

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennial s (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360			
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443			
Right direction (1)	197 18%	111 21%	86 16%	24 21%	44 23%	33 19%	19 10%	22 13%	55 22%	68 22%	53 15%	77 18%	29 20%	66 23%	30 12%	59 18%	125 20%	72 15%	45 18%	57 20%	37 15%	37 25%	12 23%	9 10%	167 18%	30 18%	139 21%	37 13%	21 15%	78 26%	120 15%	76 22%	121 16%	131 20%	66 15%			
Wrong direction (-1)	682 63%	327 62%	348 63%	64 55%	111 60%	107 62%	126 67%	120 71%	154 60%	175 58%	233 64%	274 64%	83 59%	171 59%	178 68%	224 66%	372 61%	310 65%	159 62%	170 60%	171 68%	87 59%	28 55%	66 70%	580 63%	101 60%	410 62%	190 65%	82 60%	160 54%	521 66%	203 60%	478 64%	407 63%	275 62%			
Neither (0)	156 14%	68 13%	86 16%	23 19%	26 14%	25 14%	32 17%	23 13%	29 11%	48 16%	57 16%	51 12%	24 17%	45 15%	39 15%	42 12%	84 14%	73 15%	44 17%	41 14%	34 14%	18 12%	8 16%	11 12%	130 14%	27 16%	93 14%	46 16%	18 13%	51 17%	105 13%	47 14%	110 15%	89 14%	67 15%			
Don't know	53 5%	21 4%	31 6%	6 5%	5 3%	8 5%	11 6%	5 3%	18 7%	11 4%	19 5%	23 5%	6 4%	10 3%	15 6%	14 4%	33 5%	19 4%	10 4%	17 6%	10 4%	5 3%	3 6%	8 9%	43 5%	10 6%	20 3%	18 6%	15 11%	9 3%	43 5%	14 4%	39 5%	18 3%	35 8%			
Mean	-0.47	-0.43	-0.50	-0.36 GH*	-0.37 GH	-0.45	-0.60	-0.60	-0.42 *	-0.37 K	-0.53	-0.49	-0.40 O	-0.37 O	-0.60	-0.51	-0.43	-0.52	-0.46	-0.42	-0.55	-0.35 X*	-0.34 **	-0.66 *	-0.47	-0.45 *	-0.42 b	-0.56	-0.50 *	-0.29 e	-0.54	-0.39	-0.50	-0.44	-0.51			

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(*)

22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
 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	Positive impact	Negative impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Right direction (1)	197 18%	109 31% CD	33 11%	10 13% *	22 23% C*	67 15%	90 23% F	134 53% IJKLMNOPQ	31 5%	71 17% I	82 22% IQ	58 24% IQQ	73 19% IQ	61 20% IQ	65 19% IQ	63 44% IJKLMNOPQ	66 14% I	127 43% STUWY _a	35 6%	63 19% SWY _a	77 19% SWY _a	112 46% STUWY _a	30 6%	87 51% STUWY _a	41 8%	113 62% RSTUVWX _{Y_a}	25 6%	111 48% c	51 8%	
Wrong direction (-1)	682 63%	173 49% BDE	237 81% BDE	53 68% B*	62 64% B*	303 70% G	226 58% G	74 29% HIJKLMNOPQ	490 84% HIJKLMNOPQ	294 72% HKLMOP	202 54% H	142 59% HP	244 63% HKP	202 67% HKLP	221 63% HKP	66 46% H	342 71% HKLMP	100 34% Z	453 84% RTUVXYZ	231 71% RUVXZ	242 59% RVXZ	87 36% Z	399 84% RTUVXYZ	61 35% Z	439 81% RTUVXZ	44 24% RTUVXYZ	358 87% RTUVXYZ	82 35% b	466 77% b	
Neither (0)	156 14%	58 16% C	19 7%	11 14% *	10 11% *	51 12%	51 13%	37 15% II	46 8%	33 8%	69 19% IUMNOPQ	33 14% II	52 13% II	29 10%	49 14% II	14 9%	56 18% I	54 18% STWYZ _a	41 8%	29 9%	71 17% STWY _a	40 16% STWY _a	35 7% a	22 13% a	51 9% a	21 12% a	26 6% a	28 12% a	65 11% a	
Don't know	53 5%	12 3%	4 1%	4 5% *	2 2% *	13 3%	21 5%	9 3%	15 3%	10 2%	17 5%	8 3%	16 4%	8 3%	17 5%	2 2%	20 4%	11 4% VX _a	9 2%	4 1%	21 5% STWXXY _a	3 1% a	8 2% a	2 1% a	13 2% a	3 1% a	3 1% a	11 5% a	21 3% a	
Mean	-0.47	-0.19 CD	-0.71	-0.57 *	-0.42 C*	-0.56	-0.37 F	0.24 IJKLMNOPQ	-0.81	-0.56 I	-0.34 IUMOQ	-0.36 IUNQ	-0.46 IQ	-0.48 IQ	-0.46 IQ	-0.02 IJKLMNOPQ	-0.59 I	0.10 STUWY _a	-0.79	-0.52 SWY _a	-0.42 SWY _a	0.10 STUWY _a	-0.80	0.15 STUWY _a	-0.75 W _a	0.39 RSTUVWX _{Y_a}	-0.81	0.13 c	-0.71	

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Overlap formulae used

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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?										
	Rishi Sunak, Leader of the Conservative Party	Keir Starmer, Leader of the Labour Party	Suella Braverman, Home Secretary	Jeremy Hunt, Chancellor of the Exchequer	Steve Barclay, Secretary of State for Health and Social Care	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1088	1088	1088	1088	1088	1088	1088	1088	1088	1088
Weighted base	1088	1088	1088	1088	1088	1088	1088	1088	1088	1088
Very favourable (2)	96 9% CDEHJ	71 7% CEJ	48 4% CEJ	52 5% CEJ	35 3% CEJ	152 14% ABCDEGHIJ	89 8% CDEHJ	47 4% CEJ	72 7% BHI	33 3% CEJ
Fairly favourable (1)	231 21% CEGJ	222 20% CEGJ	124 11% CEGJ	190 17% CEJ	146 13% J	256 24% CDEGHIJ	166 15% CI	195 18% CEJ	227 21% CEGJ	112 10% CEGJ
Neither favourable nor unfavourable (0)	267 25% BG	197 18% BG	243 22% BG	261 24% BG	290 27% BCG	244 22% BG	196 18% ABCDEFJ	376 35% ABCDEFJ	340 31% ABCDEFJ	250 23% BG
Fairly unfavourable (-1)	192 18% H	180 17% ADEPHI	190 17% ADEPHI	197 18% AFHI	165 15% J	172 16% H	179 16% ABCDEFHJ	210 19% EU	170 16% H	154 14% ADEPHI
Very unfavourable (-2)	218 20% H	358 33% ADEPHI	353 32% ADEPHI	276 25% AFHI	247 23% PHI	198 18% H	402 37% ABCDEFHJ	174 16% H	181 17% H	330 30% ADEPHI
Don't know	84 8% BFG	60 6% BFGH	130 12% ABFGHI	113 10% ABFGH	205 19% ABCDFGHI	66 6% H	57 5% BFG	86 8% BFG	98 9% BFG	209 19% ABCDFGHI

Net: Very/Fairly favourable	327 30% CDEGHIJ	293 27% CDEGHIJ	171 16% CEJ	242 22% CEJ	181 17% J	408 38% ABCDEGHIJ	254 23% CEJ	242 22% CEJ	299 27% CDEHJ	146 13% CEJ
Net: Very/Fairly unfavourable	410 38% FI	538 49% ADEPHI	543 50% ADEPHI	473 43% AFHI	412 38% I	370 34% ABDEPHI	581 53% ABDEPHI	384 35% H	351 32% H	483 44% AFHI
Net Difference	-83 -8%	-245 -22%	-372 -34%	-231 -21%	-232 -21%	38 4%	-326 -30%	-142 -13%	-52 -5%	-338 -31%

Mean	-0.20 BCDEHJ	-0.52 CGJ	-0.71 CGJ	-0.47 CGJ	-0.50 CGJ	-0.01 ABCDEGHIJ	-0.62 BCDEHJ	-0.27 BCDEHJ	-0.16 BCDEHJ	-0.72 BCDEHJ
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Political Pulse August 2023 (Week 32)

Adults aged 18+ 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360	
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443	
Very favourable (2)	96 9%	67 13% c	29 5%	3 3%	19 11% d	17 10% d	21 11% d	12 7%	22 9%	23 8%	39 11% 8	35 8%	5 4%	32 13% m	28 11% m	25 7%	49 8%	47 10%	28 11% u	32 11% u	7 3%	11 7% +	4 9%	13 14% u*	83 9%	13 8%	74 11% b	17 6%	5 4% +	35 12%	61 8%	28 8%	68 9%	69 11% i	27 6%	
Fairly favourable (1)	231 21%	115 22%	114 21%	33 28% eg	29 15% eg	40 23% eg	26 14% eg	44 26% eg	59 23%	61 20%	66 18% 24	104 24%	40 28% no	54 18% 16	42 16% 16	80 24%	124 20%	108 23%	30 12% s	21% 23%	58 30% s	45 27% s*	14 26% s*	25 26% s*	200 22%	31 18%	144 22%	54 19%	33 24% +	70 24%	161 20%	101 30% g	130 17%	137 21%	94 21%	
Neither favourable nor unfavourable (0)	267 25%	121 23%	143 26%	29 25% gh	66 35% gh	49 28% gh	38 20% gh	31 18% gh	54 21%	95 31% l	87 24% l	85 20% 20	38 26%	97 33% op	52 20% 20	71 21%	151 25%	116 24%	64 25%	71 25%	53 21%	49 33% ux*	12 24% +	17 18% +	224 24%	42 25%	169 25% c	78 27% c	19 14% +	81 27%	185 23%	91 27% g	176 23%	163 25%	103 23%	
Fairly unfavourable (-1)	192 18%	97 18%	95 17%	12 11%	29 16% d	30 17% d	46 24% d	29 17% d	46 18% d	42 14% j	76 21% j	75 18% 18	18 13%	46 16% 16	57 22% mn	60 18% mn	120 20%	72 15%	54 21% v	40 14% v	53 21% v	12 8%	9 17% +	24 25% tv*	152 16%	41 24%	116 18%	54 19% 19	22 16% +	52 17%	141 18%	57 17% d	135 18%	114 18%	79 18%	
Very unfavourable (-2)	218 20%	104 20%	112 20%	14 12% def	25 13% def	25 14% def	50 27% def	41 24% def	63 25% de	39 13% j	75 21% j	105 25% j	14 10%	36 12% mn	72 28% mn	86 25% mn	126 21%	92 19%	67 26% vx	65 23% vx	55 22% vx	13 9% +	9 17% +	9 9% +	188 20%	30 18%	126 19% 19	54 19% 19	37 28% +	41 14% d	177 22% d	44 13% f	174 23% f	121 19%	97 22%	
Don't know	84 8%	24 4%	58 11% b	25 22% efghi	18 10% g	13 7%	6 3% 3	10 6% 3	12 5% 6	43 14% kl	18 5% kl	22 5% 5	27 19% nop	27 9% o	10 4% 4	17 5% 5	44 7%	40 8%	14 6% 6	16 6% 6	26 10% 10	17 11% +	4 7% +	7 7% +	72 8%	12 7%	33 5% a	33 11% a*	18 13% a*	19 6% 6	65 8% 8	58 5% 5	66 9% 9	41 6% 6	43 10%	
Net: Very/Fairly favourable	327 30%	182 34% c	143 26%	36 31%	48 26% 33	58 33% 25	48 25% 34	57 34% 32	81 32% 29	84 28% 29	105 29% 138	138 32% 32	46 32%	86 29% 70	70 27% 31	105 31% 105	173 28% 173	155 33% 155	59 23% 92	92 32% s	65 26% s	56 38% s*	18 35% su*	38 40% su*	284 31%	44 26% b	218 33% b	71 25% +	38 28% +	106 35% 106	222 28% g	129 38% g	198 26% 26	206 32% 32	122 27%	
Net: Very/Fairly unfavourable	410 38%	201 38%	207 38%	27 23% def	54 29% def	55 31% de	96 51% de	71 42% de	109 43% de	80 27% j	150 42% j	180 42% j	33 23%	82 28% mn	129 49% mn	145 43% mn	246 40% 246	164 35% 164	121 47% v	105 37% v	108 43% v	25 17% +	18 34% +	33 35% v*	339 37%	71 42%	243 37% 37	108 37% 37	60 44% +	93 31% d	317 40% d	101 30% f	309 41% f	235 36% 36	176 40%	
Net Difference	-83 -8%	-19 -4%	-64 -12%	9 8%	-6 -3% 2	3 2% -26	-48 -26% -8	-14 -8% -11	-28 -11% 1	4 1% -13	-45 -13% -10	-41 -10% -10	13 9%	3 1% -23	-59 -23% -12	-41 -12% -12	-74 -12% -12	-9 -2% -24	-63 -24% -5	-13 -17% -17	-43 -21% 21	31 1% 5	1 1% 5	5 5% -6	-56 -6% -16	-27 -16% -4	-25 -13% -16	-37 -16% -16	-21 -16% -16	13 4% -12	-96 -12% 8	28 8% -15	-111 -15% -4	-29 -4% -12	-54 -12%	
Mean	-0.20	-0.11	-0.30	-0.01 g*	-0.06 g*	-0.03 g	-0.42	-0.27	-0.28 *	-0.05	-0.24	-0.28	0.04 op*	* op	-0.41	-0.32	-0.26	-0.12	-0.42	-0.17	-0.40	0.22 su*	-0.08 **	0.11 su*	-0.19	-0.28 *	-0.12	-0.29	-0.45 *	0.02 e	-0.29	0.04 g	-0.32	-0.13	-0.31	

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Very favourable (2)	96 9%	14 4%	62 21%	7 9%	7 7%	46 11%	38 10%	16 6%	73 13%	88 22%	1 *	36 15%	36 9%	43 14%	28 8%	20 14%	54 11%	26 9%	62 12%	96 29%	- -	25 10%	62 13%	17 10%	61 11%	23 13%	61 15%	30 13%	57 9%	
Fairly favourable (1)	231 21%	42 12%	104 36%	31 36%	21 22%	128 29%	62 16%	39 15%	165 28%	184 45%	7 2%	93 39%	43 11%	101 34%	53 15%	29 20%	114 24%	53 18%	148 28%	231 71%	- -	53 22%	124 26%	34 20%	150 28%	42 23%	111 27%	41 18%	161 27%	
Neither favourable nor unfavourable (0)	267 25%	67 19%	72 25%	22 *	21 *	112 26%	67 17%	59 23%	120 21%	91 22%	37 10%	56 23%	60 16%	69 23%	57 16%	29 20%	91 19%	69 23%	111 21%	- -	- -	49 20%	90 19%	31 18%	121 22%	43 24%	69 17%	45 20%	155 26%	
Fairly unfavourable (-1)	192 18%	91 26%	30 10%	6 7%	29 30%	77 18%	85 22%	53 21%	93 16%	22 5%	123 33%	27 11%	78 20%	45 15%	77 22%	22 15%	110 23%	63 22%	85 16%	- -	192 47%	52 22%	84 18%	27 15%	99 18%	27 15%	74 18%	38 16%	109 18%	
Very unfavourable (-2)	218 20%	133 38%	18 6%	6 8%	14 14%	49 11%	129 33%	84 33%	109 19%	8 2%	199 54%	18 7%	160 42%	29 10%	130 37%	44 30%	100 21%	78 27%	112 21%	- -	218 53%	61 25%	112 24%	63 37%	98 18%	45 25%	96 23%	71 31%	82 14%	
Don't know	84 8%	3 1%	7 2%	6 7%	4 4%	21 5%	8 2%	2 1%	21 4%	15 4%	3 1%	11 4%	7 2%	12 4%	6 2%	2 1%	14 3%	4 1%	19 4%	- -	- -	2 1%	1 *	- -	14 3%	1 *	2 *	6 3%	40 7%	
Net: Very/Fairly favourable	327 30%	56 16%	166 57%	39 49%	28 29%	174 40%	100 26%	55 22%	238 41%	272 67%	7 2%	130 54%	79 21%	144 48%	81 23%	48 33%	168 35%	79 27%	210 39%	327 100%	- -	78 32%	186 39%	51 30%	211 39%	65 36%	172 42%	71 31%	218 36%	
Net: Very/Fairly unfavourable	410 38%	225 64%	48 16%	12 15%	43 45%	126 29%	214 55%	137 54%	202 35%	30 7%	322 87%	45 19%	239 62%	74 25%	207 59%	66 45%	210 43%	141 48%	197 37%	- -	410 100%	113 47%	196 41%	90 52%	197 36%	72 40%	170 41%	109 47%	191 32%	
Net Difference	-83 -48%	-168 -48%	118 40%	27 34%	-15 -15%	48 11%	-114 -29%	-82 -32%	37 6%	242 59%	-315 -85%	85 35%	-160 -42%	71 24%	-126 -36%	-18 -12%	-42 -9%	-62 -21%	13 2%	327 100%	-410 -100%	-36 -15%	-10 -2%	-39 -23%	15 3%	-7 -4%	2 1%	-38 -17%	27 5%	
Mean	-0.20	-0.83	0.57	0.39	-0.23	0.11	-0.54	-0.59	* *	0.82	-1.40	0.45	-0.75	0.30	-0.66	-0.29	-0.19	-0.39	-0.07	1.29	-1.53	-0.30	-0.13	-0.50	-0.04	-0.16	-0.08	-0.35	* *	
			BE	BE*	B*	G	K	HKMOPQ	HKLMNOPQ		HKMOPQ	K	HKMOPQ	K	HKMOPQ	HKMOPQ	HKMOPQ	U	RUX	RSUVWXYZa		U	RUX	U	RUVX	RUX	RUX	RUX	b	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443
Very favourable (2)	71 7%	38 7%	33 6%	7 6%	14 7%	9 5%	12 6%	7 4%	23 9%	20 7%	21 6%	30 7%	10 7%	18 6%	15 6%	23 7%	45 7%	26 6%	15 6%	18 6%	14 5%	13 9%	4 8%	7 7%	63 7%	8 5%	57 9%	9 3%	4 3%	29 10%	42 5%	33 10%	38 5%	43 7%	28 6%
Fairly favourable (1)	222 20%	109 21%	111 20%	17 15%	32 17%	32 19%	38 20%	38 22%	65 25%	49 16%	70 20%	103 24%	17 12%	52 18%	58 22%	80 24%	131 21%	92 19%	55 21%	63 22%	66 26%	15 11%	11 22%	12 12%	175 19%	48 28%	145 22%	48 16%	29 22%	56 19%	166 21%	59 18%	163 22%	135 21%	87 20%
Neither favourable nor unfavourable (0)	197 18%	97 18%	98 18%	19 16%	42 23%	31 18%	39 21%	38 23%	28 11%	61 20%	69 19%	66 16%	23 16%	64 22%	48 18%	56 16%	120 20%	77 16%	43 17%	48 17%	41 16%	38 26%	7 13%	19 20%	161 18%	36 21%	117 18%	60 20%	20 15%	66 22%	131 17%	73 22%	124 16%	118 18%	79 18%
Fairly unfavourable (-1)	180 17%	81 15%	98 18%	23 20%	25 14%	36 21%	24 13%	28 16%	43 17%	48 16%	60 17%	71 17%	26 18%	47 16%	40 15%	61 18%	94 15%	85 18%	39 15%	43 15%	40 16%	32 22%	12 22%	15 15%	163 18%	17 10%	104 16%	53 18%	22 16%	41 14%	138 18%	58 17%	122 16%	105 16%	75 17%
Very unfavourable (-2)	358 33%	191 36%	164 30%	37 32%	59 32%	58 33%	66 35%	50 30%	88 34%	96 32%	124 34%	139 33%	52 37%	92 32%	91 35%	104 31%	195 32%	164 34%	92 36%	96 34%	78 31%	38 26%	15 29%	39 41%	304 33%	54 32%	214 32%	98 34%	46 34%	92 31%	267 34%	104 31%	254 34%	214 33%	144 32%
Don't know	60 6%	11 2%	48 9%	14 12%	13 7%	7 4%	9 5%	8 5%	9 3%	27 9%	16 5%	16 4%	15 10%	20 7%	11 4%	14 4%	29 5%	31 6%	14 5%	16 6%	14 6%	10 7%	3 5%	4 4%	54 6%	6 3%	24 4%	23 8%	12 9%	15 5%	45 6%	11 3%	49 6%	29 5%	30 7%
Net: Very/Fairly favourable	293 27%	147 28%	144 26%	23 20%	46 25%	41 24%	50 27%	45 27%	88 34%	69 23%	91 25%	133 31%	27 19%	70 24%	73 28%	103 30%	175 29%	118 25%	70 27%	81 28%	79 31%	29 20%	15 30%	19 20%	237 26%	56 33%	203 31%	57 19%	34 25%	85 29%	208 26%	92 27%	201 27%	178 28%	115 26%
Net: Very/Fairly unfavourable	538 49%	272 51%	262 48%	60 51%	85 46%	94 54%	90 48%	78 46%	131 51%	144 48%	184 51%	210 49%	78 55%	139 47%	130 50%	165 49%	289 47%	249 52%	131 51%	139 49%	117 47%	70 48%	27 52%	54 56%	467 51%	71 42%	318 48%	151 52%	68 51%	133 44%	405 51%	162 48%	376 50%	319 49%	219 49%
Net Difference	-245 -22%	-124 -24%	-118 -21%	-36 -31%	-39 -21%	-52 -30%	-40 -22%	-33 -20%	-44 -17%	-75 -25%	-93 -26%	-77 -18%	-51 -36%	-69 -24%	-57 -22%	-62 -18%	-114 -19%	-131 -28%	-61 -23%	-59 -21%	-38 -15%	-41 -28%	-11 -22%	-35 -37%	-230 -25%	-15 -9%	-115 -17%	-95 -33%	-35 -26%	-47 -16%	-197 -25%	-70 -20%	-175 -23%	-141 -22%	-104 -23%
Mean	-0.52	-0.54	-0.50	-0.65	-0.49	-0.61	-0.53	-0.47	-0.44	-0.55	-0.57	-0.45	-0.73	-0.53	-0.53	-0.44	-0.45	-0.60	-0.56	-0.51	-0.43	-0.48	-0.45	-0.73	-0.54	-0.37	-0.43	-0.69	-0.62	-0.39	-0.57	-0.43	-0.56	-0.51	-0.53

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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/ Minimum Base: 30(**) Small Base: 100(*)

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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	Positive impact	Negative impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	71 7%	45 13% C	12 4%	4 5% *	5 5% *	29 7%	30 8%	61 24% UKLMNOPQ	7 1%	26 6%	37 10% IQ	27 11% IQ	32 8% IQ	22 7% I	30 9% I	20 14% I	26 16% I	71 24% STUVWYz	-	23 7% SWYz	30 7% SWYz	49 20% STUVWYz	10 2% S	38 22% STUVWYz	10 2% S	45 25% STUVWYz	7 2% S	32 14% S	24 4%	
Fairly favourable (1)	222 20%	132 38% CDE	24 8%	13 17% *	10 11% *	91 21%	94 24%	125 49% UKLMNOPQ	35 6%	62 15% I	118 32% IUMNOQ	58 24% IUN	74 19% I	44 15% I	87 25% I	42 18% I	272 76% STUVWXYZz	-	56 17% SWYz	112 27% STWYz	126 52% STUWYz	32 7% S	83 48% STUWYz	68 12% SWa	87 48% STUWYz	35 9% S	78 34% S	99 16%		
Neither favourable nor unfavourable (0)	197 18%	67 19% C	29 10%	12 16% *	23 24% *	63 15%	72 19%	37 15%	58 10% I	48 12% IQ	64 17% IQ	38 16% IQ	60 15% I	45 16% I	56 12% I	35 24% IUMNOQ	56 12% I	-	-	37 16% RSW	64 15% RSWYz	35 7% RSW	33 13% RS	23 11% RS	59 14% RSW	26 9% RS	37 21% RS	49 13%	80	
Fairly unfavourable (-1)	180 17%	52 15%	57 19%	18 24% *	19 19% *	73 17%	70 18%	15 6% HKLMPQ	144 25% HK	80 20% H	48 13% H	38 16% H	54 20% H	61 15% HKM	51 13% H	19 17% H	84 17% H	-	180 21% RTUVWXYZz	68 15% RVXZ	63 15% RVXZ	15 6% R	106 22% RUVXZz	8 5% R	117 22% RUVXZz	5 3% R	74 18% RVXZ	25 11%	218 20% b	
Very unfavourable (-2)	358 33%	51 14%	166 57% BDE	25 32% B*	38 40% B*	164 38%	116 30%	14 6% HKLMPQ	330 57% HKLMP	182 45% H	101 27% HP	77 32% HP	158 41% HKLQ	118 39% HKLQ	122 19% HKP	28 15% H	219 45% HKLQ	-	358 67% RTUVWXYZz	143 44% RUVXZ	134 33% RVXZ	11 5% R	290 61% RTUVXYZ	16 9% RV	283 52% RTUVXZ	17 10% RV	256 62% RTUVXYZ	44 19%	257 42% b	
Don't know	60 6%	5 2%	4 1%	5 6% *	1 1% *	14 3%	7 2%	1 *	7 1%	11 3% I	2 1%	6 3%	5 1% HIK	9 3% I	5 1%	2 1% K	11 2% K	-	-	1 2% RSW	7 2% RSTWZ	6 2% S	1 *	3 2% RSWZ	6 1% SW	-	3 1% SW	4 2%	26 4%	
Net: Very/Fairly favourable	293 27%	177 50% CDE	36 12%	17 22% *	16 16% *	119 28%	123 32%	186 73% UKLMNOPQ	42 7%	87 21% I	155 42% IUMNOQ	84 35% IUNQ	106 28% I	66 22% I	117 33% IUMNQ	62 43% IUMNQ	113 23% I	293 100% STUVWXYZz	-	79 24% SWYz	141 34% STWYz	175 72% STUWYz	42 9% S	121 70% STUWYz	78 14% SWa	132 73% STUWYz	42 10% S	111 48% S	123 20%	
Net: Very/Fairly unfavourable	538 49%	102 29%	223 76% BDE	44 56% B*	57 59% B*	237 55%	186 48%	29 12% HKLMPQ	474 82% HKLMP	262 64% H	149 40% HP	114 47% HP	213 55% HKLQ	179 60% HKLQ	173 49% HKP	47 32% H	303 63% HKLMP	-	538 100% RTUVWXYZz	210 64% RVXZ	197 48% RVXZ	26 11% R	397 84% RTUVXZz	24 14% R	400 74% RTUVXZz	22 12% R	330 80% RTUVXYZ	68 30%	375 62% b	
Net Difference	-245 -22%	75 21%	-186 -64%	-26 -34%	-41 -43%	-118 -27%	-63 -16%	157 62%	-432 -74%	-175 -43%	6 2%	-30 -12%	-106 -28%	-113 -38%	-56 -16%	15 11%	-189 -39%	293 100%	-538 -100%	-131 -40%	-56 -14%	149 62%	-355 -75%	97 56%	-321 -59%	110 61%	-288 -70%	43 18%	-251 -42%	
Mean	-0.52	0.20 CDE	-1.18	-0.65 C*	-0.78 C*	-0.60	-0.39	0.81 UKLMNOPQ	-1.32	-0.83 I	-0.16 IUMNOQ	-0.34 IUNQ	-0.61 IQ	-0.72 I	-0.43 IUMNQ	0.05 IUMNOQ	-0.81 I	1.24 STUVWXYZz	-1.67	-0.77 SWYz	-0.40 STWYz	0.79 STUWYz	-1.35 S	0.71 STUWYz	-1.11 SWa	0.76 STUWYz	-1.31 S	0.14 c	-0.84	

