|  | Total <br> Total | Gender |  | Age |  |  |  |  |  | Aggregted Age reaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  |  |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Male }}^{\text {(8) }}$ | ${ }_{\text {Female }}^{\text {ch }}$ | $\begin{gathered} 18.24 \\ (0) \\ (0) \end{gathered}$ | $\underset{\substack{25-34 \\(\mathrm{E})}}{\substack{24}}$ | $\begin{gathered} 35 \cdot 44 \\ \text { (f) } \end{gathered}$ | $\begin{gathered} 45.54 \\ \hline(6) \\ \hline \end{gathered}$ | $\begin{gathered} 55.64 \\ (H) \end{gathered}$ | ${ }^{65+}$ | $\begin{gathered} 18: 34 \\ \text { (1) } \end{gathered}$ | $\begin{gathered} 35.544 \\ (k) \end{gathered}$ | $\begin{aligned} & \text { 55t } \\ & \text { (t) } \end{aligned}$ | (m) ${ }_{\text {(M) }}$ | $\begin{gathered} \text { Millennial } \\ \text { (N) } \end{gathered}$ | $\begin{aligned} & \text { Gen } x++ \\ & (0) \end{aligned}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & \text { ABC1 } \\ & (\text { (a) } \end{aligned}$ | $\begin{gathered} (20 \mathrm{R}) \\ (\mathrm{R}) \end{gathered}$ | North | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | South | (tondon | ${ }_{\text {Wales }}^{\text {(w) }}$ | ${ }_{\text {Scotland }}^{\text {(x) }}$ | $\begin{aligned} & \text { Uran } \\ & (y) \end{aligned}$ | ${ }_{\text {Rural }}^{\text {(z) }}$ | $\begin{aligned} & \text { Married/ } \\ & \text { Luvinas } \\ & \text { Married } \\ & \text { (a) } \end{aligned}$ | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Divereat/ } \\ & \text { Separated } \end{aligned}$ | $\begin{aligned} & \text { At least } \\ & \text { one hid } \\ & \text { present } \\ & \text { (de) } \end{aligned}$ | $\begin{gathered} \text { cho } \\ \substack{\text { chilren } \\ \text { present }} \\ \text { (e) } \end{gathered}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\underset{\substack{\text { Non- } \\ \text { grauate } \\(\mathrm{z})}}{\text { Nosen }}$ | $\begin{aligned} & \text { Working } \\ & \text { (h) } \end{aligned}$ | ${ }_{\text {Not }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| 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 | ${ }^{33}$ | 755 | 632 | 456 | 728 | 360 |
| Weighed 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 | ${ }^{44}$ |
| Right direction (1) | $\begin{aligned} & 197 \\ & { }_{18 \%} \end{aligned}$ | $\begin{aligned} & 111 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 24 \\ \substack{21 \% \\ 6} \end{gathered}$ | $\begin{gathered} 44 \\ \begin{array}{c} 43 \% \\ 6 H \\ 6 H \end{array} \end{gathered}$ | $\begin{gathered} 33 \\ { }_{c}^{19 \%} \\ 6 \end{gathered}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 55 \\ \substack{22 \% \\ 6} \end{gathered}$ | $\begin{gathered} 68 \\ 22 \% \\ 28 \end{gathered}$ | $\begin{aligned} & 53 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 77 \\ 18 \% \end{gathered}$ | $\begin{gathered} 29 \\ 20 \% \\ 0 \end{gathered}$ | $\begin{gathered} 66 \\ \text { 23\% } \\ 0 . \end{gathered}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 25\% } \\ & \text { ux } \end{aligned}$ | $\begin{aligned} & 12 \\ & \text { 23\% } \\ & \text { 23\% } \end{aligned}$ | $\underset{10 \%}{9}$ | $\begin{aligned} & 167 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 76 \\ 22 \% \\ 8 \\ 8 \end{gathered}$ | $\begin{aligned} & 121 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 20 \% \end{aligned}$ | ¢6 |
| Wrong direction (-1) | ¢ 6 682 | ${ }_{\substack{327 \\ 62 \%}}$ | 348 <br> $63 \%$ | $\begin{aligned} & 64 \\ & 55 \% \\ & 56 \end{aligned}$ | $\begin{aligned} & 111 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 60 \% \\ & \text { 64, } \end{aligned}$ | $\begin{aligned} & 175 \\ & 58 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 233 \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 64 \% \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 59 \% \end{aligned}$ | (171 | 178 $68 \%$ | 264 | $\begin{aligned} & 372 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 310 \\ & 65 \% \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 62 \% \\ & \end{aligned}$ | ¢0\% | ¢ | $\begin{aligned} & 87 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 55 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 66 \\ 70 \% \end{gathered}$ | 580 | 101 $60 \%$ | ${ }_{\substack{410 \\ 62 \%}}$ | 190 | $\begin{gathered} 82 \\ 60 \% \end{gathered}$ | ¢ | $\begin{gathered} 521 \\ 66 \% \\ \hline 50 \end{gathered}$ | $\begin{gathered} 203 \\ 60 \% \end{gathered}$ | ¢ ${ }_{\text {a }}^{488}$ | ${ }_{\text {che }}^{407}$ | ${ }_{6}^{275}$ |
| Neither (0) | $\begin{aligned} & 156 \\ & 14 \% \\ & \end{aligned}$ | $\begin{gathered} 68 \\ 13 \% \\ \text { 13\% } \end{gathered}$ | $\begin{gathered} 86 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 51 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & \text { 13\% } \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 14 \% \end{aligned}$ | ¢7 |
| Don't know | $\begin{aligned} & 53 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\underset{4 \%}{6}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{gathered} 8 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% \end{aligned}$ | 35 3\% 8\% $n$ |
| Mean | -0.47 | -0.43 | -0.50 | $\underbrace{\text { ft }}_{\substack{-0.36 \\ 6.4}}$ | $\underbrace{}_{\substack{-0.37 \\ 64}}$ | ${ }^{-0.45}$ | -0.60 | -0.60 | ${ }^{-0.42}$ | ${ }_{0}^{-0.37}$ | -0.53 | -0.49 | $\stackrel{-0.40}{0}$ | $\stackrel{-0.37}{0}$ | ${ }^{-0.60}$ | ${ }^{-0.51}$ | -0.43 | -0.52 | -0.46 | ${ }^{-0.42}$ | ${ }^{0.55}$ | ${ }_{\substack{-0.35 \\ \times \\ 0}}$ | $\stackrel{-0.34}{ }$ | ${ }^{-0.66}$ | ${ }^{-0.47}$ | ${ }^{-0.45}$ | ${ }_{-0.42}^{-0.4}$ | -0.56 | ${ }^{-0.50}$ | $\stackrel{-0.29}{e}$ | -0.54 | -0.39 | -0.50 | ${ }^{-0.44}$ | -0.51 |

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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to <br> Cons | Favourab e to Lab | Unfavoura | $\begin{aligned} & \text { Favoural } \\ & \text { eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourab e to Green Party | ble to Green Party | $\begin{gathered} \text { Favourabl } \\ \text { efo } \\ \text { Reform UK } \end{gathered}$ | Unfavoura Reform Reform U | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | Unfavoura Starmer Starme | Favourabl e to Hunt | Unfavoura ble to Hunt |  |  | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (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 |
| Right direction (1) | $\begin{aligned} & 197 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 109 \\ 31 \% \\ c \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 22 \\ 23 \% \\ c \end{gathered}$ | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 90 \\ 23 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 134 \\ 53 \% \\ \text { wkMMoo } \end{gathered}$ | $\begin{aligned} & 31 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 71 \\ 17 \% \\ 1 \\ \hline \end{gathered}$ | $\begin{gathered} 82 \\ 22 \% \\ 10 \end{gathered}$ | $\begin{gathered} 58 \\ 24 \% \\ \text { 24\% } \\ \text { wa } \end{gathered}$ | $\begin{gathered} 73 \\ 19 \% \\ 10 \end{gathered}$ | $\begin{gathered} 61 \\ 20 \% \\ 10 \end{gathered}$ | $\begin{gathered} 65 \\ 19 \% \\ 10 \end{gathered}$ | $\begin{gathered} 63 \\ \text { 44\% } \\ \text { ukMMooa } \end{gathered}$ | $\begin{gathered} 66 \\ 14 \% \\ 1 \end{gathered}$ | $\begin{gathered} 127 \\ 43 \% \\ \text { suwra } \end{gathered}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & \text { 19\% } \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 77 \\ & \text { 19\% } \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 112 \\ 46 \% \\ \text { suwra } \end{gathered}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 87 \\ 51 \% \\ \text { stuwrra } \end{gathered}$ | $\begin{aligned} & 41 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 113 \\ \text { 62\% } \\ \text { RSTuw } \end{gathered}$ | $\begin{aligned} & 25 \\ & 6 \% \end{aligned}$ | $\begin{gathered} \begin{array}{c} 111 \\ 48 \% \\ c \end{array} \\ \hline \end{gathered}$ | $\begin{aligned} & 51 \\ & 8 \% \end{aligned}$ |
| Wrong direction (-1) | $\begin{aligned} & 682 \\ & 63 \% \\ & 63 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 81 \% \\ & \text { BoE } \end{aligned}$ | $\begin{gathered} 53 \\ 68 \% \\ { }^{53} \end{gathered}$ | $\begin{gathered} 62 \\ 64 \% \\ 6 \times \\ 8 . \end{gathered}$ | $\begin{gathered} 303 \\ 70 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 226 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 74 \\ 29 \% \end{gathered}$ | $\begin{gathered} 490 \\ 84 \% \\ \text { Hккмммора } \end{gathered}$ | $\begin{gathered} 294 \\ 72 \% \\ \text { HKLMOP } \end{gathered}$ | $\begin{gathered} 202 \\ 54 \% \\ H \end{gathered}$ | $\begin{aligned} & 142 \\ & 59 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 244 \\ & \begin{array}{l} 24 \% \\ \text { HKP } \end{array}, ~ \end{aligned}$ | $\begin{aligned} & 202 \\ & 67 \% \\ & \text { HKIP } \end{aligned}$ |  | $\begin{gathered} 66 \\ 46 \% \\ \text { 46 } \end{gathered}$ | $\begin{gathered} 342 \\ 71 \% \\ \text { HKMOP } \end{gathered}$ | $\begin{gathered} 100 \\ 34 \% \\ 2 \end{gathered}$ | $\begin{aligned} & 453 \\ & 84 \% \\ & \text { RTuvxry } \end{aligned}$ | $\begin{aligned} & 231 \\ & 71 \% \\ & \text { Ruvxz } \end{aligned}$ | $\begin{aligned} & 242 \\ & 59 \% \\ & \text { R×2 } \end{aligned}$ | $\begin{gathered} 87 \\ 36 \% \\ z \end{gathered}$ | $\begin{gathered} 399 \\ 84 \% \\ \text { RTUXYrz } \end{gathered}$ | $\begin{gathered} 61 \\ 35 \% \\ z \end{gathered}$ | $\begin{gathered} 439 \\ 81 \% \\ \text { RTuxz } \end{gathered}$ | $\begin{aligned} & 44 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 358 \\ 87 \% \\ \text { Rruxxz } \end{gathered}$ | $\begin{aligned} & 82 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 466 \\ 77 \% \\ b \end{gathered}$ |
| Neither (0) | $\begin{aligned} & 156 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 58 \\ 16 \% \\ c \end{gathered}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 11 \\ 14 \% \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \\ { }^{11 \%} \end{gathered}$ | $\begin{aligned} & 51 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 51 \\ 13 \% \end{gathered}$ | $\begin{gathered} \begin{array}{c} 37 \\ 15 \% \\ 10 \end{array} \end{gathered}$ | $\begin{aligned} & 46 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 69 \\ \text { 19\% } \\ \text { uмMopa } \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \\ 11 \end{gathered}$ | $\begin{gathered} 52 \\ 13 \% \\ 1 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 49 \\ 14 \% \\ 14 \end{gathered}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 56 \\ 11 \% \\ 1 \end{gathered}$ | $\begin{gathered} 54 \\ \text { 18\% } \\ \text { stwraa } \end{gathered}$ | $\begin{aligned} & 41 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 71 \\ 17 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 40 \\ 16 \% \\ \text { stwra } \end{gathered}$ | $\begin{aligned} & 35 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 22 \\ 13 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 51 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 11 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 53 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\stackrel{4}{5 \%}$ | $\stackrel{2}{2 \%}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 9 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \\ & \text { va } \end{aligned}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 21 \\ 5 \% \\ \text { stwxra } \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \\ 2 \% \end{gathered}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \\ & 2 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 3 \% \end{aligned}$ |
| Mean | -0.47 | ${ }_{\text {- }}^{\text {-0, }} \mathrm{co}$ | -0.71 | -0.57 | $\stackrel{-0.42}{c}$ | -0.56 | $\stackrel{-0.37}{F}$ | ${ }_{\text {ukximora }}^{0.24}$ | -0.81 | $\stackrel{-0.56}{1}$ | - $\begin{array}{r}-.34 \\ \text { uncoa }\end{array}$ | -0.36 und | $\begin{aligned} & -0.46 \\ & { }_{10}^{0} \end{aligned}$ | ${ }_{\text {- }}^{\text {-0.48 }}$ | $\underset{10}{-0.46}$ | ${ }_{-0.02}^{-0.02}$ | $\stackrel{-0.59}{1}$ |  | -0.79 | $\underset{\substack{-0.52 \\ \text { swra }}}{\text { a }}$ | - $\begin{gathered}-0.42 \\ \text { swra } \\ \text { a }\end{gathered}$ |  | -0.80 | ( $\begin{gathered}0.15 \\ \text { Suwwa }\end{gathered}$ | ${ }_{\substack{-0.75 \\ w_{2}}}$ | ${\underset{\text { Rstuwwra }}{0.39}}^{0}$ | -0.81 | ${ }_{0}^{0.13}$ | -0.71 |


| 22-087220-32-11th -14th August 2023 PUBLIC <br> 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 |  |  |  |  |  |  |  |  |  |  |
|  |  | What exent, if | Ifatalld do y | you have a fa |  |  | le opinion | of the follo | wing politic | icians and |
|  |  | $\begin{gathered} \text { Rishi } \\ \text { Sunak, } \\ \text { Leader of } \\ \text { the } \\ \text { Conservati } \\ \text { ve party } \\ \text { and Prime } \\ \text { Minister } \\ \text { (B) } \end{gathered}$ |  | $\begin{aligned} & \text { Jeremy } \\ & \text { Hunt, } \\ & \text { Chancellor } \\ & \text { of the } \\ & \text { Exchequer } \\ & \text { (D) } \\ & \hline \end{aligned}$ |  | $\begin{gathered} \text { The } \\ \text { Labor } \\ \text { apary } \\ \text { fff } \end{gathered}$ | $\begin{gathered} \text { The } \\ \substack{\text { Coneratii } \\ \text { veraty } \\ \text { (a) }} \end{gathered}$ | $\begin{gathered} \text { The } \\ \substack{\text { Uheral } \\ \text { Diemorats } \\ \text { (tr) }} \end{gathered}$ | $\begin{aligned} & \text { The Green } \\ & \text { Party } \\ & \text { (I) } \end{aligned}$ | $\begin{gathered} \text { Reform UI } \\ (\downarrow) \end{gathered}$ |
| Unweithed base | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 |
| Weighed bse | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 | 1088 |
| Very fvourable (2) | $\begin{gathered} 96 \\ \substack{96 \\ \text { coefu }} \\ \hline \end{gathered}$ | $\begin{gathered} 71 \\ \substack{7 \% \\ c \varepsilon \\ c \theta} \end{gathered}$ | $\begin{aligned} & 48 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} 52 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 38 \\ & 38 \end{aligned}$ | $\begin{gathered} 152 \\ \text { A2s } \\ \text { ARcococoulu } \end{gathered}$ | $\begin{gathered} \text { se } \\ \substack{8 \% \\ \text { coety }} \\ \hline \end{gathered}$ | $\begin{aligned} & 47 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 72 \\ 7 \% \\ 7 \% \\ k+1 \end{gathered}$ | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ |
| Fariry favurale (1) | $\begin{aligned} & 231 \\ & \substack{218 \\ \text { cec } \\ \text { cen }} \end{aligned}$ | $\begin{aligned} & 222 \\ & \substack{208 \\ \text { cose } \\ \text { cea }} \end{aligned}$ | 124\% | $\begin{gathered} 190 \\ \text { anc } \\ \text { cever } \\ \text { col } \end{gathered}$ | $\begin{gathered} 146 \\ 13 \% \end{gathered}$ | $\begin{gathered} 256 \\ \text { 248 } \\ \text { coseall } \end{gathered}$ | $\begin{gathered} 166 \\ \text { anc } \\ \text { ane } \\ 0 \end{gathered}$ | $\begin{gathered} 195 \\ \substack{189 \\ c \epsilon \\ c \in} \end{gathered}$ | $\begin{aligned} & 227 \\ & \begin{array}{c} 218 \\ \text { cef } \\ \text { cei } \end{array} \end{aligned}$ | $\substack{112 \\ 10 \%}$ |
| Neither fuvurable nor unfuvurable (0) | $\begin{gathered} 267 \\ \substack{258 \\ 868} \\ \hline 6 \end{gathered}$ | $\begin{gathered} 197 \\ 18 \% \end{gathered}$ | $\begin{gathered} 243 \\ \text { anc } \\ 868 \end{gathered}$ | $\begin{gathered} 261 \\ \substack{208 \\ 808 \\ 86} \end{gathered}$ |  | $\begin{gathered} 248 \\ \text { and } \\ 868 \\ 86 \end{gathered}$ |  | $\begin{gathered} 376 \\ 35 \% \\ \text { ascoses } \\ \text { Acose } \end{gathered}$ | $\begin{gathered} 340 \\ 348 \\ \text { ancoses } \\ \text { Ancose } \end{gathered}$ | $\begin{gathered} 250 \\ \substack{238 \\ 86 \\ 86} \\ \hline \end{gathered}$ |
| Faitry unfuvurable (-1) | $\begin{aligned} & 192 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 180 \\ 17 \% \end{gathered}$ | $\begin{gathered} 190 \\ 17 \% \end{gathered}$ | $\begin{gathered} 197 \\ 188 \end{gathered}$ | $\begin{gathered} 165 \\ 155 \\ \hline 15 \% \end{gathered}$ | $\begin{gathered} 172 \\ 16 \% \end{gathered}$ | $\begin{gathered} 179 \\ 16 \% \end{gathered}$ | $\begin{gathered} 210 \\ \substack{19 \% \\ \text { eve }} \end{gathered}$ | $\begin{gathered} 170 \\ 16 \% \end{gathered}$ | $\begin{gathered} 154 \\ 14 \% \end{gathered}$ |
| Very uffourable (2) | $\begin{gathered} 218 \\ 20 \% \end{gathered}$ |  | $\begin{gathered} 358 \\ \substack{357 \\ \text { ancfat }} \end{gathered}$ | $\begin{gathered} 276 \\ \substack{258 \\ \text { afert }} \\ \hline \end{gathered}$ |  | ¢ | $\begin{gathered} 402 \\ \text { 43\% } \\ \text { Acocoffuu } \end{gathered}$ | 174 | ${ }_{\text {178\% }}^{181}$ | $\begin{aligned} & 330 \\ & 30 \% \\ & \text { ADEFH1 } \end{aligned}$ |
| Don'tkow | $\begin{gathered} 84 \\ \left.\begin{array}{c} 8, \\ 8 ; 6 \\ 8 ; 6 \end{array}\right) \end{gathered}$ | $\begin{gathered} 60 \\ 6 \% \\ 60 \end{gathered}$ |  | $\begin{aligned} & 113 \\ & \substack{10 \% \\ \text { ancrich }} \end{aligned}$ | $\begin{gathered} 205 \\ \text { 205 } \\ \text { ACocosern } \end{gathered}$ | $\begin{aligned} & 66 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 86 \\ \substack{8 \% \\ 8, ~ \\ 868} \end{gathered}$ | $\begin{gathered} 98 \\ \substack{98 \\ 966 \\ 0 ; 6} \end{gathered}$ | $\begin{gathered} 209 \\ \substack{199 \\ \text { Accocourl }} \end{gathered}$ |
| Net: Ven/Fairy fuvurable | $\begin{gathered} 327 \\ \substack{30 \% \\ \text { cosent }} \end{gathered}$ | $\begin{aligned} & 233 \\ & 27 \% \\ & \text { cocertur } \end{aligned}$ | 171 | $\begin{gathered} 242 \\ \substack{22 \pi \\ \text { cer }} \\ \hline \end{gathered}$ | $\begin{aligned} & 181 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 408 \\ 388 \\ \text { Accocesulu } \end{gathered}$ |  |  | $\begin{gathered} 297 \\ \substack{2787 \\ \text { coperf }} \end{gathered}$ | ${ }_{\text {136 }}^{14}$ |
| Net vev/Fairy unfuourable | $\begin{gathered} 410 \\ 388 \end{gathered}$ |  | $\begin{gathered} 500 \\ \text { ancef } \end{gathered}$ | $\begin{gathered} 473 \\ \substack{435 \\ \text { afetr }} \\ \hline \end{gathered}$ | 412 <br> $38 \%$ | $\begin{aligned} & 370 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 581 \\ \text { sis } \\ \text { noosfulu } \end{gathered}$ | $\begin{gathered} 384 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 351 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 483 \\ \substack{438 \\ a f e f t r} \\ \text { an } \end{gathered}$ |
| Net Differene | $\begin{gathered} .83 \\ -8 \% \\ -8 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & -228 \end{aligned}$ | $\begin{aligned} & .372 \\ & -348 \\ & \hline \end{aligned}$ | $\begin{aligned} & -231 \\ & -218 \end{aligned}$ | $\begin{aligned} & -232 \\ & -218 \\ & .218 \end{aligned}$ | $\begin{aligned} & 38 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{aligned} & \substack{326 \\ -30 \%} \\ & \hline \end{aligned}$ | $\begin{gathered} -142 \\ -13 \% \end{gathered}$ | $\begin{gathered} .52 \\ \text {. } 5 \% \end{gathered}$ | $\begin{gathered} -3.38 \\ -318 \end{gathered}$ |
| Mean | - | ${ }_{\substack{\text { cose } \\ \text { cid }}}$ | -0.71 | ${ }_{\substack{\text { - } \\ \text { ci } \\ \text { ci }}}$ | ${ }_{\text {cose }}^{\text {coso }}$ |  | -0.62 | ${ }_{\substack{0.27 \\ \text { gocasd }}}^{\text {a }}$ |  | -0.72 |


|  | Total <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age reals |  |  | Generations |  |  |  | Socialgrade |  | Region |  |  |  |  |  | Uram/Rural |  | Maritas Status |  |  | Pres of children HH (17or under) |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (B) } \end{gathered}$ | $\begin{gathered} \text { Female } \\ \text { (c) } \end{gathered}$ | $\begin{gathered} 18.24 \\ (00) \end{gathered}$ | $\begin{gathered} 25.34 \\ (F) \\ (5) \end{gathered}$ | $\begin{gathered} 35.44 \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & 45.544 \\ & (65) \\ & \hline \end{aligned}$ | $\begin{gathered} 55.64 \\ (H) \end{gathered}$ | ${ }^{65+}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \end{gathered}$ | $\begin{aligned} & 55 t \\ & (u t \\ & (u) \end{aligned}$ | $\begin{gathered} \operatorname{Gen} Z \\ \text { (M) } \end{gathered}$ | $\begin{gathered} \text { Mililenials } \\ \text { (N) } \end{gathered}$ | $\begin{aligned} & \text { Gen } \mathrm{X}+ \\ & \text { (0) } \end{aligned}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & \text { ABC1 } \\ & (a) \end{aligned}$ | $\underset{(\mathrm{R})}{\substack{\text { CDE }}}$ | $\begin{gathered} \text { North } \\ \text { (S) } \end{gathered}$ | $\underset{\substack{\text { Midands } \\(\pi)}}{ }$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{aligned} & \text { London } \\ & \text { (v) } \end{aligned}$ | $\begin{aligned} & \text { Wales } \\ & \text { (W) } \end{aligned}$ | $\begin{gathered} \text { Scotand } \\ (x) \end{gathered}$ | $\begin{aligned} & \text { Uriban } \\ & \text { (n) } \end{aligned}$ | $\begin{gathered} \text { Rural } \\ (2) \end{gathered}$ | $\begin{gathered} \text { Married } \\ \text { Livinas } \\ \text { Maxired } \\ \text { (i) } \end{gathered}$ | $\underset{\substack{\text { Single } \\(b)}}{ }$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Dovered } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At east } \\ \text { one hid } \\ \text { present } \\ \text { (da) } \end{gathered}$ | $\begin{gathered} \text { chidren } \\ \text { prevent } \\ \text { (ee) } \end{gathered}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\begin{aligned} & \text { Non- } \\ & \text { graduate } \\ & \text { (g) } \end{aligned}$ | $\begin{gathered} \text { Working } \\ \text { (h) } \end{gathered}$ | ${ }_{\substack{\text { Nor } \\ \text { working } \\ \text { (1) }}}^{\text {det }}$ |
| Unweighted base | 1088 | 536 | 543 | 146 | 174 | 179 | 199 | 241 | 199 | 320 | 378 | 390 | 174 | 280 | 288 | 319 | 769 | 319 | 267 | 279 | 257 | ${ }^{133}$ | 52 | 100 | 915 | 173 | 662 | 310 | 116 | 333 | 755 | 632 | ${ }_{456}$ | ${ }^{2} 8$ | 360 |
| Weighed dose | 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 tavourabe (2) | $\begin{aligned} & 96 \\ & 9 \% \\ & 96 \end{aligned}$ | $\begin{gathered} 67 \\ \substack{136 \\ c} \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 19 \\ { }_{11}^{118} \\ 0 \end{gathered}$ | $\begin{gathered} 17 \\ \substack{10 \% \\ 0} \end{gathered}$ | $\begin{gathered} 21 \\ \substack{11 \% \\ 0} \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \\ & 7 \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & \left.\begin{array}{c} 31 / 6 \\ 119 \end{array}\right) \end{aligned}$ | $\begin{aligned} & 28 \\ & { }_{c}^{11 / 9} \\ & m \end{aligned}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 8 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 28 \\ \text { 21\% } \\ 0 \end{gathered}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \\ & 7 \end{aligned}$ | $\begin{aligned} & 4 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 13 \\ \text { 14\% } \\ \mathrm{vo} \end{gathered}$ | $\begin{aligned} & 83 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{gathered} 13 \\ 88 \\ 88 \end{gathered}$ | $\begin{gathered} 74 \\ 11 \% \end{gathered}$ | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & { }_{8 \%}^{61} \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{gathered} 69 \\ 11 \% \end{gathered}$ | 6\% |
| Fairy favourabe (1) | $\begin{aligned} & 231 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 21 \% \end{aligned}$ |  | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 23 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 26 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 26 \% \\ & \text { 26\% } \\ & 66 \end{aligned}$ | $\begin{aligned} & 59 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 61 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{gathered} 66 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 40 \\ \text { 28\% } \\ \text { no } \\ \text { no } \end{gathered}$ | $\begin{aligned} & 54 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 24 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 124 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 23 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 14 \\ 27 \% \\ { }_{c} \end{gathered}$ | $\begin{aligned} & 25 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 31 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 144 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 246 \\ & 246 \end{aligned}$ | 70 $24 \%$ | $\begin{aligned} & 161 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 21 \% \end{aligned}$ | ${ }^{94}$ |
| Nether f favurable nor untavurabel (0) | $\begin{aligned} & 267 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 66 \\ \left.\begin{array}{c} 65 \% \\ 64 \% \\ 64 \end{array}\right) \end{gathered}$ | $\begin{aligned} & 49 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 38 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 18 \% \\ \end{gathered}$ | $\begin{aligned} & 54 \\ & \text { 21\% } \end{aligned}$ | $\begin{aligned} & 95 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 97 \\ & \begin{array}{l} 33 \% \\ o p \end{array} \end{aligned}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 248 \end{aligned}$ | $\begin{aligned} & 64 \\ & 25 \% \\ & 24 \end{aligned}$ | $\begin{aligned} & 71 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 49 \\ \substack{43 \% \\ \text { 3x }} \end{gathered}$ | $\begin{aligned} & 12 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 17 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 256 \end{aligned}$ | $\begin{aligned} & 196 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{gathered} 78 \\ 270 \end{gathered}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 27 \% \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 236 \end{aligned}$ | $\begin{aligned} & 91 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 25 \% \end{aligned}$ | - ${ }_{\text {23\% }}$ |
| Fariry untavurable (-1) | $\begin{aligned} & 192 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 97 \\ { }_{18}^{97} \end{gathered}$ | $\begin{gathered} 95 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 11 \% \end{gathered}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 46 \\ \text { a2\% } \\ 0 \end{gathered}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \\ 18 \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \\ & \end{aligned}$ | $\begin{gathered} 76 \\ 21 \% \\ 21 \% \end{gathered}$ | $\begin{gathered} 75 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 276 \end{aligned}$ | $\begin{gathered} 60 \\ 18 \% \\ \text { 18\% } \end{gathered}$ | $\begin{aligned} & 120 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 72 \\ 15 \% \end{gathered}$ | $\begin{gathered} 54 \\ \text { 21\% } \\ \text { 21\% } \end{gathered}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & \text { 21\% } \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & \substack{24 \% \\ n \times 0} \end{aligned}$ | $\begin{aligned} & 152 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \\ & 24 \end{aligned}$ | $\begin{gathered} 116 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 18 \% \end{aligned}$ | 114 $18 \%$ | 79 $18 \%$ |
| Ver unfavourable (2) | $\begin{aligned} & 218 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \\ & \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & \text { 50 } \\ & \substack{27 \% \\ \text { off }} \end{aligned}$ | $\begin{aligned} & 41 \\ & \begin{array}{l} 418 \\ \text { 20F } \\ \text { oef } \end{array} \end{aligned}$ |  | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{gathered} 72 \\ 28 \% \\ \text { nn } \\ \text { MN } \end{gathered}$ | $\begin{aligned} & 86 \\ & \text { 25\% } \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 126 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 92 \\ 19 \% \end{gathered}$ | $\begin{gathered} 67 \\ 26 \% \\ \text { ver } \end{gathered}$ | $\begin{gathered} 65 \\ \text { c3, } \\ \text { 23\% } \end{gathered}$ | $\begin{gathered} 55 \\ \substack{22 \% \\ 12 \%} \end{gathered}$ | $\begin{gathered} 13 \\ 9 \% \end{gathered}$ | $\underset{17 \%}{9}$ | $\stackrel{9}{9}$ | $\begin{aligned} & 188 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 28 \% \end{aligned}$ | $\xrightarrow{41} 14$ | $\begin{aligned} & 177 \\ & 22 \% \end{aligned}$ | $\xrightarrow{49} \times$ | 174 23\% | 121 $19 \%$ | ${ }_{22} 27$ |
| Don't know | $\begin{aligned} & 84 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 4 \% \\ & 4 \% \end{aligned}$ |  | $\begin{gathered} 25 \\ \substack{22 \% \\ \text { He6tl\|}} \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{13}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \\ & k \\ & k, \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 22 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & \substack{29 \% \\ \text { noo }} \end{aligned}$ | $\begin{aligned} & 27 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 44 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 72 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | 33 $5 \%$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 66 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 6 \% \\ & 6 \% \end{aligned}$ | 43 $10 \%$ |


| Jairy fav | $\begin{gathered} 327 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 36 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 338 \\ & 38 \end{aligned}$ | $\begin{aligned} & 48 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 84 \\ 28 \% \\ 28 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 298 \end{aligned}$ | $\begin{aligned} & 70 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 288 \end{aligned}$ | $\begin{aligned} & 155 \\ & 33 \% \\ & 35 \% \end{aligned}$ | $\begin{gathered} 59 \\ 23 \% \\ 29 \end{gathered}$ | $\begin{aligned} & 922 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 65 \\ 26 \% \end{gathered}$ | $\underset{\substack{56 \\ 38 \% \\ 58}}{ }$ | $\begin{aligned} & 18 \\ & 35 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & \begin{array}{c} 30 \% \\ \text { suv } \end{array} \end{aligned}$ | $\begin{gathered} 284 \\ 31 \% \end{gathered}$ | $\begin{gathered} 424 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 218 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 256 \end{aligned}$ | $\begin{gathered} 38 \\ 28 \% \\ 28 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 222 \\ 28 \% \\ 28 \% \end{gathered}$ | $\begin{aligned} & 129 \% \\ & 388 \\ & 8, \end{aligned}$ | $\begin{aligned} & 198 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 32 \% \end{aligned}$ | ${ }_{\substack{122 \\ 27 \%}}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ne: Very/farity unfourable | $\begin{aligned} & 410 \\ & 38 \% \\ & 38 \% \end{aligned}$ | $\begin{gathered} 201 \\ 388 \end{gathered}$ | $\begin{aligned} & 207 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 29 \end{aligned}$ | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 96 \\ \substack{91 \% \\ \text { ofF }} \end{gathered}$ | $\begin{gathered} 71 \\ 42 \% \\ { }_{4}^{42 \%} \\ 0 \end{gathered}$ | $\begin{gathered} 109 \\ \text { anc } \\ \text { oF } \end{gathered}$ | $\begin{aligned} & 80 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 82 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{aligned} & 129 \\ & \begin{array}{l} 19 \% \\ m w \end{array} \end{aligned}$ | $\begin{aligned} & 145 \\ & \begin{array}{l} 436 \\ \mathrm{MN} \end{array} \end{aligned}$ | $\begin{aligned} & 246 \\ & 40 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 164 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 339 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 71 \\ 42 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 243 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 60 \\ 44 \% \\ 40 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 316 \end{aligned}$ | $\begin{aligned} & 317 \\ & 40 \% \\ & 40 \end{aligned}$ | 101 $30 \%$ | $\begin{gathered} 399 \\ 41 \% \end{gathered}$ | ${ }_{\text {36\% }}^{235}$ | ${ }_{40 \%}^{176}$ |
| Net Difference | $\begin{aligned} & -83 \\ & -8 \% \end{aligned}$ | $\begin{aligned} & -19 \\ & -4 \% \end{aligned}$ | $\begin{gathered} .64 \\ -12 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 8 \% \end{aligned}$ | $\begin{gathered} -6 \\ -3 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 2 \% \end{aligned}$ | $\begin{gathered} -48 \\ -26 \% \\ \hline \end{gathered}$ | $\begin{gathered} -14 \\ -8 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -28 \\ & -11 \% \end{aligned}$ | $\underset{\substack{4 \\ 1 \%}}{ }$ | $\begin{gathered} -45 \\ -13 \% \end{gathered}$ | $\begin{gathered} -41 \\ -10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{gathered} -59 \\ -23 \% \\ \hline \end{gathered}$ | $\begin{gathered} -41 \\ -12 \% \\ \hline \end{gathered}$ | $\begin{gathered} -74 \\ -12 \% \end{gathered}$ | $\begin{gathered} -9 \\ -2 \% \end{gathered}$ | $\begin{gathered} -63 \\ -246 \\ \hline \end{gathered}$ | $\begin{gathered} -13 \\ -5 \% \\ -5 \% \end{gathered}$ | $\begin{gathered} -43 \\ -17 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{gathered} -56 \\ -5 \% \end{gathered}$ | $\begin{gathered} -27 \\ -16 \% \end{gathered}$ | $\begin{aligned} & -25 \\ & -4 \% \\ & \hline \end{aligned}$ | $\begin{gathered} -37 \\ -13 \% \end{gathered}$ | $\begin{gathered} -21 \\ -16 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | - -126 $-12 \%$ | 28 $8 \%$ | $\begin{gathered} -111 \\ -15 \% \end{gathered}$ | -29 <br> $-4 \%$ |  |


| 22－087220－32－11th－14th August 2023 pubuc 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 | General Election 2019 vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { Sle to } \\ & \text { cons } \\ & \text { Cons } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} \text { cavoural } \\ \text { cato } \\ \text { etab } \\ \text { (f) } \end{gathered}$ | Favurable to parties |  |  |  | Untavoura <br> bite ten <br> Grear <br> Party <br> （o） | $\begin{aligned} & \text { Favoural } \\ & \text { efoo } \\ & \text { Reform } \\ & \text { uk } \\ & \text { (P) } \end{aligned}$ | Unfavoura ble toReform UK （Q） |  |  |  | $\begin{aligned} & \text { Untavoura } \\ & \text { heletor } \\ & \text { Starmer } \\ & \text { (U) } \end{aligned}$ | Favourale to oopliticians |  |  | $\begin{gathered} \text { Unfavoura } \\ \text { Bhata } \\ \text { Bravema } \\ \text { (m) } \\ \text { (m) } \end{gathered}$ | $\begin{gathered} \text { Favoura } \\ \substack{\text { erta } \\ \text { Barclay } \\ (2)} \end{gathered}$ |  | Opinion of Brexit＇simpact on the country |  |
|  | $\begin{aligned} & \text { Total } \\ & \text { (A) } \end{aligned}$ | $\begin{gathered} \text { Conservati } \\ \text { ve } \\ \hline \text { (B) } \end{gathered}$ | $\begin{gathered} \text { Labour } \\ \text { (c) } \end{gathered}$ | $\begin{gathered} \text { Liberal } \\ \text { Democrat } \\ \text { (0) } \end{gathered}$ | $\begin{aligned} & \text { Other } \\ & \text { (E) } \end{aligned}$ | $\underset{\substack{\text { Remain } \\(f)}}{ }$ | $\begin{gathered} \text { Leave } \\ \text { (G) } \end{gathered}$ |  |  |  | $\begin{gathered} \text { Unfavoura } \\ \text { ble to Lab } \\ \text { (K) } \end{gathered}$ | $\begin{aligned} & \text { Favourab } \\ & \text { etolib } \\ & \text { eems } \\ & \text { De(L) } \end{aligned}$ | Unfavoura ble to Lib （M） |  |  |  |  |  |  | $\begin{gathered} \text { Favourab } \\ \text { etor } \\ \text { stamer } \\ \text { (T) } \end{gathered}$ |  | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Hunt } \end{aligned}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { Un } \\ & \text { cole } \\ & \text { butor } \\ & \text { (wnt } \\ & \text { (w) } \end{aligned}$ |  |  |  | $\begin{gathered} \text { Untavoura } \\ \text { belor } \\ \text { Beralay } \\ \text { (a) } \end{gathered}$ | $\underset{\substack{\text { Positive } \\ \text { impart } \\ \text { (b) }}}{ }$ | $\begin{gathered} \text { Negative } \\ \text { impact } \\ \text { (c) } \end{gathered}$ |
| 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 | ${ }_{631}$ |
| Weighed base | 1088 | 351 | 292 | 78 | ${ }_{9}$ | ${ }^{43}$ | ${ }^{389}$ | 254 | 581 | 408 | 370 | 242 | 384 | 299 | ${ }_{351}$ | 146 | ${ }^{48}$ | 293 | 538 | 327 | 410 | 242 | 473 | 171 | 543 | 181 | ${ }^{412}$ | 231 | 604 |
| Verf favourable（2） | $\begin{gathered} 96 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 21 \% \\ & \text { nE } \\ & \text { 日E } \end{aligned}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 46 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & \left.\begin{array}{l} 13 \% \\ \text { Hko } \end{array}\right) \end{aligned}$ |  | $\stackrel{1}{ }$ | $\begin{aligned} & 36 \\ & \text { 35 } \\ & \text { Hko } \end{aligned}$ | $\begin{gathered} 36 \\ 9 \% \\ 9 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & \text { a4\% } \\ & \text { H60 } \end{aligned}$ | $\begin{aligned} & 28 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 149 \\ & 148 \end{aligned}$ | $\begin{aligned} & 54 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \\ 9 \end{gathered}$ | $\begin{gathered} 62 \\ 12 \% \end{gathered}$ | $\begin{gathered} 96 \\ \text { e29\% } \\ \text { ssumxras } \end{gathered}$ | $\bigcirc$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 11 \% \\ & 18 \end{aligned}$ | $\begin{gathered} 23 \\ \text { 13\% } \\ 0 \end{gathered}$ | $\begin{gathered} 61 \\ \text { as } \\ \text { sor } \end{gathered}$ | $\begin{aligned} & 30 \\ & 13 \% \end{aligned}$ | ¢ ${ }_{\text {c }}^{57}$ |
| Fairl fevourabe（1） | $\begin{gathered} 231 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { seq } \\ & \text { of } \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { an } \\ & \text { ane } \\ & \text { Be } \end{aligned}$ | $\begin{gathered} 21 \\ 22 \% \\ { }_{8}^{2 \%} \end{gathered}$ | $\begin{aligned} & 128 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 62 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & \text { 39\% } \end{aligned}$ | $\begin{gathered} 165 \\ \text { ces } \\ \text { Hexoo } \end{gathered}$ | $\begin{gathered} 184 \\ \text { 45\% } \\ \text { Hexmora } \end{gathered}$ | $\underset{2 \%}{7}$ | $\begin{gathered} 93 \\ \substack{93 \% \\ \text { Hexwor }} \end{gathered}$ | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & \text { H4\% } \\ & \text { Hexuora } \end{aligned}$ | $\begin{aligned} & 53 \\ & \left.\begin{array}{c} 55 \% \\ k n \\ k n \end{array}\right) \end{aligned}$ | $\begin{aligned} & 29 \\ & \text { 20\% } \\ & \mathrm{kn} \end{aligned}$ | $\begin{aligned} & 114 \\ & \substack{24 \% \\ \text { Hexuo }} \end{aligned}$ | $\begin{gathered} 53 \\ 188 \end{gathered}$ | $\begin{gathered} 148 \\ \substack{\text { 288 } \\ \text { Ru }} \end{gathered}$ | $\begin{gathered} 231 \\ \text { sisuwncas } \\ \text { sin } \end{gathered}$ | $\vdots$ | $\begin{aligned} & 53 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & \text { 124 } \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 150 \\ \text { 280 } \\ \text { Ru\% } \end{gathered}$ | $\begin{aligned} & 42 \\ & 23 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 111 \\ & \text { 27\% } \\ & \text { Ru\% } \end{aligned}$ | $\begin{gathered} 41 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 161 \\ & 27 \% \end{aligned}$ |
| Neither favourale nor unfavurable（0） | $\begin{aligned} & 267 \\ & 25 \% \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 67 \\ 196 \end{gathered}$ | $\begin{gathered} 72 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{gathered} 22 \\ 28 \% \end{gathered}$ | $\begin{gathered} 21 \\ \text { 22\% } \\ 22 \% \end{gathered}$ | $\begin{gathered} 112 \\ 26 \% \end{gathered}$ | $\begin{gathered} 67 \\ 17 \% \end{gathered}$ | $\begin{gathered} 59 \\ \left.\begin{array}{c} 23 \% \\ \text { kno } \end{array}\right) \end{gathered}$ | $\begin{aligned} & 120 \\ & \begin{array}{l} 128 \\ k \times 1 \end{array} \\ & \hline \end{aligned}$ | $\begin{gathered} 91 \\ \substack{92 \% \\ k m \\ k} \end{gathered}$ | $\begin{aligned} & 37 \\ & 10 \% \end{aligned}$ |  | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ |  | $\begin{gathered} 57 \\ \substack{16 \% \\ k} \end{gathered}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 69 \\ \substack{63 \% \\ \pi \\ u} \end{gathered}$ | $\begin{aligned} & 111 \\ & \substack{11 \% \\ \text { ruay } \\ \text { rut }} \end{aligned}$ | ： | $\because$ | $\begin{gathered} 49 \\ \text { any } \\ \text { un } \end{gathered}$ | $\begin{aligned} & 90 \\ & \text { 90\% } \\ & \text { ru } \end{aligned}$ | $\begin{gathered} 31 \\ \left.\begin{array}{c} 189 \\ \text { rug } \end{array}\right) \end{gathered}$ | $\begin{gathered} 121 \\ \substack{12 \% \\ \text { tuwa }} \end{gathered}$ | $\begin{aligned} & \text { 43 } \\ & \text { 246 } \\ & \text { rue } \end{aligned}$ | $\begin{aligned} & 69 \\ & \text { 17\% } \\ & \text { ruy } \end{aligned}$ | $\begin{aligned} & 45 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 26 \% \end{aligned}$ |
| Fariry unfavorable（－1） | $\begin{gathered} 192 \\ 18 \% \end{gathered}$ | $\begin{gathered} 91 \\ \substack{96 \% \\ \text { co }} \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & \text { 308 } \\ & \text { core } \end{aligned}$ | $\begin{gathered} 77 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 22 \% \end{aligned}$ | $\underset{\substack{53 \\{ }_{n}^{51 \%}}}{\substack{4 \\ \hline}}$ | $\begin{gathered} 93 \\ 16 \% \end{gathered}$ | $\begin{gathered} 22 \\ 5 \% \end{gathered}$ | $\begin{gathered} 123 \\ \text { 33\% } \\ \text { Humumora } \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 78 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 77 \\ 22 \% \\ \text { ut } \\ 14 \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 1110 \\ & \left.\begin{array}{c} 138 \\ \text { uns } \end{array}\right) \end{aligned}$ | $\begin{gathered} 63 \\ \substack{62 \% \\ \square \\ \hline} \end{gathered}$ | $\begin{gathered} 85 \\ 16 \% \end{gathered}$ | $\therefore$ | $\begin{gathered} 192 \\ \text { 47\% } \\ \text { ssiwxraa } \end{gathered}$ | $\begin{gathered} 52 \\ \substack{52 q_{6} \\ r} \end{gathered}$ | $\begin{gathered} 84 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 99 \\ 18 \% \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 74 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | 109\％ $18 \%$ |
| Verv unfavourabe（－2） | $\begin{aligned} & 218 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & \left.\begin{array}{c} 388 \\ c o s \\ c \end{array}\right) \end{aligned}$ | $\begin{gathered} 18 \\ 6 \% \end{gathered}$ | $\begin{gathered} 6 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ \text { 14\% } \\ \text { 14\% } \end{gathered}$ | $\begin{aligned} & 49 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 33 \% \\ & 3 \end{aligned}$ | $\begin{aligned} & 84 \\ & \begin{array}{c} 83 \\ \text { 33va } \\ \text { una } \end{array} \end{aligned}$ |  | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 199 \\ \text { 54\% } \\ \text { Humumora } \end{gathered}$ | $\begin{gathered} 18 \\ 8 \% \end{gathered}$ | $\begin{gathered} 160 \\ \text { 42\% } \\ \text { 4unver } \end{gathered}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & \text { 37\% } \\ & \text { wiva } \end{aligned}$ | $\begin{aligned} & 44 \\ & \begin{array}{l} \text { 30\% } \\ \text { unar } \end{array} \end{aligned}$ | $\begin{aligned} & 100 \\ & \begin{array}{l} 11 \% \\ \mu N \end{array} \end{aligned}$ | $\begin{gathered} 78 \\ \substack{77 \% \\ \pi} \\ n \end{gathered}$ | $\begin{aligned} & 112 \\ & 21 \% \end{aligned}$ | $\therefore$ | $\begin{gathered} 218 \\ \text { s53\% } \\ \text { sswwxas } \end{gathered}$ | $\begin{gathered} 61 \\ \substack{65 \% \\ \pi} \\ \hline \end{gathered}$ | $\begin{aligned} & 112 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 63 \\ \text { a } \\ \text { arswwas } \end{gathered}$ | $\begin{aligned} & 98 \\ & 188 \end{aligned}$ | $\begin{aligned} & 45 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 96 \\ \substack{23 \% \\ \pi} \\ \end{gathered}$ | $\begin{aligned} & 71 \\ & 31 \% \end{aligned}$ | 82 $14 \%$ |
| Don＇t know | $\begin{aligned} & 84 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\underset{2 \%}{7}$ | $\begin{gathered} 6 \\ \substack{6 \% \\ 7 \\ \hline 8 \\ \hline} \end{gathered}$ | $\begin{aligned} & 4 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \left.\begin{array}{c} 15 \\ 4 \% \\ 4 * \end{array}\right) \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & \left.\begin{array}{c} 11 \\ 4 \% \\ 4 k \end{array}\right) . \end{aligned}$ | 2\％ |  | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\underset{1}{2}$ | $\begin{aligned} & 14 \\ & 3 \% \\ & k \end{aligned}$ |  | $\begin{gathered} 19 \\ 4 \% \\ \text { tuwa } \end{gathered}$ | ： | $:$ | 2 | $\stackrel{1}{ }$ |  | $\begin{aligned} & 14 \\ & \begin{array}{c} 3 \% \\ \text { Tuwa } \end{array}, ~ \end{aligned}$ | 1. | $?$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | ${ }_{7 \%}^{40}$ |
| Net：Ver／farirly favourale | 327 $30 \%$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & \substack{15 \% \\ \text { ve }} \end{aligned}$ | $\begin{gathered} 39 \\ \text { a98 } \\ \text { aee } \end{gathered}$ | $\begin{gathered} 28 \\ \substack{289 \\ 89 \\ 8 \\ \hline} \end{gathered}$ | $\begin{aligned} & 177 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 238 \\ \text { y18\% } \\ \text { Hencoa } \end{gathered}$ | $\begin{gathered} 272 \\ 677 \% \\ \text { Hutumora } \end{gathered}$ | ${ }_{2 \%}^{7}$ |  | $\begin{aligned} & 79 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 144 \\ \text { 48\% } \\ \text { HxNora } \end{gathered}$ | $\begin{gathered} 81 \\ \substack{83 \\ 23 \%} \end{gathered}$ | $\begin{aligned} & 48 \\ & \text { a3\% } \\ & \text { Hexw } \end{aligned}$ | $\begin{aligned} & 168 \\ & \left.\begin{array}{l} 165 \\ \text { Hemo } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 79 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & \begin{array}{c} 210 \\ 39 \% \end{array} \end{aligned}$ | $\begin{gathered} 327 \\ \text { covo } \\ \text { ssuwxrza } \end{gathered}$ | $\bigcirc$ | $\begin{aligned} & 78 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 186 \\ \text { anc } \\ \text { spo } \\ \text { su } \end{gathered}$ | $\begin{aligned} & 51 \\ & 30 \% \\ & \end{aligned}$ | $\begin{aligned} & 211 \\ & \left.\begin{array}{l} 29 \% \\ \text { Ru } \end{array}\right) \end{aligned}$ | $\begin{gathered} 65 \\ \substack{66 \% \\ \text { Ru }} \end{gathered}$ | $\begin{aligned} & 172 \\ & \begin{array}{c} 172 \\ \text { Ruvx } \end{array}, ~ \end{aligned}$ | 71 $31 \%$ | 218 $36 \%$ |
| Net：Ver／farity unfuvorable | $\begin{gathered} 410 \\ 38 \% \\ 38 \end{gathered}$ | $\begin{aligned} & 225 \\ & \begin{array}{c} 248 \\ c 08 \\ \text { cos } \end{array} \end{aligned}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 43 \\ \begin{array}{c} 45 \% \\ \text { 45\% } \\ \text { co } \end{array} \end{gathered}$ | $\begin{aligned} & 126 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 214 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 137 \\ & \begin{array}{l} \text { 548 } \\ \text { una } \end{array} \end{aligned}$ | $\begin{aligned} & 202 \\ & 35 \% \\ & \\ & \\ & \hline 10 \end{aligned}$ | $\begin{aligned} & 30 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 322 \\ 87 \% \\ \text { Humbora } \end{gathered}$ | $\begin{gathered} 45 \\ 199 \end{gathered}$ | $\begin{aligned} & 239 \\ & \begin{array}{c} 262 \\ \text { unva } \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & 74 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & \begin{array}{l} 59 \% \\ \text { fiveo } \end{array} . \end{aligned}$ | $\begin{gathered} 66 \\ \substack{65 \% \\ \text { use }} \\ \hline \end{gathered}$ | $\begin{gathered} 210 \\ 43 \% \\ \text { ULN } \end{gathered}$ |  | $\begin{gathered} 197 \\ 37 \% \end{gathered}$ | ： | $\begin{gathered} 410 \\ \text { coo } \\ \text { csmwxra } \end{gathered}$ | $\begin{aligned} & 111 \\ & \substack{47 \% \\ 5 r v \\ 5 r} \end{aligned}$ | $\begin{aligned} & 196 \\ & \left.\begin{array}{c} 16 \\ 14 \% \\ s r \end{array}\right) \end{aligned}$ | $\begin{gathered} 90 \\ \substack{52 \% \\ 5 \text { swwara }} \end{gathered}$ | $\begin{gathered} 197 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & \begin{array}{l} 1 \% \\ 5 v \% \end{array} \end{aligned}$ | $\begin{aligned} & 109 \\ & 47 \% \end{aligned}$ | 191 $32 \%$ |
| Net Difference | -83 $-8 \%$ -8 | -168 $-48 \%$ | $\begin{aligned} & 118 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 34 \% \end{aligned}$ | $\begin{gathered} -15 \\ -15 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 11 \% \end{aligned}$ | -114 $-29 \%$ | $\begin{gathered} -82 \\ -32 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 37 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 242 \\ 59 \end{gathered}$ | .315 <br> $-85 \%$ | $\begin{gathered} 85 \\ 35 \% \end{gathered}$ | -160 <br> $-42 \%$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{gathered} -126 \\ -36 \% \end{gathered}$ | $\begin{gathered} -18 \\ -12 \% \\ \hline \end{gathered}$ | $\begin{gathered} -42 \\ -9 \% \\ -9 \% \end{gathered}$ | $\begin{gathered} -62 \\ -21 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 2 \% \end{aligned}$ | 327 $100 \%$ | -410 $-100 \%$ | $\begin{gathered} -36 \\ -15 \% \end{gathered}$ | $\begin{aligned} & -10 \\ & -2 \% \end{aligned}$ | $\begin{gathered} -39 \\ -23 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & -7 \\ & -4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} -38 \\ -17 \% \end{gathered}$ | ${ }_{5 \%}^{27}$ |
| 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 | ${ }^{-0.35}$ | ： |
|  |  |  | ${ }_{\text {日 }}$ | ${ }_{\text {se }}$ | ${ }^{8} \cdot$ | － |  | ＊ |  | нrkmopea |  | нниNora | ＊ | Henoora | ＊ | нkno | нммо | $\checkmark$ | mux | ssuwxrza |  | $\checkmark$ | mux | $\bigcirc$ | Ruvx | mux | mux |  | － |

All Adults aged $18+$ in Great Britain

[^0]|  | Tota <br> Total | Gender |  | Age |  |  |  |  |  | Agregegated Age rralk $^{\text {a }}$ |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urbar/Rural |  | Marital staus |  |  | Pres of children HH ( 17or under) |  | Eduation |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male (B) | $\begin{gathered} \text { Female } \\ \text { (c) } \end{gathered}$ | ${ }_{\substack{1824 \\(0)}}^{1}$ | $\underset{\substack{25 \cdot 34 \\(\mathrm{E})}}{ }$ | $\begin{gathered} 35 .-44 \\ (f) \end{gathered}$ | $\begin{aligned} & 45.54 \\ & (6) \\ & \hline(9) \end{aligned}$ | $\begin{gathered} 55.64 \\ (H) \\ (H) \end{gathered}$ | $\begin{aligned} & \text { 65t } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \\ \hline \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 55t } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} \text { Gen Z } \\ \text { (M) } \end{gathered}$ | $\begin{gathered} \text { Millennials } \\ \text { (N) } \end{gathered}$ | $\begin{aligned} & \text { Gen } X+ \\ & \text { (0) } \end{aligned}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{gathered} \text { ABC1 } \\ (a) \end{gathered}$ | $\underset{\substack{\mathrm{CR}) \\(\mathrm{R})}}{ }$ | $\begin{gathered} \text { Noorth } \\ (\mathrm{s}) \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{gathered} \text { Wales } \\ \text { (w) } \end{gathered}$ | $\begin{gathered} \text { Scotland } \\ (X) \end{gathered}$ | $\begin{aligned} & \text { Uranan } \\ & \text { (1) } \end{aligned}$ | $\begin{aligned} & \text { Rural } \\ & (z) \end{aligned}$ | $\begin{gathered} \text { Married } \\ \text { Llingas } \\ \text { Maried } \\ \text { (aie) } \end{gathered}$ | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Diovered } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At east } \\ \text { onechid } \\ \text { oeresent } \\ \text { (da) } \end{gathered}$ | $\underset{\substack{\text { nideren } \\ \text { present } \\ \text { pet }}}{\text { (e) }}$ | $\begin{gathered} \text { Graduate } \\ \text { (f) } \end{gathered}$ | $\underset{\substack{\text { Non- } \\ \text { grauate } \\(\mathrm{g})}}{\text { None }}$ | $\underset{\substack{\text { working } \\(n)}}{ }$ | $\underset{\substack{\text { working } \\ \text { woin }}}{\substack{\text { oot }}}$ |
| Unweighted base | 1088 | 536 | 543 | 146 | 174 | 179 | 199 | 241 | 199 | 320 | 378 | 390 | 174 | 280 | 288 | 319 | 769 | 319 | 267 | 279 | 257 | ${ }^{133}$ | 52 | 100 | 915 | 173 | 662 | 310 | 116 | ${ }^{33}$ | 755 | 632 | 456 | 728 | 360 |
| Weighed 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 favorable (2) | $\begin{aligned} & 71 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 7 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{gathered} 12 \\ 6 \% \end{gathered}$ | $\underset{4 \%}{7}$ | $\begin{gathered} 23 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 30 \\ 7 \% \\ 7 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | ${ }_{8 \%}^{4}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{gathered} 63 \\ 7 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 4 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ |
| Farit favurable (1) | $\begin{gathered} 222 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 17 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 32 \\ 190 \end{gathered}$ | $\begin{gathered} 38 \\ 20 \% \end{gathered}$ | $\begin{gathered} 38 \\ 22 \% \\ 28 \end{gathered}$ | $\begin{aligned} & 65 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 70 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 24 \% \\ & 246 \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{gathered} 58 \\ \substack{52 \% \\ m \\ m} \end{gathered}$ | $\begin{gathered} 80 \\ { }_{c}^{24 \%} \\ m \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 131 \\ 21 \% \end{array}, ~ \end{aligned}$ | $\begin{aligned} & 92 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 55 \\ 21 \% \end{gathered}$ | $\begin{gathered} 63 \\ 228 \\ 238 \end{gathered}$ | $\begin{gathered} 66 \\ \left.\begin{array}{c} 66 \% \\ v x \end{array}\right) \end{gathered}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 166 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 22 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 135 \\ & 21 \% \end{aligned}$ | 87 $20 \%$ |
| Neither favurable nor unfavurable (0) | $\begin{gathered} 197 \\ 18 \% \end{gathered}$ | $\begin{gathered} 97 \\ 18 \% \end{gathered}$ | $\begin{gathered} 98 \\ 188 \end{gathered}$ | $\begin{gathered} 19 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 39 \\ & 21 \% \\ & \end{aligned}$ | $\begin{gathered} 38 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 11 \% \\ & \end{aligned}$ | $\begin{gathered} 61 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{aligned} & 69 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 66 \\ 16 \% \\ \end{gathered}$ | $\begin{gathered} 23 \\ 168 \end{gathered}$ | 64 22\% | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 56 \\ 168 \end{gathered}$ | $\begin{aligned} & 120 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 77 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 17 \% \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 41 \\ \substack{46 \%} \end{gathered}$ | $\begin{aligned} & 38 \\ & 26 \% \\ & 28 \end{aligned}$ | $\underset{13 \%}{7}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | 161 $18 \%$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 117 \\ 18 \% \end{gathered}$ | $\begin{gathered} 60 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 15 \% \\ & \hline 15 \% \end{aligned}$ | ${ }_{\text {26\% }}^{66}$ | $\begin{aligned} & 131 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 73 \\ { }_{22 \%} \\ 8 \end{gathered}$ | 124 | $\begin{gathered} 118 \\ 18 \% \end{gathered}$ | 79 $18 \%$ |
| Fartry untavourble (-1) | $\begin{aligned} & 180 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{gathered} 98 \\ 18 \% \end{gathered}$ | $\begin{gathered} 23 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 36 \\ \text { 21\% } \end{gathered}$ | $\begin{aligned} & 24 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 61 \\ 188 \end{gathered}$ | $\begin{aligned} & 94 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{gathered} 39 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 163 \\ \text { 18\% } \\ z \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 22 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 138 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 16 \% \end{aligned}$ | 75 $17 \%$ |
| Veru untavourabele (-2) | $\begin{aligned} & 358 \\ & 33 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 164 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 328 \\ & 39 \end{aligned}$ | $\begin{aligned} & 58 \\ & 336 \end{aligned}$ | $\begin{aligned} & 66 \\ & 35 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & \text { 50 } \\ & 30 \% \end{aligned}$ | $\begin{gathered} 88 \\ 34 \% \\ 38 \end{gathered}$ | $\begin{gathered} 96 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{gathered} 139 \\ 33 \% \end{gathered}$ | $\begin{gathered} 52 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 91 \\ 35 \% \end{gathered}$ | 104 $31 \%$ | $\begin{aligned} & 195 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 164 \\ 34 \% \\ 34 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 96 \\ 34 \% \end{gathered}$ | $\begin{gathered} 7 \\ 316 \end{gathered}$ | $\begin{gathered} 38 \\ 26 \% \\ 26 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 416 \end{aligned}$ | $\begin{gathered} 304 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 34 \% \end{aligned}$ | 46 $34 \%$ | 92 $31 \%$ | $\begin{aligned} & 267 \\ & 34 \% \end{aligned}$ | 104 $31 \%$ | $\begin{gathered} 254 \\ 34 \% \\ \hline \end{gathered}$ | $\begin{gathered} 214 \\ 33 \% \end{gathered}$ | 144 $32 \%$ |
| Dont know | $\begin{aligned} & 60 \\ & 6 \% \\ & 60 \end{aligned}$ | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 48 \\ 98 \\ 98 \\ 8 \end{gathered}$ | $\begin{aligned} & 14 \\ & \begin{array}{l} 12 \% \\ \text { foct } \end{array} . \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 7 \\ 4 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | 8 <br> $5 \%$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & \text { 10\% } \\ & \text { op } \end{aligned}$ | 20 | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | 14 $4 \%$ | $\begin{gathered} 29 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 3 \\ 5 \% \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | 54 $6 \%$ | ¢ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 23 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \\ & 9 \end{aligned}$ | 15 $5 \%$ | $\begin{aligned} & 45 \\ & 6 \% \\ & 6 \% \end{aligned}$ | 11 $3 \%$ | $\begin{aligned} & 49 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | 30 $7 \%$ |
| Net: Very/fariry favurable | $\begin{aligned} & 293 \\ & 2780 \end{aligned}$ | $\begin{aligned} & 147 \\ & 28 \% \\ & \end{aligned}$ | $\begin{aligned} & 144 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 20 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 24 \% \\ & 24 \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 88 \\ \text { 34\% } \\ 0 \\ 0 \end{gathered}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 73 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 30 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 175 \\ & 298 \\ & 298 \end{aligned}$ | $\begin{aligned} & 118 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 70 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 28 \% \\ & 28 \end{aligned}$ | $\begin{gathered} 79 \\ 318 \end{gathered}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 237 \\ 26 \% \end{gathered}$ | $\begin{gathered} 56 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 28 \% \end{aligned}$ | ${ }_{1}^{115}$ 26\% |
| Net: Very/farty unfavurable | $\begin{aligned} & 538 \\ & 498 \\ & 498 \end{aligned}$ | $\begin{gathered} 272 \\ 51 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 262 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 60 \\ 51 \% \\ \text { 51\% } \end{gathered}$ | $\begin{aligned} & 85 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 94 \\ 54 \% \end{gathered}$ | $\begin{gathered} 90 \\ 488 \end{gathered}$ | $\begin{gathered} 78 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 511 \\ & 51 \end{aligned}$ | $\begin{aligned} & 144 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 184 \\ 51 \% \end{gathered}$ | $\begin{gathered} 2101 \\ 49 \% \end{gathered}$ | $\begin{gathered} 78 \\ 55 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 139 \\ & 476 \end{aligned}$ | $\begin{gathered} 1300 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 499 \end{aligned}$ | $\begin{aligned} & 289 \\ & 47 \% \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 529 \end{aligned}$ | $\begin{aligned} & 131 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 1399 \\ & 49 \% \end{aligned}$ | $\underset{478}{117}$ | $\begin{gathered} 70 \\ 48 \% \end{gathered}$ | $\begin{gathered} 27 \\ 52 \% \end{gathered}$ | $\begin{gathered} 54 \\ 56 \% \end{gathered}$ | $\begin{aligned} & 467 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 71 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 318 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 68 \\ 51 \% \\ 518 \end{gathered}$ | $\begin{aligned} & 133 \\ & 448 \end{aligned}$ | $\begin{gathered} 405 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 1626 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 376 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 319 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 49 \% \end{aligned}$ |
| Net ifference | $\begin{aligned} & -245 \\ & -225 \\ & -22 \% \end{aligned}$ | $\begin{aligned} & -124 \\ & -24 \% \end{aligned}$ | $\begin{aligned} & -118 \\ & -21 \% \\ & \hline \end{aligned}$ | $\begin{gathered} -36 \\ -31 \% \end{gathered}$ | $\begin{aligned} & -39 \\ & -21 \% \end{aligned}$ | $\begin{aligned} & -52 \\ & -30 \% \end{aligned}$ | $\begin{gathered} -40 \\ -22 \% \\ \hline \end{gathered}$ | $\begin{gathered} -33 \\ -20 \% \end{gathered}$ | $\begin{gathered} .44 \\ -17 \% \end{gathered}$ | $\begin{gathered} -75 \\ -25 \% \\ -250 \end{gathered}$ | $\begin{gathered} -93 \% \\ -26 \% \end{gathered}$ | $\begin{gathered} -77 \\ -18 \% \end{gathered}$ | $\begin{gathered} -51 \\ -36 \% \end{gathered}$ | $\begin{gathered} -69 \\ -246 \end{gathered}$ | $\begin{gathered} -57 \\ -22 \% \end{gathered}$ | $\begin{gathered} -62 \\ -18 \% \end{gathered}$ | $\begin{aligned} & -114 \\ & -19 \% \end{aligned}$ | $\begin{gathered} -131 \\ -288 \\ -288 \end{gathered}$ | $\begin{gathered} -61 \\ -23 \% \end{gathered}$ | $\begin{aligned} & -59 \\ & -21 \% \end{aligned}$ | $\begin{gathered} -38 \\ -15 \% \end{gathered}$ | $\begin{aligned} & -41 \\ & -28 \% \end{aligned}$ | $\begin{gathered} -11 \\ -22 \% \\ -12 \% \end{gathered}$ | $\begin{aligned} & -35 \\ & -378 \end{aligned}$ | $\begin{aligned} & -230 \\ & -25 \% \end{aligned}$ | $\begin{gathered} -15 \\ -9 \% \\ -9 \% \end{gathered}$ | $\begin{gathered} -115 \\ -17 \% \end{gathered}$ | $\begin{gathered} -95 \\ -336 \end{gathered}$ | $\begin{gathered} -35 \\ -26 \% \end{gathered}$ | $\begin{aligned} & -47 \\ & -16 \% \end{aligned}$ | $\begin{gathered} -197 \\ -25 \% \end{gathered}$ | $\begin{gathered} -70 \\ -20 \% \end{gathered}$ | $\begin{aligned} & -175 \\ & -23 \% \\ & \hline \end{aligned}$ | - $\begin{array}{r}\text {-141 } \\ -22 \%\end{array}$ | - $\begin{array}{r}\text {-104 } \\ .23 \%\end{array}$ |


| 22-087220-32-11th - 14th August 2023 public Political Pulse August 2023 (Week 32) Adults aged $18+$ in GB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Q2. To what extent, if tall, do you have afavurable or unfuvurable opinion of the following politicins and political parties? - Rishi Sunak, Leader of the Conservative party and P Prime MinisterAl Adults ged $18+$ in Great Britain |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total | General fection 2019 Vote |  |  |  | Referendum 2016 |  | Favourale to parties |  |  |  |  |  |  |  |  |  | Favourale to pollicicar |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |  |  |
|  | $\begin{aligned} & \text { Total } \\ & \text { (A) } \end{aligned}$ | $\begin{gathered} \text { Consenati } \\ \text { cent } \\ \text { (B) } \end{gathered}$ | $\begin{gathered} \text { labour } \\ \text { (c) } \end{gathered}$ | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \end{gathered}$ | $\begin{aligned} & \text { Other } \\ & \text { (E) } \end{aligned}$ | $\begin{aligned} & \text { Remain } \\ & \text { (F) } \end{aligned}$ | $\begin{gathered} \text { Leave } \\ \text { (GG } \end{gathered}$ | $\begin{gathered} \text { fevourbl } \\ \text { ento } \\ (H) \\ (H) \end{gathered}$ | $\begin{aligned} & \text { Unfovara } \\ & \text { Ulieto } \\ & \text { cons } \\ & \text { cos } \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \text { entolab } \\ \text { (1) } \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { ble to tab } \\ \text { (K) } \end{gathered}$ | $\begin{gathered} \text { favourab } \\ \text { cetub } \\ \text { etoms } \\ \text { oems } \\ \text { (L) } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lib } \\ & \text { Dems } \\ & \text { (M) } \end{aligned}$ | $\begin{gathered} \text { Covoural } \\ \text { eto foen } \\ \text { parter } \\ \text { (N) } \end{gathered}$ |  | $\begin{gathered} \text { cotor } \\ \text { Retom } \\ \text { uk } \\ \text { (p) } \end{gathered}$ | $\begin{aligned} & \text { bile of } \\ & \text { Refor } \\ & \text { Rek } \\ & \text { (a) } \end{aligned}$ |  |  | $\begin{gathered} \text { favoural } \\ \text { eto } \\ \text { Searmer } \\ \text { (T) } \end{gathered}$ |  | $\begin{aligned} & \text { Fravurbl } \\ & \text { etotyunt } \\ & \text { (v) } \end{aligned}$ | Untavoura ble to Hunt thut (w) | $\begin{gathered} \substack { \text { enverem } \\ \begin{subarray}{c}{\text { en } \\ (x){ \text { enverem } \\ \begin{subarray} { c } { \text { en } \\ ( x ) } } \\ {(x)} \end{gathered}$ |  | $\begin{gathered} \text { favourab } \\ \substack{\text { entact } \\ \text { Barcay } \\ (z 2)} \end{gathered}$ |  | $\underset{\substack{\text { Positive } \\ \text { impact } \\ \text { (b) }}}{ }$ | $\begin{gathered} \text { Negative } \\ \substack{\text { impact } \\ \text { (c) }} \\ \hline \end{gathered}$ |
| 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 | ${ }^{631}$ |
| Weighed base | 1088 | 351 | 292 | 78 | ${ }_{9}$ | ${ }^{43}$ | 389 | 254 | 581 | 408 | 370 | 242 | 384 | 299 | ${ }^{351}$ | 146 | ${ }^{483}$ | 293 | 538 | 327 | 410 | 242 | ${ }^{473}$ | 171 | 543 | 181 | 412 | 231 | 604 |
| Verv favourabe (2) | $\begin{aligned} & 71 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{gathered} 29 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 61 \\ \text { 24\% } \\ \text { uxumora } \end{gathered}$ | ${ }_{1}^{7}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & \text { 10\% } \\ & 10 \end{aligned}$ | $\begin{aligned} & 27 \\ & \text { 11\% } \\ & \text { wo } \end{aligned}$ | $\begin{aligned} & 32 \\ & 8 \% \\ & 10 \\ & 10 \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & \text { 20 } \\ & \text { ane } \\ & \text { ina } \end{aligned}$ | $\begin{gathered} 26 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{gathered} 21 \\ \begin{array}{c} 246 \\ \text { suwa } \end{array} \end{gathered}$ | $\because$ | $\begin{gathered} 23 \\ \substack{23 \\ 5 \text { swro }} \end{gathered}$ |  | $\begin{gathered} 49 \\ \text { 20\% } \\ \text { stuwr } \end{gathered}$ | $\begin{aligned} & 10 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 38 \\ \substack{326 \\ \text { sucwara }} \end{gathered}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \\ 5 \text { suwr } \\ \text { sum } \end{gathered}$ | $\underset{2 \%}{7}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | 24 $4 \%$ |
| Fairy favurable (1) | 222 20\% | $\begin{aligned} & 132 \\ & \begin{array}{c} 188 \\ \text { cos } \\ \text { cos } \end{array} \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 11 \% \end{aligned}$ | ${ }_{\text {21\% }}^{91}$ | 94\% | $\begin{gathered} 125 \\ \text { 448 } \\ \text { ukemoora } \end{gathered}$ | 35 $6 \%$ | $\begin{gathered} 62 \\ 15 \% \\ \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 118 \\ & 32 \% \\ & \text { 3umoo } \\ & \text { und } \end{aligned}$ | $\begin{gathered} 58 \\ 248 \\ 240 \end{gathered}$ | $\begin{gathered} 74 \\ 1996 \end{gathered}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 87 \\ 25 \% \\ \text { unva } \end{gathered}$ | $\begin{gathered} 42 \\ \begin{array}{c} 296 \\ \text { unva } \end{array} \end{gathered}$ | $\begin{aligned} & 87 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 222 \\ \substack{26 \% \\ \text { suwnxras }} \end{gathered}$ | : |  | $\begin{aligned} & 112 \\ & 27 \% \\ & \text { stwra } \end{aligned}$ | $\begin{aligned} & 126 \\ & \text { 25\% } \\ & \text { stuwr } \end{aligned}$ | $\begin{aligned} & 32 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 83 \\ \text { s.8\% } \\ \text { suww } \end{gathered}$ | $\begin{gathered} 68 \\ \substack{12 \% \\ 5 w_{2}} \\ \hline \end{gathered}$ | $\begin{gathered} 87 \\ 48 \% \\ \text { suwwr } \end{gathered}$ | $\begin{gathered} 35 \\ 95 \\ 9 \end{gathered}$ | $\begin{aligned} & 78 \\ & 34 \% \end{aligned}$ | 99\% $16 \%$ |
| Nether favurable nor unfuvurable (0) | $\begin{gathered} 197 \\ 18 \% \end{gathered}$ | $\begin{gathered} 67 \\ 199 \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \\ & { }^{23 / 8} \end{aligned}$ | $\begin{gathered} 63 \\ 15 \% \end{gathered}$ | $\begin{gathered} 72 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 48 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 17 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 16 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{gathered} 35 \\ \text { 24\% } \\ \text { Humboo } \end{gathered}$ | $\begin{gathered} 56 \\ 12 \% \\ \hline \end{gathered}$ | $\because$ | $\because$ | $\begin{aligned} & 37 \\ & \text { and } \\ & \text { asw } \end{aligned}$ | $\begin{gathered} 64 \\ 16 \% \\ \text { R5Wra } \end{gathered}$ | $\begin{aligned} & 35 \\ & \text { asy } \\ & \text { asw } \end{aligned}$ |  | $\begin{aligned} & 23 \\ & \left.\begin{array}{c} 138 \\ \text { esw } \end{array}\right) \end{aligned}$ | $\begin{gathered} 59 \\ \begin{array}{c} \text { 119, } \\ \text { asw } \end{array} \end{gathered}$ | $\begin{gathered} 26 \\ \substack{14 \% \\ \text { ssw }} \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \\ & \text { ns } \\ & \text { ns } \end{aligned}$ | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | 80 $13 \%$ |
| Fariry unfavourble (-1) | $\begin{aligned} & 180 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \\ & \\ & \hline 1 \end{aligned}$ | $\begin{gathered} 57 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 70 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} \text { 244 } \\ \text { 25\% } \\ \text { Hexwora } \end{gathered}$ | $\begin{gathered} 80 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{gathered} 48 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 54 \\ 14 \% \\ 14 \end{gathered}$ |  | $\begin{gathered} 51 \\ 15 \% \\ \hline 10 \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 17 \% \end{aligned}$ |  | $\begin{gathered} 180 \\ \text { 33\% } \\ \text { ruwnwas } \end{gathered}$ | $\begin{gathered} 68 \\ \begin{array}{c} 128 \\ \text { axp } \end{array} \end{gathered}$ | $\begin{gathered} 63 \\ \text { and } \\ \text { Rex } \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 106 \\ \substack{122 \% \\ \text { Ruvxad }} \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{gathered} 127 \\ \text { Ruvxa } \\ \text { Ruva } \end{gathered}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{gathered} 74 \\ \substack{18 \% \\ \mathrm{Rxp}} \end{gathered}$ | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 20 \% \end{aligned}$ |
| Verv unfavourabe (-2) | $\begin{gathered} 358 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 14 \% \\ & \end{aligned}$ | $\begin{aligned} & 166 \\ & \substack{57 \% \\ \text { beos }} \end{aligned}$ | $\begin{aligned} & 25 \\ & 32 \% \\ & 8 * \\ & { }_{8} \end{aligned}$ | $\begin{gathered} 38 \\ \substack{38 \% \\ 04 \% \\ 8} \end{gathered}$ | ¢164 <br> $38 \%$ | $\begin{aligned} & 116 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{gathered} 330 \\ \text { 35\% } \\ \text { Hxcmorora } \end{gathered}$ | $\begin{aligned} & 148 \\ & \text { ank } \\ & \text { H40\% } \end{aligned}$ | $\begin{gathered} 101 \\ 27 \% \\ 27 \% \end{gathered}$ | $\begin{aligned} & 77 \\ & \left.\begin{array}{l} 32 \% \\ \text { Hp } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 158 \\ & \text { and } \\ & \text { Hkor } \end{aligned}$ | $\begin{aligned} & 1118 \\ & 33 \% \\ & \text { nkup } \end{aligned}$ | $\begin{aligned} & 122 \\ & \substack{12 \% \\ \text { 5kp }} \end{aligned}$ | $\begin{gathered} 28 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & \text { an\% } \\ & \text { HKKor } \end{aligned}$ | $\therefore$ | $\begin{gathered} 358 \\ \text { sty\% } \\ \text { ruwnwas } \end{gathered}$ | $\begin{aligned} & 143 \\ & \text { ank } \\ & \text { Ruvz } \end{aligned}$ | $\begin{gathered} 134 \\ 33 \% \\ \text { Rxx } \end{gathered}$ | $\begin{aligned} & 11 \\ & \left.\begin{array}{c} 11 \\ 5 \% \\ n \end{array}\right) \end{aligned}$ | $\begin{gathered} \text { cion } \\ \substack{20 \% \\ \text { Ruverz }} \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \\ & 9 \% \\ & \mathrm{kv} \end{aligned}$ | $\begin{gathered} 283 \\ \text { c2\% } \\ \text { Ruvx } \end{gathered}$ | $\begin{aligned} & 17 \\ & \text { 10\% } \\ & \text { ev } \end{aligned}$ | $\begin{gathered} 256 \\ \text { 26\% } \\ \text { RTuwxz } \end{gathered}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 42 \% \end{aligned}$ |
| Don't kow | $\begin{aligned} & 60 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\underset{2 \%}{5}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\underset{2 \%}{7}$ | 1 | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 6 \\ 3 \% \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{gathered} 9 \\ \left.\begin{array}{c} 9 \% \\ \text { Hik } \end{array}\right) \end{gathered}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 11 \\ 2 \% \\ 2 \% \end{gathered}$ |  | $\because$ | $\stackrel{1}{ }$ | $\begin{gathered} 7 \\ \substack{2 \% \\ \text { esw }} \end{gathered}$ | $\begin{gathered} 6 \\ \substack{2 \% \\ \text { gsswa }} \\ \hline \end{gathered}$ | . | $\underset{\substack{2 \% \\ \text { nswz }}}{3}$ |  | : | $\begin{gathered} 3 \\ 1 \% \\ \text { 1\% } \\ 5 w \end{gathered}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ |
| Ne: Ver/farity favurable | 293 $27 \%$ | $\begin{aligned} & 177 \\ & \begin{array}{c} \text { a\% } \\ \text { cos } \end{array} \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 16 \\ 16 \% \end{gathered}$ | 119 $28 \%$ | - ${ }_{32 \%}^{123}$ | $\begin{gathered} 186 \\ \text { 13\% } \\ \text { uxemora } \end{gathered}$ | ${ }_{7 \%}^{42}$ | $\begin{aligned} & 87 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 155 \\ 42 \% \\ \text { 4ymoo } \\ \text { umpo } \end{gathered}$ | $\begin{gathered} 84 \\ \text { s5\% } \\ \text { uno } \\ \text { uno } \end{gathered}$ | 106 28\% | $\begin{gathered} 66 \\ 22 \% \end{gathered}$ | $\begin{gathered} 117 \\ \text { 33\% } \\ \text { unco } \end{gathered}$ | $\begin{gathered} 62 \\ \left.\begin{array}{c} 436 \\ \text { unva } \end{array}\right) \end{gathered}$ | $\begin{aligned} & 113 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 203 \\ \text { cos } \\ \text { subuxras } \end{gathered}$ | : |  | $\begin{gathered} 141 \\ 34 \% \\ \text { stwra } \end{gathered}$ | $\begin{aligned} & 175 \\ & \text { che } \\ & \text { stuwr } \end{aligned}$ | $\begin{gathered} 42 \\ 9 \% \end{gathered}$ | $\begin{gathered} 121 \\ 70 \% \\ \text { Suw } \\ \text { suw } \end{gathered}$ | $\begin{gathered} 78 \\ \begin{array}{c} 146 \\ \text { swa } \end{array} \\ \text { sw } \end{gathered}$ | $\begin{gathered} 132 \\ 73 \% \\ \text { suwwr } \\ \text { sum } \end{gathered}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 1118 \\ 48 \% \end{gathered}$ | 123 $20 \%$ |
| Net: Ver/farity unfuourable | $\begin{aligned} & 538 \\ & 49 \% \\ & 49 \end{aligned}$ | $\begin{aligned} & 102 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 223 \\ \substack{26 \% \\ 008 \\ \text { 00\% }} \end{gathered}$ | $\begin{gathered} 44 \\ 56 \% \end{gathered}$ | $\begin{gathered} 57 \\ \substack{59 \\ 9 . \\ 8 .} \end{gathered}$ | $\begin{gathered} 237 \\ 55 \% \end{gathered}$ | 186 $48 \%$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ |  | $\begin{gathered} 262 \\ 64 \% \\ \text { HRKMo } \end{gathered}$ | $\begin{gathered} 149 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & \substack{258 \\ \text { Hop } \\ \text { Hoo }} \end{aligned}$ | $\begin{aligned} & 179 \\ & \substack{60 \% \\ \text { Hkor }} \end{aligned}$ |  | $\begin{aligned} & 47 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 303 \\ \text { 33\% } \\ \text { HRxMop } \end{gathered}$ |  | $\begin{gathered} 538 \\ \text { siovo } \\ \text { Rruwxas } \end{gathered}$ | $\begin{aligned} & 20 \\ & \substack{246 \\ \text { Ruvx }} \end{aligned}$ | $\begin{gathered} 198 \\ \text { anc } \\ \text { Rxva } \end{gathered}$ | $\begin{aligned} & 26 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 397 \\ \text { 8848 } \\ \text { Ruvuraz } \end{gathered}$ | $\begin{gathered} 24 \\ 14 \% \end{gathered}$ | 400 $74 \%$ <br> RTUVXZ | $\begin{aligned} & 22 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 330 \\ \text { 30\% } \\ \text { Ruvoxz } \end{gathered}$ | 68 | $\begin{gathered} 375 \\ 62 \% \end{gathered}$ |
| Net ifference | $\begin{aligned} & -245 \\ & -22 \% \\ & -22 \% \end{aligned}$ | $\begin{gathered} 75 \\ 21 \% \end{gathered}$ | -186 $-64 \%$ ${ }_{-6}$ | $\begin{gathered} -26 \\ -34 \% \end{gathered}$ | $\begin{aligned} & -41 \\ & -438 \\ & \hline \end{aligned}$ | $\begin{gathered} -118 \\ -278 \end{gathered}$ | $\begin{gathered} -63 \\ -16 \% \end{gathered}$ | $\begin{gathered} 157 \\ 62 \% \end{gathered}$ | $\begin{array}{r}-432 \\ -748 \\ \hline\end{array}$ | $\begin{gathered} -175 \\ -43 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} -30 \\ -12 \% \\ -12 \% \end{gathered}$ | $\begin{gathered} -106 \\ -28 \% \end{gathered}$ | -113 <br> $-.38 \%$ | $\begin{gathered} -56 \\ -16 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{gathered} -189 \\ -39 \% \end{gathered}$ | $\begin{aligned} & 293 \\ & 100 \% \end{aligned}$ | . 538 $-100 \%$ | -131 <br> $-40 \%$ <br>  | $\begin{gathered} -56 \\ -14 \% \end{gathered}$ | $\begin{gathered} 149 \\ 62 \% \end{gathered}$ | -355 <br> $-75 \%$ | $\begin{gathered} 976 \\ 56 \% \end{gathered}$ | $\begin{gathered} -321 \\ -59 \% \end{gathered}$ | 110 $61 \%$ | $\begin{gathered} -288 \\ -70 \% \end{gathered}$ | 43 18\% | - ${ }_{\text {- }}^{\text {-21 }}$ |
| mean | ${ }^{-0.52}$ |  | ${ }^{1.18}$ | ${ }_{\substack{-0.65 \\ c}}^{\text {c. }}$ | ${ }_{\substack{-0.78 \\ c}}$ | -0.60 | ${ }^{-0.39}$ | ${ }_{\text {unemmore }}^{\text {und }}$ | ${ }^{1.32}$ | ${ }^{-0.83}$ | ${ }_{\text {a }}^{0.0 .16}$ | ${ }_{\substack{-0.34 \\ \text { und }}}$ | ${ }_{\substack{-0.61 \\ \text { vo }}}^{\text {ve }}$ | ${ }^{-0.72}$ | ${ }_{\substack{\text {-0.43 } \\ \text { uma }}}$ | ${ }_{\text {a }}^{\text {uemma }}$ | ${ }^{-0.81}$ | ${ }_{\text {Suwurra }}^{1.24}$ | ${ }^{-1.67}$ | $\underset{\substack{0.077 \\ \text { swi }}}{\substack{\text { a }}}$ | (e.ent | ${ }_{\substack{0.79 \\ \text { suwra }}}$ | $\stackrel{-1.35}{5}$ |  | ${ }_{\substack{-1.11 \\ \text { swo }}}^{\text {d }}$ | ${ }_{\substack{0.76 \\ \text { suww }}}$ | $\stackrel{-1.31}{5}$ | ${ }_{6}^{0.14}$ | -0.84 |

