22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

PVI4. As you may know, there was a general election in the UK on the 12th December 2019. Which party did you vote for in this election?
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Conservative	344 32%	188 35% C	156 28%	9 8%	41 22% D	32 18% D	61 33% DEF	68 41% DEF	132 52% DEFG	50 16%	93 26% J	201 47% JK	22 14%	46 16%	82 34% MN	159 47% MNO	182 30%	162 34%	84 33% W	91 32% W	89 35% W	43 29% W*	6 11% *	30 32% W*	272 30%	72 40% Y	222 34% b	62 21%	60 42% b*	68 23%	275 35% d	84 25%	259 34% f	174 27%	170 38% h
Labour	258 24%	125 24%	133 24%	19 17%	50 27%	54 31% DI	50 27%	39 23%	45 18%	69 23%	104 29% L	84 20%	32 21%	82 29%	65 27%	73 22%	159 26%	100 21%	75 29% X	76 27% X	51 21% X	28 19% X*	21 41% UVX*	6 7% *	226 25%	32 18%	154 24%	75 25%	29 21% *	74 25%	185 23%	99 30% g	159 21%	181 28% i	77 17%
Liberal Democrats	99 9%	48 9%	51 9%	8 7%	14 8%	23 13%	12 6%	14 9%	27 11%	23 7%	35 10%	42 10%	11 7%	33 12% O	14 6%	22 7%	64 11%	35 7%	22 9%	28 10%	31 12%	9 6% *	3 6% *	5 6% *	81 9%	18 10%	70 11%	20 7%	9 6% *	26 9%	73 9%	37 11%	62 8%	63 10%	36 8%
Green	37 3%	14 3%	23 4%	4 3%	16 8% FGHI	4 2%	5 3%	5 3%	3 1%	20 6% KL	9 2%	9 2%	7 4% P	17 6% P	7 3%	3 1%	24 4%	13 3%	7 3%	11 4%	9 4%	9 6% *	- - *	1 1% *	35 4%	2 1%	21 3%	11 4%	4 3% *	15 5%	22 3%	16 5%	21 3%	26 4%	11 2%
Scottish National Party (SNP)	36 3%	23 4%	13 2%	2 2%	12 7%	4 2%	5 3%	4 2%	9 3%	15 5%	9 2%	12 3%	3 2%	15 5%	5 2%	12 4%	25 4%	11 2%	- -	- -	- -	1 * *	- - *	35 37% STUVW*	26 3%	10 5%	26 4%	7 2%	3 2% *	15 5%	21 3%	18 5% g	18 2%	23 4%	13 3%
The Brexit Party	16 1%	6 1%	10 2%	1 1%	1 1%	- -	2 1%	3 2%	8 3%	2 1%	2 1%	12 3%	1 1%	1 *	2 1%	9 3%	5 1%	10 2%	5 2%	9 3%	1 *	1 * *	- - *	* * *	15 2%	1 *	7 1%	2 1%	6 4% a*	1 *	14 2%	1 *	14 2%	5 1%	11 2%
UKIP - UK Independence Party	14 1%	10 2%	5 1%	4 3% E	- -	5 3%	2 1%	2 1%	2 1%	4 1%	7 2%	4 1%	4 2%	4 1%	4 1%	3 1%	8 1%	6 1%	5 2%	6 2%	- -	1 1% *	2 3% U*	* * *	9 1%	5 3%	8 1%	5 2%	1 1% *	5 2%	9 1%	4 1%	10 1%	7 1%	7 2%
Plaid Cymru	11 1%	4 1%	7 1%	3 2%	- -	- -	- -	5 3% EFG	4 1%	3 1%	- -	9 2% K	3 2% N	- -	* *	8 3% N	9 1%	2 1%	1 *	- -	1 *	- - *	10 18% STUVX*	- - *	11 1%	1 *	6 1%	2 1%	3 2% *	2 1%	10 1%	1 *	11 1%	4 1%	8 2%
Other	9 1%	6 1%	3 1%	1 1%	1 *	- -	1 1%	- -	6 2%	1 *	1 *	6 1%	1 1%	- -	1 1%	4 1%	6 1%	3 1%	* *	4 1%	4 2%	- - *	- - *	- - *	5 1%	4 2%	8 1%	1 *	* * *	1 *	8 1%	4 1%	4 1%	2 *	6 1%
Did not vote	132 12%	65 12%	67 12%	21 18% HI	32 17% HI	30 17% HI	25 14% HI	11 7%	13 5%	53 18% L	55 15% L	24 6%	27 18% P	48 17% P	33 13% P	23 7%	56 9%	77 16% Q	25 10%	32 11%	39 16%	24 16% *	4 7% *	8 8% *	116 13%	17 9%	71 11%	55 19% ac	6 4% *	51 17% e	82 10%	41 12%	92 12%	80 12%	53 12%
Too young	35 3%	12 2%	23 4%	34 30% EFGHI	1 *	- -	- -	- -	- -	35 12% KL	- -	- -	34 22% NOP	1 *	- -	- -	21 3%	14 3%	9 3%	5 2%	6 2%	12 8% TUX*	3 5% *	1 1% *	30 3%	5 3%	5 1%	30 10% ac	- - *	10 3%	25 3%	2 1%	33 4% f	8 1%	27 6% h
Can't remember	56 5%	19 4%	37 7%	7 6%	8 4%	13 7%	13 7%	9 6%	6 2%	15 5%	26 7%	15 4%	7 5%	18 6%	17 7%	14 4%	28 5%	28 6%	14 5%	13 5%	13 5%	9 6% *	2 3% *	5 6% *	49 5%	7 4%	28 4%	12 4%	16 11% ab*	14 5%	42 5%	15 4%	42 6%	40 6%	16 4%
Prefer not to say	39 4%	10 2%	27 5% B	2 2%	11 6% I	9 5% I	9 5% I	7 4% I	1 *	13 4%	19 5% L	7 2%	3 2%	20 7% MP	13 5% P	4 1%	23 4%	16 3%	11 4%	8 3%	6 3%	10 7% *	3 5% *	2 2% *	34 4%	5 3%	25 4%	11 4%	3 2% *	14 5%	25 3%	13 4%	27 4%	27 4%	12 3%
Net: Other parties	123 11%	63 12%	60 11%	14 12%	30 16% FG	13 7%	15 8%	20 12%	32 12%	44 15% K	28 8%	51 12%	18 12%	37 13%	19 8%	40 12%	77 13%	46 10%	18 7%	30 11%	15 6%	11 8% *	12 22% SUV*	37 39% STUV*	100 11%	23 13%	76 12%	29 10%	18 13% *	39 13%	84 11%	44 13%	79 10%	67 11%	56 13%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E,F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X/Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E,F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X/Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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PVI4. As you may know, there was a general election in the UK on the 12th December 2019. Which party did you vote for in this election?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties									Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Conservative	344 32%	344 100% CDE	- -	- -	- -	95 21%	216 59% F	174 73% IJKLMNOPQ	87 15%	51 13%	230 58% IJLMNQ	44 18% J	185 50% IJLNQ	43 14%	163 55% IJLNQ	73 49% IJLNQ*	145 32% IJLN	178 62% STWYabcdefg	88 17% b	53 15% b	231 55% STWYabcdfg	116 65% STUWYabcdefg	99 20% Sb	96 60% STWYabcdefg	125 23% STWabd	93 63% STWYabcdefg *	72 18% b	22 11%	287 47% STWYabdf	41 16% b	196 50% STWYabdf	46 20% b	175 48% STWYabdf	128 60% i	113 18%
Labour	258 24%	- -	258 100% BDE	- -	- -	168 37% G	52 14%	11 5%	218 37% HKLMOPQ	196 50% HIKLMNOPQ	15 4%	67 27% HKMOP	65 18% HK	97 33% HKMOP	40 14% HK	19 13% HK*	136 30% HKMOP	25 9%	194 38% RUVXYZoag	163 47% RSUVWXYZac eai	41 10%	12 7%	182 36% RUVXZoag	19 12%	184 34% RUVXZoag	16 11% *	147 37% RUVXZoag	111 54% RSUVWXYZac efe	75 12%	116 47% RSUVWXYZac eai	51 13%	99 43% RUVXYZoag	42 11%	26 12%	204 33% h
Liberal Democrats	99 9%	- -	- -	99 100% BCE*	- -	74 16% G	14 4%	12 5%	72 12% HKMO	45 12% HKMO	23 6% M	64 26% HIJKMNOPQ	8 2%	46 15% HKMOP	16 5% M	9 6% M*	59 13% HKMO	22 8%	57 11% UWXZag	41 12% UXZag	23 5%	18 10% XZ	45 9% U	6 4%	62 11% UWXZag	5 3% *	47 12% UWXZag	17 8%	64 10% UXZag	26 10% UXZ	24 6%	29 12% UXZag	23 6%	6 3%	82 13% h
Green	37 3%	- -	- -	- - *	37 30% BCD*	21 5%	9 3%	4 2%	22 4% O	14 4% O	10 3% O	9 4% O	9 3% O	30 10% HIJKLMOQ	2 1%	9 6% HO*	14 3% O	7 2%	18 3% g	12 4%	10 2%	8 4%	17 3% g	4 3%	15 3%	10 7% RUXeag*	13 3%	7 3%	17 3%	11 4%	7 2%	11 5% eg	5 1%	8 4%	26 4%
Scottish National Party (SNP)	36 3%	- -	- -	- - *	36 29% BCD*	24 5%	8 2%	4 2%	28 5% JO	10 2%	19 5% O	9 4%	12 3%	18 6% HJOP	4 1%	3 2% *	21 5% JO	5 2%	22 4%	13 4%	19 5% R	2 1%	27 5% Rc	4 3%	24 4%	1 1% *	18 5%	9 5% Z	21 3%	9 4%	14 3%	10 4%	13 4%	4 2%	29 5%
The Brexit Party	16 1%	- -	- -	- - *	16 13% BCD*	- -	15 4% F	1 1%	10 2% JNQ	* *	15 4% HIJLNQ	2 1%	13 3% HJNQ	1 *	9 3% JNQ	6 4% HJLNQ*	2 *	1 *	9 2% Td	1 *	13 3% RTVYd	* *	9 2% Td	3 2%	6 1%	1 1% *	7 2% d	2 1%	13 2% RTd	* *	15 4% RTVYdf	1 1%	12 3% RTVYd	7 3% i	5 1%
UKIP - UK Independence Party	14 1%	- -	- -	- - *	14 12% BCD*	3 1%	9 2%	4 1%	7 1%	4 1%	9 2% Q	5 2% Q	8 2% Q	6 2% Q	5 2%	5 4% Q*	2 *	7 2%	5 1%	4 1%	6 1%	3 2%	6 1%	3 2%	5 1%	3 2% *	5 1%	3 2%	10 2%	5 2%	7 2%	4 2%	6 2%	7 3% i	2 *
Plaid Cymru	11 1%	- -	- -	- - *	11 9% BCD*	3 1%	6 2%	1 *	7 1%	5 1%	2 1%	3 1%	4 1%	4 1%	1 *	- - *	5 1%	2 1%	9 2%	4 1%	4 1%	2 1%	9 2%	3 2%	5 1%	1 * *	5 1%	* *	8 1%	3 1%	6 1%	3 1%	6 2%	1 *	7 1%
Other	9 1%	- -	- -	- - *	9 7% BCD*	6 1%	2 1%	1 1%	6 1%	2 1%	6 2%	3 1%	5 1%	1 *	5 2%	4 3% JN*	4 1%	1 *	3 1%	1 *	4 1%	* *	5 1%	1 *	4 1%	1 * *	4 1%	1 1%	7 1%	* *	4 1%	1 1%	4 1%	4 2%	4 1%
Did not vote	132 12%	- -	- -	- - *	- - *	27 6%	20 6%	15 6%	69 12% LQ	36 9%	39 10%	18 7%	31 8%	27 9%	29 10%	9 6% *	34 8%	25 9%	53 10%	33 9%	34 8%	13 7%	45 9%	13 8%	58 11%	10 7% *	35 9%	18 9%	56 9%	24 10%	29 7%	18 8%	37 10% a	12 5%	80 13% h
Too young	35 3%	- -	- -	- - *	- - *	1 *	- -	6 2%	22 4% KQ	15 4% Q	6 1%	10 4%	9 2%	13 4% KQ	6 2%	1 1% *	8 2%	8 3% V	20 4% f	10 3% f	14 3%	1 1%	20 4% f	1 1%	15 3%	2 2% *	15 4% f	3 1%	20 3%	7 3% f	14 4%	2 1%	12 3%	4 2%	24 4%
Can't remember	56 5%	- -	- -	- - *	- - *	24 5%	12 3%	5 2%	26 4% JQ	8 2%	15 4%	6 3%	14 4%	9 3%	11 4%	7 5% *	12 3%	5 2%	25 5% TVdf	8 2% d	16 4% Vd	1 *	24 5% TVdf	3 2%	27 5% TVdf	3 2% *	17 4% Vdf	10 5% Vdf	27 4% Vdf	2 1%	17 4% Vd	3 1%	19 5% RVd	7 3%	30 5%
Prefer not to say	39 4%	- -	- -	- - *	- - *	5 1%	2 *	1 *	12 2%	4 1%	7 2%	4 2%	6 2%	5 2%	6 2%	2 1% *	7 2%	4 1%	13 2% T	2 *	6 1%	2 1%	12 2% T	3 2%	11 2% T	1 1% *	9 2% T	3 1%	8 1%	5 2% T	12 3% TUc	2 1%	11 3% TUc	1 *	15 2%
Net: Other parties	123 11%	- -	- -	- - *	123 100% BCD*	56 12%	49 13%	15 6%	80 14% HJ	35 9%	61 15% HJOQ	32 13% HJ	52 14% HJO	60 20% HIJLOQ	28 9%	27 18% HJO*	48 11%	21 7%	66 13%	35 10%	57 13% R	16 9%	73 15% RTY	18 11%	60 11%	17 11% *	51 13% R	23 11%	76 12% R	29 12%	52 13% R	31 13% R	46 13% R	30 14%	73 12%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18-75 in GB

EU01. As you may know, in June 2016 there was a referendum on the United Kingdom's membership of the European Union. How did you vote on the question "Should the United Kingdom remain a member of the European Union or leave the European Union"?

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Remain a member of the European Union	450 41%	226 43%	223 40%	13 11%	92 49% D	87 50% D	75 40% D	71 42% D	111 43% D	105 35%	162 45% J	182 43%	30 19%	144 51% M	104 43% M	138 41% M	293 48% R	157 33%	106 41%	110 39%	113 45%	57 39% *	19 36% *	44 47% *	367 40%	83 47%	295 45% bc	108 37%	46 33% *	125 42%	325 41%	172 51% g	278 37%	281 44%	169 38%
Leave the European Union	365 34%	184 35%	181 33%	7 6%	29 15% D	39 22% D	78 42% DEF	78 46% DEF	136 53% DEF	35 12%	117 32% J	213 50% JK	14 9%	53 19% M	93 38% MN	174 52% MNO	182 30%	183 38% Q	99 38% V	102 36% V	86 35% V	25 17% *	17 33% V*	36 38% V*	310 34%	55 31%	219 34% b	70 24%	76 54% ab*	70 24%	295 37% d	89 27%	277 37% f	189 30%	176 40% h
Did not vote	133 12%	70 13%	62 11%	18 16% HI	41 22% GHI	33 19% HI	22 12% I	13 8% I	5 2%	59 20% L	55 15% L	19 4%	30 19% P	54 19% P	31 13% P	18 5%	62 10%	71 15%	25 10%	43 15% X	27 11%	27 18% SX*	6 12% *	4 4% *	113 12%	20 11%	73 11%	51 17% ac	10 7% *	55 19% e	78 10%	43 13%	90 12%	89 14%	44 10%
Too young	67 6%	31 6%	36 6%	62 54% EFGHI	3 2%	1 1%	1 1%	- -	- -	65 22% KL	2 1%	- -	64 41% NOP	2 1%	1 *	- -	43 7%	24 5%	15 6%	13 4%	12 5%	19 13% STUX*	5 9% *	3 3% *	59 7%	8 4%	19 3%	48 16% ac	- - *	22 7%	45 6%	11 3%	55 7% f	31 5%	36 8%
Can't remember	38 3%	11 2%	27 5% B	10 9% HI	10 5% H	7 4% H	6 3% H	* *	3 1%	21 7% L	14 4% L	4 1%	12 8% OP	16 6% P	6 3%	4 1%	11 2%	27 6% Q	10 4%	8 3%	5 2%	9 6% *	2 4% *	4 5% *	30 3%	8 4%	27 4%	7 2%	4 3% *	13 4%	25 3%	8 2%	30 4%	29 5%	9 2%
Prefer not to say	34 3%	8 2%	25 5% B	5 4% I	11 6% I	7 4% I	4 2%	6 4% I	- -	16 5% L	12 3%	6 1%	6 4% P	16 6% P	9 4%	3 1%	19 3%	15 3%	4 2%	8 3%	5 2%	10 7% S*	3 7% *	3 3% *	30 3%	4 2%	19 3%	10 4%	5 3% *	11 4%	23 3%	11 3%	23 3%	22 3%	12 3%

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Remain a member of the European Union	450 41%	95 28%	168 65% BE	74 75% BE*	56 45% B*	450 100% G	- -	89 37% KOP	302 52% HKMOP	223 57% HIKMOP	115 29%	149 61% HIKMOP	113 31%	186 62% HIKMOP	78 26%	34 23% *	267 59% HIKMOP	99 35%	263 51% RUXZceg	193 56% RUVWXZceg	135 32%	73 41% Xeg	243 49% RUXZceg	49 31%	306 57% RSUVWXZaceR	51 34% *	198 50% RUXZceg	125 61% RSUVWXZaceR	242 40% Ueg	149 60% RSUVWXZaceR	113 29%	144 62% RSTUVWXZaceR	102 28%	29 13%	386 62% h
Leave the European Union	365 34%	216 63% CDE	52 20%	14 14% *	49 39% CD*	- -	365 100% F	102 43% IJLNQ	166 28% JLN	80 21%	209 53% HIJLNQ	42 17%	188 51% IJLNQ	49 16%	157 53% HIJLNQ	83 57% HIJLNQ*	112 25% LN	132 46% STWYabdf	148 29% Tbdf	75 22%	219 52% STVWYabcdf	72 40% STYabdf	161 32% STYbdf	73 46% STWYabdf	147 27% Tbdf	62 42% STYabdf*	118 30% Tbdf	35 17%	263 43% STWYabdf	45 18%	198 50% STVWYabcdf	42 18%	180 49% STWYabcdf	146 68% i	98 16%
Did not vote	133 12%	19 5%	20 8%	2 2% *	10 8% *	- -	- -	23 10%	60 10%	40 10%	39 10%	22 9%	37 10%	27 9%	34 11%	13 9% *	37 8%	24 8%	51 10%	43 12% Ya	33 8%	21 11%	47 9%	19 12%	47 9%	23 16% RUYace*	32 8%	20 10%	54 9%	26 10%	35 9%	25 11%	38 10%	24 11%	74 12%
Too young	67 6%	5 1%	9 3%	6 6% B*	5 4% *	- -	- -	13 6%	37 6% KQ	32 8% KMOQ	12 3%	21 9% KOQ	16 4%	28 9% IKMOQ	11 4%	8 5% *	16 3%	16 6%	29 6% Y	19 6%	21 5%	6 3%	28 6%	7 4%	22 4%	3 2% *	27 7% Y	13 6%	31 5%	16 6%	25 6%	11 5%	22 6%	11 5%	36 6%
Can't remember	38 3%	7 2%	8 3%	1 1% *	3 2% *	- -	- -	8 3%	11 2%	11 3%	11 3%	7 3%	7 2%	5 2%	11 4%	4 3% *	11 3%	11 4%	16 3%	12 3%	8 2%	4 2%	14 3%	7 4%	11 2%	4 3% *	10 3%	8 4%	16 3%	9 4%	13 3%	5 2%	13 4%	3 1%	16 3%
Prefer not to say	34 3%	2 *	2 1%	2 2% *	1 1% *	- -	- -	3 1%	9 2%	5 1%	8 2%	4 2%	8 2%	6 2%	7 2%	4 3% *	6 1%	4 2%	8 2%	4 1%	5 1%	3 2%	8 2%	4 3%	6 1%	3 2% *	8 2%	4 2%	6 1%	4 2%	12 3% UYc	4 2%	10 3% c	2 1%	10 2%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary
All Adults aged 18+ in Great Britain

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?												
	Keir Starmer, Leader of the Labour party	Rishi Sunak, Leader of the Conservative party and Prime Minister	Suella Braverman, Home Secretary	Jeremy Hunt, Chancellor of the Exchequer	Steve Barclay, Secretary of State for Health and Social Care	Jeremy Corbyn, independent MP and former leader of the Labour Party	Ed Miliband, Shadow Secretary of State for Climate Change and Net Zero and former leader of the Labour Party	David Miliband, former Labour Foreign Secretary	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Very favourable (2)	97 9% BCDEHJKM	65 6% DE	53 5% E	39 4%	24 2%	86 8% CDEK	72 7% DE	67 6% DE	118 11% BCDEFGHJKM	60 6% DE	59 5% E	94 9% CDEKM	59 5% E
Fairly favourable (1)	248 23% CDEFGHJKLM	221 20% CDEFGHJM	107 10%	140 13% CM	123 11% M	121 11% M	177 16% CEFM	164 15% CEFM	272 25% BCDEFGHJKLM	178 16% CDEFM	186 17% CDEFM	206 19% CDEFHM	88 8%
Neither favourable nor unfavourable (0)	247 23% FJ	231 21% F	249 23% FJ	294 27% ABCFIJ	318 29% ABCFIJM	186 17%	331 30% ABCFIJM	358 33% ABCDFIJM	242 22% F	206 19%	405 37% ABCDEFGHIJM	410 38% ABCDEFGHIJM	266 24% FJ
Fairly unfavourable (-1)	184 17% L	182 17% L	146 13%	210 19% CILM	185 17% CL	199 18% CL	195 18% CL	200 18% CL	186 17% CL	167 15%	191 18% CL	134 12%	163 15%
Very unfavourable (-2)	238 22% GHIKL	334 31% ADEGHIKLM	394 36% ABDEGHIKLM	291 27% AEGHIKL	208 19% HL	413 38% ABDEGHIKLM	200 18% HL	165 15%	209 19% HL	419 39% ABDEGHIKLM	178 16%	163 15%	285 26% AEGHIKL
Don't know	74 7% BIJ	54 5%	138 13% ABDFGIJKL	114 10% ABFIJKL	230 21% ABCDFGHIJKL	81 7% BIJ	111 10% ABFIJKL	134 12% ABFGIJKL	59 5%	57 5%	67 6%	80 7% BIJ	225 21% ABCDFGHIJKL
Net: Very/Fairly favourable	345 32% BCDEFGHJKM	287 26% CDEFHJM	160 15%	179 16% E	147 13%	207 19% CEM	250 23% CDEFM	230 21% CDEM	391 36% ABCDEFGHJKLM	239 22% CDEM	245 23% CDEM	300 28% CDEFGHJKM	148 14%
Net: Very/Fairly unfavourable	422 39% HKL	516 47% AEGHIKLM	541 50% AEGHIKLM	501 46% AEGHIKLM	393 36% L	613 56% ABCDEGHIKLM	395 36% L	365 34% L	395 36% L	586 54% ABCDEGHIKLM	369 34% L	297 27%	449 41% EGHIKL
Net Difference	-77 -7%	-229 -21%	-381 -35%	-322 -30%	-246 -23%	-406 -37%	-146 -13%	-135 -12%	-4 *	-347 -32%	-124 -11%	2 *	-301 -28%
Mean	-0.21 BCDEFJM	-0.48 CDFJ	-0.76	-0.59 CJ	-0.50 CFJ	-0.73	-0.28 BCDEFJM	-0.24 BCDEFJM	-0.09 ABCDEFGHJKM	-0.68	-0.24 BCDEFJM	-0.07 ABCDEFGHJKM	-0.61 C

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Overlap formulae used.

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ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	97 9%	58 11%	38 7%	19 17% FHI	18 9%	12 7%	20 11%	11 7%	17 7%	37 12% L	32 9%	28 7%	26 17% NP	20 7%	23 10%	22 7%	53 9%	44 9%	33 13% U	23 8%	16 6%	11 8% *	10 18% UX*	4 5% *	87 10%	10 6%	60 9%	29 10%	8 6% *	38 13% e	60 8%	34 10%	63 8%	59 9%	39 9%
Fairly favourable (1)	248 23%	124 23%	124 22%	17 15%	65 35% DGHI	46 27% DH	41 22%	27 16%	51 20%	82 27% L	87 24%	78 18%	31 20%	94 33% MOP	46 19%	58 17%	159 26% R	88 19%	54 21%	59 21%	69 28%	39 27% *	7 13% *	19 20% *	213 23%	35 20%	159 24%	60 20%	28 20% *	73 25%	174 22%	98 29% g	149 20%	162 25%	86 19%
Neither favourable nor unfavourable (0)	247 23%	107 20%	138 25%	36 31% I	43 23% I	43 25% I	52 28% I	39 23% I	34 13%	80 26% L	95 26% L	72 17%	45 29% P	68 24%	70 29% P	59 18%	138 23%	109 23%	66 25% U	63 22%	41 16%	44 30% U*	16 30% *	17 18% *	200 22%	46 26%	154 24%	67 23%	26 18% *	74 25%	172 22%	79 24%	167 22%	150 23%	97 22%
Fairly unfavourable (-1)	184 17%	98 18%	86 16%	18 16%	26 14%	31 18%	25 13%	35 20%	50 19%	44 15%	56 15%	84 20%	23 15%	38 13%	45 18%	70 21% N	114 19%	70 15%	33 13%	45 16%	46 18%	25 17% *	8 15% *	27 29% ST*	153 17%	31 17%	98 15%	65 22% a	22 15% *	46 15%	138 17%	58 17%	126 17%	102 16%	82 18%
Very unfavourable (-2)	238 22%	128 24%	110 20%	11 10%	12 6%	28 16% E	38 20% DE	48 29% DEF	100 39% DEFG	23 8%	66 18% J	149 35% JK	12 8%	33 12%	48 20% MN	118 35% MNO	108 18%	129 27% Q	60 23% V	71 25% V	64 26% V	12 8% *	6 12% *	24 25% V*	193 21%	45 25%	146 22% b	45 15%	46 33% ab*	43 15%	195 25% d	47 14%	191 25% f	111 17%	127 28% h
Don't know	74 7%	16 3%	58 10% B	13 12% I	23 12% GHI	15 9% I	10 5%	9 5%	3 1%	37 12% KL	25 7% L	12 3%	18 12% OP	32 11% OP	13 5%	8 2%	38 6%	37 8%	14 5%	21 8%	14 6%	15 10% *	6 11% *	3 4% *	63 7%	11 6%	35 5%	28 10% a	11 8% *	22 7%	52 7%	17 5%	57 8%	58 9% i	16 4%
Net: Very/Fairly favourable	345 32%	182 34%	162 29%	36 32%	82 44% DHI	58 33% H	61 33% H	38 23%	69 27%	119 39% L	119 33%	107 25%	57 37% P	114 40% OP	69 28%	80 24%	212 35%	133 28%	87 33%	82 29%	85 34%	51 34% *	17 31% *	23 25% *	300 33%	45 25%	219 34%	89 30%	36 26% *	111 38% e	234 30%	133 40% g	212 28%	220 34%	124 28%
Net: Very/Fairly unfavourable	422 39%	226 43% C	196 35%	29 25%	38 20%	59 34% E	63 34% E	83 49% DEFG	150 59% DEFG	67 22%	122 34% J	233 55% JK	35 23%	71 25%	92 38% MN	188 56% MNO	222 36%	199 42%	92 36%	117 41% V	110 44% V	37 25% *	14 27% *	51 54% SVW*	346 38%	76 43%	244 37%	110 37%	68 48% *	89 30%	333 42% d	105 32%	316 42% f	213 33%	209 47% h
Net Difference	-77 -7%	-44 -8%	-34 -6%	7 6%	45 24%	-1 *	-2 -1%	-45 -26%	-82 -32%	52 17%	-3 -1%	-126 -30%	22 14%	43 15%	-23 -9%	-108 -32%	-10 -2%	-67 -14%	-6 -2%	-35 -12%	-25 -10%	13 9%	2 4%	-28 -29%	-46 -5%	-31 -18%	-24 -4%	-21 -7%	-31 -22%	22 8%	-99 -13%	27 8%	-104 -14%	8 1%	-84 -19%
Mean	-0.21	-0.22	-0.21	0.15 HI*	0.31 FGHI	-0.11 HI	-0.11 HI	-0.51	-0.65	0.25 KL	-0.11 L	-0.60	0.26 OP	0.12 OP	-0.21 P	-0.62	-0.11 R	-0.34	-0.13	-0.32	-0.31	0.09 TUX*	0.13 **	-0.52 *	-0.18	-0.40	-0.18 c	-0.14 c	-0.53 *	0.06 e	-0.32	0.05 g	-0.33	-0.08 i	-0.40

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18-75 in GB

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All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	97 9%	14 4%	58 23% BDE	3 3% *	10 8% *	46 10%	24 6%	17 7% K	71 12% KM	86 22% HIKLMNOPQ	5 1%	35 14% HKMO	26 7% K	36 12% KM	24 8% K	19 13% HKM*	44 10% K	25 9% Ueg	61 12% Uceg	97 28% RSUVWXYZabceg	- -	20 11% Uceg	54 11% Uceg	19 12% Uceg	61 11% Uceg	18 12% Uceg*	55 14% UWceg	42 20% RSUVWXYaceg	34 6% U	62 25% RSUVWXYZaceg	16 4% U	61 27% RSUVWXYZaceg	15 4% U	21 10%	61 10%
Fairly favourable (1)	248 23%	39 11%	104 40% BE	38 39% BE*	25 20% B*	147 33% G	51 14%	37 16% K	184 31% HKMOPQ	203 52% HIKLMNOPQ	12 3%	100 41% HIKMNOPQ	42 11% K	104 35% HKMOPQ	37 12% K	30 20% KMO*	120 27% HKMO	61 21% Ueg	152 29% RUXceg	248 72% RSUVWXYZabcdefg	- -	39 22% Ueg	136 27% UXceg	29 18% Ueg	159 29% RUXceg	37 25% Ueg*	109 28% UXceg	77 37% RSUVWXYZaceg	115 19% Ueg	109 44% RSUVWXYZaceg	38 10% U	102 44% RSUVWXYZaceg	28 8%	33 16%	193 31% h
Neither favourable nor unfavourable (0)	247 23%	53 15%	49 19%	28 29% B*	24 19% *	107 24% G	58 16%	38 16%	119 20% KMO	67 17% KM	42 11%	58 24% JKMOP	38 10%	62 21% KM	43 14% M	22 15% *	85 19% KM	50 17% TUe	108 21% TUcdeg	- -	- -	29 16% TU	93 19% TUeg	30 19% TUe	112 21% TUcdeg	22 15% TU*	73 19% TUeg	42 20% TUdeg	103 17% TUe	37 15% TU	41 10% TU	37 16% TU	48 13% TU	28 13%	161 26% h
Fairly unfavourable (-1)	184 17%	87 25% CD	27 11%	12 13% *	31 25% C*	73 16%	80 22%	58 24% IJLNP	82 14% JL	17 4%	114 29% IJLNOPQ	20 8% J	90 24% IJLNP	49 16% JL	67 23% IJLP	18 12% J*	98 22% IJLNP	58 20% Tdf	79 15% Tf	- -	184 44% RSTVWXYZabcdefg	41 23% Tbdf	83 17% Tdf	29 18% Tf	86 16% Tdf	28 19% Tdf*	59 15% Tf	30 15% Tf	139 23% STWYabdf	28 11% T	95 24% STWYabdf	19 8% T	81 22% STWYabdf	47 22%	93 15%
Very unfavourable (-2)	238 22%	144 42% CDE	14 5%	10 10% *	26 21% C*	62 14%	139 38% F	87 36% IJLNQ	112 19% JLN	11 3%	211 54% HIJLMNOPQ	23 9% J	168 45% HIJLNQ	40 13% JL	121 41% IJLNQ	56 38% IJLNQ*	97 22% JLN	85 30% STYbdf	105 20% Tbdf	- -	238 56% RSTVWXYZabcdefg	47 26% Tbdf	129 26% STYbdf	52 33% STYbdf	118 22% Tbdf	40 27% Tbdf*	92 23% Tbdf	14 7% Td	214 35% STVWYabdf	8 3% T	193 49% RSTVWXYZabcdf	11 5%	185 51% RSTVWXYZabcdf	78 37%	88 14%
Don't know	74 7%	7 2%	5 2%	7 7% B*	8 6% *	15 3%	14 4%	1 1%	17 3% Q	7 2%	11 3%	10 4% HIQ	5 1%	9 3% Q	6 2%	2 1% *	4 1%	8 3% TU	11 2% TUWY	- -	- -	4 2% TU	6 1% TU	1 1%	4 1%	1 * *	5 1% TU	2 1% T	6 1% U	6 2% TUYf	11 3% TUWYc	1 1%	8 2% TUY	6 3%	26 4%
Net: Very/Fairly favourable	345 32%	53 15%	163 63% BDE	41 42% B*	35 28% B*	193 43% G	75 20%	54 23% K	255 44% HKMOQ	289 74% HIKLMNOPQ	17 4%	134 55% HIKMNOPQ	68 18% K	140 47% HKMOPQ	61 20% K	50 34% HKMO*	164 37% HKMO	86 30% Ueg	213 41% RUWXceg	345 100% RSUVWXYZabcdefg	- -	59 33% Uceg	191 38% Uceg	49 30% Ueg	220 41% RUceg	56 38% Uceg*	164 42% RUXceg	118 57% RSUVWXYZaceg	150 24% Ueg	171 69% RSUVWXYZabceg	55 14% U	163 71% RSUVWXYZabceg	44 12%	54 26%	254 41% h
Net: Very/Fairly unfavourable	422 39%	231 67% CDE	41 16%	23 23% *	57 46% CD*	135 30%	219 60% F	145 61% IJLNPQ	195 33% JL	28 7%	326 82% HIJLMNOPQ	43 17% J	258 70% HIJLNOPQ	89 30% JL	188 63% IJLNPQ	74 50% IJLN*	195 43% IJLN	143 50% STYabdf	184 36% Tbdf	- -	422 100% RSTVWXYZabcdefg	88 49% STYabdf	211 42% STYbdf	80 50% STYabdf	204 38% Tbdf	68 47% STbdf*	151 38% Tbdf	45 22% Tdf	353 58% RSTWYZabdf	36 14% T	288 73% RSTVWXYZabcdf	30 13%	265 73% RSTVWXYZabcdf	125 59%	181 29%
Net Difference	-77 -7%	-178 -52%	122 47%	19 19%	-22 -18%	58 13%	-145 -40%	-91 -38%	60 10%	261 67%	-309 -78%	92 37%	-190 -51%	51 17%	-127 -43%	-25 -17%	-31 -7%	-57 -20%	29 6%	345 100%	-422 -100%	-30 -16%	-21 -4%	-32 -20%	16 3%	-13 -9%	13 3%	74 36%	-204 -33%	136 54%	-234 -59%	133 58%	-222 -61%	-71 -33%	72 12%
Mean	-0.21	-0.91	0.66 BDE	0.12 BE*	-0.33 B*	0.10 G	-0.74	-0.68 K	0.03 HKMOPQ	0.87 HIKLMNOPQ	-1.34	0.44 HIKMNOPQ	-0.91 K	0.16 HKMOPQ	-0.77 K	-0.42 KMO*	-0.19 HKMO	-0.42 Uceg	-0.03 RUVWXceg	1.28 RSUVWXYZabcdefg	-1.56	-0.32 Uceg	-0.19 Uceg	-0.41 Ueg	-0.08 RUWXceg	-0.24 Uceg*	-0.06 RUWXceg	0.49 RSUVWXYZaceg	-0.63 Ueg	0.78 RSUVWXYZabceg	-1.07 U	0.80 RSUVWXYZabceg	-1.10 U	-0.62	0.08 h

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Leader of the Conservative party and Prime Minister

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	65 6%	33 6%	31 6%	4 4%	21 11% DGH	12 7% G	4 2%	5 3%	18 7%	26 8%	16 4%	24 6%	11 7%	20 7%	10 4%	12 4%	35 6%	31 6%	15 6%	20 7%	7 3%	12 8% U*	3 5% *	9 9% U*	50 5%	16 9%	44 7%	13 4%	8 6% *	24 8%	41 5%	24 7%	41 5%	38 6%	27 6%
Fairly favourable (1)	221 20%	113 21%	107 19%	24 21%	34 18%	25 15%	31 17%	31 18%	76 30% EFGH	59 19%	57 16%	106 25% K	33 21%	45 16%	40 16%	88 26% NO	113 19%	109 23%	45 17%	59 21%	58 23%	36 25% *	6 11% *	17 18% *	183 20%	39 22%	132 20%	55 19%	35 25% *	56 19%	166 21%	57 17%	164 22%	119 19%	102 23%
Neither favourable nor unfavourable (0)	231 21%	93 17%	138 25% B	27 24%	37 20%	37 21%	45 24%	33 20%	51 20%	64 21%	82 23%	84 20%	35 22%	52 18%	63 26%	70 21%	120 20%	111 23%	60 23% W	64 23%	53 21%	31 21% *	5 9% *	18 19% *	189 21%	41 23%	132 20%	58 20%	41 29% *	76 26%	154 20%	71 21%	160 21%	118 18%	112 25% h
Fairly unfavourable (-1)	182 17%	94 18%	87 16%	23 20%	31 16%	30 17%	30 16%	33 19%	36 14%	53 18%	59 16%	69 16%	31 20%	51 18%	37 15%	48 14%	123 20% R	58 12%	41 16%	47 16%	49 20%	19 13% *	11 21% *	14 15% *	147 16%	35 20%	114 18%	50 17%	18 13% *	44 15%	138 17%	69 21% g	113 15%	113 18%	69 15%
Very unfavourable (-2)	334 31%	186 35% C	147 26%	27 23%	49 26%	59 34%	68 36% D	59 35% D	72 28%	76 25%	127 35% J	131 31%	35 23%	93 32%	82 34% M	113 34% M	191 31%	143 30%	91 35%	78 27%	69 28%	40 27% *	23 44% T*	33 35% *	295 33% Z	38 22%	204 31%	99 34%	32 22% *	82 28%	252 32%	104 31%	230 30%	210 33%	124 28%
Don't know	54 5%	11 2%	44 8% B	10 8% I	14 7% I	11 6% I	9 5%	7 4%	3 1%	24 8% L	21 6%	10 2%	10 7% P	25 9% P	11 5%	6 2%	28 5%	27 6%	6 2%	16 6%	14 5%	9 6% *	5 10% S*	3 4% *	45 5%	9 5%	26 4%	20 7%	8 6% *	14 5%	40 5%	9 3%	46 6% f	42 7% i	12 3%
Net: Very/Fairly favourable	287 26%	146 28%	138 25%	29 25%	56 30% G	38 22%	35 19%	36 21%	94 37% FGH	84 28% K	73 20%	130 31% K	44 28%	65 23%	50 21%	100 30% O	147 24%	139 29%	61 23%	78 28%	65 26%	48 33% *	9 16% *	26 28% *	232 26%	54 30%	176 27%	68 23%	43 30% *	79 27%	207 26%	81 24%	205 27%	158 25%	129 29%
Net: Very/Fairly unfavourable	516 47%	281 53% C	234 42%	49 43%	80 43%	88 51%	97 52%	92 55% EI	109 42%	129 43%	186 51%	200 47%	67 43%	143 50%	119 49%	161 48%	315 52% R	201 42%	132 51%	124 44%	118 47%	59 40% *	34 65% TUV*	47 50% *	442 49%	73 41%	318 49% c	148 50% c	49 35% *	126 43%	390 49%	173 52%	342 45%	322 50%	193 43%
Net Difference	-229 -21%	-134 -25%	-96 -17%	-21 -18%	-24 -13%	-51 -29%	-63 -34%	-56 -33%	-15 -6%	-45 -15%	-113 -31%	-71 -17%	-23 -15%	-78 -27%	-69 -28%	-62 -18%	-167 -27%	-62 -13%	-72 -28%	-46 -16%	-53 -21%	-11 -7%	-26 -49%	-21 -22%	-210 -23%	-19 -11%	-142 -22%	-81 -27%	-7 -5%	-46 -16%	-183 -23%	-92 -28%	-137 -18%	-165 -26%	-64 -14%
Mean	-0.48	-0.55	-0.42	-0.41 *	-0.30 GH	-0.59	-0.72	-0.68	-0.27 GH	-0.34 K	-0.66	-0.43	-0.32	-0.58	-0.61	-0.49	-0.56	-0.39	-0.58	-0.39 W	-0.49 W	-0.28 W*	-0.97 *	-0.50 *	-0.53	-0.25 Y	-0.48	-0.61	-0.23 b*	-0.37	-0.52	-0.53	-0.46	-0.56	-0.37

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Leader of the Conservative party and Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians													Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	65 6%	42 12% CE	7 3%	6 6% *	4 3% *	32 7%	18 5%	55 23% IJKLMNOPQ	6 1%	14 4% I	37 9% IJN	19 8% IJN	33 9% IJN	13 4% I	29 10% IJN	13 9% IJ*	38 9% IJN	65 23% STUWYabcdefg	- -	19 6% SWYa	36 8% SWYa	42 24% STUWYabcdefg	8 2% S	32 20% STUWYabcdefg	14 3% SWa	39 27% STUWYabcdefg*	3 1% S	16 8% SWYa	41 7% SWYa	20 8% SWYa	28 7% SWYa	13 6% SWYa	35 10% SWYac	30 14% i	20 3%
Fairly favourable (1)	221 20%	135 39% CDE	18 7%	16 16% C*	17 14% *	67 15%	113 31% F	133 56% IJKLMNOPQ	35 6%	57 15% I	112 28% IJNOQ	55 22% IJQ	89 24% IJQ	59 20% IJ	67 23% IJQ	48 33% IJLNOQ*	73 16% I	221 77% STUVWXYZabcdefg	- -	67 19% SWYa	107 25% SWYab	98 55% STUWYabcdefg	27 5% S	74 46% STUWYabcdefg	49 9% SWa	69 47% STUWYabcdefg*	27 7% S	37 18% SWYa	152 25% SWYa	53 21% SWYa	87 22% SWYa	47 21% SWYa	78 21% SWYa	77 36% i	89 14%
Neither favourable nor unfavourable (0)	231 21%	72 21%	37 14%	19 20% *	27 22% *	76 17%	77 21%	32 13%	91 16%	49 13%	90 23% HIJMNQ	44 18% JN	57 16%	37 12%	55 18%	36 24% HIJMN*	70 16%	- -	- -	45 13% RSd	90 21% RSTVWYabd	24 14% RS	61 12% RS	28 17% RSbd	83 15% RSWbd	24 16% RSd*	50 13% RS	20 10% RS	128 21% RSTVWYabd	23 9% RS	87 22% RSTVWYabdg	40 17% RSWbd	66 18% RSWabd	46 22%	119 19%
Fairly unfavourable (-1)	182 17%	45 13%	47 18%	26 27% B*	21 17% *	87 19%	50 14%	16 7%	136 23% HKMOPQ	90 23% HKMOPQ	50 13% H	46 19% H	53 14% H	62 21% HKMP	49 16% H	18 13% *	78 17% H	- -	182 35% RTUVWXYZabcdefg	65 19% RVZ	66 16% RVZ	12 7% R	113 22% RUVZbefg	24 15% RVZ	117 22% RUVZef	11 8% R*	84 22% RUVZef	34 16% RVZ	118 19% RVZe	44 17% RVZ	56 14% RV	33 14% RV	64 18% RVZe	25 12%	132 21% h
Very unfavourable (-2)	334 31%	43 13%	147 57% BDE	30 31% B*	45 37% B*	175 39% G	99 27%	2 1%	309 53% HJKLMNOPQ	175 45% HKLMOP	98 25% H	79 32% HP	134 36% HKP	122 41% HKLOP	93 31% HKP	28 19% H*	187 42% HKLOP	- -	334 65% RTUVWXYZabcdefg	148 43% RUVXZceg	118 28% RVXZ	2 1%	289 58% RTUVXYZbcdefg	2 1%	276 51% RTUVXZcdefg	3 2%	226 58% RTUVXYZbcdefg	99 48% RUVXZceg	169 28% RVXZ	107 43% RUVXZceg	130 33% RUVXZc	96 42% RUVXZcg	116 32% RVXZ	29 14%	245 40% h
Don't know	54 5%	6 2%	2 1%	1 1% *	9 7% BC*	12 3%	8 2%	- -	8 1%	4 1%	7 2% H	2 1%	3 1%	7 2% HQ	5 2%	4 3% H*	3 1%	- -	- -	1 *	4 1% S	- -	3 1% S	- -	2 * S	- - *	2 1% S	1 *	5 1% S	4 1% RST	8 2% RSWY	1 1%	6 2% SY	6 3%	16 3%
Net: Very/Fairly favourable	287 26%	178 52% CDE	25 10%	22 22% C*	21 17% *	99 22%	132 36% F	188 79% IJKLMNOPQ	41 7%	71 18% I	149 38% IJNQ	74 30% IJN	122 33% IJNQ	71 24% IJ	96 32% IJQ	61 42% IJLNQ*	111 25% IJ	287 100% STUVWXYZabcdefg	- -	86 25% SWYa	143 34% STWYabe	140 78% STUWXYabcdefg	35 7% S	106 66% STUWYabcdefg	63 12% SWa	109 74% STUWYabcdefg*	30 8% S	53 26% SWYa	192 31% STWYa	73 29% SWYa	115 29% SWYa	61 26% SWYa	113 31% SWYa	107 50% i	108 17%
Net: Very/Fairly unfavourable	516 47%	88 26%	194 75% BDE	57 57% B*	66 54% B*	263 58% G	148 41%	18 8%	445 76% HJKLMNOPQ	266 68% HKLMNOPQ	148 38% H	124 51% HKP	187 51% HKP	184 61% HKLMOP	142 48% HKP	47 32% H*	266 59% HKLMOP	- -	516 100% RTUVWXYZabcdefg	213 62% RUVXZceg	184 44% RVXZ	15 8% R	402 80% RTUVXYZbcdefg	26 16% RV	393 73% RTUVXZbcdefg	14 10% R*	310 79% RTUVXYZbcdefg	133 64% RUVXZcefg	287 47% RVXZ	150 60% RUVXZceg	186 47% RVXZ	128 56% RUVXZc	180 49% RUVXZ	54 25%	377 61% h
Net Difference	-229 -21%	89 26%	-169 -66%	-35 -36%	-46 -37%	-163 -36%	-17 -5%	170 71%	-404 -69%	-194 -50%	1 *	-51 -21%	-65 -18%	-112 -37%	-46 -16%	15 10%	-155 -34%	287 100%	-516 -100%	-127 -37%	-41 -10%	126 70%	-367 -73%	80 50%	-329 -61%	94 64%	-280 -71%	-80 -39%	-95 -15%	-78 -31%	-71 -18%	-68 -29%	-67 -18%	53 25%	-269 -43%
Mean	-0.48	0.26 CDE	-1.21	-0.62 C*	-0.75 C*	-0.70	-0.27 F	0.93 IJKLMNOPQ	-1.23	-0.92 I	-0.16 IJLMNOQ	-0.45 IJNQ	-0.45 IJNQ	-0.76 IJ	-0.38 IJNQ	* IJLMNOQ*	-0.68 IJ	1.23 STUVWXYZabcdefg	-1.65	-0.74 SWYa	-0.30 STWYabdef	0.92 STUWXYabcdefg	-1.30 S	0.69 STUWYabcdefg	-1.10 SWa	0.89 STUWXYabcdefg*	-1.29 S	-0.79 SWYa	-0.37 STWYabdf	-0.67 SWYa	-0.45 STWYab	-0.66 SWYa	-0.41 STWYab	0.26 i	-0.82

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Overlap formulae used

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Suella Braverman, Home Secretary

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	53 5%	32 6%	20 4%	4 4%	12 7%	6 3%	4 2%	13 8% G	13 5%	17 5%	10 3%	26 6%	4 3%	15 5%	8 3%	23 7%	29 5%	24 5%	14 6%	10 4%	12 5%	6 4% *	2 3% *	8 9% *	33 4%	20 11% Y	26 4%	13 5%	13 9% *	14 5%	39 5%	16 5%	37 5%	26 4%	26 6%
Fairly favourable (1)	107 10%	58 11%	48 9%	12 11%	21 11%	17 9%	16 9%	14 8%	26 10%	34 11%	33 9%	40 10%	16 10%	31 11%	23 10%	26 8%	58 10%	49 10%	30 11%	35 12%	18 7%	18 12% *	2 3% *	5 5% *	95 10%	12 7%	80 12% bc	20 7%	6 4% *	35 12%	72 9%	36 11%	71 9%	60 9%	47 11%
Neither favourable nor unfavourable (0)	249 23%	102 19%	146 26% B	35 31% H	38 20%	41 24%	41 22%	31 18%	63 24%	73 24%	82 23%	94 22%	51 32% NO	52 18%	54 22%	81 24%	121 20%	128 27% CI	50 19%	58 21%	65 26%	45 30% S*	10 19% *	22 23% *	213 23%	36 20%	146 22%	66 22%	37 26% *	72 24%	177 22%	67 20%	182 24%	147 23%	102 23%
Fairly unfavourable (-1)	146 13%	79 15%	68 12%	18 15% F	29 15% F	12 7%	22 12%	28 17% F	38 15%	46 15% K	34 9%	66 16% K	22 14%	34 12%	28 11%	59 17%	87 14%	60 12%	37 14%	39 14%	39 15%	15 10% *	6 11% *	11 11% *	122 13%	24 13%	81 12%	46 16%	19 14% *	37 13%	109 14%	44 13%	103 14%	78 12%	68 15%
Very unfavourable (-2)	394 36%	225 43% C	168 30%	17 15%	53 29% D	73 42% DE	83 45% DE	67 40% DE	101 39% D	70 23%	156 43% J	168 39% J	28 18%	103 36% M	105 43% M	130 39% M	246 40% R	148 31%	96 37%	106 37%	86 34%	42 29% *	24 46% *	40 42% *	327 36%	67 38%	252 39%	97 33%	45 32% *	104 35%	290 37%	142 42% g	252 34%	242 38%	153 34%
Don't know	138 13%	34 6%	104 19% B	29 25% FGHI	33 18% HI	26 15% I	20 11%	16 9%	15 6%	62 21% KL	45 13% L	30 7%	36 23% OP	50 18% OP	26 10%	18 5%	68 11%	69 15%	33 13%	35 12%	30 12%	22 15% *	10 18% *	9 10% *	119 13%	19 11%	66 10%	51 17% a	21 15% *	34 11%	104 13%	29 9%	109 14% f	88 14%	50 11%
Net: Very/Fairly favourable	160 15%	90 17%	68 12%	16 14%	34 18%	22 13%	21 11%	27 16%	39 15%	50 17%	43 12%	66 16%	20 13%	46 16%	31 13%	49 15%	87 14%	72 15%	44 17%	45 16%	30 12%	24 16% *	3 6% *	13 14% *	128 14%	32 18%	107 16%	34 12%	19 13% *	49 16%	111 14%	52 16%	107 14%	86 13%	73 16%
Net: Very/Fairly unfavourable	541 50%	304 57% C	235 42%	34 30%	82 44% D	85 49% D	105 56% DE	95 56% DE	139 54% D	116 39%	190 53% J	234 55% J	50 32%	137 48% M	133 54% M	189 56% M	333 55% R	208 44%	133 51% V	145 51% V	124 50%	57 39% *	30 57% *	51 54% *	449 49%	91 51%	333 51%	143 49%	64 46% *	142 48%	399 50%	185 56% g	355 47%	319 50%	221 50%
Net Difference	-381 -35%	-214 -40%	-167 -30%	-18 -15%	-48 -26%	-63 -36%	-84 -45%	-68 -40%	-100 -39%	-66 -22%	-147 -41%	-168 -40%	-29 -19%	-92 -32%	-102 -42%	-140 -42%	-245 -40%	-135 -28%	-89 -34%	-100 -35%	-94 -38%	-33 -23%	-27 -51%	-38 -40%	-322 -35%	-59 -33%	-226 -35%	-109 -37%	-46 -32%	-93 -31%	-288 -36%	-133 -40%	-248 -33%	-233 -36%	-148 -33%
Mean	-0.76	-0.82	-0.70	-0.35 FGHI*	-0.58 G*	-0.88 *	-0.98	-0.80	-0.78 *	-0.50 KL	-0.93	-0.79	-0.44 OP*	-0.77	-0.91	-0.78	-0.85	-0.64	-0.75	-0.79	-0.76	-0.55 *	-1.15 **	-0.82 *	-0.78	-0.67 *	-0.77	-0.79	-0.65 *	-0.70	-0.79	-0.85	-0.72	-0.81	-0.69