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ColumnMeans (3%): A,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 Minimum Base: 30 (** Small Base: 100 (**))

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Adults aged 18+ 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443
Very favourable (2)	48 4%	34 6%	14 2%	6 6%	8 4%	8 5%	3 2%	8 5%	14 6%	15 5%	11 3%	22 5%	7 5%	16 5%	6 2%	14 4%	35 6%	13 3%	14 5%	16 6%	6 2%	6 4%	4 8%	3 3%	45 5%	3 2%	40 6%	6 2%	2 2%	17 6%	30 4%	19 6%	29 4%	29 5%	18 4%
Fairly favourable (1)	124 11%	59 11%	64 12%	9 8%	25 13%	19 11%	16 9%	19 11%	35 14%	34 11%	35 10%	54 13%	11 8%	35 12%	26 10%	48 14%	76 12%	48 10%	29 11%	34 12%	40 16%	12 8%	2 5%	5 6%	104 11%	19 11%	83 13%	25 9%	16 12%	37 12%	86 11%	43 13%	81 11%	71 11%	52 12%
Neither favourable nor unfavourable (0)	243 22%	111 21%	131 24%	22 19%	52 28%	42 24%	45 24%	36 21%	47 18%	74 24%	87 24%	83 19%	33 23%	71 24%	62 24%	70 21%	137 22%	107 23%	63 24%	58 20%	51 20%	45 30%	8 15%	19 20%	208 23%	35 21%	152 23%	67 23%	24 18%	81 27%	163 21%	77 23%	166 22%	155 24%	88 20%
Fairly unfavourable (-1)	190 17%	88 17%	99 18%	19 16%	27 14%	25 14%	37 20%	31 18%	52 20%	46 15%	62 17%	82 19%	21 15%	44 15%	48 18%	68 20%	94 15%	96 20%	42 16%	48 17%	54 21%	26 18%	7 14%	12 12%	161 18%	29 17%	120 18%	37 13%	32 24%	45 15%	145 18%	55 16%	135 18%	109 17%	81 18%
Very unfavourable (-2)	353 32%	201 38%	151 27%	27 23%	44 24%	59 34%	67 36%	60 35%	96 38%	71 23%	126 35%	156 37%	34 24%	83 28%	96 37%	119 35%	204 33%	149 31%	78 30%	88 31%	77 31%	37 25%	25 49%	48 50%	293 32%	60 36%	213 32%	99 34%	41 31%	84 28%	269 34%	112 33%	241 32%	206 32%	147 33%
Don't know	130 12%	35 7%	92 17%	33 28%	30 16%	20 12%	19 10%	16 9%	12 5%	63 21%	39 11%	28 7%	37 26%	44 15%	26 10%	19 6%	68 11%	62 13%	32 12%	40 14%	24 10%	20 14%	5 10%	8 9%	108 12%	22 13%	53 8%	57 19%	20 15%	34 11%	96 12%	34 10%	96 13%	73 11%	57 13%
Net: Very/Fairly favourable	171 16%	93 18%	78 14%	16 14%	33 18%	27 16%	19 10%	27 16%	50 19%	49 16%	46 13%	76 18%	18 13%	51 18%	31 12%	62 18%	111 18%	61 13%	43 17%	50 18%	46 18%	18 12%	6 12%	8 8%	149 16%	22 13%	123 19%	31 11%	18 13%	55 18%	117 15%	61 18%	110 15%	101 16%	71 16%
Net: Very/Fairly unfavourable	543 50%	289 55%	250 45%	46 39%	70 38%	84 49%	104 56%	91 54%	148 58%	116 38%	189 52%	238 56%	55 38%	126 43%	144 55%	188 55%	298 49%	245 52%	120 47%	136 48%	131 52%	63 43%	33 63%	60 63%	455 49%	89 53%	334 50%	136 47%	74 55%	129 43%	414 52%	167 49%	376 50%	315 49%	228 51%
Net Difference	-372 -34%	-195 -37%	-172 -31%	-30 -26%	-38 -20%	-57 -33%	-85 -45%	-64 -38%	-98 -38%	-67 -22%	-142 -39%	-162 -38%	-37 -26%	-75 -26%	-112 -43%	-126 -37%	-188 -31%	-184 -39%	-77 -30%	-86 -30%	-85 -34%	-45 -31%	-26 -51%	-52 -54%	-306 -33%	-66 -39%	-211 -32%	-105 -36%	-56 -41%	-75 -25%	-297 -38%	-106 -31%	-266 -36%	-215 -33%	-157 -35%
Mean	-0.71	-0.74	-0.67	-0.60 *	-0.47 G*	-0.71 *	-0.88	-0.76	-0.74 *	-0.52 K	-0.80	-0.74	-0.60 *	-0.57 O	-0.86	-0.72	-0.65	-0.78	-0.62 X	-0.65 X	-0.69 X	-0.60 X*	-1.03 **	-1.12 *	-0.68	-0.84 *	-0.63	-0.84	-0.83 *	-0.53 E	-0.77	-0.65	-0.73	-0.69	-0.74

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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	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)	
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	48 4%	34 10% C	5 2%	3 4%	5 5%	17 4%	26 7%	36 14%IKLMMNOQ	6 1%	15 4%IQ	26 7%IQ	15 6%IQ	22 6%IQ	18 6%IQ	20 6%IQ	22 15%IKLMMNOQ	8 2%	36 12%STUVWYz	5 1%Y	14 4%SWYz	25 6%SWYz	35 15%STUVWYz	7 1%Y	48 28%RSTUVWYz	- -	35 19%RSTUVWYz	8 2%Y	34 15% c	9 1%	
Fairly favourable (1)	124 11%	82 23% CDE	10 3%	8 10% C*	7 7%	42 10%	59 15%	72 28% IKLMMNOQ	20 3%	30 7% I	70 19% IHMNQ	31 13% IQ	53 14% IQ	30 10% I	17 17% IQ	46 31% IKLMMNOQ	37 8%	85 29% STUVWYz	19 4%Y	65 11% SWYz	78 16% SWYz	20 32% STUVWYz	124 4% Ya	- -	75 42% RSTUVWYz	9 2% Y	54 23% c	44 7%		
Neither favourable nor unfavourable (0)	243 22%	100 29% C	45 15%	14 17% *	23 24%	72 17%	105 27% F IKLMMNOQ	79 31% IQ	81 14% IQ	78 22% IQ	81 17% IQ	42 17% Q	77 20% IQ	58 20% IQ	67 19% IQ	47 32% IKLMMNOQ	54 11% STUVWYz	75 26% STUVWYz	70 13% XZ	49 15% XZ	95 23% STWXYz	52 21% SWXYz	51 11% XZ	- -	- -	40 22% STWXYz	32 8% XY	68 29% c	89 15%	
Fairly unfavourable (-1)	190 17%	73 21% C	39 13%	24 30% CE*	12 12%	73 17%	76 20%	41 16% P IKLMMNOQ	104 18% P	71 17% P	67 18% P	51 21% NP	61 16% NP	48 16% NP	66 19% P	15 10% MP	101 21% MP	58 17% VXZ	93 18% XZ	59 14% XZ	74 14% XZ	33 9% X	93 20% XZ	- -	190 35% RSTUVWXZ	18 10% X	82 20% XZ	35 15% c	116 19%	
Very unfavourable (-2)	353 32%	46 13% BDE	175 60% BE	28 36% B*	42 44% B*	204 47% G	96 25% G HKLMNOP	16 6% HKLMMNOP	324 56% HKLMMNOP	187 46% HKLMNOP	101 27% HP	90 37% HQP	145 38% HKP	125 42% HKP	118 34% HKP	12 8% HKP	262 54% HKLMNOP	20 7% X	307 57% RTUVXZ	152 46% RUVXZ	123 30% RVXZ	38 16% RKZ	280 59% RTUVXZ	- -	353 65% RSTUVWXZ	8 5% X	280 68% RSTUVWXZ	26 11% c	279 46% b	
Don't know	130 12%	15 4%	19 6%	2 3% *	7 8% *	26 6%	27 7%	11 4% Q	46 8% Q	27 7%	25 7%	14 6%	26 7% Q	20 7% Q	22 6% Q	4 3% Q	21 4% Q	19 6% VXYZ	43 8% VWXYZ	16 5% XYz	29 7% VXYz	7 3% XY	23 5% XYz	- -	- -	5 3% XY	3 1% Y	15 6% c	67 11%	
Net: Very/Fairly favourable	171 16%	116 33% CDE	14 5%	11 14% C*	12 12% C*	59 14%	85 22% F IKLMMNOQ	108 42% IQ	26 4%	45 11% I	97 26% IHMNQ	45 19% IQ	75 20% IQ	48 16% IQ	78 22% IQ	68 47% IKLMMNOQ	45 9% I	121 41% STUVWYz	24 5% Y	51 16% SWYz	90 22% SWYz	113 47% STUVWYz	26 6% Y	171 100% RSTUVWYz	- -	110 61% RSTUVWYz	17 4% Y	88 38% c	53 9%	
Net: Very/Fairly unfavourable	543 50%	120 34% BE	214 73% BE	51 66% B*	54 56% B*	276 64% G	172 44% G HKLMNOP	56 22% HKLMMNOP	427 74% HKLMMNOP	259 63% HKLMNOP	167 45% HP	141 58% HQP	206 54% HKP	173 58% HKP	184 52% HKP	27 18% HKP	364 75% HKLMNOP	78 27% XZ	400 74% RTUVXZ	211 65% RUVXZ	197 48% RVXZ	71 29% XZ	373 79% RSTUVXZ	- -	543 100% RSTUVWXZ	26 14% X	361 88% RSTUVWXZ	61 26% c	395 65% b	
Net Difference	-372 -34%	-3 -1%	-200 -68%	-40 -52% B*	-42 -44% B*	-218 -50% G	-87 -22% G HKLMNOP	51 20% HKLMMNOP	-401 -69% HKLMMNOP	-214 -52% HKLMNOP	-71 -19% HP	-95 -39% HQP	-130 -34% HKP	-125 -42% HKP	-106 -30% HKP	41 28% HKP	-319 -66% HKLMNOP	43 15% X	-376 -70% RTUVXZ	-160 -49% RUVXZ	-107 -26% RVXZ	42 17% XZ	-347 -73% RSTUVXZ	171 100% RSTUVWYz	-543 -100% RSTUVWXZ	84 47% X	-344 -84% RSTUVWXZ	27 11% c	-342 -57% b	
Mean	-0.71	-0.05 CDE	-1.36	-0.86 C*	-0.90 C*	-0.99	-0.43 F IKLMMNOQ	-0.30 IKLMMNOQ	-1.35	-1.01 IQ	-0.42 IHMNOQ	-0.75 IQ	-0.70 IQ	-0.83 IQ	-0.62 IQ	0.36 IKLMMNOQ*	-1.24 I	0.21 STUVWYz	-1.37 Ya	-0.96 SWYz	-0.54 STWYz	0.17 STUVWYz	-1.38 Ya	1.28 RSTUVWYz	-1.65	0.63 RSTUVWYz	-1.50 Y	0.16 c	-1.14	

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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360		
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443		
Very favourable (2)	52 5%	28 5%	24 4%	5 4%	11 6%	3 2%	7 4%	5 3%	22 8%	16 5%	9 3%	27 6%	6 4%	13 4%	7 3%	22 7%	32 5%	20 4%	14 6%	15 5%	10 4%	8 5%	1 3%	3 3%	47 5%	5 3%	33 5%	12 4%	7 5%	19 6%	33 4%	21 6%	30 4%	30 5%	21 5%		
Fairly favourable (1)	190 17%	106 20%	83 15%	17 14%	22 12%	32 18%	25 13%	32 19%	63 25%	39 13%	56 16%	95 22%	18 13%	43 15%	40 15%	73 21%	117 19%	73 15%	44 17%	50 18%	58 23%	15 10%	15 30%	7 8%	155 17%	36 21%	131 20%	33 11%	26 19%	54 18%	136 17%	57 17%	133 18%	110 17%	80 18%		
Neither favourable nor unfavourable (0)	261 24%	117 22%	142 26%	27 23%	55 30%	39 22%	52 28%	41 24%	48 19%	82 27%	90 25%	89 21%	32 22%	79 27%	67 26%	74 22%	149 24%	112 24%	56 22%	64 22%	52 21%	59 40%	8 15%	22 24%	216 24%	45 26%	160 24%	75 26%	27 20%	77 26%	183 23%	87 26%	174 23%	156 24%	105 24%		
Fairly unfavourable (-1)	197 18%	110 21%	85 15%	20 17%	31 17%	38 22%	33 17%	33 20%	42 16%	52 17%	70 19%	75 18%	27 19%	50 17%	52 20%	58 17%	112 18%	85 18%	48 19%	57 20%	43 17%	23 16%	5 11%	21 22%	173 19%	24 14%	133 20%	46 16%	18 13%	57 19%	140 18%	64 19%	133 18%	121 19%	76 17%		
Very unfavourable (-2)	276 25%	135 26%	139 25%	17 15%	44 24%	47 27%	58 31%	43 25%	67 26%	61 20%	105 29%	110 26%	25 18%	75 26%	77 29%	88 26%	149 24%	127 27%	74 29%	71 25%	62 25%	22 15%	18 35%	29 30%	232 25%	43 26%	162 25%	76 26%	37 28%	63 21%	213 27%	87 26%	189 25%	173 27%	102 23%		
Don't know	113 10%	31 6%	79 14%	31 27%	22 12%	16 9%	14 7%	14 9%	16 6%	53 17%	30 8%	30 7%	34 24%	33 11%	19 7%	24 7%	55 9%	58 12%	21 8%	28 10%	27 11%	20 14%	4 7%	13 13%	96 10%	16 10%	43 7%	49 17%	20 15%	29 10%	84 11%	24 7%	89 12%	53 8%	60 14%		
Net: Very/Fairly favourable	242 22%	134 25%	107 19%	21 18%	33 18%	34 20%	31 17%	37 22%	85 33%	54 18%	66 18%	122 29%	24 17%	56 19%	47 18%	95 28%	149 24%	93 20%	58 23%	65 23%	68 27%	23 16%	17 32%	11 11%	202 22%	40 24%	164 25%	45 15%	33 25%	73 25%	169 21%	78 23%	164 22%	141 22%	101 23%		
Net: Very/Fairly unfavourable	473 43%	245 46%	224 41%	37 32%	76 41%	84 49%	91 48%	76 45%	108 42%	113 37%	175 48%	185 43%	52 37%	125 43%	129 49%	146 43%	260 42%	212 45%	122 47%	128 45%	105 41%	45 31%	24 46%	49 52%	405 44%	68 40%	295 45%	122 42%	55 41%	119 40%	353 45%	150 44%	322 43%	295 46%	178 40%		
Net Difference	-231 -21%	-110 -21%	-117 -21%	-16 -14%	-43 -23%	-50 -29%	-59 -32%	-39 -23%	-23 -9%	-59 -19%	-109 -30%	-63 -15%	-28 -20%	-69 -24%	-81 -31%	-51 -15%	-112 -18%	-119 -25%	-64 -25%	-63 -22%	-37 -15%	-22 -15%	-7 -13%	-39 -41%	-203 -22%	-27 -16%	-132 -20%	-77 -26%	-22 -16%	-46 -15%	-184 -23%	-72 -21%	-159 -21%	-154 -24%	-77 -17%		
Mean	-0.47	-0.44	-0.49	-0.33	-0.47	-0.60	-0.64	-0.50	-0.28	-0.42	-0.62	-0.37	-0.44	-0.51	-0.62	-0.37	-0.41	-0.54	-0.52	-0.46	-0.40	-0.28	-0.49	-0.78	-0.47	-0.43	-0.42	-0.59	-0.45	-0.33	-0.52	-0.43	-0.48	-0.50	-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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country	
		Conservative	Labour	Liberal Democrat	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	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)	(a)	(b)	(c)		
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	52 5%	32 9%	7 3%	5 6%	5 5%	19 4%	27 7%	42 17%	7 1%	16 4%	26 7%	22 9%	24 6%	18 6%	23 7%	11 8%	19 4%	45 15%	3 1%	22 7%	21 5%	52 21%	- -	35 20%	7 1%	40 22%	6 1%	35 15%	15 2%	
Fairly favourable (1)	190 17%	123 35%	20 7%	15 19%	13 13%	84 19%	77 20%	113 45%	45 8%	60 15%	100 27%	58 24%	68 18%	56 19%	64 18%	45 31%	88 18%	130 44%	23 4%	56 17%	92 22%	190 79%	- -	78 45%	64 12%	79 43%	37 9%	66 28%	90 15%	
Neither favourable nor unfavourable (0)	261 24%	87 25%	47 16%	22 *	21 *	91 21%	89 23%	60 24%	84 14%	84 21%	75 20%	49 20%	64 17%	62 21%	75 21%	41 18%	68 14%	70 24%	77 14%	53 16%	84 21%	- -	- -	31 18%	77 14%	36 20%	47 11%	62 27%	118 20%	
Fairly unfavourable (-1)	197 18%	53 15%	76 26%	15 19%	16 17%	81 19%	78 20%	23 9%	150 26%	89 22%	54 15%	52 22%	68 18%	53 18%	70 20%	25 19%	94 11%	34 26%	140 17%	79 24%	68 17%	- -	197 42%	16 9%	134 25%	15 8%	93 23%	31 13%	122 20%	
Very unfavourable (-2)	276 25%	45 13%	130 45%	16 21%	37 39%	130 30%	102 26%	7 3%	258 44%	134 33%	103 28%	47 19%	138 36%	92 30%	104 30%	18 13%	191 39%	8 3%	257 48%	107 33%	128 31%	- -	276 58%	10 6%	239 44%	9 5%	224 13%	30 13%	196 32%	
Don't know	113 10%	11 3%	11 4%	6 7%	5 5%	29 7%	17 4%	9 3%	37 6%	25 6%	14 4%	13 5%	22 6%	19 6%	15 4%	4 3%	23 5%	6 2%	38 7%	11 3%	17 4%	- -	- -	2 1%	23 4%	2 1%	5 1%	7 3%	63 11%	
Net: Very/Fairly favourable	242 22%	155 44%	28 9%	20 25%	17 18%	103 24%	104 27%	155 61%	52 9%	76 19%	125 34%	80 33%	93 24%	73 25%	87 25%	56 39%	108 22%	175 60%	26 5%	78 24%	113 28%	242 100%	- -	113 66%	71 13%	118 65%	43 10%	101 44%	105 17%	
Net: Very/Fairly unfavourable	473 43%	97 28%	206 71%	31 40%	53 55%	211 49%	180 46%	30 12%	407 70%	223 55%	156 42%	100 41%	206 54%	145 48%	175 50%	44 30%	285 59%	42 14%	397 74%	186 57%	196 48%	- -	473 100%	26 15%	373 69%	24 13%	317 77%	61 26%	317 53%	
Net Difference	-231 -21%	58 17%	-179 -61%	-12 -15%	-36 -37%	-108 -25%	-76 -19%	125 49%	-356 -61%	-147 -36%	-31 -8%	-20 -8%	-114 -30%	-72 -24%	-88 -25%	12 9%	-177 -37%	133 45%	-371 -69%	-108 -33%	-83 -20%	242 100%	-473 -100%	87 50%	-302 -56%	94 52%	-274 -66%	40 17%	-213 -35%	
Mean	-0.47	0.13	-1.07	-0.32	-0.75	-0.54	-0.40	0.65	-1.12	-0.69	-0.30	-0.19	-0.63	-0.52	-0.50	0.04	-0.76	0.59	-1.25	-0.61	-0.48	1.21	-1.58	0.66	-1.03	0.70	-1.21	0.20	-0.73	

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 (3%): A,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 Minimum Base: 30 (**) Small Base: 100 (**)

ColumnMeans (3%): A,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 Minimum Base: 30 (**) Small Base: 100 (**)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360			
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443			
Very favourable (2)	35 3%	21 4%	15 3%	6 5% H	8 4%	7 4%	3 1%	1 1%	11 4%	14 5%	10 3%	12 3%	6 4%	15 5%	3 1%	10 3%	23 4%	13 3%	5 2%	11 4%	9 3%	7 5%	2 5%	1 1%	33 4%	2 1%	27 4%	8 3%	*	19 7%	16 2%	20 6%	15 2%	25 4%	10 2%			
Fairly favourable (1)	146 13%	74 14%	71 13%	16 14%	29 16%	21 12%	16 9%	17 10%	47 18% G	45 15%	37 10%	64 15%	21 15%	41 14%	23 9%	49 15%	89 15%	56 12%	37 14%	45 16%	36 14%	19 13%	4 8%	6 6%	119 13%	26 16%	97 15%	29 10%	20 15%	51 17%	95 12%	46 14%	99 13%	87 13%	59 13%			
Neither favourable nor unfavourable (0)	290 27%	142 27%	147 27%	31 27%	53 29%	46 27%	56 30%	50 30%	54 21%	84 28%	102 28%	104 24%	37 26%	79 27%	78 30%	92 27%	161 26%	129 27%	66 26%	65 23%	76 30%	43 29%	15 28%	25 26%	245 27%	44 26%	174 26%	83 28%	33 25%	78 26%	212 27%	95 28%	195 26%	182 28%	108 24%			
Fairly unfavourable (-1)	165 15%	84 16%	79 14%	14 12%	23 12%	25 15%	27 14%	32 19%	44 17%	37 12%	52 14%	76 18%	20 14%	35 12%	41 16%	60 18%	93 15%	73 15%	50 19%	40 14%	34 14%	24 16%	5 10%	13 13%	140 15%	25 15%	108 16%	32 11%	25 18%	46 15%	120 15%	48 14%	117 16%	89 14%	76 17%			
Very unfavourable (-2)	247 23%	142 27% C	104 19%	9 8%	41 22% D	35 20% D	52 28% D	44 26% D	67 26% D	49 16%	87 24%	111 26%	16 11%	63 22% M	26 16% M	85 25% M	131 21%	116 25%	52 20%	70 25%	57 23%	20 14%	17 34% V*	30 31% V*	205 22%	42 25%	154 23%	63 22%	30 22%	58 19%	189 24%	77 23%	170 23%	151 23%	96 22%			
Don't know	205 19%	66 12%	135 25% B	40 34% EFGH	33 18%	38 22%	35 19%	25 15%	34 13%	72 24% L	73 20%	59 14%	43 30%	59 20% NOP	51 19%	43 13%	117 19%	88 18%	48 19%	54 19%	40 16%	34 23% *	7 14% *	21 22% *	176 19%	29 17%	103 15%	76 26% a	27 20% *	47 16%	158 20%	53 16%	152 20%	111 17%	94 21%			
Net: Very/Fairly favourable	181 17%	94 18%	86 16%	23 19% GH	36 20% GH	28 16%	19 10%	18 11%	57 22% GH	59 20%	46 13%	75 18%	27 19% O	56 19% O	26 10%	59 17% O	112 18%	69 15%	42 16%	55 19% X	44 18% X	26 18% *	7 13% *	6 7% *	153 17%	28 17%	123 13%	37 13%	20 15% *	71 24% e	110 14%	66 19%	115 15%	112 17%	69 16%			
Net: Very/Fairly unfavourable	412 38%	226 43% C	184 33%	23 20% D	64 34% D	61 35% D	78 42% D	76 45% D	111 43% D	87 29%	139 39%	187 44%	35 25%	98 34%	108 41% M	145 43% M	223 36%	189 40%	102 39%	110 39%	91 36%	44 30% *	23 44% *	43 45% *	345 38%	67 40%	262 40%	95 33%	55 41% *	104 35%	309 39%	125 37%	287 38%	240 37%	172 39%			
Net Difference	-232 -21%	-131 -25%	-98 -18%	* *	-27 -15%	-33 -19%	-60 -32%	-58 -34%	-54 -21%	-28 -9%	-93 -26%	-111 -26%	-8 -6%	-42 -15%	-82 -31%	-86 -25%	-112 -18%	-120 -25%	-60 -23%	-54 -19%	-47 -19%	-18 -12%	-16 -31%	-36 -38%	-193 -21%	-39 -23%	-139 -21%	-58 -20%	-35 -26%	-33 -11%	-198 -25%	-59 -17%	-172 -23%	-128 -20%	-103 -23%			
Mean	-0.50	-0.55	-0.45	-0.04 GHP	-0.39 *	-0.46 *	-0.71 *	-0.70	-0.50 *	-0.28 KL	-0.59	-0.57	-0.18 OP*	-0.39 O	-0.69	-0.55	-0.44	-0.58	-0.51	-0.49	-0.45	-0.27 X*	-0.70 **	-0.88 *	-0.49	-0.56 *	-0.47	-0.53	-0.60 *	-0.28 e	-0.59	-0.41	-0.55	-0.48	-0.54			

