14% _t	16 9%	11 13%	34 15% _t	22 13%	23 13%	24 16% _t	6 5%	23 12%	40 15% _t	47 16% _t	18 10%	4 7%	37 11%	105 12%	19 11%
Having empathy	149 7%	76 7%	74 7%	10 4%	25 7%	22 7%	36 10% _c	24 8%	31 7%	40 7%	37 6%	36 9%	36 7%	130 7%	13 8%	4 5%	15 6%	9 5%	21 12% _{tu}	11 7%	2 2%	9 5%	24 9% _t	28 10% _t	10 5%	4 6%	17 5%	65 7%	16 9%
None of these attributes apply	759 36%	332 33%	427 40% _a	93 40% _h	134 37% _h	128 38% _h	143 39% _h	121 39% _h	139 29%	207 36%	225 38% _k	128 30%	198 39% _k	600 34%	92 52% _{moq}	30 35%	97 41% _r	56 33%	53 30%	49 33%	38 38%	70 36%	91 33%	95 33%	58 32%	28 44%	141 44% _B	321 36%	46 26%
Don't know	142 7%	59 6%	83 8%	22 10% _{fh}	35 10% _{fh}	29 9% _{fh}	15 4%	18 6%	22 5%	25 4%	38 6%	35 8% _i	45 9% _i	118 7%	9 5%	8 9%	14 6%	11 6%	12 7%	9 6%	14 14% _{mnpq}	16 8%	23 9%	13 5%	11 6%	1 2%	24 7%	61 7%	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 54

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Boris Johnson

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	467 22%	241 33%bcdeh	86 14%	41 24%bh	8 16%	11 13%	9 24%	24 23%b	46 15%
Being energetic	333 16%	173 23%bcegh	69 11%	26 15%	11 24%bh	7 10%	5 13%	13 13%	28 9%
Having a vision	301 14%	173 23%bceh	41 7%	18 11%	9 19%b	6 8%	4 11%	16 15%b	34 11%b
Being a good listener	96 5%	48 6%be	16 3%	6 4%	3 6%	- -	2 4%	7 7%e	16 5%
Being a great communicator	198 9%	109 15%bceh	32 5%	11 7%	6 12%e	2 2%	3 8%	10 10%	25 8%
Having conviction	297 14%	184 25%bcegh	46 8%	18 11%	7 15%e	3 4%	5 12%	11 10%	23 7%
Being decisive	215 10%	132 18%bcdefgh	38 6%	10 6%	2 5%	2 2%	1 2%	8 8%	22 7%
Having humility	103 5%	50 7%b	23 4%	6 4%	3 6%	2 3%	1 3%	2 2%	15 5%
Being pragmatic	161 8%	92 13%bceh	29 5%	6 4%	2 5%	2 2%	3 8%	10 9%	17 6%
Having integrity	116 6%	66 9%bch	22 4%	5 3%	1 2%	3 3%	1 4%	7 6%	11 4%
Being authentic	121 6%	71 10%bah	18 3%	8 5%	2 4%	* 1%	3 8%e	5 4%	14 4%
Being tough	270 13%	142 19%bcegh	58 10%	15 9%	5 10%	6 7%	3 9%	11 10%	31 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 54

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Boris Johnson

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	149 7%	88 12%bch	23 4%	5 3%	5 11%bc	3 4%	2 5%	5 5%	18 6%
None of these attributes apply	759 36%	98 13%	336 56%adgh	82 48%ah	15 32%a	52 66%acdgh	19 49%a	44 42%a	113 36%a
Don't know	142 7%	31 4%	26 4%	7 4%	4 8%	2 3%	1 3%	4 4%	66 21%abcdefg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 55

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Nicola Sturgeon

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)	Public (A)		Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being charismatic	115 5%	69 7% ^b	46 4%	24 10% ^{efh}	26 7% ^h	16 5%	13 3%	19 6%	17 4%	53 9% ^{ijkl}	34 6%	13 3%	16 3%	98 6% ^q	7 4%	2 2%	18 8% ^q	2 1%	9 5%	7 4%	7 6% ^q	6 3%	25 9% ^{mquw}	12 4%	17 9% ^{qu}	4 6%	26 8%	49 6%	31 18%
Being energetic	151 7%	76 7%	75 7%	17 7%	15 4%	15 4%	22 6%	30 10% ^{de}	52 11% ^{def}	53 9% ^l	38 6%	30 7%	29 6%	129 7%	8 4%	8 10% ^u	17 7%	19 11% ⁿ	13 7%	9 6%	7 6%	6 10% ^u	26 5%	15 5%	14 8%	7 11% ^u	18 6%	71 8%	14 8%
Having a vision	398 19%	215 21% ^b	183 17%	47 20%	60 17%	51 15%	74 20%	66 21%	100 21%	113 20%	117 22% ^l	93 15%	76 19%	329 19%	33 19%	17 20%	43 19%	30 17%	28 15%	33 22%	23 22%	34 18%	51 19%	57 20%	36 20%	13 21%	43 13%	183 21% ^A	38 22%
Being a good listener	129 6%	63 6%	66 6%	15 6%	28 8% ^h	30 9% ^h	22 6%	18 6%	16 3%	41 7%	32 6%	23 5%	32 6%	106 6%	14 8%	2 2%	14 6%	7 4%	13 7%	8 5%	4 4%	8 4%	23 9% ^o	19 7%	13 7%	4 6%	28 9%	55 6%	20 12%
Being a great communicator	463 22%	207 20%	257 24%	36 16%	59 16%	75 22%	95 26% ^{cd}	75 24% ^{cd}	122 25% ^{cd}	125 22%	147 25%	80 19%	111 22%	345 20%	78 44% ^{mopqrstuvw}	11 13%	38 16%	27 16%	24 13%	32 21%	21 21%	52 27% ^{mopqr}	54 20%	61 21%	47 26% ^{opqr}	19 30% ^{opqr}	69 21%	186 21%	42 24%
Having conviction	442 21%	216 21%	226 21%	27 12%	58 16%	59 18%	92 25% ^{cde}	82 26% ^{cde}	125 26% ^{cde}	135 24% ^k	138 23% ^k	74 17%	96 19%	378 22% ^v	38 22%	15 17%	37 16%	35 20%	44 24% ^v	31 21%	17 16%	48 25% ^{pv}	37 14%	68 24% ^v	62 34% ^{emno}	10 16%	66 20%	169 19%	32 18%
Being decisive	629 30%	263 26%	366 34% ^a	45 19%	89 25%	96 29% ^c	116 31% ^c	102 33% ^{cd}	181 37% ^{cde}	185 32%	179 30%	119 28%	146 29%	526 30%	58 33%	26 30%	70 30%	50 29%	59 33%	42 28%	28 27%	56 29%	75 27%	89 31%	59 33%	17 27%	92 28%	237 27%	32 18%
Having humility	114 5%	65 6%	49 5%	18 8% ^{gh}	29 8% ^{gh}	16 5%	30 8% ^{gh}	9 3%	12 3%	33 6%	41 7%	18 4%	21 4%	81 5%	21 12% ^{mprsuwx}	4 5%	5 2%	11 6% ^p	4 2%	5 3%	6 6%	9 5%	26 9% ^{mprsx}	13 5%	4 2%	7 11% ^{mprsx}	25 8%	47 5%	27 16%
Being pragmatic	176 8%	103 10% ^b	73 7%	25 11%	21 6%	28 8%	29 8%	31 10%	43 9%	68 12% ^{ijkl}	48 8%	24 6%	36 7%	146 8% ^r	21 12% ^r	6 8%	20 9% ^r	15 9% ^r	5 3%	13 9% ^r	8 8%	13 7%	32 12% ^r	24 8% ^r	18 10% ^r	2 3%	36 11%	70 8%	22 12%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 55

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Nicola Sturgeon

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Having integrity	297	139	158	37	52	51	60	37	61	88	87	52	69	232	38	13	22	19	24	17	16	25	53	34	25	10	46	134	35
	14%	14%	15%	16%	14%	15%	16%	12%	13%	15%	15%	12%	14%	13%	22%mpq suw	15%	10%	11%	13%	11%	16%	13%	19%mpq w	12%	14%	16%	14%	15%	20%
Being authentic	206	94	112	26	44	41	31	28	36	56	63	36	51	161	25	9	21	15	13	16	13	12	32	30	12	6	36	106	31
	10%	9%	10%	11%	12%h	12%h	8%	9%	7%	10%	11%	8%	10%	9%	14%lux	10%	9%	9%	7%	11%	13%	6%	12%	11%	7%	10%	11%	12%	18%
Being tough	531	236	295	42	82	90	86	97	134	155	146	120	111	453	36	22	62	47	43	37	25	48	82	72	39	17	77	239	41
	25%	23%	28%a	18%	23%	27%c	23%	31%cdf	28%c	27%	25%	28%	22%	26%	20%	26%	27%	28%	24%	25%	25%	25%	30%n	25%	21%	27%	24%	27%	24%
Having empathy	235	114	121	33	37	44	50	27	45	58	82	44	50	180	36	6	31	16	20	15	9	23	19	34	16	9	30	95	21
	11%	11%	11%	14%	10%	13%	14%	9%	9%	10%	14%	10%	10%	10%	20%moqr stvw	7%	13%v	10%	11%	10%	9%	12%	7%	12%	9%	15%	9%	11%	12%
None of these attributes apply	287	170	117	15	44	43	60	46	79	76	68	69	74	255	16	17	31	23	33	25	8	31	25	50	21	7	43	119	10
	14%	17%b	11%	6%	12%c	13%c	16%c	15%c	16%c	13%	11%	16%	15%	15%v	9%	19%ntv	13%	13%	19%ntv	17%v	8%	16%v	9%	18%ntv	12%	11%	13%	14%	6%
Don't know	298	114	184	59	84	49	37	30	40	51	73	70	104	266	8	17	36	26	30	23	19	33	44	35	23	6	50	116	8
	14%	11%	17%a	25%efg h	23%efg h	15%h	10%	10%	8%	9%	12%	17%i	20%ij	15%n	4%	20%n	15%n	15%n	17%n	16%n	19%n	17%n	16%n	12%n	13%n	9%	15%	13%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 56

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Nicola Sturgeon

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	115 5%	35 5%	38 6%h	14 8%h	1 2%	5 6%	4 10%h	8 8%h	9 3%
Being energetic	151 7%	66 9%	35 6%	17 10%	3 6%	3 3%	1 3%	10 9%	16 5%
Having a vision	398 19%	154 21%h	117 19%h	35 21%	6 12%	16 20%	9 22%	21 20%	41 13%
Being a good listener	129 6%	43 6%	41 7%	12 7%	2 3%	9 11%h	4 10%	7 7%	11 4%
Being a great communicator	463 22%	141 19%	142 23%h	50 29%ah	9 20%	43 54%abcdfgh	6 14%	27 26%h	46 15%
Having conviction	442 21%	171 23%h	130 22%h	44 26%h	6 13%	16 20%	16 41%abdegh	21 20%	39 13%
Being decisive	629 30%	217 29%	198 33%h	64 38%gh	12 25%	27 35%	15 37%	23 22%	72 23%
Having humility	114 5%	28 4%	34 6%	11 7%	1 2%	17 21%abcdfgh	- -	6 5%	17 5%
Being pragmatic	176 8%	65 9%	55 9%	19 11%h	3 5%	7 8%	6 15%h	5 5%	16 5%
Having integrity	297 14%	58 8%	106 18%ah	44 26%abdh	4 9%	24 30%abdh	10 26%ah	20 19%ah	30 10%
Being authentic	206 10%	47 6%	82 14%ah	22 13%ah	3 7%	14 17%ah	2 6%	16 15%ah	19 6%
Being tough	531 25%	209 28%h	156 26%h	40 24%	12 26%	18 23%	10 24%	31 29%h	54 18%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 56

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Nicola Sturgeon

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	235 11%	51 7%	88 15%ac	11 7%	2 5%	23 30%abcdgh	8 21%acd	12 12%	39 13%a
None of these attributes apply	287 14%	160 22%bcefh	48 8%	14 8%	12 25%bcefh	2 3%	-	18 17%bcef	33 11%f
Don't know	298 14%	60 8%e	88 15%ace	12 7%e	7 14%e	-	6 16%e	9 8%e	117 38%abcdefg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 57
Q.4 For each of the individuals below, please select the three attributes that you think most apply.
Sadiq Khan
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being charismatic	106 5%	55 5%	51 5%	13 6%	25 7%g	21 6%g	19 5%	8 3%	19 4%	49 9%jkl	27 5%	9 2%	21 4%	88 5%	11 6%	7 8%	12 5%	7 4%	6 3%	4 3%	6 6%	8 4%	22 8%sw	9 3%	12 6%	1 2%	16 5%	57 6%	31 18%
Being energetic	122 6%	64 6%	58 5%	9 4%	28 8%	22 7%	15 4%	13 4%	35 7%	56 10%jkl	31 5%	16 4%	19 4%	96 6%	14 8%	5 6%	9 4%	15 9%u	8 4%	6 4%	5 5%	7 3%	20 7%	16 6%	11 6%	6 10%	22 7%	51 6%	23 13%
Having a vision	222 11%	105 10%	117 11%	26 11%	67 19%ceefgh	32 10%	28 8%	23 7%	46 10%	78 14%kl	61 10%	36 9%	47 9%	190 11%	13 7%	12 14%	25 11%	13 8%	12 7%	17 11%	16 15%rx	19 10%	48 18%mnqrwxy	31 11%	13 7%	3 5%	29 9%	109 12%	29 16%
Being a good listener	162 8%	85 8%	77 7%	27 12%h	34 9%	22 7%	33 9%	19 6%	27 6%	49 9%	45 8%	33 8%	34 7%	145 8%t	8 4%	3 3%	25 10%nt	13 7%	9 5%	11 7%	2 2%	14 7%	28 10%nt	26 9%t	16 9%	7 11%t	29 9%	71 8%	15 8%
Being a great communicator	159 8%	78 8%	81 8%	16 7%	34 9%	22 7%	24 6%	34 11%fh	29 6%	57 10%k	49 8%k	15 4%	38 7%k	133 8%	12 7%	3 4%	13 5%	10 6%	10 6%	15 10%	7 7%	18 9%	28 10%	15 5%	20 11%	8 12%	31 10%	64 7%	24 14%
Having conviction	211 10%	118 12%	93 9%	14 6%	31 8%	27 8%	31 8%	48 15%ode	62 13%c	77 13%kl	68 12%kl	30 7%	36 7%	181 10%	15 9%	9 11%	19 8%	17 10%	19 10%	19 13%	9 9%	24 12%	29 10%	31 11%	14 8%	5 8%	30 9%	77 9%	31 18%
Being decisive	198 9%	87 9%	110 10%	19 8%	39 11%g	36 11%g	41 11%g	17 6%	46 9%	65 11%	54 9%	39 9%	39 8%	166 9%	16 9%	4 5%	18 8%	9 5%	19 11%	17 11%	5 5%	21 11%	35 13%qt	23 8%	19 10%	11 18%mp	37 11%	90 10%	32 19%
Having humility	112 5%	62 6%	50 5%	17 7%	23 6%	20 6%	21 6%	3 3%	20 4%	36 6%	32 5%	16 4%	27 5%	89 5%	12 7%	3 4%	9 4%	7 4%	5 3%	6 4%	6 6%	13 7%	21 8%r	18 6%	6 3%	5 9%	15 5%	54 6%	14 8%
Being pragmatic	144 7%	83 8%	61 6%	15 6%	25 7%	27 8%	25 7%	23 7%	28 6%	54 9%kl	50 8%l	22 5%	18 4%	123 7%	10 6%	5 6%	9 4%	18 11%pr	6 4%	8 5%	5 5%	24 12%mnprsw	22 8%	17 6%	13 7%	6 10%	28 9%	55 6%	16 9%
Having integrity	198 9%	110 11%	88 8%	24 10%	35 10%	37 11%	39 10%	21 7%	42 9%	72 13%l	53 9%	41 10%	32 6%	167 10%	17 10%	11 13%	22 10%	10 6%	11 6%	14 9%	6 6%	15 8%	32 12%	28 10%	23 13%	8 12%	37 11%	91 10%	33 19%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 57

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Sadiq Khan

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	233	325	882	174
Being authentic	180 9%	105 10% ^b	75 7%	18 8%	36 10%	34 10%	31 8%	22 7%	40 8%	56 10%	51 9%	28 7%	46 9%	160 9% ^{no}	6 3%	1 2%	21 9% ^o	10 6%	12 7%	10 7%	9 9% ^o	23 12% ^{no}	24 9% ^{no}	34 12% ^{no}	24 13% ^{noq}	5 8%	32 10%	70 8%	23 13%
Being tough	120 6%	51 5%	69 6%	11 5%	26 7%	26 8%	23 6%	14 5%	21 4%	38 7%	28 5%	26 6%	29 6%	98 6% ^u	11 6% ^u	6 7% ^u	11 5%	8 5%	9 5%	7 5%	6 6%	3 2%	20 7% ^u	20 7% ^u	13 9%	6 9% ^u	21 6%	57 6%	25 15%
Having empathy	203 10%	102 10%	101 9%	22 9%	37 10%	39 12%	40 11%	26 8%	40 8%	59 10%	65 11%	34 8%	46 9%	180 10%	14 8%	10 12%	20 8%	15 9%	16 9%	13 9%	5 5%	16 8%	34 12% ^t	39 14% ^t	17 9%	5 7%	29 9%	85 10%	18 10%
None of these attributes apply	579 28%	324 32% ^b	255 24%	48 21%	63 17%	71 21%	132 36% ^{cde}	97 31% ^{cde}	168 35% ^{cde}	148 26%	155 26%	122 29%	153 30%	506 29% ⁿ	36 20%	26 30%	63 27%	58 34% ^{ny}	59 33% ^{ny}	46 31% ⁿ	26 26%	47 24%	85 31% ^{ny}	78 28%	44 25%	11 17%	78 24%	229 26%	27 16%
Don't know	598 29%	225 22%	373 35% ^a	86 37% ^{fg}	118 33% ^{fh}	107 32% ^{fh}	83 23%	86 28%	117 24%	109 19%	165 28% ⁱ	160 38% ^{ij}	165 32% ⁱ	472 27% ^v	69 39% ^{mvw}	27 32% ^v	73 31% ^v	48 28% ^v	52 29% ^v	45 31% ^v	36 35% ^v	62 32% ^v	37 13%	79 28% ^v	48 27% ^v	21 33% ^v	88 27%	262 30%	14 8%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 58

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Sadiq Khan

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	106 5%	34 5%	40 7%h	11 7%h	2 4%	5 6%	2 5%	6 6%	7 2%
Being energetic	122 6%	48 7%	28 5%	17 10%bh	1 2%	6 8%	2 5%	8 8%	11 4%
Having a vision	222 11%	77 10%	80 13%h	21 13%	6 12%	4 5%	5 11%	8 7%	22 7%
Being a good listener	162 8%	47 6%	57 9%h	24 14%ah	6 13%h	4 5%	2 4%	7 7%	14 4%
Being a great communicator	159 8%	43 6%	59 10%adh	23 13%adh	-	9 11%dh	4 10%ad	8 8%	13 4%
Having conviction	211 10%	71 10%h	76 13%h	26 15%ah	3 6%	8 10%	3 8%	13 12%h	12 4%
Being decisive	198 9%	63 9%	57 9%	26 15%ad	2 4%	6 8%	6 15%	10 10%	27 9%
Having humility	112 5%	32 4%	41 7%	10 6%	1 3%	9 11%ah	4 10%	4 3%	11 4%
Being pragmatic	144 7%	38 5%	62 10%ah	13 8%	2 4%	4 5%	3 9%	6 6%	16 5%
Having integrity	198 9%	33 5%	93 15%adh	31 18%adh	1 1%	9 11%ah	8 20%adh	10 9%	14 5%
Being authentic	180 9%	37 5%	84 14%adeh	25 15%adeh	1 2%	3 3%	3 8%	11 11%a	16 5%
Being tough	120 6%	50 7%	28 5%	8 5%	* 1%	5 7%	2 5%	11 10%b	16 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 58

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Sadiq Khan

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	203 10%	63 9%	86 14% ^{ae} gh	21 13% ^{eh}	3 6%	3 3%	4 11%	5 5%	18 6%
None of these attributes apply	579 28%	298 40% ^{bcefh}	112 19%	27 16%	25 53% ^{bcefh}	13 17%	9 22%	33 32% ^{bch}	61 20%
Don't know	598 29%	154 21%	160 26% ^a	35 20%	10 21%	33 42% ^{abcd}	13 33%	30 28%	163 53% ^{abcdfg}

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 59

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Keir Starmer

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being charismatic	126 6%	64 6%	62 6%	15 6%	22 6%	37 11%dfgh	20 5%	12 4%	20 4%	42 7%	36 6%	22 5%	26 5%	105 6%	8 5%	5 6%	15 6%	9 5%	13 7%	8 5%	9 8%	13 7%	20 7%	16 6%	7 4%	4 6%	26 8%	63 7%	26 15%
Being energetic	97 5%	52 5%	45 4%	11 5%	11 3%	18 5%	21 6%	14 4%	23 5%	27 5%	29 5%	24 6%	17 3%	80 5%u	11 6%u	5 6%u	5 2%	10 3%	6 5%u	4 4%	2 1%	20 7%pu	20 7%pu	7 4%	1 2%	20 6%	44 5%	19 11%	
Having a vision	298 14%	157 15%	141 13%	37 16%	55 15%	39 12%	43 12%	48 16%	76 16%	100 18%kl	88 15%	50 12%	60 12%	240 14%	31 18%r	16 18%r	29 12%	24 14%	14 8%	21 14%	14 14%	24 12%	39 14%	42 15%	32 18%r	14 22%r	51 16%	121 14%	29 16%
Being a good listener	175 8%	101 10%b	73 7%	26 11%	33 9%	25 8%	29 8%	25 8%	37 8%	47 8%	42 7%	47 11%	38 8%	155 9%	8 5%	5 5%	14 6%	17 10%	16 9%	12 8%	7 7%	18 9%	33 12%np	28 10%	12 6%	5 8%	30 9%	76 9%	21 12%
Being a great communicator	265 13%	135 13%	130 12%	18 8%	43 12%	57 17%c	44 12%	36 12%	66 14%c	76 13%	81 14%	48 11%	61 12%	216 12%r	24 13%r	8 9%	28 12%	19 11%	11 6%	17 12%	16 16%rw	35 18%mrw	44 16%rw	24 8%	31 17%rw	10 15%r	39 12%	111 13%	28 16%
Having conviction	319 15%	182 18%b	137 13%	24 10%	50 14%	34 10%	46 13%	62 20%cef	104 22%code	118 21%jkl	88 15%	47 11%	66 13%	266 15%	30 17%	10 11%	32 14%	28 16%	30 17%	18 12%	15 15%	27 14%	33 12%	53 19%	35 19%	8 13%	34 10%	122 14%	34 19%
Being decisive	267 13%	143 14%	123 12%	23 10%	47 13%	38 11%	45 12%	52 17%c	61 13%	91 16%kl	84 14%k	38 9%	54 11%	220 13%	23 13%	6 7%	19 8%	13 8%	24 14%	21 14%	12 12%	26 13%	42 15%pq	47 17%opq	22 12%	11 18%pq	38 12%	127 14%	31 18%
Having humility	128 6%	77 8%b	50 5%	23 10%gh	26 7%gh	26 8%gh	26 7%g	9 3%	18 4%	54 9%jkl	28 5%	21 5%	25 5%	111 6%	11 6%	8 9%tx	9 4%	19 11%mprt	8 4%	7 5%	2 2%	8 4%	31 11%mprs	17 6%	4 2%	4 6%	22 7%	56 6%	18 11%
Being pragmatic	219 10%	136 13%b	83 8%	24 11%	29 8%	32 10%	32 9%	41 13%d	60 12%	82 14%kl	68 12%k	25 6%	43 9%	180 10%	26 15%	6 7%	22 9%	20 12%	17 9%	11 8%	9 9%	21 11%	28 10%	33 11%	24 13%	4 7%	37 11%	80 9%	32 18%
Having integrity	323 15%	183 18%b	140 13%	21 9%	50 14%	49 15%	48 13%	63 20%cdf	92 19%cf	113 20%kl	91 15%	51 12%	67 13%	264 15%	30 17%	8 10%	30 13%	22 13%	28 16%	24 16%	16 16%	30 15%	43 16%	51 18%	27 15%	13 21%	48 15%	130 15%	31 18%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 59

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Keir Starmer

Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being authentic	194 9%	107 10%	87 8%	23 10%	35 10%	26 8%	35 9%	19 6%	56 12%g	57 10%	69 12%kl	31 7%	37 7%	161 9%	20 11%	12 14%p	14 6%	22 13%p	13 7%	11 7%	9 9%	14 7%	32 12%	32 11%	11 6%	5 8%	30 9%	79 9%	26 15%
Being tough	178 9%	97 10%	81 8%	21 9%	31 9%	22 7%	33 9%	26 9%	45 9%	74 13%jl	42 7%	38 9%l	24 5%	150 9%u	14 8%	6 7%	17 7%	10 6%	15 8%	14 9%u	9 9%	6 3%	40 15%mpqu	25 9%u	17 10%u	6 9%	28 9%	65 7%	26 15%
Having empathy	224 11%	122 12%	102 10%	31 13%	28 8%	43 13%d	41 11%	34 11%	47 10%	53 9%	71 12%	50 12%	50 10%	190 11%u	20 12%	9 11%	41 17%msu	22 13%u	31 17%msuv	12 8%	9 9%	10 5%	26 9%	23 8%	15 9%	4 6%	33 10%	84 10%	21 12%
None of these attributes apply	426 20%	221 22%	205 19%	25 11%	47 13%	65 19%cd	97 26%cd	68 22%cd	124 26%cd	102 18%	121 21%	88 21%	115 23%	369 21%v	28 16%	18 21%	43 18%	36 21%	49 27%entv	41 28%npt	15 15%	42 22%	40 15%	55 19%	45 25%v	13 21%	73 23%	163 19%	28 16%
Don't know	530 25%	174 17%	356 33%a	90 39%efg h	135 37%efg h	94 28%efgh	74 20%	63 20%	74 15%	104 18%	145 25%ai	127 30%ai	154 30%ai	438 25%	50 28%	27 32%ax	74 32%rx	39 23%	37 21%	34 23%	30 30%	59 30%ax	68 25%	65 23%	35 19%	12 20%	77 24%	254 29%	14 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 60

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Keir Starmer

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	126 6%	41 6%	45 7%h	11 6%	3 7%	4 5%	3 8%	7 7%	11 4%
Being energetic	97 5%	43 6%c	23 4%	2 1%	2 5%	3 3%	1 2%	12 11%bch	11 4%
Having a vision	298 14%	101 14%	102 17%dfh	35 21%adfh	2 5%	10 13%	2 5%	15 14%	30 10%
Being a good listener	175 8%	57 8%	64 11%h	17 10%	4 7%	4 5%	2 4%	9 8%	17 6%
Being a great communicator	265 13%	82 11%	85 14%h	28 16%h	4 8%	11 14%	12 29%abdh	17 16%h	27 9%
Having conviction	319 15%	125 17%h	87 14%h	41 24%abdh	5 10%	13 16%	6 16%	16 15%	27 9%
Being decisive	267 13%	86 12%	86 14%h	32 19%adh	2 4%	10 13%	8 20%dh	17 16%h	25 8%
Having humility	128 6%	30 4%	51 8%ah	15 9%ah	5 10%h	7 8%	5 12%ah	7 6%	9 3%
Being pragmatic	219 10%	62 8%h	79 13%adh	33 19%adh	1 2%	13 17%adh	6 15%dh	12 11%h	13 4%
Having integrity	323 15%	79 11%	131 22%ah	39 23%ah	6 12%	13 16%	10 26%ah	18 17%h	26 8%
Being authentic	194 9%	54 7%h	76 13%ah	26 15%ah	2 4%	8 10%h	6 16%h	11 11%h	11 4%
Being tough	178 9%	65 9%dh	61 10%dh	17 10%dh	-	5 7%	3 7%	16 15%dh	10 3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 60

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Keir Starmer

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	224 11%	62 8%	101 17% ^{adgh}	24 14% ^{ah}	2 3%	6 8%	2 6%	6 6%	20 6%
None of these attributes apply	426 20%	224 30% ^{bcefg}	91 15%	25 14%	13 28% ^{bch}	10 13%	6 14%	19 18%	38 12%
Don't know	530 25%	132 18%	132 22% ^c	23 14%	16 34% ^{ac}	27 35% ^{abcg}	7 19%	19 18%	173 56% ^{abcdefg}

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 61
Q.4 For each of the individuals below, please select the three attributes that you think most apply.
Ed Davey
Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	594	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
Being charismatic	44 2%	30 3%b	13 1%	9 4%h	8 2%	8 2%	7 2%	5 1%	22 4%j	5 1%	7 2%	9 2%	33 2%	2 1%	3 3%	4 2%	2 1%	1 1%	4 3%	5 5%ru	2 1%	8 3%	5 2%	4 2%	4 6%mqru	6 2%	26 3%	16 9%		
Being energetic	70 3%	42 4%	27 3%	10 4%	15 4%	17 5%f	6 2%	10 3%	12 2%	24 4%	16 3%	15 3%	14 3%	59 3%	6 4%	6 7%uy	8 3%	6 4%	24 3%	2 1%	4 4%	2 1%	14 5%u	12 4%	4 2%	-	14 4%	36 4%	20 4%	
Having a vision	99 5%	65 6%b	34 3%	10 5%	16 4%	19 6%	23 6%	13 4%	17 4%	32 6%	24 4%	26 6%	17 3%	83 5%	6 4%	8 10%uw	9 4%	7 4%	11 6%	6 4%	3 3%	6 3%	22 8%mw	9 3%	6 3%	8 12%mnps tuwx	12 4%	48 5%	20 11%	
Being a good listener	79 4%	55 5%b	24 2%	12 5%	18 5%	10 3%	14 4%	13 4%	13 3%	30 5%l	24 4%l	17 4%l	8 2%	67 4%	6 4%	-	5 2%	7 4%	6 3%	7 5%	3 3%	9 4%	20 7%mpox	10 3%	4 2%	2 3%	18 6%	42 5%	21 12%	
Being a great communicator	50 2%	37 4%b	14 1%	6 3%	16 4%h	7 2%	6 2%	9 3%	5 1%	23 4%k	13 2%	4 1%	10 2%	38 2%	5 3%	3 4%pw	1 *	2 1%	3 2%	2 1%	4 4%pw	2 1%	18 7%mpqr suw	1 1%	5 3%	4 6%puw	9 3%	26 3%	15 9%	
Having conviction	95 5%	68 7%b	27 3%	9 4%	7 2%	21 6%d	17 4%	11 4%	31 6%d	39 7%j	20 3%	19 4%	18 3%	82 5%	9 5%	2 3%	6 3%	8 5%	9 5%	4 3%	2 2%	8 4%	14 5%	20 7%	10 5%	3 4%	13 4%	41 5%	21 12%	
Being decisive	44 2%	25 2%	18 2%	5 2%	13 3%	5 2%	6 2%	5 2%	10 2%	14 2%	8 1%	11 3%	10 2%	40 2%	2 1%	5 5%pst	2 1%	8 5%pst	4 2%	1 1%	-	3 2%	5 2%	7 2%	5 3%	2 3%	7 2%	24 3%	9 5%	
Having humility	95 5%	61 6%b	33 3%	9 4%	14 4%	20 6%	23 6%	9 3%	20 4%	30 5%	30 5%	17 4%	17 3%	82 5%	7 4%	3 4%	15 6%	13 7%rs	3 2%	3 2%	2 2%	8 4%	20 7%rs	10 3%	8 4%	4 6%	17 5%	43 5%	19 11%	
Being pragmatic	83 4%	59 6%b	24 2%	7 3%	19 5%	16 5%	18 5%	9 3%	15 3%	34%l	20 3%	21 5%l	8 2%	74 4%	7 4%	5 6%	12 5%	9 5%	5 3%	2 1%	2 2%	5 2%	21 8%msu y	10 4%	5 3%	-	17 5%	41 5%	22 12%	
Having integrity	95 5%	57 6%	39 4%	11 5%	16 5%	13 4%	21 6%	8 2%	27 5%	42 7%kl	27 5%	12 3%	14 3%	85 5%	7 4%	1 1%	7 3%	8 4%	6 3%	5 4%	2 2%	10 5%	22 8%mp	13 5%	13 7%o	1 2%	16 5%	40 4%	15 8%	

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 61
Q.4 For each of the individuals below, please select the three attributes that you think most apply.
Ed Davey
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ireland (y)	Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being authentic	84 4%	49 5%	34 3%	8 3%	21 6%fg	15 4%	9 2%	7 2%	24 5%	31 5%k	29 5%	9 2%	15 3%	64 4%p	10 6%p	2 2%	1 1%	8 5%p	9 5%p	5 3%	5 5%p	16 6%p	14 5%p	3 2%	4 7%p	15 5%	35 4%	20 11%	
Being tough	51 2%	35 3%b	15 1%	7 3%	12 3%	9 3%	6 2%	10 3%	6 1%	17 3%	7 1%	13 3%	14 3%	44 2%u	3 2%	4 4%ux	4 2%	5 3%u	6 4%u	1 1%	3 3%u	-	14 5%msux	9 3%u	1 *	1 1%	12 4%	23 3%	17 10%
Having empathy	116 6%	69 7%b	46 4%	12 5%	19 5%	16 5%	26 7%	13 4%	29 6%	35 6%l	39 7%l	26 6%	16 3%	99 6%r	8 5%	2 3%	19 8%r	11 6%r	3 2%	6 4%	8 8%r	6 3%	20 7%r	24 9%ru	8 4%	1 2%	18 5%	52 6%	17 10%
None of these attributes apply	378 18%	223 22%b	155 14%	21 9%	43 12%	47 14%	81 22%cde	69 22%cde	118 24%cde	111 19%	101 17%	64 15%	102 20%	308 18%	35 20%	11 13%	48 21%	33 19%	46 26%vwx	31 21%	22 21%	31 16%	37 14%	44 15%	25 14%	14 22%	48 15%	147 17%	32 18%
Don't know	1266 61%	504 49%	761 71%a	161 69%fgh	240 66%fh	207 62%	206 56%	181 59%	271 56%	305 53%	361 61%i	272 64%i	328 64%i	1072 61%	99 56%	57 67%	138 59%	96 56%	102 56%	97 66%	60 59%	133 68%nqr	151 55%	177 62%	121 67%v	35 55%	203 63%	518 59%	47 27%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 62