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Suella Braverman, Home Secretary
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	53 5%	32 9% CD	4 1%	* * *	9 8% CD*	16 4%	28 8% F	37 16% IJKLMNOQ	9 2%	12 3% I	35 9% IJQ	12 5% I	27 7% IJQ	14 5% I	27 9% IJQ	30 21% IJKLMNOQ*	14 3% I	32 11% STWYacd	8 2% Ya	13 4% SYa	37 9% STWYac	18 10% STWYa	18 4% SYa	53 33% RSTUVWYZabcdefg	- -	30 21% RSTUVWYabcdefg*	2 1% Y	13 6% SYa	38 6% SWYa	13 5% SYa	33 8% STWYa	16 7% STYa	27 8% SWYa	31 14% i	10 2%
Fairly favourable (1)	107 10%	64 19% CDE	15 6%	6 6% *	8 7% *	33 7%	46 12%	62 26% IJKLMNOQ	19 3%	38 10% I	44 11% IQ	31 13% IQ	35 9% I	34 12% IQ	36 12% IQ	41 27% IJKLMNOQ*	32 7% I	74 26% STUWYabcdefg	18 3% Y	35 10% SWYa	43 10% SWYa	61 34% RSTUWYabcdefg	16 3% Y	107 67% RSTUVWYZabcdefg	- -	55 38% RSTUWYabcdefg*	12 3% Y	36 17% STUWYaceg	57 9% SWYa	33 13% SWYa	41 10% SWYa	34 15% STWYac	39 11% SWYa	52 24% i	34 5%
Neither favourable nor unfavourable (0)	249 23%	102 30% CD	40 15%	17 17% *	26 21% *	57 13%	115 31% F	72 30% IJLMNOPQ	81 14%	65 17%	100 25% IJLNQ	37 15%	82 22% IQ	47 16%	62 21% IQ	25 17% *	58 13%	93 32% STVWXYabcdefg	58 11% XY	56 16% SWXYa	113 27% STWXYabdfg	38 21% SWXYabdf	56 11% XY	- -	- -	37 25% STWXYabdf*	41 10% XY	25 12% XY	145 24% STWXYabdf	34 14% XY	92 23% STWXYabdf	31 14% XY	79 22% SWXYabdf	61 29% i	109 18%
Fairly unfavourable (-1)	146 13%	59 17% C	21 8%	14 14% *	15 12% *	65 15%	50 14%	36 15% P	80 14%	52 13%	62 16% P	42 17% NP	55 15% P	36 12%	43 14% P	10 7% *	79 18% INP	40 14% Xf	65 13% Xf	45 13% Xbf	69 16% WXbdf	36 20% RSTWXZbdf	60 12% Xf	- -	146 27% RSTUWXZabcdefg	15 10% X*	50 13% Xf	17 8% X	107 18% SWXabdf	23 9% X	63 16% WXbdf	16 7% X	64 18% SWXabdf	25 12%	100 16%
Very unfavourable (-2)	394 36%	66 19%	162 63% BDE	48 49% B*	45 37% B*	241 54% G	98 27%	18 7%	347 59% HJKLMNOP	199 51% HKLMOP	123 31% HP	108 44% HKP	139 38% HKP	136 45% HKOP	106 35% HP	29 20% H*	246 55% HKLMNOP	23 8% X	328 64% RTUVXZbcdeR	175 51% RUVXZceg	135 32% RVXZ	18 10% X	321 64% RTUVXZbcdefg	- -	394 73% RSTUVWXZbcdefg	8 6% X*	280 71% RSTUVWXZbcdefg	104 50% RUVXZceg	219 36% RVXZ	135 54% RUVXZceg	130 33% RVXZ	131 57% RUVXZceg	128 35% RVXZ	32 15%	306 49% h
Don't know	138 13%	20 6%	16 6%	14 14% BC*	19 15% BC*	37 8%	30 8%	14 6%	49 8% Q	24 6%	31 8% Q	16 6%	32 9% Q	31 10% JLQ	23 8% Q	12 8% *	20 4%	25 9% VXYZaf	39 8% XYZaf	20 6% XYZaf	24 6% XYZaf	8 5% XYZf	30 6% XYZaf	- -	- -	1 1% *	7 2% Y	12 6% XYZaf	46 8% XYZaf	11 4% XYZaf	35 9% IJKYZaf	3 1% Y	27 7% XYZaf	12 6%	62 10%
Net: Very/Fairly favourable	160 15%	96 28% CDE	19 7%	6 6% *	18 14% *	49 11%	73 20% F	99 42% IJKLMNOQ	28 5%	50 13% I	79 20% IJQ	43 18% IJQ	62 17% IQ	49 16% IQ	63 21% IJQ	71 48% IJKLMNOQ*	46 10% I	106 37% STUWYabcdefg	26 5% Y	49 14% SWYa	80 19% SWYac	79 44% STUWYabcdefg	34 7% SYa	160 100% RSTUVWYZabcdefg	- -	85 58% RSTUVWYabcdefg*	15 4% Y	48 23% STWYac	95 16% SWYa	46 18% SWYa	75 19% SWYa	49 21% STWYa	67 18% SWYa	83 39% i	44 7%
Net: Very/Fairly unfavourable	541 50%	125 36%	184 71% BE	62 62% B*	60 49% B*	306 68% G	147 40%	54 22%	427 73% HJKLMNOP	251 64% HKMNOP	185 47% HP	150 61% HKOP	194 53% HKP	172 57% HKP	148 50% HP	39 27% *	325 72% HJKLMNOP	63 22% X	393 76% RTUVXZbcdefR	220 64% RUVXZceg	204 48% RVXZ	54 30% RXZ	381 76% RTUVXZbcdefg	- -	541 100% RSTUVWXZabcdefg	23 16% X*	330 84% RSTUVWXZbcdefg	121 59% RUVXZe	326 53% RUVXZ	158 63% RUVXZceg	194 49% RVXZ	147 64% RUVXZceg	193 53% RVXZ	58 27%	406 65% h
Net Difference	-381 -35%	-29 -8%	-165 -64%	-56 -56%	-43 -35%	-257 -57%	-74 -20%	46 19%	-398 -68%	-202 -52%	-106 -27%	-107 -44%	-132 -36%	-123 -41%	-85 -29%	32 21%	-279 -62%	43 15%	-367 -71%	-172 -50%	-124 -29%	25 14%	-347 -69%	160 100%	-541 -100%	62 42%	-316 -80%	-73 -35%	-231 -38%	-113 -45%	-119 -30%	-98 -43%	-126 -35%	25 12%	-362 -58%
Mean	-0.76	-0.19 CDE	-1.34	-1.22 *	-0.75 CD*	-1.17	-0.43 F	0.29 IJKLMNOQ	-1.37	-1.06 I	-0.53 IJLMNQ	-0.89 IJQ	-0.72 IJQ	-0.91 IQ	-0.60 IJLNQ	0.24 IJKLMNOQ*	-1.19 I	0.20 STUWYabcdefz	-1.44 Ya	-1.03 SWYa	-0.56 STWYabcdf	0.14 STUWYabcdefz	-1.38 Ya	1.33 RSTUVWYZabcdefg	-1.73	0.57 RSTUVWYabcdefg*	-1.54 Y	-0.84 SWYa	-0.73 STWYadf	-0.98 SWYa	-0.60 STWYadf	-0.94 SWYa	-0.67 STWYad	0.12 i	-1.18

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Hunt, Chancellor of the Exchequer

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	39 4%	20 4%	18 3%	5 5%	10 5%	3 1%	6 3%	5 3%	10 4%	15 5%	8 2%	15 4%	7 5%	9 3%	7 3%	9 3%	21 3%	17 4%	9 3%	14 5%	4 2%	4 3% *	3 6% *	4 5% *	27 3%	11 6%	25 4%	9 3%	4 3% *	13 5%	25 3%	13 4%	26 3%	19 3%	19 4%
Fairly favourable (1)	140 13%	83 16% C	58 10%	9 7%	30 16% DG	22 12%	13 7%	15 9%	53 21% DGH	38 13%	34 9%	68 16% K	14 9%	38 13%	22 9%	49 15%	75 12%	65 14%	39 15% W	36 13% W	31 13% W	25 17% W*	- - *	9 10% W*	119 13%	21 12%	92 14%	30 10%	18 13% *	41 14%	99 13%	46 14%	94 13%	80 12%	60 14%
Neither favourable nor unfavourable (0)	294 27%	124 23%	168 30% B	38 33% E	37 20%	52 30%	56 30% E	42 25%	69 27%	74 25%	107 30%	112 26%	52 33% N	64 22%	72 30%	92 27%	144 24%	149 31% CL	55 21%	82 29%	70 28%	46 31% *	14 27% *	27 28% *	241 26%	53 30%	174 27%	81 28%	38 27% *	87 29%	207 26%	83 25%	210 28%	168 26%	125 28%
Fairly unfavourable (-1)	210 19%	109 20%	101 18%	26 22%	35 19%	29 17%	42 22%	33 20%	46 18%	61 20%	70 20%	79 19%	31 20%	53 19%	51 21%	58 17%	141 23% R	69 14%	56 22%	47 16%	55 22%	30 20% *	7 14% *	15 16% *	166 18%	44 25%	126 19%	55 19%	29 21% *	57 19%	153 19%	74 22%	136 18%	118 18%	92 21%
Very unfavourable (-2)	291 27%	169 32% C	121 22%	13 12%	42 22% D	49 28% D	55 30% D	60 35% DE	72 28% D	55 18%	104 29% J	132 31% J	21 13%	77 27% M	70 29% M	112 33% M	168 28%	123 26%	75 29% V	78 28% V	62 25% V	21 14% *	22 41% UV*	32 34% V*	257 28% Z	34 19%	174 27%	78 26%	39 28% *	66 22%	224 28%	94 28%	197 26%	178 28%	113 25%
Don't know	114 10%	26 5%	88 16% B	24 21% GHI	34 18% GHI	21 12% I	16 8% I	14 8% I	5 2%	59 19% KL	36 10% L	19 4%	32 20% OP	43 15% P	22 9%	14 4%	59 10%	54 11%	26 10%	27 9%	26 11%	22 15% *	6 12% *	6 7% *	99 11%	15 8%	61 9%	41 14%	12 8% *	30 10%	84 11%	24 7%	89 12% f	78 12%	36 8%
Net: Very/Fairly favourable	179 16%	102 19% C	76 14%	14 12%	39 21% GH	24 14%	18 10%	20 12%	63 25% DFGH	53 18%	43 12%	83 20% K	21 13%	47 17%	29 12%	59 17%	97 16%	82 17%	47 18%	50 18%	35 14%	29 19% *	3 6% *	14 15% *	146 16%	33 18%	117 18%	40 13%	22 16% *	55 19%	124 16%	58 18%	121 16%	99 15%	80 18%
Net: Very/Fairly unfavourable	501 46%	278 52% C	222 40%	39 34%	77 41%	78 45%	97 52% D	93 55% DE	118 46%	116 38%	174 48% J	211 50% J	52 33%	131 46% M	121 50% M	171 51% M	309 51% R	192 40%	131 51% V	125 44%	117 47% V	51 34% *	29 55% V*	48 50% V*	423 47%	78 44%	300 46%	133 45%	68 49% *	124 42%	377 48%	168 50%	333 44%	296 46%	205 46%
Net Difference	-322 -30%	-175 -33%	-146 -26%	-25 -22%	-37 -20%	-53 -31%	-78 -42%	-73 -44%	-54 -21%	-62 -21%	-132 -36%	-128 -30%	-31 -20%	-84 -29%	-92 -38%	-112 -33%	-212 -35%	-109 -23%	-84 -32%	-74 -26%	-82 -33%	-22 -15%	-26 -49%	-34 -36%	-277 -30%	-45 -25%	-182 -28%	-93 -32%	-46 -33%	-69 -23%	-253 -32%	-109 -33%	-212 -28%	-196 -31%	-125 -28%
Mean	-0.59	-0.64	-0.53	-0.37 GH*	-0.45 H*	-0.65 *	-0.75	-0.83	-0.46 H	-0.42 K	-0.70	-0.60	-0.35 OP*	-0.63	-0.70	-0.67	-0.65	-0.51	-0.64	-0.54	-0.63	-0.31 SU*	-0.96 **	-0.70 *	-0.63	-0.41	-0.56	-0.64	-0.63 *	-0.46	-0.64	-0.62	-0.58	-0.63	-0.53

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	39 4%	21 6% C	4 2%	1 1% *	6 5% *	16 4%	10 3%	27 11% IJKLMNOPQ	3 1%	11 3% I	14 3% I	13 5% IJ	18 5% I	12 4% I	12 4% I	8 5% I*	17 4% I	32 11% STUWYacdefgr	1 *	13 4% SWa	15 4% SWa	39 22% RSTUWYabcdefg	- -	23 15% STUWYabcdefg	12 2% SWa	26 18% RSTUWYabcdefg*	3 1% SW	13 6% SWYae	21 3% SWa	14 6% SWYa	10 3% SWa	13 6% SWYa	17 5% SWYae	20 9% i	12 2%
Fairly favourable (1)	140 13%	95 28% CE	8 3%	16 16% C*	10 8% *	57 13%	61 17%	96 40% IJKLMNOPQ	22 4%	47 12% I	74 19% IJMQ	46 19% IJNQ	49 13% I	41 14% I	43 14% I	39 27% IJMNOQ*	58 13% I	108 38% STUWYabcdefg	14 3% W	46 13% SWYa	73 17% SWYa	140 78% RSTUWXYZabcdefg	- -	56 35% STUWYabcdefg	42 8% SWa	63 43% STUWYabcdefg*	19 5% SW	23 11% SWa	100 16% SWYa	38 15% SWYa	57 14% SWYa	41 18% SWYab	55 15% SWYa	52 24% i	53 8%
Neither favourable nor unfavourable (0)	294 27%	117 34% CE	47 18%	31 31% CE*	19 15% *	98 22%	114 31% F	73 31% IJMNQ	109 19%	84 22%	106 27% IMN	56 23%	72 20%	55 18%	73 25% I	37 25% *	96 21%	97 34% STUVWYZabcdefg	70 14% VW	80 23% SVWYa	107 25% SVWYag	- -	- -	45 29% SVWYag	91 17% SVWa	32 22% SVWa*	46 12% VW	42 20% SVWa	163 27% SVWYag	51 20% SVWa	97 25% SVWYag	49 21% SVWa	71 19% SVWa	57 27%	158 25%
Fairly unfavourable (-1)	210 19%	52 15%	64 25% B	23 23% *	24 20% *	98 22%	59 16%	23 10%	159 27% HKMNOPQ	98 25% HKP	66 17% H	53 22% H	81 22% HK	65 22% H	62 21% H	24 17% *	92 20% H	25 9% V	141 27% RUVXZbdefg	85 25% RUVXZbd	72 17% RV	- -	210 42% RSTUVXYZabcdefg	21 13% V	142 26% RUVXZbdef	16 11% V*	108 27% RUVXZbdefg	34 16% RV	142 23% RUVXZ	44 18% RV	78 20% RVZ	46 20% RVZ	78 21% RUVZ	30 14%	141 23% h
Very unfavourable (-2)	291 27%	47 14%	118 46% BD	22 22% *	49 40% BD*	145 32%	102 28%	12 5%	250 43% HJKLNOP	128 33% HLP	114 29% H	63 26% H	136 37% HKLP	102 34% HLP	94 32% H	33 22% H*	173 39% HKLOP	10 3% V	261 51% RTUVXYZbcdefg	105 31% RVXZ	139 33% RVXZc	- -	291 58% RSTUVXYZabcdefg	13 8% RV	239 44% RTUVXZcdefg	7 5% V*	211 54% RTUVXYZbcdefg	79 38% RTVXZc	166 27% RVXZ	90 36% RVXZc	138 35% RVXZc	77 34% RVXZ	131 36% RVXZc	43 20%	205 33% h
Don't know	114 10%	11 3%	17 6%	5 5% *	14 12% B*	36 8%	19 5%	7 3%	42 7% MQ	22 6% Q	21 5%	15 6% Q	13 4%	26 9% HMQ	14 5%	7 5% *	12 3%	14 5% VWXZa	28 6% VWXYacf	15 4% VWXa	15 4% VW	- -	- -	1 1%	15 3% W	2 1% W*	6 2% W	16 8% TUVWXYZacfR	20 3% VW	12 5% VWXaf	16 4% VWa	5 2% VW	13 4% VW	11 5%	52 8%
Net: Very/Fairly favourable	179 16%	116 34% CDE	12 5%	18 18% C*	16 13% C*	73 16%	72 20%	123 52% IJKLMNOPQ	26 4%	57 15% I	88 22% IJQ	59 24% IJNQ	66 18% I	53 18% I	55 18% I	47 32% IJKMNOQ*	75 17% I	140 49% STUWYabcdefg	15 3% W	59 17% SWYa	88 21% SWYa	179 100% RSTUWXYZabcdefg	- -	79 50% STUWYabcdefg	54 10% SWa	90 61% RSTUWXYabcdefg*	22 6% SW	36 17% SWYa	120 20% SWYa	53 21% SWYa	67 17% SWYa	54 23% STWYa	72 20% SWYa	72 34% i	65 10%
Net: Very/Fairly unfavourable	501 46%	99 29%	182 71% BD	45 46% B*	73 60% B*	243 54% G	161 44%	35 15%	410 70% HJKLMNOPQ	227 58% HKLP	180 46% H	116 47% H	217 59% HKLOP	166 56% HKLP	156 52% HKP	57 39% H*	265 59% HKLP	35 12% V	402 78% RTUVXYZbcdefe	191 55% RVXZ	211 50% RVXZ	- -	501 100% RSTUVXYZabcdefg	34 21% RV	381 70% RTUVXZbcdefe	23 16% V*	319 81% RTUVXYZbcdefe	113 55% RVXZ	309 50% RVXZ	134 54% RVXZ	216 55% RVXZ	123 54% RVXZ	209 57% RUVXZc	73 34%	347 56% h
Net Difference	-322 -30%	17 5%	-170 -66%	-28 -28%	-57 -46%	-170 -38%	-89 -24%	88 37%	-384 -66%	-169 -43%	-92 -23%	-57 -23%	-151 -41%	-114 -38%	-101 -34%	-11 -7%	-190 -42%	105 37%	-387 -75%	-132 -38%	-123 -29%	179 100%	-501 -100%	45 28%	-327 -60%	67 45%	-297 -76%	-77 -37%	-188 -31%	-81 -33%	-149 -38%	-70 -30%	-138 -38%	-1 -1%	-282 -45%
Mean	-0.59	-0.03 CDE	-1.18	-0.51 C*	-0.92 *	-0.72	-0.52	0.45 IJKLMNOPQ	-1.16	-0.78 I	-0.51 IJMNQ	-0.46 IJMNQ	-0.76 I	-0.74 I	-0.65 I	-0.25 IJMNOQ*	-0.79 I	0.47 STUWYabcdefg	-1.33 W	-0.68 SWYa	-0.61 SWYa	1.22 RSTUWXYZabcdefg	-1.58	0.35 STUWYabcdefg	-1.05 SWa	0.59 STUWXYabcdefg*	-1.31 W	-0.75 SWYa	-0.56 SWYaeg	-0.66 SWYa	-0.73 SWYa	-0.59 SWYa	-0.72 SWYa	-0.12 i	-0.83

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Steve Barclay, Secretary of State for Health and Social Care
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	24 2%	17 3% C	5 1%	3 2% I	10 5% I	4 2%	4 2%	3 2%	- -	13 4% L	8 2%	3 1%	6 4% P	9 3%	6 2%	3 1%	16 3%	7 2%	7 3% U	7 2%	* *	6 4% U*	2 3% *	2 2% *	21 2%	3 1%	17 3%	6 2%	1 * *	11 4%	13 2%	11 3%	13 2%	15 2%	9 2%
Fairly favourable (1)	123 11%	62 12%	61 11%	16 14% GH	27 14% GH	15 9%	10 5%	10 6%	45 18% GH	43 14% K	25 7%	55 13% K	24 15% O	31 11%	13 6%	36 11%	67 11%	57 12%	30 11%	36 13%	29 12%	20 14% *	2 4% *	7 7% *	95 10%	29 16%	71 11%	23 8%	29 21% ab*	41 14%	82 10%	45 13%	78 10%	59 9%	64 14% h
Neither favourable nor unfavourable (0)	318 29%	142 27%	175 32%	26 23%	57 30%	50 29%	60 32%	49 29%	76 30%	83 27%	110 30%	125 29%	38 24%	83 29%	78 32%	107 32%	162 27%	156 33%	62 24%	81 29%	83 33%	50 34% *	15 28% *	26 28% *	263 29%	55 31%	205 31%	77 26%	36 26% *	94 32%	224 28%	88 26%	230 31%	189 30%	129 29%
Fairly unfavourable (-1)	185 17%	99 19%	86 16%	26 23%	26 14%	24 14%	29 16%	33 19%	47 18%	52 17%	53 15%	80 19%	31 20%	39 14%	35 14%	64 19%	110 18%	74 16%	50 19%	50 18%	42 17%	19 13% *	12 23% *	12 13% *	147 16%	37 21%	122 19%	41 14%	22 16% *	53 18%	132 17%	56 17%	129 17%	111 17%	73 16%
Very unfavourable (-2)	208 19%	138 26% C	69 12%	14 12%	25 13%	33 19%	44 24% DE	40 23% DE	52 20%	39 13%	77 21% J	92 22% J	20 13%	48 17%	55 23% M	77 23% M	129 21%	79 17%	53 20%	55 19%	46 19%	20 13% *	12 23% *	23 24% *	185 20%	23 13%	125 19%	61 21%	21 15% *	45 15%	163 21%	73 22%	135 18%	132 21%	76 17%
Don't know	230 21%	72 14%	157 28% B	30 26% I	42 23%	48 28% I	39 21%	34 20%	36 14%	72 24% L	88 24% L	70 16%	37 24% P	75 26% P	57 23% P	49 15%	125 21%	105 22%	57 22%	55 19%	49 20%	33 22% *	10 19% *	26 27% *	198 22%	32 18%	111 17%	87 29% a	32 23% *	53 18%	177 22%	62 19%	168 22%	134 21%	95 21%
Net: Very/Fairly favourable	147 13%	79 15%	66 12%	19 16% GH	37 20% FGH	19 11%	14 7%	14 8%	45 18% GH	56 18% K	33 9%	58 14%	30 19% OP	40 14%	19 8%	39 12%	83 14%	64 13%	37 14%	42 15%	30 12%	26 18% *	4 7% *	8 9% *	115 13%	31 18%	88 14%	29 10%	30 21% b*	51 17% e	95 12%	56 17% g	91 12%	74 12%	73 16%
Net: Very/Fairly unfavourable	393 36%	237 45% C	155 28%	40 35%	51 27%	57 33%	74 39% E	72 43% E	99 39%	91 30%	130 36%	171 40% J	51 33%	88 31%	90 37%	141 42% N	239 39%	153 32%	103 40% V	104 37%	88 35%	38 26% *	24 46% V*	35 37% *	332 37%	60 34%	248 38%	102 35%	43 31% *	97 33%	295 37%	128 38%	264 35%	243 38%	150 33%
Net Difference	-246 -23%	-157 -30%	-89 -16%	-21 -18%	-14 -8%	-38 -22%	-60 -32%	-59 -35%	-54 -21%	-35 -12%	-98 -27%	-113 -27%	-21 -14%	-48 -17%	-71 -29%	-102 -30%	-156 -26%	-90 -19%	-66 -25%	-62 -22%	-58 -23%	-13 -8%	-21 -40%	-26 -28%	-217 -24%	-29 -16%	-159 -24%	-73 -25%	-13 -9%	-46 -16%	-200 -25%	-73 -22%	-173 -23%	-169 -26%	-77 -17%
Mean	-0.50	-0.61	-0.38 B	-0.38 *	-0.20 GH*	-0.54 *	-0.68 *	-0.70	-0.48 *	-0.27 KL	-0.61	-0.57	-0.29 OP*	-0.42	-0.64	-0.62	-0.56	-0.43	-0.55	-0.48	-0.52	-0.23 *	-0.74 **	-0.68 *	-0.54	-0.34 *	-0.50	-0.62	-0.31 *	-0.33 e	-0.57	-0.50	-0.50	-0.56	-0.41

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Steve Barclay, Secretary of State for Health and Social Care
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians													Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	24 2%	11 3%	3 1%	1 1% *	4 4% *	12 3%	6 2%	18 8% IJKMOQ	- -	13 3% IQ	7 2% I	11 5% IOQ	7 2% I	12 4% IQ	4 1% I	11 8% IJKMOQ*	7 2% I	20 7% SUWYaceg	2 * a	15 4% SUWYac	5 1% Ya	17 9% STUWYaceg	3 1% Ya	20 13% RSTUWYacdefg	1 * 	24 16% RSTUVWYabcdefg*	- - 	16 8% STUWYaceg	7 1% Ya	12 5% SUWYac	8 2% SWYa	14 6% SUWYaceg	6 2% SYa	14 6% i	5 1%
Fairly favourable (1)	123 11%	82 24% CDE	13 5%	4 4% *	12 10% *	39 9%	56 15% F	86 36% IJKLMNOQ	24 4%	44 11% I	58 15% IQ	38 15% IQ	49 13% I	35 12% I	41 14% IQ	46 31% IJKLMNOQ*	42 9% I	89 31% STUWYabcdefg	12 2% a	40 12% SWYa	64 15% SWYac	73 41% RSTUWYabcdefg	20 4% Sa	65 41% RSTUWYabcdefg	23 4% Sa	123 84% RSTUVWXYabcdefg*	- - 	27 13% SWYa	72 12% SWYa	39 16% SWYa	46 12% SWYa	41 18% STWYac	46 13% SWYa	64 30% i	46 7%
Neither favourable nor unfavourable (0)	318 29%	135 39% CDE	51 20%	26 26% *	28 23% *	113 25%	121 33% F	87 36% IJLMNPQ	114 19%	88 23%	126 32% IJMNQ	66 27% IN	94 25% I	64 21%	85 29% I	35 24% *	114 25% I	104 36% STVWYZabdfR	98 19% WZa	80 23% WZabd	135 32% STWYZabdfg	52 29% SWZabdf	81 16% Za	49 31% SWZabdf	117 22% WZa	- - *	- - 	34 16% Za	198 32% STWYZabdfg	46 18% Za	117 30% SWYZabdf	45 19% Za	97 27% SWZabd	66 31%	160 26%
Fairly unfavourable (-1)	185 17%	45 13%	50 19%	23 23% *	27 22% *	77 17%	61 17%	17 7%	143 24% HKMNOQ	81 21% H	65 16% H	46 19% H	67 18% H	59 20% H	48 16% H	25 17% H*	91 20% H	23 8% Z	122 24% RUVXZbe	78 23% RUVXZb	63 15% RZ	20 11% Z	125 25% RUVXZbcef	14 9% Z	133 25% RUVXZbcef	- - *	185 47% RSTUVWXYZbcdefg	33 16% RXZ	124 20% RUVXZ	48 19% RVXZ	68 17% RXZ	42 18% RVXZ	75 20% RUVXZ	21 10%	125 20% h
Very unfavourable (-2)	208 19%	28 8%	97 38% BDE	24 24% B*	24 20% B*	122 27% G	56 15%	6 3%	185 32% HJKLMNOP	98 25% HP	71 18% HP	49 20% HP	89 24% HKP	75 25% HKLP	70 24% HKP	15 10% H*	140 31% HJKLMNOP	7 3% Z	188 37% RTUVXZceg	86 25% RVXZc	89 21% RVXZ	2 1%	195 39% RTUVXZbcdeg	* *	197 36% RTUVXZceg	- - *	208 53% RSTUVWXYZbcdefg	65 32% RTUVXZce	107 17% RVXZ	77 31% RTUVXZce	89 22% RVXZc	75 33% RTUVXZceg	87 24% RVXZc	19 9%	160 26% h
Don't know	230 21%	43 13%	45 17%	22 22% *	27 22% B*	88 20%	65 18%	25 11%	121 21% HLPQ	66 17% Q	68 17% HQ	35 14%	64 17% HQ	54 18% HPQ	49 16%	15 10% *	54 12%	44 15% VXZaf	93 18% TVWXYZadf	45 13% Zaf	68 16% VXZaf	16 9% Za	78 16% XYZaf	11 7% Za	70 13% Zaf	- - *	- - 	31 15% XZaf	104 17% VXYZadf	28 11% Zaf	67 17% VXZaf	14 6% Za	54 15% XZaf	30 14%	126 20%
Net: Very/Fairly favourable	147 13%	93 27% CDE	16 6%	5 5% *	17 14% C*	51 11%	62 17%	104 43% IJKLMNOQ	24 4%	57 15% I	66 17% IQ	49 20% IJQ	56 15% I	47 16% IQ	46 15% I	58 39% IJKLMNOQ*	49 11% I	109 38% STUWYabcdefg	14 3% a	56 16% SWYa	68 16% SWYa	90 50% RSTUWYabcdefg	23 5% Sa	85 53% RSTUWYabcdefg	23 4% Sa	147 100% RSTUVWXYabcdefg*	- - 	43 21% SWYace	79 13% SWYa	51 20% SWYac	54 14% SWYa	54 23% STWYaceg	52 14% SWYa	78 36% i	51 8%
Net: Very/Fairly unfavourable	393 36%	72 21%	147 57% BE	47 47% B*	51 41% B*	198 44% G	118 32%	23 10%	328 56% HJKLMNOP	179 46% HKLP	136 34% H	95 39% HP	156 42% HKP	135 45% HKP	118 40% HP	40 27% H*	231 51% HKLMNOP	30 11% Z	310 60% RTUVXZbcdefR	164 48% RUVXZc	151 36% RVXZ	22 12% Z	319 64% RSTUVXZbcdefg	15 9% Z	330 61% RTUVXZbcdefg	- - *	393 100% RSTUVWXYZbcdefg	99 48% RUVXZc	231 38% RVXZ	125 50% RUVXZce	157 40% RVXZ	118 51% RUVXZce	162 44% RUVXZce	40 19%	285 46% h
Net Difference	-246 -23%	20 6%	-131 -51%	-42 -42%	-34 -28%	-148 -33%	-56 -15%	81 34%	-304 -52%	-122 -31%	-70 -18%	-46 -19%	-100 -27%	-87 -29%	-73 -24%	18 12%	-182 -40%	78 27%	-296 -57%	-108 -31%	-83 -20%	68 38%	-296 -59%	71 44%	-307 -57%	147 100%	-393 -100%	-55 -27%	-152 -25%	-74 -30%	-103 -26%	-63 -28%	-110 -30%	38 18%	-234 -38%
Mean	-0.50	0.01 CDE	-1.05	-0.84 *	-0.57 C*	-0.71	-0.36 F	0.44 IJKLMNOPQ	-1.05	-0.64 IQ	-0.41 IMQ	-0.39 IJNQ	-0.60 IQ	-0.61 IQ	-0.56 IQ	0.11 IJKLMNOQ*	-0.80 I	0.37 STUWYabcdefz	-1.14 a	-0.60 SWYa	-0.47 SWYag	0.51 STUWYabcdefz*	-1.15 a	0.61 RSTUWYabcdefa*	-1.07 SWa	1.16 RSTUVWXYabcdefa*	-1.53	-0.60 SWYa	-0.50 SWYa	-0.63 SWYa	-0.56 SWYa	-0.58 SWYa	-0.61 SWYa	0.17 i	-0.78

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Overlap formulae used

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Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, independent MP and former leader of the Labour Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	86 8%	41 8%	45 8%	8 7%	27 14% HI	18 10% I	15 8%	11 7%	7 3%	35 11% L	33 9% L	19 4%	16 10%	32 11% P	20 8%	18 5%	54 9%	32 7%	19 7%	23 8%	18 7%	15 10% *	5 9% *	6 6% *	81 9% Z	5 3%	50 8%	30 10%	6 4% *	32 11%	54 7%	35 11% g	51 7%	62 10% i	24 5%
Fairly favourable (1)	121 11%	73 14% C	46 8%	21 18% GHI	30 16% GI	29 16% GI	14 7%	17 10%	11 4%	51 17% L	42 12% L	27 6%	29 19% OP	48 17% OP	20 8%	21 6%	80 13%	41 8%	37 14%	23 8%	25 10%	22 15% *	5 10% *	8 8% *	104 11%	16 9%	72 11%	41 14% c	7 5% *	43 14%	78 10%	58 17% g	62 8%	92 14% i	29 6%
Neither favourable nor unfavourable (0)	186 17%	86 16%	99 18%	30 26% HI	39 21% HI	34 19%	34 18%	21 12%	29 12%	69 23% L	67 19% L	50 12%	39 25% OP	62 22% P	38 16%	41 12%	96 16%	90 19%	45 17%	47 17%	31 12%	35 24% U*	15 28% U*	13 13% *	157 17%	29 16%	106 16%	57 19%	23 17% *	56 19%	131 17%	65 19%	122 16%	111 17%	75 17%
Fairly unfavourable (-1)	199 18%	102 19%	98 18%	28 24% H	45 24% H	30 17%	33 18%	24 15%	40 16%	72 24% L	63 17%	64 15%	36 23% P	62 22% P	42 17%	39 11%	116 19%	83 17%	42 16%	50 18%	56 22% W	25 17% *	4 7% *	22 23% W*	175 19%	25 14%	125 19%	51 17%	23 17% *	70 24% e	130 16%	62 19%	137 18%	123 19%	76 17%
Very unfavourable (-2)	413 38%	209 39%	204 37%	16 14%	24 13%	44 25% DE	79 42% DEF	84 50% DEF	167 65% DEFGH	40 13%	123 34% J	250 59% JK	18 12%	47 16%	105 43% MN	205 61% MNO	220 36%	193 40%	103 40% V	117 41% V	104 42% V	30 21% *	18 34% *	40 42% V*	320 35%	93 52% Y	259 40% b	82 28%	72 51% b*	69 23%	344 43% d	97 29%	317 42% f	194 30%	220 49% h
Don't know	81 7%	19 4%	62 11% B	13 11% I	23 12% I	20 11% I	12 7% I	12 7% I	2 1%	36 12% L	32 9% L	14 3%	17 11% P	34 12% P	19 8%	12 4%	43 7%	38 8%	13 5%	22 8%	15 6%	19 13% S*	6 11% *	6 6% *	72 8%	10 6%	41 6%	32 11% a	9 6% *	26 9%	55 7%	17 5%	65 9% f	59 9% i	23 5%
Net: Very/Fairly favourable	207 19%	114 22%	91 16%	29 25% I	56 30% GHI	47 27% GHI	29 15% I	28 17% I	18 7%	85 28% L	76 21% L	46 11%	45 29% OP	80 28% OP	41 17%	39 12%	134 22% R	73 15%	56 22%	46 16%	43 17%	38 26% *	10 19% *	14 14% *	185 20% Z	22 12%	122 19% c	72 24% c	13 9% *	75 25% e	132 17%	94 28% g	113 15%	154 24% i	53 12%
Net: Very/Fairly unfavourable	613 56%	311 59%	302 55%	44 38%	69 37%	74 43%	111 60% DEF	108 64% DEF	206 81% DEFGH	112 37%	186 51% J	314 74% JK	54 35%	109 38%	147 60% MN	244 73% MNO	336 55%	276 58%	145 56% V	168 59% VW	160 64% VW	56 38% *	22 41% *	62 66% VW*	495 54%	118 66% Y	384 59% b	133 45%	95 68% b*	139 47%	473 60% d	159 48%	454 60% f	317 49%	296 66% h
Net Difference	-406 -37%	-197 -37%	-211 -38%	-15 -13%	-12 -7%	-27 -16%	-83 -44%	-80 -47%	-188 -74%	-27 -9%	-110 -31%	-268 -63%	-9 -6%	-28 -10%	-106 -44%	-205 -61%	-202 -33%	-204 -43%	-89 -34%	-121 -43%	-117 -47%	-18 -12%	-12 -22%	-49 -51%	-310 -34%	-96 -54%	-262 -40%	-62 -21%	-82 -58%	-64 -22%	-341 -43%	-65 -20%	-341 -45%	-163 -25%	-242 -54%
Mean	-0.73	-0.71	-0.75	-0.23 GHI*	-0.06 GHI	-0.35 GHI*	-0.84 I	-0.97 I	-1.37	-0.12 KL	-0.61 L	-1.22	-0.08 OP	-0.17 OP	-0.85 P	-1.21	-0.65	-0.83	-0.70	-0.83	-0.87	-0.26 STUX*	-0.52 *	-0.94 *	-0.66 Z	-1.09	-0.77 c	-0.43 ac	-1.12 *	-0.38 e	-0.86	-0.40 g	-0.88	-0.51 i	-1.03

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, independent MP and former leader of the Labour Party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	86 8%	10 3%	55 21% BDE	3 3% *	8 6% *	56 12% G	13 3%	16 7% O	65 11% KMOQ	52 13% HKMOQ	17 4% O	35 14% HKMOQ	19 5% O	54 18% HIJKMOPQ	6 2%	14 9% KO*	34 8% O	21 7% c	55 11% Uceg	51 15% RSUVWYceg	22 5% c	15 8% ce	50 10% Uceg	17 10% Uceg	57 11% Uceg	16 11% Uceg*	46 12% Uceg	86 42% RSTUVWXYZa cdefg	- -	49 20% RSTUVWXYZa ceg	15 4% c	42 18% RSUVWXYace R	18 5% c	16 7%	60 10%
Fairly favourable (1)	121 11%	12 3%	56 22% B	14 14% B*	16 13% B*	70 16% G	22 6%	28 12% KO	78 13% KMO	89 23% HIKLMOQ	14 3%	38 15% KMO	31 9% KO	61 20% HIKLMOQ	16 5%	28 19% HKMO*	53 12% KO	32 11% Uceg	78 15% UWYceg	68 20% RSUVWYaceg	23 6% c	21 12% Uceg	62 12% Uceg	32 20% RUVWYceg	64 12% Uceg	27 19% RUVceg*	53 13% Uceg	121 58% RSTUVWXYZa cdefg	- -	62 25% RSTUVWYace R	18 5% c	52 22% RSUVWYaceg	22 6% c	18 8%	85 14%
Neither favourable nor unfavourable (0)	186 17%	28 8%	66 26% BDE	14 14% *	17 14% *	64 14%	53 15%	21 9%	104 18% HKMO	82 21% HKMNOPQ	22 6%	45 19% HKMO	25 7%	45 15% HKMO	16 6%	19 13% KMO*	68 15% HKMO	34 12% Ubceg	82 16% Ubceg	73 21% RSUVWXYabc eg	21 5% bc	20 11% Ubcg	73 15% Ubceg	16 10% Ubc	85 16% Ubceg	23 16% Ubceg*	55 14% Ubceg	- -	- -	46 19% RUVXbceg	25 6% bc	42 18% UVXbceg	21 6% bc	37 17%	108 17%
Fairly unfavourable (-1)	199 18%	51 15%	46 18%	32 32% BCE*	20 17% *	100 22% G	48 13%	40 17% P	127 22% KMP	90 23% KMP	59 15% P	56 23% KP	62 17% P	62 21% P	58 19% P	11 8% *	94 21% KP	47 16% b	103 20% Xbe	86 25% RSUVXZbeg	67 16% b	25 14% b	104 21% UXbe	17 10% b	111 20% Xbe	21 14% b*	86 22% UXbeg	- -	199 33% RSTUVWXYZa bdefg	53 21% VXb	57 14% b	47 21% Xb	59 16% b	26 12%	136 22% h
Very unfavourable (-2)	413 38%	236 69% CDE	29 11%	32 32% C*	55 45% C*	142 32%	215 59% F	133 56% IJLNQ	195 33% JLN	70 18%	277 70% HIJLMNPQ	65 26% J	226 61% IJLNPQ	65 22%	196 66% HIJLNPQ	73 50% IJLN*	196 44% IJLN	145 51% STWYZabdf	184 36% Tbdf	64 18% b	286 68% RSTVWXYZab df	96 53% STWYZabdf	205 41% STbdf	78 49% STabdf	216 40% STbdf	59 40% Tbdf*	145 37% Tbdf	- -	413 67% RSTVWXYZab df	35 14% b	269 68% RSTVWXYZab df	45 19% bd	239 65% RSTVWXYZab df	112 52% i	199 32%
Don't know	81 7%	7 2%	6 2%	5 5% *	7 6% *	18 4%	14 4%	1 *	17 3% Q	8 2%	6 1%	6 2%	6 2%	14 5% HJKMQ	5 2%	2 1% *	5 1%	7 2% Ubc	13 3% UWbc	4 1% c	2 1% c	3 1% c	6 1% c	* *	8 2% bc	1 * *	8 2% bc	- -	- -	4 2% bc	10 3% Ubc	2 1% c	6 2% Uc	6 3%	34 5%
Net: Very/Fairly favourable	207 19%	22 6%	111 43% BDE	17 17% B*	23 19% B*	125 28% G	35 10%	44 18% KO	143 24% KMOQ	140 36% HIKLMOQ	31 8%	73 30% HKMOQ	50 14% KO	114 38% HIKLMOQ	22 7%	42 29% HKMO*	87 19% KMO	53 18% Uceg	133 26% UWYceg	118 34% RSUVWYaceg	45 11% c	36 20% Uceg	113 23% Uceg	48 30% RUVceg	121 22% Uceg	43 30% RUVceg*	99 25% Uceg	207 100% RSTUVWXYZa cdefg	- -	111 45% RSTUVWXYZa ceg	33 8% c	94 41% RSTUVWXYZa ceg	40 11% ce	33 16%	145 23%
Net: Very/Fairly unfavourable	613 56%	287 83% CDE	75 29%	64 65% C*	76 62% C*	242 54%	263 72% F	173 73% IJLNP	322 55% JN	160 41%	336 85% HIJLMNPQ	121 49% JN	288 78% IJLNPQ	127 42%	254 85% HIJLMNPQ	84 57% JN*	290 65% IJLN	192 67% STZbdf	287 56% Tbdf	150 43% bd	353 84% RSTVWXYZab df	120 67% STZbdf	309 62% STbdf	95 60% Tbdf	326 60% STbdf	79 54% Tbdf*	231 59% Tbdf	- -	613 100% RSTUVWXYZa bdefg	88 35% b	327 83% RSTVWXYZab df	92 40% b	298 82% RSTVWXYZab df	137 64% i	334 54%
Net Difference	-406 -37%	-265 -77%	36 14%	-47 -48%	-52 -43%	-117 -26%	-228 -62%	-129 -54%	-179 -31%	-19 -5%	-305 -77%	-48 -19%	-238 -64%	-12 -4%	-232 -78%	-42 -29%	-203 -45%	-140 -49%	-154 -30%	-31 -9%	-309 -73%	-85 -47%	-196 -39%	-47 -29%	-205 -38%	-36 -24%	-132 -34%	207 100%	-613 -100%	23 9%	-293 -74%	2 1%	-257 -70%	-104 -49%	-189 -30%
Mean	-0.73	-1.46	0.24 BDE	-0.81 B*	-0.86 B*	-0.47 G	-1.22	-1.04 KO	-0.54 HKMOQ	-0.10 HIKLMOPQ	-1.45	-0.32 HIKMOPQ	-1.23 KO	-0.08 HIKLMOPQ	-1.45	-0.70 HKMO*	-0.82 KMO	-0.95 Uceg	-0.56 RUVWYceg	-0.13 RSUVWXYZac eg	-1.37 c	-0.94 Uceg	-0.71 Uceg	-0.68 RUceg	-0.68 RUceg	-0.54 RUVceg*	-0.60 RUVceg	1.42 RSTUVWXYZa cdefg	-1.67	0.15 RSTUVWXYZa ceg	-1.42 c	* RSUVWXYZac eg	-1.33 c	-0.96	-0.56 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Miliband, Shadow Secretary of State for Climate Change and Net Zero and former leader of the Labour Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	72 7%	41 8%	30 5%	15 13% HI	14 7%	11 6%	12 7%	8 5%	12 5%	29 10% L	23 6%	20 5%	20 13% NOP	18 6%	14 6%	18 5%	46 8%	26 5%	18 7%	17 6%	16 7%	11 8% *	5 10% *	4 4% *	66 7%	7 4%	39 6%	28 9%	6 4% *	24 8%	49 6%	33 10% g	40 5%	58 9% i	15 3%
Fairly favourable (1)	177 16%	103 19% C	73 13%	27 23% H	43 23% H	26 15%	27 15%	17 10%	37 14%	70 23% KL	53 15%	54 13%	35 22% OP	58 20% P	34 14%	43 13%	118 19% R	59 12%	45 17%	42 15%	39 16%	32 22% *	7 13% *	12 13% *	150 16%	28 15%	112 17%	50 17%	15 11% *	63 21% e	114 14%	75 23% g	102 14%	112 17%	66 15%
Neither favourable nor unfavourable (0)	331 30%	147 28%	184 33%	24 21%	52 28%	65 37% D	72 38% DI	52 31%	66 26%	76 25%	137 38% JL	118 28%	38 25%	90 32%	94 38% MP	89 27%	169 28%	162 34%	75 29%	88 31%	76 30%	49 33% *	18 33% *	26 27% *	269 30%	62 35%	211 32%	76 26%	43 31% *	103 35%	228 29%	102 31%	229 30%	202 32%	129 29%
Fairly unfavourable (-1)	195 18%	97 18%	99 18%	18 16%	38 20%	28 16%	24 13%	33 20%	55 21%	56 18%	52 14%	88 21%	27 17%	43 15%	39 16%	66 20%	107 17%	89 19%	58 22%	46 16%	41 16%	26 17% *	9 17% *	16 17% *	160 18%	35 20%	119 18%	52 18%	25 18% *	50 17%	146 18%	51 15%	144 19%	97 15%	99 22% h
Very unfavourable (-2)	200 18%	113 21% C	86 15%	14 13%	16 8%	25 14%	32 17% E	40 24% DEF	73 29% DEFG	30 10%	57 16%	113 27% JK	16 11%	35 12%	39 16%	97 29% MNO	107 18%	93 19%	40 16% V	59 21% V	58 23% V	9 6% *	9 18% V*	25 26% V*	166 18%	34 19%	117 18%	44 15%	39 28% ab*	30 10%	169 21% d	45 13%	155 21% f	99 15%	101 23% h
Don't know	111 10%	29 5%	83 15% B	17 14% I	25 13% I	20 11%	19 10%	18 11%	13 5%	41 14% L	39 11%	31 7%	19 12%	41 14% P	24 10%	22 6%	63 10%	48 10%	23 9%	31 11%	20 8%	21 14% *	5 9% *	12 12% *	98 11%	13 7%	54 8%	45 15% a	13 9% *	26 9%	85 11%	28 8%	84 11%	74 12%	38 8%
Net: Very/Fairly favourable	250 23%	144 27% C	103 19%	42 36% FGHI	57 30% HI	37 21%	39 21%	25 15%	49 19%	99 33% KL	77 21%	74 17%	55 35% OP	76 27% P	48 20%	61 18%	164 27% R	86 18%	63 24%	59 21%	55 22%	43 29% *	12 23% *	16 17% *	215 24%	34 19%	151 23%	78 26% c	21 15% *	87 29% e	163 21%	108 32% g	142 19%	169 26% i	80 18%
Net: Very/Fairly unfavourable	395 36%	210 40%	184 33%	33 28%	53 29%	52 30%	56 30%	73 43% DEFG	128 50% DEFG	86 28%	108 30%	201 47% JK	43 28%	78 27%	78 32%	164 49% MNO	214 35%	182 38%	98 38% V	105 37% V	98 39% V	34 23% *	18 35% *	41 44% V*	326 36%	69 39%	236 36%	96 33%	64 45% b*	80 27%	315 40% d	96 29%	299 40% f	195 31%	200 45% h
Net Difference	-146 -13%	-65 -12%	-81 -15%	9 8%	3 2%	-15 -9%	-17 -9%	-47 -28%	-79 -31%	13 4%	-32 -9%	-127 -30%	12 7%	-2 -1%	-30 -12%	-103 -31%	-50 -8%	-96 -20%	-35 -14%	-46 -16%	-43 -17%	9 6%	-6 -12%	-25 -26%	-111 -12%	-35 -19%	-85 -13%	-18 -6%	-43 -31%	7 2%	-152 -19%	12 4%	-158 -21%	-26 -4%	-119 -27%
Mean	-0.28	-0.27	-0.29	0.10 HI*	0.01 HI	-0.18 HI*	-0.22 HI	-0.52	-0.58 *	0.04 KL	-0.20 L	-0.56	0.11 OP	-0.08 P	-0.25 P	-0.58	-0.20	-0.38	-0.24	-0.35	-0.37	0.09 STUX*	-0.21 *	-0.55 *	-0.26	-0.37	-0.27 c	-0.14 c	-0.60 *	* e	-0.39	* g	-0.41	-0.12 i	-0.50