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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ 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 Democrat	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	Positive impact	Negative impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	35 3%	16 4%	10 3%	4 5%	4 4%	14 3%	17 4%	28 11%	2 *	19 5%	13 4%	16 7%	10 3%	21 7%	10 3%	14 10%	11 2%	25 9%	2 *	16 5%	10 3%	26 11%	6 1%	26 15%	4 1%	35 19%	-	25 11%	7 1%	
Fairly favourable (1)	146 13%	90 26%	17 6%	7 9%	11 11%	48 16%	63 16%	109 43%	16 3%	46 11%	72 19%	47 19%	44 11%	53 15%	55 15%	31 37%	107 6%	20 37%	49 4%	61 15%	92 15%	18 38%	84 4%	22 49%	146 81%	-	72 31%	47 8%		
Neither favourable nor unfavourable (0)	290 27%	132 37%	46 16%	21 27%	19 20%	101 23%	122 31%	75 29%	100 17%	92 23%	103 28%	59 24%	96 25%	68 23%	81 26%	38 21%	102 31%	90 17%	93 20%	64 28%	114 27%	65 27%	71 15%	41 24%	91 17%	-	-	70 30%	131 22%	
Fairly unfavourable (-1)	165 15%	42 12%	65 22%	15 20%	16 16%	86 20%	51 13%	16 6%	129 22%	78 19%	60 16%	37 15%	64 17%	49 16%	58 17%	27 18%	86 18%	27 9%	105 20%	59 18%	73 18%	27 11%	97 21%	11 7%	123 23%	-	165 40%	21 9%	109 18%	
Very unfavourable (-2)	247 23%	31 9%	118 40%	23 30%	33 34%	128 29%	81 21%	7 3%	232 40%	127 31%	74 20%	54 22%	123 32%	75 25%	105 30%	6 4%	192 40%	15 5%	225 42%	113 34%	97 24%	16 7%	220 46%	5 3%	238 44%	-	247 60%	21 9%	188 31%	
Don't know	205 19%	41 12%	36 12%	7 10%	14 15%	56 13%	55 14%	18 7%	102 18%	46 11%	48 13%	29 12%	47 12%	42 14%	43 12%	6 4%	61 13%	29 10%	93 17%	26 8%	55 13%	16 6%	60 2%	4 13%	65 12%	-	-	23 10%	122 20%	
Net: Very/Fairly favourable	181 17%	106 30%	27 9%	11 14%	15 16%	62 14%	80 21%	137 54%	18 3%	65 16%	85 23%	63 26%	54 14%	65 22%	64 18%	69 47%	42 9%	132 45%	22 4%	65 20%	72 18%	118 49%	24 5%	110 64%	26 5%	181 100%	-	96 42%	54 9%	
Net: Very/Fairly unfavourable	412 38%	73 21%	183 63%	39 49%	48 50%	214 49%	132 34%	24 9%	361 62%	205 50%	134 36%	90 37%	187 49%	124 42%	163 46%	32 22%	278 58%	42 14%	330 61%	172 53%	170 41%	43 18%	317 67%	17 10%	361 67%	-	412 100%	42 18%	297 49%	
Net Difference	-232 -21%	32 9%	-156 -53%	-28 -36%	-33 -34%	-151 -35%	-51 -13%	114 45%	-343 -59%	-140 -34%	-48 -13%	-27 -11%	-134 -35%	-59 -20%	-99 -28%	36 25%	-236 -49%	90 31%	-307 -57%	-107 -33%	-98 -24%	75 31%	-293 -62%	93 54%	-335 -62%	181 100%	-412 -100%	54 23%	-243 -40%	
Mean	-0.50	0.05	-1.03	-0.66	-0.75	-0.70	-0.35	-0.57	-1.20	-0.69	-0.34	-0.30	-0.73	-0.44	-0.63	0.32	-0.99	0.38	-1.19	-0.68	-0.52	0.38	-1.23	0.68	-1.19	1.19	-1.60	0.28	-0.88	

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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443
Verv favourable (2)	152 14%	99 19% c	53 10%	21 18%	29 15%	22 13%	27 14%	18 11%	36 14%	49 16%	48 13%	54 13%	26 18%	44 15%	32 12%	38 11%	87 14%	64 14%	41 16%	40 14%	16 6%	31 21%	7 14%	17 18%	133 14%	19 11%	104 16%	39 14%	8 6%	49 17%	102 13%	53 16%	98 13%	103 16%	49 11%
Fairly favourable (1)	256 24%	121 23%	131 24%	31 26%	49 26%	55 32% gi	37 20%	40 23%	46 18%	79 26%	92 25%	85 20%	45 32% op	78 27%	55 21%	70 21%	143 23%	114 24%	38 15%	70 25%	67 27%	41 28%	16 30% s	24 25%	220 24%	37 22%	162 24%	61 21%	34 25% *	85 28%	172 22%	108 32% g	148 30%	160 25%	97 22%
Neither favourable nor unfavourable (0)	244 22%	114 22%	129 23%	30 26%	54 29% g	38 22%	31 16%	33 20%	58 23%	84 28% k	69 19%	91 21%	36 25%	78 27% o	48 18%	75 22%	135 22%	109 23%	55 21%	64 22%	50 20%	41 28% *	9 17% *	25 27% *	207 23%	37 22%	138 21%	78 27%	28 21% *	63 21%	181 23%	80 24%	164 22%	147 23%	97 22%
Fairly unfavourable (-1)	172 16%	81 15%	90 16%	8 7%	16 8%	31 18% de	45 24% deh	25 15% d	48 19% de	23 8%	76 21% j	73 17%	8 6%	33 11%	62 24% mn	54 16% m	117 19%	96 12%	52 20% v	38 14% v	52 21% v	7 5%	8 15% *	16 17% v*	135 15%	38 22% y	112 17%	38 13%	23 17% *	49 16%	123 16%	41 12%	131 18% f	102 16%	70 16%
Very unfavourable (-2)	198 18%	95 18%	102 19%	10 9%	21 11%	17 10%	40 21% def	44 26% def	65 25% def	31 10%	57 16%	109 26% ik	10 7%	33 11%	54 21% mn	94 28% mn	105 17%	92 19%	59 23% vx	59 21% vx	53 21% vx	13 9% *	8 15% *	6 6% *	169 18%	29 17%	119 18%	46 16%	33 24% *	32 11% d	165 21% d	45 13%	152 20% f	103 16%	95 21%
Don't know	66 6%	18 3%	47 8%	18 15% fgh	17 9%	11 6%	7 4%	9 6% i	3 1%	35 12% kl	18 5%	13 3%	18 12% op	26 9% p	11 4%	7 2%	26 4%	40 8% q	14 6%	12 4%	14 5%	14 10% *	4 8% *	7 8% *	56 6%	9 6%	27 4%	29 10% a	10 7% *	19 7% *	46 6% *	12 3%	54 7% f	30 5%	36 8%
Net: Very/Fairly favourable	408 38% c	220 42% c	184 33%	51 44%	77 42%	76 44%	64 34%	58 34%	82 32%	129 43% l	140 39%	139 33%	71 50% op	122 42%	87 33%	109 32%	230 38%	178 37%	79 31%	110 39%	84 33%	72 49% su*	23 44% *	41 43% *	352 38%	56 33%	266 40% e	100 34%	42 31% *	134 45% e	274 35% g	162 48% g	246 33%	263 41% i	146 33%
Net: Very/Fairly unfavourable	370 34%	176 33%	192 35%	18 15%	37 20%	48 28% d	85 45% deh	69 41% def	113 44% def	129 43% l	140 39%	139 33%	71 50% op	122 42%	87 33%	109 32%	230 38%	178 37%	79 31%	110 39%	84 33%	72 49% su*	23 44% *	41 43% *	352 38%	56 33%	266 40% e	100 34%	42 31% *	134 45% e	274 35% g	162 48% g	246 33%	263 41% i	146 33%
Net Difference	38 4%	44 8%	-9 -2%	33 29%	41 22%	28 16%	-21 -11% i	-11 -6% i	-32 -12% i	74 24%	7 2%	-43 -10% i	53 37%	56 19%	-28 -11% i	-39 -11% i	8 1%	30 6%	-31 -12% i	13 4%	-22 -9% i	52 35%	7 14% i	19 20% i	49 5%	-11 -6% i	36 5%	16 5% i	-14 -10% i	53 18% i	-15 -2% i	75 22% i	-37 -5% i	58 9% i	-20 -4% i
Mean	-0.01	0.09	-0.12	0.44 GHP*	0.29 GHP*	0.20 GHI	-0.19	-0.23	-0.24	0.34 KL	*	-0.24	0.56 OP*	0.25 OP	-0.20	-0.28	-0.02	*	-0.20	-0.02	-0.25	0.52 SU*	0.15 **	0.35 SU*	0.01	-0.13 *	0.03	0.03	-0.31 *	0.25 e	-0.10	0.25 g	-0.13	0.09 i	-0.16

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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	Positive impact	Negative impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	152 14%	16 5%	108 37%	6 7%	9 9%	68 16%	52 13%	19 8%	116 20%	152 37%	-	50 21%	49 13%	72 24%	46 13%	20 14%	81 17%	35 12%	108 20%	122 37%	6 2%	25 10%	101 21%	18 10%	98 18%	29 16%	85 21%	42 18%	95 16%	
Fairly favourable (1)	256 24%	43 12%	112 38%	30 39%	23 24%	144 33%	61 16%	44 17%	172 30%	256 63%	-	94 39%	49 13%	117 39%	43 12%	32 22%	109 23%	52 18%	154 29%	150 46%	24 6%	51 21%	122 26%	27 16%	160 29%	120 20%	45 19%	175 29%		
Neither favourable nor unfavourable (0)	244 22%	66 19%	39 13%	28 35%	32 33%	95 22%	70 18%	44 17%	118 20%	-	-	53 22%	44 11%	62 21%	48 14%	28 19%	91 19%	49 17%	108 20%	47 14%	51 12%	39 16%	88 19%	29 17%	103 19%	30 16%	70 17%	36 16%	141 23%	
Fairly unfavourable (-1)	172 16%	90 25%	19 7%	7 9%	18 19%	67 15%	79 20%	58 23%	75 11%	-	172 11%	26 11%	89 23%	32 11%	70 20%	14 10%	101 21%	73 25%	63 12%	3 1%	140 34%	59 24%	66 14%	30 17%	89 16%	31 17%	54 13%	35 15%	91 15%	
Very unfavourable (-2)	198 18%	131 37%	12 4%	7 9%	13 14%	44 10%	121 31%	87 34%	88 15%	-	198 53%	15 6%	149 39%	15 5%	139 40%	48 33%	95 20%	83 28%	86 16%	4 4%	183 45%	66 27%	91 39%	67 39%	79 15%	54 30%	80 19%	71 31%	64 11%	
Don't know	66 6%	6 2%	3 1%	1 1%	1 1%	15 4%	4 1%	3 1%	12 2%	-	-	4 1%	4 1%	2 1%	5 1%	3 2%	7 1%	2 1%	19 4%	1 *	7 2%	2 1%	5 1%	1 *	14 3%	1 1%	4 1%	2 1%	36 6%	
Net: Very/Fairly favourable	408 38%	59 17%	219 75%	36 46%	32 33%	212 49%	114 29%	64 25%	287 49%	408 100%	-	144 60%	98 26%	188 63%	89 25%	53 36%	190 39%	87 30%	262 49%	272 83%	30 7%	76 31%	223 47%	45 26%	259 48%	65 36%	205 50%	87 38%	270 45%	
Net: Very/Fairly unfavourable	370 34%	220 63%	31 11%	14 17%	31 32%	110 25%	200 52%	144 57%	163 28%	-	370 100%	41 17%	238 62%	47 16%	209 60%	62 43%	196 40%	155 53%	149 28%	7 2%	322 79%	125 52%	156 33%	97 56%	167 31%	85 47%	134 32%	106 46%	156 26%	
Net Difference	38 4%	-162 -46%	188 64%	22 28%	1 1%	102 24%	-87 -22%	-81 -32%	124 21%	408 100%	-370 -100%	103 43%	-139 -36%	141 47%	-120 -34%	-9 -6%	-6 -1%	-68 -23%	113 21%	265 81%	-292 -71%	-50 -20%	67 14%	-52 -30%	91 17%	-21 -11%	71 17%	-19 -8%	114 19%	
Mean	-0.01	-0.80	0.98	0.27	-0.04	0.30	-0.41	-0.59	0.27	1.37	-1.53	0.58	-0.63	0.66	-0.62	-0.26	-0.04	-0.39	0.26	1.17	-1.16	-0.38	0.16	-0.59	0.21	-0.25	0.19	-0.21	0.26	

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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443
Verv favourable (2)	89 8%	55 10%	34 6%	8 7%	17 9%	13 8%	12 7%	7 4%	32 12%	24 8%	26 7%	39 9%	9 6%	26 9%	16 6%	32 9%	57 9%	32 7%	17 7%	29 10%	17 7%	17 12%	2 3%	7 7%	76 8%	13 8%	68 10%	11 4%	9 7%	34 12%	54 7%	36 11%	53 7%	56 9%	33 7%
Fairly favourable (1)	166 15%	73 14%	92 17%	17 14%	28 15%	18 11%	34 18%	23 13%	46 18%	45 15%	53 15%	68 16%	19 14%	39 13%	45 17%	52 15%	106 17%	59 13%	40 16%	47 16%	46 18%	19 13%	8 15%	6 6%	138 15%	28 16%	106 16%	36 12%	24 18%	55 18%	111 14%	46 13%	120 16%	96 15%	70 16%
Neither favourable nor unfavourable (0)	196 18%	93 18%	100 18%	22 19%	39 21%	35 20%	33 17%	35 21%	33 13%	61 20%	68 19%	67 16%	25 17%	63 22%	45 17%	59 18%	108 18%	88 19%	51 20%	44 15%	50 20%	32 22%	6 12%	14 14%	154 17%	43 25%	117 18%	60 21%	19 14%	60 20%	136 17%	66 19%	131 17%	130 20%	66 15%
Fairly unfavourable (-1)	179 16%	89 17%	87 16%	20 17%	25 13%	28 16%	32 17%	32 19%	41 16%	45 15%	61 17%	73 17%	24 17%	42 14%	43 16%	66 20%	94 15%	85 18%	37 14%	47 17%	50 20%	20 14%	13 25%	11 12%	158 17%	20 12%	116 18%	45 16%	18 13%	41 14%	137 17%	58 17%	121 16%	101 16%	78 18%
Very unfavourable (-2)	402 37%	201 38%	199 36%	35 30%	61 33%	67 39%	71 38%	65 38%	102 40%	96 32%	138 38%	167 39%	50 35%	97 33%	106 40%	121 36%	224 36%	178 38%	102 40%	104 37%	78 31%	44 30%	18 35%	55 58%	344 37%	58 34%	231 35%	112 39%	59 44%	91 31%	311 39%	122 36%	280 37%	232 36%	170 38%
Don't know	57 5%	17 3%	39 7%	14 12%	16 8%	11 7%	5 2%	7 4%	3 1%	30 10%	16 4%	11 3%	14 10%	25 9%	9 3%	9 3%	25 4%	32 7%	11 4%	13 5%	12 5%	14 9%	5 10%	2 2%	49 5%	7 4%	24 4%	26 9%	6 4%	16 5%	40 5%	13 4%	44 6%	30 5%	27 6%
Net: Very/Fairly favourable	254 23%	127 24%	126 23%	24 21%	45 24%	31 18%	47 25%	30 18%	77 30%	69 23%	78 22%	107 25%	29 20%	65 22%	60 23%	84 25%	163 27%	91 19%	57 22%	76 27%	63 25%	37 25%	9 18%	13 14%	214 23%	40 24%	174 26%	47 16%	33 25%	89 30%	165 21%	81 24%	173 23%	151 23%	103 23%
Net: Very/Fairly unfavourable	581 53%	290 55%	286 52%	56 48%	86 46%	95 55%	104 55%	97 57%	143 56%	142 47%	199 55%	240 56%	75 52%	139 48%	148 57%	187 55%	317 52%	263 55%	140 54%	151 53%	128 51%	64 44%	31 60%	66 69%	503 55%	78 46%	346 52%	157 54%	77 57%	133 44%	448 57%	180 53%	401 54%	333 52%	247 56%
Net Difference	-326 -30%	-163 -31%	-161 -29%	-31 -27%	-41 -22%	-64 -37%	-57 -30%	-67 -40%	-65 -26%	-73 -24%	-121 -33%	-133 -31%	-46 -32%	-74 -25%	-88 -34%	-103 -31%	-155 -25%	-172 -36%	-83 -32%	-76 -27%	-66 -26%	-28 -19%	-22 -42%	-53 -56%	-289 -31%	-37 -22%	-173 -26%	-110 -38%	-44 -32%	-43 -14%	-283 -36%	-98 -29%	-228 -30%	-182 -28%	-145 -33%
Mean	-0.62	-0.60	-0.64	-0.58	-0.51	-0.73	-0.63	-0.77	-0.54	-0.53	-0.68	-0.63	-0.68	-0.54	-0.70	-0.58	-0.55	-0.72	-0.68	-0.56	-0.53	-0.41	-0.82	-1.09	-0.64	-0.51	-0.53	-0.80	-0.73	-0.35	-0.72	-0.56	-0.65	-0.58	-0.68

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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	
		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	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)	(a)	(b)	(c)		
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	89 8%	66 19% CDE	5 2%	2 3% *	5 5% *	27 6%	48 12% F	89 35% UKLMNOPQ	-	23 6%	53 14% I	25 10% I	40 10% I	28 9%	29 8%	28 20% I	29 6%	69 24% STUVWYz	12 2%	22 7%	51 12% STWYz	67 28% STUWYz	5 1%	47 28% STUWYz	19 3%	61 33% RSTUWYz	8 2%	59 26% c	21 3%	
Fairly favourable (1)	166 15%	112 32% CDE	19 7%	7 9% *	8 8% *	66 15%	75 19% UKLMNOPQ	166 65% I	-	41 10%	92 25% I	40 16% I	60 13% I	38 9%	65 19%	37 25% I	61 13% I	117 40% STUWYz	18 3%	33 10% SWz	86 21% STWYz	89 37% STUWYz	25 5%	60 35% S	38 7% Sa	77 42% STUWYz	15 4%	59 26% c	69 11%	
Neither favourable nor unfavourable (0)	196 18%	69 20% C	26 9%	15 19% C*	12 12% *	59 14%	69 18% UKLMNOPQ	-	-	52 13% HI	62 17% HIQ	34 14% HI	61 16% HIQ	36 9%	68 23% HIHQ	40 11% I	55 19% I	62 21% STUVWYz	27 5%	29 9%	70 17% SWz	33 14% SWz	32 7% S	37 21% STUVWYz	54 10% SWz	23 13% SW	28 7%	53 23% c	74 12%	
Fairly unfavourable (-1)	179 16%	61 17%	37 13%	17 21% *	21 22% *	65 15%	77 20% UKLMNOPQ	-	179 31% HUKLMNOPQ	63 16% H	75 20% H	33 14% H	33 20% H	77 14% H	41 23% H	80 18% H	26 19% H	80 11% H	32 10% Rkz	103 15% z	50 19% Rkz	80 15% Rkz	36 19% z	88 10% Rkz	17 20% Rkz	110 7% Rkz	13 18% Rz	73 13% Rz	29 17%	102
Very unfavourable (-2)	402 37%	39 11%	200 69% BDE	35 45% B*	51 53% B*	206 48% G	113 29% HUKLMNOPQ	-	402 69% HUKLMNOPQ	224 55% HKLMDP	88 24% HP	110 45% HKDP	146 38% HKOP	153 51% HKMOP	108 31% HKP	12 8%	254 53% H	10 4%	371 69% RTUVXYZ	188 58% RUVXZ	122 30% RVXZ	16 7% Rz	320 68% RTUVXYZ	9 5% Rz	317 68% RUVXZ	5 3%	288 12% RTUVXYZ	28 25% b	317 52%	
Don't know	57 5%	5 1%	4 1%	2 3% *	- 2% *	11 2%	7 2% I	-	-	5 1%	1 *	1 *	1 *	4 1%	1 *	3 2%	4 1%	3 1%	8 1%	4 1%	1 *	1 1%	3 1%	1 *	5 2%	3 1%	1 *	2 1%	20 3%	
Net: Very/Fairly favourable	254 23%	177 51% CDE	24 8%	9 12% *	12 13% *	93 21%	123 32% F	254 100% UKLMNOPQ	-	64 16% I	144 39% I	65 27% I	100 26% I	66 22% I	94 27% I	65 19% I	90 19% I	186 64% STUWYz	29 5%	55 17% SWYz	137 33% STWYz	155 64% STUWYz	30 6%	108 63% STUWYz	56 10% SWz	137 76% RSTUVWYz	24 6%	119 51% c	90 15%	
Net: Very/Fairly unfavourable	581 53%	100 29% BD	238 81% BD	52 66% B*	72 75% B*	271 63% G	190 49% HUKLMNOPQ	-	581 100% HUKLMNOPQ	287 70% HKLMDP	163 44% HP	142 59% HKP	222 58% HKOP	194 65% HKP	188 51% H	37 26% H	334 69% H	42 14% RTUVXYZ	474 88% RUVXZ	238 73% RVXZ	202 49% Rz	52 21% Rz	407 86% RTUVXYZ	26 15% z	427 79% RUVXZ	18 10% RTUVXYZ	57 87% RTUVXYZ	419 69% b		
Net Difference	-326 -30%	77 22%	-214 -73%	-42 -54%	-60 -62%	-178 -41%	-67 -17%	254 100%	-581 -100%	-224 -55%	-19 -5%	-77 -32%	-123 -32%	-129 -43%	-94 -27%	28 19%	-244 -50%	144 49%	-444 -83%	-183 -56%	-64 -16%	103 43%	-377 -80%	82 48%	-371 -68%	120 66%	-337 -82%	62 27%	-328 -54%	
Mean	-0.62	0.30 CDE	-1.42	-0.98 C*	-1.10 C*	-0.85	-0.34 F	1.35 UKLMNOPQ	-1.69	-1.06 I	-0.15 I	-0.67 I	-0.60 I	-0.86 I	-0.49 I	0.31 I	-0.98 I	0.70 STUWYz	-1.52 SWYz	-1.08 SWYz	-0.33 STWYz	0.64 STUWYz	-1.47	0.71 STUWYz	-1.24 SWz	0.99 RSTUVWYz	-1.50	0.41 c	-1.07	