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Ed Davey

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	44 2%	19 3%	11 2%	7 4%	1 1%	1 2%	-	1 1%	4 1%
Being energetic	70 3%	30 4%h	24 4%h	5 3%	1 2%	3 4%	1 2%	2 2%	3 1%
Having a vision	99 5%	33 4%	27 4%	17 10%abh	1 2%	5 6%	1 3%	7 7%	9 3%
Being a good listener	79 4%	26 3%h	30 5%h	9 5%h	2 3%	5 6%h	* 1%	6 6%h	1 *
Being a great communicator	50 2%	12 2%	12 2%	10 6%abh	1 2%	2 2%	* 1%	6 6%a	6 2%
Having conviction	95 5%	35 5%	24 4%	21 12%abdeh	-	3 3%	1 2%	5 5%	6 2%
Being decisive	44 2%	11 1%	18 3%	5 3%	1 2%	-	-	3 3%	6 2%
Having humility	95 5%	28 4%	28 5%	15 9%ah	1 3%	2 3%	5 12%abh	9 9%ah	7 2%
Being pragmatic	83 4%	25 3%	38 6%ah	9 5%h	-	1 1%	1 4%	5 4%	5 2%
Having integrity	95 5%	29 4%	29 5%	23 14%abdefgh	1 3%	1 1%	* 1%	1 1%	9 3%
Being authentic	84 4%	23 3%	23 4%h	22 13%abeh	2 4%	2 3%	1 3%	7 7%h	3 1%
Being tough	51 2%	18 2%	20 3%	3 2%	-	2 2%	* 1%	1 1%	6 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 62

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Ed Davey

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	116 6%	44 6%h	32 5%h	25 15%abdeh	1 3%	1 2%	2 5%h	7 6%h	3 1%
None of these attributes apply	378 18%	172 23%bch	99 16%ch	16 9%	16 33%bch	15 19%	6 15%	22 21%ch	34 11%
Don't know	1266 61%	408 55%	366 60%c	87 51%	28 58%	48 61%	27 69%	60 57%	242 78%abcdeg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 63

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Rishi Sunak

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being charismatic	260 12%	128 13%	132 12%	33 14%	45 12%	36 11%	35 10%	42 14%	69 14%	78 14%	81 14%	60 14%	41 8%	227 13%	19 11%	18 21%	23 10%	35 20%	18 10%	16 11%	4 4%	18 9%	44 16%	36 13%	20 11%	10 16%	40 12%	108 12%	35 20%
Being energetic	162 8%	94 9%	68 6%	15 6%	24 7%	33 10%	25 7%	18 6%	48 10%	46 8%	44 8%	41 10%	30 6%	133 8%	17 9%	8 10%	12 5%	10 6%	6 4%	12 8%	8 8%	19 10%	32 12%	22 8%	11 6%	4 6%	20 6%	77 9%	20 12%
Having a vision	365 17%	187 18%	177 17%	44 19%	62 17%	51 15%	71 19%	43 14%	93 19%	119 21%	101 17%	76 18%	68 13%	299 17%	28 16%	10 12%	36 16%	27 16%	44 24%	26 18%	27 26%	34 17%	41 15%	53 19%	28 15%	11 18%	50 15%	167 19%	29 17%
Being a good listener	140 7%	67 7%	73 7%	14 6%	20 6%	29 9%	24 6%	18 6%	36 7%	35 6%	44 7%	25 6%	37 7%	122 7%	11 6%	3 4%	9 4%	13 8%	16 9%	14 10%	5 5%	8 4%	27 10%	23 8%	9 5%	2 4%	24 7%	56 6%	17 9%
Being a great communicator	381 18%	196 19%	185 17%	23 10%	55 15%	61 18%	76 20%	54 17%	114 23%	131 23%	123 21%	54 13%	74 15%	314 18%	30 17%	12 14%	29 13%	34 20%	32 18%	18 12%	19 19%	44 22%	56 21%	55 20%	34 19%	18 29%	55 17%	156 18%	38 22%
Having conviction	275 13%	154 15%	120 11%	19 8%	20 6%	30 9%	48 13%	52 17%	105 22%	88 22%	80 14%	45 11%	63 12%	229 13%	23 13%	16 19%	24 10%	23 14%	34 19%	14 10%	10 9%	35 18%	17 6%	37 13%	28 16%	14 22%	27 8%	107 12%	21 12%
Being decisive	458 22%	233 23%	225 21%	43 19%	63 18%	55 16%	83 22%	70 23%	144 30%	142 30%	137 25%	85 23%	95 20%	381 22%	34 19%	13 15%	48 21%	26 15%	44 24%	34 23%	22 22%	46 24%	63 23%	72 25%	34 19%	22 34%	58 18%	183 21%	34 19%
Having humility	130 6%	78 8%	52 5%	22 9%	25 7%	20 6%	20 5%	11 3%	32 7%	38 7%	36 6%	25 6%	31 6%	120 7%	4 2%	5 6%	14 6%	15 9%	14 8%	9 6%	5 5%	8 4%	18 6%	18 6%	17 10%	2 3%	20 6%	65 7%	19 11%
Being pragmatic	290 14%	177 17%	113 11%	25 11%	50 14%	44 13%	54 15%	45 15%	72 15%	113 20%	85 15%	38 9%	53 10%	251 14%	16 9%	15 18%	32 14%	20 12%	22 12%	20 14%	15 14%	32 16%	44 16%	43 15%	22 12%	8 13%	44 13%	134 15%	35 20%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 63

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Rishi Sunak

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Having integrity	267 13%	149 15% ^b	118 11%	17 7%	43 12%	30 9%	46 12%	42 14% ^c	89 18% ^{cde}	96 17% ^k	81 14% ^l	43 10%	47 9%	233 13%	14 8%	7 8%	25 11%	26 15%	28 16% ⁿ	24 16% ⁿ	16 16%	23 12%	43 16% ⁿ	39 14%	18 10%	5 8%	38 12%	99 11%	29 16%
Being authentic	204 10%	111 11%	92 9%	13 6%	35 10%	42 12% ^c	28 8%	28 9%	59 12% ^c	66 11% ^l	48 8%	56 13% ^{jl}	35 7%	188 11% ⁿ	6 4%	9 11% ⁿ	16 7%	21 12% ⁿ	20 11% ⁿ	15 10% ⁿ	7 7%	12 6%	33 12% ⁿ	36 13% ^{npu}	26 14% ^{npu}	2 3%	35 11%	92 10%	25 15%
Being tough	182 9%	93 9%	89 8%	21 9%	25 7%	23 7%	38 10%	27 9%	47 10%	46 8%	49 8%	39 9%	49 10%	149 8%	14 8%	2 3%	11 5%	17 10%	16 9%	18 12% ^{op}	11 10%	15 8%	17 6%	32 11% ^{op}	20 11% ^{op}	8 13% ^{op}	27 8%	76 9%	23 13%
Having empathy	246 12%	115 11%	132 12%	30 13%	49 13%	30 9%	41 11%	26 8%	71 15% ^{eg}	70 12%	74 13%	53 12%	51 10%	223 13% ⁿ	7 4%	8 9%	25 11% ⁿ	20 11% ⁿ	20 11% ⁿ	22 15% ⁿ	11 11% ⁿ	17 9%	35 13% ⁿ	43 15% ⁿ	34 19% ^{mnpu}	5 8%	43 13%	103 12%	21 12%
None of these attributes apply	318 15%	154 15%	164 15%	41 18% ^h	55 15% ^h	59 18% ^h	61 16% ^h	57 18% ^h	45 9%	85 15%	82 14%	55 13%	96 19% ^{jk}	259 15%	37 21% ^w	14 16%	45 19%	37 12%	28 16%	22 15%	13 12%	26 13%	38 14%	36 13%	29 16%	9 15%	62 19%	130 15%	27 16%
Don't know	413 20%	142 14%	271 25% ^a	62 27% ^{fh}	96 27% ^{fgh}	72 22% ^h	67 18% ^h	59 19% ^h	56 12%	74 13%	107 18% ⁱ	101 24% ⁱ	131 26% ^{ij}	337 19%	45 26% ^{rw}	20 24%	55 24%	33 19%	29 16%	29 20%	23 23%	43 22%	47 17%	47 17%	32 18%	8 13%	62 19%	173 20%	10 6%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 64

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Rishi Sunak

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	260 12%	126 17%bh	66 11%h	23 14%h	3 6%	6 8%	4 10%	14 13%h	18 6%
Being energetic	162 8%	58 8%h	49 8%h	18 10%h	3 6%	11 14%h	2 6%	9 9%	12 4%
Having a vision	365 17%	158 21%bh	85 14%	36 21%b	8 17%	15 19%	4 11%	14 13%	44 14%
Being a good listener	140 7%	77 10%bch	32 5%	6 3%	2 5%	2 3%	1 3%	6 6%	13 4%
Being a great communicator	381 18%	175 24%bh	75 12%	48 28%bdh	5 11%	12 16%	7 18%	27 25%bh	31 10%
Having conviction	275 13%	125 17%bh	53 9%	30 18%bh	3 7%	12 15%	7 17%	18 17%bh	27 9%
Being decisive	458 22%	231 31%bafh	96 16%	39 23%beh	10 21%	9 11%	6 15%	22 21%	45 15%
Having humility	130 6%	72 10%bceh	29 5%	6 4%	5 10%	2 2%	1 2%	3 3%	12 4%
Being pragmatic	290 14%	102 14%h	86 14%h	39 23%abh	6 13%	10 12%	6 16%	16 15%h	24 8%
Having integrity	267 13%	146 20%beh	47 8%	24 14%bh	6 12%	5 6%	4 11%	15 14%h	20 7%
Being authentic	204 10%	103 14%beh	46 8%	19 11%eh	4 9%	2 2%	4 10%	12 11%eh	14 4%
Being tough	182 9%	87 12%bdh	39 6%	14 8%	1 2%	6 8%	5 13%d	9 8%	22 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 64

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Rishi Sunak

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	246 12%	105 14%e	78 13%e	17 10%	4 8%	2 2%	1 3%	9 9%	31 10%e
None of these attributes apply	318 15%	54 7%	144 24%each	24 14%a	13 27%each	16 21%a	6 14%	19 18%a	42 14%a
Don't know	413 20%	91 12%	108 18%ac	14 9%	7 15%	22 28%ac	11 28%ac	16 15%	142 46%abcdefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 65

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Andy Burnham

Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being charismatic	107 5%	73 7% ^b	34 3%	17 7%	17 5%	15 4%	17 5%	21 7%	21 4%	39 7% ^k	27 5%	11 3%	30 6% ^k	87 5% ^x	8 4% ^x	5 5% ^x	15 6% ^x	6 3%	7 4%	12 8% ^x	7 7% ^x	6 3%	23 9% ^{mux}	12 4% ^x	1 1%	6 10% ^x	21 6%	47 5%	29 16%
Being energetic	161 8%	81 8%	80 7%	9 4%	15 4%	18 6%	33 9% ^d	23 8%	63 13% ^{cdeg}	53 9% ^l	51 9% ^l	32 7%	25 5%	144 8%	11 6%	10 11% ^{tx}	22 9%	16 10%	21 12% ^{stx}	7 5%	3 3%	12 6%	26 10% ^x	23 8%	7 4%	3 5%	22 7%	58 7%	16 9%
Having a vision	184 9%	109 11% ^b	75 7%	20 9%	30 8%	33 10%	35 10%	31 10%	35 7%	65 11% ^j	43 7%	32 8%	44 9%	163 9% ^u	11 6%	8 10%	33 14% ^{nsu}	19 11% ^u	21 12% ^u	8 6%	7 7%	9 5%	23 8%	25 9%	18 10%	3 5%	37 11%	89 10%	15 9%
Being a good listener	117 6%	66 6%	52 5%	16 7%	25 7%	19 6%	24 6%	13 4%	20 4%	42 7%	28 5%	19 4%	29 6%	106 6%	6 3%	1 1%	26 11% ^{mnos}	9 5%	9 5%	4 3%	4 4%	8 4%	23 9% ^{nosx}	21 8% ^o	5 3%	1 1%	20 6%	50 6%	21 12%
Being a great communicator	210 10%	103 10%	107 10%	15 7%	25 7%	42 13% ^{cd}	33 9%	42 14% ^{cd}	52 11%	67 12%	62 10%	37 9%	44 9%	169 10%	24 13% ^s	7 8%	35 15% ^{mrs}	15 9%	12 7%	8 6%	11 11%	19 10%	26 9%	25 9%	20 11%	6 10%	28 9%	87 10%	41 24%
Having conviction	385 18%	215 21% ^b	171 16%	22 9%	36 10%	47 14%	68 18% ^{cd}	93 30% ^{cdef}	119 25% ^{cdef}	124 22% ^{kl}	114 19%	66 16%	80 16%	329 19%	22 12%	19 22%	57 24% ^{nsv}	36 21% ⁿ	29 16%	22 15%	16 16%	36 19%	38 14%	50 18%	41 23% ^{nv}	18 29% ^{nrs}	60 19%	130 15%	30 17%
Being decisive	190 9%	96 9%	94 9%	24 10% ^d	18 5%	24 7%	45 12% ^{de}	25 8%	54 11% ^d	57 10%	52 9%	37 9%	44 9%	161 9%	14 8%	15 17% ^{mnq}	45 19% ^{mnqr}	14 8%	14 8%	10 6%	7 7%	18 9%	20 7%	15 5%	11 6%	8 13% ^w	27 8%	81 9%	20 11%
Having humility	106 5%	61 6%	44 4%	13 6%	26 7% ^h	16 5%	23 6% ^h	13 4%	14 3%	26 5%	32 5%	24 6%	24 5%	95 5%	6 3%	6 8%	21 9% ^{sux}	8 5%	7 4%	4 2%	4 3%	4 2%	26 10% ^{mnr}	14 5%	5 3%	1 2%	17 5%	48 5%	17 9%
Being pragmatic	143 7%	89 9% ^b	54 5%	20 8%	25 7%	24 7%	23 6%	20 7%	30 6%	59 10% ^{jl}	30 5%	31 7%	23 4%	124 7%	14 8%	9 11%	15 7%	17 10% ^t	10 5%	8 6%	3 3%	10 5%	27 10% ^t	16 5%	12 7%	2 3%	22 7%	61 7%	29 17%
Having integrity	224 11%	127 12% ^b	97 9%	21 9%	35 10%	33 10%	43 12%	31 10%	61 13%	74 13% ^k	74 13% ^k	24 6%	52 10% ^k	186 11%	20 11%	5 6%	42 18% ^{moqs}	13 8%	18 10%	11 7%	7 7%	14 7%	32 12%	33 12%	18 10%	11 17% ^{su}	34 11%	98 11%	30 17%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 65

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Andy Burnham

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Being authentic	218	129	89	20	31	39	49	36	43	72	67	31	47	172	29	12	21	18	13	13	12	22	31	29	13	5	35	93	42
	10%	13% ^b	8%	8%	9%	12%	13%	12%	9%	13% ^k	11%	7%	9%	10%	17% ^m	17% ⁿ	14% ^o	11%	7%	9%	12%	11%	11%	10%	7%	8%	11%	11%	24%
Being tough	236	129	107	20	32	35	35	46	68	85	72	37	42	209	12	10	33	23	18	14	10	17	25	41	27	5	30	100	20
	11%	13%	10%	9%	9%	11%	9%	15% ^d	14% ^d	15% ^k	12%	9%	8%	12%	7%	12%	14% ⁿ	14%	10%	9%	10%	9%	14% ⁿ	15% ⁿ	9%	9%	11%	11%	
Having empathy	286	149	137	28	35	42	56	54	72	79	95	47	64	237	23	10	50	29	17	14	15	22	37	37	21	10	39	118	27
	14%	15%	13%	12%	10%	12%	15% ^d	17% ^d	15% ^d	14%	16% ^k	11%	13%	14%	13%	11%	22% ^m	17% ^u	9%	10%	15%	11%	14%	13%	11%	16%	12%	13%	16%
None of these attributes apply	309	165	144	11	31	40	67	57	104	77	73	72	87	252	31	8	21	27	32	36	17	29	33	42	24	10	45	115	17
	15%	16%	13%	5%	8%	12% ^c	18% ^c	18% ^c	21% ^c	13%	12%	17%	17%	14%	17% ^p	9%	9%	16%	18% ^p	24% ^m	16% ^o	15%	12%	15%	13%	15%	14%	13%	10%
Don't know	749	276	473	124	188	135	108	77	117	158	210	178	202	625	64	34	45	51	67	60	41	85	101	109	73	20	125	325	27
	36%	27%	44% ^a	54% ^e	52% ^{efg}	40% ^{fg}	29%	25%	24%	28%	36% ⁱ	42% ⁱ	40% ⁱ	36% ^p	36% ^p	40% ^p	19%	30% ^p	37% ^p	40% ^p	40% ^p	44% ^m	37% ^p	38% ^p	40% ^p	31%	38%	37%	16%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 66

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Andy Burnham

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Being charismatic	107 5%	34 5%	38 6%h	12 7%h	3 7%	1 1%	- -	11 11%ae fh	8 3%
Being energetic	161 8%	67 9%h	38 6%	16 9%	1 2%	7 9%	3 6%	14 13%bh	16 5%
Having a vision	184 9%	64 9%h	70 12%h	18 11%h	4 8%	5 6%	2 6%	6 6%	14 5%
Being a good listener	117 6%	44 6%	42 7%h	9 5%	4 9%h	5 6%	2 4%	3 3%	8 3%
Being a great communicator	210 10%	61 8%h	76 13%ah	27 16%adh	2 4%	12 15%h	6 15%h	18 17%adh	9 3%
Having conviction	385 18%	141 19%h	120 20%h	51 30%abdegh	7 14%	11 14%	9 24%h	18 17%h	28 9%
Being decisive	190 9%	58 8%	65 11%h	16 9%h	7 15%h	8 10%	7 17%h	17 16%ah	13 4%
Having humility	106 5%	34 5%	39 6%h	8 5%	2 5%	5 6%	4 9%h	6 6%	9 3%
Being pragmatic	143 7%	47 6%	59 10%ah	10 6%	3 6%	2 3%	4 11%h	7 7%	10 3%
Having integrity	224 11%	42 6%	96 16%ah	38 22%ah	5 11%	11 14%ah	5 13%h	15 14%ah	12 4%
Being authentic	218 10%	53 7%h	84 14%ah	27 16%ah	4 9%	18 22%ah	7 17%ah	14 13%h	11 3%
Being tough	236 11%	105 14%cgh	75 12%g	12 7%	4 9%	5 6%	5 13%	4 4%	26 8%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 66

Q.4 For each of the individuals below, please select the three attributes that you think most apply.

Andy Burnham

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Having empathy	286 14%	71 10%	117 19%ah	31 18%ah	6 12%	11 14%	12 30%adgh	15 14%	24 8%
None of these attributes apply	309 15%	170 23%bcfh	54 9%	16 10%	9 18%f	10 13%f	* 1%	19 18%bf	31 10%
Don't know	749 36%	212 29%	198 33%	47 28%	17 35%	31 39%	15 39%	31 30%	197 64%abcdefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

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Absolutes/col percents

Table 67

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Summary**Base: All respondents**

	Does what he/ she believes to be right, even when those decisions are unpopular	Would fulfil the promises that he/she makes	Has a plan for the economy to recover following the impact of the pandemic	Would protect our public services for the long term	Puts the interests of working people first	Would take the right decisions in the interests of national security	Would unite his/her own party	Would unite the country	Would represent the UK well on the international stage	Understands people like me	Would make the best Prime Minister	Would take the action required to reduce the spread of Covid-19	Has a long- term plan to respond to the impacts of the pandemic	Would treat all parts of the UK fairly	Responds well under pressure
Unweighted base	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092
Weighted base	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092	2092
Boris Johnson	681 33%	427 20%	569 27%	542 26%	362 17%	713 34%	449 21%	466 22%	598 29%	368 18%	642 31%	528 25%	435 21%	503 24%	442 21%
Nicola Sturgeon	753 36%	584 28%	238 11%	348 17%	385 18%	395 19%	634 30%	261 12%	385 18%	365 17%	402 19%	751 36%	401 19%	255 12%	741 35%
Keir Starmer	241 12%	329 16%	245 12%	556 27%	572 27%	403 19%	361 17%	373 18%	495 24%	387 18%	434 21%	316 15%	217 10%	553 26%	327 16%
None of these	417 20%	752 36%	1039 50%	646 31%	774 37%	581 28%	647 31%	992 47%	614 29%	973 46%	614 29%	498 24%	1040 50%	781 37%	582 28%

Leadership Survey

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Absolutes/col percents

Table 68

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to. Does what he/she believes to be right, even when those decisions are unpopular

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	681 33%	371 36%b	310 29%	63 27%	114 31%	95 28%	117 32%	107 35%	186 38%ce	189 33%	173 29%	165 39%ejl	154 30%	604 34%np	26 15%	23 27%n	62 26%n	61 36%n	87 48% pqstuv x	44 29%n	31 30%n	62 32%n	89 32%n	116 41% nop s	60 33%n	21 33%n	90 28%	283 32%	58 33%
Nicola Sturgeon	753 36%	316 31%	437 41%a	60 26%	100 28%	113 34%	151 41%cd	130 42%cd	198 41%cd	184 32%	246 42%ik	127 30%	195 38%ik	576 33%r	117 66% mop qrstuv wxy	30 35%r	89 38%rw	59 35%r	39 22%	52 35%r	34 34%r	64 33%r	85 31%	80 28%	78 43% mrv w	25 41%r	136 42%B	288 33%	54 31%
Keir Starmer	241 12%	142 14%b	98 9%	30 13%	46 13%	42 13%	41 11%	36 11%	46 10%	95 17% ijkl	60 10%	40 9%	46 9%	206 12%	14 8%	12 14%	22 9%	12 7%	21 12%	15 10%	13 13%	29 15%q	41 15% nq	38 13%	16 9%	7 12%	40 12%	112 13%	41 24%
None of these	417 20%	192 19%	226 21%	79 34% efg h	103 28% fgh	84 25% fgh	61 16% h	37 12%	54 11%	103 18%	109 19%	93 22%	113 22%	366 21% n	19 11%	20 24% n	61 26% mwx	38 22% n	33 18%	37 25% nx	23 23% n	40 21% n	59 22% n	50 18%	27 15%	9 14%	59 18%	199 23%	21 12%

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

Leadership Survey
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Absolutes/col percents

Table 69

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Does what he/she believes to be right, even when those decisions are unpopular

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	681 33%	424 58%bcdefgh	88 15%e	25 14%	16 33%bce	4 5%	8 21%e	34 32%bce	82 27%bce
Nicola Sturgeon	753 36%	196 27%	252 42%ah	76 45%ah	19 40%	64 81%abcdefg	18 46%ah	41 39%a	87 28%
Keir Starmer	241 12%	27 4%	131 22%adeh	41 24%adeh	1 1%	7 9%	5 13%adh	15 14%adh	15 5%
None of these	417 20%	89 12%	133 22%ae	29 17%e	12 26%ae	4 5%	8 20%e	16 16%	126 41%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 70

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would fulfil the promises that he/she makes

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	427 20%	250 24% ^b	178 17%	36 15%	84 23% ^{ce}	53 16%	64 17%	68 22%	123 25% ^{cef}	122 21%	114 19%	106 25% ^l	86 17%	391 22% ⁿ	10 5%	19 22% ⁿ	46 20% ⁿ	33 20% ⁿ	51 28% ^{ny}	28 19% ⁿ	19 19% ⁿ	45 23% ⁿ	59 21% ⁿ	76 27% ^{ny}	34 19% ⁿ	7 11%	64 20%	185 21%	37 21%
Nicola Sturgeon	584 28%	227 22%	356 33% ^a	67 29%	78 22%	98 29% ^d	122 33% ^d	88 28%	131 27%	151 27%	185 31% ^k	97 23%	151 30% ^k	426 24%	102 58% ^{mop}	17 20%	59 25%	34 20%	36 20%	39 26%	31 30%	47 24%	71 26%	70 25%	53 29%	25 40% ^{mop}	99 30%	242 27%	53 30%
Keir Starmer	329 16%	193 19% ^b	136 13%	38 16%	61 17%	63 19%	56 15%	46 15%	65 13%	114 20% ^{ijkl}	88 15%	54 13%	72 14%	279 16%	28 16%	15 18%	41 18%	24 14%	25 14%	15 10%	15 15%	34 17%	50 18% ^s	50 18%	25 14%	7 11%	55 17%	139 16%	43 25%
None of these	752 36%	351 34%	401 37%	92 40%	139 39%	120 36%	129 35%	107 35%	164 34%	184 32%	201 34%	168 40% ⁱ	199 39% ⁱ	655 37% ⁿ	37 21%	35 41% ⁿ	87 37% ⁿ	80 47% ^{mnu}	69 38% ⁿ	65 44% ^{nw}	36 35% ⁿ	69 35% ⁿ	94 34% ⁿ	88 31% ⁿ	69 38% ⁿ	24 38% ⁿ	108 33%	316 36%	41 23%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

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Absolutes/col percents

Table 71

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would fulfil the promises that he/she makes

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	427 20%	308 42%bcdefgh	36 6%	11 6%e	10 22%bce	-	3 9%e	18 17%bce	41 13%bce
Nicola Sturgeon	584 28%	131 18%	197 33%adh	59 34%adh	8 16%	63 80%abcdfgh	15 38%ad	33 32%a	77 25%a
Keir Starmer	329 16%	44 6%	181 30%adegh	47 27%adegh	-	7 9%	8 21%adh	13 13%ad	28 9%d
None of these	752 36%	253 34%e	191 32%e	54 32%e	29 62%abcefg	8 11%	13 33%e	41 39%e	163 53%abcefg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

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Absolutes/col percents

Table 72

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Has a plan for the economy to recover following the impact of the pandemic
Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	569 27%	322 32%b	247 23%	66 28%	90 25%	73 22%	95 26%	85 28%	160 33%def	156 27%	155 26%	131 31%	128 25%	517 30%n	15 9%	21 24%n	57 24%n	48 28%n	67 37%nt	41 28%n	21 20%n	56 29%n	77 28%n	99 35%nt	52 29%n	16 26%n	81 25%	223 25%	56 32%
Nicola Sturgeon	238 11%	98 10%	140 13%a	33 14%gh	45 12%h	58 17%gh	43 12%h	25 8%	35 7%	66 12%	70 12%	50 12%	51 10%	154 9%	64 36%mpop rstuvwx y	8 9%	24 10%	12 7%	13 7%	15 10%	8 8%	16 8%	26 9%	26 9%	14 8%	12 19%mq uw	55 17%	110 12%	33 19%
Keir Starmer	245 12%	140 14%b	105 10%	22 10%	60 17%cgh	46 14%h	46 12%	30 10%	42 9%	85 15%kl	69 12%	40 9%	51 10%	207 12%q	22 12%	17 20%mq s	28 12%	10 6%	21 12%	13 9%	13 13%	19 10%	47 17%mq s	33 12%	20 11%	4 6%	38 12%	118 13%	31 18%
None of these	1039 50%	460 45%	579 54%a	111 48%	167 46%	158 47%	187 51%	169 55%d	248 51%	264 46%	293 50%	203 48%	278 55%i	872 50%	76 43%	40 47%	125 53%	101 59%mn r	79 44%	79 53%	60 59%nr v	104 53%	125 46%	126 44%	94 52%	31 50%	151 47%	431 49%	54 31%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 73

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Has a plan for the economy to recover following the impact of the pandemic

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	569 27%	389 53%bcdefgh	57 9%e	23 13%e	11 24%be	-	9 23%be	22 21%be	58 19%be
Nicola Sturgeon	238 11%	38 5%	78 13%a	18 11%a	2 5%	44 56%abcdefg	3 6%	14 14%a	41 13%a
Keir Starmer	245 12%	16 2%	152 25%adegh	37 22%adgh	-	10 13%ad	5 13%ad	6 6%a	19 6%a
None of these	1039 50%	294 40%	318 53%ae	93 55%ae	34 71%abe	24 31%	23 58%ae	63 60%ae	191 62%abe

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 74

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would protect our public services for the long term

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	542 26%	308 30% ^b	234 22%	46 20%	84 23%	72 22%	92 25%	85 28%	162 34% ^{code} i	153 27%	133 23%	141 33% ^{ejl}	115 23%	488 28% ⁿ	14 8%	20 24% ⁿ	57 24% ⁿ	43 25% ⁿ	63 35% ^{npt} x	40 27% ⁿ	20 20% ⁿ	55 28% ⁿ	77 28% ⁿ	96 34% ^{npt} x	38 21% ⁿ	19 31% ⁿ	63 19%	235 27% ^A	54 31%
Nicola Sturgeon	348 17%	151 15%	197 18%	40 17% ^h	67 18% ^h	70 21% ^{gh}	75 20% ^{gh}	42 14%	53 11%	91 16%	109 19% ^k	52 12%	96 19% ^k	220 13%	91 52% ^{mop} qrstuv wxy	10 11%	32 14%	14 8%	19 11%	22 15%	22 21% ^{mqr} u	22 11%	38 14%	37 13%	27 15%	15 25% ^{mqr} uw	71 22%	160 18%	37 21%
Keir Starmer	556 27%	303 30% ^b	253 24%	64 28%	93 26%	82 25%	94 25%	94 31%	128 27%	186 33% ^{kl}	158 27%	102 24%	110 22%	483 28%	38 21%	22 26%	67 29%	44 26%	46 26%	34 23%	22 22%	56 29%	79 29%	74 26%	62 34% ^{ns}	12 20%	98 30%	214 24%	49 28%
None of these	646 31%	259 25%	387 36% ^a	82 35%	118 33%	110 33%	108 29%	87 28%	140 29%	141 25%	188 32% ⁱ	130 31%	188 37% ⁱ	560 32% ⁿ	34 19%	33 39% ⁿ	78 33% ⁿ	69 40% ^{mnv} w	52 29%	52 35% ⁿ	37 37% ⁿ	62 32% ⁿ	81 29% ⁿ	78 27%	54 30% ⁿ	16 25%	94 29%	273 31%	34 20%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 75

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would protect our public services for the long term

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	542 26%	383 52%bcdefgh	49 8%e	18 10%e	8 18%be	-	5 14%e	25 24%bce	53 17%be
Nicola Sturgeon	348 17%	59 8%	125 21%ad	23 14%a	2 3%	58 74%abcdfgh	5 12%	19 18%ad	58 19%ad
Keir Starmer	556 27%	86 12%	273 45%adegh	84 49%adegh	7 16%	12 15%	18 45%adeh	29 27%ah	46 15%
None of these	646 31%	208 28%e	158 26%e	45 27%e	30 63%abcefg	9 11%	12 29%e	32 30%e	153 49%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

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Absolutes/col percents

Table 76

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Puts the interests of working people first

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	362 17%	201 20%b	161 15%	32 14%	66 18%	54 16%	64 17%	56 18%	90 19%	91 16%	85 14%	100 23%ijl	86 17%	330 19%nq	14 8%	13 15%	34 14%	20 12%	48 26%mpq sty	22 15%	11 11%	35 18%n	58 21%nqt	69 24%npq sty	32 17%n	7 12%	60 18%	162 18%	39 22%
Nicola Sturgeon	385 18%	164 16%	220 21%a	43 19%	64 18%	75 22%h	86 23%gh	49 16%	69 14%	111 19%	120 20%	63 15%	90 18%	246 14%	85 48% mop qrstuv wx	10 12%	34 14%	22 13%	15 8%	22 15%	25 24%mpq ruw	27 14%	50 18%r	39 14%	27 15%	29 47% mop qrstuv wx	70 21%	175 20%	48 27%
Keir Starmer	572 27%	304 30%b	268 25%	75 32%f	98 27%	83 25%	74 20%	91 29%f	150 31%f	171 30%l	181 31%l	103 24%	117 23%	505 29%ny	34 19%	30 35%ny	69 29%ny	48 28%y	56 31%ny	40 27%y	28 27%y	48 25%y	76 28%y	77 27%y	62 34%ny	5 8%	84 26%	225 26%	50 29%
None of these	774 37%	352 34%	422 39%a	82 35%	134 37%	123 37%	146 40%	114 37%	174 36%	198 35%	201 34%	159 37%	215 42%ij	671 38%n	44 25%	32 38%n	98 42%n	80 47% mnr vw	62 34%	65 44%nv	38 37%n	84 43%nv	89 33%	100 35%n	60 33%	21 33%	111 34%	320 36%	37 21%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 77

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Puts the interests of working people first

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	362 17%	255 35%bcdefgh	32 5%	8 5%	7 15%bce	1 1%	2 5%	13 13%bce	42 14%bce
Nicola Sturgeon	385 18%	64 9%	130 22%ad	40 23%ad	4 8%	53 68%abcd fgh	9 22%a	34 32%abdh	51 17%a
Keir Starmer	572 27%	127 17%	263 44%adegh	82 48%adegh	6 13%	13 17%	18 44%adegh	15 15%	47 15%
None of these	774 37%	289 39%bce	178 29%e	41 24%	31 64%abcefg	11 14%	11 28%	43 41%bce	169 55%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

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Absolutes/col percents

Table 78

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Would take the right decisions in the interests of national security

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Priv-ate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	713 34%	410 40%b	303 28%	56 24%	93 26%	79 24%	117 32%e	131 42%cde	237 49%code	205 36%l	195 33%	165 39%l	148 29%	635 36%n	24 14%	26 30%n	77 33%n	63 37%n	86 48% pstuv	52 35%n	30 29%n	68 35%n	87 32%n	110 39%n	66 36%n	24 39%n	91 28%	277 31%	52 30%
Nicola Sturgeon	395 19%	160 16%	235 22%a	57 25%gh	68 19%h	76 23%gh	90 24%gh	44 14%	59 12%	106 18%k	134 23%k	55 13%	100 20%k	270 15%r	86 49% mop qrstuv wxy	13 16%	38 16%r	22 13%	15 8%	25 17%r	21 21%r	25 13%	61 22% mqr uw	41 14%	30 17%r	18 29% mpq ruw	81 25%B	166 19%	40 23%
Keir Starmer	403 19%	216 21%	187 17%	39 17%	73 20%	72 21%	62 17%	68 22%	90 19%	134 23% j	107 18%	78 18%	84 17%	342 20% s	36 20%	20 24% s	42 18%	31 18%	32 18%	18 12%	16 16%	40 20%	56 21% s	64 23% s	38 21%	9 15%	72 22%	171 19%	54 31%
None of these	581 28%	235 23%	346 32%a	80 35%gh	128 35% fgh	107 32% gh	101 27% h	67 22%	97 20%	126 22%	152 26%	127 30%i	177 35% ij	505 29%n	30 17%	26 30%n	76 32% ny	54 32% n	47 26%	54 37% nvw	34 34% ny	62 32% ny	70 26%	69 24%	47 26%	11 18%	81 25%	268 30%	29 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

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Absolutes/col percents

Table 79

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Would take the right decisions in the interests of national security

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	713 34%	483 66%bcdefgh	67 11%e	40 24%be	19 40%bceh	2 2%	10 25%be	30 29%be	62 20%be
Nicola Sturgeon	395 19%	67 9%	141 23%ad	32 19%a	4 8%	50 64%abcdfgh	10 24%a	22 21%a	69 22%ad
Keir Starmer	403 19%	40 6%	228 38%adegh	60 35%adegh	2 4%	13 16%a	11 27%adh	18 17%a	31 10%a
None of these	581 28%	146 20%	169 28%a	37 22%	23 47%abcef	14 18%	9 23%	35 34%ae	148 48%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