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Miliband, Shadow Secretary of State for Climate Change and Net Zero and former leader of the Labour Party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians															Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	72	8	43	5	6	45	14	11	55	53	9	42	6	48	7	13	36	16	43	54	9	15	37	11	48	12	44	40	20	72	-	52	9	13	50
	7%	2%	17%	5%	5%	10%	4%	5%	9%	14%	2%	17%	2%	16%	2%	9%	8%	6%	8%	16%	2%	8%	7%	7%	9%	8%	11%	19%	3%	29%	-	22%	3%	6%	8%
			BDE	*	*	G		M	KMO	HIKMOQ		HIKMOPQ		HIKMOPQ		KMO*	KMO	Ue	Uceg	RSUVWXYZce	e	Uceg	Uceg	Ueg	Uceg	Uceg*	RSUVWYceg	RSUVWXYZac eg	e	RSTUVWXYZa bcefe		RSTUVWXYZa ceg	e		
Fairly favourable (1)	177	33	73	20	23	104	31	46	112	129	23	71	40	85	28	28	93	57	107	117	27	38	97	35	110	39	81	71	68	177	-	106	12	27	128
	16%	10%	28%	21%	18%	23%	8%	19%	19%	33%	6%	29%	11%	28%	10%	19%	21%	20%	21%	34%	6%	21%	19%	22%	20%	27%	21%	34%	11%	71%	-	46%	3%	12%	21%
			B	B*	B*	G		KMO	KMO	HIKMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO*	KMO	Uceg	Uceg	RSUVWXYace	eg	Uceg	Uceg	Uceg	Uceg	Uceg*	Uceg	RSUVWXYace	Ueg	RSTUVWXYZa bcefe		RSTUVWXYZa bceg	e		h
Neither favourable nor unfavourable (0)	331	93	78	36	32	145	100	59	173	129	69	78	59	73	54	22	133	77	147	103	84	50	135	37	166	41	105	52	165	-	-	39	50	43	231
	30%	27%	30%	36%	26%	32%	27%	25%	30%	33%	17%	32%	16%	24%	18%	15%	30%	27%	29%	30%	20%	28%	27%	23%	31%	28%	27%	25%	27%	-	-	17%	14%	20%	37%
				*	*			KMP	KMNOP	KMNOP		KMNOP		KMP		*	KMOP	Udefg	Udefg	Udefg	deg	defg	Udefg	deg	UWadefg	defg*	Udefg	defg	Udefg			de	de		h
Fairly unfavourable (-1)	195	101	29	16	20	66	84	65	87	40	125	24	106	35	87	28	92	67	74	38	122	37	88	40	89	27	69	20	156	-	195	20	119	49	91
	18%	29%	11%	16%	16%	15%	23%	27%	15%	10%	32%	10%	29%	12%	29%	19%	20%	23%	14%	11%	29%	21%	18%	25%	16%	18%	18%	10%	25%	-	49%	9%	33%	23%	15%
		CDE		*	*		F	IJLN	JL		IJLNPQ		IJLNPQ		IJLNPQ	JLN*	IJLN	STYbdf	df	d	STWYabdf	Tbdf	STbdf	STbdf	Tbdf	Tbdf*	Tbdf	d	STWYabdf		RSTUVWXYZa bcdfe	d	RSTVWYZabc df	i	
Very unfavourable (-2)	200	95	21	8	32	48	114	48	112	17	152	12	147	27	109	49	82	48	112	16	167	30	127	35	105	27	88	13	171	-	200	10	171	70	68
	18%	28%	8%	8%	26%	11%	31%	20%	19%	4%	38%	5%	40%	9%	37%	33%	18%	17%	22%	5%	40%	16%	25%	22%	19%	18%	22%	6%	28%	-	51%	4%	47%	33%	11%
		CD		*	CD*		F	JLN	JLN		HIJLNQ		HIJLNQ	JL	HIJLNQ	HIJLNQ*	JLN	Tbdf	Tbdf	d	RSTVWXYZab cdf	Tbdf	RSTYbdf	Tbdf	Tbdf	Tbdf*	Tbdf	d	RSTVYZabdf		RSTUVWXYZa bcdf	d	RSTUVWXYZa bcdf	i	
Don't know	111	14	13	14	10	43	23	10	46	23	18	18	10	31	13	6	14	22	32	16	14	10	16	2	23	1	5	11	33	-	-	3	3	11	53
	10%	4%	5%	14%	8%	9%	6%	4%	8%	6%	5%	7%	3%	10%	4%	4%	3%	8%	6%	5%	3%	5%	3%	1%	4%	*	1%	5%	5%	-	-	1%	1%	5%	9%
				BC*	*				KMOQ	CJ		MQ		HIKMOPQ		*		UWXZadefg	UWXYZadefg	Zadefg	adeg	XZadefg	adeg		adefg	*	de	XZadefg	UWXZadefg			de	e		
Net: Very/Fairly favourable	250	41	116	26	29	149	45	57	167	182	31	114	46	133	35	41	129	73	150	171	36	53	134	46	158	51	125	111	88	250	-	158	21	40	178
	23%	12%	45%	26%	23%	33%	12%	24%	29%	47%	8%	46%	13%	45%	12%	28%	29%	25%	29%	50%	8%	29%	27%	29%	29%	35%	32%	54%	14%	100%	-	69%	6%	19%	29%
			BDE	B*	B*	G		KMO	KMO	HIKMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO*	KMO	Uceg	Uceg	RSUVWXYZac eg	e	Uceg	Uceg	Uceg	Uceg	RUceg*	UWceg	RSUVWXYZac eg	Ueg	RSTUVWXYZa bcefg		RSTUVWXYZa bceg	e		h
Net: Very/Fairly unfavourable	395	196	51	24	52	113	198	113	200	57	277	36	253	62	196	78	173	115	186	55	288	67	216	75	194	54	157	33	327	-	395	30	290	119	160
	36%	57%	20%	24%	42%	25%	54%	47%	34%	15%	70%	15%	69%	21%	66%	53%	39%	40%	36%	16%	68%	37%	43%	47%	36%	37%	40%	16%	53%	-	100%	13%	79%	56%	26%
		CDE		*	CD*		F	IJLN	JLN		HIJLNPQ		HIJLNPQ	JL	HIJLNPQ	IJLNQ*	IJLN	Tbdf	Tbdf	d	RSTVWXYZab cdf	Tbdf	STYbdf	STYZbdf	Tbdf	Tbdf*	TYbdf	d	STYbdf f		RSTUVWXYZa bcdfg	d	RSTUVWXYZa bcdf	i	
Net Difference	-146	-155	65	2	-23	36	-153	-55	-33	125	-246	77	-207	72	-160	-36	-44	-42	-36	117	-253	-14	-82	-29	-35	-3	-32	78	-239	250	-395	128	-269	-80	18
	-13%	-45%	25%	2%	-19%	8%	-42%	-23%	-6%	32%	-62%	32%	-56%	24%	-54%	-25%	-10%	-15%	-7%	34%	-60%	-8%	-16%	-18%	-7%	-2%	-8%	38%	-39%	100%	-100%	56%	-74%	-37%	3%
Mean	-0.28	-0.73	0.35	-0.01	-0.43	0.08	-0.74	-0.40	-0.17	0.44	-1.03	0.47	-0.97	0.35	-0.92	-0.52	-0.21	-0.28	-0.22	0.47	-1.01	-0.17	-0.35	-0.34	-0.18	-0.12	-0.19	0.54	-0.67	1.29	-1.51	0.75	-1.19	-0.68	*
			BDE	BE*	*	G		KMO	KMOP	HIKMOPQ		HIKMOPQ		HIKMOPQ		KMO*	KMOP	Uceg	UWceg	RSUVWXYZac eg	eg	Uceg*	Uceg	Uceg*	UWceg	Uceg*	UWceg	RSUVWXYZac eg	Ueg	RSTUVWXYZa bcefe		RSTUVWXYZa bceg	e		h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R,S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R,S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - David Miliband, former Labour Foreign Secretary
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very favourable (2)	67 6%	41 8%	26 5%	6 5%	11 6%	17 10%	11 6%	7 4%	15 6%	17 5%	28 8%	22 5%	8 5%	25 9%	12 5%	16 5%	45 7%	21 4%	22 8%	18 6%	11 4%	11 7% *	1 1% *	5 5% *	58 6%	8 5%	43 7%	20 7%	4 3% *	22 8%	44 6%	30 9% g	36 5%	41 6%	26 6%
Fairly favourable (1)	164 15%	96 18% C	66 12%	12 11%	45 24% DFGHI	23 13%	26 14%	21 13%	37 14%	57 19%	48 13%	58 14%	25 16%	48 17%	35 14%	45 13%	108 18% R	55 12%	38 15%	40 14%	40 16%	27 18% *	9 18% *	9 10% *	133 15%	30 17%	104 16%	41 14%	18 13% *	61 21% e	102 13%	77 23% g	86 11%	112 18% i	51 12%
Neither favourable nor unfavourable (0)	358 33%	167 32%	191 34%	44 38% I	57 30%	61 35%	76 41% I	58 35%	61 24%	101 33%	138 38% L	120 28%	58 37%	93 33%	99 41% P	93 28%	183 30%	175 37%	81 31%	89 32%	86 34%	59 40% *	18 34% *	25 26% *	303 33%	55 31%	206 32%	98 33%	53 38% *	107 36%	251 32%	105 31%	253 34%	224 35%	134 30%
Fairly unfavourable (-1)	200 18%	101 19%	98 18%	19 16%	30 16%	30 17%	19 10%	32 19% G	70 28% EG	49 16%	49 14%	102 24% JK	24 15%	42 15%	33 14%	85 25% MNO	111 18%	89 19%	51 20%	48 17%	48 19%	23 16% *	12 22% *	18 19% *	159 17%	42 23%	134 21%	46 16%	20 14% *	44 15%	157 20%	53 16%	147 20%	102 16%	98 22% h
Very unfavourable (-2)	165 15%	92 17%	71 13%	12 10%	15 8%	21 12%	30 16% E	29 17% E	59 23% DEF	26 9%	51 14%	87 21% J	13 8%	32 11%	35 15%	69 20% MN	85 14%	80 17%	34 13% V	53 19% V	41 17% V	8 5% *	5 9% *	22 24% V*	137 15%	28 16%	100 15%	35 12%	29 21% *	28 9%	137 17% d	38 11%	127 17% f	78 12%	86 19% h
Don't know	134 12%	32 6%	102 18% B	23 20% I	29 16% I	22 13%	24 13% I	21 13% I	14 6%	52 17% L	46 13%	35 8%	28 18% P	44 15% P	28 12%	28 8%	76 12%	58 12%	33 13%	34 12%	23 9%	20 14% *	8 15% *	16 17% *	118 13%	15 9%	63 10%	54 18% a	16 12% *	34 12%	100 13%	31 9%	103 14% f	83 13%	50 11%
Net: Very/Fairly favourable	230 21%	137 26% C	92 17%	18 15%	56 30% DGH	40 23%	37 20%	29 17%	51 20%	74 24%	77 21%	80 19%	33 21%	73 26%	47 19%	61 18%	154 25% R	76 16%	60 23%	58 20%	51 20%	38 25% *	10 19% *	14 15% *	192 21%	39 22%	147 23%	61 21%	22 16% *	83 28% e	147 19%	108 32% g	123 16%	153 24% i	77 17%
Net: Very/Fairly unfavourable	365 34%	194 37%	169 31%	30 27%	45 24%	51 29%	49 27%	60 36% E	129 50% DEFGH	75 25%	100 28%	190 45% JK	37 23%	75 26%	69 28%	154 46% MNO	196 32%	169 35%	85 33% V	102 36% V	90 36% V	31 21% *	17 32% *	40 42% V*	295 33%	70 39%	235 36% b	81 27%	49 35% *	71 24%	294 37% d	91 27%	274 36% f	180 28%	185 41% h
Net Difference	-135 -12%	-56 -11%	-77 -14%	-13 -11%	11 6%	-11 -6%	-13 -7%	-32 -19%	-78 -30%	-1 *	-24 -7%	-110 -26%	-3 -2%	-2 -1%	-21 -9%	-93 -28%	-42 -7%	-92 -19%	-25 -10%	-44 -16%	-39 -16%	7 5%	-7 -13%	-26 -28%	-104 -11%	-31 -17%	-88 -13%	-20 -7%	-27 -19%	12 4%	-147 -19%	17 5%	-152 -20%	-27 -4%	-107 -24%
Mean	-0.24	-0.22	-0.27	-0.20 *	0.05 HI*	-0.09 I*	-0.20	-0.36	-0.51 *	-0.04 L	-0.15 L	-0.45	-0.06 P*	-0.04 P	-0.21 P	-0.47	-0.15 R	-0.36	-0.17	-0.32	-0.31	0.07 TUX*	-0.24 **	-0.55 *	-0.23	-0.31	-0.25	-0.15	-0.42 *	0.03 e	-0.35	0.03 g	-0.37	-0.12 i	-0.42

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Miliband	Unfavourable to Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very favourable (2)	67 6%	10 3%	35 13% B	8 8% B*	8 7% *	48 11% G	12 3%	15 6% K	46 8% KMO	53 14% HIKMOQ	6 2%	36 15% HIKMOQ	14 4% K	37 12% HIKMOQ	11 4% K	17 12% KMO*	32 7% KMO	17 6% Ueg	40 8% Uceg	51 15% RSUWYaceg	5 1% g	16 9% Uceg	40 8% Uceg	14 9% Uceg	48 9% Uceg	16 11% Uceg*	37 9% Uceg	33 16% RSUVWXYaceg	23 4% Ueg	55 22% RSTUVWXYZabceg	4 1% g	67 29% RSTUVWXYZabcdeg	-	18 9%	43 7%
Fairly favourable (1)	164 15%	37 11%	64 25% B	20 20% B*	23 18% *	95 21% G	29 8%	38 16% KM	110 19% KMO	116 30% HIKMNOQ	21 5%	68 28% HIKMOQ	32 9% K	73 25% HIKMO	38 13% KM	32 22% KMO*	87 19% KMO	44 15% Ueg	88 17% Uceg	112 32% RSUVWXYaceg	25 6% g	38 21% RUceg	83 17% Uceg	35 22% Uceg	99 18% Uceg	39 26% RSUWceg*	80 20% UWceg	62 30% RSUWYaceg	69 11% Ueg	103 41% RSTUVWXYZabceg	25 6% g	164 71% RSTUVWXYZabcdeg	-	28 13%	114 18%
Neither favourable nor unfavourable (0)	358 33%	99 29%	98 38%	37 38% *	36 29% *	163 36%	110 30%	57 24%	190 33% KMO	139 35% HKMOP	85 22%	87 36% HKMOP	82 22%	96 32% KMO	62 21%	35 23% *	143 32% KMO	83 29% efg	167 32% UWadefg	117 34% UVadefg	97 23% efg	42 24% efg	144 29% Uefg	42 26% efg	173 32% Uadefg	39 26% efg*	104 26% efg	62 30% efg	175 28% Uefg	61 24% efg	56 14% fg	-	-	53 25%	248 40% h
Fairly unfavourable (-1)	200 18%	103 30% CDE	24 9%	15 16% *	20 16% *	59 13%	93 26% F	71 30% IJLNPQ	88 15% J	39 10%	122 31% IJLNPQ	26 11%	101 27% IJLNPQ	35 12%	88 30% IJLNPQ	26 18% J*	89 20% IJLN	75 26% STYbdf	86 17% Tdf	31 9% f	127 30% STWYabcdf	44 25% Tbdf	101 20% STbdf	41 26% STbdf	95 18% Tdf	33 22% Tbdf*	79 20% STbdf	28 14% Tdf	153 25% STWYabdf	16 6% f	134 34% STVWYZabcdf	-	200 55% RSTUVWXYZabcdef	48 22% i	91 15%
Very unfavourable (-2)	165 15%	72 21% CD	18 7%	7 7% *	26 21% CD*	43 10%	86 24% F	40 17% JLN	99 17% JLN	13 3%	133 34% HIJLNPQ	9 4%	115 31% HIJLNQ	26 9% JL	84 28% HIJLNQ	34 23% JLN*	78 17% JLN	38 13% Tbdf	94 18% Tbdf	13 4% f	139 33% RSTVWXYZabcdf	28 15% Tbdf	108 22% RSTYbdf	26 16% Tbdf	98 18% Tbdf	19 13% Tbdf*	82 21% RTbdf	12 6% df	145 24% RSTVYZbdf	5 2% f	156 39% RSTUVWXYZabcdf	-	165 45% RSTUVWXYZabcdef	55 26% i	61 10%
Don't know	134 12%	24 7%	19 7%	11 11% *	10 8% *	41 9%	34 9%	17 7% P	53 9% OPQ	30 8% PQ	28 7% P	19 8% P	24 6%	31 10% OPQ	15 5%	3 2% *	21 5%	30 11% WXYZabdefg	40 8% WXYZadfg	21 6% XZafg	30 7% XZafg	12 7% XZafg	25 5% afg	2 1%	27 5% afg	2 1% g*	10 2% fg	11 5% Xfg	48 8% WXYZadefg	10 4% fg	20 5% afg	-	-	11 5%	64 10%
Net: Very/Fairly favourable	230 21%	46 13%	99 38% BE	29 29% B*	31 25% B*	144 32% G	42 11%	53 22% KM	156 27% KMO	169 43% HIKMNOQ	27 7%	104 42% HIKMOQ	46 12% K	110 37% HIKMOQ	49 17% K	49 33% HKMO*	119 26% KMO	61 21% Uceg	128 25% Uceg	163 47% RSUVWXYZaceg	30 7% g	54 30% RUceg	123 25% Uceg	49 31% RUceg	147 27% Uceg	54 37% RSUWceg*	118 30% RSUWceg	94 46% RSUVWXYaceg	92 15% Ueg	158 63% RSTUVWXYZabceg	30 8% g	230 100% RSTUVWXYZabcdeg	-	47 22%	158 25%
Net: Very/Fairly unfavourable	365 34%	175 51% CDE	42 16%	23 23% *	46 37% C*	102 23%	180 49% F	111 47% IJLNQ	187 32% JLN	52 13%	255 65% HIJLMNOPQ	35 14%	217 59% HIJLNPQ	62 21% JL	171 58% HIJLNPQ	61 41% JLN*	167 37% IJLN	113 39% Tbdf	180 35% Tbdf	44 13% df	265 63% RSTVWXYZabcdf	72 40% Tbdf	209 42% STYbdf	67 42% Tbdf	193 36% Tbdf	52 35% Tbdf*	162 41% STYbdf	40 20% Tdf	298 49% RSTWYZabdf	21 9% f	290 73% RSTUVWXYZabcdf	-	365 100% RSTUVWXYZabcdef	103 48% i	152 24%
Net Difference	-135 -12%	-129 -37%	57 22%	6 6%	-15 -12%	42 9%	-138 -38%	-58 -24%	-31 -5%	117 30%	-228 -58%	68 28%	-171 -46%	48 16%	-122 -41%	-12 -8%	-48 -11%	-53 -18%	-52 -10%	119 35%	-235 -56%	-18 -10%	-86 -17%	-18 -11%	-46 -8%	2 1%	-44 -11%	54 26%	-206 -34%	137 55%	-260 -66%	230 100%	-365 -100%	-57 -27%	6 1%
Mean	-0.24	-0.60	0.31 BE	0.08 B*	-0.29 B*	0.12 G	-0.64	-0.38 KMO	-0.16 KMO	0.44 HIKMNOPQ	-0.97	0.42 HIKMNOPQ	-0.79 K	0.22 HIKMOPQ	-0.69 K	-0.20 KMO*	-0.22 KMO	-0.29 Uceg	-0.22 UWceg	0.49 RSUVWXYZaceg	-0.94 eg	-0.18 Uceg*	-0.32 Uceg	-0.18 Uceg*	-0.19 UWceg	-0.01 RUWceg*	-0.23 Uceg	0.38 RSUVWXYZaceg	-0.58 Ueg	0.78 RSTUVWXYZabceg	-1.10 g	1.29 RSTUVWXYZabcdeg	-1.45	-0.46	-0.02 h

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

QS_2326. Which of the following, if any, are very important in informing your opinion of a potential Prime Minister?
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Their policies to deal with the cost of living	645 59%	289 55%	355 64% B	49 43%	101 54%	91 52%	110 59% D	106 63% D	187 73% DEFG	150 50%	201 56%	294 69% JK	75 48%	145 51%	145 59% M	228 68% MN	373 61%	272 57%	159 61%	164 58%	145 58%	92 63% *	32 60% *	53 56% *	530 58%	115 64%	393 60%	158 54%	94 67% b*	148 50%	496 63% d	208 62%	437 58%	347 54%	298 67% h
Whether or not they understand the problems facing Britain	636 59%	298 56%	337 61%	51 44%	80 43%	93 53%	117 63% DE	119 71% DEF	177 69% DEF	131 44%	209 58% J	295 70% JK	71 46%	132 46%	150 62% MN	236 70% MN	378 62% R	259 54%	148 57%	166 58%	154 62%	92 62% *	28 53% *	48 51% *	525 58%	111 62%	385 59%	152 52%	100 71% ab*	142 48%	495 62% d	207 62%	429 57%	345 54%	291 65% h
How competent they are to do the job	632 58%	313 59%	318 57%	50 44%	72 39%	109 62% DE	109 59% DE	110 65% DE	182 71% DEG	122 41%	218 60% J	292 69% J	69 44%	136 48%	144 59% MN	235 70% MNO	375 62% R	257 54%	144 55%	166 59%	161 65% V	72 49% *	34 64% *	55 58% *	520 57%	112 63%	375 58%	159 54%	98 70% ab*	141 48%	492 62% d	208 62%	424 56%	343 53%	290 65% h
Whether or not they keep their promises	607 56%	282 53%	325 59%	49 42%	82 44%	89 51%	105 56% DE	110 65% DEF	173 68% DEF	131 43%	193 54% J	283 67% JK	67 43%	129 45%	140 58% MN	227 68% MNO	349 57%	258 54%	150 58%	162 57%	140 56%	72 49% *	30 57% *	53 56% *	489 54%	118 66% Y	365 56%	150 51%	92 65% b*	124 42%	484 61% d	185 55%	422 56%	323 50%	284 64% h
Their policies to improve Britain's public services e.g. schools and hospitals	594 55%	277 52%	316 57%	44 39%	78 42%	92 53% D	97 52% D	105 62% DE	178 70% DEFG	123 41%	189 52% J	283 67% JK	64 41%	131 46%	132 54% M	222 66% MNO	360 59% R	235 49%	146 56%	146 51%	150 60% X	80 55% *	29 54% *	43 46% *	489 54%	106 59%	366 56%	147 50%	82 58% *	126 43%	469 59% d	191 57%	403 54%	309 48%	286 64% h
Their vision for Britain's future	577 53%	281 53%	294 53%	47 41%	105 56% D	100 57% D	92 50%	91 54% D	142 55% D	152 50%	192 53%	233 55%	72 46%	157 55%	127 52%	180 54%	343 56%	234 49%	144 55%	154 54%	123 49%	84 57% *	26 49% *	46 49% *	480 53%	97 54%	344 53%	148 50%	85 61% *	147 50%	430 54%	192 57%	385 51%	325 51%	252 56%
How they handle Britain's relationship with other countries	484 45%	244 46%	239 43%	45 39%	68 37%	69 39%	85 46%	85 50% E	132 52% E	113 37%	154 43%	217 51% J	65 42%	103 36%	106 44%	174 52% N	300 49% R	183 38%	109 42%	131 46%	115 46%	70 47% *	20 39% *	38 40% *	396 44%	88 49%	305 47%	120 41%	59 42% *	109 37%	374 47% d	163 49%	321 43%	270 42%	214 48%
Their policies on immigration and asylum	475 44%	210 40%	264 48% B	42 37%	62 33%	59 34%	89 48% EF	85 51% DEF	138 54% DEF	104 35%	148 41%	223 53% JK	58 37%	91 32%	110 45% N	177 53% MN	269 44%	206 43%	118 45%	126 44%	105 42%	68 46% *	22 41% *	37 39% *	374 41%	101 57% Y	286 44%	106 36%	83 59% ab*	104 35%	371 47% d	140 42%	335 45%	243 38%	233 52% h
How well they communicate	455 42%	213 40%	241 43%	45 39%	72 38%	68 39%	74 40%	74 44%	122 48%	117 39%	142 39%	196 46%	65 41%	105 37%	97 40%	148 44%	276 45% R	178 37%	121 47% W	120 42%	109 44% W	59 40% *	14 26% *	32 34% *	366 40%	89 50% Y	272 42%	117 40%	66 47% *	107 36%	348 44% d	146 44%	309 41%	250 39%	204 46%
How well they lead their party	445 41%	209 39%	236 43%	39 34%	65 35%	54 31%	81 44% F	76 45% F	129 50% DEF	104 35%	136 38%	205 48% JK	54 35%	93 33%	101 41%	147 44% N	263 43%	181 38%	114 44%	123 43%	106 42%	55 37% *	16 31% *	31 33% *	367 40%	78 44%	262 40%	114 39%	69 49% *	93 32%	352 44% d	137 41%	307 41%	236 37%	209 47% h
How decisive they are	408 38%	204 38%	203 37%	27 24%	46 25%	62 36%	66 36% DE	71 42% DE	136 53% DEFG	73 24%	128 36% J	207 49% JK	35 22%	86 30%	86 35% M	166 49% MNO	251 41% R	157 33%	109 42%	100 35%	95 38%	51 35% *	17 33% *	36 38% *	323 35%	85 48% Y	247 38%	94 32%	67 48% b*	85 29%	323 41% d	127 38%	281 37%	206 32%	202 45% h
How they respond to the Russian invasion of Ukraine	320 29%	159 30%	160 29%	27 24%	41 22%	41 24%	53 29%	47 28%	110 43% DEFGH	69 23%	94 26%	157 37% JK	37 24%	61 21%	72 29%	120 36% MN	184 30%	136 29%	103 40% TUVX	81 29%	60 24%	35 24% *	18 34% *	23 24% *	252 28%	68 38% Y	206 32% b	67 23%	48 34% *	64 22%	256 32% d	98 29%	223 30%	147 23%	174 39% h
Their background e.g., their family's wealth or where they went to school	120 11%	61 11%	59 11%	20 17% GI	31 16% GI	20 12%	16 9%	18 11%	16 6%	50 17% KL	36 10%	34 8%	27 17% P	37 13%	26 11%	30 9%	73 12%	47 10%	36 14% X	31 11%	24 10%	22 15% X*	2 4% *	4 4% *	110 12% Z	10 6%	69 11%	39 13%	12 9% *	39 13%	81 10%	49 15% g	71 9%	80 13%	40 9%
Other (Please specify)	31 3%	18 3%	14 2%	2 2%	5 3%	9 5%	3 2%	7 4%	6 2%	7 2%	12 3%	13 3%	4 3%	9 3%	7 3%	9 3%	17 3%	15 3%	6 2%	9 3%	5 2%	11 7% SU*	1 1% *	1 1% *	28 3%	4 2%	15 2%	9 3%	7 5% *	7 2%	25 3%	14 4%	17 2%	17 3%	14 3%
None of these	26 2%	11 2%	15 3%	1 1%	8 4%	3 2%	6 3%	2 1%	5 2%	9 3%	9 3%	8 2%	1 *	11 4% M	8 3%	6 2%	10 2%	16 3%	3 1%	6 2%	3 1%	6 4% *	2 5% *	5 6% U*	25 3%	1 1%	17 3%	8 3%	2 1% *	6 2%	20 3%	6 2%	20 3%	17 3%	9 2%
Don't know	72 7%	20 4%	51 9% B	9 8%	10 5%	8 5%	16 8%	14 8%	15 6%	19 6%	24 7%	29 7%	10 6%	18 6%	17 7%	25 7%	19 3%	53 11% Q	20 8%	20 7%	15 6%	7 5% *	5 9% *	7 7% *	64 7%	8 5%	41 6%	22 7%	9 6% *	13 5%	59 7%	7 2%	65 9% f	49 8%	24 5%

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q5_2326. Which of the following, if any, are very important in informing your opinion of a potential Prime Minister?
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties									Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Their policies to deal with the cost of living	645 59%	203 59%	180 70% BE	59 60% *	67 54% *	308 68% G	214 58%	132 55% P	398 68% HKMOP	262 67% HKOP	224 57% P	153 62% P	222 60% P	197 66% HKOP	168 56% P	66 45% *	308 69% HKMOP	150 52%	357 69% RUVXZabcdefR	224 65% RVXZe	252 60%	97 54%	343 69% RUVXZabdefg	84 53%	365 68% RUVXZabefg	73 50% *	245 62% RZ	123 60%	393 64% RVXZeg	154 62% RZ	223 57%	139 60% Z	208 57%	105 49%	422 68% h
Whether or not they understand the problems facing Britain	636 59%	213 62% E	179 69% E	57 57% *	60 49% *	296 66%	225 62%	134 56%	401 69% HJKMNOP	248 64%	247 63%	154 63%	222 60%	182 61%	181 61%	79 54% *	290 65%	156 54%	345 67% RUVbdeg	226 66% RVb	254 60%	101 56%	346 69% RUVabdefg	96 60%	364 67% RUVabdeg	95 65% R*	249 63%	121 59%	397 65% RU	149 60%	237 60%	141 61%	219 60%	125 59%	414 67%
How competent they are to do the job	632 58%	200 58%	170 66%	79 79% BCE*	66 53% *	307 68% G	214 59%	125 52%	403 69% HJMNOP	238 61% P	250 63% HP	158 65% HP	230 62% HP	185 62% HP	182 61% P	69 47% *	301 67% HJP	160 56%	345 67% RVXZbg	215 63% Zb	269 64% RZbg	100 56%	332 66% RVXZbg	89 56%	358 66% RVXZbg	70 48% *	255 65% Zbg	114 55%	403 66% RVXZbg	155 62% Z	242 61% Zg	147 61% Zb	205 56%	106 50%	419 67% h
Whether or not they keep their promises	607 56%	192 56%	160 62%	60 61% *	62 50% *	280 62%	212 58%	117 49%	389 67% HJLMNOPQ	221 57%	240 61% HP	145 59% HP	219 59% HP	182 61% HP	165 55%	70 47% *	275 61% HJP	150 53%	336 65% RTVXZabdf	193 56%	257 61% RZd	97 54%	329 66% RTVXZabdef	84 53%	350 65% RTVXZabdf	72 49% *	239 61% d	111 54%	377 62% RZd	129 52%	236 60%	124 54%	221 61% Z	111 52%	391 63% h
Their policies to improve Britain's public services e.g. schools and hospitals	594 55%	206 60%	155 60%	62 62% *	60 48% *	297 66% G	192 53%	128 53%	366 63% KMOP	236 60% P	215 55%	147 60% P	203 55%	189 63% HKMOP	158 53%	70 47% *	278 62% KMOP	160 56%	321 62% Uag	220 64% UVag	232 55%	94 53%	318 63% UVag	94 59%	330 61% Uag	80 54% *	242 62% Uag	118 57%	364 59% ag	151 61%	213 54%	139 61%	194 53%	105 49%	401 65% h
Their vision for Britain's future	577 53%	191 56%	147 57%	56 57% *	57 46% *	260 58%	196 54%	122 51%	339 58%	221 57%	214 54%	145 59%	204 55%	176 59%	153 52%	74 50% *	253 56%	157 55%	294 57%	203 59% b	239 57% eg	98 55%	294 59% beg	88 55%	306 57%	78 53% *	222 57%	106 51%	356 58% eg	146 59% b	203 51%	133 58%	187 51%	107 50%	369 59%
How they handle Britain's relationship with other countries	484 45%	165 48%	117 45%	58 59% E*	48 39% *	253 56% G	142 39%	112 47%	289 49% MOP	180 46%	184 47% O	135 55% JMOP	156 42%	160 53% JMOP	116 39%	55 38% *	240 54% JKMOP	139 48%	248 48% eg	166 48%	190 45%	88 49%	231 46%	76 48%	265 49% eg	72 49% *	181 46%	102 49%	287 47% eg	129 52% eg	160 41%	111 48%	149 41%	85 40%	337 54% h
Their policies on immigration and asylum	475 44%	200 58% CDE	100 39%	34 35% *	50 40% *	189 42%	197 54% F	122 51% JLQ	256 44%	158 40%	208 53% ILNQ	94 38%	191 52% ILQ	131 44%	152 51% ILQ	80 54% JLQ*	185 41%	143 50% Tbd	226 44%	142 41%	223 53% STWYabdf	89 50% d	225 45%	91 57% STWYabdf	231 43%	78 53% Tbdf*	164 42%	84 40%	311 51% STWYabdf	100 40%	204 52% STWYabdf	94 41%	180 49% Ya	118 55% i	272 44%
How well they communicate	455 42%	155 45%	112 43%	49 49% *	43 35% *	220 49%	154 42%	111 46%	255 44%	168 43%	179 45%	107 44%	159 43%	119 40%	122 41%	59 40% *	207 46%	134 47%	216 42%	155 45%	180 43%	84 47%	218 44%	77 48%	235 44%	69 47% *	164 42%	81 39%	279 46%	102 41%	177 45%	98 42%	155 42%	80 37%	284 46%
How well they lead their party	445 41%	173 50% E	115 44%	47 47% *	39 32% *	216 48%	154 42%	120 50% OP	263 45% P	173 44%	168 42%	102 42%	159 43%	131 44%	119 40%	51 35% *	205 46%	143 50% SUWabg	201 39%	159 46% Sb	177 42%	95 53% SUWabeg	201 40%	71 44%	241 45% SWab	71 48% b*	159 40%	77 37%	290 47% SUWabeg	109 44%	167 42%	102 44%	144 40%	81 38%	283 46%
How decisive they are	408 38%	172 50% C	81 31%	40 40% *	50 40% *	184 41%	161 44%	112 47% JLNP	224 38% N	133 34%	173 44% JLNP	83 34%	164 44% IJLNP	97 32%	115 39%	48 33% *	195 43% IJLN	135 47% STWabdf	189 37% b	125 36% b	187 44% SWabdf	97 54% STUWYabcdefe	190 38% b	73 46% bdf	211 39% bd	66 45% bdf*	142 36% b	49 24%	271 44% STWYabdf	79 32% b	171 43% Sabd	79 34% b	154 42% bd	85 40%	240 39%
How they respond to the Russian invasion of Ukraine	320 29%	129 37% C	62 24%	30 30% *	37 30% *	143 32%	108 29%	86 36%	168 29%	111 28%	132 33%	72 29%	127 34% I	90 30%	99 33%	42 29% *	147 33%	103 36% abdf	142 28%	104 30% b	134 32% b	67 37% Sabdf	147 29%	56 35% bd	159 29% b	56 38% Sabdf*	107 27%	47 23%	218 36% SWYabdf	62 25%	128 32% b	60 26%	123 34% Sabd	63 30%	201 32%
Their background e.g., their family's wealth or where they went to school	120 11%	31 9%	39 15%	12 12% *	14 11% *	53 12%	28 8%	20 9%	81 14%	61 16% HKQ	39 10%	33 14%	42 11%	45 15% H	40 13%	20 13% *	51 11%	21 7%	75 15% RUc	50 15% RUc	38 9%	20 11%	66 13% RUc	22 14% R	68 13% R	20 14% R*	55 14% RUc	37 18% RUYzdeg	60 10%	30 12%	42 11%	30 13% R	41 11%	24 11%	74 12%
Other (Please specify)	31 3%	6 2%	9 3%	2 2% *	4 3% *	18 4%	7 2%	5 2%	21 4%	10 3%	11 3%	10 4%	9 3%	10 3%	8 3%	1 1% *	15 3%	6 2%	24 5% cg	11 3%	13 3%	2 1%	20 4% c	4 2%	20 4%	4 3% *	16 4%	7 3%	14 2%	7 3%	12 3%	8 4%	7 2%	3 1%	25 4%
None of these	26 2%	1 *	3 1%	* * *	9 7% BCD*	6 1%	10 3%	1 *	9 1% N	5 1% N	10 3% HN	1 *	9 2% N	1 *	10 3% HLNQ	5 4% HLN*	5 1%	1 *	7 1%	6 2% d	8 2%	1 *	9 2%	1 1%	8 1%	1 * *	6 1%	1 *	11 2%	1 *	11 3% R	2 1%	10 3% R	5 2%	15 2%
Don't know	72 7%	22 6%	8 3%	2 2% *	7 5% *	7 2%	26 7% F	11 5% JLP	14 2%	5 1%	25 6% IJLNPQ	2 1%	19 5% IJLPQ	7 2%	11 4%	1 1% *	9 2%	15 5% TVXZ	15 3%	6 2%	24 6% STVWXYZf	3 1%	16 3%	2 1%	16 3%	- - *	15 4%	5 2%	26 4% Z	9 4% Z	27 7% STVWXYZabcf	4 2%	19 5% TXZ	7 3%	14 2%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Za/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Za/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - Summary

All Adults aged 18+ in Great Britain

	Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following?												
	How well he communicates	His policies to deal with the cost of living	His response to the Russian invasion of Ukraine	How he handles Britain's relationship with other countries	His policies to improve Britain's public services e.g., schools and hospitals	His policies on immigration and asylum	His vision for Britain's future	His background e.g., his family's wealth or where he went to school	How well he leads the Conservative Party	Whether or not he understands the problems facing Britain	Whether or not he keeps his promises	How competent he is to do the job of Prime Minister	How decisive he is
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Very positive (2)	87 8% BEHIJKM	54 5%	96 9% BDEFHIJKLM	71 7% IKM	61 6%	70 6% IKM	77 7% BHIJKM	51 5%	45 4%	52 5%	48 4%	70 6% IKM	46 4%
Fairly positive (1)	286 26% BEFGHIJKLM	185 17% HK	293 27% BEFGHIJKLM	274 25% BEFGHIJKM	170 16% H	177 16% H	225 21% BEFHIK	135 12%	217 20% EFHK	185 17% HK	147 14%	248 23% BEFHIK	236 22% BEFHIK
Neither positive nor negative (0)	255 23%	227 21%	336 31% ABEFGJL	296 27% ABFJL	266 24% B	239 22%	269 25% B	370 34% ABDEFGIJKLM	301 28% ABFJL	240 22%	324 30% ABEFGJL	244 22%	304 28% ABFJL
Fairly negative (-1)	177 16% C	231 21% ACDGH	106 10%	167 15% C	217 20% ACDH	205 19% CDH	184 17% C	164 15% C	220 20% ACDGH	206 19% CH	201 18% C	207 19% CDH	205 19% CDH
Very negative (-2)	202 19% C	321 30% ACDEGHIKLM	136 12%	182 17% C	276 25% ACDGIM	320 29% ACDEGHIKLM	245 23% ACDM	251 23% ACDM	226 21% CD	338 31% ACDEGHIKLM	269 25% ACDIM	252 23% ACDIM	207 19% C
Don't know	79 7%	69 6%	120 11% ABDEFGIJKLM	96 9% BFJL	96 9% BFJL	77 7%	88 8% BJL	116 11% ABFGIJLM	77 7%	67 6%	98 9% ABFJL	66 6%	90 8% BJL
Net: Very/Fairly positive	373 34% BEFGHIJKLM	239 22% HK	389 36% BDEFGHIJKLM	345 32% BEFGHIJKM	231 21% HK	246 23% HK	302 28% BEFHIJK	186 17%	262 24% HK	236 22% HK	195 18%	318 29% BEFHIJKM	281 26% BEFHIJK
Net: Very/Fairly negative	379 35% C	552 51% ACDEGHIKLM	242 22%	349 32% C	493 45% ACDGHILM	525 48% ACDGHIKLM	429 39% ACD	415 38% CD	447 41% ACDM	544 50% ACDEGHIKLM	470 43% ACDGHM	459 42% ACDHM	412 38% CD
Mean	-0.12 BEFGHIJKLM	-0.57	0.11 ABDEFGHIJKLM	-0.12 BEFGHIJKLM	-0.48 BJ	-0.52	-0.29 BEFHIJK	-0.44 BJ	-0.36 BEFJK	-0.58	-0.50 J	-0.32 BEFHIJK	-0.29 BEFHIJK

vork was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How well he communicates
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	87 8%	50 9%	37 7%	9 8%	24 13% GH	18 10% H	8 4%	7 4%	21 8%	33 11%	26 7%	28 7%	15 10%	26 9%	18 7%	20 6%	50 8%	37 8%	29 11% U	29 10% U	6 3%	14 10% U*	2 3% *	7 7% *	70 8%	17 10%	49 8%	24 8%	13 9% *	31 10%	56 7%	32 10%	55 7%	50 8%	37 8%
Fairly positive (1)	286 26%	132 25%	153 28%	26 22%	49 26%	32 18%	41 22%	43 26%	95 37% DFGH	74 25%	73 20%	139 33% K	36 23%	61 21%	58 24%	109 32% N	155 25%	131 27%	56 22%	84 30% W	79 32% SW	36 25% *	5 9% *	26 27% W*	226 25%	60 34% Y	180 28%	62 21%	44 31% *	71 24%	215 27%	87 26%	199 26%	154 24%	133 30%
Neither positive nor negative (0)	255 23%	132 25%	122 22%	22 19%	27 14%	44 25% E	52 28% E	44 26% E	67 26% E	48 16%	96 27% J	111 26% J	26 17%	55 19%	67 27% M	86 26%	144 24%	111 23%	63 24%	61 22%	74 30%	28 19% *	14 26% *	16 17% *	208 23%	47 26%	152 23%	61 21%	42 30% *	68 23%	187 24%	79 24%	176 23%	141 22%	114 26%
Fairly negative (-1)	177 16%	92 17%	86 15%	27 24% I	32 17%	25 15%	35 19%	31 18%	28 11%	59 19%	60 17%	58 14%	37 24% O	47 16%	36 15%	52 15%	114 19%	63 13%	51 20%	42 15%	37 15%	28 19% *	9 17% *	11 11% *	153 17%	24 14%	104 16%	60 20% c	14 10% *	57 19%	120 15%	55 16%	122 16%	111 17%	67 15%
Very negative (-2)	202 19%	103 19%	98 18%	19 16%	37 20%	33 19%	39 21%	34 20%	39 15%	56 19%	73 20%	73 17%	27 18%	57 20%	52 21%	58 17%	108 18%	93 20%	44 17%	48 17%	38 15%	28 19% *	17 32% STU*	27 29% STU*	185 20% Z	17 10%	125 19%	57 19%	20 14% *	49 17%	153 19%	66 20%	136 18%	129 20%	73 16%
Don't know	79 7%	21 4%	58 11% B	13 11% I	18 10% I	22 13% HI	11 6%	9 6%	6 2%	31 10% L	33 9% L	15 4%	13 9% P	39 14% OP	13 5%	11 3%	38 6%	42 9%	17 6%	19 7%	16 6%	14 9% *	6 12% *	8 8% *	67 7%	12 7%	42 7%	30 10%	7 5% *	20 7%	60 8%	15 4%	65 9% f	56 9%	23 5%
Net: Very/Fairly positive	373 34%	182 34%	190 34%	35 30%	73 39% G	50 29%	49 26%	50 30%	117 46% DFGH	107 36% K	99 27%	167 39% K	52 33%	87 30%	76 31%	129 38%	205 34%	168 35%	85 33% W	113 40% W	85 34% W	50 34% W*	7 13% *	33 35% W*	296 33%	78 44% Y	229 35%	87 30%	57 41% *	102 34%	271 34%	119 36%	254 34%	204 32%	169 38%
Net: Very/Fairly negative	379 35%	195 37%	183 33%	46 40% I	69 37%	59 34%	74 40% I	65 38% I	67 26%	115 38%	133 37%	131 31%	65 41%	104 36%	88 36%	110 33%	222 36%	157 33%	95 36%	90 32%	75 30%	56 38% *	26 49% TU*	38 40% *	338 37% Z	41 23%	228 35%	117 40% c	34 24% *	106 36%	273 35%	121 36%	258 34%	239 37%	140 31%
Mean	-0.12	-0.13	-0.11	-0.21 *	-0.05	-0.16 *	-0.32	-0.26	0.13 GH	-0.11	-0.25	-0.02	-0.17	-0.20	-0.20	-0.06	-0.13	-0.10	-0.10	0.01	-0.09	-0.14 *	-0.74 **	-0.29 *	-0.19	0.22 Y	-0.12	-0.24	0.13 b*	-0.08	-0.13	-0.11	-0.12	-0.20	-0.02

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How well he communicates
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	87 8%	49 14% C	18 7%	6 6% *	8 6% *	35 8%	34 9%	62 26% IJKLMNOQ	16 3%	26 7% I	51 13% IJQ	20 8% I	39 11% I	28 9% I	29 10% I	30 20% IJKLMNOQ*	36 8% I	65 23% STUWYabcdefg	5 1%	24 7% SWY	50 12% SWYa	43 24% STUWYabcdefg	11 2% S	50 31% RSTUWYabcdefg	18 3% S	41 28% STUWYabcdefg*	17 4% SW	25 12% STWYa	57 9% SWYa	21 8% SWYa	46 12% SWYa	27 12% STWYa	42 12% SWYa	42 20% i	29 5%
Fairly positive (1)	286 26%	142 41% CE	38 15%	29 30% C*	26 21% *	111 25%	119 33% F	119 50% IJKLMNOPQ	91 16%	85 22% I	126 32% IJMO	78 32% IJ	95 26% I	80 27% I	77 26% I	40 27% I*	119 26% I	157 55% STUWXYZabcdefg	49 10%	87 25% SWYa	129 31% SWYabe	94 53% STUWXYZabcdefg	76 15% S	61 38% STWYabdefg	104 19% SWa	63 43% STUWYabcdefg*	52 13% S	43 21% SWa	189 31% SWYabef	68 27% SWYab	101 26% SWYa	53 23% SWa	100 27% SWYa	67 32%	146 23%
Neither positive nor negative (0)	255 23%	86 25%	61 24%	28 28% *	21 17% *	102 23%	90 25%	38 16%	133 23% N	81 21%	83 21%	55 22%	72 19%	53 18%	63 21%	29 20% *	99 22%	46 16%	110 21% d	68 20%	89 21%	27 15%	115 23% d	31 19%	132 24% RSVd	26 17% *	90 23% d	40 20%	143 23% RVd	39 15%	84 21%	48 21% d	72 20%	54 25%	152 24%
Fairly negative (-1)	177 16%	33 10%	53 21% B	20 20% B*	27 22% B*	77 17%	57 16%	14 6%	134 23% HKLMNQ	88 22% HKLNQ	55 14% H	41 17% H	65 18% H	52 17% H	58 20% HK	29 19% H*	80 18% H	9 3%	140 27% RTUVWXYZabcdefg	74 22% RUVXZb	58 14% RVZ	12 7% R	115 23% RUVXZbceg	12 7% R	117 22% RUVXZbcg	9 6% *	89 23% RUVXZbcg	32 16% RVXZ	106 17% RUVXZ	48 19% RVXZ	71 18% RUVXZ	43 19% RVXZ	61 17% RVXZ	17 8%	122 20% h
Very negative (-2)	202 19%	25 7%	80 31% BD	13 13% *	33 26% BD*	105 23% G	51 14%	4 2%	183 31% HJKLMNOPQ	101 26% HKLP	64 16% H	47 19% HP	81 22% HKP	74 25% HKLP	58 20% HP	15 10% H*	102 23% HKP	4 2%	192 37% RTUVWXYZcdefg	87 25% RVXZc	82 19% RVXZ	3 2%	166 33% RTUVXYZcdefg	7 4%	160 30% RUVXZceg	7 5% RV*	133 34% RTUVXYZcdefg	64 31% RUVXZceg	101 17% RVXZ	65 26% RVXZc	75 19% RVXZ	56 24% RVXZc	73 20% RVXZ	24 11%	150 24% h
Don't know	79 7%	9 3%	9 4%	3 3% *	8 7% *	20 4%	14 4%	1 1%	28 5% HJL	10 3%	15 4% H	4 2%	17 5% H	14 5% HL	12 4% H	5 4% H*	14 3%	5 2% V	19 4% TVXY	4 1%	13 3% VX	- -	18 4% TVXY	- -	11 2%	1 1% *	10 3%	3 1%	16 3% V	9 4% TVXb	18 5% TVXYc	4 2%	17 5% TVXYbc	9 4%	23 4%
Net: Very/Fairly positive	373 34%	190 55% CDE	55 21%	35 35% C*	34 27% *	146 32%	154 42% F	181 76% IJKLMNOPQ	107 18%	111 28% I	177 45% IJMNOQ	98 40% IJ	134 36% IJ	107 36% IJ	106 36% I	70 47% IJMNOQ*	154 34% IJ	223 78% STUWXYabcdefg	55 11%	112 32% SWYa	179 42% STWYabe	138 77% STUWYabcdefR	87 17% S	110 69% STUWYabcdefR	121 22% SWa	104 71% STUWYabcdefg*	69 18% S	68 33% SWYa	247 40% STWYa	89 36% SWYa	147 37% SWYa	80 35% SWYa	142 39% SWYa	110 51% i	174 28%
Net: Very/Fairly negative	379 35%	59 17%	133 51% BD	32 33% B*	60 49% BD*	182 40% G	108 30%	18 8%	317 54% HJKLMNOPQ	188 48% HKLMNOPQ	119 30% H	88 36% H	146 40% HKP	126 42% HKP	116 39% HK	43 29% H*	182 41% HK	13 5%	332 64% RTUVWXYZabcdefg	161 47% RUVXZceg	140 33% RVXZ	15 8%	281 56% RTUVXYZbcdefg	18 12% R	276 51% RUVXZcefg	16 11% R*	222 57% RTUVXYZbcdefg	96 46% RUVXZceg	207 34% RVXZ	113 45% RUVXZc	146 37% RVXZ	99 43% RUVXZc	134 37% RVXZ	41 19%	273 44% h
Mean	-0.12	0.46 CDE	-0.56	-0.05 C*	-0.45 *	-0.25	0.08 F	0.93 IJKLMNOPQ	-0.68	-0.40 I	0.12 IJMNOQ	-0.07 IJ	-0.16 IJ	-0.23 IJ	-0.13 IJ	0.29 IJLMNOQ*	-0.22 IJ	0.96 STUWYabcdefg	-0.93	-0.33 SWYa	0.02 STWYabd	0.91 STUWYabcdefg	-0.72 S	0.85 STUWYabcdefg	-0.56 SWa	0.84 STUWYabcdefg*	-0.70 S	-0.33 SWYa	-0.01 STWYabd	-0.29 SWYa	-0.07 STWYab	-0.21 SWYa	-0.06 STWYab	0.42 i	-0.37

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His policies to deal with the cost of living
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	54 5%	36 7% C	18 3%	10 9% GH	15 8% H	8 5%	5 3%	4 2%	12 5%	25 8% KL	14 4%	15 4%	11 7%	19 7%	9 4%	12 3%	26 4%	29 6%	13 5%	15 5%	12 5%	10 7% *	- - *	3 4% *	50 6%	4 2%	34 5%	15 5%	5 4% *	18 6%	36 5%	20 6%	34 5%	39 6%	16 4%
Fairly positive (1)	185 17%	105 20% C	79 14%	22 19%	30 16%	28 16%	21 11%	24 14%	61 24% G	51 17%	48 13%	85 20% K	31 20%	40 14%	31 13%	67 20%	99 16%	86 18%	39 15%	55 19%	40 16%	30 20% *	4 7% *	17 18% *	139 15%	46 26% Y	114 17%	41 14%	30 21% *	56 19%	129 16%	52 16%	133 18%	94 15%	91 20% h
Neither positive nor negative (0)	227 21%	85 16%	143 26% B	22 19%	27 15%	27 16%	45 24% E	40 24% E	66 26% E	49 16%	72 20%	106 25% J	34 22% N	33 12%	59 24% N	80 24% N	122 20%	105 22%	55 21%	57 20%	65 26% X	30 20% *	7 14% *	12 13% *	187 21%	41 23%	126 19%	61 21%	41 29% a*	65 22%	163 21%	63 19%	164 22%	120 19%	108 24%
Fairly negative (-1)	231 21%	115 22%	115 21%	15 13%	44 23% D	37 21%	50 27% D	42 25% D	43 17%	59 20%	87 24%	85 20%	25 16%	65 23%	62 26% M	61 18%	154 25% R	77 16%	57 22%	54 19%	57 23%	28 19% *	18 33% *	17 18% *	192 21%	39 22%	155 24%	51 17%	25 18% *	62 21%	169 21%	82 25%	149 20%	147 23%	84 19%
Very negative (-2)	321 30%	172 33%	147 27%	37 32%	54 29%	59 34%	53 29%	50 30%	68 26%	91 30%	112 31%	118 28%	45 29%	97 34%	67 28%	106 31%	179 29%	141 30%	77 30%	86 30%	60 24%	38 26% *	20 37% *	40 42% UV*	281 31% Z	39 22%	187 29%	102 35%	32 23% *	79 27%	242 31%	102 30%	219 29%	198 31%	123 28%
Don't know	69 6%	16 3%	53 9% B	8 7%	18 9% I	15 9% I	13 7%	8 5%	7 3%	26 9% L	28 8% L	15 3%	10 6%	32 11% P	15 6%	10 3%	29 5%	40 8%	17 7%	16 6%	15 6%	11 7% *	5 9% *	5 5% *	59 7%	9 5%	37 6%	25 8%	7 5% *	16 5%	53 7%	15 4%	54 7%	44 7%	25 6%
Net: Very/Fairly positive	239 22%	142 27% C	97 17%	32 28% GH	44 24% G	36 21%	26 14%	28 17%	73 28% GH	77 25% K	62 17%	100 24%	43 27% O	58 20%	40 17%	79 23%	125 20%	114 24%	53 20%	70 25% W	53 21% W	40 27% W*	4 7% *	21 22% *	189 21%	50 28%	148 23%	56 19%	35 25% *	74 25%	165 21%	72 22%	167 22%	132 21%	107 24%
Net: Very/Fairly negative	552 51%	288 54%	262 47%	52 45%	97 52%	96 55%	103 55%	93 55%	111 43%	150 50%	199 55%	203 48%	70 45%	162 57% M	130 53%	167 50%	333 55% R	219 46%	134 52%	140 50%	117 47%	67 45% *	37 70% STUV*	57 60% *	473 52%	78 44%	341 52%	153 52%	58 41% *	141 48%	411 52%	184 55%	368 49%	344 54%	207 46%
Mean	-0.57	-0.55	-0.59	-0.44 *	-0.54	-0.69	-0.72	-0.70	-0.38 GH	-0.50	-0.71	-0.50	-0.42	-0.72	-0.64	-0.56	-0.62	-0.50	-0.60 W	-0.53 W	-0.47 W	-0.40 W*	-1.10 *	-0.81 *	-0.61	-0.38	-0.56	-0.68	-0.37 *	-0.46	-0.61	-0.61	-0.55	-0.62	-0.49

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His policies to deal with the cost of living
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians															Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	54 5%	37 11% C	5 2%	3 3% *	5 4% *	23 5%	19 5%	42 18% IJKLMNOQ	7 1%	14 4% I	33 8% IJO	19 8% IJ	28 8% IJO	22 7% IJ	14 5% I	17 12% IJO*	32 7% IJ	46 16% STUWYabcdefz	6 1%	17 5% SWYa	32 8% SWYac	33 18% STUWYabcdefz	8 2%	34 21% STUWYabcdefz	11 2% S	28 19% STUWYabcdefz*	6 2%	19 9% STWYa	31 5% SWYa	22 9% STWYac	22 5% SWYa	15 6% SWYa	26 7% SWYa	32 15% i	9 1%
Fairly positive (1)	185 17%	105 30% CDE	18 7%	14 14% *	15 12% *	63 14%	77 21% F	116 49% IJKLMNOPQ	29 5%	51 13% I	86 22% IJNQ	45 19% IJN	69 19% IJN	38 13% I	69 23% IJNQ	45 30% IJLMNQ*	67 15% I	137 48% STUWYabcdefR	11 2%	54 16% SWYa	93 22% SWYae	89 50% STUWYabcdefR	24 5% S	66 41% STUWYabcdefR	49 9% SWa	79 54% STUWXYabcdefg*	25 6% S	32 16% SWYa	119 19% SWYa	49 20% SWYa	66 17% SWYa	52 23% STWYab	68 19% SWYa	68 32% i	73 12%
Neither positive nor negative (0)	227 21%	104 30% CDE	29 11%	17 17% *	19 15% *	70 15%	93 25% F	45 19% J	87 15%	46 12%	96 24% IJLMNQ	38 15%	72 20% IJ	41 14%	59 20% J	27 18% *	70 16%	67 23% STWYZabdf	45 9%	41 12% b	96 23% STWYZabdf	34 19% STbdf	61 12% Sb	27 17% Sbd	86 16% STWabd	18 12% b*	50 13% Sb	11 5%	144 24% STWYZabdf	23 9% b	92 23% STWYZabdf	25 11% b	74 20% STWabdf	48 23%	116 19%
Fairly negative (-1)	231 21%	50 15%	61 24% B	40 40% BCE*	25 20% *	113 25%	76 21%	25 11%	162 28% HKMNP	105 27% HKM	75 19% H	57 23% H	74 20% H	67 22% H	71 24% H	27 18% H*	108 24% H	25 9%	150 29% RUVXYZbcdefz	83 24% RVXZd	79 19% RV	20 11%	138 28% RUVXZd	23 15% R	139 26% RUVXZd	17 11% *	104 27% RUVXZd	46 22% RVZ	147 24% RUVXZ	45 18% RV	90 23% RVZ	49 21% RVZ	82 22% RVZ	29 14%	162 26% h
Very negative (-2)	321 30%	37 11%	138 53% BDE	25 25% B*	50 40% BD*	167 37% G	83 23%	10 4%	282 48% HJKLMNOPQ	166 42% HKLMOPQ	90 23% H	84 34% HKOP	109 29% HKP	121 40% HKMOP	76 26% H	26 18% H*	164 37% HKMOP	9 3%	292 57% RTUVWXYZabcdefg	146 42% RUVXZceg	105 25% RVXZ	3 2%	256 51% RTUVXYZcdefg	10 6% V	247 46% RUVXZcefg	5 3% *	202 52% RTUVXYZcdefR	98 47% RUVXZcefg	154 25% RVXZ	105 42% RUVXZceg	110 28% RVXZ	88 38% RUVXZceg	103 28% RVXZ	28 13%	246 40% h
Don't know	69 6%	10 3%	8 3%	* * *	9 7% D*	13 3%	18 5%	* *	19 3% HLQ	8 2%	15 4% HLQ	1 1%	17 5% HLQ	11 4% HLQ	9 3% H	6 4% HL*	7 2%	2 1%	12 2% b	3 1%	16 4% RTVXYabf	-	13 3% abf	- -	10 2%	1 * *	6 1%	1 *	17 3% V	5 2% f	17 4% RTVXYabf	1 1%	12 3% RVXb	7 3%	15 2%
Net: Very/Fairly positive	239 22%	141 41% CDE	22 9%	17 17% *	20 16% *	87 19%	96 26%	158 66% IJKLMNOPQ	36 6%	65 17% I	119 30% IJNQ	64 26% IJN	98 26% IJ	60 20% I	83 28% IJ	62 42% IJKLMNOQ*	99 22% IJ	184 64% STUWYabcdefR	17 3%	71 21% SWYa	125 30% STWYace	122 68% STUWYabcdefR	32 6% S	99 62% STUWYabcdefR	60 11% SWa	106 73% STUWXYabcdefg*	31 8% S	52 25% SWYa	150 25% SWYa	71 29% STWYa	87 22% SWYa	67 29% STWYa	94 26% SWYa	101 47% i	82 13%
Net: Very/Fairly negative	552 51%	88 26%	199 77% BE	65 65% B*	75 61% B*	281 62% G	159 43%	36 15%	443 76% HJKLMNOPQ	271 69% HKLMNOPQ	165 42% H	142 58% HKP	182 49% HKP	188 63% HKMOP	147 49% HKP	53 36% H*	272 61% HKMOP	34 12%	441 86% RTUVWXYZabcdefa	230 67% RUVXZcdefg	184 44% RVXZ	23 13%	394 79% RTUVXYZbcdefa	34 21% RV	385 71% RUVXZcdefg	22 15% *	306 78% RTUVXYZbcdefa	144 69% RUVXZcdefg	301 49% RUVXZ	150 60% RUVXZceg	199 50% RUVXZ	137 59% RUVXZc	185 51% RUVXZ	57 27%	408 66% h
Mean	-0.57	0.16 CDE	-1.24	-0.71 C*	-0.87 C*	-0.77	-0.37 F	0.65 IJKLMNOPQ	-1.21	-0.93 I	-0.27 IJLMNQ	-0.59 IJN	-0.47 IJNQ	-0.79 I	-0.44 IJNQ	* IJLMNOQ*	-0.69 IJ	0.66 STUWYabcdefz	-1.41	-0.84 SWYa	-0.32 STWYabcdefg	0.72 STUWYabcdefz	-1.25 S	0.56 STUWYabcdefz	-1.06 SWa	0.73 STUWYabcdefz*	-1.22 S	-0.83 SWYa	-0.46 STWYabd	-0.66 STWYa	-0.53 STWYab	-0.62 STWYa	-0.48 STWYab	0.23 i	-0.93