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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. 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. Minimum Base: 30 (**); Small Base: 100 (**)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360			
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443			
Verv favourable (2)	47 4%	33 6%	12 2%	6 5%	14 8%	9 5%	4 2%	5 3%	9 3%	20 7%	13 4%	13 3%	6 4%	22 8%	5 2%	12 4%	33 5%	14 3%	17 6%	9 3%	13 5%	6 4%	* *	2 2%	40 4%	6 4%	32 5%	13 4%	2 1%	17 6%	29 4%	25 7%	22 3%	33 5%	14 3%			
Fairly favourable (1)	195 18%	86 16%	108 20%	18 15%	35 19%	39 22%	32 17%	26 16%	46 18%	53 17%	71 20%	72 17%	24 17%	57 20%	49 19%	51 15%	125 20%	71 15%	33 13%	43 15%	47 18%	40 27%	15 29%	18 19%	170 18%	26 15%	124 19%	46 16%	25 18%	70 23%	126 16%	89 26%	106 14%	126 20%	70 16%			
Neither favourable nor unfavourable (0)	376 35%	173 33%	202 37%	38 33%	65 35%	56 32%	59 32%	54 32%	104 40%	103 34%	115 32%	158 37%	51 36%	97 33%	80 31%	124 37%	208 34%	168 36%	75 29%	111 39%	86 34%	51 35%	17 32%	36 37%	309 34%	67 40%	227 34%	98 34%	50 37%	89 30%	287 36%	105 31%	271 36%	221 34%	155 35%			
Fairly unfavourable (-1)	210 19%	108 20%	99 18%	19 16%	29 16%	38 22%	45 24%	37 22%	42 16%	48 16%	83 23%	79 19%	24 17%	53 18%	60 23%	71 21%	115 19%	95 20%	61 24%	54 19%	50 20%	19 13%	5 9%	21 22%	176 19%	34 20%	124 19%	65 22%	21 16%	62 21%	149 19%	54 16%	157 21%	129 20%	81 18%			
Very unfavourable (-2)	174 16%	99 19%	74 13%	14 12%	19 10%	20 11%	33 17%	37 22%	52 20%	33 11%	52 14%	89 21%	15 11%	31 11%	48 18%	68 20%	98 16%	76 16%	54 21%	44 16%	37 15%	15 10%	12 23%	12 13%	148 16%	26 16%	110 17%	35 12%	30 22%	39 13%	135 17%	48 14%	126 17%	90 14%	84 19%			
Don't know	86 8%	28 5%	56 10%	21 18%	23 12%	12 7%	15 8%	10 6%	5 2%	44 15%	27 7%	14 3%	22 16%	32 11%	20 8%	12 3%	36 6%	50 11%	18 7%	24 8%	19 8%	16 11%	3 5%	6 7%	77 8%	9 5%	45 7%	33 8%	8 6%	22 7%	63 8%	18 5%	67 9%	45 7%	40 9%			
Net: Very/Fairly favourable	242 22%	119 23%	121 22%	24 20%	49 26%	48 28%	36 19%	31 18%	55 21%	73 24%	84 23%	86 20%	30 21%	80 27%	54 21%	64 19%	158 26%	84 18%	50 19%	51 18%	60 24%	45 31%	15 30%	20 22%	210 23%	32 19%	156 24%	59 20%	26 20%	87 29%	155 20%	114 34%	128 17%	159 25%	83 19%			
Net: Very/Fairly unfavourable	384 35%	207 39%	173 31%	34 29%	48 26%	57 33%	78 41%	74 44%	94 36%	82 27%	135 37%	168 39%	39 28%	84 29%	108 41%	139 41%	213 35%	172 36%	115 45%	98 35%	87 35%	34 23%	17 33%	33 34%	324 35%	60 36%	234 35%	100 34%	51 38%	101 34%	284 36%	102 30%	283 38%	219 34%	165 37%			
Net Difference	-142 -13%	-87 -17%	-53 -10%	-10 -8%	1 1%	-10 -6%	-42 -22%	-43 -26%	-39 -15%	-9 -3%	-51 -14%	-82 -19%	-9 -7%	-4 -1%	-54 -20%	-75 -22%	-55 -9%	-87 -18%	-66 -25%	-47 -17%	-27 -11%	11 8%	-2 -3%	-12 -13%	-114 -12%	-29 -17%	-77 -12%	-41 -14%	-24 -18%	-14 -5%	-128 -16%	12 4%	-155 -21%	-60 -9%	-82 -18%			
Mean	-0.27	-0.31	-0.23	-0.19	-0.02	-0.12	-0.41	-0.47	-0.33	-0.08	-0.27	-0.38	-0.16	-0.05	-0.40	-0.40	-0.21	-0.35	-0.43	-0.32	-0.22	0.02	-0.27	-0.25	-0.26	-0.31	-0.25	-0.24	-0.41	-0.13	-0.32	-0.03	-0.38	-0.20	-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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats

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	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)	
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	47 4%	5 2%	13 4%	19 24%	4 5%	28 7%	9 2%	13 5%	26 5%	28 7%	5 1%	47 19%	- -	30 10%	6 2%	14 10%	20 4%	18 6%	21 4%	34 10%	5 1%	20 8%	17 4%	18 10%	22 4%	19 11%	18 4%	14 6%	29 5%	
Fairly favourable (1)	195 18%	47 13%	59 20%	34 43%	17 18%	108 25%	47 12%	52 21%	116 20%	116 28%	36 10%	195 81%	- -	95 32%	24 7%	23 16%	91 19%	66 22%	93 17%	96 29%	39 10%	60 25%	83 18%	27 16%	118 22%	44 24%	73 18%	38 16%	131 22%	
Neither favourable nor unfavourable (0)	376 35%	118 34%	120 41%	14 17%	33 34%	163 38%	119 31%	83 33%	194 37%	151 37%	86 23%	- -	- -	114 38%	72 20%	43 30%	143 30%	97 33%	181 34%	110 34%	117 28%	65 27%	152 32%	46 27%	177 33%	62 34%	129 31%	69 30%	220 36%	
Fairly unfavourable (-1)	210 19%	79 22%	62 21%	7 9%	27 28%	73 17%	101 26%	55 22%	121 21%	67 17%	111 30%	- -	210 55%	36 12%	117 33%	27 19%	123 26%	61 21%	112 21%	52 16%	108 26%	44 18%	212 24%	31 18%	115 21%	27 15%	101 24%	45 19%	115 19%	
Very unfavourable (-2)	174 16%	86 24%	34 12%	4 5%	13 14%	48 11%	98 25%	45 18%	101 17%	31 8%	127 34%	- -	174 45%	19 6%	129 37%	34 24%	106 22%	46 16%	101 19%	26 32%	130 20%	49 20%	94 26%	44 17%	91 15%	26 21%	87 26%	60 10%		
Don't know	86 8%	16 5%	4 1%	1 1%	1 2%	13 3%	14 4%	6 2%	22 4%	15 4%	5 1%	- -	- -	5 2%	4 1%	4 3%	* *	6 2%	29 5%	9 3%	10 2%	4 2%	15 3%	5 3%	19 4%	2 1%	6 2%	47 8%		
Net: Very/Fairly favourable	242 22%	52 15%	72 25%	52 67%	22 22%	136 31%	56 14%	65 26%	142 25%	144 35%	41 11%	242 100%	- -	125 42%	30 9%	37 25%	111 23%	84 29%	114 40%	130 40%	45 11%	80 33%	100 21%	45 26%	141 35%	63 30%	90 22%	51 22%	160 27%	
Net: Very/Fairly unfavourable	384 35%	165 47%	96 33%	11 14%	40 42%	121 28%	199 51%	100 39%	222 38%	98 24%	238 64%	- -	384 100%	55 18%	246 70%	62 42%	229 47%	106 36%	213 40%	79 24%	239 58%	93 38%	206 44%	75 44%	206 38%	54 30%	187 45%	105 46%	176 29%	
Net Difference	-142 -13%	-113 -32%	-24 -8%	41 53%	-18 -19%	15 4%	-143 -37%	-35 -14%	-80 -14%	46 11%	-197 -53%	242 100%	-384 -100%	70 23%	-216 -17%	-25 -17%	-119 -25%	-22 -8%	-99 -18%	51 16%	-194 -47%	-13 -5%	-107 -23%	-30 -18%	-65 -12%	9 5%	-97 -24%	-54 -23%	-16 -3%	
Mean	-0.27	-0.58	-0.15	0.73	-0.29	-0.01	-0.62	-0.27	-0.28	0.11	-0.87	1.19	-1.45	0.28	-0.98	-0.31	-0.42	-0.17	-0.35	0.18	-0.80	-0.17	-0.40	-0.34	-0.26	0.01	-0.41	-0.45	-0.09	

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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360	
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443	
Very favourable (2)	72 7%	41 8%	29 5%	10 9%	22 12%	15 9%	13 7%	7 4%	5 2%	32 11%	28 8%	12 3%	14 10%	32 13%	17 7%	9 3%	42 7%	31 6%	16 6%	13 4%	20 8%	16 11%	5 9%	3 3%	65 7%	7 4%	45 7%	26 9%	1 1%	30 10%	42 5%	37 11%	36 5%	67 10%	6 1%	
Fairly favourable (1)	227 21%	124 24%	102 18%	34 29%	39 21%	38 22%	35 19%	31 18%	51 20%	73 24%	73 20%	82 19%	42 30%	61 21%	47 18%	63 18%	143 23%	84 18%	46 18%	51 18%	57 22%	43 30%	9 18%	21 22%	197 21%	30 18%	141 21%	56 19%	30 22%	72 24%	155 20%	91 27%	136 18%	145 23%	81 18%	
Neither favourable nor unfavourable (0)	340 31%	147 28%	192 35%	23 20%	64 34%	53 31%	61 33%	55 32%	84 33%	86 29%	114 32%	139 33%	33 23%	95 33%	86 33%	109 32%	191 31%	149 31%	80 31%	101 36%	77 30%	44 30%	18 35%	20 21%	275 30%	65 39%	204 31%	94 32%	41 31%	97 32%	243 31%	108 32%	232 31%	197 31%	143 32%	
Fairly unfavourable (-1)	170 16%	87 17%	80 15%	17 15%	17 9%	19 11%	29 16%	29 17%	58 23%	34 11%	49 13%	87 21%	19 13%	29 10%	38 14%	75 22%	85 14%	85 18%	50 19%	40 14%	36 14%	16 11%	3 5%	24 26%	153 17%	18 11%	108 16%	42 14%	20 15%	38 13%	132 17%	38 11%	133 18%	81 13%	89 20%	
Very unfavourable (-2)	181 17%	104 20%	76 14%	9 7%	21 11%	35 20%	32 17%	34 20%	50 23%	30 10%	67 19%	84 20%	9 6%	42 14%	53 20%	68 20%	104 17%	77 16%	44 17%	52 18%	43 17%	12 8%	14 27%	16 16%	144 16%	37 22%	113 17%	41 14%	27 20%	32 11%	149 19%	46 14%	135 18%	101 16%	80 18%	
Don't know	98 9%	24 5%	73 13%	24 21%	23 12%	13 7%	17 9%	13 8%	8 3%	47 16%	30 8%	21 5%	25 18%	33 11%	21 8%	15 4%	50 8%	48 10%	22 9%	27 9%	20 8%	15 10%	3 6%	11 12%	86 9%	12 7%	51 8%	31 11%	16 12%	29 10%	69 9%	19 6%	79 10%	54 8%	44 10%	
Net: Very/Fairly favourable	299 27%	166 31%	130 24%	44 37%	61 33%	53 30%	48 26%	38 22%	56 22%	104 35%	101 28%	94 22%	56 40%	92 32%	65 25%	72 21%	184 30%	115 24%	62 24%	64 22%	77 30%	59 40%	14 27%	24 25%	262 29%	37 22%	186 28%	82 28%	31 23%	102 34%	197 25%	128 38%	171 23%	212 33%	87 20%	
Net: Very/Fairly unfavourable	351 32%	191 36%	156 28%	26 22%	38 21%	55 31%	61 33%	64 38%	108 42%	64 21%	115 32%	172 40%	27 19%	72 25%	90 34%	143 42%	189 31%	162 34%	94 37%	93 33%	79 31%	29 19%	17 32%	40 42%	297 32%	55 32%	221 33%	83 29%	47 35%	71 24%	281 36%	84 25%	267 36%	182 28%	170 38%	
Net Difference	-52 -5%	-25 -5%	-26 -5%	18 15%	22 12%	-2 -1%	-13 -7%	-26 -15%	-52 -20%	40 13%	-15 -4%	-78 -18%	29 21%	21 7%	-26 -10%	-71 -21%	-5 -1%	-47 -10%	-32 -13%	-29 -10%	-2 -1%	30 21%	-3 -6%	-16 -17%	-34 -4%	-18 -11%	-35 -5%	-1 *	-16 -12%	32 11%	-84 -11%	44 13%	-96 -13%	30 5%	-83 -19%	
Mean	-0.16	-0.17	-0.15	0.21 GH*	0.14 HP*	-0.14	-0.18	-0.34	-0.39 *	0.17 KL	-0.16	-0.37	0.30 OP*	0.04 OP	-0.25	-0.40	-0.12	-0.22	-0.26	-0.27	-0.11	0.26 STUX*	-0.25 **	-0.34 *	-0.14	-0.30 *	-0.17	-0.06	-0.35 *	0.11 e	-0.26	0.11 g	-0.29	-0.01 i	-0.39	

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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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green 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	
		Conservative (B)	Labour (C)	Liberal Democrat (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)	
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	72 7%	13 4%	30 10%	5 6%	19 19%	40 9%	19 5%	19 8%	42 7%	52 13%	13 4%	30 13%	17 4%	72 24%	-	19 13%	32 7%	20 7%	37 7%	41 13%	17 4%	21 8%	36 8%	16 9%	37 7%	28 16%	22 5%	23 10%	39 6%	
Fairly favourable (1)	227 21%	39 11%	95 33%	27 35%	29 30%	122 28%	49 13%	46 18%	152 26%	136 33%	34 9%	95 39%	38 10%	227 76%	-	40 28%	95 20%	46 16%	142 26%	103 32%	57 14%	53 22%	110 23%	32 18%	136 25%	37 20%	102 25%	41 18%	167 28%	
Neither favourable nor unfavourable (0)	340 31%	120 34%	83 28%	27 35%	27 28%	137 32%	128 33%	88 35%	161 28%	114 28%	106 29%	80 33%	73 19%	-	-	20 14%	129 27%	104 36%	147 27%	91 28%	118 29%	79 33%	136 29%	43 25%	161 30%	50 28%	114 28%	63 27%	195 32%	
Fairly unfavourable (-1)	170 16%	73 21%	40 14%	11 14%	11 12%	71 16%	72 19%	50 20%	84 15%	52 13%	90 24%	20 8%	103 27%	-	170 49%	33 23%	101 21%	66 22%	67 13%	50 15%	89 22%	45 19%	80 17%	43 25%	87 16%	39 22%	81 20%	33 14%	87 14%	
Very unfavourable (-2)	181 17%	96 27%	39 13%	7 9%	6 6%	44 10%	106 27%	44 17%	104 18%	37 9%	119 32%	10 4%	143 37%	-	181 51%	33 22%	113 23%	51 18%	106 20%	31 10%	119 29%	41 17%	95 20%	35 20%	97 18%	24 20%	82 29%	68 29%	62 10%	
Don't know	98 9%	10 3%	5 2%	2 3%	4 4%	20 5%	16 4%	6 3%	38 6%	16 4%	7 2%	7 3%	10 3%	-	-	*	13 3%	5 2%	38 7%	11 3%	12 3%	3 1%	17 4%	2 1%	25 5%	2 1%	11 3%	4 2%	55 9%	
Net: Very/Fairly favourable	299 27%	52 15%	125 43%	32 41%	48 50%	162 37%	68 17%	66 26%	194 33%	188 46%	47 13%	125 52%	55 14%	299 100%	-	59 41%	127 26%	66 23%	179 33%	144 44%	74 18%	73 30%	145 31%	48 28%	173 32%	65 36%	124 30%	64 28%	206 34%	
Net: Very/Fairly unfavourable	351 32%	169 48%	79 27%	16 21%	18 18%	115 26%	177 46%	94 37%	188 32%	89 22%	209 57%	30 12%	246 64%	-	351 100%	66 45%	214 44%	117 40%	173 32%	81 25%	207 51%	87 36%	175 37%	78 46%	184 34%	64 35%	163 39%	100 43%	148 25%	
Net Difference	-52 -5%	-117 -33%	46 16%	16 20%	30 32%	47 11%	-110 -28%	-28 -11%	6 1%	99 24%	-162 -44%	95 39%	-191 -50%	299 100%	-351 -100%	-7 -5%	-87 -18%	-51 -17%	6 1%	63 19%	-134 -33%	-13 -5%	-30 -6%	-30 -18%	-11 -2%	1 1%	-39 -9%	-36 -16%	58 10%	
Mean	-0.16	-0.59	0.13	0.20	0.46	0.10	-0.53	-0.21	-0.10	0.29	-0.74	0.49	-0.85	1.24	-1.51	-0.14	-0.36	-0.29	-0.13	0.23	-0.59	-0.14	-0.20	-0.29	-0.14	0.03	-0.25	-0.36	0.06	

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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 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 Minimum Base: 30 (**); Small Base: 100 (*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

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

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	CZDE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443
Very favourable (2)	33 3%	19 4%	14 3%	3 3%	6 3%	5 3%	2 1%	8 5%	9 3%	9 3%	7 2%	17 4%	4 3%	10 3%	3 1%	16 5%	18 3%	15 3%	10 4%	10 4%	5 2%	6 4%	* *	3 3%	32 3%	1 1%	25 4%	5 2%	3 2%	15 5%	19 2%	14 4%	19 3%	23 4%	10 2%
Fairly favourable (1)	112 10%	71 13%	40 7%	10 9%	33 18%	16 9%	18 10%	16 9%	20 8%	43 14%	34 9%	36 8%	15 11%	43 15%	24 9%	27 8%	66 11%	46 10%	25 10%	37 13%	23 9%	22 15%	3 *	2 *	96 10%	16 10%	81 12%	21 7%	10 7%	45 15%	67 8%	40 12%	72 10%	77 12%	36 8%
Neither favourable nor unfavourable (0)	250 23%	107 20%	141 26%	32 27%	50 27%	35 20%	48 26%	42 25%	43 17%	82 27%	83 23%	85 20%	37 26%	77 26%	57 22%	70 21%	137 22%	113 24%	54 21%	63 22%	55 22%	49 34%	10 19%	19 20%	220 24%	31 18%	144 22%	71 24%	35 26%	80 27%	170 22%	75 22%	175 23%	151 23%	100 22%
Fairly unfavourable (-1)	154 14%	79 15%	74 13%	18 16%	23 13%	26 15%	23 12%	17 10%	46 18%	42 14%	49 14%	63 15%	23 16%	36 12%	34 13%	50 15%	74 12%	80 17%	36 14%	43 15%	37 15%	7 5%	6 11%	25 26%	125 14%	29 17%	97 15%	43 15%	13 10%	35 12%	119 15%	46 14%	108 14%	87 13%	67 15%
Very unfavourable (-2)	330 30%	187 36%	140 25%	18 16%	27 15%	53 31%	62 33%	53 31%	116 45%	45 15%	116 32%	169 40%	21 15%	57 19%	94 36%	135 40%	210 34%	120 25%	83 32%	77 27%	85 34%	31 21%	23 44%	30 32%	268 29%	62 37%	197 30%	78 27%	54 40%	68 23%	261 33%	99 29%	231 31%	175 27%	155 35%
Don't know	209 19%	64 12%	142 26%	35 30%	46 25%	39 22%	34 18%	33 20%	22 8%	81 27%	73 20%	55 13%	42 30%	70 24%	50 19%	42 12%	108 18%	100 21%	50 19%	54 19%	47 19%	32 22%	10 19%	16 17%	179 19%	30 18%	118 18%	72 25%	19 14%	55 18%	154 19%	65 19%	144 19%	132 21%	76 17%
Net: Very/Fairly favourable	146 13%	90 17%	54 10%	13 11%	39 21%	21 12%	20 11%	24 14%	29 11%	52 17%	41 11%	53 12%	19 14%	53 18%	27 10%	42 12%	84 14%	61 13%	34 13%	47 17%	28 11%	27 19%	3 7%	5 5%	128 14%	17 10%	105 16%	27 9%	13 10%	60 20%	86 11%	55 16%	91 12%	100 15%	46 10%
Net: Very/Fairly unfavourable	483 44%	267 51%	214 39%	36 31%	50 27%	79 46%	86 46%	69 41%	162 63%	87 29%	165 46%	232 54%	44 31%	93 32%	128 49%	184 54%	284 46%	200 42%	120 46%	120 42%	122 48%	38 26%	29 56%	55 58%	393 43%	91 54%	294 44%	121 42%	68 50%	104 35%	380 48%	145 43%	339 45%	262 41%	222 50%
Net Difference	-338 -31%	-176 -33%	-159 -29%	-23 -20%	-12 -6%	-59 -34%	-66 -35%	-46 -27%	-133 -52%	-35 -12%	-124 -34%	-179 -42%	-24 -17%	-40 -14%	-101 -38%	-142 -42%	-199 -32%	-139 -29%	-85 -33%	-73 -26%	-94 -37%	-10 -7%	-25 -49%	-50 -53%	-265 -29%	-73 -44%	-189 -29%	-95 -33%	-54 -40%	-44 -15%	-294 -37%	-90 -27%	-248 -33%	-162 -25%	-176 -40%
Mean	-0.72	-0.74	-0.70	-0.47 *	-0.23 FGH*	-0.80 *	-0.82 *	-0.66 I	-1.02 *	-0.32 KL	-0.81	-0.89	-0.41 OP*	-0.39 OP	-0.90	-0.88	-0.77	-0.65	-0.76	-0.61	-0.85	-0.31 SUW*	-1.15 **	-0.98 *	-0.68	-0.96 *	-0.66	-0.76	-0.91 *	-0.40 e	-0.84	-0.64	-0.76	-0.61 I	-0.87

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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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

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Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

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

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	
		Conservative (B)	Labour (C)	Liberal Democrat (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Braverman (X)	Unfavourable to Braverman (Y)	Favourable to Barclay (Z)	Unfavourable to Barclay (a)	Positive impact (b)	Negative impact (c)	
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very favourable (2)	33 3%	20 6% c	5 2%	2 3%*	5 6%*	6 1%	24 6%F	13 5%Q	12 2%Q	11 3%Q	20 5%IQ	9 4%Q	21 5%IQ	13 4%IQ	19 5%IQ	33 23%HIKLMNOQ	-	13 4%Y	15 3%Y	10 3%Y	19 5%Ya	18 8%RSTUVWYa	13 3%Y	23 14%RSTUVWYZa	2 *	15 8%RSTUVYa	7 2%Y	22 10%c	2 *	
Fairly favourable (1)	112 10%	48 14% c	17 6%	7 9%*	14 15% c*	28 6%F	59 15% F	25 21% IKLMOQ	42 4%Q	42 10% IQ	28 11% IQ	41 12% IQ	47 11% IQ	47 13% IQ	47 13% IQ	112 77% HIKLMNOQ	-	49 17% SUWYa	32 6%SWYa	39 12% SWYa	47 11% SWYa	38 16% SWYa	31 7% Y	45 26% RSTUVWYa	24 4%RSTUVWYa	54 30% RSTUVWYa	25 6% c	57 25% c	21 3%	
Neither favourable nor unfavourable (0)	250 23%	84 24%	61 21%	13 *	21 22% *	78 18%	90 23%	77 30% IKMNOQ	102 18% OPQ	98 24% IMOPQ	71 19% OPQ	57 15% IMOPQ	59 21% PQ	62 13% OPQ	42 12% PQ	-	-	83 28% SUWYa	91 17% SWYa	75 23% SWYa	82 20% SWYa	61 25% SWYa	73 15% SWYa	47 27% SWYa	76 14% SWYa	57 32% STUVYa	56 14% STUVYa	55 24% STUVYa	123 20%	
Fairly unfavourable (-1)	154 14%	62 18%	41 14%	8 11% *	18 19% *	64 15% P	72 19%	36 14% P	91 16% NP	54 13% P	60 16% P	34 14% P	72 19% NP	33 11% P	57 16% P	-	154 32% HIKLMNOP	44 15% STUVYa	78 15% SWYa	43 13% SWYa	64 16% SWYa	31 13% ST	86 18% ST	19 11% STXZ	104 19% STXZ	20 11% STXZ	71 17% STXZ	34 15% STXZ	87 14%	
Very unfavourable (-2)	330 30%	95 27% B	120 41% B	30 39% *	27 28% *	192 44% G	91 24% P	55 22% HLNP	244 42% HP	136 33% HP	136 37% HP	77 32% HP	158 41% HINP	94 32% HP	157 45% HIKLN	-	330 68% HIKLMNOP	69 24% XZ	225 38% RUVXZ	125 36% RXZ	146 32% RXZ	77 42% RXZ	198 42% RUVXZ	26 15% RSTUVWXZ	260 48% RSTUVWXZ	22 12% RSTUVWXZ	207 50% RSTUVWXZ	47 20% b	231 38% b	
Don't know	209 19%	42 12%	47 16%	16 21% *	10 10% *	67 15% P	52 13% PQ	22 9% HKMOPQ	107 19% HMOPQ	67 16% PQ	42 11% PQ	37 15% HMOPQ	34 9% PQ	51 17% HMOPQ	29 8% PQ	-	-	35 12% VX	97 18% TUVWXYZa	36 11% VX	52 13% VX	17 7% VXZa	72 15% VXZa	12 7% VXZa	76 14% VXZa	13 7% VXZa	45 11% VXZa	16 7% VXZa	139 23% b	
Net: Very/Fairly favourable	146 13%	68 19% c	23 8%	10 12% *	20 20% c*	33 8%	83 21% F	65 26% IKLMQ	37 6% Q	53 13% IQ	62 17% IQ	37 15% IQ	62 16% IQ	59 20% IQ	66 19% IQ	146 100% HIKLMNOQ	-	62 21% STUVYa	47 9% Y	48 15% SWYa	66 16% SWYa	56 23% STUVYa	44 9% Y	68 40% RSTUVWYa	27 5% RSTUVWYa	69 38% RSTUVWYa	32 8% Y	79 34% c	23 4%	
Net: Very/Fairly unfavourable	483 44%	157 45% B	161 55% B	39 50% *	45 47% *	255 59% G	164 42% P	90 36% HLNP	334 58% HP	190 47% HP	196 53% HNP	111 46% HP	229 60% HILNP	127 42% P	214 61% HIKLN	-	483 100% HIKLMNOP	113 39% XZ	303 56% RXZ	168 51% RXZ	210 51% RXZ	108 45% XZ	285 60% RSTUVXZ	45 26% RSTUVXZ	364 67% RSTUVWXZ	42 23% RSTUVWXZ	278 67% RSTUVWXZ	81 35% b	319 53% b	
Net Difference	-338 -31%	-89 -25%	-138 -47%	-29 -38% *	-26 -27% *	-222 -51% G	-81 -21% P	-25 -10% P	-297 -51% HMOPQ	-137 -34% PQ	-134 -36% PQ	-74 -30% PQ	-168 -44% HMOPQ	-68 -23% PQ	-148 -42% PQ	146 100% HIKLMNOQ	-483 -100% HIKLMNOP	-51 -17% STUVYa	-256 -48% SWYa	-120 -37% SWYa	-144 -35% SWYa	-52 -21% STUVYa	-241 -51% Y	23 13% RSTUVWYa	-337 -62% RSTUVWYa	26 15% RSTUVWYa	-246 -60% RSTUVWYa	-2 -1% c	-296 -49% b	
Mean	-0.72	-0.53 c	-1.03	-0.93 *	-0.55 c*	-1.11	-0.44 F	-0.29 IKLMNOQ	-1.12 Q	-0.77 IQ	-0.76 IQ	-0.69 IQ	-0.87 IQ	-0.60 HMOPQ	-0.89 IQ	1.23 HIKLMNOQ	-1.68	-0.41 STUVYa	-1.06 Ya	-0.81 SWYa	-0.76 SWYa	-0.49 STUVYa	-1.06 Ya	0.13 RSTUVWYa	-1.27	0.12 RSTUVWYa	-1.22	-0.12 c	-1.13	