Q2. To what extent, fift 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

|  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Uram/Rural |  | Marital staus |  |  | Pres of children HH (17or under) |  | Eduation |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ${ }_{\text {(1) }}^{55+}$ | ${ }_{\text {( }}^{\text {(M) }}$ ( | Millennials (N) | $\underset{\substack{\operatorname{ten} x+\\(0)}}{ }$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{gathered} \text { ABC1 } \\ (a) \end{gathered}$ | $\underset{(R)}{\substack{\text { (RDE }}}$ | North <br> (S) | $\begin{gathered} \text { Midlands } \\ (\pi) \end{gathered}$ | $\begin{aligned} & \text { South } \\ & \text { (u) } \end{aligned}$ | $\begin{gathered} \text { London } \\ (v) \end{gathered}$ | Wales (w) | Scotand $(x)$ | $\begin{aligned} & \text { Urban } \\ & \text { (n } \end{aligned}$ | Rural (2) | $\begin{array}{\|c} \text { Married } \\ \text { Luvigas } \\ \text { Maried } \\ \text { Mar } \end{array}$ | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Siovered } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At lest } \\ \text { one chid } \\ \text { present } \\ \text { (a) } \end{gathered}$ | $\substack{\text { chiden } \\ \text { cricensen } \\ \text { per }}$ | Graduate (f) | $\underset{\substack{\text { Nan } \\ \text { grauate } \\(\mathrm{s})}}{\text { None }}$ | Working $($ n $)$ | $\underset{\substack{\text { working } \\ \text { (i) }}}{\substack{\text { Not }}}$ |
| 390 | 174 | 280 | 288 | 319 | 769 | 319 | 267 | 279 | 257 | 133 | 52 | 100 | 915 | 173 | 662 | 310 | 116 | 333 | 755 | 632 | 456 | 728 | 360 |
| 42 | 142 | 292 | 262 | 339 | 613 | 475 | 258 | 284 | 252 | 147 | 52 | 95 | 920 | 168 | 662 | 291 | 135 | 29 | 789 | 339 | 749 | 645 | 443 |
| 22 | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | 18 $4 \%$ |
| 54 $13 \%$ 13 | $\begin{aligned} & 11 \\ & { }_{8 \%} \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 14 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 40 \\ \substack{16 \% \\ x} \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 2 \\ 5 \% \end{gathered}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 11 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 19 \\ 11 \% \\ \end{gathered}$ | 83 13\% | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | - ${ }_{\text {37 }}^{12 \%}$ | $\begin{gathered} 86 \\ 11 \% \\ 18 \end{gathered}$ | $\begin{aligned} & 43 \\ & 136 \end{aligned}$ | ( $\begin{aligned} & 81 \\ & 11 \%\end{aligned}$ | 71 $11 \%$ | 52 |
| 83 $19 \%$ 19 | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 24 \% \\ & \end{aligned}$ | $\begin{aligned} & 70 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 228 \\ & 276 \end{aligned}$ | $\begin{aligned} & 107 \\ & 23 \% \\ & \\ & \hline 2 \end{aligned}$ | $\begin{aligned} & 63 \\ & 24 \% \\ & \end{aligned}$ | $\begin{gathered} 58 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{aligned} & 45 \\ & 30 \% \\ & 30 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 236 \end{aligned}$ | $\begin{aligned} & 67 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 24 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 27 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 163 \\ & 21 \% \\ & \hline 1 \% \end{aligned}$ | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 24 \% \end{aligned}$ | 88 $20 \%$ |
| ¢ $\begin{gathered}82 \\ 19 \%\end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 48 \\ 18 \% \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{aligned} & 94 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 96 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 21 \% \\ & 24 \end{aligned}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\underset{14 \%}{7}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 248 \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 135 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 17 \% \end{aligned}$ | - $\begin{gathered}81 \\ 18 \%\end{gathered}$ |
| 156 $37 \%$ | $\begin{aligned} & 34 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 83 \\ 28 \% \\ 28 \% \end{gathered}$ | $\begin{gathered} 96 \\ 37 \% \\ m \end{gathered}$ | $\begin{gathered} 119 \\ \substack{35 \% \\ m} \end{gathered}$ | 204 $338 \%$ | $\begin{aligned} & 149 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 77 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & \substack{\text { ayy } \\ \text { suov }} \end{aligned}$ | $\begin{gathered} 48 \\ \substack{40 \\ \text { suve } \\ \text { suve }} \end{gathered}$ | $\begin{aligned} & 293 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 60 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 213 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 31 \% \end{aligned}$ | 84 $28 \%$ | 269\% | $\begin{gathered} 112 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 326 \end{aligned}$ | 206 | 147\% |
| ${ }_{7 \%}^{28}$ | $\begin{aligned} & 37 \\ & \begin{array}{c} 26 \% \\ \text { nop } \end{array} \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 68 \\ 11 \% \\ 1 \end{gathered}$ | $\begin{gathered} 62 \\ 13 \% \\ \end{gathered}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 108 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 22 \\ 13 \% \\ \end{gathered}$ | $\begin{aligned} & 53 \\ & 8 \% \\ & \end{aligned}$ | $\begin{aligned} & 57 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 11 \% \\ & 14 \end{aligned}$ | $\begin{gathered} 96 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 96 \\ 136 \end{gathered}$ | $\begin{gathered} 73 \\ 11 \% \end{gathered}$ | 57\% |


| Net: Ver/Farity favurable | $\begin{aligned} & 171 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 93 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 148 \end{aligned}$ | $\begin{gathered} 16 \\ 14 \% \\ \end{gathered}$ | $\begin{gathered} 33 \\ 188 \end{gathered}$ | $\begin{aligned} & 27 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 46 \\ 13 \% \end{gathered}$ | $\begin{gathered} 76 \\ 18 \% \\ \end{gathered}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 31 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{gathered} 62 \\ 18 \% \end{gathered}$ | $\begin{gathered} 111 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 22 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 55 \\ { }_{1}^{58 \%} \end{gathered}$ | $\begin{gathered} 117 \\ { }_{15 \%}^{15 \%} \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{gathered} 110 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 16 \% \end{aligned}$ | 71 $16 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/Farity unfourab | $\begin{aligned} & 543 \\ & 50 \% \\ & 50 \end{aligned}$ | $\begin{aligned} & 289 \\ & 55 \% \\ & 55 \end{aligned}$ | $\begin{gathered} 250 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 70 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 56 \% \\ & \text { SE } \\ & \text { oE } \end{aligned}$ | $\begin{aligned} & 91 \\ & \begin{array}{c} 94 \% \\ \text { pE } \end{array} \end{aligned}$ | $\begin{gathered} 148 \\ \substack{148 \\ \text { seg } \\ \text { oE }} \end{gathered}$ | $\begin{gathered} 116 \\ 38 \% \end{gathered}$ | $\begin{gathered} 189 \\ 52 \% \\ 52 \end{gathered}$ | $\begin{gathered} 238 \\ 56 \% \end{gathered}$ | 55 $38 \%$ | ${ }_{\text {l }}^{\text {126 }}$ | $\begin{aligned} & 194 \\ & \begin{array}{c} 145 \\ \mathrm{syw} \\ \mathrm{mv} \end{array} \end{aligned}$ | $\begin{gathered} 188 \\ \substack{185 \\ \text { 5N }} \end{gathered}$ | 298 $49 \%$ | 245 52\% | $\begin{aligned} & 120 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 48 \% \end{aligned}$ | 131 $52 \%$ | 63 <br> $43 \%$ | $\begin{aligned} & 33 \\ & 63 \% \\ & 63 \% \end{aligned}$ | $\begin{gathered} 60 \\ 63 \% \\ \text { su* } \\ \text { sum } \end{gathered}$ | $\begin{aligned} & 455 \\ & 49 \% \\ & 49 \% \end{aligned}$ | $\begin{gathered} 89 \\ 53 \% \\ 59 \end{gathered}$ | $\begin{gathered} 334 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 47 \% \end{aligned}$ | -74 <br> $55 \%$ | $\begin{aligned} & 129 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 414 \\ & 52 \% \end{aligned}$ | (167 | 376 | ${ }_{3}^{315}$ | $\underset{\substack{228 \\ 518}}{ }$ |
| Net Difference | -34\% | $\begin{gathered} -195 \\ -37 \% \end{gathered}$ | $\begin{gathered} -172 \\ -31 \% \end{gathered}$ | $\begin{gathered} -30 \\ -26 \% \end{gathered}$ | $\begin{gathered} -38 \\ -20 \% \end{gathered}$ | $\begin{gathered} -57 \\ -33 \% \end{gathered}$ | $\begin{gathered} -85 \\ -458 \end{gathered}$ | $\begin{gathered} -64 \\ -38 \% \end{gathered}$ | $\begin{gathered} -98 \\ -38 \% \end{gathered}$ | $\begin{gathered} -67 \% \\ -22 \% \end{gathered}$ | $\begin{aligned} & -142 \\ & -39 \% \end{aligned}$ | $\begin{gathered} -162 \\ -38 \% \end{gathered}$ | ${ }_{-26 \%}^{-37}$ | $\begin{gathered} -75 \\ -266 \end{gathered}$ | $\begin{aligned} & -112 \\ & -43 \% \end{aligned}$ | $\begin{gathered} -126 \\ -37 \% \end{gathered}$ | $\begin{aligned} & -188 \\ & -31 \% \end{aligned}$ | $\begin{aligned} & -184 \\ & -396 \end{aligned}$ | $\begin{aligned} & -77 \\ & -30 \% \end{aligned}$ | $\begin{gathered} -86 \\ -30 \% \end{gathered}$ | $\begin{gathered} -85 \\ -34 \% \end{gathered}$ | $\begin{gathered} -45 \\ -31 \% \end{gathered}$ | $\begin{gathered} -26 \\ -51 \% \end{gathered}$ | $\begin{gathered} -52 \\ -54 \% \end{gathered}$ | $\begin{gathered} -306 \\ -33 \% \\ \hline \end{gathered}$ | -66 | $\begin{gathered} -211 \\ -328 \end{gathered}$ | $\begin{gathered} -105 \\ -368 \\ -368 \end{gathered}$ | $\begin{gathered} .56 \\ -41 \% \end{gathered}$ | $\begin{gathered} -75 \\ -25 \% \end{gathered}$ | $\begin{aligned} & -297 \\ & -38 \% \end{aligned}$ | $\begin{aligned} & -106 \\ & -31 \% \\ & \hline-1 \end{aligned}$ | - $\begin{aligned} & -266 \\ & -36 \%\end{aligned}$ | $\begin{gathered} -215 \\ -336 \end{gathered}$ |  |

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| 22-087220-32-11th - 14th August 2023 PUBLIC <br> 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? - Suella Braverman, Home Secretary All Adults aged $18+$ in Great Britain |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total | General Election 20 |  |  |  | Referendum 2016 |  | le to parties Un |  |  |  |  |  |  |  |  |  | Favurable to politicim |  |  |  |  |  |  |  | Opinion of Brexit'simpact on the country |  |  |  |
|  | $\begin{aligned} & \text { Total } \\ & \text { (A) } \end{aligned}$ | $\begin{gathered} \text { Consenati } \\ \text { cen } \\ \text { (B) } \end{gathered}$ | ${ }_{\text {c }}^{\text {Labour }}$ (c) | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \\ \text { (0) } \end{gathered}$ | $\underset{\substack{\text { Other } \\(E)}}{ }$ | $\underset{(f)}{\text { Remain }}$ | Leave <br> (G) | $\begin{gathered} \text { Favoural } \\ \text { etocons } \\ \text { (H) } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \\ & \text { (1) } \\ & \hline \end{aligned}$ | $\mathbf{c}_{\substack{\text { Favourab } \\ \text { etolab } \\ \text { (a) }}}$ | Unfavoura ble to Lab (k) | $\begin{gathered} \text { Favourab } \\ \text { atolut } \\ \text { etome } \\ \text { ens } \\ \text { (L) } \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { blete oub } \\ & \text { Deme } \\ & \text { (M) } \end{aligned}$ |  | $\begin{aligned} & \text { ble to } \\ & \text { Green } \\ & \text { Party } \\ & \text { (0) } \end{aligned}$ | $\begin{gathered} \text { efor } \\ \substack{\text { efor } \\ \text { ek }} \\ (P) \end{gathered}$ | $\begin{gathered} \text { be to } \\ \text { Reform } \\ \text { eve } \\ \text { (a) } \end{gathered}$ | $\substack{\text { Favourab } \\ \text { ete osuak } \\ \text { (R) }}$ |  | $\begin{gathered} \text { Favoural } \\ \text { entan } \\ \text { starmer } \\ \text { (T) } \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { bleto } \\ \text { Stamer } \\ \text { (U) } \end{gathered}$ | $\begin{gathered} \text { cavoubal } \\ \text { feto tunt } \\ \text { (v) } \end{gathered}$ | $\begin{aligned} & \text { Untavour } \\ & \begin{array}{l} \text { Une } \\ \text { buto } \\ \text { Hunt } \\ \text { (w) } \end{array} \end{aligned}$ | $\begin{gathered} \text { enaverna } \\ \substack{\text { Ben } \\ \text { (x) }} \end{gathered}$ | $\begin{gathered} \text { blevere } \\ \text { Blam } \\ \text { (m) } \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \substack{\text { erta } \\ \text { Barcay } \\ (z)} \end{gathered}$ |  | $\begin{gathered} \text { Positivevec } \\ \text { inmart } \\ \text { (b) } \end{gathered}$ | $\underset{\substack{\text { Negative } \\ \text { inpact } \\ \text { (c) }}}{\substack{\text { co }}}$ |
| Unveighted 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 | ${ }_{3} 51$ | 292 | 78 | 96 | ${ }^{43}$ | ${ }^{389}$ | 254 | 581 | 408 | 370 | 242 | 384 | 299 | 351 | 146 | ${ }^{83}$ | 293 | 538 | 327 | 410 | 242 | ${ }^{473}$ | 171 | 543 | 181 | ${ }^{412}$ | 231 | 604 |
| Verv favourabe (2) | $\begin{aligned} & 48 \\ & 4 \% \\ & 48 \end{aligned}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 36 \\ 14 \% \\ \text { uxcmuoa } \end{gathered}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \\ & 10 \\ & 10 \end{aligned}$ | $\begin{aligned} & 26 \\ & 7 \% \\ & 10 \\ & 10 \end{aligned}$ | $\begin{aligned} & 15 \\ & { }_{6}^{6 \%} \\ & 10 \end{aligned}$ | $\begin{aligned} & 22 \\ & 6 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 18 \\ \substack{18 \\ 6 \\ \hline \\ \hline} \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 22 \\ 15 \% \\ \text { uncmoo } \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 14 \\ \substack{14 \\ 5 w v a \\ s w r y} \end{gathered}$ | $\begin{aligned} & 25 \\ & \left.\begin{array}{c} 6 \% \\ 5 \text { wwr } \end{array}\right) \end{aligned}$ | $\begin{gathered} 35 \\ \text { 156 } \\ \text { suwwa } \end{gathered}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 48 \\ 28 \% \\ \text { estuwnas } \end{gathered}$ | : |  | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | ${ }_{1 \%}$ |
| Fairy favurabe (1) | $\begin{aligned} & 124 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 23 \% \\ & \text { cos } \\ & \text { cos } \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ \text { co } \\ \text { cow } \\ c \end{gathered}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 15 \% \\ & \text { 59 } \end{aligned}$ | $\begin{gathered} 72 \\ \text { 28\% } \\ \text { wxamoo } \end{gathered}$ | $\begin{aligned} & 20 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 70 \\ \substack{19 \% \\ \text { unva }} \end{gathered}$ | $\begin{aligned} & 31 \\ & \text { 313\% } \\ & \text { wa } \end{aligned}$ | $\begin{aligned} & 53 \\ & 148 \\ & \text { va } \\ & \text { va } \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \\ & 100 \end{aligned}$ | $\begin{gathered} 46 \\ \text { 31\% } \\ \text { uxemoo } \end{gathered}$ | $\begin{aligned} & 37 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 85 \\ 29 \% \\ \text { 2vuwr } \\ \text { sum } \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 37 \\ \substack{37 \\ \text { swwa }} \end{gathered}$ | $\begin{gathered} 65 \\ \substack{68 \\ \text { swry } \\ \text { swo }} \end{gathered}$ | $\begin{aligned} & 78 \\ & 32 \% \\ & \text { 3ruwr } \\ & \text { srion } \end{aligned}$ | $\begin{aligned} & 20 \\ & 4 \% \\ & y_{r} \end{aligned}$ | $\begin{gathered} 124 \\ \text { cruwna } \\ \text { estuw } \end{gathered}$ | : | $\begin{gathered} 75 \\ \text { 42\% } \\ \text { Brcuwn } \end{gathered}$ | $\begin{aligned} & 9 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 54 \\ 236 \end{gathered}$ | ${ }_{7 \%}^{44}$ |
| Nether favurable nor unfuvurable (0) | $\begin{aligned} & 243 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{gathered} 100 \\ 298 \\ \text { 298 } \end{gathered}$ | $\begin{aligned} & 45 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 27 \% \\ & 27 \% \end{aligned}$ | $\begin{gathered} 79 \\ \text { che } \\ \text { unchanco } \end{gathered}$ | $\begin{aligned} & 81 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 198 \\ & 190 \\ & 10 \end{aligned}$ | $\begin{aligned} & 81 \\ & 228 \\ & 22 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 42 \\ 17 \% \\ 0 \\ 0 \end{gathered}$ | $\begin{aligned} & 77 \\ & 20 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 58 \\ 200 \\ 10 \\ 10 \end{gathered}$ | $\begin{aligned} & 67 \\ & 19 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 47 \\ \text { 32\% } \\ \text { uncmoo } \end{gathered}$ | $\begin{gathered} 54 \\ 11 \% \end{gathered}$ |  | $\begin{aligned} & 70 \\ & \left.\begin{array}{l} \text { 13\% } \\ \mathrm{xaj} \end{array}\right) \end{aligned}$ | $\begin{gathered} 49 \\ 15 \% \end{gathered}$ | $\begin{gathered} 95 \\ \substack{238 \\ \text { swxya }} \end{gathered}$ |  | $\begin{aligned} & 51 \\ & \begin{array}{l} 11 \% \\ x_{1 / 3} \end{array} \end{aligned}$ | - | $\because$ | $\begin{gathered} 40 \\ 22 \% \\ 5 \text { swaxa } \end{gathered}$ | $\begin{aligned} & 32 \\ & \left.\begin{array}{c} 38 \\ x y \\ x y \end{array} \right\rvert\, \end{aligned}$ | $\begin{aligned} & 68 \\ & 29 \% \end{aligned}$ | - ${ }_{\text {89\% }}^{\text {15\% }}$ |
| Fariry untavurable (-1) | $\begin{aligned} & 190 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 73 \\ \substack{218 \\ c} \\ c \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \\ \end{gathered}$ | $\begin{aligned} & 24 \\ & \left.\begin{array}{l} 30 \% \\ \text { ce } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 73 \\ 17 \% \\ 17 \% \end{gathered}$ | $\begin{gathered} 76 \\ 20 \% \end{gathered}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | 104 $18 \%$ | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 67 \\ 18 \% \end{gathered}$ | $\begin{gathered} 51 \\ \substack{1 \% \\ \text { no }} \\ \text { no } \end{gathered}$ | $\begin{aligned} & 61 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 48 \\ 16 \% \end{gathered}$ | $\begin{gathered} 66 \\ 196 \\ \hline 10 \end{gathered}$ | $\begin{aligned} & 15 \\ & \text { 10\% } \end{aligned}$ | $\begin{aligned} & 101 \\ & 21010 \end{aligned}$ | $\begin{gathered} 58 \\ \begin{array}{c} 508 \\ \text { 20\% } \\ 0 \times 2 \end{array} \end{gathered}$ | $\begin{aligned} & 93 \\ & \begin{array}{c} 97 \% \\ x_{2} \end{array} \end{aligned}$ |  | $\begin{aligned} & 74 \\ & \begin{array}{c} 18 \% \\ x= \\ x \end{array} \end{aligned}$ | $\begin{gathered} 33 \\ 14 \% \\ 14 \% \end{gathered}$ | $\begin{gathered} 93 \\ 20 \% \\ \text { 20\% } \\ \text { x2 } \end{gathered}$ | $\therefore$ | $\begin{gathered} 190 \\ \text { 355 } \\ \text { ssuwnwas } \end{gathered}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 20 \% \\ & 20 \% \\ & x 2 \end{aligned}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | 116 |
| Veru unfavorable(-2) | 353 $32 \%$ | $\begin{gathered} 46 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & \substack{170 \\ \text { one } \\ \text { 006 }} \end{aligned}$ | $\begin{aligned} & 28 \\ & \substack{38 \% \\ \text { 38\% } \\ 8} \end{aligned}$ | 42 448 4 | $\begin{aligned} & 204 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 96 \\ 25 \% \end{gathered}$ | 16 $6 \%$ | $\begin{gathered} 324 \\ 52 \% \\ \text { Hxkemop } \end{gathered}$ | $\begin{gathered} 187 \\ \text { 46\% } \\ \text { 4Rewop } \end{gathered}$ | $\begin{aligned} & 101 \\ & 27 \% \\ & \text { Hp } \end{aligned}$ | $\begin{aligned} & 90 \\ & \begin{array}{c} 37 \% \\ \text { Huct } \end{array} \end{aligned}$ | $\begin{gathered} 145 \\ \substack{388 \\ \text { 3xp }} \end{gathered}$ |  | $\begin{aligned} & 111 \\ & \text { anc } \\ & \text { 4xp } \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 262 \\ 54 \% \\ \text { Hxkmop } \end{gathered}$ | $\begin{gathered} 20 \\ 7 \\ 7 \times 1 \\ \times \end{gathered}$ | $\begin{gathered} 307 \\ \substack{57 \% \\ \text { Rruxaz }} \end{gathered}$ | $\begin{gathered} 152 \\ \text { ane } \\ \text { Ruvz } \end{gathered}$ | $\begin{gathered} 123 \\ \substack{120 \\ \text { Rex }} \end{gathered}$ | $\begin{gathered} 38 \\ \text { a6\% } \\ \text { axz } \end{gathered}$ | $\begin{gathered} 280 \\ \text { cyy } \\ \text { Ruvuz } \end{gathered}$ | : | $\begin{gathered} 353 \\ \text { 35\% } \\ \text { sstuwxz } \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ \substack{8 \\ \times \\ \hline} \end{gathered}$ |  | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 279 \\ & 46 \% \end{aligned}$ |
| Dont know | $\begin{aligned} & 130 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 15 \\ 4 \% \end{gathered}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\underset{3 \%}{2}$ | $\underset{8 \%}{7}$ | $\begin{gathered} 26 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 46 \\ \substack{8 \% \\ a \\ 0} \end{gathered}$ | $\begin{aligned} & 27 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 22 \\ 6 \% \end{gathered}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 19 \\ \substack{6 \% \\ \text { vxraa }} \end{gathered}$ | $\begin{gathered} 43 \\ 8 y_{0} \\ \text { vwras } \end{gathered}$ | $\begin{aligned} & 16 \\ & \left.\begin{array}{l} 16 \\ x_{6} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 29 \\ & 7 \% \\ & 7 \times x \end{aligned}$ | $\begin{gathered} 7 \\ \substack{3 \% \\ x \times \\ \hline} \end{gathered}$ |  |  | : | $\begin{gathered} 5 \\ \left.\begin{array}{c} 3 \% \\ x= \end{array}\right) \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 11 \% \end{aligned}$ |
| Net: Ver/fariry favurable | $\begin{gathered} 171 \\ 16 \% \end{gathered}$ | $\begin{gathered} 116 \\ \left.\begin{array}{c} 136 \\ c o s \end{array}\right) \end{gathered}$ | ¢ ${ }_{5}^{14}$ | $\begin{aligned} & 11 \\ & 14 \% \\ & c \\ & c \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \\ & { }^{12 \%} \end{aligned}$ | $\begin{aligned} & 59 \\ & 14 \% \\ & \end{aligned}$ | $\begin{aligned} & 85 \\ & 22 \% \\ & 25 \end{aligned}$ | $\begin{gathered} 108 \\ 428 \\ \text { uxamoo } \end{gathered}$ | 26 $4 \%$ | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 97 \\ \substack{26 \% \\ \text { unva }} \end{gathered}$ | $\begin{aligned} & 45 \\ & \text { as } \\ & \text { wa } \end{aligned}$ | $\begin{aligned} & 75 \\ & \text { 20\% } \\ & \text { vo } \end{aligned}$ | $\begin{aligned} & 48 \\ & \text { a } 16 \% \\ & \text { vo } \end{aligned}$ | $\begin{aligned} & 78 \\ & \text { 22\% } \\ & \text { va } \\ & \text { va } \end{aligned}$ | $\begin{gathered} 68 \\ \text { 47\% } \\ \text { uncmoo } \end{gathered}$ | $\begin{aligned} & 45 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 121 \\ 418 \\ \text { 4uwr } \\ \text { suwn } \end{gathered}$ | $\begin{aligned} & 24 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 51 \\ \substack{16 \% \\ \text { swro }} \\ \text { swa } \end{gathered}$ | $\begin{gathered} 90 \\ \substack{22 \% \\ 5 \text { swr }} \end{gathered}$ | $\begin{aligned} & 113 \\ & \text { 47\% } \\ & \text { suwna } \end{aligned}$ | $\begin{gathered} 26 \\ 6 \% \\ 6 \end{gathered}$ | $\begin{gathered} 171 \\ \text { 100\% } \\ \text { estuwnas } \end{gathered}$ | : | $\begin{gathered} 110 \\ \text { 6sto } \\ \text { csuwna } \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 88 \\ 38 \% \end{gathered}$ | 53 $9 \%$ |
| Net: Ver/fFiriv nfizuourale | $\begin{aligned} & 543 \\ & 50 \% \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 211 \\ \substack{23 \% \\ \text { 日E }} \end{gathered}$ | $\begin{gathered} 51 \\ 66 \% \end{gathered}$ | $\begin{gathered} 54 \\ 56 \% \\ 54 \end{gathered}$ | $\begin{gathered} 276 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 22 \% \\ & 26 \end{aligned}$ | $\begin{gathered} 427 \\ \text { 47\% } \\ \text { нкxumoo } \end{gathered}$ |  | $\begin{gathered} 167 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & \substack{88 \% \\ \text { sko }} \end{aligned}$ | $\begin{aligned} & 206 \\ & \substack{206 \\ 440} \\ & \text { Hex } \end{aligned}$ | $\begin{gathered} 177 \\ \substack{58 \% \\ 4 \times p} \\ \hline \end{gathered}$ | $\begin{gathered} 184 \\ 52 \% \\ 540 \end{gathered}$ | $\begin{gathered} 27 \\ 18 \% \end{gathered}$ | $\begin{gathered} 364 \\ \text { 35\% } \\ \text { Hxkwoop } \end{gathered}$ | $\begin{gathered} 78 \\ 27 \% \\ 27 \% \\ x= \end{gathered}$ | $\begin{aligned} & 400 \\ & \substack{704 \\ \text { Rruwa }} \end{aligned}$ | $\begin{gathered} 211 \\ \substack{218 \\ \text { suyyza }} \end{gathered}$ | $\begin{gathered} 197 \\ \substack{188 \\ \text { Rex }} \end{gathered}$ | $\begin{gathered} 71 \\ 29 \% \\ 29 \% \\ x 2 \end{gathered}$ | $\begin{gathered} 373 \\ 79 \% \\ \text { hssuxx } \end{gathered}$ | $\therefore$ |  | $\begin{gathered} 26 \\ 14 \% \end{gathered}$ | $\begin{gathered} 361 \\ \text { 88\% } \\ \text { Bruwn } \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 395 \\ 656 \end{gathered}$ |
| Net Difference | $\begin{gathered} -372 \\ -34 \% \end{gathered}$ | $\begin{aligned} & -3 \\ & -1 \% \end{aligned}$ | $\begin{array}{r}\text {-200 } \\ .68 \% \\ \hline\end{array}$ | $\begin{gathered} -402 \\ -52 \% \end{gathered}$ | $\begin{aligned} & -42 \\ & -448 \end{aligned}$ | $\begin{gathered} -218 \\ -50 \% \end{gathered}$ | $\begin{gathered} -87 \\ -22 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{gathered} -401 \\ -99 \% \end{gathered}$ | $\begin{gathered} -214 \\ -52 \% \end{gathered}$ | $\begin{gathered} -71 \\ -19 \% \end{gathered}$ | $\underset{-39}{.-95}$ | $\begin{aligned} & -130 \\ & -34 \% \end{aligned}$ | $\begin{gathered} -125 \\ -426 \end{gathered}$ | $\begin{gathered} -106 \\ -30 \% \\ \hline \end{gathered}$ | $\begin{gathered} 41 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{gathered} -319 \\ -66 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \\ & 150 \end{aligned}$ | $\begin{gathered} -376 \\ -70 \% \end{gathered}$ | $\begin{gathered} -160 \\ -99 \% \end{gathered}$ | $\begin{gathered} -107 \\ -26 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 17 \% \end{aligned}$ | $\begin{gathered} -347 \\ -73 \% \end{gathered}$ | $\begin{gathered} 171 \\ \text { 100\% } \end{gathered}$ | $\begin{gathered} -543 \\ -100 \% \end{gathered}$ | $\begin{gathered} 84 \\ 47 \% \end{gathered}$ | $\begin{gathered} -344 \\ -84 \% \\ -84 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{aligned} & -342 \\ & -57 \% \end{aligned}$ |
| Mean | -0.71 | ${ }_{\substack{-0.05 \\ \text { cos }}}$ | -1.36 | $\stackrel{-0.86}{\substack{c}}$ | $\stackrel{-0.90}{c}$ | -0.99 | $\stackrel{-0.43}{¢}$ | ${ }_{\text {une }}^{0.30}$ | ${ }^{1.35}$ | ${ }_{10}^{-1.01}$ |  | -0.75 | -0.70 | ${ }_{\text {- }}^{\text {-0, }}$ | $\overbrace{\text { va }}^{0.062}$ | ${ }_{\text {uxhmoar }}^{0.36}$ | ${ }_{1}^{-1.24}$ |  | ${ }_{\text {- }}^{\text {- }}$ - ${ }^{\text {a }}$ | ${ }_{\substack{0 \\ \text { swra }}}^{\text {o.96 }}$ | $\underbrace{\text { a }}_{\substack{-0.54 \\ \text { swr }}}$ |  | $\underset{\substack{-1.38 \\ \text { va }}}{\text { d }}$ | ${ }_{\text {estur }}^{1.28}$ | -1.65 |  | $\stackrel{-1.50}{\gamma}$ | $\stackrel{0.16}{6}$ | -1.14 |

Q2. To what extent, fat 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 <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Agsregated Age rreals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urbar/Rural |  | Marital Staus |  |  | Pres of children HH (17or under) |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\underset{\substack{\text { (Ba) }}}{\text { Male }}$ | $\begin{gathered} \text { Female } \\ \text { (c) } \end{gathered}$ | $\begin{aligned} & 18.24 \\ & (0) \\ & (0) \end{aligned}$ | $\begin{gathered} 25.34 \\ (\mathrm{E}) \end{gathered}$ | $\begin{gathered} 35-44 \\ \text { (F) } \end{gathered}$ | $\begin{gathered} 45.54 \\ (6) \\ (6) \end{gathered}$ | ${ }_{5}^{55.64}(H)$ | $\begin{aligned} & \text { 65t } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 55t } \\ & \text { (t) } \end{aligned}$ | $\begin{gathered} \operatorname{Gen} Z \\ \text { (M) } \end{gathered}$ | $\begin{aligned} & \text { Millennials } \\ & \text { (N) } \end{aligned}$ | $\underset{\text { Gen } x+}{(0)}$ | $\underset{\substack{\text { Baby } \\ \text { Bomer } \\(P)}}{ }$ | $\begin{gathered} \text { ABC1 } \\ (a) \end{gathered}$ |  | $\begin{gathered} \text { North } \\ (\mathbf{S}) \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ (v) \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotland } \\ (\mathrm{X}) \end{gathered}$ | $\begin{aligned} & \text { Urban } \\ & \text { (n) } \end{aligned}$ | $\begin{gathered} \text { Rural } \\ (22) \end{gathered}$ | $\begin{gathered} \text { Married } \\ \text { Luvinas } \\ \text { Married } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Single } \\ (\mathrm{b}) \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Sovered } \\ & \text { Separated } \end{aligned}$ (c) | $\begin{gathered} \text { At least } \\ \text { one hefid } \\ \text { present } \end{gathered}$ |  | $\begin{gathered} \text { Graduate } \\ \text { (f) } \end{gathered}$ | $\underset{\substack{\text { Nan. } \\ \text { gratuate }}}{\text { (z) }}$ | $\underset{\substack{\text { Working } \\(n)}}{ }$ | $\begin{gathered} \text { Not } \\ \text { working } \\ \text { (i) } \end{gathered}$ |
| Unveighted base | 1088 | ${ }_{536}$ | 543 | ${ }^{146}$ | 174 | 179 | 199 | ${ }^{241}$ | ${ }^{199}$ | 320 | 378 | 390 | ${ }^{174}$ | 280 | 288 | 319 | 769 | 319 | 267 | 279 | 257 | ${ }^{133}$ | 52 | 100 | 915 | 173 | 662 | ${ }^{310}$ | 116 | ${ }^{33}$ | 755 | 632 | 456 | ${ }^{228}$ | 360 |
| Weigheed 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 |
| Verr favourabe (2) | $\begin{aligned} & 52 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 28 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & 60 \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | ${ }_{4 \%}^{7}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 22 \\ 8 \% \\ 8 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 27 \\ 6 \% \end{gathered}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 14 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 33 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 5 \% \\ & 5 \% \end{aligned}$ | ¢ ${ }_{\text {2\% }}$ |
| Fairl favourale (1) | $\begin{aligned} & 190 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 83 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 22 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 25 \\ 13 \% \end{gathered}$ | $\begin{gathered} 32 \\ 19 \% \end{gathered}$ | $\begin{gathered} 63 \\ 25 \% \\ \text { 25\% } \\ \hline 6 \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \\ 13 \% \end{gathered}$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 95 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 117 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & \text { 18\% } \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 58 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 15 \\ 30 \% \\ \text { vx* } \end{gathered}$ | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 155 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 133 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 17 \% \end{aligned}$ | 80 |
| Nether favurable nor untavourable (0) | $\begin{gathered} 261 \\ 24 \% \end{gathered}$ | $\begin{gathered} 117 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 29 \end{aligned}$ | $\begin{gathered} 52 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 90 \\ 25 \% \end{gathered}$ | $\begin{gathered} 89 \\ 21 \% \end{gathered}$ | $\begin{gathered} 32 \\ 22 \% \\ 22 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 67 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 248 \\ & 248 \end{aligned}$ | $\begin{aligned} & 112 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 56 \\ 22 \% \\ 26 \end{gathered}$ | $\begin{aligned} & 64 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 52 \\ 218 \end{gathered}$ | $\begin{gathered} 59 \\ \text { seo } \\ \text { suwxe } \end{gathered}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 216 \\ 24 \% \\ 24 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 248 \\ & 248 \end{aligned}$ | $\begin{gathered} 75 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 77 \\ 26 \% \end{gathered}$ | $\begin{gathered} 183 \\ 238 \end{gathered}$ | $\begin{aligned} & 87 \\ & 268 \end{aligned}$ | $\begin{aligned} & 1747 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 24 \% \\ & 24 \% \end{aligned}$ | 105 |
| Farity unfouourale (-1) | $\begin{aligned} & 197 \\ & { }_{18 \%} \end{aligned}$ | $\begin{aligned} & 110 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 28 \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & 177 \\ & 17 \end{aligned}$ | $\begin{aligned} & 70 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 75 \\ 18 \% \\ \end{gathered}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{gathered} 112 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 196 \end{aligned}$ | $\begin{aligned} & 57 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 5 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 173 \\ 199 \end{gathered}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 1333 \\ & 20 \% \end{aligned}$ | 46 $16 \%$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 57 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 1333 \\ 18 \% \end{gathered}$ | $\begin{gathered} 121 \\ 19 \% \end{gathered}$ | 76 $17 \%$ |
| Verv untavourabe (2) | $\begin{aligned} & 276 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 268 \end{aligned}$ | $\begin{aligned} & 139 \\ & 258 \end{aligned}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 246 \end{aligned}$ | $\underset{\substack { 47 \\ \begin{subarray}{c}{27 \% \\ 0{ 4 7 \\ \begin{subarray} { c } { 2 7 \% \\ 0 } }\end{subarray}}{\substack{0}}$ | $\begin{gathered} 58 \\ \substack{51 \% \\ 0} \\ \hline \end{gathered}$ | $\begin{gathered} \text { 23 } \\ \substack{25 \% \\ 0} \end{gathered}$ | $\begin{aligned} & 67 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 61 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 105 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 110 \% \\ 26 \% \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 75 \\ 26 \% \end{gathered}$ | $\begin{gathered} 77 \\ \substack{29 \% \\ M} \end{gathered}$ | 88 $26 \%$ | $\begin{aligned} & 149 \\ & 248 \\ & \text { 248 } \end{aligned}$ | $\begin{aligned} & 127 \\ & \text { 27\% } \end{aligned}$ | $\begin{gathered} 74 \\ \substack{29 \% \\ v} \end{gathered}$ | $\begin{aligned} & 71 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 62 \\ 258 \\ \hline 25 \end{gathered}$ | $\begin{aligned} & 22 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \substack{18 \% \\ v \\ v} \end{aligned}$ | $\begin{aligned} & 29 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 232 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 26 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 162 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{gathered} 37 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 213 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 258 \end{aligned}$ | $\begin{aligned} & 173 \\ & 27 \% \end{aligned}$ | 102 |
| Dont know | $\begin{aligned} & 113 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \substack{276 \\ \text { froct }} \end{aligned}$ | $\begin{gathered} 22 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 17 \% \\ & k \\ & k \end{aligned}$ | $\begin{aligned} & 30 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 7 \% \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \begin{array}{l} 34 \% \\ \text { 240 } \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 24 \\ 7 \% \end{gathered}$ | $\begin{gathered} 55 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 4 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 96 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 7 \% \end{aligned}$ |  | $\begin{aligned} & \text { } \\ & 150 \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 84 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 8 \% \\ & 8 \% \end{aligned}$ | ¢ $\begin{gathered}\text { 60 } \\ 14 \\ n \\ n\end{gathered}$ |
| Net: Ver/Farity favurable | $\begin{aligned} & 242 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 107 \\ 19 \% \end{gathered}$ | $\begin{gathered} 21 \\ 18 \% \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 34 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & \left.\begin{array}{c} 85 \\ \text { 35\% } \\ \text { oefor } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 54 \\ & 188 \\ & 188 \end{aligned}$ | $\begin{gathered} 66 \\ 18 \% \end{gathered}$ | $\begin{gathered} 122 \\ \left.\begin{array}{c} 229 \\ \ldots \end{array}\right) \end{gathered}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 95 \\ \substack{28 \% \\ \text { nyo }} \end{gathered}$ | $\begin{aligned} & 149 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 58 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 23 \% \\ & 23 \% \end{aligned}$ | $\begin{gathered} 68 \\ 27 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 17 \\ 32 \% \\ v \times * \end{gathered}$ | $\begin{aligned} & 11 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 202 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 156 \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & \text { 1218 } \end{aligned}$ | $\begin{aligned} & 78 \\ & 23 \% \end{aligned}$ | ${ }_{1}^{164} \times$ | $\begin{aligned} & 141 \\ & 22 \% \end{aligned}$ | 101 |
| Net: Ver//Farty unfauourble | $\begin{gathered} 473 \\ 438 \end{gathered}$ | $\begin{aligned} & 245 \\ & 465 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 224 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 49 \% \\ & 04 \\ & 0 \end{aligned}$ | $\begin{gathered} 91 \\ \substack{988 \\ \text { and }} \end{gathered}$ | $\begin{gathered} 76 \\ \substack{75 \% \\ 0} \\ 0 \end{gathered}$ | $\begin{aligned} & 108 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 113 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 43 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 52 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 436 \end{aligned}$ | $\begin{aligned} & 129 \\ & 49 \% \\ & m \end{aligned}$ | $\begin{aligned} & 146 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 260 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 45 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 122 \\ 47 \% \\ v \end{gathered}$ | $\begin{aligned} & 128 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 4120 \end{aligned}$ | $\begin{aligned} & 45 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 24 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 499 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 405 \\ & 44 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 68 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 295 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 353 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 322 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 295 \\ & 46 \% \end{aligned}$ | ${ }_{40 \%}^{178}$ |
| Net Difference | $\begin{aligned} & -231 \\ & -21 \% \end{aligned}$ | $\begin{gathered} -110 \\ -21 \% \end{gathered}$ | $\begin{aligned} & -117 \\ & -21 \% \end{aligned}$ | $\begin{gathered} -16 \\ -14 \% \end{gathered}$ | $\begin{aligned} & -43 \\ & -23 \% \end{aligned}$ | $\begin{gathered} -50 \\ -29 \% \\ \hline \end{gathered}$ | $\begin{gathered} -59 \\ -32 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -39 \\ & -23 \% \end{aligned}$ | $\begin{aligned} & -23 \\ & -9 \% \end{aligned}$ | $\begin{gathered} -59 \\ -198 \end{gathered}$ | $\begin{gathered} -109 \\ -30 \% \end{gathered}$ | $\begin{aligned} & -63 \\ & -15 \% \end{aligned}$ | $\begin{gathered} -28 \\ -20 \% \end{gathered}$ | $\begin{gathered} -69 \\ -246 \end{gathered}$ | $\begin{gathered} -81 \\ -31 \% \\ \hline \end{gathered}$ | $\begin{aligned} & .51 \\ & .15 \% \end{aligned}$ | $\begin{gathered} -112 \\ -18 \% \end{gathered}$ | $\begin{gathered} -119 \\ -25 \% \end{gathered}$ | $\begin{gathered} -64 \\ -25 \% \\ -64 \end{gathered}$ | $\begin{gathered} -63 \\ -22 \% \end{gathered}$ | $\begin{gathered} -37 \\ -15 \% \end{gathered}$ | $\begin{aligned} & -22 \\ & -15 \% \end{aligned}$ | $\begin{gathered} -7 \\ -13 \% \end{gathered}$ | $\begin{aligned} & -39 \\ & -41 / 8 \end{aligned}$ | $\begin{gathered} -203 \\ -226 \\ -220 \end{gathered}$ | $\begin{gathered} -27 \\ -16 \% \end{gathered}$ | $\begin{gathered} -132 \\ -20 \% \end{gathered}$ | $\begin{gathered} -77 \% \\ -26 \% \end{gathered}$ | $\begin{gathered} -22 \\ -16 \% \end{gathered}$ | $\begin{gathered} -46 \\ -15 \% \end{gathered}$ | $\begin{gathered} -184 \\ -236 \\ -236 \end{gathered}$ | $\begin{gathered} -72 \\ -21 \% \end{gathered}$ | $\begin{aligned} & -159 \\ & -21 \% \end{aligned}$ | $\begin{aligned} & -154 \\ & -24 \% \end{aligned}$ | -77 $-17 \%$ |

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|  | Total | General lection 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favurable to parties |  |  |  |  |  |  |  |  |  | Favourale to ooliticians |  |  |  |  |  | vourabl Untavoura |  | Opinion of frexits |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ${ }_{\text {Total }}^{\text {(A) }}$ | $\underset{\substack{\text { conerati } \\ \text { (8) }}}{\text { (8) }}$ | $\begin{aligned} & \text { Labour } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \end{gathered}$ | Other <br> (E) | $\begin{aligned} & \text { Remain } \\ & \text { (F) } \end{aligned}$ | $\begin{gathered} \text { Leave } \\ \text { (G) } \end{gathered}$ | $\underset{\substack{\text { Favoural } \\ \text { etocons } \\ \text { (H) }}}{ }$ |  | $\begin{gathered} \text { Favourabl } \\ \text { eto ab } \\ \text { (J) } \end{gathered}$ |  | $\begin{gathered} \text { Favouabl } \\ \text { atoub } \\ \text { etoms } \\ \text { eves } \\ \text { (L) } \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { bete ouib } \\ & \text { oems } \\ & \text { (m) } \end{aligned}$ |  |  | $\begin{gathered} \text { efor } \\ \text { Refor } \\ \text { (P) } \end{gathered}$ | $\begin{aligned} & \text { ble to } \\ & \text { Reform } \\ & \text { UK } \\ & \text { (a) } \end{aligned}$ | $\begin{gathered} \text { Favoural } \\ \text { eto sunak } \\ \text { (R) } \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { beve } \\ \text { Sunak } \\ \text { (ss) } \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \text { ent } \\ \text { Stamer } \\ \text { (T) } \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { bleot } \\ & \text { Starmer } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { Favoural } \\ \text { etotur } \\ \text { (v) } \end{gathered}$ |  | $\begin{aligned} & \text { en ever } \\ & \substack{\text { naver } \\ (x) \\ (x)} \end{aligned}$ | $\begin{gathered} \text { baverem } \\ \text { Bin } \\ \text { (m) } \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \substack{\text { eata } \\ \text { Barclay } \\ (2)} \end{gathered}$ |  | $\begin{gathered} \text { Positive } \\ \text { impart } \\ \text { (b) } \end{gathered}$ | ${ }_{\text {cte }}^{\substack{\text { Negative } \\ \text { impact } \\ \text { c) }}}$ |
| Unveigheed base | 1088 | 332 | 314 | 90 | 111 | 479 | ${ }^{35}$ | 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 |
| Verv fevourale (2) | 52 $5 \%$ | $\begin{gathered} 32 \\ 9 \% \\ c \end{gathered}$ | ${ }_{3 \%}^{7}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | ${ }_{7 \%}^{27}$ | $\begin{gathered} 42 \\ \text { 47\% } \\ \text { wemumora } \end{gathered}$ | ${ }_{1}^{7}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 7 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \\ & \text { wa } \end{aligned}$ | 24 $6 \%$ | $\begin{aligned} & 18 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & { }_{8 \%} \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 45 \\ \begin{array}{c} 456 \\ \text { suwwr } \end{array} . \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & \text { w } \end{aligned}$ | $\begin{gathered} 22 \\ \substack{7 \% \\ 5 w v a} \\ \text { swo } \end{gathered}$ |  | $\begin{gathered} 52 \\ \text { 21\% } \\ \text { Restuwr } \end{gathered}$ | $\therefore$ | $\begin{gathered} 35 \\ \substack{20 \% \\ \text { sumw }} \end{gathered}$ | $\begin{gathered} 7 \\ \left.\begin{array}{c} 1 / 6 \\ w \end{array}\right) \end{gathered}$ | $\begin{gathered} 40 \\ \text { 22\% } \\ \text { nstuwa } \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \\ 1 \% \end{gathered}$ | $\begin{gathered} 35 \\ 156 \end{gathered}$ | ${ }_{2 \%}^{15}$ |
| Fairly favorable (1) | $\begin{aligned} & 190 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & \left.\begin{array}{l} 135 \\ \cos \end{array}\right) \end{aligned}$ | 20 | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 13 \% \\ & \end{aligned}$ | $\begin{gathered} 84 \\ 199 \end{gathered}$ | 77 $20 \%$ | $\begin{gathered} 113 \\ 45 \% \\ \text { usemoroa } \end{gathered}$ | - ${ }_{\text {4 }}^{4}$ | $\begin{gathered} 60 \\ \text { 15\% } \end{gathered}$ |  | $\begin{aligned} & 58 \\ & 24 \% \\ & 28 \% \end{aligned}$ | $\begin{gathered} 68 \\ 18 \% \\ 18 \end{gathered}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 64 \\ 18 \% \\ \hline 18 \% \end{gathered}$ |  | $\begin{gathered} 88 \\ 18 \% \end{gathered}$ |  | $\begin{aligned} & 23 \\ & 48 \\ & 48 \end{aligned}$ | $\begin{gathered} 56 \\ \substack{\text { nev } \\ \text { swry }} \end{gathered}$ | $\begin{gathered} 92 \\ \substack{928 \\ 5 w v a} \\ \text { swra } \end{gathered}$ | $\begin{gathered} \text { 190 } \\ \text { gstuwneas } \\ \text { ges } \end{gathered}$ | $\therefore$ | $\begin{gathered} 78 \\ .456 \\ \text { sumwa } \end{gathered}$ | $\begin{gathered} 64 \\ \substack{62 \% \\ 5 w_{0}} \\ \text { sen } \end{gathered}$ | $\begin{gathered} 79 \\ \substack{436 \\ \text { suwwr }} \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \\ & 5 w \end{aligned}$ | $\begin{gathered} 66 \\ 28 \% \\ 28 \end{gathered}$ | - ${ }_{\text {90 }}^{\text {15\% }}$ |
| Neither favurable eor unfavurabel (0) | $\begin{aligned} & 241 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 25 \% \\ & 27 \end{aligned}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 22 \\ 28 \% \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \end{gathered}$ | $\begin{gathered} 91 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 60 \\ 248 \\ \text { 240 } \\ \text { mav } \end{gathered}$ | 84 $14 \%$ | $\begin{aligned} & 84 \\ & 21 \% \\ & 10 \\ & 10 \end{aligned}$ | $\begin{aligned} & 75 \\ & 20 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 20 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 64 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 218 \\ & 10 \end{aligned}$ | $\begin{aligned} & 75 \\ & \begin{array}{c} \text { ang } \\ \text { mad } \end{array} \end{aligned}$ | $\begin{gathered} 41 \\ \begin{array}{c} 288 \\ \text { ing } \end{array} \\ \text { mo } \end{gathered}$ | $\begin{aligned} & 68 \\ & 14 \% \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 70 \\ \left.\begin{array}{c} 246 \\ s t r w a y \end{array}\right) \end{gathered}$ | $\begin{aligned} & 77 \\ & \text { 14\% } \\ & \text { vw } \end{aligned}$ | $\begin{gathered} 53 \\ \left.\begin{array}{c} 16 \% \\ \text { wway } \end{array}\right) \end{gathered}$ | $\begin{gathered} 84 \\ \begin{array}{c} 81 \% \\ \text { swwra } \end{array} \end{gathered}$ | , | $\because$ | $\begin{gathered} 31 \\ \left.\begin{array}{c} 188 \\ \text { 18\% } \end{array}\right) \end{gathered}$ | $\begin{gathered} 77 \\ \left.\begin{array}{c} 14 \% \\ \text { wwa } \end{array}\right) \end{gathered}$ | $\begin{gathered} 36 \\ \text { ang } \\ \text { wway } \\ \text { wa } \end{gathered}$ | $\begin{gathered} 47 \\ \begin{array}{c} 41, \\ 116 \end{array} \\ \text { ww } \end{gathered}$ | ${ }_{\substack{62 \\ 27 \%}}$ | 118 $20 \%$ |
| Fariry untavurable (-1) | $\begin{aligned} & 197 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \\ & \\ & \hline 15 \% \end{aligned}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 16 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{gathered} 81 \\ 19 \% \end{gathered}$ | $\begin{gathered} 78 \\ 20 \% \end{gathered}$ | $\begin{gathered} 23 \\ 9 \% \end{gathered}$ | $\begin{gathered} 150 \\ \substack{15 \% \\ \text { Hexuan }} \end{gathered}$ |  | $\begin{aligned} & 54 \\ & \text { 54 } \\ & \text { 15\% } \end{aligned}$ | $\begin{gathered} 53 \\ \left.\begin{array}{c} 52 \% \\ 4 k \\ 4 k \end{array}\right) \end{gathered}$ | $\begin{gathered} 68 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & \text { 20\% } \\ & \text { Hk } \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & \left.\begin{array}{l} 99 \\ 4 k \end{array}\right) \\ & \end{aligned}$ | $\begin{aligned} & 34 \\ & 11 \% \\ & 14 \% \end{aligned}$ |  | $\begin{gathered} 79 \\ \begin{array}{c} 246 \\ \text { Ruvx } \end{array} \end{gathered}$ | $\begin{aligned} & 68 \\ & \text { 68, } \\ & \text { vxz } \end{aligned}$ | - | $\begin{gathered} 197 \\ \text { A28 } \\ \text { Rstuxrera } \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & \begin{array}{c} 135 \\ \text { Ruvx } \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 93 \\ \substack{93 \% \\ \text { nuver }} \end{gathered}$ | 31 <br> $13 \%$ | ${ }_{20 \%}^{122}$ |
| verv unfourable (-2) | $\begin{aligned} & 276 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 130 \\ \text { anc } \\ \text { sis } \end{gathered}$ | ${ }_{\substack{16 \\ 21 \%}}$ | $\begin{gathered} 37 \\ 39 \% \\ \text { got } \\ \text { got } \end{gathered}$ | $\begin{aligned} & 130 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 26 \% \end{aligned}$ | 7\% |  | $\begin{aligned} & 134 \\ & \text { 3nt } \\ & 37 \% \end{aligned}$ | $\begin{gathered} 103 \\ 288 \\ \text { fur } \end{gathered}$ | $\begin{aligned} & 47 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 138 \\ & \text { cow } \\ & \text { Hkcop } \end{aligned}$ | $\begin{aligned} & 92 \\ & 31 \% \\ & \text { Hup } \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { and } \\ & \text { oup } \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 191 \\ \text { 39\% } \\ \text { HkNoo } \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{gathered} 257 \\ \text { 48\% } \\ \text { Rruwz } \end{gathered}$ | $\begin{aligned} & 107 \\ & \begin{array}{l} \text { 37\% } \\ \text { nxx } \end{array} \end{aligned}$ | $\begin{aligned} & 128 \\ & \begin{array}{l} 1218 \\ \text { nexr } \end{array} \end{aligned}$ | $\therefore$ | $\begin{gathered} 276 \\ 58 \% \\ \text { Rscuwxr } \end{gathered}$ | $\begin{aligned} & 10 \\ & \left.\begin{array}{c} 6 \% \\ \text { kv } \end{array}\right) \end{aligned}$ | $\begin{gathered} 239 \\ \substack{49 \% \\ \text { Ruvx }} \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \\ \hline \end{gathered}$ | $\begin{gathered} 222 \\ \text { s54\% } \\ \text { sstuxaz } \end{gathered}$ | 30 $13 \%$ | 196 $32 \%$ b |
| Dont know | $\begin{gathered} 113 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 19 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \\ \text { 2\% } \\ w \end{gathered}$ | $\begin{gathered} 38 \\ \text { crumuras } \\ \text { rum } \end{gathered}$ | $\begin{gathered} 11 \\ \substack{3 \% \\ \text { wwo } \\ \text { wwo }} \end{gathered}$ | $\begin{aligned} & 17 \\ & \begin{array}{c} 4 \% \\ \text { wwa } \end{array} \end{aligned}$ | : | : | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & { }^{23} \\ & { }_{4}^{23 *} \\ & \text { wwa } \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \\ 1 \% \\ v w \end{gathered}$ | $\begin{gathered} 5 \\ \left.\begin{array}{c} 5 \\ 1 \% \\ w \end{array}\right) \end{gathered}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\substack { 63 \\ \begin{subarray}{c}{\text { 11\% } \\ 6{ 6 3 \\ \begin{subarray} { c } { \text { 11\% } \\ 6 } } \end{subarray}$ |


| Ne: Very/farry favourale | 242 $22 \%$ | $\begin{aligned} & 1{ }^{155} \\ & \text { 44* } \\ & \text { cos } \end{aligned}$ | 288 | $\begin{aligned} & 20 \\ & \left.\begin{array}{c} 25 \% \\ c \end{array}\right) \\ & c \end{aligned}$ | $\begin{aligned} & 17 \\ & 18 \% \end{aligned}$ | 103 24\% | 104 $27 \%$ | $\begin{gathered} 155 \\ \text { 151\% } \\ \text { wkMmora } \end{gathered}$ | 52 $9 \%$ | $\begin{gathered} 76 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & \substack{125 \\ \text { unvon } \\ \text { unmoo }} \end{aligned}$ | $\begin{aligned} & 80 \\ & \begin{array}{c} 83 \\ \text { 3uma } \\ \text { umad } \end{array} \end{aligned}$ | $\begin{aligned} & 93 \\ & 24 \% \end{aligned}$ |  | $\begin{gathered} 87 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ \substack{59 \\ \text { sempa } \\ \text { uncoa }} \end{gathered}$ | $\begin{aligned} & 108 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 175 \\ \text { 60\% } \\ \text { suwwa } \end{gathered}$ | $\begin{gathered} 26 \\ 5 \% \\ 5 \end{gathered}$ | $\begin{gathered} 78 \\ \begin{array}{c} 24 \\ \text { 24w } \\ \text { sway } \end{array} \end{gathered}$ |  |  |  | $\begin{gathered} 113 \\ \text { c6\% } \\ \text { stuwn } \end{gathered}$ | $\begin{gathered} 71 \\ \left.\begin{array}{c} 13 \% \\ 5 w \end{array}\right) \\ 5 w \end{gathered}$ | $\begin{gathered} 118 \\ \substack{118 \\ \text { ssuwf } \\ \text { suwn }} \end{gathered}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 44 \% \end{aligned}$ | 105 $17 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/Farity untuvorable | $\begin{gathered} 473 \\ 436 \end{gathered}$ | $\underset{28 \%}{97}$ | $\begin{aligned} & 206 \\ & 71 \% \\ & \text { pes } \\ & \text { pef } \end{aligned}$ | $\begin{aligned} & 31 \\ & 40 \% \\ & \end{aligned}$ |  | $\begin{aligned} & 211 \\ & 49 \% \end{aligned}$ | 180 $46 \%$ | 30 $12 \%$ | $\begin{gathered} \text { 407 } \\ \text { Hexemora } \\ \text { Hemor } \end{gathered}$ | $\begin{gathered} 223 \\ \substack{23 \% \\ \text { HkNup }} \end{gathered}$ | $\begin{aligned} & 156 \\ & \text { anc } \\ & \text { 240 } \end{aligned}$ | $\begin{aligned} & \text { con } \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & \substack{206 \\ \text { 4kxp }} \end{aligned}$ | $\begin{aligned} & 145 \\ & \text { and } \\ & \text { 4ige } \end{aligned}$ | $\begin{gathered} 175 \\ \substack{50 \% \\ \text { Hyo }} \end{gathered}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 285 \\ 5 \% \\ \text { Hknoop } \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \\ & 12 \end{aligned}$ | $\begin{gathered} 397 \\ 7 \\ \text { Rrux } \\ \text { Rrax } \end{gathered}$ | $\begin{aligned} & 186 \\ & \begin{array}{c} 186 \\ 5 \times x \\ \text { exva } \end{array} \end{aligned}$ | $\begin{gathered} 196 \\ 488 \\ \text { angz } \end{gathered}$ | - | $\begin{gathered} 473 \\ \text { crove } \\ \text { Bruwxas } \end{gathered}$ |  |  |  | $\begin{gathered} 317 \\ \text { nven } \\ \text { RTuxrz } \end{gathered}$ | - ${ }_{\text {61 }}^{61}$ | 317 $53 \%$ |
|  | $\begin{aligned} & -231 \\ & -2121 \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | -179 $-61 \%$ | $\begin{gathered} -12 \\ -15 \% \end{gathered}$ | $\begin{gathered} -36 \\ -37 \% \end{gathered}$ | $\begin{gathered} -108 \\ -25 \% \end{gathered}$ | $\begin{gathered} -76 \\ -19 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 125 \\ & 49 \% \end{aligned}$ | - ${ }_{\text {- }}^{\text {- }}$-156 | $\begin{aligned} & -147 \\ & -36 \% \end{aligned}$ | $\begin{gathered} -31 \\ -8 \% \end{gathered}$ | $\begin{gathered} -20 \\ -8 \% \end{gathered}$ | $\begin{gathered} -114 \\ -30 \% \end{gathered}$ | $\begin{gathered} -72 \\ -24 \% \end{gathered}$ | $\begin{gathered} -88 \\ -25 \% \\ -25 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{gathered} -117 \\ -376 \\ \hline \end{gathered}$ | ${ }_{45 \%}^{133}$ 45\% | $\begin{gathered} -371 \\ -69 \% \end{gathered}$ | $\begin{gathered} -108 \\ -33 \% \end{gathered}$ | $\begin{gathered} -83 \\ -20 \% \end{gathered}$ | $\begin{gathered} 242 \\ 100 \% \\ 102 \end{gathered}$ | $\begin{gathered} -473 \\ -100 \% \end{gathered}$ | $\begin{gathered} 87 \\ 50 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -302 \\ & -56 \% \\ & \hline \end{aligned}$ | $\underset{\substack{94 \\ 52 \%}}{ }$ | $\begin{gathered} -274 \\ -66 \% \end{gathered}$ | 40 $17 \%$ | - |




|  | Total <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Agregated Age rraals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Uram/Rural |  | Marita Status |  |  | Pres of children HH (17or under) |  | Education |  | Employmen status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\underset{\substack{\text { (Ba) } \\ \text { (B) }}}{\text { cel }}$ | $\begin{aligned} & \text { female } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} 18.24 \\ (0) \\ (0) \end{gathered}$ | $\underset{\substack{\text { 25:34 } \\(E)}}{ }$ | $\begin{gathered} 35.49 \\ (\mathrm{~F}) \\ \hline \end{gathered}$ | $\begin{gathered} 45.54 \\ (69) \\ \hline \end{gathered}$ | $\begin{gathered} 55.64 \\ (H) \end{gathered}$ | $\begin{aligned} & \text { 65t } \\ & \text { (11) } \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ (k) \end{gathered}$ | $\begin{aligned} & 55+ \\ & (4) \\ & (u) \end{aligned}$ | $\begin{aligned} & \text { Gen2 } \\ & \text { (m) } \end{aligned}$ | Millemias | $\underset{(0)}{\substack{\text { cen } x+\\(0)}}$ | $\begin{gathered} \text { Boby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & \text { ABC1 } \\ & (\mathrm{a}) \end{aligned}$ | $\underset{\substack{\mathrm{R}) \\ \hline(\mathrm{R})}}{\substack{ }}$ | $\underset{\text { (s) }}{\text { North }}$ | $\begin{gathered} \text { Midands } \\ \text { (T) } \end{gathered}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotand } \\ (x) \end{gathered}$ | Urban <br> (n) | $\begin{gathered} \text { Rural } \\ (z) \end{gathered}$ | $\begin{gathered} \text { Married/ } \\ \text { LLving as } \\ \text { Marired } \\ \text { (i) } \end{gathered}$ | $\begin{gathered} \text { Single } \\ (\text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Doverede } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At east } \\ \text { one hefid } \\ \text { peresen } \\ \text { (da) } \end{gathered}$ | $\begin{gathered} \text { chidren } \\ \text { prevent } \\ \text { (ee) } \end{gathered}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\begin{aligned} & \text { Non- } \\ & \text { graduate } \\ & (\mathrm{g}) \end{aligned}$ | $\begin{gathered} \text { Working } \\ \text { (h) } \end{gathered}$ | $\underbrace{\text { Not }}_{\substack{\text { working } \\ \text { (1) }}}$ |
| Unweigheed base | 1088 | 536 | 543 | 146 | 174 | 179 | 199 | 241 | 199 | 320 | ${ }^{378}$ | 390 | 174 | 280 | 288 | 319 | 769 | 319 | 267 | 279 | ${ }^{257}$ | 133 | 52 | 100 | 915 | 173 | 662 | 310 | 116 | ${ }^{33}$ | 755 | 632 | ${ }_{456}$ | 728 | 360 |
| Weigheed 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 | 799 | 645 | 443 |
| Verv tevourabe (2) | $\begin{aligned} & 35 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \\ 4 \\ H \end{gathered}$ | $\begin{gathered} 8 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \\ & 1 \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ \left.\begin{array}{c} 6 \% \\ 4 \% \\ \hline \end{array}\right) \end{gathered}$ | $\begin{aligned} & 15 \\ & \begin{array}{l} 15 \\ 5 \% \\ \hline \end{array} \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 5 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \\ 3 \% \end{gathered}$ |  | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 6 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 15 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | 10 $2 \%$ |
| Fairy favourabe (1) | (146 | $\begin{aligned} & 74 \\ & 14 \% \\ & 14 \end{aligned}$ | $\begin{gathered} 71 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 47 \\ \substack{18 \% \\ 6} \end{gathered}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 64 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 89 \\ 15 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 56 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\underset{6 \%}{6}$ | $\begin{aligned} & 119 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 97 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 51 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 87 \\ 13 \% \end{gathered}$ | - ${ }_{\text {13\% }}$ |
| Nether favourable nor untuvurabe (0) | $\begin{aligned} & 290 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 278 \end{aligned}$ | $\begin{aligned} & 147 \\ & 278 \end{aligned}$ | $\begin{aligned} & 31 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 53 \\ 29 \% \\ 29 \end{gathered}$ | $\begin{aligned} & 46 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 56 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 54 \\ 21 \% \end{gathered}$ | $\begin{gathered} 84 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{aligned} & 102 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & \text { 27\% } \end{aligned}$ | $\begin{aligned} & 66 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 25 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 44 \\ 26 \% \end{gathered}$ | $\begin{gathered} 174 \\ 26 \% \end{gathered}$ | $\begin{gathered} 83 \\ 288 \end{gathered}$ | $\begin{aligned} & 33 \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 78 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 95 \\ 28 \% \end{gathered}$ | $\begin{gathered} 195 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 182 \\ & 28 \% \end{aligned}$ | 108 248 24\% |
| Fariry unfavurable (-1) | $\begin{aligned} & 165 \\ & 155 \\ & { }_{155} \end{aligned}$ | $\begin{aligned} & 84 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 79 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \\ & 128 \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 14 \% \\ & \end{aligned}$ | $\begin{gathered} 76 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 20 \\ & 14 \% \\ & \end{aligned}$ | $\begin{aligned} & 35 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 60 \\ 18 \% \end{gathered}$ | $\begin{gathered} 93 \\ 15 \% \end{gathered}$ | $\begin{gathered} 73 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 25 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 116 \end{aligned}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & \text { 15\% } \end{aligned}$ | $\begin{aligned} & 120 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 89 \\ 14 \% \end{gathered}$ | $\begin{gathered} 76 \\ 17 \% \end{gathered}$ |
| Verv unfourabale (-2) | ${ }_{\text {23\% }}^{24}$ | $\begin{aligned} & 1222 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 19 \% \end{aligned}$ | $\stackrel{9}{8}$ | $\begin{gathered} 41 \\ \substack{428 \\ 0} \\ \hline 0 \end{gathered}$ | $\begin{gathered} 35 \\ \substack{30 \% \\ 0} \\ 0 \end{gathered}$ | $\begin{gathered} 52 \\ \substack{58 \% \\ 0 \\ 0} \end{gathered}$ | $\begin{aligned} & 44 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 67 \\ \begin{array}{c} \text { 26\% } \\ 0 \end{array} \end{gathered}$ | $\begin{gathered} 49 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 87 \\ & 24 \% \\ & 27 \end{aligned}$ | $\begin{aligned} & 111 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} \text { cis } \\ \underset{m}{22 \%} \\ \hline \end{gathered}$ | $\begin{gathered} \text { 27\% } \\ \substack{26 \% \\ m} \end{gathered}$ | $\begin{gathered} 85 \\ { }_{c}^{25 \%} \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 131 \\ & 21 \% \\ & 218 \end{aligned}$ | $\begin{aligned} & 116 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 52 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{aligned} & 70 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 25 \% \\ & \end{aligned}$ | $\begin{aligned} & 154 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 63 \\ 22 \% \\ 226 \end{gathered}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 58 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 189 \\ & 24 \% \end{aligned}$ | 77 <br> 23 <br> $2 \%$ | $\begin{aligned} & 170 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 23 \% \end{aligned}$ | ${ }_{22}^{96}$ |
| Don't know | $\begin{aligned} & 205 \\ & 19 \% \\ & \\ & \hline 19 \end{aligned}$ | $\begin{gathered} 66 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 25 \% \\ & 25 \% \end{aligned}$ |  | $\begin{gathered} 33 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 34 \\ 13 \% \\ 13 \% \end{gathered}$ | $\begin{aligned} & 72 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 73 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & \begin{array}{l} \text { aow } \\ \text { nop } \end{array} \\ & \text { no } \end{aligned}$ | $\begin{aligned} & 59 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 19 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 43 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 117 \\ 19 \% \end{gathered}$ | $\begin{gathered} 88 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 199 \\ & 196 \end{aligned}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \text { 33\% } \end{aligned}$ | $\underset{14 \%}{7}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 176 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | 103 15\% | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{gathered} 53 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 20 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 111 \\ & 17 \% \end{aligned}$ | ${ }_{21}^{94}$ |


| Net: Ver/fairly favurable | $\begin{aligned} & 181 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{gathered} 86 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & \begin{array}{l} 196 \\ 60 \\ 60 \end{array} \end{aligned}$ | $\begin{gathered} 36 \\ \left.\begin{array}{c} 30 \% \\ 6 \\ 6 \end{array}\right) \end{gathered}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 18 \\ 11 \% \\ \end{gathered}$ | $\begin{gathered} 57 \\ \substack{52 \% \\ 6 H} \\ \hline \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \\ \end{gathered}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 75 \\ 18 \% \end{gathered}$ | $\begin{gathered} 27 \\ \substack{19 \% \\ 0} \end{gathered}$ | $\begin{aligned} & 56 \\ & \left.\begin{array}{c} 59 \\ \text { 19\% } \\ \hline \end{array}\right) \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 59 \\ \text { 57\% } \\ 0 \end{gathered}$ | $\begin{aligned} & 112 \\ & 188 \end{aligned}$ | $\begin{aligned} & 69 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 55 \\ 199 \\ 196 \end{gathered}$ | $\begin{gathered} 44 \\ \text { 188 } \\ \times 8 \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 17 \% \end{aligned}$ | 123 198 | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \\ & \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 19 \% \end{aligned}$ | 115 15\% | $\begin{aligned} & 112 \\ & 17 \% \end{aligned}$ | ¢9\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ne: Very/faity unfuvourale | $\begin{aligned} & 412 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 23 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 64 \\ & 34 \% \\ & 34 \end{aligned}$ | $\begin{gathered} 61 \\ \substack{65 \% \\ 0} \\ 0 \end{gathered}$ | $\begin{gathered} 78 \\ 42 \% \\ 0.8 \\ 0 \end{gathered}$ | $\begin{gathered} 76 \\ \substack{75 \% \\ 0 \\ 0} \end{gathered}$ | $\begin{gathered} 111 \\ 43 \% \\ \hline \end{gathered}$ | $\begin{gathered} 87 \\ 29 \% \end{gathered}$ | $\begin{aligned} & \left.\begin{array}{l} 139 \\ 39 \% \end{array}\right) \end{aligned}$ | $\begin{aligned} & 187 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 35 \\ 25 \% \\ 25 \% \end{gathered}$ | $\begin{gathered} 98 \\ 34 \% \\ 34 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & \substack{108 \\ 141} \end{aligned}$ | $\begin{gathered} 145 \\ \text { a3\% } \\ \mathrm{m} \end{gathered}$ | 223 | $\begin{aligned} & 189 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 91 \\ 36 \% \end{gathered}$ | 44 $30 \%$ | $\begin{gathered} 23 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 345 \\ & 38 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 95 \\ 33 \% \end{gathered}$ | $\stackrel{55}{41 \%}$ | $\begin{gathered} 100 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 309 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 287 \\ 38 \% \end{gathered}$ | 240 | ${ }_{39 \%}^{172}$ |
| Net ifference | $\begin{gathered} -232 \\ -218 \end{gathered}$ | $\begin{gathered} -131 \\ -25 \% \end{gathered}$ | $\begin{gathered} -98 \\ -18 \% \end{gathered}$ | : | $\underset{-15 \%}{-27}$ | $\begin{aligned} & -33 \\ & -19 \% \end{aligned}$ | $\begin{gathered} -60 \\ -32 \% \\ -30 \end{gathered}$ | $\begin{gathered} -58 \\ -346 \end{gathered}$ | $\begin{gathered} .54 \\ -21 \% \end{gathered}$ | $\begin{gathered} -28 \\ -9 \% \end{gathered}$ | $\begin{gathered} -93 \\ -26 \% \end{gathered}$ | $\begin{gathered} -111 \\ -26 \% \\ \hline \end{gathered}$ | $\begin{gathered} -8 \\ -6 \% \end{gathered}$ | $\begin{gathered} -42 \\ -15 \% \end{gathered}$ | $\begin{gathered} -82 \\ -31 \% \end{gathered}$ | $\begin{gathered} -86 \\ -25 \% \end{gathered}$ | $\begin{gathered} -112 \\ -18 \% \end{gathered}$ | $\begin{aligned} & -120 \\ & -25 \% \end{aligned}$ | $\begin{gathered} -60 \\ -236 \end{gathered}$ | $\begin{gathered} -54 \\ -19 \% \\ \hline \end{gathered}$ | $\begin{gathered} -47 \\ -19 \% \end{gathered}$ | $\begin{gathered} -18 \\ -12 \% \end{gathered}$ | $\begin{gathered} -16 \\ -31 \% \end{gathered}$ | $\begin{aligned} & -36 \\ & -38 \% \end{aligned}$ | $\begin{aligned} & -193 \\ & -21 \% \\ & -218 \end{aligned}$ | $\begin{gathered} -39 \\ -23 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -139 \\ & -21 \% \end{aligned}$ | $\begin{gathered} -58 \\ -20 \% \end{gathered}$ | $\begin{gathered} -35 \\ -26 \% \end{gathered}$ | $\begin{gathered} -33 \\ -11 \% \end{gathered}$ | $\begin{aligned} & -198 \\ & -25 \% \end{aligned}$ | $\begin{gathered} -59 \\ -17 \% \end{gathered}$ | $\begin{gathered} -172 \\ -236 \\ -1236 \end{gathered}$ | $\begin{gathered} -128 \\ -20 \% \\ -20 \% \end{gathered}$ | -103 |