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His response to the Russian invasion of Ukraine
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	96 9%	61 12% C	35 6%	3 3%	25 13% DGH	13 8%	8 4%	8 5%	39 15% DGH	28 9%	21 6%	46 11% K	6 4%	30 10% M	14 6%	43 13% MO	49 8%	47 10%	32 12% UW	30 11% W	14 6%	11 8% *	- - *	8 8% *	66 7%	29 17% Y	71 11% b	16 6%	9 6% *	24 8%	72 9%	25 8%	71 9%	52 8%	43 10%
Fairly positive (1)	293 27%	156 29%	135 24%	22 20%	36 19%	38 22%	45 24%	48 28%	104 41% DEFGH	58 19%	83 23%	152 36% JK	30 19%	53 19%	64 26%	114 34% MN	163 27%	130 27%	58 22%	88 31% W	85 34% SW	34 23% *	7 14% *	20 21% *	242 27%	51 28%	173 26%	70 24%	50 36% b*	66 22%	227 29%	94 28%	199 26%	145 23%	147 33% h
Neither positive nor negative (0)	336 31%	146 27%	191 34% B	26 23%	53 29%	54 31%	66 35% D	67 40% DEI	70 28%	80 26%	120 33%	137 32%	37 24%	86 30%	83 34% M	107 32%	204 33%	132 28%	76 29%	82 29%	91 36%	41 28% *	24 44% X*	23 25% *	279 31%	57 32%	207 32%	81 28%	48 34% *	85 29%	251 32%	105 31%	232 31%	204 32%	132 30%
Fairly negative (-1)	106 10%	53 10%	53 10%	21 18% FHI	24 13% I	15 8%	21 11%	12 7%	14 5%	45 15% L	36 10%	26 6%	31 20% NOP	28 10%	22 9%	23 7%	67 11%	40 8%	31 12%	19 7%	17 7%	21 14% T*	4 8% *	13 14% *	94 10%	12 7%	57 9%	38 13%	11 8% *	43 14% e	64 8%	36 11%	70 9%	72 11%	35 8%
Very negative (-2)	136 12%	80 15% C	54 10%	18 16% I	27 14% I	25 15% I	27 14% I	21 12%	17 7%	45 15% L	53 15%	38 9%	23 15%	45 16% P	34 14%	29 9%	70 12%	65 14%	32 12%	36 13%	18 7%	20 14% *	10 18% U*	20 22% U*	122 13%	13 7%	83 13%	40 14%	13 9% *	41 14%	95 12%	48 14%	88 12%	94 15% i	41 9%
Don't know	120 11%	34 6%	86 15% B	24 20% GHI	22 12% I	29 17% HI	19 10%	14 8%	12 5%	46 15% L	48 13% L	26 6%	28 18% P	43 15% P	26 11%	19 6%	57 9%	62 13%	30 11%	28 10%	24 10%	20 14% *	8 16% *	9 10% *	104 11%	15 9%	61 9%	50 17% ac	9 7% *	37 12%	83 10%	26 8%	94 12% f	72 11%	47 11%
Net: Very/Fairly positive	389 36%	217 41% C	170 31%	26 22%	61 33%	51 29%	53 29%	56 33%	143 56% DEFGH	87 29%	104 29%	198 47% JK	36 23%	83 29%	78 32%	158 47% MNO	211 35%	177 37%	90 35% W	119 42% W	99 40% W	45 31% *	7 14% *	28 30% *	309 34%	80 45% Y	243 37% b	86 29%	59 42% b*	90 30%	299 38%	119 36%	269 36%	198 31%	191 43% h
Net: Very/Fairly negative	242 22%	133 25%	108 19%	39 34% HI	50 27% I	40 23% I	48 26% I	33 19%	31 12%	90 30% L	89 25% L	64 15%	54 34% OP	73 26% P	56 23%	52 16%	137 22%	105 22%	63 24% U	55 19%	35 14%	41 28% U*	14 26% *	34 36% TU*	216 24% Z	26 14%	140 21%	78 26%	24 17% *	83 28% e	159 20%	84 25%	158 21%	166 26% i	76 17%
Mean	0.11	0.13	0.09	-0.31 *	0.05	-0.01 *	-0.09	0.06 D	0.55 DEFGH*	-0.08	-0.05	0.36 JK	-0.27 *	-0.02	0.01	0.38 MNO	0.10	0.13	0.12	0.23 X	0.27 VX	-0.04 *	-0.35 **	-0.21 *	0.05	0.43 Y	0.15	-0.06	0.24 *	-0.04	0.17	0.04	0.14	-0.02	0.29 h

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Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His response to the Russian invasion of Ukraine
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	96	64	9	10	5	41	39	58	22	28	56	32	46	30	35	23	53	68	13	25	55	48	29	40	38	39	26	19	69	19	40	25	51	38	41
	9%	18%	4%	11%	4%	9%	11%	24%	4%	7%	14%	13%	13%	10%	12%	15%	12%	24%	3%	7%	13%	27%	6%	25%	7%	27%	7%	9%	11%	8%	10%	11%	14%	18%	7%
		CE		C*	*			IJKLMNOPQ		I	IJ	IJ	IJ	I	IJ	IJ*	IJ	STUWYabcdefg		S	STWYa	STUWYabcdefg	S	STUWYabcdefg	STUWYabcdefg*	S	S	S	STWYa	S	SW	STWYa	STWYade	i	
Fairly positive (1)	293	142	49	37	17	124	117	125	112	92	133	82	103	85	85	57	123	148	73	105	130	96	88	77	125	71	78	48	208	67	123	66	103	74	150
	27%	41%	19%	37%	14%	28%	32%	53%	19%	24%	34%	34%	28%	28%	28%	39%	27%	51%	14%	30%	31%	53%	18%	48%	23%	49%	20%	23%	34%	27%	31%	29%	28%	35%	24%
		CE		CE*	*			IJKLMNOPQ		I	IJMQ	IJ	I	I	I	IJMNOQ*	I	STUWYabcdefgR		SWYab	SWYab	STUWYabcdefgR	S	STUWYabcdefgR	SW	STUWYabcdefg*	S	S	SWYabg	SWa	SWYa	SWa	SWa	i	
Neither positive nor negative (0)	336	80	107	27	49	141	124	34	203	140	89	70	87	82	75	36	139	42	191	105	109	20	168	33	175	22	115	67	163	84	97	72	91	61	203
	31%	23%	42%	28%	39%	31%	34%	14%	35%	36%	23%	28%	24%	27%	25%	25%	31%	15%	37%	31%	26%	11%	34%	20%	32%	15%	29%	32%	27%	34%	25%	31%	25%	28%	33%
			BD	*	B*				HKLMNOP	HKLMNOP	H	H	H	H	H	H*	HKM		RTUVWXYZacdR	RVXZ	RVZ		RUVXZaceg	V	RUVXZceg	*	RVZ	RVXZ	RVZ	RVXZceg	RVZ	RVXZ	RVZ		
Fairly negative (-1)	106	30	24	11	16	43	28	13	74	49	33	23	43	24	42	13	48	7	77	38	37	9	65	5	63	11	55	24	62	26	38	28	31	8	78
	10%	9%	9%	11%	13%	10%	8%	5%	13%	12%	8%	9%	12%	8%	14%	9%	11%	2%	15%	11%	9%	5%	13%	3%	12%	8%	14%	11%	10%	10%	10%	12%	9%	4%	13%
				*	*				HKN	HN			H		HKN	*			RUVXYceg	RVX	RX		RUVXg		RVX	R*	RUVXceg	RVX	RVX	RVX	RX	RVX	R		h
Very negative (-2)	136	14	51	9	23	67	33	7	122	60	57	29	65	52	48	12	69	8	125	51	62	2	122	3	113	2	102	36	78	42	68	34	64	19	101
	12%	4%	20%	9%	19%	15%	9%	3%	21%	15%	14%	12%	18%	17%	16%	8%	15%	3%	24%	15%	15%	1%	24%	2%	21%	2%	26%	17%	13%	17%	17%	15%	18%	9%	16%
			BD	*	B*	G			HJKLPQ	HP	H	H	HP	HLP	HP	H*	H		RTUVXYZbcdefg	RVXZ	RVXZ		RTUVXYZbcdefg		RTUVXZcf	*	RTUVXYZbcdefg	RVXZ	RVXZ	RVXZ	RVXZc	RVXZ	RVXZc		h
Don't know	120	14	18	4	12	34	24	1	52	22	27	9	24	26	13	6	17	14	36	20	28	5	28	1	27	1	17	14	33	12	30	6	24	14	48
	11%	4%	7%	4%	10%	8%	7%	*	9%	6%	7%	4%	6%	9%	4%	4%	4%	5%	7%	6%	7%	3%	6%	1%	5%	*	4%	7%	5%	5%	8%	3%	7%	7%	8%
				*	B*				HJLOQ	H	HQ	H	H	HJLQ	H	H*	H	XZ	XYZaf	XZf	XZ	z	XZ		XZ	*		XZf	XZ	XZ	XZ	XZaf		XZ		
Net: Very/Fairly positive	389	206	58	47	23	165	156	184	133	120	189	114	150	115	120	80	176	216	87	129	185	143	117	117	163	111	104	66	276	86	163	91	155	112	191
	36%	60%	22%	48%	18%	37%	43%	77%	23%	31%	48%	47%	41%	39%	40%	54%	39%	75%	17%	38%	44%	80%	23%	74%	30%	75%	26%	32%	45%	35%	41%	40%	42%	53%	31%
		CE		CE*	*			IJKLMNOPQ		I	IJMNOQ	IJNQ	IJ	IJ	IJ	IJMNOQ*	IJ	STUWYabcdefgR		SWYa	SWYabd	STUWYabcdefgR	S	STUWYabcdefgR	STUWYabcdefg*	S	SW	STWYabd	SWa	SWYab	SWYab	SWYab	i	
Net: Very/Fairly negative	242	44	75	20	39	110	61	20	197	108	90	52	108	76	90	25	117	15	202	90	99	11	187	9	176	14	157	59	140	68	106	61	96	26	179
	22%	13%	29%	20%	32%	25%	17%	8%	34%	28%	23%	21%	29%	25%	30%	17%	26%	5%	39%	26%	24%	6%	37%	5%	33%	9%	40%	29%	23%	27%	27%	27%	26%	12%	29%
			B	*	B*	G			HJKLNPQ	HLP	H	H	HKP	H	HKLP	H*	H		RTUVXYZbcdefg	RVXZ	RVXZ		RTUVXYZbcdefg		RTUVXZceg	*	RTUVXYZbcdefg	RVXZ	RVXZ	RVXZ	RVXZ	RVXZ	RVXZ		h
Mean	0.11	0.64	-0.24	0.30	-0.31	0.07	0.30	0.91	-0.31	-0.06	0.27	0.28	0.07	0.07	0.06	0.46	0.10	0.96	-0.47	0.04	0.20	1.03	-0.35	0.92	-0.17	0.92	-0.34	-0.05	0.22	-0.02	0.08	0.10	0.13	0.53	-0.08
		CDE		CE*	*		F	IJKLMNOPQ		I	IJMO	IJN	I	I	I	IJMNOQ*	IJ	STUWYabcdefg		SWYa	SWYab	STUWYabcdefg	S	STUWYabcdefg	STUWYabcdefg*	S	SWa	STWYabde	SWa	SWYa	SWYa	SWYa	i	

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How he handles Britain's relationship with other countries
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	71 7%	46 9% C	26 5%	8 7%	17 9% G	16 9% G	5 3%	7 4%	18 7%	25 8%	21 6%	25 6%	11 7%	23 8%	12 5%	21 6%	36 6%	35 7%	18 7%	20 7%	11 5%	10 7% *	1 2% *	11 12% *	58 6%	13 7%	47 7%	14 5%	10 7% *	30 10% e	41 5%	26 8%	45 6%	45 7%	27 6%
Fairly positive (1)	274 25%	141 27%	132 24%	27 24%	42 23%	33 19%	44 24%	34 20%	93 36% EFGH	70 23%	77 21%	127 30% K	36 23%	55 19%	60 25%	93 28%	161 26%	113 24%	63 24%	83 29% W	69 28%	34 23% *	7 13% *	17 18% *	210 23%	63 36% Y	173 27% b	56 19%	44 31% b*	65 22%	208 26%	78 23%	196 26%	138 22%	136 30% h
Neither positive nor negative (0)	296 27%	129 24%	167 30%	25 22%	45 24%	46 26%	58 31%	60 36% DEI	63 25%	70 23%	103 29%	123 29%	35 22%	73 25%	72 30%	99 29%	166 27%	130 27%	77 30%	65 23%	82 33% T	43 29% *	9 18% *	21 22% *	245 27%	52 29%	174 27%	82 28%	41 29% *	88 30%	208 26%	85 26%	211 28%	174 27%	122 27%
Fairly negative (-1)	167 15%	83 16%	85 15%	19 17%	28 15%	24 14%	28 15%	27 16%	41 16%	47 16%	52 14%	68 16%	29 19%	36 13%	36 15%	58 17%	97 16%	70 15%	32 12%	53 19%	32 13%	23 15% *	15 28% SU*	13 13% *	149 16%	18 10%	107 16%	44 15%	17 12% *	44 15%	124 16%	57 17%	110 15%	105 16%	62 14%
Very negative (-2)	182 17%	106 20% C	74 13%	20 17%	35 19%	34 20%	34 18%	28 17%	31 12%	55 18%	68 19%	59 14%	27 17%	60 21%	44 18%	47 14%	101 17%	81 17%	45 17%	38 14%	34 14%	25 17% *	13 25% *	27 28% TU*	163 18% Z	19 11%	108 16%	59 20%	16 11% *	50 17%	132 17%	64 19%	117 16%	120 19%	62 14%
Don't know	96 9%	26 5%	70 13% B	15 13% I	19 10%	21 12% I	18 10%	12 7%	11 4%	34 11% L	39 11% L	23 5%	17 11% P	37 13% P	21 8%	18 5%	48 8%	48 10%	23 9%	24 8%	22 9%	13 9% *	8 14% *	6 7% *	83 9%	13 7%	43 7%	40 14% a	13 9% *	18 6%	78 10%	23 7%	73 10%	58 9%	38 9%
Net: Very/Fairly positive	345 32%	187 35% C	157 28%	35 31%	60 32%	50 28%	49 26%	41 24%	111 43% FGH	95 31%	98 27%	152 36% K	47 30%	79 28%	72 29%	114 34%	197 32%	148 31%	82 32% W	103 36% W	80 32% W	44 30% *	8 15% *	28 30% *	268 30%	77 43% Y	221 34% b	70 24%	54 39% b*	96 32%	249 31%	104 31%	241 32%	183 29%	162 36% h
Net: Very/Fairly negative	349 32%	188 36% C	159 29%	39 34%	63 34%	58 33%	62 33%	55 33%	72 28%	102 34%	120 33%	127 30%	56 36%	96 34%	79 33%	105 31%	197 32%	152 32%	77 30%	92 32%	65 26%	48 33% *	28 53% STUV*	39 41% U*	312 34% Z	37 21%	214 33%	102 35%	33 23% *	94 32%	256 32%	122 36% g	228 30%	226 35% i	124 28%
Mean	-0.12	-0.12	-0.10	-0.16 *	-0.12	-0.17 *	-0.25	-0.22	0.11 GH*	-0.14	-0.21	-0.02	-0.18	-0.22	-0.18	-0.05	-0.11	-0.12	-0.09	-0.03	-0.03	-0.15 *	-0.70 **	-0.30 *	-0.18	0.21 Y	-0.09	-0.30	0.13 b*	-0.06	-0.14	-0.18	-0.09	-0.20	0.01 h

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How he handles Britain's relationship with other countries
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	71 7%	45 13% C	6 2%	8 8% C*	8 6% *	30 7%	31 8%	50 21% IJKLMNOQ	12 2%	26 7% I	40 10% I	22 9% I	39 11% I	25 8% I	34 11% IJ	23 15% IJNQ*	33 7% I	62 22% STUWYabcdefz	3 1%	24 7% SWYa	43 10% SWYae	39 22% STUWYabcdefz	8 2% S	39 24% STUWYabcdefz	14 3% SW	38 26% STUWYabcdefz*	13 3% SW	19 9% SWYa	49 8% SWYa	27 11% STWYa	29 7% SWYa	26 11% STWYa	32 9% SWYa	40 19% i	21 3%
Fairly positive (1)	274 25%	145 42% CDE	31 12%	28 28% C*	21 17% *	108 24%	107 29%	129 54% IJKLMNOPQ	85 14%	82 21% I	125 32% IJMNOQ	71 29% IJ	96 26% I	71 24% I	68 23% I	51 35% IJNO*	115 26% I	153 54% STUWYabcdefR	48 9%	82 24% SWa	132 31% SWYab	96 53% STUWYabcdefR	82 16% S	73 46% STUWYabcdefR	109 20% SWa	79 54% STUWYabcdefR*	55 14% S	42 20% Sa	188 31% STWYab	63 25% SWa	109 28% SWYa	59 26% SWa	112 31% SWYab	81 38% i	132 21%
Neither positive nor negative (0)	296 27%	84 24%	76 30%	26 26% *	28 23% *	104 23%	116 32% F	33 14%	159 27% HMNQ	99 25% HMN	91 23% HM	69 28% HMNP	64 17%	57 19%	70 24% HM	27 19% *	100 22% H	48 17% Z	139 27% RUVWZbdf	86 25% RZbdf	90 21% Z	31 18% Z	119 24% Zbd	36 22% Z	139 26% RZbdf	14 9% *	97 25% RZbdf	35 17% Z	165 27% RUVZbdfg	43 17% Z	94 24% RZ	42 18% Z	80 22% Z	47 22%	169 27%
Fairly negative (-1)	167 15%	45 13%	56 22% B	19 19% *	21 17% *	81 18%	46 13%	22 9%	127 22% HKLN	81 21% H	57 14%	40 16% H	70 19% HK	51 17% H	63 21% HK	25 17% H*	90 20% HK	11 4%	136 26% RTUVWXYZbcdefe	64 19% RVXZ	57 13% RVX	7 4%	114 23% RUVXZcdeg	9 6%	109 20% RUVXZcg	11 8% *	89 23% RUVXZcdeg	39 19% RVXZ	101 17% RVXZ	42 17% RVXZ	65 16% RVXZ	44 19% RVXZ	53 15% RVX	15 7%	124 20% h
Very negative (-2)	182 17%	14 4%	75 29% BD	14 14% B*	35 29% BD*	102 23% G	41 11%	1 1%	164 28% HJKLMOPQ	85 22% HKLP	57 14% H	36 15% H	81 22% HKP	78 26% HKLOP	52 17% H	15 10% H*	96 21% HKLP	2 1%	166 32% RTUVXYZcdefR	74 22% RVXZc	78 18% RVXZc	5 3% R	153 30% RTUVXZcefg	2 2%	151 28% RTUVXZceg	4 2% *	125 32% RTUVYZcefg	63 31% RTUVXZcefg	86 14% RVXZ	63 25% RVXZc	75 19% RVXZc	53 23% RVXZc	67 18% RVXZc	19 9%	141 23% h
Don't know	96 9%	11 3%	13 5%	5 5% *	11 9% B*	25 6%	24 7%	4 2%	39 7% HJLQ	17 4%	25 6% H	8 3%	19 5% H	19 6% HLQ	11 4%	6 4% *	15 3%	10 3% VX	24 5% VX	14 4% VX	22 5% VXZ	1 1%	26 5% VXYa	1 *	18 3%	1 1% *	13 3%	8 4% X	24 4% X	11 4% VXZ	24 6% VXYZac	7 3%	21 6% VXZ	11 5%	35 6%
Net: Very/Fairly positive	345 32%	190 55% CDE	37 15%	36 36% C*	29 23% *	138 31%	138 38%	179 75% IJKLMNOPQ	96 16%	108 28% I	165 42% IJNOQ	93 38% IJN	135 37% IJ	95 32% I	102 34% I	74 50% IJLMNOQ*	148 33% I	215 75% STUWYabcdefR	51 10%	106 31% SWYa	175 42% STWYabe	134 75% STUWYabcdefR	89 18% S	112 70% STUWYabcdefR	123 23% SWa	117 80% STUWXYabcdefq*	68 17% S	61 30% SWYa	236 39% STWYab	90 36% SWYa	138 35% SWYa	85 37% STWYab	145 40% STWYabe	121 57% i	152 25%
Net: Very/Fairly negative	349 32%	58 17%	132 51% BD	33 33% B*	56 46% B*	183 41% G	87 24%	23 10%	291 50% HJKLMNOPQ	167 43% HKLP	114 29% H	76 31% H	152 41% HKLP	129 43% HKLP	114 38% HKP	41 28% H*	186 41% HKLP	13 5%	302 59% RTUVWXYZbcdefe	138 40% RVXZc	135 32% RVXZ	12 7%	267 53% RTUVXYZcdefz	11 7%	260 48% RTUVXZceg	15 10% R*	215 55% RTUVYZcdefz	103 50% RTUVXZcdeg	188 31% RVXZ	105 42% RUVXZcg	139 35% RVXZ	97 42% RUVXZc	120 33% RVXZ	34 16%	265 43% h
Mean	-0.12	0.49 CDE	-0.67	-0.04 CE*	-0.49 *	-0.28	0.12 F	0.87 IJKLMNOPQ	-0.64	-0.32 I	0.09 IJMNOQ	0.01 IJNQ	-0.17 I	-0.31 I	-0.11 I	0.28 IJMNOQ*	-0.23 I	0.95 STUWYabcdefz	-0.84	-0.25 SWYa	0.01 STWYabe	0.88 STUWYabcdefz	-0.68 S	0.86 STUWYabcdefz	-0.52 SWa	0.94 STUWYabcdefz*	-0.68 S	-0.43 SWa	0.02 STWYabde	-0.22 SWYab	-0.13 SWYab	-0.17 SWYab	-0.03 SWYab	0.54 i	-0.40

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His policies to improve Britain's public services e.g., schools and hospitals
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	61 6%	41 8% C	21 4%	10 9% GH	20 11% GH	12 7%	5 3%	4 2%	11 4%	30 10% KL	17 5%	14 3%	16 10% P	19 7%	12 5%	12 4%	27 4%	35 7%	20 8%	13 5%	9 4%	11 7% *	- - *	8 8% *	53 6%	9 5%	38 6%	21 7%	3 2% *	24 8%	38 5%	20 6%	41 5%	37 6%	25 6%
Fairly positive (1)	170 16%	89 17%	80 14%	16 14%	32 17% G	27 15%	17 9%	26 16%	51 20% G	48 16%	44 12%	78 18%	22 14%	47 17%	26 11%	52 16%	91 15%	78 16%	29 11%	64 23% SX	38 15%	24 16% *	5 10% *	9 10% *	133 15%	37 21%	112 17% b	29 10%	28 20% b*	55 19%	114 14%	55 17%	115 15%	97 15%	72 16%
Neither positive nor negative (0)	266 24%	107 20%	158 29% B	24 21%	32 17%	29 17%	50 27%	48 29% EF	82 32% EF	57 19%	79 22%	130 31% JK	35 22%	42 15%	64 26% N	106 31% N	144 24%	122 26%	58 22%	56 20%	76 30% T	43 29% *	8 15% *	26 28% *	219 24%	48 27%	150 23%	63 21%	53 38% ab*	69 23%	197 25%	67 20%	200 26% f	134 21%	132 30% h
Fairly negative (-1)	217 20%	128 24% C	88 16%	26 22%	37 20%	32 18%	46 25% I	40 24% I	36 14%	62 21%	78 22%	77 18%	32 21%	57 20%	56 23%	64 19%	135 22%	82 17%	57 22% X	59 21% X	59 24% VX	19 13% *	14 26% X*	9 10% *	176 19%	42 23%	140 21% c	61 21%	17 12% *	56 19%	161 20%	70 21%	147 20%	148 23% i	69 15%
Very negative (-2)	276 25%	144 27%	131 24%	25 22%	43 23%	53 31%	50 27%	41 24%	63 25%	68 22%	104 29%	104 25%	32 20%	83 29%	64 26%	88 26%	163 27%	113 24%	69 27%	70 25%	49 20%	39 26% *	17 32% *	32 34% U*	252 28% Z	24 13%	163 25%	83 28%	30 21% *	66 22%	210 26%	102 31% g	174 23%	168 26%	108 24%
Don't know	96 9%	21 4%	76 14% B	14 12% HI	23 12% HI	21 12% H	18 10%	9 5%	12 5%	37 12% L	38 11% L	21 5%	20 13% P	36 13% P	22 9% P	14 4%	49 8%	47 10%	26 10%	21 7%	19 7%	12 8% *	9 18% TU*	10 11% *	77 8%	19 11%	49 7%	37 13% a	11 7% *	25 8%	72 9%	20 6%	77 10% f	56 9%	41 9%
Net: Very/Fairly positive	231 21%	129 24% C	101 18%	26 23% G	52 28% GH	39 22% G	22 12%	30 18%	62 24% G	78 26% K	61 17%	92 22%	38 24% O	66 23%	38 16%	65 19%	118 19%	113 24%	49 19%	78 27% W	47 19%	35 24% *	5 10% *	17 18% *	186 20%	46 26%	150 23%	50 17%	31 22% *	79 27% e	152 19%	76 23%	156 21%	134 21%	97 22%
Net: Very/Fairly negative	493 45%	273 51% C	219 40%	50 44%	80 43%	85 49%	96 52% I	81 48%	99 39%	130 43%	182 50%	181 43%	64 41%	140 49%	120 49%	152 45%	298 49% R	195 41%	127 49%	129 45%	108 43%	58 39% *	31 58% *	41 44% *	428 47% Z	65 37%	303 46% c	144 49% c	47 33% *	122 41%	371 47%	172 52% g	321 43%	316 49% i	177 40%
Mean	-0.48	-0.49	-0.48	-0.39 *	-0.32 G	-0.57 *	-0.70	-0.56	-0.37 G*	-0.34 K	-0.64	-0.44	-0.30	-0.55	-0.60	-0.51	-0.56	-0.37	-0.54	-0.41	-0.43	-0.38 *	-0.97 **	-0.58 *	-0.53	-0.22 Y*	-0.46	-0.61	-0.33 *	-0.32 e	-0.54	-0.57	-0.44	-0.54	-0.40

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His policies to improve Britain's public services e.g., schools and hospitals
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	61 6%	38 11% CD	8 3%	2 2% *	6 5% *	29 6%	19 5%	48 20% IJKLMNOQ	8 1%	28 7% I	26 7% I	21 9% I	25 7% I	21 7% I	19 6% I	20 14% IJKMNOQ*	26 6% I	53 18% STUWYabcdefz	5 1%	27 8% SWYa	24 6% SWYa	39 22% STUWYabcdefz	2 *	41 26% STUWYabcdefz	8 2% W	38 26% RSTUWYabcdefa*	5 1% W	23 11% SUWYace	33 5% SWYa	26 11% SUWYace	18 5% SWYa	24 11% SWYace	23 6% SWYa	31 15% i	17 3%
Fairly positive (1)	170 16%	96 28% CDE	16 6%	15 15% C*	18 14% C*	61 14%	76 21% F	94 39% IJKLMNOPQ	30 5%	47 12% I	82 21% IJNQ	36 15% I	69 19% IJ	42 14% I	56 19% IJ	35 24% IJLN*	70 16% I	128 45% STUWXYabcdefg	20 4%	52 15% SWYa	80 19% SWYa	74 41% STUWYabcdefg	35 7% S	56 35% STUWYabcdefg	49 9% SWa	64 44% STUWYabcdefg*	25 6% S	28 14% SWYa	113 18% SWYa	42 17% SWYa	72 18% SWYa	35 15% SWYa	70 19% SWYa	66 31% i	69 11%
Neither positive nor negative (0)	266 24%	123 36% CDE	32 12%	19 20% *	25 21% *	83 18%	113 31% F	68 29% IJLMNPQ	102 17% N	58 15%	122 31% IJLMNOPQ	49 20% JN	77 21% JN	36 12%	72 24% IJN	28 19% *	92 20% JN	73 25% STWZabdf	64 12%	56 16% b	129 31% STWYZabdfg	43 24% STabdf	87 17% Sb	38 24% Sabdf	101 19% Sabd	25 17% b*	60 15% b	17 8%	177 29% STWYZabdf	32 13% b	107 27% STWYZabdf	36 16% b	92 25% STWYabdf	54 26%	134 21%
Fairly negative (-1)	217 20%	42 12%	74 29% BE	33 33% BE*	20 17% *	101 22%	63 17%	16 7%	164 28% HKMNOQ	98 25% HK	63 16% H	58 24% HK	70 19% H	65 22% H	63 21% HK	35 24% H*	99 22% HK	17 6%	153 30% RUVWXYZcdefz	86 25% RUVXZd	69 16% RVZ	12 7%	128 26% RUVXZcdeg	19 12% R	134 25% RUVXZcdg	10 7% *	114 29% RUVXYZcdefg	54 26% RUVXZd	120 20% RVXZ	45 18% RVZ	82 21% RUVXZ	48 21% RVXZ	71 19% RVZ	28 13%	157 25% h
Very negative (-2)	276 25%	36 10%	118 46% BD	22 23% B*	42 34% B*	148 33% G	76 21%	9 4%	244 42% HJKLMOPQ	140 36% HKLOP	84 21% H	69 28% HP	109 30% HKP	111 37% HKLOP	77 26% H	25 17% H*	146 33% HKOP	4 1%	252 49% RTUVXYZbcdefg	110 32% RVXZce	104 25% RVXZ	6 4%	231 46% RTUVXZbcdefg	3 2%	232 43% RTUVXZceg	8 6% R*	184 47% RTUVXZbcdefg	79 38% RUVXZceg	141 23% RVXZ	97 39% RTUVXZceg	97 25% RVXZ	84 36% RUVXZceg	92 25% RVXZ	21 10%	212 34% h
Don't know	96 9%	8 2%	10 4%	7 7% *	12 10% BC*	29 6%	19 5%	4 2%	37 6% HQ	20 5% H	16 4%	12 5%	18 5%	24 8% HLOPQ	10 3%	3 2% *	16 4%	12 4% XZa	22 4% a	13 4% Zaf	16 4% a	5 3%	18 4% a	1 1%	16 3% a	1 * *	4 1%	6 3%	28 4% Za	8 3% a	20 5% XZa	4 2%	18 5% XZa	12 6%	32 5%
Net: Very/Fairly positive	231 21%	134 39% CDE	24 9%	17 17% *	23 19% C*	90 20%	95 26%	142 59% IJKLMNOPQ	38 6%	74 19% I	108 27% IJQ	57 23% I	94 26% IJ	63 21% I	75 25% I	56 38% IJKLMNOQ*	96 21% I	181 63% STUWYabcdefR	25 5%	79 23% SWYa	104 25% SWYa	113 63% STUWYabcdefR	37 7% S	98 61% STUWYabcdefR	57 11% SWa	103 70% STUWYabcdefR*	30 8% S	51 25% SWYa	147 24% SWYa	68 27% SWYa	90 23% SWYa	59 26% SWYa	93 25% SWYa	97 46% i	87 14%
Net: Very/Fairly negative	493 45%	78 23%	192 74% BDE	55 56% B*	62 51% B*	248 55% G	139 38%	25 10%	408 70% HJKLMNOPQ	238 61% HKLMOPQ	147 37% H	127 52% HK	180 49% HK	176 59% HKLMOP	140 47% HK	61 41% H*	245 55% HKOP	21 7%	405 79% RTUVWXYZbcdefa	196 57% RUVXZceg	173 41% RVXZ	18 10%	359 72% RTUVXYZbcdefa	22 14% R	366 68% RTUVXZcdefg	18 12% *	297 76% RTUVWXYZbcdefa	133 64% RTUVXZcdeg	261 43% RVXZ	141 57% RUVXZceg	179 45% RVXZ	131 57% RUVXZceg	163 45% RVXZ	50 23%	369 59% h
Mean	-0.48	0.17 CDE	-1.12	-0.63 C*	-0.68 C*	-0.66	-0.29 F	0.67 IJKLMNOPQ	-1.11	-0.75 I	-0.26 IJLMNOQ	-0.50 IJN	-0.48 IJN	-0.73 I	-0.43 IJNQ	-0.07 IJLMNOQ*	-0.62 I	0.76 STUWYabcdefz	-1.27	-0.60 SWYa	-0.37 STWYab	0.73 STUWYabcdefz	-1.14 S	0.71 STUWYabcdefz*	-1.02 SWa	0.79 STUWYabcdefz*	-1.15 S	-0.68 SWYa	-0.38 STWYabd	-0.59 SWYa	-0.45 SWYa	-0.58 SWYa	-0.40 SWYab	0.29 i	-0.81

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His policies on immigration and asylum
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	70 6%	45 8% C	25 4%	6 6%	17 9% G	16 9% G	6 3%	10 6%	15 6%	23 8%	22 6%	24 6%	13 8%	20 7%	12 5%	22 7%	42 7%	27 6%	20 8%	14 5%	11 4%	13 9% *	1 2% *	11 12% U*	55 6%	14 8%	42 6%	14 5%	13 9% *	31 10% e	39 5%	27 8%	42 6%	43 7%	26 6%
Fairly positive (1)	177 16%	91 17%	85 15%	16 14%	34 18%	23 13%	22 12%	26 15%	56 22% G	50 17%	45 12%	82 19% K	24 15%	40 14%	34 14%	60 18%	82 13%	95 20% Q	41 16%	53 19% X	48 19% X	22 15% *	7 12% *	7 7% *	141 15%	36 20%	115 18%	37 13%	25 18% *	49 16%	128 16%	42 13%	135 18% f	93 14%	84 19%
Neither positive nor negative (0)	239 22%	113 21%	125 23%	31 27%	33 18%	31 18%	48 26%	39 23%	57 22%	64 21%	78 22%	96 23%	40 26% N	45 16%	63 26% N	78 23%	128 21%	111 23%	56 22%	58 20%	57 23%	38 26% *	12 23% *	18 19% *	196 22%	42 24%	131 20%	70 24%	38 27% *	70 24%	169 21%	60 18%	178 24% f	126 20%	112 25%
Fairly negative (-1)	205 19%	87 16%	118 21%	22 19%	32 17%	34 20%	37 20%	31 19%	48 19%	54 18%	71 20%	79 19%	33 21%	53 19%	43 18%	58 17%	129 21%	76 16%	42 16%	57 20%	65 26% SV	20 13% *	8 15% *	14 15% *	170 19%	35 20%	136 21%	49 17%	21 15% *	53 18%	152 19%	67 20%	138 18%	136 21%	69 15%
Very negative (-2)	320 29%	180 34% C	139 25%	27 23%	52 28%	52 30%	57 31%	56 33%	75 29%	79 26%	109 30%	131 31%	33 21%	93 33% M	72 29%	110 33% M	194 32%	126 26%	77 30%	84 30%	56 23%	42 28% *	21 40% U*	40 43% U*	278 31%	42 24%	194 30%	89 30%	36 26% *	77 26%	243 31%	118 35% g	202 27%	191 30%	129 29%
Don't know	77 7%	14 3%	63 11% B	12 11% HI	18 9% I	18 10% HI	17 9% I	7 4%	5 2%	30 10% L	35 10% L	12 3%	13 9% P	34 12% P	19 8% P	8 2%	35 6%	42 9%	24 9%	18 6%	13 5%	14 10% *	4 8% *	4 5% *	69 8%	8 5%	34 5%	35 12% a	8 6% *	17 6%	60 8%	19 6%	58 8%	51 8%	26 6%
Net: Very/Fairly positive	246 23%	136 26%	109 20%	22 19%	51 28% G	39 22%	28 15%	35 21%	71 28% G	74 24%	67 18%	106 25%	37 24%	60 21%	46 19%	82 24%	124 20%	122 26%	61 24%	66 23%	59 24%	34 23% *	8 14% *	18 19% *	196 22%	50 28%	157 24%	52 18%	38 27% *	79 27%	167 21%	69 21%	177 23%	136 21%	110 25%
Net: Very/Fairly negative	525 48%	268 50%	256 46%	49 43%	85 45%	87 50%	94 50%	87 52%	123 48%	134 44%	181 50%	211 50%	66 42%	146 51%	115 47%	168 50%	323 53% R	202 42%	119 46%	141 50%	121 48%	61 42% *	29 55% *	55 58% V*	448 49%	77 43%	330 51%	138 47%	57 41% *	129 44%	396 50%	185 56% g	340 45%	327 51%	198 44%
Mean	-0.52	-0.52	-0.53	-0.46 *	-0.41	-0.54 *	-0.69	-0.61	-0.45	-0.43	-0.62	-0.51	-0.34	-0.64	-0.57	-0.53	-0.61	-0.41	-0.48	-0.55	-0.45	-0.42 *	-0.84 *	-0.74 *	-0.56	-0.32	-0.53	-0.62	-0.32 *	-0.35 e	-0.59	-0.66	-0.46 f	-0.57	-0.45

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His policies on immigration and asylum
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	70 6%	43 12% C	9 4%	5 5% *	6 5% *	18 4%	35 10% F	47 20% IJKLMNOQ	10 2%	22 6% I	40 10% IQ	15 6% I	37 10% IJQ	21 7% I	31 10% IJQ	24 17% IJLNQ*	29 6% I	58 20% STUWYabcdefg	4 1%	20 6% SWYa	40 10% SWYa	38 21% STUWYabcdefg	10 2% S	39 24% STUWYabcdefg	9 2% S	31 21% STUWYabcdefg*	11 3% S	19 9% SWYa	47 8% SWYa	22 9% STWYa	36 9% SWYa	22 9% STWYa	34 9% SWYa	36 17% i	21 3%
Fairly positive (1)	177 16%	115 33% CDE	14 5%	14 14% C*	14 11% *	65 14%	75 21%	107 45% IJKLMNOPQ	35 6%	43 11% I	99 25% IJLMNOQ	40 16% IJ	75 20% IJN	38 13% I	57 19% IJ	35 24% IJN*	76 17% IJ	119 41% STUWYabcdefR	22 4%	43 13% SWYa	98 23% STWYabde	76 43% STUWYabcdefR	41 8% S	69 43% STUWYabcdefR	48 9% S	71 49% STUWYabcdefR*	27 7% S	31 15% SWYa	122 20% STWYa	36 14% SWYa	74 19% STWYa	43 19% STWYa	70 19% STWYa	66 31% i	67 11%
Neither positive nor negative (0)	239 22%	80 23% C	31 12%	21 21% *	23 19% *	78 17%	92 25% F	44 18%	92 16%	62 16%	80 20% Q	50 20% Q	66 18%	47 16%	61 20% Q	33 22% *	64 14%	65 23% STWabdf	70 14%	55 16%	90 21% SWabdf	40 22% Sabdf	74 15%	26 17%	96 18% SWabdf	25 17% *	55 14%	23 11%	142 23% STWYabdf	29 12%	88 22% STWabdf	29 12%	79 22% SWabdf	51 24%	120 19%
Fairly negative (-1)	205 19%	53 15%	62 24% B	25 25% *	25 21% *	95 21%	58 16%	24 10%	143 24% HKMNOP	91 23% HKMNP	64 16% H	48 19% H	57 15%	51 17% H	53 18% H	20 13% *	93 21% HM	27 9%	118 23% RUVWXZeg	80 23% RUVXZd	66 16% RVXZ	15 8%	100 20% RVXZ	14 9%	117 22% RUVXZe	10 7% *	87 22% RUVXZe	42 20% RVXZ	124 20% RUVXZ	44 18% RVXZ	67 17% RVXZ	44 19% RVXZ	65 18% RVXZ	22 10%	142 23% h
Very negative (-2)	320 29%	43 13%	133 51% BD	27 28% B*	49 40% B*	175 39% G	86 23%	11 5%	283 48% HJKLMNOPQ	159 41% HKMOP	100 25% H	85 35% HKP	121 33% HKP	128 43% HKLMOP	93 31% HK	34 23% H*	175 39% HKMOP	10 4%	288 56% RTUVWXYZbcdefg	135 39% RUVXZceg	116 28% RVXZ	8 5%	262 52% RTUVXZbcdefR	10 7%	263 49% RTUVXZcefg	7 5% *	209 53% RTUVXYZbcdefz	87 42% RUVXZceg	164 27% RVXZ	109 44% RUVXZceg	119 30% RVXZ	88 38% RUVXZc	109 30% RVXZ	34 16%	246 40% h
Don't know	77 7%	10 3%	9 4%	7 7% *	6 5% *	18 4%	20 5%	6 2%	23 4% O	12 3%	12 3% O	9 4%	12 3% O	15 5% OQ	3 1%	2 1% *	11 3%	9 3%	14 3% Ya	11 3% Ya	10 2%	3 2%	14 3% Ya	1 *	6 1%	1 1% *	4 1%	5 2%	14 2%	9 3% Ya	12 3% Ya	4 2%	8 2%	5 2%	26 4%
Net: Very/Fairly positive	246 23%	158 46% CDE	23 9%	19 19% C*	20 16% *	83 18%	110 30% F	153 64% IJKLMNOPQ	45 8%	66 17% I	139 35% IJLNQ	55 22% IJ	112 30% IJNQ	59 20% I	88 30% IJNQ	59 40% IJLNOQ*	105 23% IJ	176 61% STUWYabcdefR	25 5%	63 18% SWYa	139 33% STWYabcde	114 64% STUWYabcdefR	50 10% S	108 68% STUWYabcdefR	57 11% S	102 70% STUWYabcdefR*	38 10% S	50 24% STWYa	169 28% STWYa	58 23% STWYa	109 28% STWYa	65 28% STWYa	104 28% STWYa	102 48% i	88 14%
Net: Very/Fairly negative	525 48%	96 28%	195 76% BDE	52 53% B*	74 60% B*	270 60% G	144 39%	36 15%	426 73% HJKLMNOPQ	250 64% HKLMOP	164 42% H	132 54% HKP	178 48% HKP	178 60% HKMOP	146 49% HKP	53 36% H*	269 60% HKMOP	37 13%	407 79% RTUVWXYZbcdefg	215 62% RUVXZceg	182 43% RVXZ	23 13%	362 72% RTUVXZbcdefR	24 15%	381 70% RTUVXZbcdefR	18 12% *	297 76% RTUVXYZbcdefz	129 62% RUVXZceg	288 47% RVXZ	153 61% RUVXZceg	186 47% RVXZ	132 58% RUVXZce	174 48% RVXZ	56 26%	388 63% h
Mean	-0.52	0.18 CDE	-1.19	-0.59 C*	-0.84 C*	-0.80	-0.24 F	0.66 IJKLMNOPQ	-1.16	-0.85 I	-0.22 IJLMNOQ	-0.62 IJN	-0.42 IJNQ	-0.80 I	-0.41 IJNQ	-0.02 IJLMNOQ*	-0.71 I	0.67 STUWYabcdefR	-1.33	-0.80 SWYa	-0.29 STWYabdf	0.68 STUWYabcdefR	-1.16 S	0.71 STUWYabcdefR	-1.08 Sa	0.75 STUWYabcdefR*	-1.17 S	-0.73 SWYa	-0.39 STWYabd	-0.75 SWYa	-0.42 STWYabd	-0.59 STWYa	-0.41 STWYabd	0.23 i	-0.88

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His vision for Britain's future
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	77 7%	39 7%	37 7%	6 5%	17 9% H	14 8%	7 4%	5 3%	27 11% H	23 8%	22 6%	33 8%	12 8%	20 7%	13 5%	27 8%	34 6%	44 9%	23 9%	22 8%	12 5%	13 9% *	- - *	8 9% *	65 7%	12 7%	45 7%	19 6%	13 9% *	22 8%	55 7%	26 8%	52 7%	38 6%	39 9%
Fairly positive (1)	225 21%	123 23%	101 18%	17 15%	40 22%	33 19%	27 15%	33 20%	75 29% DG	57 19%	60 17%	108 25% K	27 17%	50 18%	42 17%	79 24%	133 22%	92 19%	37 14%	71 25% SW	63 25% SW	33 22% W*	2 5% *	19 20% W*	171 19%	54 31% Y	137 21%	51 17%	37 26% *	61 21%	164 21%	63 19%	162 22%	116 18%	109 24% h
Neither positive nor negative (0)	269 25%	117 22%	151 27%	27 24%	36 20%	31 18%	58 31% EF	49 29% EF	66 26%	64 21%	89 25%	116 27%	34 22%	52 18%	73 30% N	92 27% N	146 24%	122 26%	73 28%	62 22%	69 28%	33 23% *	16 31% *	15 16% *	227 25%	41 23%	160 24%	66 22%	43 30% *	74 25%	194 25%	81 24%	188 25%	156 24%	113 25%
Fairly negative (-1)	184 17%	95 18%	88 16%	25 22% I	26 14%	33 19%	40 21% I	30 18%	29 12%	51 17%	73 20%	60 14%	33 21%	47 17%	48 20%	46 14%	123 20% R	60 13%	49 19%	50 18%	43 17%	25 17% *	8 15% *	9 10% *	156 17%	28 15%	116 18% c	56 19% c	11 8% *	55 19%	128 16%	63 19%	121 16%	125 20% i	58 13%
Very negative (-2)	245 23%	134 25%	110 20%	27 23%	46 25%	44 25%	39 21%	38 22%	51 20%	73 24%	83 23%	89 21%	35 22%	79 28%	51 21%	76 23%	134 22%	111 23%	56 22%	58 21%	44 18%	32 22% *	18 34% U*	37 39% STUV*	219 24% Z	26 15%	145 22%	72 25%	28 20% *	60 20%	185 23%	82 24%	163 22%	151 24%	94 21%
Don't know	88 8%	21 4%	67 12% B	13 11% I	21 11% I	19 11% I	16 8% I	13 8%	7 3%	33 11% L	35 10% L	20 5%	16 10% P	37 13% P	17 7%	15 5%	40 7%	48 10%	21 8%	20 7%	20 8%	12 8% *	8 15% *	6 7% *	71 8%	17 9%	48 7%	31 10%	8 6% *	23 8%	65 8%	20 6%	68 9%	54 8%	34 8%
Net: Very/Fairly positive	302 28%	162 31%	138 25%	23 20%	57 31% G	47 27%	35 19%	39 23%	102 40% DFGH	80 27%	81 23%	141 33% K	39 25%	71 25%	55 23%	106 32% O	166 27%	136 28%	60 23% W	92 33% W	75 30% W	45 31% W*	2 5% *	27 29% W*	236 26%	67 37% Y	183 28%	69 24%	50 36% b*	83 28%	219 28%	89 27%	214 28%	154 24%	148 33% h
Net: Very/Fairly negative	429 39%	230 43% C	198 36%	52 45% I	72 39%	77 44%	79 42%	68 40%	81 32%	124 41%	156 43%	149 35%	67 43%	126 44%	99 41%	122 36%	257 42%	172 36%	105 40%	109 38%	86 35%	56 38% *	26 49% *	46 49% U*	375 41% Z	54 30%	261 40% c	128 43% c	39 28% *	115 39%	313 40%	145 43%	284 38%	277 43% i	152 34%
Mean	-0.29	-0.32	-0.27	-0.48 *	-0.27	-0.38 *	-0.44	-0.40	-0.01 DFGH	-0.35	-0.41	-0.16 K	-0.37	-0.46	-0.36	-0.20	-0.33	-0.24	-0.33	-0.20	-0.19	-0.22 *	-0.93 **	-0.54 *	-0.35	* Y	-0.30	-0.43	-0.02 b*	-0.25	-0.31	-0.35	-0.27	-0.40	-0.14 h