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 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 Minimum Base: 30 (** Small Base: 100*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360			
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443			
Very positive (2)	90 8%	56 11% c	35 6%	6 5%	14 8%	9 5%	13 7%	8 5%	40 16% DFGH	20 7%	22 6%	48 11% k	8 6%	21 7%	13 5%	40 12% o	53 9%	37 8%	19 7%	27 10%	17 7%	20 14%	1 3%	6 7%	76 8%	14 8%	61 9%	14 5%	15 11% *	28 9%	62 8%	37 11% g	53 7%	54 8%	36 8%			
Fairly positive (1)	141 13%	92 17% c	49 9%	18 15%	28 15%	20 12%	17 9%	25 15%	32 13%	47 15%	37 10%	57 14%	21 15%	43 15%	26 10%	50 15%	91 15%	50 11%	28 11%	33 12%	41 16%	26 18% *	8 15% *	6 7% *	128 14%	13 8%	101 15%	31 11%	9 7% *	52 17% e	89 11%	52 15%	89 12%	80 12%	62 14%			
Made no difference (0)	177 16%	94 18%	83 15%	10 9%	33 18%	38 22% DI	35 19% D	34 20% DI	27 11%	43 14%	73 20%	61 14%	14 10%	53 18% M	53 20% M	52 15%	76 12%	102 21% Q	49 19% V	51 18%	40 16%	13 9% *	13 25% v*	12 13% *	152 17%	25 15%	107 16%	47 16%	24 17% *	66 22% e	111 14%	42 12%	135 18% f	113 17%	65 15%			
Fairly negative (-1)	262 24%	106 20%	153 28% B	37 32% H	39 21%	42 24%	43 23%	33 20%	67 26%	76 25%	85 24%	101 24%	41 29%	64 22%	66 25%	80 23%	147 24%	115 24%	58 23%	81 28%	63 25%	26 18% *	14 25% *	20 21% *	210 23%	52 31%	161 24%	72 25%	29 22% *	59 20%	203 26%	70 21%	192 26%	138 21%	124 28%			
Very negative (-2)	342 31%	162 31%	176 32% B	33 28% H	53 29%	54 31%	64 34%	58 34%	80 31%	86 28%	118 33%	138 32%	44 31%	86 30%	85 32%	100 30%	209 34%	132 28%	84 32%	76 27%	75 30%	49 34% *	13 25% *	45 47% STUW*	289 31%	53 31%	201 30%	93 32%	48 35% *	73 24%	269 34% d	124 37% g	217 29%	211 33%	130 29%			
Don't know	76 7%	18 3%	55 10% B	13 11% I	18 10%	10 6%	15 8%	10 6%	9 4%	31 10% L	25 7%	20 5%	14 10%	25 9%	19 7%	18 5%	37 6%	39 8%	21 8%	16 6%	17 7%	13 9% *	2 5% *	6 7% *	64 7%	12 7%	32 5%	34 12% a	10 7% *	21 7%	55 7%	14 4%	62 8% f	49 8%	26 6%			
Net: Very/Fairly positive	231 21%	148 28% c	84 15%	24 20%	43 23%	29 17%	30 16%	33 20%	73 28% FG	66 22%	59 16%	106 25% k	29 20%	63 22%	39 15%	90 26% o	144 23%	88 18%	47 18%	60 21%	58 23%	46 31% sx*	9 17% *	13 13% *	204 22%	27 16%	162 24% b	45 15%	25 18% *	80 27% e	151 19%	89 26% g	142 19%	133 21%	98 22%			
Net: Very/Fairly negative	604 55%	268 51% B	329 60% B	70 60% H	92 50%	96 55%	107 57%	91 54%	147 57%	162 54%	203 56%	238 56%	86 60%	151 52%	151 58%	179 53%	357 58%	247 52%	142 55%	157 55%	138 55%	75 51% *	27 53% *	64 68% *	499 54%	104 62%	361 55%	165 57%	77 57% *	131 44%	472 60% d	194 57%	410 55%	349 54%	254 57%			
Mean	-0.62	-0.44 c	-0.78	-0.70 *	-0.53 *	-0.68	-0.75	-0.68	-0.46 *	-0.60	-0.72	-0.55	-0.73 *	-0.57	-0.75	-0.47 o	-0.64	-0.58	-0.68	-0.54 x	-0.59 x	-0.44 x*	-0.61 *	-1.01 *	-0.59	-0.74 *	-0.54 b	-0.78	-0.68 *	-0.34 e	-0.72	-0.59	-0.63	-0.63	-0.60			

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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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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	Positive impact	Negative impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very positive (2)	90 8%	49 14%	23 8%	6 7%	8 8%	13 3%	72 19%	55 22%	22 4%	36 9%	48 13%	21 9%	46 12%	25 8%	43 12%	32 22%	28 6%	47 16%	33 6%	34 10%	48 12%	45 19%	27 6%	41 24%	28 5%	49 27%	21 5%	90 39%	- -	
Fairly positive (1)	141 13%	77 22%	24 8%	7 9%	16 17%	23 5%	95 24%	64 25%	35 6%	51 13%	58 16%	30 12%	59 15%	38 13%	57 16%	48 33%	53 11%	63 22%	35 7%	37 11%	61 15%	56 23%	34 7%	47 28%	34 6%	47 28%	21 5%	141 61%	- -	
Made no difference (0)	177 16%	80 23%	34 12%	3 4%	16 16%	33 8%	94 24%	40 16%	85 15%	37 9%	90 24%	25 10%	90 24%	24 8%	85 24%	38 26%	65 13%	51 17%	75 14%	35 11%	92 23%	28 12%	80 17%	25 14%	72 13%	26 14%	63 15%	- -	- -	
Fairly negative (-1)	262 24%	92 26%	56 19%	22 28%	22 23%	120 28%	74 19%	63 25%	136 24%	82 20%	94 25%	56 23%	79 21%	70 23%	74 21%	16 11%	108 27%	79 23%	122 23%	64 19%	107 26%	64 26%	95 20%	43 25%	139 26%	41 22%	88 21%	- -	262 43%	
Very negative (-2)	342 31%	43 12%	146 50%	38 49%	32 33%	233 54%	36 9%	27 11%	282 49%	188 46%	62 17%	104 43%	97 25%	136 46%	75 21%	7 5%	210 44%	45 15%	253 47%	154 47%	83 20%	41 17%	223 47%	9 5%	256 47%	13 7%	208 51%	- -	342 57%	
Don't know	76 7%	11 3%	8 3%	2 3%	2 2%	12 3%	17 4%	5 2%	19 3%	13 3%	18 5%	5 2%	13 3%	5 2%	18 5%	5 4%	18 4%	8 3%	20 4%	4 1%	18 4%	8 3%	14 3%	6 4%	15 3%	5 3%	11 3%	- -	- -	
Net: Very/Fairly positive	231 21%	126 36%	47 16%	13 16%	25 26%	36 8%	167 43%	119 47%	57 10%	87 21%	106 29%	51 21%	105 27%	64 21%	100 29%	79 55%	81 17%	111 38%	68 13%	71 22%	109 27%	101 42%	61 13%	88 51%	61 11%	96 53%	42 10%	231 100%	- -	
Net: Very/Fairly negative	604 55%	134 38%	202 69%	60 77%	54 56%	352 81%	111 28%	90 36%	419 72%	270 66%	156 42%	160 66%	176 46%	206 69%	148 42%	23 16%	319 66%	123 42%	375 70%	218 67%	191 46%	105 43%	317 67%	53 31%	395 73%	54 30%	297 72%	- -	604 100%	
Mean	-0.62	-0.01 CDE	-0.98	-1.05 *	-0.56 C*	-1.27	0.25 F	0.22 UKLMNOQ	-1.11	-0.85 I	-0.18 IUNQ	-0.81 I	-0.33 IUNQ	-0.86 I	-0.24 IUNQ	0.58 HIKLMNOQ*	-0.90 I	-0.03 STUWYa	-1.02	-0.83 SYa	-0.30 STWYa	* STUWYa	-0.99 a	0.40 RSTUWYa	-1.06	0.44 RSTUWYa	-1.10	1.39 c	-1.57	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - Summary

All Adults aged 18-75 in Great Britain

	Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak?											
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He is going to make the country a better place	He is a capable leader	He understands the problems facing Britain	He is good in a crisis	He pays attention to detail	He is a strong leader	He shares my values	I trust him to get the big decisions right	He is an experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038
Weighted base	998	998	998	998	998	998	998	998	998	998	998	998
Does apply	290 29% BDJ	171 17% BDJ	256 26% B	234 23% B	334 33% ABCDGHIJKL	316 32% BCDIJKL	295 30% BCDIJKL	373 37% ABCDEFGHIJKL	261 26% BJ	224 22% B	264 26% BDJ	258 26% BJ
Does not apply	478 48% H	663 67% ACDEFGHIJKL	582 58% AEFGHIK	547 55% AEGH	472 47% H	529 53% AEGH	472 47% H	426 43% H	544 55% AEGH	574 58% AEFGH	546 55% AEGH	563 56% AEGH
Don't know	230 23% BCEFIKL	163 16% BCEFIKL	160 16% BCEFIKL	216 22% BCFKL	192 19% CF	153 15% CF	230 23% BCEFIKL	198 20% BCF	192 19% BCF	199 20% BCF	188 19% F	176 18% F

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 Minimum Base: 30(**) Small Base: 100(*)

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

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is an honest person

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312	
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349	
Does apply	301 29%	164 32%	136 26%	31 21%	46 24%	52 29%	53 29%	60 34%	59 36%	77 23%	105 29%	119 35%	36 21%	79 26%	79 30%	108 35%	190 32%	111 25%	76 31%	74 27%	74 31%	49 33%	10 20%	18 20%	259 29%	43 28%	213 34%	61 19%	28 27%	112 36%	189 26%	130 35%	172 26%	195 28%	106 30%	
Does not apply	501 48%	256 50%	240 46%	77 53%	101 54%	94 52%	94 51%	78 44%	57 35%	178 54%	187 51%	135 40%	98 57%	155 52%	129 49%	119 39%	280 47%	221 50%	116 47%	140 51%	109 46%	63 43%	24 50%	49 55%	425 48%	76 49%	279 45%	171 54%	51 48%	145 46%	356 49%	175 47%	326 49%	359 52%	141 41%	
Don't know	236 23%	89 18%	144 28%	36 25%	41 22%	34 19%	38 20%	41 23%	46 28%	77 23%	72 20%	87 25%	37 22%	65 22%	56 21%	78 26%	127 21%	109 25%	52 21%	57 21%	54 23%	36 24%	15 30%	22 25%	201 23%	35 23%	126 20%	84 27%	26 25%	55 18%	181 25%	67 18%	169 25%	135 20%	101 29%	

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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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is an honest person

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	301 29%	167 53% CE	45 15%	30 42% CE*	20 22% *	123 30%	131 38%	153 65% UJKLMNOQ	69 13%	104 26% I	134 40% IJMNQ	96 41% IJMNQ	112 31% I	96 32% IJ	112 36% IJQ	76 54% UJKLMNOQ	122 28% I	182 67% STUWYa	46 9%	91 29% SWYa	127 34% SWYa	147 67% STUWYa	60 13% S	102 65% STUWYa	85 17% SW	109 66% STUWYa	56 15% S	116 55% c	116 20%	
Does not apply	501 48%	79 25%	202 70% BD	31 43% B*	56 60% BD*	202 50%	155 45%	48 20%	384 70% HIJKLMNOQ	237 59% HKLNOP	133 40% H	102 43% H	191 53% HKLOP	159 53% HKLP	142 45% HP	48 34% H	243 55% HKLOP	44 16%	391 77% RTUVXYZa	181 58% RUVXZ	175 47% RVXZ	35 16%	332 74% RTUVXYZ	30 19%	342 67% RTUVXZ	36 22% RV	277 72% RTUVXYZ	54 26%	347 60% b	
Don't know	236 23%	70 22% C	43 15%	11 16% *	17 18% *	80 20%	62 18%	34 14%	95 17%	59 15%	65 20%	36 16%	56 16%	45 15%	59 19%	18 12%	75 17%	45 17%	71 14%	40 13%	73 20% STWZa	36 17%	58 13%	25 16%	84 16% Wa	19 11%	51 13%	39 18%	115 20%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is in touch with ordinary people

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	182 18%	101 20%	81 16%	31 21% H	42 22% H	36 20% H	26 14%	21 12%	27 16% *	72 22% L	62 17%	47 14%	36 21%	66 22% OP	37 14%	44 14%	118 20%	64 14%	39 16%	47 17%	44 18%	38 25% X*	7 15% *	8 9% *	167 19% Z	15 10%	131 21% b	38 12%	13 13% *	90 29% e	92 13%	87 24% g	95 14%	135 20% i	47 13%
Does not apply	689 66%	344 68%	336 65%	87 60%	106 56%	112 62%	139 75% DEF	131 73% DEF	114 70% E*	192 58%	251 69%	245 72% J	105 61%	170 57%	195 74% MN	219 72% N	398 67%	291 66%	168 V	180 66% V	161 68% V	79 54% *	33 68% *	67 76% V*	577 65%	112 73%	405 66%	210 67%	74 70% *	180 57%	509 70% d	235 63%	454 68%	456 66%	233 67%
Don't know	167 16%	64 12%	103 20% B	27 19%	41 22% G	31 17%	20 11%	27 15%	21 13% *	68 20%	51 14%	48 14%	30 18%	63 21% O	32 12%	42 14%	80 13%	87 20% Q	37 15%	44 16%	33 14%	31 21% *	9 18% *	13 15% *	141 16%	26 17%	82 13%	67 21% a	18 17% *	43 14%	125 17%	49 13%	118 18%	98 14%	69 20%

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22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is in touch with ordinary people
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	182 18%	79 25% C	32 11%	18 24% C*	19 21% C*	71 18%	70 20%	117 50% IJKLMNOQ	26 5%	74 18% IQ	70 21% IQ	64 27% IJMQ	60 17% I	67 22% IQ	66 21% IMQ	60 42% IJKLMNOQ	61 14% I	120 44% STUVWYa	19 4% SWYa	64 21% SWYa	70 19% SWYa	98 45% STUVWYa	22 5% STUVWYa	76 49% STUVWYa	37 7% SW	95 58% RSTUVWXYa	25 7% S	92 44% c	55 9%	
Does not apply	689 66%	195 62% BDE	237 82% BDE	47 65% *	62 67% *	289 71%	242 69%	91 39%	484 88% HIJKLMNOQ	291 73% HLP	225 68% HP	150 64% HP	252 70% HP	209 70% HP	209 67% HP	63 45% HJKLMNQP	337 77% Z	107 39% Z	467 92% RTUVWXYZa	224 72% RVXZ	265 71% RVXZ	98 45% Z	403 90% RTUVXYZ	63 40% Z	441 86% RTUVXZ	52 32% RTUVXZ	339 89% RTUVXZ	90 43% b	462 80% b	
Don't know	167 16%	42 13% C	20 7%	8 10% *	11 12% *	44 11%	36 10%	27 12%	38 7%	35 9%	37 11% I	20 9%	47 13% IN	24 8%	38 12% I	19 13% I	42 16% I	44 16% STUVWYZa	23 4% S	24 8% S	40 11% SWYa	21 10% Sa	25 5% Sa	17 11% SWa	33 6% S	17 10% S	19 5% S	28 13% S	62 11%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He has a lot of personality

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	270 26%	143 28%	127 24%	52 36% GH	61 32% GH	45 25% H	32 17% 15%	27 15% 15%	53 33% GH*	113 34% KL	77 21% 24%	81 24% 24%	58 34% O	92 31% O	43 16% 16%	77 25% O	159 27% 27%	111 25% 25%	62 24% 24%	65 29% 24%	68 35% X	51 23% X*	11 15% *	13 27% *	241 19% 27%	29 19% 19%	180 29% c	72 23% 23%	18 17% *	108 35% e	162 22% 22%	108 29% 29%	162 24% 24%	187 27% 27%	84 24% 24%
Does not apply	599 58%	309 61%	283 54%	61 42% 42%	89 47% 47%	105 58% 58%	134 73% 66%	118 66% 66%	93 57% D*	150 45% 45%	239 65% 62%	211 62% 62%	78 45% 45%	148 50% 50%	189 72% 72%	185 61% 61%	351 59% 59%	248 56% 56%	149 61% 61%	168 62% 62%	125 52% 52%	63 42% 42%	34 69% v*	62 70% UV*	499 56% 56%	100 65% 65%	355 57% 57%	171 54% 54%	73 70% b*	157 50% 50%	443 61% 61%	205 55% 55%	394 59% 59%	396 58% 58%	203 58% 58%
Don't know	169 16%	57 11%	110 21% B	32 22% GI	38 20% GI	30 17% 17%	19 10% 10%	33 19% 19%	16 10% G	70 21% K	49 13% 13%	49 14% 14%	35 21% O	59 20% O	32 12% 12%	43 14% 14%	87 15% 15%	82 19% 19%	34 14% 14%	38 19% 19%	45 23% *	34 8% *	4 15% 15%	14 16% 16%	24 16% 16%	83 13% 13%	72 23% a	13 13% 13%	48 15% 15%	121 17% 17%	59 16% 16%	110 16% 16%	106 15% 15%	62 18% 18%	

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Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He has a lot of personality
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	270 26%	114 36% C	50 17%	22 30% C*	24 26% *	103 25%	96 28%	134 57% IJKLMNOPQ	64 12%	114 28% IMQ	89 27% IMQ	87 37% IJKMNOQ	77 21% I	93 31% IMQ	87 28% IMQ	66 47% IJKMNOQ	86 20% I	155 57% STUWYz	50 10%	90 29% SWYz	89 24% SWYz	122 56% STUWYz	47 10%	82 52% STUWYz	78 15% SWa	104 64% STUWXYz	41 11%	120 58% c	109 19%	
Does not apply	599 58%	166 52%	211 73% BD	40 55% *	58 63% *	258 64%	212 61%	82 35% HIJKLMNPQ	431 79% HIJKLMNPQ	249 62% HLP	209 63% HLP	125 53% H	239 67% HLNP	175 58% HP	192 61% HP	64 45% H	312 71% HIKLNOP	85 31%	422 83% RTUVXYZ	191 61% RVXZ	250 67% RVXZ	71 33% Z	370 82% RTUVXYZ	58 37% Z	386 76% RTUVXZ	41 25%	312 81% RTUVXYZ	74 35%	399 69% b	
Don't know	169 16%	36 11%	28 10%	11 15% *	10 11% *	44 11%	39 11%	18 8%	54 10%	37 9%	34 10%	22 9%	43 12%	32 11%	33 11%	12 9%	42 9%	31 11%	37 7%	31 10%	36 10%	24 11%	33 7%	17 11%	47 9%	18 11%	31 8%	15 7%	71 12%	

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22-087220-32 - 11th - 14th August 2023

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Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is going to make the country a better place

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
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Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	243 23%	136 27% c	105 20%	34 23%	51 27%	41 23%	46 25%	32 18%	39 24% *	84 25%	87 24%	71 21%	40 23%	76 26%	59 22%	67 22%	162 27% R	80 18%	51 21%	59 22%	64 27% X	44 30% X*	13 26% *	11 13% *	214 24%	29 19%	174 28% b	50 16%	18 18% *	110 35% e	133 18%	103 28% g	139 21%	169 24%	74 21%
Does not apply	573 55%	270 53%	298 57%	81 56%	93 49%	92 51%	109 59%	110 61% E	88 55% *	174 52%	201 55%	198 58%	99 58%	150 50%	148 56%	176 58%	325 54%	248 56%	137 56%	155 57%	125 52%	75 50% *	24 49% *	58 66% *	491 55%	82 54%	323 52%	187 59%	63 60% *	144 46% d	429 59%	197 53%	376 56%	381 55%	192 55%
Don't know	222 21%	103 20%	117 23%	30 20%	44 24%	47 26%	31 17%	37 21%	34 21% *	74 22%	77 21%	71 21%	32 19%	72 24%	57 22%	61 20%	109 18%	113 26% Q	56 23%	58 21%	49 21%	29 20% *	12 25% *	19 21% *	180 20%	42 28%	121 20%	78 25%	23 22% *	59 19%	163 22%	72 19%	151 23%	140 20%	83 24%

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Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	243 23%	133 42% CDE	43 15%	17 24% *	14 15% *	83 20%	104 30% F	152 65% IJKLMNOPQ	31 6%	85 21% I	114 34% IJMNQ	72 31% I	88 24% I	76 25% I	93 30% IJMQ	62 43% IJKLMNOPQ	90 21% I	171 63% STUWYa	22 4%	70 22% SWYa	117 31% STWYa	137 63% STUWYa	31 7% S	93 59% STUWYa	63 12% SWa	108 66% STUWYa	37 10% SW	116 55% c	77 13%	
Does not apply	573 55%	111 35% BD	219 76% BD	43 60% B*	68 73% B*	251 62% G	179 52%	48 21% HIJKLMNOPQ	450 82% HIJKLMNOPQ	269 67% HKLMOP	152 46% H	124 53% HP	210 59% HKOP	190 63% HKLOP	156 50% H	57 40% H	275 62% HKLOP	43 16% RTUVWXYZa	449 88% RTUVWXYZa	209 67% RUVXZ	191 51% RVXZ	41 19% RTUVXYZ	374 83% RV	41 26% RV	384 75% RTUVXZ	34 21% RTUVXYZ	313 82% RTUVXYZ	56 27% b	404 70%	
Don't know	222 21%	73 23% CE	27 9%	12 17% *	11 12% *	72 18%	64 18%	34 15%	68 12%	46 11%	66 20% IJN	38 16% IJN	61 17% IJ	35 12% IJN	64 20% IJN	23 16% IJN	75 21% IJN	57 21% STWXYZa	38 7% STWXYZa	33 11% STWXYZa	68 18% STWXYZa	39 18% STWXYZa	45 18% S	23 15% S	65 13% SWa	22 13% SWa	34 9% SWa	37 18% SWa	98 17%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a capable leader

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	346 33%	180 35%	163 31%	40 28%	58 31%	59 33%	64 34%	60 34%	65 40% *	99 30%	122 33%	125 37%	46 27%	94 32%	90 34%	116 38% M	218 36% R	128 29%	81 33%	86 32%	92 39%	49 33% *	16 34% *	22 25% *	296 33%	50 33%	244 39% bc	76 24%	26 25% *	130 41% e	217 30%	141 38% g	205 31%	235 34%	111 32%
Does not apply	493 48%	248 49%	241 46%	68 47%	86 46%	84 47%	93 50%	90 50%	73 45% *	154 46%	177 48%	162 48%	88 51%	136 46%	128 49%	141 46%	281 47%	212 48%	121 50%	142 52%	100 42%	64 43% *	20 41% *	47 53% *	427 48%	66 43%	286 46%	157 50%	50 48% *	133 43%	360 50%	173 47%	320 48%	334 49%	159 45%
Don't know	199 19%	81 16%	116 22% b	36 25%	44 23%	37 21%	29 16%	29 16%	24 15% *	80 24% L	66 18%	53 16%	38 22%	68 23%	45 17%	47 16%	98 16%	101 23% q	42 17%	44 16%	46 19%	35 24% *	12 25% *	19 22% *	161 18%	37 24%	88 14%	82 26% a	29 27% a*	50 16%	149 21%	58 16%	141 21% f	119 17%	80 23%

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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(*)