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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? - Steve Barclay, Secretary of State for Health and Social Care All Adults aged $18+$ in Great Britain |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total | General Election 2019 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | vourable to parties |  |  |  |  |  |  |  |  |  | Favourale to politicans |  |  |  |  |  | rab |  | Opinion of Brexit'simpact on the country |  |  |  |
|  | $\begin{aligned} & \text { Total } \\ & \text { (A) } \end{aligned}$ | ${ }_{\text {(8) }}$ | $\begin{aligned} & \text { Labour } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \\ \text { (0) } \end{gathered}$ | $\begin{gathered} \text { Other } \\ \text { (E) } \end{gathered}$ | $\begin{aligned} & \text { Remain } \\ & \text { (F) } \end{aligned}$ | $\begin{aligned} & \text { Leave } \\ & \text { (G) } \end{aligned}$ | $\begin{gathered} \text { favourab } \\ \text { eto cons } \\ (H) \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { Sleto } \\ & \text { cons } \\ & \text { cis } \end{aligned}$ | $\begin{gathered} \text { Favoural } \\ \text { Foto } \\ \text { (f) } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lab } \\ & \text { (K) } \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \text { feto } \\ \text { etomb } \\ \text { (ems } \\ \text { (Lu) } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lib } \\ & \text { Dems } \end{aligned}$ (M) |  |  |  | $\begin{gathered} \text { be fo } \\ \text { Refom } \\ \text { uk } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { favurabl } \\ \text { eto } \\ \text { enuak } \\ \text { (R) } \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { cot } \\ \text { Sunat } \\ \text { (s) } \end{gathered}$ | $\begin{gathered} \text { favourab } \\ \text { etat } \\ \text { stamer } \\ \text { (T) } \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { Sleto } \\ \text { Stamer } \\ \text { (u) } \end{gathered}$ | $\begin{gathered} \text { Favural } \\ \text { eforult } \\ \text { (v) } \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { Sle teo } \\ & \text { Hunt } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { enterna } \\ \text { Brave } \\ (\text { (x) } \end{gathered}$ | $\begin{gathered} \substack{\text { ble to } \\ \text { baveran } \\ \text { (m) } \\ \text { (m) }} \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \left.\begin{array}{c} \text { fotco } \\ \text { earclay } \\ \text { (2) } \end{array}\right) \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { berto } \\ \text { barcray } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Positive } \\ \text { impact } \\ \text { (b) } \end{gathered}$ | $\underset{\substack{\text { Negative } \\ \text { impart } \\ \text { (c) }}}{\substack{\text { co }}}$ |
| Unweigheed 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 | ${ }^{631}$ |
| Weighed 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 |
| Verv tavourble (2) | $\begin{aligned} & 35 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 4 \\ 5 \% \end{gathered}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 28 \\ \begin{array}{c} 11 \% \\ \text { uevoa } \end{array} \end{gathered}$ | ? | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 16 \\ \substack{16 \\ 7 \% \\ \text { mav }} \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 21 \\ \left.\begin{array}{c} 21 \\ 7 \% \\ \text { map } \end{array}\right) \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 14 \\ \begin{array}{c} 10 \% \\ \text { ukwoo } \end{array} \end{gathered}$ | $\begin{aligned} & 11 \\ & 2 \% \\ & 2 \% \end{aligned}$ | $\begin{gathered} 25 \\ \text { and } \\ \text { suwne } \end{gathered}$ | $\stackrel{2}{ }$ | $\begin{gathered} 16 \\ \substack{16 \\ 5 w \\ 5 \text { wwr }} \end{gathered}$ | $\begin{aligned} & 10 \\ & \begin{array}{c} 3 \% \\ 5 r a \end{array} \\ & \hline \end{aligned}$ | $\begin{gathered} 26 \\ 11 \% \\ \text { Huwr } \\ \text { sto } \end{gathered}$ | $\begin{gathered} 6 \\ \substack{1 \% \\ 50} \end{gathered}$ | $\begin{gathered} 26 \\ \text { 25\% } \\ \text { scluwr } \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 35 \\ \text { 19\% } \\ \text { ssuluwr } \end{gathered}$ | : | $\begin{aligned} & 25 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 1 \% \end{aligned}$ |
| Fairly favorabe (1) | 146 $13 \%$ |  | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 11 \\ 11 \% \end{gathered}$ | 48 $11 \%$ | 63 $16 \%$ | $\begin{gathered} 109 \\ \text { 43\% } \\ \text { uscmoo } \end{gathered}$ | $\begin{aligned} & 16 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 11 \% \\ & 10 \\ & 10 \end{aligned}$ | $\begin{gathered} 72 \\ \substack{9 \% \\ \text { una }} \\ \text { ung } \end{gathered}$ | $\begin{gathered} 47 \\ \begin{array}{c} \text { 19\% } \\ \text { uma } \end{array} \\ \hline \end{gathered}$ | $\begin{aligned} & 44 \\ & 114 \\ & 10 \\ & 10 \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \\ & 10 \end{aligned}$ |  | $\begin{gathered} 55 \\ 37 \% \\ \text { uncmoo } \end{gathered}$ | $\begin{aligned} & 31 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{gathered} 107 \\ \substack{372 \\ \text { suvera }} \end{gathered}$ | $\begin{aligned} & 20 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} 49 \\ \substack{45 \% \\ 5 \text { swra }} \end{gathered}$ | $\begin{gathered} 61 \\ \substack{65 \\ \text { swr } \\ \text { swr }} \end{gathered}$ | $\begin{gathered} 92 \\ 38 \% \\ \text { suwwr } \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 84 \\ \text { 89\% } \\ \text { sstuwn } \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} 146 \\ \text { 884\% } \\ \text { Bsumwxa } \end{gathered}$ | : | $\begin{gathered} 72 \\ 31 \% \end{gathered}$ | ${ }_{8 \%}^{47}$ |
| Neithe favourable nor unfavourbile (0) | $\begin{aligned} & 290 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 132 \\ \substack{137 \% \\ c} \\ \mathrm{cE} \end{gathered}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 122 \\ \substack{12 \% \\ f} \end{gathered}$ | $\begin{gathered} 75 \\ { }^{29 \%} \\ 10 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 92 \\ 236 \end{gathered}$ | $\begin{aligned} & 103 \\ & \begin{array}{c} 288 \\ 10 \end{array} \\ & \hline 1 \end{aligned}$ | $\begin{aligned} & 59 \\ & 24 \% \\ & 296 \end{aligned}$ | $\begin{gathered} 96 \\ 25 \% \end{gathered}$ | $\begin{gathered} 68 \\ 236 \\ 28 \% \end{gathered}$ | $\begin{gathered} 81 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 90 \\ \begin{array}{c} 91 \% \\ \text { swwrra } \end{array} \end{gathered}$ | $\begin{aligned} & 93 \\ & \begin{array}{c} 97 \% \\ 270 \end{array} \end{aligned}$ | $\begin{gathered} 64 \\ \substack{60 \% \\ 20 \% \\ 20} \end{gathered}$ | $\begin{gathered} 114 \\ \substack{18 \% \\ \text { swwra }} \end{gathered}$ | $\begin{gathered} 65 \\ \substack{27 \% \\ s w w r a d ~} \end{gathered}$ | $\begin{gathered} 71 \\ \text { 15\% } \\ { }_{20} \end{gathered}$ | $\begin{gathered} 41 \\ \begin{array}{c} 424 \\ \text { W248 } \end{array} \end{gathered}$ | $\begin{aligned} & 91 \\ & \substack{97 \% \\ 207} \end{aligned}$ | : | - | $\begin{aligned} & 70 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 22 \% \end{aligned}$ |
| Fairly unfuvurabe (-1) | $\begin{aligned} & 165 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & { }_{228} \end{aligned}$ | $\begin{aligned} & 15 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 86 \\ 20 \% \end{gathered}$ | $\begin{gathered} 51 \\ 13 \% \\ 13 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 129 \\ \text { 228 } \\ \text { нkemoo } \end{gathered}$ | $\begin{aligned} & 78 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & \text { 15\% } \end{aligned}$ | $\begin{aligned} & 64 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 27 \\ 18 \% \end{gathered}$ | $\begin{gathered} 86 \\ 188 \\ 18 \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 105 \\ \substack{\text { ang } \\ \text { fuxz }} \end{gathered}$ | $\begin{gathered} \text { 59 } \\ \substack{188 \\ \text { nxx }} \end{gathered}$ | $\begin{gathered} 73 \\ \substack{188 \\ \text { avx }} \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 97 \\ \substack{\text { nex } \\ \text { 27 }} \end{gathered}$ | $\begin{aligned} & 11 \\ & 7 \% \\ & 7 \end{aligned}$ | $\begin{aligned} & 123 \\ & \substack{123 \\ \text { avx }} \end{aligned}$ | - | $\begin{gathered} 165 \\ 480 \% \\ \text { BSTumx } \end{gathered}$ | 21 ${ }_{9 \%}$ | $\begin{aligned} & 109 \\ & 18 \% \end{aligned}$ |
| Very unfoumable (-2) | $\begin{aligned} & 247 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 118 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 33 \\ 34 \% \\ \text { 34\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 128 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 21 \% \end{aligned}$ | $\underset{3 \%}{7}$ | $\begin{gathered} 232 \\ \text { 20\% } \\ \text { Hrxumor } \end{gathered}$ | $\begin{aligned} & 127 \\ & 312 \\ & \text { 3kNo } \end{aligned}$ | $\begin{aligned} & 74 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 54 \\ \substack{52 \% \\ \text { Hp }} \\ \hline \end{gathered}$ | $\begin{gathered} 123 \\ \text { ank } \\ \text { Hkp } \end{gathered}$ | $\begin{gathered} 75 \\ \text { 25\% } \\ \text { Hp } \end{gathered}$ | $\begin{aligned} & 105 \\ & \text { and } \\ & \text { 3xp } \\ & \text { mup } \end{aligned}$ | $\underset{4 \%}{6}$ | $\begin{gathered} 192 \\ 40 \% \\ \text { Hxkumoo } \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 225 \\ & \text { R26 } \\ & \text { Ruver } \end{aligned}$ | $\begin{aligned} & 113 \\ & \text { ank } \\ & \text { Ruxuz } \end{aligned}$ | $\begin{gathered} 97 \\ \left.\begin{array}{c} 24 \% \\ \text { avx } \end{array}\right) \end{gathered}$ | $\begin{gathered} 16 \\ 7 \% \\ 2 \\ 2 \end{gathered}$ | $\underset{\substack{200 \\ \text { ensure } \\ \text { erse }}}{\substack{6}}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 238 \\ \text { a4ve } \\ \text { ruvxz } \end{gathered}$ | $\therefore$ | $\begin{gathered} 247 \\ 65 \% \\ \text { ssuwwra } \end{gathered}$ | 21 | $\begin{aligned} & 188 \\ & 31 \% \end{aligned}$ |
| Dor't know | $\begin{gathered} 205 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\underset{10 \%}{7}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 56 \\ 13 \% \end{gathered}$ | $\begin{gathered} 55 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 102 \\ 18 \% \\ \text { Humoora } \end{gathered}$ | $\begin{aligned} & 46 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & \text { a } \\ & 138 \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & \text { and } \\ & 140 \\ & 40 \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & \begin{array}{c} 63 \\ \text { Hp } \end{array} \\ & \hline \end{aligned}$ | $\begin{aligned} & 29 \\ & \begin{array}{l} 20 \% \\ x_{2 a} \end{array} \end{aligned}$ |  |  | $\begin{aligned} & 55 \\ & \begin{array}{c} 13 \% \\ \text { wxas } \end{array} \end{aligned}$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 16 \\ x \times 2 \end{array} \\ & x \end{aligned}$ | $\begin{gathered} 60 \\ \begin{array}{c} \text { and } \\ \text { trxas } \end{array} \end{gathered}$ |  | $\begin{gathered} 65 \\ \substack{12 \% \\ \text { frxa }} \end{gathered}$ | : | : | $\begin{gathered} 23 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 20 \% \end{aligned}$ |
| Net: Ver/fariry favourale | $\begin{aligned} & 181 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 106 \\ \substack{\text { and } \\ \text { cos } \\ \text { cos }} \end{gathered}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\begin{gathered} 11 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 62 \\ 14 \% \end{gathered}$ | $\begin{gathered} 80 \\ 21 \% \end{gathered}$ | $\begin{gathered} 137 \\ \text { 54\% } \\ \text { uscemoo } \end{gathered}$ | $\begin{aligned} & 18 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 16 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 85 \\ \begin{array}{c} 83 \\ \text { anc } \\ \text { unoa } \end{array} \end{gathered}$ | $\begin{gathered} 63 \\ \substack{268 \\ \text { unoo } \\ \text { unco }} \end{gathered}$ | $\begin{aligned} & 54 \\ & 14 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} \text { cis } \\ \text { ang } \\ \text { una } \end{gathered}$ | $\begin{gathered} 64 \\ \substack{18 \% \\ \text { ima }} \end{gathered}$ | $\begin{gathered} 69 \\ \text { 47\% } \\ \text { uncumoa } \end{gathered}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 132 \\ \substack{45 \% \\ \text { suwna }} \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 65 \\ \substack{20 \% \\ \text { swwa } \\ \text { swa }} \end{gathered}$ |  | $\begin{gathered} 1118 \\ \substack{49 \% \\ \text { suwn }} \end{gathered}$ | $\begin{aligned} & 24 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 110 \\ \text { 64\% } \\ \text { ssuwwr } \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 181 \\ \text { 100\% } \\ \text { cruwnura } \end{gathered}$ | : | $\begin{gathered} 96 \\ 42 \% \end{gathered}$ | ( $\begin{aligned} & 54 \\ & 9 \%\end{aligned}$ |
| Net: Ver/fairly untavurable | $\begin{aligned} & 412 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 73 \\ 21 \% \end{gathered}$ | $\begin{gathered} 183 \\ 63 \% \\ 63 \% \end{gathered}$ | $\begin{gathered} 39 \\ 49 \% \\ 49 \% \\ 48 \end{gathered}$ | $\begin{gathered} 48 \\ \substack{48 \\ 50 \% \\ 8} \end{gathered}$ | $\begin{aligned} & 214 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 24 \\ 9 \% \end{gathered}$ | $\begin{gathered} 361 \\ \text { 62\% } \\ \text { whxumoo } \end{gathered}$ | $\begin{gathered} 205 \\ 50 \% \\ \text { HkNO } \end{gathered}$ | $\begin{gathered} 134 \\ 36 \% \\ 368 \end{gathered}$ | $\begin{aligned} & 90 \\ & 37 \% \\ & 4 p \end{aligned}$ | $\begin{aligned} & 187 \\ & \begin{array}{l} \text { ang } \\ \text { 4kx } \end{array} \end{aligned}$ | $\begin{aligned} & 124 \\ & \text { an } \\ & 42 \% \end{aligned}$ | $\begin{gathered} 163 \\ 46 \% \\ \text { Hkp } \end{gathered}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 278 \\ 58 \% \\ \text { Hx̌umop } \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 330 \\ \substack{319 \\ \text { R1voux }} \end{gathered}$ | $\begin{gathered} 172 \\ \substack{33 \% \\ \text { Ruvx }} \end{gathered}$ | $\begin{aligned} & 170 \\ & \begin{array}{l} 178 \\ \text { Rxx } \end{array} \end{aligned}$ | $\begin{gathered} 43 \\ \left.\begin{array}{c} 18 \% \\ x= \\ x 2 \end{array}\right) \end{gathered}$ | $\begin{gathered} 317 \\ 67 \% \\ \text { 6stuxa } \end{gathered}$ | $\begin{aligned} & 17 \\ & \text { 10\% } \\ & \hline \end{aligned}$ | $\begin{gathered} 361 \\ \text { 6n\% } \\ \text { Gruwz } \end{gathered}$ | $\therefore$ | $\begin{gathered} 412 \\ \text { 100\% } \\ \text { fruwwraz } \end{gathered}$ | $\begin{gathered} 42 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 297 \\ & 49 \% \end{aligned}$ |
| Net Difference | $\begin{aligned} & -232 \\ & -218 \\ & \hline \end{aligned}$ | $\begin{gathered} 32 \\ 9 \% \end{gathered}$ | $\begin{gathered} -156 \\ -538 \end{gathered}$ | $\begin{gathered} -28 \\ -36 \% \end{gathered}$ | $\begin{aligned} & -33 \\ & -346 \end{aligned}$ | $\begin{gathered} -151 \\ -{ }_{-35 \%} \end{gathered}$ | $\begin{gathered} -51 \\ -13 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 45 \% \end{aligned}$ | $\begin{gathered} -343 \\ -59 \% \end{gathered}$ | $\begin{aligned} & -140 \\ & -34 \% \end{aligned}$ | $\begin{aligned} & -48 \\ & -13 \% \end{aligned}$ | $\begin{gathered} -27 \\ -11 \% \end{gathered}$ | $\begin{gathered} -134 \\ -35 \% \end{gathered}$ | $\begin{gathered} -59 \\ -20 \% \end{gathered}$ | $\begin{gathered} -99 \\ -28 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 25 \% \end{aligned}$ | $\begin{gathered} -236 \\ -998 \end{gathered}$ | $\begin{aligned} & 90 \\ & 31 \% \end{aligned}$ | $\begin{gathered} -307 \\ -57 \% \end{gathered}$ | $\begin{gathered} -107 \\ -33 \% \end{gathered}$ | $\begin{gathered} -98 \\ -248 \end{gathered}$ | $\begin{gathered} 75 \\ 31 \% \end{gathered}$ | $\begin{gathered} -293 \\ -226 \end{gathered}$ | $\begin{gathered} 93 \\ 54 \% \end{gathered}$ | $\begin{gathered} -335 \\ -62 \% \\ -62 \% \end{gathered}$ | $\begin{gathered} 181 \\ 100 \% \end{gathered}$ | -412 $-100 \%$ | $\begin{gathered} 54 \\ 236 \\ 236 \end{gathered}$ | $\begin{gathered} -243 \\ -20 \% \end{gathered}$ |
| Mean | 0.50 | ${ }_{\substack{0.05 \\ \text { cos }}}$ | -1.03 | ${ }^{-0.66}$ | ${ }^{-0.75}$ | -0.70 | $\stackrel{-0.35}{¢}$ | ${ }_{\text {ux. }}^{0.57}$ | ${ }^{-1.20}$ | ${ }_{\text {- }}^{\substack{0.69}}$ | --.34 <br> uncoa | - $\begin{gathered}\text { - } \\ \text { uncoa } \\ \text { und }\end{gathered}$ | ${ }_{\substack{-0.73 \\ 10}}$ | - | ${ }_{\text {- }}^{10.63}$ | ux.mmoar | ${ }^{-0.99}$ | $\underset{\substack{0.38 \\ \text { suuma }}}{\text { a }}$ | ${ }_{-1.19}$ |  |  | c.as | ${ }_{-1.23}$ |  | $\stackrel{-1.19}{8}$ | ${ }_{\text {astur }}^{1.19}$ | ${ }^{-1.60}$ | $\stackrel{0.28}{9}$ | -0.88 |

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|  | Total | Gender |  | age |  |  |  |  |  | Aggregated Age reals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital staus |  |  | Pres of children HH (17or under) |  | Eduation |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Total } \\ & \text { (A) } \end{aligned}$ | $\substack{\text { Male } \\(8)}$ | $\begin{aligned} & \text { female } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} 18.24 \\ (00) \end{gathered}$ | $\underset{\substack{25 \cdot 34 \\(\mathrm{E})}}{ }$ | $\begin{gathered} 35.44 \\ (f) \\ (f) \end{gathered}$ | $\begin{gathered} 4.559 \\ (66 \end{gathered}$ | $\begin{gathered} 55.64 \\ (H) \end{gathered}$ | $\begin{aligned} & \text { 65t } \\ & \text { (11) } \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ (k) \end{gathered}$ | $\begin{aligned} & 55+ \\ & (4) \\ & (u) \end{aligned}$ | $\begin{aligned} & \text { Gen2 }{ }^{\text {(m) }} \end{aligned}$ | Millennials (N) | $\underset{(0)}{\substack{\operatorname{sen} x+\\(0)}}$ | $\substack{\text { Baby } \\ \text { Boomer } \\ \text { (f) }}$ | $\begin{aligned} & \text { ABC1 } \\ & (\text { (a) } \end{aligned}$ | $\begin{gathered} \mathrm{CODE}(\mathrm{R}) \\ (\mathrm{R}) \end{gathered}$ | $\begin{gathered} \text { North } \\ (\mathrm{S}) \end{gathered}$ | $\begin{gathered} \text { Milands } \\ (\pi) \end{gathered}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ (v) \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotand } \\ (x) \end{gathered}$ | $\begin{aligned} & \text { Uriban } \\ & \text { (n) } \end{aligned}$ | $\begin{aligned} & \text { Rural } \\ & \text { (2) } \end{aligned}$ | $\begin{gathered} \text { Mariede } \\ \text { Luvinas } \\ \text { Maried } \\ \text { (is) } \end{gathered}$ | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widiowed/ } \\ & \text { Siovered } \\ & \text { Separated } \\ & \text { (cc) } \end{aligned}$ | $\begin{gathered} \text { At least } \\ \text { one fild } \\ \text { peresent } \\ \text { (d) } \end{gathered}$ | $\underset{\substack{\text { nideren } \\ \text { present } \\ \text { pet }}}{\text { (e) }}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\underset{\substack{\text { Non-rate } \\ \text { (z) }}}{\substack{\text { nen }}}$ | $\underset{\substack{\text { Working } \\(n)}}{\substack{\text { ch}}}$ | 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 | ${ }^{33}$ | 755 | 632 | ${ }^{456}$ | ${ }^{228}$ | 360 |
| Weigheed base | 1088 | 528 | 551 | 116 | 186 | 173 | 187 | 169 | 256 | 302 | ${ }_{361}$ | 425 | 142 | 292 | 262 | 339 | ${ }_{6} 13$ | 475 | 258 | 284 | 252 | 147 | 52 | 95 | 920 | 168 | 662 | 291 | 135 | 299 | 789 | 339 | 749 | 645 | 443 |
| Verr favourabe (2) | $\begin{aligned} & 152 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 99 \\ \substack{19 \% \\ c} \end{gathered}$ | $\begin{aligned} & 53 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 21 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 146 \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 54 \\ 13 \% \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 14 \% \\ & \end{aligned}$ | $\begin{aligned} & 64 \\ & 14 \% \\ & \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 149 \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \\ & { }_{c} \\ & u^{*} \end{aligned}$ | $\underset{14 \%}{7}$ | $\begin{gathered} 17 \\ \substack{18 \% \\ 0 \%} \end{gathered}$ | $\begin{aligned} & 133 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 1696 \end{aligned}$ | $\begin{aligned} & 39 \\ & 14 \% \\ & \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 168 \end{aligned}$ | $\begin{gathered} 98 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 11 \% \end{aligned}$ |
| Farir favourble (1) | $\begin{aligned} & 256 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 24 \% \end{aligned}$ | 31 | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 55 \\ 32 \% \\ 6 . \\ 6 \end{gathered}$ | 37 20\% | $\begin{aligned} & 40 \\ & 23 \% \\ & 20 \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \\ \end{gathered}$ | $\begin{aligned} & 79 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 85 \\ 20 \% \\ 25 \end{gathered}$ | $\begin{aligned} & 45 \\ & \left.\begin{array}{l} \text { 32\% } \\ o p \end{array}\right) \end{aligned}$ | 78 27\% | 55 21\% | 70 21\% | 143 23\% | 114 24\% | $\begin{gathered} 38 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 16 \\ \begin{array}{c} 16 \% \\ 50 \% \end{array} \\ \hline \end{gathered}$ | $\begin{aligned} & 24 \\ & 25 \% \\ & 25 \% \end{aligned}$ | 220 | 37 $22 \%$ | 162 24\% | 61 $21 \%$ | $\begin{aligned} & 34 \\ & 25 \% \\ & 25 \% \end{aligned}$ | 85 28\% | ${ }_{\text {22\% }}^{172}$ | $\begin{aligned} & 108 \\ & 328 \end{aligned}$ | 148 20\% | $\begin{aligned} & 160 \\ & 25 \% \end{aligned}$ | ${ }_{27}^{97}$ |
| Nether favourable nor unfuvurable (0) | $\begin{aligned} & 244 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 54 \\ \text { 29\% } \\ 298 \end{gathered}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 58 \\ 23 \% \\ 28 \end{gathered}$ | $\begin{gathered} 84 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{gathered} 69 \\ 19 \% \\ \end{gathered}$ | $\begin{gathered} 91 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{gathered} 78 \\ 27 \% \\ 0 \\ \hline \end{gathered}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{aligned} & \text { 109 } \\ & 23 \% \end{aligned}$ | $\begin{gathered} 55 \\ 21 \% \\ \\ \hline \end{gathered}$ | $\begin{aligned} & 64 \\ & 22 \% \\ & 24 \end{aligned}$ | $\begin{aligned} & 50 \\ & 20 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 41 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 9 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 27 \% \end{aligned}$ | 138 21\% | $\begin{aligned} & 78 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 63 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 24 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 164 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 23 \% \end{aligned}$ | ${ }^{97}$ |
| Fariry untaourable (-1) | $\begin{aligned} & 172 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{gathered} 90 \\ 16 \% \end{gathered}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { an } \\ & \text { oE } \\ & \text { on } \end{aligned}$ | $\begin{aligned} & 45 \\ & 248 \\ & \text { ant } \\ & \text { oft } \end{aligned}$ | $\begin{aligned} & 25 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & \text { a8 } \\ & \text { 0E } \end{aligned}$ | $\begin{gathered} 23 \\ 88 \end{gathered}$ | $\begin{aligned} & 76 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 62 \\ 24 \% \\ 24 \end{gathered}$ | $\begin{aligned} & 54 \\ & 16 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 117 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 52 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | $\begin{gathered} 52 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 7 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 135 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 28 \\ & 28 \end{aligned}$ | $\begin{aligned} & 112 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 178 \end{aligned}$ | $\begin{aligned} & 49 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 123 \\ 1640 \end{gathered}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 16 \% \end{aligned}$ | 70 $16 \%$ |
| Verr unfavourabe (-2) | $\begin{gathered} 198 \\ 18 \% \end{gathered}$ | $\begin{gathered} 95 \\ 18 \% \end{gathered}$ | $\begin{gathered} 102 \\ 19 \% \end{gathered}$ | $\begin{gathered} 10 \\ 9 \% \end{gathered}$ | $\begin{gathered} 21 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ |  | $\begin{aligned} & \text { 44 } \\ & \text { 26\% } \\ & \text { off } \end{aligned}$ |  | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 57 \\ 16 \% \end{gathered}$ | $\begin{gathered} 109 \\ \substack{10 \% \\ 1 k} \\ k_{0} \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & \left.\begin{array}{c} 51 \% \\ \text { mN } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 94 \\ & \begin{array}{c} 98 \% \\ \text { mv } \end{array} \end{aligned}$ | $\begin{aligned} & 105 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 92 \\ 19 \% \end{gathered}$ | $\begin{gathered} 59 \\ \substack{236 \\ \text { vx }} \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 59 \\ 21 \% \\ \text { vx } \end{array} \end{aligned}$ | $\begin{aligned} & 53 \\ & 21 \% \\ & \text { vx } \end{aligned}$ | $\begin{gathered} 13 \\ 9 \% \end{gathered}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 119 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 33 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 111 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & \text { 21\% } \end{aligned}$ | $\begin{aligned} & 45 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 152 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 16 \% \end{aligned}$ | 95 $21 \%$ |
| Don't kow | $\begin{gathered} 66 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 47 \\ 8 \% \\ 8 \\ 8 \end{gathered}$ |  | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & 6 \% \end{aligned}$ | ${ }_{4}^{7}$ | $\underset{6}{9}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & \text { 32\% } \\ & \mathrm{kc} \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \begin{array}{l} 12 \% \\ o p \end{array} \\ & \hline 0 \end{aligned}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | ${ }_{2 \%}^{7}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 40 \\ 8 \% \\ 8 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 14 \\ & 6 \% \end{aligned}$ | ${ }_{\text {12 }}^{12}$ | $\begin{aligned} & 14 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 4 \\ 8 \% \\ 8 \end{gathered}$ | ${ }_{8 \%}^{7}$ | $\begin{aligned} & 56 \\ & 5 \% \\ & 6 \% \end{aligned}$ | $\underset{6 \%}{9}$ | $\begin{aligned} & 27 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 29 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 7 \% \\ & 7 \% \end{aligned}$ | 19\% | $\begin{aligned} & 46 \\ & 6 \% \\ & 6 \% \end{aligned}$ | 3\% | $\begin{aligned} & 54 \\ & 7 \% \end{aligned}$ | 30 | 36 $8 \%$ |
| Net Very/Firity favurable | $\begin{aligned} & 408 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 42 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 184 \\ & 33 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 51 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 34 \% \\ & 34 \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 129 \\ 43 \% \\ \vdots \end{gathered}$ | $\begin{aligned} & 140 \\ & 39 \% \\ & \end{aligned}$ | $\begin{aligned} & 139 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 71 \\ 50 \% \\ \text { yop } \\ 0 \end{gathered}$ | $\begin{aligned} & 122 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 230 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 178 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 72 \\ 49 \% \\ \text { su\% } \\ \text { su\% } \end{gathered}$ | $\begin{aligned} & 23 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 43 \% \\ & \end{aligned}$ | $\begin{aligned} & 352 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 266 \\ & 40 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 100 } \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 456 \end{aligned}$ | $\begin{aligned} & 274 \\ & 35 \% \end{aligned}$ | 162 48\% | $\begin{aligned} & 246 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 263 \\ & 41 \% \end{aligned}$ | (146 |
| Net: Ver/ffariry unfaurable | $\begin{aligned} & 370 \\ & 34 \% \\ & 34 \end{aligned}$ | $\begin{aligned} & 176 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 192 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 48 \\ \text { a88 } \\ \text { 288 } \end{gathered}$ | $\begin{aligned} & 85 \\ & \text { a5\% } \\ & \text { bef } \end{aligned}$ | $\begin{aligned} & 69 \\ & \text { a18 } \\ & \text { pef } \end{aligned}$ | $\begin{aligned} & 113 \\ & \begin{array}{l} 436 \\ \text { 4eff } \end{array} \end{aligned}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 66 \\ 22 \% \\ 26 \\ m \end{gathered}$ | $\begin{aligned} & 116 \\ & 44 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 148 \\ & \left.\begin{array}{l} 148 \\ \mathrm{MN} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 222 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 1110 \\ & \left.\begin{array}{c} 43 \% \\ v x \end{array}\right) \end{aligned}$ | $\begin{aligned} & 98 \\ & 34 \% \end{aligned}$ | $\begin{gathered} \text { 105 } \\ 42 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 304 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 66 \\ 39 \% \end{gathered}$ | $\begin{gathered} 230 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 55 \\ 416 \end{gathered}$ | $\begin{aligned} & 81 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 284 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 32 \% \\ & 32 \end{aligned}$ | 165 37\% |
| Ne Difference | $\begin{aligned} & 38 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\underset{-2 \%}{-9}$ | $\begin{aligned} & 33 \\ & 296 \end{aligned}$ | $\begin{aligned} & 41 \\ & 228 \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{gathered} -21 \\ -11 \% \\ -16 \end{gathered}$ | $\begin{gathered} -11 \\ -6 \% \end{gathered}$ | $\begin{gathered} -32 \\ -12 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} -43 \\ -10 \% \end{gathered}$ | $\begin{gathered} 53 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{gathered} -28 \\ -116 \end{gathered}$ | $\begin{aligned} & -39 \\ & -116 \end{aligned}$ | $\begin{gathered} 8 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{gathered} -31 \\ -12 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{gathered} -22 \\ -9 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 52 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & -11 \\ & -6 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} -14 \\ -10 \% \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{aligned} & -15 \\ & -2 \% \\ & -2 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & -37 \\ & -5 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 9 \% \\ & 98 \end{aligned}$ | -20 $-4 \%$ |


| 22-087220-32- 11th - 14th August 2023 pubuc <br> Political Pulse August 2023 (Week 32) Adults aged 18+ in GB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | al | Seneral fection |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Un |  |  |  |  |  |  |  |  |  | ourab |  |  |  |  |  | Favoural Unfavoura |  | Opinion of fexerts |  |  |  |
|  | $\underset{\text { Total }}{\text { (A) }}$ | $\begin{gathered} \text { consevati } \\ \text { ver } \\ \text { (8) } \end{gathered}$ | ${ }_{\text {ctab }}^{\text {Labour }}$ | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \\ \text { (0) } \end{gathered}$ | $\begin{aligned} & \text { Other } \\ & \text { (E) } \end{aligned}$ | $\begin{gathered} \text { Remain } \\ \text { (F) } \end{gathered}$ | $\begin{gathered} \text { Leave } \\ \text { (G) } \end{gathered}$ | $\begin{gathered} \text { Favourbl } \\ \text { etocons } \\ (\text { (t) }) \end{gathered}$ | $\begin{aligned} & \text { Untavaura } \\ & \begin{array}{l} \text { bute ore } \\ \text { cons } \\ \text { (11) } \end{array} \end{aligned}$ | $a_{\substack{\text { favourab } \\ \text { eto ab } \\ \text { (a) }}}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lab } \\ & \text { (K) } \end{aligned}$ |  | $\begin{gathered} \text { Untavoura } \\ \text { bele olilu } \\ \text { Dems } \\ \text { (m) } \end{gathered}$ |  | $\begin{aligned} & \text { ble to } \\ & \text { Green } \\ & \text { Party } \\ & \text { (0) } \end{aligned}$ | $\begin{aligned} & \text { efor } \\ & \text { Retom } \\ & \text { (Pk } \end{aligned}$ | $\begin{aligned} & \text { beto } \\ & \text { Reform } \\ & \text { Uk } \\ & \text { (a) } \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \text { ento } \\ \text { esunak } \\ \text { (R) } \end{gathered}$ |  | $\begin{gathered} \text { a favoural } \\ \text { etab } \\ \text { Stamer } \\ (\pi) \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { Slete } \\ & \text { stamer } \\ & \text { (U) } \end{aligned}$ | Favourabl e to Hunt (V) | $\begin{aligned} & \text { Untavoura } \\ & \text { Sele } \\ & \text { bent } \\ & \text { (tw) } \\ & \text { (w) } \end{aligned}$ |  |  | $\begin{gathered} \text { Favourab } \\ \substack{\text { eartay } \\ \text { Bat } \\ (2)} \\ \hline \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { betor } \\ \text { Barcay } \\ \text { Bea) } \end{gathered}$ | $\begin{gathered} \text { Positive } \\ \text { imparet } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} \text { Negative } \\ \text { impact } \\ \text { (c) } \end{gathered}$ |
| 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 |
| Weiphed base | 1088 | ${ }^{351}$ | 292 | 78 | ${ }_{9}$ | ${ }^{43}$ | 389 | 254 | 581 | 408 | 370 | ${ }^{242}$ | 384 | 299 | 351 | 146 | ${ }^{48}$ | 293 | 538 | 327 | 410 | 242 | 473 | 171 | 543 | 181 | ${ }^{412}$ | 231 | 604 |
| Verv tavourble (2) | 152 $14 \%$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \text { and } \\ & \text { zove } \end{aligned}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\underset{9 \%}{9}$ | $\begin{gathered} 68 \\ 168 \\ 168 \end{gathered}$ | $\begin{gathered} 52 \\ 13 \% \end{gathered}$ | $\begin{gathered} 19 \\ 8 \% \end{gathered}$ | $\begin{gathered} 116 \\ \substack{10 \% \\ \text { Hexum }} \\ \hline \end{gathered}$ | $\begin{gathered} 152 \\ \text { Hukcmopa } \\ \text { Hemo } \end{gathered}$ | : | $\begin{gathered} 50 \\ \substack{\text { 21\% } \\ \text { HuxN }} \end{gathered}$ | 49 13\% | $\begin{gathered} 72 \\ \text { H24\% } \\ \text { Hexpooa } \end{gathered}$ | $\begin{aligned} & 46 \\ & \substack{36 \\ 4 \\ 46} \end{aligned}$ | $\begin{aligned} & 20 \\ & 140 \\ & \text { Hk } \end{aligned}$ | $\begin{gathered} 81 \\ 17 \% \\ 17 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 108 \\ \text { and } \\ \text { Ruvx } \end{gathered}$ |  | $\begin{aligned} & 6 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 25 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & \text { and } \\ & \text { Ruvx } \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 98 \\ \text { and } \\ \text { nuv } \end{gathered}$ | $\begin{gathered} 29 \\ \begin{array}{c} 160 \\ \text { uxx } \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} 85 \\ \text { and } \\ \text { Ruvx } \end{gathered}$ | $\begin{aligned} & 42 \\ & 18 \% \end{aligned}$ | 95 |
| Fairy favourale el ${ }^{\text {(1) }}$ | 256 $24 \%$ | $\begin{aligned} & 43 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 112 \\ \text { anc } \\ \text { 88, } \end{gathered}$ | $\begin{aligned} & 30 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 24 \% \end{aligned}$ | 144 <br> $33 \%$ <br> 33\% | 61 $16 \%$ | $\begin{aligned} & 44 \\ & 17 \% \\ & \end{aligned}$ | $\begin{aligned} & 172 \\ & 30 \% \\ & \text { 3nkoo } \end{aligned}$ |  | : | $\begin{gathered} 94 \\ \text { 33\% } \\ \text { Hexpora } \end{gathered}$ | 49 13\% | $\begin{aligned} & 117 \\ & \text { 33\% } \\ & \text { Henoora } \end{aligned}$ | 43 $12 \%$ | $\begin{gathered} 32 \\ \left.\begin{array}{c} 32 \% \\ \text { kno } \end{array}\right) \end{gathered}$ | $\begin{gathered} 109 \\ \text { ang } \\ \text { kno } \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 296 \\ & \text { Rux } \\ & \text { no } \end{aligned}$ | $\begin{gathered} 150 \\ \text { ssumwna } \\ \text { s46\% } \end{gathered}$ | 24 $6 \%$ | $\begin{aligned} & 51 \\ & \text { 21\% } \end{aligned}$ | $\begin{gathered} 122 \\ \text { anc } \\ \text { fux } \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | $\begin{gathered} 160 \\ 29 \% \\ \text { numwx } \end{gathered}$ | $\begin{aligned} & 36 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 120 \\ \left.\begin{array}{c} 129 \\ \text { nux } \end{array}\right) \end{gathered}$ | 45 $19 \%$ | ¢ $\begin{gathered}175 \\ 29 \% \\ 6\end{gathered}$ |
| Nether favurable nor unfavurable (0) | 244 22\% | $\begin{gathered} 66 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 28 \\ \substack{25 \% \\ \text { sce }} \\ \text { se } \end{gathered}$ | $\begin{aligned} & 32 \\ & \left.\begin{array}{l} 33, \\ 3 \mathrm{cc} \\ \mathrm{bc} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 95 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 70 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & \substack{47 \% \\ 1 \times n} \end{aligned}$ | $\begin{gathered} 118 \\ \substack{120 \\ \\ \\ \text { NNo }} \end{gathered}$ | ; | ; |  | $\begin{aligned} & 44 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & \begin{array}{c} 619 \\ 126 \end{array} \\ & 4 \times n \end{aligned}$ | $\begin{gathered} 48 \\ \text { an } \\ 14 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & \begin{array}{c} 29 \\ 19 \times n \end{array} \end{aligned}$ | $\begin{gathered} 91 \\ \substack{996 \\ 19 \times 0 \%} \\ \hline \end{gathered}$ | $\begin{aligned} & 49 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 108 \\ \text { 200 } \\ \text { rue } \end{gathered}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | ( ${ }_{\text {51 }}^{12 \%}$ | $\begin{gathered} 39 \\ 16 \% \end{gathered}$ | $\begin{gathered} 88 \\ 198 \end{gathered}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ |  |
| Fariry unfourable (-1) | $\begin{gathered} 172 \\ 16 \% \end{gathered}$ | $\begin{gathered} 90 \\ \text { c5\% } \\ \text { c5\% } \\ c 0 \end{gathered}$ | $\begin{gathered} 19 \\ 7 \% \end{gathered}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 58 \\ \text { cisk } \\ \text { wuwn } \end{gathered}$ | $\begin{gathered} 75 \\ 13 \% \end{gathered}$ | $\therefore$ | $\begin{gathered} 172 \\ 47 \% \\ \text { Hulumora } \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 89 \\ & \begin{array}{c} 236 \\ \text { unsp } \end{array} \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 70 \\ \text { cov } \\ \text { wion } \\ \text { wup } \end{gathered}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & \text { and } \\ & \text { unve } \end{aligned}$ | $\begin{gathered} 73 \\ 256 \\ \text { swxraa } \\ \text { s. } \end{gathered}$ | $\begin{gathered} 63 \\ 12 \% \\ 120 \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 1400 \\ \text { 34\% } \\ \text { ssmuxras } \end{gathered}$ | $\begin{gathered} 59 \\ \begin{array}{c} 246 \\ 5 \times W \times r a a \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} 66 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 89 \\ \substack{86 \% \\ 510 \% \\ 5 a} \end{gathered}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 54 \\ 13 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | ¢ $\begin{aligned} & \text { 91 } \\ & 15 \%\end{aligned}$ |
| Very unfavurable (-2) | 198 18\% | $\begin{aligned} & 131 \\ & \left.\begin{array}{l} 17 \% \\ \text { coe } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 44 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 31 \% \\ & 31 \end{aligned}$ | $\begin{aligned} & 87 \\ & 34 \% \\ & \text { unva } \\ & \text { unve } \end{aligned}$ |  | $\therefore$ | $\begin{gathered} 198 \\ \text { 153 } \\ \text { Humbora } \end{gathered}$ | $\begin{gathered} 15 \\ 6 \% \end{gathered}$ | $\begin{gathered} 199 \\ \left.\begin{array}{c} 39 \% \\ \text { unva } \end{array}\right) \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 139 \\ & \text { a0\% } \\ & \text { juwa } \end{aligned}$ | $\begin{gathered} 48 \\ \begin{array}{c} 43 \% \\ \text { una } \end{array} \\ \hline \text { una } \end{gathered}$ | $\begin{aligned} & 95 \\ & \text { 20\% } \\ & \text { uwn } \end{aligned}$ | $\begin{gathered} 83 \\ \substack{88, s \text { swwo }} \end{gathered}$ | $\begin{gathered} 86 \\ 16 \% \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 183 \\ \text { A5s } \\ \text { astwwar } \end{gathered}$ |  | $\begin{aligned} & 91 \\ & \left.\begin{array}{l} 99 \% \\ 5 v \end{array}\right) \end{aligned}$ | $\begin{gathered} 67 \\ \text { 39\% } \\ \text { Brswwa } \end{gathered}$ | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{gathered} 54 \\ 30 \% \\ \text { stwra } \end{gathered}$ | $\begin{gathered} 80 \\ 190 \\ 190 \end{gathered}$ | $\begin{gathered} 71 \\ 31 \% \end{gathered}$ | ¢ $\begin{gathered}64 \\ 11 \%\end{gathered}$ |
| Dont know | $\begin{gathered} 66 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & \left.\begin{array}{l} 12 \\ \text { 2\% } \end{array}\right) \end{aligned}$ | : | : | $\begin{gathered} 4 \\ { }_{2}^{4} \\ { }_{k}^{2} \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \\ 1 \% \\ \kappa \end{gathered}$ | $\stackrel{2}{1 \%}$ | $\begin{gathered} 5 \\ 1 \% \\ 1 \times \\ \hline k \end{gathered}$ | $\begin{gathered} 3 \\ 2 \% \\ { }_{k}^{3} \end{gathered}$ | $\begin{aligned} & 7 \\ & \left.\begin{array}{c} 1 \% \\ \kappa \end{array}\right) \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 19 \\ \substack{4 \% \\ \text { frwa }} \end{gathered}$ | $\stackrel{1}{ }$ | ${ }_{2 \%}^{7}$ | 2 $1 \%$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\stackrel{1}{ }$ | $\begin{gathered} 14 \\ \substack{3 \% \\ \text { mwa }} \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | 36 $6 \%$ 6 |
| Net: Vev/fariry favurable | $\begin{gathered} 408 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 59 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 219 \\ \substack{75 \% \\ \text { bog }} \end{gathered}$ | $\begin{aligned} & 36 \\ & \text { an } \\ & \text { 48\% } \\ & 8 . \end{aligned}$ | $\begin{aligned} & 32 \\ & 38 \% \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 114 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 25 \% \\ & 25 \end{aligned}$ | $\begin{gathered} 287 \\ \text { a9\% } \\ \text { Henora } \end{gathered}$ | $\begin{gathered} 408 \\ \text { 400\% } \\ \text { Hemumora } \end{gathered}$ | : | $\begin{gathered} 144 \\ \text { fo\% } \\ \text { Hexvora } \end{gathered}$ | $\begin{gathered} 98 \\ 26 \% \end{gathered}$ |  | $\begin{aligned} & 89 \\ & 25 \% \\ & 29 \end{aligned}$ | $\begin{gathered} 53 \\ \substack{56 \% \\ \text { Hexn }} \end{gathered}$ |  | $\begin{aligned} & 87 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & \begin{array}{l} 496 \\ \text { Ruvx } \end{array} \end{aligned}$ | $\begin{gathered} 272 \\ \text { 83\% } \\ \text { suwnwas } \end{gathered}$ | ${ }_{\text {c }}^{30}$ \% | $\begin{aligned} & 76 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & \begin{array}{l} 236 \\ \text { fuyx } \end{array}{ }^{2} \end{aligned}$ | $\begin{gathered} 45 \\ 26 \% \end{gathered}$ | $\begin{gathered} 259 \\ \substack{488 \\ \text { Ruvx }} \end{gathered}$ | $\begin{gathered} 65 \\ 36 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 205 \\ \text { cos } \\ \text { Ruvx } \end{gathered}$ |  | 275\% |
| Net: Ver/fairy unfavurable | $\begin{aligned} & 370 \\ & 344 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & \substack{23 \% \\ c o s \\ \text { cos }} \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & \substack{17 \% \\ \text { unve }} \end{aligned}$ |  | $\therefore$ | $\begin{gathered} 370 \\ \text { 30\% } \\ \text { Hulumorara } \end{gathered}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & \begin{array}{c} 288 \\ \text { nuve } \end{array} \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & \left.\begin{array}{c} 20 \% \\ \text { buspo } \end{array}\right) \end{aligned}$ | $\begin{gathered} 62 \\ 43 \% \\ u \times 1 \end{gathered}$ | $\begin{aligned} & 196 \\ & 40 \% \\ & \text { ULN } \end{aligned}$ | $\begin{aligned} & 1.55 \\ & \substack{53 \% \\ 55 w n} \end{aligned}$ | $\begin{aligned} & 149 \\ & 288 \end{aligned}$ | $\underset{2 \%}{7}$ | $\begin{gathered} 322 \\ \substack{328 \\ \text { symuxras }} \end{gathered}$ | $\begin{gathered} 125 \\ \substack{12 \% \\ 5 \text { swwr }} \end{gathered}$ | $\begin{aligned} & 156 \\ & 33 \% \\ & 5 \pi \end{aligned}$ | $\begin{gathered} 97 \\ \substack{96 \% \\ \text { sswrad }} \end{gathered}$ | $\begin{gathered} 167 \\ 31 \% \end{gathered}$ | $\begin{gathered} 85 \\ \substack{47 \% \\ 5 \text { swwr }} \end{gathered}$ | $$ | $\begin{aligned} & 106 \\ & 46 \% \end{aligned}$ | ${ }^{156}$ 26\% |
| Net Difference | $\begin{aligned} & 38 \\ & 4 \% \\ & 4 \% \end{aligned}$ | $\begin{gathered} -162 \\ -46 \% \\ \hline \end{gathered}$ | $\begin{gathered} 188 \\ 64 \% \end{gathered}$ | $\begin{gathered} 228 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 248 \end{aligned}$ | $\begin{gathered} -87 \\ -22 \% \end{gathered}$ | $\begin{gathered} -81 \\ -32 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 408 \\ 100 \% \\ 100 \end{gathered}$ | $\begin{gathered} -370 \\ -100 \% \end{gathered}$ | 103 $43 \%$ | $\begin{gathered} -139 \\ -36 \% \end{gathered}$ | $\begin{aligned} & 141 \\ & 47 \% \end{aligned}$ | $\begin{gathered} -120 \\ -34 \% \end{gathered}$ | $\begin{gathered} -9 \\ -6 \% \end{gathered}$ | $\begin{gathered} -6 \\ -1 \% \end{gathered}$ | $\begin{gathered} -68 \\ -23 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 265 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & -292 \\ & -718 \end{aligned}$ | $\begin{gathered} -50 \\ -20 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 14 \% \end{aligned}$ | $\begin{gathered} -52 \\ -30 \% \end{gathered}$ | $\begin{gathered} 91 \\ 17 \% \end{gathered}$ | $\begin{gathered} -21 \\ -11 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 17 \% \end{aligned}$ | $\begin{gathered} -19 \\ -8 \% \end{gathered}$ | 114 |
| Mean | ${ }^{-0.01}$ | -0.80 | $\underbrace{}_{\substack{0.98 \\ \text { pos }}}$ | ${ }_{8}^{0.27}$ | ${ }_{\substack{-0.04 \\ 8 .}}$ | $\stackrel{0}{0} 8$ | 0.41 | $\stackrel{-0.59}{\substack{\text { c }}}$ |  | ${ }_{\text {HxRempora }}^{1.37}$ | ${ }^{1.53}$ |  | ${ }_{\substack{-0.63 \\ k}}$ | ${ }_{\text {\% }}^{\text {Hexmoea }}$ | ${ }_{\substack{0.62}}^{\substack{\text { c }}}$ |  | $\underbrace{\substack{-0.04 \\ \text { Hemo }}}_{\text {- }}$ | $\stackrel{-0.39}{0}$ |  | ${ }_{\text {satili }}^{1.17}$ | ${ }^{1.16}$ | ${ }_{0}^{-0.38}$ | ${ }_{\substack{0.16 \\ \text { Ruva }}}$ | $\stackrel{-0.59}{4}$ | ${ }_{\substack{0.21 \\ \text { Ruvx }}}$ | ${ }_{0}^{0.25}$ | ${ }_{\substack{0.19 \\ \text { Ruva }}}$ | -0.21 | ${ }_{\substack{0.26 \\ 6}}$ |

All Adults ged $18+\mathrm{in}$ Great Britain

|  | Tota <br> Total | Gender |  | Age |  |  |  |  |  | Agregegated Age rralk $^{\text {a }}$ |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urbar/Rural |  | Marital staus |  |  | Pres of children HH ( 17or under) |  | Eduation |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male (B) | $\begin{gathered} \text { Female } \\ \text { (c) } \end{gathered}$ | ${ }_{\substack{1824 \\(0)}}^{1}$ | $\underset{\substack{25 \cdot 34 \\(\mathrm{E})}}{ }$ | $\begin{gathered} 35 .-44 \\ (f) \end{gathered}$ | $\begin{aligned} & 45.54 \\ & (6) \\ & \hline(9) \end{aligned}$ | $\begin{gathered} 55.64 \\ (H) \\ (H) \end{gathered}$ | $\begin{aligned} & \text { 65t } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \\ \hline \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { s5t } \\ & (t) \end{aligned}$ | $\begin{gathered} \text { Gen Z } \\ \text { (M) } \end{gathered}$ | $\begin{gathered} \text { Millennials } \\ \text { (N) } \end{gathered}$ | $\begin{aligned} & \text { Gen } X+ \\ & \text { (0) } \end{aligned}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{gathered} \text { ABC1 } \\ (a) \end{gathered}$ | $\underset{\substack{\mathrm{CR}) \\(\mathrm{R})}}{ }$ | $\begin{gathered} \text { North } \\ \text { (S) } \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{gathered} \text { Wales } \\ \text { (w) } \end{gathered}$ | $\begin{gathered} \text { Scotland } \\ (X) \end{gathered}$ | $\begin{aligned} & \text { Uranan } \\ & \text { (1) } \end{aligned}$ | $\begin{aligned} & \text { Rural } \\ & (z) \end{aligned}$ | $\begin{gathered} \text { Married } \\ \text { Llingas } \\ \text { Maried } \\ \text { (aie) } \end{gathered}$ | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Diovered } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At east } \\ \text { onechid } \\ \text { oeresent } \\ \text { (da) } \end{gathered}$ | $\underset{\substack{\text { nideren } \\ \text { present } \\ \text { pet }}}{\text { (e) }}$ | $\begin{gathered} \text { Graduate } \\ \text { (f) } \end{gathered}$ | $\underset{\substack{\text { Non- } \\ \text { grauate } \\(\mathrm{g})}}{\text { None }}$ | $\underset{\substack{\text { working } \\(n)}}{ }$ | $\underset{\substack{\text { working } \\ \text { woin }}}{\substack{\text { oot }}}$ |
| Unweighted base | 1088 | 536 | 543 | 146 | 174 | 179 | 199 | 241 | 199 | 320 | 378 | 390 | 174 | 280 | 288 | 319 | 769 | 319 | 267 | 279 | 257 | ${ }^{133}$ | 52 | 100 | 915 | 173 | 662 | 310 | 116 | ${ }^{33}$ | 755 | 632 | 456 | 728 | 360 |
| Weighed 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 |
| Verr favourabe (2) | $\begin{gathered} 89 \\ 8 \% \\ 89 \end{gathered}$ | $\begin{gathered} 55 \\ \substack{10 \% \\ c} \end{gathered}$ | $\begin{aligned} & 34 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{gathered} 8 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\underset{4 \%}{7}$ | $\begin{aligned} & 32 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 9 \% \end{aligned}$ | $9$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 7 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 76 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 13 \\ 8 \% \end{gathered}$ | $\begin{gathered} 68 \\ \text { co } \\ \text { 10\% } \\ 6 \end{gathered}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 9 \% \end{aligned}$ | - ${ }_{\text {3 }}^{33}$ |
| Fairl favourble (1) | $\begin{aligned} & 166 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 73 \\ 14 \% \\ \end{gathered}$ | $\begin{aligned} & 92 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 34 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \\ \end{gathered}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 68 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \\ \times \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\underset{6 \%}{6}$ | $\begin{aligned} & 138 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 96 \\ 15 \% \end{gathered}$ | 70 $16 \%$ |
| Neither favurable nor untavurable (0) | $\begin{gathered} 196 \\ 188 \% \end{gathered}$ | $\begin{gathered} 93 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 188 \end{aligned}$ | $\begin{gathered} 22 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 35 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 13 \% \\ & 13 \% \end{aligned}$ | $\begin{gathered} 61 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{aligned} & 68 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 67 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | - ${ }_{\text {23 }}^{63}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | 59\% 18\% | $\begin{gathered} 108 \\ 18 \% \end{gathered}$ | $\begin{gathered} 88 \\ 198 \end{gathered}$ | $\begin{gathered} 51 \\ 20 \% \\ 20 \end{gathered}$ | $\xrightarrow{44}$ 15\% | $\begin{gathered} 50 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 22 \% \\ & 22 \end{aligned}$ | $\underset{12 \%}{6}$ | $\begin{gathered} 14 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 117 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 148 \end{aligned}$ | 60 20\% | $\begin{aligned} & 136 \\ & 17 \% \end{aligned}$ | ( ${ }_{\text {6\% }} \times$ | $\begin{aligned} & 131 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 1300 \\ & 20 \% \end{aligned}$ |  |
| Fariry untavurable (-1) | $\begin{aligned} & 179 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 89 \\ 17 \% \\ 17 \end{gathered}$ | $\begin{gathered} 87 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 32 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 196 \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 73 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 188 \\ & 188 \end{aligned}$ | $\begin{aligned} & 37 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 1377 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 16 \% \end{aligned}$ | 78 18\% |
| Versuntavourabe (-2) | $\begin{aligned} & 402 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 388 \end{aligned}$ | $\begin{gathered} 199 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 30 \% \\ & 30 \end{aligned}$ | $\begin{gathered} 61 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 71 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 38 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 102 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 96 \\ 32 \% \end{gathered}$ | $\begin{gathered} 138 \\ 38 \% \\ 38 \end{gathered}$ | $\begin{aligned} & 167 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 35 \% \\ & 30 \end{aligned}$ | $\begin{aligned} & 97 \\ & 33 \% \end{aligned}$ | 106 $40 \%$ | $\begin{gathered} 121 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 224 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 178 \\ & 38 \% \\ & 38 \% \end{aligned}$ | $\begin{gathered} 102 \\ 40 \% \end{gathered}$ | 104 $37 \%$ | $\begin{gathered} 7 \\ 316 \end{gathered}$ | $\begin{aligned} & 44 \\ & 30 \% \\ & 30 \end{aligned}$ | $\begin{gathered} 18 \\ 35 \% \end{gathered}$ | $\begin{gathered} 55 \\ \text { 58\% } \\ \text { suww } \end{gathered}$ | $\begin{aligned} & 344 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \\ & 38 \end{aligned}$ | $\begin{aligned} & 231 \\ & 35 \% \\ & \text { 35\% } \end{aligned}$ | $\begin{aligned} & 112 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 44 \% \\ & 49 \% \end{aligned}$ | 91 $31 \%$ | $\begin{aligned} & 311 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 36 \% \end{aligned}$ | 280 $37 \%$ | $\begin{aligned} & 2322 \\ & 36 \% \end{aligned}$ | 170 |
| Don't kow | $\begin{aligned} & 57 \\ & 5 \% \\ & 5 \end{aligned}$ | $\begin{aligned} & 17 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 39 \\ 7 \% \\ 8 . \end{gathered}$ | $\begin{aligned} & 14 \\ & \begin{array}{c} 12 \% \\ 6+1 \\ 6+1 \end{array} \end{aligned}$ | $\begin{gathered} 16 \\ \substack{8 \% \\ 6 \% \\ 6} \end{gathered}$ | $\begin{gathered} 11 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\underset{4 \%}{7}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \\ & { }_{k}^{30} \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \\ & 10 \% \\ & 0 \% \end{aligned}$ | $\begin{aligned} & \text { 25 } \\ & \text { 25 } \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 77_{0} \end{aligned}$ | $\begin{aligned} & 11 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 5 \\ 10 \% \end{gathered}$ | ${ }_{2 \%}^{2}$ | $\begin{aligned} & 49 \\ & 5 \% \end{aligned}$ | \% | $\begin{aligned} & 24 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\underset{4 \%}{6}$ | 16 $5 \%$ | $\begin{aligned} & 40 \\ & 5 \% \\ & 50 \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 5 \% \\ & 5 \% \end{aligned}$ | 27 |
| Net Very/Firity favurable | $\begin{aligned} & 254 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 248 \\ & \text { 148 } \end{aligned}$ | $\begin{aligned} & 126 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \\ & \end{aligned}$ | $\begin{aligned} & 31 \\ & 188 \\ & 18 \end{aligned}$ | $\begin{aligned} & 47 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 77 \\ \substack{30 \% \\ \text { cH }} \end{gathered}$ | $\begin{aligned} & 69 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 22 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 25 \% \\ & 25 \% \end{aligned}$ |  | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 76 \\ 27 \% \end{gathered}$ | $\begin{gathered} 63 \\ 258 \end{gathered}$ | $\begin{aligned} & 37 \\ & 25 \% \end{aligned}$ | $\underset{18 \%}{9}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 214 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 24 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 177 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 218 \end{aligned}$ | $\begin{aligned} & 81 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 23 \% \end{aligned}$ | 103\% |
| Net: Ver//Farit unfavourable | $\begin{gathered} 581 \\ 53 \% \\ 53 \end{gathered}$ | $\begin{gathered} 290 \\ 55 \% \\ 55 \end{gathered}$ | $\begin{aligned} & 286 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 56 \\ 48 \% \end{gathered}$ | $\begin{gathered} 86 \\ 46 \% \\ 46 \end{gathered}$ | $\begin{gathered} 95 \\ 55 \% \end{gathered}$ | $\begin{gathered} 104 \\ 55 \% \\ 55 \% \end{gathered}$ | $\begin{gathered} 97 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 143 \\ & 56 \% \\ & 56 \end{aligned}$ | $\begin{aligned} & 142 \\ & 476 \end{aligned}$ | $\begin{gathered} 199 \\ 55 \% \end{gathered}$ | $\begin{gathered} 240 \\ 56 \% \end{gathered}$ | $\begin{gathered} 75 \\ 52 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 139 \\ & 488 \end{aligned}$ | $\begin{aligned} & 148 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 187 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 317 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 263 \\ 555 \end{gathered}$ | $\begin{aligned} & 140 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 151 \\ 53 \% \\ 53 \% \end{gathered}$ | $\begin{gathered} 128 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 31 \\ 60 \% \end{gathered}$ | $\begin{gathered} 66 \\ \substack{69 \% \\ \text { suver }} \end{gathered}$ | $\begin{gathered} 503 \\ 55 \% \\ 55 \% \end{gathered}$ | $\begin{gathered} 78 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 346 \\ & 52 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 157 \\ 548 \end{gathered}$ | $\begin{gathered} 77 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 448 \end{aligned}$ | $\begin{aligned} & 488 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 1800 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 401 \\ & 54 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 333 \\ 52 \% \end{gathered}$ | $\underset{56 \%}{247}$ |
| Netifiference | $\begin{aligned} & \substack{-326 \\ -30 \%} \end{aligned}$ | $\begin{gathered} -163 \\ -31 \% \\ -318 \end{gathered}$ | $\begin{gathered} -161 \\ -29 \% \end{gathered}$ | $\begin{gathered} -31 \\ -27 \% \end{gathered}$ | $\begin{gathered} -41 \\ -22 \% \end{gathered}$ | $\begin{gathered} -64 \\ -37 \% \\ \hline \end{gathered}$ | $\begin{gathered} .57 \\ -30 \% \end{gathered}$ | $\begin{gathered} -67 \\ -40 \% \end{gathered}$ | $\begin{gathered} -65 \\ -26 \% \end{gathered}$ | $\begin{gathered} -73 \\ -24 \% \end{gathered}$ | $\begin{gathered} -121 \\ -33 \% \end{gathered}$ | $\begin{gathered} -133 \\ -31 \% \end{gathered}$ | $\begin{gathered} -46 \\ -32 \% \end{gathered}$ | $\begin{gathered} -74 \\ -25 \% \end{gathered}$ | $\begin{gathered} -88 \\ -34 \% \end{gathered}$ | $-103$ | $\begin{aligned} & -155 \\ & -25 \% \\ & -25 \% \end{aligned}$ | $\begin{gathered} -172 \\ -36 \% \end{gathered}$ | $\begin{gathered} -83 \\ -32 \% \\ \hline \end{gathered}$ | $\begin{gathered} -76 \\ -27 \% \end{gathered}$ | $\begin{gathered} -66 \\ -26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & -28 \\ & -19 \% \end{aligned}$ | $\begin{gathered} -22 \\ -42 \% \\ -20 \end{gathered}$ | $\begin{gathered} -53 \\ -56 \% \end{gathered}$ | $\begin{gathered} -289 \\ -318 \\ \hline \end{gathered}$ | $\begin{gathered} -37 \\ -22 \% \end{gathered}$ | $\begin{gathered} -173 \\ -268 \end{gathered}$ | $\begin{gathered} -110 \\ -388 \end{gathered}$ | $\begin{gathered} -44 \\ -32 \% \end{gathered}$ | $\begin{gathered} -43 \\ -146 \end{gathered}$ | $\begin{gathered} -283 \\ -36 \% \end{gathered}$ | $\begin{aligned} & -98 \\ & -29 \% \end{aligned}$ | $\begin{aligned} & -228 \\ & -30 \% \end{aligned}$ | $\begin{gathered} -1828 \\ -28 \% \end{gathered}$ | - ${ }_{\text {- }}^{\text {-145 }}$ |