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His vision for Britain's future
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	77 7%	54 16% CE	6 2%	7 7% *	5 4% *	30 7%	35 9%	57 24% IJKLMNOQ	8 1%	11 3% I	49 12% IJN	21 9% IJ	39 10% IJ	21 7% IJ	28 9% IJ	23 16% IJLN*	40 9% IJ	65 23% STUWYabcdefz	3 1%	13 4% S	44 10% STWYa	38 21% STUWYabcdefz	11 2% S	40 25% STUWYabcdefz	22 4% SW	44 30% STUWYabcdefz*	15 4% SW	17 8% STWYa	55 9% STWYa	18 7% STWYa	37 9% STWYa	19 8% STWYa	41 11% STWYa	28 13% i	29 5%
Fairly positive (1)	225 21%	127 37% CDE	26 10%	19 19% *	16 13% *	78 17%	99 27% F	121 51% IJKLMNOPQ	47 8%	69 18% I	105 27% IJNQ	54 22% I	81 22% I	52 17% I	76 26% IJNQ	38 26% I*	85 19% I	150 52% STUWYabcdefR	24 5%	72 21% SWYa	118 28% SWYabd	91 51% STUWYabcdefR	50 10% S	70 44% STUWYabcdefR	64 12% Sa	65 44% STUWYabcdefR*	33 8% S	33 16% SWa	156 25% SWYabd	47 19% SWYa	94 24% SWYab	54 23% SWYab	86 24% SWYab	77 36% i	92 15%
Neither positive nor negative (0)	269 25%	89 26% C	41 16%	33 34% C*	27 22% *	98 22%	109 30% F	37 15%	138 24% HNQ	77 20%	95 24% H	54 22%	74 20%	53 18%	60 20%	41 28% HN*	87 19%	51 18%	95 19%	67 19% f	90 21%	35 20%	95 19%	27 17%	119 22% SWdf	23 16% *	77 20%	34 17%	153 25% RSWZabdf	39 16%	95 24% SWdf	33 14%	83 23% f	58 27%	151 24%
Fairly negative (-1)	184 17%	33 10%	73 28% BD	16 16% *	24 19% B*	89 20% G	41 11%	12 5%	148 25% HKLMNOP	99 25% HKLMNP	57 14% H	46 19% H	68 19% H	58 19% H	56 19% H	21 14% H*	98 22% HK	8 3%	146 28% RUVWXYZbcdee	84 24% RUVXZceg	60 14% RVZ	12 6% R	122 24% RUVXZceg	14 9% R	130 24% RUVXZceg	10 6% *	101 26% RUVXZbcdeg	39 19% RVXZ	110 18% RUVXZ	49 20% RVXZ	70 18% RVXZ	63 27% RUVXZbcdeg	56 15% RVZ	18 8%	137 22% h
Very negative (-2)	245 23%	26 8%	103 40% BD	20 21% B*	40 32% B*	135 30% G	58 16%	6 2%	218 37% HJKLMOPQ	122 31% HKMOP	69 18% H	63 26% HKP	89 24% HKP	100 33% HKLMOP	67 23% HP	19 13% H*	128 28% HKP	1 *	232 45% RTUVWXYZcdefg	99 29% RVXZce	91 22% RVXZ	3 2% R	207 41% RTUVXYZcefg	3 2%	195 36% RTUVXZcefg	4 3% R*	161 41% RTUVXYZcefg	80 39% RTUVXZcefg	115 19% RVXZ	87 35% RTUVXZcefg	81 20% RVXZ	60 26% RVXZc	83 23% RVXZ	22 10%	185 30% h
Don't know	88 8%	15 4%	9 4%	3 3% *	12 9% *	21 5%	24 7%	6 2%	27 5% Q	12 3%	20 5% Q	6 3%	18 5%	16 5% LQ	10 3%	5 4% *	12 3%	11 4% V	16 3% Va	10 3% V	17 4% VYa	- -	15 3% a	4 3% V	11 2%	2 1% *	5 1%	2 1%	24 4% VYaf	10 4% Vabf	19 5% VYabf	3 1%	15 4% Va	10 5%	27 4%
Net: Very/Fairly positive	302 28%	180 53% CDE	32 12%	26 27% C*	21 17% *	108 24%	133 36% F	178 75% IJKLMNOPQ	55 9%	80 20% I	154 39% IJMNQ	75 31% IJN	119 32% IJN	73 24% I	104 35% IJNQ	61 41% IJLNQ*	125 28% IJ	215 75% STUWYabcdefR	27 5%	85 25% SWYa	162 39% STWYabde	129 72% STUWYabcdefR	61 12% S	111 69% STUWYabcdefR	86 16% SWa	108 74% STUWYabcdefR*	48 12% S	50 24% SWYa	211 34% STWYabd	65 26% SWYa	131 33% STWYab	72 31% STWYab	128 35% STWYabd	105 49% i	122 20%
Net: Very/Fairly negative	429 39%	59 17%	176 68% BDE	36 36% B*	64 52% B*	223 50% G	99 27%	18 7%	366 62% HJKLMNOPQ	221 57% HKLMOPQ	126 32% H	109 45% HKP	158 43% HKP	158 53% HKLMOP	124 42% HKP	40 27% H*	226 50% HKMOP	9 3%	377 73% RTUVWXYZabcdefe	183 53% RUVXZceg	152 36% RVXZ	15 8% R	329 66% RTUVXYZbcdefe	17 11% R	324 60% RTUVXZceg	14 9% R*	262 67% RTUVXYZbcdefe	120 58% RUVXZceg	224 37% RVXZ	136 54% RUVXZceg	150 38% RVXZ	122 53% RUVXZceg	139 38% RVXZ	40 19%	322 52% h
Mean	-0.29	0.45 CDE	-0.97	-0.24 CE*	-0.69 *	-0.52	0.03 F	0.91 IJKLMNOPQ	-0.93	-0.67 I	0.02 IJLMNOQ	-0.32 IJN	-0.25 IJNQ	-0.58 I	-0.20 IJNQ	0.18 IJLMNOQ*	-0.43 IJ	0.98 STUVWYabcdefz	-1.16	-0.55 SWYa	-0.09 STWYabdf	0.84 STUWYabcdefz	-0.95 S	0.84 STUWYabcdefz*	-0.78 SWa	0.93 STUWYabcdefz*	-0.93 S	-0.65 SWa	-0.12 STWYabdf	-0.58 SWYa	-0.17 STWYabd	-0.40 SWYabd	-0.15 STWYabd	0.35 i	-0.60

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His background e.g., his family's wealth or where he went to school
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	51 5%	31 6%	20 4%	6 5%	17 9% GH	9 5%	5 3%	4 2%	10 4%	23 8% L	15 4%	14 3%	11 7%	20 7% O	6 3%	11 3%	32 5%	19 4%	11 4%	11 4%	10 4%	10 7% *	1 2% *	9 10% *	48 5%	3 2%	35 5%	14 5%	2 1% *	20 7%	31 4%	23 7% g	29 4%	32 5%	20 4%
Fairly positive (1)	135 12%	70 13%	64 12%	23 20% GH	26 14%	21 12%	20 11%	12 7%	32 12%	49 16% L	41 11%	44 10%	28 18% P	35 12%	30 12%	32 10%	73 12%	61 13%	25 10%	42 15% W	36 15% W	23 16% W*	1 1% *	7 8% *	106 12%	28 16%	83 13%	33 11%	19 14% *	51 17% e	83 11%	41 12%	94 12%	83 13%	51 11%
Neither positive nor negative (0)	370 34%	189 36%	181 33%	26 23%	49 26%	43 25%	64 34% D	72 43% DEF	116 45% DEF	75 25%	107 30%	188 44% JK	43 27%	65 23%	80 33% N	148 44% MNO	218 36%	152 32%	93 36%	100 35%	90 36%	42 28% *	14 26% *	32 34% *	296 33%	75 42% Y	229 35%	85 29%	56 40% *	84 28%	286 36% d	101 30%	269 36%	191 30%	180 40% h
Fairly negative (-1)	164 15%	84 16%	79 14%	23 20% H	22 12%	31 18%	40 21% EHI	19 11%	29 11%	46 15%	70 20% L	48 11%	27 17%	42 15%	50 21% P	42 13%	91 15%	73 15%	44 17%	40 14%	43 17%	23 15% *	6 11% *	9 9% *	141 16%	23 13%	93 14%	49 17%	22 16% *	48 16%	116 15%	54 16%	110 15%	96 15%	68 15%
Very negative (-2)	251 23%	123 23%	126 23%	18 16%	44 24%	49 28% D	42 22%	47 28% D	51 20%	62 20%	90 25%	99 23%	24 15%	79 28% M	58 24%	80 24%	151 25%	100 21%	59 23%	60 21%	54 21%	32 22% *	21 39% STUV*	25 26% *	223 25% Z	28 15%	157 24%	69 23%	25 18% *	64 22%	186 24%	92 28% g	159 21%	167 26% i	84 19%
Don't know	116 11%	33 6%	83 15% B	19 16% HI	28 15% I	21 12%	16 9%	15 9%	17 7%	47 16% L	37 10%	32 8%	23 15% P	44 16% OP	20 8%	22 7%	44 7%	72 15% Q	27 10%	31 11%	17 7%	17 12% *	11 21% U*	12 13% *	94 10%	22 12%	55 8%	44 15% a	17 12% *	27 9%	89 11%	23 7%	93 12% f	72 11%	44 10%
Net: Very/Fairly positive	186 17%	101 19%	84 15%	29 25% GH	43 23% GH	31 18% H	25 14%	16 10%	42 16%	72 24% KL	56 16%	58 14%	39 25% OP	55 19%	36 15%	43 13%	105 17%	80 17%	36 14%	53 19% W	46 19% W	33 22% W*	2 3% *	16 17% W*	154 17%	31 18%	118 18%	47 16%	21 15% *	72 24% e	114 14%	64 19%	122 16%	115 18%	71 16%
Net: Very/Fairly negative	415 38%	207 39%	205 37%	41 36%	66 35%	79 46% I	81 44% I	66 39%	81 32%	107 36%	161 45% JL	147 35%	51 33%	120 42%	108 44% M	122 36%	241 40%	174 36%	104 40%	100 35%	96 39%	55 37% *	26 50% *	34 35% *	365 40% Z	50 28%	250 38%	118 40%	47 33% *	113 38%	302 38%	146 44% g	269 36%	263 41%	152 34%
Mean	-0.44	-0.40	-0.48	-0.26 H*	-0.32	-0.57 *	-0.54	-0.61	-0.34 *	-0.29 K	-0.56	-0.44	-0.19 O*	-0.52	-0.55	-0.47	-0.45	-0.43	-0.50	-0.38	-0.40	-0.35 *	-1.07 **	-0.40 *	-0.47	-0.28 *	-0.43	-0.50	-0.39 *	-0.32	-0.49	-0.49	-0.42	-0.50	-0.36

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - His background e.g., his family's wealth or where he went to school
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	51 5%	29 8% C	5 2%	4 4% *	6 5% *	17 4%	22 6%	36 15% IJKLMNOQ	10 2%	20 5% I	20 5% I	15 6% I	19 5% I	16 5% I	16 5% I	17 12% IJKMNOQ*	19 4% I	41 14% STUWYabcdefg	4 1%	18 5% SWYa	24 6% SWYa	29 16% STUWYabcdefg	9 2% S	30 19% STUWYabcdefg	10 2% S	25 17% STUWYabcdefg*	8 2% S	13 6% SWYa	28 5% SWYa	20 8% STWYac	17 4% SWYa	16 7% SWYa	23 6% SWYae	27 13% i	8 1%
Fairly positive (1)	135 12%	70 20% CD	14 6%	7 7% *	15 12% *	43 10%	50 14%	79 33% IJKLMNOPQ	28 5%	48 12% I	58 15% IQ	33 14% I	50 14% I	33 11% I	43 14% IQ	34 23% IJKLMNOQ*	43 10% I	92 32% STUWYabcdefR	13 3%	48 14% SWYa	55 13% SWYa	52 29% STUWYabcdefR	26 5% S	46 29% STUWYabcdefR	35 6% S	56 38% STUVWXYabcdefg*	27 7% S	36 17% SWYa	70 11% SWYa	43 17% SWYac	49 12% SWYa	44 19% STWYace	48 13% SWYa	49 23% i	49 8%
Neither positive nor negative (0)	370 34%	164 48% CE	63 24%	37 38% C*	31 25% *	134 30%	159 43% F	82 34% J	178 30% J	98 25%	172 44% HIJMNQ	88 36% JN	134 36% IJN	78 26%	116 39% IJN	58 39% JN*	158 35% IJN	104 36% STbdf	139 27%	92 27%	168 40% STWYabdf	62 35% bdf	155 31% Sbdf	54 34% bdf	178 33% STbdf	46 32% bd*	127 32% Sbdf	45 22%	251 41% STWYabdf	56 22%	158 40% STWYabdf	55 24%	146 40% STWYabdf	87 41%	204 33%
Fairly negative (-1)	164 15%	32 9%	58 22% B	18 18% *	22 18% B*	85 19% G	42 12%	13 6%	115 20% HKMNP	82 21% HKLMNOP	45 11% H	39 16% HP	50 14% HP	46 15% HP	43 15% HP	10 7% *	77 17% HKP	17 6%	107 21% RUVXZbceg	70 20% RUVXZceg	52 12% RZ	14 8%	94 19% RUVXZceg	11 7%	106 20% RUVXZceg	6 4% *	73 19% RUVXZeg	31 15% RVXZ	93 15% RVXZg	48 19% RUVXZg	52 13% RZ	48 21% RUVXZbeg	40 11% RZ	12 6%	118 19% h
Very negative (-2)	251 23%	30 9%	105 41% BDE	26 26% B*	34 28% B*	144 32% G	61 17%	9 4%	222 38% HJKLMOPQ	124 32% HKLMOP	67 17% H	54 22% HP	90 24% HKP	100 34% HKLMOP	60 20% HP	16 11% H*	134 30% HKLOP	9 3%	229 44% RTUVWXYZabcdefg	104 30% RUVXZce	92 22% RVXZ	12 7% R	196 39% RTUVXYZcdefR	12 7% R	189 35% RUVXZcdefg	9 6% *	149 38% RTUVXZcdefg	77 37% RTUVXZcdefg	128 21% RVXZ	72 29% RVXZc	91 23% RVXZ	61 26% RVXZ	85 23% RVXZ	21 10%	194 31% h
Don't know	116 11%	19 6%	13 5%	7 7% *	15 12% C*	26 6%	31 8%	19 8%	32 6%	19 5%	33 8% Q	16 6%	26 7% Q	26 9% IJQ	19 6%	12 8% *	18 4%	24 8% TWYZabdf	24 5% a	13 4%	31 7% WYabf	10 6%	20 4% a	6 4%	22 4% a	5 3% *	9 2%	5 3%	43 7% SWYabf	10 4%	29 7% WYabf	6 3%	23 6% a	17 8%	47 8%
Net: Very/Fairly positive	186 17%	99 29% CDE	20 8%	11 11% *	21 17% C*	61 13%	72 20%	115 48% IJKLMNOPQ	38 6%	68 17% I	78 20% IQ	48 20% IQ	69 19% IQ	49 16% I	59 20% IQ	52 35% IJKLMNOQ*	62 14% I	133 46% STUWYabcdefR	17 3%	66 19% SWYa	79 19% SWYa	81 45% STUWYabcdefR	35 7% S	77 48% STUWYabcdefR	45 8% S	81 55% STUVWYabcdefg*	35 9% S	49 24% SWYace	98 16% SWYa	64 26% STWYace	65 17% SWYa	60 26% STWYace	71 20% SWYa	76 35% i	58 9%
Net: Very/Fairly negative	415 38%	61 18%	163 63% BDE	43 44% B*	56 46% B*	229 51% G	104 28%	22 9%	337 58% HJKLMNOPQ	206 53% HKLMOP	112 28% HP	93 38% HKP	140 38% HKP	146 49% HKLMOP	104 35% HKP	26 18% H*	211 47% HKLMOP	26 9%	335 65% RTUVWXYZabcdefg	174 50% RUVXZceg	144 34% RVXZ	26 15% R	290 58% RTUVXZcdefg	23 14%	295 55% RUVXZcefg	15 10% *	222 57% RUVXZcdefg	108 52% RUVXZceg	221 36% RVXZ	120 48% RUVXZceg	143 36% RVXZ	109 47% RUVXZceg	125 34% RVXZ	33 15%	312 50% h
Mean	-0.44	0.11 CDE	-0.99	-0.58 C*	-0.58 C*	-0.70	-0.21 F	0.55 IJKLMNOPQ	-0.93	-0.65 I	-0.22 IJMNQ	-0.37 IJNQ	-0.42 IJNQ	-0.66 I	-0.32 IJNQ	0.20 IJKLMNOQ*	-0.61 I	0.53 STUWYabcdefR	-1.11	-0.59 SWYa	-0.34 STWYab	0.42 STUWYabcdefR*	-0.92 S	0.47 STUWYabcdefR*	-0.83 SW	0.58 STUWYabcdefR*	-0.86 S	-0.61 SWYa	-0.39 STWYa	-0.45 SWYa	-0.41 SWYa	-0.42 STWYa	-0.34 STWYab	0.25 i	-0.77

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How well he leads the Conservative Party
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	45 4%	22 4%	23 4%	4 3%	5 3%	9 5%	5 3%	3 2%	19 7% H	9 3%	14 4%	22 5%	4 3%	11 4%	8 3%	15 4%	21 3%	24 5%	14 6%	11 4%	8 3%	7 5% *	- - *	5 5% *	33 4%	12 7%	30 5%	8 3%	7 5% *	13 5%	32 4%	20 6% g	25 3%	22 3%	23 5%
Fairly positive (1)	217 20%	123 23% C	92 17%	26 23%	48 25% GH	33 19%	29 15%	27 16%	55 22%	74 24% K	61 17%	82 19%	37 24%	56 20%	44 18%	64 19%	119 19%	98 21%	45 17%	61 22%	52 21%	34 23% *	5 10% *	19 20% *	167 18%	49 28% Y	130 20%	59 20%	27 20% *	68 23%	148 19%	63 19%	154 20%	132 21%	84 19%
Neither positive nor negative (0)	301 28%	132 25%	169 30%	25 22%	30 16%	45 26%	59 32% E	49 29% E	93 37% DE	55 18%	104 29% J	142 33% J	32 20%	59 21%	76 31% MN	109 32% MN	173 28%	128 27%	69 27%	82 29%	82 33%	38 26% *	12 23% *	19 20% *	251 28%	50 28%	181 28%	68 23%	52 37% b*	72 24%	229 29%	85 26%	216 29%	148 23%	153 34% h
Fairly negative (-1)	220 20%	106 20%	114 21%	27 23%	40 21%	37 21%	43 23%	38 23%	36 14%	67 22%	79 22%	74 17%	34 22%	64 22%	51 21%	58 17%	140 23%	81 17%	49 19%	55 19%	62 25%	28 19% *	10 19% *	17 18% *	188 21%	33 18%	140 21%	56 19%	24 17% *	66 22%	154 19%	72 22%	148 20%	148 23% i	72 16%
Very negative (-2)	226 21%	134 25% C	91 16%	21 18%	40 21%	34 20%	40 22%	42 25%	49 19%	61 20%	75 21%	91 21%	29 19%	62 22%	52 21%	78 23%	120 20%	107 22%	62 24% U	57 20%	33 13%	25 17% *	20 39% TUV*	29 30% U*	201 22%	26 14%	134 21%	69 23%	23 17% *	54 18%	172 22%	77 23%	149 20%	139 22%	87 19%
Don't know	77 7%	13 3%	64 12% B	13 11% I	24 13% GHI	17 10% I	10 6%	10 6% I	3 1%	37 12% L	27 8% L	13 3%	20 13% OP	33 12% OP	13 5%	12 3%	37 6%	40 8%	20 8%	17 6%	14 5%	14 10% *	5 10% *	7 7% *	69 8%	9 5%	37 6%	34 12% a	6 4% *	21 7%	56 7%	16 5%	62 8% f	50 8%	27 6%
Net: Very/Fairly positive	262 24%	144 27% C	115 21%	30 26%	53 28% GH	42 24%	34 18%	30 18%	74 29% GH	83 27%	75 21%	104 24%	41 26%	67 24%	52 21%	79 24%	140 23%	122 25%	60 23%	72 26% W	60 24%	41 28% W*	5 10% *	24 25% *	201 22%	61 34% Y	160 24%	67 23%	35 25% *	82 28%	180 23%	83 25%	178 24%	155 24%	107 24%
Net: Very/Fairly negative	447 41%	240 45% C	206 37%	48 42%	79 43%	71 41%	83 45%	80 47% I	85 33%	127 42%	154 43%	165 39%	63 40%	126 44%	103 42%	136 41%	259 43%	187 39%	110 43%	112 40%	94 38%	54 37% *	30 58% TUV*	46 48% *	388 43% Z	58 33%	274 42%	125 43%	48 34% *	120 41%	326 41%	150 45%	297 39%	287 45% i	159 36%
Mean	-0.36	-0.40	-0.32	-0.35 *	-0.37	-0.35 *	-0.48	-0.56	-0.17 GH	-0.36	-0.42	-0.32	-0.35	-0.43	-0.41	-0.37	-0.38	-0.34	-0.41 W	-0.32 W	-0.25 W	-0.23 W*	-0.97 *	-0.52 *	-0.42	-0.07 Y	-0.35	-0.46	-0.21 *	-0.29	-0.39	-0.39	-0.35	-0.42	-0.28

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How well he leads the Conservative Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	45 4%	31 9% CE	4 2%	3 3% *	2 2% *	23 5%	18 5%	40 17% IJKLMNOPQ	2 *	11 3% I	24 6% I	10 4% I	27 7% IJ	11 4% I	14 5% I	9 6% I*	30 7% IJ	43 15% STUWYabcdefg	1 *	9 3% SW	29 7% STWYa	33 18% STUWYabcdefg	1 *	27 17% STUWYabcdefg	11 2% SW	28 19% STUWYabcdefg*	4 1% SW	9 4% SWa	32 5% SWYa	11 4% SWYa	19 5% SWYa	9 4% SWa	27 7% STWYae	20 10% i	15 2%
Fairly positive (1)	217 20%	124 36% CDE	21 8%	17 17% C*	16 13% *	71 16%	91 25% F	126 53% IJKLMNOPQ	50 9%	60 15% I	113 29% IJMNQ	64 26% IJNQ	74 20% I	50 17% I	70 24% IJQ	50 34% IJMNOQ*	77 17% I	149 52% STUWYabcdefR	18 3%	66 19% SWYa	106 25% SWYa	84 47% STUWYabcdefR	44 9% S	75 47% STUWYabcdefR	59 11% S	66 45% STUWYabcdefR*	33 8% S	42 20% SWYa	140 23% SWYa	53 21% SWYa	86 22% SWYa	51 22% SWYa	82 23% SWYa	78 37% i	85 14%
Neither positive nor negative (0)	301 28%	112 33% C	58 22%	28 28% *	30 25% *	115 25%	119 33%	52 22%	133 23%	79 20%	113 29% IJ	58 24%	96 26%	72 24%	77 26%	33 22% *	112 25%	69 24%	98 19%	77 22%	120 28% SWbd	41 23%	104 21%	32 20%	129 24% SW	30 21% *	93 24% S	39 19%	186 30% STWXYZabdfg	49 20%	111 28% SWbd	47 21%	88 24%	61 28%	165 27%
Fairly negative (-1)	220 20%	38 11%	69 27% B	34 34% B*	35 29% B*	114 25% G	54 15%	14 6%	171 29% HKLMNOPQ	108 28% HKLMOP	62 16% H	52 21% H	63 17% H	70 23% HK	61 21% HK	26 18% H*	109 24% HKM	11 4%	171 33% RUVWXYZabcdeg	97 28% RUVXZcdeg	62 15% R	15 8% R	143 29% RUVXZcdeg	21 13% R	144 27% RUVXZceg	17 12% R*	102 26% RUVXZceg	47 23% RUVXZ	131 21% RUVXZ	54 22% RUVXZ	76 19% RUV	61 26% RUVXZ	72 20% RUV	19 9%	170 27% h
Very negative (-2)	226 21%	34 10%	93 36% BD	15 16% *	34 28% B*	113 25%	69 19%	7 3%	205 35% HJKLMNOPQ	117 30% HKLPQ	76 19% H	57 23% H	99 27% HK	80 27% HK	72 24% H	29 20% H*	109 24% H	7 2%	211 41% RTUVXYZbcdefgx	90 26% RVXZc	95 23% RVXZc	6 4%	193 38% RTUVXYZcdefR	6 4%	187 35% RTUVXZcefg	6 4%	154 39% RTUVXYZcdefR	67 32% RTUVXZceg	114 19% RVXZ	73 29% RVXZc	90 23% RVXZc	59 26% RVXZc	86 24% RVXZc	32 15%	156 25% h
Don't know	77 7%	5 1%	13 5% B	2 2% *	5 4% *	15 3%	15 4%	1 *	25 4% HKLOP	16 4% HLOP	6 2%	4 2%	11 3% HO	15 5% HKLOP	2 1%	- - *	13 3% HO	8 3% VXZ	17 3% VXacf	7 2%	10 2%	- - 	15 3% ac	- - 	12 2%	- - *	6 2%	3 2%	9 2%	9 4% VXZaf	12 3% VXc	2 1%	10 3% V	4 2%	30 5%
Net: Very/Fairly positive	262 24%	155 45% CDE	25 10%	20 20% C*	18 15% *	93 21%	109 30% F	165 69% IJKLMNOPQ	52 9%	71 18% I	137 35% IJMNOQ	74 30% IJNQ	101 27% IJ	62 21% I	84 28% IJ	59 40% IJMNOQ*	106 24% IJ	192 67% STUWYabcdefR	18 4%	75 22% SWYa	134 32% STWYae	117 65% STUWYabcdefR	46 9% S	101 64% STUWYabcdefR	69 13% SWa	93 64% STUWYabcdefR*	38 10% S	51 24% SWYa	172 28% STWYa	64 26% SWYa	105 27% SWYa	61 26% SWYa	109 30% STWYa	99 46% i	100 16%
Net: Very/Fairly negative	447 41%	73 21%	162 63% B	49 50% B*	70 57% B*	227 50% G	123 34%	21 9%	376 64% HJKLMNOPQ	225 58% HKLMNOPQ	138 35% H	109 44% HK	161 44% HK	151 50% HKP	134 45% HK	55 37% H*	218 49% HK	18 6%	382 74% RTUVWXYZabcdefg	187 54% RUVXZceg	157 37% RVXZ	22 12% R	336 67% RTUVXYZbcdefgx	26 16% R	330 61% RTUVXZcdefg	23 16% R*	256 65% RTUVXYZbcdefgx	114 55% RUVXZceg	245 40% RVXZ	127 51% RUVXZc	166 42% RVXZ	120 52% RUVXZce	158 43% RUVXZ	51 24%	327 53% h
Mean	-0.36	0.23 CDE	-0.92	-0.43 C*	-0.71 *	-0.51	-0.19 F	0.75 IJKLMNOPQ	-0.94	-0.69 I	-0.14 IJMNOQ	-0.34 IJN	-0.37 IJ	-0.55 I	-0.36 IJ	-0.11 IJNQ*	-0.44 IJ	0.75 STUWYabcdefR	-1.15	-0.57 SWYa	-0.22 STWYabdf	0.68 STUWYabcdefR	-0.99 S	0.61 STUWYabcdefR	-0.83 SWa	0.63 STUWYabcdefR*	-0.95 S	-0.60 SWYa	-0.26 STWYabdf	-0.52 SWYa	-0.34 STWYab	-0.48 SWYa	-0.30 STWYab	0.18 i	-0.62

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - Whether or not he understands the problems facing Britain
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	52 5%	28 5%	24 4%	5 4%	19 10% GHI	11 6%	4 2%	5 3%	8 3%	24 8% KL	14 4%	13 3%	13 8% P	16 6%	9 4%	11 3%	29 5%	23 5%	16 6%	13 5%	5 2%	13 9% U*	- - *	6 6% *	44 5%	8 4%	26 4%	16 5%	10 7% *	25 8% e	27 3%	18 5%	34 4%	31 5%	21 5%
Fairly positive (1)	185 17%	90 17%	94 17%	16 14%	28 15%	22 12%	23 12%	30 18%	66 26% DEFG	44 15%	45 12%	96 23% JK	24 15%	36 13%	31 13%	70 21% NO	93 15%	91 19%	35 14%	66 23% SW	41 16%	23 15% *	3 6% *	17 18% *	150 17%	34 19%	115 18%	38 13%	33 23% b*	51 17%	134 17%	54 16%	131 17%	98 15%	87 19%
Neither positive nor negative (0)	240 22%	112 21%	128 23%	29 25%	43 23%	34 20%	41 22%	34 20%	59 23%	72 24%	75 21%	93 22%	39 25%	54 19%	60 24%	71 21%	133 22%	107 22%	63 24%	58 20%	64 25%	34 23% *	7 13% *	15 16% *	197 22%	43 24%	136 21%	71 24%	33 24% *	73 25%	167 21%	61 18%	179 24% f	127 20%	113 25%
Fairly negative (-1)	206 19%	102 19%	104 19%	28 24% E	26 14%	35 20%	40 21%	39 23% E	38 15%	54 18%	75 21%	76 18%	35 23%	51 18%	45 19%	64 19%	131 22%	75 16%	53 20%	41 15%	67 27% TX	25 17% *	7 13% *	13 13% *	165 18%	40 23%	129 20%	51 17%	26 18% *	56 19%	149 19%	79 24% g	126 17%	139 22% i	67 15%
Very negative (-2)	338 31%	185 35% C	151 27%	27 23%	55 29%	56 32%	66 35% D	55 33%	80 31%	81 27%	122 34%	135 32%	33 21%	97 34% M	83 34% M	112 33% M	193 32%	145 30%	78 30%	86 30%	65 26%	40 27% *	28 52% STUV*	41 43% UV*	296 33% Z	42 23%	213 33%	93 32%	32 23% *	74 25%	263 33% d	108 32%	230 30%	204 32%	134 30%
Don't know	67 6%	13 2%	53 10% B	10 9% I	15 8% I	17 10% I	14 7% I	7 4%	4 2%	26 9% L	30 8% L	11 3%	12 8% P	31 11% P	15 6% P	7 2%	29 5%	38 8%	15 6%	20 7%	9 4%	12 8% *	8 15% SUX*	3 3% *	56 6%	11 6%	34 5%	26 9%	8 5% *	16 6%	51 6%	13 4%	54 7%	42 7%	25 6%
Net: Very/Fairly positive	236 22%	118 22%	118 21%	21 18%	48 26% G	32 18%	27 14%	35 20%	75 29% G	69 23%	59 16%	109 26% K	37 24%	52 18%	41 17%	81 24%	123 20%	114 24%	51 20% W	78 28% UW	46 18%	35 24% W*	3 6% *	23 24% W*	194 21%	42 24%	140 22%	54 18%	42 30% b*	75 25%	161 20%	72 21%	165 22%	128 20%	108 24%
Net: Very/Fairly negative	544 50%	287 54% C	255 46%	54 47%	81 43%	91 52%	105 57% E	94 56% E	118 46%	135 45%	197 55% J	212 50%	68 44%	148 52%	128 53%	176 53%	324 53%	219 46%	131 51%	127 45%	131 53%	65 44% *	35 66% TV*	54 57% *	462 51%	82 46%	342 52%	144 49%	58 41% *	131 44%	413 52% d	188 56% g	356 47%	343 54% i	201 45%
Mean	-0.58	-0.63	-0.53	-0.53 *	-0.40 G	-0.66 *	-0.82	-0.67	-0.46 G	-0.45 K	-0.74	-0.54	-0.35 NO	-0.70	-0.71	-0.59	-0.63	-0.52	-0.58	-0.46	-0.60	-0.43 *	-1.32 **	-0.73 *	-0.61	-0.44	-0.63	-0.63	-0.28 ab*	-0.38 e	-0.66	-0.64	-0.55	-0.65	-0.49

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - Whether or not he understands the problems facing Britain
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	52 5%	35 10% CD	7 3%	1 1% *	5 4% *	16 4%	20 6%	38 16% IJKLMNOQ	9 2%	17 4% I	29 7% I	14 6% I	28 8% I	16 5% I	18 6% I	16 11% IJN*	24 5% I	44 15% STUWYabcdefg	4 1%	15 4% SWYa	30 7% SWYa	29 16% STUWYabcdefg	8 2% S	30 19% STUWYabcdefg	11 2% Sa	30 21% STUWYabcdefg*	3 1%	15 7% SWYa	32 5% SWYa	16 6% SWYa	25 6% SWYa	19 8% STWYa	21 6% SWYa	28 13% i	16 3%
Fairly positive (1)	185 17%	115 34% CDE	21 8%	14 14% *	14 11% *	69 15%	88 24% F	120 50% IJKLMNOPQ	26 5%	52 13% I	86 22% IJNQ	41 17% I	77 21% IJ	45 15% I	59 20% IJ	35 23% IJN*	74 17% I	145 50% STUWXYabcdefg	18 4%	56 16% SWYa	98 23% SWYab	86 48% STUWXYabcdefg	23 5%	60 38% STUWYabcdefg	52 10% SWa	74 50% STUWXYabcdefg*	22 6% S	33 16% SWYa	127 21% SWYa	43 17% SWYa	76 19% SWYa	44 19% SWYa	78 21% SWYa	68 32% i	71 11%
Neither positive nor negative (0)	240 22%	91 27% C	24 9%	23 23% C*	23 19% C*	87 19%	82 22%	45 19%	87 15%	60 15%	97 24% IJMNQ	55 22% IJN	69 19%	40 13%	65 22% IJN	35 23% IJN*	82 18% N	64 22% Sabdf	47 9%	57 16% Sbf	84 20% Sbf	38 21% Sbdf	82 16% Sb	34 21% Sbdf	95 18% Sbf	25 17% S*	60 15% S	21 10%	147 24% STUWYabdf	33 13% S	83 21% SWabdf	27 12%	74 20% Sbf	48 23%	125 20%
Fairly negative (-1)	206 19%	49 14%	59 23% B	30 31% BE*	19 15% *	88 20%	67 18%	23 10%	148 25% HJKMQ	81 21% H	75 19% H	55 23% HM	55 15%	67 23% HM	58 20% HM	26 18% H*	87 19% H	22 8%	127 25% RUVWXZceg	70 20% RVZ	78 19% RZ	21 12%	105 21% RVXZ	20 13%	122 23% RVXZ	13 9% *	89 23% RVXZ	44 21% RVXZ	126 20% RVXZ	49 20% RVZ	73 18% RZ	46 20% RVZ	67 18% RZ	25 12%	144 23% h
Very negative (-2)	338 31%	47 14%	139 54% BD	30 31% B*	54 44% B*	177 39% G	93 26%	12 5%	296 51% HJKLMNOPQ	170 44% HKLMOP	99 25% H	78 32% HP	129 35% HKP	121 40% HKLOP	89 30% H	30 20% H*	175 39% HKLOP	5 2%	313 61% RTUVWXYZabcdefg	140 41% RUVXZceg	122 29% RVXZ	4 2%	274 55% RTUVXYZbcdefg	13 8% RVZ	256 47% RTUVXZcefg	5 3% *	215 55% RTUVXYZbcdefg	92 45% RUVXZceg	169 28% RVXZ	102 41% RUVXZceg	124 31% RVXZ	91 40% RUVXZc	115 32% RVXZ	33 16%	254 41% h
Don't know	67 6%	7 2%	8 3%	* * *	8 7% BD*	12 3%	15 4%	* *	18 3% HQ	12 3% H	10 2% H	3 1%	12 3% HQ	9 3% H	8 3% H	6 4% H*	6 1%	7 2% z	7 1%	6 2%	10 2%	2 1%	8 2%	3 2%	5 1%	- - *	3 1%	2 1%	12 2%	6 2%	13 3% SYa	3 1%	9 2% Ya	11 5% i	12 2%
Net: Very/Fairly positive	236 22%	150 44% CDE	28 11%	15 15% *	19 15% *	86 19%	108 30% F	158 66% IJKLMNOPQ	36 6%	69 18% I	115 29% IJNQ	55 22% I	105 28% IJNQ	62 21% I	77 26% IJ	51 34% IJLNQ*	98 22% I	188 66% STUWXYabcdefg	22 4%	71 21% SWYa	128 30% STWYa	115 64% STUWYabcdefg	31 6% S	90 56% STUWYabcdefg	63 12% SWa	104 71% STUWXYabcdefg*	25 6% S	47 23% SWYa	159 26% SWYa	59 24% SWYa	102 26% SWYa	63 27% STWYa	99 27% SWYa	96 45% i	87 14%
Net: Very/Fairly negative	544 50%	96 28%	197 76% BDE	61 62% B*	73 59% B*	265 59% G	160 44%	36 15%	444 76% HJKLMNOPQ	250 64% HKLMOP	174 44% H	133 54% HKP	183 50% HP	188 63% HKLMOP	147 49% HP	56 38% H*	263 59% HKMOP	27 9%	440 85% RTUVWXYZabcdefg	210 61% RUVXZceg	200 48% RVXZ	25 14%	379 76% RTUVXYZbcdefg	33 21% RZ	378 70% RTUVXZcdefg	17 12% *	304 77% RTUVXYZbcdefg	136 66% RUVXZceg	294 48% RVXZ	152 61% RUVXZceg	197 50% RVXZ	137 60% RUVXZce	183 50% RVXZ	58 27%	397 64% h
Mean	-0.58	0.13 CDE	-1.20	-0.77 C*	-0.89 C*	-0.78	-0.36 F	0.62 IJKLMNOPQ	-1.23	-0.88 I	-0.34 IJLMNQ	-0.59 IJN	-0.50 IJNQ	-0.80 I	-0.49 IJNQ	-0.14 IJLMNOQ*	-0.71 IJ	0.72 STUWXYabcdefg	-1.43	-0.78 SWYa	-0.40 STWYabd	0.65 STUWYabcdefg	-1.25 S	0.47 STUWYabcdefg*	-1.04 SWa	0.77 STUWXYabcdefg*	-1.26 S	-0.82 SWYa	-0.45 STWYabd	-0.74 SWYa	-0.51 STWYab	-0.65 SWYa	-0.50 STWYab	0.16 i	-0.90

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - Whether or not he keeps his promises
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	48 4%	25 5%	22 4%	4 4%	18 10% FGH	6 3%	3 2%	4 3%	13 5%	22 7% K	9 3%	17 4%	8 5%	18 6% O	5 2%	17 5%	23 4%	25 5%	18 7% U	12 4%	5 2%	9 6% *	1 1% *	3 3% *	37 4%	11 6%	34 5%	11 4%	4 3% *	18 6%	31 4%	23 7% g	25 3%	30 5%	18 4%
Fairly positive (1)	147 14%	92 17% C	54 10%	17 15%	34 18% GH	23 13%	16 9%	12 7%	45 18% GH	50 17%	40 11%	57 13%	25 16%	41 14%	24 10%	39 12%	87 14%	60 13%	30 11%	42 15%	35 14%	22 15% *	6 11% *	12 13% *	113 12%	34 19%	93 14%	34 12%	19 14% *	44 15%	103 13%	45 14%	102 13%	82 13%	65 14%
Neither positive nor negative (0)	324 30%	150 28%	174 31%	30 26%	42 23%	46 26%	59 32%	60 36% E	86 34%	72 24%	105 29%	146 34% J	43 28%	60 21%	83 34% N	114 34% N	173 28%	150 31%	60 23%	96 34% S	89 36% S	42 29% *	15 28% *	22 24% *	270 30%	54 30%	193 30%	78 26%	54 38% *	89 30%	235 30%	95 28%	229 30%	186 29%	138 31%
Fairly negative (-1)	201 18%	95 18%	106 19%	21 19%	31 17%	32 19%	43 23%	32 19%	41 16%	52 17%	76 21%	73 17%	31 20%	46 16%	53 22%	54 16%	137 22% R	64 13%	67 26% TUW	41 15%	42 17%	29 20% *	5 9% *	17 18% *	171 19%	30 17%	128 20%	54 18%	19 14% *	57 19%	144 18%	67 20%	134 18%	126 20%	75 17%
Very negative (-2)	269 25%	140 26%	128 23%	27 24%	46 25%	44 25%	49 26%	48 28%	55 21%	73 24%	93 26%	103 24%	31 20%	81 28%	62 25%	88 26%	142 23%	126 26%	65 25%	69 24%	51 20%	31 21% *	20 37% U*	33 35% U*	235 26%	34 19%	160 25%	77 26%	31 22% *	67 23%	202 26%	85 26%	184 24%	159 25%	110 25%
Don't know	98 9%	29 5%	69 12% B	16 14%	16 9%	22 13%	16 8%	12 7%	16 6%	32 11%	38 11%	28 7%	16 11%	38 13% OP	18 7%	24 7%	47 8%	51 11%	19 7%	23 8%	28 11%	14 9% *	7 13% *	7 8% *	82 9%	16 9%	44 7%	40 14% a	14 10% *	22 7%	77 10%	18 5%	81 11% f	57 9%	41 9%
Net: Very/Fairly positive	195 18%	117 22% C	77 14%	21 18% H	51 27% FGH	29 17%	19 10%	17 10%	58 23% GH	72 24% K	49 14%	74 18%	34 21% O	59 21% O	29 12%	56 17%	110 18%	86 18%	48 18%	54 19%	41 16%	31 21% *	7 13% *	15 16% *	151 17%	45 25% Y	127 20%	45 15%	23 17% *	61 21%	134 17%	69 21%	126 17%	113 18%	83 19%
Net: Very/Fairly negative	470 43%	234 44%	234 42%	48 42%	77 41%	76 44%	92 49%	80 47%	96 37%	125 42%	169 47%	176 41%	63 40%	127 45%	115 47%	141 42%	279 46%	191 40%	133 51% TU	110 39%	92 37%	60 41% *	24 46% *	50 53% U*	406 45%	64 36%	288 44%	131 45%	50 36% *	124 42%	346 44%	152 46%	317 42%	285 45%	184 41%
Mean	-0.50	-0.46	-0.54	-0.51 *	-0.31 GH	-0.56 *	-0.70	-0.68	-0.34 GH*	-0.39 K	-0.63	-0.47	-0.37	-0.53	-0.63	-0.50	-0.51	-0.48	-0.55	-0.43	-0.44	-0.39 *	-0.80 **	-0.74 *	-0.55	-0.26 Y	-0.47	-0.60	-0.43 *	-0.41	-0.54	-0.46	-0.52	-0.52	-0.48

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - Whether or not he keeps his promises
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	48 4%	28 8% CD	7 3%	* * *	5 4% *	24 5%	15 4%	36 15% IJKLMNOQ	7 1%	17 4% I	20 5% I	16 6% I	20 5% I	19 7% I	17 6% I	13 9% I*	25 5% I	42 15% STUWYabcdefz	1 *	18 5% SWYa	20 5% SWYa	27 15% STUWYabcdefz	2 *	31 19% STUWYabcdefz	13 2% SW	27 18% STUWYabcdefz*	6 2% SW	15 7% SWYa	32 5% SWYa	22 9% STWYace	16 4% SWa	20 9% SWYae	24 7% SWYae	21 10% i	19 3%
Fairly positive (1)	147 14%	87 25% CE	16 6%	16 16% C*	10 8% *	53 12%	60 16%	94 39% IJKLMNOPQ	28 5%	41 11% I	82 21% IJMNQ	47 19% IJNQ	59 16% IJ	37 12% I	51 17% IJ	37 25% IJMNQ*	61 14% I	111 39% STUWYabcdefR	11 2%	40 12% SWYa	77 18% STWYac	72 40% STUWYabcdefR	25 5% S	53 33% STUWYabcdefR	32 6% S	62 42% STUWYabcdefR*	30 8% SW	33 16% SWYa	86 14% SWYa	33 13% SWYa	61 15% SWYa	34 15% SWYa	65 18% STWYa	58 27% i	51 8%
Neither positive nor negative (0)	324 30%	129 37% C	60 23%	30 31% *	33 27% *	117 26%	127 35% F	77 32% IJLN	134 23%	84 22%	127 32% IJLMNQ	58 24%	95 26%	68 23%	85 29% J	45 30% *	112 25%	103 36% STWYZabdfg	85 17%	90 26% SWab	131 31% SWYabg	58 32% SWab	100 20% S	51 32% SWab	130 24% SWab	39 26% Sb*	81 21% S	35 17%	208 34% STWYabdefg	59 24% Sb	114 29% SWab	57 25% Sb	94 26% SWb	74 35%	176 28%
Fairly negative (-1)	201 18%	49 14%	57 22% B	25 25% B*	20 16% *	99 22%	57 16%	21 9%	147 25% HKMOP	98 25% HKMOP	56 14% H	52 21% HK	64 17% H	67 22% HK	52 17% H	21 14% *	105 23% HKMO	14 5%	146 28% RTUVXYZacdefz	76 22% RVXZ	75 18% RVXZ	17 10% R	132 26% RUVXZcdeg	13 8%	135 25% RUVXZceg	13 9% *	93 24% RUVXZceg	49 24% RVXZ	116 19% RVXZ	49 20% RVXZ	70 18% RVXZ	50 22% RVXZ	61 17% RVXZ	26 12%	141 23% h
Very negative (-2)	269 25%	36 10%	107 41% BD	23 23% B*	47 38% BD*	134 30% G	79 22%	8 3%	237 41% HJKLMNOPQ	132 34% HKLOP	84 21% H	61 25% H	106 29% HKP	90 30% HKP	76 26% H	26 17% H*	132 29% HKP	5 2%	252 49% RTUVWXYZabcdefg	110 32% RUVXZc	94 22% RVXZ	1 1%	224 45% RTUVXYZbcdefg	11 7% RV	206 38% RTUVXZcefg	6 4% V*	170 43% RTUVXYZbcdefg	70 34% RUVXZc	142 23% RVXZ	81 32% RUVXZc	105 27% RVXZ	69 30% RVXZ	94 26% RVXZ	25 12%	204 33% h
Don't know	98 9%	15 4%	11 4%	5 5% *	9 7% *	23 5%	28 8%	4 2%	33 6% Q	18 4%	26 7% HQ	12 5%	25 7% HQ	18 6% HQ	16 5% H	6 4% *	14 3%	12 4% XZf	20 4% Zf	10 3% Zf	24 6% XZaf	3 2%	17 3% f	1 *	23 4% zf	- - *	12 3% f	4 2% f	29 5% XZf	6 2% f	29 7% STVWXYZabcdf	* *	27 7% STVWXYZabcdf	10 5%	30 5%
Net: Very/Fairly positive	195 18%	115 34% CDE	23 9%	16 17% *	15 12% *	77 17%	74 20%	130 55% IJKLMNOPQ	35 6%	59 15% I	103 26% IJNQ	63 26% IJNQ	79 21% IJ	57 19% I	68 23% IJ	50 34% IJMNOQ*	86 19% I	153 53% STUWYabcdefR	12 2%	59 17% SWYa	97 23% SWYa	99 56% STUWYabcdefR	28 6% S	84 53% STUWYabcdefR	46 8% SW	88 60% STUWYabcdefR*	36 9% SW	48 23% STWYa	118 19% SWYa	55 22% STWYa	77 20% SWYa	54 23% STWYa	89 24% STWYace	79 37% i	71 11%
Net: Very/Fairly negative	470 43%	84 24%	164 64% BD	48 48% B*	67 54% B*	233 52% G	136 37%	28 12%	385 66% HJKLMNOPQ	230 59% HKLMNOPQ	140 35% H	112 46% HKP	169 46% HKP	157 52% HKLP	128 43% HKP	47 32% H*	237 53% HKMOP	19 7%	399 77% RTUVWXYZabcdefg	186 54% RUVXZceg	169 40% RVXZ	18 10%	355 71% RTUVXYZbcdefg	24 15% R	342 63% RTUVXZcdefg	19 13% R*	263 67% RTUVXYZbcdefg	119 57% RUVXZceg	258 42% RVXZ	129 52% RUVXZcg	175 44% RVXZ	119 52% RUVXZc	155 43% RVXZ	50 24%	345 55% h
Mean	-0.50	0.07 CDE	-0.98	-0.57 C*	-0.82 *	-0.62	-0.37 F	0.56 IJKLMNOPQ	-1.05	-0.77 I	-0.27 IJMNQ	-0.41 IJNQ	-0.51 IJ	-0.61 IJ	-0.43 IJ	-0.07 IJLMNOQ*	-0.59 IJ	0.62 STUWYabcdefR	-1.29	-0.65 SWYa	-0.37 STWYabe	0.61 STUWYabcdefR	-1.14 S	0.51 STUWYabcdefR	-0.94 SW	0.61 STUWYabcdefR*	-1.03 SW	-0.62 SWYa	-0.43 STWYa	-0.55 SWYa	-0.51 SWYa	-0.49 STWYa	-0.40 STWYa	0.12 i	-0.78

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How competent he is to do the job of Prime Minister
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	70 6%	43 8%	26 5%	9 8% G	19 10% GH	19 11% GH	3 2%	6 3%	13 5%	28 9% L	22 6%	19 5%	14 9%	26 9%	10 4%	17 5%	35 6%	35 7%	21 8%	14 5%	14 6%	12 8% *	1 1% *	8 8% *	50 6%	19 11% Y	47 7%	14 5%	9 6% *	32 11% e	38 5%	25 7%	45 6%	45 7%	24 5%
Fairly positive (1)	248 23%	123 23%	124 22%	26 22%	37 20%	26 15%	40 21%	29 17%	90 35% DEFGH	62 21%	66 18%	120 28% K	35 22%	43 15%	54 22%	91 27% N	130 21%	118 25%	48 19%	81 29% SW	60 24% W	35 23% *	5 9% *	19 20% *	207 23%	41 23%	142 22%	63 21%	43 31% *	65 22%	183 23%	71 21%	177 23%	116 18%	132 30% h
Neither positive nor negative (0)	244 22%	111 21%	132 24%	25 22%	34 18%	38 22%	52 28%	43 26%	51 20%	59 20%	91 25%	94 22%	33 21%	59 21%	63 26%	75 22%	146 24%	98 21%	53 20%	68 24%	59 24%	38 26% *	9 17% *	17 18% *	195 21%	49 28%	145 22%	68 23%	30 22% *	64 22%	180 23%	81 24%	163 22%	147 23%	98 22%
Fairly negative (-1)	207 19%	99 19%	108 19%	23 20%	39 21%	33 19%	33 18%	39 23%	40 16%	62 20%	66 18%	79 19%	32 20%	57 20%	42 17%	59 18%	136 22% R	71 15%	55 21%	45 16%	54 22%	22 15% *	13 25% *	17 18% *	176 19%	31 18%	141 22%	45 15%	21 15% *	53 18%	154 19%	63 19%	144 19%	131 20%	76 17%
Very negative (-2)	252 23%	143 27% C	108 20%	21 18%	41 22%	41 23%	49 26%	45 27%	55 22%	62 20%	90 25%	100 24%	28 18%	69 24%	63 26%	87 26%	135 22%	117 24%	66 26%	58 21%	49 20%	28 19% *	19 35% U*	31 33% U*	226 25% Z	26 14%	145 22%	78 26%	30 21% *	62 21%	190 24%	80 24%	172 23%	156 24%	96 21%
Don't know	66 6%	11 2%	55 10% B	11 10% HI	17 9% I	17 10% HI	9 5%	6 4%	6 2%	28 9% L	26 7% L	12 3%	14 9% P	31 11% OP	11 5%	7 2%	28 5%	38 8%	16 6%	16 6%	12 5%	13 9% *	6 12% *	2 3% *	55 6%	12 6%	33 5%	27 9% a	7 5% *	19 7%	47 6%	13 4%	53 7%	46 7%	21 5%
Net: Very/Fairly positive	318 29%	166 31%	151 27%	35 30%	56 30%	45 26%	43 23%	35 21%	104 41% FGH	91 30%	88 24%	139 33% K	49 31%	69 24%	64 26%	108 32%	165 27%	153 32%	69 27% W	95 34% W	74 30% W	47 32% W*	6 11% *	27 28% W*	257 28%	60 34%	188 29%	77 26%	52 37% *	97 33%	221 28%	96 29%	222 29%	161 25%	156 35% h
Net: Very/Fairly negative	459 42%	242 46%	216 39%	44 38%	80 43%	74 42%	82 44%	84 50% I	95 37%	123 41%	156 43%	180 42%	60 38%	126 44%	105 43%	146 43%	271 44%	188 39%	121 47% V	104 37%	104 42%	50 34% *	32 61% TUV*	48 51% TV*	402 44% Z	57 32%	286 44%	122 42%	51 36% *	115 39%	344 43%	144 43%	316 42%	287 45%	172 39%
Mean	-0.32	-0.34	-0.30	-0.20 H*	-0.27	-0.33 *	-0.48	-0.54	-0.14 GH	-0.24	-0.41	-0.30	-0.17	-0.40	-0.40	-0.33	-0.36	-0.27	-0.40	-0.20	-0.27	-0.15 *	-0.95 **	-0.48 *	-0.38	-0.02 Y	-0.32	-0.41	-0.14 *	-0.18	-0.37	-0.32	-0.32	-0.40	-0.20

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How competent he is to do the job of Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	70 6%	41 12% CE	8 3%	9 9% C*	5 4% *	32 7%	19 5%	52 22% IJKLMNOPQ	6 1%	16 4% I	40 10% IJ	20 8% IJ	33 9% IJ	21 7% IJ	25 9% IJ	17 12% IJ*	36 8% IJ	58 20% STUWYabcdefg	3 1%	16 5% SW	40 9% STWYa	41 23% STUWYabcdefg	9 2% S	35 22% STUWYabcdefg	21 4% SW	39 26% STUWYabcdefg*	11 3% S	20 10% STWYa	43 7% SWYa	22 9% STWYa	30 8% SWYa	19 8% STWYa	35 10% STWYa	29 14% i	29 5%
Fairly positive (1)	248 23%	132 38% CDE	35 14%	21 21% *	16 13% *	87 19%	113 31% F	126 53% IJKLMNOPQ	73 12%	74 19% I	116 29% IJNQ	64 26% IJN	90 25% I	55 18% I	73 25% I	45 31% IJN*	97 22% I	169 59% STUWXYZabcdefg	24 5%	75 22% SWYa	124 29% STWYabdg	98 55% STUWXYabcdefg	50 10% S	68 42% STUWYabcdefg	73 14% SWa	71 49% STUWYabcdefg*	40 10% S	36 18% SWa	169 28% STWYab	52 21% SWYa	102 26% SWYab	59 26% SWYab	89 24% SWYa	76 36% i	107 17%
Neither positive nor negative (0)	244 22%	78 23%	43 17%	20 20% *	32 26% *	96 21%	76 21%	40 17%	110 19%	70 18%	79 20%	50 20%	61 17%	60 20%	52 17%	30 21% *	84 19%	41 14%	81 16%	57 16%	81 19%	25 14%	81 16%	33 20% Zf	109 20% SWf	18 12% *	70 18%	33 16%	141 23% RSTVWZaefg	44 18% f	71 18%	29 12%	66 18%	44 20%	147 24%
Fairly negative (-1)	207 19%	57 16%	55 21%	30 30% B*	24 20% *	86 19%	71 19%	15 6%	151 26% HKMQ	97 25% HK	67 17% H	54 22% H	76 21% H	69 23% H	65 22% H	26 18% H*	90 20% H	12 4%	162 31% RTUVWXYZabcdefg	88 26% RUVXZd	71 17% RVZ	9 5%	138 28% RUVXYZbcdefg	16 10% R	128 24% RUVXZd	12 8% *	95 24% RUVXZd	41 20% RVXZ	127 21% RUVXZ	39 16% RVZ	79 20% RVXZ	48 21% RVXZd	73 20% RVXZ	33 15%	141 23%
Very negative (-2)	252 23%	30 9%	109 42% BD	19 19% B*	38 31% B*	137 30% G	73 20%	6 2%	232 40% HJKLMNOPQ	125 32% HKLP	84 21% H	55 22% H	100 27% HKP	90 30% HKLP	76 25% HP	24 16% H*	135 30% HKLP	5 2%	237 46% RTUVXYZbcdefg	106 31% RUVXZc	96 23% RVXZ	5 3%	215 43% RTUVXYZcdefg	7 4%	207 38% RTUVXZceg	7 5% R*	172 44% RTUVXYZbcdefg	74 36% RUVXZceg	124 20% RVXZ	89 35% RUVXZceg	101 25% RVXZc	75 33% RUVXZc	92 25% RVXZc	25 12%	182 29% h
Don't know	66 6%	6 2%	8 3%	* * *	8 6% B*	12 3%	12 3%	* *	13 2%	7 2%	10 3% H	2 1%	8 2%	6 2%	7 2%	4 3% H*	6 1%	2 1%	8 2% Yf	3 1%	10 2% Yf	1 *	7 1% Y	1 1%	3 1%	- - *	4 1%	2 1%	9 1%	3 1% f	12 3% Yacf	- -	11 3% Yaf	6 3%	15 2%
Net: Very/Fairly positive	318 29%	173 50% CDE	43 17%	30 30% CE*	20 16% *	119 26%	133 36% F	178 75% IJKLMNOPQ	78 13%	91 23% I	156 39% IJMNOQ	84 34% IJN	123 33% IJN	76 25% I	98 33% IJ	63 43% IJNQ*	134 30% IJ	227 79% STUWXYabcdefg	28 5%	91 26% SWYa	164 39% STWYabde	139 78% STUWXYabcdefg	60 12% S	103 65% STUWYabcdefg	94 17% SWa	110 75% STUWXYabcdefg*	52 13% S	56 27% SWYa	212 35% STWYa	75 30% SWYa	132 34% SWYa	78 34% STWYa	123 34% SWYa	105 49% i	136 22%
Net: Very/Fairly negative	459 42%	87 25%	164 63% BD	49 49% B*	63 51% B*	223 50% G	144 39%	20 9%	384 66% HJKLMNOPQ	222 57% HKLMOPQ	151 38% H	109 44% H	176 48% HKP	158 53% HKLP	141 47% HKP	50 34% H*	225 50% HKP	17 6%	399 77% RTUVWXYZabcdefg	194 56% RUVXZceg	167 40% RVXZ	14 8%	353 71% RTUVXYZbcdefg	23 14% RV	335 62% RTUVXZcdefg	19 13% R*	267 68% RTUVXYZbcdefg	116 56% RUVXZceg	250 41% RVXZ	128 51% RUVXZc	180 45% RUVXZ	123 54% RUVXZc	165 45% RUVXZ	58 27%	324 52% h
Mean	-0.32	0.29 CDE	-0.89	-0.30 C*	-0.66 *	-0.48	-0.18 F	0.86 IJKLMNOPQ	-0.93	-0.63 I	-0.10 IJMNOQ	-0.24 IJN	-0.33 IJ	-0.52 I	-0.32 IJ	0.04 IJLMNOQ*	-0.43 IJ	0.93 STUWXYabcdefg	-1.19	-0.57 SWYa	-0.15 STWYabdef	0.91 STUWXYabcdefg	-1.01 S	0.69 STUWYabcdefg	-0.79 SWa	0.83 STUWYabcdefg*	-0.97 S	-0.56 SWYa	-0.20 STWYabdf	-0.49 SWYa	-0.31 STWYab	-0.44 SWYa	-0.28 STWYab	0.25 i	-0.56