22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a capable leader
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	346 33%	184 58% CDE	53 18%	28 38% C*	24 26% *	139 34%	141 40%	170 72% UJKLMNOQ	84 15%	114 29% I	149 45% IJMNOQ	107 46% IJMNQ	113 31% I	104 34% IJ	116 37% IJM	68 48% IJMNOQ	152 35% IJ	213 79% STUWXYZa	51 10%	100 32% SWYa	150 40% SWYa	165 76% STUWXYa	73 16% S	106 67% STUWYa	116 23% SWa	117 71% STUWYa	62 16% S	126 60% c	155 27%	
Does not apply	493 48%	93 29% BDE	208 72% BDE	31 43% *	49 53% B*	210 52%	163 47%	39 17% HJKLMNOQ	392 71% HJKLMNOQ	243 61% HKLNOP	136 41% H	95 40% H	198 55% HKLOP	154 51% HKLP	149 48% HK	55 39% H	242 55% HKLOP	32 12% RTUVWXYZa	408 80% RTUVWXYZa	179 57% RUVXZ	176 47% RVXZ	31 14% RTUVXYZ	334 74% RTUVXYZ	32 20% R	339 66% RTUVXZ	25 16% RTUVXYZ	290 76% RTUVXYZ	55 26% b	332 57%	
Don't know	199 19%	40 13%	28 10%	14 19% C*	19 20% C*	56 14%	44 13%	26 11%	73 13%	43 11%	46 14%	32 14%	48 13%	43 14%	48 15% Q	19 13%	46 10%	26 10%	50 10%	33 11%	48 13% a	21 10%	43 9%	19 12%	56 11% a	21 13%	31 8%	29 14%	92 16%	

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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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He understands the problems facing Britain

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	324 31%	169 33%	154 30%	44 31%	58 31%	57 32%	53 28%	47 26%	65 40% H*	103 31%	110 30%	112 33%	49 29%	93 31%	76 29%	106 35%	196 33%	128 29%	69 28%	94 34% X	92 39% SVX	39 26% *	17 35% X*	14 16% *	285 32%	39 26%	228 37% b	68 22%	28 27% *	123 39% e	201 28%	118 32%	206 31%	214 31%	110 32%
Does not apply	556 54%	277 54%	273 53%	76 53%	93 49%	91 51%	110 60%	104 58%	81 50% *	169 51%	202 55%	185 54%	97 57%	144 48%	151 57%	163 54%	317 53%	238 54%	132 54%	147 54%	111 47%	77 52% *	27 54% *	62 70% STUV*	468 53%	88 57%	313 51%	185 59%	58 56% *	139 45% d	417 57% d	204 55%	352 53%	376 55%	179 51%
Don't know	158 15%	63 12%	93 18% b	24 17%	37 20%	31 17%	22 12%	28 15%	15 9% *	61 18%	54 15%	43 13%	25 15%	60 20% p	37 14%	35 12%	83 14%	75 17%	43 18%	31 12%	35 15%	32 22% T*	5 11% *	12 14% *	131 15%	27 17%	77 12%	63 20% a	19 18% *	50 16%	108 15%	49 13%	109 16%	98 14%	60 17%

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Overlap formulae used

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22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He understands the problems facing Britain
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	324 31%	172 54% CDE	48 16%	25 34% C*	18 20% *	127 31%	132 38%	177 75% UJKLMNOQ	72 13%	100 25% I	148 45% IJMNQ	97 41% IJMNQ	105 29% I	87 29% I	119 38% IJMNQ	62 44% IJMNQ	133 30% I	192 71% STUWYa	56 11%	83 27% SWYa	142 38% STWYa	160 73% STUWYa	58 13%	104 67% STUWYa	103 20% SWa	113 69% STUWYa	50 13%	120 57% c	148 25%	
Does not apply	556 54%	113 36%	216 75% BD	36 50% *	65 71% BD*	232 57%	183 53%	43 18% HIJKLMNOQ	427 78% HIJKLMNOQ	261 65% HKLOP	158 47% H	114 49% H	216 60% HKLOP	180 60% HKLP	161 52% H	62 44% H	270 61% HKLOP	51 19%	418 82% RTUVXYZ	207 67% RUVXZ	196 52% RVXZ	41 19%	367 82% RTUVXYZ	38 24%	365 71% RUVXZ	39 24%	303 79% RTUVXYZ	65 31%	369 64% b	
Don't know	158 15%	31 10%	25 9%	12 16% *	9 9% *	45 11%	34 10%	15 6%	49 9%	39 10%	26 8%	24 10%	38 11%	33 11%	33 11%	18 12% H	37 8% W	28 10% W	35 7% W	21 7% W	36 10% W	17 8% W	25 5% W	14 9% W	44 9% W	11 7% W	30 8% W	25 12% W	62 11% W	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is good in a crisis

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	306 29%	156 31%	147 28%	39 27%	48 25%	56 31%	51 27%	49 27%	64 40% E*	87 26%	106 29%	113 33%	44 25%	87 29%	70 26%	105 35%	183 31%	123 28%	67 27%	79 29%	83 35%	41 28%	19 40%	17 19%	261 29%	45 30%	212 34% b	63 20%	31 29% *	120 38% e	186 26%	123 33%	183 27%	210 31%	96 27%
Does not apply	492 47%	254 50%	232 45%	68 47%	92 49%	83 46%	92 50%	89 50%	67 41% *	160 48%	176 48%	156 46%	87 51%	136 46%	130 49%	138 45%	283 47%	209 47%	119 49%	131 48%	104 44%	66 44%	23 47%	49 55%	423 48%	69 45%	275 45%	166 53% a	50 48% *	128 41%	364 50% d	164 44%	327 49%	338 49%	153 44%
Don't know	240 23%	98 19%	141 27% b	37 26%	49 26%	41 23%	42 23%	41 23%	31 19% *	86 26%	83 23%	72 21%	40 24%	75 25%	64 24%	61 20%	130 22%	110 25%	59 24%	61 22%	51 21%	42 28% *	7 13% *	22 25% *	201 23%	40 26%	131 21%	86 27%	24 23% *	64 21%	176 24%	84 23%	156 23%	140 20%	100 29% h

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22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is good in a crisis
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	306 29%	155 49% CDE	53 18%	25 34% C*	19 21% *	119 29%	125 36%	144 61% UJKLMNO PQ	78 14%	103 26% I	135 41% IJMNOQ	98 42% IJMNQ	94 26% I	86 28% I	108 34% IJM	61 43% IJMNQ	126 29% I	194 71% STUWXYa	55 11%	92 30% SWYa	131 35% SWYa	146 67% STUWYa	62 14% S	93 60% STUWYa	100 20% SWa	106 65% STUWYa	49 13%	113 54% c	128 22%	
Does not apply	492 47%	88 28% BD	199 69%	35 49% B*	54 58% B*	212 52%	153 44%	53 23% HIJKLMNO PQ	382 70% HIJKLMNO PQ	232 58% HKLOP	142 43% H	97 41% H	201 56% HKLOP	166 55% HKLP	151 48% HP	54 38% H	253 58% HKLOP	33 12% RTUVXYZ	386 76% RTUVXYZ	173 56% RVXZ	180 48% RVXZ	38 17% R	331 74% RTUVXYZ	38 24% RV	326 64% RTUVXZ	35 21% R	283 74% RTUVXYZ	61 29%	335 58% b	
Don't know	240 23%	73 23% C	37 13%	12 17% *	20 21% *	74 18%	70 20%	37 16%	88 16%	65 16%	56 17%	40 17%	64 18%	49 16%	54 17%	27 19%	61 14%	45 16%	68 13%	46 15%	63 17% W	33 15% W	57 13% W	25 16% W	85 17% SWa	23 14%	52 14%	35 17%	116 20%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He pays attention to detail

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312	
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349	
Does apply	386 37%	220 43% C	163 31%	36 25%	62 33%	68 38% D	71 38% D	64 36%	84 52% DEGH*	99 30%	139 38%	149 44% J	43 25%	102 34%	104 39% M	138 45% MN	246 41% R	140 32%	90 37%	110 40% X	95 40% X	49 33% *	22 44% X*	22 25% *	317 36%	69 45%	256 42% b	93 29%	37 35% *	119 38%	267 37% e	158 43% e	228 34%	257 37%	129 37%	
Does not apply	443 43%	219 43%	219 42%	66 45%	84 45%	79 44%	79 43%	75 42%	61 38% *	149 45%	157 43%	136 40%	83 49%	133 45%	107 41%	120 39%	246 41%	197 45%	108 44%	123 45% T	87 37% T	59 40% T	20 42% T	45 51% U*	383 43%	60 39%	260 42%	135 43%	48 46% *	132 42%	311 43%	148 40% e	295 44%	301 44%	142 41%	
Don't know	209 20%	69 14%	139 27% B	43 FI	42 I	33 18%	36 19%	39 22% I	16 10% *	84 25% L	69 19%	55 16%	45 26% P	64 21%	53 20%	47 15%	105 18%	104 24%	46 19%	38 14%	56 24% T	40 27% T*	7 14% *	21 24% *	184 21%	25 16%	101 16%	87 28% a	20 19% *	62 20%	147 20%	65 17% e	144 22%	131 19%	78 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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He pays attention to detail
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	386 37%	203 64% CDE	63 22%	34 47% C*	28 30% *	162 40%	156 45%	171 73% UJKLMNOQ	123 22%	130 33% I	167 50% IJMNQ	117 50% IJMNQ	139 39% I	119 40% IJ	142 46% IJM	80 57% IJMNQ	176 40% IJ	207 76% STUWYa	96 19%	111 36% SWYa	169 45% STWYa	165 76% STUWYa	96 21%	109 70% STUWYa	146 28% SWa	117 72% STUWYa	91 24% S	128 61% c	184 32%	
Does not apply	443 43%	74 23% BD	183 63% BD	31 43% B*	48 51% B*	178 44%	143 41%	41 17% HJKLMNOQ	344 63% HJKLMNOQ	214 53% HKLNOP	121 37% H	91 39% H	180 50% HKLOP	141 47% HKLP	126 40% H	43 31% H	223 51% HKLOP	36 13% RTUVXYZ	349 69% RUVXZ	161 52% RUVXZ	159 42% RUVXZ	31 14% RTUVXYZ	300 67% R	30 19% R	291 57% RUVXZ	32 20% R	249 65% RTUVXYZ	57 27%	294 51% b	
Don't know	209 20%	39 12%	43 15%	7 10% *	17 18% *	65 16%	49 14%	23 10%	82 15% Q	56 14% Q	44 13%	27 11%	40 11%	40 13%	44 14% Q	18 13%	42 9%	29 11%	64 13%	40 13%	46 12%	21 10%	54 12%	17 11%	75 15% Wa	14 9%	43 11%	24 12%	101 18%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a strong leader

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	271 26%	137 27%	131 25%	37 25%	46 25%	53 29%	43 23%	37 21%	55 34% H*	83 25%	96 26%	92 27%	40 23%	85 29%	57 22%	89 29%	168 28%	103 23%	58 24%	68 25%	66 28%	48 33%	15 30%	16 19%	230 26%	41 27%	198 32% bc	55 18%	17 16%	110 35% e	161 22%	111 30% g	160 24%	183 27%	88 25%
Does not apply	566 55%	289 57%	272 52%	70 48%	94 50%	92 51%	117 63% DEF	105 59%	88 55% *	163 49%	210 58%	193 57%	91 53%	144 48%	160 60% N	171 56%	330 55%	236 53%	143 58% V	161 59% UV	115 48%	67 46% *	28 57% *	52 59% *	486 55%	80 52%	327 53%	173 55%	66 63% *	155 50%	411 57%	199 53%	367 55%	381 55%	185 53%
Don't know	201 19%	82 16%	117 22% B	38 27% GI	48 25% GI	35 19%	25 13%	37 20%	19 11% *	86 26% KL	60 16%	55 16%	41 24% P	69 23% P	47 18%	44 15%	98 16%	103 23% Q	44 18%	43 16%	57 24% T	32 22% *	6 12% *	20 22% *	168 19%	33 21%	92 15% a	87 28% a	21 20% *	48 15%	153 21%	62 17% 17%	139 21%	126 18%	75 22%

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22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a strong leader
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	271 26%	143 45% CDE	42 15%	22 30% C*	17 18% *	105 26%	112 32%	150 64% UJKLMNOPQ	47 9%	94 23% I	113 34% IJMQ	89 38% IJMNOQ	85 24% I	83 28% I	90 29% IM	59 42% IJMNOQ	111 25% I	176 65% STUWXYa	39 8%	84 27% SWYa	106 28% SWYa	133 61% STUWYa	54 12% S	87 56% STUWYa	87 17% SWa	108 66% STUWXYa	41 11% S	116 56% c	109 19%	
Does not apply	566 55%	122 38%	218 76% BD	40 55% B*	59 64% B*	244 60%	187 54%	59 25% HIJKLMNOPQ	434 79% HIJKLMNOPQ	260 65% HKLNOP	171 52% H	120 51% H	218 61% HKLOP	176 59% HLP	169 54% HP	61 43% H	282 64% HKLOP	62 23% RTUVWXYZ	423 83% RTUVWXYZ	198 64% RVXZ	210 56% RVXZ	60 28% RTUVXYZ	356 79% R	47 30% R	375 73% RTUVXZ	38 23% RTUVXYZ	313 82% RTUVXYZ	58 28% b	387 67%	
Don't know	201 19%	52 16% C	28 10%	11 15% *	17 18% *	56 14%	48 14%	26 11%	68 12%	46 12%	48 14%	25 11%	56 15% Q	41 14%	54 17% HIILQ	22 16%	47 11%	33 12%	47 9%	29 9%	58 16% STWYa	24 11%	39 9%	22 14% a	49 10%	18 11%	30 8%	35 17%	83 14%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He shares my values

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	232 22%	128 25%	103 20%	34 24%	42 22%	40 22%	36 20%	34 19%	46 29% *	76 23%	76 21%	80 23%	40 23%	67 23%	50 19%	75 25%	157 26% R	75 17%	57 X	63 X	58 X	34 *	11 *	10 *	203 23%	29 19%	156 25% b	55 17%	21 20% *	95 31% e	137 19%	87 23%	145 22%	156 23%	76 22%
Does not apply	601 58%	300 59%	296 57%	77 53%	104 55%	101 56%	112 61%	115 64%	92 57% *	181 54%	213 58%	207 61%	96 56%	165 55%	155 59%	184 61%	330 55%	271 61%	146 60%	158 58%	120 50%	81 55% *	29 59% *	67 76% STUV*	512 58%	89 58%	346 56%	188 59%	67 64% *	163 52% d	438 60%	219 59%	382 57%	403 58%	198 57%
Don't know	205 20%	81 16%	121 23% b	33 23%	42 22%	39 22%	37 20%	30 17%	23 14% *	75 23%	76 21%	53 16%	35 21%	66 22%	59 22%	45 15%	109 18%	96 22%	41 17%	51 19%	60 25% x	33 22% *	9 19% *	11 13% *	170 19%	36 23%	115 19%	73 23%	17 16% *	54 17%	151 21%	67 18%	139 21%	130 19%	75 22%

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Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He shares my values
 All Adults aged 18-75 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	Positive impact	Negative impact
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Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	232 22%	128 40% CDE	34 12%	16 22% C*	19 20% *	82 20%	108 31% F	141 60% IJKLMNOPQ	42 8%	70 18% I	118 35% IJMNQ	69 30% IJNQ	83 23% I	66 22% I	95 30% IJMNQ	56 40% IJKLMNOPQ	86 20% I	154 57% STUVWYa	28 5%	69 22% SWYa	108 29% SWYa	130 60% STUVWYa	35 8% S	93 59% STUVWYa	61 12% SW	107 65% RSTUVWYa	36 9% S	97 46% c	89 15%	
Does not apply	601 58%	128 40% BD	228 79% BD	43 59% B*	64 69% B*	260 64%	198 57%	60 26% HIJKLMNOPQ	459 84% HIJKLMNOPQ	283 71% HKLMNOP	164 49% H	130 56% HP	221 61% HKOP	196 65% HKLOP	170 54% HP	61 43% H	292 66% HKLOP	60 22%	447 88% RTUVWXYZa	213 68% RUVXZ	213 57% RVXZ	56 26%	380 84% RTUVXYZ	43 27%	398 78% RTUVXZ	36 22%	322 84% RTUVXYZ	72 34%	407 70% b	
Don't know	205 20%	61 19% C	27 9%	14 19% C*	10 11% *	64 16%	41 12%	35 15% I	48 9%	46 12%	50 15% I	35 15% I	55 15% I	38 13% I	48 15% I	25 17% I	62 14% I	57 21% STUVWXYZa	34 7%	30 9%	53 14% SWa	32 14% SWa	35 8%	21 13% Sa	53 10% SWa	21 13% Sa	25 7% Sa	41 19%	83 14%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - I trust him to get the big decisions right

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
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Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	273 26%	147 29%	124 24%	33 23%	49 26%	43 24%	48 26%	44 25%	56 34% *	82 25%	91 25%	100 29%	39 23%	73 24%	67 25%	94 31%	170 29%	102 23%	66 27%	66 24%	69 x	42 29%	17 35%	12 14%	238 27%	35 22%	191 31% b	55 17%	27 25% *	108 35% e	164 23%	112 30% g	161 24%	182 26%	91 26%
Does not apply	570 55%	277 54%	287 55%	80 55%	105 56%	94 52%	105 56%	100 56%	87 54% *	185 56%	199 54%	186 55%	99 58%	163 55%	145 55%	163 54%	324 54%	246 56%	134 55%	157 58%	123 52%	71 48%	25 51% *	61 69% UV*	490 55%	80 52%	328 53%	186 59%	56 53% *	156 50%	414 57%	203 55%	367 55%	383 56%	187 54%
Don't know	195 19%	85 17%	109 21%	32 22%	34 18%	42 24% i	33 18%	35 20%	19 12% *	65 20%	75 21%	54 16%	33 19%	63 21%	52 20%	47 16%	102 17%	93 21%	45 18%	49 18%	45 19%	35 24% *	7 14% *	15 17% *	156 18%	39 25%	98 16%	74 24% a	23 21% *	48 15%	147 20%	57 15%	138 21% f	124 18%	71 20%

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22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - I trust him to get the big decisions right
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	273 26%	150 47% CDE	39 13%	17 24% *	18 19% *	100 25%	111 32%	155 66% IJKLMNOPQ	47 9%	85 21% I	132 40% IJMNQ	85 36% IJMNQ	97 27% I	85 28% IJ	102 33% IJMQ	68 48% IJKLMNOPQ	110 25% I	185 68% STUWYa	30 6%	75 24% SWYa	127 34% STWYa	148 68% STUWYa	36 8% S	100 64% STUWYa	76 15% SWa	114 70% STUWYa	37 10% S	113 54% c	101 17%	
Does not apply	570 55%	116 37%	227 79% BDE	37 51% B*	62 67% B*	243 60%	188 54%	58 25% HIJKLMNOPQ	439 80% HIJKLMNOPQ	277 69% HKLMNOP	155 47% H	120 51% HP	211 59% HKOP	182 61% HKLP	164 52% HP	56 40% H	283 64% HKLOP	52 19% ST	443 87% RTUVWXYZa	212 68% RUVXZ	197 53% RVXZ	46 21% RTUVXYZ	370 82% RTUVXYZ	37 23% RTUVXZ	381 74% RTUVXZ	35 21% RTUVXYZ	317 83% RTUVXYZ	66 32% b	393 68%	
Don't know	195 19%	50 16% C	23 8%	18 25% C*	13 14% *	62 15%	49 14%	22 9%	63 11%	38 10%	44 13%	29 13%	51 14%	33 11%	46 15% J	17 12%	47 11%	35 13% ST	35 7% ST	24 8% STa	51 14% STa	24 11% S	44 10% S	21 13% ST	55 11% Sa	15 9% S	29 8% S	30 15% S	85 15%	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is an experienced leader

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	271 26%	142 28%	128 25%	38 26%	61 33% GH	53 30%	39 21%	37 21%	42 26% *	99 30%	93 25%	79 23%	47 27%	98 33% O	52 20%	74 24%	172 29%	99 22%	45 18%	71 26%	65 27%	54 37% S	17 34% S*	19 22% *	230 26%	41 26%	192 31% bc	65 20%	14 14% *	120 38% e	151 21%	124 33% g	147 22%	195 28%	75 22%
Does not apply	586 56%	308 61% C	273 52%	72 50%	90 48%	95 53%	113 61% E	117 66% DEF	99 61% *	162 49%	208 57%	216 63% J	86 50%	142 48% MN	167 63% MN	191 63% MN	329 55%	257 58%	150 62% V	169 62% UV	123 52%	66 44% *	26 54% *	51 58% *	499 56%	87 56%	342 55%	178 56%	66 63% *	146 47% d	440 61% d	194 52%	391 59%	388 56%	197 56%
Don't know	182 17%	59 12%	119 23% B	34 24% H	37 20%	32 18%	33 18%	25 14%	21 13% *	71 21% L	65 18%	46 13%	39 23% P	58 19%	45 17%	40 13%	96 16%	86 19%	49 20% T	32 12%	50 21% T	28 19% *	6 12% *	18 20% *	155 18%	26 17%	84 14%	73 23% a	24 23% a*	47 15%	134 19%	54 14%	128 19%	105 15%	76 22% h

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22-087220-32 - 11th - 14th August 2023
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Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is an experienced leader
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	271 26%	124 39% C	53 18%	26 36% C*	28 30% C*	106 26%	109 31%	132 56% IJKLMNOPQ	73 13%	113 28% IQ	100 30% IMQ	97 41% IJKMNOQ	84 23% I	92 31% IMQ	85 27% I	61 43% IJKMNOQ	97 22% I	155 57% STUWYa	50 10%	104 33% SUWYa	95 25% SWYa	122 56% STUWYa	55 12% S	88 56% STUWYa	85 17% SW	95 58% STUWYa	57 15% S	118 56% c	109 19%	
Does not apply	586 56%	155 49%	206 71% BDE	40 56% *	54 59% *	250 62%	199 57%	78 33% HIJKLMNPQ	421 77% HIJKLMNPQ	247 62% HLP	187 56% HP	116 50% H	228 63% HKLP	170 57% HLP	183 58% HP	65 46% H	297 68% HIKLNOP	81 30%	416 82% RTUVXYZa	186 60% RVXZ	232 62% RVXZ	73 33%	358 80% RTUVXYZ	52 33%	386 75% RTUVXZ	49 30%	298 78% RTUVXZ	73 35% b	390 67%	
Don't know	182 17%	37 12%	30 10%	6 8% *	10 11% *	49 12%	40 12%	26 11%	55 10%	40 10%	46 14%	21 9%	47 13%	38 13%	45 14%	16 11%	46 10%	35 13% TYa	43 8%	21 7%	48 13% STWYa	22 10%	36 8%	17 11%	41 8%	20 12% T	28 7%	19 9%	80 14%	

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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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - Summary

All Adults aged 18-75 in Great Britain

	Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer?											
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He is going to make the country a better place	He is a capable leader	He understands the problems facing Britain	He is good in a crisis	He pays attention to detail	He is a strong leader	He shares my values	I trust him to get the big decisions right	He is an experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038
Weighted base	998	998	998	998	998	998	998	998	998	998	998	998
Does apply	378 38% CDGIJK	369 37% CDGIJK	249 25% CG	292 29% CG	371 37% CDGIJK	468 47% ABCDEFGHIJKL	249 25% CG	370 37% CDGIJK	321 32% CG	308 31% CG	305 31% CG	368 37% CDGIJK
Does not apply	306 31% BCEFIKL	377 38% AFH	531 53% ABDEFGHIJKL	392 39% AEFGH	362 36% AFH	320 32% AH	348 35% AH	315 32% ABDEFGHL	427 43% AEFGH	406 41% ABEFGH	416 42% ABEFGH	386 39% AFGH
Don't know	314 31% BCEFIKL	252 25% CF	217 22% BCEFIKL	313 31% BCEFIKL	264 26% CF	210 21% ABCDEFHIJKL	400 40% BCEFIKL	312 31% CF	249 25% BCFIL	284 28% CF	276 28% CF	244 24% F

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

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is an honest person

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
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Does apply	397 38%	236 46% c	159 30%	53 37%	57 30%	73 41%	70 38%	64 36%	80 49% E*	110 33%	143 39%	144 42% J	63 37%	104 35%	100 38%	131 43%	238 40%	160 36%	91 37%	117 43% W	88 37%	57 39% *	12 25% *	32 37% *	351 40%	46 30%	256 41% b	105 33%	37 35% *	123 39%	274 38%	173 47% g	224 34%	270 39%	127 36%
Does not apply	316 30%	162 32%	153 29%	37 26%	74 39% DFI	48 27%	65 35% I	59 33% I	33 20% *	111 33%	113 31%	92 27%	45 27%	100 33%	95 36% P	76 25%	176 29%	140 32%	82 34%	80 29%	67 28%	44 30% *	15 30% *	28 32% *	258 29%	58 38%	181 29%	99 31%	37 35% *	104 33%	212 29%	102 27%	214 32%	231 34% I	85 24%
Don't know	325 31%	111 22%	209 40% B	54 38%	57 31%	58 32%	50 27%	55 31%	49 30% *	112 34%	108 30%	104 31%	63 37% O	95 32%	69 26%	98 32%	183 31%	141 32%	71 29%	75 28%	82 35%	47 32% *	22 45% T*	28 31% *	276 31%	49 32%	181 29%	112 35%	32 30% *	85 27%	239 33%	97 26%	228 34% F	188 27%	137 39% H