| 22-087220-32-11th - 14th August 2023 PUBLIC <br> 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 lection 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | vourabe to parties |  |  |  |  |  |  |  |  |  | Favourable to ooliticians Eavoural Unfavo |  |  |  |  |  |  |  | Opinion of Brexit'simpact on the country |  |  |  |
|  | Total <br> (A) | $\begin{gathered} \text { Consenati } \\ \text { (8) } \\ \text { (8) } \end{gathered}$ | $\begin{gathered} \text { Labour } \\ \text { (c) } \end{gathered}$ | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \\ \text { (0) } \end{gathered}$ | $\begin{gathered} \text { Other } \\ \text { (E) } \end{gathered}$ | $\underset{\substack{\text { Remain } \\(f)}}{ }$ | $\begin{aligned} & \text { Leave } \\ & \text { (G) } \end{aligned}$ | $\begin{gathered} \text { Favoural } \\ \text { eto cons } \\ (H) \end{gathered}$ | Untavoura bleto cons (II | $\begin{gathered} \text { Favurabl } \\ \text { Foto ab } \\ \text { (f) } \end{gathered}$ | $\begin{gathered} \text { Unfavoura } \\ \text { ble to Lab } \\ \text { (K) } \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \text { feto } \\ \text { etomb } \\ \text { (ems } \\ \text { (Lu) } \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { bele olit } \\ & \text { Dems } \\ & \text { em } \end{aligned}$ |  | $\begin{aligned} & \text { ble to } \\ & \text { Green } \\ & \text { Party } \\ & (0) \end{aligned}$ | $\begin{gathered} \text { eform } \\ \text { Rek } \\ \text { (p) } \end{gathered}$ | $\begin{aligned} & \text { be ofo } \\ & \text { Reform } \\ & \text { uk } \\ & \text { (a) } \end{aligned}$ | $\begin{gathered} \text { Fevoural } \\ \text { etosunk } \\ \text { (R) } \end{gathered}$ |  | $\begin{gathered} \text { Favourab } \\ \text { eta } \\ \text { Statmer } \\ \text { (T) } \end{gathered}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { betor } \\ & \text { searmer } \\ & \text { (u) } \end{aligned}$ | $\begin{aligned} & \text { Favoural } \\ & \text { entoturn } \\ & \text { ent } \end{aligned}$ | $\begin{aligned} & \text { Unfowaura } \\ & \text { buta oro } \\ & \text { hunt } \\ & \text { (w) } \\ & \text { ( } \end{aligned}$ |  | $\begin{gathered} \substack{\text { ble evo } \\ \text { Braverma } \\ \text { (M) }} \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \substack{\text { eartay } \\ \text { Barcay } \\ (z)} \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { beror } \\ \text { Berclay } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Postivevect } \\ \text { impart } \\ \text { (b) } \end{gathered}$ | $\underset{\substack{\text { Negative } \\ \text { inpacat } \\ \text { (c) }}}{\substack{\text { co }}}$ |
| Unveighed 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 | ${ }^{631}$ |
| Weighed 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 |
| Verv favourale (2) | $\begin{gathered} 89 \\ 8 \% \\ 8 \% \end{gathered}$ | $\begin{gathered} 66 \\ \left.\begin{array}{c} 19 \% \\ c o g \end{array}\right) \end{gathered}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 5 \% \end{gathered}$ | $\begin{gathered} 27 \\ 6 \% \end{gathered}$ | $\begin{gathered} 48 \\ 12 \% \end{gathered}$ | $\begin{gathered} 89 \\ 35 \% \\ \text { uscmuora } \end{gathered}$ | : | $\begin{gathered} 23 \\ 6 \% \end{gathered}$ | $\begin{gathered} 53 \\ \substack{14 \% \\ \text { ano } \\ \text { uno }} \end{gathered}$ | $\begin{aligned} & 25 \\ & 10 \% \\ & \text { wo } \end{aligned}$ | $\begin{aligned} & \text { 40 } \\ & \text { 10\% } \\ & \text { va } \end{aligned}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 28 \\ 20 \% \\ \text { unumoo } \end{gathered}$ | $\begin{aligned} & 29 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 69 \\ \begin{array}{c} 246 \\ \text { suwn } \\ \text { subr } \end{array} \end{gathered}$ | $\begin{aligned} & 12 \\ & 28 \\ & 28 \end{aligned}$ | $\begin{gathered} 22 \\ \substack{7 \% \\ 5 \text { swra }} \end{gathered}$ | $\begin{gathered} 51 \\ \text { siz } \\ \text { swwa } \end{gathered}$ | $\begin{gathered} 68 \\ \substack{288 \\ \text { suwn }} \end{gathered}$ | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 47 \\ \substack{28 \% \\ \text { suww } \\ \text { sum }} \end{gathered}$ | $\begin{aligned} & 19 \\ & \left.\begin{array}{l} 3 \% \\ w_{1} \end{array}\right) \end{aligned}$ | $\begin{gathered} 61 \\ \text { 63\% } \\ \text { escuwn } \end{gathered}$ | $\begin{aligned} & 8 \\ & 2 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 59 \\ & 26 \% \end{aligned}$ | ${ }_{3 \%}^{21}$ |
| Fairy favorable (1) | $\begin{aligned} & 166 \\ & 15 \% \end{aligned}$ |  | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 7 \\ 9 \% \end{gathered}$ | $\begin{gathered} 8 \\ 8 \% \end{gathered}$ | $\begin{gathered} 66 \\ 15 \% \end{gathered}$ | $\begin{gathered} 75 \\ 19 \% \end{gathered}$ | $\begin{gathered} 166 \\ 65 \% \\ \text { wexamora } \end{gathered}$ | : | $\begin{aligned} & 41 \\ & 10 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 92 \\ \text { as } \\ \text { whmoo } \end{gathered}$ | $\begin{gathered} 40 \\ 10 \% \\ 10 \end{gathered}$ | $\begin{gathered} 60 \\ 16 \% \end{gathered}$ | $\begin{gathered} 38 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & \text { 69\% } \\ & \text { wo } \end{aligned}$ | $\begin{gathered} 37 \\ \substack{35 \% \\ \text { nemwa }} \end{gathered}$ | $\begin{gathered} 61 \\ 136 \end{gathered}$ | $\begin{aligned} & 117 \\ & \substack{40 \% \\ \text { suwwr }} \end{aligned}$ | - | $\begin{gathered} 33 \\ \substack{30 \% \\ \text { swa } \\ \text { swa }} \end{gathered}$ | $\begin{gathered} 86 \\ \substack{81 \% \\ \text { swwa }} \end{gathered}$ | $\begin{gathered} 89 \\ 37 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 25 \\ & \begin{array}{c} 25 \\ 5 \% \\ 5 \end{array} \end{aligned}$ | $\begin{gathered} 60 \\ 35 \% \\ \text { suwwa } \end{gathered}$ | $\begin{aligned} & 38 \\ & 78 \\ & 50 \\ & 50 \end{aligned}$ | $\begin{gathered} 77 \\ \substack{42 \% \\ \text { suwn }} \end{gathered}$ | 15 $4 \%$ | $\begin{gathered} 59 \\ 26 \% \end{gathered}$ | 69 $11 \%$ |
| Neithe favourable nor unfavourbele (0) | $\begin{gathered} 196 \\ 18 \% \end{gathered}$ | $\begin{gathered} 69 \\ 20 \% \end{gathered}$ | $\begin{gathered} 26 \\ 9 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 15 \\ & 19 \% \\ & { }_{c}^{15 \%} \end{aligned}$ | $\begin{aligned} & 12 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 69 \\ 18 \% \end{gathered}$ | : | : | $\begin{gathered} 52 \\ 13 \% \\ 13 \% \end{gathered}$ |  | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ |  |  | $\begin{gathered} 68 \\ \substack{68 \\ \text { Higua } \\ \text { Huma }} \end{gathered}$ | $\begin{gathered} \text { 20 } \\ \text { 28\% } \\ \text { Huxcema } \end{gathered}$ | $\begin{aligned} & 55 \\ & 116 \\ & \text { n+1/ } \end{aligned}$ | $\begin{gathered} 62 \\ 21 \% \\ \text { swwrad } \end{gathered}$ | ${ }_{5 \%}^{27}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 70 \\ \substack{176 \\ \text { sswwo }} \end{gathered}$ | $\begin{gathered} 33 \\ \left.\begin{array}{c} 34 \% \\ 5 w_{2} \end{array}\right) \end{gathered}$ | $\begin{gathered} 32 \\ 7 \\ 7 \\ 5 \end{gathered}$ | $\begin{gathered} 37 \\ \text { 21\% } \\ \text { srwwra } \end{gathered}$ | $\begin{gathered} 54 \\ \begin{array}{c} 50 \\ \text { swo } \\ 5 w_{m} \end{array} \end{gathered}$ | $\begin{gathered} 23 \\ \substack{13 \% \\ s w} \\ s w \end{gathered}$ | ${ }_{7 \%}^{28}$ | $\begin{aligned} & 53 \\ & 23 \% \end{aligned}$ | 74 $12 \%$ |
| Fariry unfauurabe (-1) | $\begin{aligned} & 179 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 61 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 17 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 65 \\ 15 \% \end{gathered}$ | $\begin{gathered} 77 \\ 20 \% \end{gathered}$ |  | $\begin{gathered} 179 \\ \text { 319 } \\ \text { HxKMmora } \end{gathered}$ | $\begin{gathered} 63 \\ 168 \\ 168 \end{gathered}$ | $\begin{gathered} 75 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 77 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \\ & 10 \end{aligned}$ | $\begin{gathered} 80 \\ \text { co } \\ \text { Henva } \end{gathered}$ | $\begin{gathered} 26 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 103 \\ \text { and } \\ \text { ax } \end{gathered}$ | $\begin{aligned} & 50 \\ & \text { 15\% } \end{aligned}$ | $\begin{gathered} 80 \\ \text { Bo } \\ \text { kx } \end{gathered}$ | $\begin{aligned} & 36 \\ & 15 \% \end{aligned}$ |  | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 100 \\ \substack{10 \% \\ \text { axx }} \end{gathered}$ |  | $\begin{gathered} 73 \\ \substack{18 \% \\ \mathrm{kz}} \end{gathered}$ | $\begin{gathered} 29 \\ 13 \% \end{gathered}$ | 102 $17 \%$ |
| Verv unfauourale (-2) | $\begin{aligned} & 402 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 200 \\ \substack{29 \% \\ \text { geo }} \\ \hline \end{gathered}$ | $\begin{gathered} 35 \\ 45 \% \\ 45 \% \end{gathered}$ | $\begin{gathered} 51 \\ \substack{53 \% \\ 58 \\ 8 \\ 8} \end{gathered}$ | $\begin{aligned} & 206 \\ & 48 \% \end{aligned}$ | (113 | $\cdots$ | $\begin{gathered} 402 \\ \text { 462\% } \\ \text { Hxkmorora } \end{gathered}$ | $\begin{gathered} 224 \\ 55 \% \\ \text { HkR10o } \end{gathered}$ | $\begin{aligned} & 88 \\ & \text { 824 } \end{aligned}$ | $\begin{aligned} & 110 \\ & \begin{array}{c} \text { 45\% } \\ \text { Hoo } \end{array} \end{aligned}$ | $\begin{aligned} & 146 \\ & \text { 38\% } \\ & \text { Hoor } \end{aligned}$ | $\begin{gathered} 153 \\ \substack{153 \\ \text { Hexuo }} \end{gathered}$ | $\begin{aligned} & 108 \\ & \text { 138 } \\ & \text { Hke } \end{aligned}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ |  | 10 | $\begin{gathered} 371 \\ \substack{\text { Ruvurr }} \end{gathered}$ | $\begin{gathered} 188 \\ \substack{\text { sex } \\ \text { Ruvx }} \end{gathered}$ | $\begin{aligned} & 122 \\ & \substack{120 \% \\ \text { axx }} \end{aligned}$ | $\begin{aligned} & 16 \\ & \left.\begin{array}{c} 7 \% \\ \mathrm{~m} \end{array}\right) \end{aligned}$ | $\begin{gathered} 320 \\ \substack{38 \% \\ \text { Ruvxrz }} \end{gathered}$ | $\stackrel{9}{5 \%}$ | $\begin{gathered} 317 \\ \text { sex } \\ \text { Ruver } \end{gathered}$ | 5 | $\begin{gathered} 288 \\ 780 \\ \text { Rruxur } \end{gathered}$ | 28 $12 \%$ | 317 $52 \%$ 50 5 |
| Dor't know | 5\% | $\begin{aligned} & 5 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 4 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ |  | $\begin{aligned} & 11 \\ & 2 \% \end{aligned}$ | ${ }_{2}^{7}$ |  | $\because$ | 5 $1 \%$ 1 | $\stackrel{1}{ }$ | 1. | $\stackrel{1}{ }$ | 4 $1 \%$ 1 | $\stackrel{1}{ }$ |  | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | 3 $1 \%$ | $\begin{gathered} 8 \\ 1 / 8 \\ 1 \% \\ \text { Uwa } \end{gathered}$ | 4 <br> $1 \%$ <br> 1 | $\stackrel{1}{ }$ | 1 $1 \%$ | 3 | $\stackrel{1}{ }$ | 5 <br> $1 / 8$ <br> 0 | 3\% | $\stackrel{1}{ }$ | 2 $1 \%$ | 20 |
| Net: Ver/farity favurable | $\begin{gathered} 254 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{gathered} 177 \\ \substack{17 \\ \text { coe }} \end{gathered}$ | $\begin{gathered} 24 \\ 8 \% \end{gathered}$ | $\underset{12 \%}{9}$ | $\begin{gathered} 12 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 328 \end{aligned}$ | $\begin{gathered} 254 \\ \text { 20\% } \\ \text { wexmoroa } \end{gathered}$ | : | $\begin{gathered} 64 \\ 16 \% \end{gathered}$ | $\begin{gathered} 144 \\ \text { 39\% } \\ \text { wumpoa } \end{gathered}$ | $\begin{gathered} 65 \\ 27 \% \\ \text { vo } \end{gathered}$ | $\begin{aligned} & 100 \\ & 268 \\ & \text { vor } \\ & \text { vo } \end{aligned}$ | $\begin{gathered} 66 \\ 22 \% \\ 26 \end{gathered}$ | $\begin{aligned} & 94 \\ & \text { 27\% } \\ & \text { vor } \end{aligned}$ | $\begin{gathered} 65 \\ 45 \% \\ \text { wismoa } \end{gathered}$ | $\begin{aligned} & 90 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 186 \\ \substack{184 \\ s+u w r} \end{gathered}$ | ${ }_{5 \%}^{29}$ | $\begin{gathered} 55 \\ \substack{17 \% \\ \text { swwo }} \end{gathered}$ | $\begin{gathered} 137 \\ \substack{13 \% \\ s w w r a} \end{gathered}$ | $\begin{gathered} 155 \\ 64 \% \\ \text { suwwr } \\ \text { sruw } \end{gathered}$ | 30 $6 \%$ | $\begin{gathered} 108 \\ 63 \% \\ \text { suwa } \end{gathered}$ | $\begin{gathered} 56 \\ \substack{50 \% \\ \text { swou } \\ \text { swo }} \end{gathered}$ | $\begin{gathered} 137 \\ \substack{178 \\ \text { fscuwnva }} \end{gathered}$ | ${ }_{6 \%}^{24}$ | $\begin{gathered} 119 \\ 51 \% \end{gathered}$ | - ${ }_{\text {90 }}^{\text {15\% }}$ |
| Net: Ver/fairly unfavurable | $\begin{gathered} 581 \\ 53 \% \\ 53 \end{gathered}$ | $\begin{aligned} & 100 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & \substack{288 \\ \text { so }} \\ & \hline \end{aligned}$ | $\begin{gathered} 52 \\ \substack{6 \% \\ 68 \%} \\ \hline \end{gathered}$ | $\begin{gathered} 72 \\ \substack{75 \% \\ \text { s. }} \\ \hline \end{gathered}$ | $\begin{gathered} 271 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 49 \% \end{aligned}$ | $\bigcirc$ | $\begin{gathered} 581 \\ \text { Hoow } \\ \text { Hexamora } \end{gathered}$ | $\begin{gathered} 287 \\ 78 \% \\ \text { HkRMo } \end{gathered}$ | $\begin{aligned} & 163 \\ & 484 \\ & 48 \end{aligned}$ | $\begin{gathered} 142 \\ \substack{59 \% \\ 4 \\ 4 \times 0} \end{gathered}$ | $\begin{gathered} 222 \\ \substack{28 \% \\ 4 \\ \text { Hep }} \end{gathered}$ | $\begin{gathered} 199 \\ \substack{195 \% \\ \text { Hoop }} \end{gathered}$ | $\begin{aligned} & 188 \\ & \substack{184 \\ 44 \times 4 \\ 4 \times p} \end{aligned}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 334 \\ \text { 64\% } \\ \text { Hexwoo } \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 474 \\ \substack{48 \% \\ \text { Ruvurz }} \end{gathered}$ | $\begin{gathered} 238 \\ \substack{336 \\ \text { Ruvx }} \end{gathered}$ | $\begin{aligned} & 202 \\ & \begin{array}{c} 998 \\ \text { nexp } \end{array} \end{aligned}$ | $\begin{gathered} 52 \\ { }_{c}^{21 \%} \\ \mathrm{kz} \end{gathered}$ | $\begin{gathered} 407 \\ \substack{86 \% \\ \text { Ruvuxz }} \end{gathered}$ | $\begin{aligned} & 26 \\ & \text { 158 } \end{aligned}$ | $\begin{gathered} 427 \\ \substack{479 \\ \text { Rrux }} \end{gathered}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 361 \\ 88 \% \\ \text { RTuyx } \end{gathered}$ | $\begin{aligned} & 57 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 419 \\ & 69 \% \end{aligned}$ |
| Net ifference | $\begin{aligned} & -326 \\ & -30 \% \\ & -30 \% \end{aligned}$ | $\begin{gathered} 77 \\ 27 \% \end{gathered}$ | $\begin{gathered} -214 \\ -73 \% \end{gathered}$ | $\begin{gathered} -42 \\ -54 \% \end{gathered}$ | $\begin{gathered} -60 \% \\ -62 \% \end{gathered}$ | $\begin{gathered} -178 \\ -418 \end{gathered}$ | $\begin{gathered} -67 \\ -17 \% \end{gathered}$ | $\begin{gathered} 254 \\ 100 \% \\ 1 \end{gathered}$ | $\begin{gathered} -581 \\ -100 \% \end{gathered}$ | $\begin{gathered} -224 \\ -55 \% \end{gathered}$ | $\begin{aligned} & -19 \\ & -5 \% \end{aligned}$ | $\begin{gathered} -772 \\ -32 \% \end{gathered}$ | $\begin{aligned} & -123 \\ & -326 \\ & \hline \end{aligned}$ | $\begin{aligned} & -129 \\ & -43 \% \\ & \hline \end{aligned}$ | $\begin{gathered} -94 \\ -27 \% \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \end{gathered}$ | $\begin{gathered} -244 \\ -50 \% \end{gathered}$ | $\begin{gathered} 194 \\ 499 \end{gathered}$ | $\begin{gathered} -449 \\ -836 \end{gathered}$ | - ${ }_{\text {- }}^{\text {- } 56 \%}$ | $\begin{gathered} -64 \\ -16 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 43 \% \end{aligned}$ | $\begin{gathered} -377 \\ -80 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 48 \% \end{aligned}$ | $\begin{gathered} -371 \\ -68 \% \end{gathered}$ | $\begin{gathered} 120 \\ 66 \% \end{gathered}$ | $\begin{gathered} -337 \\ -82 \% \end{gathered}$ | ${ }^{62} \times 1$ | --348 <br> $-54 \%$ |
| Mean | ${ }^{-0.62}$ | $\xrightarrow{0.30}$ cos | -1.42 | $\stackrel{-0.98}{\substack{\text { c. }}}$ | ${ }_{c}^{-1.10}{ }_{c}$ | ${ }^{-0.85}$ | $\stackrel{-0.34}{¢}$ | ${ }_{\text {uxemora }}^{1.35}$ | ${ }^{1.69}$ | ${ }_{1}^{-1.06}$ | ${ }^{-0.15}$ | ${ }_{\text {va }}^{-0.67}$ | ${ }_{\text {cose }}^{\text {-0.60 }}$ | $\stackrel{-0.86}{10}$ | ${ }_{\substack{-0.49 \\ \text { una }}}$ | uncmuor | ${ }^{-0.98}$ |  | ${ }^{-1.52}$ |  | - ${ }_{\substack{\text {-.33, } \\ \text { swra }}}$ | ${ }_{\text {a }}^{0.64}$ suma | ${ }^{1.47}$ | (0.71 | $\underbrace{\text { den }}_{\substack{-1.24 \\ \text { swa }}}$ | Resumura | ${ }^{1.50}$ | $\stackrel{0.41}{6}$ | -1.07 |


|  | Total <br> Total (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age rreals |  |  | Generations |  |  |  | Social frade |  | Region |  |  |  |  |  | Uram/Rural |  | Martas Status |  |  | $\underset{\substack{\text { Prese of chidren HH } \\ \text { or under) }}}{17}$ |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\underset{\substack{\text { Male } \\(B)}}{\left.\mathbf{M a l e}^{(1)}\right)}$ | $\begin{gathered} \text { Female } \\ \text { (c) } \end{gathered}$ | $\begin{aligned} & 18.24 \\ & (10) \end{aligned}$ | $\begin{gathered} 25.34 \\ (E) \\ \hline \end{gathered}$ | $\begin{gathered} 35.49 \\ (\mathrm{~F}) \\ \hline \end{gathered}$ | $\begin{aligned} & 45.54 \\ & \hline(6) \\ & \hline(6) \end{aligned}$ | $\begin{gathered} 55.64 \\ (H) \\ (H) \end{gathered}$ | $\begin{aligned} & \text { 65+ } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \end{gathered}$ | $\begin{aligned} & \text { 55t } \\ & \text { (1) } \end{aligned}$ | $\begin{aligned} & \text { Cenz } \\ & (\mathrm{m}) \end{aligned}$ | Millennials (N) | $\begin{aligned} & \operatorname{Gen} x++ \\ & (00) \end{aligned}$ | $\underset{\substack{\text { Boay } \\ \text { Boomer } \\(P)}}{ }$ | $\begin{aligned} & \text { ABC1 } \\ & \text { (a) } \end{aligned}$ |  | $\begin{gathered} \text { North } \\ (s) \end{gathered}$ | $\begin{gathered} \text { Midands } \\ \text { (T) } \end{gathered}$ | $\begin{aligned} & \text { South } \\ & \text { (u) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotand } \\ (x) \end{gathered}$ | $\begin{aligned} & \text { Urian } \\ & \text { (n) } \end{aligned}$ | $\begin{gathered} \text { Rural } \\ (z) \end{gathered}$ | $\begin{gathered} \text { Married/ } \\ \text { Luring as } \\ \text { Married } \\ \text { (a) } \end{gathered}$ | $\begin{gathered} \text { Single } \\ (b) \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Sovereded } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At least } \\ \text { one chid } \\ \text { oresent } \\ \text { cof } \end{gathered}$ | $\begin{gathered} \text { nide } \\ \substack{\text { circen } \\ \text { persent }} \\ \text { (e) } \end{gathered}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\underset{\substack{\text { Non- } \\ \text { grauate } \\(z)}}{\text { None }}$ | $\begin{gathered} \text { Working } \\ (h n) \end{gathered}$ |  |
| Unweighted base | 1088 | 536 | 543 | 146 | 174 | 179 | 199 | ${ }^{241}$ | 199 | 320 | 378 | ${ }^{39}$ | 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 |
| Verr favourabe (2) | $\begin{aligned} & 47 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & \begin{array}{c} 3 \% \\ 6 \% \\ c \end{array} \end{aligned}$ | $\begin{aligned} & 12 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 6 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 4 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\underset{3 \%}{9}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{gathered} 22 \\ 8 \% \\ { }_{0}^{28} \end{gathered}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | : | $\begin{gathered} 2 \% \\ 2 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $\begin{gathered} 17 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 25 \\ 7 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 22 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 5 \% \\ & 5 \% \end{aligned}$ | ${ }_{3 \%}^{14}$ |
| Farir favourale (1) | $\begin{gathered} 195 \\ 18 \% \end{gathered}$ | $\begin{gathered} 86 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & \text { 35 } \\ & 196 \end{aligned}$ | $\begin{aligned} & 39 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{gathered} 53 \\ 17 \% \\ 17 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 20 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 72 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 15 \% \\ & \text { 15\% } \end{aligned}$ | $\begin{aligned} & 125 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 33 \\ 136 \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 27 \% \\ & 3 \pi \\ & 5 \% \end{aligned}$ | $\begin{gathered} 15 \\ \left.\begin{array}{c} 29 \% \\ 5 r \end{array}\right) \end{gathered}$ | $\begin{aligned} & 18 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 23 \% \end{aligned}$ | 126\% | $\begin{aligned} & 89 \\ & 26 \% \end{aligned}$ | 106 $19 \%$ | $\begin{aligned} & 126 \\ & 20 \% \end{aligned}$ | 70 $16 \%$ |
| Nether favourable nor unfuvurable (0) | $\begin{gathered} 376 \\ 35 \% \\ 35 \% \end{gathered}$ | $\begin{aligned} & 173 \\ & 33 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 202 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 38 \\ 33 \% \\ 38 \end{gathered}$ | $\begin{gathered} 65 \\ 356 \\ \\ \hline 50 \end{gathered}$ | $\begin{aligned} & 56 \\ & 32 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 59 \\ & 32 \% \\ & 39 \end{aligned}$ | $\begin{aligned} & 54 \\ & 32 \% \\ & 32 \end{aligned}$ | $\begin{aligned} & \text { } \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 97 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 208 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 168 \\ 366 \end{gathered}$ | $\begin{aligned} & 75 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 86 \\ 34 \% \end{gathered}$ | $\begin{gathered} 51 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 36 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 309 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 89 \\ & 30 \% \\ & \end{aligned}$ | $\begin{gathered} 287 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 271 \\ 36 \% \end{gathered}$ | $\begin{gathered} 221 \\ 34 \% \end{gathered}$ | - ${ }_{\text {35\% }}$ |
| Farity unfoumable (-1) | $\begin{aligned} & 210 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 99 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 282 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \\ & 24 \end{aligned}$ | $\begin{gathered} 37 \\ 27 \\ 27 \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 60 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 50 \\ 20 \% \\ 20 \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 19 \% \\ & 19 \end{aligned}$ | $\begin{aligned} & 34 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 21 \\ 16 \% \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \end{gathered}$ | $\begin{aligned} & \text { 199 } \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 1577 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{gathered} 81 \\ 18 \% \end{gathered}$ |
| Vervuntavorable (-2) | $\begin{aligned} & 174 \\ & 16 \% \\ & 16 \end{aligned}$ | $\begin{gathered} 99 \\ 19 \% \end{gathered}$ | $\begin{gathered} 74 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 11 \% \\ & \end{aligned}$ | $\begin{gathered} 33 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & \begin{array}{c} 228 \\ \text { peff } \end{array} \end{aligned}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 149 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 89 \\ & 21 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 68 \\ \left.\begin{array}{c} 60 \% \\ \text { 20\% } \\ m w \end{array}\right) \end{gathered}$ | $\begin{gathered} 98 \\ 16 \% \end{gathered}$ | $\begin{gathered} 76 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 21 \% \\ & \text { 21 } \end{aligned}$ | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | $\begin{gathered} 37 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 23 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 39 \\ 13 \% \\ 13 \% \end{gathered}$ | $\begin{aligned} & 135 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 148 \end{aligned}$ | $\begin{aligned} & 126 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 19 \% \end{aligned}$ |
| Don't kow | $\begin{aligned} & 86 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 28 \\ 5 \% \end{gathered}$ | $\begin{gathered} 56 \\ { }_{c}^{10 \%} \\ 8 \end{gathered}$ | $\begin{gathered} 21 \\ \substack{18 \% \\ \text { festl }} \end{gathered}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 15 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ |  | $\begin{aligned} & 27 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 22 \\ 16 \% \\ \text { op } \end{gathered}$ | $\begin{aligned} & 32 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 36 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{gathered} 50 \\ \begin{array}{c} 51 \% \\ 11 \% \\ a \end{array} \end{gathered}$ | $\begin{gathered} 18 \\ 7 \% \\ 7 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 19 \\ 8 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 3 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{gathered} 77 \\ 8 \% \end{gathered}$ | $\begin{gathered} 9 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \\ 6 \% \end{gathered}$ | ${ }_{7}^{22}$ | 63 88 | ¢ ${ }_{\text {18 }}$ | 67 $9 \%$ | $\begin{aligned} & 45 \\ & 7 \% \end{aligned}$ | 40 $9 \%$ |
| Net: Ver/fariry favurable | $\begin{aligned} & 242 \\ & 226 \end{aligned}$ | $\begin{aligned} & 119 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 31 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 24 \% \\ & 23 \end{aligned}$ | $\begin{gathered} 84 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 86 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 158 \\ \substack{15 \% \\ R} \\ \hline \end{gathered}$ | $\begin{aligned} & 84 \\ & 18 \% \\ & 184 \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \\ & 19 \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & \left.\begin{array}{l} 41 \% \\ 5 r \end{array}\right) \end{aligned}$ | $\begin{aligned} & 15 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 20 \% \\ & \end{aligned}$ | $\begin{aligned} & 26 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 25 \% \\ & 25 \% \end{aligned}$ | 83 19 |
| Net: Ver//Fairly unfauorable | $\begin{gathered} 384 \\ 35 \% \\ 35 \% \end{gathered}$ | $\begin{aligned} & 207 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 29 \% \\ & 29 \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 57 \\ 33 \% \end{gathered}$ | $\begin{gathered} 78 \\ { }_{c}^{41 \%} \\ \text { pE } \end{gathered}$ |  | $\begin{aligned} & 94 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 28 \% \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & \text { 10\% } \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 139 \\ & \begin{array}{l} 136 \\ \text { MN } \end{array} \end{aligned}$ | $\begin{aligned} & 213 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 115 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 356 \end{aligned}$ | $\begin{gathered} 34 \\ 23 \% \end{gathered}$ | $\begin{gathered} 17 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 324 \\ 35 \% \\ 35 \end{gathered}$ | $\begin{gathered} 60 \\ 36 \% \\ 36 \end{gathered}$ | $\begin{aligned} & 234 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 34 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 51 \\ 38 \% \\ 38 \end{gathered}$ | $\begin{aligned} & 101 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 284 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 1020 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 283 \\ & 38 \% \\ & 38 \end{aligned}$ | $\begin{gathered} 219 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 37 \% \end{aligned}$ |
| rence | $\begin{aligned} & -142 \\ & -13 \% \end{aligned}$ | $\begin{gathered} -87 \\ -17 \% \end{gathered}$ | $\begin{gathered} -53 \\ -10 \% \end{gathered}$ | $\begin{gathered} -10 \\ -8 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} -10 \\ -6 \% \end{gathered}$ | $\begin{gathered} -42 \\ -22 \% \end{gathered}$ | $\begin{gathered} -43 \\ -26 \% \end{gathered}$ | $\begin{gathered} -39 \\ -15 \% \end{gathered}$ | $\begin{gathered} -9 \\ -3 \% \end{gathered}$ | $\begin{gathered} -51 \\ -14 \% \end{gathered}$ | $\begin{gathered} -82 \\ -19 \% \end{gathered}$ | $\begin{aligned} & -9 \\ & -7 \% \end{aligned}$ | $\begin{gathered} -4 \\ -1 \% \end{gathered}$ | $\begin{gathered} -54 \\ -20 \% \end{gathered}$ | $\begin{gathered} -75 \\ -22 \% \\ \hline \end{gathered}$ | $\begin{gathered} -55 \\ -9 \% \\ -9 \% \end{gathered}$ | $\begin{gathered} -87 \\ -18 \% \end{gathered}$ | $\begin{gathered} -66 \\ -25 \% \\ \hline \end{gathered}$ | $\begin{gathered} -47 \\ -17 \% \end{gathered}$ | $\begin{gathered} -27 \\ -11 \% \end{gathered}$ | $\begin{gathered} 11 \\ 8 \% \end{gathered}$ | $\begin{aligned} & -2 \\ & -3 \% \end{aligned}$ | $\begin{gathered} -12 \\ -136 \end{gathered}$ | $\begin{aligned} & -114 \\ & -12 \% \end{aligned}$ | $\begin{gathered} -29 \\ -17 \% \end{gathered}$ | $\begin{gathered} -77 \\ -12 \% \end{gathered}$ | $\begin{gathered} -41 \\ -14 \% \end{gathered}$ | $\begin{gathered} -24 \\ -18 \% \end{gathered}$ | -14 $.5 \%$ | $\begin{gathered} -128 \\ -16 \% \\ -16 \% \end{gathered}$ | 12 $4 \%$ | $\begin{aligned} & -155 \\ & -21 \% \\ & { }_{-21} \end{aligned}$ | $\begin{array}{r}\text { - } \\ -90 \\ \hline\end{array}$ | - $\begin{array}{r}\text { - } \\ -182 \\ \hline\end{array}$ |



|  | Total <br> Total (A) | Sender |  | Age |  |  |  |  |  | Agsregated Age rreals |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urran/Rural |  | Marita Status |  |  | Press of chidrenor under) |  | Education |  | Employmens status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\underset{\substack{\text { (8) } \\ \text { (8) }}}{\text { m }}$ | $\begin{gathered} \text { Female } \\ \text { (c) } \end{gathered}$ | $\begin{aligned} & 1824 \\ & (0) \\ & (0) \end{aligned}$ | $\begin{gathered} 25 \cdot 34 \\ (\mathrm{E}) \end{gathered}$ | $\begin{gathered} 35.49 \\ (\mathrm{~F}) \end{gathered}$ | $\begin{aligned} & 45.54 \\ & (6) \\ & \hline(9) \end{aligned}$ | $\begin{gathered} 55.64 \\ (H) \\ (H) \end{gathered}$ | ${ }^{65+}$ | $\begin{gathered} 18.34 \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 55t } \\ & (4) \end{aligned}$ | (M) | Millennials (N) | ${ }_{\text {Gen } \mathrm{X}}^{\text {(0) }}$ | $\begin{gathered} \text { Boby } \\ \text { Boomer } \\ \text { (f) } \end{gathered}$ | $\begin{gathered} \text { ABC1 } \\ (a) \end{gathered}$ | $\begin{gathered} \text { C20E } \\ (\mathrm{R}) \end{gathered}$ | $\begin{gathered} \text { Noorth } \\ (s) \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & \text { (T) } \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (v) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotland } \\ (X) \end{gathered}$ | $\begin{aligned} & \text { Uran } \\ & \text { (in } \end{aligned}$ | $\begin{gathered} \text { Rural } \\ (2) \end{gathered}$ | $\begin{aligned} & \text { Married/ } \\ & \hline \text { Living as } \\ & \text { Married } \end{aligned}$ (a) | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Doverede } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At east } \\ \text { one hefid } \\ \text { peresen } \\ \text { (da) } \end{gathered}$ | $\underset{\substack{\text { nideren } \\ \text { piresent } \\ \text { pet }}}{\text { (e) }}$ | $\begin{gathered} \text { Graduate } \\ \text { (f) } \end{gathered}$ | $\underset{\substack{\text { Non. } \\ \text { gratuate } \\(\mathrm{z})}}{\substack{\text { co }}}$ | $\underset{\substack{\text { working } \\(h)}}{\substack{\text { chg }}}$ | $\begin{gathered} \text { Not } \\ \text { working } \\ \text { (i) } \end{gathered}$ |
| Unweighee 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 | ${ }^{33}$ | 755 | 632 | ${ }_{456}$ | 728 | 360 |
| Weighed 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 | ${ }^{44}$ |
| Verffevourabe (2) | $\begin{aligned} & 72 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ |  | $\begin{aligned} & 15 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | ${ }_{4 \%}^{7}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 32 \\ \substack{31 \% \\ 1 \\ \hline} \end{gathered}$ | $\begin{aligned} & 28 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\underset{\substack { 14 \\ \begin{subarray}{c}{10 \% \\ p{ 1 4 \\ \begin{subarray} { c } { 1 0 \% \\ p } }\end{subarray}}{ }$ | $\begin{gathered} 32 \\ \substack{31 \% \\ p} \end{gathered}$ | $\begin{aligned} & 17 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 6 \% \\ & 6 \% \end{aligned}$ | $\begin{gathered} 16 \\ 6 \% \\ 6 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 5 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 3 \\ & 3 \% \\ & 3 \end{aligned}$ | $\begin{aligned} & 65 \\ & 7 \% \end{aligned}$ | $\underset{4 \%}{7}$ | $\begin{aligned} & 45 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 26 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 37 \\ 11 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 36 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ |
| Fariry favourabe (1) | $\begin{gathered} 227 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 124 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 34 \\ 29 \% \\ 29 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 51 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 73 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 19 \% \\ & \end{aligned}$ | $\begin{aligned} & 42 \\ & \text { and } \\ & \text { op } \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 61 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 63 \\ 188 \\ 18 \end{gathered}$ | $\begin{aligned} & 143 \\ & 23 \% \\ & 23 \% \end{aligned}$ | $\begin{gathered} 84 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | 51 $18 \%$ 18\% | $\begin{aligned} & 57 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 30 \% \\ & \text { sio } \end{aligned}$ | $\underset{18 \%}{9}$ | $\begin{aligned} & 21 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 21 \% \end{aligned}$ | 30 $18 \%$ | $\begin{aligned} & 141 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 22 \% \end{aligned}$ | 72 <br> $24 \%$ <br> $2 \%$ | ${ }^{155}$ | $\begin{aligned} & 91 \\ & 27 \% \end{aligned}$ | 136\% | $\begin{aligned} & 145 \\ & 23 \% \end{aligned}$ | ¢ $\begin{aligned} & 81 \\ & 18 \%\end{aligned}$ |
| Nether favurable nor unfavurable (0) | $\begin{aligned} & 340 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & \text { } 359 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 23 \\ 20 \% \end{gathered}$ | $\begin{gathered} 64 \\ 348 \\ \hline 48 \end{gathered}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | $\begin{gathered} \text { 61 } \\ \substack{63 \% \\ 0} \end{gathered}$ | $\begin{aligned} & 55 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 84 \\ 33 \% \end{gathered}$ | $\begin{gathered} 86 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 238 \\ & 236 \end{aligned}$ | $\begin{aligned} & 95 \\ & 338 \end{aligned}$ | $\begin{gathered} 86 \\ 33 \% \\ 36 \end{gathered}$ | $\begin{aligned} & 109 \\ & 328 \end{aligned}$ | $\begin{aligned} & 191 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 316 \end{aligned}$ | $\begin{gathered} 80 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 77 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 275 \\ 30 \% \end{gathered}$ | $\begin{gathered} 65 \\ 396 \end{gathered}$ | $\begin{aligned} & 204 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 94 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 97 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 243 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 328 \\ & 32 \end{aligned}$ | $\begin{gathered} 232 \\ 31 \% \end{gathered}$ | $\begin{gathered} 197 \% \\ 318 \end{gathered}$ | 1938 |
| Fariry unfavorabele (-1) | $\begin{aligned} & 170 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 80 \\ \text { 15\% } \end{gathered}$ | $\begin{aligned} & 17 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 58 \\ 23 \% \\ \text { 25\% } \\ \text { EF } \end{gathered}$ | $\begin{aligned} & 34 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 13 \% \\ & \end{aligned}$ | $\begin{gathered} 87 \\ { }_{121 \%} \\ 1, \end{gathered}$ | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & { }_{2}^{22 \%} \end{aligned}$ | $\begin{aligned} & 85 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 85 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{aligned} & 50 \\ & 190 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 40 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 36 \\ 148 \end{gathered}$ | $\begin{aligned} & 16 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 3 \\ 5 \% \\ 5 \% \end{gathered}$ |  | $\begin{aligned} & 153 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 133 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 13 \% \end{aligned}$ | 89 $\substack{80 \% \\ h}$ $n$ |
| Vervuntavorable (-2) | $\begin{aligned} & 181 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 10404 \\ & 20 \% 8 \end{aligned}$ | $\begin{aligned} & 76 \\ & 14 \% \end{aligned}$ | $\stackrel{9}{7 \%}$ | $\begin{aligned} & 21 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 35 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{gathered} 32 \\ \text { 37\% } \\ 0 \end{gathered}$ | $\begin{gathered} 34 \\ \text { 30\% } \\ \text { 00 } \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \\ 190 \end{gathered}$ | $\begin{aligned} & 30 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 84 \\ 20 \% \end{gathered}$ | $\underset{6 \%}{9}$ | $\begin{gathered} 42 \\ \begin{array}{c} 14 \% \\ m \end{array} \\ \hline \end{gathered}$ | $\begin{aligned} & 53 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 68 \\ \substack{60 \% \\ m \\ m} \end{gathered}$ | $\begin{aligned} & 104 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 77 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 52 \\ 188 \end{gathered}$ | $\begin{gathered} 43 \\ 17 \% \end{gathered}$ | $\begin{gathered} 12 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 16 \\ 16 \% \end{gathered}$ | $\begin{gathered} 144 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 27 \end{aligned}$ | $\begin{gathered} 113 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 27 \\ 20 \% \end{gathered}$ | 32 $11 \%$ | $\begin{aligned} & 149 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 135 \\ 18 \% \end{gathered}$ | $\begin{gathered} 101 \\ 16 \% \end{gathered}$ | 80 |
| Don't kow | 98 $9 \%$ | $\begin{aligned} & 24 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 73 \\ 13 \% \end{gathered}$ | $\begin{gathered} 24 \\ \substack{21 \% \\ \text { festl }} \end{gathered}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 13 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ |  | $\begin{aligned} & 30 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 25 \\ \substack{\text { 18\% } \\ \text { op }} \end{gathered}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 22 \\ 9 \% \end{gathered}$ | $\begin{gathered} 27 \\ 9 \% \end{gathered}$ | $\begin{gathered} 20 \\ 8 \% \\ 8 \end{gathered}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 86 \\ 9 \% \end{gathered}$ | 12 $7 \%$ | $\begin{aligned} & 51 \\ & \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 69 \\ 9 \% \\ 9 \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 8 \% \\ & 8 \% \end{aligned}$ | 44 $10 \%$ |
| Net: Very/fariry favurable | $\begin{aligned} & 299 \\ & 2780 \end{aligned}$ | $\begin{aligned} & 166 \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 130 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 44 \\ \substack{47 \% \\ 417} \end{gathered}$ | $\begin{aligned} & 61 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { 35\% } \end{aligned}$ | $\begin{aligned} & 101 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \text { 40\% } \\ & \text { or } \end{aligned}$ | $\begin{aligned} & 92 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & \left.\begin{array}{c} 50 \% \\ 5 \times r \end{array}\right) \end{aligned}$ | $\begin{gathered} 14 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 236 \end{aligned}$ | $\begin{aligned} & 102 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 33 \% \end{aligned}$ | 87 $20 \%$ |
| Net: Very/fariry unfuvourable | $\begin{aligned} & 351 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 191 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 61 \\ 33 \% \\ \varepsilon \\ \varepsilon \end{gathered}$ |  | $\begin{gathered} 108 \\ \begin{array}{c} 12 \% \\ 02 \% \end{array} \\ 0 \mathrm{E} \end{gathered}$ | $\begin{aligned} & 64 \\ & 21 \% \\ & 24 \end{aligned}$ | $\begin{aligned} & 115 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 72 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & \begin{array}{l} 34 \% \\ \text { mN } \end{array} \end{aligned}$ | $\begin{aligned} & 143 \\ & \text { a2\% } \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 199 \\ & 316 \end{aligned}$ | $\begin{aligned} & 162 \\ & 34 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 94 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 93 \\ 33 \% \end{gathered}$ | $\begin{gathered} 79 \\ 31 \% \end{gathered}$ | $\begin{gathered} 29 \\ \text { 19\% } \end{gathered}$ | $\begin{aligned} & 17 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 40 \\ 42 \% \\ 42 \% \end{gathered}$ | $\begin{aligned} & 297 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 55 \\ 32 \% \\ 35 \end{gathered}$ | $\begin{aligned} & 221 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | 71 $24 \%$ | $\begin{aligned} & 281 \\ & 36 \% \end{aligned}$ | ¢ | $\begin{aligned} & 267 \\ & 36 \% \end{aligned}$ | ${ }_{\text {188 }}^{182}$ | cock $\begin{gathered}170 \\ 38 \% \\ h\end{gathered}$ |
| Difference | $\begin{gathered} .52 \\ -5 \% \\ \hline \end{gathered}$ | $\begin{gathered} -25 \\ .5 \% \\ .5 \end{gathered}$ | $\begin{gathered} -26 \\ -5 \% \\ -5 \% \end{gathered}$ | $\begin{gathered} 18 \\ 15 \% \end{gathered}$ | $\begin{gathered} 222 \\ 12 \% \end{gathered}$ | $\begin{gathered} -2 \\ -1 \% \end{gathered}$ | $\begin{gathered} -13 \\ -7 \% \end{gathered}$ | $\begin{gathered} -26 \\ -15 \% \\ -15 \% \end{gathered}$ | $\begin{gathered} -52 \\ -20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & -15 \\ & -4 \% \end{aligned}$ | $\begin{aligned} & -78 \\ & -188 \end{aligned}$ | $\begin{gathered} 29 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{gathered} -26 \\ -10 \% \end{gathered}$ | $\begin{gathered} -71 \\ -21 \% \end{gathered}$ | $\begin{aligned} & -5 \\ & -1 \% \end{aligned}$ | $\begin{aligned} & -47 \\ & -10 \% \end{aligned}$ | $\begin{gathered} -32 \\ -13 \% \end{gathered}$ | $\begin{aligned} & -29 \\ & -10 \% \end{aligned}$ | $\begin{aligned} & -2 \\ & -1 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 21 \% \end{aligned}$ | $\begin{gathered} -3 \\ -6 \% \end{gathered}$ | $\begin{aligned} & -16 \\ & -17 \% \end{aligned}$ | $\begin{aligned} & -34 \\ & -4 \% \\ & -4 \% \end{aligned}$ | $\begin{gathered} -18 \\ -116 \end{gathered}$ | $\begin{gathered} -35 \\ -5 \% \\ -5 \% \end{gathered}$ | $\stackrel{-1}{ }$ | $\begin{gathered} -16 \\ -12 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} -84 \\ -11 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & -96 \\ & -13 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 5 \% \\ & 5 \% \end{aligned}$ | - |


| 22-087220-32-11th - 14th August 2023 pubuc Political Pulse August 2023 (Week 32) Adults aged $18+$ in GB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ <br> vote |  | U Favourale to parties Un |  |  |  |  |  |  | Untavoura favoural Untavoura |  |  | Favurable to ooliticians |  |  |  |  |  | ${ }_{\text {Favoural }}$ Unfavoura |  | Opinion of Brexit's impact on the countr |  |  |  |
|  | $\begin{gathered} \text { Total } \\ \text { (A) } \end{gathered}$ | $\begin{gathered} \text { Conservati } \\ \text { ve } \\ \text { (B) } \end{gathered}$ | $\begin{aligned} & \text { Labour } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} \text { Liberal } \\ \text { Democat } \\ \text { (0) } \end{gathered}$ | $\begin{aligned} & \text { other } \\ & \text { (E) } \end{aligned}$ | $\begin{aligned} & \text { Remain } \\ & \text { (F) } \end{aligned}$ | ${ }_{\text {Leave }}^{\text {Lea }}$ | $\begin{gathered} \text { Favoural } \\ \text { etocons } \\ (H) \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { ble to } \\ \text { cons } \\ \text { (II } \end{gathered}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lab } \\ & \text { (J) } \end{aligned}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lab } \\ & \text { (K) } \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \text { atoub } \\ \text { etoms } \\ \text { eves } \\ \text { (L) } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lib } \\ & \text { Dems } \\ & \text { (M) } \end{aligned}$ |  |  | $\begin{gathered} \text { efor } \\ \text { Refor } \\ \text { Uk) } \\ (\mathbb{R}) \end{gathered}$ | $\begin{aligned} & \text { ble to } \\ & \text { Reform } \\ & \text { ok } \\ & \text { (a) } \end{aligned}$ |  |  | $\begin{gathered} \text { Favourab } \\ \text { etater } \\ \text { stamer } \\ (T) \end{gathered}$ | $\begin{gathered} \text { Untavoura } \\ \text { Sleto } \\ \text { Stamer } \\ \text { (u) } \end{gathered}$ | $\begin{aligned} & \text { anvurab } \\ & \text { entoturn } \\ & \text { eto } \\ & \text { (v) } \end{aligned}$ | $\begin{aligned} & \text { Untavoura } \\ & \text { bele to } \\ & \text { funt } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { enterna } \\ \substack{\text { Beren } \\ \text { (x) }} \end{gathered}$ | $\begin{aligned} & \text { blevere } \\ & \text { Brava } \\ & \text { (m) } \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \substack{\text { erta } \\ \text { Barchay } \\ (2)} \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \\ & \text { (a) } \end{aligned}$ | $\begin{gathered} \text { Positivever } \\ \text { inmart } \\ \text { (b) } \end{gathered}$ | $\begin{gathered} \text { Negative } \\ \text { impact } \\ \text { (c) } \end{gathered}$ |
| 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 | ${ }_{9}$ | ${ }^{433}$ | 389 | 254 | 581 | 408 | 370 | 242 | 384 | 299 | ${ }^{351}$ | 146 | 483 | 293 | 538 | 327 | 410 | 242 | 473 | 171 | 543 | 181 | 412 | 231 | 604 |
| Veve tavourale (2) | $\begin{aligned} & 72 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ |  | $\begin{gathered} 40 \\ 9 \% \\ 90 \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & \left.\begin{array}{c} 19 \\ \mathrm{gom} \\ \mathrm{ko} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 42 \\ & 7 \% \\ & \text { kno } \end{aligned}$ | $\begin{gathered} 52 \\ \substack{138 \\ \text { unvoa }} \end{gathered}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & \begin{array}{c} 13 \% \\ \text { knsoa } \end{array} \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 72 \\ \text { 24\% } \\ \text { нumewora } \end{gathered}$ | : | $\begin{gathered} 19 \\ \left.\begin{array}{c} 13 \% \\ \text { kNoo } \end{array}\right) \end{gathered}$ | $\begin{aligned} & 32 \\ & 7 \% \\ & \text { mo } \\ & \text { ko } \end{aligned}$ | ${ }_{7}^{20}$ | 37 $7 \%$ | $\begin{gathered} 41 \\ \substack{136 \\ \text { Rsuwr }} \end{gathered}$ | 17 <br> $4 \%$ | $\begin{aligned} & 21 \\ & 8.0 \\ & 0.0 \end{aligned}$ | $\begin{gathered} 36 \\ 8 \% \end{gathered}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | 37 $7 \%$ | $\begin{gathered} 28 \\ 16 \% \\ \text { ssumwra } \end{gathered}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 10 \% \end{aligned}$ | 39 |
| Fairy favurabe (1) | $\begin{aligned} & 227 \\ & 218 \\ & \hline 18 \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \\ & \hline 18 \end{aligned}$ | $\begin{aligned} & 95 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & \text { anc } \\ & \text { 35\% } \end{aligned}$ | $\begin{aligned} & 29 \\ & 30 \% \\ & 308 \end{aligned}$ | $\begin{gathered} 122 \\ 28 \% \end{gathered}$ | - 49 | $\begin{gathered} 46 \\ \begin{array}{c} \text { 18\% } \\ \text { kno } \end{array} \end{gathered}$ | $\begin{gathered} 125 \\ \text { an\% } \\ \text { Henco } \end{gathered}$ | $\begin{gathered} 136 \\ \text { 33\% } \\ \text { Hkruoa } \end{gathered}$ | $\begin{aligned} & 34 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{gathered} 95 \\ \substack{93 \% \\ \text { H} \\ \text { Hkwor a }} \end{gathered}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 227 \\ 76 \% \\ \text { Hutumora } \end{gathered}$ | : |  | $\begin{gathered} \text { 95 } \\ \text { ano } \\ \text { kno } \end{gathered}$ | 46 $16 \%$ | $\begin{aligned} & 192 \\ & \begin{array}{c} \text { ang } \\ \text { Ruw } \end{array} \end{aligned}$ | $\begin{gathered} 103 \\ \text { 328 } \\ \text { Ruwneras } \end{gathered}$ | 57 $14 \%$ | $\begin{gathered} 53 \\ \text { 52\% } \\ \text { 22\% } \end{gathered}$ | $\begin{gathered} 110 \\ \text { 23\% } \\ \text { su } \end{gathered}$ | 32 $18 \%$ | $\begin{gathered} 136 \\ \text { a5\% } \\ \text { ane } \end{gathered}$ | 37 $20 \%$ | $\begin{gathered} 102 \\ \text { 25\% } \\ \text { Ru\% } \end{gathered}$ | - ${ }_{\text {41 }}^{\text {18\% }}$ | 167 <br> $\substack{\text { 28\% } \\ \text { b }}$ |
| Nether favurable nor unfavourbele (0) | $\begin{aligned} & 340 \\ & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 83 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{gathered} 27 \\ 35 \% \end{gathered}$ | $\underset{28 \%}{27}$ | $\begin{aligned} & 137 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 33 \% \end{aligned}$ |  | $\begin{aligned} & 161 \\ & \substack{188 \\ \text { mavo }} \end{aligned}$ | $\begin{aligned} & 114 \\ & \left.\begin{array}{c} 288 \\ \text { anop } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 106 \\ & \text { and } \\ & \text { anor } \end{aligned}$ | $\begin{aligned} & 80 \\ & \begin{array}{l} 33 \% \\ \text { moor } \end{array} \end{aligned}$ | $\begin{aligned} & 73 \\ & \text { 198 } \\ & \text { no } \end{aligned}$ | $\because$ | $\because$ | $\begin{aligned} & 20 \\ & \begin{array}{l} \text { 20\% } \\ \text { no } \end{array} \end{aligned}$ | $\begin{gathered} 129 \\ \substack{27 \% \\ \text { mop }} \end{gathered}$ | $\begin{aligned} & 104 \\ & \substack{36 \% \\ 5 \times x} \\ & 5 \end{aligned}$ | 147 27\% | 218 28\% | ¢ $\begin{aligned} & 118 \\ & 29 \%\end{aligned}$ | 79 $33 \%$ | $\begin{aligned} & 136 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 25 \% \\ & 25 \end{aligned}$ | 161 $30 \%$ | $\begin{gathered} 50 \\ 288 \end{gathered}$ | $\begin{aligned} & 114 \\ & 28 \% \end{aligned}$ | 63 $27 \%$ 27 | 195 $32 \%$ |
| Fariry unfourable (-1) | $\begin{aligned} & 170 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 73 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 14 \% \\ & \end{aligned}$ | $\begin{gathered} 11 \\ 14 \% \\ 10 \end{gathered}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 71 \\ 16 \% \end{gathered}$ | ¢ | $\begin{aligned} & 50 \\ & \text { 50\% } \\ & \text { Now } \end{aligned}$ |  |  | $\begin{gathered} 90 \\ \text { anc } \\ \text { une } \end{gathered}$ | $$ | $\begin{gathered} 103 \\ \substack{\text { 27vo } \\ \text { wiva }} \end{gathered}$ | $\therefore$ | $\begin{gathered} 170 \\ \text { 49\% } \\ \text { Huxkmeara } \end{gathered}$ | $\begin{aligned} & 33 \\ & \left.\begin{array}{c} 33 \% \\ \text { unw } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 101 \\ & \text { 21\% } \\ & \text { une } \end{aligned}$ | $\begin{gathered} 66 \\ \substack{62 \% \\ 5 \pi} \\ 5 \times 1 \end{gathered}$ | - $\begin{aligned} & 67 \\ & 13 \%\end{aligned}$ | 50 15\% | $\begin{gathered} 89 \\ \substack{82 \% \\ 5 \% \\ 5} \end{gathered}$ | 45 $19 \%$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 43 \\ \substack{45 \% \\ 5 \text { sww }} \end{gathered}$ | $\begin{gathered} 87 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 81 \\ \substack{20 \% \\ s i} \\ s r \end{gathered}$ | 33 $19 \%$ | ¢ |
| Vers unfavourable (-2) | $\begin{gathered} 181 \\ 17 \% \\ 17 \% \end{gathered}$ | $\begin{gathered} 96 \\ \substack{976 \\ \text { cof }} \\ \hline \end{gathered}$ | $\begin{gathered} 39 \\ 13 \% \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{gathered} 6 \\ 6 \% \end{gathered}$ | 44 $10 \%$ | $\begin{aligned} & 106 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 17 \% \\ & 140 \end{aligned}$ |  | $\begin{aligned} & 37 \\ & 9 \% \\ & \text { wo } \end{aligned}$ | $\begin{aligned} & 119 \\ & \begin{array}{c} 326 \\ \text { Hulver } \end{array} \end{aligned}$ | $\begin{gathered} 10 \\ \substack{10 \% \\ N \\ N} \end{gathered}$ | $\begin{gathered} 143 \\ \text { cosp } \\ \text { Hulurap } \end{gathered}$ | $\therefore$ | $\begin{gathered} 181 \\ \text { 511 } \\ \text { Hukxempa } \end{gathered}$ | $\begin{aligned} & 33 \\ & 32 \% \\ & 110 \end{aligned}$ | $\begin{gathered} 1113 \\ \text { che } \\ \text { usw } \end{gathered}$ | $\begin{gathered} 51 \\ 188 \end{gathered}$ | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | 31 $10 \%$ | $\begin{gathered} 119 \\ \text { 29\% } \\ \text { sswwxras } \end{gathered}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 95 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & \text { 30\% } \\ & \text { ray } \end{aligned}$ | $\begin{gathered} 97 \\ 188 \end{gathered}$ | $\begin{gathered} 24 \\ 13 \% \end{gathered}$ | $\begin{gathered} 82 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 29 \% \end{aligned}$ | ¢62 <br> $10 \%$ |
| Dont know | $\begin{gathered} 98 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 4 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & \left.\begin{array}{c} 6 \% \\ 3 \% \\ \text { No } \end{array}\right) \end{aligned}$ | $\begin{gathered} 38 \\ \text { 6\% } \\ \text { scmmora } \end{gathered}$ | $\begin{aligned} & 16 \\ & \begin{array}{c} 1 \% \\ \text { nop } \end{array} \end{aligned}$ | $\begin{gathered} 7 \\ \text { 2\% } \\ \text { No } \end{gathered}$ | $\begin{gathered} 7 \\ \left.\begin{array}{c} 3 \% \\ \text { no } \end{array}\right) \end{gathered}$ | $\begin{aligned} & 10 \\ & \left.\begin{array}{l} 10 \\ 3 \% \\ \text { No } \end{array}\right) . \end{aligned}$ | : | $\because$ | : | $\begin{aligned} & 13 \\ & \left.\begin{array}{l} 13 \\ \text { 3\% } \\ \text { No } \end{array}\right) \end{aligned}$ | 5 $2 \%$ | $\begin{gathered} 38 \\ \text { rumuraa } \\ 78 \end{gathered}$ | ${ }_{\text {11 }}^{11}$ | 12 $3 \%$ | 3 $1 \%$ | ${ }_{4 \%}^{17}$ | $\stackrel{2}{1 \%}$ | $\begin{gathered} 25 \\ \substack{25 \\ 5 \\ v_{a}} \end{gathered}$ | 2 $1 \%$ | (11 | ${ }_{2}^{4}$ | 55 9\% 0 |
| Net: Ver/fariry favurabe | $\begin{aligned} & 299 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | 125 $43 \%$ | $\begin{aligned} & 32 \\ & 41 \% \\ & { }^{41 \%} \\ & 8^{\circ} \end{aligned}$ | $\begin{gathered} 48 \\ \text { an } \\ \text { 50\% } \\ 8 \end{gathered}$ | $\begin{aligned} & 162 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 66 \\ \substack{6 \% \\ \text { kno } \\ \text { kno }} \end{gathered}$ | $\begin{gathered} 199 \\ \text { 33/ } \\ \text { knoo } \end{gathered}$ | $\begin{gathered} 188 \\ 46 \% \\ \text { Hexoo } \end{gathered}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 125 \\ 522 \\ \text { Hexoora } \end{gathered}$ | $\begin{aligned} & 55 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 299 \\ \text { 100\% } \\ \text { Humexora } \end{gathered}$ | : | $\begin{gathered} 59 \\ \begin{array}{c} 41 \% \\ \text { Hevoo } \end{array} \mathbf{c} \end{gathered}$ | $\begin{gathered} 127 \\ \substack{12 \% \\ \text { kno }} \end{gathered}$ | ${ }_{\substack{66 \\ 23 \%}}$ | $\begin{aligned} & 179 \\ & \begin{array}{c} 139 \\ \text { Ru } \end{array} \end{aligned}$ | $\begin{gathered} 194 \\ \text { 448 } \\ \text { scuwnva } \end{gathered}$ | 74 18\% | $\begin{aligned} & 73 \\ & \text { 30\% } \\ & \text { Ru } \end{aligned}$ |  | $\begin{aligned} & 48 \\ & 28 \% \\ & 28 \end{aligned}$ | $\begin{gathered} 177 \\ 32 \% \\ \text { Ru } \end{gathered}$ | $\begin{aligned} & 65 \\ & \begin{array}{c} 68 \% \\ \text { exx } \end{array} \end{aligned}$ | $\begin{aligned} & 124 \\ & 30 \% \end{aligned}$ | 64 28\% | 206 |
| Net: Ver/fairy unfavurable | $\begin{aligned} & 351 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & \begin{array}{c} \text { a88 } \\ \text { cos } \end{array} \end{aligned}$ | $\begin{aligned} & 79 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 16 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 115 \\ & 26 \% \end{aligned}$ | 177 $46 \%$ | $\begin{aligned} & 94 \\ & \substack{97 \% \\ 410} \end{aligned}$ |  | $\begin{gathered} 89 \\ \text { 22\% } \\ \text { co } \end{gathered}$ |  | $\begin{aligned} & 30 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 246 \\ \substack{246 \\ \text { mukurava }} \end{gathered}$ | - | $\begin{gathered} 351 \\ \text { H00\% } \\ \text { Hexcumpa } \end{gathered}$ | $\begin{gathered} 66 \\ \text { c5\% } \\ \text { use } \end{gathered}$ | $\begin{aligned} & 214 \\ & \text { ane } \\ & \text { une } \end{aligned}$ | $\begin{aligned} & 117 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 173 \\ 32 \% \end{gathered}$ | $\begin{gathered} 81 \\ 25 \% \\ 25 \% \end{gathered}$ | $\begin{gathered} 207 \\ \text { 21\% } \\ \text { sstwwar } \end{gathered}$ | $\begin{aligned} & 87 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & \substack{17 \% \\ \mathrm{sr}} \end{aligned}$ | $\begin{gathered} 78 \\ \substack{46 \% \\ \text { swo }} \end{gathered}$ | $\begin{aligned} & 184 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & \left.\begin{array}{l} 39 \% \\ s r y \\ s r \end{array}\right) \end{aligned}$ | $\begin{aligned} & 100 \\ & 43 \% \end{aligned}$ |  |
| Net Difference | $\begin{gathered} -52 \\ -5 \% \\ -5 \% \end{gathered}$ | $\begin{gathered} -117 \\ -338 \\ \hline \end{gathered}$ | $\begin{aligned} & 46 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 16 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 32 \% \\ & 30 \end{aligned}$ | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{gathered} -110 \\ -28 \% \end{gathered}$ | $\begin{gathered} -28 \\ -116 \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & -162 \\ & -448 \end{aligned}$ | $\begin{gathered} 95 \\ 396 \end{gathered}$ | $\begin{gathered} -191 \\ -50 \% \end{gathered}$ | 299 $100 \%$ | $\begin{gathered} -351 \\ -100 \% \end{gathered}$ | $\begin{gathered} -7 \\ -5 \% \end{gathered}$ | $\begin{gathered} -87 \\ -18 \% \end{gathered}$ | $\begin{gathered} -51 \\ -177_{6} \end{gathered}$ | $\begin{gathered} 6 \\ 1 \% \end{gathered}$ | $\begin{gathered} 63 \\ 199 \end{gathered}$ | $\begin{aligned} & -134 \\ & -33 \% \end{aligned}$ | $\begin{gathered} -13 \\ -5 \% \end{gathered}$ | $\begin{gathered} -30 \\ -6 \% \end{gathered}$ | $\begin{gathered} -30 \\ -18 \% \end{gathered}$ | $\begin{gathered} -11 \\ -2 \% \end{gathered}$ | $\begin{aligned} & 1 \\ & 1 \% \end{aligned}$ | $\begin{gathered} -39 \\ -9 \% \end{gathered}$ | $\begin{gathered} -36 \\ -16 \% \end{gathered}$ | 58 |
| Mean | ${ }^{-0.16}$ | -0.59 | $\stackrel{0.13}{8}$ | ${ }_{\substack{0 \\ 80}}^{0.20}$ |  | $\underset{6}{0.10}$ | -0.53 | ${ }_{\text {coin }}^{-0.21}$ | ${ }_{\substack{-0.10 \\ \text { knoa }}}^{\text {a }}$ |  | ${ }_{0}^{-0.74}$ | \%.4.49 | ${ }_{0}^{-0.85}$ |  | ${ }^{-1.51}$ | $\substack{0 \\ \text { Rno }}_{\text {R.14 }}$ |  | $\stackrel{-0.29}{0}$ | ${ }_{\text {- }}^{\text {- }}$ |  | -0.59 | ${ }_{0}^{-0.14}$ | $\stackrel{-0.20}{0}$ | $\stackrel{-0.29}{0}$ | ${ }_{\text {- }}^{\text {- }}$ | $\substack{0.03 \\ \text { Ruxa }}^{\text {a }}$ | $\stackrel{-0.25}{0}$ | ${ }^{-0.36}$ | ${ }_{\substack{0.06 \\ b}}$ |


|  | Total <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age rearks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urram/Rural |  | Marital Staus |  |  | $\underset{\substack{\text { Prese of hidren HH } \\ \text { or under) }}}{17}$ |  | Education |  | Employmentstau |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Male } \\ \text { (B) } \end{gathered}$ | $\begin{gathered} \text { female } \\ \text { (c) } \end{gathered}$ | $\begin{aligned} & 1824 \\ & (0) \\ & (0) \end{aligned}$ | $\underset{\substack{25 \cdot 39 \\(\mathrm{E})}}{24}$ | $\begin{gathered} 35.49 \\ (\mathrm{~F}) \end{gathered}$ | $\begin{gathered} 4.559 \\ (66 \\ \hline(0) \end{gathered}$ | $\begin{gathered} 55.64 \\ (H) \\ \hline(H) \end{gathered}$ | $\begin{aligned} & \text { 65t } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} 18.39 \\ (1) \end{gathered}$ | $\begin{gathered} 35.54 \\ (k) \\ (k) \end{gathered}$ | $\begin{aligned} & 55+ \\ & (4) \end{aligned}$ | $\begin{aligned} & \text { Gen } 2 \\ & (\mathrm{~m}) \end{aligned}$ | Millennials (N) | $\begin{gathered} \text { Gen } \mathrm{X}^{+} \\ (\mathrm{O}) \end{gathered}$ | $\substack{\text { Baby } \\ \text { Boomer } \\ \text { (f) }}$ | $\begin{aligned} & \text { ABC1 } \\ & (0) \end{aligned}$ | $\begin{gathered} \mathrm{CDOE} \\ (\mathrm{R}) \end{gathered}$ | $\begin{gathered} \text { Noorth } \\ (s) \end{gathered}$ | $\begin{gathered} \text { Midlands } \\ (\pi) \end{gathered}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (V) } \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | $\begin{gathered} \text { Scotland } \\ (X) \end{gathered}$ | $\begin{aligned} & \text { Uran } \\ & \text { (m) } \end{aligned}$ | $\begin{gathered} \text { Rural } \\ \text { (2) } \end{gathered}$ | $\begin{aligned} & \text { Married/ } \\ & \hline \text { Living as } \\ & \text { Married } \end{aligned}$ (a) | $\begin{gathered} \text { Single } \\ \text { (b) } \end{gathered}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Sovoreded } \\ & \text { Separated } \end{aligned}$ | $\begin{gathered} \text { At least } \\ \text { one chid } \\ \text { oresent } \\ \text { cof } \end{gathered}$ | $\underset{\substack{\text { nideren } \\ \text { piresent } \\ \text { pet }}}{\text { (e) }}$ | $\begin{gathered} \text { Graduate } \\ \text { (f) } \end{gathered}$ |  | $\begin{aligned} & \text { Working } \\ & \text { (h) } \end{aligned}$ | Not Working iin |
| 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 | ${ }^{33}$ | 755 | 632 | 456 | 728 | 360 |
| Weigheed 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 favourabe (2) | $\begin{aligned} & 33 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 2 \\ 1 \% \end{gathered}$ | $\begin{gathered} 8 \\ 5 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 9 \\ & 3 \% \end{aligned}$ | $\underset{3 \%}{9}$ | $\begin{gathered} 7 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \\ & \\ & \hline \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ |  | $\begin{aligned} & 3 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | 10 $2 \%$ |
| Farir favourale (1) | $\begin{aligned} & 112 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 71 \\ \substack{136 \\ c \\ c} \end{gathered}$ | $\begin{aligned} & 40 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{gathered} 33 \\ 18 \% \\ \\ \\ \hline 11 \end{gathered}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 16 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & { }_{8 \%} \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 66 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 37 \\ \substack{13 \% \\ \times \\ \times} \end{gathered}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 15 \% \\ & x \end{aligned}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 2 \\ 3 \% \end{gathered}$ | $\begin{gathered} 96 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 81 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \\ & 7 \end{aligned}$ | $\begin{aligned} & 45 \\ & \text { 15\% } \end{aligned}$ | $\begin{aligned} & 67 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 77 \\ 12 \% \end{gathered}$ | ( ${ }_{\text {36 }}^{36}$ |
| Nether favourable nor untavurabe (0) | $\begin{aligned} & 250 \\ & 23 \% \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 50 \\ 278 \end{gathered}$ | $\begin{gathered} 35 \\ 20 \% \end{gathered}$ | $\begin{gathered} 48 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 83 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{gathered} 85 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 77 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 22 \% \\ & 28 \end{aligned}$ | $\begin{aligned} & 113 \\ & 24 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 54 \\ & 21 \% \\ & 24 \end{aligned}$ | $\begin{aligned} & 63 \\ & 22 \% \\ & 23 \end{aligned}$ | $\begin{gathered} 55 \\ 22 \% \\ 25 \end{gathered}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 24 \% \\ & \end{aligned}$ | $\begin{aligned} & 35 \\ & 26 \% \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 27 \% \\ & 207 \end{aligned}$ | $\begin{aligned} & 170 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 23 \% \end{aligned}$ | len |
| Fariry unfououble (-1) | $\begin{aligned} & 154 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 63 \\ 15 \% \\ \\ \hline 15 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 36 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 74 \\ 12 \% \\ \end{gathered}$ | $\begin{aligned} & 80 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 36 \\ 14 \% \\ \underset{v}{46} \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 15 \% \\ & v \end{aligned}$ | $\begin{gathered} 7 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 11 \% \end{gathered}$ | $\begin{gathered} 25 \\ \substack{25 \% \\ \text { suve }} \end{gathered}$ | $\begin{aligned} & 125 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 97 \\ \text { 15\% } \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 126 \end{aligned}$ | $\begin{aligned} & 119 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | 108 $14 \%$ | $\begin{aligned} & 87 \\ & 13 \% \end{aligned}$ | 67 $15 \%$ |
| Verruntavourabe (-2) | $\begin{aligned} & 330 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 53 \\ \substack{31 \% \\ \text { BE }} \end{gathered}$ | $\begin{gathered} 62 \\ \substack{63 \% \\ \text { of }} \end{gathered}$ | $\begin{aligned} & 53 \\ & 31 \% \\ & \text { oE } \end{aligned}$ | $\begin{gathered} 116 \\ \substack{\text { 45\% } \\ \text { pefy }} \end{gathered}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 32 \% \end{aligned}$ | 169 $40 \%$ <br> 40\% | $\begin{aligned} & 21 \\ & 15 \% \end{aligned}$ | 57 $19 \%$ | $\begin{aligned} & 94 \\ & \substack{96 \\ \text { mN }} \end{aligned}$ | $\begin{aligned} & 135 \\ & \text { a0\% } \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 210 \\ & 34 \% \\ & \end{aligned}$ | $\begin{aligned} & 120 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 32 \% \\ & 32 \% \end{aligned}$ | ${ }_{27} 7$ | $\begin{aligned} & 85 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & \left.\begin{array}{c} 44 \% \\ \mathrm{nv} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 30 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 40 \% \\ & 40 \end{aligned}$ | ¢ ${ }_{\text {23\% }}^{\text {23\% }}$ | $\begin{aligned} & 261 \\ & 33 \% \end{aligned}$ | 29\% 29\% | 231 $31 \%$ | 175\% | 15s $\substack{\text { 35\% } \\ n}$ $h$ |
| Dor't know | $\begin{aligned} & 209 \\ & 19 \% \\ & \\ & \hline \end{aligned}$ | $\begin{gathered} 64 \\ 12 \% \\ \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 142 \\ & 26 \% \\ & 26 \end{aligned}$ | $\begin{aligned} & 35 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 34 \\ \text { 38 } \\ 18 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 8 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 81 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 73 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{gathered} 55 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 42 \\ & \begin{array}{l} 42 \% \\ 0 \% \\ 0 \% \end{array} \end{aligned}$ | $\begin{aligned} & 70 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \\ & \end{aligned}$ | $\begin{gathered} 108 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{aligned} & \text { 100 } \\ & \text { 21\% } \end{aligned}$ | $\begin{aligned} & 50 \\ & 19 \% \end{aligned}$ | 54 $19 \%$ | $\begin{aligned} & 47 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 30 \\ 18 \% \end{gathered}$ | 118 18\% | $\begin{aligned} & 72 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | 194 $19 \%$ | 132 $21 \%$ | 76 17\% |


| Net: Ver/Fairly favurable | $\begin{aligned} & 146 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 90 \\ \substack{17 \% \\ c} \end{gathered}$ | $\begin{aligned} & 54 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 13 \\ 11 \% \\ \end{gathered}$ | $\begin{gathered} 39 \\ \substack{31 \% \\ 6} \end{gathered}$ | $\begin{aligned} & 21 \\ & 122 \\ & { }_{12} \end{aligned}$ | $\begin{gathered} 20 \\ 11 \% \\ \end{gathered}$ | $\begin{aligned} & 24 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{gathered} 19 \\ 14 \% \\ 19 \% \end{gathered}$ | $\begin{gathered} 53 \\ \substack{18 \% \\ 0} \end{gathered}$ | $\begin{aligned} & 27 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 12 \% \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{gathered} 61 \\ \text { 13\% } \end{gathered}$ | $\begin{aligned} & 34 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 47 \\ \substack{77 \% \\ x} \end{gathered}$ | $\begin{gathered} 28 \\ 11 \% \\ \end{gathered}$ | $\begin{aligned} & 27 \\ & \left.\begin{array}{l} 19 \% \\ x \end{array}\right) \end{aligned}$ | $\begin{gathered} 3 \\ 7 \% \\ 7 \end{gathered}$ | 5\% | $\begin{aligned} & 128 \\ & 14 \% \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 105 \\ 16 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 60 \\ \text { co } \\ \text { 20\% } \\ e \end{gathered}$ | $\begin{aligned} & 86 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 15 \% \end{aligned}$ | 46 $10 \%$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Ver/Farity unfavourab | $\begin{aligned} & 483 \\ & 448 \\ & 486 \end{aligned}$ | $\begin{gathered} 267 \\ \substack{21 \% \\ c} \end{gathered}$ | $\begin{aligned} & 214 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 79 \\ 46 \% \\ \text { OE } \end{gathered}$ |  | $\begin{gathered} 69 \\ 41 / \% \\ \underset{\varepsilon}{69} \end{gathered}$ | $\begin{gathered} 162 \\ \substack{638 \\ \text { oefrar }} \end{gathered}$ | $\begin{aligned} & 87 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 232 \\ 54 \% \end{gathered}$ | 44 $31 \%$ | $\begin{aligned} & 93 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & \left.\begin{array}{l} 129 \\ \text { 9ng } \end{array}\right) \end{aligned}$ | $\begin{aligned} & 184 \\ & 54 \% \\ & \mathrm{~s} \% \\ & \mathrm{mv} \end{aligned}$ | 284 $46 \%$ | $\begin{aligned} & 200 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{gathered} 1222 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 38 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 29 \\ 56 \% \end{gathered}$ | $\begin{gathered} 55 \\ \substack{58 \\ 5 \times 8 \\ \text { ro }} \end{gathered}$ | $\begin{aligned} & 393 \\ & 43 \% \\ & 438 \end{aligned}$ | $\begin{gathered} 91 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 294 \\ & 44 \% \\ & \hline 48 \end{aligned}$ | $\begin{aligned} & 121 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 68 \\ & 50 \% \\ & 50 \end{aligned}$ | $\begin{gathered} 104 \\ 35 \% \\ 35 \end{gathered}$ | $\begin{gathered} 380 \\ 48 \% \end{gathered}$ | 145 <br> $43 \%$ | $\begin{aligned} & 339 \\ & 45 \% \end{aligned}$ | 262 | ${ }_{50}^{222}$ |
| Net Difference | $-31 \%$ | $\begin{gathered} -176 \\ -33 \% \end{gathered}$ | $\begin{aligned} & -159 \\ & -296 \\ & -298 \end{aligned}$ | $\begin{gathered} -230 \\ -20 \% \end{gathered}$ | $\begin{aligned} & -12 \\ & -6 \% \end{aligned}$ | $\begin{aligned} & .59 \\ & -346 \end{aligned}$ | $\begin{gathered} -66 \\ -.35 \% \\ \hline \end{gathered}$ | $\begin{gathered} -467 \\ -27 \% \end{gathered}$ | $\begin{gathered} -133 \\ -52 \% \end{gathered}$ | $\begin{gathered} -35 \\ -12 \% \end{gathered}$ | $\begin{gathered} -124 \\ -348 \end{gathered}$ | $\begin{gathered} -179 \\ -42 \% \end{gathered}$ | $\begin{aligned} & -24 \\ & -17 \% \end{aligned}$ | $\begin{gathered} -40 \\ -148 \end{gathered}$ | $\begin{gathered} -101 \\ -38 \% \end{gathered}$ | $\begin{gathered} -142 \\ -122 \end{gathered}$ | $\begin{aligned} & -199 \\ & -32 \% \end{aligned}$ | $\begin{gathered} -139 \\ -298 \\ -298 \end{gathered}$ | $\begin{aligned} & -85 \\ & -336 \end{aligned}$ | $\begin{aligned} & -73 \\ & -268 \end{aligned}$ | $\stackrel{-94}{-37 \%}$ | $\begin{gathered} -10 \\ -7 \% \end{gathered}$ | $\begin{gathered} -25 \\ -49 \% \end{gathered}$ | $\begin{gathered} -50 \\ -53 \% \end{gathered}$ | $\begin{aligned} & -265 \\ & -298 \\ & -298 \end{aligned}$ | $\begin{aligned} & -73 \\ & -448 \end{aligned}$ | $\begin{aligned} & -189 \\ & -298 \\ & -298 \end{aligned}$ | - 93 $.93 \%$ | $\begin{gathered} .54 \\ -40 \% \end{gathered}$ | $\begin{gathered} -44 \\ -15 \% \end{gathered}$ | $\begin{aligned} & -294 \\ & -37 \% \end{aligned}$ | -90 $-27 \%$ | $\begin{aligned} & -248 \\ & -33 \% \end{aligned}$ | $\begin{aligned} & -162 \\ & -25 \% \end{aligned}$ |  |