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Absolutes/col percents

Table 80

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would unite his/her own party

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	449 21%	264 26% ^b	186 17%	43 18%	77 21%	59 18%	74 20%	67 22%	129 27% ^{cef}	133 23%	108 18%	109 26% ^j	99 20%	403 23% ⁿ	13 8%	16 19% ⁿ	48 20% ⁿ	40 23% ⁿ	48 27% ⁿ	31 21% ⁿ	22 22% ⁿ	41 21% ⁿ	67 24% ⁿ	80 28% ^{nx}	32 18% ⁿ	11 18% ⁿ	65 20%	184 21%	46 26%
Nicola Sturgeon	634 30%	314 31%	320 30%	66 28%	95 26%	103 31%	110 30%	103 33%	157 32%	167 29%	217 37% ^{ikl}	115 27%	135 27%	475 27%	107 61% ^{mop} qrstuv wxy	20 23%	55 24%	44 26%	45 25%	41 28%	28 27%	60 31%	73 27%	68 24%	68 38% ^{mop} qrvw	24 39% ^{pw}	98 30%	266 30%	54 31%
Keir Starmer	361 17%	173 17%	188 18%	38 16%	63 17%	67 20%	72 19%	51 17%	70 14%	113 20%	89 15%	66 16%	93 18%	311 18%	22 12%	18 21%	42 18%	26 15%	27 15%	26 17%	19 18%	31 16%	57 21% ⁿ	60 21% ⁿ	26 14%	10 16%	62 19%	171 19%	45 26%
None of these	647 31%	270 26%	377 35% ^a	86 37% ^h	127 35% ^h	104 31%	114 31%	88 29%	127 26%	158 28%	174 30%	134 32%	181 36% ⁱ	562 32% ⁿ	34 19%	31 36% ⁿ	89 38% ^{nvw}	61 36% ⁿ	61 34% ⁿ	50 34% ⁿ	33 33% ⁿ	63 32% ⁿ	77 28%	76 27%	55 30% ⁿ	17 28%	100 31%	261 30%	29 17%

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

Leadership Survey
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Absolutes/col percents

Table 81

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would unite his/her own party

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	449 21%	313 43%bcdefgh	41 7%	18 11%	11 22%be	2 3%	5 11%	22 21%bce	38 12%be
Nicola Sturgeon	634 30%	145 20%	215 36%ah	70 41%ah	14 29%	61 77%abcdefg	19 49%ah	36 34%a	75 24%
Keir Starmer	361 17%	75 10%	166 27%adegh	45 27%adeh	2 4%	3 4%	10 24%ade	18 17%e	42 13%e
None of these	647 31%	203 28%	182 30%e	37 22%	21 44%acef	13 16%	6 16%	30 28%	155 50%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 82

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would unite the country

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	466 22%	262 26% ^b	203 19%	50 22%	74 20%	54 16%	73 20%	66 21%	148 31% ^c d e f g	139 24% ^h i j k l	121 21%	111 26% ^l	95 19%	421 24% ⁿ	11 6%	17 20% ⁿ	52 22% ⁿ	36 21% ⁿ	52 29% ⁿ	33 22% ⁿ	21 21% ⁿ	50 26% ⁿ	67 24% ⁿ	72 26% ⁿ	42 23% ⁿ	12 20% ⁿ	63 20%	184 21%	45 26%
Nicola Sturgeon	261 12%	116 11%	145 14%	37 16% ^h	48 13% ^h	51 15% ^h	58 16% ^{gh}	30 10%	37 8%	67 12%	78 13%	45 11%	72 14%	172 10%	63 35% ^m o p q r s t u v w x	8 9%	21 9%	17 10%	15 8%	14 12%	12 8%	35 13%	27 9%	20 11%	14 22% ^m o p q r s t u v w x	57 17%	124 14%	32 19%	
Keir Starmer	373 18%	206 20% ^b	168 16%	37 16%	70 19%	78 23% ^h	61 17%	59 19%	68 14%	127 22% ^{jk} l	100 17%	63 15%	83 16%	310 18%	35 20% ^q	16 19%	44 19%	19 11%	28 16%	19 13%	19 19%	33 17%	57 21% ^{qs}	61 21% ^{qs}	32 18%	9 15%	58 18%	180 20%	45 26%
None of these	992 47%	437 43%	555 52% ^a	108 47%	170 47%	151 45%	178 48%	154 50%	230 48%	239 42%	289 49% ⁱ	205 48%	259 51% ⁱ	848 48% ⁿ	68 38%	44 52%	116 50% ⁿ	98 58% ^m n v	86 47%	82 55% ⁿ v w	48 48%	97 50%	115 42%	124 44%	86 48%	27 43%	147 45%	395 45%	52 30%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 83

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would unite the country

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	466 22%	329 45%bcdefgh	37 6%e	16 10%e	8 17%be	-	5 14%e	23 22%bce	47 15%be
Nicola Sturgeon	261 12%	55 7%	87 14%a	17 10%	2 4%	38 48%abcdfgh	4 9%	16 15%a	42 13%a
Keir Starmer	373 18%	48 7%	204 34%adefgh	52 31%adegh	1 2%	12 15%ad	7 17%ad	14 13%a	35 11%a
None of these	992 47%	304 41%	276 46%	84 50%	37 77%abccegh	29 37%	24 60%ae	53 50%	185 60%abce

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 84

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Would represent the UK well on the international stage
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
Boris Johnson	598 29%	351 34%b	247 23%	50 21%	87 24%	74 22%	98 27%	95 31%ce	194 40%code fg	173 30%	151 26%	142 33%ejl	133 26%	537 31%en	19 11%	22 26%en	60 26%en	52 30%en	70 39%npu y	47 32%en	29 28%en	54 28%en	80 29%en	97 34%en	55 31%en	13 21%	77 24%	244 28%	58 33%
Nicola Sturgeon	385 18%	164 16%	221 21%a	49 21%h	62 17%	75 23%gh	91 25%dgh	44 14%	64 13%	96 17%	119 20%k	61 14%	109 21%k	266 15%	78 44% mop qrstuv wx	9 11%	31 13%	24 14%	18 10%	27 18%	21 21%r	32 17%	45 16%	47 16%	33 18%	19 30% mop quvw	78 24%	162 18%	41 24%
Keir Starmer	495 24%	256 25%	238 22%	49 21%	85 23%	85 25%	77 21%	86 28%	113 23%	169 30%kl	156 27%kl	80 19%	90 18%	421 24%	38 22%	25 29%	65 28%	35 20%	34 19%	31 21%	20 20%	55 28%	74 27%	62 22%	41 23%	15 24%	84 26%	208 24%	48 28%
None of these	614 29%	250 24%	364 34%a	85 36%gh	128 35%gh	100 30%h	105 28%	84 27%	112 23%	133 23%	162 28%	142 34%i	177 35%ij	527 30%	41 23%	29 35%	77 33%en	60 35%en	58 32%	43 29%	31 31%	54 28%	75 28%	78 28%	51 28%	15 24%	85 26%	268 30%	27 16%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 85

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Would represent the UK well on the international stage

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	598 29%	428 58%bcdefgh	50 8%	25 15%be	11 22%be	2 2%	5 13%e	28 27%bceh	50 16%be
Nicola Sturgeon	385 18%	64 9%	121 20%a	43 25%a	10 20%a	51 64%abcdefg	6 16%	22 21%a	68 22%a
Keir Starmer	495 24%	67 9%	259 43%adegh	67 39%adegh	4 8%	11 15%	16 41%adeh	27 25%adh	43 14%a
None of these	614 29%	177 24%	175 29%	35 21%	24 50%abceg	15 19%	12 30%	28 27%	148 48%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 86

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Understands people like me

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	368 18%	202 20%b	165 15%	35 15%	65 18%	60 18%	51 14%	41 13%	117 24%cfg	114 20%l	91 16%	88 21%l	74 15%	329 19%n	16 9%	9 11%	34 14%	27 16%	42 23%no	28 19%n	16 16%	33 17%n	54 20%n	67 24%nop	35 20%n	8 12%	50 15%	155 18%	41 24%
Nicola Sturgeon	365 17%	158 16%	207 19%a	42 18%	59 16%	72 21%gh	82 22%gh	42 14%	68 14%	99 17%	116 20%k	58 14%	93 18%	226 13%	99 56% mop qrstuv wxy	11 13%	28 12%	20 12%	17 9%	13 8%	19 19%rs	28 15%	46 17% s	31 11%	33 18%rs	20 32% mop qrsuvw x	75 23%B	149 17%	41 23%
Keir Starmer	387 18%	214 21%b	173 16%	51 22%	67 19%	73 22%h	61 17%	59 19%	75 16%	127 22%l	106 18%	72 17%	81 16%	347 20%n	17 9%	20 23% n	48 21% n	27 16%	34 19% n	23 16%	17 17%	36 19% n	63 23% ny	61 21% n	36 20% n	6 10%	65 20%	178 20%	49 28%
None of these	973 46%	446 44%	526 49%a	104 45%	170 47%	130 39%	176 47%e	169 54%eh	223 46%	231 40%	275 47%i	206 49%i	260 51%i	849 49% nv	45 25%	45 53% n	123 53% nv	97 57% mnv wx	88 49% n	84 57% nvw x	49 49% n	97 50% n	112 41% n	125 44% n	77 43% n	29 46% n	135 42%	400 45%	42 24%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 87

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Understands people like me

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	368 18%	267 36%bcefgh	28 5%	7 4%	10 22%bcef	2 2%	2 4%	12 11%be	40 13%bce
Nicola Sturgeon	365 17%	62 8%	119 20%ad	38 23%ad	1 1%	65 83%abcdfgh	7 18%ad	27 25%adh	47 15%ad
Keir Starmer	387 18%	52 7%	218 36%adefgh	54 32%adefgh	5 11%	2 3%	8 20%ae	16 15%ae	32 10%
None of these	973 46%	356 48%be	240 40%e	70 41%e	32 67%abce	9 12%	23 58%be	51 49%e	191 62%abceg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 88

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would make the best Prime Minister

Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	642 31%	358 35%b	284 26%	40 17%	97 27%c	80 24%	109 29%c	114 37%cde	202 42%code	189 33%j	160 27%	153 36%ejl	139 27%	581 33%nt	18 10%	20 23%n	67 29%n	57 34%n	71 40%nop	51 34%n	23 23%n	64 33%n	82 30%n	104 36%not	65 36%nt	19 30%n	79 24%	261 30%	49 28%
Nicola Sturgeon	402 19%	171 17%	231 22%a	52 23%h	64 18%	80 24%gh	95 26%dgh	48 16%	63 13%	109 19%	117 20%	64 15%	112 22%k	273 16%	87 49%mp	13 15%	32 14%	28 16%	19 11%	26 17%	24 23%rw	33 17%	55 20%r	38 14%	28 16%	18 29%mpq	79 24%	180 20%	50 29%
Keir Starmer	434 21%	238 23%b	196 18%	51 22%	71 20%	80 24%	69 19%	60 19%	104 21%	142 25%kl	137 23%l	77 18%	78 15%	367 21%	39 22%	20 23%	49 21%	29 17%	35 19%	22 15%	18 18%	40 20%	67 25%ss	69 24%ss	37 21%	10 16%	68 21%	186 21%	44 25%
None of these	614 29%	253 25%	361 34%a	89 39%efg	130 36%fh	96 29%	97 26%	87 28%	115 24%	130 23%	174 30%i	131 31%i	179 35%i	530 30%n	33 19%	33 38%nvw	85 36%nvw	56 33%n	56 31%n	50 34%n	36 36%n	58 30%n	69 25%	73 26%	50 28%	15 25%	99 30%	256 29%	31 18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 89

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would make the best Prime Minister

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	642 31%	457 62%bcefg	47 8%e	19 11%e	22 47%bcefg	-	8 20%be	30 28%bce	58 19%be
Nicola Sturgeon	402 19%	74 10%	147 24%ad	37 22%ad	3 7%	53 67%abcdg	6 14%	25 24%ad	57 18%a
Keir Starmer	434 21%	49 7%	233 39%adegh	61 36%adegh	2 5%	15 19%ad	14 36%adegh	16 15%a	44 14%a
None of these	614 29%	156 21%	178 29%ae	53 31%ae	20 42%ae	11 14%	12 30%	35 33%ae	150 49%abcefg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 90

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would take the action required to reduce the spread of Covid-19

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	528 25%	296 29%b	231 22%	46 20%	77 21%	68 20%	91 25%	87 28%ce	160 33%code i	160 28%j	130 22%	121 28%	117 23%	473 27%en	12 7%	22 26%en	55 23%en	47 27%en	62 34%np	38 26%en	24 23%en	49 25%en	70 26%en	86 30%en	44 24%en	18 29%en	68 21%	215 24%	48 27%
Nicola Sturgeon	751 36%	314 31%	437 41%a	70 30%	113 31%	115 34%	156 42%cd	125 41%cd	172 36%	196 34%	231 39%k	125 30%	198 39%k	574 33%	107 61% mop qrstuv wx	22 26%	67 29%	61 36%	49 27%	56 37%	38 38%	75 39%r	88 32%	87 30%	70 39%r	32 51% mop rvw	127 39%	304 34%	54 31%
Keir Starmer	316 15%	181 18%b	134 13%	41 18%	56 15%	67 20%fh	46 12%	42 14%	64 13%	109 19%jl	83 14%	70 16%l	55 11%	273 16%qy	28 16%qy	17 21%qy	39 17%qy	13 8%	27 15%y	16 11%	13 13%y	31 16%qy	50 18%qsy	50 18%qy	30 16%qy	1 2%	51 16%	151 17%	41 24%
None of these	498 24%	229 22%	269 25%	75 32%fgh	117 32%fgh	85 25%gh	78 21%	55 18%	88 18%	106 19%	144 24%i	109 26%i	139 27%i	431 25%en	29 17%	24 28%	73 31% nuw	50 29%en	43 24%	39 26%	26 25%	39 20%	66 24%	61 21%	38 21%	12 19%	78 24%	213 24%	30 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 91

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Would take the action required to reduce the spread of Covid-19

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	528 25%	360 49%bcdefgh	51 8%e	21 12%e	11 24%be	-	6 16%e	23 22%be	55 18%be
Nicola Sturgeon	751 36%	182 25%	236 39%a	87 51%abh	18 38%a	62 79%abcdefg	16 41%a	51 48%ah	98 32%a
Keir Starmer	316 15%	37 5%	184 30%acdegh	35 20%adgh	1 1%	10 12%ad	9 22%adgh	8 8%	33 11%a
None of these	498 24%	157 21%e	134 22%e	28 16%	17 37%abce	7 9%	8 21%	24 22%e	123 40%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

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Absolutes/col percents

Table 92

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Has a long-term plan to respond to the impacts of the pandemic

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	435 21%	250 24% ^b	185 17%	46 20%	77 21%	61 18%	72 19%	60 20%	118 24%	104 18%	120 20%	106 25% ⁱ	105 21%	396 23% ^{np}	10 5%	17 19% ^{on}	34 15% ⁿ	34 20% ⁿ	55 31% ^{mnp}	29 20% ⁿ	16 16% ⁿ	40 20% ⁿ	66 24% ^{np}	85 30% ^{mnp}	37 21% ⁿ	12 20% ⁿ	67 20%	172 19%	43 25%
Nicola Sturgeon	401 19%	168 16%	233 22% ^a	46 20%	74 20%	79 24% ^{gh}	79 21% ^h	49 16%	74 15%	112 20%	118 20%	72 17%	99 19%	277 16%	85 48% ^{mop}	13 16%	39 17%	23 13%	26 15%	29 20%	18 18%	32 16%	46 17%	36 13%	32 18%	20 32% ^{mop}	79 24%	179 20%	51 29%
Keir Starmer	217 10%	127 12% ^b	90 8%	26 11%	47 13% ^h	39 12% ^h	40 11%	32 10%	33 7%	79 14% ^j	47 8%	42 10%	49 10%	186 11% ^{qy}	17 10%	13 15% ^{qy}	24 10%	8 5%	19 10%	11 7%	13 12% ^{qy}	20 10%	43 16% ^{mqs}	33 12% ^{qy}	16 9%	1 2%	37 11%	108 12%	36 21%
None of these	1040 50%	477 47%	563 53% ^a	115 49%	164 45%	155 46%	180 49%	168 54% ^d	258 53% ^d	276 48%	304 52%	205 48%	255 50%	891 51% ^{nv}	64 37%	43 50%	136 58% ^{nrv}	106 62% ^{mnr}	80 44%	79 54% ⁿ	54 54% ⁿ	103 53% ⁿ	120 44%	130 46%	95 53% ⁿ	29 47%	143 44%	424 48%	44 25%

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

Leadership Survey
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Absolutes/col percents

Table 93

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.
Has a long-term plan to respond to the impacts of the pandemic

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	435 21%	296 40%bcdefgh	43 7%e	19 11%e	11 23%be	-	8 21%be	14 13%e	44 14%be
Nicola Sturgeon	401 19%	84 11%	139 23%ad	30 18%a	4 9%	55 70%abcdefg	8 20%	22 21%a	58 19%a
Keir Starmer	217 10%	20 3%	129 21%adegh	30 18%adegh	1 2%	5 7%	6 14%ad	5 5%	21 7%a
None of these	1040 50%	336 46%e	294 49%e	91 53%e	31 66%abe	18 23%	18 45%e	65 61%abe	187 61%abe

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

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Absolutes/col percents

Table 94

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would treat all parts of the UK fairly

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	503 24%	276 27% ^b	227 21%	34 15%	82 23% ^c	63 19%	76 21%	83 27% ^{ce}	166 34% ^{code}	149 26%	124 21%	124 29% ^{ijl}	106 21%	446 25% ⁿ	19 11%	17 20%	49 21% ⁿ	37 22% ⁿ	58 32% ^{npqv}	38 25% ⁿ	21 21% ⁿ	46 24% ⁿ	62 23% ⁿ	85 30% ⁿ	54 30% ⁿ	16 26% ⁿ	61 19%	196 22%	42 24%
Nicola Sturgeon	255 12%	118 12%	137 13%	32 14% ^h	44 12% ^h	60 18% ^{gh}	58 16% ^{gh}	28 9%	34 7%	60 11%	84 14%	41 10%	70 14%	161 9%	66 37% ^{mop}	9 10%	17 7%	13 8%	11 6%	17 11%	13 13%	21 11%	33 12%	23 8%	18 10%	15 24% ^{mop}	59 18%	117 13%	28 16%
Keir Starmer	553 26%	294 29% ^b	259 24%	66 28%	93 26%	93 28%	93 25%	77 25%	131 27%	181 32% ^{kl}	168 29% ^k	87 21%	117 23%	485 28% ^{sy}	36 20%	22 26%	67 29%	46 27%	48 27%	29 20%	23 22%	58 30% ^{sy}	84 31% ^{nsy}	82 29% ^y	49 27%	10 15%	84 26%	236 27%	63 36%
None of these	781 37%	333 33%	448 42% ^a	100 43% ^h	143 39% ^h	119 36%	144 39%	122 39% ^h	153 32%	181 32%	212 36%	172 40% ⁱ	216 42% ^{ij}	659 38%	56 32%	37 44%	101 43% ^{nw}	74 44% ^{nw}	64 35%	65 44% ^{nw}	44 44%	69 35%	95 35%	94 33%	59 33%	22 35%	120 37%	333 38%	41 23%

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

Leadership Survey
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Absolutes/col percents

Table 95

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Would treat all parts of the UK fairly

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	503 24%	342 47%bcdefgh	46 8%	17 10%e	10 20%be	1 1%	7 18%be	26 24%bce	54 18%bce
Nicola Sturgeon	255 12%	35 5%	90 15%ad	20 12%a	1 3%	45 58%abcdfgh	4 11%	13 13%a	46 15%ad
Keir Starmer	553 26%	94 13%	272 45%adegh	80 47%adegh	8 16%	8 11%	13 32%aeh	27 26%ae	51 16%
None of these	781 37%	264 36%	197 33%	54 32%	29 61%abceg	24 30%	16 39%	39 37%	158 51%abceg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

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Absolutes/col percents

Table 96

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Responds well under pressure

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Boris Johnson	442 21%	244 24% ^b	197 18%	42 18%	76 21%	72 21%	74 20%	67 22%	112 23%	134 23% ^{ijl}	106 18%	110 26% ^{ejl}	92 18%	394 22% ^{en}	14 8%	17 19% ^{en}	45 19% ⁿ	34 20% ⁿ	61 34% ^{emno}	35 24% ⁿ	19 19% ⁿ	41 21% ⁿ	62 23% ⁿ	60 21% ⁿ	39 21% ⁿ	14 23% ⁿ	65 20%	187 21%	46 27%
Nicola Sturgeon	741 35%	328 32%	412 39% ^a	70 30%	113 31%	98 29%	138 37%	130 42% ^{cde}	192 40% ^{cde}	194 34%	239 41% ^{ik}	126 30%	182 36%	565 32%	117 66% ^{mop}	24 28%	74 32%	53 31%	51 28%	55 37%	31 31%	65 33%	93 34%	92 32%	59 33%	28 44% ^r	110 34%	301 34%	46 26%
Keir Starmer	327 16%	180 18% ^b	147 14%	37 16%	56 15%	74 22% ^{dfgh}	57 15%	44 14%	59 12%	111 19% ^l	88 15%	64 15%	64 13%	276 16% ^{rs}	24 14% ^s	18 21% ^{qrs}	44 19% ^{qrs}	18 11%	16 9%	9 6%	17 16% ^s	36 18% ^{rs}	51 19% ^{qrs}	46 16% ^s	38 21% ^{qrs}	11 17% ^s	64 20%	160 18%	53 30%
None of these	582 28%	268 26%	314 29%	84 36% ^{egh}	117 32% ^{gh}	91 27%	102 27%	70 22%	120 25%	132 23%	155 26%	124 29%	171 34% ^{ij}	517 29% ^{ny}	21 12%	27 32% ^{ny}	70 30% ^{ny}	65 38% ^{mnu}	52 29% ⁿ	49 33% ^{ny}	34 34% ^{ny}	53 27% ⁿ	68 25% ⁿ	87 30% ^{ny}	45 25% ⁿ	10 16%	86 26%	234 27%	29 17%

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

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Absolutes/col percents

Table 97

Q.5 For each of the statements below, please say which of the party leaders you think it most applies to.

Responds well under pressure

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Boris Johnson	442 21%	291 40%bcdefgh	48 8%e	16 10%e	11 23%bce	-	5 13%e	18 17%be	52 17%be
Nicola Sturgeon	741 35%	192 26%	235 39%ah	86 51%abh	16 34%	67 85%abcdefg	14 35%	42 39%a	90 29%
Keir Starmer	327 16%	50 7%	167 28%adeh	43 25%adeh	2 3%	7 9%	12 30%adeh	19 18%adh	28 9%
None of these	582 28%	203 28%ce	155 26%ce	25 15%	19 40%bce	4 5%	9 22%e	27 25%ce	140 45%abcefg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

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Absolutes/col percents

Table 98

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

Summary

Base: All respondents

		Female leaders fare better in response to a crisis	Effective leaders listen to the experts and change their approach if the advice changes	The UK would have responded to the coronavirus crisis more effectively if it was run by businesspeople rather than politicians	Local businesses have been the heroes of this crisis and many have served their communities well	The most successful businesses show leadership and innovate at a time of crisis	I have found it comforting to use familiar brands throughout this uncertain time	A cross-party national government would have managed the pandemic more effectively	Boris Johnson has shown weak leadership by taking too much advice from others in his response to the pandemic	The decision to suspend Jeremy Corbyn from the Labour Party shows Keir Starmer is a strong leader	Regional mayors and leaders in the devolved administrations have provided more effective leadership during the pandemic than the UK government
Unweighted base		2092	2092	2092	2092	2092	2092	2092	2092	2092	2092
Weighted base		2092	2092	2092	2092	2092	2092	2092	2092	2092	2092
NET: Agree		812 39%	1570 75%	564 27%	1517 73%	1477 71%	718 34%	935 45%	902 43%	1067 51%	882 42%
Strongly agree	(+2)	289 14%	716 34%	170 8%	618 30%	517 25%	181 9%	334 16%	459 22%	405 19%	295 14%
Tend to agree	(+1)	523 25%	854 41%	394 19%	899 43%	961 46%	537 26%	602 29%	442 21%	662 32%	588 28%
Neither agree nor disagree	(0)	863 41%	299 14%	485 23%	379 18%	359 17%	918 44%	433 21%	442 21%	473 23%	501 24%
Tend to disagree	(-1)	125 6%	79 4%	387 18%	70 3%	58 3%	212 10%	222 11%	410 20%	155 7%	291 14%
Strongly disagree	(-2)	90 4%	32 2%	356 17%	29 1%	38 2%	130 6%	167 8%	212 10%	171 8%	164 8%
NET: Disagree		215 10%	111 5%	743 36%	99 5%	96 5%	341 16%	389 19%	622 30%	326 16%	455 22%
Don't know		202 10%	112 5%	300 14%	97 5%	160 8%	115 5%	335 16%	126 6%	226 11%	253 12%
Mean		0.42	1.08	-0.20	1.01	0.96	0.22	0.41	0.27	0.52	0.30
Standard deviation		0.98	0.90	1.25	0.88	0.87	0.98	1.20	1.31	1.18	1.18
Standard error		0.02	0.02	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 99
Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
Female leaders fare better in response to a crisis
Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Agree	812	295	517	93	131	146	154	110	179	233	230	149	199	657	87	27	93	63	62	43	35	76	110	111	72	33	141	350	85
	39%	29%	48%a	40%	36%	43%	42%	35%	37%	41%	39%	35%	39%	37% _{rs}	49% _{moq}	32%	40%	37%	34%	29%	35%	39%	40% _s	39%	40%	53% _{moq}	43%	40%	49%
Strongly agree (+2)	289	89	201	42	52	54	54	35	52	88	70	52	79	236	28	9	26	23	22	18	11	23	39	46	30	14	50	124	34
	14%	9%	19%a	18% _{gh}	14%	16% _h	15%	11%	11%	15%	12%	12%	16%	13%	16%	10%	11%	13%	12%	12%	11%	12%	14%	16%	16%	22% _p	15%	14%	19%
Tend to agree (+1)	523	207	316	51	79	91	100	75	127	145	160	98	120	420	59	18	66	40	40	24	24	53	70	66	42	19	90	226	52
	25%	20%	30%a	22%	22%	27%	27%	24%	26%	25%	27%	23%	24%	24%	34% _{mrs}	22%	28% _s	24%	22%	17%	23%	27% _s	26% _s	23%	23%	31% _s	28%	26%	30%
Neither agree nor disagree (0)	863	497	367	86	137	125	154	143	219	240	237	184	202	735	59	31	101	68	80	76	44	88	98	120	73	25	120	358	56
	41%	49% _b	34%	37%	38%	37%	42%	46% _e	45% _e	42%	40%	43%	40%	42%	34%	36%	43%	40%	44%	51% _{mno}	43%	45% _n	36%	42%	40%	40%	37%	41%	32%
Tend to disagree (-1)	125	79	45	10	31	14	18	16	35	37	38	20	29	108	9	5	8	11	6	7	6	9	29	17	17	2	16	45	16
	6%	8% _b	4%	4%	9% _e	4%	5%	5%	7%	7%	6%	5%	6%	6%	5%	6%	3%	7%	3%	5%	6%	10% _{mp}	6%	9% _{pr}	3%	5%	5%	9%	
Strongly disagree (-2)	90	61	30	10	14	16	13	12	25	27	14	22	27	76	10	4	7	7	11	3	3	7	15	16	5	2	13	41	11
	4%	6% _b	3%	4%	4%	5%	4%	4%	5%	5%	2%	5% _j	5% _j	4%	6%	5%	3%	4%	6%	2%	3%	4%	6%	6%	3%	2%	4%	5%	6%
NET: Disagree	215	140	75	21	45	30	32	28	60	65	52	43	56	184	19	9	15	18	16	11	9	16	44	33	22	3	30	86	26
	10%	14% _b	7%	9%	12%	9%	9%	9%	12%	11%	9%	10%	11%	10%	11%	10%	6%	11%	9%	7%	9%	8%	16% _{mps}	11%	12%	5%	9%	10%	15%
Don't know	202	89	113	33	49	34	31	29	25	33	68	48	52	176	11	18	25	21	22	19	14	15	22	20	13	1	35	88	6
	10%	9%	11%	14% _{fh}	14% _h	10% _h	8%	9% _h	5%	6%	12% _i	11% _i	10% _i	10% _y	6%	22% _{mnp}	11% _y	12% _y	12% _y	13% _y	14% _y	7%	8%	7%	7%	1%	11%	10%	4%
Mean	0.42	0.20	0.64a	0.52h	0.40	0.51h	0.48h	0.37	0.32	0.43	0.45	0.36	0.43	0.40	0.51	0.34	0.47	0.40	0.36	0.37	0.40	0.43	0.36	0.41	0.44	0.68 _{mr}	0.51	0.44	0.49
																									sv				
Standard deviation	0.98	0.95	0.97	1.04	1.02	1.01	0.96	0.93	0.96	1.01	0.91	0.99	1.04	0.98	1.03	1.01	0.88	1.00	1.00	0.89	0.91	0.91	1.07	1.04	1.00	0.94	0.99	0.99	1.11
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.06	0.05	0.02	0.08	0.12	0.06	0.08	0.08	0.07	0.09	0.07	0.07	0.07	0.08	0.12	0.06	0.04	0.09

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

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Absolutes/col percents

Table 100

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**Female leaders fare better in response to a crisis****Base: All respondents**

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	812 39%	220 30%	285 47%adh	81 48%adh	12 26%	41 52%adh	24 60%adh	48 45%adh	100 32%
Strongly agree	(+2) 289 14%	67 9%	116 19%ah	32 19%ah	4 8%	16 20%ah	12 30%adh	18 17%ah	25 8%
Tend to agree	(+1) 523 25%	154 21%	169 28%a	49 29%a	9 18%	26 32%a	12 30%	30 28%	75 24%
Neither agree nor disagree	(0) 863 41%	370 50%bcefgh	207 34%	62 37%	22 47%	26 33%	13 32%	37 35%	126 41%
Tend to disagree	(-1) 125 6%	53 7%	31 5%	7 4%	5 11%	2 2%	1 4%	7 7%	17 6%
Strongly disagree	(-2) 90 4%	47 6%b	17 3%	5 3%	3 7%	4 5%	-	4 4%	10 3%
NET: Disagree	215 10%	100 14%bc	48 8%	12 7%	9 18%bcf	6 8%	1 4%	11 11%	27 9%
Don't know	202 10%	45 6%	64 11%a	14 8%	4 8%	5 7%	2 4%	10 10%	57 18%abcef
Mean	0.42	0.20	0.62adh	0.61adh	0.10	0.63adh	0.91adh	0.53ad	0.35
Standard deviation	0.98	0.96	0.98	0.98	0.99	1.04	0.90	1.02	0.89
Standard error	0.02	0.04	0.04	0.08	0.14	0.12	0.13	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

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Absolutes/col percents

Table 101

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

Effective leaders listen to the experts and change their approach if the advice changes

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)								
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)					
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162					
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174					
NET: Agree	1570	771	798	165	255	223	277	255	395	456	463	291	360	1314	124	65	159	128	132	102	79	158	208	210	152	52	234	639	130					
	75%	76%	75%	71%	70%	67%	75%	e	f	82%	cde	82%	cde	80%	kl	79%	kl	68%	71%	75%	70%	81%	nps	76%	74%	84%	mnp	83%	ps	75%				
Strongly agree	(+2)	716	359	357	98	133	119	113	100	154	230	215	114	157	594	64	24	70	50	52	53	36	82	110	84	69	22	117	309	74				
		34%	35%	33%	42%	gh	37%	35%	31%	32%	40%	kl	37%	k	27%	31%	34%	37%	29%	29%	35%	36%	42%	mop	40%	pqr	30%	38%	35%	36%	35%	42%		
Tend to agree	(+1)	854	412	441	67	122	104	163	155	242	226	248	177	203	720	60	41	89	78	80	49	43	76	98	126	83	30	117	330	57				
		41%	40%	41%	29%	34%	31%	44%	cde	50%	cde	50%	cde	40%	42%	42%	40%	41%	34%	48%	ns	38%	46%	ns	44%	44%	46%	ns	49%	36%	37%	33%		
Neither agree nor disagree	(0)	299	157	143	33	63	62	58	30	53	78	66	73	82	250	28	6	48	19	24	24	12	22	43	47	17	9	55	138	34				
		14%	15%	13%	14%	18%	gh	19%	gh	16%	g	10%	11%	14%	11%	17%	ij	16%	ij	14%	16%	16%	11%	16%	17%	10%	15%	17%	16%	20%				
Tend to disagree	(-1)	79	37	42	11	6	16	17	10	20	16	23	16	24	64	11	2	13	9	8	7	4	4	12	8	1	-	14	41	5				
		4%	4%	4%	5%	2%	5%	d	5%	3%	4%	3%	4%	5%	4%	6%	x	3%	6%	x	5%	x	2%	4%	3%	1%	-	4%	5%	3%				
Strongly disagree	(-2)	32	17	14	4	11	7	1	2	7	6	5	13	8	27	3	5	4	3	4	3	*	-	3	4	1	1	2	16	3				
		2%	2%	1%	2%	3%	f	*	1%	1%	1%	1%	3%	j	2%	2%	6%	mtuv	2%	2%	2%	*	-	1%	1%	*	2%	1%	2%	2%				
NET: Disagree		111	55	56	14	17	23	18	12	27	22	28	29	31	91	14	7	17	12	10	5	4	15	12	2	1	16	57	8					
		5%	5%	5%	6%	5%	7%	5%	4%	6%	4%	5%	7%	6%	5%	x	8%	lux	8%	lux	7%	lux	7%	lux	7%	lux	2%	5%	6%	4%				
Don't know		112	38	74	20	27	27	17	13	8	14	31	32	35	96	11	7	10	12	12	5	11	8	15	9	-	19	49	2					
		5%	4%	7%	a	9%	h	7%	h	8%	h	5%	h	4%	2%	5%	i	8%	i	7%	i	6%	3%	5%	5%	-	6%	6%	1%					
Mean		1.08	1.08	1.09	1.16	1.07	1.01	1.05	1.15	1.09	1.18	kl	1.16	kl	0.92	1.01	1.08	1.03	0.97	0.94	1.03	0.99	1.04	1.15	1.28	mn	1.13	1.03	1.28	mn	1.15	1.09	1.05	1.12
		opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs	opqrs
Standard deviation		0.90	0.91	0.89	0.98	0.97	1.00	0.84	0.79	0.85	0.86	0.85	0.96	0.92	0.90	0.99	1.05	0.95	0.91	0.94	0.99	0.84	0.76	0.91	0.86	0.71	0.80	0.90	0.95	0.94				
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.02	0.08	0.12	0.07	0.07	0.07	0.08	0.06	0.06	0.05	0.06	0.10	0.05	0.03	0.07					