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 All Adults aged 18-75 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	Positive impact	Negative impact
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Does apply	397 38%	105 33%	173 60%	42 58%	34 37%	199 49%	134 39%	93 40%	238 43%	247 62%	59 18%	139 59%	117 33%	152 51%	115 37%	57 40%	219 50%	123 45%	204 40%	230 74%	52 14%	116 53%	189 42%	68 43%	246 48%	81 50%	176 46%	97 46%	253 44%	
Does not apply	316 30%	128 40%	50 17%	17 24%	33 36%	102 25%	124 36%	85 36%	159 29%	43 11%	194 58%	46 19%	163 45%	79 26%	124 40%	63 45%	133 30%	78 29%	167 33%	26 8%	228 61%	57 26%	150 33%	60 38%	147 29%	50 30%	124 32%	72 35%	151 26%	
Don't know	325 31%	83 26%	67 23%	14 19%	25 27%	104 26%	89 26%	57 24%	152 28%	110 27%	79 24%	50 21%	79 22%	70 23%	74 24%	21 15%	88 20%	70 26%	138 27%	55 18%	95 25%	45 21%	110 25%	29 19%	118 23%	33 20%	83 22%	40 19%	175 30%	

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Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is in touch with ordinary people

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312	
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Don't know	259 25%	112 22%	144 28%	48 33% GHI	58 31% GHI	57 32% GHI	36 19%	32 18%	28 17% *	106 32% L	93 25% L	60 18%	56 33% OP	95 32% OP	56 21%	52 17%	146 25%	112 25%	63 26%	49 18%	71 30% T	47 32% T*	8 17% *	21 23% *	228 26%	31 20%	126 20%	102 32% a	31 29% *	74 24%	185 25%	81 22%	178 27%	151 22%	108 31% h	

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Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	386 37%	89 28%	169 58% BE	35 49% B*	38 41% B*	194 48% G	124 36%	87 37% KM	252 46% KMOQ	266 67% HIKLMNOPQ	42 13%	133 57% HIKLMNOPQ	98 27% K	140 47% HKMO	94 30% K	56 39% KM	180 41% KMO	103 38% U	221 43% U	247 79% RSUVWXYZa	39 10%	102 47% RUX	195 43% U	57 36% U	232 45% U	77 47% RUX	180 47% RUX	85 40%	255 44%	
Does not apply	393 38%	184 58% CD	58 20%	17 23% *	43 46% CD*	122 30%	172 49% F	108 46% IULN	193 35% JL	54 13%	250 75% HIJLMNOPQ	55 23% J	207 58% HIJLNQ	96 32% JL	171 55% IULNQ	70 49% IULN	183 42% IULN	117 43% T	186 37% T	31 10% RSTVWXYZa	281 75% T	88 40% T	175 39% T	84 53% RSTVWXYZa	185 36% T	65 40% T	139 36% T	94 45% c	182 31%	
Don't know	259 25%	43 14% B	62 21% B	20 28% BE*	12 13% *	89 22% G	52 15%	40 17% K	104 19% K	80 20% KP	40 12%	47 20% KP	53 15% KMP	64 21% KMP	48 15% KMP	16 11% K	78 18% K	51 19% TVX	101 20% TUVX	33 11% TUVX	55 15% TUVX	27 13% TX	80 18% TX	16 10% TX	94 18% TX	22 13% T	64 17% T	30 14% T	142 25% b	

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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 - 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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He has a lot of personality

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	265 26%	150 30% C	113 22%	37 25%	45 24%	59 33%	50 27%	43 24%	32 *	82 25%	108 30%	75 22%	44 26%	86 29%	71 27%	64 21%	154 26%	111 25%	49 20%	83 31% SU	50 21%	44 30% *	15 30% *	23 27% *	236 27%	29 19%	175 28% b	64 20%	26 25% *	101 32% e	164 23%	124 33% g	142 21%	203 29% i	62 18%
Does not apply	546 53%	280 55%	262 50%	52 36%	91 48%	83 46%	109 59%	107 60%	104 64% DEF*	143 43%	192 53%	211 62% JK	69 40%	131 44%	153 58% MN	192 63% MN	323 54%	223 50%	149 61% TV	138 51%	126 53%	62 42% *	25 52% *	45 51% *	455 52%	90 59%	333 54%	154 49%	59 56% *	150 48%	395 55%	179 48% f	367 55% f	356 52%	190 54%
Don't know	227 22%	79 15%	145 28% B	56 38% FGHI	52 28% GH	39 21%	26 14%	29 16%	26 16% *	108 32% KL	65 18%	54 16%	58 34% OP	81 27% OP	39 15%	49 16%	120 20%	107 24%	45 19%	50 18%	61 26%	42 28% *	9 18% *	20 22% *	193 22%	34 22%	110 18%	98 31% ac	19 18% *	61 19%	166 23%	70 19% 19%	157 24%	130 19%	97 28% 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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He has a lot of personality

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	265 26%	61 19%	111 39%	20 28% *	27 29% *	117 29%	92 26%	66 28% KMO	157 29% KMO	185 46% HIKLMNOPQ	30 9%	88 37% HIKMOQ	69 19% K	103 34% IKMOQ	62 20% K	48 34% KMO	109 25% KM	83 30% U	135 26% U	178 57% RSUVWXYZa	36 10%	72 33% U	122 27% U	48 31% U	138 27% U	66 40% RSUVXYa	113 30% U	72 34% U	156 27% U	
Does not apply	546 53%	216 68% CD	129 45%	39 54% *	55 59% C*	217 54%	215 62%	141 60% JLN	289 53% JLN	130 33% HIJLMNOPQ	274 83% J	102 44% HIJLN PQ	250 70% J	140 47% IULNPQ	212 68% JL	79 56% IULN	269 61% IULN	156 58% TZ	277 54% T	91 29% RSTVWXYZa	304 81% TZ	122 56% T	260 58% T	98 62% TZ	289 57% T	78 48% T	231 60% STZ	117 56% U	296 51% U	
Don't know	227 22%	39 12%	48 17%	13 18% *	11 12% *	71 18%	41 12%	29 12% KMOPQ	104 19% KMOPQ	85 21% HKMOPQ	28 8% K	45 19% HKMOP	39 11% HKMOPQ	57 19% K	38 12% K	15 11% K	62 14% X	32 12% X	97 19% RTUVWXa	43 14% X	35 9% X	23 11% X	67 15% UXa	11 7% UXa	84 16% UXa	19 12% X	39 10% X	20 10% X	126 22% b	

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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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is going to make the country a better place

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	311 30%	173 34% c	137 26%	42 29%	55 29%	69 38%	58 32%	51 29%	36 22% *	97 29%	127 35%	87 26%	55 32%	100 34%	79 30%	77 25%	185 31%	126 29%	62 26%	95 35% u	57 24%	55 37% u*	15 31% *	27 31% *	276 31%	35 23%	190 31%	92 29%	28 27% *	120 39% e	191 26%	149 40% g	162 24%	222 32%	89 25%
Does not apply	403 39%	211 41%	191 37%	49 34%	67 36%	55 31%	87 47% DF	78 44% F	67 41% *	116 35%	142 39%	145 43%	56 33%	98 33%	119 45% MN	129 43%	230 39%	173 39%	112 46% TV	96 35%	97 41%	44 30% *	18 36% *	37 42% *	336 38%	67 43%	237 38%	125 40%	42 40% *	106 34%	297 41%	114 31%	289 43% f	274 40%	129 37%
Don't know	324 31%	125 24%	192 37% b	54 37% g	66 35% g	56 31%	40 21%	49 27%	59 37% G*	120 36% k	95 26%	108 32%	61 35% o	100 34%	65 25%	98 32%	182 31%	142 32%	70 29%	81 30%	84 35%	49 33% *	16 33% *	24 27% *	272 31%	52 34%	190 31%	99 31%	35 33% *	86 28% *	238 33%	109 29%	215 32%	193 28%	131 38% h

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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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is going to make the country a better place

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	311 30%	51 16%	165 57%	30 42%	28 30%	159 39%	98 28%	57 24%	213 39%	249 62%	15 5%	110 47%	88 24%	129 43%	71 23%	42 30%	156 36%	67 25%	199 39%	229 74%	20 5%	64 29%	175 39%	43 28%	196 38%	54 33%	168 44%	70 33%	203 35%	
Does not apply	403 39%	200 63%	54 19%	14 20%	42 45%	127 31%	183 53%	135 58%	169 31%	48 12%	272 82%	62 26%	205 57%	89 30%	179 57%	77 54%	174 39%	141 52%	165 32%	29 9%	295 79%	110 51%	169 38%	93 60%	173 34%	81 49%	129 34%	101 48%	182 31%	
Don't know	324 31%	66 21%	70 24%	27 38%	23 25%	120 30%	67 19%	43 18%	167 30%	103 26%	45 14%	63 27%	66 18%	82 27%	63 20%	23 16%	110 25%	63 23%	145 28%	54 17%	60 16%	44 20%	106 24%	20 13%	142 28%	29 18%	86 22%	38 18%	194 34%	

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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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is a capable leader

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312	
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349	
Does apply	389 38%	205 40%	182 35%	46 32%	73 39%	82 46%	71 38%	66 37%	52 32%	119 36%	153 42%	118 35%	58 34%	126 42%	99 38%	106 35%	227 38%	163 37%	77 31%	116 43%	81 34%	62 42%	21 42%	33 37%	345 39%	44 29%	253 41%	100 32%	37 35%	137 44%	253 35%	179 48%	210 32%	275 40%	114 33%	
Does not apply	371 36%	180 35%	188 36%	39 27%	63 33%	46 26%	84 45%	69 38%	70 44%	101 30%	131 36%	139 41%	49 29%	82 28%	116 44%	124 41%	218 37%	153 35%	109 44%	92 34%	80 34%	39 27%	16 33%	35 39%	315 36%	56 36%	229 37%	103 33%	39 37%	101 32%	270 37%	104 28%	267 40%	247 36%	124 35%	
Don't know	278 27%	124 24%	150 29%	61 42%	52 28%	51 29%	31 16%	44 25%	39 24%	113 34%	82 22%	83 24%	64 38%	90 30%	48 18%	75 25%	152 25%	126 29%	59 24%	64 23%	76 32%	46 31%	12 25%	21 24%	224 25%	54 35%	136 22%	113 36%	29 27%	75 24%	203 28%	89 24%	189 28%	167 24%	111 32%	

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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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is a capable leader

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	389 38%	81 26%	169 59%	39 53%	40 44%	197 49%	116 33%	80 34%	255 46%	271 68%	38 12%	140 60%	97 27%	158 53%	93 30%	57 41%	190 43%	110 40%	220 43%	249 80%	38 10%	99 46%	191 42%	52 33%	238 47%	72 44%	184 48%	88 42%	252 44%	
Does not apply	371 36%	180 57%	56 19%	17 24%	34 37%	116 29%	174 50%	115 49%	168 31%	41 10%	255 77%	48 21%	195 54%	77 26%	163 52%	64 45%	171 39%	112 41%	167 33%	19 6%	281 75%	89 41%	165 37%	81 52%	163 32%	66 40%	141 37%	94 45%	166 29%	
Don't know	278 27%	55 17%	64 22%	16 23%	18 19%	92 23%	58 17%	41 17%	127 23%	88 22%	39 12%	46 20%	67 19%	65 22%	57 18%	20 14%	79 18%	49 18%	121 24%	43 14%	56 15%	29 14%	94 21%	23 15%	110 22%	26 16%	59 15%	27 13%	161 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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He understands the problems facing Britain

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	491 47%	266 52% c	224 43%	66 45%	84 45%	103 58% EGH	79 43%	80 45%	78 48% *	150 45%	183 50%	159 47%	83 48%	148 50%	115 44%	145 47%	282 47%	209 47%	96 39%	138 51% s	107 45%	80 54% s*	28 57% *	42 48% *	421 48%	69 45%	325 53% bc	126 40%	40 38% *	174 56% e	317 44%	209 56% g	282 42%	347 50% i	144 41%
Does not apply	329 32%	167 33%	157 30%	32 22%	59 31%	43 24%	74 40% DF	67 38% DF	55 34% *	91 27%	116 32%	122 36% j	38 22%	81 27%	105 40% MN	105 34% M	190 32%	140 32%	94 38% v	87 32%	75 31%	32 22% *	15 31% *	26 30% *	278 31%	52 34%	190 31%	101 32%	38 36% *	82 26%	247 34% d	96 26%	233 35% f	222 32%	108 31%
Don't know	218 21%	75 15%	140 27% b	48 33% FGHI	45 24%	34 19%	32 17%	31 17%	28 18% *	92 28% KL	66 18%	59 17%	51 30% OP	69 23%	43 16%	55 18%	125 21%	93 21%	54 22%	46 17%	56 23%	36 24% *	6 12% *	20 23% *	185 21%	33 21%	102 17%	89 28% a	28 26% *	56 18%	162 22%	67 18%	151 23%	120 17%	98 28% 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(*)

22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He understands the problems facing Britain
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	491 47%	124 39%	203 70%	45 62%	42 45%	233 57%	154 44%	110 47%	304 55%	315 79%	67 20%	159 68%	121 34%	189 63%	119 38%	65 46%	233 53%	125 46%	284 56%	266 85%	84 22%	114 52%	244 54%	61 39%	292 57%	90 55%	216 56%	110 53%	312 54%	
Does not apply	329 32%	157 50%	46 16%	15 21%	35 38%	103 25%	154 44%	94 40%	150 27%	31 8%	226 68%	47 20%	189 53%	59 20%	157 50%	65 46%	153 35%	107 40%	141 28%	20 6%	237 63%	78 36%	144 32%	77 49%	145 28%	53 33%	119 31%	82 39%	139 24%	
Don't know	218 21%	35 11%	41 14%	12 17%	16 17%	69 17%	40 11%	30 13%	95 17%	54 14%	39 12%	28 12%	49 14%	53 18%	37 12%	11 8%	54 12%	39 14%	84 16%	26 8%	54 14%	26 12%	61 14%	19 12%	75 15%	20 12%	48 13%	17 8%	128 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 - 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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is good in a crisis

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312	
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349	
Does apply	265 25%	159 31% C	105 20%	44 31% I	48 26%	56 31% I	45 24%	43 24%	29 *	92 28%	101 28%	71 21%	51 30% P	87 29% P	66 25%	61 20%	152 26%	112 25%	54 22%	90 33% SUW	46 20%	45 31% UW*	6 12% *	23 26% *	235 27%	29 19%	170 28% c	80 25%	15 14% *	97 31% e	167 23% g	120 32% g	145 22%	196 28% i	69 20%	
Does not apply	357 34%	179 35%	176 34%	39 27%	64 34%	55 30% DF	82 44% DF	67 38%	51 31% *	103 31%	136 37%	118 35%	49 28%	92 31% MN	112 42% MN	105 34%	205 34%	152 34%	99 41% V	88 32%	76 32%	41 28%	16 33% *	37 42% *	302 34%	55 36%	220 36%	98 31%	39 37% *	108 34%	250 34%	98 26% f	260 39% f	253 37%	105 30%	
Don't know	416 40%	171 34%	239 46% B	61 42%	76 40%	69 39%	59 32%	69 39%	82 51% G*	137 41%	128 35%	151 44% K	71 42%	119 40%	87 33%	139 46% O	239 40%	177 40%	90 37%	93 34%	115 48% STX	61 42% *	27 55% STX*	29 33% *	347 39%	69 45%	227 37%	137 44%	51 49% *	107 34%	309 43% d	154 42%	262 39% h	240 35%	176 50% h	

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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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is good in a crisis

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	265 25%	47 15%	135 47% BE	27 37% B*	21 23% *	119 29%	87 25%	57 24% K	174 32% KMO	189 47% HIKMNOPQ	24 7%	103 44% HIKMNOPQ	71 20% K	108 36% HKMO	69 22% K	44 31% KM	134 30% KMO	70 26% U	157 31% U	184 59% RSUVWXYZa	28 7%	71 33% RU	135 30% U	41 26% U	149 29% U	59 36% RUX	132 34% RUWY	72 34% c	157 27%	
Does not apply	357 34%	162 51% CD	52 18%	15 21% *	42 45% CD*	118 29%	156 45% F	114 49% IILNQ	170 31% JL	58 14%	221 66% HIJLMNOPQ	45 19% J	189 53% IILNQ	85 28% JL	157 50% IILNQ	65 46% IILN	173 39% IILN	117 43% STYa	166 33% T	29 9%	258 69% RSTVWXYZa	88 41% TY	158 35% TY	86 55% RSTVWXYZa	157 31% T	67 41% TY	131 34% T	93 45% c	171 29%	
Don't know	416 40%	107 34%	102 35%	30 42% *	30 32% *	168 41% G	105 30%	64 27%	205 37% HKMOPQ	153 38% HKMOPQ	88 26%	86 37% HKMOP	99 28%	107 36% HKMP	87 28%	33 23%	133 30%	85 31% UKZ	185 36% UVXZa	99 32% UKZ	89 24%	58 27% X	157 35% UKZ	30 19%	205 40% RTUVWXYZa	38 23%	121 32% UX	44 21%	251 43% b	

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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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He pays attention to detail

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	389 37%	237 46% C	151 29%	45 31%	59 31%	84 47% DEH	72 39%	59 33%	70 43% *	104 31%	156 43% J	129 38%	55 32%	114 38%	104 39%	116 38%	226 38%	163 37%	76 31%	120 44% S	82 35%	58 39% *	19 39% *	33 38% *	334 38%	55 36%	245 40%	101 32%	42 40% *	131 42%	258 36%	177 48% E	212 32%	268 39%	120 35%
Does not apply	322 31%	159 31%	161 31%	29 20%	67 36% D	47 26%	66 35% D	61 34% D	52 32% *	96 29%	113 31%	113 33%	38 22%	92 31%	88 33% M	104 34% M	180 30%	141 32%	89 37%	82 30%	70 30%	40 27% *	11 23% *	29 32% *	275 31%	47 30%	205 33%	85 27%	32 30% *	99 32%	223 31%	89 24%	232 35% F	218 32%	104 30%
Don't know	327 32%	114 22%	208 40% B	71 49% EFGH	62 33%	49 27%	48 26%	59 33%	40 25% *	132 40% KL	97 26%	98 29%	78 46% NOP	92 31%	72 27%	85 28%	190 32%	137 31%	79 32%	70 26%	85 36% T	50 34% *	18 37% *	26 30% *	276 31%	52 34%	167 27%	129 41% a	31 30% *	82 26%	245 34% d	105 28%	222 33%	203 29%	125 36%

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He pays attention to detail

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	389 37%	101 32%	167 58% BE	41 56% B*	37 40% *	204 50% G	124 36%	83 35% K	242 44% KMO	256 64% HIKLMNOPQ	56 17%	135 58% HIKMOPQ	111 31% K	160 53% HIKMOP	88 28% K	53 38% K	210 48% HKMO	98 36% U	225 44% UX	232 74% RSUVWXYZa	66 17%	99 45% RUX	200 44% UX	52 33% U	240 47% RUX	69 42% UX	181 47% RUX	91 43% RUX	250 43% RUX	
Does not apply	322 31%	148 47% CD	44 15%	16 22% *	35 38% CD*	97 24%	145 42% F	103 44% IILNQ	147 27% JLN	37 9%	214 65% HIJLMNOPQ	46 20% J	174 48% IILNQ	62 20% J	152 49% IILNQ	62 43% IILNQ	141 32% IILN	107 40% STY	143 28% T	24 8%	225 60% RSTVWXYZa	77 35% T	145 32% STY	75 48% RSTVWXYZa	141 28% T	59 36% T	129 34% STY	89 43% c	140 24% STY	
Don't know	327 32%	67 21%	78 27%	16 22% *	20 22% *	105 26%	79 23%	49 21% HKLMPQ	160 29% HKLMPQ	107 27% KQ	62 19%	54 23% KQ	74 21% KQ	78 26% KQ	73 23% KQ	27 19% KQ	89 20% KQ	65 24% TVWa	140 28% TVWa	56 18% TVWa	84 22% TVWa	41 19% TVWa	105 23% Ta	30 19% Ta	130 25% Ta	36 22% Ta	73 19% Ta	29 14% Ta	189 33% Ta	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is a strong leader

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	339 33%	183 36%	154 30%	51 35%	61 32%	66 37%	62 33%	56 31%	42 26% *	112 34%	128 35%	98 29%	64 37%	101 34%	89 34%	84 28%	199 33%	139 32%	58 24%	103 38% s	72 30%	58 39% s*	17 35% *	31 35% *	293 33%	46 30%	225 36% b	86 27%	28 26% *	123 39% e	216 30%	149 40% g	189 28%	249 36% i	90 26%
Does not apply	437 42%	220 43%	212 41%	36 25%	70 37% D	65 36%	92 50% DEF	89 50% DEF	84 52% DF*	106 32%	157 43% J	173 51% J	45 26%	104 35%	128 49% MN	159 52% MN	256 43%	181 41%	128 52% TV	107 39%	104 44% V	44 29%	19 40% *	35 40% *	364 41%	72 47%	261 42%	120 38%	56 53% b*	120 39%	316 44%	129 35% f	307 46% f	297 43%	139 40%
Don't know	263 25%	106 21%	154 30% B	57 40% FGHI	57 40% GH	48 27%	31 17%	33 19%	36 22% *	114 34% KL	79 22%	69 20%	62 36% OP	92 31% OP	47 18%	62 20%	142 24%	121 27%	59 24%	62 23%	61 26%	46 31% *	12 25% *	22 25% *	227 26%	36 23%	132 21% ac	109 35% ac	22 21% *	69 22% *	194 27%	93 25%	170 25% *	143 21% *	120 34% h

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22-087220-32 - 11th - 14th August 2023
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Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is a strong leader
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	339 33%	75 24%	149 52% BE	32 44% B*	30 32% *	159 39% G	105 30%	69 29% K	214 39% HKMO	238 60% HIKLMNOPQ	34 10%	115 49% HKMOPQ	93 26% K	128 43% HKMOP	85 27% K	47 33% K	168 38% HKMO	95 35% U	189 37% U	224 72% RSUVWXYZa	41 11%	85 39% U	167 37% U	50 32% U	193 38% U	70 43% RUX	149 39% U	91 44%	206 36%	
Does not apply	437 42%	197 62% CDE	83 29%	19 26% *	45 49% CD*	162 40%	190 55% F	134 57% IILNQ	207 38% J	67 17%	266 80% HIJLMNOPQ	78 33% J	211 59% IILNQ	107 36% J	179 57% IILNQ	78 55% IILN	204 46% IILN	141 52% STYa	199 39% T	42 14%	285 76% RSTVWXYZa	109 50% ST	197 44% ST	89 57% STWYZa	214 42% T	77 47% T	161 42% T	96 46%	216 37%	
Don't know	263 25%	44 14%	57 20%	22 30% B*	18 19% *	84 21% F	52 15% F	32 14%	128 23% HKMOPQ	95 24% HKLMOPQ	32 10%	42 18% K	55 15% K	65 22% HKPQ	49 16% K	17 12%	68 15% K	35 13%	121 24% RTUVWXYZa	45 14%	50 13%	24 11%	85 19% UVXZ	18 11%	105 21% RTUVXZ	16 10%	73 19% UVZ	22 10%	157 27% b	

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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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He shares my values

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	328 32%	176 35%	150 29%	48 33%	60 32%	63 35%	50 27%	54 30%	52 32% *	108 33%	113 31%	106 31%	62 36% O	101 34%	68 26%	96 32%	183 31%	145 33%	68 28%	97 36% U	60 25%	55 37% U*	20 41% *	29 33% *	286 32%	42 27%	222 36% bc	86 27% *	20 19% *	123 39% e	205 28%	149 40% g	179 27%	235 34% i	93 27%
Does not apply	415 40%	214 42%	199 38%	44 30%	57 30%	56 31%	94 51% DEF	90 51% DEF	74 46% DEF*	101 30%	151 41% J	164 48% J	48 28%	91 31%	131 50% MN	145 48% MN	240 40%	175 40%	112 46% V	100 37%	100 42% V	44 30% *	20 41% *	40 46% V*	346 39%	69 45%	247 40%	121 38% *	47 45% *	104 33% d	311 43% d	121 33% f	294 44% f	265 38% f	150 43%
Don't know	295 28%	119 23%	171 33% B	52 36% GHI	71 38% GHI	60 34% GH	41 22% GH	34 19% GH	36 22% *	124 37% KL	101 28%	70 21%	61 36% OP	106 36% OP	64 24%	63 21%	174 29%	121 27%	64 26%	74 27%	78 33%	50 34% *	9 19% *	19 22% *	252 29%	43 28%	148 24%	108 34% a	38 36% a*	85 27%	210 29%	101 27%	193 29%	189 27%	106 30%

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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(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He shares my values

All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	328 32%	59 19%	167 58%	30 42%	34 36%	159 39%	108 31%	61 26%	221 40%	252 63%	22 6%	124 53%	83 23%	142 47%	70 22%	54 38%	156 35%	77 28%	203 40%	227 73%	29 8%	75 34%	180 40%	46 30%	209 41%	64 39%	164 43%	85 41%	209 36%	
Does not apply	415 40%	211 67%	53 18%	16 22%	41 44%	135 33%	185 53%	137 58%	191 35%	49 12%	275 83%	57 24%	215 60%	92 30%	187 60%	71 50%	195 44%	145 53%	180 35%	31 10%	301 80%	116 53%	177 39%	91 58%	182 36%	76 47%	141 37%	104 50%	195 34%	
Don't know	295 28%	46 15%	70 24%	26 36%	18 19%	111 27%	55 16%	37 16%	136 25%	99 25%	35 11%	53 23%	61 17%	67 22%	55 18%	17 12%	89 20%	50 18%	126 25%	54 17%	45 12%	27 12%	93 21%	19 12%	120 23%	24 15%	78 20%	21 10%	175 30%	