All Adults aged $18+$ in Great Britain

|  | Total | Gender |  | Age |  |  |  |  |  | Aggregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Uran/Rura |  | Marita Status |  |  |  |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {male }}^{\text {(B) }}$ | ${ }_{\text {female }}^{\text {(c) }}$ | 18.24 (0) | ${ }_{\text {(E) }}^{25.34}$ | $\begin{gathered} \substack{35.44 \\ (f)} \end{gathered}$ | ${ }_{\text {4 }}^{4.54}$ | ${ }_{\text {cter }}^{55}$ | ${ }^{654}$ (1) | 18.34 (1) | ${ }^{3} \mathbf{3} 5.54$ | ${ }_{\text {ct }}^{55}$ | ${ }_{\text {Gen } 2}(\mathrm{M})$ |  |  | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (P) } \end{gathered}$ | $\begin{aligned} & \text { ABC1 } \\ & (0) \end{aligned}$ | $\underset{(\mathrm{R})}{\substack{\text { C20E }}}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midalands (T) | ${ }_{\text {South }}^{\text {(v) }}$ | $\begin{gathered} \text { London } \\ \text { (V) } \end{gathered}$ | $\begin{aligned} & \text { Wales } \\ & \text { (w) } \end{aligned}$ | Scotand <br> $(x)$ | $\begin{aligned} & \text { Urban } \\ & \text { (m) } \end{aligned}$ | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married (a) | $\begin{gathered} \text { Single } \\ (\mathrm{bb}) \end{gathered}$ | $\begin{gathered} \text { Widowed/ } \\ \text { Sivoreced } \\ \text { Separated } \end{gathered}$ (c) | $\begin{aligned} & \text { At least } \\ & \text { one child } \\ & \text { present } \end{aligned}$ (d) | $\begin{gathered} \text { No } \\ \text { cilcren } \\ \text { present } \end{gathered}$ | Graduate (f) | $\begin{aligned} & \text { Non- } \\ & \text { graduate } \end{aligned}$ | Working <br> (h) | $\underbrace{\substack{\text { Not } \\ \text { woring } \\ \text { (i) }}}_{\text {worn }}$ |
| 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 | ${ }^{33}$ | 755 | 632 | 456 | 728 | 360 |
| Weighted bse | 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 | ${ }_{6} 6$ | 291 | 135 | 299 | 789 | 339 | 749 | ${ }^{645}$ | ${ }^{43}$ |
| ver positive (2) | 90 ${ }_{8}^{\text {8\% }}$ | $\begin{gathered} 56 \\ \substack{51 \% \\ c \\ c} \end{gathered}$ | 35 $6 \%$ | ${ }_{5}^{6}$ | ${ }_{8 \%}^{14}$ | 5\% | ${ }_{7}^{13}$ | \% |  | ${ }_{7 \%}^{20}$ | 220 | $\begin{aligned} & 48 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 8 \\ 6 \% \end{gathered}$ | ${ }_{7 \%}^{21}$ |  | $\begin{aligned} & 40 \\ & 12 \% \\ & 12 \% \end{aligned}$ | ¢ ${ }_{\text {5\% }}^{53}$ | $\begin{aligned} & 37 \\ & 8 \% \end{aligned}$ | ${ }_{7 \%}^{19}$ | 27 $10 \%$ | ${ }_{7 \%}^{17}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 1 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 6 \\ & { }_{7 \%}^{6} \end{aligned}$ | (760 | ${ }_{8 \%}^{14}$ | ${ }_{9 \%}^{61}$ | $\begin{aligned} & 14 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | 280 | ${ }_{\substack{62 \\ 8 \%}}$ | $\begin{aligned} & 37 \\ & 11 \% \end{aligned}$ | ${ }_{7}^{53}$ | 54 $8 \%$ | 36 |
| Fariry ositive (1) | $\begin{aligned} & 141 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 92 \\ 17 \% \\ c \\ c \end{gathered}$ | 49 $9 \%$ | $\begin{aligned} & 18 \\ & 15 \% \end{aligned}$ | 28 25\% | $\begin{aligned} & 20 \\ & 12 \% \end{aligned}$ | ${ }_{9 \%}^{17}$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 13 \% \end{aligned}$ | 47 $15 \%$ | 37 $10 \%$ | $\begin{aligned} & 57 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | 91 15\% | $\begin{aligned} & 50 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 8 \\ 15 \% \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{aligned} & 128 \\ & 14 \% \\ & 14 \% \end{aligned}$ | ${ }_{8 \%}^{13}$ | $\begin{aligned} & 101 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 52 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 89 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \\ & \end{aligned}$ | 89 | 80 | ¢ $\begin{gathered}62 \\ 14 \%\end{gathered}$ |
| Made no difference (0) | $\begin{aligned} & 177 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 94 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 38 \\ 22 \% \\ 02 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 35 \\ & \text { 39\% } \\ & \text { o } \end{aligned}$ | $\begin{gathered} 34 \\ 20 \% \\ 00 \% \\ 01 \end{gathered}$ | $\begin{aligned} & 27 \\ & 11 \% \\ & \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 73 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 61 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 20 \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{aligned} & 52 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 102 \\ 21 \% \\ 0 \\ \alpha \end{gathered}$ | $\begin{aligned} & 49 \\ & 19 \% \\ & \mathrm{v} \end{aligned}$ | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \end{aligned}$ | 152 $17 \%$ | $\begin{aligned} & 25 \\ & 15 \% \end{aligned}$ | 107 $16 \%$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 22 \% \end{aligned}$ | 111 $14 \%$ | $\begin{aligned} & 42 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 18 \% \end{aligned}$ | 113 $17 \%$ |  |
| Fairly negative (-1) | 262 24\% | $\begin{aligned} & 106 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{gathered} 37 \\ \substack{32 \% \\ H} \end{gathered}$ | 39\% | 42 <br> $24 \%$ | ¢ | 33 20\% | $\begin{aligned} & 67 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 25 \% \end{aligned}$ | 85 $24 \%$ | $\begin{aligned} & 101 \\ & 24 \% \\ & 24 \% \end{aligned}$ |  | ¢ ${ }_{\text {2\% }}^{64}$ | ¢ ${ }_{\text {25\% }}^{66}$ | 80 23\% | 147 | 115 <br> $24 \%$ | 58 <br> 23\% | 81 28\% | - $\begin{aligned} & 63 \\ & \text { 25\% }\end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & \text { 28\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 20 \\ & 21 \% \end{aligned}$ | 210 $23 \%$ | 52 $31 \%$ | 161 24\% | 72 25\% | $\begin{aligned} & 29 \\ & 22 \% \end{aligned}$ | 59\% | 203 | - ${ }_{\text {20 }}^{21 \%}$ | 192\% | ${ }_{\text {l }}^{138}$ 21\% | 124 $28 \%$ |
| vern negative (2) | - $\begin{aligned} & 342 \\ & 31 \%\end{aligned}$ | $\begin{aligned} & 162 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 28 \% \end{aligned}$ | 538 | $\begin{aligned} & 54 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 80 \\ 31 \% \\ 30 \end{gathered}$ | $\begin{aligned} & 86 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 32 \% \end{aligned}$ | 100 $30 \%$ | $\begin{aligned} & 209 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 28 \% \end{aligned}$ | ( $\begin{gathered}84 \\ 32 \%\end{gathered}$ | 27\% | $\begin{aligned} & 75 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & \text { 25\% } \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 45 \\ & 47 \% \\ & \text { stuw } \end{aligned}$ | $\begin{aligned} & 289 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 201 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 35 \% \end{aligned}$ | 73 24\% | $\begin{aligned} & 269 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 37 \% \end{aligned}$ | ${ }_{\text {217 }}^{217}$ | 311 | 130 $29 \%$ |
| Don't know | $\begin{aligned} & 76 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 9 \\ 4 \% \end{gathered}$ | $\begin{gathered} 31 \\ \text { 10\% } \\ 6 \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 89 \end{aligned}$ | $\begin{aligned} & 21 \\ & { }_{8 \%} \end{aligned}$ | $\begin{aligned} & 16 \\ & 6 \% \end{aligned}$ | ${ }_{7}^{17}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 2 \\ 5 \% \end{gathered}$ | $\begin{gathered} 6 \\ 7 \% \\ \hline \end{gathered}$ | ${ }_{\substack{64 \\ 7 \%}}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | 32 $5 \%$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 7 \% \end{aligned}$ | ${ }_{7 \%}^{21}$ | $\begin{aligned} & 55 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 62 \\ 8 \% \\ \substack{2 \% \\ \hline} \end{gathered}$ | $\begin{aligned} & 49 \\ & 8 \% \end{aligned}$ | 26 |
| Net: Ver//farir positive | 231 21\% | $\begin{gathered} 148 \\ \substack{28 \% \\ c} \end{gathered}$ | 84 $15 \%$ | 24 | $\begin{aligned} & 43 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 30 \\ 16 \% \\ 16 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & \left.\begin{array}{c} 28 \% \\ f 6 \\ f \end{array}\right) \end{aligned}$ | ${ }^{66}$ | $\begin{aligned} & 59 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 106 \\ \substack{25 \% \\ k} \end{gathered}$ | $\begin{aligned} & 29 \\ & 20 \% \end{aligned}$ | ${ }_{\text {22\% }}^{63}$ | $\begin{aligned} & 39 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 26 \% \end{aligned}$ | ${ }_{\text {134 }}^{144}$ | 88 $18 \%$ | $\begin{aligned} & 47 \\ & 18 \% \end{aligned}$ | 60 21\% | $\begin{aligned} & 58 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \\ & 5 x \end{aligned}$ | $\underset{17 \%}{9}$ | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 204 \\ & 22 \% \\ & 22 \% \end{aligned}$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 27 \% \end{aligned}$ | 151 $19 \%$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | 142 $19 \%$ | 133 21\% | 98 $22 \%$ |
| Net: Ver/fairly negative | ¢ $\begin{gathered}\text { 604 } \\ \text { 55\% }\end{gathered}$ | $\begin{gathered} 268 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 329 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 60 \% \end{aligned}$ | ( $\begin{gathered}92 \\ 50 \%\end{gathered}$ | 96 $55 \%$ | $\begin{aligned} & 107 \\ & 57 \% \end{aligned}$ | 91 $54 \%$ | $\begin{aligned} & 147 \\ & 57 \% \end{aligned}$ | 162 $54 \%$ | $\begin{aligned} & 203 \\ & 55 \% \end{aligned}$ | 238 $56 \%$ | ( $\begin{gathered}86 \\ 60 \%\end{gathered}$ | 151 $52 \%$ | 151 $58 \%$ | $\begin{aligned} & 179 \\ & 53 \% \end{aligned}$ | 357 $58 \%$ | $\begin{aligned} & 247 \\ & 52 \% \\ & 52 \% \end{aligned}$ | 142 55\% | ${ }_{\substack{157 \\ 55 \%}}$ | (138 | $\begin{aligned} & 75 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 64 \\ 68 \% \end{gathered}$ | 499 $54 \%$ | 104 $62 \%$ | $\begin{gathered} 361 \\ 55 \% \\ 5 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 77 \\ 57 \% \end{gathered}$ | 131 <br> $44 \%$ | $\begin{aligned} & 472 \\ & 60 \% \end{aligned}$ | - 194 | 410 $55 \%$ | (349 <br> $54 \%$ | ${ }_{\text {27\% }}^{254}$ |
| Mean | ${ }^{-0.62}$ | ${ }_{c}^{-0.44}$ | -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 | ${ }^{-0.47}$ | ${ }^{-0.64}$ | ${ }^{-0.58}$ | ${ }^{-0.68}$ | -0.54 | $\stackrel{-0.59}{\substack{\text { ¢ }}}$ | ${ }_{\substack{-0.44 \\ \times \\ \times}}$ | ${ }^{-0.61}$ | ${ }^{-1.01}$ | ${ }^{-0.59}$ | ${ }^{-0.74}$ | ${ }^{-0.54}$ | -0.78 | ${ }^{-0.68}$ | ${ }^{-0.34}$ | -0.72 | -0.59 | -0.63 | -0.63 | -0.60 |

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

|  | Total | General Election 2019 vote |  |  |  | Referenum 2016 vote |  | Favurable to parties |  |  |  |  |  |  |  |  |  | Favurable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's mpact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labur | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \hline \text { Cons } \\ \hline \end{gathered}$ | Favourabl e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to Lib } \\ & \text { Dems } \end{aligned}$ | Favoural eto roen Party | $\begin{aligned} & \text { Unfovoura } \\ & \text { heve te } \\ & \text { Green } \\ & \text { paraty } \end{aligned}$ | $\begin{array}{\|c\|} \hline \text { Favourabl } \\ \text { e to } \\ \text { Reform UK F } \end{array}$ | Unfavoura ble to Reform UK | Favoral | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Sunak } \end{gathered}$ | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourabl e to Hunt | Unfavoura ble to ble to Hunt Hunt | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverman } \end{gathered}$ | Unfavoura ble to <br> Braverman | $\begin{array}{\|c} \text { Favourabl } \\ \text { e to } \\ \text { Barclay } \end{array}$ | Untavoura <br> ble to Barclay <br> Barclay | Positive impact | Negrive |
|  | (A) | (8) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (1) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (v) | (v) | (w) | (x) | (r) | (2) | (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 |
| Weighed base | 1088 | 351 | 292 | 78 | 96 | 433 | 389 | 254 | 581 | 408 | 370 | 242 | 384 | 299 | 351 | 146 | ${ }_{48}$ | 293 | 538 | 327 | 410 | 242 | 473 | 171 | 543 | 181 | 412 | 231 | 604 |
| very ositive (2) | $\begin{aligned} & 90 \\ & 8 \% \\ & \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 6 \\ 7 \% \end{gathered}$ | $\begin{gathered} 8 \\ 9 \\ 9 \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{gathered} 72 \\ \substack{19 \% \\ F} \end{gathered}$ | $\begin{gathered} 55 \\ \text { 22\% } \\ \text { uxMmoa } \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 138 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 12 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 32 \\ \text { 22\% } \\ \text { uxㅆㅆoa } \end{gathered}$ | $\begin{aligned} & 28 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 47 \\ \begin{array}{c} 16 \% \\ \text { Stwo } \end{array} . \end{gathered}$ | $\begin{aligned} & 33 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & \text { 30\% } \\ & \text { swwr } \end{aligned}$ | $\begin{aligned} & 48 \\ & \begin{array}{c} 48 \\ \text { swwa } \end{array} \\ & \hline \end{aligned}$ | $\begin{gathered} 45 \\ \text { 49\% } \\ \text { suwna } \end{gathered}$ | $\begin{aligned} & 27 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 41 \\ \text { 24\% } \\ \text { Rstuwra } \end{gathered}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 49 \\ \text { 27\% } \\ \text { Rsuwnu } \end{gathered}$ | $\begin{aligned} & 21 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 39 \% \end{aligned}$ |  |
| Farry positive (1) | $\begin{aligned} & 141 \\ & 13 \% \\ & \end{aligned}$ | $\begin{gathered} 77 \\ \substack{22 \% \\ c 0 \\ c} \end{gathered}$ | 24 | $\begin{aligned} & 7 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 17 \% \end{aligned}$ | 23\% | $\begin{aligned} & 95 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 64 \\ \text { 65\% } \\ \text { uxkMwoo } \end{gathered}$ | 35 $6 \%$ | $\begin{aligned} & 51 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 168 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 120 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & { }^{59 \%} \\ & 10 \end{aligned}$ | $\begin{gathered} 38 \\ 136 \\ 18 \end{gathered}$ | $\begin{aligned} & 57 \\ & { }^{16 \%} \\ & 10 \% \end{aligned}$ | $\begin{gathered} 48 \\ \text { 43\% } \\ \text { uxMmoa } \end{gathered}$ | $\begin{aligned} & 53 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 63 \\ \text { che } \\ \text { stuwa } \\ \text { sum } \end{gathered}$ | 35 $7 \%$ | $\begin{aligned} & 37 \\ & \begin{array}{c} 117 \\ \text { swro } \end{array} \end{aligned}$ | $\begin{gathered} 61 \\ \substack{15 \% \\ \text { swwra }} \end{gathered}$ | $\begin{gathered} 56 \\ \begin{array}{c} 53 \\ \text { 230 } \\ \text { suwwa } \end{array} \end{gathered}$ | 34 $7 \%$ | $\begin{gathered} 47 \\ \text { a } \\ \text { suwn } \\ \text { suwn } \end{gathered}$ | ( $\begin{gathered}34 \\ 6 \%\end{gathered}$ | $\begin{gathered} 47 \\ \substack{46 \\ \text { stuwwa } \\ \text { sum }} \end{gathered}$ | 21 | $\begin{aligned} & 141 \\ & 61 \% \end{aligned}$ |  |
| Made no difference (0) | $\begin{aligned} & 177 \\ & 16 \% \end{aligned}$ |  | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 3 \\ 4 \% \end{gathered}$ | $\begin{gathered} 16 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 8 \% \\ & 8 \end{aligned}$ | $\begin{aligned} & 94 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 40 \\ \substack{40 \% \\ \text { 10\% } \\ \mathrm{N}} \end{gathered}$ | $\begin{gathered} 85 \\ \text { c5 } \\ 15 \% \\ 10 \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \end{aligned}$ |  | $\begin{aligned} & 25 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 90 \\ \text { a36 } \\ \text { Huwa } \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 85 \\ \text { 24\% } \\ \text { Huwne } \end{gathered}$ | $\begin{gathered} 38 \\ \text { 36\% } \\ \text { ruma } \end{gathered}$ | $\begin{aligned} & 65 \\ & 13, \\ & \mathrm{cos} \\ & \mathrm{~N} \end{aligned}$ | $\begin{gathered} 51 \\ \substack{17 \% \\ \pi} \\ { }_{c} \end{gathered}$ | $\begin{aligned} & 75 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 92 \\ \text { 236 } \\ \text { stwwxras } \end{gathered}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ |  | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 26 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 63 \\ & 15 \% \end{aligned}$ | $\because$ |  |
| Fariry negative (-1) | $\begin{aligned} & 262 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 22 \\ 28 \% \\ 28 \end{gathered}$ | $\begin{aligned} & 22 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 120 \\ 28 \% \\ 28 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 199 \end{aligned}$ | $\begin{aligned} & 63 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 82 \\ 20 \% \\ 20 \% \end{gathered}$ | $\begin{gathered} 94 \\ \substack{95 \% \\ \text { MP }} \end{gathered}$ | $\begin{gathered} 56 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 79 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & \text { 21\% } \end{aligned}$ | - $\begin{aligned} & 16 \\ & 11 \%\end{aligned}$ | $\begin{aligned} & 108 \\ & 22 \% \\ & 27 \end{aligned}$ | $\begin{gathered} 79 \\ 27 \% \end{gathered}$ | ${ }_{\substack{122 \\ 23 \%}}$ | ¢ $\begin{aligned} & \text { 64 } \\ & 19 \%\end{aligned}$ | $\begin{gathered} 107 \\ \left.\begin{array}{c} 10 \% \\ { }_{2} \end{array}\right) \end{gathered}$ | ${ }_{\text {che }}^{64}$ | ¢ ${ }_{\text {25\% }}$ | ${ }_{\substack{43 \\ \text { 25\% }}}$ |  | ${ }_{\text {21 }}^{41}$ | 88 21\% | $\vdots$ | 262 438 4 a |
| Very negative (-2) | $\begin{aligned} & 342 \\ & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & \text { ano } \\ & \text { of } \end{aligned}$ |  | $\begin{aligned} & 32 \\ & \left.\begin{array}{l} 33 \% \\ { }_{8} \end{array}\right) \end{aligned}$ | $\begin{aligned} & 233 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 9 \% \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 282 \\ \text { a4\% } \\ \text { Hevora } \end{gathered}$ | $\begin{gathered} 188 \\ \substack{465 \\ \text { hexuop }} \end{gathered}$ | $\begin{aligned} & 62 \\ & \text { n7\% } \\ & \text { Hp } \end{aligned}$ | $\begin{aligned} & 104 \\ & \substack{43 \% \\ \text { Heknop }} \end{aligned}$ | $\begin{gathered} 97 \\ \substack{95 \% \\ \text { Hkp }} \end{gathered}$ | $\begin{gathered} 136 \\ \substack{465 \\ \text { HexMop }} \end{gathered}$ | $\begin{gathered} 75 \\ { }_{c}^{21 \%} \\ \text { Hp } \end{gathered}$ | 7 $5 \%$ | $\begin{gathered} 210 \\ \substack{40 \% \\ 4 \\ \text { Hexnop }} \end{gathered}$ | $\begin{aligned} & 45 \\ & \text { as } \\ & \text { xy } \\ & \text { xz } \end{aligned}$ | $\begin{aligned} & 253 \\ & \begin{array}{l} 276 \\ \text { Ruvx } \end{array} . \end{aligned}$ | $\begin{aligned} & 154 \\ & \begin{array}{l} 476 \\ \text { Ruvx } \end{array} . \end{aligned}$ | $\begin{aligned} & 83 \\ & \text { 20\% } \\ & \text { xz } \end{aligned}$ | $\begin{aligned} & 41 \\ & 177 \\ & x_{2} \end{aligned}$ | $\begin{gathered} 223 \\ \substack{47 \% \\ \text { Ruvx }} \end{gathered}$ | ¢ | $\begin{aligned} & 256 \\ & \begin{array}{l} 276 \\ \text { Ruvx } \end{array} . \end{aligned}$ | 13 $7 \%$ | $\begin{aligned} & 208 \\ & 519 \\ & \text { Ruvx } \end{aligned}$ | $\because$ | ( $\begin{gathered}342 \\ 57 \% \\ b\end{gathered}$ |
| Dontt know | $\begin{aligned} & 76 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 2 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 3 \% \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & \begin{array}{c} 18 \\ 5 / \\ N \end{array} \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 5 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 20 \\ 4 \% \\ 4 \% \\ \hline \end{gathered}$ | $\begin{gathered} 4 \\ 1 \% \end{gathered}$ | $\begin{gathered} 18 \\ 4 \% \\ 4 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 6 \\ 4 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\because$ |  |
| Net: Ver//Fariy positive | $\begin{aligned} & 231 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & \substack{126 \% \\ c \\ c o} \end{aligned}$ | $\begin{aligned} & 47 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 13 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 147 \\ 437 \\ \underset{F}{26 \%} \end{gathered}$ | $\begin{gathered} 119 \\ \text { 47\% } \\ \text { uxMmoa } \end{gathered}$ | $\begin{aligned} & 57 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 87 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 29 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 278 \\ & 108 \end{aligned}$ | $\begin{aligned} & 64 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & \text { 29\% } \\ & \text { va } \end{aligned}$ |  | $\begin{gathered} 81 \\ 17 \% \end{gathered}$ | $\begin{gathered} 111 \\ 38 \% \\ \text { suwwa } \\ \text { sum } \end{gathered}$ | $\begin{gathered} 68 \\ 136 \end{gathered}$ | $\begin{gathered} 71 \\ \substack{22 \% \\ \text { sww }} \\ \hline \end{gathered}$ | $\begin{aligned} & 109 \\ & \substack{27 \% \\ \text { swry }} \end{aligned}$ | $\begin{gathered} 101 \\ \text { 42\% } \\ \text { suwn } \end{gathered}$ | $\begin{gathered} 61 \\ 136 \end{gathered}$ | $\begin{gathered} 88 \\ \text { ssiva } \\ \text { ssuwwr } \end{gathered}$ | $\begin{gathered} 61 \\ { }_{11} 11 \% \end{gathered}$ | $\begin{gathered} 96 \\ \text { 53\% } \\ \text { sstuwna } \end{gathered}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 231 \\ 100 \% \\ 10 \end{gathered}$ |  |
| Net: Ven//Fariy negative | $\begin{aligned} & 60 \\ & 55 \% \\ & 50 \end{aligned}$ | $\begin{gathered} 134 \\ 38 \% \end{gathered}$ | $\begin{gathered} 202 \\ \left.\begin{array}{c} 29 \% \\ 8 \mathrm{EE} \end{array}\right) \end{gathered}$ | $\begin{gathered} 60 \\ 77 \% \\ \text { Be\% } \end{gathered}$ | $\begin{gathered} 54 \\ 56 \% \\ 56 \end{gathered}$ | $\begin{aligned} & 352 \\ & 81 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 419 \\ \text { 42\% } \\ \text { HkNopor } \end{gathered}$ | $\begin{aligned} & 270 \\ & \substack{66 \% \\ \text { Hexnop }} \end{aligned}$ | $\begin{aligned} & 156 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 160 \\ \begin{array}{c} 65 \% \\ \text { HkNOP } \end{array} \end{gathered}$ | $\begin{aligned} & 176 \\ & 46 \% \\ & \text { Hp } \\ & \hline \end{aligned}$ | $\begin{gathered} 206 \\ \substack{206 \\ \text { Hexuop }} \end{gathered}$ | $\begin{aligned} & 148 \\ & 42 \% \\ & 42 \% \end{aligned}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 319 \\ \substack{69 \% \\ H \times k N o p} \end{gathered}$ | $\begin{aligned} & 123 \\ & { }_{2}^{12 \%} \\ & x z \end{aligned}$ | $\begin{aligned} & 375 \\ & \substack{30 \% \\ \text { Ruvx }} \end{aligned}$ | $\begin{gathered} 218 \\ \substack{27 \% \\ \text { Ruvx }} \end{gathered}$ | $\begin{aligned} & 191 \\ & 46 \% \\ & { }^{19 \%} \\ & x z \end{aligned}$ | $\begin{aligned} & 105 \\ & 43 \% \\ & x= \end{aligned}$ | $\begin{aligned} & 317 \\ & \begin{array}{l} 67 \% \\ \text { Ruva } \end{array} . \end{aligned}$ | $\begin{gathered} 53 \\ 31 \% \end{gathered}$ | $\begin{gathered} 395 \\ \text { 395 } \\ \text { Rruwx } \end{gathered}$ | $\begin{aligned} & 54 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 297 \\ \text { 27\% } \\ \text { Ruvwx } \end{gathered}$ | : | 604 100\% $b$ |
| Mean | ${ }^{-0.62}$ | ${ }_{\substack{-0.01 \\ \text { cos }}}^{\text {cos }}$ | 0.98 | -1.05 | ${ }_{c}^{-0.56}$ | -1.27 | $\stackrel{0.25}{5}$ | uxkmoa | ${ }^{1.11}$ | ${ }^{-0.85}$ | --0.18 <br> nusa | ${ }^{-0,81}$ |  | ${ }^{-0.86}$ | ${ }_{\substack{0 \\ 0.24 \\ \\ \text { unwa }}}$ | $\begin{gathered} 0.58 \\ \text { HIJKLMNOQ } \end{gathered}$ | -0.90 |  | ${ }^{1.02}$ | $\underset{\substack{-0.83 \\ 59}}{ }$ | - $\begin{gathered}\text { - } 0.30 \\ \text { siwr }\end{gathered}$ | suwna | $\stackrel{-0.99}{9}$ |  | ${ }^{-1.06}$ |  | ${ }^{1.10}$ | ${ }_{1}^{1.39}$ | ${ }^{1.57}$ |

[^5]This work was carried out in


## 22-087220-32-11th - 14th August 2023 <br> 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 touch wary people | He has a lot of personalit | He is going to make the country a better place | He is a capable leader | He understan ds 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 experience d 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 | $\begin{aligned} & 290 \\ & 29 \% \\ & \text { Bo } \end{aligned}$ | $\begin{aligned} & 171 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 256 \\ 26 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 234 \\ 23 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 334 \\ 33 \% \\ \text { ABCDGuKL } \end{gathered}$ | $\begin{gathered} 316 \\ 32 \% \\ \text { BCDukı } \end{gathered}$ | $\begin{gathered} 295 \\ 30 \% \\ \text { BCDuKL } \end{gathered}$ | $\begin{gathered} 373 \\ 37 \% \\ \text { ABCDEFGUKL } \end{gathered}$ | $\begin{gathered} 261 \\ 26 \% \\ \text { вנ } \end{gathered}$ | $\begin{gathered} 224 \\ 22 \% \\ \text { B } \end{gathered}$ | $\begin{aligned} & 264 \\ & 26 \% \\ & \text { BJJ } \end{aligned}$ | $\begin{gathered} 258 \\ 26 \% \\ \text { BJ } \end{gathered}$ |
| Does not apply | $\begin{gathered} 478 \\ 48 \% \\ H \end{gathered}$ | $\begin{gathered} 663 \\ \text { 67\% } \\ \text { ACDEFGHKL } \end{gathered}$ | $\begin{gathered} 582 \\ 58 \% \\ \text { ADEFGHIK } \end{gathered}$ | $\begin{gathered} 5477 \\ 55 \% \\ \text { AEGH } \end{gathered}$ | $\begin{gathered} 472 \\ 47 \% \\ H \end{gathered}$ | $\begin{gathered} 529 \\ 53 \% \\ \text { AEGH } \end{gathered}$ | $\begin{gathered} 472 \\ 47 \% \\ H \end{gathered}$ | $\begin{aligned} & 426 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 544 \\ 55 \% \\ \text { AEGH } \end{gathered}$ | $\begin{gathered} 574 \\ 58 \% \\ \text { AEFGH } \end{gathered}$ | $\begin{gathered} 546 \\ 55 \% \\ \text { AEGH } \end{gathered}$ | $\begin{gathered} 563 \\ 56 \% \\ \text { AEGH } \end{gathered}$ |
| Don't know | 230 23\% BCEFIKL | $\begin{aligned} & 163 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 22 \% \\ & \text { BCFKL } \end{aligned}$ | $\begin{gathered} 192 \\ 19 \% \\ \text { CF } \end{gathered}$ | $\begin{aligned} & 153 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 230 \\ 23 \% \\ \text { BCEFHIKL } \end{gathered}$ | $\begin{aligned} & 198 \\ & 20 \% \\ & \text { BCF } \end{aligned}$ | $\begin{aligned} & 192 \\ & 19 \% \\ & \text { BCF } \end{aligned}$ | $\begin{gathered} 199 \\ 20 \% \\ \text { BCF } \end{gathered}$ | $\begin{gathered} 188 \\ 19 \% \\ F \end{gathered}$ | $\begin{aligned} & 176 \\ & 18 \% \end{aligned}$ |

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.
verlap formulae used
(
ColumnMeans (5\%): A/B/C/D/E/F//G/H/H/J//K/L Minimum Base: $\left.30\right|^{* *)}$ Small Base: 100(*)

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 | ender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | female | 18.24 | ${ }_{\text {(E) }}^{25.39}$ | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Gen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | (P) | (a) | (R) | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) |  |  |  |  |  |  |
| 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{aligned} & 301 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 164 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 31 \\ 21 \% \end{gathered}$ | $\begin{gathered} 46 \\ 24 \% \end{gathered}$ | $\begin{gathered} 52 \\ 29 \% \end{gathered}$ | 53 <br> 29\% | $\begin{gathered} 60 \\ 34 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 59 \\ 36 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 119 \\ 35 \% \\ 1 \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 79 \\ 26 \% \end{gathered}$ | $\begin{gathered} 79 \\ 30 \% \end{gathered}$ | $\begin{gathered} 108 \\ 35 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 190 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{gathered} 74 \\ 27 \% \end{gathered}$ | $\begin{gathered} 74 \\ 31 \% \end{gathered}$ | $\begin{gathered} 49 \\ 33 \% \end{gathered}$ | $\begin{gathered} 10 \\ 20 \% \end{gathered}$ | $\begin{gathered} 18 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 259 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 43 \\ 28 \% \end{gathered}$ | $\begin{gathered} 213 \\ 34 \% \\ b \end{gathered}$ | $\begin{gathered} 61 \\ 19 \% \end{gathered}$ | $\begin{gathered} 28 \\ 27 \% \end{gathered}$ | $\begin{gathered} 112 \\ 36 \% \\ e \end{gathered}$ | $\begin{aligned} & 189 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 130 \\ 35 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 172 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 28 \% \end{aligned}$ | 106 |
| Does notapolv | $\begin{aligned} & 501 \\ & 48 \% \end{aligned}$ | 256 <br> 50\% | $\begin{aligned} & 240 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 77 \\ 53 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 101 \\ & 54 \% \end{aligned}$ <br> I | $\begin{gathered} 94 \\ 52 \% \end{gathered}$ <br> । | $\begin{gathered} 94 \\ 51 \% \end{gathered}$ <br> । | 78 44\% | $\begin{gathered} 57 \\ 35 \% \end{gathered}$ | $\begin{gathered} 178 \\ 54 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 187 \\ 51 \% \\ L \end{gathered}$ | $\begin{aligned} & 135 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 98 \\ 57 \% \\ p \end{gathered}$ | $\begin{gathered} 155 \\ 52 \% \\ p \end{gathered}$ | $\begin{gathered} 129 \\ 49 \% \\ p \end{gathered}$ | 119 $39 \%$ | 280 | ¢ | - 116 | 140 $51 \%$ | 109 $46 \%$ | $\begin{gathered} 63 \\ 43 \% \end{gathered}$ | $\begin{gathered} 24 \\ 50 \% \end{gathered}$ | $\begin{gathered} 49 \\ 55 \% \end{gathered}$ | 425 $48 \%$ | 76 $49 \%$ | 45\% | $\begin{gathered} 171 \\ 54 \% \\ a \end{gathered}$ | ${ }_{\text {48\% }}^{51}$ | $\underset{\text { 46\% }}{\substack{145}}$ | 356 $49 \%$ | 175 | 326\% | 359 $52 \%$ 1 | ${ }_{41 \%}^{141}$ |
| Don't kno | $\begin{aligned} & 236 \\ & 23 \% \end{aligned}$ | 89 18\% | $\begin{gathered} 144 \\ 28 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \end{gathered}$ | 34 <br> 19\% | 38 <br> 20\% | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | 46 <br> 28\% | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | $\begin{gathered} 72 \\ 20 \% \end{gathered}$ | $\begin{gathered} 87 \\ 25 \% \end{gathered}$ | $\begin{gathered} 37 \\ 22 \% \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \end{gathered}$ | $\begin{gathered} 56 \\ 21 \% \end{gathered}$ | 78 26\% | 127\% | 109\% | 52 <br> 21\% | $\begin{gathered} 57 \\ 21 \% \end{gathered}$ | 54 <br> 23\% | $\begin{gathered} 36 \\ 24 \% \end{gathered}$ | $\begin{gathered} 15 \\ 30 \% \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 201 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 35 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 126 \\ & 20 \% \end{aligned}$ | 84 <br> 27\% | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | 5s 18\% | $\begin{gathered} 181 \\ 25 \% \\ d \end{gathered}$ | 67 $18 \%$ | $\begin{gathered} 169 \\ 25 \% \\ \mathrm{f} \end{gathered}$ | 135 20\% | 101 29\% $n$ |

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.

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourale to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { e to to } \end{aligned}$ | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | $\begin{aligned} & \text { Unfavourara } \\ & \text { ble to to } \end{aligned}$ Dems | Favourabl e to Green Party | Unfavoura ble to Green Party | $\begin{aligned} & \text { Favourabl } \\ & \text { e to } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourab | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & 1 \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourab | Unfavoura ble to Hun | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ |  | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (v) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 301 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & \begin{array}{c} 13 \% \\ c \mathrm{c} \end{array} \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 42 \% \\ & \text { ce } \\ & \text { ce } \end{aligned}$ | $\begin{aligned} & 20 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 153 \\ \text { 65\% } \\ \text { UK.MNoopa } \end{gathered}$ | $\begin{aligned} & 69 \\ & { }_{13 \%} \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { 26\% } \end{aligned}$ | $\begin{aligned} & 134 \\ & \text { 140\% } \\ & \text { unva } \end{aligned}$ | $\begin{gathered} 96 \\ 41 \% \\ \text { unva } \end{gathered}$ | $\begin{gathered} 112 \\ 31 \% \\ 1 \end{gathered}$ | $\begin{gathered} 96 \\ 32 \% \\ u \end{gathered}$ | $\begin{aligned} & 112 \\ & \text { 36\% } \\ & \text { va } \end{aligned}$ | $\begin{gathered} 76 \\ 54 \% \\ \text { UKKMNoa } \end{gathered}$ | $\begin{gathered} 122 \\ 28 \% \\ 1 \end{gathered}$ | $\begin{gathered} 182 \\ 67 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 29 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 127 \\ & 34 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 147 \\ \begin{array}{c} 14 \% \\ \text { stuwr } \end{array} \text { } \end{gathered}$ | $\begin{gathered} 60 \\ 13 \% \\ 5 \end{gathered}$ | $\begin{gathered} 102 \\ 65 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 85 \\ & 17 \% \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 109 \\ \text { 66\% } \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 56 \\ 15 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 116 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 20 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 501 \\ & 48 \% \\ & 4 \end{aligned}$ | $\begin{gathered} 79 \\ 25 \% \end{gathered}$ | $\begin{gathered} 202 \\ 70 \% \\ 80 \end{gathered}$ | $\begin{gathered} 31 \\ 43 \% \\ { }^{3} \end{gathered}$ | $\begin{aligned} & 56 \\ & 60 \% \\ & \text { 80\% } \\ & \text { 80 } \end{aligned}$ | $\begin{aligned} & 202 \\ & 50 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 155 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & \text { 20\% } \end{aligned}$ | $\begin{gathered} 384 \\ 70 \% \\ \text { HкkмMNopa } \end{gathered}$ | $\begin{aligned} & 237 \\ & \text { 29\% } \\ & \text { HKNOP } \end{aligned}$ | $\begin{aligned} & 133 \\ & 40 \% \\ & H \end{aligned}$ | $\begin{gathered} 102 \\ 43 \% \\ H \end{gathered}$ | $\begin{aligned} & 191 \\ & 53 \% \\ & \text { Hkiop } \end{aligned}$ | $\begin{aligned} & 159 \\ & 53 \% \\ & \text { HKIP } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 142 \\ 45 \% \\ \text { Hp } \end{array} \end{aligned}$ | $\begin{gathered} 48 \\ 34 \% \\ H \end{gathered}$ | $\begin{aligned} & 243 \\ & 55 \% \\ & \text { HKıp } \end{aligned}$ | $\begin{aligned} & 44 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 391 \\ \text { 77\% } \\ \text { RTuvxra } \end{gathered}$ | $\begin{aligned} & 181 \\ & \text { f5\% } \\ & \text { Ruvxz } \end{aligned}$ | $\begin{aligned} & 175 \\ & 47 \% \\ & \text { R } \mathrm{C} \times 2 \end{aligned}$ | $\begin{gathered} 35 \\ 16 \% \end{gathered}$ | $\begin{gathered} 332 \\ 74 \% \\ \text { RTuxxrz } \end{gathered}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 342 \\ 67 \% \\ \text { Rruxzz } \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \\ \text { RV } \end{gathered}$ | $\begin{gathered} 277 \\ 72 \% \\ \text { RTưX } \end{gathered}$ | $\begin{gathered} 54 \\ 26 \% \end{gathered}$ | $\begin{gathered} 347 \\ 60 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 236 \\ & 23 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 70 \\ 22 \% \\ c \end{gathered}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 17 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 62 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{gathered} 36 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 71 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 73 \\ 20 \% \\ \text { sTwza } \end{gathered}$ | $\begin{gathered} 36 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 16 \% \\ & w_{a} \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 51 \\ 13 \% \end{gathered}$ | $\begin{gathered} 39 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 20 \% \end{aligned}$ |

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.

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 | der |  | Age |  |  |  |  |  | Aggregted Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urran/Rural |  | Marital Status |  |  |  |  | Education |  | Employmentstats |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (Total | ${ }_{\text {Male }}^{\text {(8) }}$ | Female <br> (C) | 18.24 (0) | ${ }_{\text {(E) }}^{\text {(E) }}$ ( | 35-44 <br> (F) | ${ }_{\text {4.5.54 }}^{(6)}$ |  | ${ }^{65+}$ | (18.34 |  | ${ }^{\text {55 }}$ (1) | ${ }_{\text {( }}^{\text {(M) }}$ 2 | Millennial <br> $\mathbf{s}$ <br> $(N)$ | ${ }_{\text {Gen } \mathrm{X}}^{\text {(0) }}$ | Baby Boomer <br> (P) | ${ }_{\text {abc1 }}^{\text {(a) }}$ | ${ }_{\text {(R) }}^{\text {C20 }}$ | ${ }_{\text {(s) }}^{\text {Nort }}$ | ${ }_{\text {Millands }}^{\text {(T) }}$ | South | (v) ${ }_{\text {L }}$ (odon | Wales | Scotand | Urban (Y) | ${ }_{\text {Rual }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {Not }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| Unweighted base | 1038 | 511 | 518 | 146 | 174 | 179 | 199 | 241 | 99 | 320 | 378 | 340 | 174 | 280 | 288 | 296 | ${ }_{7} 76$ | 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 | ${ }^{226}$ | 372 | ${ }_{66}$ | 689 | 349 |
| Does apply | $\begin{aligned} & 182 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 81 \\ 16 \% \end{gathered}$ | $\begin{gathered} 31 \\ 21 \% \\ H \end{gathered}$ | $\begin{gathered} 42 \\ 22 \% \\ H \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \\ \text { H } \end{gathered}$ | 26 <br> 14\% | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | $\begin{gathered} 72 \\ 22 \% \end{gathered}$ L | $\begin{gathered} 62 \\ 17 \% \end{gathered}$ | 47 <br> 14\% | $\begin{gathered} 36 \\ 21 \% \end{gathered}$ | $\begin{gathered} 66 \\ 22 \% \\ \text { OP } \end{gathered}$ | 37 <br> $14 \%$ | 44 $14 \%$ | $\begin{aligned} & 118 \\ & 20 \% \end{aligned}$ | ¢ ${ }_{\text {14\% }}$ | 39 <br> $16 \%$ | 47 $17 \%$ | $\begin{gathered} 44 \\ 18 \% \end{gathered}$ | $\begin{gathered} 38 \\ 25 \% \\ x^{*} \end{gathered}$ | 7 <br> 15\% | $\begin{gathered} 8 \\ 9 \% \end{gathered}$ | $\begin{gathered} 167 \\ 19 \% \\ z \end{gathered}$ | $\begin{gathered} 15 \\ 10 \% \end{gathered}$ | $\begin{gathered} 131 \\ 21 \% \\ \mathrm{~b} \end{gathered}$ | - 38 | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | $\begin{gathered} 90 \\ 29 \% \\ e \end{gathered}$ | - ${ }_{\text {92 }}^{\text {13\% }}$ | $\begin{gathered} 87 \\ 24 \% \\ \mathrm{~g} \end{gathered}$ | 95 | 135 $20 \%$ 20, | ${ }_{\text {13\% }}^{47}$ |
| Dos notapply | $\begin{aligned} & 689 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 344 \\ & 68 \% \end{aligned}$ | $\begin{aligned} & 336 \\ & 65 \% \end{aligned}$ | $87$ $60 \%$ | 106 <br> 56\% | $\begin{aligned} & 112 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 75 \% \\ & \text { DEF } \end{aligned}$ | $\begin{aligned} & 131 \\ & 73 \% \\ & \text { DEF } \end{aligned}$ | $\begin{gathered} 114 \\ 70 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{aligned} & 192 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 251 \\ & 69 \% \end{aligned}$ <br> 」 | $\begin{aligned} & 245 \\ & 72 \% \end{aligned}$ <br> 」 | $\begin{aligned} & 105 \\ & 61 \% \end{aligned}$ | ¢ | $\begin{aligned} & 195 \\ & 74 \% \\ & \text { MN } \end{aligned}$ | $\begin{gathered} 219 \\ 72 \% \\ N \end{gathered}$ | 398 $67 \%$ | 291 | $\begin{gathered} 168 \\ 69 \% \\ v \end{gathered}$ | $\begin{gathered} 180 \\ 66 \% \\ v \end{gathered}$ | $\begin{gathered} 161 \\ 68 \% \\ v \end{gathered}$ | $\begin{gathered} 79 \\ 54 \% \end{gathered}$ | $\begin{gathered} 33 \\ 68 \% \end{gathered}$ | $\begin{gathered} 67 \\ 76 \% \\ v^{*} \end{gathered}$ | $\begin{aligned} & 577 \\ & 65 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 73 \% \end{aligned}$ | 405 | $\begin{aligned} & 210 \\ & 67 \% \end{aligned}$ | 74 $70 \%$ | 180 <br> $5 \%$ | $\begin{gathered} 509 \\ 70 \% \\ d \end{gathered}$ | - |  | ${ }_{\text {66\% }}^{\text {456 }}$ | 233 |
| Don't know | $\begin{aligned} & 167 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 64 \\ 12 \% \end{gathered}$ | $\begin{gathered} 103 \\ 20 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 27 \\ 19 \% \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \\ G \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | 20 11\% | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \end{gathered}$ | $\begin{gathered} 68 \\ 20 \% \end{gathered}$ | 51 $14 \%$ | 48 14\% | 30 $18 \%$ | $\begin{gathered} 63 \\ 21 \% \\ \circ \end{gathered}$ | $\begin{gathered} 32 \\ 12 \% \end{gathered}$ | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | 80 13\% | $\begin{gathered} 87 \\ 20 \% \\ \mathrm{a} \end{gathered}$ | 37 <br> 15\% | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | 33 <br> 14\% | $\begin{gathered} 31 \\ 21 \% \end{gathered}$ | 9 <br> 18\% | $\begin{gathered} 13 \\ 15 \% \end{gathered}$ | 141 <br> 16\% | $\begin{gathered} 26 \\ 17 \% \end{gathered}$ | $\begin{gathered} 82 \\ 13 \% \end{gathered}$ |  | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 125 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 49 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 118 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 98 \\ 14 \% \end{gathered}$ | ${ }_{\text {20\% }}^{69}$ |

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Overlap formulae used
ColumnProportions (5\%): A,B/C,D/E///G/H/H/J/K/L,M/N/O/P,Q/R,S/T/U/V/W//,Y/Z,a/b/C,d/e,///,h/h/1 Minimum Base: 30(**) Small Base: $1000^{*}$ )
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati <br> ve | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e to lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura Dems | $\begin{gathered} \text { Favourabl } \\ \text { e to Green } \\ \text { Party } \end{gathered}$ Party | Unfavoura ble to Green Party | $\begin{aligned} & \text { Favourab } \\ & \text { efoto } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | Unfavoura be to Starme | Favourab e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \mathrm{n} \end{gathered}$ |  | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 182 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 79 \\ 25 \% \\ c \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 24 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 19 \\ 21 \% \\ c^{2} \end{gathered}$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & \text { 20\% } \end{aligned}$ | $\begin{gathered} 117 \\ \text { 50\% } \\ \text { ukKMNoa } \end{gathered}$ | $\begin{aligned} & 26 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 74 \\ 18 \% \\ 10 \end{gathered}$ | $\begin{gathered} 70 \\ 21 \% \\ 20 \\ 10 \end{gathered}$ | $\begin{gathered} 64 \\ 27 \% \\ \text { una } \end{gathered}$ | $\begin{gathered} 60 \\ 17 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 67 \\ & 22 \% \\ & 27 \\ & 10 \end{aligned}$ | $\begin{aligned} & 66 \\ & \text { 21\% } \\ & \text { ina } \end{aligned}$ | $\begin{gathered} 60 \\ \text { 42\% } \\ \text { 4kLMNoo } \end{gathered}$ | $\begin{gathered} 61 \\ 14 \% \\ 1 \end{gathered}$ | $\begin{gathered} 120 \\ 44 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 21 \% \\ & \text { swra } \\ & \text { sw } \end{aligned}$ | $\begin{aligned} & 70 \\ & 19 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 98 \\ 45 \% \\ \text { 45uwra } \end{gathered}$ | $\begin{aligned} & 22 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 76 \\ 49 \% \\ \text { suwrra } \end{gathered}$ | $\begin{aligned} & 37 \\ & 7 \% \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 95 \\ 58 \% \\ \text { RSTuwwra } \end{gathered}$ | $\begin{gathered} 25 \\ 7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 92 \\ 44 \% \\ c \end{gathered}$ | $\begin{aligned} & 55 \\ & 9 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 689 \\ & 66 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 82 \% \\ & \text { B0E } \end{aligned}$ | 47 <br> 65\% | $\begin{aligned} & 62 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 69 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 484 \\ 88 \\ \text { нккMMNopa } \end{gathered}$ | $\begin{aligned} & 291 \\ & 73 \% \\ & \text { 73L } \end{aligned}$ | $\begin{aligned} & 225 \\ & 68 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 150 \\ & 64 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 252 \\ & 70 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 209 \\ & 70 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 209 \\ & 67 \% \\ & \text { HP } \end{aligned}$ | $\begin{gathered} 63 \\ 45 \% \end{gathered}$ | $\begin{gathered} 337 \\ 77 \% \\ \text { Hкıммор } \end{gathered}$ | $\begin{gathered} 107 \\ 39 \% \\ z \end{gathered}$ | $\begin{gathered} 467 \\ 92 \% \\ \text { Rruwwrzaa } \end{gathered}$ | $\begin{aligned} & 224 \\ & 72 \% \\ & \text { R } 7 \times 2 \end{aligned}$ | $\begin{aligned} & 265 \\ & 71 \% \\ & \text { RVXZ } \end{aligned}$ | $\begin{gathered} 98 \\ 45 \% \\ z \end{gathered}$ | $\begin{aligned} & 403 \\ & 90 \% \\ & \text { RTuvxrz } \end{aligned}$ | $\begin{gathered} 63 \\ 40 \% \\ z \end{gathered}$ | $\begin{gathered} 441 \\ 86 \% \\ \text { Rruvx } \end{gathered}$ | $\begin{aligned} & 52 \\ & 32 \% \end{aligned}$ |  | $\begin{gathered} 90 \\ 43 \% \\ \hline \end{gathered}$ | $\begin{gathered} 462 \\ 80 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 167 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 42 \\ 13 \% \\ c \end{gathered}$ | $\begin{aligned} & 20 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 8 \\ \text { 10\% } \end{gathered}$ | $\begin{aligned} & 11 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 44 \\ 11 \% \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 37 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & \text { 43\% } \\ & \text { iN } \end{aligned}$ | $24$ | $\begin{gathered} 38 \\ 12 \% \end{gathered}$ | $\begin{gathered} 19 \\ 13 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 44 \\ 16 \% \\ \text { STuwwra } \end{gathered}$ | $\begin{aligned} & 23 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 24 \\ 8 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 40 \\ & 11 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 21 \\ \text { 10\% } \\ \text { sa } \end{gathered}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & \begin{array}{c} 11 \% \\ \text { sw } \end{array}, ~ \end{aligned}$ | $\begin{aligned} & 33 \\ & 6 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 17 \\ 10 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 28 \\ 13 \% \end{gathered}$ | $\begin{gathered} 62 \\ 11 \% \end{gathered}$ |

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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 | ender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | femal | 18.24 | ${ }^{25.34}$ | 35.44 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | 35.54 | ${ }^{55+}$ | Gen 2 | Millenial | Sen $\mathrm{X}+$ | ${ }_{\substack{\text { a }}}^{\text {Baby }}$ comer | ABC1 | ${ }^{\text {C20 }}$ | North | Midands | South | London | Wales | Scotand | Uran | Rural | Married/ <br> Living as Married | Single | Widowed/ <br> Divorced/ <br> Separated | At least one child present | No children present | Graduate | Nongraduate | Working | ${ }_{\text {Not }}^{\text {Not }}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | (R) | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  | (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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | ${ }^{1038}$ | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 |
| Dose apoly | $\begin{aligned} & 270 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 52 \\ 36 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 61 \\ 32 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \\ H \end{gathered}$ | $\begin{gathered} 32 \\ 17 \% \end{gathered}$ | $\begin{gathered} 27 \\ 15 \% \end{gathered}$ | $\begin{gathered} 53 \\ 33 \% \\ \text { GH* } \end{gathered}$ | $\begin{gathered} 113 \\ 34 \% \\ \mathrm{KL} \end{gathered}$ | $\begin{gathered} 77 \\ 21 \% \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \end{gathered}$ | $\begin{gathered} 58 \\ 34 \% \\ 0 \end{gathered}$ | $\begin{gathered} 92 \\ 31 \% \\ 0 \end{gathered}$ | $\begin{gathered} 43 \\ 16 \% \end{gathered}$ | $\begin{gathered} 77 \\ 25 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 159 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 62 \\ 25 \% \end{gathered}$ | $\begin{gathered} 65 \\ 24 \% \end{gathered}$ | $\begin{gathered} 68 \\ 29 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 51 \\ 35 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 11 \\ 23 \% \end{gathered}$ | $\begin{gathered} 13 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 241 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 29 \\ 19 \% \end{gathered}$ | $\begin{gathered} 180 \\ 29 \% \\ c \end{gathered}$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | $\begin{gathered} 18 \\ 17 \% \end{gathered}$ | $\begin{gathered} 108 \\ 35 \% \\ e \end{gathered}$ | ${ }_{1}^{162}$ | $\begin{aligned} & 108 \\ & 29 \% \end{aligned}$ | 162 $24 \%$ | ${ }_{27}^{187}$ | $\underset{\substack{84 \\ 24 \%}}{ }$ |
| Does notapolv | $\begin{aligned} & 599 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 309 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 283 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 61 \\ 42 \% \end{gathered}$ | $89$ $47 \%$ | $\begin{gathered} 105 \\ 58 \% \\ D \end{gathered}$ | $\begin{aligned} & 134 \\ & 73 \% \\ & \text { DEFI } \end{aligned}$ | $\begin{gathered} 118 \\ 66 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 93 \\ 57 \% \\ \mathrm{D}^{*} \end{gathered}$ | 150 | $\begin{aligned} & 239 \\ & 65 \% \end{aligned}$ <br> 」 | $\begin{gathered} 211 \\ 62 \% \\ 1 \end{gathered}$ | ( $\begin{gathered}78 \\ 45 \%\end{gathered}$ | (198) | $\begin{aligned} & 189 \\ & 72 \% \\ & \text { MNP } \end{aligned}$ | $\begin{aligned} & 185 \\ & 61 \% \\ & M N \end{aligned}$ | (351 | 248 | $\begin{gathered} 149 \\ 61 \% \\ v \end{gathered}$ | $\begin{gathered} 168 \\ 62 \% \\ v \end{gathered}$ | 125 | $\begin{gathered} 63 \\ 42 \% \end{gathered}$ | $\begin{gathered} 34 \\ 69 \% \\ \mathrm{v}^{*} \end{gathered}$ | $\begin{gathered} 62 \\ 70 \% \\ \text { uv* }^{*} \end{gathered}$ | (499 | 100 $65 \%$ | 355 57\% | 171 $54 \%$ | $\begin{gathered} 73 \\ 70 \% \\ \mathrm{~b}^{*} \end{gathered}$ | (157 | $\begin{gathered} 443 \\ 61 \% \\ d \end{gathered}$ | 205 | 394 | ¢ | 203\% |
| Don't k | $\begin{aligned} & 169 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 57 \\ 11 \% \end{gathered}$ | $\begin{gathered} 110 \\ 21 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 32 \\ 22 \% \\ \mathrm{GI} \end{gathered}$ | $\begin{gathered} 38 \\ 20 \% \\ \text { GI } \end{gathered}$ | $\begin{gathered} 30 \\ 17 \% \end{gathered}$ | $\begin{gathered} 19 \\ 10 \% \end{gathered}$ | $\begin{gathered} 33 \\ 19 \% \\ G \end{gathered}$ | 16 <br> 10\% | 70 <br> 21\% <br> K | 49 <br> 13\% | 49 14\% | $\begin{gathered} 35 \\ 21 \% \\ 0 \end{gathered}$ | $\begin{gathered} 59 \\ 20 \% \\ 0 \end{gathered}$ | $\begin{gathered} 32 \\ 12 \% \end{gathered}$ | 43 $14 \%$ | 87 15\% | 82 $19 \%$ | 34 <br> 14\% | $\begin{gathered} 38 \\ 14 \% \end{gathered}$ | 45 $19 \%$ | $\begin{gathered} 34 \\ 23 \% \end{gathered}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\begin{gathered} 14 \\ 15 \% \end{gathered}$ | 145 <br> 16\% | 24 <br> 16\% | 83\% 13\% | 72 $\substack{73 \% \\ 3}$ | $\begin{gathered} 13 \\ 13 \% \end{gathered}$ | ¢ ${ }_{\text {4 }}^{48}$ | $\begin{aligned} & 121 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 59 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 15 \% \end{aligned}$ | 62 18\% |

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///G/H/H/J/K/L,M/N/O/P,Q/R,S/T/U/V/W//,Y/Z,a/b/C,d/e,///,h/h/1 Minimum Base: 30(**) Small Base: $1000^{*}$ )
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourale to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourab <br> e to Cons | Unfavoura ble to Con | Favourab e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e e o Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourab e to Green Party | ble to <br> Green <br> Party | $\begin{aligned} & \text { Favourabl U. } \\ & \text { efoto } \\ & \text { Reform UK Re } \end{aligned}$ | $\begin{gathered} \text { Unfavourara } \\ \text { Bef to } \\ \text { Reform UK } \end{gathered}$ | Favourabl e to Sunak | Unfavoura ble to se sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { starmer } \end{gathered}$ | ble to Starmer | Favourabl e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \begin{array}{c} \text { Favourab } \\ \text { eto } \\ \text { eraverma } \\ n \end{array} \end{gathered}$ |  | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Barclay } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { bleto } \\ \text { Barclay } \end{gathered}$ | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 270 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 114 \\ 36 \% \\ c \end{gathered}$ | $\begin{gathered} 50 \\ 17 \% \end{gathered}$ | $\begin{gathered} 22 \\ 30 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 24 \\ 26 \% \\ 26 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 96 \\ 28 \% \end{gathered}$ | $\begin{gathered} 134 \\ 57 \% \\ \text { } \begin{array}{c} 7 k(M N o p a \end{array} \end{gathered}$ | $\begin{gathered} 64 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & \text { 28\% } \\ & \text { ina } \end{aligned}$ | $\begin{gathered} 89 \\ 27 \% \\ \text { ina } \end{gathered}$ | $\begin{gathered} 87 \\ 37 \% \\ \text { uאMNoa } \end{gathered}$ | $\begin{gathered} 77 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 93 \\ & 31 \% \\ & \text { 31\% } \end{aligned}$ | $\begin{aligned} & 87 \\ & \text { 28\% } \\ & \text { ima } \end{aligned}$ | $\begin{gathered} 66 \\ \text { 47\% } \\ \text { uкММیoa } \end{gathered}$ | $\begin{gathered} 86 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 155 \\ 57 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 50 \\ \text { 10\% } \end{gathered}$ | $\begin{gathered} 90 \\ 29 \% \\ \text { swra } \\ \text { swa } \end{gathered}$ | $\begin{aligned} & 89 \\ & 24 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 122 \\ 56 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 47 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 82 \\ 52 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 78 \\ & \text { 78\% } \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 104 \\ 64 \% \\ \text { STuwra } \end{gathered}$ | $\begin{aligned} & 41 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 58 \% \\ & c \end{aligned}$ | $\begin{aligned} & 109 \\ & 19 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 599 \\ & 58 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 166 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 211 \\ 73 \% \\ \text { 80 } \\ \text { 80 } \end{gathered}$ | $\begin{gathered} 40 \\ 55 \% \end{gathered}$ | $\begin{gathered} 58 \\ 63 \% \\ 63 \% \end{gathered}$ | $\begin{aligned} & 258 \\ & 64 \% \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 61 \% \\ & 61 \% \end{aligned}$ | $\begin{gathered} 82 \\ 35 \% \end{gathered}$ | $\begin{gathered} 431 \\ 79 \% \\ \text { Hккммора } \end{gathered}$ | $\begin{aligned} & 249 \\ & 62 \% \\ & \text { HLL } \end{aligned}$ | $\begin{aligned} & 209 \\ & 63 \% \\ & \text { Hit } \end{aligned}$ | $\begin{gathered} 125 \\ 53 \% \\ H \end{gathered}$ | $\begin{aligned} & 239 \\ & 67 \% \\ & \text { HuNp } \end{aligned}$ | $\begin{aligned} & 175 \\ & 58 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 192 \\ & 61 \% \\ & \text { HP } \end{aligned}$ | $\begin{gathered} 64 \\ 45 \% \\ \text { 4\% } \end{gathered}$ | $\begin{gathered} 312 \\ 71 \% \\ \text { HKKNop } \end{gathered}$ | $\begin{aligned} & 85 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 422 \\ 83 \% \\ \text { RTuyxzz } \end{gathered}$ | $\begin{aligned} & 191 \\ & 61 \% \\ & \text { Rイxz } \end{aligned}$ | $\begin{aligned} & 250 \\ & 67 \% \\ & \text { RyXz } \end{aligned}$ | $\begin{gathered} 71 \\ 33 \% \\ z \end{gathered}$ | $\begin{gathered} 370 \\ 88 \% \\ \text { RTUY×rz } \end{gathered}$ | $\begin{gathered} 58 \\ 37 \% \\ z \end{gathered}$ | $\begin{gathered} 386 \\ 76 \% \\ \text { RTuxz } \end{gathered}$ | $\begin{gathered} 41 \\ 25 \% \end{gathered}$ | $\begin{gathered} 312 \\ 81 \% \\ \text { 8ruxxz } \end{gathered}$ | $\begin{gathered} 74 \\ 35 \% \end{gathered}$ | $\begin{gathered} 399 \\ 69 \% \\ \mathrm{~b} \end{gathered}$ |
| Don't know | $\begin{aligned} & 169 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 36 \\ 11 \% \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{gathered} 11 \\ 15 \% \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \end{gathered}$ | $\begin{gathered} 44 \\ 11 \% \end{gathered}$ | $\begin{gathered} 39 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 54 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 43 \\ 12 \% \end{gathered}$ | $\begin{gathered} 32 \\ 11 \% \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 12 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 31 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{gathered} 24 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 18 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 71 \\ 12 \% \end{gathered}$ |

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//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {25.34 }}$ | 35.44 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | ${ }^{3554}$ | ${ }^{55+}$ | Genz | Millenial | Gen $\mathrm{X}+$ | ${ }_{\substack{\text { a }}}^{\text {Baby }}$ coom | ABC1 | ${ }^{\text {C20 }}$ | North | Midands | South | London | Wales | Sotand | Uran | Rura | Married/ <br> Living as Married | Single | Widowed/ <br> Divorced/ <br> Separated | At least one child present | No children present | Graduate | Nongraduate | Working | ${ }_{\text {Not }}^{\text {Not }}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (4) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | ${ }^{(R)}$ | (5) | (T) | (v) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  | (n) |  |
| 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{aligned} & 243 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 136 \\ 27 \% \\ c \end{gathered}$ | $\begin{aligned} & 105 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 34 \\ 23 \% \end{gathered}$ | $\begin{gathered} 51 \\ 27 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \end{gathered}$ | $\begin{gathered} 84 \\ 25 \% \end{gathered}$ | 87 <br> 24\% | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 40 \\ 23 \% \end{gathered}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{gathered} 59 \\ 22 \% \end{gathered}$ | $\begin{gathered} 67 \\ 22 \% \end{gathered}$ | $\begin{gathered} 162 \\ 27 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 80 \\ 18 \% \end{gathered}$ | 51 <br> 21\% | $\begin{gathered} 59 \\ 22 \% \end{gathered}$ | $\begin{gathered} 64 \\ 27 \% \\ x \end{gathered}$ | $\begin{gathered} 44 \\ 30 \% \\ \mathrm{x}^{*} \end{gathered}$ | $\begin{gathered} 13 \\ 26 \% \end{gathered}$ | $\begin{gathered} 11 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 214 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 29 \\ 19 \% \end{gathered}$ | $\begin{gathered} 174 \\ 28 \% \\ b \end{gathered}$ | 50 <br> 16\% | $\begin{gathered} 18 \\ 18 \% \end{gathered}$ | $\begin{gathered} 110 \\ 35 \% \\ e \end{gathered}$ | $\begin{aligned} & 133 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 103 \\ 28 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 139 \\ & 21 \% \end{aligned}$ | 169 24\% | 74 $21 \%$ |
| Does notapolv | 573 | 270 <br> 53\% | $\begin{aligned} & 298 \\ & 57 \% \end{aligned}$ | 81 <br> 56\% | $93$ $49 \%$ | $\begin{gathered} 92 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 110 \\ 61 \% \\ E \end{gathered}$ | $\begin{gathered} 88 \\ 55 \% \end{gathered}$ | 174 $52 \%$ | $\begin{gathered} 201 \\ 55 \% \end{gathered}$ | $\begin{gathered} 198 \\ 58 \% \end{gathered}$ | 99 58\% | $\begin{aligned} & 150 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 56 \% \end{aligned}$ | ¢ | $325$ 54\% | 248 | 137 <br> 56\% | $\begin{aligned} & 155 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 75 \\ 50 \% \end{gathered}$ | 24 49\% | 58 <br> 66\% | 491 | ¢ | $\begin{aligned} & 323 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 59 \% \end{aligned}$ | - ${ }_{\text {63\% }}^{63}$ | $\underset{46 \%}{149}$ | $\begin{gathered} 429 \\ 59 \% \\ d \end{gathered}$ | 197 | S6\% | 381 |  |
| Don't kow | 222 $21 \%$ | $\begin{aligned} & 103 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 23 \% \end{aligned}$ | 30 <br> 20\% | $\begin{gathered} 44 \\ 24 \% \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | 31 <br> 17\% | 37 <br> 21\% | 34 <br> 21\% | $\begin{gathered} 74 \\ 22 \% \end{gathered}$ | 77 <br> 21\% | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | 32 <br> 19\% | $\begin{gathered} 72 \\ 24 \% \end{gathered}$ | $\begin{gathered} 57 \\ 22 \% \end{gathered}$ | $\begin{gathered} 61 \\ 20 \% \end{gathered}$ | 109 18\% | $\begin{gathered} 113 \\ 26 \% \\ \mathrm{Q} \end{gathered}$ | 56 <br> 23\% | $\begin{gathered} 58 \\ 21 \% \end{gathered}$ | 49 21\% | $\begin{gathered} 29 \\ 20 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 19 \\ 21 \% \\ \hline \end{gathered}$ | 180 <br> 20\% | $\begin{gathered} 42 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 20 \% \end{aligned}$ | 78 <br> 25\% | $\begin{gathered} 23 \\ 22 \% \end{gathered}$ | $\begin{gathered} 59 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 72 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 23 \% \end{aligned}$ | 140 20\% | 83 $24 \%$ |

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.
Overiap formulae used
ColumnProportions (5\%): $A, B / C, D / E / F / G / H / / / / / / / /, M / N / O / P, Q / R, S / T / U / V / W / X, Y / Z, a / b / C, d / e, / / G, h / i$ Minimum Base: $\left.30 l^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati <br> ve | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavaura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab | Unfavoura ble to Lab | Favourabl e to Lib Dems | Unfavoura Dems | Favourab e to Green Party | Unfavoura ble to Green Party | $\begin{aligned} & \text { Favourab } \\ & \text { efoto } \\ & \text { Reform UK } \end{aligned}$ |  | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | Unfavoura be to Starme | Favourab e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverma } \\ \text { n } \end{gathered}$ |  | $\begin{gathered} \text { Favourab } \\ \text { e to } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 243 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 42 \% \\ & \text { cog } \end{aligned}$ | $\begin{aligned} & 43 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 104 \\ 30 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 152 \\ 65 \% \\ \text { wאוMoopa } \end{gathered}$ | $\begin{aligned} & 31 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 85 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 114 \\ & 34 \% \\ & \text { unva } \end{aligned}$ | $\begin{aligned} & 72 \\ & 31 \% \\ & \text { wa } \end{aligned}$ | $\begin{gathered} 88 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 76 \\ 25 \% \\ 1 \end{gathered}$ | $\begin{gathered} 93 \\ \text { 90\% } \\ \text { uмa } \end{gathered}$ | $\begin{gathered} 62 \\ \text { 43\% } \\ \text { uıMNoa } \end{gathered}$ | $\begin{gathered} 90 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{gathered} 171 \\ \text { 63\% } \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 22 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 22 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 117 \\ & 31 \% \\ & \text { siwara } \end{aligned}$ | $\begin{gathered} 137 \\ \text { 63\% } \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 31 \\ 7 \% \\ 5 \end{gathered}$ | $\begin{gathered} 93 \\ 59 \% \\ \text { stuwrra } \end{gathered}$ |  | $\begin{gathered} 108 \\ 66 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 37 \\ \text { 30\% } \\ \text { sw } \end{gathered}$ | $\begin{gathered} \begin{array}{c} 116 \\ 55 \% \\ c \end{array} \end{gathered}$ | $\begin{aligned} & 77 \\ & 13 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 573 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 219 \\ 76 \% \\ \text { 80\% } \end{gathered}$ | $\begin{gathered} 43 \\ 60 \% \\ { }^{8+} \end{gathered}$ | $\begin{gathered} 68 \\ 73 \% \\ 78 \% \\ { }^{6} \end{gathered}$ | $\begin{gathered} 251 \\ 62 \% \\ 6 \\ 6 \end{gathered}$ | $\begin{aligned} & 199 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 48 \\ \text { 21\% } \end{gathered}$ | $\begin{gathered} 450 \\ 82 \% \\ \text { нккмммора } \end{gathered}$ | $\begin{gathered} 269 \\ 67 \% \\ \text { HкмMop } \end{gathered}$ | $\begin{aligned} & 152 \\ & 46 \% \\ & H \\ & H \end{aligned}$ | $\begin{aligned} & 124 \\ & 53 \% \\ & H P \end{aligned}$ | $\begin{aligned} & 210 \\ & 59 \% \\ & \text { HKop } \end{aligned}$ | $\begin{aligned} & 190 \\ & 63 \% \\ & \text { HKKOp } \end{aligned}$ | $\begin{gathered} 156 \\ 50 \% \\ H \end{gathered}$ | $\begin{gathered} 57 \\ 40 \% \\ H \end{gathered}$ | $\begin{gathered} 275 \\ 62 \% \\ \text { HKKOp } \end{gathered}$ | $\begin{aligned} & 43 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 449 \\ 88 \% \\ \text { Rruwwrza } \end{gathered}$ | $\begin{gathered} 209 \\ 67 \% \\ \text { Ruvx } \end{gathered}$ | $\begin{aligned} & 191 \\ & 51 \% \\ & \text { Revz } \end{aligned}$ | $\begin{gathered} 41 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 374 \\ & 83 \% \\ & \text { Rruvxrz } \end{aligned}$ | $\begin{gathered} 41 \\ 26 \% \\ \text { RVV } \end{gathered}$ | $\begin{gathered} 384 \\ \text { 75\% } \\ \text { ruvxz } \end{gathered}$ | $\begin{gathered} 34 \\ 21 \% \end{gathered}$ | $\begin{gathered} 313 \\ 82 \% \\ \text { Rruxxz } \end{gathered}$ | $\begin{gathered} 56 \\ 27 \% \end{gathered}$ | $\begin{gathered} 404 \\ 70 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 222 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 73 \\ 23 \% \\ c \mathrm{cE} \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 12 \\ 17 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 11 \\ & { }^{12 \%} \end{aligned}$ | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 68 \\ 12 \% \end{gathered}$ | $\begin{gathered} 46 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 20 \% \\ & \text { un } \end{aligned}$ | $\begin{aligned} & 38 \\ & 16 \% \\ & \text { 1N } \end{aligned}$ | $\begin{gathered} 61 \\ { }_{6}^{17 \%} \\ 10 \end{gathered}$ | $\begin{gathered} 35 \\ 12 \% \end{gathered}$ | $\begin{gathered} 64 \\ \text { 20\% } \\ \text { un } \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 75 \\ & 17 \% \\ & \text { un } \end{aligned}$ | $\begin{gathered} 57 \\ 21 \% \\ \text { 2Twxra } \end{gathered}$ | $\begin{aligned} & 38 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 68 \\ 18 \% \\ \text { sTwra } \end{gathered}$ | $\begin{aligned} & 39 \\ & \text { 18\% } \\ & \text { siwa } \end{aligned}$ | $\begin{gathered} 45 \\ 10 \% \\ 5 \end{gathered}$ | $\begin{gathered} 23 \\ 15 \% \\ 5 \\ 5 \end{gathered}$ |  | $\begin{gathered} 22 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 37 \\ 18 \% \end{gathered}$ | $\begin{gathered} 98 \\ 17 \% \\ 17 \end{gathered}$ |

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.

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 | der |  | Age |  |  |  |  |  | Aggregted Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urran/Rural |  | Marital Status |  |  |  |  | Education |  | Employmentstats |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (Total | ${ }_{\text {Male }}^{\text {(8) }}$ | Female <br> (C) | 18.24 (0) | ${ }_{\text {(E) }}^{\text {(E) }}$ ( | 35-44 <br> (F) | ${ }_{\text {4.5.54 }}^{(6)}$ |  | ${ }^{65+}$ | (18.34 | ${ }_{\text {3 }}^{3} \mathrm{~s}$ (k) 5 | (4) | ${ }_{\text {( }}^{\text {(M) }}$ 2 | $\begin{gathered} \hline \begin{array}{c} \text { Millennial } \\ \mathrm{s} \end{array} \\ \hline(\mathrm{~N}) \\ \hline \end{gathered}$ | ${ }_{\text {Gen } \mathrm{X}}^{\text {(0) }}$ | Baby Boomer <br> (P) | ${ }_{\text {abc1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {(20E }}$ | ${ }_{\text {(s) }}^{\text {Nort }}$ | ${ }_{\text {Midands }}^{\text {(T) }}$ | South | (v) ${ }_{\text {L }}$ (odon | Wales | Scotand | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {N }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| Unweighted base | 1038 | 511 | 518 | 146 | 174 | 179 | 199 | 241 | 99 | 320 | 378 | 340 | 174 | 280 | 288 | 296 | ${ }_{7} 76$ | 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 | ${ }^{411}$ | 244 | 271 | 238 | ${ }^{148}$ | 49 | 88 | 884 | 154 | 617 | 316 | 105 | 312 | 726 | 372 | ${ }_{666}$ | 689 | 349 |
| Does apply | $\begin{aligned} & 346 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 40 \\ 28 \% \end{gathered}$ | $\begin{gathered} 58 \\ 31 \% \end{gathered}$ | $\begin{gathered} 59 \\ 33 \% \end{gathered}$ | 64 <br> 34\% | $\begin{gathered} 60 \\ 34 \% \end{gathered}$ | $\begin{gathered} 65 \\ 40 \% \end{gathered}$ | $\begin{gathered} 99 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 122 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 46 \\ 27 \% \end{gathered}$ | $\begin{gathered} 94 \\ 32 \% \end{gathered}$ | $\begin{gathered} 90 \\ 34 \% \end{gathered}$ | $\begin{gathered} 116 \\ 38 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 218 \\ 36 \% \\ R \end{gathered}$ | 128 29\% | $\begin{gathered} 81 \\ 33 \% \end{gathered}$ | - | $\begin{gathered} 92 \\ 39 \% \end{gathered}$ | $\begin{gathered} 49 \\ 33 \% \end{gathered}$ | $\begin{gathered} 16 \\ 34 \% \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 296 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 50 \\ 33 \% \end{gathered}$ | $\begin{gathered} 244 \\ 39 \% \\ \text { bc } \end{gathered}$ | - 76 | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 130 \\ 41 \% \\ e \end{gathered}$ | 217 | $\begin{gathered} 141 \\ 38 \% \\ \mathrm{~g} \end{gathered}$ | 205 | 235 | ${ }_{32 \%}^{111}$ |
| Dos notapply | 493\% | $\begin{aligned} & 248 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 68 \\ 47 \% \end{gathered}$ | 86 <br> 46\% | $84$ $47 \%$ | $93$ 50\% | $\begin{gathered} 90 \\ 50 \% \end{gathered}$ | 73 45\% | $\begin{aligned} & 154 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 88 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 281 \\ & 47 \% \end{aligned}$ | (212 | $\begin{aligned} & 121 \\ & 50 \% \end{aligned}$ | 142 52\% | $\begin{aligned} & 100 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 64 \\ 43 \% \end{gathered}$ | $\begin{gathered} 20 \\ 41 \% \end{gathered}$ | $\begin{gathered} 47 \\ 53 \% \end{gathered}$ | $\begin{aligned} & 427 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 66 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 286 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 50 \% \end{aligned}$ | 40 | ${ }_{4}^{133}$ | ¢ | ${ }_{47 \%}^{173}$ | 320 $48 \%$ | 334 $49 \%$ | ${ }_{\text {45\% }}$ |
| Don't kow | $\begin{aligned} & 199 \\ & 19 \% \end{aligned}$ | 81 16\% | $\begin{gathered} 116 \\ 22 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 36 \\ 25 \% \end{gathered}$ | 44 23\% | $\begin{gathered} 37 \\ 21 \% \end{gathered}$ | 29 16\% | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | 24 <br> 15\% | $\begin{gathered} 80 \\ 24 \% \end{gathered}$ L | 66 18\% | 53 16\% | 38 <br> 22\% | $\begin{gathered} 68 \\ 23 \% \end{gathered}$ | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | 98 16\% | $\begin{gathered} 101 \\ 23 \% \\ \mathrm{a} \end{gathered}$ | 42 <br> 17\% | $\begin{gathered} 44 \\ 16 \% \end{gathered}$ | 46 19\% | $\begin{gathered} 35 \\ 24 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 19 \\ 22 \% \end{gathered}$ | 161 <br> 18\% | $\begin{gathered} 37 \\ 24 \% \end{gathered}$ | $\begin{gathered} 88 \\ 14 \% \end{gathered}$ | ¢82 <br> 26\% | $\begin{gathered} 29 \\ 27 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{gathered} 50 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 58 \\ 16 \% \end{gathered}$ | $\begin{gathered} 141 \\ 21 \% \\ \mathrm{f} \end{gathered}$ | 119 $17 \%$ | 80 23\% |

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.
Overiap formulae used
ColumnProportions (5\%): $A, B / C, D / E / F / G / H / / / / / / / /, M / N / O / P, Q / R, S / T / U / V / W / X, Y / Z, a / b / C, d / e, / / G, h / i$ Minimum Base: $\left.30 l^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labour | $\underset{\text { Democrats }}{\text { Liberal }}$ | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Con | Favourab e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e to Lib } \end{aligned}$ Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{gathered} \text { Favourabl U } \\ \text { efo } \\ \text { Reform UK R } \end{gathered}$ | ble to Reform U | Favourabl e to Sunak |  | $\begin{gathered} \text { Favourabl } \\ \text { eto to } \\ \text { Sarmer } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { ble to } \\ \text { Starmer } \end{gathered}$ | Favourab e to Hunt | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Hunt } \end{gathered}$ |  | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Braverma } \\ \mathrm{n} \end{gathered}$ | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & 1 \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | ( 5 | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 346 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 58 \% \\ & \text { cob } \end{aligned}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 38 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 24 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 1399 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 170 \\ 72 \% \\ \text { (2kMMopa } \end{gathered}$ | $\begin{aligned} & 84 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & \text { 45\% } \\ & \text { uмलoa } \end{aligned}$ | $\begin{aligned} & 107 \\ & \text { 46\% } \\ & \text { uMva } \end{aligned}$ | $\begin{aligned} & 113 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 104 \\ 34 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 116 \\ & 37 \% \\ & \text { um } \end{aligned}$ | $\begin{gathered} 68 \\ \text { 48\% } \\ \text { uммoa } \end{gathered}$ | $\begin{gathered} 152 \\ 35 \% \\ \\ \hline \end{gathered}$ | $\begin{gathered} 213 \\ 79 \% \\ \text { STuwxraa } \end{gathered}$ | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 32 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 150 \\ & 40 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 165 \\ 76 \% \\ \text { STuwra } \end{gathered}$ | $\begin{gathered} 73 \\ 16 \% \\ s \end{gathered}$ | $\begin{gathered} 106 \\ 67 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 116 \\ & 23 \% \\ & \text { swa } \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 117 \\ { }^{117} \begin{array}{c} \text { 11\% } \\ \text { stuwra } \end{array} \end{gathered}$ | $\begin{gathered} 62 \\ 16 \% \\ s \end{gathered}$ | $\begin{aligned} & \text { 126 } \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 27 \% \\ & 27 \end{aligned}$ |
| Does not apply | $\begin{aligned} & 493 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 93 \\ 29 \% \end{gathered}$ | $\begin{gathered} 208 \\ 72 \% \\ \text { 80E } \end{gathered}$ | $\begin{gathered} 31 \\ 43 \% \end{gathered}$ | $\begin{gathered} 49 \\ 53 \% \\ { }_{8} \end{gathered}$ | $\begin{aligned} & 210 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 39 \\ 17 \% \end{gathered}$ | $\begin{gathered} 392 \\ 71 \% \\ \text { Hккмимора } \end{gathered}$ | $\begin{gathered} 243 \\ 61 \% \\ \text { HKNOP } \end{gathered}$ | $\begin{aligned} & 136 \\ & { }_{11 \%} \\ & H \end{aligned}$ | $\begin{gathered} 95 \\ 40 \% \\ 4 \\ H \end{gathered}$ | $\begin{aligned} & 198 \\ & 55 \% \\ & \text { Hkıp } \end{aligned}$ | $\begin{aligned} & 154 \\ & 51 \% \\ & \text { HKIP } \end{aligned}$ | $\begin{gathered} 149 \\ 48 \% \\ \text { HK } \end{gathered}$ | $\begin{gathered} 55 \\ 39 \% \\ H \end{gathered}$ | $\begin{aligned} & 242 \\ & 55 \% \\ & \text { HkLop } \end{aligned}$ | $\begin{gathered} 32 \\ 12 \% \end{gathered}$ | $\begin{gathered} 408 \\ 80 \% \\ \text { Rruwwrza } \end{gathered}$ | $\begin{aligned} & 179 \\ & \begin{array}{l} \text { 57\% } \\ \text { Ruvxz } \end{array} . \end{aligned}$ | $\begin{aligned} & 176 \\ & 47 \% \\ & \text { RXXZ } \end{aligned}$ | $\begin{gathered} 31 \\ 14 \% \end{gathered}$ | $\begin{gathered} 334 \\ 74 \% \\ \text { Rruvxrz } \end{gathered}$ | $\begin{gathered} 32 \\ 20 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 339 \\ 66 \% \\ \text { Rruxz } \end{gathered}$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{gathered} 290 \\ 76 \% \\ \text { Rruvxrz } \end{gathered}$ | $\begin{gathered} 55 \\ 26 \% \end{gathered}$ | $\begin{gathered} 332 \\ 57 \% \\ b \end{gathered}$ |
| Don't know | $\begin{aligned} & 199 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{gathered} 14 \\ 19 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 19 \\ \text { 20\% } \\ c^{*} \end{gathered}$ | $\begin{gathered} 56 \\ 14 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 73 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 43 \\ 11 \% \end{gathered}$ | $\begin{gathered} 46 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | 48 45\% a | $\begin{aligned} & 19 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 46 \\ 10 \% \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{gathered} 50 \\ \text { 10\% } \end{gathered}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | 48 43\% a | $\begin{gathered} 21 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 19 \\ 12 \% \end{gathered}$ | 56 11\% a | $\begin{gathered} 21 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 31 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 29 \\ 14 \% \end{gathered}$ | $\begin{gathered} 92 \\ 16 \% \end{gathered}$ |

[^6]This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the lpsos Terms and Conditions.