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How decisive he is
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	46 4%	23 4%	22 4%	9 8% GH	11 6%	8 4%	3 2%	3 2%	11 4%	20 7%	11 3%	14 3%	10 7% P	15 5%	6 2%	8 2%	28 5%	17 4%	8 3%	18 7% U	4 2%	11 8% U*	- - *	4 4% *	38 4%	8 4%	29 5%	11 4%	6 4% *	19 6% e	26 3%	24 7% g	22 3%	28 4%	18 4%
Fairly positive (1)	236 22%	121 23%	113 20%	23 20%	44 23%	35 20%	36 19%	30 18%	68 27%	67 22%	71 20%	98 23%	34 22%	50 18%	56 23%	76 23%	141 23%	95 20%	58 22%	70 25%	52 21%	26 18% *	6 11% *	24 26% *	185 20%	51 28% Y	144 22%	59 20%	33 23% *	61 21%	175 22%	59 18%	177 24% f	126 20%	110 25%
Neither positive nor negative (0)	304 28%	134 25%	169 31%	33 28%	49 26%	52 30%	44 23%	50 29%	77 30%	82 27%	95 26%	127 30%	45 29%	78 27%	61 25%	101 30%	154 25%	150 31%	73 28%	72 25%	81 32%	44 30% *	15 29% *	19 20% *	259 28%	45 25%	180 28%	80 27%	44 31% *	91 31%	213 27%	93 28%	210 28%	168 26%	136 30%
Fairly negative (-1)	205 19%	103 19%	102 18%	21 18%	33 17%	19 11%	45 24% F	41 24% F	46 18%	54 18%	64 18%	88 21%	29 19%	40 14%	52 21%	71 21%	130 21%	75 16%	50 19%	50 18%	58 23%	25 17% *	8 15% *	14 15% *	170 19%	35 20%	131 20%	47 16%	26 19% *	47 16%	158 20%	66 20%	139 18%	128 20%	77 17%
Very negative (-2)	207 19%	124 23% C	82 15%	16 14%	30 16%	37 21%	43 23%	36 21%	45 18%	46 15%	80 22% J	81 19%	21 14%	59 21%	52 21%	68 20%	109 18%	97 20%	51 20%	54 19%	35 14%	26 17% *	16 31% U*	26 27% U*	183 20%	24 13%	127 19%	58 20%	22 16% *	55 19%	152 19%	71 21%	136 18%	133 21%	74 16%
Don't know	90 8%	25 5%	65 12% B	13 11% I	21 11% I	24 14% HI	16 8%	9 5%	8 3%	34 11% L	39 11% L	17 4%	16 10% P	42 15% OP	18 7%	12 4%	47 8%	43 9%	21 8%	19 7%	20 8%	15 10% *	7 14% *	7 7% *	74 8%	16 9%	40 6%	40 14% a	10 7% *	22 8%	68 9%	20 6%	70 9%	58 9%	32 7%
Net: Very/Fairly positive	281 26%	144 27%	136 24%	32 28%	55 29% H	43 24%	39 21%	33 20%	80 31% H	87 29%	82 23%	113 27%	45 29%	65 23%	62 26%	84 25%	169 28%	112 24%	65 25%	88 31% W	56 22%	37 25% *	6 11% *	28 30% W*	223 25%	58 33%	174 27%	69 24%	39 27% *	80 27%	201 25%	82 25%	199 26%	153 24%	128 29%
Net: Very/Fairly negative	412 38%	227 43% C	184 33%	37 32%	62 33%	56 32%	88 47% DEF	77 46% DEF	91 36%	99 33%	144 40%	169 40%	51 32%	99 35%	103 42%	139 41%	240 39%	172 36%	100 39%	104 37%	93 37%	51 35% *	24 46% *	40 43% *	353 39%	59 33%	258 40%	106 36%	48 34% *	102 34%	310 39%	138 41%	274 36%	261 41%	151 34%
Mean	-0.29	-0.36	-0.22	-0.11 GH*	-0.16 GH	-0.29 *	-0.52	-0.48	-0.18 GH	-0.14 K	-0.41	-0.30	-0.12	-0.32	-0.38	-0.35	-0.27	-0.32	-0.32	-0.19	-0.30	-0.21 *	-0.76 **	-0.38 *	-0.33	-0.11	-0.30	-0.33	-0.20 *	-0.21	-0.32	-0.33	-0.28	-0.37	-0.19

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q6_2326. Do you have a positive or negative impression, if either, of Rishi Sunak when it comes to the following? - How decisive he is
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians														Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	46 4%	26 8% C	5 2%	1 1% *	7 5% *	14 3%	21 6%	35 14% IJKLMNOQ	7 1%	18 5% IQ	22 5% IQ	16 6% IQ	15 4% I	21 7% IQ	9 3%	20 14% IJKLMNOQ*	10 2%	38 13% STUWYabcdefz	3 1%	16 5% SWYa	25 6% SWYa	26 15% STUWYabcdefz	7 1% S	28 18% STUWYabcdefz	5 1%	26 18% STUWYabcdefz*	8 2% SY	15 7% SWYa	27 4% SWYa	18 7% SWYa	17 4% SWY	14 6% SWYa	21 6% SWYa	28 13% i	11 2%
Fairly positive (1)	236 22%	129 38% CE	26 10%	26 26% C*	19 15% *	97 22%	91 25%	129 54% IJKLMNOPQ	58 10%	59 15% I	115 29% IJN	61 25% IJ	89 24% IJ	61 20% IJ	76 25% IJ	39 27% IJ*	113 25% IJ	155 54% STUWXYabcdefg	30 6%	58 17% SWa	118 28% STWYabdf	93 52% STUWYabcdefR	52 10% S	68 43% STUWYabcdefR	73 13% SW	67 46% STUWYabcdefR*	43 11% S	30 15% S	167 27% STWYabdf	48 19% SWYa	103 26% STWYab	44 19% SWYa	94 26% STWYab	68 32% i	104 17%
Neither positive nor negative (0)	304 28%	105 31% D	64 25%	18 18% *	32 26% *	107 24%	109 30%	50 21%	141 24%	98 25% N	112 28% HNQ	52 21%	97 26%	59 20%	76 26%	36 24% *	99 22%	68 24%	108 21%	94 27% SWad	108 26% a	42 23%	109 22%	38 24%	128 24% a	35 24% *	77 20%	51 25%	170 28% SWYad	48 19%	113 29% SWad	52 23%	94 26% a	60 28%	175 28%
Fairly negative (-1)	205 19%	45 13%	67 26% B	30 31% B*	24 19% *	97 22%	67 18%	16 7%	162 28% HKMNOPQ	100 26% HKMO	58 15% H	63 26% HKM	65 18% H	68 23% HK	56 19% H	27 18% H*	101 22% HK	15 5%	155 30% RTUVWXYZbcee	78 23% RVXZe	68 16% RVZ	13 7%	126 25% RUVXZceg	22 14% RV	143 26% RUVXZceg	13 9% *	107 27% RUVXZceg	47 23% RVXZe	116 19% RVZe	66 26% RUVXZceg	60 15% RV	57 25% RUVXZeg	61 17% RVZ	27 13%	148 24% h
Very negative (-2)	207 19%	31 9%	83 32% B	20 21% B*	33 27% B*	111 25% G	59 16%	6 2%	187 32% HJKLMNOPQ	99 25% HKLP	72 18% H	48 19% H	85 23% HKP	69 23% HP	71 24% HKP	19 13% H*	114 25% HKLP	1 *	198 38% RTUVXYZbcdefg	89 26% RVXZc	87 21% RVXZ	4 2%	188 37% RTUVXYZbcdefg	1 1%	181 33% RTUVXZbcdefg	4 3% R*	147 37% RTUVXYZbcdefg	53 26% RVXZ	117 19% RVXZ	61 25% RVXZ	80 20% RVXZ	57 25% RVXZ	74 20% RVXZ	21 10%	155 25% h
Don't know	90 8%	8 2%	13 5%	3 4% *	9 7% B*	23 5%	19 5%	4 2%	31 5% LQ	16 4%	17 4%	5 2%	18 5% Q	21 7% HJLQ	10 3%	7 5% *	11 3%	9 3% V	22 4% Y	9 3%	16 4%	1 1%	20 4% Y	1 1%	12 2%	1 1% *	11 3%	10 5% VXYZ	16 3%	9 4%	22 6% VXYZac	7 3%	21 6% VXYZac	9 4%	29 5%
Net: Very/Fairly positive	281 26%	155 45% CDE	32 12%	27 27% C*	25 21% *	111 25%	112 31%	163 68% IJKLMNOPQ	65 11%	76 20% I	136 35% IJMOQ	77 31% IJ	104 28% IJ	81 27% IJ	84 28% IJ	60 40% IJMNOQ*	123 27% IJ	193 67% STUWYabcdefR	33 6%	74 22% SWYa	143 34% STWYabf	120 67% STUWYabcdefR	58 12% S	97 61% STUWYabcdefR	78 14%	94 64% STUWYabcdefR*	51 13% S	45 22% SWYa	194 32% STWYab	66 27% SWYa	120 30% STWYab	58 25% SWYa	115 32% STWYab	95 45% i	115 18%
Net: Very/Fairly negative	412 38%	76 22%	150 58% B	51 51% B*	57 46% B*	208 46% G	126 34%	22 9%	349 60% HJKLMNOPQ	200 51% HKMOP	130 33% H	110 45% HKP	150 41% HK	137 46% HKP	127 43% HKP	45 31% H*	215 48% HKMP	16 6%	353 69% RTUVWXYZbcdefz	167 48% RUVXZceg	155 37% RVXZ	16 9%	313 63% RTUVXZbcdefz	23 14% R	324 60% RTUVXZbcdefz	17 11% R*	254 65% RTUVXYZbcdefz	101 49% RUVXZceg	233 38% RVXZ	127 51% RUVXZceg	140 35% RVXZ	113 49% RUVXZceg	135 37% RVXZ	48 22%	303 49% h
Mean	-0.29	0.22 CDE	-0.80	-0.46 C*	-0.51 *	-0.45	-0.15 F	0.72 IJKLMNOPQ	-0.84	-0.55 I	-0.12 IJMNOQ	-0.27 IJQ	-0.33 IJ	-0.37 IJ	-0.36 I	0.11 IJLMNOQ*	-0.45 I	0.77 STUWYabcdefz	-1.05	-0.49 SWYa	-0.18 STWYabdf	0.72 STUWYabcdefz	-0.91 S	0.64 STUWYabcdefz*	-0.80 SWa	0.68 STUWYabcdefz*	-0.89 S	-0.48 SWYa	-0.21 STWYabdf	-0.43 SWYa	-0.22 STWYab	-0.44 SWYa	-0.21 STWYab	0.26 i	-0.56

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22-087220-26 - 30th June - 3rd July 2023

PUBLIC

Political Pulse May 2023 (Week 26)

Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - Summary

All Adults aged 18+ in Great Britain

	Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following?												
	How well he communicates	His policies to deal with the cost of living	His response to the Russian invasion of Ukraine	How he handles Britain's relationship with other countries	His policies to improve Britain's public services e.g., schools and hospitals	His policies on immigration and asylum	His vision for Britain's future	His background e.g., his family's wealth or where he went to school	How well he leads the Labour Party	Whether or not he understands the problems facing Britain	Whether or not he keeps his promises	How competent he is to do the job of Prime Minister	How decisive he is
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Very positive (2)	109 10% BCDFHKM	83 8% CF	61 6%	66 6%	91 8% CDFK	61 6%	92 8% CDFK	75 7%	100 9% CDFHKM	91 8% CDFK	66 6%	97 9% CDFKM	74 7%
Fairly positive (1)	265 24% BDFHK	222 20% FH	235 22% DFHK	200 18%	266 24% BDFHK	175 16%	234 22% FHK	173 16%	264 24% BDFHK	249 23% DFHK	199 18%	235 22% FHK	240 22% DFHK
Neither positive nor negative (0)	267 25%	307 28% AL	369 34% ABEGIJLM	379 35% ABEFGIJKLM	289 27% L	334 31% AEGIJLM	294 27% L	451 42% ABCDEFGIJKLM	290 27% L	287 26% L	328 30% AEJLM	248 23%	280 26%
Fairly negative (-1)	198 18% CDEFH	172 16% CDH	116 11% H	137 13% H	163 15% CH	158 15% CH	193 18% CDFH	85 8%	167 15% CH	192 18% CDFH	175 16% CDH	189 17% CDH	189 17% CDH
Very negative (-2)	142 13% CH	146 13% CDEH	103 9%	122 11%	123 11% C	180 17% ABCDEGHIJK	134 12% CH	105 10%	140 13% CH	144 13% CDEH	148 14% CDEH	195 18% ABCDEGHIJKM	161 15% CDEGH
Don't know	106 10%	157 14% AIJL	204 19% ABEGIJKLM	183 17% ABEGIJLM	154 14% AIJL	179 16% ABEGIJLM	139 13% A	198 18% ABEGIJLM	126 12% A	124 11% A	170 16% AGIJLM	122 11%	143 13% AIL
Net: Very/Fairly positive	375 34% BCDFGHIKLM	305 28% DFHK	296 27% FH	266 24%	357 33% BCDFGHKM	236 22%	326 30% DFHK	248 23%	364 33% BCDFGHKLM	341 31% BCDFHK	264 24%	332 31% CDFHK	314 29% DFHK
Net: Very/Fairly negative	339 31% CDEHI	318 29% CDEH	218 20%	259 24% CH	286 26% CH	338 31% CDEH	328 30% CDEH	190 18%	306 28% CDH	335 31% CDEH	324 30% CDEH	384 35% ABCDEFGHIJKM	350 32% CDEHI
Mean	* FKLM	-0.08 F	0.04 BDFGJKLM	-0.05 FKL	0.04 BDFGJKLM	-0.24	-0.05 FKLM	0.03 BFKLM	0.02 BFKLM	-0.05 FKL	-0.16 F	-0.16 F	-0.13 F

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Overlap formulae used

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22-087220-26 - 30th June - 3rd July 2023
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Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How well he communicates
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	109 10%	66 12% C	42 8%	14 12%	26 14% F	11 6%	20 11%	16 9%	22 8%	41 13%	31 9%	38 9%	19 12%	33 12%	22 9%	29 9%	70 11%	39 8%	35 13%	28 10%	18 7%	15 10% *	8 15% *	5 6% *	93 10%	17 9%	65 10%	36 12%	8 6% *	28 9%	81 10%	44 13% g	65 9%	71 11%	39 9%
Fairly positive (1)	265 24%	145 27%	121 22%	29 25%	56 30%	48 28%	42 22%	39 23%	53 21%	84 28%	90 25%	91 21%	41 26%	81 29% P	55 22%	65 19%	174 29% R	92 19%	59 23%	76 27%	57 23%	36 24% *	13 25% *	24 25% *	215 24%	51 29%	164 25%	64 22%	37 26% *	82 28%	183 23%	93 28%	172 23%	169 26%	97 22%
Neither positive nor negative (0)	267 25%	111 21%	154 28% B	26 23%	36 19%	51 30%	52 28%	43 26%	58 23%	63 21%	103 29% J	101 24%	36 23%	66 23%	70 29%	80 24%	137 23%	129 27%	69 26% T	51 18%	63 25%	51 35% TX*	14 26% *	19 20% *	231 25%	36 20%	170 26%	68 23%	29 21% *	76 26%	190 24%	95 28%	172 23%	157 25%	109 25%
Fairly negative (-1)	198 18%	107 20%	89 16%	13 11%	25 14%	24 14%	35 19%	33 19%	68 26% DEF	38 13%	59 16%	100 24% JK	14 9%	42 15%	45 19% M	92 27% MNO	121 20%	77 16%	46 18%	51 18%	56 22%	19 13% *	8 15% *	18 19% *	165 18%	33 19%	105 16%	47 16%	46 32% ab*	43 15%	154 20%	45 14%	152 20% f	99 15%	99 22% h
Very negative (-2)	142 13%	77 15%	64 12%	11 10%	13 7%	17 10%	23 13%	26 16% E	50 20% EF	24 8%	41 11%	77 18% JK	17 11%	19 7%	31 13% N	56 17% N	53 9%	89 19% Q	26 10% W	51 18% SVW	35 14% W	10 7% *	- - *	19 20% SVW*	115 13%	27 15%	94 14%	35 12%	13 9% *	37 12%	105 13%	33 10%	109 14% f	72 11%	70 16%
Don't know	106 10%	23 4%	83 15% B	22 19% GHI	30 16% GHI	22 13% I	15 8% I	12 7%	6 2%	51 17% KL	37 10% L	18 4%	29 18% OP	44 15% OP	21 9%	13 4%	55 9%	51 11%	24 9%	27 9%	20 8%	16 11% *	10 18% *	9 10% *	92 10%	15 8%	54 8%	44 15% ac	8 5% *	29 10%	77 10%	24 7%	82 11%	73 11%	33 7%
Net: Very/Fairly positive	375 34%	211 40% C	163 29%	43 37%	82 44% HI	60 34%	61 33%	54 32%	74 29%	125 41% L	121 34%	129 30%	60 38% P	114 40% P	77 32%	94 28%	244 40% R	131 27%	94 36%	104 37%	75 30%	51 34% *	22 41% *	29 31% *	307 34%	67 38%	229 35%	100 34%	45 32% *	110 37%	264 33%	137 41% g	238 32%	239 37%	135 30%
Net: Very/Fairly negative	339 31%	185 35% C	154 28%	24 21%	39 21%	41 24%	58 31% E	59 35% DEF	118 46% DEFG	63 21%	100 28%	177 42% JK	31 20%	61 22%	76 31% MN	148 44% MNO	173 28%	166 35%	72 28%	102 36% VW	91 36% VW	29 20% *	8 15% *	37 40% VW*	279 31%	60 34%	199 31%	82 28%	58 42% b*	80 27%	260 33%	78 23%	261 35% f	171 27%	169 38% h
Mean	*	0.03	-0.03	0.23 I*	0.36 GHI*	0.08 I*	*	-0.10	-0.29	0.31 KL	0.04 L	-0.22	0.24 P*	0.28 OP	-0.03	-0.25	0.16 R	-0.20	0.13	-0.08	-0.14	0.20 UX*	0.51 **	-0.26 *	0.01	-0.02	*	0.08	-0.13 *	0.08	-0.03	0.22 g	-0.10	0.12 I	-0.16

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How well he communicates
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	109 10%	18 5%	65 25% BDE	7 7% *	5 4% *	63 14% G	21 6%	20 9% K	79 14% KMO	94 24% HIKMNOPQ	5 1%	51 21% HIKMOQ	25 7% K	52 17% HIKMOQ	24 8% K	19 13% KM*	56 12% KMO	25 9% Ueg	77 15% RUceg	91 27% RSUVWXYZaceg	7 2%	19 11% Ueg	71 14% Uceg	22 13% Uceg	74 14% Uceg	22 15% RUceg*	62 16% RUceg	43 21% RSUVWYceg	44 7% Ueg	72 29% RSUVWXYZabceg	11 3%	67 29% RSUVWXYZabceg	10 3%	24 11%	80 13%
Fairly positive (1)	265 24%	62 18%	74 29% B	44 44% BC*	37 30% B*	145 32% G	62 17%	49 20% K	173 30% HKMO	170 44% HIKMNOPQ	45 11%	100 41% HIKMNOPQ	52 14%	104 35% HIKMOQ	48 16% K	38 26% KMO*	119 27% KMO	65 23% Ueg	142 27% Uceg	155 45% RSUVWXYZabcdeg	40 9%	47 26% Ueg	133 27% Ueg	40 25% Ueg	157 29% Uceg	38 26% Ueg*	116 30% Uceg	76 37% RSUVWXYZceR	141 23% Ueg	94 38% RSUVWXYZaceR	57 14% U	91 40% RSUVWXYZaceR	56 15% U	41 19%	193 31% h
Neither positive nor negative (0)	267 25%	76 22%	71 28%	30 30% *	22 18% *	117 26%	79 22%	61 26% P	135 23% P	83 21% P	82 21% P	48 19%	72 19%	63 21% P	66 22% P	18 12% *	117 26% LMP	64 22%	127 25% TWad	59 17%	87 21%	37 21%	104 21%	29 18%	127 23% T	27 18% *	81 21%	44 21%	139 23% T	46 18%	80 20%	45 20%	75 20%	47 22%	160 26%
Fairly negative (-1)	198 18%	105 31% CD	23 9%	8 8% *	25 20% CD*	58 13%	110 30% F	55 23% IJLN	87 15% JL	21 5%	120 30% HIJLNQ	25 10% J	114 31% IJLNOQ	40 13% J	74 25% IJLNQ	35 23% IJLN*	83 19% IJLN	75 26% STWYabdf	73 14% Tdf	21 6%	144 34% RSTWXYZabcdfe	45 25% STYabdf	91 18% STbdf	36 23% STbdf	89 16% Tbdf	32 22% Tbdf*	63 16% Tdf	23 11% Tf	151 25% STWYabdf	17 7%	124 31% STWYabcdf	15 6%	105 29% STWYabdf	48 22% i	90 15%
Very negative (-2)	142 13%	74 21% CD	11 4%	7 7% *	24 20% CD*	39 9%	75 21% F	49 20% IJLNQ	77 13% JLN	7 2%	124 31% HIJLMNOQ	14 6% J	88 24% IJLNQ	25 8% J	72 24% IJLNQ	37 25% IJLNQ*	56 12% JLN	45 16% Tbdf	69 13% Tbdf	13 4%	127 30% RSTVWXYZabcdf	27 15% Tbdf	77 15% Tbdf	31 19% Tbdf	74 14% Tbdf	25 17% Tbdf*	59 15% Tbdf	16 8% Tf	115 19% STYbdf	13 5%	101 25% RSTVWYabcdf	10 4%	103 28% RSTVWYZabcdf	47 22% i	48 8%
Don't know	106 10%	8 2%	14 5%	3 3% *	10 8% B*	28 6%	18 5%	4 2%	34 6% P	15 4%	19 5%	7 3%	18 5%	16 5% HLP	13 4%	2 1% *	18 4%	12 4% Xf	28 5% TXYabf	6 2%	17 4%	3 2%	24 5% TXaf	1 1%	20 4% Tf	3 2% *	12 3%	5 2%	23 4%	7 3%	22 6% TXf	3 1%	17 5% TX	6 3%	51 8% h
Net: Very/Fairly positive	375 34%	80 23%	139 54% BE	51 52% BE*	42 34% *	208 46% G	83 23%	69 29% KM	253 43% HKMO	264 68% HIKMNOPQ	50 13%	152 62% HIKMNOPQ	77 21% K	156 52% HIKMOPQ	72 24% K	56 38% KMO*	175 39% HKMO	89 31% Ueg	219 42% RUceg	247 72% RSUVWXYZabceg	47 11%	66 37% Ueg	205 41% RUceg	62 39% Ueg	232 43% RUceg	59 40% RUceg*	179 45% RUWceg	119 57% RSUVWXYZaceR	184 30% Ueg	167 67% RSUVWXYZabceg	68 17% U	158 69% RSUVWXYZabceg	65 18% U	65 31%	272 44% h
Net: Very/Fairly negative	339 31%	179 52% CD	34 13%	15 15% *	49 40% CD*	98 22%	186 51% F	104 43% IJLNQ	164 28% JLN	28 7%	244 62% HIJLMNOPQ	38 16% J	202 55% HIJLNQ	64 21% JL	146 49% IJLNQ	72 49% IJLNQ*	139 31% JLN	120 42% STYabdf	141 27% Tbdf	34 10%	271 64% RSTVWXYZabcdefe	73 41% STYbdf	168 34% STYbdf	68 42% STYabdf	162 30% Tbdf	58 39% STbdf*	121 31% Tbdf	39 19% Tdf	266 43% STWYabdf	30 12%	225 57% RSTVWXYZabcdf	24 11%	208 57% RSTVWXYZabcdf	95 45% i	139 22%
Mean	*	-0.46	0.65 BE	0.38 BE*	-0.23 *	0.32 G	-0.45	-0.27 KM	0.16 HKMOP	0.86 HIKLMNOPQ	-0.83	0.63 HIKMNOPQ	-0.54 K	0.42 HIKMOPQ	-0.43 K	-0.23 KM*	0.08 HKMOP	-0.19 Ueg	0.18 RUWXceg	0.86 RSUVWXYZabceg	-0.85	-0.09 Ueg	0.06 RUceg	-0.10 Ueg	0.13 RUceg	-0.01 Ueg*	0.16 RUceg	0.53 RSUVWXYZaceg	-0.26 Ueg	0.81 RSUVWXYZabceg	-0.66 U	0.84 RSUVWXYZabceg	-0.68 U	-0.26	0.29 h

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His policies to deal with the cost of living
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	83 8%	54 10% C	30 5%	15 13% FH	14 8%	8 5%	21 11% H	8 5%	17 6%	30 10%	29 8%	25 6%	18 12% P	17 6%	25 10% P	15 5%	48 8%	35 7%	27 10%	21 7%	14 5%	11 7% *	6 12% *	5 5% *	73 8%	10 6%	50 8%	27 9%	7 5% *	27 9%	57 7%	26 8%	57 8%	50 8%	34 8%
Fairly positive (1)	222 20%	129 24% C	91 16%	24 21%	61 33% DFGHI	34 19%	32 17%	29 17%	42 16%	86 28% KL	65 18%	71 17%	37 24% O	78 28% OP	36 15%	58 17%	158 26% R	64 13%	57 22%	55 19%	49 20%	42 29% WX*	5 10% *	13 14% *	188 21%	33 19%	131 20%	64 22%	27 19% *	73 25%	149 19%	98 30% g	123 16%	152 24% i	70 16%
Neither positive nor negative (0)	307 28%	126 24%	179 32% B	29 26%	41 22%	59 34% E	52 28%	56 33% E	70 27%	70 23%	111 31%	126 30%	39 25%	77 27%	74 31%	103 31%	166 27%	141 29%	66 26%	70 25%	77 31%	46 32% *	21 40% *	26 28% *	259 28%	48 27%	197 30%	69 23%	42 30% *	90 30%	217 27%	88 26%	219 29%	175 27%	132 30%
Fairly negative (-1)	172 16%	99 19% C	73 13%	17 14%	17 9%	29 17%	32 17%	21 12%	56 22% EH	34 11%	61 17%	77 18% J	21 14%	32 11%	45 19% N	59 17%	100 16%	72 15%	32 12%	54 19%	41 16%	23 15% *	4 8% *	19 20% *	137 15%	35 19%	92 14%	49 17%	31 22% *	39 13%	133 17%	50 15%	122 16%	98 15%	74 17%
Very negative (-2)	146 13%	72 14%	74 13%	9 8%	14 7%	12 7%	25 14%	32 19% DEF	53 21% DEF	23 7%	38 10%	86 20% JK	12 8%	20 7%	28 12%	73 22% MNO	59 10%	87 18% Q	40 15% V	45 16% V	34 14%	10 7% *	3 5% *	15 16% *	117 13%	29 16%	99 15%	30 10%	17 12% *	35 12%	111 14%	32 10%	114 15% f	69 11%	77 17% h
Don't know	157 14%	50 9%	107 19% B	20 17% I	39 21% I	32 18% I	25 13%	23 13%	18 7%	59 20% L	57 16% L	41 10%	28 18% P	61 21% P	34 14%	28 8%	77 13%	79 17%	38 15%	39 14%	36 14%	15 10% *	13 25% V*	17 17% *	133 15%	24 13%	83 13%	57 19% a	17 12% *	33 11%	124 16%	39 12%	117 16%	98 15%	59 13%
Net: Very/Fairly positive	305 28%	183 35% C	121 22%	40 35% H	75 40% FGHI	42 24%	52 28%	37 22%	58 23%	115 38% KL	94 26%	96 23%	56 36% OP	96 34% P	61 25%	73 22%	207 34% R	99 21%	84 32% X	76 27%	63 25%	53 36% X*	12 22% *	18 19% *	262 29%	43 24%	181 28%	91 31%	34 24% *	100 34% e	206 26%	125 37% g	180 24%	202 31% i	103 23%
Net: Very/Fairly negative	318 29%	170 32%	148 27%	26 22%	31 17%	41 24%	57 31% E	53 31% E	110 43% DEF	57 19%	99 27% J	163 38% JK	33 21%	52 18%	74 30% N	132 39% MN	159 26%	159 33% Q	71 27%	99 35% VW	75 30% W	33 22% *	7 13% *	34 36% W*	255 28%	63 35%	191 29%	78 27%	49 35% *	74 25%	244 31%	82 24%	236 31% f	166 26%	152 34% h
Mean	-0.08	-0.01	-0.16	0.22 HI*	0.30 FGHI*	-0.02 I*	-0.06	-0.27	-0.37 *	0.27 KL	-0.04 L	-0.33	0.22 P*	0.18 P	-0.07 P	-0.38	0.07 R	-0.28	*	-0.19	-0.15	0.17 TUX*	0.21 **	-0.34 *	-0.05	-0.25 *	-0.10	0.04	-0.20 *	0.07	-0.14	0.13 g	-0.18	0.03 i	-0.24

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His policies to deal with the cost of living
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians															Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	83 8%	16 5%	47 18% BDE	1 1% *	6 5% *	43 10%	20 6%	20 8% K	61 10% K	69 18% HIKMNOQ	8 2%	35 14% HKMO	26 7% K	33 11% K	20 7% K	16 11% K*	45 10% K	19 7% Ue	58 11% Uceg	71 21% RSUVWXYaceg	8 2%	16 9% Ueg	54 11% Uceg	19 12% RUceg	55 10% Uceg	22 15% RUceg*	44 11% Uceg	38 19% RSUVWYaceg	30 5% Ue	56 23% RSUVWXYaceg	10 2%	50 22% RSUVWXYaceg	14 4% U	21 10%	49 8%
Fairly positive (1)	222 20%	45 13%	83 32% BE	32 32% BE*	21 17% *	119 26% G	48 13%	44 18% KM	151 26% KMO	167 43% HIKLMNOPQ	18 5%	84 34% HIKMOPQ	39 10% K	86 29% HKMO	44 15% KM	31 21% KM*	108 24% KMO	55 19% Ueg	132 26% Uceg	154 45% RSUVWXYZabcdeg	17 4%	38 21% Ueg	125 25% Uceg	37 23% Ueg	138 26% Uceg	40 27% RUceg*	113 29% RUWceg	70 34% RSUVWXYceg	107 18% Ueg	96 38% RSUVWXYZaceg	36 9% U	88 38% RSUVWXYZaceg	32 9% U	29 14%	172 28% h
Neither positive nor negative (0)	307 28%	87 25%	72 28%	39 40% B*	37 30% *	142 32%	92 25%	59 25%	156 27%	91 23%	87 22%	66 27%	89 24%	86 29% J	65 22%	29 20% *	116 26%	60 21%	149 29% TUadef	66 19%	96 23%	49 27% T	132 26% T	35 22%	150 28% Ta	36 25% *	95 24%	53 26% T	168 27% TUe	55 22%	89 23%	52 22%	91 25%	51 24%	190 31%
Fairly negative (-1)	172 16%	90 26% CD	23 9%	8 8% *	20 17% *	53 12%	82 22% F	49 20% IJLN	78 13% J	22 6%	111 28% HIJLMNOQ	25 10% J	79 21% IJLN	39 13% J	64 22% IJLN	28 19% JL*	77 17% IJL	75 26% STWXYabcdf	58 11% Td	21 6%	129 31% STWXYabcdfg	46 26% STWXYabdf	67 13% Td	26 16% Tdf	88 16% STWadf	32 22% STWbdf*	51 13% Td	24 12% Td	121 20% STWabdf	17 7%	106 27% STWXYabcdf	20 9%	92 25% STWXYabcdf	49 23% i	86 14%
Very negative (-2)	146 13%	86 25% CD	7 3%	7 7% *	21 17% C*	40 9%	85 23% F	56 23% IJLNQ	68 12% JLN	4 1%	127 32% HIJLNQ	18 7% J	100 27% IJLNQ	20 7% J	84 28% IJLNQ	37 25% IJLNQ*	64 14% JLN	48 17% Tbdf	65 13% Tbdf	5 2%	133 32% RSTVWXYZabcdf	23 13% Tbdf	73 15% Tbdf	36 22% STVWYZbdf	69 13% Tbdf	16 11% Tbd*	66 17% STYbdf	7 4%	129 21% STVWYZbdf	8 3%	115 29% RSTVWYZabcdf	12 5% T	105 29% RSTVWYZabcdf	47 22% i	48 8%
Don't know	157 14%	21 6%	27 10%	12 12% *	17 14% B*	53 12%	38 10%	12 5%	71 12% HLOPQ	37 9%	42 11% HOP	18 7%	36 10%	34 11% HLP	21 7%	6 4% *	40 9%	29 10% VXZf	54 10% VYZaf	28 8% Zf	38 9% VZf	7 4%	49 10% VYZaf	7 5%	41 8% Zf	2 1% *	23 6%	14 7% Z	58 9% VZaf	18 7% Zf	40 10% VZaf	9 4%	32 9% Z	16 7%	76 12%
Net: Very/Fairly positive	305 28%	60 17%	130 50% BDE	33 33% B*	27 22% *	162 36% G	68 19%	63 27% KM	212 36% HKMO	236 60% HIKLMNOPQ	27 7%	119 49% HIKMNOPQ	65 18% K	119 40% HKMO	64 22% K	47 32% KMO*	152 34% KMO	73 26% Ueg	190 37% RUceg	224 65% RSUVWXYZabceg	25 6%	54 30% Ueg	179 36% RUceg	56 35% RUceg	193 36% RUceg	61 42% RUVceg*	157 40% RUWYceg	108 52% RSUVWXYZaceg	138 22% Ueg	152 61% RSUVWXYZabceg	46 12% U	138 60% RSUVWXYZabceg	46 13% U	50 23%	221 36% h
Net: Very/Fairly negative	318 29%	176 51% CDE	30 12%	15 15% *	42 34% CD*	93 21%	167 46% F	105 44% IJLNQ	146 25% JLN	26 7%	238 60% HIJLMNOPQ	42 17% J	180 49% IJLNQ	60 20% J	148 50% IJLNQ	65 44% IJLNQ*	140 31% IJLN	124 43% STWYZabdf	123 24% Tbdf	26 8%	263 62% RSTVWXYZabcdefg	70 39% STWYbdf	140 28% STbdf	61 38% STWbdf	156 29% STbdf	47 32% Tbdf*	117 30% STbdf	32 15% Td	250 41% STWYabdf	24 10%	220 56% RSTVWXYZabcdf	32 14% Td	197 54% RSTVWXYZabcdf	96 45% i	134 22%
Mean	-0.08	-0.58	0.60 BDE	0.14 BE*	-0.29 *	0.18 G	-0.50	-0.34 K	0.11 HIKMOPQ	0.78 HIKLMNOPQ	-0.94	0.41 HIKMOPQ	-0.57 K	0.27 HIKMOPQ	-0.53 K	-0.27 KM*	-0.02 HKMO	-0.31 Ueg	0.13 RUVWXceg	0.83 RSUVWXYZabcefg	-0.94	-0.14 Uceg	0.05 RUceg	-0.15 Ueg*	0.05 RUceg	0.14 RUVXceg*	0.05 RUceg	0.56 RSUVWXYZaceg	-0.38 Ueg	0.76 RSUVWXYZabceg	-0.78 U	0.65 RSUVWXYZaceg	-0.72 U	-0.37	0.16 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His response to the Russian invasion of Ukraine
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	61 6%	36 7%	24 4%	7 6%	13 7%	4 3%	12 7%	8 5%	16 6%	20 7%	17 5%	24 6%	9 6%	14 5%	14 6%	18 5%	41 7%	20 4%	14 5%	18 6%	10 4%	10 7% *	5 10% *	4 4% *	56 6%	5 3%	40 6%	15 5%	6 4% *	19 7%	41 5%	26 8% g	35 5%	39 6%	22 5%
Fairly positive (1)	235 22%	141 27% C	94 17%	27 24%	51 28% H	40 23%	38 21%	27 16%	52 20%	79 26% L	78 22%	79 19%	36 23%	75 26% P	48 20%	58 17%	139 23%	96 20%	63 24%	68 24%	42 17%	35 24% *	10 18% *	18 19% *	191 21%	44 25%	139 21%	66 22%	31 22% *	72 24%	163 21%	92 28% g	144 19%	159 25% i	77 17%
Neither positive nor negative (0)	369 34%	166 31%	200 36%	34 29%	58 31%	62 35%	68 37%	64 38%	83 33%	92 30%	130 36%	147 35%	50 32%	91 32%	90 37%	120 36%	203 33%	166 35%	78 30%	90 32%	102 41% S	49 34% *	20 38% *	29 30% *	307 34%	61 35%	225 35%	90 30%	54 38% *	107 36%	262 33%	107 32%	261 35%	211 33%	158 35%
Fairly negative (-1)	116 11%	72 14% C	43 8%	11 10%	22 12%	16 9%	11 6%	19 11%	37 14% G	33 11%	27 7%	56 13% K	17 11%	25 9%	17 7%	50 15% O	72 12%	44 9%	30 11%	27 9%	27 11%	16 11% *	2 4% *	15 15% *	91 10%	25 14%	72 11%	29 10%	14 10% *	26 9%	90 11%	28 8%	88 12%	62 10%	53 12%
Very negative (-2)	103 9%	53 10%	50 9%	9 7%	5 3%	11 6%	21 11% E	20 12% E	37 14% E	14 5%	32 9%	56 13% J	10 6%	12 4%	25 10% N	45 14% MN	44 7%	58 12% Q	23 9%	34 12% V	25 10%	6 4% *	2 5% *	12 13% V*	86 10%	16 9%	67 10%	25 8%	11 8% *	24 8%	78 10%	28 8%	75 10%	53 8%	49 11%
Don't know	204 19%	61 12%	143 26% B	28 24% I	37 20%	42 24% I	35 19%	31 18%	31 12%	65 21%	77 21% L	62 15%	33 21% P	68 24% P	50 20%	44 13%	110 18%	94 20%	52 20%	47 16%	43 17%	31 21% *	13 25% *	18 19% *	177 20%	27 15%	109 17%	70 24% a	25 18% *	47 16%	157 20%	53 16%	151 20%	117 18%	87 19%
Net: Very/Fairly positive	296 27%	178 34% C	118 21%	34 29%	65 35% H	44 25%	51 27%	35 21%	68 26%	99 33% L	95 26%	103 24%	46 29%	89 31%	62 25%	76 23%	180 29%	116 24%	76 29%	86 30% U	52 21%	45 30% *	15 28% *	21 23% *	247 27%	49 27%	179 27%	80 27%	37 26% *	91 31%	205 26%	118 35% g	178 24%	197 31% i	99 22%
Net: Very/Fairly negative	218 20%	125 24% C	93 17%	20 17%	27 15%	27 15%	32 17%	39 23% E	73 29% EFG	47 16%	59 16%	113 27% JK	27 18%	37 13%	42 17%	96 28% MNO	116 19%	102 21%	53 20%	61 21%	52 21%	22 15% *	4 8% *	26 28% VW*	177 19%	41 23%	139 21%	54 18%	25 18% *	50 17%	168 21%	55 17%	163 22%	115 18%	103 23%
Mean	0.04	0.08	*	0.14 *	0.30 HI*	0.08 *	0.06 *	-0.12	-0.12 *	0.24 L	0.07	-0.12	0.15 P*	0.25 P	0.05	-0.16	0.12	-0.06	0.07	0.04	-0.07	0.23 *	0.34 **	-0.17 *	0.05	-0.03 *	0.02	0.07	0.06 *	0.15	*	0.22 g	-0.04	0.13 i	-0.09

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His response to the Russian invasion of Ukraine
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians															Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	61 6%	4 1%	38 15% BDE	4 4% *	7 5% B*	42 9% G	11 3%	11 4% K	46 8% KMO	56 14% HIKMOPQ	2 *	30 12% HIKMOPQ	10 3% K	33 11% HIKMOPQ	9 3% K	7 5% K*	30 7% KMO	12 4% Ug	41 8% Uceg	55 16% RSUVWXYZaceg	3 1%	13 7% Ueg	38 8% Uceg	12 8% Ueg	46 8% Uceg	12 8% Ueg*	35 9% RUceg	25 12% RUWceg	24 4% Ueg	41 17% RSUVWXYZaceg	7 2%	40 17% RSUVWXYZaceg	3 1%	12 6%	45 7%
Fairly positive (1)	235 22%	58 17%	84 33% B	32 32% B*	27 22% *	120 27% G	54 15%	55 23% K	154 26% KMO	162 41% HIKMNOPQ	36 9%	91 37% HIKMOPQ	60 16% K	97 32% HIKMO	59 20% K	38 26% KM*	128 29% KMO	68 24% Ueg	131 25% Uceg	157 45% RSUVWXYZabceg	29 7%	54 30% Uceg	117 23% Uceg	46 29% Ueg	137 25% Uceg	47 32% RUceg*	112 29% UWceg	75 36% RSUWYaceg	113 18% Ueg	106 43% RSUVWXYZaceg	36 9%	97 42% RSUVWXYaceR	43 12% U	45 21%	171 28%
Neither positive nor negative (0)	369 34%	117 34%	85 33%	39 40% *	36 30% *	160 36%	120 33%	70 29%	185 32% JP	100 26%	129 33% P	80 33% JP	105 29%	84 28%	87 29%	30 20% *	156 35% JMNP	81 28%	173 33% Td	87 25%	139 33%	50 28%	166 33% Td	48 30%	187 35% Tad	46 31% *	119 30%	60 29%	205 34% Td	64 26%	128 32%	68 30%	109 30%	64 30%	230 37%
Fairly negative (-1)	116 11%	69 20% CDE	9 4%	7 7% *	12 10% C*	33 7%	55 15% F	48 20% IJLNQ	47 8%	22 6%	69 18% IJLNQ	19 8%	57 16% IJLNQ	23 8%	54 18% IJLNQ	31 21% IJLNQ*	43 10% J	48 17% STYbdf	42 8% Tdf	13 4%	85 20% STWYabcdf	31 17% STYbdf	55 11% STbdf	22 14% Tbdf	53 10% Tbdf	21 14% Tbdf*	43 11% STbdf	11 5%	93 15% STWYabdf	10 4%	77 19% STWYabcdf	9 4%	74 20% STWYabcdf	34 16% i	40 6%
Very negative (-2)	103 9%	53 15% CD	5 2%	3 3% *	19 15% CD*	26 6%	63 17% F	33 14% JLN	56 10% JLN	4 1%	92 23% HIJLNQ	4 2%	76 21% HIJLNQ	18 6% JL	58 19% IJLNQ	28 19% IJLNQ*	39 9% JL	35 12% Tbdf	51 10% Tbdf	4 1%	96 23% RSTVWXYZabcdf	20 11% Tbdf	57 11% Tbdf	17 11% Tbdf	51 9% Tbdf	14 10% Tbdf*	48 12% TYbdf	8 4% T	87 14% STYbdf	7 3% T	82 21% RSTVWXYZabcdf	6 3%	82 23% RSTVWXYZabcdf	36 17% i	31 5%
Don't know	204 19%	43 13%	36 14%	14 14% *	22 18% *	69 15%	63 17%	23 9%	98 17% HJLOPQ	47 12%	68 17% HLOPQ	21 8%	60 16% HLOPQ	45 15% L	31 10%	13 9% *	53 12%	43 15% TVZdf	77 15% TVYZadf	30 9% f	69 16% TVXZadf	11 6%	68 14% TVZadf	15 9%	67 12% TZaf	7 5% *	36 9% f	28 13% TVZdf	89 15% TVZadf	21 8% f	66 17% TVXYZadf	11 5%	53 14% TVZadf	23 11%	105 17%
Net: Very/Fairly positive	296 27%	62 18%	123 48% BE	36 36% B*	34 27% *	162 36% G	65 18%	66 28% KM	200 34% KMO	217 56% HIKMNOPQ	37 9%	121 49% HIKMOPQ	70 19% K	130 43% HIKMOPQ	68 23% K	45 31% KM*	158 35% KMO	80 28% Ueg	172 33% Uceg	212 61% RSUVWXYZabceg	32 8%	67 38% RUceg	155 31% Uceg	58 37% RUceg	182 34% Uceg	59 40% RUceg*	147 37% RUWceg	99 48% RSUVWXYaceR	138 22% Ueg	148 59% RSUVWXYZabceg	43 11% U	136 59% RSUVWXYZabceg	47 13% U	57 26%	216 35%
Net: Very/Fairly negative	218 20%	122 36% CD	15 6%	10 10% *	31 25% CD*	59 13%	118 32% F	80 34% IJLNQ	103 18% JL	26 7%	161 41% IJLNQ	23 10%	133 36% IJLNQ	41 14% JL	112 38% IJLNQ	59 40% IJLNQ*	81 18% JL	83 29% STYbdf	93 18% Tbdf	16 5%	182 43% RSTVWXYZabcdf	51 28% STYbdf	112 22% STbdf	39 24% Tbdf	105 19% Tbdf	35 24% Tbdf*	91 23% STYbdf	19 9% T	180 29% STWYabdf	17 7%	158 40% RSTVWXYZabcdf	15 6%	156 43% RSTVWXYZabcdf	70 33% i	71 11%
Mean	0.04	-0.37	0.64 BDE	0.32 BE*	-0.09 *	0.31 G	-0.35	-0.17 KM	0.18 HKMOP	0.71 HIKLMNOPQ	-0.65	0.55 HIKMNOPQ	-0.42 K	0.41 HIKMOPQ	-0.35 K	-0.26 K*	0.17 HKMOP	-0.11 Ueg	0.16 RUWceg	0.79 RSUVWXYZabceg	-0.69	0.06 Uceg*	0.06 Uceg	0.10 Uceg*	0.15 RUWceg	0.16 RUceg*	0.12 Uceg	0.54 RSUVWXYZaceg	-0.20 Ueg	0.72 RSUVWXYZabceg	-0.58	0.71 RSUVWXYZabceg	-0.60	-0.19	0.31 h

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How he handles Britain's relationship with other countries
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	66 6%	39 7%	27 5%	10 9% I	18 10% HI	9 5%	18 9% HI	6 4%	5 2%	28 9% L	27 7% L	11 3%	17 11% P	18 6% P	20 8% P	8 2%	43 7%	23 5%	17 7%	15 5%	6 2%	16 11% U*	8 16% TUX*	4 4% *	63 7% Z	3 2%	41 6%	22 8%	3 2% *	27 9% e	39 5%	32 10% g	34 5%	44 7%	22 5%
Fairly positive (1)	200 18%	128 24% C	72 13%	29 25% FH	48 26% FGH	23 13%	30 16%	23 14%	47 18%	77 26% KL	53 15%	70 16%	37 24% O	60 21%	35 14%	55 16%	129 21% R	71 15%	52 20%	49 17%	47 19%	28 19% *	5 10% *	19 20% *	165 18%	34 19%	122 19%	55 19%	24 17% *	50 17%	149 19%	86 26% g	114 15%	134 21% i	66 15%
Neither positive nor negative (0)	379 35%	160 30%	217 39% B	33 29%	48 26%	77 44% DE	69 37% E	62 37% E	89 35%	82 27%	146 41% J	151 36% J	42 27%	101 36%	95 39% M	118 35%	203 33%	176 37%	79 30%	99 35%	95 38%	53 36% *	25 47% S*	29 30% *	318 35%	61 34%	225 35%	88 30%	66 47% ab*	110 37%	269 34%	112 34%	267 35%	221 34%	158 35%
Fairly negative (-1)	137 13%	82 16% C	53 10%	8 7%	28 15%	18 10%	18 10%	19 12%	45 18% D	35 12%	36 10%	65 15%	15 9%	31 11%	28 11%	57 17% M	75 12%	61 13%	38 15% W	42 15% W	24 10%	19 13% *	1 2% *	12 13% *	107 12%	30 17%	82 13%	40 13%	15 11% *	39 13%	98 12%	33 10%	104 14%	74 12%	63 14%
Very negative (-2)	122 11%	59 11%	63 11%	12 10%	11 6%	8 5%	21 11% F	27 16% EF	42 17% EF	23 8%	29 8%	70 16% JK	16 10%	15 5%	24 10%	53 16% N	57 9%	65 14%	25 10%	39 14%	28 11%	12 8% *	1 2% *	17 18% W*	102 11%	20 11%	77 12%	29 10%	16 11% *	24 8%	98 12%	26 8%	96 13% f	54 9%	68 15% h
Don't know	183 17%	61 11%	122 22% B	24 21% I	33 18%	39 23% I	30 16%	30 18%	27 11%	56 19%	69 19%	58 14%	30 19%	60 21% P	43 18%	45 13%	102 17%	81 17%	48 19%	40 14%	50 20%	18 12% *	12 22% *	14 15% *	154 17%	29 16%	106 16%	61 21%	17 12% *	45 15%	138 17%	44 13%	139 18% f	113 18%	70 16%
Net: Very/Fairly positive	266 24%	168 32% C	98 18%	39 34% FHI	67 36% FHI	32 18%	48 26%	29 17%	52 20%	105 35% KL	79 22%	81 19%	54 35% OP	78 27% P	55 22%	63 19%	171 28% R	94 20%	69 27%	64 23%	52 21%	44 30% *	14 26% *	22 24% *	228 25%	38 21%	162 25%	77 26%	27 19% *	78 26%	188 24%	118 35% g	148 20%	178 28% i	87 20%
Net: Very/Fairly negative	259 24%	141 27%	117 21%	19 17%	39 21%	26 15%	40 21%	47 28% DF	88 34% DEFG	58 19%	66 18%	134 32% JK	30 19%	46 16%	51 21%	110 33% MNO	132 22%	127 27%	63 24% W	80 28% W	52 21% W	32 21% W*	3 5% *	29 31% W*	208 23%	50 28%	159 24%	69 23%	31 22% *	63 21%	196 25%	59 18%	200 26% f	128 20%	131 29% h
Mean	-0.05	0.02	-0.13	0.19 HI*	0.22 HI*	0.04 HI*	0.03 HI	-0.28	-0.32 *	0.21 L	0.04 L	-0.30	0.20 P*	0.16 P	* P	-0.32	0.05 R	-0.19	-0.01	-0.17	-0.11	0.13 *	0.45 **	-0.25 *	-0.03	-0.20 *	-0.06	*	-0.14 *	0.07	-0.10	0.22 g	-0.18	0.08 i	-0.24