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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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - I trust him to get the big decisions right

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	323 31%	182 36% c	141 27%	42 29%	55 29%	69 38%	56 30%	52 29%	48 30% *	98 29%	125 34%	101 30%	50 29%	107 36%	77 29%	90 29%	185 31%	138 31%	69 28%	107 39%	53 22%	53 36% u*	18 37%	23 26%	285 32%	38 25%	213 35% b	84 27%	25 24% *	129 41% e	194 27%	152 41% g	171 26%	234 34% i	90 26%
Does not apply	425 41%	207 41%	214 41%	46 32%	77 41%	60 33%	88 48% df	79 44% d	75 46% *	124 37%	148 41%	153 45%	61 36%	101 34%	126 48% mn	136 45% n	248 42%	177 40%	123 50% tvw	103 38%	96 40%	48 33% *	16 32% *	40 45% *	350 40%	75 49%	257 42%	127 40%	41 39% *	113 36%	312 43%	123 33% f	302 45% f	281 41%	144 41%
Don't know	290 28%	120 24%	166 32% b	56 39% ghl	55 29%	51 28%	41 22%	48 27%	39 24% *	111 33% k	92 25%	87 25%	61 35% o	90 30%	61 23%	79 26%	163 27%	127 29%	53 22%	62 23%	88 37% st	46 31% *	15 31% *	26 29% *	249 28%	41 26%	147 24%	104 33% a	39 37% a*	70 22%	220 30% d	97 26%	193 29%	175 25%	115 33% h

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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(*)

22-087220-32 - 11th - 14th August 2023
PUBLIC
Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - I trust him to get the big decisions right
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	323 31%	55 17%	159 55%	34 47%	31 33%	157 39%	101 29%	54 23%	223 41%	248 62%	16 5%	113 48%	86 24%	125 41%	75 24%	46 32%	157 36%	74 27%	199 39%	228 73%	23 6%	71 33%	174 39%	36 23%	197 38%	57 35%	160 42%	77 37%	199 34%	
Does not apply	425 41%	206 65%	60 21%	15 20%	43 47%	139 34%	189 54%	147 62%	185 34%	56 14%	278 84%	63 27%	216 60%	94 31%	192 61%	79 56%	198 45%	142 52%	190 37%	28 9%	304 81%	115 53%	171 38%	96 61%	188 37%	77 47%	144 37%	106 51%	204 35%	
Don't know	290 28%	55 17%	71 24%	23 32%	18 20%	109 27%	59 17%	34 14%	141 26%	96 24%	38 11%	58 25%	56 16%	82 27%	46 15%	17 12%	85 19%	56 20%	120 24%	55 18%	48 13%	32 15%	104 23%	25 16%	127 25%	29 18%	80 21%	25 12%	176 30%	

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22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q138. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is an experienced leader

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349
Does apply	384 37%	204 40%	180 35%	51 36%	66 35%	74 41%	71 38%	63 35%	59 36% *	118 35%	145 40%	122 36%	66 38%	112 37%	99 37%	108 35%	227 38%	157 36%	76 31%	115 42% s	83 35%	64 43% s*	20 41% *	27 30% *	336 38%	48 31%	242 39%	111 35%	32 30% *	139 44% e	245 34%	168 45% g	217 32%	269 39%	115 33%
Does not apply	401 39%	206 40%	192 37%	38 26%	65 35%	61 34%	83 45% D	85 47% DEF	69 42% D*	103 31%	144 40% J	153 45% J	46 27%	100 34%	118 45% MN	136 45% MN	224 38%	177 40%	112 46% TV	97 36%	88 37%	42 29% *	23 46% *	39 44% *	328 37%	72 47%	258 42% b	100 32%	42 40% *	103 33%	297 41% d	126 34%	275 41% f	281 41%	120 34%
Don't know	253 24%	100 20%	149 29% B	55 38% FGHI	57 30% GH	45 25%	31 17%	31 17%	34 21% *	112 34% KL	76 21%	65 19%	60 35% OP	86 29% OP	47 18%	60 20%	145 24%	108 24%	56 23%	60 22%	67 28%	41 28% *	6 13% *	23 26% *	220 25%	34 22%	117 19%	105 33% a	31 30% a*	70 22%	183 25%	78 21%	175 26%	139 20%	114 33% h

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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(*)

22-087220-32 - 11th - 14th August 2023
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Political Pulse August 2023 (Week 32)
Adults aged 18+ in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is an experienced leader
 All Adults aged 18-75 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	Positive impact	Negative impact
Unweighted base	1038	307	305	87	104	458	324	238	562	439	314	282	345	344	294	146	454	279	508	354	354	228	464	171	527	170	395	222	607	
Weighted base	1038	316	289	72	92	405	348	235	549	400	332	235	359	301	313	142	440	271	509	311	375	218	450	157	511	164	383	209	579	
Does apply	384 37%	93 29%	175 60%	39 54%	34 36%	188 46%	129 37%	86 37%	244 45%	240 60%	64 19%	134 57%	108 30%	150 50%	99 32%	54 38%	191 43%	100 37%	225 44%	222 71%	64 17%	95 43%	205 46%	56 35%	224 44%	66 40%	172 45%	98 47%	232 40%	
Does not apply	401 39%	181 57%	59 21%	19 27%	44 48%	150 37%	158 45%	109 46%	199 36%	77 19%	226 68%	65 28%	185 52%	96 32%	165 53%	73 51%	180 41%	129 48%	179 35%	46 15%	251 67%	101 46%	171 38%	84 54%	197 39%	72 44%	158 41%	82 39%	209 36%	
Don't know	253 24%	42 13%	55 19%	14 19%	15 16%	67 16%	61 18%	40 17%	106 19%	83 21%	42 13%	36 15%	65 18%	54 18%	48 15%	15 11%	70 16%	42 16%	105 21%	43 14%	60 16%	22 10%	73 16%	17 11%	90 18%	26 16%	53 14%	29 14%	137 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 - Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

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Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Summary

All Adults aged 18+ in Great Britain

	Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?	
	Keir Starmer, Leader of the Labour party (A)	Rishi Sunak, Leader of the Conservative Party and Prime Minister (B)
Unweighted base	1088	1088
Weighted base	1088	1088
Very clear	158 15%	189 17%
Fairly clear	339 31%	380 35%
Not very clear	279 26% 8	224 21%
Not clear at all	197 18%	192 18%
Don't know	115 11% 8	103 9%

Net: Very/fairly clear	497 46%	569 52% A
Net: Not very/not at all clear	476 44% 8	416 38%

Complies with the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Overlap formulae used

ColumnProportions [%]: A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans [%]: A/B Minimum Base: 30(**) Small Base: 100(*)

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Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - 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	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360				
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443				
Very clear	158 15%	97 18% C	60 11% H	22 19% H	25 13% H	34 19% H	23 12% H	16 10% H	39 15% H	46 15% H	56 16% H	55 13% H	26 18% O	52 18% O	27 10% O	47 14% O	80 13% O	78 16% O	35 13% O	42 15% O	23 9% O	31 21% U*	4 8% U*	24 25% SUW*	137 15% U*	21 13% U*	117 18% bc	30 10% bc	11 8% bc	66 22% e	92 12% e	54 16% e	104 14% e	115 18% i	43 10% i				
Fairly clear	339 31%	153 29% C	183 33% H	27 24% DH	74 40% DH	56 33% DH	55 30% DH	48 28% DH	78 31% DH	101 33% DH	112 31% DH	126 30% DH	41 29% DH	108 37% DH	76 29% DH	97 29% DH	180 29% DH	159 33% DH	64 25% DH	92 32% DH	76 30% DH	56 39% S*	27 53% STUX*	23 25% *	288 31% S*	51 30% S*	216 33% S*	88 30% S*	36 26% S*	110 37% e	229 29% e	118 35% e	220 29% e	205 32% e	134 30% e				
Not very clear	279 26%	135 26% C	142 26% H	25 21% H	31 17% H	48 28% H	52 28% H	53 32% H	69 27% H	56 19% H	100 28% H	122 29% H	31 22% N	59 20% N	76 29% N	100 29% N	183 30% R	95 20% R	77 30% V	77 27% V	74 29% V	22 15% *	7 14% *	21 22% *	227 25% S*	52 31% S*	163 25% S*	80 28% S*	36 27% S*	60 20% S*	219 28% S*	96 28% S*	183 24% S*	155 24% S*	124 28% S*				
Not clear at all	197 18%	107 20% C	88 16% H	12 10% H	24 13% H	19 11% H	41 22% DF	36 22% DF	64 25% DEF	36 12% J	60 17% J	101 24% J	13 9% J	33 11% MN	59 22% MN	77 23% MN	114 19% R	83 17% R	59 23% V	51 18% V	46 18% V	12 8% *	10 19% *	19 20% V*	169 18% S*	28 16% S*	120 18% S*	44 15% S*	33 25% S*	34 11% S*	163 21% d	50 15% d	147 20% d	105 16% d	92 21% d				
Don't know	115 11%	36 7% B	78 14% H	31 26% FGHI	31 17% GHI	16 9% I	16 8% I	15 9% I	6 2% I	62 21% KL	32 9% KL	21 5% KL	31 22% OP	41 14% P	25 9% P	18 5% P	56 9% R	60 13% R	24 9% R	22 8% R	33 13% R	25 17% T*	3 6% *	8 9% *	98 11% S*	17 10% S*	47 7% S*	50 17% a	19 14% *	29 10% *	86 11% f	21 6% f	94 13% f	65 10% f	50 11% f				
Net: Very/fairly clear	497 46%	250 47% C	244 44% H	49 42% DH	98 53% DH	90 52% DH	78 42% DH	64 38% DH	117 46% DH	147 49% DH	168 47% DH	181 43% DH	67 47% OP	160 55% OP	103 39% OP	144 43% OP	260 42% R	237 50% R	99 38% R	134 47% R	99 39% R	87 60% SU*	31 60% SU*	47 49% *	425 46% S*	72 43% S*	332 50% bc	118 40% bc	47 35% e	176 59% e	321 41% g	172 51% g	324 43% g	320 50% i	177 40% i				
Net: Not very/not at all clear	476 44%	242 46% C	230 42% H	37 32% DH	56 30% DH	67 39% DH	93 50% DE	90 53% DEF	133 52% DEF	92 31% J	160 44% J	223 52% J	44 31% MN	91 31% MN	135 51% MN	176 52% MN	298 49% R	178 37% R	136 52% vw	128 45% v	121 48% v	34 23% *	17 34% *	40 42% V*	396 43% S*	79 47% S*	283 43% S*	124 43% S*	69 51% *	93 31% d	382 48% d	146 43% d	330 44% d	260 40% d	216 49% 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/ 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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Keir Starmer, 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	Positive Impact	Negative Impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very clear	158 15%	21 6%	81 28%	14 18%	21 22%	81 19%	55 14%	26 10%	113 19%	119 29%	16 4%	58 24%	55 14%	68 23%	47 13%	22 15%	79 16%	35 12%	105 19%	123 38%	13 3%	32 13%	92 19%	20 12%	104 19%	28 16%	86 21%	44 19%	97 16%	
Fairly clear	339 31%	94 27%	124 42%	32 41%	27 28%	168 39%	99 25%	81 32%	202 35%	199 49%	56 15%	100 41%	76 20%	119 40%	85 24%	35 24%	167 35%	94 32%	184 34%	167 51%	67 16%	76 32%	160 34%	45 26%	193 35%	60 33%	138 34%	60 26%	234 39%	
Not very clear	279 26%	121 34%	56 19%	19 24%	22 23%	103 24%	117 30%	76 30%	132 35%	60 15%	133 49%	51 21%	103 27%	67 22%	82 23%	43 29%	116 24%	94 32%	123 23%	25 8%	152 37%	68 28%	122 26%	46 27%	129 24%	49 27%	89 21%	67 29%	153 25%	
Not clear at all	197 18%	103 29%	21 7%	9 11%	21 22%	62 14%	96 25%	63 25%	102 17%	11 3%	158 43%	25 10%	133 35%	28 10%	123 35%	42 29%	103 21%	65 22%	97 18%	8 2%	160 39%	61 25%	86 18%	55 32%	93 17%	41 23%	88 21%	54 23%	75 12%	
Don't know	115 11%	13 4%	10 4%	5 6%	5 5%	20 5%	22 6%	7 3%	32 6%	19 5%	8 2%	8 3%	16 4%	16 5%	14 4%	4 2%	18 4%	5 2%	29 5%	5 1%	18 4%	5 2%	14 3%	5 3%	24 4%	3 1%	11 3%	8 3%	45 7%	
Net: Very/fairly clear	497 46%	115 33%	205 70%	46 59%	48 50%	250 58%	154 40%	108 42%	314 54%	318 78%	72 19%	158 65%	132 34%	187 63%	132 37%	58 40%	246 51%	129 44%	289 54%	289 88%	80 20%	109 45%	252 53%	65 38%	297 55%	88 49%	225 54%	103 45%	330 55%	
Net: Not very/not at all clear	476 44%	223 64%	76 26%	27 35%	43 45%	164 38%	213 55%	139 55%	234 40%	72 18%	291 79%	76 32%	236 61%	96 32%	206 58%	85 58%	219 45%	159 54%	220 41%	33 10%	312 76%	128 53%	207 44%	102 59%	222 41%	90 50%	177 43%	120 52%	228 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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1088	536	543	146	174	179	199	241	149	320	378	390	174	280	288	319	769	319	267	279	257	133	52	100	915	173	662	310	116	333	755	632	456	728	360
Weighted base	1088	528	551	116	186	173	187	169	256	302	361	425	142	292	262	339	613	475	258	284	252	147	52	95	920	168	662	291	135	299	789	339	749	645	443
Very clear	189 17%	96 18%	92 17%	19 16%	27 14%	36 21%	26 14%	19 11%	62 24%	46 15%	62 17%	81 19%	23 16%	55 19%	35 14%	66 19%	107 18%	82 17%	44 17%	48 17%	45 18%	23 16%	10 19%	19 20%	158 17%	31 18%	135 20%	34 12%	21 15%	66 22%	124 16%	72 21%	118 16%	114 18%	75 17%
Fairly clear	380 35%	177 33%	199 36%	43 37%	72 39%	53 31%	68 36%	58 35%	85 33%	116 38%	121 34%	143 34%	58 41%	97 33%	91 35%	109 32%	237 39%	142 30%	96 37%	104 37%	88 35%	45 30%	22 42%	25 26%	320 35%	59 35%	226 34%	101 35%	53 39%	104 35%	276 35%	128 38%	252 34%	228 35%	151 34%
Not very clear	224 21%	109 21%	113 20%	16 14%	31 17%	41 24%	42 22%	49 29%	44 17%	48 16%	83 23%	93 22%	20 14%	57 19%	62 23%	81 24%	119 19%	105 22%	41 16%	62 22%	54 22%	37 22%	7 14%	22 23%	190 21%	34 20%	142 21%	65 22%	17 13%	62 21%	162 21%	75 22%	149 20%	135 21%	89 20%
Not clear at all	192 18%	111 21%	80 15%	14 12%	28 15%	31 18%	37 20%	27 16%	54 21%	42 14%	68 19%	82 19%	17 12%	50 17%	51 19%	59 18%	98 16%	94 20%	60 23%	51 18%	35 14%	17 11%	8 16%	21 22%	166 18%	26 16%	121 18%	47 16%	25 18%	44 15%	149 19%	48 14%	145 19%	111 17%	81 18%
Don't know	103 9%	35 7%	67 12%	24 20%	27 14%	12 7%	14 7%	15 9%	12 4%	51 17%	26 7%	26 6%	24 17%	33 11%	23 9%	23 7%	52 8%	51 11%	16 6%	19 7%	30 12%	25 17%	4 8%	8 9%	85 9%	18 10%	38 6%	44 15%	20 15%	24 8%	79 10%	17 5%	86 11%	55 9%	47 11%
Net: Very/fairly clear	569 52%	273 52%	292 53%	62 53%	99 53%	89 52%	94 50%	77 46%	147 57%	161 53%	183 51%	224 53%	81 57%	152 52%	127 48%	175 52%	345 56%	224 47%	141 54%	151 53%	133 53%	68 46%	32 62%	44 47%	479 52%	90 54%	361 55%	135 46%	73 54%	170 57%	399 51%	200 59%	369 49%	343 53%	226 51%
Net: Not very/not at all clear	416 38%	220 42%	193 35%	30 26%	60 32%	72 42%	79 42%	77 45%	98 38%	90 30%	152 42%	175 41%	37 26%	107 37%	112 43%	141 42%	217 35%	199 42%	102 39%	113 40%	90 35%	54 37%	16 30%	43 45%	356 39%	61 36%	263 40%	112 39%	41 31%	105 35%	311 39%	123 36%	294 39%	246 38%	170 38%

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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/ Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

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Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - 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	Positive Impact	Negative Impact
Unweighted base	1088	332	314	90	111	479	353	255	588	453	339	296	366	354	318	153	482	298	531	368	380	246	485	184	551	184	416	242	631	
Weighted base	1088	351	292	78	96	433	389	254	581	408	370	242	384	299	351	146	483	293	538	327	410	242	473	171	543	181	412	231	604	
Very clear	189 17%	87 25% C	41 14%	10 13% *	23 24% *	82 19%	71 18%	97 38% IJKLMNOPQ	73 13%	79 19% I	74 20% IO	57 23% IO	69 18% I	70 23% IO	53 15%	32 22% I	91 19% I	102 35% STUWYa	70 13%	62 19% Sa	83 20% SWa	85 35% STUWYa	69 15%	54 32% STUWYa	90 17% Sa	73 41% STUWYa	53 13%	68 29% c	101 17%	
Fairly clear	380 35%	160 46% CE	91 31%	29 37% *	25 26% *	159 37%	142 37%	123 48% UMNOQ	164 28%	137 34% I	155 42% IMNQ	102 23% IUMNQ	120 31%	99 33% I	127 36% I	62 42% IMQ	152 31%	155 53% STUWYZa	139 26%	101 31%	156 38% SWYa	120 50% STUWYa	138 29% S	83 49% STUWYa	170 31% Sa	81 45% STWYa	108 26%	88 38%	212 35%	
Not very clear	224 21%	60 17% B	75 26% B	19 24% *	17 18% *	94 22%	84 22%	18 7% HKLMNP	149 26% H	93 23% H	62 17% H	45 18% H	74 19% H	54 18% H	70 20% H	24 17% H	105 22% H	26 9% RUVWXYZ	139 26% RVXZ	79 24% RVZ	72 18% RVZ	22 9% RVXZ	104 22% RVXZ	19 11% RVXZ	118 22% RVXZ	12 7% RVXZ	96 23% RUVXZ	40 17%	131 22%	
Not clear at all	192 18%	32 9% B	75 26% B	16 21% B*	28 29% B*	80 18%	70 18%	12 5% HKLNPOQ	169 29% HL	84 21% H	68 18% H	33 14% H	101 26% HKLP	62 21% HL	86 25% HKL	25 17% H	113 23% HL	7 2% RTUVXYZ	169 32% RVXZ	82 25% RVXZ	78 19% RVXZ	14 6% R	148 31% RTUVXYZ	11 6% R	142 26% RUVXZ	13 7% R	141 34% RTUVXYZ	28 12%	125 21% b	
Don't know	103 9%	13 4%	10 4%	5 6% *	3 3% *	19 4%	22 6%	6 2% IJKLMNOPQ	26 4%	15 4%	12 3%	5 2%	20 5%	14 5% L	16 4%	2 2%	23 5%	3 1% TV	21 4% TV	3 1%	21 5% RTVZ	1 * T	14 3% T	3 2% v	24 4% RTVZ	1 1% TV	14 3% TV	8 3%	35 6%	
Net: Very/fairly clear	569 52%	247 70% CDE	132 45%	39 50% *	48 50% *	241 56%	213 55%	219 86% IJKLMNOPQ	237 41%	216 53% I	228 62% IUMOQ	159 66% IUMNOQ	189 49% I	169 57% I	180 51% I	94 65% IUMOQ	243 50% I	257 88% STUWXYa	209 39%	163 50% Sa	239 58% SWYa	205 85% STUWYa	207 44% Sa	138 80% STUWYa	260 48% SWa	155 86% STUWYa	161 39%	156 67% c	313 52%	
Net: Not very/not at all clear	416 38%	92 26% B	150 51% B	35 44% B*	45 47% B*	174 40%	154 40%	29 11% HKLMNOPQ	318 55% HL	178 43% HL	130 35% H	78 32% H	176 46% HKLP	116 39% HL	156 44% HKLP	49 34% H	218 45% HKLP	33 11% RTUVWXYZ	308 57% RVXZ	162 49% RVXZ	150 36% RVXZ	36 15% RVXZ	252 53% RUVXYZ	30 18% R	259 48% RUVXZ	25 14% R	238 58% RTUVXYZ	68 29%	256 42% b	

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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 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 Minimum Base: 30(**) Small Base: 100(*)

22-087220-32 - 11th - 14th August 2023

PUBLIC

Political Pulse August 2023 (Week 32)

Adults aged 18+ in GB

Q15. In your opinion, how likely or not is it that Labour leader Keir Starmer will ever be Prime Minister?

All Adults aged 18-75 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 (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1038	511	518	146	174	179	199	241	99	320	378	340	174	280	288	296	736	302	254	267	242	131	51	93	879	159	628	310	100	333	705	613	425	726	312	
Weighted base	1038	509	520	145	188	180	185	179	162	333	365	340	172	298	264	305	597	441	244	271	238	148	49	88	884	154	617	316	105	312	726	372	666	689	349	
Very likely	203 20%	133 26% c	69 13%	19 13%	29 15%	32 18%	43 23% D	41 23% D	39 24% *	47 14%	75 21%	80 24% J	21 12%	54 18%	56 21% M	72 24% M	127 21%	76 17%	46 19%	61 22%	44 18%	21 14% *	8 16% *	23 26% *	178 20%	25 16%	141 23% bc	50 16%	13 12% *	67 22% *	136 19%	86 23% g	117 18%	138 20%	65 19%	
Fairly likely	382 37%	196 39%	184 35%	53 37%	59 32%	79 44% EG	58 32%	70 39%	62 38% *	113 34%	138 38%	132 39%	64 38%	104 35%	98 37%	116 38%	223 37%	159 36%	82 33%	100 37%	101 42% x	58 39%	20 41% *	22 25% *	325 37%	57 37%	239 39%	105 33%	38 36% *	135 43% e	248 34%	145 39%	237 36%	260 38%	123 35%	
Not very likely	194 19%	82 16%	110 21%	33 23%	44 23%	26 15%	33 18%	30 17%	27 17% *	77 23%	60 16%	57 17%	44 26% O	53 18%	42 16%	54 18%	116 19%	77 18%	51 21%	46 17%	38 16%	28 19% *	9 18% *	22 25% *	162 18%	31 20%	114 18%	63 20%	17 16% *	51 16% *	142 20%	71 19%	123 18%	126 18%	67 19%	
Not at all likely	98 9%	46 9%	51 10%	11 8%	18 10%	10 6%	30 16% DFH	16 9%	12 7% *	30 9%	41 11%	27 8%	11 6%	25 8%	39 15% MNP	22 7%	50 8%	48 11%	27 13%	26 10%	19 8%	16 11% *	4 9% *	4 5% *	78 9%	20 13%	48 8%	33 11%	17 16% a*	21 7% *	77 11% *	20 5% f	78 12% i	76 11% i	22 6%	
Don't know	161 16%	51 10%	107 21% B	28 20% GH	38 20% GH	32 18%	20 11%	21 12%	23 14% *	66 20% L	52 14%	43 13%	30 18%	63 21% OP	27 10%	41 13%	81 14%	81 18%	38 16%	38 14%	36 15%	24 16% *	8 16% *	17 19% *	141 16%	20 13%	77 12%	64 20% a	20 19% *	38 12% *	123 17% *	50 13% *	111 17% *	90 13% *	72 21% h	
Net: Very/fairly likely	585 56%	330 65% C	253 49%	72 50%	88 47%	112 62% E	101 55% DE	112 63% DE	101 62% E*	160 48%	213 58% J	212 62% J	85 50%	158 53%	155 59%	187 62% M	350 59%	236 53%	128 52%	161 59%	145 61%	80 54% *	28 57% *	45 50% *	503 57%	82 54%	379 61% bc	155 49%	51 49% *	202 65% e	384 53% g	231 62% g	354 53%	397 58%	188 54%	
Net: Not very/not at all likely	291 28%	128 25%	160 31%	44 31%	62 33% F	37 20% F	64 34% F	46 26%	38 24% *	107 32%	100 27%	85 25%	56 32%	78 26%	81 31%	76 25%	166 28%	125 28%	78 32%	72 27%	57 24%	44 30% *	13 27% *	27 30% *	240 27%	51 33%	161 26%	96 30%	34 32% *	72 23% *	219 30% d	90 24%	201 30%	202 29%	89 26%	

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/ 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/ Minimum Base: 30(**) Small Base: 100(*)