Column

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 <br> Total | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employment status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {25.34 }}$ | 35.49 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | ${ }^{3554}$ | ${ }^{55+}$ | Gen 2 | Millenial | Sen $\mathrm{X}+$ | ${ }_{\substack{\text { a }}}^{\text {Baby }}$ coom | ABC1 | ${ }^{\text {C20E }}$ | North | Midands | South | London | Wales | Sotand | Uran | Rural | Married/ <br> Living as Married | Single | Widowed/ <br> Divorced/ <br> Separated | At least one child present | No children present | Graduate | Nongraduate | Working | $\xrightarrow{\text { Not }}$ works |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | ${ }^{(R)}$ | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  | (n) |  |
| 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 | ${ }^{33}$ | 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 | $\begin{aligned} & 324 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 44 \\ 31 \% \end{gathered}$ | $\begin{gathered} 58 \\ 31 \% \end{gathered}$ | $\begin{gathered} 57 \\ 32 \% \end{gathered}$ | 53 <br> 28\% | 47 <br> 26\% | $\begin{gathered} 65 \\ 40 \% \\ \mathrm{H}^{*} \end{gathered}$ | $\begin{aligned} & 103 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 49 \\ 29 \% \end{gathered}$ | $\begin{gathered} 93 \\ 31 \% \end{gathered}$ | $\begin{gathered} 76 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{gathered} 94 \\ 34 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 92 \\ 39 \% \\ \text { svx } \end{gathered}$ | $\begin{gathered} 39 \\ 26 \% \end{gathered}$ | $\begin{gathered} 17 \\ 35 \% \\ x * \end{gathered}$ | $\begin{gathered} 14 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 285 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 39 \\ 26 \% \end{gathered}$ | $\begin{gathered} 228 \\ 37 \% \\ b \end{gathered}$ | $\begin{gathered} 68 \\ 22 \% \end{gathered}$ | $\begin{gathered} 28 \\ 27 \% \end{gathered}$ | $\begin{gathered} 123 \\ 39 \% \\ e \end{gathered}$ | $\begin{aligned} & 201 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 31 \% \end{aligned}$ | 314 | 110 $32 \%$ |
| Does notapolv | $\begin{aligned} & 556 \\ & 54 \% \end{aligned}$ | 277 <br> 54\% | $\begin{aligned} & 273 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 76 \\ 53 \% \end{gathered}$ | $93$ $49 \%$ | $\begin{gathered} 91 \\ 51 \% \end{gathered}$ | 110 <br> 60\% | 104 <br> 58\% | $\begin{gathered} 81 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 169 \\ & 51 \% \end{aligned}$ | 202 <br> 55\% | $\begin{aligned} & 185 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 97 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 57 \% \end{aligned}$ | 163 <br> $54 \%$ | $\begin{aligned} & 317 \\ & 53 \% \end{aligned}$ | 238 | $\begin{aligned} & 132 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 77 \\ 52 \% \end{gathered}$ | $\begin{gathered} 27 \\ 54 \% \end{gathered}$ | 62 <br> 70\% <br> stuv* |  | 88 $57 \%$ | 313 51\% | 185 <br> 59\% | 58\% | ${ }_{\text {45\% }}^{\text {139 }}$ | $\begin{gathered} 417 \\ 57 \% \\ d \end{gathered}$ | 204 | ¢ ${ }_{\substack{352 \\ 53 \%}}$ | ¢ ${ }_{\text {37\% }}^{\text {57\% }}$ | ${ }_{\substack{179 \\ 51 \%}}$ |
| Don't kno | $\begin{aligned} & 158 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 63 \\ 12 \% \end{gathered}$ | $\begin{gathered} 93 \\ 18 \% \\ \text { B } \end{gathered}$ | 24 17\% | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | 22 <br> $12 \%$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | 15 <br> 9\% | - $\begin{gathered}61 \\ 18 \%\end{gathered}$ | 54 15\% | 43 13\% | 25 <br> 15\% | $\begin{gathered} 60 \\ 20 \% \\ p \end{gathered}$ | 37 <br> $14 \%$ | 35 12\% | 83 $14 \%$ | 75 $17 \%$ | 43 <br> 18\% | $\begin{gathered} 31 \\ 12 \% \end{gathered}$ | $\begin{gathered} 35 \\ 15 \% \end{gathered}$ | $\begin{gathered} 32 \\ 22 \% \\ \mathrm{~T}^{*} \end{gathered}$ | 5 <br> 11\% | $\begin{gathered} 12 \\ 14 \% \end{gathered}$ | 131 <br> 15\% | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 77 \\ 12 \% \end{gathered}$ | 63 20\% 0 | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 50 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 49 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 16 \% \end{aligned}$ | 98 14\% | 60 $17 \%$ |

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.
Overiap formulae used
ColumnProportions (5\%): A,B/C,D/E///G/H/H/J/K/L,M/N/O/P,Q/R,S/T/U/V/W//,Y/Z,a/b/C,d/e,///,h/h/1 Minimum Base: 30(**) Small Base: $1000^{*}$ )
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | Referendum 2016 vote |  | Favourable to parties |  |  |  |  |  | FavourabUnfavoura <br> eto Green <br> bete toParty |  | $\begin{gathered} \text { Favourab } \\ \text { Reto } \\ \text { Reform UK } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Reform UK } \end{aligned}$ | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Conservati } \\ \text { ve } \end{gathered}$ | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | ${ }^{\text {Favourab }}$ eto Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { e to Lab } \end{aligned}$ | Unfavoura | $\begin{aligned} & \text { Favourabl } \\ & \text { e e ot Lib } \\ & \text { Dems } \end{aligned}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to to } \end{aligned}$ Dems |  |  | $\begin{gathered} \text { a } \\ \text { K eavourabl } \\ \text { e to Sunak } \end{gathered}$ |  | $\begin{aligned} & \text { Unfavoura } \\ & \text { Une to } \\ & \text { Sunak } \end{aligned}$ | $\begin{gathered} \text { Favourab } \\ \text { evo } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & 1 \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourabl e to Hunt | $\begin{array}{\|c} \text { Unfavoura } \\ \text { ble to } \\ \text { Hunt } \\ \hline \end{array}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { eto } \\ & \text { Braverma } \\ & \text { n } \end{aligned}$ |  | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) |  | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (X) | (v) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 324 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 54 \% \\ & \text { cot } \end{aligned}$ | $\begin{aligned} & 48 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 25 \\ 34 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 18 \\ \text { 20\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 127 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 177 \\ 75 \% \\ \text { ukimoopa } \end{gathered}$ | $\begin{aligned} & 72 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 148 \\ 45 \% \\ \text { uniooa } \end{gathered}$ | $\begin{gathered} 97 \\ 41 \% \\ \text { unva } \end{gathered}$ | $\begin{aligned} & 105 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 87 \\ 29 \% \\ 1 \end{gathered}$ | $\begin{gathered} 119 \\ 38 \% \\ \text { unva } \end{gathered}$ | $\begin{gathered} 62 \\ 44 \% \\ \text { uynva } \end{gathered}$ | $\begin{gathered} 133 \\ 30 \% \\ 1 \end{gathered}$ | $\begin{gathered} 192 \\ 71 \% \\ \text { stuwr } \end{gathered}$ | $\begin{aligned} & 56 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 27 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 142 \\ & \text { 38\% } \\ & \text { stwra } \end{aligned}$ | $\begin{gathered} 160 \\ \text { 13\% } \\ \text { stuwr } \end{gathered}$ | $\begin{aligned} & 58 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 104 \\ 67 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 103 \\ & \text { 20\% } \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 113 \\ 69 \% \\ \text { sruwra } \end{gathered}$ | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 120 \\ 57 \% \\ c \end{gathered}$ | $\begin{aligned} & 148 \\ & 25 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 556 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 216 \\ 75 \% \\ \text { 80 } \end{gathered}$ | $\begin{gathered} 36 \\ 50 \% \end{gathered}$ | $\begin{gathered} 65 \\ 71 \% \\ 80^{*} \end{gathered}$ | $\begin{aligned} & 232 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 43 \\ 18 \% \\ \hline \end{gathered}$ |  | $\begin{aligned} & 261 \\ & 65 \% \\ & \text { Hkıop } \end{aligned}$ | $\begin{gathered} 158 \\ 47 \% \\ H \end{gathered}$ | $\begin{gathered} 114 \\ 49 \% \\ H \end{gathered}$ | $\begin{aligned} & 216 \\ & 60 \% \\ & \text { Hkıop } \end{aligned}$ | $\begin{aligned} & 180 \\ & 60 \% \end{aligned}$ | $\begin{gathered} 161 \\ 52 \% \\ H \end{gathered}$ | $\begin{gathered} 62 \\ 44 \% \\ H \end{gathered}$ | $\begin{gathered} 270 \\ 61 \% \\ \text { HkKop } \end{gathered}$ | $\begin{aligned} & 51 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 418 \\ 82 \% \\ \text { 8ruvxrz } \end{gathered}$ | $\begin{aligned} & 207 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 52 \% \\ & \text { 20yr } \end{aligned}$ | $\begin{gathered} 41 \\ 19 \% \end{gathered}$ | $\begin{gathered} 367 \\ 88 \% \\ \text { RTuvxrz } \end{gathered}$ | $\begin{gathered} 38 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 365 \\ & 71 \% \\ & \text { Ruvxz } \end{aligned}$ | $\begin{gathered} 39 \\ 24 \% \end{gathered}$ | $\begin{gathered} 303 \\ 79 \% \\ \text { RTuxrzz } \end{gathered}$ | $\begin{gathered} 65 \\ 31 \% \\ 35 \end{gathered}$ | $\begin{aligned} & 369 \\ & 64 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 158 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 31 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 9 \\ & 9 \% \\ & 9 \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 34 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 18 \\ 12 \% \\ \text { H } \end{gathered}$ | $\begin{aligned} & 37 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 28 \\ 10 \% \\ w \end{gathered}$ | $\begin{aligned} & 35 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 36 \\ 10 \% \\ w \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 9 \% \\ & w \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 8 \% \\ & w \end{aligned}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 62 \\ 11 \% \end{gathered}$ |

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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 <br> Total | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Igra |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employment status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {25.34 }}$ | 35.44 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | ${ }^{3554}$ | ${ }^{55+}$ | Gen 2 | Millenial | Genx+ | ${ }_{\substack{\text { a }}}^{\text {Baby }}$ coom | ABC1 | ${ }^{\text {C20E }}$ | North | Midands | South | London | Wales | Sotand | Uran | Rural | Married/ <br> Living as Married | Single | Widowed/ <br> Divorced/ <br> Separated | At least one child present | No children present | Graduate | Nongraduate | Working | $\xrightarrow{\text { Not }}$ works |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (4) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | ${ }^{(R)}$ | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  | (n) |  |
| 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{aligned} & 306 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \end{gathered}$ | $\begin{gathered} 48 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 31 \% \end{gathered}$ | $\begin{gathered} 51 \\ 27 \% \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \end{gathered}$ | $\begin{gathered} 64 \\ 40 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{gathered} 87 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 33 \% \end{aligned}$ | 44 <br> 25\% | $\begin{gathered} 87 \\ 29 \% \end{gathered}$ | $\begin{gathered} 70 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 67 \\ 27 \% \end{gathered}$ | $\begin{gathered} 79 \\ 29 \% \end{gathered}$ | $\begin{gathered} 83 \\ 35 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 41 \\ 28 \% \end{gathered}$ | $\begin{gathered} 19 \\ 40 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 17 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 261 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 45 \\ 30 \% \end{gathered}$ | $\begin{gathered} 212 \\ 34 \% \\ b \end{gathered}$ | $\begin{gathered} 63 \\ 20 \% \end{gathered}$ | $\begin{gathered} 31 \\ 29 \% \end{gathered}$ | $\begin{gathered} 120 \\ 38 \% \\ e \end{gathered}$ | $\begin{aligned} & 186 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 31 \% \end{aligned}$ | ${ }_{27}^{96}$ |
| Does notapolv | $\begin{aligned} & 492 \\ & 47 \% \end{aligned}$ | 254 <br> 50\% | $\begin{gathered} 232 \\ 45 \% \end{gathered}$ | $68$ 47\% | $92$ $49 \%$ | 83 <br> 46\% | $92$ 50\% | $\begin{gathered} 89 \\ 50 \% \end{gathered}$ | 67 41\% | $\begin{aligned} & 160 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 176 \\ 48 \% \end{gathered}$ | 156 46\% | $\begin{gathered} 87 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 136 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 49 \% \end{aligned}$ |  | 283 <br> 47\% | 209 | 119 <br> 49\% | 483\% | 104 <br> 44\% | $\begin{gathered} 66 \\ 44 \% \end{gathered}$ | $\begin{gathered} 23 \\ 47 \% \end{gathered}$ | $\begin{gathered} 49 \\ 55 \% \end{gathered}$ | 423 $48 \%$ | -69\% | ${ }_{45 \%}^{275}$ | $\begin{gathered} 166 \\ 53 \% \\ a \end{gathered}$ | - ${ }_{\text {40\% }}^{48}$ | ${ }_{41 \%}^{128}$ | $\begin{gathered} 364 \\ 50 \% \\ d \end{gathered}$ | ${ }_{4}^{164} 4$ | ${ }_{\text {427\% }}^{327}$ | 338 $49 \%$ | ${ }_{44 \%}^{153}$ |
| Don't kow | $\begin{aligned} & 240 \\ & 23 \% \end{aligned}$ | 98 <br> 19\% | $\begin{gathered} 141 \\ 27 \% \\ B \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 49 \\ 26 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $\begin{gathered} 42 \\ 23 \% \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \end{gathered}$ | $31$ $19 \%$ | $\begin{gathered} 86 \\ 26 \% \end{gathered}$ | 83 <br> 23\% | $\begin{gathered} 72 \\ 21 \% \end{gathered}$ | 40 <br> 24\% | $\begin{gathered} 75 \\ 25 \% \end{gathered}$ | $\begin{gathered} 64 \\ 24 \% \end{gathered}$ | $\begin{gathered} 61 \\ 20 \% \end{gathered}$ | 130 $22 \%$ | 110 | 59 <br> 24\% | $\begin{gathered} 61 \\ 22 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \end{gathered}$ | $\begin{gathered} 42 \\ 28 \% \end{gathered}$ | 7 <br> 13\% | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | 201 <br> 23\% | 40 26\% | $\begin{aligned} & 131 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 86 \\ 27 \% \end{gathered}$ | ${ }_{\text {23\% }}^{24}$ | $\underset{\substack{64 \\ 21 \%}}{ }$ | $\begin{aligned} & 176 \\ & 24 \% \end{aligned}$ | 84, | $\begin{aligned} & 156 \\ & 23 \% \end{aligned}$ | 140 20\% | 100 $29 \%$ $n$ |

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.
Overiap formulae used
ColumnProportions (5\%): $A, B / C, D / E / F / G / H / J / J / / / /, M / N / O / P, Q / R, S / T / / / / V / W / X, Y / Z, a / b / C, d / e, f / g, h / i$ Minimum Base: $30 / * *)$ Small Base: $100\left({ }^{*}\right)$
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourab | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura Dems | Favourabl e to Green Party | ble to <br> Green Party | $\begin{gathered} \text { Favourab } \\ \text { e to } \\ \text { Reform UK } \end{gathered}$ | $\begin{gathered} \text { Unfavourara } \\ \text { Bete to } \\ \text { Reform UK } \end{gathered}$ | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto to } \\ \text { Starmer } \end{gathered}$ | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Starmer } \end{gathered}$ | Favourab | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { Beto } \\ \text { Braverma } \\ n \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourab1 } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ |  | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 306 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & \text { 49\% } \\ & \text { cog } \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 25 \\ 34 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 19 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 144 \\ 61 \% \\ \text { (ukıMNopa } \end{gathered}$ | $\begin{gathered} 78 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 103 \\ & \text { 26\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 135 \\ & \text { 41\% } \\ & \text { unsoo } \end{aligned}$ | $\begin{gathered} 98 \\ 42 \% \\ \text { unva } \end{gathered}$ | $\begin{gathered} 94 \\ 26 \% \\ 1 \end{gathered}$ | $\begin{gathered} 86 \\ \text { 28\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 108 \\ & \text { 34\% } \\ & \text { um } \end{aligned}$ | $\begin{gathered} 61 \\ \text { 43\% } \\ \text { unva } \end{gathered}$ | $\begin{aligned} & 126 \\ & \text { 29\% } \\ & \hline \end{aligned}$ | $\begin{gathered} 194 \\ 71 \% \\ \text { suwxra } \end{gathered}$ | $\begin{gathered} 55 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 30 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 131 \\ & 35 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 146 \\ 67 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 62 \\ 14 \% \\ 5 \\ \hline \end{gathered}$ | $\begin{gathered} 93 \\ 60 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 100 \\ & \text { 20\% } \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 106 \\ \text { 65\% } \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 49 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 1113 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 22 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 492 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & \text { 888 } \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 199 \\ & 69 \% \\ & \text { 80\% } \end{aligned}$ | $\begin{gathered} 35 \\ 49 \% \\ 49 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 54 \\ 58 \% \\ 54 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 212 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 53 \\ 23 \% \end{gathered}$ | $\begin{gathered} 382 \\ 70 \% \\ \text { HкксмNopa } \end{gathered}$ | $\begin{aligned} & 232 \\ & 58 \% \\ & \text { Hkiop } \end{aligned}$ | $\begin{gathered} 142 \\ 43 \% \\ 4 \% \\ H \end{gathered}$ | $\begin{gathered} 97 \\ 41 \% \\ 4 \\ \hline \end{gathered}$ | $\begin{aligned} & 201 \\ & 56 \% \\ & \text { Hkiop } \end{aligned}$ | $\begin{aligned} & 166 \\ & 55 \% \\ & \text { HKIP } \end{aligned}$ | $\begin{gathered} 151 \\ 48 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 54 \\ 38 \% \\ H \end{gathered}$ |  | $\begin{gathered} 33 \\ 12 \% \end{gathered}$ | $\begin{gathered} 386 \\ 76 \% \\ \text { RTUYXrz } \end{gathered}$ | $\begin{aligned} & 173 \\ & 56 \% \\ & \text { Rイxz } \end{aligned}$ | $\begin{aligned} & 180 \\ & \begin{array}{l} 18 \% \\ \text { R } \times 2 \end{array}{ }^{2} \end{aligned}$ | $\begin{gathered} 38 \\ 17 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 331 \\ 74 \% \\ \text { RTuUx̌z } \end{gathered}$ | $\begin{gathered} 38 \\ 24 \% \\ \text { RV } \end{gathered}$ | $\begin{gathered} 326 \\ 64 \% \\ \text { Rruxz } \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \\ 21 \% \end{gathered}$ | $\begin{gathered} 283 \\ 74 \% \\ \text { Rruvxr } \end{gathered}$ | $\begin{gathered} 61 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 335 \\ & 58 \% \\ & 58 \end{aligned}$ |
| Don't know | $\begin{aligned} & 240 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 73 \\ 23 \% \\ c \end{gathered}$ | $\begin{gathered} 37 \\ 13 \% \end{gathered}$ | 12 $17 \%$ | 20 $21 \%$ | $\begin{aligned} & 74 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 88 \\ 16 \% \end{gathered}$ | $\begin{gathered} 65 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 40 \\ 17 \% \end{gathered}$ | $\begin{gathered} 64 \\ 18 \% \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 61 \\ 14 \% \end{gathered}$ | $\begin{gathered} 45 \\ 16 \% \end{gathered}$ | $\begin{aligned} & \text { 68 } \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 63 \\ 17 \% \\ \mathrm{w} \end{gathered}$ | $\begin{gathered} 33 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & \text { s7\% } \\ & \text { swa } \end{aligned}$ | $\begin{aligned} & 23 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 20 \% \end{aligned}$ |

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

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//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | female | 18.24 | ${ }_{\text {(E) }}^{25.39}$ | 35.44 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Sen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {cter }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | ${ }_{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}^{\text {cet }}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | (P) | (a) | (R) | (5) | (T) | (v) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  |  |  |
| 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 | ${ }^{33}$ | 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 | $\begin{gathered} 386 \\ 37 \% \end{gathered}$ | $\begin{gathered} 220 \\ 43 \% \\ c \end{gathered}$ | $\begin{aligned} & 163 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 36 \\ 25 \% \end{gathered}$ | $\begin{gathered} 62 \\ 33 \% \end{gathered}$ | $\begin{gathered} 68 \\ 38 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 71 \\ 38 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 64 \\ 36 \% \end{gathered}$ | $\begin{gathered} 84 \\ 52 \% \\ \text { DEGH** } \end{gathered}$ | $\begin{gathered} 99 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 149 \\ 44 \% \\ 1 \end{gathered}$ | $\begin{gathered} 43 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 104 \\ 39 \% \\ M \end{gathered}$ | $\begin{aligned} & 138 \\ & 45 \% \\ & \mathrm{MN} \end{aligned}$ | $\begin{gathered} 246 \\ 41 \% \\ R \end{gathered}$ | 190 | $\begin{gathered} 90 \\ 37 \% \end{gathered}$ | $\begin{gathered} 110 \\ 40 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 95 \\ 40 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 49 \\ 33 \% \end{gathered}$ | $\begin{gathered} 22 \\ 44 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 317 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 69 \\ 45 \% \end{gathered}$ | $\begin{gathered} 256 \\ 42 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{gathered} 93 \\ 29 \% \end{gathered}$ | $\begin{gathered} 37 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 267 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 158 \\ 43 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 228 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 37 \% \end{aligned}$ | ${ }_{37 \%}^{129}$ |
| Dos notapply | $\begin{gathered} 443 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 219 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 219 \\ 42 \% \end{gathered}$ | $\begin{gathered} 66 \\ 45 \% \end{gathered}$ | $\begin{gathered} 84 \\ 45 \% \end{gathered}$ | 79 <br> 44\% | $\begin{gathered} 79 \\ 43 \% \end{gathered}$ | $\begin{gathered} 75 \\ 42 \% \end{gathered}$ | $\begin{gathered} 61 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 83 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 133 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 39 \% \end{aligned}$ | 246 <br> 41\% | ${ }_{\text {4 }}^{\text {4 }}$ (19\% | $\begin{gathered} 108 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 87 \\ 37 \% \end{gathered}$ | $\begin{gathered} 59 \\ 40 \% \end{gathered}$ | $\begin{gathered} 20 \\ 42 \% \end{gathered}$ | $\begin{gathered} 45 \\ 51 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 383 \\ 43 \% \end{gathered}$ | 60 39\% | 260 | $\begin{aligned} & 135 \\ & 43 \% \end{aligned}$ | - ${ }_{46 \%}^{48}$ | ${ }_{42 \%}^{132}$ | 311 | 148 | 295 | ${ }_{3}^{301} 4$ | ${ }_{412}^{142}$ |
| Don't know | $\begin{aligned} & 209 \\ & 20 \% \end{aligned}$ | 69 14\% | $\begin{gathered} 139 \\ 27 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 43 \\ 29 \% \\ \text { F1 } \end{gathered}$ | $\begin{gathered} 42 \\ 22 \% \end{gathered}$ $1$ | $33$ $18 \%$ | 36 <br> 19\% | $\begin{gathered} 39 \\ 22 \% \end{gathered}$ $1$ | 16 <br> 10\% | 84 <br> 25\% <br> L | 69 <br> 19\% | 55 <br> 16\% | $\begin{gathered} 45 \\ 26 \% \\ p \end{gathered}$ | ${ }_{\text {21\% }}^{64}$ | $\begin{gathered} 53 \\ 20 \% \end{gathered}$ | ${ }_{\text {1 }}^{47}$ | 105 <br> $18 \%$ | 104 ${ }_{24 \%}$ | 46 <br> 19\% | 38 $14 \%$ | $\begin{gathered} 56 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 40 \\ 27 \% \\ \mathrm{~T}^{*} \end{gathered}$ | 7 <br> 14\% | $\begin{gathered} 21 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 184 \\ & 21 \% \end{aligned}$ | 25 <br> 16\% | $\begin{aligned} & 101 \\ & 16 \% \end{aligned}$ |  | $\begin{gathered} 20 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{gathered} 62 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 65 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 144 \\ & 22 \% \end{aligned}$ | 131 $19 \%$ | 78 22\% |

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Overlap formulae used
ColumnProportions (5\%): A,B/C,D/E///G/H/H/J/K/L,M/N/O/P,Q/R,S/T/U/V/W//,Y/Z,a/b/C,d/e,///,h/h/1 Minimum Base: 30(**) Small Base: $1000^{*}$ )
ColumnMeans (5\%): A,B/C,D/E/F/G/H/,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: 3O(**)Small Base: 100(*)

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 |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \vdots \begin{array}{l} \text { ble } \end{array} \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { e to tab } \end{aligned}$ | Unfavoura | $\begin{aligned} & \text { Favourab } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourab e to Green Party | ble to Green Party | $\begin{gathered} \text { Favourabl U } \\ \text { Ueto } \\ \text { Reform UK R } \end{gathered}$ |  | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & 1 \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourab <br> e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ |  | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { ble to } \\ \text { Barclay } \end{gathered}$ | Positive impact | $\begin{gathered} \text { Negative } \\ \text { impact } \end{gathered}$ |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 386 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 203 \\ & 64 \% \\ & \text { coe } \end{aligned}$ | $\begin{gathered} 63 \\ \text { 22\% } \end{gathered}$ | $\begin{gathered} 34 \\ 47 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 28 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 1626 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 171 \\ 73 \% \\ \text { HKKMMopa } \end{gathered}$ | $\begin{aligned} & 123 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 33 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 167 \\ & \text { 50\% } \\ & \text { unvad } \end{aligned}$ | $\begin{aligned} & 117 \\ & \text { 50\% } \\ & \text { unva } \end{aligned}$ | $\begin{aligned} & 139 \\ & 39 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 119 \\ 40 \% \\ u \end{gathered}$ | $\begin{aligned} & 142 \\ & 46 \% \\ & \text { UMM } \end{aligned}$ | $\begin{gathered} 80 \\ 57 \% \\ \text { uMwoa } \end{gathered}$ | $\begin{gathered} 176 \\ 40 \% \\ u \end{gathered}$ | $\begin{gathered} 207 \\ 76 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 96 \\ 19 \% \\ 19 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 36 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 196 \\ & \text { s5\% } \\ & \text { srwar } \end{aligned}$ | $\begin{gathered} 165 \\ 76 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 96 \\ \text { 21\% } \end{gathered}$ | $\begin{gathered} 109 \\ 70 \% \\ \text { suwrra } \end{gathered}$ | $\begin{aligned} & 146 \\ & 28 \% \\ & \text { swa } \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 117 \\ \begin{array}{c} 172 \% \\ \text { stuwr } \end{array} \mathrm{c} \end{gathered}$ | $\begin{gathered} 91 \\ 24 \% \\ 5 \\ \hline \end{gathered}$ | $\begin{aligned} & 128 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 32 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 443 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 183 \\ 63 \% \\ \text { 80 } \end{gathered}$ | $\begin{gathered} 31 \\ 43 \% \\ { }_{8} \end{gathered}$ | $\begin{gathered} 48 \\ 51 \% \\ { }_{8} \end{gathered}$ | $\begin{aligned} & 178 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 41 \\ 17 \% \end{gathered}$ | $\begin{gathered} 344 \\ 63 \% \\ \text { HккммNopa } \end{gathered}$ | $\begin{gathered} 214 \\ \text { 53\% } \\ \text { HKNop } \end{gathered}$ | $\begin{gathered} 121 \\ { }_{3}^{12 \%} \\ H \end{gathered}$ | $\begin{gathered} 91 \\ \begin{array}{c} 99 \% \\ H \end{array} \end{gathered}$ | $\begin{aligned} & 180 \\ & \text { H5\% } \\ & \text { Hkiop } \end{aligned}$ |  | $\begin{gathered} 126 \\ 40 \% \\ H \end{gathered}$ | $\begin{gathered} 43 \\ 31 \% \\ H \end{gathered}$ | $\begin{aligned} & 223 \\ & 51 \% \\ & \text { Hк⿺𠃊 } \end{aligned}$ | $\begin{gathered} 36 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 349 \\ 69 \% \\ \text { RTUUXKZ } \end{gathered}$ | $\begin{aligned} & 161 \\ & 52 \% \\ & \text { Ruvxz } \end{aligned}$ | $\begin{aligned} & 149 \\ & 42 \% \\ & \text { Ryxz } \end{aligned}$ | $\begin{gathered} 31 \\ 14 \% \end{gathered}$ | $\begin{gathered} 300 \\ 67 \% \\ \text { } \begin{array}{c} \text { RTUYXZ } \end{array} \end{gathered}$ | $\begin{gathered} 30 \\ 19 \% \\ \mathrm{k} \end{gathered}$ | $\begin{aligned} & 291 \\ & 57 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 32 \\ 20 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 249 \\ 65 \% \\ \text { RTuMxz } \end{gathered}$ | $\begin{gathered} 57 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 294 \\ & 51 \% \\ & 51 \end{aligned}$ |
| Don't know | $\begin{aligned} & 209 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 43 \\ 15 \% \end{gathered}$ | $\begin{gathered} 7 \\ 10 \% \end{gathered}$ | $\begin{gathered} 17 \\ 18 \% \end{gathered}$ | $\begin{gathered} 65 \\ 16 \% \end{gathered}$ | $\begin{gathered} 49 \\ 14 \% \end{gathered}$ | $\begin{gathered} 23 \\ 10 \% \end{gathered}$ | $\begin{gathered} 82 \\ 15 \% \\ { }_{c} \end{gathered}$ | $\begin{gathered} 56 \\ 14 \% \\ a \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 40 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 44 \\ 14 \% \\ \alpha \\ \alpha \end{gathered}$ | $\begin{aligned} & 18 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 29 \\ 11 \% \end{gathered}$ | $\begin{gathered} 64 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 21 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 54 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & { }^{75 \%} \\ & w_{a} \end{aligned}$ | $\begin{aligned} & 14 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 24 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 18 \% \end{aligned}$ |

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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 |  |  |  |  |  | Aggregted Age Ereaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urram/Rural |  | Marita status |  |  |  |  | Eduction |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ${ }_{\text {Total }}^{\text {(A) }}$ | ${ }_{\text {male }}^{\text {(8) }}$ | female (c) | 18.24 (0) | ${ }_{\text {cte }}^{25.34}$ | ${ }_{\text {che }} 35.44$ | ${ }_{\text {4 }}^{4.54}$ |  | ${ }_{\text {c }}^{65+}$ | 18.34 | ${ }^{33.54}$ (k) | ${ }_{\text {L }}^{55}$ | ${ }_{\text {Gen }}(\mathrm{M})$ | Millennial <br> s <br> (N) | ${ }_{\text {cen } \mathrm{X}+}^{\text {(0) }}$ | Baby Boomer <br> (P) | ${ }_{\text {abc }}^{\text {ab }}$ | ${ }_{\text {(R) }}^{\text {(20E }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midands | South (U) | London (v) | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single | Widowed/ <br> Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\substack{\text { w }}}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| Wweighted base | 1038 | 11 | 518 | 146 | 174 | 179 | 199 | 241 | 99 | 320 | 378 | 340 | 174 | 280 | 288 | 296 | ${ }_{7} 76$ | 302 | 254 | 267 | 242 | 131 | 51 | ${ }^{93}$ | 879 | 159 | ${ }^{628}$ | 310 | 100 | 333 | 705 | ${ }_{6} 13$ | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 365 | 340 | 172 | 298 | 264 | 305 | 597 | ${ }^{441}$ | 244 | 271 | 238 | 148 | 49 | 88 | 884 | 154 | 617 | ${ }^{316}$ | 105 | 312 | ${ }^{226}$ | 372 | ${ }_{666}$ | 689 | 349 |
| Does apply | $\begin{aligned} & 271 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 37 \\ 25 \% \end{gathered}$ | $\begin{gathered} 46 \\ 25 \% \end{gathered}$ | $\begin{gathered} 53 \\ 29 \% \end{gathered}$ | $\begin{gathered} 43 \\ 23 \% \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \end{gathered}$ | $\begin{gathered} 55 \\ 34 \% \\ \mathrm{H}^{*} \end{gathered}$ | $\begin{gathered} 83 \\ 25 \% \end{gathered}$ | $\begin{gathered} 96 \\ 26 \% \end{gathered}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 40 \\ 23 \% \end{gathered}$ | $\begin{gathered} 85 \\ 29 \% \end{gathered}$ | $\begin{gathered} 57 \\ 22 \% \end{gathered}$ | 89 29\% | $\begin{aligned} & 168 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 23 \% \end{aligned}$ | 58 <br> 24\% | ¢ ${ }_{\text {c }}^{68}$ | $\begin{gathered} 66 \\ 28 \% \end{gathered}$ | $\begin{gathered} 48 \\ 33 \% \end{gathered}$ | $\begin{gathered} 15 \\ 30 \% \end{gathered}$ | $\begin{gathered} 16 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 41 \\ 27 \% \end{gathered}$ | $\begin{gathered} 198 \\ 32 \% \\ \text { bc } \end{gathered}$ | 55 | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 110 \\ 35 \% \\ e \end{gathered}$ | ${ }_{\text {cki }}^{161}$ | $\begin{gathered} 111 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | 160 $24 \%$ | ${ }_{\substack{183 \\ 27 \%}}$ | ¢ ${ }_{\text {88\% }}^{\text {25\% }}$ |
| Does not ap | $\begin{aligned} & 566 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 289 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 272 \\ & 52 \% \end{aligned}$ | 70 48\% | 94 <br> 50\% | $\begin{gathered} 92 \\ 51 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 63 \% \\ & \text { DEF } \end{aligned}$ | $\begin{aligned} & 105 \\ & 59 \% \end{aligned}$ | 88 55\% | $\begin{aligned} & 163 \\ & 49 \% \end{aligned}$ | $\begin{gathered} 210 \\ 58 \% \end{gathered}$ | $\begin{gathered} 193 \\ 57 \% \end{gathered}$ | 91 <br> 53\% | $\begin{aligned} & 144 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 160 \\ 60 \% \\ \mathrm{~N} \end{gathered}$ | ${ }_{56 \%}^{171}$ | $330$ $55 \%$ | $\begin{gathered} 236 \\ 53 \% \end{gathered}$ | $\begin{gathered} 143 \\ 58 \% \\ v \end{gathered}$ | $\begin{aligned} & 161 \\ & 59 \% \\ & \text { uv } \end{aligned}$ | 115 <br> 48\% | $\begin{gathered} 67 \\ 46 \% \end{gathered}$ | $\begin{gathered} 28 \\ 57 \% \end{gathered}$ | $\begin{gathered} 52 \\ 59 \% \\ + \end{gathered}$ | 486 <br> 55\% | $\begin{gathered} 80 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 327 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 66 \\ 63 \% \end{gathered}$ | $\begin{aligned} & 155 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 411 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 367 \\ & 55 \% \end{aligned}$ | ¢ | ${ }_{\substack{\text { 185 } \\ 53 \%}}$ |
| Don't know | 201 <br> 19\% | 82 16\% | $\begin{gathered} 117 \\ 22 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 38 \\ 27 \% \\ \text { GI } \end{gathered}$ | $\begin{gathered} 48 \\ 25 \% \\ \mathrm{GI} \end{gathered}$ | $\begin{gathered} 35 \\ 19 \% \end{gathered}$ | 25 <br> 13\% | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 19 \\ 11 \% \end{gathered}$ | $\begin{gathered} 86 \\ 26 \% \\ \text { KL } \end{gathered}$ | 60 <br> 16\% | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{gathered} 41 \\ 24 \% \end{gathered}$ | $\begin{gathered} 69 \\ 23 \% \\ p \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 15 \% \end{gathered}$ | 98 <br> 16\% | $\begin{gathered} 103 \\ 23 \% \\ \mathrm{a} \end{gathered}$ | 44 <br> 18\% | $\begin{gathered} 43 \\ 16 \% \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 32 \\ 22 \% \end{gathered}$ | 6 <br> 12\% | $\begin{gathered} 20 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 19 \% \end{aligned}$ | 33 <br> 21\% | $\begin{gathered} 92 \\ 15 \% \end{gathered}$ | 87 <br> 28\% <br> a | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 48 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 153 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 62 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 18 \% \end{aligned}$ | 75 22\% |

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.
Overiap formulae used

ColumnMeans (5\%): A,B/C,D/E/F/G/H/L,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=1.Minimum Base:30(**)Small Base: $100\left({ }^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati | Labur | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | Unfavoura ble to Cons | Favourab | Unfavoura ble to Lab | Favourab e to Lib Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl U } \\ & \text { e to } \\ & \text { Reform UK R } \end{aligned}$ | $\begin{gathered} \text { Unfavoura } \\ \text { Ke to } \\ \text { K Reform uk } \end{gathered}$ | Favourab e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto to } \\ \text { Starmer } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { ble to } \\ \text { Starmer } \end{gathered}$ | Favourabl e to Hunt | Unfavoura ble to Hunt |  | Unfavoura <br> ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 271 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 45 \% \\ & \text { cog } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 22 \\ 30 \% \\ c^{*} \end{gathered}$ | $\begin{gathered} 17 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 105 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 150 \\ 64 \% \\ \text { wא̌MNopa } \end{gathered}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 94 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 113 \\ & 34 \% \\ & \text { uma } \end{aligned}$ | $\begin{gathered} 89 \\ \text { 38\% } \\ \text { uмMoa } \end{gathered}$ | $\begin{gathered} 85 \\ 24 \% \\ 1 \end{gathered}$ | $\begin{gathered} 83 \\ \text { 28\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 90 \\ & 29 \% \\ & \text { 19 } \end{aligned}$ | $\begin{gathered} 59 \\ \text { 42\% } \\ \text { uмMoa } \end{gathered}$ | $\begin{aligned} & 111 \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 176 \\ 65 \% \\ \text { stuwxa } \end{gathered}$ | $\begin{aligned} & 39 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 84 \\ 27 \% \\ \text { swra } \end{gathered}$ | $\begin{aligned} & 106 \\ & \begin{array}{l} 28 \% \\ \text { swra } \end{array} \end{aligned}$ | $\begin{gathered} 133 \\ \begin{array}{c} 131 \\ \text { s6uwra } \\ \text { stur } \end{array} \end{gathered}$ | $\begin{gathered} 54 \\ 12 \% \\ 5 \end{gathered}$ | $\begin{gathered} 87 \\ 56 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 87 \\ & \text { 87\% } \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 108 \\ 66 \% \\ \text { STuWra } \end{gathered}$ | $\begin{gathered} 41 \\ 11 \% \\ 5 \end{gathered}$ | $\begin{gathered} 116 \\ 56 \% \\ c \end{gathered}$ | $\begin{aligned} & 109 \\ & 199 \end{aligned}$ |
| Does not apply | $\begin{aligned} & 566 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 38 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 218 \\ 76 \% \\ \text { 80 } \end{gathered}$ | $\begin{gathered} 40 \\ 55 \% \\ { }_{8}^{40} \end{gathered}$ | $\begin{gathered} 59 \\ 64 \% \\ { }^{54 \%} \end{gathered}$ | $\begin{aligned} & 244 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 187 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 59 \\ 25 \% \end{gathered}$ | $\begin{gathered} 434 \\ 79 \% \\ \text { HкkMNopa } \end{gathered}$ | $\begin{gathered} 260 \\ 65 \% \\ \text { HKKNop } \end{gathered}$ | $\begin{gathered} 171 \\ 52 \% \\ \mathrm{H} \end{gathered}$ | $\begin{gathered} \begin{array}{c} 120 \\ 51 \% \\ H \end{array} \end{gathered}$ | $\begin{gathered} 218 \\ 61 \% \\ \text { HKlop } \end{gathered}$ | $\begin{aligned} & 176 \\ & 59 \% \\ & \text { HLT } \end{aligned}$ | $\begin{aligned} & 169 \\ & 54 \% \\ & \text { HP } \end{aligned}$ | $\begin{gathered} 61 \\ 43 \% \\ H \end{gathered}$ | $\begin{aligned} & 282 \\ & 64 \% \\ & \text { HKLOP } \end{aligned}$ | $\begin{gathered} 62 \\ 23 \% \end{gathered}$ | $\begin{gathered} 423 \\ 83 \% \\ \text { RTuwxrz } \end{gathered}$ | $\begin{aligned} & 198 \\ & 64 \% \\ & \text { R×xz } \end{aligned}$ | $\begin{aligned} & 210 \\ & 56 \% \\ & \text { Ryxz } \end{aligned}$ | $\begin{gathered} 60 \\ 28 \% \end{gathered}$ | $\begin{gathered} 356 \\ 79 \% \\ \text { RTuyxrz } \end{gathered}$ | $\begin{gathered} 47 \\ 30 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 375 \\ \text { 37\% } \\ \text { Rruvxz } \end{gathered}$ | $\begin{aligned} & 38 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 313 \\ 82 \% \\ \text { RTuvxrz } \end{gathered}$ | $\begin{gathered} 58 \\ 28 \% \\ 28 \end{gathered}$ | 387 $67 \%$ $b$ |
| Don't know | $\begin{aligned} & 201 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 52 \\ 16 \% \\ c \end{gathered}$ | $\begin{gathered} 28 \\ 10 \% \end{gathered}$ | $\begin{gathered} 11 \\ \text { 15\% } \\ \hline \end{gathered}$ | $\begin{gathered} 17 \\ { }^{18 \%} \end{gathered}$ | $\begin{gathered} 56 \\ 14 \% \end{gathered}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{gathered} 68 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 25 \\ 11 \% \end{gathered}$ | $\begin{gathered} 56 \\ 15 \% \\ a \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 54 \\ 17 \% \\ \text { Hula } \end{gathered}$ | $\begin{gathered} 22 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 58 \\ 16 \% \\ \text { stwra } \end{gathered}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 35 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 83 \\ & 14 \% \end{aligned}$ |

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//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | female | 18.24 | ${ }_{\text {25.34 }}$ | 35.44 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | ${ }^{35.54}$ | ${ }^{55+}$ | Gen 2 | Millenial | Genx+ | ${ }_{\substack{\text { a }}}^{\text {Baby }}$ coom | ABC1 | ${ }^{\text {C20 }}$ | North | Midands | South | London | Wales | Sotand | Uran | Rural | Married/ <br> Living as Married | Single | Widowed/ <br> Divorced/ <br> Separated | At least one child present | No children present | Graduate | Nongraduate | Working | $\xrightarrow{\text { Not }}$ works |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | (P) | (a) | ${ }^{(R)}$ | (5) | (T) | (v) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  | (n) |  |
| 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 | ${ }^{33}$ | 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 | $\begin{aligned} & 232 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 34 \\ 24 \% \end{gathered}$ | $\begin{gathered} 42 \\ 22 \% \end{gathered}$ | $\begin{gathered} 40 \\ 22 \% \end{gathered}$ | $\begin{gathered} 36 \\ 20 \% \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{gathered} 46 \\ 29 \% \end{gathered}$ | $\begin{gathered} 76 \\ 23 \% \end{gathered}$ | $\begin{gathered} 76 \\ 21 \% \end{gathered}$ | $\begin{gathered} 80 \\ 23 \% \end{gathered}$ | $\begin{gathered} 40 \\ 23 \% \end{gathered}$ | $\begin{gathered} 67 \\ 23 \% \end{gathered}$ | $\begin{gathered} 50 \\ 19 \% \end{gathered}$ | $\begin{gathered} 75 \\ 25 \% \end{gathered}$ | $\begin{gathered} 157 \\ 26 \% \\ \text { R } \end{gathered}$ | $\begin{gathered} 75 \\ 17 \% \end{gathered}$ | $\begin{gathered} 57 \\ 23 \% \\ \times \end{gathered}$ | $\begin{gathered} 63 \\ 23 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 58 \\ 24 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 34 \\ 23 \% \end{gathered}$ | $\begin{gathered} 11 \\ 22 \% \end{gathered}$ | $\begin{gathered} 10 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 29 \\ 19 \% \end{gathered}$ | $\begin{gathered} 156 \\ 25 \% \\ b \end{gathered}$ | $\begin{gathered} 55 \\ 17 \% \end{gathered}$ | $\begin{gathered} 21 \\ 20 \% \end{gathered}$ | $\begin{gathered} 95 \\ 31 \% \\ \mathrm{e} \end{gathered}$ | $\begin{aligned} & 137 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 87 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 22 \% \end{aligned}$ | ${ }_{\text {23\% }}^{156}$ | - ${ }_{\text {76 }}^{22 \%}$ |
| Does notapolv | $\begin{aligned} & 601 \\ & 58 \% \end{aligned}$ | 300 59\% | $\begin{aligned} & 296 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 77 \\ 53 \% \end{gathered}$ | 104 55\% | 101 <br> 56\% | $\begin{aligned} & 112 \\ & 61 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 64 \% \end{aligned}$ | $\begin{gathered} 92 \\ 57 \% \end{gathered}$ | 181 <br> 54\% | $\begin{aligned} & 213 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 61 \% \end{aligned}$ | 96 <br> 56\% | $\begin{aligned} & 165 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 59 \% \end{aligned}$ | ${ }_{\text {l }}^{184}$ 61\% | $330$ $55 \%$ | ${ }_{61 \%}^{271}$ | 146 <br> 60\% | $\begin{aligned} & 158 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 81 \\ 55 \% \end{gathered}$ | $\begin{gathered} 29 \\ 59 \% \end{gathered}$ | 67 <br> 76\% <br> stuv* | $\begin{aligned} & 512 \\ & 58 \% \end{aligned}$ | ¢ | 346 $56 \%$ | (188 | ${ }_{\text {c }}^{67}$ 64\% | $\underset{\substack{163 \\ 52 \%}}{ }$ | $\begin{gathered} 438 \\ 60 \% \\ d \end{gathered}$ | 219 | 382 <br> $5 \%$ <br> 5\% | ¢ ${ }_{\text {cos }}^{\text {58\% }}$ | ¢ |
| Don't kno | $\begin{aligned} & 205 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 81 \\ 16 \% \end{gathered}$ | $\begin{gathered} 121 \\ 23 \% \\ B \end{gathered}$ | $\begin{gathered} 33 \\ 23 \% \end{gathered}$ | $\begin{gathered} 42 \\ 22 \% \end{gathered}$ | $\begin{gathered} 39 \\ 22 \% \end{gathered}$ | 37 <br> 20\% | $\begin{gathered} 30 \\ 17 \% \end{gathered}$ | 23 <br> 14\% | $\begin{gathered} 75 \\ 23 \% \end{gathered}$ | 76 <br> 21\% | $\begin{gathered} 53 \\ 16 \% \end{gathered}$ | 35 <br> 21\% | $\begin{gathered} 66 \\ 22 \% \end{gathered}$ | $\begin{gathered} 59 \\ 22 \% \end{gathered}$ | - ${ }_{\text {45 }}^{\text {15\% }}$ | 109 18\% | 96 $22 \%$ | 41 <br> 17\% | 51 $19 \%$ | $\begin{gathered} 60 \\ 25 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 33 \\ 22 \% \end{gathered}$ | $\begin{gathered} 9 \\ 19 \% \end{gathered}$ | $\begin{gathered} 11 \\ 13 \% \end{gathered}$ | $170$ $19 \%$ | 36 <br> 23\% | $\begin{aligned} & 115 \\ & 19 \% \end{aligned}$ | 73 <br> 23\% | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 54 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 151 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 67 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 21 \% \end{aligned}$ | 130 $19 \%$ | 75 $22 \%$ |

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.

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit＇s impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labour | Liberal Democrats | Other | Remain | Leave | Favourab | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab e to Lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura Dems | Favourabl e to Green Party | ble to <br> Green Party | $\begin{gathered} \text { Favourab } \\ \text { e to } \\ \text { Reform UK } \end{gathered}$ |  | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto to } \\ \text { Starmer } \end{gathered}$ | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & \text { Favourabl } \\ & \text { e to Hunt } \end{aligned}$ | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { Beto } \\ \text { Braverma } \\ n \end{gathered}$ |  | $\begin{gathered} \text { Favourab1 } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ |  | Positive impact | Negative impact |
|  | （A） | （B） | （c） | （D） | （E） | （F） | （G） | （H） | （1） | （1） | （k） | （L） | （M） | （N） | （0） | （P） | （a） | （R） | （s） | （T） | （U） | （v） | （w） | （x） | （r） | （z） | （a） | （b） | （c） |
| 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 | $\begin{aligned} & 232 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & \text { 40\% } \\ & \text { cog } \end{aligned}$ | $\begin{aligned} & 34 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 16 \\ 22 \% \\ c^{2} \end{gathered}$ | $\begin{gathered} 19 \\ \text { 20\% } \end{gathered}$ | $\begin{aligned} & 82 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 108 \\ 31 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 141 \\ 60 \% \\ \text { UK(MNopa } \end{gathered}$ | $\begin{aligned} & 42 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 70 \\ 18 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 118 \\ & \text { 35\% } \\ & \text { unva } \end{aligned}$ | $\begin{gathered} 69 \\ \text { 30\% } \\ \text { una } \end{gathered}$ | $\begin{gathered} 83 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{gathered} 66 \\ 22 \% \end{gathered}$ | $\begin{gathered} 95 \\ 30 \% \\ \text { unva } \end{gathered}$ | $\begin{gathered} 56 \\ 40 \% \\ \text { uchuad } \end{gathered}$ | $\begin{gathered} 86 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{gathered} 154 \\ \text { 57\% } \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 28 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 69 \\ 22 \% \\ \text { swra } \end{gathered}$ | $\begin{aligned} & 108 \\ & \text { cos } \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 130 \\ 60 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 35 \\ & 8 \% \\ & 5 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 93 \\ 59 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 61 \\ 12 \% \\ \text { sw } \\ \text { sw } \end{gathered}$ | $\begin{gathered} 107 \\ 65 \% \\ \text { Rstuwra } \end{gathered}$ | $\begin{aligned} & 36 \\ & 9 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 97 \\ 46 \% \\ c \end{gathered}$ | $\begin{aligned} & 89 \\ & 15 \% \\ & 15 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 601 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 1288 \\ 40 \% \end{array} \end{aligned}$ | $\begin{gathered} 228 \\ 79 \% \\ \text { 80 } \end{gathered}$ | $\begin{gathered} 43 \\ 59 \% \\ { }_{8} \end{gathered}$ | $\begin{gathered} 64 \\ 69 \% \\ { }^{64} \end{gathered}$ | $\begin{aligned} & 260 \\ & 64 \% \\ & 64 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 60 \\ 26 \% \end{gathered}$ | $\begin{gathered} 459 \\ 84 \% \\ \text { H火火纟MNopa } \end{gathered}$ | $\begin{gathered} 283 \\ 71 \% \\ \text { нк<MNop } \end{gathered}$ | $\begin{gathered} 164 \\ 49 \% \\ 4 \\ H \end{gathered}$ | $\begin{aligned} & 130 \\ & 56 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 221 \\ & 61 \% \\ & \text { HKop } \end{aligned}$ | $\begin{gathered} 196 \\ \text { H5\% } \\ \text { Hкор } \end{gathered}$ | $\begin{aligned} & 170 \\ & 54 \% \\ & \text { HP } \end{aligned}$ | $\begin{gathered} 61 \\ 43 \% \\ 4 \% \\ H \end{gathered}$ | $\begin{aligned} & 292 \\ & 66 \% \\ & \text { Hккор } \end{aligned}$ | $\begin{gathered} 60 \\ 22 \% \\ \end{gathered}$ | $\begin{gathered} 447 \\ 88 \% \\ \text { RTuwxrza } \end{gathered}$ | $\begin{gathered} 213 \\ 68 \% \\ \text { Ruvxz } \end{gathered}$ | $\begin{aligned} & 213 \\ & 57 \% \\ & \text { Ryyz } \end{aligned}$ | $\begin{gathered} 56 \\ 26 \% \end{gathered}$ | $\begin{gathered} 380 \\ 84 \% \\ \text { RTuVxz } \end{gathered}$ | $\begin{aligned} & 43 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 398 \\ \text { 78\% } \\ \text { Rruxz } \end{gathered}$ | $\begin{gathered} 36 \\ 22 \% \end{gathered}$ | $\begin{gathered} 322 \\ 84 \% \\ \text { Rruxxz } \end{gathered}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 407 \\ 70 \% \\ \mathrm{~b} \end{gathered}$ |
| Don＇t know | $\begin{aligned} & 205 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 61 \\ { }_{c}^{69} \\ c \end{gathered}$ | $\begin{aligned} & 27 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 14 \\ 19 \% \\ c^{*} \end{gathered}$ | $\begin{aligned} & \text { 10 } \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 35 \\ 15 \% \\ 1 \end{gathered}$ | $\begin{gathered} 55 \\ 15 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 48 \\ 15 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 62 \\ 14 \% \end{gathered}$ | $\begin{gathered} 57 \\ 27 \\ \text { stuwx } 21 \end{gathered}$ | $\begin{aligned} & 34 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 14 \% \\ & \text { sway } \end{aligned}$ | $\begin{aligned} & 32 \\ & 14 \% \\ & \text { sway } \end{aligned}$ | $\begin{aligned} & 35 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 21 \\ \begin{array}{c} 23 \% \\ \text { sa } \end{array} \end{gathered}$ |  | $\begin{gathered} 21 \\ \begin{array}{c} 23 \% \\ \text { sa } \end{array} \end{gathered}$ | $\begin{aligned} & 25 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 83 \\ 14 \% \end{gathered}$ |

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．

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male (B) | Female <br> (C) | 18-24 <br> (D) | 25-34 <br> (E) | 35-44 <br> (F) | 45-54 <br> (G) | 55-64 <br> (H) | 65+ <br> (I) | 18-34 <br> (J) | 35-54 <br> (K) | 55t (1) | Gen Z <br> (M) | $\begin{array}{\|c\|} \hline \begin{array}{c} \text { Millennial } \\ \mathrm{s} \end{array} \\ \hline(\mathrm{~N}) \\ \hline \end{array}$ | Gen X+ <br> (O) | Baby Boomer <br> (P) | ABC1 <br> (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South (U) | London (V) | Wales <br> (W) | Scotland (X) | Urban $(Y)$ | Rural (Z) | Married/ <br> Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {cher }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| 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 | ${ }^{33}$ | 705 | ${ }_{613}$ | 425 | ${ }^{226}$ | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 365 | 340 | 172 | 298 | 264 | 305 | 597 | ${ }^{441}$ | 244 | 271 | 238 | ${ }^{148}$ | 49 | 88 | ${ }^{884}$ | 154 | ${ }^{617}$ | 316 | 105 | ${ }^{312}$ | ${ }^{226}$ | 372 | ${ }^{666}$ | 689 | 349 |
| Does spoply | $\begin{aligned} & 273 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 33 \\ 23 \% \end{gathered}$ | $\begin{gathered} 49 \\ 26 \% \end{gathered}$ | 43 <br> 24\% | 48 <br> 26\% | $\begin{gathered} 44 \\ 25 \% \end{gathered}$ | 56 <br> $34 \%$ | $\begin{gathered} 82 \\ 25 \% \end{gathered}$ | $\begin{gathered} 91 \\ 25 \% \end{gathered}$ | $100$ 29\% | $\begin{gathered} 39 \\ 23 \% \end{gathered}$ | $\begin{gathered} 73 \\ 24 \% \end{gathered}$ | $\begin{gathered} 67 \\ 25 \% \end{gathered}$ | $\begin{gathered} 94 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 170 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 66 \\ 27 \% \\ x \end{gathered}$ | $\begin{gathered} 66 \\ 24 \% \end{gathered}$ | $\begin{gathered} 69 \\ 29 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 42 \\ 29 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 17 \\ 35 \% \\ x^{*} \end{gathered}$ | $\begin{gathered} 12 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 238 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 35 \\ 22 \% \end{gathered}$ | $\begin{gathered} 191 \\ 31 \% \\ b \end{gathered}$ | $\begin{gathered} 55 \\ 17 \% \end{gathered}$ | $\begin{gathered} 27 \\ 25 \% \end{gathered}$ | $\begin{gathered} 108 \\ 35 \% \\ e \end{gathered}$ | $\begin{aligned} & 164 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 112 \\ 30 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 161 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 26 \% \end{aligned}$ | ${ }_{\text {21 }}^{91}$ |
| Does not apply | $\begin{aligned} & 570 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 277 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 80 \\ 55 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 94 \\ 52 \% \end{gathered}$ | 105 <br> 56\% | $\begin{aligned} & 100 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 87 \\ 54 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 99 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 324 \\ & 54 \% \end{aligned}$ | ${ }_{\substack{246 \\ 56 \%}}$ | $\begin{aligned} & 134 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 71 \\ 48 \% \end{gathered}$ | $\begin{gathered} 25 \\ 51 \% \end{gathered}$ | $\begin{gathered} 61 \\ 69 \% \\ \text { Uv* }^{*} \end{gathered}$ | 490 <br> 55\% | $\begin{gathered} 80 \\ 52 \% \end{gathered}$ | $\begin{aligned} & 328 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 186 \\ & 59 \% \end{aligned}$ | 53\% | - | ${ }_{5}^{414}$ | $\begin{gathered} 203 \\ 55 \% \end{gathered}$ | ${ }_{\substack{367 \\ 55 \%}}$ | ${ }_{\substack{383 \\ 56 \%}}$ | $\underset{\substack{187 \\ 54 \%}}{ }$ |
| Don't know | $\begin{aligned} & 195 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 85 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 32 \\ 22 \% \end{gathered}$ | $34$ $18 \%$ | $\begin{gathered} 42 \\ 24 \% \end{gathered}$ <br> I | 33 <br> $18 \%$ | 35 <br> 20\% | 19 <br> $12 \%$ | $\begin{gathered} 65 \\ 20 \% \end{gathered}$ | 75 <br> 21\% | 54 16\% | 33 <br> 19\% | $\begin{gathered} 63 \\ 21 \% \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 93 \\ 21 \% \end{gathered}$ | 45 18\% | $\begin{gathered} 49 \\ 18 \% \end{gathered}$ | 45 <br> 19\% | $\begin{gathered} 35 \\ 24 \% \end{gathered}$ | 7 <br> 14\% | $\begin{gathered} 15 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & 18 \% \end{aligned}$ | 39 25\% | $\begin{gathered} 98 \\ 16 \% \end{gathered}$ | $\underset{\substack{74 \\ 24 \% \\ \hline}}{ }$ | 23 <br> 21\% | $\begin{gathered} 48 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 57 \\ 15 \% \end{gathered}$ | $\underset{\substack { 138 \\ \text { 21\% } \\ \begin{subarray}{c}{\text { c }{ 1 3 8 \\ \text { 21\% } \\ \begin{subarray} { c } { \text { c } } } \\{\hline}\end{subarray}}{ }$ | $\begin{aligned} & 124 \\ & 18 \% \end{aligned}$ | 71 $20 \%$ |

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.
Overiap formulae used
ColumnProportions (5\%): A,B/C,D/E///G/H/H/J/K/L,M/N/O/P,Q/R,S/T/U/V/W//,Y/Z,a/b/C,d/e,///,h/h/1 Minimum Base: 30(**) Small Base: $1000^{*}$ )
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - Itrust him to get the big decisions right
All Adults aged $18-75$ in Great Britain

|  | Total | General Election 2019 Vote |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \vdots \begin{array}{l} \text { ble } \end{array} \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { e to tab } \end{aligned}$ | Unfavoura | $\begin{aligned} & \text { Favourab } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl U } \\ & \text { e to } \\ & \text { Reform UK R } \end{aligned}$ |  | Favourab | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto to } \\ \text { Starmer } \end{gathered}$ | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Starmer } \end{gathered}$ | Favourab <br> e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ |  | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { ble to } \\ \text { Barclay } \end{gathered}$ | Positive impact | $\begin{gathered} \text { Negative } \\ \text { impact } \end{gathered}$ |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 273 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 47 \% \\ & \text { cob } \end{aligned}$ | $\begin{aligned} & 39 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 19 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 100 } \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 111 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 155 \\ 66 \% \\ \text { } \begin{array}{c} \text { ckMMopa } \end{array} \end{gathered}$ | $\begin{aligned} & 47 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 85 \\ 21 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 132 \\ & 40 \% \\ & \text { unvoa } \end{aligned}$ | $\begin{gathered} 85 \\ 36 \% \\ \text { unva } \end{gathered}$ | $\begin{gathered} 97 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 85 \\ \text { 28\% } \\ \text { uf } \end{gathered}$ | $\begin{aligned} & 102 \\ & \text { 33\% } \\ & \text { uma } \end{aligned}$ | $\begin{gathered} 68 \\ \text { 48\% } \\ \text { uLMNoa } \end{gathered}$ | $\begin{aligned} & 110 \\ & \text { 25\% } \end{aligned}$ | $\begin{gathered} 185 \\ \text { 185 } \\ \text { sruwra } \end{gathered}$ | $\begin{aligned} & 30 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 24 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 127 \\ & \begin{array}{l} 44 \% \\ \text { stwra } \end{array} \end{aligned}$ |  | $\begin{gathered} 36 \\ 8 \% \\ s \end{gathered}$ | $\begin{gathered} 100 \\ 64 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 76 \\ & \text { 75\% } \\ & \text { swa } \end{aligned}$ | $\begin{gathered} 114 \\ 70 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 37 \\ 10 \% \\ 5 \end{gathered}$ | $\begin{aligned} & 133 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 17 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 570 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 79 \% \\ & \text { BoE } \end{aligned}$ | $\begin{gathered} 37 \\ 51 \% \\ { }_{8} \end{gathered}$ | $\begin{gathered} 62 \\ 67 \% \\ { }_{8} \end{gathered}$ | $\begin{aligned} & 243 \\ & 60 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 58 \\ 25 \% \\ 25 \% \end{gathered}$ | $\begin{gathered} 439 \\ \text { HK\% } \\ \text { HKKMNopa } \end{gathered}$ | $\begin{gathered} 277 \\ 69 \% \\ \text { Hкмммор } \end{gathered}$ | $\begin{aligned} & 155 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 51 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 211 \\ & \begin{array}{l} 29 \% \\ \text { Hкор } \end{array} \text { } \end{aligned}$ | $\begin{aligned} & 182 \\ & 61 \% \\ & \text { Hkxp } \end{aligned}$ | $\begin{aligned} & 154 \\ & 52 \% \\ & \text { HP } \end{aligned}$ | $\begin{gathered} 56 \\ 40 \% \\ 4 \end{gathered}$ | $\begin{aligned} & 283 \\ & 64 \% \\ & \text { Hк⿺𠃊 } \end{aligned}$ | $\begin{gathered} 52 \\ 19 \% \\ 19 \% \end{gathered}$ | $\begin{gathered} 443 \\ 87 \% \\ \text { RTuwxza } \end{gathered}$ | $\begin{aligned} & 212 \\ & 68 \% \\ & \text { Ruvxz } \end{aligned}$ | $\begin{aligned} & 197 \\ & 53 \% \\ & \text { Ryxz } \end{aligned}$ | $\begin{gathered} 46 \\ 21 \% \\ 21 \% \end{gathered}$ | $\begin{gathered} 370 \\ 82 \% \\ \text { Rruxxz } \end{gathered}$ | $\begin{gathered} 37 \\ 23 \% \end{gathered}$ | $\begin{gathered} 381 \\ 774 \% \\ \text { Rruxz } \end{gathered}$ | $\begin{gathered} 35 \\ 21 \% \\ 21 \% \end{gathered}$ | $\begin{aligned} & 317 \\ & 83 \% \\ & \text { RTuyxz } \end{aligned}$ | $\begin{gathered} 66 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 393 \\ & 68 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 195 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 50 \\ 16 \% \\ c \end{gathered}$ | $\begin{aligned} & 23 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 18 \\ 25 \% \\ c^{2} \end{gathered}$ | $\begin{aligned} & 13 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 62 \\ 15 \% \end{gathered}$ | $\begin{gathered} 49 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 63 \\ 11 \% \end{gathered}$ | $\begin{gathered} 38 \\ 10 \% \end{gathered}$ | $\begin{gathered} 44 \\ 13 \% \end{gathered}$ | $\begin{gathered} 29 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 46 \\ 15 \% \\ 16 \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 35 \\ \text { 35\% } \\ 57 \end{gathered}$ | $\begin{aligned} & 35 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 14 \% \\ & \text { sтa } \end{aligned}$ | $\begin{aligned} & 24 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 44 \\ 10 \% \\ s \end{gathered}$ | $\begin{gathered} 21 \\ \begin{array}{c} 23 \% \\ 57 \end{array} \\ \hline \end{gathered}$ | $\begin{gathered} 55 \\ { }^{511 \%} \\ { }_{5 a} \end{gathered}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 30 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 15 \% \end{aligned}$ |

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.

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//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | 25.34 | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Sen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | south | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ Divorced/ Separated | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | (R) | (5) | (T) | (u) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  |  |  |
| 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 | ${ }^{33}$ | 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 | $\begin{aligned} & 271 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 38 \\ 26 \% \end{gathered}$ | $\begin{gathered} 61 \\ 33 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 53 \\ 30 \% \end{gathered}$ | $\begin{gathered} 39 \\ 21 \% \end{gathered}$ | $\begin{gathered} 37 \\ 21 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{gathered} 99 \\ 30 \% \end{gathered}$ | $\begin{gathered} 93 \\ 25 \% \end{gathered}$ | $\begin{gathered} 79 \\ 23 \% \end{gathered}$ | $\begin{gathered} 47 \\ 27 \% \end{gathered}$ | $\begin{gathered} 98 \\ 33 \% \\ 0 \end{gathered}$ | $\begin{gathered} 52 \\ 20 \% \end{gathered}$ | $\begin{gathered} 74 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 172 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 99 \\ 22 \% \end{gathered}$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 71 \\ 26 \% \end{gathered}$ | $\begin{gathered} 65 \\ 27 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 54 \\ 37 \% \\ s^{*} \end{gathered}$ | $\begin{gathered} 17 \\ 34 \% \\ 5^{*} \end{gathered}$ | $\begin{gathered} 19 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 230 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 41 \\ 26 \% \end{gathered}$ | $\begin{gathered} 192 \\ 31 \% \\ \text { bc } \end{gathered}$ | $\begin{gathered} 65 \\ 20 \% \end{gathered}$ | $\begin{gathered} 14 \\ 14 \% \end{gathered}$ | $\begin{gathered} 120 \\ 38 \% \\ e \end{gathered}$ | $\begin{aligned} & 151 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 124 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 147 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 195 \\ & 28 \% \end{aligned}$ | -75 |
| Does notapolv | $\begin{aligned} & 586 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 308 \\ 61 \% \\ c \end{gathered}$ | $\begin{aligned} & 273 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 72 \\ 50 \% \end{gathered}$ | 90 <br> 48\% | $\begin{gathered} 95 \\ 53 \% \end{gathered}$ | $\begin{gathered} 113 \\ 61 \% \\ E \end{gathered}$ | $\begin{aligned} & 117 \\ & 66 \% \\ & \text { DEF } \end{aligned}$ | 99 <br> 61\% | ${ }_{49 \%}^{162}$ | $\begin{gathered} 208 \\ 57 \% \end{gathered}$ | $\begin{gathered} 216 \\ 63 \% \\ \jmath \end{gathered}$ | 86 50\% | 1422 | $\begin{aligned} & 167 \\ & 63 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 191 \\ & 63 \% \\ & \text { MN } \end{aligned}$ | 329\% | 257 | $\begin{gathered} 150 \\ 62 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 169 \\ 62 \% \\ \text { uv } \end{gathered}$ | 123 | $\begin{gathered} 66 \\ 44 \% \end{gathered}$ | $\begin{gathered} 26 \\ 54 \% \end{gathered}$ | $\begin{gathered} 51 \\ 58 \% \end{gathered}$ | (499 | ¢ | 342 55\% | (178 | ${ }_{\text {c }}^{66}$ | $\underset{\substack{146 \\ 47 \%}}{ }$ | $\begin{gathered} 440 \\ 61 \% \\ d \end{gathered}$ | $\underset{\substack{194 \\ 52 \%}}{ }$ | 391 $59 \%$ | ¢388 <br> $56 \%$ | ${ }_{56 \%}^{197}$ |
| Don't know | $\begin{aligned} & 182 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 59 \\ 12 \% \end{gathered}$ | $\begin{gathered} 119 \\ 23 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 34 \\ 24 \% \\ H \end{gathered}$ | 37 $20 \%$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | 33 <br> 18\% | $\begin{gathered} 25 \\ 14 \% \end{gathered}$ | $\begin{gathered} 21 \\ 13 \% \end{gathered}$ | 71 <br> 21\% <br> L | 65 <br> $18 \%$ | $\begin{gathered} 46 \\ 13 \% \end{gathered}$ | $\begin{gathered} 39 \\ 23 \% \\ \text { p } \end{gathered}$ | 58 | $\begin{gathered} 45 \\ 17 \% \end{gathered}$ | $\begin{gathered} 40 \\ 13 \% \end{gathered}$ | $96$ $16 \%$ | 86 | $\begin{gathered} 49 \\ 20 \% \\ T \end{gathered}$ | $\begin{gathered} 32 \\ 12 \% \end{gathered}$ | $\begin{gathered} 50 \\ 21 \% \\ T \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \\ \hline \end{gathered}$ | 6 <br> 12\% | $\begin{gathered} 18 \\ 20 \% \end{gathered}$ | 155 <br> 18\% | 26 <br> 17\% | $\begin{gathered} 84 \\ 14 \% \end{gathered}$ | $\begin{gathered} 73 \\ 23 \% \\ a \end{gathered}$ | $\begin{gathered} 24 \\ 23 \% \\ a^{*} \end{gathered}$ | - ${ }_{\text {4 }}^{\text {4\% }}$ | $\begin{aligned} & 134 \\ & 19 \% \end{aligned}$ | 54 $14 \%$ | $\begin{aligned} & 128 \\ & 19 \% \end{aligned}$ | 105 15\% | 76 22\% $n$ $n$ |

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.

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab eto ab | Unfavoura <br> ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e to lo } \end{aligned}$ Dems | Unfavoura Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Reform UK } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { b beto } \\ K \text { Reform UK } \end{gathered}$ | Favourab | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { tarmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavourara } \\ & \text { ble to } \end{aligned}$ Starmer | Favourab e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Braverma } \\ n \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 271 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 124 \\ 39 \% \\ c \end{gathered}$ | $\begin{aligned} & 53 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 26 \\ 36 \% \\ c \end{gathered}$ | $\begin{gathered} 28 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 106 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 132 \\ 56 \% \\ \text { } \\ \text { UkMMNopa } \end{gathered}$ | $\begin{aligned} & 73 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 28 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 100 \\ & 30 \% \\ & \text { ina } \end{aligned}$ | $\begin{gathered} 97 \\ { }_{41 \%}^{41 \%} \\ \text { ukмNoa } \end{gathered}$ | $\begin{gathered} 84 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 31 \% \\ & \text { ina } \end{aligned}$ | $\begin{gathered} 85 \\ 27 \% \\ 1 \end{gathered}$ | $\begin{gathered} 61 \\ \text { 43\% } \\ \text { uкММоo } \end{gathered}$ | $\begin{gathered} 97 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 155 \\ 57 \% \\ \text { suwra } \\ \text { stion } \end{gathered}$ | $\begin{aligned} & 50 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { s3\% } \\ & \text { suwra } \end{aligned}$ | $\begin{aligned} & 95 \\ & 259 \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 122 \\ 56 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 55 \\ 12 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 88 \\ 56 \% \\ \text { stuwra } \end{gathered}$ | $\begin{aligned} & 85 \\ & 17 \% \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 95 \\ 58 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 57 \\ 15 \% \\ \text { 5\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 118 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & \text { 1999 } \\ & 19 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 586 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 49 \% \\ & \end{aligned}$ | $\begin{aligned} & 206 \\ & 71 \% \\ & \text { BoE } \end{aligned}$ | $\begin{aligned} & 40 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 59 \% \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 62 \% \\ & 62 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 78 \\ 33 \% \end{gathered}$ | $\begin{gathered} 421 \\ 77 \% \\ \text { HккммNopa } \end{gathered}$ | $\begin{aligned} & 247 \\ & 62 \% \\ & \text { HLL } \end{aligned}$ | $\begin{aligned} & 187 \\ & 56 \% \\ & \text { HP } \end{aligned}$ | $\begin{aligned} & 116 \\ & 50 \% \\ & \text { H } \end{aligned}$ | $\begin{gathered} 228 \\ \begin{array}{c} 26 \\ \text { HK1P } \end{array} \end{gathered}$ | $\begin{aligned} & 170 \\ & 57 \% \\ & \text { Hup } \end{aligned}$ | $\begin{gathered} 183 \\ 58 \% \\ \text { HP } \end{gathered}$ | $\begin{gathered} 65 \\ 46 \% \\ 46 \% \\ H \end{gathered}$ | $\begin{gathered} 297 \\ \begin{array}{c} 29 \% \\ \text { HKKNop } \end{array} \end{gathered}$ | $\begin{aligned} & 81 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 416 \\ 82 \% \\ \text { RTuvxrza } \end{gathered}$ | $\begin{aligned} & 186 \\ & 60 \% \\ & \text { Ry̌z } \end{aligned}$ | $\begin{gathered} 232 \\ 62 \% \\ \text { Ryvz } \end{gathered}$ | $\begin{aligned} & 73 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 358 \\ 80 \% \\ \text { RTưXzz } \end{gathered}$ | $\begin{gathered} 52 \\ 33 \% \\ 32 \end{gathered}$ | $\begin{aligned} & 386 \\ & 75 \% \\ & \text { Rruxz } \end{aligned}$ | $\begin{aligned} & 49 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 298 \\ & \text { 28\% } \\ & \text { Rruxz } \end{aligned}$ | $\begin{gathered} 73 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 390 \\ & 67 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 182 \\ & 17 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 30 \\ 10 \% \end{gathered}$ | $\begin{gathered} 6 \\ 8 \% \\ \hline 8 \end{gathered}$ | $\begin{gathered} 10 \\ { }^{11 \%} \\ \hline \end{gathered}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 40 \\ 12 \% \end{gathered}$ | $\begin{gathered} 26 \\ 11 \% \end{gathered}$ | $\begin{gathered} 55 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & \begin{array}{l} 33 \% \\ \text { Tra } \end{array} \end{aligned}$ | $\begin{aligned} & 43 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 48 \\ \text { 43\% } \\ \text { srwar } \end{gathered}$ | $\begin{gathered} 22 \\ 10 \% \end{gathered}$ | $\begin{gathered} 36 \\ 86 \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 20 \\ 12 \% \\ T \end{gathered}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 80 \\ 14 \% \end{gathered}$ |

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

## 22-087220-32-11th - 14th August 2023 <br> 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? - Summar
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 touch with people | He has a lot of personalit y | He is going to make the country a better place | He is a capable leader | He understan ds 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 experience d 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 | $\begin{gathered} 378 \\ 38 \% \\ \text { CDGIJK } \end{gathered}$ | $\begin{gathered} 369 \\ 37 \% \\ \text { CDGIJK } \end{gathered}$ | $\begin{aligned} & 249 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 292 \\ 29 \% \\ c \end{gathered}$ | $\begin{gathered} 371 \\ 37 \% \\ \text { CDGIJK } \end{gathered}$ | $\begin{gathered} 468 \\ 47 \% \\ \text { ABCDEGHKL } \end{gathered}$ | $\begin{aligned} & 249 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 370 \\ 37 \% \\ \text { CDGIJ } \end{gathered}$ | $\begin{gathered} 321 \\ 32 \% \\ \mathrm{cG} \end{gathered}$ | $\begin{gathered} 308 \\ 31 \% \\ c \end{gathered}$ | $\begin{gathered} 305 \\ 31 \% \\ \text { cG } \end{gathered}$ | $\begin{gathered} 368 \\ 37 \% \\ \text { cDGIJK } \end{gathered}$ |
| Does not apply | $\begin{aligned} & 306 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 377 \\ & 38 \% \\ & \text { AFH } \end{aligned}$ | $\begin{gathered} 531 \\ 53 \% \\ \text { ABDFGHuKL } \end{gathered}$ | $\begin{gathered} 392 \\ 39 \% \\ \text { AEFGH } \end{gathered}$ | $\begin{aligned} & 362 \\ & 36 \% \\ & \text { AFH } \end{aligned}$ | $\begin{gathered} 320 \\ 32 \% \end{gathered}$ | $\begin{gathered} 348 \\ 35 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} 315 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 427 \\ & 43 \% \\ & \text { ABDEFGHL } \end{aligned}$ | $\begin{gathered} 406 \\ 41 \% \\ \text { AEFGH } \end{gathered}$ | $\begin{gathered} 416 \\ 42 \% \\ \text { ABEGGH } \end{gathered}$ | $\begin{gathered} 386 \\ 39 \% \\ \text { AFGH } \end{gathered}$ |
| Don't know | 314 31\% BCEFIKL | $\begin{gathered} 252 \\ 25 \% \\ \text { cF } \end{gathered}$ | $\begin{aligned} & 217 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 313 \\ 31 \% \\ \text { BCEFIKL } \end{gathered}$ | $\begin{gathered} 264 \\ 26 \% \\ \text { cF } \end{gathered}$ | $\begin{aligned} & 210 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 400 \\ 40 \% \\ \text { ABCDEFHUKL } \end{gathered}$ | $\begin{gathered} 312 \\ 31 \% \\ \text { BCEFKIKL } \end{gathered}$ | $\begin{gathered} 249 \\ 25 \% \\ c F \end{gathered}$ | $\begin{aligned} & 284 \\ & 28 \% \\ & \text { BCFLL } \end{aligned}$ | $\begin{gathered} 276 \\ 28 \% \\ \text { cF } \end{gathered}$ | $\begin{gathered} 244 \\ 24 \% \\ \mathrm{~F} \end{gathered}$ |

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/BC/D/EFFGGHMJKKL Minimum Base: 30(") Smal Base: 100(")
ColumnMeans (5\%): A/B/C/ID/E/F////H/I/J/K/L Minimum Base: 30(**) Small Base: 1000

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 All Adults aged 18-75 in Great Britain

|  | Total <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/fural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male (B) | Female <br> (C) | 18-24 <br> (D) | 25-34 <br> (E) | 35-44 <br> (F) | 45-54 <br> (G) | 55-64 <br> (H) | 65+ <br> (I) | 18-34 <br> (J) | 35-54 <br> (K) | 55t (1) | Gen Z <br> (M) | $\begin{array}{\|c\|} \hline \begin{array}{c} \text { Millennial } \\ \mathrm{s} \end{array} \\ \hline(\mathrm{~N}) \\ \hline \end{array}$ | Gen X+ (O) | Baby Boomer <br> (P) | ABC1 (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South (U) | London (V) | Wales <br> (W) | Scotland (X) | Urban (Y) | Rural (Z) | Married/ <br> Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {cher }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| Unweighted bse | 1038 | 511 | 518 | 146 | 174 | 179 | 199 | 241 | 99 | 320 | 378 | 340 | 174 | 280 | 288 | 296 | ${ }^{736}$ | 302 | 254 | 267 | 242 | ${ }^{131}$ | 51 | ${ }^{93}$ | ${ }_{89}$ | 159 | ${ }^{628}$ | ${ }^{310}$ | 100 | ${ }^{33}$ | 705 | ${ }_{613}$ | 425 | ${ }^{226}$ | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 365 | 340 | 172 | 298 | 264 | 305 | 597 | ${ }^{441}$ | 244 | 271 | 238 | ${ }^{148}$ | 49 | 88 | 884 | 154 | ${ }^{617}$ | ${ }^{316}$ | 105 | ${ }^{312}$ | ${ }^{226}$ | 372 | ${ }^{666}$ | 689 | 349 |
| Does apply | $397$ $38 \%$ | $\begin{gathered} 236 \\ 46 \% \\ c \end{gathered}$ | $\begin{aligned} & 159 \\ & 30 \% \end{aligned}$ | 53 <br> $37 \%$ | $\begin{gathered} 57 \\ 30 \% \end{gathered}$ | 73 <br> 41\% | 70 <br> $38 \%$ | $\begin{gathered} 64 \\ 36 \% \end{gathered}$ | 80 <br> 49\% <br> E* | $\begin{aligned} & 110 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 144 \\ 42 \% \\ j \end{gathered}$ | 63 <br> $37 \%$ | $\begin{aligned} & 104 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 43 \% \end{aligned}$ | 238 <br> 40\% | $160$ $36 \%$ | $\begin{gathered} 91 \\ 37 \% \end{gathered}$ | $\begin{gathered} 117 \\ 43 \% \\ w \end{gathered}$ | 88 <br> 37\% | $\begin{gathered} 57 \\ 39 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 32 \\ 37 \% \end{gathered}$ | $351$ $40 \%$ | $\begin{gathered} 46 \\ 30 \% \end{gathered}$ | $\begin{gathered} 256 \\ 41 \% \\ b \end{gathered}$ | $\begin{aligned} & 105 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 37 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 38 \% \end{aligned}$ | $173$ $47 \%$ <br> g | $\begin{aligned} & 224 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 270 \\ & 39 \% \end{aligned}$ | ${ }_{36 \%}^{127}$ |
| Does not apply | $\begin{aligned} & 316 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{gathered} 74 \\ 39 \% \\ \text { DF1 } \end{gathered}$ | $\begin{gathered} 48 \\ 27 \% \end{gathered}$ | $\begin{gathered} 65 \\ 35 \% \\ 1 \end{gathered}$ | $\begin{gathered} 59 \\ 33 \% \\ 1 \end{gathered}$ | $33$ <br> 20\% | $\begin{aligned} & 111 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 92 \\ 27 \% \end{gathered}$ | $\begin{gathered} 45 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 95 \\ 36 \% \\ \mathrm{p} \end{gathered}$ | $\begin{gathered} 76 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 176 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 82 \\ 34 \% \end{gathered}$ | $\begin{gathered} 80 \\ 29 \% \end{gathered}$ | $\begin{gathered} 67 \\ 28 \% \end{gathered}$ | $\begin{gathered} 44 \\ 30 \% \end{gathered}$ | $\begin{gathered} 15 \\ 30 \% \end{gathered}$ | $\begin{gathered} 28 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 258 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 58 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 99 \\ 31 \% \end{gathered}$ | 37 | 104 | 29\% | $\begin{aligned} & 102 \\ & 27 \% \end{aligned}$ | 2214 | 231 $34 \%$ 1 | - ${ }_{\text {85 }}$ |
| Don't know | $\begin{aligned} & 325 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 209 \\ 40 \% \\ \text { B } \end{gathered}$ | 54 $38 \%$ | $\begin{gathered} 57 \\ 31 \% \end{gathered}$ | $\begin{gathered} 58 \\ 32 \% \end{gathered}$ | 50 <br> 27\% | $\begin{gathered} 55 \\ 31 \% \end{gathered}$ | $\begin{gathered} 49 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 63 \\ 37 \% \\ 0 \end{gathered}$ | $\begin{gathered} 95 \\ 32 \% \end{gathered}$ | $\begin{gathered} 69 \\ 26 \% \end{gathered}$ | $\begin{gathered} 98 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 32 \% \end{aligned}$ | 71 <br> 29\% | $\begin{gathered} 75 \\ 28 \% \end{gathered}$ | $\begin{gathered} 82 \\ 35 \% \end{gathered}$ | $\begin{gathered} 47 \\ 32 \% \end{gathered}$ | $\begin{gathered} 22 \\ 45 \% \\ \mathrm{~T}^{*} \end{gathered}$ | $\begin{gathered} 28 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 49 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 181 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 32 \\ 30 \% \end{gathered}$ | $\begin{gathered} 85 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 33 \% \end{aligned}$ | 26\% | $\begin{gathered} 228 \\ 34 \% \\ \mathrm{f} \end{gathered}$ | 188 27\% | 137 $\substack{39 \% \\ n}$ |

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.