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How he handles Britain's relationship with other countries
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	66 6%	13 4%	34 13% BD	3 3% *	8 7% *	37 8% G	12 3%	18 8% K	40 7% KM	58 15% HIKMOQ	3 1%	27 11% IKMOQ	15 4% K	34 11% IKMOQ	17 6% K	16 11% KM*	29 6% K	22 8% Uceg	37 7% Uceg	55 16% RSUWYaceg	3 1%	19 10% Uceg	34 7% Uceg	18 11% Uceg	39 7% Uceg	22 15% RSUWYaceg*	28 7% Uceg	29 14% RSUWYaceg	23 4% U	45 18% RSUVWYaceg	10 3% U	45 20% RSUVWXYaceg	8 2% U	22 10%	39 6%
Fairly positive (1)	200 18%	44 13%	88 34% BE	22 22% *	21 17% *	108 24% G	44 12%	31 13% K	144 25% HKMO	149 38% HIKLMNOPQ	29 7%	75 30% HIKMOP	41 11% K	81 27% HKMO	45 15% K	30 20% KM*	113 25% HKMO	45 16% Ue	128 25% RUceg	141 41% RSUVWXYZaceg	25 6%	32 18% Ueg	113 23% Uceg	30 19% Ueg	133 25% RUceg	32 22% Uceg*	119 30% RSUVWXYceg	73 35% RSUVWXYZceg	82 13% Ue	102 41% RSUVWXYZaceg	24 6%	92 40% RSUVWXYZaceg	37 10% Ue	28 13%	154 25% h
Neither positive nor negative (0)	379 35%	111 32%	94 36%	44 44% *	36 29% *	162 36%	129 35%	78 33%	194 33% MO	113 29%	118 30%	85 35% OP	98 27%	94 31%	77 26%	36 24% *	144 32%	91 32% d	174 34% Td	95 28%	125 30%	61 34% d	179 36% TUabdf	50 31%	193 36% TUabdf	42 29% *	120 30% d	59 29%	213 35% TUd	58 23%	134 34% d	63 27%	112 31%	68 32%	229 37%
Fairly negative (-1)	137 13%	78 23% CDE	6 2%	7 7% *	15 12% C*	49 11%	63 17% F	58 24% IJLNPQ	51 9% J	17 4%	88 22% IJLNQ	22 9% J	78 21% IJLNQ	30 10% J	59 20% IJLN	23 16% IJ*	69 15% IJLN	63 22% STWYabdf	43 8% T	10 3%	109 26% STWYabcdefg	43 24% STWYabdf	47 9% Tf	30 19% STWYabdf	56 10% Tbf	35 24% STWYabdf*	35 9% Tf	12 6% T	110 18% STWYabdf	21 8% Tf	77 19% STWYabdf	11 5%	77 21% STWYabdf	34 16%	69 11%
Very negative (-2)	122 11%	65 19% CD	6 2%	5 6% *	27 22% CD*	32 7%	68 19% F	37 15% JLNQ	65 11% JLN	5 1%	102 26% HIJLNQ	12 5% J	86 23% HIJLNQ	21 7% J	62 21% IJLNQ	32 22% IJLNQ*	43 10% JL	37 13% Tbdf	61 12% Tbdf	10 3%	105 25% RSTVWXYZabcdf	17 10% Tdf	66 13% Tbdf	24 15% Tbdf	61 11% Tbdf	14 9% Tdf*	53 14% Tbdf	13 6% Td	99 16% STYbdf	7 3%	99 25% RSTVWXYZabcdf	7 3%	90 25% RSTVWXYZabcdf	40 19% i	37 6%
Don't know	183 17%	32 9%	30 12%	18 18% *	16 13% *	62 14%	50 14%	16 7%	91 16% HLPQ	50 13% H	55 14% H	24 10%	50 14% H	40 13% H	36 12%	11 7% *	51 11%	29 10% VZf	71 14% TVXYZadf	34 10% VZf	55 13% VXZdf	8 4%	61 12% VXZadf	8 5% Z	59 11% VZf	2 1% *	37 9% Zf	20 10% Zf	85 14% VXZadf	18 7% Z	52 13% VXZdf	12 5%	42 11% VXZf	21 10%	93 15%
Net: Very/Fairly positive	266 24%	57 17%	122 47% BDE	25 25% *	30 24% *	145 32% G	56 15%	50 21% K	185 32% HKMO	206 53% HIKLMNOPQ	32 8%	102 42% HIKMOQ	56 15% K	114 38% HIKMOQ	63 21% KM	46 31% HKMO*	142 32% HKMO	67 24% Uceg	166 32% RUceg	196 57% RSUVWXYZabceg	28 7%	50 28% Uceg	147 29% Uceg	48 30% Uceg	172 32% RUceg	54 37% RUceg*	148 38% RSUWYceg	103 50% RSUVWXYZaceg	105 17% Ueg	146 59% RSUVWXYZabceg	34 9%	137 59% RSUVWXYZabceg	45 12% Ue	51 24%	194 31%
Net: Very/Fairly negative	259 24%	143 42% CD	12 5%	12 12% C*	41 34% CD*	81 18%	130 36% F	95 40% IJLNQ	116 20% JL	22 6%	190 48% HIJLNOPQ	34 14% J	164 45% IJLNQ	52 17% J	121 41% IJLNQ	55 37% IJLNQ*	112 25% IJLN	99 35% STWYabdf	104 20% Tbdf	20 6%	214 51% RSTVWXYZabcdef	60 33% STWYabdf	113 23% Tbdf	54 34% STWYabdf	117 22% Tbdf	49 33% STWYabdf*	88 22% Tbdf	25 12% T	210 34% STWYabdf	28 11% T	175 44% RSTVWXYZabcdf	18 8%	167 46% RSTVWXYZabcdf	74 35% i	106 17%
Mean	-0.05	-0.44	0.61 BDE	0.13 B*	-0.28 *	0.18 G	-0.41	-0.29 KM	0.09 HKMOP	0.70 HIKLMNOPQ	-0.76	0.38 HIKMOPQ	-0.56 K	0.29 HIKMOPQ	-0.40 KM	-0.18 KM*	0.04 HKMO	-0.18 Ueg	0.09 RUWceg	0.72 RSUVWXYZabceg	-0.78	-0.05 Uceg	* Uceg	-0.08 Uceg*	0.07 RUceg	0.09 RUceg*	0.10 RUceg	0.50 RSUVWXYZaceg	-0.34 Ueg	0.67 RSUVWXYZabceg	-0.67	0.72 RSUVWXYZabceg	-0.63 U	-0.21	0.17 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His policies to improve Britain's public services e.g., schools and hospitals
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	91 8%	54 10%	38 7%	10 9%	17 9%	10 6%	22 12%	10 6%	23 9%	27 9%	32 9%	33 8%	18 11%	19 7%	24 10%	22 7%	53 9%	38 8%	25 10%	25 9%	16 6%	14 9% *	6 12% *	5 5% *	82 9%	9 5%	56 9%	24 8%	12 8% *	26 9%	65 8%	39 12% g	52 7%	60 9%	32 7%
Fairly positive (1)	266 24%	145 27%	119 22%	32 28%	62 33% GH	42 24%	41 22%	32 19%	57 22%	93 31% KL	83 23%	90 21%	39 25%	87 31% OP	52 21%	73 22%	162 27%	104 22%	69 27%	67 23%	59 24%	37 25% *	14 26% *	21 22% *	214 24%	52 29%	163 25%	67 23%	37 26% *	81 27%	185 23%	104 31% g	162 22%	169 26%	97 22%
Neither positive nor negative (0)	289 27%	126 24%	162 29%	29 25%	39 21%	54 31%	51 28%	52 31% E	63 25%	68 23%	105 29%	115 27%	39 25%	69 24%	72 29%	94 28%	162 27%	127 27%	74 28%	64 23%	62 25%	50 34% T*	15 29% *	23 25% *	248 27%	41 23%	176 27%	75 26%	38 27% *	86 29%	204 26%	81 24%	208 28%	165 26%	124 28%
Fairly negative (-1)	163 15%	101 19% C	63 11%	17 15%	25 14%	25 14%	24 13%	28 17%	44 17%	43 14%	49 14%	72 17%	22 14%	39 14%	35 14%	57 17%	106 17% R	57 12%	29 11%	45 16%	44 18%	25 17% *	4 8% *	16 17% *	131 14%	32 18%	92 14%	45 15%	27 19% *	37 13%	126 16%	48 14%	116 15%	97 15%	66 15%
Very negative (-2)	123 11%	61 12%	62 11%	4 4%	10 6%	13 7%	23 12% DE	25 15% DEF	48 19% DEF	14 5%	36 10% J	73 17% JK	8 5%	17 6%	26 11%	57 17% MN	46 8%	77 16% Q	28 11% V	46 16% VW	31 12% VW	5 3% *	* 1% *	13 14% VW*	101 11%	22 13%	87 13% b	24 8%	13 9% *	30 10%	93 12%	27 8%	96 13% f	53 8%	70 16% h
Don't know	154 14%	43 8%	111 20% B	23 20% I	33 18% I	30 17% I	26 14%	22 13%	21 8%	56 19% L	56 15%	42 10%	31 20% P	53 19% P	34 14%	33 10%	79 13%	75 16%	34 13%	36 13%	37 15%	17 12% *	13 25% *	17 18% *	133 15%	21 12%	79 12%	60 20% a	15 11% *	36 12%	118 15%	36 11%	118 16% f	96 15%	58 13%
Net: Very/Fairly positive	357 33%	198 37% C	157 28%	42 36% H	78 42% H	53 30%	62 33%	42 25%	80 31%	120 40% L	115 32%	122 29%	57 37%	106 37%	77 31%	95 28%	216 35%	142 30%	95 36%	92 32%	75 30%	50 34% *	20 37% *	26 27% *	296 33%	61 34%	219 34%	91 31%	48 34% *	108 36%	250 32%	143 43% g	215 28%	229 36%	129 29%
Net: Very/Fairly negative	286 26%	162 31% C	124 22%	21 19%	36 19%	38 22%	47 25%	53 31% DE	91 36% DEF	57 19%	85 24%	145 34% JK	30 19%	56 20%	62 25%	114 34% MN	152 25%	134 28%	57 22%	91 32% SVW	75 30% W	30 20% *	5 9% *	29 31% W*	232 25%	55 31%	178 27%	69 23%	39 28% *	67 23%	220 28%	74 22%	212 28% f	151 24%	136 30% h
Mean	0.04	0.06	0.02	0.28 HI*	0.32 HI*	0.09 *	0.09	-0.18	-0.15 *	0.31 L	0.09 L	-0.16	0.30 P*	0.22 P	0.06	-0.18	0.13 R	-0.08	0.16	-0.08	-0.07	0.23 *	0.52 **	-0.14 *	0.06	-0.04 *	0.02	0.09	0.06 *	0.15	*	0.27 g	-0.07	0.16 i	-0.12

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His policies to improve Britain's public services e.g., schools and hospitals
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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	91 8%	13 4%	55 21% BDE	7 7% *	6 5% *	52 12%	25 7%	16 7% K	70 12% KMO	84 21% HIKMNOPQ	1 *	40 16% HIKMOQ	17 5% K	39 13% HKMO	18 6% K	17 11% KM*	45 10% KMO	21 7% Ueg	63 12% Uceg	83 24% RSUVWXYZaceg	3 1%	17 9% Ueg	59 12% Uceg	14 9% Ueg	69 13% Uceg	15 10% Ueg*	48 12% Uceg	40 20% RSUVWXYZaceg	35 6% Ueg	68 27% RSUVWXYZabceg	10 2% U	60 26% RSUVWXYZabceg	6 2%	16 8%	65 11%
Fairly positive (1)	266 24%	57 17%	95 37% BE	36 37% B*	28 23% *	146 33% G	51 14%	61 25% KM	175 30% KMO	179 46% HIKMNOPQ	37 9%	103 42% HIKMOPQ	54 15% K	117 39% HIKMOPQ	54 18% K	36 24% KM*	131 29% KMO	75 26% Uceg	148 29% Uceg	172 50% RSUVWXYZabceg	31 7%	53 29% Uceg	141 28% Uceg	50 32% Uceg	158 29% Uceg	55 38% RUceg*	128 33% UWceg	84 41% RSUVWYaceg	121 20% Ueg	114 46% RSUVWXYaceR	44 11% U	108 47% RSUVWXYaceR	49 14% U	47 22%	189 30%
Neither positive nor negative (0)	289 27%	89 26%	56 22%	27 27% *	36 29% *	110 24%	98 27%	57 24%	135 23% JN	72 18%	96 24%	50 20%	88 24%	55 18%	63 21%	26 18% *	102 23%	60 21% Td	129 25% Tabdf	47 14%	104 25% Tdf	43 24% Tdf	114 23% Tdf	37 23% Tdf	130 24% Tadf	25 17% *	80 20% Td	37 18%	163 27% TZabdf	36 14%	102 26% Tabdf	34 15%	87 24% Tdf	50 23%	172 28%
Fairly negative (-1)	163 15%	80 23% CE	27 10%	14 14% *	15 13% *	60 13%	73 20% F	48 20% JL	80 14% J	20 5%	109 28% HIJLNPQ	30 12% J	87 24% IJLN	45 15% J	69 23% IJLN	26 17% J*	89 20% IJL	52 18% Tdf	70 14% Tdf	15 4%	130 31% RSTVWXYZabcdefg	30 17% Tdf	81 16% STdf	20 12% Tf	91 17% STdf	30 20% TXdf*	66 17% STdf	27 13% Tdf	122 20% STWXdf	18 7% T	98 25% STWXYabcdf	15 6%	94 26% RSTVWXYabcdf	42 20%	86 14%
Very negative (-2)	123 11%	76 22% CD	4 2%	6 6% *	21 17% CD*	32 7%	78 21% F	45 19% IJLNQ	60 10% JLN	5 1%	110 28% HIJLNQ	8 3%	88 24% IJLNQ	18 6% JL	69 23% IJLNQ	38 26% IJLNQ*	43 10% JLN	47 16% TYbdf	54 11% Tbdf	5 2%	116 28% RSTVWXZabcdf	27 15% Tbdf	60 12% Tbdf	33 21% STWYZbdf	55 10% Tbdf	19 13% Tbdf*	52 13% TYbdf	5 3%	109 18% STWYabdf	5 2%	99 25% RSTVWYZabcdf	10 4%	96 26% RSTVWYZabcdf	44 21% i	38 6%
Don't know	154 14%	28 8%	21 8%	10 10% *	17 13% *	50 11%	41 11%	12 5%	65 11% HJLP	30 8%	41 10% HP	14 6%	36 10% P	25 8% P	24 8%	4 3% *	38 9%	32 11% VXZadf	51 10% XYZadf	23 7% Zdf	38 9% Zadf	9 5%	46 9% YZadf	6 4%	38 7% Zadf	3 2% *	19 5% f	13 6% Zf	62 10% XYZadf	9 4%	43 11% VXYZadf	4 2%	33 9% Zadf	14 6%	71 11%
Net: Very/Fairly positive	357 33%	70 20%	150 58% BDE	43 44% BE*	34 28% *	199 44% G	76 21%	77 32% KM	245 42% HKMO	263 67% HIKLMNOPQ	39 10%	144 59% HIKMNOPQ	71 19% K	156 52% HIKMOPQ	72 24% KM	53 36% KMO*	177 39% KMO	96 33% Uceg	211 41% Uceg	255 74% RSUVWXYZabceg	34 8%	70 39% Uceg	201 40% Uceg	64 40% Uceg	227 42% RUceg	70 48% RUceg*	176 45% RUWceg	125 60% RSUVWXYZaceg	156 25% Ueg	182 73% RSUVWXYZabceg	54 14% U	168 73% RSUVWXYZabceg	55 15% U	64 30%	255 41% h
Net: Very/Fairly negative	286 26%	156 45% CDE	31 12%	19 20% *	37 30% C*	92 20%	150 41% F	93 39% IJLNQ	141 24% JL	26 7%	219 55% HIJLMNOPQ	38 15% J	175 47% IJLNQ	63 21% JL	138 46% IJLNQ	64 44% IJLNQ*	132 29% IJLN	99 34% STbdf	124 24% Tbdf	20 6%	246 58% RSTVWXYZabcdefg	57 32% Tbdf	141 28% STbdf	52 33% Tbdf	146 27% Tbdf	49 33% Tbdf*	118 30% STbdf	32 16% Tdf	232 38% STWYabdf	23 9% T	196 50% RSTVWXYZabcdf	24 11% T	190 52% RSTVWXYZabcdf	86 40% i	123 20%
Mean	0.04	-0.47	0.72 BDE	0.28 BE*	-0.16 *	0.32 G	-0.39	-0.20 KM	0.22 HKMOP	0.88 HIKLMNOPQ	-0.82	0.60 HIKMNOPQ	-0.52 K	0.41 HIKMOPQ	-0.43 K	-0.23 KM*	0.11 HKMOP	-0.11 Ueg	0.21 RUceg	0.98 RSUVWXYZabceg	-0.85	0.02 Uceg	0.13 Uceg	-0.05 Ueg*	0.19 RUceg	0.11 Uceg*	0.14 RUceg	0.66 RSUVWXYZaceg	-0.27 Ueg	0.93 RSUVWXYZabceg	-0.66 U	0.86 RSUVWXYZabceg	-0.68 U	-0.25	0.29 h

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His policies on immigration and asylum
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	61 6%	37 7%	24 4%	12 11% HI	11 6%	7 4%	14 7%	7 4%	10 4%	23 8%	21 6%	17 4%	16 10% NP	13 4%	17 7%	9 3%	36 6%	25 5%	13 5%	10 4%	16 6%	11 7% *	8 15% STX*	3 4% *	52 6%	9 5%	32 5%	19 7%	10 7% *	23 8%	38 5%	30 9% g	31 4%	38 6%	23 5%
Fairly positive (1)	175 16%	100 19%	75 13%	22 19%	49 26% FHI	22 12%	32 17%	21 12%	31 12%	70 23% KL	54 15%	51 12%	34 22% P	55 19%	37 15%	45 13%	121 20% R	55 11%	46 18%	41 15%	29 12%	36 24% TU*	8 16% *	15 16% *	147 16%	28 16%	105 16%	58 20% c	12 9% *	60 20% e	115 15%	72 21% g	104 14%	120 19% i	55 12%
Neither positive nor negative (0)	334 31%	164 31%	168 30%	33 29%	59 31%	69 40% I	58 31%	56 33%	59 23%	92 30%	127 35%	115 27%	42 27%	109 38% MP	74 30%	90 27%	189 31%	145 30%	76 29%	86 30%	83 33%	49 33% *	17 32% *	22 23% *	278 31%	56 31%	217 33%	78 27%	38 27% *	105 36%	229 29%	109 33%	225 30%	215 34%	119 27%
Fairly negative (-1)	158 15%	87 16%	71 13%	12 10%	15 8%	23 13%	23 12%	22 13%	64 25% DEFGH	27 9%	45 13%	86 20% JK	16 10%	22 8%	36 15% N	73 22% MN	98 16%	61 13%	45 17%	40 14%	35 14%	16 11% *	5 10% *	17 18% *	136 15%	22 12%	96 15%	32 11%	30 21% b*	29 10%	130 16% d	44 13%	114 15%	81 13%	77 17%
Very negative (-2)	180 17%	95 18%	84 15%	13 11%	14 8%	17 10%	33 18% E	36 21% DEF	67 26% DEF	27 9%	50 14%	103 24% JK	16 10%	22 8%	40 16% N	88 26% MNO	71 12%	108 23% Q	41 16%	57 20% VW	45 18% VW	12 8% *	3 5% *	22 23% VW*	139 15%	41 23% Y	111 17%	41 14%	28 20% *	39 13%	141 18%	37 11%	143 19% f	75 12%	105 23% h
Don't know	179 16%	47 9%	132 24% B	24 21% I	39 21% I	37 21% I	27 15%	27 16%	25 10%	63 21% L	64 18%	52 12%	33 21% P	64 22% P	40 16% P	30 9%	95 16%	84 18%	38 15%	49 17%	41 17%	24 16% *	12 22% *	15 15% *	156 17%	23 13%	91 14%	65 22% a	23 16% *	40 14%	139 18%	43 13%	136 18% f	111 17%	68 15%
Net: Very/Fairly positive	236 22%	136 26% C	99 18%	34 29% FHI	60 32% FHI	29 17%	46 25%	27 16%	41 16%	94 31% KL	75 21%	68 16%	50 32% OP	68 24%	54 22%	55 16%	157 26% R	80 17%	59 23%	52 18%	45 18%	47 32% TU*	16 30% *	19 20% *	199 22%	37 21%	137 21%	78 26% c	22 15% *	83 28% e	153 19%	101 30% g	135 18%	158 25% i	79 18%
Net: Very/Fairly negative	338 31%	182 34%	155 28%	25 21%	29 16%	40 23%	55 30% E	58 35% DEF	131 51% DEFGH	54 18%	95 26% J	189 45% JK	31 20%	44 16%	76 31% MN	161 48% MNO	169 28%	169 35% Q	86 33% VW	96 34% VW	80 32% VW	28 19% *	8 15% *	39 41% VW*	275 30%	63 35%	207 32%	73 25%	58 41% b*	67 23%	271 34% d	81 24%	257 34% f	156 24%	182 41% h
Mean	-0.24	-0.22	-0.28	0.09 HI*	0.19 FGHI*	-0.14 I*	-0.18 I	-0.42	-0.64 *	0.15 KL	-0.16 L	-0.56	0.15 OP*	0.06 OP	-0.22 P	-0.60	-0.09 R	-0.44	-0.25	-0.39	-0.31	0.14 STUX*	0.32 **	-0.49 *	-0.22	-0.37 *	-0.27	-0.07 c	-0.46 *	* e	-0.34	0.04 g	-0.38	-0.07 i	-0.49

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His policies on immigration and asylum
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	61 6%	13 4%	32 12% BD	3 3% *	7 6% *	29 6%	16 4%	19 8% K	39 7% K	51 13% IKMOQ	3 1%	23 9% KMOQ	17 5% K	28 9% IKMOQ	11 4% K	15 10% KMO*	25 5% K	22 8% Uceg	34 7% Uceg	51 15% RSUWXYaceg	4 1%	16 9% Uceg	33 7% Uceg	11 7% Ug	37 7% Uceg	17 12% Uceg*	32 8% Uceg	28 13% RSUWXYaceg	23 4% U	37 15% RSUWXYaceg	11 3% U	36 16% RSUVWXYaceg	8 2%	17 8%	38 6%
Fairly positive (1)	175 16%	36 10%	74 29% BE	19 19% B*	20 16% *	99 22% G	36 10%	37 16% K	123 21% KMO	131 34% HIKMNOPQ	20 5%	73 30% HIKMOPQ	45 12% K	83 28% HIKMOPQ	38 13% K	25 17% K*	95 21% KMO	43 15% Ueg	118 23% RUceg	123 36% RSUVWXYZaceg	22 5%	31 17% Ueg	102 20% Uceg	30 19% Ueg	113 21% Uceg	31 21% Uceg*	81 21% Uceg	63 30% RSUVWXYZaceg	75 12% Ueg	91 37% RSUVWXYZaceg	22 6%	81 35% RSUVWXYZaceg	28 8%	34 16%	125 20%
Neither positive nor negative (0)	334 31%	83 24%	93 36% BE	44 45% BE*	28 23% *	152 34% G	92 25%	53 22%	189 32% HKMNOP	127 32% HKMNOP	81 21%	84 34% HKMNOP	69 19%	75 25%	67 23%	24 16% *	143 32% HKMNOP	65 23%	163 32% RUXceg	111 32% RUXe	81 19%	49 28% UX	152 30% UXe	29 18%	190 35% RSUWXacdeg	40 27% X*	122 31% RUXe	62 30% UXe	165 27% UXe	68 27% UX	81	68 30% UXe	92 25% Ue	46 22%	225 36% h
Fairly negative (-1)	158 15%	83 24% CD	12 4%	10 10% *	26 21% C*	54 12%	71 19% F	47 20% IJL	69 12% J	20 5%	100 25% IJLNOPQ	25 10% J	76 21% IJLN	39 13% J	57 19% IJL	22 15% J*	72 16% IJL	58 20% STWYbdf	56 11% Tdf	12 4%	113 27% STWYabcdf	40 22% STWYabdf	68 14% STbdf	32 20% STYbdf	61 11% Tdf	29 20% STYbdf*	54 14% STbdf	17 8% T	125 20% STWYabdf	16 6% T	104 26% STWYabcdf	15 6% T	91 25% STWYabcdf	42 20% i	79 13%
Very negative (-2)	180 17%	109 32% CDE	12 5%	5 5% *	24 19% CD*	42 9%	113 31% F	68 28% IJLNQ	77 13% JLN	8 2%	152 39% HIJLNQ	17 7% J	124 34% IJLNQ	23 8% J	105 35% IJLNQ	56 38% IJLNQ*	69 15% JLN	70 24% STYbdf	74 14% Tbdf	11 3%	164 39% RSTVWYZabcdfg	33 18% Tbdf	88 18% STbdf	54 34% RSTVWYZabdf	81 15% Tbdf	28 19% Tbdf*	69 17% STbdf	15 7% T	158 26% STWYabdf	13 5%	141 36% RSTVWYZabcdf	15 6% T	117 32% RSTVWYZabcdf	59 27% i	55 9%
Don't know	179 16%	20 6%	36 14% B	18 18% B*	18 15% B*	74 16% G	38 10%	16 7%	89 15% HKLMOPQ	54 14% HOP	39 10%	24 10%	39 10% OP	51 17% HKLMOPQ	19 6%	6 4% *	45 10%	29 10% VXZ	72 14% UVWXYZaefg	36 10% XZf	37 9% XZ	10 6% Z	57 11% XZfg	4 3%	58 11% XZ	2 1% *	36 9% XZ	23 11% XZf	68 11% VXZg	24 10% XZ	36 9% XZ	16 7% Z	28 8% XZ	16 7%	99 16% h
Net: Very/Fairly positive	236 22%	48 14%	106 41% BDE	22 22% *	27 22% *	128 28% G	52 14%	56 24% K	162 28% KMO	182 47% HIKLMNOPQ	23 6%	95 39% HIKMOPQ	62 17% K	111 37% HIKMOPQ	50 17% K	40 27% KMO*	119 27% KMO	65 23% Uceg	152 30% Uceg	174 51% RSUVWXYZabceg	26 6%	46 26% Uceg	135 27% Uceg	41 25% Uceg	150 28% Uceg	48 32% RUceg*	113 29% Uceg	90 44% RSUVWXYZaceg	97 16% Ueg	128 51% RSUVWXYZabceg	33 8%	117 51% RSUVWXYZaceg	36 10% U	52 24%	163 26%
Net: Very/Fairly negative	338 31%	192 56% CDE	23 9%	15 15% *	50 40% CD*	96 21%	184 50% F	114 48% IJLNQ	145 25% JL	28 7%	253 64% HIJLMNOPQ	42 17% J	200 54% IJLNQ	62 21% J	162 54% IJLNQ	78 53% IJLNQ*	142 32% IJLN	128 45% STWYabdf	129 25% Tbdf	23 7%	277 66% RSTVWXYZabcdfg	73 41% STYbdf	156 31% STYbdf	86 54% RSTVWYZabdf	142 26% Tbdf	57 39% STYbdf*	122 31% STYbdf	32 15% T	282 46% STWYabdf	29 12% T	245 62% RSTVWYZabcdfg	29 13% T	209 57% RSTVWYZabcdf	100 47% i	134 22%
Mean	-0.24	-0.74	0.46 BDE	0.06 BE*	-0.37 B*	0.05 G	-0.69	-0.48 KMO	-0.04 HKMOPQ	0.58 HIKLMNOPQ	-1.06	0.27 HIKMOPQ	-0.74 K	0.22 HIKMOPQ	-0.74 K	-0.55 K*	-0.16 HKMOP	-0.43 Ueg	-0.04 RUWXceg	0.62 RSUVWXYZabceg	-1.07	-0.26 UXceg*	-0.17 RUXceg	-0.57 Ueg*	-0.07 RUWXceg	-0.14 RUXceg*	-0.13 RUXceg	0.38 RSUVWXYZaceg	-0.59 Ueg	0.54 RSUVWXYZaceg	-0.95 U	0.51 RSUVWXYZaceg	-0.84 Ue	-0.46	0.02 h

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His vision for Britain's future
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	92 8%	58 11% C	34 6%	9 8%	14 7%	11 6%	20 11%	12 7%	26 10%	23 8%	31 9%	38 9%	15 10%	15 5%	24 10%	23 7%	54 9%	37 8%	20 8%	24 9%	22 9%	12 8% *	9 16% X*	4 4% *	76 8%	15 9%	50 8%	27 9%	15 11% *	22 7%	69 9%	33 10%	59 8%	51 8%	41 9%
Fairly positive (1)	234 22%	130 25% C	103 19%	26 23% I	59 32% HI	39 23% I	42 23% I	35 21%	33 13%	85 28% L	82 23%	68 16%	35 22%	86 30% OP	50 20%	62 19%	155 25% R	79 17%	60 23%	64 23%	44 18%	38 26% *	9 17% *	19 20% *	201 22%	34 19%	151 23%	55 19%	29 20% *	75 25%	160 20%	102 31% g	133 18%	172 27% i	63 14%
Neither positive nor negative (0)	294 27%	129 24%	163 29%	24 21%	47 25%	57 32%	61 33% D	48 29%	57 22%	72 24%	118 33% J	105 25%	34 22%	81 29%	81 33% MP	78 23%	157 26%	137 29%	70 27%	61 22%	83 33% T	44 30% *	15 28% *	21 22% *	244 27%	50 28%	195 30% c	73 25%	26 18% *	98 33% e	196 25%	89 27%	205 27%	181 28%	113 25%
Fairly negative (-1)	193 18%	108 20%	85 15%	25 22% G	24 13%	24 14%	20 11%	25 15%	75 29% EFGH	49 16%	44 12%	100 24% K	34 22% NO	30 10%	31 13%	86 26% NO	117 19%	76 16%	44 17%	52 18%	38 15%	31 21% *	8 16% *	20 21% *	160 18%	33 18%	94 14%	60 20%	38 27% a*	41 14%	152 19%	44 13%	149 20% f	95 15%	98 22% h
Very negative (-2)	134 12%	72 14%	62 11%	9 8%	11 6%	10 6%	25 13% EF	33 19% DEF	46 18% DEF	21 7%	35 10%	79 19% JK	13 8%	14 5%	32 13% N	66 20% MN	55 9%	80 17% Q	32 12% V	46 16% VW	31 12% V	7 5% *	2 3% *	17 18% VW*	110 12%	25 14%	87 13%	32 11%	16 11% *	25 8%	109 14% d	31 9%	103 14% f	59 9%	76 17% h
Don't know	139 13%	33 6%	107 19% B	21 18% GHI	31 17% HI	34 20% GHI	18 10%	15 9%	20 8%	52 17% L	52 15% L	35 8%	25 16% P	58 20% OP	27 11%	20 6%	71 12%	68 14%	33 13%	36 13%	31 12%	14 10% *	11 20% *	14 15% *	118 13%	21 12%	75 11%	47 16%	17 12% *	35 12%	105 13%	35 11%	104 14%	83 13%	56 13%
Net: Very/Fairly positive	326 30%	188 35% C	137 25%	35 30%	73 39% HI	50 29%	62 33%	47 28%	58 23%	108 36% L	112 31%	106 25%	50 32%	102 36% P	74 30%	86 25%	210 34% R	116 24%	80 31%	88 31%	66 27%	51 35% *	18 33% *	23 24% *	277 30%	49 28%	201 31%	82 28%	44 31% *	97 33%	229 29%	134 40% g	192 25%	222 35% i	104 23%
Net: Very/Fairly negative	328 30%	180 34% C	148 27%	34 30%	36 19%	33 19%	45 24%	58 34% EFG	121 47% DEFGH	70 23%	78 22%	179 42% JK	47 30% N	44 15%	63 26% N	152 45% MNO	171 28%	156 33%	76 29%	98 35%	69 28%	38 26% *	10 19% *	36 38% W*	270 30%	57 32%	181 28%	92 31%	54 39% a*	66 22%	261 33% d	75 23%	252 33% f	154 24%	174 39% h
Mean	-0.05	-0.01	-0.09	* *	0.25 HI*	0.12 HI*	0.08 I	-0.20	-0.35 *	0.16 L	0.10 L	-0.29	0.04 P*	0.26 P	0.02 P	-0.35	0.07 R	-0.20	-0.03	-0.13	-0.05	0.14 X*	0.34 **	-0.32 *	-0.03	-0.11 *	-0.03	-0.06	-0.10 *	0.11 e	-0.11	0.20 g	-0.16	0.11 i	-0.27

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His vision for Britain's future
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	92 8%	14 4%	57 22% BDE	7 7% *	7 6% *	54 12% G	20 6%	19 8% K	68 12% KMO	80 20% HIKLMNOPQ	5 1%	33 14% KMO	16 4% K	40 13% KMO	17 6% K	16 11% KM*	46 10% KMO	21 7% Ueg	65 13% Uceg	78 23% RSUVWXYZaceg	8 2%	14 8% Ueg	59 12% Uceg	18 11% Uceg	58 11% Uceg	19 13% RUceg*	47 12% Uceg	38 18% RSUVWYaceg	38 6% Ueg	58 23% RSUVWXYZaceg	11 3%	57 25% RSUVWXYZabceg	10 3%	13 6%	70 11%
Fairly positive (1)	234 22%	49 14%	95 37% BE	34 34% BE*	23 19% *	130 29% G	51 14%	35 15% K	167 29% HKMO	176 45% HIKMNOPQ	22 6%	96 39% HIKMOPQ	54 15% K	102 34% HIKMOPQ	49 17% K	34 23% HKM*	111 25% HKMO	53 19% Ueg	144 28% RUceg	156 45% RSUVWXYZabcdefg	17 4%	36 20% Ueg	132 26% RUceg	35 22% Ueg	144 27% RUceg	38 26% Ueg*	117 30% RUVceg	72 35% RSUVWXYceg	111 18% Ueg	95 38% RSUVWXYZaceg	43 11% U	88 38% RSUVWXYZaceg	36 10% U	41 19%	170 27%
Neither positive nor negative (0)	294 27%	95 28%	56 22%	34 35% C*	27 22% *	121 27%	98 27%	56 23%	137 23%	80 21%	83 21%	64 26% J	72 20%	65 22%	66 22%	26 17% *	121 27% JKM	69 24%	124 24% T	64 19%	99 23%	46 26%	114 23%	36 23%	150 28% STWdeg	32 22% *	97 25% T	49 24%	157 26% Te	53 21%	82 21%	58 25% T	78 21%	53 25%	177 28%
Fairly negative (-1)	193 18%	90 26% CD	24 9%	7 7% *	32 26% CD*	66 15%	83 23% F	73 31% IJLNQ	84 14% J	25 6%	136 34% IJLMNOPQ	32 13% J	99 27% IJLNQ	46 15% J	69 23% IJLN	34 23% IJL*	82 18% IJ	78 27% STWYabdf	71 14% Tf	18 5%	146 35% STWYabcdf	48 27% STWYabdf	85 17% STadf	41 26% STWYabdf	78 14% Tf	37 25% STYabdf*	53 14% T	25 12% T	144 24% STWYabdf	29 12% T	120 30% STWYabcdf	20 9% T	112 31% STWYabcdf	52 24% i	96 15%
Very negative (-2)	134 12%	78 23% CD	9 4%	- - *	20 16% CD*	30 7%	83 23% F	43 18% JLNQ	70 12% JLN	6 1%	114 29% HIJLNQ	5 2%	99 27% HIJLNQ	16 5% JL	80 27% HIJLNQ	34 23% IJLNQ*	51 11% JLN	43 15% Tbdf	66 13% Tbdf	8 2%	124 29% RSTVWXYZabcdf	22 12% Tdf	73 15% Tbdf	29 18% Tbdf	72 13% Tbdf	18 12% Tbdf*	59 15% Tbdf	13 6% Tdf	113 18% STWYbdf	3 1%	111 28% RSTVWXYZabcdf	3 1%	102 28% RSTVWXYZabcdf	45 21% i	41 7%
Don't know	139 13%	18 5%	16 6%	17 17% BC*	14 11% *	50 11%	31 8%	13 5%	60 10% JLOP	24 6%	35 9% P	14 6%	29 8% P	30 10% JLP	16 6%	4 3% *	37 8%	22 8% XZf	46 9% XZabdf	21 6% XZf	29 7% XZf	11 6% XZf	38 8% XZaf	1 * 	39 7% XZaf	2 1% *	19 5% Xf	9 4% X	48 8% XZaf	11 5% Xf	29 7% XZf	4 2%	27 7% XZf	9 4%	68 11% h
Net: Very/Fairly positive	326 30%	62 18%	153 59% BDE	41 41% BE*	30 24% *	183 41% G	71 19%	54 23% K	235 40% HKMOQ	256 66% HIKLMNOPQ	27 7%	129 53% HIKMOPQ	70 19% K	142 47% HIKMOPQ	66 22% K	50 34% HKMO*	158 35% HKMO	74 26% Ueg	209 41% RUVceg	234 68% RSUVWXYZabcdeg	24 6%	51 28% Ueg	191 38% RUceg	53 33% Uceg	202 37% RUceg	57 39% RUVceg*	164 42% RUVYceg	110 53% RSUVWXYZaceg	149 24% Ueg	154 62% RSUVWXYZabceg	54 14% U	144 63% RSUVWXYZabceg	46 13% U	54 25%	240 39% h
Net: Very/Fairly negative	328 30%	168 49% CD	33 13%	7 7% *	52 42% CD*	96 21%	166 45% F	116 49% IJLNQ	154 26% JLN	30 8%	250 63% HIJLMNOPQ	38 15% J	198 54% IJLNQ	62 21% JL	149 50% IJLNQ	68 46% IJLNQ*	133 30% JLN	121 42% STWYabdf	137 26% Tbdf	26 7%	269 64% RSTVWXYZabcdefg	70 39% STYabdf	158 32% STYbdf	69 43% STWYabdf	150 28% Tbdf	56 38% STbdf*	113 29% Tbdf	39 19% Tdf	257 42% STWYabdf	32 13% T	231 58% RSTVWXYZabcdf	23 10%	214 59% RSTVWXYZabcdf	97 45% i	137 22%
Mean	-0.05	-0.52	0.69 BE	0.50 BE*	-0.32 *	0.28 G	-0.47	-0.38 KM	0.15 HKMOP	0.82 HIKLMNOPQ	-0.92	0.52 HIKMOPQ	-0.62 K	0.38 HIKMOPQ	-0.52 K	-0.26 KM*	0.05 HKMOP	-0.26 Ueg	0.15 RUVWXceg	0.86 RSUVWXYZabcdeg	-0.92	-0.16 Ueg*	0.04 RUceg	-0.17 Ueg	0.08 RUceg	0.01 RUceg*	0.11 RUceg	0.48 RSUVWXYZaceg	-0.33 Ueg	0.74 RSUVWXYZabceg	-0.76 U	0.77 RSUVWXYZabceg	-0.77 U	-0.36	0.24 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - His background e.g., his family's wealth or where he went to school
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	75 7%	46 9%	29 5%	13 11% F	18 10%	7 4%	17 9%	8 5%	12 5%	31 10% L	24 7%	20 5%	15 10%	22 8%	18 7%	17 5%	48 8%	27 6%	21 8%	17 6%	11 4%	15 10% *	8 15% UX*	3 3% *	69 8%	6 3%	41 6%	27 9%	8 5% *	27 9%	48 6%	33 10% g	42 6%	47 7%	28 6%
Fairly positive (1)	173 16%	99 19% C	72 13%	23 20%	34 18%	29 17%	24 13%	30 18%	33 13%	58 19%	53 15%	62 15%	32 21% O	52 18% O	27 11%	55 16%	107 18%	66 14%	50 19%	34 12%	33 13%	33 22% T*	7 14% *	16 17% *	141 16%	32 18%	116 18%	43 14%	14 10% *	60 20% e	112 14%	71 21% g	102 13%	119 19% i	54 12%
Neither positive nor negative (0)	451 42%	227 43%	222 40%	28 24%	76 41% D	69 40% D	88 47% D	71 42% D	119 46% D	104 34%	157 44% J	190 45% J	44 28%	113 40% M	114 47% M	144 43% M	274 45% R	177 37%	89 34%	121 43%	121 49% S	59 40% *	19 36% *	42 44% *	371 41%	80 45%	269 41%	112 38%	70 50% *	109 37%	342 43%	135 41%	316 42%	258 40%	193 43%
Fairly negative (-1)	85 8%	53 10% C	33 6%	14 13%	11 6%	15 8%	16 9%	13 8%	16 6%	26 9%	31 9%	28 7%	18 12% N	16 6%	24 10%	26 8%	57 9%	28 6%	26 10%	23 8%	20 8%	10 7% *	1 2% *	5 6% *	68 8%	17 9%	42 6%	28 9%	15 11% *	25 8%	60 8%	28 8%	57 8%	52 8%	33 7%
Very negative (-2)	105 10%	53 10%	53 10%	8 7%	7 4%	13 7%	18 10% E	23 14% E	37 14% E	15 5%	31 9%	60 14% J	9 5%	15 5%	24 10%	46 14% MN	41 7%	65 14% Q	21 8%	40 14% V	26 11%	6 4% *	2 4% *	10 10% *	88 10%	17 10%	69 11%	25 9%	11 8% *	25 9%	80 10%	23 7%	83 11% f	55 9%	50 11%
Don't know	198 18%	53 10%	145 26% B	29 25% GH	40 21%	41 24% GH	24 13%	24 14%	40 16%	69 23% L	65 18%	63 15%	38 25% OP	66 23% OP	37 15%	47 14%	83 14%	115 24% Q	53 21%	49 17%	39 16%	23 16% *	15 29% U*	18 19% *	172 19%	26 15%	114 18%	61 21%	23 16% *	49 17%	149 19%	44 13%	154 20% f	110 17%	88 20%
Net: Very/Fairly positive	248 23%	145 27% C	102 18%	36 31% I	53 28% I	36 21%	40 22%	38 23%	44 17%	89 29% KL	77 21%	82 19%	47 30% O	74 26%	45 19%	72 21%	155 25%	93 19%	70 27% TU	51 18%	44 18%	48 32% TU*	15 29% *	20 21% *	210 23%	38 21%	157 24%	69 24%	21 15% *	87 29% e	161 20%	104 31% g	144 19%	166 26% i	82 18%
Net: Very/Fairly negative	190 18%	105 20%	85 15%	22 19% E	18 10%	28 16%	34 18% E	36 21% E	53 21% E	40 13%	62 17%	88 21% J	27 17%	31 11%	48 20% N	73 22% N	97 16%	93 19%	47 18%	63 22% VW	46 18% W	17 11% *	3 5% *	15 16% *	156 17%	34 19%	111 17%	53 18%	26 19% *	50 17%	140 18%	50 15%	140 19%	107 17%	83 19%
Mean	0.03	0.07	-0.02	0.22 I*	0.31 HI*	0.02 *	0.03	-0.08	-0.16 *	0.28 KL	0.03	-0.13	0.23 P*	0.23 OP	-0.04	-0.11	0.12 R	-0.11	0.11	-0.15	-0.08	0.32 TU*	0.49 **	-0.02 *	0.05	-0.05 *	0.03	0.08	-0.07 *	0.15	-0.02	0.22 g	-0.06	0.09	-0.07

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Overlap formulae used

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PUBLIC
Political Pulse May 2023 (Week 26)
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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	75 7%	9 3%	39 15% B	6 6% *	11 9% B*	42 9% G	17 5%	17 7% K	54 9% KMO	63 16% HIKMOQ	5 1%	36 14% HIKMOQ	12 3% K	41 14% HIKMOQ	16 5% K	17 12% KMO*	36 8% KM	17 6% Ueg	48 9% Uceg	61 18% RSUVWYaceg	6 1%	18 10% RUceg	43 9% Uceg	21 13% RUceg	46 9% Uceg	17 12% RUceg*	39 10% Uceg	34 16% RSUWYaceg	25 4% Ug	53 21% RSUVWYaceg	10 3%	47 20% RSUVWYaceg	6 2%	19 9%	49 8%
Fairly positive (1)	173 16%	42 12%	67 26% BE	19 19% *	16 13% *	81 18%	46 13%	40 17% KM	109 19% KMO	112 29% HIKMNOPQ	23 6%	61 25% HIKMO	39 11% K	61 20% KMO	39 13% K	27 18% KM*	86 19% KMO	52 18% Uceg	92 18% Uceg	120 35% RSUVWXYZabceg	17 4%	39 22% Uceg	93 19% Uceg	33 21% Uceg	105 19% Uceg	32 22% Uceg*	86 22% SUceg	56 27% RSUWYceg	72 12% Ue	73 29% RSUWYaceg	34 9% U	74 32% RSUVWXYZaceg	34 9%	34 16%	112 18%
Neither positive nor negative (0)	451 42%	161 47%	101 39%	45 45% *	45 37% *	203 45%	153 42%	93 39%	240 41% P	145 37%	162 41% P	99 41%	147 40%	119 40%	112 38%	45 31% *	211 47% IJMNOP	118 41% Xf	219 43% TXbdf	118 34%	180 43% Xf	71 40%	210 42% Tbdf	51 32%	248 46% TWXabdf	59 40% *	152 39% f	71 34%	275 45% TXabdf	87 35%	162 41% f	71 31%	159 44% TXbf	83 39%	287 46%
Fairly negative (-1)	85 8%	38 11% C	9 3%	7 7% *	16 13% C*	29 6%	35 10%	25 10% J	39 7% J	12 3%	55 14% IJLNQ	17 7% J	45 12% IJQ	25 8% J	35 12% IJQ	20 14% IJLQ*	31 7% J	31 11% TYd	32 6% T	8 2%	62 15% STWYabcdf	20 11% TYdf	39 8% TY	22 14% STYdf	30 6% T	20 14% STYdf*	39 10% STYdf	16 8% Td	56 9% STYd	11 4%	45 11% STWYdf	13 6% T	45 12% STWYdf	19 9%	43 7%
Very negative (-2)	105 10%	49 14% C	10 4%	7 7% *	18 15% C*	29 6%	60 16% F	26 11% JL	61 10% JLN	6 2%	85 22% HIJLNQ	9 4% J	71 19% HIJLNQ	18 6% J	57 19% HIJLNQ	25 17% JLNQ*	40 9% JL	27 9% Tbdf	55 11% Tbdf	5 1%	95 22% RSTVWXYZabcdf	14 8% Td	56 11% Tbdf	18 12% Tbdf	54 10% Tbdf	9 6% T*	47 12% Tbdf	9 4% T	88 14% RSTVYZbdf	6 2%	79 20% RSTVWXYZabcdf	9 4% T	75 20% RSTVWXYZabcdf	34 16% i	30 5%
Don't know	198 18%	46 13%	32 12%	15 15% *	17 14% *	65 15%	55 15%	37 16%	82 14% LQ	53 13%	65 17% LPQ	23 10%	55 15% Q	35 12%	39 13%	13 9% *	45 10%	41 14% VZadf	69 13% TYZadf	33 10%	63 15% YZadf	16 9%	59 12% af	14 9%	57 11% a	9 6% *	30 8%	21 10%	96 16% TVWXYZadf	20 8%	64 16% TVWXYZadfg	16 7%	47 13% a	24 11%	102 16%
Net: Very/Fairly positive	248 23%	51 15%	106 41% BDE	25 25% B*	26 21% *	123 27% G	63 17%	57 24% KM	164 28% KMO	175 45% HIKMNOPQ	27 7%	96 39% HIKMOQ	52 14% K	102 34% HIKMOQ	54 18% K	44 30% KMO*	122 27% KMO	70 24% Uceg	140 27% Uceg	181 52% RSUVWXYZabceg	22 5%	58 32% RUceg	136 27% Uceg	55 34% RUceg	151 28% Uceg	49 34% RUceg*	125 32% SUWYceg	90 43% RSUVWYaceg	97 16% Ueg	126 50% RSUVWXYZaceg	45 11% U	121 53% RSUVWXYZabceg	40 11% U	53 25%	161 26%
Net: Very/Fairly negative	190 18%	87 25% C	19 7%	14 15% *	34 28% CD*	58 13%	94 26% F	51 21% JL	99 17% JL	18 5%	140 36% HIJLNQ	26 11% J	115 31% HIJLNQ	44 15% J	92 31% HIJLNQ	45 31% HIJLNQ*	71 16% JL	57 20% Tbdf	87 17% Tdf	13 4%	156 37% RSTVWXYZabcdef	34 19% Tdf	95 19% TYbdf	40 25% STYbdf	85 16% Tdf	30 20% Tbdf*	86 22% STYbdf	25 12% Td	144 24% STWYbdf	17 7% T	125 32% RSTVWYZabcdf	22 10% T	119 33% RSTVWYZabcdf	53 25% i	72 12%
Mean	0.03	-0.26	0.51 BDE	0.12 B*	-0.15 *	0.20 G	-0.24	-0.02 KMO*	0.11 KMO	0.63 HIKLMNOPQ	-0.59	0.44 HIKMOPQ	-0.39 K	0.31 HIKMOPQ	-0.31 K	-0.07 KM*	0.11 KMO	0.01 Uceg	0.10 Uceg	0.72 RSUVWXYZabceg	-0.62	0.18 Uceg*	0.06 Uceg	0.12 Uceg*	0.12 Uceg	0.20 Uceg*	0.09 Uceg	0.48 RSUVWXYZaceg	-0.21 Ueg	0.68 RSUVWXYZabceg	-0.45 U	0.64 RSUVWXYZaceg	-0.46 U	-0.08	0.21 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How well he leads the Labour Party
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	100 9%	62 12% C	37 7%	13 11%	21 11%	12 7%	23 12%	12 7%	20 8%	34 11%	34 10%	32 7%	17 11%	28 10%	23 10%	23 7%	66 11%	34 7%	23 9%	28 10%	18 7%	17 12% *	9 16% *	5 5% *	90 10%	10 6%	60 9%	25 8%	15 11% *	31 11%	69 9%	38 11%	62 8%	61 10%	39 9%
Fairly positive (1)	264 24%	135 25%	129 23%	28 25%	63 34% GHI	45 26%	38 20%	39 23%	51 20%	91 30% L	83 23%	90 21%	44 28%	85 30% OP	50 20%	69 20%	156 26%	108 23%	69 27%	63 22%	59 24%	47 32% X*	11 21% *	16 17% *	218 24%	46 26%	175 27%	62 21%	27 19% *	85 29%	179 23%	112 34% g	152 20%	178 28% i	86 19%
Neither positive nor negative (0)	290 27%	133 25%	158 29%	30 26%	36 19%	51 29%	52 28%	50 30% E	71 28%	66 22%	103 29%	122 29%	36 23%	67 24%	73 30%	97 29%	164 27%	127 27%	66 26%	78 27%	67 27%	39 26% *	16 30% *	25 26% *	237 26%	53 30%	178 27%	68 23%	44 31% *	81 27%	209 26%	76 23%	214 28%	162 25%	129 29%
Fairly negative (-1)	167 15%	91 17%	73 13%	13 12%	26 14%	19 11%	31 17%	24 14%	53 21% F	39 13%	51 14%	77 18%	18 12%	33 12%	42 17%	65 19% N	100 16%	67 14%	41 16%	39 14%	40 16%	21 14% *	7 14% *	20 21% *	138 15%	29 16%	90 14%	52 18%	24 17% *	39 13%	127 16%	47 14%	120 16%	88 14%	79 18%
Very negative (-2)	140 13%	80 15%	60 11%	7 6%	6 3%	22 13% E	24 13% E	31 19% DE	49 19% DE	13 4%	46 13% J	80 19% J	11 7%	21 7%	30 12%	66 20% MN	64 10%	76 16% Q	31 12% V	43 15% V	36 15% V	6 4% *	4 7% *	19 20% V*	115 13%	24 14%	85 13%	35 12%	20 14% *	26 9%	114 14% d	33 10%	107 14%	68 11%	72 16% h
Don't know	126 12%	29 6%	97 17% B	23 20% GHI	35 19% GHI	25 14% I	19 10%	13 8%	11 4%	58 19% KL	44 12% L	24 6%	31 20% OP	51 18% OP	25 10% P	16 5%	61 10%	65 14%	29 11%	34 12%	30 12%	17 12% *	6 12% *	11 11% *	110 12%	16 9%	64 10%	52 18% ac	11 8% *	32 11%	94 12%	28 8%	98 13% f	84 13%	42 9%
Net: Very/Fairly positive	364 33%	197 37% C	166 30%	41 36%	84 45% FGHI	57 33%	60 32%	50 30%	71 28%	125 41% KL	117 33%	122 29%	61 39% P	113 40% OP	73 30%	92 27%	221 36%	143 30%	92 36% X	90 32%	77 31%	64 43% UX*	20 37% *	21 22% *	308 34%	56 31%	235 36%	87 29%	42 30% *	117 40% e	247 31%	150 45% g	214 28%	239 37% i	125 28%
Net: Very/Fairly negative	306 28%	171 32% C	133 24%	21 18%	32 17%	41 24%	55 30% DE	55 33% DE	102 40% DEF	53 18%	97 27% J	157 37% JK	29 18%	54 19%	72 29% MN	131 39% MN	164 27%	143 30%	72 28%	82 29%	76 30% V	28 19% *	11 21% *	38 40% VW*	253 28%	53 30%	175 27%	88 30%	44 31% *	65 22%	241 30% d	80 24%	227 30% f	156 24%	151 34% h
Mean	0.02	0.02	0.02	0.28 HI*	0.44 FGHI*	0.03 *	0.03	-0.16	-0.24 *	0.38 KL	0.03 L	-0.21	0.31 OP*	0.28 OP	-0.02	-0.26	0.11 R	-0.10	0.06 X	-0.03	-0.08	0.36 TUX*	0.28 **	-0.37 *	0.04	-0.07	0.06	-0.05	-0.04 *	0.22 e	-0.06	0.25 g	-0.09	0.14 i	-0.14