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 102

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
Effective leaders listen to the experts and change their approach if the advice changes

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	1570 75%	566 77%h	465 77%h	146 86%abdeh	30 64%	56 71%	36 90%deh	87 82%cdh	184 59%
Strongly agree	(+2) 716 34%	208 28%	246 41%adh	79 47%adh	10 22%	36 45%adh	20 51%adh	41 39%h	76 25%
Tend to agree	(+1) 854 41%	358 49%bceh	219 36%	67 39%	20 42%	20 25%	16 39%	46 44%e	108 35%
Neither agree nor disagree	(0) 299 14%	101 14%	80 13%	19 11%	10 21%	13 16%	3 7%	13 12%	61 20%abc
Tend to disagree	(-1) 79 4%	32 4%c	19 3%	1 *	2 4%c	8 10%bc	1 3%	3 3%	13 4%c
Strongly disagree	(-2) 32 2%	10 1%	13 2%	1 1%	1 2%	2 2%	- -	2 2%	3 1%
NET: Disagree	111 5%	42 6%c	33 5%c	2 1%	3 7%c	9 12%c	1 3%	5 5%	16 5%c
Don't know	112 5%	27 4%	27 4%	4 2%	4 8%	1 1%	- -	1 1%	48 16%abcfehg
Mean	1.08	1.02	1.15adh	1.34abdeh	0.83	1.04	1.38adh	1.16h	0.92
Standard deviation	0.90	0.86	0.94	0.74	0.94	1.10	0.75	0.87	0.92
Standard error	0.02	0.03	0.04	0.06	0.13	0.13	0.11	0.09	0.06

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 103

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
The UK would have responded to the coronavirus crisis more effectively if it was run by businesspeople rather than politicians
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)		North-ern Ireland (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Agree	564	301	263	71	87	108	97	81	121	149	151	121	143	472	44	24	62	53	52	34	30	51	74	74	49	18	88	289	66
	27%	29%b	25%	30%	24%	32%dh	26%	26%	25%	26%	26%	28%	28%	27%	25%	29%	27%	31%	29%	23%	30%	26%	27%	26%	27%	29%	27%	33%	38%
Strongly agree	(+2) 170	94	76	29	22	43	26	19	30	46	42	46	36	140	12	6	15	10	21	10	13	21	25	22	10	5	31	84	27
	8%	9%	7%	13%dfgh	6%	13%dfgh	7%	6%	6%	8%	7%	11%	7%	8%	7%	8%	6%	6%	11%	7%	12%	11%	9%	8%	5%	8%	10%	10%	15%
Tend to agree	(+1) 394	207	187	41	65	64	71	62	91	103	110	75	107	332	31	18	48	43	31	24	18	29	48	52	39	13	57	206	40
	19%	20%	17%	18%	18%	19%	19%	20%	19%	18%	19%	18%	21%	19%	18%	21%	20%	25%u	17%	16%	17%	15%	18%	18%	22%	21%	17%	23%	23%
Neither agree nor disagree	(0) 485	262	223	49	95	60	91	77	114	143	120	100	121	400	41	17	68	29	42	42	20	45	74	48	36	24	88	183	37
	23%	26%b	21%	21%	26%e	18%	25%	25%	24%	25%	20%	24%	24%	23%w	23%	20%	29%qw	17%	23%	28%qw	20%	23%	27%qw	17%	20%	38%mnopr	27%B	21%	21%
Tend to disagree	(-1) 387	187	200	39	66	54	71	64	93	128	107	67	85	329	34	13	45	38	36	25	18	37	45	56	34	6	58	156	34
	18%	18%	19%	17%	18%	16%	19%	21%	19%	22%kl	18%	16%	17%	19%	19%	15%	19%	22%	20%	17%	17%	19%	16%	20%	19%	10%	18%	18%	19%
Strongly disagree	(-2) 356	202	154	40	51	65	58	56	86	98	108	69	82	300	36	15	34	21	28	23	15	32	47	65	34	6	37	144	31
	17%	20%b	14%	17%	14%	19%	16%	18%	18%	17%	18%	16%	16%	17%	20%	18%	15%	12%	16%	16%	15%	16%	17%	23%mpq	19%	9%	11%	16%	18%
NET: Disagree	743	389	354	78	117	118	129	120	179	226	215	136	166	628	70	28	79	59	65	48	32	69	91	121	68	12	95	300	64
	36%	38%b	33%	34%	32%	35%	35%	39%	37%	40%kl	37%	32%	33%	36%y	40%y	33%	34%y	34%y	36%y	33%	32%	35%y	33%	40%vy	38%y	20%	29%	34%	37%
Don't know	300	69	230	34	63	49	53	31	69	53	101	68	78	251	22	15	24	30	22	24	18	31	35	41	28	9	54	110	7
	14%	7%	22%a	15%	17%g	15%	14%	10%	14%	9%	17%i	16%i	15%i	14%	12%	18%	10%	18%p	12%	16%	18%	16%	13%	15%	15%	14%	17%	12%	4%
Mean	-0.20	-0.21	-0.20	-0.09	-0.20	-0.11	-0.20	-0.27	-0.28	-0.25	-0.27	-0.10	-0.16	-0.21	-0.32	-0.17	-0.18	-0.12	-0.13	-0.23	-0.05	-0.18	-0.16	-0.37	-0.28	0.10n	-0.05	-0.09	-0.02
																										w			
Standard deviation	1.25	1.27	1.23	1.34	1.18	1.38	1.22	1.21	1.22	1.22	1.27	1.30	1.23	1.25	1.26	1.29	1.16	1.20	1.29	1.19	1.33	1.30	1.25	1.32	1.25	1.09	1.20	1.28	1.35
Standard error	0.03	0.04	0.04	0.10	0.07	0.08	0.07	0.07	0.06	0.05	0.06	0.08	0.06	0.03	0.10	0.15	0.08	0.10	0.11	0.10	0.14	0.10	0.08	0.09	0.10	0.15	0.07	0.05	0.11

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 104

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?**The UK would have responded to the coronavirus crisis more effectively if it was run by businesspeople rather than politicians****Base: All respondents**

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	564 27%	233 32%bch	144 24%	37 22%	20 41%bceh	17 21%	10 24%	37 35%bch	68 22%
Strongly agree	(+2) 170 8%	71 10%f	48 8%	14 8%	4 9%	4 5%	- -	11 10%f	18 6%
Tend to agree	(+1) 394 19%	162 22%bch	96 16%	23 14%	15 32%bceh	12 16%	10 24%	26 25%bc	50 16%
Neither agree nor disagree	(0) 485 23%	172 23%	139 23%	38 22%	11 22%	20 25%	5 12%	29 28%	72 23%
Tend to disagree	(-1) 387 18%	145 20%g	110 18%	42 25%dgh	4 8%	14 18%	11 28%dg	11 10%	50 16%
Strongly disagree	(-2) 356 17%	116 16%	123 20%h	30 18%	8 16%	16 20%	11 27%h	15 14%	38 12%
NET: Disagree	743 36%	260 35%h	234 39%gh	72 42%dgh	12 24%	30 38%	22 54%adgh	26 25%	87 28%
Don't know	300 14%	71 10%	88 15%a	24 14%	6 12%	12 15%	4 9%	13 12%	82 27%abcdfg
Mean	-0.20	-0.11bf	-0.32	-0.35	0.11f	-0.38	-0.63	0.07bcdf	-0.17f
Standard deviation	1.25	1.25	1.28	1.24	1.27	1.22	1.18	1.24	1.18
Standard error	0.03	0.05	0.06	0.10	0.19	0.15	0.18	0.13	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 105

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
Local businesses have been the heroes of this crisis and many have served their communities well
Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-ers-ide (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
NET: Agree	1517	704	813	171	237	230	259	245	375	421	452	289	355	1259	134	62	166	135	117	97	71	149	189	207	138	53	243	625	120	
	73%	69%	76%a	73%	65%	69%	70%	79%def	78%def	74%	77%kl	68%	70%	72%	76%rs	72%	71%	79%rsv	65%	65%	70%	76%rs	69%	73%	76%rs	85%msv	75%	71%	69%	
Strongly agree	(+2)	618	260	358	61	98	103	104	93	160	161	170	117	169	510	49	23	75	59	50	34	31	65	82	73	50	27	101	241	51
		30%	25%	33%a	26%	27%	31%	28%	30%	33%	28%	29%	28%	33%	29%	28%	27%	32%	35%rs	27%	31%	33%rs	30%	26%	28%	44%msv	31%	27%	29%	
Tend to agree	(+1)	899	444	455	110	139	127	155	153	216	260	282	171	186	749	85	39	91	75	68	63	39	84	107	134	88	26	142	384	70
		43%	43%	42%	47%	38%	38%	42%	49%de	45%	45%kl	48%kl	40%	37%	43%	48%	42%	39%	44%	42%	39%	43%	39%	43%	39%	47%	41%	44%	44%	40%
Neither agree nor disagree	(0)	379	220	159	27	77	64	89	43	80	108	84	90	97	324	32	11	45	17	47	31	18	26	59	58	29	6	46	176	36
		18%	22%b	15%	11%	21%cg	19%c	24%cgh	14%	17%	19%	14%	21%j	19%	18%q	18%	13%	19%q	10%	26%moq	21%q	18%	13%	21%qu	20%q	16%	9%	14%	20%A	21%
Tend to disagree	(-1)	70	45	24	12	14	14	10	6	14	20	17	14	19	60	3	1	12	8	3	5	4	5	12	8	6	2	15	30	9
		3%	4%b	2%	5%	4%	4%	3%	2%	3%	3%	3%	3%	4%	3%	2%	2%	5%	5%	1%	4%	2%	4%	4%	3%	4%	4%	5%	3%	5%
Strongly disagree	(-2)	29	20	10	5	12	4	4	2	3	6	7	6	28	1	2	1	2	5	2	*	2	9	2	3	1	4	13	5	
		1%	2%	1%	2%	3%gh	1%	1%	1%	1%	1%	2%	1%	2%	*	3%	*	1%	3%	1%	*	1%	3%pw	1%	2%	1%	1%	1%	3%	
NET: Disagree		99	65	34	17	26	18	13	8	17	26	27	21	25	88	4	4	13	10	7	7	5	7	20	10	9	3	19	43	13
		5%	6%b	3%	7%g	7%gh	5%	4%	3%	4%	5%	5%	5%	5%	2%	4%	5%	6%	4%	5%	5%	3%	7%n	3%	5%	5%	6%	5%	8%	
Don't know		97	32	65	18	22	22	9	14	11	16	25	25	32	81	6	9	10	8	8	13	8	13	6	10	4	1	18	38	4
		5%	3%	6%a	8%fh	6%fh	7%fh	2%	4%	2%	3%	4%	6%i	6%i	5%	4%	10%mvwx	4%	5%	5%	9%mvwx	8%vwx	7%v	2%	3%	2%	2%	5%	4%	2%
Mean		1.01	0.89	1.12a	0.98	0.87	1.00	0.96	1.11df	1.09df	0.99	1.04	0.95	1.03	0.99	1.05	1.02	1.02	1.11v	0.90	0.90	1.04	1.13rs	0.90	0.98	0.99	1.25mr	1.04	0.96	0.90
Standard deviation		0.88	0.92	0.83	0.91	0.99	0.91	0.86	0.77	0.82	0.85	0.86	0.90	0.91	0.89	0.77	0.90	0.88	0.89	0.93	0.87	0.87	0.84	0.99	0.81	0.87	0.85	0.88	0.88	0.98
Standard error		0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.02	0.06	0.10	0.06	0.07	0.07	0.07	0.09	0.06	0.06	0.05	0.07	0.11	0.05	0.03	0.08	

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 106

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

Local businesses have been the heroes of this crisis and many have served their communities well

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	1517 73%	555 75%h	441 73%h	129 76%h	32 67%	61 77%h	30 77%h	88 83%bdh	180 58%
Strongly agree	(+2) 618 30%	211 29%h	190 31%h	57 33%h	17 35%h	26 34%h	13 33%h	46 44%abh	58 19%
Tend to agree	(+1) 899 43%	344 47%h	252 42%	73 43%	16 33%	34 44%	17 43%	42 39%	122 39%
Neither agree nor disagree	(0) 379 18%	131 18%	107 18%	31 18%	9 19%	13 16%	8 20%	11 10%	70 23%g
Tend to disagree	(-1) 70 3%	23 3%	17 3%	4 2%	3 6%	1 2%	1 4%	4 4%	16 5%
Strongly disagree	(-2) 29 1%	5 1%	16 3%a	1 *	1 2%	-	-	1 *	6 2%
NET: Disagree	99 5%	29 4%	33 5%	5 3%	4 8%	1 2%	1 4%	4 4%	22 7%
Don't know	97 5%	21 3%	24 4%	4 3%	3 6%	4 5%	-	2 2%	38 12%abcfgh
Mean	1.01	1.02h	1.00h	1.09h	0.98	1.15h	1.07	1.25abh	0.77
Standard deviation	0.88	0.82	0.94	0.82	1.02	0.76	0.83	0.83	0.92
Standard error	0.02	0.03	0.04	0.06	0.14	0.09	0.12	0.08	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 107

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

The most successful businesses show leadership and innovate at a time of crisis

Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-eastern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
NET: Agree	1477	741	736	144	245	221	278	224	364	441	436	275	325	1231	120	52	162	121	131	95	77	137	194	203	136	49	219	637	126	
	71%	73%	69%	62%	68%	66%	75% ^{ce}	72% ^c	75% ^{cde}	77% ^{kl}	74% ^{kl}	65%	64%	70%	68%	61%	69%	71%	72%	64%	76%	70%	71%	75% ^{os}	79% ^o	67%	72%	72%		
Strongly agree	(+2)	517	253	264	58	95	79	77	76	131	164	142	84	126	423	45	16	55	44	43	20	27	47	69	86	42	21	71	227	54
		25%	25%	25%	25%	26%	24%	21%	25%	27%	29% ^k	24%	20%	25%	24% ^s	25% ^s	19%	24% ^s	26% ^s	24% ^s	13%	27% ^s	24% ^s	25% ^s	30% ^s	23% ^s	34% ^s	22%	26%	31%
Tend to agree	(+1)	961	488	472	86	150	143	200	148	233	277	294	190	200	808	75	36	107	76	88	76	49	90	125	117	94	28	148	410	72
		46%	48%	44%	37%	42%	43%	54% ^{cde}	48% ^c	48% ^c	48% ^l	50% ^l	45%	39%	46%	43%	42%	46%	45%	48%	51%	49%	46%	46%	41%	52% ^w	45%	45%	47%	41%
Neither agree nor disagree	(0)	359	194	165	44	63	60	63	55	75	86	81	86	106	297	38	15	42	31	28	26	14	35	49	49	23	10	63	147	30
		17%	19% ^b	15%	19%	17%	18%	17%	18%	15%	15%	14%	20% ^{ej}	21% ^{ij}	17%	22% ^x	18%	18%	18%	15%	18%	13%	18%	17%	13%	16%	20%	17%	17%	
Tend to disagree	(-1)	58	25	34	10	14	12	3	7	13	13	16	9	20	51	4	6	4	4	3	5	2	5	7	8	8	1	5	26	6
		3%	2%	3%	4% ^f	4% ^f	4% ^f	1%	2%	3%	2%	3%	2%	4%	3%	2%	8% ^{empr}	2%	2%	2%	4%	2%	2%	3%	3%	4%	2%	1%	3%	4%
Strongly disagree	(-2)	38	20	18	8	11	5	4	3	7	5	12	9	12	33	3	1	4	4	5	3	1	6	6	2	2	1	5	13	9
		2%	2%	2%	3%	3%	2%	1%	1%	1%	1%	2%	2%	2%	3%	1%	1%	2%	2%	3%	2%	3%	2%	2%	1%	2%	2%	2%	2%	5%
NET: Disagree		96	44	52	18	25	17	6	10	20	18	28	18	32	84	7	7	8	8	8	3	11	14	10	10	2	10	40	15	
		5%	4%	5%	8% ^{fg}	7% ^f	5% ^f	2%	3%	4%	3%	5%	4%	6% ^l	5%	4%	8%	4%	5%	5%	5%	3%	6%	5%	3%	6%	4%	3%	5%	9%
Don't know		160	41	119	26	29	36	24	21	25	26	42	46	45	139	11	11	21	11	14	19	8	12	18	23	11	1	32	59	3
		8%	4%	11% ^a	11% ^h	8%	11% ^h	6%	7%	5%	5%	7%	11% ⁱ	9% ⁱ	8%	6%	13% ^y	9%	7%	8%	13% ^{uvy}	8%	6%	6%	8%	6%	2%	10%	7%	2%
Mean		0.96	0.95	0.98	0.85	0.91	0.93	1.00	1.00	1.02 ^c	1.07 ^{kl}	0.99	0.87	0.88	0.95	0.94	0.82	0.96	0.96	0.81	1.08 ^s	0.91	0.95	1.06 ^s	0.98	1.08 ^s	0.94	0.98	0.98	0.91
Standard deviation		0.87	0.86	0.87	1.01	0.96	0.88	0.73	0.80	0.84	0.79	0.85	0.87	0.94	0.87	0.86	0.90	0.85	0.89	0.82	0.77	0.93	0.89	0.84	0.83	0.88	0.83	0.85	1.05	0.85
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.02	0.07	0.10	0.06	0.07	0.07	0.08	0.07	0.06	0.05	0.07	0.11	0.05	0.03	0.08	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 108

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

The most successful businesses show leadership and innovate at a time of crisis

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	1477 71%	564 77%beh	426 71%h	134 79%deh	30 64%	49 63%	27 67%	84 80%eh	162 52%
Strongly agree	(+2) 517 25%	203 28%h	147 24%h	50 29%h	11 24%	17 21%	7 19%	31 30%h	50 16%
Tend to agree	(+1) 961 46%	361 49%h	280 46%h	84 50%h	19 40%	33 42%	19 49%	53 50%h	111 36%
Neither agree nor disagree	(0) 359 17%	116 16%	102 17%	20 12%	12 25%c	20 25%c	8 20%	14 14%	68 22%ac
Tend to disagree	(-1) 58 3%	15 2%	14 2%	4 2%	- -	4 4%	1 2%	2 2%	19 6%ab
Strongly disagree	(-2) 38 2%	9 1%	16 3%	3 2%	1 3%	1 1%	1 3%	2 2%	6 2%
NET: Disagree	96 5%	23 3%	30 5%	7 4%	1 3%	4 5%	2 5%	4 4%	25 8%a
Don't know	160 8%	33 4%	47 8%a	9 6%	4 9%	5 7%	3 8%	3 3%	55 18%abceg
Mean	0.96	1.05h	0.95h	1.08h	0.90	0.83	0.86	1.07h	0.71
Standard deviation	0.87	0.80	0.89	0.83	0.89	0.87	0.87	0.83	0.94
Standard error	0.02	0.03	0.04	0.06	0.13	0.10	0.13	0.08	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 109

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

I have found it comforting to use familiar brands throughout this uncertain time

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)		Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
NET: Agree	718	353	364	97	135	137	122	89	139	209	180	153	175	602	51	24	75	62	67	35	37	67	119	98	53	27	108	338	74	
	34%	35%	34%	42%gh	37%gh	41%gh	33%	29%	29%	37%	31%	36%	34%	34% _s	29%	29%	32%	37% _s	37% _s	24%	37% _s	34% _s	43% _{mno}	35% _s	30%	44% _s	33%	38%	43%	
Strongly agree	(+2)	181	80	101	31	38	32	35	12	33	67	40	34	39	151	14	10	15	14	20	5	7	17	38	23	9	10	33	80	28
		9%	8%	9%	13%gh	11%g	10%g	10%g	4%	7%	12% _{jl}	7%	8%	8%	9% _s	8%	12% _s	7%	8%	11% _s	3%	7%	9%	14% _{mpsx}	8%	5%	15% _{psx}	10%	9%	16%
Tend to agree	(+1)	537	274	263	66	96	105	87	106	142	140	119	136	451	38	14	60	48	47	30	30	50	82	75	44	18	75	259	46	
		26%	27%	25%	28%	27%	31% _{fh}	23%	25%	22%	25%	24%	28%	26%	21%	17%	26%	28%	26%	21%	29%	26%	30% _o	27%	24%	28%	23%	29%	27%	
Neither agree nor disagree	(0)	918	444	474	74	136	111	180	154	264	255	264	182	217	758	89	36	112	66	68	76	44	79	101	124	95	132	358	67	
		44%	43%	44%	32%	38%	33%	49% _{cde}	50% _{cde}	55% _{cde}	45%	45%	43%	43%	50% _{qrv}	43%	48% _{uv}	39%	37%	51% _{qrv}	43%	41%	37%	44%	53% _{mqr}	44%	41%	41%	39%	
Tend to disagree	(-1)	212	103	108	18	44	37	29	37	45	59	66	33	54	181	17	12	29	22	16	17	7	22	19	31	14	6	35	85	14
		10%	10%	10%	8%	12%	11%	8%	12%	9%	10%	11%	8%	11%	10%	10%	14%	13%	9%	11%	6%	11%	7%	11%	8%	10%	11%	10%	8%	
Strongly disagree	(-2)	130	73	57	15	18	24	28	18	26	22	44	29	35	109	13	3	5	15	19	9	6	14	17	17	11	2	23	50	12
		6%	7%	5%	7%	5%	7%	8%	6%	5%	4%	7% _i	7%	7% _i	6% _p	7% _p	3%	2%	9% _p	10% _p	6%	6%	7% _p	6%	6%	6%	7%	6%	7%	
NET: Disagree		341	176	165	33	62	61	58	55	72	81	109	62	90	290	30	14	34	36	34	26	13	36	36	48	25	8	58	136	26
		16%	17%	15%	14%	17%	18%	16%	18%	15%	14%	19%	14%	18%	17%	17%	15%	21% _v	19%	17%	13%	18%	13%	17%	14%	13%	18%	15%	15%	
Don't know		115	48	67	28	29	26	11	12	10	26	34	28	27	102	6	10	12	6	12	11	8	13	18	14	7	-	26	50	7
		5%	5%	6%	12% _{fgh}	8% _{fh}	8% _{fh}	3%	4%	2%	5%	6%	7%	5%	6%	3%	11% _{mnqx}	5%	4%	7%	7% _y	8% _y	6%	7%	5%	4%	-	8%	6%	4%
Mean	0.22	0.19	0.24	0.39gh	0.28g	0.27g	0.20	0.09	0.16	0.32 _{jl}	0.12	0.25	0.19	0.21 _s	0.12	0.23	0.23	0.15	0.20	0.04	0.27	0.19	0.41 _{mn}	0.21	0.15	0.44 _{ns}	0.20	0.28	0.38	
				0.41 _{mn}	0.21	0.15	0.44 _{ns}	0.20	0.28	0.38				0.41 _{mn}	0.21	0.15	0.44 _{ns}	0.20	0.28	0.38			0.41 _{mn}	0.21	0.15	0.44 _{ns}	0.20	0.28	0.38	
Standard deviation	0.98	0.99	0.97	1.08	1.01	1.06	1.00	0.88	0.89	0.96	0.98	0.98	0.99	0.98	0.97	1.00	0.85	1.05	1.12	0.87	0.95	1.03	1.04	0.97	0.88	0.96	1.04	0.98	1.09	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.02	0.07	0.11	0.06	0.08	0.09	0.07	0.09	0.07	0.06	0.06	0.07	0.12	0.06	0.03	0.09	

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 110

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

I have found it comforting to use familiar brands throughout this uncertain time

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	718 34%	276 37%ceh	221 37%ceh	49 29%	16 33%	16 20%	11 29%	40 38%ee	89 29%
Strongly agree	(+2) 181 9%	60 8%	65 11%e	10 6%	4 9%	2 3%	2 5%	11 11%	26 8%
Tend to agree	(+1) 537 26%	215 29%h	156 26%	39 23%	12 24%	14 18%	9 23%	29 27%	63 20%
Neither agree nor disagree	(0) 918 44%	334 45%	250 41%	84 49%h	25 52%	49 62%abfgh	15 38%	43 40%	118 38%
Tend to disagree	(-1) 212 10%	63 9%	60 10%	20 12%	4 9%	7 9%	8 21%ab	9 9%	40 13%
Strongly disagree	(-2) 130 6%	38 5%	44 7%	11 7%	2 4%	6 8%	4 10%	6 6%	18 6%
NET: Disagree	341 16%	101 14%	104 17%	31 18%	6 13%	13 17%	12 31%abdg	16 15%	58 19%
Don't know	115 5%	25 3%	30 5%	7 4%	1 2%	1 1%	1 2%	7 7%	44 14%abcdef
Mean	0.22	0.28cef	0.24	0.10	0.26	-0.02	-0.07	0.30	0.14
Standard deviation	0.98	0.93	1.04	0.93	0.90	0.83	1.04	1.01	1.02
Standard error	0.02	0.04	0.04	0.07	0.12	0.10	0.15	0.10	0.06

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 111

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
A cross-party national government would have managed the pandemic more effectively

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		North Ireland (y)	Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
NET: Agree	935	480	455	96	137	137	180	149	236	280	268	163	225	777	78	38	98	86	85	47	49	87	126	126	84	31	148	397	99	
	45%	47%	43%	42%	38%	41%	49% ^d	48% ^d	49% ^d	49% ^k	46%	38%	44%	44% ^s	44% ^s	45%	42%	50% ^s	47% ^s	32%	48% ^s	45% ^s	46% ^s	44% ^s	47% ^s	50% ^s	46%	45%	57%	
Strongly agree	(+2) 334	185	149	34	51	55	56	64	75	110	83	54	87	278	29	13	31	35	26	10	21	31	51	42	39	6	54	145	42	
	16%	18% ^b	14%	15%	14%	16%	15%	21% ^d	16%	19% ^j	14%	13%	17%	16% ^s	17% ^s	16% ^s	13%	20% ^s	14%	7%	21% ^s	16% ^s	18% ^s	15% ^s	22% ^p	9%	17%	16%	24%	
Tend to agree	(+1) 602	295	306	63	86	82	124	86	160	170	185	109	138	499	49	25	67	51	60	37	28	56	76	84	45	25	94	252	56	
	29%	29%	29%	27%	24%	25%	34% ^d	28%	33% ^d	30%	31%	26%	27%	29%	28%	29%	29%	30%	33%	31%	27%	29%	28%	29%	25%	41% ^s	29%	29%	32%	
Neither agree nor disagree	(0) 433	214	219	58	88	77	72	58	81	131	107	95	100	361	35	11	66	36	39	38	20	28	59	48	35	16	65	190	31	
	21%	21%	20%	25% ^h	24% ^h	23% ^h	19%	19%	17%	23%	18%	22%	20%	21%	20%	13%	28% ^m	21%	22%	26% ^o	20%	15%	22%	17%	19%	26%	20%	22%	18%	
Tend to disagree	(-1) 222	118	104	15	35	39	37	31	64	55	70	43	54	190	18	8	22	15	12	15	10	24	27	40	28	4	29	98	25	
	11%	12%	10%	6%	10%	12%	10%	10%	13% ^c	10%	12%	10%	11%	11%	10%	9%	9%	9%	7%	10%	10%	12%	10%	14% ^r	15% ^r	6%	9%	11%	14%	
Strongly disagree	(-2) 167	107	59	18	34	10	25	29	51	46	45	43	33	154	7	6	12	9	16	16	4	19	24	32	19	2	20	61	10	
	8%	11% ^b	6%	8% ^e	9% ^e	3%	7% ^e	9% ^e	11% ^e	8%	8%	10%	7%	9% ⁿ	4%	7%	5%	5%	9%	11% ⁿ	4%	10% ⁿ	9%	11% ⁿ	10% ⁿ	3%	6%	7%	6%	
NET: Disagree	389	226	163	33	69	49	62	60	115	101	114	86	87	344	25	14	34	23	28	31	14	43	51	72	47	6	49	158	35	
	19%	22% ^b	15%	14%	19%	15%	17%	19%	24% ^c	18%	19%	20%	17%	20%	14%	17%	15%	14%	16%	21%	14%	22% ^y	19%	25% ⁿ	26% ⁿ	9%	15%	18%	20% ^t	
Don't know	335	101	234	45	69	71	56	43	52	60	99	80	96	270	37	22	35	26	28	32	19	36	38	38	15	9	63	136	9	
	16%	10%	22% ^a	19% ^h	19% ^h	21% ^g	15%	14%	11%	10%	17% ⁱ	19% ⁱ	19% ⁱ	15% ^x	21% ^x	26% ^m	15%	15%	22% ^m	19% ^x	18% ^x	19% ^x	18% ^x	14%	13%	8%	15%	19%	15%	5%
Mean	0.41	0.36	0.46	0.42	0.29	0.50	0.47	0.46	0.33	0.47 ^k	0.39	0.26	0.46 ^k	0.38 ^s	0.54 ^s	0.49 ^s	0.41 ^s	0.61 ^{ms}	0.43 ^s	0.09	0.63 ^{sw}	0.35	0.43 ^s	0.26	0.35	0.55 ^s	0.51	0.43	0.58	
Standard deviation	1.20	1.26	1.13	1.16	1.22	1.09	1.15	1.27	1.26	1.20	1.19	1.23	1.19	1.22	1.12	1.24	1.07	1.13	1.18	1.16	1.13	1.29	1.23	1.28	1.32	0.93	1.16	1.18	1.19	
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.03	0.10	0.15	0.08	0.09	0.10	0.10	0.12	0.10	0.08	0.08	0.11	0.13	0.07	0.04	0.10	

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 112

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
A cross-party national government would have managed the pandemic more effectively

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	935 45%	257 35%	336 56%adh	116 68%abdegh	18 38%	38 48%ah	23 58%ah	56 53%ah	91 29%
Strongly agree	(+2) 334 16%	73 10%	143 24%adh	42 25%adh	5 10%	12 15%	11 26%ah	21 20%ah	28 9%
Tend to agree	(+1) 602 29%	184 25%	193 32%ah	74 44%abh	13 28%	27 34%h	12 31%	35 33%h	63 20%
Neither agree nor disagree	(0) 433 21%	153 21%	108 18%	30 18%	15 32%bc	17 22%	8 19%	20 19%	82 26%bc
Tend to disagree	(-1) 222 11%	124 17%bcfh	42 7%	6 4%	4 8%	6 8%	1 3%	9 9%	30 10%c
Strongly disagree	(-2) 167 8%	114 16%bcegh	23 4%	7 4%	3 7%	1 1%	2 6%	6 6%	10 3%
NET: Disagree	389 19%	239 32%bcdefgh	64 11%	13 8%	7 14%	7 9%	4 9%	15 14%	40 13%
Don't know	335 16%	87 12%	97 16%c	11 6%	8 16%	16 21%ac	5 14%	14 13%	97 31%abcdfg
Mean	0.41	-0.03	0.77adh	0.86adh	0.31	0.67ah	0.80ah	0.62ah	0.32a
Standard deviation	1.20	1.28	1.08	1.00	1.07	0.94	1.14	1.14	1.03
Standard error	0.03	0.05	0.05	0.08	0.16	0.12	0.18	0.12	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 113

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
Boris Johnson has shown weak leadership by taking too much advice from others in his response to the pandemic
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		North Ireland (y)	Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
NET: Agree	902	405	497	93	129	151	175	147	206	250	230	174	248	728	94	37	110	64	82	61	48	71	119	111	73	32	139	393	83	
	43%	40%	46% ^a	40%	36%	45% ^d	47% ^d	48% ^d	43%	44%	39%	41%	49% ^{jk}	42%	53% ^{mqu}	43%	47%	38%	45%	41%	47%	37%	44%	39%	40%	52%	43%	45%	48%	
Strongly agree	(+2)	459	206	253	41	65	83	95	64	111	125	101	88	146	373	49	16	61	33	41	24	62	56	33	13	80	195	41		
		22%	20%	24%	18%	18%	25%	26% ^{cd}	21%	23%	22%	17%	21%	29% ^{ijk}	21%	28% ^x	19%	26%	19%	23%	21%	23%	20%	18%	21%	25%	25%	22%	24%	
Tend to agree	(+1)	442	199	244	52	64	68	81	83	95	125	129	87	102	355	44	21	49	31	41	30	58	55	40	19	59	198	42		
		21%	19%	23%	22%	18%	20%	22%	27% ^{cdh}	20%	22%	22%	20%	20%	25%	24%	21%	18%	23%	20%	24%	16%	21%	19%	22%	31% ^u	18%	22%	24%	
Neither agree nor disagree	(0)	442	245	198	50	88	75	64	91	112	140	92	98	378	35	12	45	45	44	27	17	43	67	57	38	13	74	201	34	
		21%	24% ^b	18%	21%	24%	22%	20%	21%	19%	20%	24%	22%	19%	22%	20%	14%	19%	26% ^o	24%	18%	17%	22%	24%	20%	21%	23%	23%	20%	
Tend to disagree	(-1)	410	205	205	42	59	53	74	60	121	115	124	87	84	356	24	21	48	37	25	20	43	36	75	43	10	54	157	26	
		20%	20%	19%	18%	16%	16%	20%	19%	25% ^{de}	20%	21%	20%	17%	20% ^{nv}	13%	24% ^{nv}	20% ^v	22% ^v	14%	20%	20%	22% ^{nv}	13%	26% ^{mnr}	24% ^{nv}	17%	17%	18%	15%
Strongly disagree	(-2)	212	136	76	24	54	31	32	24	47	71	54	45	42	183	16	4	17	11	21	18	9	21	40	31	19	27	85	26	
		10%	13% ^b	7%	10%	15% ^{efgh}	9%	9%	8%	10%	12% ^l	9%	11%	8%	10%	9%	5%	7%	7%	12%	12%	9%	11%	15% ^{opq}	11%	11%	8%	10%	15%	
NET: Disagree		622	341	281	66	113	84	106	84	168	186	178	132	126	539	40	25	64	49	46	29	64	76	106	62	14	82	243	52	
		30%	33% ^b	26%	29%	31%	25%	29%	27%	35% ^{eg}	33% ^l	30%	31%	25%	31% ⁿ	23%	29%	28%	29%	26%	31%	28%	33%	28%	37% ^{npr}	35% ⁿ	23%	25%	28%	30%
Don't know		126	31	95	23	32	24	14	14	19	23	40	26	36	107	8	12	14	13	9	13	8	17	10	7	3	30	45	4	
		6%	3%	9% ^a	10% ^{fgh}	9% ^{fgh}	7%	4%	4%	4%	4%	7%	6%	7% ⁱ	6%	4%	14% ^{mnp}	6%	7%	5%	9% ^w	8%	8% ^w	5%	4%	4%	5%	9% ^B	5%	3%
Mean		0.27	0.14	0.40 ^a	0.21	0.08	0.38 ^d	0.37 ^d	0.35 ^d	0.22	0.22	0.18	0.21	0.48 ^{ij}	0.23	0.51 ^{mu}	0.32	0.41 ^w	0.24	0.32	0.21	0.36	0.15	0.25	0.11	0.14	0.46	0.37	0.31	0.27
Standard deviation		1.31	1.33	1.28	1.29	1.35	1.31	1.31	1.25	1.33	1.25	1.31	1.33	1.32	1.31	1.26	1.30	1.23	1.32	1.36	1.32	1.33	1.36	1.32	1.29	1.21	1.31	1.29	1.38	
Standard error		0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.07	0.06	0.06	0.05	0.07	0.06	0.03	0.10	0.14	0.09	0.10	0.10	0.11	0.13	0.10	0.08	0.08	0.10	0.15	0.08	0.05	0.11