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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
All Adults aged $18-75$ in Great Britain

|  | Total <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  | $\begin{aligned} & \text { ns } \\ & \begin{array}{c} \text { Favourab } \\ \text { eto } \\ \text { Braverma } \end{array} \end{aligned}$ | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { Braverma } \\ \mathrm{n} \end{gathered}$ | $\begin{gathered} \text { Favourabl } \\ \text { etro } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Conservati } \\ \text { ye } \end{gathered}$ | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { eto to } \end{aligned}$ | Unfavoura ble to tab | $\begin{aligned} & \text { Favourabl } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl Un } \\ & \text { Reform Uk Re } \\ & \text { Re } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab | Unfavoura ble to Hunt |  |  |  |  | Positive | $\begin{gathered} \text { Negative } \\ \text { impact } \end{gathered}$ |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 397 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 173 \\ 60 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 42 \\ 58 \% \\ \text { be* } \end{gathered}$ | $\begin{gathered} 34 \\ 37 \% \\ \hline \end{gathered}$ | $\begin{gathered} 199 \\ 49 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 134 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 93 \\ 40 \% \\ \mathrm{k} \end{gathered}$ | $\begin{aligned} & 238 \\ & 43 \% \\ & \mathrm{~km} \end{aligned}$ | $\begin{gathered} 247 \\ 62 \% \\ \text { HKMNOPQ } \end{gathered}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $\begin{gathered} 139 \\ 59 \% \\ \text { HKMNopa } \end{gathered}$ | $\begin{gathered} 117 \\ 33 \% \\ k \end{gathered}$ | $\begin{gathered} 152 \\ \begin{array}{c} 152 \\ \text { 51\% } \\ \text { Hikop } \end{array} \end{gathered}$ | $\begin{aligned} & 1115 \\ & 37 \% \\ & k \end{aligned}$ | $\begin{gathered} 57 \\ 40 \% \\ \mathrm{k} \end{gathered}$ | $\begin{aligned} & 219 \\ & 55 \% \\ & \text { н⿺𠃊мо } \end{aligned}$ | $\begin{gathered} 123 \\ 45 \% \\ 0 \end{gathered}$ | $\begin{gathered} 204 \\ 40 \% \\ u \end{gathered}$ | $\begin{gathered} 230 \\ 74 \% \\ \text { RSUWWrzaz } \end{gathered}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & \text { 53\% } \\ & \text { Rsuwx } \end{aligned}$ | $\begin{gathered} 189 \\ 42 \% \\ u \end{gathered}$ | $\begin{gathered} 68 \\ 43 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 246 \\ & 48 \% \\ & \text { SUW } \end{aligned}$ | $\begin{gathered} 81 \\ 50 \% \\ u \end{gathered}$ | $\begin{aligned} & 176 \\ & 46 \% \\ & \text { su } \end{aligned}$ | $\begin{gathered} 97 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 253 \\ & 44 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 316 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 40 \% \\ & \text { co } \end{aligned}$ | $\begin{gathered} 50 \\ 17 \% \end{gathered}$ | $\begin{aligned} & \text { 247 } \\ & 24 \% \end{aligned}$ | $\begin{gathered} 33 \\ 36 \% \\ c \end{gathered}$ | $\begin{aligned} & 102 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 124 \\ 36 \% \\ F \end{gathered}$ | $\begin{aligned} & 85 \\ & 36 \% \\ & \text { JıN } \end{aligned}$ | $\begin{aligned} & 159 \\ & 29 \% \\ & \pi \end{aligned}$ | $\begin{aligned} & 43 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 194 \\ 58 \% \\ \text { HuแMNopa } \end{gathered}$ | $\begin{gathered} 46 \\ 19 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 163 \\ & \text { 45\% } \\ & \text { Hulvoo } \end{aligned}$ | $\begin{gathered} 79 \\ 26 \% \\ \pi \end{gathered}$ | $\begin{aligned} & 124 \\ & \text { 10\% } \\ & \text { HuNa } \end{aligned}$ | $\begin{gathered} 63 \\ \text { 45\% } \\ \text { wiva } \end{gathered}$ | $\begin{gathered} 133 \\ 30 \% \\ \mu \end{gathered}$ | $\begin{gathered} 78 \\ 29 \% \\ T \end{gathered}$ | $\begin{gathered} 167 \\ 33 \% \\ \pi \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 8 \% \\ & 8 \end{aligned}$ | $\begin{gathered} 228 \\ 61 \% \\ \text { RSTwxraa } \end{gathered}$ | $\begin{gathered} 57 \\ 26 \% \\ T \end{gathered}$ | $\begin{gathered} 150 \\ 33 \% \\ \pi \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 38 \% \\ & \text { riv2 } \end{aligned}$ | $\begin{gathered} 147 \\ 29 \% \\ T \end{gathered}$ | $\begin{gathered} 50 \\ 30 \% \\ T \end{gathered}$ | $\begin{gathered} 124 \\ 32 \% \\ T \end{gathered}$ | $\begin{gathered} 72 \\ 35 \% \\ c \end{gathered}$ | $\begin{aligned} & 151 \\ & 26 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 325 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 83 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 25 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 89 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & \text { 28\% } \\ & \text { LMPQ } \end{aligned}$ | $\begin{aligned} & 110 \\ & 27 \% \\ & \text { LPo } \end{aligned}$ | $\begin{gathered} 79 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 50 \\ & \text { 21\% } \end{aligned}$ | $\begin{aligned} & 79 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 70 \\ 23 \% \\ \text { 20 } \end{gathered}$ | $\begin{gathered} 74 \\ 24 \% \end{gathered}$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 88 \\ 20 \% \end{gathered}$ | $\begin{gathered} 70 \\ 26 \% \\ \text { TX } \end{gathered}$ | $\begin{aligned} & 138 \\ & 27 \% \\ & { }^{27 \%} \end{aligned}$ | $\begin{aligned} & 55 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 95 \\ 25 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 45 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & \text { 25\% } \end{aligned}$ | $\begin{aligned} & 29 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 1118 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 33 \\ 20 \% \end{gathered}$ | $\begin{gathered} 83 \\ \text { 82 } \end{gathered}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ | 175 $30 \%$ $b$ |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.



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 in touch with ordinary people All Adults aged 18-75 in Great Britain

|  | Total | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {(E) }}^{25.39}$ | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Sen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | (P) | (a) | (R) | (5) | (T) | (u) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) |  |  |  |  |  |  |
| 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 365 | 340 | 172 | 298 | 264 | 305 | 597 | ${ }^{441}$ | 244 | 271 | 238 | ${ }^{148}$ | 49 | 88 | 884 | 154 | ${ }^{617}$ | ${ }^{316}$ | 105 | 312 | ${ }^{2} 2$ | 372 | 666 | 689 | 349 |
| Does apply | $\begin{gathered} 386 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 48 \\ 33 \% \end{gathered}$ | $\begin{gathered} 71 \\ 38 \% \end{gathered}$ | $\begin{gathered} 72 \\ 40 \% \end{gathered}$ | $\begin{gathered} 62 \\ 34 \% \end{gathered}$ | $\begin{gathered} 61 \\ 34 \% \end{gathered}$ | $\begin{gathered} 72 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 39 \% \end{aligned}$ | 59 <br> 35\% | $\begin{aligned} & 116 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 90 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 217 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 170 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 78 \\ 32 \% \end{gathered}$ | $\begin{gathered} 122 \\ 45 \% \\ \text { su } \end{gathered}$ | $\begin{gathered} 70 \\ 29 \% \end{gathered}$ | $\begin{gathered} 60 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 51 \% \\ & \text { su* } \end{aligned}$ | $\begin{gathered} 31 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 334 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 52 \\ 34 \% \end{gathered}$ | $\begin{gathered} 263 \\ 43 \% \\ b \end{gathered}$ | $\begin{gathered} 91 \\ 29 \% \end{gathered}$ | $\begin{gathered} 33 \\ 31 \% \end{gathered}$ | $\begin{gathered} 142 \\ 46 \% \\ e \end{gathered}$ | $\begin{aligned} & 244 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 164 \\ 44 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 222 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 270 \\ & 39 \% \end{aligned}$ | -116 |
| Does notapply | $\begin{aligned} & 393 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 198 \\ & 38 \% \end{aligned}$ | 49 34\% | $\begin{gathered} 59 \\ 32 \% \end{gathered}$ | $50$ 28\% | $\begin{gathered} 87 \\ 47 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 86 \\ 48 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 62 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 147 \\ 43 \% \\ 1 \end{gathered}$ | 56 <br> 33\% | 87 29\% | $\begin{aligned} & 118 \\ & 45 \% \\ & \text { MN } \end{aligned}$ | $\begin{gathered} 132 \\ 43 \% \\ N \end{gathered}$ | 2394 | 159 | $\begin{gathered} 103 \\ 42 \% \\ \mathrm{~V} \end{gathered}$ | $\begin{aligned} & 101 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 97 \\ 41 \% \\ v \end{gathered}$ | $\begin{gathered} 41 \\ 28 \% \end{gathered}$ | $\begin{gathered} 16 \\ 32 \% \end{gathered}$ | $\begin{gathered} 37 \\ 41 \% \end{gathered}$ | 322 <br> 36\% | 71 $46 \%$ | 228 | 123 <br> 39\% | ${ }_{40}^{42}$ | 96\% | $\begin{gathered} 297 \\ 41 \% \\ d \end{gathered}$ | 126 | ${ }_{40 \%}^{267}$ | 268 | ${ }_{\text {lic }}^{125}$ |
| Don't know | $\begin{aligned} & 259 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 28 \% \end{aligned}$ | 48 <br> 33\% <br> GHI | $\begin{gathered} 58 \\ 31 \% \\ \text { GHI } \end{gathered}$ | $\begin{gathered} 57 \\ 32 \% \\ \text { GHI } \end{gathered}$ | 36 <br> 19\% | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 28 \\ 17 \% \end{gathered}$ | $\begin{gathered} 106 \\ 32 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 93 \\ 25 \% \\ \mathrm{~L} \end{gathered}$ | 60 <br> 18\% | 56 <br> 33\% <br> op | $\begin{gathered} 95 \\ 32 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 56 \\ 21 \% \end{gathered}$ | $\begin{gathered} 52 \\ 17 \% \end{gathered}$ |  | 112 | 63 <br> 26\% | $\begin{gathered} 49 \\ 18 \% \end{gathered}$ | $\begin{gathered} 71 \\ 30 \% \\ T \end{gathered}$ | $\begin{gathered} 47 \\ 32 \% \\ \mathrm{~T}^{*} \end{gathered}$ | 8 <br> 17\% | $\begin{gathered} 21 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 228 \\ & 26 \% \end{aligned}$ | 31 <br> 20\% | $\begin{aligned} & 126 \\ & 20 \% \end{aligned}$ | 102 $32 \%$ 0 | $\begin{gathered} 31 \\ 29 \% \end{gathered}$ | $\begin{gathered} 74 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 185 \\ & 25 \% \end{aligned}$ | 81 $22 \%$ 22 | 178 | 151 22\% | cios $\begin{gathered}\text { 108 } \\ \text { 31\% } \\ h\end{gathered}$ |

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.
Overiap formulae used

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 in touch with ordinary people
All Adults aged $18-75$ in Great Britain

|  | Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labur | $\underset{\text { Democrats }}{\text { Liberal }}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { eto to } \end{aligned}$ | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | Unfavoura ble to Green Party | $\begin{gathered} \text { Favourab } \\ \text { Reto } \\ \text { Reform UK } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} \text { Unfavoura } \\ \text { Kle to } \\ K \text { Reform UK } \end{array} \end{aligned}$ | Favourab e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & 1 \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourab e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | Unfavoura ble to Braverma | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive | Negative |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (1) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 388 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 89 \\ 28 \% \end{gathered}$ | $\begin{gathered} 169 \\ 58 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 35 \\ 49 \% \\ { }^{4} \end{gathered}$ | $\begin{gathered} 38 \\ 41 \% \\ { }^{3 *} \end{gathered}$ | $\begin{gathered} 194 \\ 48 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 124 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 37 \% \\ & \text { kM } \end{aligned}$ | $\begin{aligned} & 252 \\ & 469 \\ & \text { knoa } \end{aligned}$ | $\begin{gathered} 266 \\ 67 \% \\ \text { Hikммиора } \end{gathered}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 133 \\ 57 \% \\ \text { HкмМора } \end{gathered}$ | $\begin{gathered} 98 \\ 27 \% \\ k \end{gathered}$ | $\begin{aligned} & 140 \\ & 47 \% \\ & \text { Hкм } \\ & \text { Hк⿵人} \end{aligned}$ | $\begin{gathered} 94 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 56 \\ & 39 \% \\ & \mathrm{~km} \end{aligned}$ | $\begin{aligned} & 180 \\ & \text { 41\% } \\ & \text { кмо } \end{aligned}$ | $\begin{gathered} 103 \\ 38 \% \\ 0 \end{gathered}$ | $\begin{gathered} 221 \\ 43 \% \\ u \end{gathered}$ | $\begin{gathered} 247 \\ 79 \% \\ \text { RSuwxrza } \end{gathered}$ | $\begin{gathered} 39 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 47 \% \\ & \text { Ruv } \end{aligned}$ | $\begin{gathered} 195 \\ 43 \% \\ 0 \end{gathered}$ | $\begin{gathered} 57 \\ 36 \% \\ u \end{gathered}$ | $\begin{gathered} 232 \\ 45 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 77 \\ & 47 \% \\ & 010 \end{aligned}$ | $\begin{aligned} & 180 \\ & 47 \% \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 255 \\ & 44 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 393 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 58 \% \\ & c \end{aligned}$ | $\begin{aligned} & 58 \\ & \text { 20\% } \end{aligned}$ | $\begin{aligned} & \text { 27 } \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 46 \% \\ & 40 \% \\ & c 0 \end{aligned}$ | $\begin{aligned} & 122 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 172 \\ 49 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & \text { 108 } \\ & \text { 46\% } \\ & \text { wiN } \end{aligned}$ | $\begin{gathered} 193 \\ 35 \% \\ \pi \end{gathered}$ | $\begin{aligned} & 54 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 250 \\ 75 \% \\ \text { HulMNoopa } \end{gathered}$ | $\begin{gathered} 55 \\ 23 \% \\ \hline 35 \end{gathered}$ | $\begin{aligned} & 207 \\ & \text { 58\% } \\ & \text { Hulva } \end{aligned}$ | $\begin{gathered} 96 \\ 32 \% \\ \mu \end{gathered}$ | $\begin{gathered} 171 \\ 55 \% \\ \text { HuNa } \end{gathered}$ | $\begin{aligned} & 70 \\ & \text { 49\% } \\ & \text { נוw } \end{aligned}$ | $\begin{aligned} & 183 \\ & 42 \% \\ & \text { 4un } \end{aligned}$ | $\begin{gathered} 117 \\ 43 \% \\ 4 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 186 \\ 37 \% \\ T \end{gathered}$ | $\begin{gathered} 31 \\ \text { 10\% } \end{gathered}$ | $\begin{gathered} 281 \\ \text { 75\% } \\ \text { Rstwxrza } \end{gathered}$ | $\begin{gathered} 88 \\ 40 \% \\ T \end{gathered}$ | $\begin{gathered} 175 \\ 39 \% \\ T \end{gathered}$ | $\begin{gathered} 84 \\ 53 \% \\ \text { RSTwwza } \end{gathered}$ | $\begin{aligned} & 185 \\ & 36 \% \\ & \hline 65 \end{aligned}$ | $\begin{gathered} 65 \\ 40 \% \\ 4 \end{gathered}$ | $\begin{gathered} 139 \\ 36 \% \\ \hline \end{gathered}$ | $\begin{gathered} 94 \\ 45 \% \\ c \end{gathered}$ | $\begin{aligned} & 182 \\ & 31 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 259 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 43 \\ 14 \% \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \\ { }_{8}^{2} \end{gathered}$ | $\begin{gathered} 20 \\ 28 \% \\ \text { 8E" } \end{gathered}$ | $\begin{gathered} 12 \\ 13 \% \\ \hline \end{gathered}$ | $\begin{gathered} 89 \\ 22 \% \\ 69 \end{gathered}$ | $\begin{gathered} 52 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 104 \\ 19 \% \\ k \end{gathered}$ | $\begin{gathered} 80 \\ 20 \% \\ \text { kp } \end{gathered}$ | $\begin{aligned} & 40 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 20 \% \\ & \text { kp } \end{aligned}$ | $\begin{gathered} 53 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 21 \% \\ & \text { KMP } \end{aligned}$ | $\begin{aligned} & 48 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 78 \\ 18 \% \\ k \end{gathered}$ | $\begin{aligned} & 51 \\ & 19 \% \\ & \text { TVX } \end{aligned}$ | $\begin{aligned} & 101 \\ & 20 \% \\ & \text { Tuvx } \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 55 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 18 \% \\ & \text { Tx } \end{aligned}$ | $\begin{gathered} 16 \\ 10 \% \end{gathered}$ | $\begin{gathered} 94 \\ 18 \% \\ \text { Tr } \end{gathered}$ | $\begin{gathered} 22 \\ 13 \% \\ \end{gathered}$ | $\begin{gathered} 64 \\ 17 \% \\ T \end{gathered}$ | $\begin{gathered} 30 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 25 \% \\ & 25 \end{aligned}$ |

## This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.




Q13B. 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 <br> Total | Gender |  | Age |  |  |  |  |  | Agrregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/fural |  | Marita Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male (B) | Female <br> (C) | 18-24 <br> (D) | 25-34 <br> (E) | 35-44 <br> (F) | 45-54 <br> (G) | 55-64 <br> (H) | 65+ <br> (I) | 18-34 <br> (J) | 35-54 <br> (K) | 55t (L) | Gen Z <br> (M) | $\begin{array}{\|c\|} \hline \begin{array}{c} \text { Millennial } \\ \mathrm{s} \end{array} \\ \hline(\mathrm{~N}) \\ \hline \end{array}$ | Gen X+ (O) | Baby Boomer <br> (P) | ABC1 (Q) | C2DE <br> (R) | North (S) | Midlands <br> (T) | South (U) | London (V) | Wales <br> (W) | Scotland (X) | Urban (Y) | Rural (Z) | Married/ <br> Living as Married <br> (a) | Single <br> (b) | Widowed/ Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate (f) | Nongraduate <br> (g) | Working <br> (h) | $\underbrace{\text { Not }}_{\substack{\text { working } \\ \text { (i) }}}$ |
| Unweighed base | 1038 | 511 | 518 | 146 | 174 | 179 | 199 | 241 | 99 | 320 | 378 | ${ }^{34}$ | 174 | 280 | 288 | 296 | ${ }^{736}$ | 302 | 254 | 267 | 242 | ${ }^{131}$ | ${ }_{51}$ | ${ }^{93}$ | ${ }_{89}$ | 159 | ${ }^{628}$ | 310 | 100 | ${ }^{33}$ | 705 | ${ }_{613}$ | 425 | ${ }^{226}$ | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | ${ }^{180}$ | 185 | 179 | 162 | ${ }^{33}$ | 365 | ${ }^{340}$ | 172 | 298 | 264 | 305 | 597 | ${ }^{441}$ | 244 | ${ }^{271}$ | 238 | ${ }^{148}$ | 49 | 88 | ${ }^{884}$ | 154 | ${ }^{617}$ | 316 | 105 | ${ }^{312}$ | ${ }^{226}$ | 372 | ${ }^{666}$ | 689 | 349 |
| Does apply | $265$ $26 \%$ | $\begin{gathered} 150 \\ 30 \% \\ c \end{gathered}$ | $\begin{aligned} & 113 \\ & 22 \% \end{aligned}$ | 37 <br> 25\% | $45$ $24 \%$ | $\begin{gathered} 59 \\ 33 \% \end{gathered}$ | 50 <br> 27\% | $\begin{gathered} 43 \\ 24 \% \end{gathered}$ | 32 <br> 20\% | $\begin{gathered} 82 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | 44 <br> 26\% | $\begin{gathered} 86 \\ 29 \% \end{gathered}$ | $\begin{gathered} 71 \\ 27 \% \end{gathered}$ | $\begin{gathered} 64 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 154 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 49 \\ 20 \% \end{gathered}$ | $\begin{gathered} 83 \\ 31 \% \\ \text { su } \end{gathered}$ | $\begin{gathered} 50 \\ 21 \% \end{gathered}$ | $\begin{gathered} 44 \\ 30 \% \end{gathered}$ | $\begin{gathered} 15 \\ 30 \% \end{gathered}$ | $\begin{gathered} 23 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 236 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 29 \\ 19 \% \end{gathered}$ | $\begin{gathered} 175 \\ 28 \% \\ b \end{gathered}$ | $\begin{gathered} 64 \\ 20 \% \end{gathered}$ | $\begin{gathered} 26 \\ 25 \% \end{gathered}$ | $\begin{gathered} 101 \\ 32 \% \\ e \end{gathered}$ | $\begin{aligned} & 164 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 124 \\ 33 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 142 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 203 \\ 29 \% \\ i \end{gathered}$ | ${ }_{\substack{62 \\ 18 \%}}$ |
| Does not apply | $\begin{aligned} & 546 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 280 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 52 \\ 36 \% \end{gathered}$ | $\begin{gathered} 91 \\ 48 \% \end{gathered}$ | $\begin{gathered} 83 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 109 \\ & 59 \% \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 107 \\ & 60 \% \\ & \text { DEF } \end{aligned}$ | $\begin{aligned} & 104 \\ & 64 \% \\ & \text { DEF** } \end{aligned}$ | $\begin{aligned} & 143 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 192 \\ 53 \% \\ 1 \end{gathered}$ | $\begin{gathered} 211 \\ 62 \% \\ \mathrm{JK} \end{gathered}$ | $\begin{gathered} 69 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 58 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 192 \\ & 63 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 323 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 50 \% \end{aligned}$ | $\begin{gathered} 149 \\ 61 \% \\ \text { TV } \end{gathered}$ | $\begin{aligned} & 138 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 53 \% \end{aligned}$ | 62\% <br> $42 \%$ | -25 <br> $52 \%$ | $\stackrel{45}{\text { 41\% }}$ | $\begin{aligned} & 455 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 90 \\ 59 \% \end{gathered}$ | $\begin{aligned} & 333 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 49 \% \end{aligned}$ | 56\% | $\begin{aligned} & 150 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 395 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 179 \\ & 48 \% \end{aligned}$ | 367 $55 \%$ 1 | 356 <br> 52\% | 190 |
| Don't know | $\begin{aligned} & 227 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 79 \\ 15 \% \end{gathered}$ | $\begin{gathered} 145 \\ 28 \% \\ B \end{gathered}$ | 56 <br> 38\% <br> FGHI | $\begin{gathered} 52 \\ 28 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 39 \\ 21 \% \end{gathered}$ | 26 <br> 14\% | $\begin{gathered} 29 \\ 16 \% \end{gathered}$ | $26$ $16 \%$ | $\begin{gathered} 108 \\ 32 \% \\ \text { KL } \end{gathered}$ | 65 18\% | $\begin{gathered} 54 \\ 16 \% \end{gathered}$ | 58 <br> 34\% <br> op | 81 <br> 27\% <br> op | $\begin{gathered} 39 \\ 15 \% \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 24 \% \end{aligned}$ | 45 19\% | $\begin{gathered} 50 \\ 18 \% \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 42 \\ 28 \% \end{gathered}$ | 9 <br> 18\% | $\begin{gathered} 20 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 34 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 98 \\ 31 \% \\ \text { ac } \end{gathered}$ | $\begin{gathered} 19 \\ 18 \% \end{gathered}$ | $\begin{gathered} 61 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 70 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 157 \\ & 24 \% \end{aligned}$ | 130 $19 \%$ | $\underset{\substack{98 \\ \text { 28\% } \\ \\ n}}{ }$ |

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.
Overiap formulae used

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

Q13B. 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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favurable to politicians |  |  |  |  |  | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Braverma } \end{gathered}$ |  | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl eto Cons | $\begin{gathered} \text { Unfavourara } \\ \text { ble to } \\ \text { Cons } \end{gathered}$ | Favourab eto lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { be to Lib } \end{aligned}$ Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Reform UK } \end{gathered}$ | $\begin{gathered} \text { Unfavourara } \\ \text { bete to } \\ \text { Reform UK } \end{gathered}$ | Favourab e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab e to Hunt | $\begin{array}{\|l} \text { Unfavoura } \\ \text { ble to } \\ \text { Hunt } \end{array}$ Hunt |  |  |  |  | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (J) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (X) | (v) | (2) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 265 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 61 \\ 19 \% \\ 19 \% \end{gathered}$ | $\begin{gathered} 111 \\ 39 \% \\ \mathrm{~B} \end{gathered}$ | $\begin{gathered} 20 \\ 28 \% \end{gathered}$ | $\begin{gathered} 27 \\ 29 \% \\ 29 \% \end{gathered}$ | $\begin{aligned} & 117 \\ & 29 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 92 \\ 26 \% \end{gathered}$ | $\begin{gathered} 66 \\ \text { 28\% } \\ \text { кмо } \end{gathered}$ | $\begin{aligned} & 157 \\ & 29 \% \\ & \text { kno } \end{aligned}$ | $\begin{gathered} 185 \\ 46 \% \\ \text { HikMMNopa } \end{gathered}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ |  | $\begin{gathered} 69 \\ { }^{69} \\ k \end{gathered}$ | $\begin{aligned} & 103 \\ & 34 \% \\ & \text { knoa } \end{aligned}$ | $\begin{gathered} 62 \\ 20 \% \\ k \end{gathered}$ | $\begin{aligned} & 48 \\ & 34 \% \\ & \text { kмo } \end{aligned}$ | $\begin{aligned} & 109 \\ & \text { 25\% } \\ & \text { kM } \end{aligned}$ | $\begin{gathered} 83 \\ 30 \% \\ 0 \end{gathered}$ | $\begin{gathered} 135 \\ 26 \% \\ u \end{gathered}$ | $\begin{gathered} 178 \\ \text { 57\% } \\ \text { RSUWXrza } \end{gathered}$ | $\begin{gathered} 36 \\ 10 \% \end{gathered}$ | $\begin{gathered} 72 \\ 33 \% \\ u \end{gathered}$ | $\begin{gathered} 122 \\ 27 \% \\ u \end{gathered}$ | $\begin{gathered} 48 \\ 31 \% \\ 0 \end{gathered}$ | $\begin{gathered} 138 \\ 27 \% \\ u \end{gathered}$ | $\begin{gathered} 66 \\ 40 \% \\ \text { RSUWXXa } \end{gathered}$ | $\begin{gathered} 113 \\ 30 \% \\ u \end{gathered}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 27 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 546 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 216 \\ & 68 \% \\ & c 0 \end{aligned}$ | $\begin{aligned} & 129 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 55 \\ 59 \% \\ c \end{gathered}$ | $\begin{aligned} & 217 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 215 \\ & 62 \% \\ & 62 \end{aligned}$ | $\begin{aligned} & 141 \\ & 60 \% \\ & \text { JıN } \end{aligned}$ | $\begin{aligned} & 289 \\ & 53 \% \\ & \text { JıN } \end{aligned}$ | $\begin{aligned} & 130 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 274 \\ 83 \% \\ \text { HuLMNopa } \end{gathered}$ | $\begin{gathered} 102 \\ 44 \% \\ 1 \end{gathered}$ | $\begin{gathered} 250 \\ 70 \% \\ \text { HuNPa } \end{gathered}$ | $\begin{gathered} 140 \\ 47 \% \\ 1 \end{gathered}$ | $\begin{gathered} 212 \\ 68 \% \\ \text { winvo } \end{gathered}$ | $\begin{gathered} 79 \\ 56 \% \\ \mu \end{gathered}$ | $\begin{aligned} & 269 \\ & 61 \% \\ & \text { uıN } \end{aligned}$ | $\begin{aligned} & 156 \\ & 58 \% \\ & \pi \end{aligned}$ | $\begin{gathered} 277 \\ 54 \% \\ T \end{gathered}$ | $\begin{gathered} 91 \\ 29 \% \end{gathered}$ | $\begin{gathered} 304 \\ 81 \% \\ \text { BStwxrza } \end{gathered}$ | $\begin{aligned} & 122 \\ & 56 \% \\ & \tau \% \end{aligned}$ | $\begin{gathered} 260 \\ 58 \% \\ \tau \end{gathered}$ | $\begin{gathered} 98 \\ 62 \% \\ \mathrm{Tr} \end{gathered}$ | $\begin{gathered} 289 \\ 57 \% \\ \hline \end{gathered}$ | $\begin{gathered} 78 \\ 48 \% \\ T \end{gathered}$ | $\begin{aligned} & 231 \\ & 60 \% \\ & 572 \end{aligned}$ | $\begin{aligned} & 117 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 296 \\ & 51 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 227 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 39 \\ 12 \% \end{gathered}$ | $\begin{gathered} 48 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 13 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 11 \\ 12 \% \\ 12 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 104 \\ 19 \% \\ \text { kMopa } \end{gathered}$ | $\begin{gathered} 85 \\ 21 \% \\ \text { Hкморa } \end{gathered}$ | $\begin{aligned} & 28 \\ & 08 \end{aligned}$ | $\begin{gathered} 45 \\ \text { 49\% } \\ \text { HKMop } \end{gathered}$ | $\begin{gathered} 39 \\ 11 \% \end{gathered}$ | $\begin{gathered} 57 \\ \text { 19\% } \\ \text { Hкмора } \end{gathered}$ | $\begin{gathered} 38 \\ 12 \% \\ k \end{gathered}$ | $\begin{aligned} & 15 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 62 \\ 14 \% \\ k \end{gathered}$ | $\begin{gathered} 32 \\ 12 \% \\ \times \end{gathered}$ | $\begin{gathered} 97 \\ 19 \% \\ \text { RTuwxa } \end{gathered}$ | $\begin{gathered} 43 \\ 14 \% \\ x \end{gathered}$ | $\begin{aligned} & 35 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 23 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 67 \\ & \text { 15\% } \\ & \text { uxa } \end{aligned}$ | $\begin{aligned} & 11 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 16 \% \\ & \text { uxa } \end{aligned}$ | $\begin{gathered} 19 \\ 12 \% \\ \times \end{gathered}$ | $\begin{aligned} & 39 \\ & \text { 10\% } \end{aligned}$ | $\begin{gathered} 20 \\ 10 \% \end{gathered}$ | 126 22\% b |

[^7]
 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

[^8]|  | Total | Gender |  | Age |  |  |  |  |  | Aggregated Age Breass |  |  | eneatio |  |  |  | Social grad |  | Refion |  |  |  |  |  | rran/R |  | Marital Staus |  |  | $\underbrace{\text { (17 orunder) }}_{\text {Pres of thidren HH }}$ |  | Educa |  | Emplo |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ${ }_{\text {Total }}^{\text {(a) }}$ | Male | ${ }_{\text {female }}^{\text {(c) }}$ | 18.24 (0) | ${ }_{\text {(E) }}^{\text {(E) }}$ | ${ }_{\text {che }}^{35.49}$ | ${ }_{\text {45 }}$ (6) 5 |  | ${ }_{\text {65t }}{ }_{\text {(1) }}$ | ${ }^{18.34}$ | ${ }^{35.54}$ | ${ }^{55+}$ | (enn ${ }_{\text {(M) }}$ |  | ${ }_{\text {Gen } X+}^{(0)}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \end{gathered}$ | ${ }_{\text {abcl }}$ | ${ }_{\text {(R) }}^{\text {(R) }}$ | North | Milands | South | London | Wales (w) | Scotand | Urban | Rural (2) | Maried/Living as <br> Maried | Single | Widowed/ Divorced/ Separated | At least one hid present | $\begin{gathered} \text { No } \\ \text { chidren } \\ \text { present } \end{gathered}$ | Graduate | $\begin{aligned} & \text { Non- } \\ & \text { graduate } \end{aligned}$ | Working |  |
| Unweighted base | 1038 | 511 | 518 | 146 | 174 | 179 | 199 | 241 | 99 | 32 | 378 | 340 | 174 | 280 | 288 | 296 | 736 | 302 | 254 | 267 | 242 | 131 | 51 | 93 | 879 | 159 | 628 | 310 | 100 | ${ }^{33}$ | 705 | ${ }_{6} 13$ | 425 | 726 | 312 |
| Weighee base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{aligned} & 311 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 173 \\ & 34 \% \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 1377 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 69 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 58 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 36 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 97 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 35 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 87 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 35 \% \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 276 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 23 \% \\ & 25 \end{aligned}$ | $\begin{aligned} & 190 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 92 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 32 \% \end{aligned}$ | - ${ }_{\text {29\% }}$ |
| Does not apolv | $\begin{aligned} & 403 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 191 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 47 \% \\ & \text { DF } \\ & \text { DF } \end{aligned}$ | $\begin{aligned} & 78 \\ & 44 \% \end{aligned}$ | $\begin{gathered} 67 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 98 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 45 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 129 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 39 \% \\ & 39 \end{aligned}$ | $\begin{aligned} & 173 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 46 \% \\ & \text { rv } \\ & \text { rv } \end{aligned}$ | $\begin{aligned} & 96 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 97 \\ 41 \% \end{gathered}$ | $\begin{aligned} & 44 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 336 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & \text { 106 } \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 297 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 289 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 274 \\ & 40 \% \end{aligned}$ | 129 $37 \%$ |
| Don't know | $\begin{aligned} & 324 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 66 \\ \substack{65 \% \\ 6 \\ \hline} \end{gathered}$ | $\begin{gathered} 56 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 59 \\ \begin{array}{c} 37 \% \\ 6^{*} \end{array} \end{gathered}$ | $\begin{aligned} & 120 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 61 \\ 35 \% \\ \text { 35\% } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { 100 } \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 65 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 35 \% \\ & 35 \end{aligned}$ | $\begin{aligned} & 49 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 272 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 238 \\ & 33 \% \end{aligned}$ | 109 296 | $\begin{aligned} & 215 \\ & 32 \% \end{aligned}$ | 193 28\% | $\begin{aligned} & 131 \\ & 38 \% \\ & 3 \end{aligned}$ |

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favurable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl eto Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab eto lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Reform UK } \end{gathered}$ | $\begin{gathered} \text { Unfavourara } \\ \text { bete to } \\ \text { Reform UK } \end{gathered}$ | Favourab e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (J) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 311 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 165 \\ & 57 \% \\ & \text { BDE } \end{aligned}$ | $\begin{gathered} 30 \\ 42 \% \\ { }^{30} \end{gathered}$ | $\begin{gathered} 28 \\ 30 \% \\ 8 * \end{gathered}$ | $\begin{gathered} 159 \\ 39 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 98 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 57 \\ 24 \% \\ k \end{gathered}$ | $\begin{aligned} & 213 \\ & \text { 23\% } \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 249 \\ 62 \% \\ \text { Hik<MNopa } \end{gathered}$ | $\begin{aligned} & 15 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 110 \\ \text { 47\% } \\ \text { 4нмМора } \end{gathered}$ | $\begin{gathered} 88 \\ 24 \% \\ k \end{gathered}$ | $\begin{gathered} \text { 129 } \\ 43 \% \\ \text { Hкмоора } \end{gathered}$ | $\begin{gathered} 71 \\ 23 \% \\ \mathrm{k} \end{gathered}$ | $\begin{gathered} 42 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 156 \\ & 36 \% \\ & \text { Hкм } \end{aligned}$ | $\begin{gathered} \begin{array}{c} 67 \\ 25 \% \\ u \end{array} \end{gathered}$ | $\begin{aligned} & 199 \\ & 399 \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 229 \\ 74 \% \\ \text { RSUWWrzaz } \end{gathered}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 64 \\ 29 \% \\ 04 \end{gathered}$ | $\begin{aligned} & 175 \\ & 39 \% \\ & \text { ruvx } \end{aligned}$ | $\begin{gathered} 43 \\ 28 \% \\ u \end{gathered}$ | $\begin{aligned} & 196 \\ & 38 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{aligned} & 54 \\ & 33 \% \\ & \text { Ru } \end{aligned}$ | $\begin{gathered} 168 \\ 44 \% \\ \text { RSUWYKZ } \end{gathered}$ | $\begin{gathered} 70 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 35 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 403 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 200 \\ & 63 \% \\ & \text { coe } \end{aligned}$ | $\begin{gathered} 54 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 45 \% \\ & \text { co } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & \text { 127 } \\ & 31 \% \end{aligned}$ | $\begin{gathered} 183 \\ 53 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 135 \\ & 58 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 169 \\ 31 \% \\ 1 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 272 \\ 82 \% \\ \text { HuLMNopa } \end{gathered}$ | $\begin{gathered} 62 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 205 \\ & 57 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 89 \\ 30 \% \\ 1 \end{gathered}$ | $\begin{gathered} 179 \\ 57 \% \\ \text { unva } \\ \hline \end{gathered}$ | $\begin{gathered} 77 \\ 54 \% \\ \text { wiva } \end{gathered}$ | $\begin{aligned} & 177 \\ & \text { 39\% } \\ & \text { ven } \end{aligned}$ | $\begin{aligned} & 141 \\ & \begin{array}{l} 2 \% \\ \text { srwar } \end{array} \end{aligned}$ | $\begin{gathered} 165 \\ 32 \% \\ T \end{gathered}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 295 \\ 79 \% \\ \text { RSTwWraa } \end{gathered}$ | $\begin{aligned} & 110 \\ & 51 \% \\ & \text { stwra } \end{aligned}$ | $\begin{aligned} & 169 \\ & 38 \% \\ & \text { srr } \end{aligned}$ | $\begin{gathered} 93 \\ \text { 60\% } \\ \text { strwra } \end{gathered}$ | $\begin{gathered} 173 \\ 34 \% \\ T \end{gathered}$ | $\begin{aligned} & 81 \\ & 49 \% \\ & \text { sTwur } \end{aligned}$ | $\begin{gathered} 129 \\ 34 \% \\ T \end{gathered}$ | $\begin{aligned} & 101 \\ & \text { c8\% } \\ & c \end{aligned}$ | $\begin{aligned} & 182 \\ & 31 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 324 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 66 \\ 21 \% \end{gathered}$ | $\begin{gathered} 70 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 38 \% \\ & \text { Bc } \end{aligned}$ | $\begin{gathered} 23 \\ \text { 25\% } \\ \text { 25\% } \end{gathered}$ | $\begin{aligned} & 120 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 67 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 43 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 167 \\ \text { 30\% } \\ \text { HKммора } \end{gathered}$ | $\begin{gathered} 103 \\ 26 \% \\ \text { HKMP } \end{gathered}$ | $\begin{aligned} & 45 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 63 \\ 27 \% \\ \text { HKMP } \end{gathered}$ | $\begin{gathered} 66 \\ 18 \% \\ k \end{gathered}$ | $\begin{gathered} 82 \\ \begin{array}{c} 27 \% \\ \text { HKMP } \end{array} \end{gathered}$ | $\begin{gathered} 63 \\ 20 \% \\ k \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 25 \% \\ & \text { kM } \end{aligned}$ | $\begin{gathered} 63 \\ 23 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 145 \\ 28 \% \\ \text { TuvWxaa } \end{gathered}$ | $\begin{aligned} & 54 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 44 \\ 20 \% \\ \times \end{gathered}$ | $\begin{aligned} & 106 \\ & 24 \% \\ & \text { tux } \end{aligned}$ | $\begin{aligned} & 20 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 142 \\ \text { 28\% } \\ \text { tuvwxa } \end{gathered}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 86 \\ 22 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 38 \\ 18 \% \end{gathered}$ | 194 $34 \%$ b |

[^9]


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 | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | female | 18.24 | ${ }^{25.34}$ | 35.44 | 45.54 | 55.64 | ${ }^{65+}$ | 18.34 | ${ }^{3554}$ | ${ }^{55+}$ | Gen 2 | Millenial | Sen $\mathrm{X}+$ | ${ }_{\substack{\text { a }}}^{\text {Baby }}$ coom | ABC1 | ${ }^{\text {C20 }}$ | North | Midands | South | London | Wales | Scotand | Uran | Rural | Married/ <br> Living as Married | Single | Widowed/ <br> Divorced/ <br> Separated | At least one child present | No children present | Graduate | Nongraduate | Working | $\xrightarrow{\text { Not }}$ works |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | (P) | (a) | (R) | (5) | (T) | (v) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  | (h) |  |
| Unweighed bas | 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{gathered} 389 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 46 \\ 32 \% \end{gathered}$ | $\begin{gathered} 73 \\ 39 \% \end{gathered}$ | $\begin{gathered} 82 \\ 46 \% \\ D \end{gathered}$ | $\begin{gathered} 71 \\ 38 \% \end{gathered}$ | $\begin{gathered} 66 \\ 37 \% \end{gathered}$ | $\begin{gathered} 52 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 35 \% \end{aligned}$ | 58 <br> 34\% | $\begin{aligned} & 126 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 99 \\ 38 \% \end{gathered}$ | $\begin{aligned} & 106 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 77 \\ 31 \% \end{gathered}$ | $\begin{gathered} 116 \\ 43 \% \\ s \end{gathered}$ | $\begin{gathered} 81 \\ 34 \% \end{gathered}$ | $\begin{gathered} 62 \\ 42 \% \end{gathered}$ | $\begin{gathered} 21 \\ 42 \% \end{gathered}$ | $\begin{gathered} 33 \\ 37 \% \end{gathered}$ | $\begin{gathered} 345 \\ 39 \% \\ z \end{gathered}$ | $\begin{gathered} 44 \\ 29 \% \end{gathered}$ | $\begin{gathered} 253 \\ 41 \% \\ \mathrm{~b} \end{gathered}$ | $\begin{aligned} & 100 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 37 \\ 35 \% \end{gathered}$ | $\begin{gathered} 137 \\ 44 \% \\ e \end{gathered}$ | $\begin{aligned} & 253 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 179 \\ 48 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 210 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 275 \\ & 40 \% \end{aligned}$ | 114 |
| Does notapolv | $\begin{aligned} & 371 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 188 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 39 \\ 27 \% \end{gathered}$ | $63$ 33\% | $46$ 26\% | 84 <br> 45\% <br> DEF | $\begin{gathered} 69 \\ 38 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 70 \\ 44 \% \\ \text { DF* } \end{gathered}$ | $\begin{aligned} & 101 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 139 \\ 41 \% \\ j \end{gathered}$ | 49 <br> 29\% | ¢ | $\begin{aligned} & 116 \\ & 44 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 124 \\ & 41 \% \\ & \mathrm{MN} \end{aligned}$ | 2188 | 153\% | $\begin{aligned} & 109 \\ & 44 \% \\ & \text { TUV } \end{aligned}$ | $\underset{\substack{92 \\ 34 \%}}{ }$ | (80 | 39\% <br>  <br>  | $\begin{gathered} 16 \\ 33 \% \end{gathered}$ | $\begin{gathered} 35 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 315 \\ & 36 \% \end{aligned}$ | (56 <br> $36 \%$ | 229 | $\begin{aligned} & 103 \\ & 33 \% \end{aligned}$ | 39\% | $\underset{\substack{101 \\ 32 \%}}{ }$ | 270 | 104 | $\begin{gathered} 267 \\ 40 \% \\ f \end{gathered}$ | ${ }_{36 \%}^{247}$ | 124 $35 \%$ |
| Don't kow | $\begin{aligned} & 278 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 61 \\ 42 \% \\ \text { EFGHI } \end{gathered}$ | $\begin{gathered} 52 \\ 28 \% \\ 6 \end{gathered}$ | $\begin{gathered} 51 \\ 29 \% \\ \text { G } \end{gathered}$ | 31 <br> $16 \%$ | $\begin{gathered} 44 \\ 25 \% \end{gathered}$ | $\begin{gathered} 39 \\ 24 \% \end{gathered}$ | $\begin{gathered} 113 \\ 34 \% \\ \text { KL } \end{gathered}$ | 82 <br> 22\% | 83 <br> 24\% | $\begin{gathered} 64 \\ 38 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 90 \\ 30 \% \\ 0 \end{gathered}$ | $\begin{gathered} 48 \\ 18 \% \end{gathered}$ | $\begin{gathered} 75 \\ 25 \% \end{gathered}$ | (152\% | 126 | 59 <br> 24\% | $\underset{\substack{64 \\ 23 \%}}{ }$ | $\begin{gathered} 76 \\ 32 \% \end{gathered}$ | $\begin{gathered} 46 \\ 31 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 21 \\ 24 \% \\ \end{gathered}$ | 224 | $\begin{gathered} 54 \\ 35 \% \\ Y \end{gathered}$ | $\begin{aligned} & 136 \\ & 22 \% \end{aligned}$ | $\underset{\substack{113 \\ 36 \% \\ 0}}{\substack{\text { a }}}$ | $\begin{gathered} 29 \\ 27 \% \end{gathered}$ | $\begin{gathered} 75 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 203 \\ & 28 \% \end{aligned}$ | 89 $24 \%$ 24 | 189 $28 \%$ 28, | 167 24\% | 111 $\substack{\text { 32\% } \\ h}$ $h$ |

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.
Overiap formulae used

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourale to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labur | $\underset{\text { Democrats }}{\text { Liberal }}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \end{aligned}$ Con | Favourab | Unfavoura | $\underset{\substack{\text { Favourab } \\ \text { e to Lib }}}{ }$ Dems | Unfavoura ble to Lib Dems | Favourabl e to Green Party | Unfavoura ble to Green Party | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Reform UK } \end{gathered}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | Unfavoura ble to Starme | Favourabl e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (1) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 389 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 81 \\ 26 \% \end{gathered}$ | $\begin{gathered} 169 \\ 59 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 39 \\ 53 \% \\ { }_{8}^{39} \end{gathered}$ | $\begin{gathered} 40 \\ 44 \% \\ 8 \% \end{gathered}$ | $\begin{gathered} 197 \\ 49 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 116 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 80 \\ 34 \% \\ k \end{gathered}$ | $\begin{aligned} & 255 \\ & \text { 46\% } \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 271 \\ 68 \% \\ \text { HкkMMNopa } \end{gathered}$ | $\begin{aligned} & 38 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 140 \\ \text { 60\% } \\ \text { HKMNopa } \end{gathered}$ | $\begin{gathered} 97 \\ 27 \% \\ \substack{27} \end{gathered}$ | $\begin{gathered} 158 \\ \text { 53\% } \\ \text { нікмора } \end{gathered}$ | $\begin{gathered} 93 \\ 30 \% \\ k \end{gathered}$ | $\begin{aligned} & 57 \\ & \text { 41\% } \\ & \text { kмo } \end{aligned}$ | $\begin{aligned} & 190 \\ & \text { 43\% } \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 110 \\ 40 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 220 \\ & \text { 23\% } \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 249 \\ 88 \% \\ \text { RSUWWrzaz } \end{gathered}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 99 \\ 46 \% \\ u 9 \end{gathered}$ | $\begin{gathered} 191 \\ 42 \% \\ u \end{gathered}$ | $\begin{gathered} 52 \\ 33 \% \\ u \end{gathered}$ | $\begin{aligned} & 238 \\ & 47 \% \\ & \text { uwx } \end{aligned}$ | $\begin{gathered} 72 \\ 44 \% \\ u * \end{gathered}$ | $\begin{aligned} & 184 \\ & \text { 48\% } \\ & \text { sunx } \end{aligned}$ | $\begin{aligned} & 88 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 252 \\ & 44 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 371 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 57 \% \\ & \text { cob } \end{aligned}$ | $\begin{gathered} 56 \\ 19 \% \end{gathered}$ | $\begin{aligned} & \text { 247 } \\ & 24 \% \end{aligned}$ | $\begin{gathered} 34 \\ 37 \% \\ c \end{gathered}$ | $\begin{aligned} & 116 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 174 \\ 50 \% \\ F \end{gathered}$ | $\begin{aligned} & 115 \\ & \text { } 99 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 168 \\ 31 \% \\ \pi \end{gathered}$ | $\begin{aligned} & 41 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 255 \\ \text { 777\% } \\ \text { HuLMNopa } \end{gathered}$ | $\begin{gathered} 48 \\ 21 \% \\ \hline 1 \% \end{gathered}$ | $\begin{aligned} & 195 \\ & 54 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 77 \\ 26 \% \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 163 \\ & 52 \% \\ & \text { unva } \end{aligned}$ | $\begin{aligned} & 64 \\ & \text { 45\% } \\ & \text { uILI } \end{aligned}$ | $\begin{aligned} & 171 \\ & 39 \% \\ & \text { une } \end{aligned}$ | $\begin{aligned} & 112 \\ & 41 \% \\ & 5 \pi r \end{aligned}$ | $\begin{gathered} 167 \\ 33 \% \\ T \end{gathered}$ | $\begin{aligned} & 19 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 281 \\ \text { 285 } \\ \text { RSTwWraa } \end{gathered}$ | $\begin{gathered} 89 \\ 41 \% \\ \pi \end{gathered}$ | $\begin{aligned} & 165 \\ & 37 \% \\ & \text { srry } \end{aligned}$ | $\begin{gathered} 81 \\ 52 \% \\ \text { s5rwwza } \end{gathered}$ | $\begin{gathered} 163 \\ 32 \% \\ \tau \end{gathered}$ | $\begin{gathered} 66 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{gathered} 141 \\ 37 \% \\ \tau \% \end{gathered}$ | $\begin{gathered} 94 \\ 45 \% \\ c \end{gathered}$ | $\begin{aligned} & \text { 166 } \\ & 29 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 278 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 55 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 64 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 16 \\ 23 \% \end{gathered}$ | $\begin{gathered} 18 \\ \\ \\ \end{gathered}$ | $\begin{aligned} & 92 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 58 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & \begin{array}{l} 123 \% \\ \text { kep } \end{array} \text { } \end{aligned}$ | $\begin{gathered} 88 \\ 22 \% \\ k \end{gathered}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 46 \\ 20 \% \\ k \end{gathered}$ | $\begin{gathered} 67 \\ \text { } \begin{array}{c} 9 \% \\ k \end{array} \end{gathered}$ | $\begin{gathered} 65 \\ 22 \% \\ k \end{gathered}$ | $\begin{gathered} 57 \\ 18 \% \\ k \end{gathered}$ | $\begin{aligned} & 20 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 79 \\ 18 \% \\ k \end{gathered}$ | $\begin{aligned} & 49 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 24 \% \\ & \text { tuva } \end{aligned}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & \begin{array}{c} 91 \% \\ \text { Tua } \end{array} \end{aligned}$ | $\begin{aligned} & 23 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 22 \% \\ & \text { Tuva } \end{aligned}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{gathered} 59 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{gathered} 27 \\ 13 \% \end{gathered}$ | $\begin{gathered} 161 \\ \text { 28\% } \\ \text { che } \end{gathered}$ |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.

 Adults aged $18+$ in $G B$
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 Britian All Adults aged 18 -75 in Great Britain

|  | Total |  |  |  |  |  |  |  |  |  | ated Age |  |  | Genera | ations |  |  |  |  |  |  |  |  |  |  |  |  | ris |  | ${ }_{\text {Pres of }}(170$ or | isder) |  | ation | Em | tstas |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | ${ }_{\text {M }}^{\substack{\text { male } \\ \text { (8) }}}$ | Female (c) | 18.24 (0) | $\underset{\text { (E) }}{\text { 25.34 }}$ | $\underset{\substack{35.44 \\(F)}}{ }$ | $\underset{\text { 4.554 }}{(6)}$ |  | (1) ${ }^{65+}$ | 18.34 (1) | ${ }_{\substack{35.54 \\ \text { (k) }}}$ | ${ }^{\text {55+ }}$ | ${ }_{\text {(M) }}^{\text {Gen }}$ | $\begin{gathered} \text { Millennial } \\ \text { (N) } \end{gathered}$ | ${ }_{\text {Gen } \times+}^{\text {(0) }}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (P) } \end{gathered}$ | ${ }_{\text {abc1 }}(\mathrm{a}$ | ${ }_{\text {(R) }}^{\text {C20 }}$ | $\underset{\text { (s) }}{\text { North }}$ | Midands | ${ }_{\text {South }}^{\text {(U) }}$ | (iondon | $\underset{\text { Wales }}{\text { (w) }}$ | $\underset{\text { Scoland }}{\text { (x) }}$ | $\begin{aligned} & \text { Uran } \\ & \text { (y) } \end{aligned}$ | Rural | $\begin{gathered} \text { Marieded } \\ \text { LLuingas } \\ \text { Maried } \\ \text { (a) } \end{gathered}$ | $\begin{aligned} & \text { Single } \\ & \text { (b) } \end{aligned}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Divorced/ } \\ & \text { Separated } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} \begin{array}{c} \text { At least } \\ \text { one chidd } \\ \text { present } \\ \text { (a) } \end{array} \\ \hline \end{gathered}$ | $\underset{\substack{\text { chidren } \\ \text { present } \\ \text { pe) }}}{ }$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ |  | $\begin{aligned} & \text { Working } \\ & \text { (h) } \end{aligned}$ | Not Working (i) |
| ed 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 | ${ }^{33}$ | 705 | ${ }_{613}$ | 425 | 726 | 312 |
| Weighed base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | 333 | 365 | ${ }^{34}$ | 172 | 298 | 264 | 305 | 597 | ${ }_{41}$ | 244 | 271 | 238 | 148 | 49 | 88 | 884 | 154 | 617 | 316 | 105 | 312 | 726 | 372 | 666 | 689 | 349 |
| Does apply | 491 $47 \%$ | $\begin{aligned} & 266 \\ & 52 \% \\ & 526 \end{aligned}$ | $\begin{aligned} & 224 \\ & 43 \% \end{aligned}$ | $\begin{gathered} 66 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 45 \% \\ & 45 \end{aligned}$ | $\begin{aligned} & 103 \\ & \substack{108 \% \\ \text { EGH }} \end{aligned}$ | $\begin{aligned} & 79 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 80 \\ & 45 \% \end{aligned}$ | $\begin{gathered} 78 \\ 48 \% \end{gathered}$ | $\begin{aligned} & 150 \\ & 45 \% \end{aligned}$ | 183 $50 \%$ | $\begin{aligned} & 159 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 48 \% \end{aligned}$ |  | 115 $44 \%$ | ${ }_{\text {47\% }}^{145}$ | $\begin{aligned} & 282 \\ & 47 \% \end{aligned}$ | ${ }_{4}^{209}$ | $\begin{aligned} & 96 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 51 \% \end{aligned}$ | (107 | $\begin{aligned} & 80 \\ & 54 \% \\ & \hline \end{aligned}$ | 288 | $\begin{aligned} & 42 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 421 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 325 \\ & 53 \% \\ & \text { bc } \end{aligned}$ | ${ }_{40 \%}^{126}$ | $\begin{aligned} & 40 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 317 \\ & 44 \% \\ & \end{aligned}$ | $\begin{gathered} 209 \\ 56 \% \end{gathered}$ | ${ }_{428}^{282}$ | ${ }_{\text {50\% }}^{347}$ | ${ }_{\text {41\% }}^{149}$ |
| Does notapoly | $\begin{aligned} & 329 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 167 \\ & 336 \end{aligned}$ | $\begin{aligned} & 157 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 40 \% \\ & \text { 40\% } \\ & \text { DF } \end{aligned}$ | $\begin{gathered} 67 \\ 38 \% \\ \text { of } \end{gathered}$ | $\begin{aligned} & 55 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 40 \% \\ & M N \end{aligned}$ | $\begin{aligned} & 105 \\ & 34 \% \\ & M \end{aligned}$ | $\begin{aligned} & 190 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 32 \% \\ & 37 \end{aligned}$ | $\begin{aligned} & 75 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 278 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 190 \\ & 31 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 32 \% \\ & 3 \end{aligned}$ | $\begin{gathered} 38 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 82 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 247 \\ & 34 \% \\ & \hline \end{aligned}$ $\mathrm{d}$ | $\begin{gathered} 96 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 233 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 222 \\ & 32 \% \end{aligned}$ | 108 31\% |
| Don | $\begin{aligned} & 218 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 140 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 336 \end{aligned}$ | $\begin{aligned} & 45 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 66 \\ 18 \% \end{gathered}$ | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 23 \% \\ & \end{aligned}$ | $\begin{aligned} & 43 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 125 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 22 \% \\ & \end{aligned}$ | $\begin{aligned} & 46 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 24 \% \end{aligned}$ | $\underset{12 \%}{6}$ | $\begin{aligned} & 20 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 21 \% \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 89 \\ 28 \% \\ 29 \end{gathered}$ | $\begin{aligned} & 28 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 18 \% \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 151 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 17 \% \end{aligned}$ | 98 <br> 28\% |

Q13B．Do you

|  | Total | General Election 2019 Vote |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit＇s impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati ve | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab eto ab | Unfavoura <br> ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e to lo } \end{aligned}$ Dems | Unfavoura Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Reform UK } \end{gathered}$ | $\begin{gathered} 1 \text { Unfavoura } \\ \text { b beto } \\ K \text { Reform UK } \end{gathered}$ | Favourab | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavourara } \\ & \text { ble to } \end{aligned}$ Starmer | Favourab | Unfavoura ble to Hun | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Braverma } \\ n \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | （A） | （8） | （c） | （D） | （E） | （F） | （G） | （H） | （1） | （1） | （k） | （L） | （M） | （N） | （0） | （P） | （a） | （R） | （s） | （T） | （U） | （v） | （w） | （x） | （v） | （z） | （a） | （b） | （c） |
| 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 | $\begin{aligned} & 491 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 203 \\ 70 \% \\ \text { BE } \end{gathered}$ | $\begin{aligned} & 45 \\ & 62 \% \\ & 8 e^{2} \\ & \hline \end{aligned}$ | $\begin{gathered} 42 \\ 45 \% \\ 45 \% \end{gathered}$ | $\begin{gathered} 233 \\ 57 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 154 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 47 \% \\ & \text { kno } \end{aligned}$ | $\begin{aligned} & 304 \\ & \text { 35\% } \\ & \text { kno } \end{aligned}$ | $\begin{gathered} 315 \\ 79 \% \\ \text { Hik(MNopa } \end{gathered}$ | $\begin{aligned} & 67 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 159 \\ 68 \% \\ \text { 6HKMOPa } \end{gathered}$ | $\begin{gathered} 121 \\ 34 \% \\ k \end{gathered}$ | $\begin{gathered} 189 \\ \text { 63\% } \\ \text { HKммора } \end{gathered}$ | $\begin{gathered} 119 \\ 38 \% \\ k \end{gathered}$ | $\begin{aligned} & 65 \\ & 46 \% \\ & \text { km } \end{aligned}$ | $\begin{aligned} & 233 \\ & 53 \% \\ & \text { кмм } \end{aligned}$ | $\begin{gathered} 125 \\ 46 \% \\ u \end{gathered}$ | $\begin{aligned} & 284 \\ & 56 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 266 \\ 85 \% \\ \text { RSuwxrza } \end{gathered}$ | $\begin{aligned} & 84 \\ & \text { 22\% } \end{aligned}$ | $\begin{gathered} 114 \\ 52 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 244 \\ 54 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 61 \\ 39 \% \\ u \end{gathered}$ | $\begin{aligned} & 292 \\ & 57 \% \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 90 \\ & 55 \% \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 216 \\ & 56 \% \\ & \text { Ruv } \end{aligned}$ | $\begin{aligned} & 110 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 312 \\ 54 \% \end{gathered}$ |
| Does notapply | $\begin{aligned} & 329 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 50 \% \\ & c 0 \end{aligned}$ | $\begin{gathered} 46 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & c 0^{*} \end{aligned}$ | $\begin{aligned} & 103 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 154 \\ 44 \% \\ F \end{gathered}$ | $\begin{gathered} 94 \\ 40 \% \\ \text { win } \end{gathered}$ | $\begin{aligned} & 150 \\ & 27 \% \\ & \text { נın } \end{aligned}$ | $\begin{aligned} & 31 \\ & 8 \% \\ & 8 \% \end{aligned}$ | $\begin{gathered} 226 \\ 68 \% \\ \text { HuLMoopa } \end{gathered}$ | $\begin{gathered} 47 \\ 20 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 189 \\ & \text { 53\% } \\ & \text { Huwa } \end{aligned}$ | $\begin{gathered} 59 \\ 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 157 \\ & 50 \% \\ & \text { Huwna } \end{aligned}$ | $\begin{gathered} 65 \\ \text { 46\% } \\ \text { wiva } \end{gathered}$ | $\begin{aligned} & 153 \\ & 35 \% \\ & \text { wew } \end{aligned}$ | $\begin{aligned} & 107 \\ & 40 \% \\ & \text { srra } \end{aligned}$ | $\begin{gathered} 141 \\ 28 \% \\ \tau \end{gathered}$ | $\begin{aligned} & 20 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 237 \\ \text { 23\% } \\ \text { Rstwxrza } \end{gathered}$ | $\begin{gathered} 78 \\ 36 \% \\ T \end{gathered}$ | $\begin{gathered} 144 \\ 32 \% \\ \text { srr } \end{gathered}$ | $\begin{gathered} 77 \\ 49 \% \\ \text { RSTuwza } \end{gathered}$ | $\begin{gathered} 145 \\ 28 \% \\ T \end{gathered}$ | $\begin{gathered} 53 \\ 33 \% \\ T \end{gathered}$ | $\begin{gathered} 119 \\ 31 \% \\ \hline \end{gathered}$ | $\begin{gathered} 82 \\ 39 \% \\ c \end{gathered}$ | $\begin{aligned} & 139 \\ & 24 \% \end{aligned}$ |
| Don＇t know | $\begin{aligned} & 218 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 35 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\stackrel{12}{17 \%}$ | $\begin{gathered} 16 \\ 17 \% \end{gathered}$ | $\begin{gathered} 69 \\ 17 \% \end{gathered}$ | $\begin{gathered} 40 \\ 11 \% \end{gathered}$ | $\begin{gathered} 30 \\ 13 \% \end{gathered}$ | $\begin{gathered} 95 \\ \text { 17\% } \\ \text { נк⿺夂卜a } \end{gathered}$ | $\begin{aligned} & 54 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 18 \% \\ & \text { Lpa } \end{aligned}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 39 \\ 14 \% \\ T \end{gathered}$ |  | $\begin{aligned} & 26 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 54 \\ 14 \% \\ \mathrm{~T} \end{gathered}$ | $\begin{gathered} 26 \\ 12 \% \end{gathered}$ | $\begin{gathered} 61 \\ 14 \% \\ T \end{gathered}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | 75 15\％ T | $\begin{gathered} 20 \\ 12 \% \end{gathered}$ | $\begin{gathered} 48 \\ 13 \% \\ T \end{gathered}$ | $\begin{aligned} & 17 \\ & 8 \% \end{aligned}$ | 128 22\％ b |

## This work was carried out in accordance with the requirements of the international quality standard for market research，ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions．




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 | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban/Rural |  | Marital Staus |  |  |  |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (Total | ${ }_{\text {Male }}^{\text {(8) }}$ | ${ }_{\text {Female }}^{\text {(c) }}$ | ${ }^{18.24}$ | ${ }_{\text {(E) }}^{25.34}$ | ${ }_{\text {(F) }}^{\text {(F) }}$ | ${ }_{\text {(G) }}^{45}$ | ${ }_{\text {(H) }}^{\text {ct }}$ | ${ }^{65+}$ | (18.34 | ${ }_{\text {3 }}^{\text {35.54 }}$ (k) | ${ }^{55+}$ |  | Millennial <br> $\mathbf{s}$ <br> $(N)$ | ${ }_{\text {Gen } \mathrm{X}}(0)$ | Baby Boomer (P) | ${ }_{\text {abc1 }}(10)$ | ${ }_{\text {che }}^{\text {c20 }}$ | ${ }_{\text {(s) }}^{\text {Nort }}$ | Millands | South | (v) | (w) $\begin{gathered}\text { Wales } \\ \text { (w) }\end{gathered}$ | Scotiand | Urban (Y) | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {Not }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| Unweighted base | 103 | 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 |
| Weighed base | 1038 | 509 | 520 | 145 | 188 | ${ }^{180}$ | 185 | 179 | 162 | ${ }^{33}$ | 365 | ${ }^{340}$ | 172 | 298 | 264 | 305 | 597 | ${ }^{41}$ | 244 | 271 | 238 | ${ }^{148}$ | 49 | 88 | 884 | 154 | 617 | ${ }^{316}$ | 105 | 312 | ${ }^{2} 6$ | 372 | ${ }_{666}$ | 689 | 349 |
| Does apply | $\begin{aligned} & 265 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 159 \\ 31 \% \\ c \end{gathered}$ | $\begin{aligned} & 105 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 44 \\ 31 \% \end{gathered}$ $1$ | $\begin{gathered} 48 \\ 26 \% \end{gathered}$ | $\begin{gathered} 56 \\ 31 \% \\ 1 \end{gathered}$ | $\begin{gathered} 45 \\ 24 \% \end{gathered}$ |  | 29 <br> 18\% | $\begin{gathered} 92 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 101 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 71 \\ 21 \% \end{gathered}$ | $\begin{gathered} 51 \\ 30 \% \\ p \end{gathered}$ | $\begin{gathered} 87 \\ 29 \% \\ p \end{gathered}$ | $\begin{gathered} 66 \\ 25 \% \end{gathered}$ | ${ }_{\text {20\% }}^{61}$ | (152\% | 112 25\% | $\begin{gathered} 54 \\ 22 \% \end{gathered}$ | $\begin{gathered} 90 \\ 33 \% \\ \text { suw } \end{gathered}$ | 46 $20 \%$ | $\begin{gathered} 45 \\ 31 \% \\ \text { uw* } \end{gathered}$ | $\begin{gathered} 6 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 26 \% \end{gathered}$ | ${ }^{235}$ | 29 <br> 19\% | $\begin{gathered} 170 \\ 28 \% \\ c \end{gathered}$ | 80 25\% | $\begin{gathered} 15 \\ 14 \% \end{gathered}$ | $\begin{gathered} 97 \\ 31 \% \\ e \end{gathered}$ | 167 23\% | $\begin{gathered} 120 \\ 32 \% \\ \mathrm{~g} \end{gathered}$ | - | $\begin{aligned} & 196 \\ & 28 \% \end{aligned}$ | ${ }_{\text {cher }}^{69}$ |
| Does not apply | 357 <br> $34 \%$ | - | 176 34\% | 39\% | 64 34\% | 55 30\% | $\begin{gathered} 82 \\ 44 \% \\ \text { DF } \end{gathered}$ | $\begin{gathered} 67 \\ 38 \% \end{gathered}$ | 51 <br> 31\% | $\begin{aligned} & 103 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 35 \% \end{aligned}$ | 49 <br> 28\% | $\begin{gathered} 92 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 42 \% \\ & \text { MN } \end{aligned}$ | ${ }_{\substack{105 \\ 34 \%}}$ | 205 | $\begin{aligned} & 152 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 99 \\ 41 \% \\ v \end{gathered}$ | - | $\begin{gathered} 76 \\ 32 \% \end{gathered}$ | $\begin{gathered} 41 \\ 28 \% \end{gathered}$ | $\begin{gathered} 16 \\ 33 \% \end{gathered}$ | $\begin{gathered} 37 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 302 \\ & 34 \% \end{aligned}$ | 55 <br> 36\% | 220 | 98 $31 \%$ | 39\% | 108 34\% | 250 $34 \%$ | 98\% | $\begin{gathered} 260 \\ 39 \% \\ f \end{gathered}$ | 2538 | 105 $30 \%$ |
| Don't know | 416 40\% | 171 <br> 34\% | $\begin{gathered} 239 \\ 46 \% \\ B \end{gathered}$ | $\begin{gathered} 61 \\ 42 \% \end{gathered}$ | 76 40\% | $69$ $39 \%$ | $\begin{gathered} 59 \\ 32 \% \end{gathered}$ | $\begin{gathered} 69 \\ 39 \% \end{gathered}$ | $\begin{gathered} 82 \\ 51 \% \\ \mathrm{G}^{*} \end{gathered}$ | 137 <br> 41\% | $\begin{aligned} & 128 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 151 \\ 44 \% \\ \mathrm{~K} \end{gathered}$ | 71 <br> 42\% | $\begin{aligned} & 119 \\ & 40 \% \end{aligned}$ | 87 33\% | $\begin{gathered} 139 \\ 46 \% \\ 0 \end{gathered}$ | $239$ $40 \%$ | 177 $40 \%$ | 90 <br> 37\% | $\begin{gathered} 93 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 115 \\ & 48 \% \\ & \text { STX } \end{aligned}$ | $\begin{gathered} 61 \\ 42 \% \end{gathered}$ | 27 <br> 55\% <br> sTX* | $\begin{gathered} 29 \\ 33 \% \end{gathered}$ | 347 | - ${ }_{\text {65\% }}$ | ${ }^{227}$ 37\% | ${ }_{44 \%}^{137}$ | $\begin{gathered} 51 \\ 49 \% \end{gathered}$ | 107 34\% | $\begin{gathered} 309 \\ 43 \% \\ d \end{gathered}$ | $\begin{aligned} & 154 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 262 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 35 \% \end{aligned}$ | 176 $\substack{17 \% \\ n}$ $n$ |

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.