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How well he leads the Labour Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	100 9%	17 5%	56 22% BDE	8 8% *	11 9% *	57 13% G	17 5%	18 8% K	71 12% KMO	85 22% HIKMNOQ	6 1%	42 17% HIKMOQ	20 6% K	44 15% HKMO	19 6% K	20 14% KMO*	50 11% KMO	23 8% Ueg	67 13% Uceg	83 24% RSUVWXYZaceg	6 1%	22 12% Uceg	60 12% Uceg	22 14% RUceg	64 12% Uceg	21 14% RUceg*	53 13% Uceg	42 20% RSUVWYaceg	43 7% Ueg	59 24% RSUVWXYZaceg	15 4% U	52 22% RSUVWXYZaceg	12 3% U	18 8%	73 12%
Fairly positive (1)	264 24%	57 17%	92 36% BE	49 50% BCE*	23 18% *	134 30% G	65 18%	53 22% KM	180 31% HKMOQ	185 47% HIKMNOPQ	27 7%	101 41% HIKMOPQ	50 14% K	113 38% HIKMOPQ	53 18% K	39 26% KM*	104 23% KM	70 24% Ueg	145 28% Uceg	179 52% RSUVWXYZabcdeg	31 7%	54 30% Uceg	130 26% Uceg	44 28% Ueg	150 28% Uceg	46 32% Uceg*	113 29% Uceg	72 35% RSUWYceg	133 22% Ueg	103 41% RSUVWXYaceg	54 14% U	113 49% RSUVWXYZabcdeg	45 12% U	44 21%	187 30% h
Neither positive nor negative (0)	290 27%	95 28%	66 26%	22 22% *	27 22% *	120 27%	108 30%	62 26% P	133 23% P	76 19%	103 26% MNOP	56 23% P	69 19%	55 19%	59 20%	20 14% *	122 27% IJMNOP	73 25% TZf	130 25% TWadf	56 16%	95 23%	36 20%	110 22% T	33 21%	139 26% TWadf	25 17% *	84 21% T	41 20%	163 27% TWZadf	46 18%	93 23% T	37 16%	83 23%	55 26%	171 28%
Fairly negative (-1)	167 15%	90 26% CD	16 6%	7 7% *	28 22% CD*	58 13%	72 20% F	57 24% IJLN	75 13% J	16 4%	110 28% IJLNOPQ	27 11% J	97 26% IJLNPQ	39 13% J	65 22% IJLN	26 17% J*	88 20% IJLN	63 22% STYabdf	61 12% T	13 4%	128 30% RSTWXYabcdf	43 24% STYabdf	82 16% STbdf	33 21% STbdf	80 15% STdf	35 24% STYabdf*	59 15% STdf	22 11% T	126 21% STWYabdf	24 10% T	105 27% STWYabcdf	18 8% T	100 27% STWYabcdf	41 19%	80 13%
Very negative (-2)	140 13%	66 19% C	14 5%	9 9% *	22 18% C*	46 10%	78 21% F	42 18% JLN	82 14% JLN	7 2%	118 30% HIJLNQ	10 4% J	101 27% HIJLNQ	29 10% JL	80 27% HIJLNQ	35 24% IJLNQ*	63 14% JLN	42 15% Tdf	74 14% Tdf	4 1%	133 31% RSTVWXYZabcdef	21 12% Tdf	86 17% STbdf	24 15% Tdf	79 15% Tdf	17 11% Tdf*	68 17% Tbdf	20 10% Tdf	112 18% STYbdf	10 4% T	101 26% RSTVWXYZabcdf	9 4% T	97 27% RSTVWXYZabcdf	42 20% i	55 9%
Don't know	126 12%	20 6%	14 6%	4 4% *	13 11% *	34 8%	26 7%	7 3%	45 8% LQ	21 5%	31 8% HL	8 3%	32 9% HLQ	19 6% L	21 7%	7 5% *	21 5%	16 6% VZf	39 8% TVXYZadf	10 3% f	29 7% TVXZf	3 2%	33 6% TVZadf	4 2%	29 5% Tf	2 1% *	17 4% f	9 5% f	36 6% TVf	8 3% f	27 7% TVZf	1 *	27 8% TVXZadf	12 6%	55 9%
Net: Very/Fairly positive	364 33%	74 21%	148 57% BE	57 57% BE*	33 27% *	192 43% G	82 22%	71 30% KM	251 43% HKMOQ	271 69% HIKLMNOPQ	33 8%	143 58% HIKMOPQ	70 19% K	158 53% HIKMOPQ	72 24% KM	59 40% HKMO*	154 34% KMO	93 32% Ueg	212 41% Uceg	262 76% RSUVWXYZabcdeg	36 9%	76 42% RUceg	190 38% Uceg	66 41% RUceg	214 40% Uceg	67 46% RUceg*	165 42% RUWceg	114 55% RSUVWXYaceg	176 29% Ueg	162 65% RSUVWXYZabceg	69 17% U	164 71% RSUVWXYZabcdeg	57 16% U	62 29%	260 42% h
Net: Very/Fairly negative	306 28%	155 45% CD	30 12%	16 16% *	50 41% CD*	104 23%	150 41% F	99 41% IJLN	156 27% JL	23 6%	228 58% HIJLNOPQ	38 15% J	198 54% HIJLNPQ	68 23% JL	145 49% IJLNQ	61 41% IJLN*	151 34% IJLN	105 37% STbdf	135 26% Tdf	16 5%	261 62% RSTVWXYZabcdefe	64 36% STbdf	168 34% STYbdf	56 35% Tbdf	159 29% STbdf	52 36% Tbdf*	126 32% STbdf	42 21% Tdf	238 39% STWYabdf	34 14% T	207 52% RSTVWXYZabcdf	28 12% T	198 54% RSTVWXYZabcdf	84 39% i	134 22%
Mean	0.02	-0.40	0.66 BE	0.42 BE*	-0.26 *	0.24 G	-0.38	-0.22 KMO	0.15 HKMOQ	0.89 HIKLMNOPQ	-0.85	0.58 HIKMNOPQ	-0.62 K	0.38 HIKMOPQ	-0.48 K	-0.12 KMO*	-0.02 KMO	-0.12 Ueg	0.15 RUWceg	0.97 RSUVWXYZabcdefe	-0.90	0.07 RUceg	-0.01 Uceg	0.05 Uceg*	0.08 Uceg	0.13 RUceg*	0.06 Uceg	0.47 RSUVWXYZaceg	-0.23 Ueg	0.73 RSUVWXYZabceg	-0.61 U	0.78 RSUVWXYZabceg	-0.67 U	-0.23	0.26 h

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - Whether or not he understands the problems facing Britain
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	91 8%	56 11% C	35 6%	10 9%	21 11% F	8 5%	19 10%	16 9%	18 7%	31 10%	27 7%	33 8%	18 11%	20 7%	21 9%	28 8%	64 10% R	28 6%	28 11%	22 8%	14 6%	14 10% *	9 18% UX*	4 4% *	79 9%	12 7%	60 9%	23 8%	8 6% *	22 8%	69 9%	38 11% g	53 7%	60 9%	32 7%
Fairly positive (1)	249 23%	141 27% C	108 19%	22 19%	52 28%	39 23%	48 26%	32 19%	56 22%	74 24%	88 24%	88 21%	30 19%	79 28% P	57 23%	65 19%	156 26%	94 20%	64 25%	72 25% W	61 24%	34 23% *	5 10% *	14 14% *	209 23%	40 23%	150 23%	63 21%	37 26% *	76 26%	174 22%	102 31% g	147 20%	157 24%	93 21%
Neither positive nor negative (0)	287 26%	128 24%	158 29%	33 29%	43 23%	61 35% EI	50 27%	43 26%	56 22%	77 25%	111 31%	99 23%	41 26%	81 28%	69 28%	79 24%	147 24%	140 29%	68 26%	61 21%	68 27%	54 37% TX*	16 30% *	21 22% *	237 26%	50 28%	183 28%	74 25%	30 21% *	92 31%	195 25%	81 24%	206 27%	178 28%	109 24%
Fairly negative (-1)	192 18%	102 19%	89 16%	18 16%	29 16%	26 15%	22 12%	33 19%	63 25% G	47 16%	49 13%	96 23% K	30 19%	35 12%	35 14%	81 24% NO	120 20%	72 15%	32 12%	51 18%	44 18%	23 16% *	12 23% *	29 31% STUV*	157 17%	34 19%	97 15%	53 18%	42 30% ab*	46 16%	146 18%	47 14%	145 19% f	102 16%	89 20%
Very negative (-2)	144 13%	74 14%	68 12%	8 7%	11 6%	15 8%	26 14% E	30 18% DEF	53 21% DEF	19 6%	41 11% J	84 20% JK	9 6%	21 7%	34 14% MN	68 20% MN	56 9%	87 18% Q	39 15% V	46 16% VW	34 14% V	6 4% *	2 4% *	17 18% VW*	120 13%	24 13%	96 15%	31 11%	16 12% *	28 9%	116 15%	35 10%	109 14%	67 10%	77 17% h
Don't know	124 11%	29 5%	95 17% B	23 20% GHI	31 17% HI	26 15% I	20 11% I	15 9%	10 4%	54 18% L	46 13% L	24 6%	28 18% P	49 17% P	28 12% P	15 5%	67 11%	57 12%	30 11%	32 11%	28 11%	16 11% *	9 16% *	9 10% *	106 12%	18 10%	66 10%	51 17% ac	7 5% *	32 11%	92 12%	31 9%	93 12%	77 12%	47 11%
Net: Very/Fairly positive	341 31%	197 37% C	143 26%	32 28%	73 39% FH	47 27%	67 36%	48 28%	74 29%	105 35%	114 32%	121 29%	48 31%	99 35%	78 32%	93 28%	220 36% R	121 25%	92 35% X	94 33% X	75 30%	48 33% *	15 28% *	18 19% *	288 32%	53 30%	210 32%	86 29%	45 32% *	98 33%	243 31%	141 42% g	200 27%	216 34%	124 28%
Net: Very/Fairly negative	335 31%	176 33%	158 28%	27 23%	40 21%	41 23%	49 26%	63 37% DEFG	116 45% DEFG	67 22%	90 25%	179 42% JK	39 25%	56 20%	69 28%	149 44% MNO	176 29%	159 33%	71 27%	97 34% V	79 32% V	28 19% *	14 26% *	47 49% STUVW*	277 31%	58 33%	193 30%	84 28%	58 41% ab*	74 25%	262 33% d	82 24%	254 34% f	169 26%	166 37% h
Mean	-0.05	*	-0.10	0.08 I*	0.28 HI*	* *	0.07 I	-0.20	-0.32 *	0.20 L	0.03 L	-0.27	0.14 P*	0.18 P	-0.01 P	-0.30	0.09 R	-0.23	0.04 X	-0.11 X	-0.11 X	0.22 UX*	0.19 **	-0.50 *	-0.04	-0.10	-0.03	-0.02	-0.16 *	0.07	-0.09	0.21 g	-0.17	0.07 i	-0.22

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - Whether or not he understands the problems facing Britain
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	91 8%	21 6%	50 19% BDE	6 6% *	4 4% *	54 12% G	21 6%	19 8% K	69 12% KMO	82 21% HIKMNOPQ	5 1%	42 17% HIKMOQ	21 6% K	44 15% HKMO	21 7% K	17 12% KM*	49 11% KM	22 8% Ueg	64 12% Uceg	79 23% RSUVWXYZabceg	6 1%	18 10% Ueg	61 12% Uceg	19 12% Uceg	66 12% Uceg	21 14% RUceg*	53 14% RUceg	35 17% RUceg	39 6% Ueg	59 24% RSUVWXYZabceg	12 3% U	59 26% RSUVWXYZabceg	11 3% U	21 10%	65 10%
Fairly positive (1)	249 23%	49 14%	98 38% BE	40 40% BE*	27 22% *	143 32% G	56 15%	47 20% KM	175 30% HKMOP	171 44% HIKLMNOPQ	25 6%	91 37% HIKMOPQ	46 12% K	97 32% HKMOP	49 16% K	28 19% K*	121 27% KMO	61 21% Ueg	154 30% RUceg	171 49% RSUVWXYZabcefg	18 4%	44 25% Ueg	135 27% Uceg	44 27% Ueg	159 29% RUceg	43 29% Uceg*	117 30% RUceg	76 37% RSUVWYceg	119 19% Ueg	109 44% RSUVWXYZaceg	40 10% U	96 42% RSUVWXYZaceg	34 9% U	28 13%	194 31% h
Neither positive nor negative (0)	287 26%	91 27%	57 22%	26 26% *	33 27% *	120 27%	88 24%	60 25% P	129 22%	83 21%	95 24%	49 20%	87 24%	63 21%	68 23%	23 16% *	122 27% IJLNP	69 24% Td	123 24% Td	52 15%	98 23% Td	40 22% d	109 22% Td	34 21%	130 24% Tad	28 19% *	80 20% Td	46 22% Td	156 25% Tad	36 14%	90 23% Td	45 20% d	78 21%	54 25%	166 27%
Fairly negative (-1)	192 18%	92 27% CD	27 10%	13 13% *	26 21% C*	61 14%	92 25% F	65 27% IJLNQ	86 15% J	25 6%	121 31% IJLMNOQ	34 14% J	92 25% IJLNQ	44 15% J	61 20% IJ	35 24% IJLN*	75 17% J	72 25% STWYabdf	65 13% Tf	24 7%	147 35% RSTWXYabcdef	53 30% STWYabdf	88 17% STdf	34 22% STbdf	83 15% STdf	37 25% STYbdf*	66 17% STdf	25 12% Tf	145 24% STWYabdf	27 11% Tf	118 30% STWYabcdf	15 7%	116 32% STWXYabcdf	53 25% i	89 14%
Very negative (-2)	144 13%	76 22% CD	9 3%	7 7% *	23 19% CD*	37 8%	85 23% F	42 17% JLN	78 13% JLN	7 2%	123 31% HIJLNQ	13 5% J	98 26% HIJLNQ	23 8% J	83 28% HIJLNQ	39 27% HIJLNQ*	55 12% JLN	41 14% Tbdf	75 15% Tbdf	4 1%	131 31% RSTVWXYZabcdf	19 11% Tdf	79 16% Tbdf	27 17% Tbdf	74 14% Tbdf	17 11% Tdf*	63 16% Tbdf	13 6% Td	121 20% STVWYZbdf	7 3% T	111 28% RSTVWXYZabcdf	12 5% Td	105 29% RSTVWXYZabcdf	45 21% i	50 8%
Don't know	124 11%	15 5%	18 7%	8 8% *	10 8% *	36 8%	24 6%	6 3%	48 8% HQ	24 6%	25 6% H	16 7% H	25 7% H	28 9% HJPQ	16 5%	4 3% *	26 6%	21 7% VXZaf	36 7% XYZaf	15 4% f	21 5% f	5 3%	30 6% af	3 2%	28 5% af	2 1% *	13 3%	12 6% XZf	32 5% f	13 5% Zf	25 6% XZaf	3 1%	22 6% XZf	11 5%	58 9%
Net: Very/Fairly positive	341 31%	69 20%	148 57% BE	46 46% BE*	31 25% *	196 44% G	77 21%	65 27% KM	244 42% HKMOP	252 65% HIKLMNOPQ	30 8%	133 54% HIKMNOPQ	67 18% K	141 47% HIKMOPQ	70 23% KM	45 31% KM*	170 38% HKMO	84 29% Ueg	218 42% RUceg	250 73% RSUVWXYZabceg	24 6%	62 35% Uceg	196 39% RUceg	62 39% RUceg	225 42% RUceg	63 43% RUceg*	170 43% RUWceg	111 54% RSUVWXYaceg	158 26% Ueg	167 67% RSUVWXYZabceg	52 13% U	155 67% RSUVWXYZabceg	44 12% U	49 23%	259 42% h
Net: Very/Fairly negative	335 31%	168 49% CD	36 14%	20 20% *	49 40% CD*	98 22%	177 48% F	107 45% IJLNQ	164 28% JLN	32 8%	244 62% HIJLMNOPQ	46 19% J	190 51% IJLNQ	67 22% J	144 48% IJLNQ	75 51% IJLNQ*	130 29% JLN	114 40% STYbdf	140 27% Tbdf	28 8%	278 66% RSTVWXYZabcdefg	72 40% STYbdf	166 33% STYbdf	61 38% STbdf	157 29% Tbdf	54 37% Tbdf*	130 33% STYbdf	38 18% Tf	266 43% STWYabdf	33 13% T	228 58% RSTVWXYZabcdf	27 12%	221 61% RSTVWXYZabcdf	99 46% i	138 22%
Mean	-0.05	-0.47	0.64 BDE	0.28 BE*	-0.32 *	0.28 G	-0.48	-0.28 KM	0.13 HKMOP	0.80 HIKLMNOPQ	-0.90	0.51 HIKMNOPQ	-0.58 K	0.35 HIKMOPQ	-0.49 K	-0.36 K*	0.08 HKMOP	-0.19 Ueg	0.14 RUWceg	0.90 RSUVWXYZabcdefg	-0.95	-0.06 Uceg	0.03 Uceg	-0.04 Uceg*	0.12 RUceg	0.09 RUceg*	0.08 RUceg	0.49 RSUVWXYZacez	-0.33 Ueg	0.79 RSUVWXYZabceg	-0.74 U	0.77 RSUVWXYZabceg	-0.79 U	-0.36	0.24 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - Whether or not he keeps his promises
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	66 6%	41 8% C	25 4%	12 10% H	14 8%	7 4%	12 6%	5 3%	16 6%	26 9%	19 5%	21 5%	16 10% P	16 6%	13 6%	15 5%	44 7%	21 4%	20 8% U	19 7%	6 3%	12 8% U*	4 8% *	5 5% *	60 7%	5 3%	40 6%	21 7%	4 3% *	18 6%	48 6%	30 9% g	36 5%	36 6%	30 7%
Fairly positive (1)	199 18%	115 22% C	83 15%	19 17%	42 23%	34 19%	38 20%	30 18%	36 14%	61 20%	71 20%	66 16%	30 19%	60 21%	45 18%	49 15%	132 22% R	67 14%	59 23%	45 16%	40 16%	30 20% *	10 18% *	15 16% *	160 18%	39 22%	133 20%	44 15%	21 15% *	62 21%	137 17%	79 24% g	120 16%	133 21% i	66 15%
Neither positive nor negative (0)	328 30%	146 28%	180 33%	31 27%	54 29%	59 34%	57 31%	54 32%	73 29%	85 28%	116 32%	127 30%	39 25%	87 31%	81 33%	102 30%	173 28%	155 33%	75 29%	78 28%	75 30%	56 38% X*	21 40% *	22 23% *	273 30%	55 31%	195 30%	91 31%	43 30% *	99 33%	230 29%	105 31%	224 30%	197 31%	131 29%
Fairly negative (-1)	175 16%	92 17%	84 15%	21 18%	30 16%	24 14%	18 10%	30 18% G	53 21% G	51 17%	42 12%	83 19% K	29 19%	37 13%	31 13%	69 21% NO	110 18%	66 14%	35 13% W	51 18% W	42 17% W	25 17% W*	1 2% *	22 23% W*	150 16%	26 15%	84 13%	50 17%	41 29% ab*	41 14%	134 17%	49 15%	127 17%	104 16%	71 16%
Very negative (-2)	148 14%	85 16%	63 11%	10 9%	11 6%	15 9%	29 16% E	30 18% DEF	52 21% DEF	22 7%	44 12%	83 19% JK	14 9%	20 7%	35 14% N	68 20% MN	62 10%	87 18% Q	30 12% V	47 17% V	46 19% V	6 4% *	4 8% *	15 16% V*	116 13%	32 18%	105 16% b	28 10%	15 11% *	33 11%	116 15%	28 8%	120 16% f	65 10%	83 19% h
Don't know	170 16%	52 10%	119 21% B	22 19% I	35 19% I	36 20% HI	32 17%	20 12%	25 10%	57 19% L	68 19% L	45 11%	28 18% P	64 22% P	39 16%	32 10%	89 15%	82 17%	40 16%	43 15%	40 16%	18 12% *	13 24% *	16 17% *	150 16%	21 12%	94 14%	59 20%	16 12% *	44 15%	127 16%	43 13%	127 17%	105 16%	65 15%
Net: Very/Fairly positive	264 24%	156 29% C	108 19%	31 27%	56 30%	41 23%	50 27%	35 21%	52 20%	87 29% L	90 25%	87 20%	46 29% P	77 27%	58 24%	64 19%	176 29% R	88 18%	79 30% U	64 23%	46 18%	42 29% *	14 26% *	20 21% *	220 24%	44 25%	173 27%	66 22%	25 18% *	79 27%	185 23%	109 33% g	155 21%	169 26%	96 21%
Net: Very/Fairly negative	324 30%	177 33% C	147 27%	31 27%	41 22%	39 23%	47 25%	60 36% EFG	105 41% DEFG	72 24%	86 24%	165 39% JK	43 27%	57 20%	66 27%	137 41% MNO	172 28%	152 32%	65 25% W	98 34% VW	88 35% SVW	31 21% *	5 10% *	37 39% SVW*	266 29%	58 32%	189 29%	78 27%	56 40% b*	74 25%	250 32%	77 23%	247 33% f	169 26%	155 35% h
Mean	-0.16	-0.14	-0.18	0.01 HI*	0.12 HI*	-0.05 *	-0.09	-0.34	-0.39 *	0.08 L	-0.07 L	-0.37	0.04 P*	0.07 P	-0.14 P	-0.41	-0.02 R	-0.33	0.02 U	-0.26	-0.39	0.13 TUX*	0.21 **	-0.35 *	-0.13	-0.25 *	-0.15	-0.08	-0.33 *	-0.04	-0.20	0.12 g	-0.28	-0.06 i	-0.30

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22-087220-26 - 30th June - 3rd July 2023
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Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - Whether or not he keeps his promises
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	66 6%	12 4%	36 14% BDE	4 4% *	6 5% *	44 10% G	7 2%	19 8% K	43 7% K	54 14% IKMOQ	6 1%	28 12% IKMO	17 5% K	36 12% IKMOQ	16 5% K	17 12% KMO*	37 8% KM	20 7% Uceg	40 8% Uceg	52 15% RSUWYaceg	5 1%	17 9% Uceg	41 8% Uceg	17 11% Uceg	44 8% Uceg	19 13% RUceg*	37 9% Uceg	34 16% RSUVWYaceg	20 3% U	49 20% RSUVWXYaceg	8 2%	44 19% RSUVWXYaceg	10 3% U	17 8%	42 7%
Fairly positive (1)	199 18%	49 14%	77 30% BE	25 25% B*	18 14% *	94 21%	53 15%	39 16% K	129 22% KM	147 38% HIKLMNOPQ	16 4%	76 31% HIKMNOQ	42 11% K	71 24% KM	51 17% KM	31 21% KM*	95 21% KM	55 19% Ueg	119 23% UWceg	137 40% RSUVWXYZabcdeg	15 4%	38 21% Ueg	97 19% Uceg	38 24% Uceg	120 22% Uceg	40 27% RUceg*	92 24% UWceg	65 31% RSUVWYaceg	90 15% Ueg	85 34% RSUVWXYaceR	27 7% U	84 36% RSUVWXYaceR	36 10% Ue	38 18%	146 24%
Neither positive nor negative (0)	328 30%	93 27%	79 30%	38 39% *	44 36% *	148 33%	106 29%	60 25%	179 30% JMOP	101 26% P	102 26% P	67 27% P	86 23%	84 28% P	63 21%	25 17% *	132 29% MOP	70 24% Z	157 31% TUZbg	85 25% Z	97 23%	48 27% Z	153 31% TUZbg	38 24%	163 30% TUZb	24 16% *	111 28% Zb	44 21%	189 31% TUZbg	61 24%	108 27% Z	61 26% Z	90 25%	53 25%	199 32%
Fairly negative (-1)	175 16%	74 21% C	32 12%	12 12% *	19 15% *	63 14%	69 19%	55 23% IJLNP	80 14% J	37 9%	100 25% IJLNOPQ	33 13%	79 22% IJLNP	42 14% J	56 19% IJ	17 11% *	86 19% IJLN	60 21% STXbdf	69 13% Tf	29 8%	126 30% RSTWXYabcdefz	41 23% STXabdf	76 15% Tf	18 11%	91 17% STdf	32 22% STXbdf*	56 14% Tf	28 14% Tf	119 19% STWXadf	29 12% f	94 24% STWXYabcdf	18 8%	83 23% STWXYabdf	37 18%	100 16%
Very negative (-2)	148 14%	82 24% CD	12 4%	5 5% *	22 18% CD*	38 8%	89 24% F	47 20% JLNQ	80 14% JLN	7 2%	126 32% HIJLNQ	18 7% J	102 28% HIJLNQ	29 10% J	87 29% HIJLNQ	46 31% HIJLNQ*	53 12% JL	44 16% Tbdf	75 15% Tbdf	5 1%	138 33% RSTVWXYZabcdf	22 12% Tdf	90 18% STYbdf	34 21% TVbdf	73 14% Tdf	25 17% Tbdf*	69 17% TYbdf	18 9% Td	121 20% STVYbdf	9 4% T	116 29% RSTVWYZabcdf	14 6% T	109 30% RSTVWYZabcdf	52 24% i	45 7%
Don't know	170 16%	34 10%	24 9%	15 15% *	15 12% *	63 14%	41 11%	19 8%	75 13%	44 11%	44 11%	24 10%	42 11%	38 13%	25 8%	11 8% *	47 10%	37 13% VZadf	55 11% Wadf	36 11% adf	40 9% f	14 8%	43 9% f	14 9%	49 9% af	7 5% *	27 7%	17 8% f	73 12% WYZadf	17 7%	42 11% af	10 4%	38 10% af	17 8%	89 14%
Net: Very/Fairly positive	264 24%	61 18%	113 44% BDE	29 29% B*	24 19% *	138 31% G	60 17%	58 24% KM	173 29% KMO	201 51% HIKLMNOPQ	22 6%	104 42% HIKMNOQ	59 16% K	107 36% HIKMOQ	67 22% KM	48 33% KMO*	131 29% KMO	75 26% Uceg	160 31% UWceg	190 55% RSUVWXYZabceg	20 5%	54 30% Uceg	138 28% Uceg	55 35% RUceg	165 30% Uceg	59 40% RUVWceg*	130 33% UWceg	99 48% RSUVWXYaceR	110 18% Ueg	134 54% RSUVWXYZaceR	35 9% U	128 55% RSUVWXYZabceg	45 12% Ue	55 26%	188 30%
Net: Very/Fairly negative	324 30%	155 45% CD	43 17%	17 17% *	41 33% CD*	101 22%	157 43% F	101 42% IJLNQ	160 27% JL	44 11%	226 57% HIJLMNOPQ	51 21% J	182 49% IJLNQ	71 24% J	143 48% IJLNQ	63 42% IJLNQ*	139 31% JLN	104 36% STbdf	143 28% Tdf	33 10%	264 63% RSTVWXYZabcdefz	63 35% Tbdf	166 33% STbdf	52 33% Tbdf	165 30% Tbdf	57 39% STbdf*	125 32% STbdf	47 23% Tdf	240 39% STWYabdf	38 15% T	210 53% RSTVWXYZabcdf	32 14% T	192 53% RSTVWXYZabcdf	89 42% i	145 23%
Mean	-0.16	-0.53	0.40 BE	0.12 BE*	-0.31 *	0.11 G	-0.55	-0.32 KM	-0.05 HKMO	0.59 HIKLMNOPQ	-0.92	0.29 HIKMOPQ	-0.64 K	0.17 HIKMOPQ	-0.54 K	-0.32 KM*	-0.06 HKMO	-0.22 Uceg	-0.04 UWceg	0.66 RSUVWXYZabceg	-0.99	-0.08 Uceg*	-0.17 Uceg	-0.10 Uceg*	-0.06 UWceg	-0.03 Uceg*	-0.07 Uceg	0.36 RSUVWXYZaceg	-0.43 Ueg	0.58 RSUVWXYZabceg	-0.80 U	0.57 RSUVWXYZabceg	-0.75 U	-0.35	0.07 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How competent he is to do the job of Prime Minister
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	97 9%	62 12% C	33 6%	14 12%	14 8%	16 9%	20 11%	11 7%	21 8%	28 9%	36 10%	32 8%	17 11%	25 9%	23 9%	25 7%	60 10%	36 8%	24 9%	18 6%	16 6%	19 13% *	11 21% STU*	8 9% *	87 10%	9 5%	58 9%	27 9%	12 8% *	29 10%	68 9%	38 11%	59 8%	59 9%	38 9%
Fairly positive (1)	235 22%	127 24%	108 20%	30 26% I	58 31% HI	38 22%	42 23%	29 17%	38 15%	88 29% L	80 22%	67 16%	41 26% P	82 29% P	51 21%	52 16%	149 24% R	87 18%	63 24%	57 20%	58 23%	33 22% *	7 13% *	18 19% *	193 21%	43 24%	153 23%	59 20%	23 16% *	70 24%	166 21%	97 29% g	138 18%	164 26% i	71 16%
Neither positive nor negative (0)	248 23%	115 22%	133 24%	27 24%	41 22%	47 27%	49 26%	42 25%	43 17%	68 22%	96 27%	84 20%	39 25%	63 22%	68 28% P	64 19%	136 22%	112 23%	55 21%	61 22%	60 24% X	46 31% X*	16 29% X*	11 12% *	209 23%	39 22%	155 24%	68 23%	26 18% *	86 29% e	163 21%	77 23%	172 23%	150 23%	99 22%
Fairly negative (-1)	189 17%	86 16%	103 19%	12 11%	31 17%	24 13%	26 14%	31 19%	64 25% DFG	44 14%	50 14%	96 22% JK	19 12%	40 14%	37 15%	84 25% MNO	121 20%	68 14%	45 17%	45 16%	42 17%	25 17% *	7 13% *	25 26% *	161 18%	28 16%	101 16%	57 19%	31 22% *	38 13%	151 19% d	53 16%	136 18%	99 15%	90 20%
Very negative (-2)	195 18%	110 21%	85 15%	11 10%	11 6%	23 13%	33 17% E	39 23% DEF	78 31% DEFG	23 7%	55 15% J	117 28% JK	14 9%	24 9%	43 18% MN	91 27% MNO	82 13%	113 24% Q	45 17% V	68 24% VW	50 20% VW	10 7% *	3 6% *	20 21% VW*	156 17%	39 22%	119 18%	37 13%	39 28% ab*	39 13%	156 20% d	36 11%	159 21% f	89 14%	106 24% h
Don't know	122 11%	30 6%	92 17% B	20 18% GI	31 17% GI	26 15% I	16 9%	17 10% I	11 4%	52 17% L	43 12% L	28 7%	26 17% OP	51 18% OP	22 9%	19 6%	60 10%	62 13%	27 11%	34 12%	24 10%	14 10% *	10 19% *	12 13% *	102 11%	20 11%	65 10%	46 16% a	11 8% *	34 12%	88 11%	33 10%	89 12%	80 13%	42 9%
Net: Very/Fairly positive	332 31%	188 36% C	142 26%	44 38% HI	72 39% HI	54 31%	63 34% H	40 23%	60 23%	116 38% L	117 32% L	99 23%	58 37% P	106 37% P	74 30%	77 23%	209 34% R	123 26%	87 34%	75 26%	74 29%	52 35% *	18 33% *	27 28% *	280 31%	52 29%	211 32%	86 29%	35 25% *	99 33%	233 29%	135 40% g	197 26%	223 35% i	109 24%
Net: Very/Fairly negative	384 35%	196 37%	188 34%	24 21%	43 23%	46 27%	59 32%	70 42% DEF	142 56% DEFGH	66 22%	105 29%	213 50% JK	33 21%	65 23%	80 33% MN	175 52% MNO	203 33%	181 38%	90 35%	113 40% VW	92 37% VW	35 24% *	10 19% *	45 47% VW*	317 35%	67 38%	220 34%	94 32%	70 49% ab*	77 26%	307 39% d	89 27%	295 39% f	188 29%	196 44% h
Mean	-0.16	-0.11	-0.21	0.24 HI*	0.21 HI*	0.01 HI*	-0.05 HI	-0.39	-0.57 *	0.22 KL	-0.02 L	-0.50	0.22 OP*	0.18 OP	-0.12 P	-0.52	-0.03 R	-0.32	-0.10	-0.35	-0.24	0.21 TUX*	0.36 **	-0.36 *	-0.13	-0.28 *	-0.12 c	-0.07 c	-0.48 *	0.04 e	-0.23	0.16 g	-0.30	0.01 i	-0.38

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How competent he is to do the job of Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	97 9%	15 4%	53 21% BDE	7 7% *	9 7% *	55 12% G	20 5%	19 8% K	71 12% KMO	76 19% HIKMOPQ	10 3%	39 16% HKMO	22 6% K	46 15% HKMO	22 7% K	15 10% K*	60 13% KMO	24 8% Ue	67 13% Uceg	81 23% RSUVWXYZaceg	9 2%	18 10% Ue	60 12% Uceg	20 12% Uceg	65 12% Uceg	20 14% Uceg*	57 14% RUceg	37 18% RUVWYceg	38 6% Ue	69 28% RSUVWXYZabceg	8 2%	53 23% RSUVWXYZaceg	19 5% Ue	13 6%	67 11%
Fairly positive (1)	235 22%	38 11%	91 35% BE	37 37% BE*	25 20% B*	133 30% G	44 12%	34 14% K	176 30% HKMOQ	178 46% HIKLMNOPQ	16 4%	91 37% HIKMOPQ	42 11% K	110 37% HIKMOPQ	41 14% K	35 24% HKMO*	109 24% HKMO	50 17% Ueg	147 29% RUceg	169 49% RSUVWXYZabcdefg	16 4%	39 22% Ueg	135 27% RUceg	39 24% Ueg	147 27% RUceg	32 22% Ueg*	110 28% RUceg	83 40% RSUVWXYZaceg	106 17% Ueg	105 42% RSUVWXYZaceg	35 9% U	96 42% RSUVWXYZaceg	35 10% U	43 20%	174 28%
Neither positive nor negative (0)	248 23%	72 21%	60 23%	27 27% *	19 15% *	112 25%	71 20%	47 20% K	117 20% KM	86 22% KM	51 13%	54 22% KM	53 14%	56 19%	48 16%	26 18% *	91 20% KM	52 18%	114 22% TUdg	59 17%	56 13%	34 19%	98 20% U	30 19%	119 22% TUdg	30 20% *	81 21% Ud	44 21% Ud	117 19% U	36 15%	69 18% U	45 20% d	58 16%	42 20%	158 25%
Fairly negative (-1)	189 17%	82 24% CD	27 10%	12 12% *	38 31% CD*	62 14%	89 24% F	49 20% JN	91 15% J	27 7%	117 30% HIJLMNOPQ	33 14% J	86 23% IJLNPQ	39 13% J	62 21% IJLNP	19 13% J*	81 18% JN	60 21% Tabdf	76 15% Tdf	17 5%	133 32% RSTVWXYZabcdefe	32 18% Tbdf	87 17% STabdf	23 14% Tdf	83 15% Tbdf	25 17% Tdf*	55 14% Tdf	21 10% T	145 24% STWXYabdf	19 8%	105 27% STVWXYZabdf	14 6%	96 26% STWXYZabdf	35 16%	109 18%
Very negative (-2)	195 18%	123 36% CDE	10 4%	7 7% *	23 18% CD*	49 11%	119 33% F	79 33% IJLNQ	87 15% JLN	4 1%	175 44% HIJLMNOPQ	18 7% J	137 37% IJLNQ	25 8% J	110 37% IJLNQ	49 34% IJLNQ*	84 19% IJLN	79 28% STWYabdf	77 15% Tbdf	5 2%	185 44% RSTVWXYZabcdefg	48 27% STYbdf	92 18% STbdf	48 30% STWYabdf	98 18% STbdf	37 25% STbdf*	72 18% STbdf	16 8% Td	169 28% STWYabdf	10 4% T	154 39% RSTVWYZabcdf	17 8% Td	138 38% RSTVWYZabcdf	73 34% i	54 9%
Don't know	122 11%	14 4%	17 6%	8 8% *	10 8% *	39 9%	22 6%	12 5%	44 7% LP	20 5%	25 6%	9 4%	29 8% P	23 8% LP	15 5%	3 2% *	25 6%	22 8% XZbf	35 7% TXabf	14 4% X	22 5% X	7 4% X	29 6% Xf	1 * 	29 5% Xf	4 2% *	17 4% X	7 3% X	37 6% Xf	11 4% Xf	25 6% Xf	4 2%	18 5% X	7 3%	60 10% h
Net: Very/Fairly positive	332 31%	53 15%	145 56% BE	44 44% BE*	34 27% B*	188 42% G	64 17%	53 22% K	247 42% HKMOQ	254 65% HIKLMNOPQ	26 7%	131 53% HIKMOPQ	64 17% K	156 52% HIKMOPQ	62 21% K	50 34% HKMO*	169 38% HKMO	74 26% Ueg	214 41% RUceg	250 73% RSUVWXYZabcefg	26 6%	57 32% Uceg	195 39% RUceg	59 37% RUceg	212 39% RUceg	52 36% RUceg*	167 43% RUVceg	119 58% RSUVWXYZaceg	143 23% Ueg	174 70% RSUVWXYZabceg	42 11% U	149 65% RSUVWXYZaceg	54 15% Ue	56 26%	241 39% h
Net: Very/Fairly negative	384 35%	206 60% CD	37 14%	19 20% *	61 50% CD*	111 25%	208 57% F	128 53% IJLNQ	177 30% JLN	31 8%	292 74% HIJLMNOPQ	51 21% J	223 60% IJLNPQ	64 21% J	172 58% IJLNPQ	68 46% IJLN*	164 37% IJLN	139 49% STWYabdf	153 30% Tbdf	22 6%	318 76% RSTVWXYZabcdefe	80 45% STYabdf	179 36% STbdf	71 44% STYabdf	181 33% STbdf	61 42% STbdf*	128 32% Tbdf	37 18% Td	314 51% STWYabdf	29 11% T	259 65% RSTVWXYZabcdf	32 14% T	234 64% RSTVWXYZabcdf	108 51% i	163 26%
Mean	-0.16	-0.79	0.62 BDE	0.27 BE*	-0.36 B*	0.20 G	-0.71	-0.59 K	0.10 HKMOPQ	0.80 HIKLMNOPQ	-1.16	0.43 HIKMOPQ	-0.80 K	0.41 HIKMOPQ	-0.70 K	-0.37 KMO*	-0.04 HKMO	-0.45 Ueg	0.10 RUVWXYceg	0.92 RSUVWXYZabcefe	-1.17	-0.31 Ueg	-0.04 RUceg	-0.25 Uceg	* RUVceg	-0.18 RUceg*	0.06 RUVXceg	0.51 RSUVWXYZaceg	-0.53 Ueg	0.86 RSUVWXYZabcefe	-0.98 U	0.68 RSUVWXYZaceg	-0.86 Ue	-0.54	0.16 h

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How decisive he is
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	522	562	134	193	175	198	240	147	327	373	387	174	295	259	327	751	336	264	283	256	134	52	98	901	186	661	306	120	324	763	594	493	698	389
Weighted base	1087	530	554	115	187	174	186	169	256	302	361	425	156	285	244	336	609	478	259	283	249	147	53	95	909	178	652	294	141	296	791	334	753	641	446
Very positive (2)	74 7%	45 8%	29 5%	8 7%	18 9% F	5 3%	17 9% F	11 6%	15 6%	26 9%	22 6%	26 6%	13 8%	18 6%	18 7%	20 6%	47 8%	27 6%	22 8% U	21 8% U	7 3%	12 8% U*	10 19% TUX*	3 3% *	68 7%	6 3%	46 7%	19 6%	9 6% *	22 8%	52 7%	28 9%	46 6%	46 7%	28 6%
Fairly positive (1)	240 22%	137 26% C	103 19%	33 29% H	48 26%	41 23%	40 22%	28 17%	49 19%	82 27% L	81 22%	77 18%	47 30% P	68 24%	50 20%	57 17%	150 25%	90 19%	57 22%	61 21%	60 24%	36 24% *	6 11% *	21 22% *	194 21%	46 26%	142 22%	68 23%	30 21% *	75 25%	165 21%	91 27% g	149 20%	160 25% i	80 18%
Neither positive nor negative (0)	280 26%	122 23%	156 28%	31 27% I	50 27% I	58 33% I	61 33% I	42 25% I	39 15%	80 27% L	119 33% L	81 19%	40 26%	89 31% P	76 31% P	63 19%	159 26%	121 25%	61 23%	66 23%	66 26%	51 35% STX*	18 34% *	18 20% *	243 27%	37 21%	178 27%	71 24%	31 22% *	98 33% e	182 23%	87 26%	193 26%	169 26%	111 25%
Fairly negative (-1)	189 17%	91 17%	97 17%	5 4%	24 13% D	29 17% D	25 14% D	32 19% D	73 29% DEFG	29 10%	54 15%	105 25% JK	12 8%	33 12%	43 17% M	87 26% MNO	104 17%	85 18%	44 17%	59 21%	45 18%	18 12% *	5 10% *	17 18% *	159 17%	30 17%	108 17%	46 16%	34 24% *	35 12%	153 19% d	55 16%	134 18%	101 16%	88 20%
Very negative (-2)	161 15%	92 17%	69 12%	13 11%	10 5%	12 7%	29 16% EF	36 22% DEF	60 24% DEF	23 7%	42 12%	97 23% JK	16 10%	16 6%	34 14% N	82 24% MNO	77 13%	84 18%	38 15%	44 15%	43 17% V	11 7% *	4 7% *	22 23% VW*	124 14%	37 21% Y	105 16%	32 11%	24 17% *	29 10%	132 17% d	36 11%	125 17% f	76 12%	85 19% h
Don't know	143 13%	43 8%	100 18% B	25 22% GHI	37 20% GHI	29 17% GI	14 7%	19 11%	20 8%	62 21% KL	42 12%	38 9%	29 19% OP	60 21% OP	23 10%	27 8%	73 12%	70 15%	39 15%	33 12%	28 11%	20 14% *	10 19% *	13 14% *	121 13%	23 13%	73 11%	58 20% ac	13 9% *	35 12%	108 14%	36 11%	107 14%	89 14%	54 12%
Net: Very/Fairly positive	314 29%	182 34% C	132 24%	42 36% H	66 35% H	46 26%	57 31%	39 23%	64 25%	108 36% L	103 29%	103 24%	59 38% P	87 30%	68 28%	77 23%	197 32% R	117 25%	78 30%	82 29%	67 27%	47 32% *	16 30% *	24 25% *	263 29%	52 29%	188 29%	87 30%	39 27% *	97 33%	217 27%	119 36% g	195 26%	206 32% i	108 24%
Net: Very/Fairly negative	350 32%	183 35%	166 30%	17 15%	34 18%	41 24%	55 29% DE	69 41% DEFG	134 52% DEFG	52 17%	96 27% J	202 48% JK	28 18%	49 17%	77 31% MN	169 50% MNO	180 30%	169 35%	82 32% V	102 36% VW	89 36% VW	28 19% *	9 17% *	39 42% VW*	283 31%	67 38%	213 33%	78 27%	58 41% b*	64 22%	285 36% d	91 27%	258 34% f	177 28%	173 39% h
Mean	-0.13	-0.10	-0.16	0.23 HI*	0.26 GHI*	-0.01 HI*	-0.06 HI	-0.37	-0.49 *	0.25 KL	-0.04 L	-0.44	0.22 OP*	0.18 OP	-0.12 P	-0.50	-0.03 R	-0.27	-0.09	-0.17	-0.27	0.16 UX*	0.30 **	-0.43 *	-0.10	-0.30 *	-0.14	-0.02	-0.27 *	0.10 e	-0.22	0.07 g	-0.22	* i	-0.31

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

22-087220-26 - 30th June - 3rd July 2023
PUBLIC
Political Pulse May 2023 (Week 26)
Adults aged 18-75 in GB

Q7_2326. Do you have a positive or negative impression, if either, of Keir Starmer when it comes to the following? - How decisive he is
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians																Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Braverman	Unfavourable to Braverman	Favourable to Barclay	Unfavourable to Barclay	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Ed Miliband	Unfavourable to Ed Miliband	Favourable to David Miliband	Unfavourable to David Miliband	Positive impact	Negative impact
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1087	305	284	107	129	484	331	214	630	422	361	288	337	362	272	144	460	256	550	367	388	170	531	161	574	148	421	240	579	288	364	261	336	202	664
Weighted base	1087	344	258	99	123	450	365	239	586	391	395	245	369	300	297	148	449	287	516	345	422	179	501	160	541	147	393	207	613	250	395	230	365	213	621
Very positive (2)	74 7%	13 4%	44 17% BDE	3 3% *	10 8% *	48 11% G	12 3%	16 7% K	53 9% KM	60 15% HIKLMNOPQ	8 2%	23 10% K	19 5% K	32 11% KMO	16 5% K	11 7% K*	44 10% KMO	22 8% Ug	47 9% Uceg	59 17% RSUVWXYace	9 2%	17 9% Uceg	49 10% Uceg	15 10% Uceg	52 10% Uceg	19 13% Uceg*	41 10% Uceg	30 15% RSUWYceg	29 5% U	48 19% RSUVWXYace g	15 4%	45 20% RSUVWXYace g	12 3%	16 7%	55 9%
Fairly positive (1)	240 22%	59 17%	70 27% B	38 39% BE*	28 22% *	112 25%	67 18%	46 19% K	155 26% KMOQ	166 42% HIKMNOQ	31 8%	95 39% HIKMOQ	52 14% K	105 35% HIKMOQ	46 15% K	51 34% HKMOQ*	95 21% KMO	51 18% Ueg	134 26% RUceg	168 49% RSUVWXYZab cdefg	26 6%	43 24% RUeg	119 24% Uceg	41 26% RUeg	142 26% RUceg	45 31% RUceg*	115 29% RUWceg	71 34% RSUVWYceg	118 19% Ueg	103 41% RSUVWXYZab ceg	43 11% U	97 42% RSUVWXYZab ceg	38 10% U	45 21%	168 27%
Neither positive nor negative (0)	280 26%	58 17%	93 36% BE	27 27% *	21 17% *	129 29% G	76 21%	37 16%	160 27% HKMNOP	108 28% HKMNOP	58 15%	60 25% HKMP	59 16%	66 22% KP	54 18% P	14 10% *	112 25% HKMOP	57 20% Z	141 27% TUVXZcdeg	76 22% UZ	60 14%	30 17%	124 25% UXZeg	23 15%	133 25% UXZeg	18 12% *	92 24% UZeg	47 23% UXZ	133 22% UZe	51 20% Z	65 17%	51 22% UZ	64 17%	40 19%	188 30% h
Fairly negative (-1)	189 17%	87 25% C	24 9%	19 19% C*	31 25% C*	77 17%	84 23%	61 26% IJLNP	84 14% J	25 7%	113 29% IJLNPQ	34 14% J	92 25% IJLN	37 12% J	71 24% IJLN	25 17% J*	94 21% IJLN	66 23% STabdf	73 14% Tdf	18 5%	137 32% RSTWXYabcd efz	56 31% RSTWXYabdf	86 17% STbdf	31 20% Tbdf	95 18% STbdf	35 24% STbdf*	61 15% Tdf	24 11% T	148 24% STWYabdf	20 8%	108 27% STWYabdf	19 8% T	99 27% STWYabdf	44 20%	96 15%
Very negative (-2)	161 15%	99 29% CDE	10 4%	3 3% *	18 15% CD*	38 8%	97 27% F	60 25% IJLNQ	83 14% JLN	6 1%	139 35% HIJLNQ	17 7% J	111 30% IJLNQ	29 10% J	91 31% IJLNQ	41 28% IJLNQ*	65 15% JLN	57 20% Tbdf	79 15% Tbdf	7 2%	149 35% RSTVWXYZab cdf	28 16% Tdf	86 17% Tbdf	36 22% Tbdf	85 16% Tbdf	28 19% Tbdf*	67 17% Tbdf	20 10% Tdf	132 22% STWYabdf	12 5% T	124 31% RSTVWYZabc df	12 5% T	115 32% RSTVWYZabc df	57 27% i	45 7%
Don't know	143 13%	27 8%	17 7%	9 9% *	15 12% *	46 10%	30 8%	19 8%	51 9%	26 7%	46 12% LOP	15 6%	36 10% OP	30 10% JLP	19 6%	6 4% *	39 9%	34 12% TVYZadf	42 8% TZaf	17 5%	41 10% TVYZaf	6 3%	37 7% Zaf	13 8% VZf	34 6% Zaf	2 1% *	17 4%	14 7% Zf	53 9% TVZaf	15 6% Zf	40 10% TVYZaf	6 3%	37 10% TVYZaf	13 6%	70 11%
Net: Very/Fairly positive	314 29%	72 21%	114 44% BE	41 41% B*	37 30% *	160 36% G	78 21%	61 26% K	208 36% HKMOQ	225 58% HIKLMNOPQ	40 10%	119 48% HIKMOQ	71 19% K	137 46% HIKMOQ	62 21% K	62 42% HKMO*	139 31% KMO	73 25% Ueg	181 35% RUceg	227 66% RSUVWXYZab ceg	35 8%	60 33% RUceg	168 34% RUceg	56 35% RUceg	193 36% RUceg	64 43% RUVceg*	155 40% RSUWceg	101 49% RSUVWXYace g	147 24% Ueg	152 61% RSUVWXYZab ceg	58 15% U	142 62% RSUVWXYZab ceg	50 14% U	60 28%	222 36%
Net: Very/Fairly negative	350 32%	187 54% CDE	34 13%	22 22% *	50 40% CD*	115 26%	181 49% F	121 51% IJLNQ	167 28% JLN	31 8%	251 64% HIJLMNOPQ	51 21% J	203 55% IJLNPQ	66 22% J	162 55% IJLNQ	66 44% IJLN*	159 35% IJLN	123 43% STWYabdf	152 29% Tbdf	25 7%	285 68% RSTVWXYZab cdefz	84 47% STWYabdf	172 34% STbdf	67 42% STbdf	180 33% STbdf	63 43% STbdf*	128 33% Tbdf	44 21% Tdf	280 46% STWYabdf	32 13% T	232 59% RSTVWXYZab cdf	32 14% T	214 59% RSTVWXYZab cdf	101 47% i	141 23%
Mean	-0.13	-0.64	0.47 BE	0.21 BE*	-0.19 B*	0.14 G	-0.56	-0.47 K	0.02 HKMOQ	0.68 HIKLMNOPQ	-0.98	0.32 HIKMOPQ	-0.67 K	0.27 HIKMOPQ	-0.63 K	-0.24 KMO*	-0.10 HKMO	-0.34 Ueg	-0.01 RUceg	0.77 RSUVWXYZab cefz	-1.02	-0.21 Ueg	-0.09 Uceg	-0.22 Ueg*	-0.04 RUceg	-0.06 RUceg*	* RUceg	0.35 RSUVWXYZac ez	-0.42 Ueg	0.67 RSUVWXYZab ceg	-0.79 U	0.64 RSUVWXYZab ceg	-0.81 U	-0.41	0.17 h

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Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

Home

AS-ANOVA-ML - SMS Assoc. Activity 2025

Analysis

PHRAseology Mag. (SMS Dept.)

Weekly Login Hrs. Pre-Test

Sample Points

All Months Aggd | Min. 6 Active Mo's/Yr

| | Sample Pts | Mean Hours | | | | Median | | | | Mode | | | | Mean Hours Per Month Active | | | | Median Hours Per Month Active | | | | Mode Hours Per Month Active | | | | Hours Per Month Active | | | | Hours Per Month Active | | | |

AS-IDENTUS-4K – 2025 Issue · Archive Copy

Product

PHRaseFree Ultra Identity Mask

Model: Light Air Fit in Ash

Sample Family

All sizes for Light Air Fit in Ash Gel Cloth

	Size S	Size M			Size L				Size XL								Size XXL												Size XXL (Extended Straps)			
	Standard		Extended		Standard		Without Nose Bridge Pad		Standard		Without Nose Bridge Pad		Extended		Without Nose Bridge Pad		Standard		Without Nose Bridge Pad		Standard		Without Nose Bridge Pad		Extended		Without Nose Bridge Pad		Standard	Right Ear Only
	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right	Left	Right
Air Cushion Inflation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Anti-Fog Coating	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Anti-Slip Grip	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Anti-Static	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Anti-Tear	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Gel Cloth	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Mesh	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Silicone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Strap	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Edge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Tint	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Tint Edge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Tint Edge Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Tint Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Edge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Edge Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Visor Vent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Vent	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Vent Edge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Vent Edge Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Vent Trim	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Visor	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ash Vision Clear Visor Edge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
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