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 114

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

Boris Johnson has shown weak leadership by taking too much advice from others in his response to the pandemic

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	902 43%	234 32%	333 55%ah	78 46%a	26 54%ah	50 64%acfh	17 43%	52 50%ah	112 36%
Strongly agree	(+2) 459 22%	89 12%	195 32%ah	49 29%ah	16 34%ah	26 33%ah	9 22%	27 26%ah	48 16%
Tend to agree	(+1) 442 21%	145 20%	138 23%	29 17%	9 19%	25 31%ac	8 21%	25 24%	64 21%
Neither agree nor disagree	(0) 442 21%	154 21%	115 19%	41 24%	10 22%	15 19%	8 20%	22 21%	77 25%
Tend to disagree	(-1) 410 20%	215 29%bcegh	82 14%	31 18%e	10 20%e	4 5%	7 17%e	19 18%e	43 14%
Strongly disagree	(-2) 212 10%	109 15%bcgh	39 6%	14 8%	2 4%	9 11%	7 17%b	6 6%	26 8%
NET: Disagree	622 30%	324 44%bcdegh	121 20%	46 27%	12 25%	13 16%	14 34%be	26 24%	69 22%
Don't know	126 6%	24 3%	35 6%a	6 4%	- -	1 1%	1 3%	6 6%	52 17%abcdefg
Mean	0.27	-0.15	0.65afh	0.41a	0.59a	0.71afh	0.13	0.48a	0.26a
Standard deviation	1.31	1.26	1.27	1.32	1.28	1.29	1.43	1.26	1.23
Standard error	0.03	0.05	0.05	0.10	0.18	0.15	0.21	0.13	0.08

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 115

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
The decision to suspend Jeremy Corbyn from the Labour Party shows Keir Starmer is a strong leader
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Agree	1067	577	490	111	156	147	190	174	289	315	307	196	250	884	86	39	114	85	101	65	62	103	132	146	99	36	167	429	101
	51%	57% ^b	46%	48%	43%	44%	51%	56% ^{de}	60% ^{cde}	55% ^k	52%	46%	49%	51%	48%	46%	49%	50%	56% ^s	44%	61% ^{sv}	53%	48%	52%	55%	57%	51%	49%	58%
Strongly agree (+2)	405	242	163	45	50	60	74	66	110	129	107	69	100	339	31	14	37	38	33	22	22	42	52	67	35	13	51	166	40
	19%	24% ^b	15%	19%	14%	18%	20%	21% ^d	23% ^d	23% ^k	18%	16%	20%	19%	17%	17%	16%	23%	18%	15%	22%	22%	19%	23% ^s	19%	21%	16%	19%	23%
Tend to agree (+1)	662	335	328	66	106	87	116	109	179	186	200	126	150	545	55	25	77	46	68	43	40	61	81	80	65	22	116	263	61
	32%	33%	31%	28%	29%	26%	31%	35% ^e	37% ^{cde}	33%	34%	30%	29%	31%	31%	29%	33%	27%	38%	29%	39%	31%	29%	28%	36%	36%	36%	30%	35%
Neither agree nor disagree (0)	473	224	249	39	86	80	90	70	107	128	113	135	97	416	40	18	67	49	31	38	10	42	65	67	38	7	59	226	31
	23%	22%	23%	17%	24%	24%	24%	23%	22%	22%	19%	32% ^{ijl}	19%	24% ^{ty}	23% ^t	21% ^t	29% ^{rty}	29% ^{rty}	17%	26% ^{ty}	10%	22% ^t	24% ^{ty}	24% ^t	21% ^t	11%	18%	26% ^A	18%
Tend to disagree (-1)	155	80	75	26	30	30	25	23	21	49	45	21	40	125	10	8	18	10	15	6	9	16	23	18	11	18% ^{mnpq}	28	70	18
	7%	8%	7%	11% ^h	8% ^h	9% ^h	7%	7%	4%	9%	8%	5%	8%	7%	6%	8%	6%	6%	8%	4%	9%	5%	6%	8%	10%	18% ^{mnpq}	9%	8%	11%
Strongly disagree (-2)	171	78	93	17	40	26	32	19	36	35	54	28	55	145	16	8	14	13	17	15	7	17	32	17	12	3	31	65	19
	8%	8%	9%	7%	11% ^g	8%	9%	6%	8%	6%	9%	7%	11% ⁱ	8%	9%	10%	6%	7%	9%	10%	7%	9%	12% ^w	6%	7%	6%	10%	7%	11%
NET: Disagree	326	158	168	43	70	56	57	42	57	83	100	49	95	270	26	17	33	23	31	21	16	26	49	40	30	15	60	135	37
	16%	16%	16%	19% ^h	19% ^h	17%	15%	14%	12%	15%	17% ^k	11%	19% ^k	15%	15%	20%	14%	13%	17%	14%	16%	13%	18%	14%	17%	23%	18%	15%	22%
Don't know	226	62	164	39	49	51	32	23	31	44	69	46	67	180	25	12	20	14	17	24	14	23	28	30	13	6	40	92	5
	11%	6%	15% ^a	17% ^{fgh}	14% ^{gh}	15% ^{fgh}	9%	7%	6%	8%	12% ⁱ	11%	13% ⁱ	10%	14%	14%	9%	8%	9%	16% ^{mpq}	14%	12%	10%	11%	7%	9%	12%	10%	3%
Mean	0.52	0.61 ^b	0.43	0.50	0.31	0.44	0.52	0.62 ^d	0.67 ^{de}	0.62	0.50	0.50	0.45	0.51	0.49	0.38	0.49	0.56	0.52	0.40	0.70	0.60	0.42	0.61	0.55	0.54	0.44	0.50	0.49
Standard deviation	1.18	1.18	1.18	1.23	1.22	1.20	1.19	1.12	1.13	1.14	1.21	1.08	1.28	1.18	1.19	1.25	1.08	1.17	1.20	1.19	1.19	1.20	1.26	1.17	1.15	1.22	1.21	1.16	1.27
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.06	0.06	0.03	0.10	0.14	0.08	0.09	0.10	0.10	0.12	0.09	0.08	0.08	0.09	0.16	0.07	0.04	0.10

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 116

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
The decision to suspend Jeremy Corbyn from the Labour Party shows Keir Starmer is a strong leader
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	1067 51%	432 59%bdh	269 45%h	114 67%bdeh	18 37%	39 49%h	26 65%bdh	63 60%bdh	107 34%
Strongly agree	(+2) 405 19%	170 23%beh	100 17%	45 26%beh	8 17%	9 11%	12 30%beh	27 25%eh	35 11%
Tend to agree	(+1) 662 32%	262 36%bdh	169 28%	69 41%bdh	9 20%	30 38%h	14 35%	37 35%h	72 23%
Neither agree nor disagree	(0) 473 23%	188 26%bg	119 20%g	32 19%	16 33%bg	22 28%g	6 14%	11 10%	79 26%g
Tend to disagree	(-1) 155 7%	41 6%	61 10%a	9 6%	5 11%	3 4%	4 10%	12 12%a	19 6%
Strongly disagree	(-2) 171 8%	36 5%c	97 16%ach	1 1%	4 8%c	7 9%c	2 5%c	10 10%c	13 4%c
NET: Disagree	326 16%	77 10%	158 26%aceh	11 6%	9 20%c	11 14%	6 15%	22 21%ach	32 10%
Don't know	226 11%	38 5%	58 10%a	14 8%	5 11%	7 9%	2 6%	9 9%	92 30%abcdefg
Mean	0.52	0.70bdh	0.21	0.94abdegh	0.30	0.41	0.80b	0.60b	0.44b
Standard deviation	1.18	1.06	1.35	0.90	1.20	1.11	1.17	1.30	1.05
Standard error	0.03	0.04	0.06	0.07	0.17	0.13	0.17	0.13	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 117

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
Regional mayors and leaders in the devolved administrations have provided more effective leadership during the pandemic than the UK government
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Agree	882 42%	433 42%	450 42%	104 45%	168 46%fh	168 50%fgh	138 37%	118 38%	187 39%	274 48%kl	265 45%kl	156 37%	188 37%	712 41% ^s	96 54% ^{mqr} stwx	37 44% ^s	110 47% ^s	67 39% ^s	68 38%	41 28%	40 40%	86 44% ^s	125 45% ^s	110 39% ^s	70 39% ^s	34 54% ^{rsw}	158 49%	377 43%	101 58%
Strongly agree	(+2) 295 14%	155 15%	140 13%	31 13%	56 15%	62 19%gh	49 13%	37 12%	60 12%	97 17%k	79 13%	48 11%	71 14%	227 13% ^s	47 27% ^{mpq} rstuvw xy	15 17% ^s	33 14% ^s	25 15% ^s	20 11%	8 6%	14 14% ^s	32 16% ^{sx}	47 17% ^{sx}	31 11%	15 9%	6 10%	52 16%	133 15%	50 28%
Tend to agree	(+1) 588 28%	278 27%	310 29%	73 31%	112 31%	106 32% ^f	89 24%	81 26%	127 26%	177 31% ^l	186 32% ^l	108 25%	117 23%	485 28%	49 28%	23 26%	76 33% ^s	42 24%	48 27%	32 22%	26 26%	54 28%	78 28%	79 28%	55 30%	28 44% ^{mno} qrstuv w	105 32%	244 28%	52 30%
Neither agree nor disagree	(0) 501 24%	252 25%	249 23%	47 20%	87 24%	72 22%	103 28%	75 24%	116 24%	114 20%	132 22%	127 30% ^{ij}	127 25%	436 25% ^t	34 19%	18 21%	69 29% ^{nt}	44 26%	46 25%	39 26% ^t	15 15%	40 20%	71 26% ^t	62 22%	49 27% ^t	16 25%	70 22%	217 25%	34 20%
Tend to disagree	(-1) 291 14%	159 16%	132 12%	20 8%	38 10%	27 8%	65 17% ^{cde}	54 18% ^{cde}	88 18% ^{cde}	85 15%	83 14%	53 12%	70 14%	243 14% ^v	16 9%	12 14%	23 10%	21 12%	29 16% ^v	28 19% ^{npv}	23 22% ^{mnp}	31 16% ^v	24 9%	46 16% ^v	28 16% ^v	10 15%	34 10%	117 13%	15 9%
Strongly disagree	(-2) 164 8%	94 9% ^b	71 7%	10 4%	14 4%	24 7%	27 7%	27 9% ^d	62 13% ^{cdef}	53 9%	41 7%	30 7%	40 8%	143 8%	9 5%	5 5%	10 4%	15 9%	17 9%	15 10% ^p	9 9%	13 7%	18 7%	30 10% ^p	20 11% ^p	4 6%	18 6%	66 7%	13 7%
NET: Disagree	455 22%	252 25% ^b	203 19%	30 13%	52 14%	51 15%	91 25% ^{cde}	81 26% ^{cde}	150 31% ^{cde}	138 24%	125 21%	83 19%	110 22%	385 22% ^{npv}	25 14%	17 20%	33 14%	36 21%	46 26% ^{npv}	43 29% ^{npv}	32 31% ^{mnp}	44 23% ^p	43 16%	76 27% ^{npv}	48 27% ^{npv}	13 21%	52 16%	183 21%	28 16%
Don't know	253 12%	84 8%	169 16% ^a	51 22% ^{efg} h	55 15% ^h	44 13% ^h	38 10% ^h	36 12% ^h	29 6%	45 8%	67 11%	59 14% ⁱ	83 16% ^{ij}	217 12% ^y	22 12% ^y	14 16% ^{xy}	23 10% ^y	23 14% ^y	21 12% ^y	26 17% ^{pxy}	14 14% ^y	25 13% ^y	36 13% ^y	37 13% ^y	13 7% ^y	-	45 14%	105 12%	11 6%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 117

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?
Regional mayors and leaders in the devolved administrations have provided more effective leadership during the pandemic than the UK government
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)		South West (x)	Northern Ireland (y)	Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Mean	0.30	0.26	0.35	0.52fg h	0.51fg h	0.54fg h	0.20	0.17	0.08	0.34	0.34	0.25	0.26	0.27s	0.70mq rstuw	0.42s	0.48mr stwx	0.28s	0.16	-0.07	0.16	0.35s	0.46mr swx	0.14	0.10	0.37s	0.50	0.34	0.68
Standard deviation	1.18	1.21	1.14	1.08	1.07	1.16	1.16	1.18	1.25	1.23	1.15	1.11	1.19	1.17	1.18	1.18	1.04	1.21	1.18	1.12	1.27	1.20	1.14	1.21	1.16	1.05	1.12	1.17	1.22
Standard error	0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.07	0.06	0.05	0.05	0.06	0.06	0.03	0.09	0.13	0.07	0.10	0.10	0.09	0.13	0.09	0.07	0.08	0.09	0.13	0.07	0.04	0.10

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 118

Q.6 To what extent, if at all, do you agree or disagree with each of the following statements?

Regional mayors and leaders in the devolved administrations have provided more effective leadership during the pandemic than the UK government

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Agree	882 42%	203 28%	347 57%adh	93 55%adh	11 23%	58 74%abcdfgh	19 48%adh	54 51%adh	97 31%
Strongly agree	(+2) 295 14%	41 6%	139 23%adh	40 24%adh	3 6%	28 36%abdfgh	6 15%a	18 17%ah	19 6%
Tend to agree	(+1) 588 28%	162 22%	208 34%adh	53 31%a	8 17%	30 38%ad	13 34%	36 34%ad	78 25%
Neither agree nor disagree	(0) 501 24%	195 27%e	133 22%	42 25%	18 37%befg	10 13%	6 16%	20 19%	77 25%e
Tend to disagree	(-1) 291 14%	174 24%bceh	36 6%	16 10%	5 11%	5 7%	10 25%bceh	17 16%b	28 9%
Strongly disagree	(-2) 164 8%	109 15%bcefh	18 3%	6 3%	4 9%be	1 1%	1 3%	10 9%be	16 5%
NET: Disagree	455 22%	283 38%bcdegh	54 9%	22 13%	9 19%b	6 8%	11 28%bceh	26 25%bceh	44 14%b
Don't know	253 12%	55 7%	71 12%a	12 7%	10 21%aceg	5 6%	3 7%	6 6%	91 29%abcefg
Mean	0.30	-0.22	0.78adfgh	0.67adh	0.01	1.07abcdfgh	0.35a	0.36a	0.25a
Standard deviation	1.18	1.15	1.02	1.08	1.06	0.94	1.14	1.24	1.03
Standard error	0.03	0.05	0.04	0.09	0.16	0.11	0.17	0.13	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 119
Q.7 How did you vote in the General Election on 12th December 2019?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)		North Ireland (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Conservative	736	401	335	50	80	78	134	128	267	191	192	178	174	673	30	26	72	63	78	65	32	79	86	132	72	1	84	288	53
	35%	39%b	31%	22%	22%	23%	36%cde	41%code	55%code	33%	33%	42%ijl	34%	38%nv	17%y	31%ny	31%ny	37%ny	43%npv	44%npv	31%ny	41%ny	31%ny	46%mnno	40%ny	2%	26%	33%A	30%
Labour	605	268	337	98	153	111	92	72	79	185	170	105	145	557	24	36	98	60	62	45	24	44	96	68	48	-	123	270	69
	29%	26%	31%a	42%efgh	42%efgh	33%efgh	25%h	23%h	16%	32%k	29%	25%	29%	32%nuw	14%y	42%ntu	42%mnst	35%nuw	34%nuw	30%ny	24%ny	23%ny	35%nuw	24%ny	27%ny	-	38%B	31%	39%
Liberal Democrat	170	99	72	15	26	21	22	30	56	67	64	18	22	152	10	4	14	10	5	7	8	22	34	24	32	-	28	61	19
	8%	10%b	7%	7%	7%	6%	6%	10%	12%ef	12%kl	11%kl	4%	4%	9%ry	6%	5%	6%	6%	3%	5%	8%y	11%rsy	12%npqr	9%ry	18%mnop	-	9%	7%	11%
Greens	40	21	18	4	4	6	11	9	5	12	14	9	5	35	1	2	6	4	2	*	1	5	4	8	3	3	9	15	3
	2%	2%	2%	2%	1%	2%	3%	3%	1%	2%	2%	2%	1%	2%	*	3%	2%	3%	1%	*	1%	2%	2%	3%	2%	5%ns	3%	2%	2%
UKIP	30	13	17	-	5	7	9	5	4	5	5	10	10	28	2	1	7	1	2	-	-	4	6	5	2	-	1	22	6
	1%	1%	2%	-	1%	2%c	2%c	2%	1%	1%	1%	2%	2%	2%	1%	1%	3%	1%	1%	-	-	2%	2%	2%	1%	-	*	3%A	3%
Brexit Party	48	21	26	*	5	4	11	8	19	8	11	9	19	43	1	1	8	12	4	3	4	4	6	5	-	-	3	18	1
	2%	2%	2%	*	1%	1%	3%c	3%c	4%ce	1%	2%	2%	4%ai	2%	1%	1%	3%x	7%mnv	2%	2%	4%x	2%	2%	2%	-	-	1%	2%	1%
SNP	79	39	39	6	14	16	17	10	15	17	20	20	22	-	79	-	-	-	-	-	-	-	-	-	-	-	14	31	7
	4%	4%	4%	3%	4%	5%	5%	3%	3%	3%	3%	5%	4%	-	45%mpqr	-	-	-	-	-	-	-	-	-	-	-	4%	4%	4%
Plaid Cymru	12	7	5	-	1	1	4	6	1	4	6	-	2	-	-	-	-	-	-	-	12	-	-	-	-	-	1	6	5
	1%	1%	1%	-	*	*	1%	2%h	*	1%	1%	-	*	-	-	-	-	-	-	-	12%mnop	-	-	-	-	-	*	1%	3%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 119
Q.7 How did you vote in the General Election on 12th December 2019?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Democratic Unionist Party (DUP)	14 1%	10 1%	4 *	-	5 2%	2 *	5 1%	1 *	1 *	7 1%	3 1%	1 *	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	14 23% mnop qrstuvw x	2 1%	8 1%	-
Sinn Féin	9 *	3 *	5 1%	-	1 *	3 1%h	4 1%h	-	-	2 *	1 *	3 1%	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	9 14% mnop qrstuvw x	3 1%	4 *	1 1%
Ulster Unionist Party (UUP)	4 *	2 *	2 *	-	-	-	-	4 1%h	-	2 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	4 6% mnop qrstuv wx	2 1%	1 *	-
Social Democratic and Labour Party (SDLP)	6 *	1 *	5 *	-	1 *	-	1 *	4 1%h	-	2 *	3 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	6 9% mnop qrstuv wx	-	5 1%	1 1%
Alliance Party	11 1%	3 *	8 1%	-	* *	2 *	3 1%	1 *	5 1%	5 1%	5 1%	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	11 18% mnop qrstuvw x	2 1%	3 *	1 *
Other	19 1%	12 1%	7 1%	1 *	1 *	3 1%	4 1%	4 1%	5 1%	9 1%j	1 *	4 1%	5 1%	18 1%	* *	1 1%	2 1%	1 1%	3 2%	4 3%v	-	2 1%	-	3 1%	3 2%	-	5 1%	7 1%	2 1%
I did not vote	230 11%	92 9%	138 13%a	43 19%fgh	49 14%gh	58 17%fgh	38 10%h	21 7%	19 4%	41 7%	70 12%i	47 11%	71 14%i	179 10%	25 14%	11 13%	19 8%	14 8%	18 10%	13 9%	19 19%mpq sw	22 11%	31 11%	30 10%	19 11%	6 10%	30 9%	109 12%	5 3%
Don't know / Can't remember	80 4%	28 3%	51 5%a	14 6%gh	15 4%h	22 7%gh	15 4%h	6 2%	7 1%	13 2%	23 4%	18 4%	26 5%i	67 4%x	4 2%	2 3%	8 3%	5 3%	7 4%	9 6%x	2 2%	14 7%mnx	11 4%x	9 3%	1 1%	8 12% mnop qtvwx	18 6%	34 4%	2 1%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 119

Q.7 How did you vote in the General Election on 12th December 2019?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)		South West (x)	North of Ireland (y)	Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Prefer not to say	41	18	23	9	8	11	8	-	4	6	15	11	9	36	2	1	6	4	1	4	-	5	9	4	1	3	11	21	2
	2%	2%	2%	4%gh	2%g	3%gh	2%g	-	1%	1%	3%	3%	2%	2%	1%	2%	3%	2%	1%	3%	-	3%	3%	1%	1%	4%	3%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 120

Q.7 How did you vote in the General Election on 12th December 2019?**Base: All respondents**

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Conservative	736 35%	736 100%bcdefgh	-	-	-	-	-	-	-
Labour	605 29%	-	605 100%acdefgh	-	-	-	-	-	-
Liberal Democrat	170 8%	-	-	170 100%abdefgh	-	-	-	-	-
Greens	40 2%	-	-	-	-	40 100%abcdegh	-	-	-
UKIP	30 1%	-	-	-	-	-	30 29%abcdeh	-	-
Brexit Party	48 2%	-	-	-	48 100%abcefg	-	-	-	-
SNP	79 4%	-	-	-	-	79 100%abcdfgh	-	-	-
Plaid Cymru	12 1%	-	-	-	-	-	12 11%abodeh	-	-
Democratic Unionist Party (DUP)	14 1%	-	-	-	-	-	14 14%abcdeh	-	-
Sinn Féin	9 *	-	-	-	-	-	9 8%abceh	-	-
Ulster Unionist Party (UUP)	4 *	-	-	-	-	-	4 4%abch	-	-
Social Democratic and Labour Party (SDLP)	6 *	-	-	-	-	-	6 6%abch	-	-
Alliance Party	11 1%	-	-	-	-	-	11 10%abodeh	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 120

Q.7 How did you vote in the General Election on 12th December 2019?**Base: All respondents**

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Other	19 1%	-	-	-	-	-	-	19 18%abodefh	-
I did not vote	230 11%	-	-	-	-	-	-	-	230 74%abcdefg
Don't know / Can't remember	80 4%	-	-	-	-	-	-	-	80 26%abcdefg
Prefer not to say	41 2%	-	-	-	-	-	-	-	41 13%abcdefg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 121
Gender
Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Male	1021	1021	-	108	173	172	189	152	227	307	253	236	225	854	84	41	111	83	89	69	53	90	147	137	87	30	148	490	125
	49%	100%b	-	46%	48%	51%	51%	49%	47%	54%jl	43%	56%jl	44%	49%	47%	48%	47%	48%	49%	47%	52%	46%	54%	48%	48%	49%	46%	56%A	72%
Female	1071	-	1071	124	189	163	181	157	257	265	335	189	283	897	93	45	123	88	91	79	49	105	127	147	94	32	176	392	49
	51%	-	100%a	54%	52%	49%	49%	51%	53%	46%	57%ik	44%	56%ik	51%	53%	52%	53%	52%	51%	53%	48%	54%	46%	52%	52%	51%	54%B	44%	28%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 122
Gender
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Male	1021 49%	401 54%bh	268 44%	99 58%bh	21 45%	39 50%	21 54%	51 49%	120 39%
Female	1071 51%	335 46%	337 56%ac	72 42%	26 55%	39 50%	18 46%	54 51%	189 61%ac

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 123
Age
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
18-24	232	108	124	232	-	-	-	-	-	83	79	33	37	197	19	19	25	16	18	18	15	15	42	26	18	1	33	109	38	
	11%	11%	12%	100%defg	-	-	-	-	-	15%kl	13%kl	8%	7%	11%y	11%y	22%amnp	11%	10%	10%	12%y	15%y	8%	15%uwv	9%	10%	2%	10%	12%	22%	
25-34	362	173	189	-	362	-	-	-	-	116	109	73	64	311	24	14	35	29	42	20	19	27	70	45	30	8	83	209	52	
	17%	17%	18%	-	100%cefg	-	-	-	-	20%l	19%l	17%	13%	18%	14%	16%	15%	17%	23%nsu	13%	19%	14%	26%mnp	16%	17%	13%	25%	24%	30%	
35-44	335	172	163	-	-	335	-	-	-	73	88	94	80	267	38	13	26	21	21	29	17	38	45	53	21	12	73	202	33	
	16%	17%	15%	-	-	100%cdfgh	-	-	-	13%	15%	22%ijkl	16%	15%	22%pqrx	16%	11%	12%	12%	19%p	17%	19%p	16%	19%p	12%	19%	23%	23%	19%	
45-54	370	189	181	-	-	-	370	-	-	76	97	80	117	300	34	11	51	36	35	20	16	28	34	51	35	20	82	196	24	
	18%	19%	17%	-	-	-	100%cddeg	-	-	13%	16%	19%ai	23%ij	17%	19%	13%	22%v	21%v	19%	13%	16%	14%	12%	18%	20%	32%mos	25%	22%	14%	
55-64	310	152	157	-	-	-	-	310	-	62	81	68	99	257	22	14	41	29	27	22	17	30	29	41	24	13	46	115	13	
	15%	15%	15%	-	-	-	-	100%cdef	-	11%	14%	16%ai	19%ij	15%	13%	16%	18%v	17%	15%	15%	17%	16%	11%	14%	14%	21%v	14%	13%	8%	
65+	483	227	257	-	-	-	-	-	483	161	135	77	111	419	39	15	55	40	38	40	17	57	54	69	52	8	7	50	13	
	23%	22%	24%	-	-	-	-	-	100%cdefg	28%kl	23%	18%	22%	24%	22%	17%	24%	23%	21%	40	27%y	17%	29%otv	20%	24%	29%ty	13%	2%	6%A	8%
NET: 18-34	594	281	313	232	362	-	-	-	-	199	188	106	102	507	43	33	60	45	59	38	34	42	112	70	48	9	116	318	90	
	28%	28%	29%	100%efgh	100%efgh	-	-	-	-	35%kl	32%kl	25%	20%	29%uy	24%	38%npu	26%	27%	33%uy	26%	34%uy	21%	41%mnp	25%	27%	14%	36%	36%	52%	
NET: 35-54	705	361	344	-	-	335	370	-	-	149	185	174	198	568	72	24	77	57	56	49	33	66	79	104	56	32	155	399	57	
	34%	35%	32%	-	-	100%cd	100%cdgh	-	-	26%	31%	41%ij	39%ij	32%	41%mv	28%	33%	33%	31%	33%	32%	34%	29%	37%	31%	51%mp	48%	45%	33%	

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 123
Age
 Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: 55+	793 38%	379 37%	414 39%	-	-	-	-	310 100%cd ef	483 100%cd ef	223 39%	216 37%	145 34%	209 41%	676 39%v	61 35%	28 33%	96 41%v	68 40%	65 36%	62 42%v	34 34%	87 45%v	83 30%	110 39%	76 42%v	21 34%	54 16%	166 19%	26 15%
Average age	48.03	47.98	48.07	21.98	29.62c d	39.31c d	49.55c de	59.94c def	71.56c defg	47.56	47.25	47.08	50.25i jk	48.17v	47.69v	44.56 v	49.42o v	48.67v	47.35	49.20v	45.44	51.10m otv	43.60	48.86v	50.47o tv	49.15v	41.34	41.48	37.57

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 124
Age
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
18-24	232 11%	50 7%g	98 16%acd	15 9%g	*	6 8%g	4 10%g	1 1%	57 19%acdeg
25-34	362 17%	80 11%	153 25%acd	26 15%	5 11%	14 17%	4 11%	15 14%	64 21%a
35-44	335 16%	78 11%	111 18%a	21 12%	4 8%	16 21%a	6 16%	18 17%	81 26%abcd
45-54	370 18%	134 18%	92 15%	22 13%	11 23%	17 22%	11 28%bc	30 28%abch	54 17%
55-64	310 15%	128 17%bh	72 12%	30 17%h	8 17%	10 13%	9 22%h	26 24%bh	28 9%
65+	483 23%	267 36%befgh	79 13%	56 33%bfg	19 40%befgh	15 19%h	5 13%	16 15%	26 9%
NET: 18-34	594 28%	130 18%	251 42%acdefg	42 24%	6 12%	20 25%	8 21%	16 16%	121 39%acdefg
NET: 35-54	705 34%	211 29%	203 34%	43 25%	15 31%	33 42%ac	17 44%ac	48 45%abc	134 43%abc
NET: 55+	793 38%	395 54%befgh	151 25%h	86 50%beh	27 57%beh	25 32%h	14 35%h	41 39%bh	54 17%
Average age	48.03	54.52befgh	42.12	51.99bh	56.55befgh	46.87bh	47.73bh	50.15bh	40.27

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 125
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
A	130 6%	82 8%b	49 5%	12%efgh	7%	6%	4%	4%	7%	23%ijkl	-	-	-	101 6%	12 7%	7 8%	7 3%	6 4%	10 6%	7 7%	13 6%	25 9%mpq	13 5%	5 5%	9 17%mnopq rsuw	11 17%mnopq rsuw	25 8%	50 6%	29 17%
B	441 21%	225 22%	216 20%	56 24%efg	92 25%efg	54 16%	61 17%	49 16%	130 27%efg	441 77%ijkl	-	-	-	385 22%	27 15%	12 14%	55 24%	34 20%	33 18%	32 22%	18 17%	41 21%	72 26%no	68 24%n	37 21%	12 19%	78 24%	179 20%	52 30%
C1	588 28%	253 25%	335 31%a	79 34%	109 30%	88 26%	97 26%	81 26%	135 28%	588 100%ijkl	-	-	-	487 28%	52 29%	23 27%	59 25%	52 30%	45 25%	39 26%	31 31%	57 29%	71 26%	69 24%	72 40%mpr svw	18 28%	125 38%B	254 29%	54 31%
C2	425 20%	236 23%b	189 18%	33 14%	73 20%	94 28%cdh	80 22%c	68 22%ch	77 16%	-	-	425 100%ijkl	-	361 21%	34 20%	21 25%	43 18%	35 20%	50 28%pux	30 20%	17 17%	35 18%	56 21%	65 23%x	26 14%	12 19%	50 15%	236 27%A	16 9%
D	262 13%	124 12%	138 13%	28 12%h	42 12%h	45 13%h	63 17%h	52 17%h	32 7%	-	-	-	262 52%ijk	222 13%v	16 9%	11 12%	29 12%	27 16%v	21 11%	27 18%nv	20 20%nv	26 13%	21 8%	42 15%v	19 11%	4 7%	47 15%	141 16%	18 10%
E	246 12%	102 10%	145 13%a	9 4%	22 6%	35 11%c	54 15%cd	47 15%cd	79 16%cde	-	-	-	246 48%ijk	195 11%	36 20%mq	11 13%	40 17%msv	18 10%	21 12%	10 7%	10 9%	23 12%	28 10%	26 9%	17 10%	6 9%	*	22 3%A	4 3%
NET: AB	571 27%	307 30%b	265 25%	83 36%efg	116 32%efg	73 22%	76 20%	62 20%	161 33%ef	571 100%ijkl	-	-	-	486 28%	38 22%	19 23%	62 27%	40 23%	43 24%	42 28%	24 24%	53 27%	97 35%mmo qrt	82 29%	47 26%	23 36%n	102 32%	229 26%	82 47%
NET: ABC1	1159 55%	560 55%	599 56%	162 70%efg	225 62%efg	161 48%	173 47%	143 46%	296 61%ef	571 100%kl	588 100%kl	-	-	973 56%	90 51%	42 50%	122 52%	91 54%	89 49%	81 55%	55 54%	111 57%	168 61%r	151 53%	118 66%mmo pqw	40 64%	227 70%B	483 55%	136 78%
NET: C2DE	933 45%	461 45%	472 44%	71 30%	137 38%	174 52%cdh	198 53%cdh	167 54%cdh	187 39%	-	-	425 100%ij	508 100%ij	778 44%x	86 49%x	43 50%x	112 48%x	79 46%x	92 51%vx	67 45%	46 46%	84 43%	106 39%	133 47%x	62 34%	22 36%	98 30%	399 45%A	38 22%
NET: DE	508 24%	225 22%	283 26%a	37 16%	64 18%	80 24%c	117 32%cde	99 32%cde	111 23%	-	-	-	508 100%ijk	417 24%	52 29%v	22 25%	69 30%v	44 26%	42 23%	37 25%	29 29%v	49 25%	49 18%	68 24%	36 20%	10 16%	48 15%	163 19%	22 13%

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

Prepared by BritainThinks

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 126
Social Grade
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
A	130 6%	48 6%	38 6%	14 8%	2 4%	2 2%	-	12 11%efh	15 5%
B	441 21%	143 19%h	147 24%h	52 31%adh	6 13%	16 20%	12 29%h	25 24%h	40 13%
C1	588 28%	192 26%	170 28%	64 38%abg	11 22%	20 25%	14 36%	23 22%	93 30%
C2	425 20%	178 24%bc	105 17%c	18 10%	9 20%	20 25%c	9 23%c	21 19%	65 21%c
D	262 13%	101 14%cf	77 13%c	11 6%	12 25%abcefg	4 6%	1 2%	9 9%	47 15%cef
E	246 12%	73 10%	68 11%	11 7%	7 15%	17 22%abc	4 9%	16 15%c	49 16%ac
NET: AB	571 27%	191 26%h	185 31%h	67 39%adeh	8 18%	17 22%	12 29%	37 35%dh	54 18%
NET: ABC1	1159 55%	383 52%	355 59%adh	130 77%abdegh	19 40%	37 47%	26 65%dh	60 57%	148 48%
NET: C2DE	933 45%	353 48%bc	250 41%c	40 23%	29 60%bcf	41 53%c	14 35%	45 43%c	162 52%bcf
NET: DE	508 24%	174 24%c	145 24%c	22 13%	19 40%abcf	22 28%c	5 12%	25 24%c	97 31%abcf

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 127
GO Region
Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Priv-ate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Scotland	177	84	93	19	24	38	34	22	39	38	52	34	52	-	177	-	-	-	-	-	-	-	-	-	-	-	30	61	16
	8%	8%	9%	8%	7%	11%	9%	7%	8%	7%	9%	8%	10%	-	100% rstuvwxy	-	-	-	-	-	-	-	-	-	-	-	9%	7%	9%
North East	85	41	45	19	14	13	11	14	15	19	23	21	22	85	-	85	-	-	-	-	-	-	-	-	-	-	18	36	3
	4%	4%	4%	8% dth	4%	4%	3%	4%	3%	3%	4%	5%	4%	5% npr stuvwxy	-	100% mnpq rstuvwxy	-	-	-	-	-	-	-	-	-	-	5%	4%	2%
North West	233	111	123	25	35	26	51	41	55	62	59	43	69	233	-	-	233	-	-	-	-	-	-	-	-	-	37	102	14
	11%	11%	11%	11%	10%	8%	14% e	13% e	11%	11%	10%	10%	14%	13% noqr stuvwxy	-	-	100% mnoq rstuvwxy	-	-	-	-	-	-	-	-	-	11%	12%	8%
Yorkshire & Humberside	170	83	88	16	29	21	36	29	40	40	52	35	44	170	-	-	170	-	-	-	-	-	-	-	-	-	25	67	8
	8%	8%	8%	7%	8%	6%	10%	9%	8%	7%	9%	8%	9%	10% nopr stuvwxy	-	-	100% mnop rstuvwxy	-	-	-	-	-	-	-	-	-	8%	8%	5%
West Midlands	181	89	91	18	42	21	35	27	38	43	45	50	42	181	-	-	-	-	181	-	-	-	-	-	-	-	32	80	20
	9%	9%	9%	8%	11% e	6%	9%	9%	8%	8%	8%	12%	8%	10% nopq stuvwxy	-	-	-	-	100% mnop qstuvwxy	-	-	-	-	-	-	-	10%	9%	12%
East Midlands	148	69	79	18	20	29	20	22	40	42	39	30	37	148	-	-	-	-	-	148	-	-	-	-	-	-	16	65	7
	7%	7%	7%	8%	5%	9%	5%	7%	8%	7%	7%	7%	7%	8% nopq rtuvwx y	-	-	-	-	-	100% mnop qrtuvwxy	-	-	-	-	-	-	5%	7%	4%
Wales	101	53	49	15	19	17	16	17	17	24	31	17	29	-	-	-	-	-	-	101	-	-	-	-	-	-	18	40	15
	5%	5%	5%	7%	5%	5%	4%	5%	4%	4%	5%	4%	6%	-	-	-	-	-	-	100% mnop qrsuvwxy	-	-	-	-	-	-	6%	5%	9%
Eastern	195	90	105	15	27	38	28	30	57	53	57	35	49	195	-	-	-	-	-	-	-	195	-	-	-	-	25	75	7
	9%	9%	10%	6%	7%	11%	8%	10%	12% c	9%	10%	8%	10%	11% nopq rstvwxy	-	-	-	-	-	-	-	100% mnop qrstvwxy	-	-	-	-	8%	8%	4%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 127
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
London	274	147	127	42	70	45	34	29	54	97	71	56	49	274	-	-	-	-	-	-	-	-	274	-	-	-	46	130	52
	13%	14%	12%	18% <small>efgh</small>	19% <small>efgh</small>	13%	9%	9%	11%	17% <small>ij</small>	12%	13%	10%	16% <small>mnopq</small>	-	-	-	-	-	-	-	-	100% <small>mnopq</small>	-	-	-	14%	15%	30%
South East	284	137	147	26	45	53	51	41	69	82	69	65	68	284	-	-	-	-	-	-	-	-	284	-	-	42	123	17	
	14%	13%	14%	11%	12%	16%	14%	13%	14%	14%	12%	15%	13%	16% <small>mnopq</small>	-	-	-	-	-	-	-	-	100% <small>mnopq</small>	-	-	13%	14%	10%	
South West	181	87	94	18	30	21	35	24	52	47	72	26	36	181	-	-	-	-	-	-	-	-	-	-	181	26	73	12	
	9%	9%	9%	8%	8%	6%	10%	8%	11% <small>e</small>	8%	12% <small>ikl</small>	6%	7%	10% <small>mnopq</small>	-	-	-	-	-	-	-	-	-	-	100% <small>mnopq</small>	8%	8%	8%	7%
Northern Ireland	63	30	32	1	8	12	20	13	8	23	18	12	10	-	-	-	-	-	-	-	-	-	-	-	-	63	11	31	3
	3%	3%	3%	1%	2%	4% <small>c</small>	5% <small>cdh</small>	4% <small>ch</small>	2%	4%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	100% <small>mnopq</small>	3%	4%	2%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 128
GO Region
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Scotland	177 8%	30 4%	24 4%	10 6%	1 3%	79 100%abcdfgh	1 2%	2 2%	29 9%abg
North East	85 4%	26 4%	36 6%	4 2%	1 2%	-	2 6%e	2 2%	14 4%
North West	233 11%	72 10%e	98 16%acegh	14 8%e	8 17%e	-	6 14%e	8 8%e	27 9%e
Yorkshire & Humberside	170 8%	63 9%e	60 10%eg	10 6%	12 25%abcegh	-	4 11%eg	2 2%	19 6%e
West Midlands	181 9%	78 11%ce	62 10%ce	5 3%	4 8%e	-	2 4%	5 5%	26 8%ce
East Midlands	148 7%	65 9%e	45 7%e	7 4%	3 7%e	-	* 1%	4 4%	23 7%e
Wales	101 5%	32 4%	24 4%	8 5%	4 8%e	-	1 3%	12 11%abe	21 7%e
Eastern	195 9%	79 11%e	44 7%e	22 13%be	4 8%e	-	5 11%e	5 5%	36 12%be
London	274 13%	86 12%e	96 16%aeg	34 20%aeg	6 12%e	-	4 10%e	6 6%	43 14%eg
South East	284 14%	132 18%begrh	68 11%e	24 14%e	5 11%e	-	8 21%eg	8 8%e	38 12%e
South West	181 9%	72 10%de	48 8%e	32 19%abdegh	-	-	3 8%e	5 5%	20 7%e
Northern Ireland	63 3%	1 *	-	-	-	-	3 8%abce	44 42%abcdefh	14 5%abc

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 129
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Yes	1307	656	651	187	253	213	191	186	276	412	385	269	241	1095	109	52	156	111	98	98	54	104	191	184	102	49	226	585	139
	62%	64%	61%	81% gh	70% fgh	64% f	52%	60% f	57%	72% ijkl	66% l	63% l	47%	63% lu	62%	61%	67% rtu	65% u	54%	66% u	53%	54%	70% mrt ux	65% u	57%	77% amn r tux	70%	66%	80%
No	785	365	420	45	109	122	179	123	207	159	203	156	267	656	67	33	78	60	83	51	47	90	83	101	78	14	99	297	35
	38%	36%	39%	19%	30% c	36% c	48% cde g	40% cd	43% cd	28%	34% i	37% i	53% ijk	37% vy	38% y	39%	33%	35%	46% pvy	34%	47% pvy svwy	46% mpq	30%	35%	43% vy	23%	30%	34%	20%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 130
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Yes	1307	473	376	107	22	45	22	76	186
	62%	64% ^d	62%	63%	47%	58%	54%	72% ^d	60%
No	785	263	229	63	25	33	18	30	123
	38%	36%	38%	37%	53% ^{ag}	42%	46%	28%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 131
Opinion Influencer
Base: All respondents

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Yes	174 8%	125 12%b	49 5%	38 17%efg h	52 14%fgh	33 10%gh	24 6%h	13 4%	13 3%	82 14%jkl	54 9%kl	16 4%	22 4%	140 8%lu	16 9%lu	3 4%	14 6%	8 5%	20 11%u	7 5%	15 15% mopq suwx	7 3%	52 19% mnop qrsuwxy	17 6%	12 7%	3 5%	47 14%	98 11%	174 100%
No	1918 92%	896 88%	1022 95%a	194 83%	310 86%	301 90%c	346 94%cd	296 96% cde	470 97% cde	489 86%	534 91%i	409 96% aj	486 96% ij	1611 92% tv	161 91% v	82 96% tv	220 94% tv	162 95% tv	161 89% v	141 95% tv	87 85%	188 97% mnr tv	222 81%	267 94% tv	169 93% tv	60 95% v	278 86%	784 89%	-

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 132
Opinion Influencer
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Yes	174 8%	53 7%h	69 11%ah	19 11%h	1 2%	7 9%h	3 7%	16 15%adh	7 2%
No	1918 92%	683 93%bg	536 89%	151 89%	47 98%g	72 91%	37 93%	90 85%	302 98%abceg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 133
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Homeowners	1356	708	647	129	175	199	230	231	392	433	405	285	233	1129	115	52	147	124	122	100	62	129	148	192	114	50	217	563	122
	65%	69%b	60%	55%	48%	59% ^d	62% ^d	75% ^{cde}	81% ^{cde}	76% ^{ijkl}	69% ^l	67% ^l	46%	64% ^v	65% ^v	61%	63%	73% ^{mv}	68% ^v	67% ^v	61%	66% ^v	54%	68% ^v	63%	79% ^{mop}	67%	64%	70%
Owned outright - without mortgage	755	381	374	46	51	52	100	147	360	259	223	132	141	641	60	23	88	65	63	55	35	88	95	96	65	20	69	222	59
	36%	37%	35%	20%	14%	15%	27% ^{de}	47% ^{cde}	74% ^{cde}	45% ^{ijkl}	38% ^l	31%	28%	37%	34%	28%	38%	38%	35%	37%	34%	45% ^{mn}	35%	34%	36%	32%	21%	25%	34%
Owned with a mortgage or loan	600	327	273	83	124	147	130	85	32	174	182	153	92	489	55	28	60	59	59	45	27	41	53	96	48	29	148	342	63
	29%	32% ^b	26%	36% ^h	34% ^h	44% ^{dfg}	35% ^h	27% ^h	7%	30% ^l	31% ^l	36% ^l	18%	28% ^v	31% ^{uv}	33% ^{uv}	26%	35% ^{uv}	33% ^{uv}	30% ^v	27%	21%	19%	34% ^{uv}	27%	47% ^{mnp}	46%	39%	36%
NET: Renters	711	301	410	91	182	133	136	78	90	133	174	135	269	602	60	32	86	45	56	45	37	64	120	89	65	12	101	311	50
	34%	29%	38% ^a	39% ^{gh}	50% ^{cef}	40% ^{gh}	37% ^{gh}	25% ^h	19%	23%	30% ⁱ	32% ⁱ	53% ^{ijk}	34% ^y	34% ^y	37% ^y	37% ^{qy}	26%	31%	31%	37% ^y	33%	44% ^{mqr}	31%	36% ^y	19%	31%	35%	29%
NET: Rent from Council/ Housing Association	422	177	245	35	91	74	89	65	68	57	84	88	193	360	37	23	53	32	37	22	20	42	75	52	25	4	52	161	25
	20%	17%	23% ^a	15%	25% ^{ch}	22% ^h	24% ^{ch}	21% ^h	14%	10%	14% ⁱ	21% ^{ij}	38% ^{ijk}	21% ^y	21% ^y	26% ^{sxy}	23% ^{xy}	19% ^y	21% ^y	15%	20% ^y	21% ^y	27% ^{msw}	18% ^y	14%	7%	16%	18%	14%
Rented from the council	272	112	160	18	74	43	49	41	47	32	48	60	132	229	28	15	32	23	25	19	13	25	51	29	11	3	31	99	14
	13%	11%	15% ^a	8%	20% ^{cef}	13%	13%	13%	10%	6%	8%	14% ^{ij}	26% ^{ijk}	13% ^x	16% ^{xy}	18% ^{xy}	14% ^x	13% ^x	14% ^x	13% ^x	12%	13% ^x	18% ^{mw}	10%	6%	4%	10%	11%	8%
Rented from a housing association	150	65	85	17	18	31	40	23	21	25	35	28	61	132	9	7	21	9	12	3	7	17	25	23	14	1	20	62	11
	7%	6%	8%	7%	5%	9% ^{dh}	11% ^{dh}	7%	4%	4%	6%	7%	12% ^{ijk}	8% ^s	5%	9% ^s	9% ^s	5%	7%	2%	7% ^s	9% ^s	9% ^s	8% ^s	8% ^s	2%	6%	7%	6%
Rented from someone else	289	124	165	56	91	59	48	14	22	75	91	47	76	241	23	9	33	13	18	24	17	22	45	37	41	8	50	150	25
	14%	12%	15%	24% ^{fgh}	25% ^{efg}	18% ^{gh}	13% ^{gh}	4%	5%	13%	15%	11%	15%	14% ^q	13%	11%	14%	8%	10%	16% ^q	17% ^q	11%	16% ^q	13%	23% ^{mno}	13%	15%	17%	14%
Rent free	26	12	13	12	5	3	4	*	2	6	9	5	6	20	2	1	-	1	3	3	2	2	6	2	1	1	6	8	2
	1%	1%	1%	5% ^{defg}	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	2% ^p	2% ^p	1%	2% ^p	1%	1%	2%	2%	1%	1%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 134
Tenure
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Homeowners	1356 65%	562 76%bdeh	327 54%	125 73%beh	28 58%	44 56%	28 72%bh	75 71%bh	166 54%
Owned outright - without mortgage	755 36%	356 48%beh	159 26%	75 44%beh	20 43%bh	19 25%	14 36%h	44 42%beh	67 21%
Owned with a mortgage or loan	600 29%	207 26%	168 28%	49 29%	7 15%	24 31%	14 36%d	31 29%	99 32%d
NET: Renters	711 34%	168 23%	265 44%acg	44 26%	20 42%ac	33 42%ac	11 28%	30 28%	140 45%acfg
NET: Rent from Council/ Housing Association	422 20%	105 14%	168 28%acf	20 12%	15 32%acf	21 27%acf	3 8%	22 21%	67 22%acf
Rented from the council	272 13%	65 9%	112 19%acf	14 8%	8 18%f	17 21%acf	1 2%	14 14%f	41 13%f
Rented from a housing association	150 7%	40 5%	56 9%ac	6 4%	7 14%ac	5 6%	2 6%	8 7%	26 9%
Rented from someone else	289 14%	63 9%	97 16%ag	24 14%a	5 10%	11 14%	8 20%ag	8 7%	73 24%abcg
Rent free	26 1%	6 1%	12 2%	1 1%	-	2 3%	-	1 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 135
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
No formal education	13 1%	6 1%	7 1%	- -	2 *	* *	1 *	4 1%	6 1%	- -	2 *	3 1%	7 1% ⁱ	13 1%	- -	- 2%	5 2%	3 *	* -	- -	- 1%	1 1%	3 *	1 *	- -	- -	1 *	2 *	1 1%
Primary	12 1%	8 1%	5 *	1 *	- -	2 1%	1 *	2 1%	6 1%	- -	2 *	2 1%	7 1% ⁱ	11 1%	1 1%	1 -	- 2%	3 1%	1 1%	2 1%	- -	- 1%	1 1%	3 1%	- -	- -	1 *	2 *	- -
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1147 55%	533 52%	615 57% ^a	103 44%	150 41%	177 53% ^d	244 66% ^{cde}	188 61% ^{cd}	286 59% ^{cd}	201 35%	295 50% ⁱ	295 70% ^{ij}	355 70% ^{ij}	984 56% ^{nv}	83 47%	50 59% ^v	131 56% ^v	105 61% ^{nv}	113 62% ^{nv}	88 60% ^{nv}	53 52%	130 67% ^{amnp} tvwxy	111 41%	160 56% ^v	96 53% ^v	27 44%	156 48%	471 53%	40 23%
University degree or equivalent professional qualification, NVQ level 4, etc.	662 32%	329 32%	333 31%	82 35% ^f	134 37% ^{fg}	109 32% ^f	89 24%	88 28%	160 33% ^f	249 44% ^{ijkl}	214 36% ^{kl}	92 22%	106 21%	535 31%	68 38% ^{ru}	22 26%	65 28%	48 28%	48 26%	43 29%	33 33%	45 23%	103 38% ^{mpr} u	93 33% ^u	68 38% ^{ru}	26 42% ^{ru}	104 32%	298 34%	70 40%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	213 10%	120 12% ^b	93 9%	19 8%	68 19% ^{cfg} h	43 13% ^h	34 9% ^h	24 8%	25 5%	110 19% ^{ijkl}	52 9% ^l	24 6%	27 5%	173 10%	17 10%	9 11%	33 14% ^{qx}	10 6%	15 9%	13 9%	13 13%	14 7%	45 16% ^{mqr} uwxy	22 8%	11 6%	9 14%	59 18% ^B	97 11%	56 32%
Still in full time education	32 2%	18 2%	14 1%	27 12% ^{defg} h	5 1% ^{fh}	- -	- -	- -	- -	9 2%	19 3% ^{kl}	2 *	2 *	25 1%	6 3% ^p	1 1%	- -	1 1%	3 2%	1 *	2 2%	1 1%	8 3% ^p	4 1%	5 3% ^p	- -	1 *	3 *	5 3%
Don't know	2 *	2 *	- -	- -	- -	- -	- 1%	- -	- -	- *	- -	- -	- -	- -	2 1% ^m	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1% ^B	- -	2 1%
Prefer not to answer	11 1%	6 1%	5 *	* *	3 1%	3 1%	2 1%	2 1%	- -	2 *	1 *	5 1%	3 1%	11 1%	- -	1 2%	- -	1 1%	- -	1 1%	- -	3 1%	3 1%	1 *	- -	- -	- -	10 1%	1 *

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 136

What is the highest educational level that you have achieved to date?**Base: All respondents**

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
No formal education	13 1%	4 1%	4 1%	-	-	-	-	-	5 2%
Primary	12 1%	8 1%b	-	2 1%b	* 1%b	1 2%bh	-	-	-
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1147 55%	466 63%bcecg	273 45%	64 38%	36 76%bcefg	38 48%	22 54%	46 43%	202 65%bcecg
University degree or equivalent professional qualification, NVQ level 4, etc.	662 32%	196 27%	234 39%adh	73 43%adh	9 18%	31 40%adh	11 29%	42 40%adh	65 21%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	213 10%	51 7%	80 13%ah	27 16%ah	2 4%	6 8%	6 15%	18 17%ah	23 7%
Still in full time education	32 2%	7 1%	13 2%	3 2%	-	2 2%	1 2%	-	6 2%
Don't know	2 *	2 *	-	-	-	-	-	-	-
Prefer not to answer	11 1%	1 *	1 *	-	-	-	-	-	9 3%abc

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 137

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Yes - responsible for half or more of the items bought	1903	880	1023	164	332	323	356	287	441	507	545	377	474	1585	168	76	211	157	168	134	90	176	246	254	165	61	304	807	156
	91%	86%	96% ^a	71%	92% ^c	97% ^{cdg}	96% ^{cdh}	93% ^c	91% ^c	89%	93% ⁱ	89%	93% ^{ik}	91%	95%	89%	90%	92%	93%	90%	88%	90%	90%	89%	91%	97%	94%	91%	90%
No - not responsible for most of the items bought	189	141	48	68	29	11	15	23	43	65	43	48	34	166	9	9	23	14	13	14	12	19	29	31	16	2	21	75	18
	9%	14% ^b	4%	29% ^{defg}	8% ^{ef}	3%	4%	7% ^e	9% ^{ef}	11% ^{jl}	7%	11% ^l	7%	9%	5%	11%	10%	8%	7%	10%	12%	10%	10%	11%	9%	3%	6%	9%	10%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 138

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Yes - responsible for half or more of the items bought	1903 91%	672 91%	535 88%	158 93%	47 98%	75 96%	36 90%	101 96% ^{cb}	279 90%
No - not responsible for most of the items bought	189 9%	64 9%	70 12% ^g	12 7%	1 2%	3 4%	4 10%	4 4%	31 10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 139
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
No cars in the household	439	194	245	43	86	78	83	48	101	73	123	62	181	370	54	17	58	35	37	22	11	38	93	43	27	5	49	180	20
	21%	19%	23%	19%	24%g	23%g	22%g	16%	21%	13%	21%ik	15%	36%ajjk	21%ltwy	31%mt	20%	25%stw	21%ty	21%y	15%	11%	19%y	34%moq	15%	15%	7%	15%	20%	11%
NET: Any	1653	827	826	189	276	257	287	261	383	498	465	362	328	1382	123	68	175	135	143	126	91	157	181	241	153	58	276	702	154
	79%	81%	77%	81%	76%	77%	78%	84%def	79%	87%jl	79%kl	85%jl	64%	79%nv	69%	80%v	75%	79%v	79%v	85%npv	89%mp	81%nv	66%	85%mpv	85%npv	93%mp	85%	80%	89%
1	849	416	432	48	120	146	144	134	258	223	254	171	201	720	65	46	87	83	68	63	39	75	93	119	85	24	147	310	54
	41%	41%	40%	21%	33%cd	44%cd	39%cd	43%cd	53%cd	39%fg	43%	40%	39%	41%v	37%	54%mp	37%	49%npv	38%	42%	39%	39%	34%	42%	47%v	39%	45%B	35%	31%
2	612	316	296	78	125	95	103	102	110	210	152	145	105	504	48	21	62	40	66	48	33	67	65	94	43	27	109	284	71
	29%	31%	28%	34%h	35%h	28%	28%	33%h	23%	37%jl	26%	34%jl	21%	29%	27%	25%	26%	23%	36%qvx	32%	32%	34%qvx	24%	33%qv	24%	43%mmo	33%	32%	41%
3+	192	94	98	63	31	16	41	25	15	65	58	46	22	157	9	1	27	13	10	16	19	15	23	28	25	7	20	107	29
	9%	9%	9%	27%defgh	9%h	5%	11%eh	8%h	3%	11%l	10%l	11%l	4%	9%o	5%	2%	12%o	7%	5%	11%o	18%mmoq	8%	8%o	10%o	14%nor	11%o	6%	12%A	17%

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

Leadership Survey
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Absolutes/col percents

Table 140
How many cars are there in your household?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
No cars in the household	439 21%	111 15%	140 23%a	28 16%	20 42%abcb	22 28%ag	9 22%	15 14%	95 31%abcb
NET: Any	1653 79%	625 85%bdeh	465 77%dh	142 84%dh	27 58%	56 72%	31 78%	91 86%cdeh	215 69%
1	849 41%	311 42%h	236 39%	76 45%	25 51%h	28 36%	22 54%h	43 41%	108 35%
2	612 29%	236 32%df	174 29%df	55 32%df	1 2%	22 28%df	3 9%	42 40%bdfh	79 26%df
3+	192 9%	78 11%	55 9%	12 7%	2 4%	6 8%	6 15%	6 6%	27 9%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 141
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Opin-ion Influ-encer (C)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
White	1883	917	966	181	287	301	342	297	474	504	526	384	468	1561	168	81	213	159	154	143	93	181	192	264	174	60	274	793	134
	90%	90%	90%	78%	79%	90%cd	92%cd	96%cd	98%cd	88%	89%	91%	92%	89%v	95%mr	95%rv	91%v	93%rv	85%v	97%mpr	92%v	93%rv	70%	93%rv	96%mr	96%rv	84%	90%A	77%
NET: BAME	187	95	92	46	67	30	27	12	6	62	54	36	35	170	9	4	17	11	24	5	8	10	74	20	5	*	46	80	38
	9%	9%	9%	20%efg	19%efgh	9%gh	7%h	4%h	1%	11%l	9%	8%	7%	10%sx	5%	5%	7%	7%	13%ans	3%	8%	5%	27%mnop	7%	3%	1%	14%B	9%	22%
Mixed	56	29	26	14	18	10	6	5	3	15	14	10	16	50	5	1	6	4	5	-	1	8	19	6	-	-	8	23	5
	3%	3%	2%	6%fgh	5%fgh	3%h	2%	2%	1%	3%	2%	2%	3%	3%sx	3%	1%	3%	3%x	3%	-	1%	4%sx	7%mstw	2%	-	-	2%	3%	3%
Asian	88	45	43	19	34	15	14	5	1	34	23	18	13	81	2	2	4	4	15	4	4	2	34	11	4	*	25	40	23
	4%	4%	4%	8%fgh	9%efgh	4%h	4%h	2%h	*	6%l	4%	4%	3%	5%u	1%	2%	2%	2%	8%npqu	3%	4%	1%	12%mnop	4%	2%	1%	8%	5%	13%
Black	29	15	14	7	9	4	5	2	2	7	13	6	3	26	2	-	3	-	3	*	2	-	17	2	-	-	9	11	6
	1%	2%	1%	3%h	3%h	1%	1%	1%	*	1%	2%l	1%	1%	1%	1%	-	1%	-	2%	*	2%	-	6%mnop	1%	-	-	3%	1%	3%
Chinese	8	2	5	4	4	-	-	-	-	4	2	2	-	6	-	1	1	2	-	-	2	-	2	-	-	-	2	3	2
	*	*	1%	2%efgh	1%h	-	-	-	-	1%	*	*	-	*	-	1%	*	1%	-	-	2%	-	1%	-	-	-	1%	*	1%
Other ethnic group	7	2	5	2	2	1	1	-	1	2	2	-	3	7	-	-	1	1	1	-	-	1	2	1	1	-	2	2	2
	*	*	*	1%	1%	*	*	-	*	*	*	-	*	*	-	-	1%	1%	*	-	-	*	1%	*	*	-	1%	*	1%
Prefer not to answer	22	10	13	5	7	4	2	1	3	4	8	5	5	20	-	-	4	-	3	-	-	3	8	-	2	2	5	9	3
	1%	1%	1%	2%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	-	-	2%w	-	2%	-	-	2%w	3%mnqw	-	1%	3%nqw	2%	1%	2%

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

Leadership Survey
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Absolutes/col percents

Table 142
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
White	1883 90%	695 94%bh	500 83%	158 93%bh	46 97%bh	73 93%b	39 98%bh	105 99%bch	266 86%
NET: BAME	187 9%	38 5%	102 17%acdefgh	12 7%g	1 3%	5 7%	1 2%	1 1%	27 9%g
Mixed	56 3%	8 1%	25 4%a	6 4%a	1 1%	4 5%a	1 2%	*	12 4%a
Asian	88 4%	22 3%	51 9%acegh	2 1%	* 1%	1 1%	-	*	11 3%
Black	29 1%	6 1%	16 3%a	3 2%	1 1%	1 1%	-	-	2 1%
Chinese	8 *	2 *	4 1%	-	-	-	-	-	1 *
Other ethnic group	7 *	1 *	1 1%	-	-	-	-	-	1 *
Prefer not to answer	22 1%	3 *	3 *	* *	- -	- -	- -	- -	16 5%abcg

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 143
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Christian	973	464	509	64	115	120	196	168	309	280	264	188	240	814	75	41	113	80	86	61	39	75	131	140	88	45	126	381	80
	46%	45%	47%	28%	32%	36%	53% ^{cde}	54% ^{cde}	64% ^{cde}	49%	45%	44%	47%	46%	42%	48%	48%	47%	48%	41%	38%	38%	48%	49% ^u	49%	72% ^{mno}	39%	43%	46%
NET: Other	150	73	77	25	43	23	29	17	14	52	42	32	24	131	7	2	13	10	18	9	11	11	46	18	5	1	38	56	35
	7%	7%	7%	11% ^{gh}	12% ^{egh}	7% ^h	8% ^h	5%	3%	9% ^l	7%	8%	5%	7% ^x	4%	2%	6%	6%	10% ^{ox}	6%	11% ^{noxy}	5%	27% ^{mnp}	6%	3%	2%	12% ^B	6%	20%
Muslim	68	32	35	11	30	12	12	3	-	26	18	14	11	65	-	-	8	3	15	2	2	1	27	9	1	-	21	31	20
	3%	3%	3%	5% ^{gh}	8% ^{efgh}	3% ^h	3% ^h	1% ^h	-	4% ^l	3%	3%	2%	4% ^{nu}	-	-	4% ⁿ	1%	8% ^{mnoq}	1%	2%	*	10% ^{mnp}	3% ⁿ	1%	-	6% ^B	4%	11%
Hindu	16	12	4	5	5	4	-	1	1	6	4	5	2	13	1	-	-	-	-	1	2	-	11	1	-	*	5	5	5
	1%	1%	*	2% ^{fgh}	1% ^{fh}	1%	-	*	*	1%	1%	1%	*	1%	1%	-	-	-	-	1%	2%	-	4% ^{mpqr}	*	-	1%	2%	1%	3%
Jewish	17	8	10	1	2	2	3	5	5	3	5	5	5	15	2	-	1	-	1	1	-	5	5	3	-	-	-	4	-
	1%	1%	1%	*	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	-	*	-	*	1%	-	3% ^{mx}	2%	1%	-	-	-	1%	-
Sikh	6	6	-	3	1	-	3	-	-	6	1	-	-	5	1	1	-	3	-	1	-	-	-	1	-	-	3	2	2
	*	1% ^b	-	1% ^h	*	-	1%	-	-	1% ^l	*	-	-	*	*	1%	-	2% ^m	-	1%	-	-	-	*	-	-	1%	*	1%
Buddhist	6	4	3	1	2	1	-	-	3	2	5	-	-	4	1	-	1	2	-	-	2	1	1	-	-	-	1	2	3
	*	*	*	*	1%	*	-	-	1%	*	1%	-	-	*	*	-	*	1%	-	-	2% ^m	*	*	-	-	-	*	*	2%
Other	36	11	25	4	2	5	11	8	5	10	10	9	7	28	2	1	3	3	2	3	5	4	3	5	4	1	9	11	5
	2%	1%	2% ^a	2%	1%	2%	3% ^d	3%	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%	5% ^{mnv}	2%	1%	2%	2%	1%	3%	1%	5%
None	933	467	466	138	193	185	141	120	155	235	268	194	236	774	93	40	106	78	75	79	51	103	87	123	83	15	156	427	55
	45%	46%	44%	59% ^{fgh}	53% ^{fgh}	55% ^{fgh}	38%	39%	32%	41%	46%	46%	46%	44% ^{vy}	53% ^{vy}	47% ^{vy}	45% ^{vy}	46% ^{vy}	41% ^y	53% ^{mv}	50% ^{vy}	53% ^{mv}	32%	43% ^{vy}	46% ^{vy}	24%	48%	48%	32%
Prefer not to say	37	18	19	5	11	7	4	5	5	4	14	10	9	33	2	3	2	3	2	-	1	6	10	3	4	2	4	19	4
	2%	2%	2%	2%	3%	2%	1%	2%	1%	1%	2% ⁱ	2%	2%	2%	1%	3%	1%	2%	1%	-	1%	3% ^s	4% ^s	1%	2%	3%	1%	2%	2%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 144

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Christian	973 46%	427 58%bafh	214 35%	84 49%bfh	27 56%bfh	32 40%	12 29%	61 58%bafh	117 38%
NET: Other	150 7%	44 6%	68 11%ach	7 4%	1 3%	4 5%	2 5%	7 7%	16 5%
Muslim	68 3%	17 2%	42 7%acegh	-	-	-	-	-	8 3%
Hindu	16 1%	9 1%	5 1%	1 *	-	-	-	*	1 *
Jewish	17 1%	9 1%	3 1%	3 2%	-	2 2%	-	-	1 *
Sikh	6 *	-	4 1%a	-	-	1 1%a	-	-	1 *
Buddhist	6 *	2 *	2 *	2 1%	-	-	-	-	1 *
Other	36 2%	7 1%	12 2%	1 1%	1 3%	2 2%	5%a	7 7%abch	4 1%
None	933 45%	260 35%	315 52%ag	79 47%a	20 41%	42 53%ag	25 62%ag	37 35%	156 50%ag
Prefer not to say	37 2%	4 1%	9 1%	-	-	2 2%	2 4%acg	-	20 7%abcg

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 145
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
NET: Urban	1671	821	850	201	315	283	291	224	356	448	471	330	421	1422	139	73	200	130	168	98	68	133	272	225	124	41	262	727	150	
	80%	80%	79%	86% _{efgh}	87% _{efgh}	85% _{gh}	79%	72%	74%	78%	80%	78%	83%	81% _{stuxy}	79% _{stux}	86% _{stuxy}	85% _{qstuxy}	77%	93% _{mnpqstuwxy}	66%	67%	68%	99% _{mno}	99% _{mno}	79% _{stuxy}	68%	66%	81%	82%	86%
Urban - Population over 10,000	922	504	418	133	205	145	168	99	172	265	278	167	212	786	82	34	90	72	102	45	38	53	240	93	58	16	154	426	113	
	44%	49% _{ab}	39%	57% _{efgh}	57% _{efgh}	43% _{gh}	45% _{gh}	32%	36%	46%	47% _{kl}	39%	42%	45% _{suwxy}	46% _{suwxy}	40%	38% _u	42% _{su}	57% _{mopqstuwxy}	30%	38%	27%	87% _{mno}	87% _{mno}	33%	32%	25%	48%	48%	65%
Town and Fringe	749	317	432	68	110	139	123	125	185	183	193	163	210	636	58	39	110	59	65	53	30	80	33	132	66	26	108	301	37	
	36%	31%	40% _a	29%	30%	41% _{cd}	33%	40% _{cd}	38% _{cd}	32%	33%	38%	41% _{ij}	36% _v	33% _v	46% _{tv}	47% _{mnqst}	34% _v	36% _v	36% _v	29% _v	41% _v	12%	47% _{mnqtv}	36% _v	41% _v	33%	34%	21%	
NET: Rural	421	200	222	31	47	51	79	85	127	123	117	95	87	329	37	12	34	40	13	50	34	62	2	59	57	21	63	155	25	
	20%	20%	21%	14%	13%	15%	21% _{cd}	28% _{cde}	26% _{cde}	22%	20%	22%	17%	19% _{rv}	21% _{rv}	14% _v	15% _{rv}	23% _{qprv}	7% _v	34% _{mno}	33% _{mno}	32% _{mno}	1%	21% _{rv}	32% _{mno}	34% _{mop}	19%	18%	14%	
Village	362	170	192	28	40	50	67	68	109	103	96	85	78	296	27	12	33	37	11	47	29	57	2	55	42	11	53	133	22	
	17%	17%	18%	12%	11%	15%	18% _d	22% _{cde}	23% _{cde}	18%	16%	20%	15%	17% _{rv}	15% _{rv}	14% _v	14% _{rv}	22% _{rv}	6% _v	32% _{mno}	29% _{mno}	29% _{mno}	1%	19% _{rv}	24% _{mprv}	17% _{rv}	16%	15%	12%	
Hamlet & Isolated Dwelling	59	29	30	4	7	1	13	17	18	20	21	10	9	33	10	-	1	3	2	3	5	5	-	4	15	11	10	22	3	
	3%	3%	3%	2%	2% _e	*	3% _e	5% _{cde}	4% _e	3%	4%	2%	2%	2% _v	6% _{mopr}	-	*	2% _v	1%	2% _v	5% _{pv}	3% _v	-	2%	8% _{mop}	17% _{mno}	3%	2%	2%	

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 146
Which of the following best describes where you live?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Urban	1671 80%	550 75%	519 86%acg	129 76%	44 92%acg	64 82%	33 82%	71 67%	261 84%acg
Urban - Population over 10,000	922 44%	275 37%	315 52%aagh	81 48%ag	26 54%ag	35 45%	19 49%	33 32%	137 44%g
Town and Fringe	749 36%	275 37%c	205 34%	48 28%	18 38%	29 37%	13 33%	37 35%	124 40%c
NET: Rural	421 20%	186 25%bdh	85 14%	41 24%bdh	4 8%	14 18%	7 18%	35 33%bdh	48 16%
Village	362 17%	164 22%bdh	78 13%	36 21%bh	4 8%	11 13%	5 11%	24 23%bh	41 13%
Hamlet & Isolated Dwelling	59 3%	22 3%	7 1%	4 3%	-	4 5%b	3 7%b	11 11%abcdh	8 2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 147
Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)
Base: All respondents

	Gender		Age						Social Grade					Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Opinion Influencer (C)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Working	1207	638	569	142	292	276	279	162	57	331	379	286	211	1016	91	53	139	92	111	82	59	100	175	165	99	42	325	882	145
	58%	63%b	53%	61%h	81%ogh	82%cfg	75%cgh	52%h	12%	58%l	64%il	67%il	41%	58%	52%	62%	59%	54%	62%	55%	58%	51%	64%nu	58%	55%	67%u	100%	100%	83%
NET: Employed	1083	565	518	133	274	255	234	141	46	303	342	246	191	907	84	51	123	83	101	75	54	90	159	143	83	37	323	760	140
	52%	55%b	48%	57%gh	76%cfgh	76%cfgh	63%gh	45%h	9%	53%l	58%l	58%l	38%	52%	48%	60%	53%	49%	56%	51%	54%	46%	58%uwx	50%	46%	59%	99%B	86%	80%
Working full time - working 30 hours per week or more	871	513	358	110	238	205	192	99	27	252	276	206	136	730	73	38	99	63	83	61	38	68	136	113	70	30	256	615	120
	42%	50%b	33%	47%gh	66%cfgh	61%cfgh	52%gh	32%h	6%	44%l	47%l	48%l	27%	42%	41%	45%	42%	37%	46%u	41%	37%	35%	50%mqtuwx	40%	38%	47%	79%B	70%	69%
Working part-time - working between 8 and 29 hours per week	212	52	160	24	36	50	42	42	19	51	66	41	55	177	11	12	24	20	18	14	17	22	23	31	13	7	67	145	20
	10%	5%	15%a	10%h	10%h	15%h	11%h	14%h	4%	9%	11%	10%	11%	10%	6%	14%n	10%	12%	10%	10%	16%nvx	11%	8%	11%	7%	12%	21%	16%	11%
NET: Self-employed	124	73	51	9	18	21	44	21	12	28	37	40	19	108	7	2	16	8	11	7	4	10	16	22	16	5	2	122	5
	6%	7%b	5%	4%	5%	6%h	12%cdgh	7%h	2%	5%	6%	9%il	4%	6%	4%	3%	7%	5%	6%	4%	4%	5%	6%	8%	9%	8%	1%	14%A	3%
Self-employed - working 30 hours per week or more	83	57	26	3	13	17	33	12	5	18	23	32	11	75	4	2	10	5	9	4	2	8	10	18	8	2	2	81	3
	4%	6%b	2%	1%	4%h	5%ch	9%cdgh	4%h	1%	3%	4%	8%ijl	2%	4%	2%	2%	4%	3%	5%	3%	2%	4%	4%	6%	5%	3%	1%	9%A	2%
Self-employed - working between 8 and 29 hours per week	41	16	25	5	5	3	11	9	7	11	14	8	9	33	3	1	6	3	1	3	2	2	6	4	8	3	-	41	2
	2%	2%	2%	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	1%	4%	5%	-	5%A	1%
NET: Not working	885	383	502	90	70	59	92	148	426	240	209	139	298	736	86	32	95	79	69	66	43	95	99	119	82	21	-	-	29
	42%	37%	47%a	39%def	19%	18%	25%e	48%def	88%cddefg	42%jk	36%	33%	59%ijkl	42%	48%v	38%	41%	46%	38%	45%	42%	49%vy	36%	42%	45%	33%	-	-	17%
Not working but seeking work or temporarily unemployed or sick	76	43	33	9	17	14	17	16	3	8	4	9	54	59	7	6	9	6	6	4	6	1	9	9	7	4	-	-	-
	4%	4%	3%	4%h	5%h	4%h	5%h	5%h	1%	1%	1%	2%	11%ijk	3%u	4%u	8%u	4%u	4%u	4%u	3%	6%u	*	3%	3%	4%u	7%u	-	-	-

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 147

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Not working and not seeking work	95 5%	36 3%	59 6%a	3 1%	4 1%	13 4%d	33 9% cde h	31 10% cde h	10 2%	8 1%	11 2%	8 2%	69 14% ijkl	72 4%	17 9% mpq rs	3 3%	9 4%	5 3%	4 2%	5 3%	4 3%	12 6%	7 3%	15 5%	12 7% v	2 4%	-	-	1 1%
Student	96 5%	45 4%	51 5%	75 32% defg h	17 5% efgh	1 *	2 1%	-	-	27 5%	40 7% kl	10 2%	18 4%	75 4%	14 8% muy	3 3%	7 3%	8 5%	6 3%	8 6%	7 6%	5 3%	16 6%	10 3%	11 6%	-	-	-	10 6%
Retired on a state pension only	104 5%	38 4%	66 6%a	-	-	-	-	* 104 21% cdef g	8 1%	11 2%	11 2%	74 15% ijkl	91 5%	8 5%	1 1%	18 8% oy	6 4%	9 5%	6 4%	5 5%	15 8% oy	9 3%	12 4%	15 8% ovy	-	-	-	-	2 1%
Retired with a private pension	383 18%	202 20%	182 17%	-	-	-	3 1%	72 23% cde f	308 64% cde fg	175 31% ijkl	124 21% kl	59 14% l	25 5%	327 19%	30 17%	14 17%	37 16%	39 23% v	31 17%	33 22%	14 14%	42 22%	40 15%	58 21%	32 18%	12 19%	-	-	13 8%
House person, housewife, househusband, etc.	131 6%	19 2%	112 10%a	3 1%	31 9% ch	31 9% ch	35 10% ch	29 9% ch	2 *	13 2%	19 3%	41 10% ij	57 11% ij	111 6%	10 6%	5 6%	14 6%	14 8% x	13 7%	10 7%	8 8%	21 11% mwx	17 6%	14 5%	4 2%	2 3%	-	-	2 1%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 148

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Working	1207 58%	373 51%	392 65%acd	90 53%	22 45%	45 57%	24 60%	72 68%acd	190 61%ad
NET: Employed	1083 52%	327 44%	364 60%acd	81 48%d	15 30%	41 52%d	22 56%d	59 56%d	174 56%ad
Working full time - working 30 hours per week or more	871 42%	269 37%	283 47%ad	70 41%d	11 24%	37 48%d	15 37%	49 46%d	137 44%ad
Working part-time - working between 8 and 29 hours per week	212 10%	58 8%	82 14%ace	11 7%	3 6%	3 4%	8 19%ace	10 9%	37 12%
NET: Self-employed	124 6%	45 6%	28 5%	8 5%	7 15%abch	4 5%	2 4%	13 13%abch	16 5%
Self-employed - working 30 hours per week or more	83 4%	33 4%	16 3%	3 2%	7 15%abcefh	1 2%	* 1%	8 8%bc	13 4%
Self-employed - working between 8 and 29 hours per week	41 2%	13 2%	12 2%	5 3%	- -	3 3%	1 3%	5 5%h	3 1%
NET: Not working	885 42%	363 49%bgh	212 35%	80 47%bg	26 55%bgh	34 43%	16 40%	33 32%	119 39%
Not working but seeking work or temporarily unemployed or sick	76 4%	16 2%	22 4%	8 4%	3 7%	5 6%	1 3%	7 7%a	14 4%
Not working and not seeking work	95 5%	26 4%	23 4%	8 5%	2 4%	7 9%a	3 8%	4 4%	22 7%a
Student	96 5%	15 2%	44 7%acg	3 2%	- -	4 5%	1 2%	1 1%	28 9%acd

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 148

Please indicate which of the following best describes your working status before March 2020 (Pre-Covid 19)

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Retired on a state pension only	104 5%	63 9%bh	16 3%	7 4%	5 11%bfh	4 5%	-	3 3%	6 2%
Retired with a private pension	383 18%	208 28%begrh	63 10%	50 29%begh	11 23%bh	8 11%	8 20%h	15 14%h	21 7%
House person, housewife, househusband, etc.	131 6%	36 5%	45 7%	5 3%	5 11%c	5 7%	3 7%	3 3%	29 9%ac

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 149

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	134	79	55	20	31	39	18	22	3	51	30	33	21	114	11	8	13	3	8	10	5	6	34	24	8	5	24	110	26
	6%	8%b	5%	9%h	9%h	12%fh	5%h	7%h	1%	9%jl	5%	8%l	4%	7%q	6%	9%q	6%	2%	5%	7%q	5%	3%	12%mpqr	8%qu	4%	8%q	7%	13%A	15%
NET: Working	1042	546	497	125	259	229	254	129	46	282	342	253	165	873	80	44	121	85	101	73	53	89	135	137	87	37	300	715	119
	50%	53%b	46%	54%gh	72%cgh	68%cgh	69%cgh	42%h	9%	49%l	58%il	60%il	33%	50%	45%	52%	52%	50%	56%	50%	52%	46%	49%	48%	48%	59%	92%B	81%	68%
NET: Employed	935	479	456	116	238	210	220	114	37	256	306	221	152	779	74	42	108	79	91	69	50	82	118	118	73	33	297	614	111
	45%	47%	43%	50%gh	66%cgh	63%cgh	59%gh	37%h	8%	45%l	52%il	52%l	30%	44%	42%	49%	46%	50%	46%	50%	49%	42%	43%	42%	41%	52%	92%B	70%	64%
Working full time - working 30 hours per week or more	744	420	325	99	202	172	172	81	18	208	243	187	106	622	60	35	85	64	77	54	36	64	94	91	58	27	236	494	95
	36%	41%b	30%	43%gh	56%cfg	51%gh	47%gh	26%h	4%	36%l	41%l	44%il	21%	36%	34%	41%	36%	37%	43%	36%	35%	33%	34%	32%	32%	43%	73%B	56%	55%
Working part-time - working between 8 and 29 hours per week	190	59	131	17	36	38	47	33	19	48	63	34	45	157	14	7	23	15	14	15	14	18	24	27	16	6	61	119	16
	9%	6%	12%a	7%	10%h	11%h	13%h	11%h	4%	8%	11%	8%	9%	9%	8%	8%	10%	9%	8%	10%	14%	9%	9%	9%	9%	9%	19%B	14%	9%
NET: Self-employed	107	67	41	9	21	19	35	15	9	26	36	32	14	94	6	2	13	7	10	5	3	8	17	19	13	4	2	101	8
	5%	7%b	4%	4%	6%h	6%h	9%cgh	5%h	2%	5%	6%l	8%l	3%	5%	4%	3%	6%	4%	6%	3%	3%	4%	6%	7%	7%	7%	1%	11%A	5%
Self-employed - working 30 hours per week or more	46	32	13	2	13	7	16	5	2	11	18	10	7	43	1	1	4	3	9	3	1	5	4	11	3	1	2	42	3
	2%	3%b	1%	1%	4%h	2%h	4%ch	1%	*	2%	3%	2%	1%	2%	*	1%	2%	2%	5%n	2%	1%	3%	1%	4%n	2%	1%	1%	5%A	2%
Self-employed - working between 8 and 29 hours per week	62	34	27	6	7	11	19	11	7	15	18	22	7	51	5	1	9	3	1	2	2	3	13	8	10	3	-	60	5
	3%	3%	3%	3%	7	3%	5%cdh	4%	1%	3%	3%	5%l	1%	3%	3%	2%	4%	2%	1%	1%	2%	1%	5%r	3%	6%ru	5%r	-	7%A	3%
NET: Not working	915	396	519	87	71	66	97	158	435	238	216	139	322	765	86	34	99	82	71	65	44	99	105	123	86	21	1	57	28
	44%	39%	48%a	38%def	20%	20%	26%	51%cde	90%code	42%k	37%	33%	63%ijk	44%	49%	39%	42%	48%	39%	44%	43%	51%rvy	38%	43%	48%	33%	*	6%A	16%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 149

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic

Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector			Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Not working but seeking work or temporarily unemployed or sick	102	54	48	16	19	20	22	23	3	15	9	9	70	82	11	8	13	7	7	5	6	3	16	13	10	3	1	29	1
	5%	5%	4%	7%h	5%h	6%h	6%h	8%h	1%	3%	1%	2%	14%ijk	5%u	6%u	10%u	6%u	4%	4%	4%	6%u	1%	6%u	5%	5%	5%	*	3%A	1%
Not working and not seeking work	102	38	64	6	6	15	34	33	8	9	10	10	74	78	16	3	10	7	4	4	5	13	7	16	13	3	-	8	1
	5%	4%	6%a	2%	2%	4%h	9%cd	11%cd	2%	2%	2%	2%	15%ijk	4%	9%mrsv	4%	4%	4%	2%	3%	5%	6%	3%	6%	7%v	5%	-	1%	1%
Student	79	38	41	63	15	-	1	-	-	18	39	7	14	62	10	2	5	8	6	5	6	5	15	6	10	-	-	6	9
	4%	4%	4%	27%defgh	4%efgh	-	*	-	-	3%	7%ikl	2%	3%	4%	6%	2%	2%	5%	3%	3%	6%	3%	6%	2%	6%	-	-	1%	5%
Retired on a state pension only	111	40	71	-	-	-	*	*	110	8	12	12	79	96	9	1	20	6	11	7	5	15	9	12	16	-	-	6	2
	5%	4%	7%a	-	-	-	*	*	23%cd	1%	3%	3%	15%ijk	5%	5%	1%	9%ovy	4%	6%	4%	5%	8%oy	3%	4%	9%ovy	-	-	1%	1%
Retired with a private pension	389	205	183	-	-	1	3	72	313	176	126	60	26	333	30	14	37	39	31	33	14	44	41	60	33	12	-	4	13
	19%	20%	17%	-	-	*	1%	23%cd	65%cd	31%kl	21%kl	14%l	5%	19%	17%	17%	16%	23%	17%	22%	14%	23%	15%	21%	18%	19%	-	*	7%
House person, housewife, husband, etc.	133	21	112	2	32	31	37	30	2	12	21	41	59	114	10	5	13	15	13	11	7	20	17	16	4	2	-	3	2
	6%	2%	10%a	1%	9%ch	9%ch	10%ch	10%ch	*	2%	4%	10%ij	12%ij	7%	6%	6%	6%	9%x	7%	7%	7%	10%x	6%	6%	2%	3%	-	*	1%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 150

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Currently furloughed / reduced hours / employer imposed temporary leave of absence as a result of the Coronavirus	134 6%	39 5%	54 9%ade	15 9%e	- -	1 1%	1 2%	10 9%de	15 5%
NET: Working	1042 50%	321 44%	336 56%ac	72 42%	21 43%	45 57%	22 56%	59 55%a	168 54%ac
NET: Employed	935 45%	282 38%	313 52%acd	66 39%	14 29%	39 50%d	20 51%d	49 46%	151 49%ad
Working full time - working 30 hours per week or more	744 36%	229 31%	243 40%ad	56 33%	10 22%	35 45%ad	15 39%	42 40%ad	113 37%
Working part-time - working between 8 and 29 hours per week	190 9%	53 7%	70 12%a	11 6%	3 7%	4 5%	5 12%	6 6%	38 12%a
NET: Self-employed	107 5%	38 5%	22 4%	6 4%	7 15%abch	5 6%	2 6%	10 9%b	16 5%
Self-employed - working 30 hours per week or more	46 2%	16 2%	11 2%	1 1%	5 10%abcegh	1 1%	* 1%	2 2%	10 3%
Self-employed - working between 8 and 29 hours per week	62 3%	23 3%	11 2%	5 3%	2 4%	4 5%	2 5%	8 8%abh	7 2%
NET: Not working	915 44%	376 51%bgh	215 36%	83 49%bg	27 57%bg	33 43%	17 42%	37 35%	127 41%
Not working but seeking work or temporarily unemployed or sick	102 5%	24 3%	36 6%a	7 4%	3 7%	7 9%a	1 4%	6 6%	17 5%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 150

Please indicate which of the following best describes your working status today, taking into account any changes due to the impact of the Coronavirus pandemic
 Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Not working and not seeking work	102 5%	29 4%	19 3%	11 7%	2 4%	6 7%	3 8%	6 6%	26 8%ab
Student	79 4%	12 2%	32 5%a	3 2%	-	2 2%	1 3%	1 1%	27 9%acd
Retired on a state pension only	111 5%	65 9%bh	19 3%	7 4%	5 11%bfh	5 6%	-	4 4%	6 2%
Retired with a private pension	389 19%	210 26%begh	64 11%	51 30%begh	11 23%bh	8 11%	8 20%h	16 15%h	21 7%
House person, housewife, househusband, etc.	133 6%	36 5%	45 7%c	5 3%	6 12%ac	5 7%	3 7%	4 3%	30 10%ac

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 151
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	1179	593	586	132	282	265	267	171	62	335	385	229	230	988	87	51	130	91	102	89	62	98	178	152	97	42	329	850	129
Weighted base	1207	638	569	142	292	276	279	162	57*	331	379	286	211	1016	91*	53*	139	92*	111*	82*	59*	100*	175	165	99*	42*	325	882	145
NET: Public Sector	325	148	176	33	83	73	82	46	7	102	125	50	48	266	30	18	37	25	32	16	18	25	46	42	26	11	325	-	47
	27%	23%	31%a	23%	28%h	27%h	30%h	29%h	13%	31%k	33%kl	18%	23%	26%	33%	33%	27%	27%	28%	20%	31%	25%	26%	25%	26%	26%	100%B	-	32%
A nationalised industry/state corporation	29	19	10	6	10	5	4	3	-	5	9	9	6	27	1	1	3	2	5	1	-	3	7	5	1	1	29	-	6
	2%	3%	2%	5%	3%	2%	2%	2%	-	2%	2%	3%	3%	3%	1%	2%	2%	3%	4%	1%	-	3%	4%	3%	1%	2%	9%B	-	4%
Central government or civil service (including Courts service and Bank of England)	32	20	12	3	9	8	9	3	-	19	12	-	1	25	3	2	2	2	3	3	2	1	7	3	1	2	32	-	7
	3%	3%	2%	2%	3%	3%	3%	2%	-	6%kl	3%kl	-	*	2%	3%	5%	2%	3%	3%	4%	4%	1%	4%	2%	1%	5%	10%B	-	5%
Local government or council (including fire services, police and local authority controlled schools/colleges)	97	42	55	1	20	29	26	20	1	31	42	9	15	75	14	3	14	5	10	2	4	8	13	13	7	5	97	-	17
	8%	7%	10%	1%	7%c	11%c	9%c	12%ch	2%	9%k	11%k	3%	7%	7%	15%ms	5%	10%	5%	9%	3%	7%	8%	7%	8%	7%	11%	30%B	-	12%
A university, or other grant funded establishment (include opted-out schools)	35	19	15	3	10	7	8	6	1	15	9	3	7	29	4	*	2	4	4	4	1	4	4	3	4	-	35	-	6
	3%	3%	3%	2%	4%	2%	3%	4%	2%	5%k	2%	1%	3%	3%	5%	1%	1%	5%	4%	5%	2%	4%	2%	2%	4%	-	11%B	-	4%
A health authority or NHS Trust	93	28	65	12	19	20	27	11	4	21	45	15	13	79	4	11	13	7	5	6	8	6	7	14	11	3	93	-	7
	8%	4%	11%a	8%	6%	7%	10%	7%	7%	6%	12%ikl	5%	6%	8%	4%	20%mnqr suvw	9%	8%	5%	7%	14%v	6%	4%	8%	11%v	6%	29%B	-	5%
The armed forces	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 151
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age						Social Grade				Region											Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humbs-erside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Weighted base	1207	638	569	142	292	276	279	162	57*	331	379	286	211	1016	91*	53*	139	92*	111*	82*	59*	100*	175	165	99*	42*	325	882	145
Other public sector occupation (Please specify as much detail as possible)	39	20	19	8	14	5	7	3	1	11	7	14	7	30	4	-	3	4	5	*	3	4	8	5	2	1	39	-	4
	3%	3%	3%	6%	5%	2%	3%	2%	2%	3%	2%	5%	3%	3%	5%	-	2%	4%	4%	*	5%	4%	5%	3%	2%	3%	12%B	-	2%
NET: Private Sector	882	490	392	109	209	202	196	115	50	229	254	236	163	750	61	36	102	67	229	65	40	75	130	123	73	31	-	882	98
	73%	77%b	69%	77%	72%	73%	70%	71%	87%def	69%	67%	82%aj	77%j	74%	67%	67%	73%	73%	80%	80%	69%	75%	74%	75%	74%	74%	-	100%A	68%
A charity, voluntary organisation or trust	51	10	40	4	11	12	17	6	2	10	25	9	8	44	1	1	2	7	3	6	3	2	2	12	8	3	-	51	10
	4%	2%	7%a	3%	4%	4%	6%	4%	2%	3%	7%i	3%	4%	4%	1%	3%	2%	8%nv	3%	7%v	5%	2%	1%	7%v	8%v	7%	-	6%A	7%
Self-employed (Private sector)	170	108	62	15	31	38	46	28	11	48	44	55	23	150	6	2	18	12	14	11	7	15	34	25	18	6	-	170	19
	14%	17%b	11%	10%	11%	14%	17%	17%	20%	15%	12%	19%jl	11%	15%	7%	4%	13%	13%	13%	12%	15%	20%no	15%	18%no	14%	-	19%A	13%	
None of the above/ I work in the Private sector	662	372	290	90	167	153	133	81	38	171	185	173	133	556	54	32	81	48	62	49	30	58	93	86	47	22	-	662	70
	55%	58%b	51%	63%fg	57%f	55%	48%	50%	65%f	52%	49%	60%j	63%ij	55%	59%	60%	59%	52%	56%	60%	51%	58%	53%	52%	48%	53%	-	75%A	48%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 152
Do you work in any of the following occupations?
Base: All respondents who work

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	1179	337	391	89	24	44	32	68	194
Weighted base	1207	373	392	90*	22**	45*	24**	72*	190
NET: Public Sector	325 27%	84 23%	123 31%a	28 32%	3 16%	14 31%	9 38%	16 22%	48 25%
A nationalised industry/state corporation	29 2%	14 4%	9 2%	2 2%	-	-	1 4%	1 2%	2 1%
Central government or civil service (including Courts service and Bank of England)	32 3%	12 3%	10 2%	4 4%	-	1 3%	1 4%	2 3%	2 1%
Local government or council (including fire services, police and local authority controlled schools/colleges)	97 8%	24 6%	37 10%	8 9%	1 6%	7 15%	1 6%	5 6%	14 7%
A university, or other grant funded establishment (include opted-out schools)	35 3%	10 3%	10 3%	7 7%	-	-	2 8%	2 2%	5 2%
A health authority or NHS Trust	93 8%	21 6%	35 9%	8 9%	* 2%	3 7%	3 13%	4 5%	18 10%
The armed forces	-	-	-	-	-	-	-	-	-
Other public sector occupation (Please specify as much detail as possible)	39 3%	3 1%	21 5%ac	-	2 7%	3 6%ac	1 3%	2 3%	7 4%a

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 152
Do you work in any of the following occupations?
Base: All respondents who work

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Weighted base	1207	373	392	90*	22**	45*	24**	72*	190
NET: Private Sector	882 73%	288 77%b	270 69%	61 68%	18 84%	31 69%	15 62%	56 78%	142 75%
A charity, voluntary organisation or trust	51 4%	13 4%	18 5%	3 3%	-	1 2%	1 6%	6 8%	8 4%
Self-employed (Private sector)	170 14%	58 16%	49 12%	11 12%	8 38%	3 7%	2 10%	12 17%	26 14%
None of the above/ I work in the Private sector	662 55%	217 58%	202 52%	48 53%	10 47%	27 61%	11 46%	38 53%	108 57%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base; ** very small base (under 30) ineligible for sig testing

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 153
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: England (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
No children aged 18 or under	1517	743	774	203	182	137	244	268	483	421	462	265	369	1273	137	65	165	131	116	113	75	151	179	208	144	33	201	559	91
	73%	73%	72%	87% ^{cdef}	50% ^e	41%	66% ^{de}	87% ^{def}	100% ^{cde}	74% ^k	79% ^{kl}	63%	73% ^k	73% ^{rvy}	77% ^{rvy}	77% ^{vy}	71% ^y	77% ^{rvy}	64%	76% ^{rvy}	74% ^y	77% ^{rvy}	65%	73% ^y	80% ^{rvy}	53%	62%	63%	52%
NET: Yes	568	272	296	28	178	196	125	41	1	150	122	157	139	472	40	20	68	38	63	35	26	43	93	76	35	30	122	320	81
	27%	27%	28%	12% ^h	49% ^{cfg}	58% ^{cdf}	34% ^{cgh}	13% ^h	*	26% ^j	21%	37% ^{ajl}	27% ^j	27%	23%	23%	29%	22%	35% ^{mnq}	24%	26%	22%	34% ^{mnq}	27%	20%	47% ^{mno}	38%	36%	46%
NET: Any 5-18	475	223	251	17	124	176	118	40	1	120	98	135	121	392	34	19	59	30	55	31	21	31	76	65	27	28	96	265	67
	23%	22%	23%	7% ^h	34% ^{cgh}	53% ^{cdf}	32% ^{cgh}	13% ^h	*	21%	17%	32% ^{ajl}	24% ^j	22% ^x	19%	22%	25% ^{lux}	17%	30% ^{mnq}	21%	20%	16%	28% ^{qux}	23%	15%	44% ^{mno}	29%	30%	39%
NET: Any 11-18	308	147	161	10	43	114	103	37	1	76	70	79	83	252	21	12	33	14	30	23	13	23	52	48	18	21	61	174	42
	15%	14%	15%	4% ^h	12% ^{ch}	34% ^{cdg}	28% ^{cdg}	12% ^{ch}	*	13%	12%	19% ^{aj}	16% ^j	14% ^q	12%	14%	14%	8%	17% ^q	15%	13%	12%	19% ^{qx}	17% ^q	10%	34% ^{mno}	19%	20%	24%
Yes - children aged under 5 years old	201	97	104	13	113	59	14	1	-	54	41	56	49	171	14	2	19	19	25	13	10	20	35	26	12	6	50	107	30
	10%	10%	10%	6% ^{gh}	31% ^{cef}	18% ^{cfgh}	4% ^{gh}	*	-	9%	7%	13% ^j	10%	10% ^o	8%	3%	8%	11% ^o	14% ^o	9%	10%	10% ^o	13% ^o	9%	7%	9%	15%	12%	17%
Yes - children aged 5 to 10 years old	266	124	143	10	107	105	38	7	-	69	48	87	63	226	19	11	33	20	34	15	11	15	49	37	12	11	54	144	39
	13%	12%	13%	4% ^h	30% ^{cfg}	31% ^{cfg}	10% ^{cgh}	2% ^h	-	12% ^j	8%	20% ^{ajl}	12% ^j	13% ^x	11%	13%	14% ^x	12%	19% ^{sux}	10%	11%	8%	18% ^{msu}	13% ^{lx}	6%	18% ^{lux}	17%	16%	22%
Yes - children aged 11 to 15 years old	239	115	124	8	40	102	70	19	-	57	48	69	65	191	16	10	25	13	19	19	13	17	43	36	9	19	42	141	36
	11%	11%	12%	4% ^h	11% ^{cgh}	30% ^{cdf}	19% ^{cdgh}	6% ^h	-	10%	8%	16% ^{aj}	13% ^j	11% ^x	9%	11%	11%	8%	11%	13% ^x	13% ^x	9%	16% ^{mqu}	13% ^x	5%	30% ^{mno}	13%	16%	21%
Yes - children aged 16 to 18 years old	121	57	64	1	6	34	55	25	1	31	33	23	34	103	8	4	13	5	14	5	1	9	18	23	11	8	23	72	13
	6%	6%	6%	1%	2% ^h	10% ^{cdh}	15% ^{cdgh}	8% ^{cdh}	*	5%	6%	5%	7%	6%	5%	5%	5%	3%	8% ^t	4%	1%	5%	7%	8% ^t	6%	13% ^{mnqs}	7%	8%	7%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 153

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Refused	7	6	1	2	2	2	1	-	-	-	4	2	1	7	-	-	1	1	1	-	-	1	3	-	1	-	1	3	2
	*	1%	*	1%	1%	1%	*	-	-	-	1%	*	*	*	-	-	*	1%	*	-	-	*	1%	-	1%	-	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t/u/v/w/x/y - A/B

* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 154

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
No children aged 18 or under	1517 73%	577 78%bgh	413 68%g	128 75%g	40 84%bgh	60 76%g	32 81%g	60 57%	207 67%
NET: Yes	568 27%	159 22%	190 31%ad	42 25%	8 16%	19 24%	8 19%	46 43%abcdef	98 32%ad
NET: Any 5-18	475 23%	135 18%	155 26%a	33 19%	6 13%	15 19%	6 14%	44 41%abcdefh	80 26%a
NET: Any 11-18	308 15%	93 13%	87 14%	24 14%	5 11%	9 11%	4 11%	33 32%abcdefh	53 17%
Yes - children aged under 5 years old	201 10%	52 7%	77 13%a	14 8%	2 5%	6 8%	2 6%	9 9%	37 12%a
Yes - children aged 5 to 10 years old	266 13%	66 9%	103 17%acf	17 10%	4 9%	11 13%	2 4%	20 19%af	43 14%a
Yes - children aged 11 to 15 years old	239 11%	68 9%	70 12%	17 10%	4 8%	8 10%	4 9%	25 24%abcdeh	43 14%a
Yes - children aged 16 to 18 years old	121 6%	40 5%	30 5%	8 5%	3 7%	3 3%	1 2%	16 16%abceth	19 6%
Refused	7 *	- -	2 *	- -	- -	- -	- -	- -	5 2%a

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h

* small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 155
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region											Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Anglia	222 11%	104 10%	118 11%	25 11%	34 9%	44 13%	34 9%	26 8%	58 12%	62 11%	62 10%	42 10%	57 11%	220 13% nopq rtvwxy	2 1%	-	1 1%	-	-	25 17% nopq rtvwxy	-	173 89% mnop qrstvw xy	1 *	19 7% nopq rtvx	1 *	-	28 9%	93 11%	9 5%
Border	13 1%	9 1%	4 *	2 1%	-	1 *	3 1%	2 1%	6 1%	2 *	2 *	3 1%	6 1%	10 1%	4 2% mw	1 1%	8 3% mqr s uvwx	-	-	-	-	-	1 *	-	-	-	4 1%	4 *	-
Central	277 13%	135 13%	141 13%	26 11%	54 15%	38 11%	48 13%	40 13%	69 14%	71 12%	76 13%	63 15%	66 13%	276 16% nopq tuvwxy	-	-	4 2%	-	176 97% mnop qrstuv wxy	90 61% mnop qtuvwxy	1 1%	-	-	4 1%	2 1%	-	41 13%	116 13%	26 15%
Granada	216 10%	101 10%	115 11%	17 7%	31 9%	28 8%	49 13%	42 14% c	49 10%	54 9%	58 10%	41 10%	63 12%	215 12% noqr stuvwxy	-	-	212 91% mnop rstuvwx y	1 *	-	1 *	-	-	1 *	-	-	33 10%	95 11%	10 6%	
London	373 18%	183 18%	190 18%	55 24% fg	83 23% f	55 17%	44 12%	50 16%	86 18% f	134 24% jkl	90 15%	78 18%	71 14%	373 21% nopq rstuxy	-	-	-	-	*	2 1%	-	22 11% nop qrstxy	270 99% mnop pqrstu vwxy	77 27% nopq rstuxy	2 1%	-	57 18%	166 19%	54 31%
Meridian	208 10%	109 11%	99 9%	14 6%	28 8%	45 14% cd	44 12% c	26 9%	50 10%	49 9%	59 10%	50 12%	50 10%	208 12% nopq rstuvy	-	-	-	-	1 *	3 2%	-	-	1 *	183 64% mnop pqrstu vwxy	21 11% nopq rstuvy	-	29 9%	97 11%	16 9%
STV	174 8%	83 8%	91 8%	17 7%	25 7%	37 11%	35 10%	20 7%	38 8%	39 7%	50 9%	33 8%	52 10%	2 *	171 97% mopq rstuvwx y	-	1 *	-	-	-	-	-	-	-	1 1%	-	30 9%	60 7%	16 9%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 155
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
Tyne Tees	85 4%	41 4%	45 4%	19 8% dfh	14 4%	13 4%	11 3%	14 5%	14 3%	19 3%	23 4%	21 5%	22 4%	85 5% npqr stuvwx	-	83 98% mnpq rstuvwx y	-	2 1%	-	-	-	-	-	-	-	-	-	18 5%	33 4%	3 2%
Wales	97 5%	51 5%	46 4%	14 6%	19 5%	17 5%	15 4%	16 5%	16 3%	23 4%	29 5%	15 4%	29 6%	-	-	-	-	-	-	-	97 95% mnp qrstuvwx y	-	-	-	-	-	18 6%	39 4%	13 8%	
West	49 2%	28 3%	21 2%	12 5% efg	13 4%	3 1%	4 1%	4 1%	13 3%	17 3%	20 3% l	6 1%	6 1%	46 3% uvw	-	-	7 3% nquv w	-	3 2%	-	4 4% nqsu vw	-	-	-	36 20% mnp qrstuvwx y	-	10 3%	17 2%	10 6%	
Westcountry	119 6%	54 5%	65 6%	10 4%	22 6%	15 4%	21 6%	19 6%	32 7%	32 6%	42 7%	20 5%	25 5%	119 7% nopq rstuvw	-	-	-	1 *	-	-	-	-	1 1%	-	117 65% mnp qrstuvwx y	-	20 6%	45 5%	6 3%	
Yorkshire	197 9%	94 9%	103 10%	19 8%	31 9%	25 7%	42 11%	36 12%	44 9%	45 8%	59 10%	41 10%	51 10%	197 11% nop tuvwx y	-	1 2% vw	-	168 98% mnp rstuvwx y	-	28 19% mnp rstuvwx y	-	-	-	-	-	-	26 8%	85 10%	8 5%	
UTV	63 3%	30 3%	32 3%	1 1%	8 2%	12 4% c	20 5% cdh	13 4% ch	8 2%	23 4%	18 3%	12 3%	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	63 100% mnp qrstuvwx	11 3%	31 4%	3 2%	

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 156
Which of the following ITV regions do you live in?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Anglia	222 11%	89 12%be	49 8%e	16 10%e	3 6%e	-	5 13%e	8 8%e	52 17%beg
Border	13 1%	6 1%	1 *	4 2%bh	-	1 1%	1 2%	-	1 *
Central	277 13%	115 16%ceg	98 16%ceg	9 5%	6 12%e	-	2 5%	7 6%e	41 13%ce
Granada	216 10%	68 9%e	91 15%aceh	10 6%e	8 17%ceh	-	5 13%e	9 8%e	24 8%e
London	373 18%	140 19%eg	115 19%eg	44 26%egh	7 15%e	-	6 15%e	9 8%e	52 17%e
Meridian	208 10%	90 12%e	54 9%e	25 15%begh	5 10%e	-	6 15%e	6 5%	24 8%e
STV	174 8%	31 4%	23 4%	11 7%	1 3%	78 99%abcdfgh	1 2%	2 2%	26 9%ab
Tyne Tees	85 4%	26 3%	38 6%ae	4 2%	1 2%	-	2 6%e	2 2%	12 4%
Wales	97 5%	29 4%	24 4%	8 5%	4 8%e	-	1 3%	11 11%abe	19 6%e
West	49 2%	20 3%	19 3%	3 2%	-	-	-	1 1%	7 2%
Westcountry	119 6%	38 5%	30 5%	27 16%abdeg	-	-	3 8%e	5 5%	15 5%
Yorkshire	197 9%	84 11%ceg	63 10%eg	10 6%	13 27%abcegh	-	4 11%eg	2 2%	22 7%e
UTV	63 3%	1 *	-	-	-	-	3 8%abce	44 42%cabdefh	14 5%abc

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Prepared by BritainThinks

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 157
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Opin-ion Influ-encer (C)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Single	644	346	298	163	148	121	111	51	50	153	206	108	177	536	62	27	67	61	43	38	39	51	110	85	54	8	118	311	70
	31%	34%b	28%	70%def	41%fgh	36%gh	30%gh	17%h	10%	27%	35%ik	25%	35%ik	31%y	35%ry	32%y	29%y	36%ry	24%	26%	38%ruy	26%	40%mpr	30%y	30%y	13%	36%	35%	40%
NET: Married/ Civil partnership/ co habiting	1146	572	574	64	206	190	211	197	278	350	284	291	220	962	86	48	130	85	111	91	52	113	126	156	102	46	181	478	92
	55%	56%	54%	28%	57%c	57%c	57%c	64%c	57%c	61%jl	48%	68%ijl	43%	55%v	49%	56%	56%	50%	61%nv	61%nv	51%	58%v	46%	55%	56%v	73%mntp	56%	54%	53%
Married	824	444	380	13	104	122	150	175	260	259	195	214	157	688	55	29	99	65	78	61	42	81	92	109	75	39	123	307	66
	39%	43%b	36%	6%	29%c	36%c	41%cd	57%cde	54%cde	45%ijl	33%	50%ijl	31%	39%	31%	34%	43%n	38%	43%n	41%	41%	41%	33%	38%	42%	62%mnop	38%	35%	38%
Civil Partnership	21	10	11	2	9	5	3	2	-	3	10	3	5	18	3	-	3	-	3	-	-	2	4	5	-	-	5	8	4
	1%	1%	1%	1%h	2%h	2%h	1%	1%	-	1%	2%	1%	1%	1%	2%	-	1%	-	2%	-	-	1%	1%	2%	-	-	2%	1%	2%
Co Habiting	300	118	183	48	93	63	58	20	18	88	80	75	58	255	28	19	28	20	30	29	10	30	30	42	27	7	53	163	23
	14%	12%	17%a	21%gh	26%fgh	19%gh	16%gh	7%	4%	15%	14%	18%l	11%	15%	16%	22%pq	12%	12%	16%	20%v	10%	16%	11%	15%	15%	11%	16%	19%	13%
NET: Widowed/ separated/ divorced	291	99	192	-	7	21	47	61	155	66	92	24	109	244	28	10	33	25	26	19	11	30	35	43	23	9	23	89	8
	14%	10%	18%a	-	2%	6%cd	13%cde	20%cde	32%cde	12%k	16%k	6%	21%ijk	14%	16%	11%	14%	15%	15%	13%	11%	15%	13%	15%	13%	14%	7%	10%	5%
Widowed	88	20	68	-	-	2	5	14	66	20	36	7	24	76	6	2	16	8	4	8	4	10	8	7	13	2	3	16	1
	4%	2%	6%a	-	-	1%	1%d	5%cde	14%cdef	4%	6%k	2%	5%k	4%	4%	2%	7%w	5%	2%	5%	4%	5%	3%	3%	7%w	4%	1%	2%	*
Separated	36	18	18	-	4	10	7	9	6	2	16	7	12	27	6	3	3	1	2	1	1	2	8	4	2	2	4	20	-
	2%	2%	2%	-	1%	3%c	2%	3%cd	1%	*	3%i	2%	2%i	2%	3%	4%q	1%	*	1%	1%	1%	1%	3%	1%	1%	4%	1%	2%	-
Divorced	167	61	106	-	3	8	35	38	84	44	40	11	73	141	15	5	14	16	20	10	7	18	19	32	8	4	17	52	8
	8%	6%	10%a	-	1%	2%c	9%cde	12%cde	17%cdef	8%k	7%k	2%	14%ijk	8%	9%	5%	6%	9%	11%x	7%	7%	9%	7%	11%x	4%	7%	5%	6%	4%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 157
Marital Status
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Prefer not to answer	11	5	6	5	1	3	1	-	1	2	5	2	2	10	*	-	3	-	1	-	-	1	4	-	1	-	3	4	3
	1%	*	1%	2%	fg	*	1%	*	-	*	1%	*	*	1%	*	-	1%	-	*	-	-	1%	1%	-	1%	-	1%	*	2%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 158
Marital Status
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Single	644 31%	157 21%	226 37%ag	54 32%a	16 33%	27 34%a	15 37%a	22 20%	128 41%ag
NET: Married/ Civil partnership/ co habiting	1146 55%	461 63%bcdeh	309 51%	87 51%	21 43%	37 47%	21 53%	63 60%h	146 47%
Married	824 39%	364 49%befh	196 32%	75 44%bh	17 36%	23 30%	11 28%	51 48%befh	86 28%
Civil Partnership	21 1%	4 *	9 2%	4 3%a	- -	- -	- -	- -	3 1%
Co Habiting	300 14%	94 13%c	104 17%ac	7 4%	4 7%	14 18%c	10 26%acd	12 11%	56 18%ac
NET: Widowed/ separated/ divorced	291 14%	118 16%b	60 10%	29 17%b	11 23%bh	15 18%b	4 10%	20 19%b	34 11%
Widowed	88 4%	48 7%be	11 2%	12 7%be	1 2%	- -	* 1%	5 4%	11 4%
Separated	36 2%	7 1%	7 1%	3 2%	- -	4 5%ab	1 1%	8 8%abch	7 2%
Divorced	167 8%	63 9%	43 7%	15 9%	10 21%abcgh	10 13%h	3 8%	7 7%	17 5%
Prefer not to answer	11 1%	- -	9 1%a	- -	- -	- -	- -	1 1%a	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 159
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)		North-ern Ire-land (y)	Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Glasgow	76	39	37	10	13	18	12	9	15	15	26	17	18	-	76	-	-	-	-	-	-	-	-	-	-	-	10	29	6
	4%	4%	3%	4%	4%	5%	3%	3%	3%	3%	4%	4%	4%	-	43% mopq rstuvwx y	-	-	-	-	-	-	-	-	-	-	-	3%	3%	3%
Edinburgh	82	35	46	9	9	17	17	11	19	20	20	14	28	-	82	-	-	-	-	-	-	-	-	-	-	-	12	31	7
	4%	3%	4%	4%	3%	5%	4%	4%	4%	4%	3%	3%	6%	-	46% mopq rstuvwx y	-	-	-	-	-	-	-	-	-	-	-	4%	3%	4%
Newcastle	90	43	47	17	14	12	13	14	19	19	25	22	24	90	-	81	5	4	-	-	-	-	-	-	-	-	20	33	3
	4%	4%	4%	7%	4%	4%	4%	5%	4%	3%	4%	5%	5%	5% nrst uvwx y	-	96% mnpq rstuvwx y	2% vw	2% vw	-	-	-	-	-	-	-	-	6%	4%	2%
Leeds	77	37	40	7	14	7	16	13	20	21	26	12	19	77	-	2	-	75	-	-	-	-	-	-	-	-	10	29	5
	4%	4%	4%	3%	4%	2%	4%	4%	4%	4%	4%	3%	4%	4% nprs tuvwx y	-	2% vw	-	44% mnop rstuvwx y	-	-	-	-	-	-	-	-	3%	3%	3%
Hull	43	21	21	8	5	7	8	7	7	7	13	13	10	43	-	-	-	38	-	5	-	-	-	-	-	-	7	19	1
	2%	2%	2%	4%	1%	2%	2%	2%	1%	1%	2%	3%	2%	2% puvw y	-	-	-	22% mnop rstuvwx y	-	3% npru vw y	-	-	-	-	-	-	2%	2%	1%
Sheffield	57	28	28	2	12	8	10	13	12	14	19	9	15	55	2	1	1	46	-	7	-	-	-	-	-	9	28	4	
	3%	3%	3%	1%	3%	3%	3%	4% cc	2%	2%	3%	2%	3%	3% pruv wx y	1%	2% vw	*	27% mnop rstuvwx y	-	4% prt uvwx y	-	-	-	-	-	3%	3%	2%	
Manchester	169	74	95	20	26	24	31	30	38	45	48	26	50	169	-	-	159	-	9	-	-	-	1	-	-	26	74	9	
	8%	7%	9%	9%	7%	7%	8%	10%	8%	8%	8%	6%	10%	10% noqs tuvwx y	-	-	68% mnoq rstuvwx y	-	5% nqst uvwx y	-	-	-	*	-	-	8%	8%	5%	

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 159
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age						Social Grade				Region										Employment Sector		Opinion Influencer (C)				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)		South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Liverpool	72 3%	39 4%	33 3%	6 3%	17 5%	8 2%	21 6%	8 3%	13 3%	20 3%	14 2%	16 4%	23 4%	60 3% nqrs uvw	-	-	59 25% mnoq rstuvw xy	-	-	-	12 12% mnoq rsuvwx y	-	-	-	1 1%	-	12 4%	33 4%	5 3%
Nottingham	89 4%	37 4%	52 5%	7 3%	10 3%	20 6%	15 4%	12 4%	25 5%	23 4%	26 4%	19 4%	21 4%	89 5% nopq rtuvw xy	-	-	-	2 1%	86 58% mnop qrtuvw xy	-	1 *	-	-	-	-	14 4%	33 4%	5 3%	
Birmingham	172 8%	92 9%	80 7%	16 7%	37 10%	21 6%	35 10%	26 8%	37 8%	43 8%	43 7%	50 12% j	36 7%	171 10% nopq stuvw xy	-	-	-	163 91% mnop qstuvw xy	6 4% npqu vw	1 1%	-	-	-	2 1%	-	30 9%	78 9%	21 12%	
Norwich	78 4%	29 3%	49 5%	4 2%	12 3%	10 3%	16 4%	15 5%	21 4%	16 3%	24 4%	13 3%	24 5%	78 4% npqr twx	-	-	-	-	2 2%	-	75 38% mnop qrstvw xy	-	1 *	-	-	13 4%	25 3%	1 *	
Milton Keynes	67 3%	34 3%	33 3%	8 4%	11 3%	17 5% g	9 2%	5 2%	18 4%	14 2%	19 3%	14 3%	19 4%	67 4% npqr vx	-	-	-	-	23 16% mnop qrtvw xy	-	32 17% mnop qrtvw xy	-	-	11 4% npqr vx	-	5 1%	40 5% A	3 2%	
Brighton	47 2%	22 2%	26 2%	4 2%	6 2%	8 3%	9 2%	6 2%	14 3%	12 2%	11 2%	16 4%	8 2%	47 3% npqu vx	-	-	-	-	-	-	-	-	-	47 17% mnop qrstuv xy	-	6 2%	21 2%	3 2%	
Oxford	29 1%	20 2%	9 1%	3 1%	8 2%	2 1%	4 1%	4 1%	9 2%	13 2% l	10 2%	4 1%	3 1%	29 2%	-	-	-	1 *	1 1%	-	-	-	-	27 10% mnop qrstuv xy	1 *	9 3% B	8 1%	2 1%	

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

Leadership Survey

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Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade					Region											Employment Sector		Opinion Influencer (C)	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)		Private (B)
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
London	465 22%	234 23%	231 22%	60 26% _f	100 28% _{fg}	86 26% _f	56 15%	60 19%	104 22% _f	163 28% _{ij}	114 19%	96 23%	92 18%	465 27% _{mnop rstxy}	-	-	-	-	-	-	-	64 33% _{no pqrst xy}	273 100% _{mno pqrstuv xy}	128 45% _{mnop qrstxy}	-	-	74 23%	202 23%	60 34%
Southampton	83 4%	45 4%	39 4%	5 2%	8 2%	16 5%	24 7% _{cd}	11 4%	19 4%	14 2%	22 4%	21 5%	26 5% _i	83 5% _{npqr stuv}	-	-	-	-	-	-	-	-	-	60 21% _{mno pqrstuv vy}	23 13% _{mnop qrstuvy}	-	8 2%	43 5%	4 2%
Bristol	66 3%	35 3%	31 3%	16 7% _{defg}	11 3%	8 2%	9 2%	6 2%	17 3%	22 4%	27 5% _{kl}	8 2%	9 2%	64 4% _{npqr stuvw}	-	-	-	-	1	-	2 2%	-	-	-	64 35% _{mnop qrstuvw y}	-	12 4%	25 3%	5 3%
Plymouth	78 4%	38 4%	40 4%	5 2%	13 4%	11 3%	14 4%	15 5%	20 4%	22 4%	23 4%	14 3%	19 4%	78 4% _{npqr tuvw}	-	-	-	-	-	2 1%	-	-	-	-	76 42% _{mnop qrstuvw y}	-	10 3%	33 4%	6 4%
Cardiff	78 4%	41 4%	37 3%	12 5%	16 4%	12 4%	11 3%	13 4%	13 3%	20 3%	27 5%	12 3%	19 4%	1 *	-	-	-	-	1	-	77 76% _{mnop qrstuvw xy}	-	-	-	-	11 3%	35 4%	13 8%	
Belfast	63 3%	30 3%	32 3%	1 1%	8 2%	12 4% _c	20 5% _{cdh}	13 4% _{ch}	8 2%	23 4%	18 3%	12 3%	10 2%	-	-	-	-	-	-	-	-	-	-	-	-	63 100% _{mnop qrstuvw x}	11 3%	31 4%	3 2%
None of these	111 5%	47 5%	63 6%	10 4%	11 3%	12 4%	22 6%	19 6%	37 8% _{de}	25 4%	30 5%	21 5%	35 7%	84 5% _v	17 10% _{morv wy}	1 1%	10 4% _v	8 5% _v	4 2% _v	16 11% _{mopq rvwy}	9 9% _{orv wy}	23 12% _{mopq rvwy}	-	9 3% _v	13 7% _{ovy}	-	17 5%	31 4%	6 3%

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 160
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Glasgow	76 4%	9 1%	8 1%	5 3%	1 3%	41 52% <i>abcd</i> fg	- -	* *	11 4% <i>ab</i>
Edinburgh	82 4%	19 3%	15 2%	4 2%	- -	28 36% <i>abcd</i> fg	1 2%	2 2%	13 4%
Newcastle	90 4%	29 4%	38 6% <i>e</i>	6 3%	1 2%	- -	2 6% <i>e</i>	2 2%	12 4%
Leeds	77 4%	33 4%	22 4%	4 3%	7 14% <i>ab</i> cegh	- -	1 3%	1 *	9 3%
Hull	43 2%	14 2%	18 3%	2 1%	1 2%	- -	2 5%	1 1%	4 1%
Sheffield	57 3%	23 3%	18 3%	3 2%	4 8% <i>ce</i> gh	- -	1 2%	1 1%	8 2%
Manchester	169 8%	54 7% <i>e</i>	63 10% <i>e</i>	9 5%	9 18% <i>ace</i> gh	- -	3 9% <i>e</i>	5 4%	26 8% <i>e</i>
Liverpool	72 3%	13 2%	43 7% <i>ace</i> h	2 1%	1 2%	- -	3 7% <i>ace</i>	4 4%	6 2%
Nottingham	89 4%	34 5%	34 6%	4 2%	3 6% <i>e</i>	- -	* 1%	2 2%	12 4%
Birmingham	172 8%	78 11% <i>ce</i>	58 10% <i>ce</i>	5 3%	2 5%	- -	1 3%	5 5%	23 8% <i>ce</i>
Norwich	78 4%	30 4%	18 3%	5 3%	1 1%	- -	1 3%	3 3%	21 7% <i>be</i>
Milton Keynes	67 3%	28 4% <i>b</i>	9 2%	8 5% <i>b</i>	1 2%	- -	2 4%	3 3%	16 5% <i>b</i>
Brighton	47 2%	24 3%	13 2%	3 2%	2 3%	- -	2 4%	* *	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

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Which of the following cities do you live in, or nearest to?
Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Oxford	29 1%	9 1%	11 2%	7 4%ah	-	-	-	-	3 1%
London	465 22%	172 23%eg	142 23%eg	52 30%deg	7 14%e	-	10 25%e	14 13%e	69 22%e
Southampton	83 4%	41 6%	19 3%	10 6%	2 4%	-	1 3%	2 2%	8 3%
Bristol	66 3%	30 4%	19 3%	7 4%	-	-	1 2%	2 2%	7 2%
Plymouth	78 4%	19 3%	22 4%	21 13%abdeg	-	-	2 6%e	3 3%	11 3%
Cardiff	78 4%	25 3%	17 3%	7 4%	4 8%e	-	1 3%	10 9%abe	15 5%
Belfast	63 3%	1 *	-	-	-	-	3 8%abce	44 42%abcdefh	14 5%abc
None of these	111 5%	50 7%b	17 3%	9 5%	3 7%	9 12%bg	2 5%	2 2%	18 6%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
*** small base**

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 161
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)	
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
Up to £7,000	(3.5)	81	38	44	13	15	13	14	17	10	4	18	10	50	63	11	6	4	5	8	7	5	12	9	10	-	3	22	6	
		4%	4%	4%	6%h	4%	4%	4%	5%h	2%	1%	3%i	2%i	10%ijk	4%	6%p	7%p	2%	3%	4%	3%	7%py	2%	4%	3%	6%	1%	3%	4%	
£7,001 to £14,000	(10.5)	256	104	152	17	38	20	52	47	81	28	55	35	138	207	29	9	41	22	20	10	29	22	33	20	10	13	85	9	
		12%	10%	14%a	7%	11%	6%	14%ce	15%ce	17%cde	5%	9%i	8%	27%gjk	12%	16%sv	10%	18%msv	13%	11%	8%	9%	15%v	8%	12%	11%	16%	4%	10%A	5%
£14,001 to £21,000	(17.5)	382	175	207	16	44	71	64	65	122	69	126	59	128	321	40	17	52	47	34	16	29	38	41	32	5	45	152	21	
		18%	17%	19%	7%	12%	21%cd	17%c	21%cd	25%cdf	12%	21%ik	14%	25%ik	18%	23%vy	20%	22%vwxy	28%mtu	19%	20%	16%	15%	15%	18%	8%	14%	17%	12%	
£21,001 to £28,000	(24.5)	415	194	221	23	69	67	74	68	114	113	146	81	74	339	35	17	43	27	43	29	48	39	50	34	11	72	168	36	
		20%	19%	21%	10%	19%c	20%c	20%c	22%c	24%c	20%l	25%l	19%	15%	19%	20%	19%	16%	16%	24%v	25%qv	29%mqv	24%v	14%	18%	19%	22%	19%	21%	
£28,001 to £34,000	(31)	350	182	168	10	51	78	62	62	87	116	100	85	49	309	20	16	45	30	25	17	29	52	55	30	4	71	145	26	
		17%	18%	16%	4%	14%c	23%cd	17%c	20%c	18%c	20%l	17%l	20%l	10%	18%y	11%	18%	19%y	18%	14%	16%	15%	19%y	20%ny	17%	7%	22%B	16%	15%	
£34,001 to £41,000	(37.5)	154	76	78	12	38	22	32	17	33	59	23	53	19	131	10	4	7	18	21	4	11	14	30	13	8	39	63	7	
		7%	7%	7%	5%	10%g	6%	9%	6%	7%	10%j	4%	13%j	4%	8%p	6%	5%	3%	11%p	12%pv	9%p	4%	6%	5%	10%pv	7%	12%p	12%B	7%	4%
£41,001 to £48,000	(44.5)	70	34	36	19	23	8	7	8	5	29	21	13	6	55	8	2	4	4	11	3	6	5	13	7	2	18	41	4	
		3%	3%	3%	8%efgh	6%efh	2%	2%	3%	1%	5%l	4%l	3%	1%	3%	5%	2%	2%	3%	6%pv	2%	4%	3%	2%	5%	4%	4%	6%	5%	2%
£48,001 to £55,000	(51.5)	68	46	23	20	18	9	15	4	2	32	20	14	3	58	2	3	11	3	2	3	4	15	13	6	5	10	48	9	
		3%	4%b	2%	9%efgh	5%gh	3%h	4%gh	1%	*	6%l	3%l	3%l	1%	3%	1%	4%	5%	2%	1%	3%	2%	5%	4%	3%	8%nqrs	3%	5%	5%	
£55,001 to £62,000	(58.5)	33	18	15	5	9	8	7	2	2	8	12	12	-	26	-	-	3	2	2	2	2	6	4	4	5	9	13	8	
		2%	2%	1%	2%h	2%h	2%h	2%h	1%	*	1%l	2%l	3%l	-	1%	-	-	1%	1%	1%	2%	2%	2%	1%	2%	2%	7%mnop	3%	1%	4%
£62,001 to £69,000	(65.5)	33	20	13	10	8	8	1	4	2	13	8	10	2	26	5	1	4	-	-	-	4	9	5	3	2	8	20	7	
		2%	2%	1%	4%fh	2%h	2%fh	*	1%	*	2%l	1%	2%l	*	2%	3%	2%	2%	-	-	-	2%	3%qrs	2%	2%	4%qrs	2%	2%	2%	4%

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 * small base

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Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			Opinion Influencer (C)			
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)	
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174	
£69,001 to £76,000	(72.5)	35	28	7	10	16	6	2	-	2	19	6	8	2	31	1	2	-	2	3	2	2	2	12	3	5	2	11	19	7
		2%	3% ^b	1%	4% ^{fgh}	4% ^{fgh}	2% ^{eg}	1%	-	*	3% ^{ijl}	1%	2% ^{kl}	*	2%	*	3% ^p	-	1%	1%	2%	1%	4% ^{mnpw}	1%	3% ^p	2%	3%	2%	4%	
£76,001 to £83,000	(79.5)	26	19	8	11	9	1	4	-	1	15	5	3	3	22	1	-	-	1	-	1	-	14	5	-	4	6	16	14	
		1%	2% ^b	1%	5% ^{efgh}	2% ^{egh}	*	1%	-	*	3% ^{ijl}	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	5% ^{mnpqrstuw}	2%	-	6% ^{mnopqrstux}	2%	2%	8%	
£83,001 or more	(86)	52	27	25	24	8	10	6	1	2	36	11	5	-	39	7	2	1	-	1	7	3	3	13	10	3	9	28	10	
		2%	3%	2%	10% ^{defgh}	2% ^h	3% ^{gh}	2%	*	*	6% ^{ijkl}	2% ^{kl}	1% ^l	-	2%	4% ^{pq}	3%	*	-	*	4% ^{pqr}	3% ^q	3%	5% ^{mpqr}	4% ^{pq}	1%	3%	3%	6%	
Prefer not to answer	137	62	76	42	17	13	28	14	23	30	37	35	35	123	9	6	18	9	10	8	4	23	22	14	13	2	11	63	12	
		7%	6%	7%	18% ^{defgh}	5%	4%	8%	5%	5%	5%	6%	8%	7%	5%	7%	8%	5%	6%	6%	4%	12% ^{mntw}	8%	5%	7%	3%	3%	7% ^A	7%	
Average income (£000's)	28.77	30.85 ^b	26.76	43.88 ^d	33.10 ^e	29.82 ^g	27.29 ^g	23.67	22.91	37.06 ^j	27.79 ⁱ	30.89 ^j	18.70	28.78 ^p	25.95	27.23	24.71	24.80	26.28	29.17 ^p	27.36	26.78	36.05 ^m	31.00 ⁿ	28.36 ^p	38.44 ^m	34.25	31.70	39.16	
				efgh	fgh	h	h			kl		l	q	q						q			nopqrs	pqr	28.36 ^p	nopqrs	34.25	31.70	39.16	

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

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 162

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Up to £7,000	(3.5) 4%	20 3%	27 4%	4 3%	2 4%	1 2%	2 5%	4 4%	22 7%a
£7,001 to £14,000	(10.5) 12%	81 11%	84 11%	12 7%	12 25%abc	12 15%	4 10%	15 14%	51 16%bc
£14,001 to £21,000	(17.5) 18%	382 20%	150 17%	100 16%	27 16%	13 28%g	20 25%g	9 22%	13 12%
£21,001 to £28,000	(24.5) 20%	415 20%	144 20%	121 20%	33 19%	13 26%	20 26%	9 23%	24 23%
£28,001 to £34,000	(31) 17%	350 17%	128 17%	110 18%	37 22%gh	6 12%	9 12%	8 21%	10 10%
£34,001 to £41,000	(37.5) 7%	154 8%h	62 8%	47 8%	11 7%	-	6 7%	7 16%dh	8 8%
£41,001 to £48,000	(44.5) 3%	70 3%	18 2%	25 4%	8 5%	-	3 3%	-	4 3%
£48,001 to £55,000	(51.5) 3%	68 3%	20 3%	22 4%	9 5%	-	2 3%	1 2%	4 4%
£55,001 to £62,000	(58.5) 2%	33 2%	17 2%b	4 1%	4 2%	-	-	1 2%	4 4%b
£62,001 to £69,000	(65.5) 2%	33 2%	13 2%	10 2%	2 1%	-	-	-	2 2%
£69,001 to £76,000	(72.5) 2%	35 2%	12 2%	14 2%h	4 2%	1 1%	-	-	5 4%h
£76,001 to £83,000	(79.5) 1%	26 1%	10 1%	8 1%	3 1%	1 1%	1 1%	-	2 2%
£83,001 or more	(86) 2%	52 2%	12 2%	16 3%	9 5%a	-	2 3%	* 1%	6 6%a

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
* small base

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 162

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Prefer not to answer	137 7%	46 6%	36 6%	8 5%	1 3%	2 2%	-	4 4%	39 13%abcdfg
Average income (£000's)	28.77	28.66dh	29.51dh	33.41abdefh	20.07	25.89	25.60d	33.43adeh	25.71

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 163

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Private (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
NET: Yes	478	220	258	44	58	64	97	83	132	103	120	83	171	389	49	20	58	34	35	37	27	55	36	63	51	13	61	120	47
	23%	22%	24%	19%	16%	19%	26%de	27%de	27%cde	18%	20%	20%	34%ijk	22%v	28%v	23%v	25%v	20%	20%	25%v	26%v	28%v	13%	22%v	28%v	21%	19%B	14%	27%
Yes - physical condition	288	131	157	13	15	29	65	57	109	62	74	48	104	241	21	10	34	19	16	23	18	41	20	42	36	8	34	54	20
	14%	13%	15%	6%	4%	9%cd	18%cde	18%cde	23%cde	11%	13%	11%	20%ijk	14%v	12%	11%	15%v	11%	9%	16%v	18%v	21%mnqr	7%	15%v	20%qrv	13%	10%B	6%	11%
Yes - mental condition	204	88	116	36	38	46	45	29	10	45	50	24	85	160	27	15	24	10	20	14	14	18	16	21	21	3	25	68	25
	10%	9%	11%	15%h	10%h	14%h	12%h	9%h	2%	8%	9%	6%	17%ijk	9%	15%mqv	18%mqv	10%	6%	11%	10%	14%v	9%	6%	7%	11%	6%	8%	8%	15%
Yes - disability	150	73	77	3	18	20	34	33	43	28	36	22	64	116	18	5	15	14	6	12	9	22	11	15	7	16	32	17	
	7%	7%	7%	1%	5%c	6%c	9%cd	11%cde	9%cd	5%	6%	5%	13%ijk	7%	10%rv	6%	8%	8%	3%	8%	9%	11%mrw	4%	5%	9%	11%rv	5%	4%	10%
Yes - other	14	7	7	-	1	*	4	2	7	4	1	5	5	12	1	-	4	1	-	2	2	1	2	1	-	*	3	3	
	1%	1%	1%	-	*	*	1%	1%	1%	1%	*	1%	1%	1%	*	-	2%	*	-	2%	2%	1%	*	1%	*	*	*	*	
No	1566	776	790	180	298	259	260	223	347	456	452	331	327	1324	123	63	172	132	144	108	73	132	232	216	125	47	253	744	124
	75%	76%	74%	78%	82%fgh	77%	70%	72%	72%	80%l	77%l	78%l	64%	76%u	70%	74%	73%	77%	80%u	73%	72%	68%	85%mnopstuw	76%	69%	75%	78%	84%A	71%
Prefer not to say	48	25	23	8	6	12	13	4	5	12	15	10	10	39	4	3	3	5	1	3	2	8	6	4	3	10	19	3	
	2%	2%	2%	3%h	2%	4%h	3%h	1%	1%	2%	3%	2%	2%	2%	3%	3%	1%	3%	1%	2%	2%	4%	2%	2%	2%	5%	3%	2%	2%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 164

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNV/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
NET: Yes	478 23%	149 20%	144 24%	36 21%	14 30%	23 29%	11 28%	23 22%	77 25%
Yes - physical condition	288 14%	102 14%	76 13%	25 15%	11 23%	10 13%	7 17%	16 15%	41 13%
Yes - mental condition	204 10%	40 5%	78 13%ag	13 8%	3 6%	13 16%ag	6 16%ag	5 5%	46 15%acg
Yes - disability	150 7%	57 8% <i>c</i>	39 6%	5 3%	6 13% <i>c</i>	7 9%	2 5%	12 11% <i>c</i>	22 7%
Yes - other	14 1%	4 1%	6 1%	1 *	1 2%	- -	- -	2 2%	1 *
No	1566 75%	578 79% <i>h</i>	451 75%	131 77%	32 68%	55 69%	28 69%	81 77%	211 68%
Prefer not to say	48 2%	9 1%	10 2%	4 2%	1 2%	1 1%	1 3%	2 2%	21 7% <i>abc</i>

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base

Leadership Survey

ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 165
Which of the following options best describes how you think of yourself?
Base: All respondents

	Gender			Age						Social Grade					Region										Employment Sector		Opinion Influencer (C)		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	NET: Eng-land (m)	Scot-land (n)	North East (o)	North West (p)	York-shire & Humb-erside (q)	West Mid-lands (r)	East Mid-lands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)		Public (A)	Pri-vate (B)
Unweighted base	2092	1003	1089	224	348	332	366	330	492	594	600	352	546	1742	175	87	215	177	172	166	111	201	281	270	173	64	329	850	162
Weighted base	2092	1021	1071	232	362	335	370	310	483	571	588	425	508	1751	177	85*	233	170	181	148	101*	195	274	284	181	63*	325	882	174
Heterosexual/ straight	1861	893	967	179	321	292	331	281	456	508	517	383	453	1558	154	77	210	153	164	128	88	178	242	253	153	60	284	784	146
	89%	88%	90%	77%	89% ^c	87% ^c	89% ^c	91% ^c	94% ^{cde}	89%	88%	90%	89%	89%	87%	90%	90%	91%	86%	87%	92%	88%	89%	84%	96% ^x	87%	89%	84%	
Lesbian/ gay woman	9	-	9	3	1	1	3	-	1	3	2	2	2	8	1	1	2	-	-	-	2	1	1	-	-	1	5	-	
	*	-	1% ^a	1%	*	*	1%	-	*	*	*	*	*	*	1%	1%	1%	-	-	-	1%	*	*	-	-	*	1%	-	
Gay man	55	55	-	1	12	14	16	8	4	12	18	11	14	45	8	2	6	8	-	6	2	*	6	12	5	-	13	28	8
	3%	5% ^b	-	1%	3% ^{ch}	4% ^{ch}	4% ^{ch}	2%	1%	2%	3%	2%	3%	3%	4% ^{ru}	2%	3%	5% ^{ru}	-	4% ^{ru}	2%	*	2%	4% ^{ru}	3% ^r	-	4%	3%	5%
Bisexual	71	33	39	28	15	11	15	2	2	24	18	13	16	57	6	2	7	9	9	5	7	4	8	5	10	1	9	35	16
	3%	3%	4%	12% ^{defgh}	4% ^{gh}	3% ^{gh}	4% ^{gh}	1%	*	4%	3%	3%	3%	3%	4%	2%	3%	5%	5%	3%	7% ^w	2%	3%	2%	5%	1%	3%	4%	9%
Prefer to self-describe	11	4	7	7	3	1	-	-	1	6	3	*	2	8	1	-	-	-	1	*	2	1	2	4	-	-	2	5	2
	1%	*	1%	3% ^{efgh}	1%	*	-	-	*	1%	1%	*	*	*	1%	-	-	-	1%	*	2% ^{mp}	*	1%	1%	-	-	*	1%	1%
Prefer not to say	84	35	49	14	10	15	6	19	20	19	29	16	21	74	6	4	8	1	7	9	2	10	14	8	13	2	15	26	2
	4%	3%	5%	6% ^f	3%	5%	2%	6% ^{df}	4%	3%	5%	4%	4%	4% ^q	3%	5% ^q	3%	1%	4%	6% ^q	2%	5% ^q	5% ^q	3%	7% ^q	3%	5%	3%	1%

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

Leadership Survey
ONLINE Fieldwork: 30th October to 1st November 2020

Absolutes/col percents

Table 166

Which of the following options best describes how you think of yourself?

Base: All respondents

	Vote 2019								
	Total	Conservative (a)	Labour (b)	Liberal Democrat (c)	Brexit Party (d)	SNP (e)	Greens (f)	Other (g)	DNW/DK/PNS (h)
Unweighted base	2092	705	612	173	53	76	49	103	321
Weighted base	2092	736	605	170	48*	79*	40*	106*	309
Heterosexual/ straight	1861 89%	684 93%bcefh	530 88%	144 85%	41 85%	66 84%	33 82%	98 93%	265 86%
Lesbian/ gay woman	9 *	1 *	4 1%	- -	- -	- -	- -	- -	4 1%
Gay man	55 3%	12 2%	15 2%	10 6%ab	3 7%a	5 7%a	* 1%	2 2%	7 2%
Bisexual	71 3%	12 2%	33 5%a	8 5%a	1 3%	3 4%	3 9%ah	3 3%	7 2%
Prefer to self-describe	11 1%	3 *	3 1%	- -	- -	1 1%	* 1%	- -	3 1%
Prefer not to say	84 4%	23 3%	20 3%	8 5%	2 5%	3 4%	3 7%	2 2%	23 7%ab

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h
 * small base