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  | $\begin{aligned} & \text { ns } \\ & \begin{array}{c} \text { Favourab } \\ \text { e to } \\ \text { eraverma } \end{array} \\ & \text { Bratab } \end{aligned}$ | Unfavoura ble to Braverm | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Conservati } \\ \text { ye } \end{gathered}$ | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { eto to } \end{aligned}$ | Unfavoura ble to tab | $\begin{aligned} & \text { Favourabl } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourab } \\ & \text { efoto } \\ & \text { Reform UK } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab | Unfavoura ble to Hunt |  |  |  |  | Positive | $\begin{gathered} \text { Negative } \\ \text { impact } \end{gathered}$ |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 265 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 135 \\ 47 \% \\ 8 E \\ \end{gathered}$ | $\begin{gathered} 27 \\ 37 \% \\ { }_{8} \end{gathered}$ | $\begin{gathered} 21 \\ 23 \% \\ 23 \% \end{gathered}$ | $\begin{aligned} & 119 \\ & 29 \% \\ & 29 \end{aligned}$ | $\begin{gathered} 87 \\ 25 \% \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \\ k \end{gathered}$ | $\begin{aligned} & 174 \\ & \text { 132\% } \\ & \text { kno } \end{aligned}$ | $\begin{gathered} 189 \\ 47 \% \\ \text { HKMMOPa } \end{gathered}$ | $\begin{aligned} & 24 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 103 \\ 44 \% \\ \text { HKMNopa } \end{gathered}$ | $\begin{gathered} 71 \\ 20 \% \\ \text { 20\% } \end{gathered}$ | $\begin{gathered} 108 \\ \begin{array}{c} 36 \% \\ \text { Hkno } \end{array} \end{gathered}$ | $\begin{gathered} 69 \\ 22 \% \\ \text { k } \end{gathered}$ | $\begin{aligned} & 44 \\ & 31 \% \\ & \mathrm{~km} \end{aligned}$ | $\begin{aligned} & 134 \\ & \text { 30\% } \\ & \text { kм0 } \end{aligned}$ | $\begin{gathered} 70 \\ 26 \% \\ 0 \end{gathered}$ | $\begin{gathered} 157 \\ 31 \% \\ u \end{gathered}$ | $\begin{gathered} 184 \\ 59 \% \\ \text { RSUWWrzaz } \end{gathered}$ | $\begin{aligned} & 28 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 71 \\ 33 \% \\ \text { Ru } \\ \text { Ru } \end{gathered}$ | $\begin{gathered} 135 \\ 30 \% \\ u \end{gathered}$ | $\begin{gathered} 41 \\ 26 \% \\ 0 \end{gathered}$ | $\begin{gathered} 149 \\ 29 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 59 \\ & 36 \% \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 132 \\ & \begin{array}{l} 44 \% \\ \text { Ruw } \end{array} \end{aligned}$ | $\begin{aligned} & 72 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 27 \% \\ & 27 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 357 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 162 \\ & 51 \% \\ & \text { co } \end{aligned}$ | $\begin{gathered} 52 \\ 18 \% \\ 18 \% \end{gathered}$ | $\begin{aligned} & \text { 215 } \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 45 \% \\ & \text { co } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 118 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 156 \\ 45 \% \\ \text { F } \end{gathered}$ | $\begin{gathered} 114 \\ \text { 49\% } \\ \text { uINa } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 170 \\ 31 \% \\ \pi \end{array} \end{aligned}$ | $\begin{aligned} & 58 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 221 \\ 66 \% \\ \text { HuแMNopa } \end{gathered}$ | $\begin{gathered} 45 \\ 19 \% \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 189 \\ & 53 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 85 \\ 28 \% \\ \text { s. } \end{gathered}$ | $\begin{aligned} & 157 \\ & 50 \% \\ & \text { unva } \end{aligned}$ | $\begin{aligned} & 65 \\ & 46 \% \\ & \text { wis } \end{aligned}$ | $\begin{aligned} & 173 \\ & 39 \% \\ & \text { 1uc } \end{aligned}$ | $\begin{aligned} & 117 \\ & \text { 43\% } \\ & \text { stra } \end{aligned}$ | $\begin{aligned} & 166 \\ & 33 \% \\ & T \end{aligned}$ | $\begin{aligned} & 29 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 258 \\ \begin{array}{c} 258 \\ \text { RStwxrza } \end{array} \end{gathered}$ | $\begin{gathered} 88 \\ 41 \% \\ \pi \end{gathered}$ | $\begin{gathered} 158 \\ 35 \% \\ \pi \% \end{gathered}$ | $\begin{gathered} 86 \\ 55 \\ \text { s5rwwza } \end{gathered}$ | $\begin{gathered} 157 \\ 31 \% \\ T \end{gathered}$ | $\begin{gathered} 67 \\ 41 \% \\ \text { TV } \end{gathered}$ | $\begin{gathered} 131 \\ 34 \% \\ T \end{gathered}$ | $\begin{gathered} 93 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 171 \\ & 29 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 416 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 30 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 168 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 64 \\ 27 \% \end{gathered}$ | $\begin{gathered} 205 \\ 37 \% \\ \text { нкММора } \end{gathered}$ | $\begin{gathered} 153 \\ \text { 38\% } \\ \text { HKMора } \end{gathered}$ | $\begin{gathered} 88 \\ 26 \% \end{gathered}$ | $\begin{gathered} 86 \\ 37 \% \\ \text { HкMOP } \end{gathered}$ | $\begin{aligned} & 99 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 107 \\ & 36 \% \\ & \text { HKMP } \end{aligned}$ | $\begin{aligned} & 87 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 85 \\ & 31 \% \\ & \text { ux2 } \end{aligned}$ | $\begin{aligned} & 185 \\ & 36 \% \\ & \text { uxxaa } \end{aligned}$ | $\begin{gathered} 99 \\ 32 \% \\ u \times 2 \end{gathered}$ | $\begin{gathered} 89 \\ 24 \% \end{gathered}$ | $\begin{gathered} 58 \\ 27 \% \\ \times \end{gathered}$ | $\begin{aligned} & 157 \\ & 35 \% \\ & \text { uxz } \end{aligned}$ | $\begin{gathered} 30 \\ 19 \% \end{gathered}$ | $\begin{gathered} 205 \\ \text { 40\% } \\ \text { RTuwzaa } \end{gathered}$ | $\begin{gathered} 38 \\ 23 \% \end{gathered}$ | $\begin{gathered} 121 \\ 32 \% \\ \text { ux } \end{gathered}$ | $\begin{gathered} 44 \\ 21 \% \end{gathered}$ | 251 $43 \%$ 6 |

[^10]


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 | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | female | 18.24 | ${ }_{\text {(E) }}^{25.39}$ | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ |  | Gen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | ${ }^{(H)}$ | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | (R) | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) |  |  |  |  |  |  |
| 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{aligned} & 389 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 237 \\ 46 \% \\ c \end{gathered}$ | $\begin{aligned} & 151 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 45 \\ 31 \% \end{gathered}$ | $\begin{gathered} 59 \\ 31 \% \end{gathered}$ | $\begin{gathered} 84 \\ 47 \% \\ \text { DEH } \end{gathered}$ | $\begin{gathered} 72 \\ 39 \% \end{gathered}$ | $\begin{gathered} 59 \\ 33 \% \end{gathered}$ | $\begin{gathered} 70 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 156 \\ 43 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 129 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 55 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 226 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{gathered} 120 \\ 44 \% \\ s \end{gathered}$ | $\begin{gathered} 82 \\ 35 \% \end{gathered}$ | $\begin{gathered} 58 \\ 39 \% \end{gathered}$ | $\begin{gathered} 19 \\ 39 \% \end{gathered}$ | $\begin{gathered} 33 \\ 38 \% \end{gathered}$ | $\begin{gathered} 334 \\ 38 \% \end{gathered}$ | $\begin{gathered} 55 \\ 36 \% \end{gathered}$ | $\begin{aligned} & 245 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 42 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 131 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 258 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 177 \\ 48 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 212 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 268 \\ & 39 \% \end{aligned}$ | 120 |
| Does notapolv | $\begin{aligned} & 322 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 29 \\ 20 \% \end{gathered}$ | $\begin{gathered} 67 \\ 36 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 47 \\ 26 \% \end{gathered}$ | $\begin{gathered} 66 \\ 35 \% \\ D \end{gathered}$ | $\begin{gathered} 61 \\ 34 \% \\ \mathrm{D} \end{gathered}$ | 52 <br> 32\% | $\begin{gathered} 96 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 113 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 33 \% \end{aligned}$ | 38 <br> 22\% | 92 $31 \%$ | $\begin{gathered} 88 \\ 33 \% \\ M \end{gathered}$ | $\begin{gathered} 104 \\ 34 \% \\ \mathrm{M} \end{gathered}$ | (180 | 141 | $\begin{gathered} 89 \\ 37 \% \end{gathered}$ | - | $\begin{gathered} 70 \\ 30 \% \end{gathered}$ | $\stackrel{40}{47 \%}$ | $\begin{gathered} 11 \\ 23 \% \end{gathered}$ | $\begin{gathered} 29 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 275 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 47 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 205 \\ & 33 \% \end{aligned}$ | 85 $27 \%$ | 32 | $\xrightarrow{\text { 32\% }}$ | 223 $31 \%$ | 89 | $\begin{gathered} 232 \\ 35 \% \\ f \end{gathered}$ | 218 | 104 $30 \%$ |
| Don't know | $\begin{aligned} & 327 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 114 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 208 \\ 40 \% \\ \text { B } \end{gathered}$ | 71 <br> 49\% <br> EFGHI | $\begin{gathered} 62 \\ 33 \% \end{gathered}$ | 49 <br> 27\% | 48 <br> 26\% | $\begin{gathered} 59 \\ 33 \% \end{gathered}$ | 40 25\% | $\begin{gathered} 132 \\ 40 \% \\ \mathrm{KL} \end{gathered}$ | 97 <br> 26\% | $\begin{gathered} 98 \\ 29 \% \end{gathered}$ | 78 <br> 46\% <br> NOP | 92 $31 \%$ | $\begin{gathered} 72 \\ 27 \% \end{gathered}$ | $\begin{gathered} 85 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 137 \\ & 31 \% \end{aligned}$ | 79 <br> $32 \%$ | $\begin{gathered} 70 \\ 26 \% \end{gathered}$ | $\begin{gathered} 85 \\ 36 \% \\ T \end{gathered}$ | $\begin{gathered} 50 \\ 34 \% \end{gathered}$ | $\begin{gathered} 18 \\ 37 \% \end{gathered}$ | $\begin{gathered} 26 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 276 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 52 \\ 34 \% \end{gathered}$ | $\begin{aligned} & 167 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 129 \\ 41 \% \\ a \end{gathered}$ | $\begin{gathered} 31 \\ 30 \% \end{gathered}$ | $\begin{gathered} 82 \\ 26 \% \end{gathered}$ | $\begin{gathered} 245 \\ 34 \% \\ d \end{gathered}$ | 105 $28 \%$ | $\begin{aligned} & 222 \\ & 33 \% \end{aligned}$ | 203 $29 \%$ | - |

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.

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 detai
All Adults aged $18-75$ in Great Britain

|  | Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { Conservati } \\ \text { ve } \end{gathered}$ | Labur | Liberal Democrats | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { eto to } \end{aligned}$ | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourabl } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl <br> e to Green Party | Unfavoura ble to Green Party | $\begin{gathered} \text { Favourab } \\ \text { Reto } \\ \text { Reform UK } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} \text { Unfavoura } \\ \text { Kle to } \\ K \text { Reform UK } \end{array} \end{aligned}$ | Favourab e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & 1 \text { Unfavoura } \\ & \text { ble to } \\ & \text { Starmer } \end{aligned}$ | Favourab e to Hunt | Unfavoura ble to Hunt | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | Unfavoura ble to Braverma | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive | Negative |
|  | (A) | (8) | (c) | (0) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (1) | (z) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 389 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 167 \\ 58 \% \\ \text { BE } \end{gathered}$ | $\begin{gathered} 41 \\ 56 \% \\ { }^{4 \times} \end{gathered}$ | $\begin{gathered} 37 \\ 40 \% \\ \hline \end{gathered}$ | $\begin{gathered} 204 \\ 50 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 124 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 83 \\ 35 \% \\ k \end{gathered}$ | $\begin{aligned} & 242 \\ & 44 \% \\ & \text { kмo } \end{aligned}$ |  | $\begin{gathered} 56 \\ 17 \% \end{gathered}$ | $\begin{gathered} 135 \\ 58 \% \\ \text { HKलМора } \end{gathered}$ | $\begin{aligned} & 111 \\ & 31 \% \\ & k+1 \end{aligned}$ | $\begin{gathered} 160 \\ 53 \% \\ \text { HikMop } \end{gathered}$ | $\begin{gathered} 88 \\ 28 \% \\ k \end{gathered}$ | $\begin{gathered} 53 \\ 38 \% \\ k \end{gathered}$ | $\begin{aligned} & 210 \\ & 48 \% \\ & \text { 4км } \\ & \text { нк⿵ } \end{aligned}$ | $\begin{gathered} 98 \\ 36 \% \\ 08 \end{gathered}$ | $\begin{aligned} & 225 \\ & 44 \% \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 232 \\ 74 \% \\ \text { Ruvwrrza } \end{gathered}$ | $\begin{gathered} 66 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & \text { 45\% } \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 200 \\ & 44 \% \\ & \text { ux } \end{aligned}$ | $\begin{gathered} 52 \\ 33 \% \\ u \end{gathered}$ | $\begin{aligned} & 240 \\ & 47 \% \\ & \text { RUX } \end{aligned}$ | $\begin{gathered} 69 \\ 42 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 181 \\ & 47 \% \\ & 8 \end{aligned}$ | $\begin{gathered} 91 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 250 \\ & 43 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 322 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 148 \\ & 47 \% \\ & c 0 \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & \text { 226 } \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 38 \% \\ & \text { co } \end{aligned}$ | $\begin{gathered} 97 \\ 24 \% \end{gathered}$ | $\begin{gathered} 145 \\ 42 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 103 \\ & \text { } 44 \% \\ & \text { wiva } \end{aligned}$ | $\begin{aligned} & 147 \\ & 27 \% \\ & \mathrm{JIN} \end{aligned}$ | $\begin{aligned} & 37 \\ & 9 \% \end{aligned}$ | $\begin{array}{c\|} 214 \\ 65 \% \\ \text { HuLMNopa } \end{array}$ | $\begin{gathered} 46 \\ \text { 20\% } \\ \hline \end{gathered}$ | $\begin{gathered} 174 \\ \text { 18\% } \\ \text { wiva } \end{gathered}$ | $\begin{gathered} 62 \\ 20 \% \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 152 \\ & \text { 49\% } \\ & \text { uINQ } \end{aligned}$ | $\begin{gathered} 62 \\ \text { 43\% } \\ \text { wina } \end{gathered}$ | $\begin{aligned} & 141 \\ & 32 \% \\ & \text { une } \end{aligned}$ | $\begin{aligned} & 107 \\ & \begin{array}{l} 10 \% \\ \text { srr } \end{array} \end{aligned}$ | $\begin{gathered} 143 \\ 28 \% \\ T \end{gathered}$ | $\begin{aligned} & 24 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 225 \\ 60 \% \\ \text { Rstwxyraa } \end{gathered}$ | $\begin{gathered} 77 \\ 35 \% \\ T \end{gathered}$ | $\begin{aligned} & 145 \\ & 32 \% \\ & \text { str } \end{aligned}$ | $\begin{gathered} 75 \\ 48 \% \\ \text { Rstuwza } \end{gathered}$ | $\begin{gathered} 141 \\ 28 \% \\ \tau \end{gathered}$ | $\begin{gathered} 59 \\ 36 \% \\ \top \end{gathered}$ | $\begin{aligned} & 129 \\ & 34 \% \\ & \mathrm{srr} \end{aligned}$ | $\begin{gathered} 89 \\ 43 \% \\ 48 \end{gathered}$ | $\begin{aligned} & \text { 140 } \\ & 24 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 327 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 67 \\ 21 \% \end{gathered}$ | $\begin{gathered} 78 \\ 27 \% \end{gathered}$ | $\begin{gathered} 16 \\ 22 \% \end{gathered}$ | $\begin{gathered} 20 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 49 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 160 \\ \text { 29\% } \\ \text { HKMPQ } \end{gathered}$ | $\begin{aligned} & 107 \\ & 27 \% \\ & \text { ka } \end{aligned}$ | $\begin{aligned} & 62 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 54 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 78 \\ 26 \% \\ \text { ka } \end{gathered}$ | $\begin{aligned} & 73 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 89 \\ 20 \% \end{gathered}$ | $\begin{gathered} 65 \\ 24 \% \\ 24 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 28 \% \\ & \text { tway } \end{aligned}$ | $\begin{gathered} 56 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 84 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 41 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 105 \\ & 23 \% \\ & \text { Ta } \\ & \text { To } \end{aligned}$ | $\begin{aligned} & 30 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 25 \% \\ & { }_{\mathrm{T}}^{2} \end{aligned}$ | $\begin{gathered} 36 \\ 22 \% \end{gathered}$ | $\begin{gathered} 73 \\ 19 \% \end{gathered}$ | $\begin{gathered} 29 \\ 14 \% \end{gathered}$ | $\begin{gathered} 189 \\ 33 \% \\ 33 \% \end{gathered}$ |

[^11]


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 | ender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {(E) }}^{\text {(5) }}$ | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Sen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ <br> Divorced/ <br> Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | (P) | (a) | (R) | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) |  |  |  |  |  |  |
| 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 | ${ }^{33}$ | 705 | 613 | 425 | 726 | 312 |
| Weighted base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 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 | $\begin{gathered} 339 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 51 \\ 35 \% \end{gathered}$ | $\begin{gathered} 61 \\ 32 \% \end{gathered}$ | $\begin{gathered} 66 \\ 37 \% \end{gathered}$ | $\begin{gathered} 62 \\ 33 \% \end{gathered}$ | $\begin{gathered} 56 \\ 31 \% \end{gathered}$ | $\begin{gathered} 42 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 98 \\ 29 \% \end{gathered}$ | 64 <br> 37\% | $\begin{aligned} & 101 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 89 \\ 34 \% \end{gathered}$ | $\begin{gathered} 84 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 139 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 58 \\ 24 \% \end{gathered}$ | $\begin{gathered} 103 \\ 38 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 72 \\ 30 \% \end{gathered}$ | $\begin{gathered} 58 \\ 39 \% \\ s^{*} \end{gathered}$ | $\begin{gathered} 17 \\ 35 \% \end{gathered}$ | $\begin{gathered} 31 \\ 35 \% \end{gathered}$ | $\begin{aligned} & 293 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 46 \\ 30 \% \end{gathered}$ | $\begin{gathered} 225 \\ 36 \% \\ b \end{gathered}$ | $\begin{gathered} 86 \\ 27 \% \end{gathered}$ | $\begin{gathered} 28 \\ 26 \% \end{gathered}$ | $\begin{gathered} 123 \\ 39 \% \\ e \end{gathered}$ | $\begin{aligned} & 216 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 149 \\ 40 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 189 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 249 \\ 36 \% \\ 1 \end{gathered}$ | 900 |
| Does notapolv | $\begin{gathered} 437 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 220 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 36 \\ 25 \% \end{gathered}$ | $\begin{gathered} 70 \\ 37 \% \\ 0 \end{gathered}$ | $65$ $36 \%$ | $\begin{gathered} 92 \\ 50 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 89 \\ 50 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 84 \\ 52 \% \\ \text { DF* } \end{gathered}$ | 106 | $\begin{gathered} 157 \\ 43 \% \\ \text { J } \end{gathered}$ | $\begin{gathered} 173 \\ 51 \% \\ j \end{gathered}$ | 45 $26 \%$ | - | $\begin{aligned} & 128 \\ & 49 \% \\ & M N \end{aligned}$ | $\begin{aligned} & 159 \\ & 52 \% \\ & \text { MN } \end{aligned}$ | 256\% | ${ }_{41 \%}^{181}$ | $\begin{gathered} 128 \\ 52 \% \\ \text { TV } \end{gathered}$ | 107 39\% | $\begin{gathered} 104 \\ 44 \% \\ v \end{gathered}$ | $\begin{gathered} 44 \\ 29 \% \end{gathered}$ | $\begin{gathered} 19 \\ 40 \% \end{gathered}$ | $\begin{gathered} 35 \\ 40 \% \end{gathered}$ | 364 $41 \%$ | 72 $47 \%$ | ${ }_{42 \%}^{261}$ | 120 <br> $38 \%$ | $\begin{gathered} 56 \\ 53 \% \\ b^{*} \end{gathered}$ | (120 | 316 | 129 | $\begin{gathered} 307 \\ 46 \% \\ f \end{gathered}$ | ${ }_{43 \%}^{297}$ | ${ }_{40 \%}^{139}$ |
| Don't know | $\begin{aligned} & 263 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 154 \\ 30 \% \\ \text { B } \end{gathered}$ | 57 <br> 40\% <br> FGHI | 57 <br> 30\% <br> GH | $48$ 27\% | 31 <br> 17\% | $33$ 19\% | 36 <br> 22\% | $\begin{gathered} 114 \\ 34 \% \\ \text { KL } \end{gathered}$ | 79 <br> $22 \%$ | $\begin{gathered} 69 \\ 20 \% \end{gathered}$ | 62 <br> 36\% <br> op | $\begin{gathered} 92 \\ 31 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 62 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 27 \% \end{aligned}$ | 59 <br> 24\% | $\begin{gathered} 62 \\ 23 \% \end{gathered}$ | $\begin{gathered} 61 \\ 26 \% \end{gathered}$ | $\begin{gathered} 46 \\ 31 \% \end{gathered}$ | $\begin{gathered} 12 \\ 25 \% \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | 227 <br> 26\% | $\begin{gathered} 36 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 109 \\ 35 \% \\ \text { ac } \end{gathered}$ | $\begin{gathered} 22 \\ 21 \% \end{gathered}$ | $\begin{gathered} 69 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 194 \\ & 27 \% \end{aligned}$ | 93 $25 \%$ | $\begin{aligned} & 170 \\ & 25 \% \end{aligned}$ | - | con $\begin{gathered}120 \\ 34 \% \\ h\end{gathered}$ |

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.
Overiap formulae used

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | Favourab eto lab | Unfavoura | $\begin{aligned} & \text { Favourab } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Reform UK } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Reform UK } \end{aligned}$ | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab | $\begin{array}{\|l} \text { Unfavoura } \\ \text { ble to } \\ \text { Hunt } \end{array}$ Hunt | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourab1 } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 339 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 149 \\ 52 \% \\ 8 \mathrm{EE} \end{gathered}$ | $\begin{gathered} 32 \\ 44 \% \\ 42 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 30 \\ 32 \% \\ \hline \end{gathered}$ | $\begin{gathered} 159 \\ 39 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 105 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 69 \\ 29 \% \\ k \end{gathered}$ | $\begin{aligned} & 214 \\ & \text { 39\% } \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 238 \\ 60 \% \\ \text { Hik } 1 \text { MNopa } \end{gathered}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 115 \\ \text { 49\% } \\ \text { Hікмора } \end{gathered}$ | $\begin{gathered} 93 \\ 26 \% \\ k \end{gathered}$ | $\begin{aligned} & 128 \\ & \text { 43\% } \\ & \text { Hкмор } \end{aligned}$ | $\begin{gathered} 85 \\ 27 \% \\ k \end{gathered}$ | $\begin{gathered} 47 \\ 33 \% \\ k \end{gathered}$ | $\begin{aligned} & 198 \\ & \begin{array}{l} \text { 38\% } \\ \text { Hkno } \end{array} \end{aligned}$ | $\begin{gathered} 95 \\ 35 \% \\ 0 \end{gathered}$ | $\begin{gathered} 189 \\ 37 \% \\ u \end{gathered}$ | $\begin{gathered} 224 \\ 72 \% \\ \text { RSUWWrzaz } \end{gathered}$ | $\begin{gathered} 41 \\ 11 \% \end{gathered}$ | $\begin{gathered} 85 \\ 39 \% \\ 0 \% \end{gathered}$ | $\begin{gathered} 167 \\ 37 \% \\ u \end{gathered}$ | $\begin{gathered} 50 \\ 32 \% \\ 0 \end{gathered}$ | $\begin{gathered} 193 \\ 38 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 70 \\ & 43 \% \\ & \text { Ruv } \end{aligned}$ | $\begin{gathered} 149 \\ 39 \% \\ 0 \end{gathered}$ | $\begin{gathered} 91 \\ 44 \% \end{gathered}$ | $\begin{aligned} & 206 \\ & 36 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 437 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 197 \\ & \begin{array}{l} \text { che } \\ \text { COE } \end{array} \end{aligned}$ | $\begin{aligned} & 83 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 19 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 49 \% \\ & \text { co } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 162 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 190 \\ 55 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{aligned} & 134 \\ & 57 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 207 \\ 38 \% \\ 1 \end{gathered}$ | $\begin{gathered} 67 \\ 17 \% \end{gathered}$ | $\begin{gathered} 266 \\ 88 \% \\ \text { Hu(MNopa } \end{gathered}$ | $\begin{gathered} 78 \\ 33 \% \\ 18 \end{gathered}$ | $\begin{aligned} & 211 \\ & 59 \% \\ & \text { yuva } \end{aligned}$ | $\begin{gathered} 107 \\ 36 \% \\ 1 \end{gathered}$ | $\begin{gathered} 179 \\ 57 \% \\ \text { unva } \\ \hline \end{gathered}$ | $\begin{aligned} & 78 \\ & 55 \% \\ & \text { } \end{aligned}$ | $\begin{aligned} & 204 \\ & \text { 46\% } \\ & \text { ven } \end{aligned}$ | $\begin{aligned} & 141 \\ & 52 \% \\ & \text { siva } \end{aligned}$ | $\begin{gathered} 199 \\ 39 \% \\ T \end{gathered}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 285 \\ 76 \% \\ \text { RSTwNraa } \end{gathered}$ | $\begin{gathered} 109 \\ 50 \% \\ 5 T \end{gathered}$ | $\begin{gathered} 197 \\ 44 \% \\ \text { st } \end{gathered}$ | $\begin{gathered} 89 \\ 57 \% \\ \text { stwra } \\ \text { stion } \end{gathered}$ | $\begin{gathered} 214 \\ 42 \% \\ \tau \end{gathered}$ | $\begin{gathered} 77 \\ 47 \% \\ T \end{gathered}$ | $\begin{gathered} 161 \\ 42 \% \\ \tau \end{gathered}$ | $\begin{gathered} 96 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 216 \\ & 37 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 233 \\ & 25 \% \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 22 \\ 30 \% \\ { }_{8} \end{gathered}$ | $\begin{gathered} 18 \\ \text { 19\% } \end{gathered}$ | $\begin{aligned} & 84 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 52 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 128 \\ \text { 23\% } \\ \text { нкмора } \end{gathered}$ |  | $\begin{aligned} & 32 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 42 \\ 18 \% \\ k \end{gathered}$ | $\begin{gathered} 55 \\ { }^{55 \%} \\ k \end{gathered}$ | $\begin{gathered} 65 \\ \begin{array}{c} 22 \% \\ \text { HKPa } \end{array} \end{gathered}$ | $\begin{gathered} 49 \\ 16 \% \\ k \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 68 \\ 15 \% \\ k \end{gathered}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 121 \\ 24 \% \\ \text { RTuwxraa } \end{gathered}$ | $\begin{aligned} & 45 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 13 \% \\ & 13 \% \end{aligned}$ | $\begin{gathered} 24 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 85 \\ & 19 \% \\ & \text { uxz } \end{aligned}$ | $\begin{aligned} & 18 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 21 \% \\ & \text { Rruxz } \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 19 \% \\ & \text { uvz } \end{aligned}$ | $\begin{gathered} 22 \\ 10 \% \end{gathered}$ | 157 27\% b |

## This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.




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 | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {(E) }}^{25.39}$ | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Sen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ Divorced/ Separated | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | ${ }^{(6)}$ | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | (R) | (5) | (T) | (0) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  |  |  |
| 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 | ${ }^{33}$ | 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 | $\begin{aligned} & 328 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 150 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 48 \\ 33 \% \end{gathered}$ | $\begin{gathered} 60 \\ 32 \% \end{gathered}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | 50 <br> 27\% | $\begin{gathered} 54 \\ 30 \% \end{gathered}$ | $\begin{gathered} 52 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 62 \\ 36 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 101 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 68 \\ 26 \% \end{gathered}$ | $\begin{gathered} 96 \\ 32 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 68 \\ 28 \% \end{gathered}$ | $\begin{gathered} 97 \\ 36 \% \\ u \end{gathered}$ | $\begin{gathered} 60 \\ 25 \% \end{gathered}$ | $\begin{gathered} 55 \\ 37 \% \\ u^{*} \end{gathered}$ | $\begin{gathered} 20 \\ 41 \% \end{gathered}$ | $\begin{gathered} 29 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 286 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 42 \\ 27 \% \end{gathered}$ | $\begin{gathered} 222 \\ 36 \% \\ \text { bc } \end{gathered}$ | $\begin{gathered} 86 \\ 27 \% \end{gathered}$ | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | $\begin{gathered} 123 \\ 39 \% \\ e \end{gathered}$ | $\begin{aligned} & 205 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 149 \\ 40 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 179 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 235 \\ 34 \% \\ 1 \end{gathered}$ | ${ }_{27}^{93}$ |
| Does notapolv | $\begin{aligned} & 415 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 214 \\ 42 \% \end{gathered}$ | $\begin{aligned} & 199 \\ & 38 \% \end{aligned}$ | 44 30\% | $\begin{gathered} 57 \\ 30 \% \end{gathered}$ | $56$ 31\% | $\begin{gathered} 94 \\ 51 \% \\ \text { DEF } \end{gathered}$ | 90 51\% DEF | 74 <br> 46\% <br> DEF* | ${ }_{30 \%}^{101}$ | $\begin{gathered} 151 \\ 41 \% \\ \text { J } \end{gathered}$ | $\begin{gathered} 164 \\ 48 \% \\ 1 \end{gathered}$ | 48 <br> 28\% | 91 $31 \%$ | $\begin{aligned} & 131 \\ & 50 \% \\ & \text { MN } \end{aligned}$ | 145 <br> 48\% <br> MN | 240 | ${ }_{40 \%}^{175}$ | $\begin{gathered} 112 \\ 46 \% \\ v \end{gathered}$ | 100 | $\begin{gathered} 100 \\ 42 \% \\ v \end{gathered}$ | $\begin{gathered} 44 \\ 30 \% \end{gathered}$ | $\begin{gathered} 20 \\ 41 \% \end{gathered}$ | $\begin{gathered} 40 \\ 46 \% \\ \mathrm{v}^{*} \end{gathered}$ | 346 $39 \%$ | ( $\begin{gathered}69 \\ 45 \%\end{gathered}$ | 247 | (121 | ${ }_{45 \%}^{47}$ | - | $\begin{gathered} 311 \\ 43 \% \\ d \end{gathered}$ | 121 | $\begin{gathered} 294 \\ 44 \% \\ f \end{gathered}$ | 265 | 150 $43 \%$ |
| Don't know | $\begin{aligned} & 295 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 119 \\ & 23 \% \end{aligned}$ | $\begin{gathered} 171 \\ 33 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 52 \\ 36 \% \\ \text { GHI } \end{gathered}$ | 71 <br> 38\% <br> GHI | $\begin{gathered} 60 \\ 34 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 41 \\ 22 \% \end{gathered}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | 36 <br> 22\% | $\begin{gathered} 124 \\ 37 \% \\ \text { KL } \end{gathered}$ | $\begin{aligned} & 101 \\ & 28 \% \end{aligned}$ | 70 21\% | 61 <br> 36\% <br> op | $\begin{gathered} 106 \\ 36 \% \\ \text { op } \end{gathered}$ | $\begin{gathered} 64 \\ 24 \% \end{gathered}$ | $\begin{gathered} 63 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 174 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 27 \% \end{aligned}$ | 64 <br> 26\% | $\begin{gathered} 74 \\ 27 \% \end{gathered}$ | 78 <br> 33\% | $\begin{gathered} 50 \\ 34 \% \end{gathered}$ | 9 <br> 19\% | $\begin{gathered} 19 \\ 22 \% \end{gathered}$ | $252$ $29 \%$ | 43 <br> 28\% | $\begin{aligned} & 148 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 108 \\ 34 \% \\ a \end{gathered}$ | $\begin{gathered} 38 \\ 36 \% \\ a^{*} \end{gathered}$ | $\begin{gathered} 85 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 210 \\ & 29 \% \end{aligned}$ | $\underset{\substack{101 \\ 27 \%}}{ }$ | $\begin{aligned} & 193 \\ & 29 \% \end{aligned}$ | $\underset{\substack{189 \\ 27}}{ }$ | 106 $30 \%$ |

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Overiap formulae used

ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favurable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl eto Cons | $\begin{gathered} \text { Unfavourara } \\ \text { ble to } \\ \text { Cons } \end{gathered}$ | Favourab eto lab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { be to Lib } \end{aligned}$ Dems | Favourabl e to Green Party | ble to <br> Green <br> Party | $\begin{gathered} \text { Favourabl } \\ \text { etoo } \\ \text { Reform UK } \end{gathered}$ | $\begin{gathered} \text { Unfavourara } \\ \text { bete to } \\ \text { Reform UK } \end{gathered}$ | Favourab e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab e to Hunt | $\begin{array}{\|l} \text { Unfavoura } \\ \text { ble to } \\ \text { Hunt } \end{array}$ Hunt | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ \text { n } \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Barclay } \end{aligned}$ | Positive impact | Negative impact |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (J) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 328 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 59 \\ 19 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 167 \\ & 58 \% \\ & \text { Bot } \\ & \text { Bot } \end{aligned}$ | $\begin{gathered} 30 \\ 42 \% \\ { }^{30} \end{gathered}$ | $\begin{gathered} 34 \\ 36 \% \\ 3 \cdot \\ { }^{8} \end{gathered}$ | $\begin{aligned} & 159 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 61 \\ 26 \% \\ k \end{gathered}$ | $\begin{aligned} & 221 \\ & \text { 40\% } \\ & \text { нкмоа } \end{aligned}$ | $\begin{gathered} 252 \\ 63 \% \\ \text { HikMMNopa } \end{gathered}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{gathered} \text { 124 } \\ \text { 53\% } \\ \text { HikMopa } \end{gathered}$ | $\begin{gathered} 83 \\ 23 \% \\ \text { 23\% } \end{gathered}$ | $\begin{aligned} & 142 \\ & 47 \% \\ & \text { HkNoo } \end{aligned}$ | $\begin{gathered} 70 \\ 22 \% \\ k \end{gathered}$ | $\begin{gathered} 54 \\ 38 \% \\ \text { Hkno } \\ \text { He } \end{gathered}$ | $\begin{aligned} & 156 \\ & 35 \% \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 77 \\ 28 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 203 \\ & 40 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 227 \\ \text { 23\% } \\ \text { RSUWWrzaz } \end{gathered}$ | $\begin{aligned} & 29 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 75 \\ 34 \% \\ \text { RU } \end{gathered}$ | $\begin{aligned} & 180 \\ & 40 \% \\ & \text { rux } \end{aligned}$ | $\begin{gathered} 46 \\ 30 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 209 \\ & 41 \% \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 64 \\ & 39 \% \\ & \text { rux } \end{aligned}$ | $\begin{aligned} & 164 \\ & \text { 43\% } \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 85 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 36 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 415 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 211 \\ & 67 \% \\ & \text { cot } \end{aligned}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 16 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 41 \\ & 44 \% \\ & \text { co } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 135 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 185 \\ \text { 53\% } \\ \mathrm{F} \end{gathered}$ | $\begin{gathered} 137 \\ 58 \% \\ \text { unava } \end{gathered}$ | $\begin{gathered} 191 \\ 35 \% \\ \mu \end{gathered}$ | $\begin{aligned} & 49 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 275 \\ 83 \% \\ \text { Hu(MNopa } \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \\ \hline \end{gathered}$ | $\begin{gathered} 215 \\ 60 \% \\ \text { bunpa } \end{gathered}$ | $\begin{gathered} 92 \\ 30 \% \\ \pi \end{gathered}$ | $\begin{gathered} 187 \\ 60 \% \\ \text { unva } \end{gathered}$ | $\begin{aligned} & 71 \\ & 50 \% \\ & \text { wis } \end{aligned}$ | $\begin{aligned} & 195 \\ & 44 \% \\ & \text { wew } \end{aligned}$ |  | $\begin{gathered} 180 \\ 35 \% \\ T \end{gathered}$ | $\begin{aligned} & 31 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 301 \\ 80 \% \\ \text { RStwxrza } \end{gathered}$ | $\begin{aligned} & 116 \\ & 53 \% \\ & \text { stwra } \end{aligned}$ | $\begin{gathered} 177 \\ 39 \% \\ \text { sT } \end{gathered}$ | $\begin{gathered} 91 \\ 58 \% \\ \text { stwraz } \\ \text { stin } \end{gathered}$ | $\begin{gathered} 182 \\ 36 \% \\ \tau \end{gathered}$ | $\begin{aligned} & 76 \\ & 47 \% \\ & 5 \pi r \end{aligned}$ | $\begin{gathered} 141 \\ 37 \% \\ T \end{gathered}$ | $\begin{aligned} & 104 \\ & 50 \% \\ & c \end{aligned}$ | $\begin{aligned} & 195 \\ & 34 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 295 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 70 \\ 24 \% \\ 24 \% \end{gathered}$ | $\begin{gathered} 26 \\ 36 \% \\ \text { be" } \end{gathered}$ | $\begin{gathered} 18 \\ \text { 19\% } \end{gathered}$ | $\begin{aligned} & 111 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 55 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 37 \\ & 16 \% \end{aligned}$ | $\begin{gathered} \text { 136 } \\ \text { 25\% } \\ \text { нKМора } \end{gathered}$ | $\begin{gathered} 99 \\ \text { 25\% } \\ \text { HкMOP } \end{gathered}$ | $\begin{aligned} & 35 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & \text { 23\% } \\ & \text { HKp } \end{aligned}$ | $\begin{gathered} 61 \\ { }^{617 \%} \\ k \end{gathered}$ | $\begin{gathered} 67 \\ 22 \% \\ k \mathrm{kp} \end{gathered}$ | $\begin{gathered} 55 \\ { }^{58 \%} \\ k \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 89 \\ 20 \% \\ k \end{gathered}$ | $\begin{aligned} & 50 \\ & 18 \% \\ & \text { uvx } \end{aligned}$ | $\begin{gathered} 126 \\ 25 \% \\ \text { Tuvwxza } \end{gathered}$ | $\begin{aligned} & 54 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 27 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 21 \% \\ & \text { virx } \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & \text { 23\% } \\ & \text { Tưx } \end{aligned}$ | $\begin{gathered} 24 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 20 \% \\ & \text { vow } \end{aligned}$ | $\begin{gathered} 21 \\ 10 \% \end{gathered}$ | 175 $30 \%$ $b$ |

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 Adults aged $18+$ in $G B$
Q13B. 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

[^12]|  | Total | Gender |  | Age |  |  |  |  |  | Agregated Age rreaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urran/Rural |  | Marital Status |  |  | Pres of children HH (17 or under) |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\underset{\text { male }}{\text { (B) }}$ | Female | 18.24 (0) | ${ }_{\text {(E) }}^{25.34}$ | ${ }_{\substack{35.44 \\ \text { (f) }}}$ | ${ }_{\text {4.5.54 }}^{\text {(6) }}$ |  | ${ }_{\text {(1) }}{ }^{65}$ | 18.34 | ${ }^{35.54}$ (k) | ${ }^{55+}$ | ${ }_{\text {( } \mathrm{en} 2}$ | $\underset{\substack{\text { Milennial } \\ S}}{ }$ | Gen $\mathrm{X}+$ | $\begin{array}{\|c} \text { Baby } \\ \text { Boomer } \end{array}$ | ${ }_{\text {abcl }}^{\text {a }}$ | ${ }_{\text {chem }}^{\text {C20 }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | Midands | South | London | $\underset{\text { Wales }}{\text { (w) }}$ | Scotiand | Uran | ${ }_{\text {Rural }}^{\text {R }}$ | Maried/ Living as Maried (a) | ${ }_{\text {S }}^{\substack{\text { Single } \\ \text { (b) }}}$ | $\begin{aligned} & \text { Widowed/ } \\ & \begin{array}{l} \text { Divored/ } \\ \text { Separated } \end{array} \end{aligned}$ | $\left\{\begin{array}{c} \text { At least } \\ \text { one child } \\ \text { persent } \\ \text { (d) } \end{array}\right.$ | $\begin{gathered} \substack{\text { Noo } \\ \text { hidren } \\ \text { present }} \end{gathered}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\begin{aligned} & \text { Non- } \\ & \text { graduate } \end{aligned}$ | Working <br> (h) | $\underbrace{\text { at }}_{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| Unweighted base | (A) | (8) 511 | (c) 518 | (0) | ${ }_{1}^{(E)}$ | ${ }_{\text {( }}{ }^{\text {(F) }}$ | (6) | $(H)$ 241 | ${ }_{99}$ | ${ }_{320}$ | ${ }_{378}$ | (4) 340 | (M) 174 | (N) 280 | 101 288 | ${ }_{296}^{(P)}$ | ${ }^{\text {(a) }}$ | (R) 302 | (5) 254 | (T) | (U) | (V) | ${ }^{(w)}$ | (x) 93 | ${ }_{87}(1)$ | (2) 159 | ${ }_{6}{ }^{\text {(a) }}$ | (b) 310 | (c) 100 | ${ }^{\text {(d) }}$ 33 | (e) 705 | ${ }_{613}^{(f)}$ | ${ }_{4}(8)$ | ${ }_{726}$ |  |
| Weighed base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 365 | ${ }^{340}$ | 172 | 298 | 264 | 305 | 597 | ${ }_{41}$ | 244 | 271 | 238 | 148 | 49 | 88 | 884 | 154 | 617 | 316 | 105 | 312 | 726 | 372 | 666 | 689 | 349 |
| Does apply | $\begin{aligned} & 323 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 182 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 29 \% \\ & 29 \end{aligned}$ | $\begin{gathered} 55 \\ 29 \% \\ 29 \end{gathered}$ | $\begin{gathered} 69 \\ 38 \% \\ 38 \end{gathered}$ | $\begin{aligned} & 56 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 52 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 98 \\ 296 \end{gathered}$ | $\begin{aligned} & 125 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 50 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 90 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 185 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 69 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 39 \% \\ & \text { su } \end{aligned}$ | $\begin{aligned} & 53 \\ & { }_{22 \%} \end{aligned}$ | $\begin{aligned} & 53 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 23 \% \\ 26 \% \end{gathered}$ | $\begin{aligned} & 285 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 84 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 25 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 194 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 34 \% \end{aligned}$ | 90 |
| Does notapply | $\begin{aligned} & 425 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 207 \\ & 41 \% \\ & \end{aligned}$ | $\begin{aligned} & 214 \\ & 41 \% \end{aligned}$ | $\begin{gathered} 46 \\ 32 \% \\ 32 \end{gathered}$ | $\underset{41 \%}{77}$ | $\begin{gathered} 60 \\ 33 \% \\ 33 \end{gathered}$ | $\begin{gathered} 88 \\ \text { a8\% } \\ \text { DF } \end{gathered}$ | $\begin{aligned} & 79 \\ & 44 \% \end{aligned}$ | $\begin{aligned} & 75 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 37 \% \end{aligned}$ | 148 $41 \%$ | $\begin{aligned} & 153 \\ & 45 \% \\ & 4 \end{aligned}$ | $\begin{aligned} & 61 \\ & 36 \% \\ & 36 \end{aligned}$ | $\begin{aligned} & 101 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & \begin{array}{l} 18 \% \\ M N \end{array} \end{aligned}$ | $\begin{aligned} & \text { 136 } \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 42 \% \\ & 42 \end{aligned}$ | $\begin{aligned} & \text { 177 } \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & 50 \% \\ & \text { TVW } \end{aligned}$ | - ${ }_{\text {38\% }}^{103}$ | $\begin{aligned} & 96 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 48 \\ 336 \end{gathered}$ | $\begin{aligned} & 16 \\ & 32 \% \end{aligned}$ | - ${ }_{\text {40\% }}$ | $\begin{aligned} & 350 \\ & 40 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 75 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 257 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & { }_{40 \%} \end{aligned}$ | $\begin{aligned} & 41 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 312 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 302 \\ & 45 \% \end{aligned}$ | ${ }_{41 \%}^{281}$ | ${ }_{41 \%}^{144}$ |
| Don't | $\begin{aligned} & 290 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 32 \% \end{aligned}$ |  | $\begin{aligned} & 55 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 87 \\ 25 \% \\ 25 \% \end{gathered}$ | $\begin{gathered} 61 \\ 35 \% \\ \text { 31 } \end{gathered}$ | $\begin{aligned} & 90 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 61 \\ & 23 \% \\ & 20 \end{aligned}$ | $\begin{aligned} & 79 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 53 \\ & 23 \% \\ & 23 \end{aligned}$ | $\begin{aligned} & 62 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & \begin{array}{c} 87 \% \\ 57 \\ 55 \end{array} \end{aligned}$ | $\begin{aligned} & 46 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 26 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 28 \% \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 147 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 33 \% \\ & 33 \end{aligned}$ | $\begin{aligned} & 39 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 30 \% \end{aligned}$ | $\begin{gathered} 97 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 193 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 175 \\ & 25 \% \end{aligned}$ | 115 33\% $n$ $n$ |

Q13B. 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 |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Conservati | Labur | $\underset{\text { Democrats }}{\text { Liberal }}$ | Other | Remain | Leave | Favourabl e to Cons | Unfavoura Cons Con | Favourab | Unfavoura ble to Lab | $\begin{aligned} & \text { Favourab } \\ & \text { e to Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura Dems Dems | Favourabl e to Green Party | ble to Green Party | $\begin{gathered} \text { Favourabl } \\ \text { e to } \\ \text { Reform UK } \end{gathered}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{gathered} \text { Unfavoura } \\ \text { ble to } \\ \text { ctemor } \end{gathered}$ Starmer | Favourabl e to Hunt | Unfavoura ble to Hun | $\begin{gathered} \text { Favourabl } \\ \text { eto } \\ \text { Braverma } \\ n \end{gathered}$ | ble to Braverma n | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Positive impact | Negative <br> impact |
|  | (A) | (B) | (c) | (D) | (E) | (F) | (G) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (a) | (b) | (c) |
| 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 | $\begin{aligned} & 323 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 17 \% \end{aligned}$ | $\begin{gathered} \begin{array}{c} 159 \\ 55 \% \\ \text { BE } \end{array} \end{gathered}$ | $\begin{gathered} 34 \\ 47 \% \\ 8^{*} \end{gathered}$ | $\begin{gathered} 31 \\ 33 \% \\ \mathrm{~B}^{*} \end{gathered}$ | $\begin{gathered} 157 \\ 39 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 101 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 54 \\ 23 \% \\ k \end{gathered}$ | $\begin{aligned} & 223 \\ & \text { 41\% } \\ & \text { HKאoo } \end{aligned}$ | $\begin{gathered} 248 \\ 62 \% \\ \text { HाkMMNopa } \end{gathered}$ | $\begin{aligned} & 16 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 113 \\ 48 \% \\ \text { HKलМора } \end{gathered}$ | $\begin{gathered} 86 \\ 24 \% \\ k \end{gathered}$ | $\begin{aligned} & 125 \\ & 41 \% \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 75 \\ 24 \% \\ k \end{gathered}$ | $\begin{gathered} 46 \\ 32 \% \\ \text { HK } \end{gathered}$ | $\begin{aligned} & 137 \\ & \begin{array}{l} 16 \% \\ \text { Heno } \end{array} \end{aligned}$ | $\begin{gathered} 74 \\ 27 \% \\ u \end{gathered}$ |  | $\begin{gathered} 228 \\ 73 \% \\ \text { RSUWWrza } \end{gathered}$ | $\begin{aligned} & 23 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 71 \\ & 33 \% \\ & \text { ux } \end{aligned}$ | $\begin{aligned} & 174 \\ & 39 \% \\ & \text { rux } \end{aligned}$ | $\begin{gathered} 36 \\ 23 \% \\ u \end{gathered}$ | $\begin{aligned} & 197 \\ & \begin{array}{l} 188 \% \\ \text { Rux } \end{array} \end{aligned}$ | $\begin{aligned} & 57 \\ & 35 \% \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 160 \\ & \text { 42\% } \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 77 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 34 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 425 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 65 \% \\ & \text { COE } \end{aligned}$ | $\begin{gathered} 60 \\ \\ 21 \% \end{gathered}$ | $\begin{aligned} & 15 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 47 \% \\ & c 0^{*} \end{aligned}$ | $\begin{aligned} & 139 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 189 \\ 54 \% \\ F \end{gathered}$ | $\begin{gathered} 147 \\ 62 \% \\ \text { unve } \end{gathered}$ | $\begin{aligned} & 185 \\ & 34 \% \\ & \pi \end{aligned}$ | $\begin{gathered} 56 \\ 14 \% \end{gathered}$ | $\begin{gathered} 278 \\ 84 \% \\ \text { HuLMNopa } \end{gathered}$ | $\begin{gathered} 63 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 216 \\ & 60 \% \\ & \text { winv } \end{aligned}$ | $\begin{gathered} 94 \\ 31 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 192 \\ & 61 \% \\ & \text { wiva } \end{aligned}$ | $\begin{aligned} & 79 \\ & 56 \% \\ & \text { une } \end{aligned}$ | $\begin{aligned} & 198 \\ & \text { 15\% } \\ & \text { נuck } \end{aligned}$ | $\begin{aligned} & 142 \\ & 52 \% \\ & \text { siwrar } \end{aligned}$ | $\begin{gathered} 190 \\ 37 \% \\ T \end{gathered}$ | $\begin{aligned} & 28 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 304 \\ 81 \% \\ \text { RSTwXraa } \end{gathered}$ | $\begin{aligned} & 115 \\ & 53 \% \\ & \text { siwna } \end{aligned}$ | $\begin{gathered} 171 \\ 38 \% \\ T \end{gathered}$ | $\begin{gathered} 96 \\ 61 \% \\ \text { Rstruwa } \end{gathered}$ | $\begin{gathered} 188 \\ 37 \% \\ T \end{gathered}$ | $\begin{aligned} & 77 \\ & 47 \% \\ & 5 r 1 \end{aligned}$ | $\begin{gathered} 144 \\ 37 \% \\ T \end{gathered}$ | $\begin{gathered} 106 \\ 51 \% \\ c \end{gathered}$ | $\begin{aligned} & 204 \\ & 35 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 290 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 55 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 71 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 23 \\ 32 \% \\ { }_{8}{ }^{*} \end{gathered}$ | $\begin{gathered} 18 \\ \text { 20\% } \end{gathered}$ | $\begin{gathered} 109 \\ 27 \% \\ 6 \end{gathered}$ | $\begin{gathered} 59 \\ 17 \% \end{gathered}$ | $\begin{aligned} & 34 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 141 \\ \text { 26\% } \\ \text { HKмМора } \end{gathered}$ | $\begin{gathered} 96 \\ \text { 24\% } \\ \text { HkNop } \end{gathered}$ | $\begin{gathered} 38 \\ 11 \% \end{gathered}$ | $\begin{gathered} 58 \\ \text { 25\% } \\ \text { HkMop } \end{gathered}$ | $\begin{gathered} 56 \\ 16 \% \\ k \end{gathered}$ | $\begin{gathered} 82 \\ 27 \% \\ \text { нкмора } \end{gathered}$ | $\begin{gathered} 46 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 85 \\ 19 \% \\ k \end{gathered}$ | $\begin{gathered} 56 \\ 20 \% \\ \text { uv } \end{gathered}$ | $\begin{aligned} & 120 \\ & 24 \% \\ & \text { Tuv } \end{aligned}$ | $\begin{gathered} 55 \\ 18 \% \end{gathered}$ | $\begin{gathered} 48 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 32 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 23 \% \\ & \text { Tuv } \end{aligned}$ | $\begin{gathered} 25 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 127 \\ & \begin{array}{l} 15 \% \\ \text { Tuvxa } \end{array} \end{aligned}$ | $\begin{gathered} 29 \\ 18 \% \end{gathered}$ | $\begin{gathered} 80 \\ 21 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 25 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 176 \\ 30 \% \\ b \end{gathered}$ |

[^13]


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 | Gender |  | age |  |  |  |  |  | Aggregated Age breaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urban//ural |  | Marital Status |  |  |  |  | Education |  | Employmentstaus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | female | 18.24 | ${ }_{\text {(E) }}^{25.39}$ | 35.44 | 45.54 | 55.64 | 65+ | 18.34 | 35.54 | 55+ | ${ }_{\text {Gen }}(\mathrm{m})$ | Millenial | Sen $\mathrm{X}+$ | ${ }_{\text {Bomer }}^{\text {Baby }}$ | ${ }_{\text {AbC1 }}^{\text {(a) }}$ | ${ }_{\text {che }}^{\text {C20 }}$ | North | Midands | South | London | ${ }_{\text {Wales }}^{\text {(w) }}$ | Scotand | Uran | Rural | Married/ <br> Living as Married <br> (a) | Single | Widowed/ Divorced/ Separated | At least one child present <br> (d) | No children present <br> (e) | ${ }_{\text {Graduat }}^{\text {(f) }}$ | Nongraduate (g) | Working | $\underbrace{\substack{\text { Not }}}_{\substack{\text { working } \\ \text { (i) }}}$ |
|  | (A) | (8) | (c) | (0) | ${ }^{(E)}$ | (F) | (6) | (H) | (1) | (1) | ${ }^{(k)}$ | (L) | (M) | (N) | ${ }^{(0)}$ | ${ }^{(P)}$ | (a) | (R) | (5) | (T) | (v) | (v) | (w) | (x) | (1) | (2) |  | (b) | (c) | (d) |  |  |  |  |  |
| Unweighed bas | 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 | ${ }^{33}$ | 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 | $\begin{gathered} 384 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 204 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 180 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 51 \\ 36 \% \end{gathered}$ | $\begin{gathered} 66 \\ 35 \% \end{gathered}$ | $\begin{gathered} 74 \\ 41 \% \end{gathered}$ | $\begin{gathered} 71 \\ 38 \% \end{gathered}$ | $\begin{gathered} 63 \\ 35 \% \end{gathered}$ | 59 <br> 36\% | $\begin{aligned} & 118 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 145 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 122 \\ & 36 \% \end{aligned}$ | 66 <br> $38 \%$ | $\begin{aligned} & 112 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 99 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 227 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 76 \\ 31 \% \end{gathered}$ | $\begin{gathered} 115 \\ 42 \% \\ s \end{gathered}$ | $\begin{gathered} 83 \\ 35 \% \end{gathered}$ | $\begin{gathered} 64 \\ 43 \% \\ s^{*} \end{gathered}$ | $\begin{gathered} 20 \\ 41 \% \end{gathered}$ | $\begin{gathered} 27 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 336 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 48 \\ 31 \% \end{gathered}$ | $\begin{aligned} & 242 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 32 \\ 30 \% \end{gathered}$ | $\begin{gathered} 139 \\ 44 \% \\ e \end{gathered}$ | $\begin{aligned} & 245 \\ & 34 \% \end{aligned}$ | $\begin{gathered} 168 \\ 45 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{aligned} & 217 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 269 \\ & 39 \% \end{aligned}$ | 115 |
| Does notapolv | $\begin{aligned} & 401 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 192 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 38 \\ 26 \% \end{gathered}$ | $65$ $35 \%$ | $\begin{gathered} 61 \\ 34 \% \end{gathered}$ | $\begin{gathered} 83 \\ 45 \% \\ D \end{gathered}$ | $\begin{gathered} 85 \\ 47 \% \\ \text { DEF } \end{gathered}$ | $\begin{gathered} 69 \\ 42 \% \\ \mathrm{D}^{*} \end{gathered}$ | $\begin{aligned} & 103 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 144 \\ 40 \% \\ 1 \end{gathered}$ | $\begin{gathered} 153 \\ 45 \% \\ j \end{gathered}$ | 46 <br> 27\% | 100 $34 \%$ | $\begin{aligned} & 118 \\ & 45 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 136 \\ & 45 \% \\ & \text { MN } \end{aligned}$ | 224 | ${ }_{40 \%}^{177}$ | $\begin{gathered} 112 \\ 46 \% \\ \text { TV } \end{gathered}$ | 97\% | 88 $37 \%$ | $\begin{gathered} 42 \\ 29 \% \end{gathered}$ | $\begin{gathered} 23 \\ 46 \% \end{gathered}$ | $\begin{gathered} 39 \\ 44 \% \end{gathered}$ | 328 $37 \%$ | 72 $47 \%$ | $\begin{gathered} 258 \\ 42 \% \\ \mathrm{~b} \end{gathered}$ | 100 | ${ }_{40}^{42}$ | - | $\begin{gathered} 297 \\ 41 \% \\ d \end{gathered}$ | 126 | $\begin{gathered} 275 \\ 41 \% \\ f \end{gathered}$ | ${ }_{41 \%}^{281}$ | 120 $34 \%$ |
| Don't know | $\begin{aligned} & 253 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 149 \\ 29 \% \\ \text { B } \end{gathered}$ | 55 <br> 38\% <br> FGHI | $\begin{gathered} 57 \\ 30 \% \\ \text { GH } \end{gathered}$ | $\begin{gathered} 45 \\ 25 \% \end{gathered}$ | 31 <br> 17\% | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | 34 <br> 21\% | $\begin{gathered} 112 \\ 34 \% \\ \mathrm{KL} \end{gathered}$ | 76 <br> 21\% | $\begin{gathered} 65 \\ 19 \% \end{gathered}$ | 60 35\% <br> op | 86 <br> 29\% <br> op | $\begin{gathered} 47 \\ 18 \% \end{gathered}$ | $\begin{gathered} 60 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 145 \\ & 24 \% \end{aligned}$ | 108 <br> $24 \%$ <br> 2, | 56 <br> 23\% | $\begin{gathered} 60 \\ 22 \% \end{gathered}$ | $\begin{gathered} 67 \\ 28 \% \end{gathered}$ | $\begin{gathered} 41 \\ 28 \% \end{gathered}$ | $\begin{gathered} 6 \\ 13 \% \end{gathered}$ | $\begin{gathered} 23 \\ 26 \% \end{gathered}$ | 220 <br> 25\% | 34 <br> 22\% | $\begin{aligned} & 117 \\ & 19 \% \end{aligned}$ | 105 $33 \%$ $\%$ | $\begin{gathered} 31 \\ 30 \% \\ \mathrm{a}^{*} \end{gathered}$ | $\begin{gathered} 70 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 25 \% \end{aligned}$ | 78 $21 \%$ | $\begin{aligned} & 175 \\ & 26 \% \end{aligned}$ | 139 20\% | 114 $33 \%$ $h$ |

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.
Overiap formulae used
ColumnProportions (5\%): A,B/C,D/E///G/H/H/J/K/L,M/N/O/P,Q/R,S/T/U/V/W//,Y/Z,a/b/C,d/e,///,h/h/1 Minimum Base: 30(**) Small Base: $1000^{*}$ )
ColumnMeans ( $5 \%$ : : A,B/C, D/E/F/G/H/, 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: $30\left({ }^{* *}\right)$ Small Base: $100\left({ }^{*}\right)$

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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  | $\begin{aligned} & \text { ns } \\ & \begin{array}{c} \text { Favourab } \\ \text { eto } \\ \text { Braverma } \end{array} \end{aligned}$ | Unfavoura ble to Braverm | $\begin{gathered} \text { Favourabl } \\ \text { etro } \\ \text { Barclay } \end{gathered}$ | Unfavoura ble to Barclay | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Conservati } \\ \text { ye } \end{gathered}$ | Labur | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourabl e to Cons | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Cons } \end{aligned}$ | $\begin{aligned} & \text { Favourab } \\ & \text { eto to } \end{aligned}$ | Unfavoura ble to tab | $\begin{aligned} & \text { Favourabl } \\ & \text { e eto Lib } \\ & \text { Dems } \end{aligned}$ | Unfavoura ble to Lib Dems | Favourabl e to Green Party | ble to Green Party | $\begin{aligned} & \text { Favourabl Un } \\ & \text { Reform Uk Re } \\ & \text { Re } \end{aligned}$ | Unfavoura ble to Reform UK | Favourabl e to Sunak | Unfavoura ble to Sunak | $\begin{gathered} \text { Favourab } \\ \text { eto } \\ \text { Starmer } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { bute to } \\ & \text { Starmer } \end{aligned}$ | Favourab | Unfavoura ble to Hunt |  |  |  |  | Positive | $\begin{gathered} \text { Negative } \\ \text { impact } \end{gathered}$ |
|  | (A) | (8) | (c) | (D) | (E) | (F) | (G) | (H) | (I) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (z) | (a) | (b) | (c) |
| Unveighted 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 | $\begin{aligned} & 384 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 93 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 175 \\ & 60 \% \\ & \text { BE } \end{aligned}$ | $\begin{gathered} 39 \\ 54 \% \\ \text { Be* } \end{gathered}$ | $\begin{gathered} 34 \\ 36 \% \\ \hline \end{gathered}$ | $\begin{gathered} 188 \\ 46 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 129 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 86 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 244 \\ & 45 \% \\ & \text { KMO } \end{aligned}$ | $\begin{gathered} 240 \\ 60 \% \\ \text { HKMNOPQ } \end{gathered}$ | $\begin{aligned} & 64 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 134 \\ 57 \% \\ \text { HKMNOPQ } \end{gathered}$ | $\begin{gathered} 108 \\ 30 \% \\ k \end{gathered}$ | $\begin{gathered} 150 \\ 550 \\ \text { нкмор } \end{gathered}$ | $\begin{gathered} 99 \\ 32 \% \\ k \end{gathered}$ | $\begin{gathered} 54 \\ 38 \% \\ k \end{gathered}$ | $\begin{aligned} & 191 \\ & 43 \% \\ & \text { kno } \end{aligned}$ | $\begin{gathered} 100 \\ 37 \% \\ u \end{gathered}$ | $\begin{gathered} 225 \\ 44 \% \\ u \end{gathered}$ | $\begin{gathered} 222 \\ 71 \% \\ \text { RSuwxrza } \end{gathered}$ | $\begin{aligned} & 64 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 43 \% \\ & \text { Rux } \end{aligned}$ | $\begin{aligned} & 205 \\ & 46 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 56 \\ 35 \% \\ 0 \% \end{gathered}$ | $\begin{gathered} 224 \\ 44 \% \\ u \end{gathered}$ | $\begin{gathered} 66 \\ 40 \% \\ u \end{gathered}$ | $\begin{gathered} 172 \\ 45 \% \\ u \% \end{gathered}$ | $\begin{gathered} 98 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 232 \\ & 40 \% \end{aligned}$ |
| Does not apply | $\begin{aligned} & 401 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 181 \\ 57 \% \\ c \end{gathered}$ | $\begin{gathered} 59 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 48 \% \\ & \text { co } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 150 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 158 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & \text { 109 } \\ & 46 \% \\ & \text { win } \end{aligned}$ | $\begin{aligned} & 199 \\ & 36 \% \\ & \pi \end{aligned}$ | $\begin{aligned} & 77 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 226 \\ 68 \% \\ \text { HuแMNopa } \end{gathered}$ | $\begin{gathered} 65 \\ 28 \% \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 185 \\ & 52 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 96 \\ 32 \% \\ \hline \end{gathered}$ | $\begin{gathered} 165 \\ 53 \% \\ \text { Huna } \end{gathered}$ |  | $\begin{aligned} & 180 \\ & 41 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 129 \\ & \text { 48\% } \\ & \text { srwr } \end{aligned}$ | $\begin{gathered} 179 \\ 35 \% \\ T \end{gathered}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 251 \\ 67 \% \\ \text { RSTwxraa } \end{gathered}$ | $\begin{aligned} & 101 \\ & \text { } \begin{array}{c} 66 \% \\ \text { sT } \end{array} \end{aligned}$ | $\begin{gathered} 171 \\ 38 \% \\ T \end{gathered}$ | $\begin{gathered} 84 \\ 54 \% \\ \text { stwraz } \\ \text { sta } \end{gathered}$ | $\begin{gathered} 197 \\ 39 \% \\ T \end{gathered}$ | $\begin{gathered} 72 \\ 44 \% \\ T \end{gathered}$ | $\begin{aligned} & 158 \\ & 41 \% \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 209 \\ & 36 \% \end{aligned}$ |
| Don't know | $\begin{aligned} & 253 \\ & 24 \% \\ & 24 \% \end{aligned}$ | $\begin{gathered} 42 \\ 13 \% \end{gathered}$ | $\begin{gathered} 55 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 67 \\ 16 \% \end{gathered}$ | $\begin{gathered} 61 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 106 \\ & 19 \% \\ & \text { kp } \end{aligned}$ | $\begin{gathered} 83 \\ \begin{array}{c} 81 \% \\ \text { kiva } \end{array} \end{gathered}$ | $\begin{aligned} & 42 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 36 \\ 15 \% \end{gathered}$ | $\begin{gathered} 65 \\ 18 \% \\ k \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 48 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 15 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 70 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 42 \\ 16 \% \\ v \end{gathered}$ | $\begin{gathered} 105 \\ 21 \% \\ \text { trwxa } \end{gathered}$ | $\begin{aligned} & 43 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 60 \\ 16 \% \end{gathered}$ | $\begin{gathered} 22 \\ 10 \% \end{gathered}$ | $\begin{gathered} 73 \\ 16 \% \end{gathered}$ | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 90 \\ & 18 \% \\ & \text { var } \end{aligned}$ | $\begin{gathered} 26 \\ 16 \% \\ v \end{gathered}$ | $\begin{gathered} 53 \\ 14 \% \end{gathered}$ | $\begin{gathered} 29 \\ 14 \% \end{gathered}$ | 137 24\% 6 |

[^14]


Political Pulse August 2023 (Week 32)

O14. Now thinking Adoutret Prime Minister Rishi Sunak and Labour leader Reir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Summan All Adults aged $18+$ in Great Britain

|  | Q14. Now thinkingabout Prime MinisterRishi Sunak andLabour leader KeirStarmer, to whatextent would you sayit is clear what eachleader stands for, ornot?Rishi |  |
| :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { Rishi } \\ & \text { Sunak, } \\ & \text { Leader of } \\ & \text { the } \\ & \text { Conservati } \\ & \text { ve Party } \\ & \text { and Prime } \\ & \text { Minister } \end{aligned}$ |
|  | (A) | (8) |
| Unweighted base | 1088 | 1088 |
| Wegighed base | 1088 | 1088 |
| verclear | $\begin{aligned} & 158 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 189 \\ & 17 \% \\ & 17 \% \end{aligned}$ |
| Fariry cear | $\begin{aligned} & 339 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & \begin{array}{c} 380 \\ 35 \% \end{array} \\ & \hline \end{aligned}$ |
| Notver clear | $\begin{gathered} 279 \\ 26 \% \end{gathered}$ | ${ }_{21 \%}^{224}$ |
| Notclearatal | $\begin{gathered} 197 \\ 188 \end{gathered}$ | (182\% |
| Dor't know | $\begin{aligned} & 115 \\ & 11 \% \end{aligned}$ | - ${ }_{9 \%}^{103}$ |
| Net: Ven/fariry clar | $\begin{aligned} & 497 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 569 \\ 52 \% \end{gathered}$ |
| Net: Not ver/notatal lear | 476\% | (416\% |

## Its of the international quality standard for market research, 150 20252 and with the Psoss Terms and Conditions




| 22-087220-32-11th - 14th August 2023 pUBLIC <br> 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 |  |  |  |  |  |  |  |  |  | ated Age |  |  | Generat |  |  | Social |  |  |  | Reg |  |  |  | Urian |  |  | varita statu |  | ${ }_{\text {Pres of chi }}^{\text {(17) }}$ | aideren HH |  | mation | Employm | nt status |
|  | ${ }_{\text {Total }}^{\text {(a) }}$ | $\begin{gathered} \text { Male } \\ \text { (B) } \end{gathered}$ | $\begin{aligned} & \text { Female } \\ & \text { (c) } \end{aligned}$ | $\begin{gathered} 18.24 \\ (0) \\ (0) \end{gathered}$ | $\underset{\substack{25 \cdot 39 \\(\mathrm{E})}}{ }$ | $\begin{gathered} 35.44 \\ \text { (f) } \end{gathered}$ | $\begin{gathered} 45.54 \\ \hline(6) \\ \hline \end{gathered}$ | $\begin{gathered} 55.64 \\ (H) \end{gathered}$ | $\begin{aligned} & \text { 65t } \\ & \text { (1) } \end{aligned}$ | $\begin{gathered} 18 \cdot 34 \\ \text { (1) } \end{gathered}$ | $\begin{gathered} 35.54 \\ (\mathrm{k}) \end{gathered}$ | $\begin{aligned} & \text { 55+ } \\ & (4) \end{aligned}$ | $\begin{aligned} & \text { Gen z } \\ & \text { (M) } \end{aligned}$ | $\begin{gathered} \text { Millennial } \\ \text { (N) } \end{gathered}$ | $\begin{aligned} & \text { Gen } \mathrm{X}+ \\ & \text { (0) } \end{aligned}$ | $\begin{gathered} \text { Baby } \\ \text { Boomer } \\ \text { (P) } \end{gathered}$ | ${ }^{\text {abc1 }}$ | $\begin{gathered} \text { C20E } \\ (\mathrm{R}) \end{gathered}$ | $\begin{gathered} \text { North } \\ (s) \end{gathered}$ | $\begin{aligned} & \text { Midlands } \\ & (\pi) \end{aligned}$ | $\begin{aligned} & \text { South } \\ & \text { (U) } \end{aligned}$ | $\begin{gathered} \text { London } \\ \text { (v) } \end{gathered}$ | $\begin{gathered} \text { Wales } \\ \text { (w) } \end{gathered}$ | $\begin{gathered} \text { Scotand } \\ (x) \end{gathered}$ | Urban | $\begin{aligned} & \text { Rurall } \\ & \text { (z) } \end{aligned}$ | Married/Civingas <br> Maried (a) | $\begin{aligned} & \text { Single } \\ & \text { (b) } \end{aligned}$ | $\begin{aligned} & \text { Widowed/ } \\ & \text { Divereal/ } \\ & \text { Separated } \\ & \text { (c) } \end{aligned}$ | $\begin{aligned} & \text { At least } \\ & \text { one chidd } \\ & \text { present } \end{aligned}$ | $\underset{\substack{\text { chicren } \\ \text { present }}}{\text { (e) }}$ | $\begin{aligned} & \text { Graduate } \\ & \text { (f) } \end{aligned}$ | $\underset{\substack{\text { Non- } \\ \text { gratuate } \\(\mathrm{z})}}{\text { and }}$ | $\begin{aligned} & \text { Working } \\ & \text { (h) } \end{aligned}$ | $\underset{\substack{\text { working } \\ \text { (i) }}}{\text { Not }}$ |
| 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 | ${ }^{33}$ | 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 |
| verc cear | $\begin{aligned} & 158 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{gathered} 97 \\ \substack{\text { 18\% } \\ c} \end{gathered}$ | $\begin{aligned} & 60 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 22 \\ { }_{19 \%} \\ H \end{gathered}$ | $\begin{aligned} & 25 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 34 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 39 \\ 15 \% \\ 15 \% \end{gathered}$ | $\begin{aligned} & 46 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 56 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 55 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 26 \\ \text { 18\% } \\ 0 \end{gathered}$ | $\begin{gathered} 52 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & \text { 10\% } \end{aligned}$ | $\begin{aligned} & 47 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 80 \\ 13 \% \\ 13 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 42 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 21\% } \\ & 0 . \end{aligned}$ | $\begin{gathered} 4 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 256 \\ & \text { suw. } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 137 \\ 15 \% \end{array} \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & \begin{array}{l} 18 \% \\ \text { bc } \end{array} \end{aligned}$ | $\begin{aligned} & 30 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 11 \\ 8 \% \\ 8 \% \end{gathered}$ | $\begin{gathered} 66 \\ 22 \% \end{gathered}$ | $\begin{gathered} 92 \\ 12 \% \end{gathered}$ | $\begin{gathered} 54 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 104 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 115 \\ 18 \% \end{gathered}$ | a3 $10 \%$ |
| Fariry clear | $\begin{aligned} & 339 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 27 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & \text { 40\% } \\ & \text { oH } \end{aligned}$ | $\begin{aligned} & 56 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 112 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 41 \\ & 296 \\ & 296 \end{aligned}$ | $\begin{aligned} & 108 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 97 \\ 29 \% \end{gathered}$ | $\begin{aligned} & 180 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 336 \end{aligned}$ | $\begin{aligned} & 64 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 92 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 27 \\ \begin{array}{c} \text { 53\% } \\ \text { sux* } \end{array} \end{gathered}$ | $\begin{aligned} & 23 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 288 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 51 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 88 \\ 30 \% \end{gathered}$ | $\begin{aligned} & 36 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 110 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 229 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 205 \\ & 32 \% \end{aligned}$ | (134 |
| Not vercrear | $\begin{aligned} & 279 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 142 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 28 \% \end{aligned}$ | $\underset{\substack { 52 \\ \begin{subarray}{c}{28 \% \\ \varepsilon{ 5 2 \\ \begin{subarray} { c } { 2 8 \% \\ \varepsilon } }\end{subarray}}{\substack{2 \\ \hline}}$ | $\begin{aligned} & 53 \\ & 32 \% \end{aligned}$ | $\begin{gathered} 69 \\ 27 \% \end{gathered}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & \text { 28\% } \\ & \text { 28\% } \end{aligned}$ | $\begin{aligned} & 122 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 31 \\ & 228 \\ & 228 \end{aligned}$ | $\begin{aligned} & 59 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 76 \\ 29 \% \\ N \end{gathered}$ | $\begin{aligned} & \text { 100 } \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 95 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 74 \\ \text { 72\% } \\ \text { 29\% } \end{gathered}$ | $\begin{aligned} & 222 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 7 \\ 14 \% \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 227 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 52 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 25 \% \\ & 25 \end{aligned}$ | $\begin{aligned} & 80 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 36 \\ & 27 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 219 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 96 \\ 28 \% \end{gathered}$ | $\begin{aligned} & 183 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 24 \% \end{aligned}$ | 124 $28 \%$ |
| Notclearatal | $\begin{aligned} & 197 \\ & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 107 \\ & 20 \% \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 13 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 41 \\ 22 \% \\ \text { of } \\ \hline \text { n } \end{gathered}$ | $\begin{gathered} 36 \\ \text { 22\% } \\ \text { DF } \end{gathered}$ | $\begin{aligned} & 64 \\ & \begin{array}{l} 65 \% \\ \text { ofef } \end{array} \end{aligned}$ | $\begin{aligned} & 36 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & \text { 22\% } \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 77 \\ & \substack{23 \% \\ \text { mv }} \end{aligned}$ | $\begin{aligned} & 114 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 59 \\ & \text { 23\% } \end{aligned}$ | $\begin{aligned} & 51 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 46 \\ 18 \% \\ \text { 18\% } \end{gathered}$ | $\begin{aligned} & 12 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & \text { 20\% } \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 169 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 25 \% \end{aligned}$ | $\begin{gathered} 34 \\ 11 \% \end{gathered}$ | $\begin{aligned} & 163 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 50 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & \text { 105 } \\ & 16 \% \end{aligned}$ | 92 $21 \%$ |
| Don't know | $\begin{aligned} & 115 \\ & 11 \% \\ & \end{aligned}$ | $\begin{aligned} & 36 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 31 \\ \substack{26 \% \\ \\ \hline 6 \text { 6etl }} \end{gathered}$ | $\begin{aligned} & 31 \\ & \begin{array}{c} 17 \% \\ 6+4 \end{array} \end{aligned}$ | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 16 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{gathered} 62 \\ \left.\begin{array}{c} 61 \% \\ \mathrm{k} \end{array}\right) \end{gathered}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 5 \% \\ & 5 \% \end{aligned}$ | $\begin{gathered} 31 \\ \text { 22\% } \\ \text { op } \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 56 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 60 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 22 \\ 8 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 3 \\ 6 \% \end{gathered}$ | $\begin{gathered} 8 \\ 9 \% \end{gathered}$ | $\begin{aligned} & 98 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | ${ }_{7 \%}^{47}$ | $\begin{gathered} 50 \\ 17 \% \\ \text { cor } \end{gathered}$ | $\begin{aligned} & 19 \\ & 19 \% \end{aligned}$ | 29 $10 \%$ | $\begin{aligned} & 86 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 94 \\ 13 \% \\ 13 \% \end{gathered}$ | $\begin{aligned} & 65 \\ & 10 \% \end{aligned}$ |  |
| Net: Ven/fariry clear | $\begin{aligned} & 497 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 250 \\ & 47 \% \\ & 4 \% \end{aligned}$ | 2448 | $\begin{aligned} & 49 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 98 \\ \substack{93 \% \\ H} \end{gathered}$ | $\begin{aligned} & 90 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 78 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 388 \end{aligned}$ | $\begin{gathered} 117 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 168 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 181 \\ & 436 \end{aligned}$ | $\begin{aligned} & 67 \\ & 47 \% \end{aligned}$ | $\begin{gathered} 100 \\ \substack{\text { 55\% } \\ \text { op }} \end{gathered}$ | $\begin{aligned} & 103 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 144 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 237 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 99 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 134 \\ & 47 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & \begin{array}{l} 80 \% \\ \text { su0 } \end{array} \end{aligned}$ | $\begin{aligned} & 31 \\ & \text { 60\% } \\ & \text { suv } \end{aligned}$ | $\begin{aligned} & 47 \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 425 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 332 \\ & 50 \% \\ & \text { bc } \end{aligned}$ | $\begin{aligned} & 118 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 47 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 59 \% \end{aligned}$ | $\begin{aligned} & 321 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 172 \\ & 51 \% \end{aligned}$ | 324 $43 \%$ | $\begin{aligned} & 320 \\ & 50 \% \end{aligned}$ | ${ }_{40 \%}^{177}$ |
| Net: Not ver/not atall clear | $\begin{aligned} & { }_{446}^{476} \end{aligned}$ | $\begin{aligned} & 242 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 230 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 37 \\ & 32 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & \text { 30\% } \end{aligned}$ | $\begin{aligned} & 67 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 93 \\ & 50 \% \\ & 0 \mathrm{oE} \\ & \hline \end{aligned}$ | $\begin{aligned} & 90 \\ & \begin{array}{c} 93 \% \\ \text { 5of } \end{array} \end{aligned}$ | $\begin{aligned} & 133 \\ & \begin{array}{l} 13 \% \\ \text { off } \end{array} \end{aligned}$ | $\begin{aligned} & 92 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 44 \% 6 \\ & \text { 49\% } \end{aligned}$ | $\begin{aligned} & 223 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 44 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 91 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 51 \% \\ & \text { MN } \end{aligned}$ | $\begin{aligned} & 176 \\ & 52 \% \\ & M N \end{aligned}$ | $\begin{aligned} & 298 \\ & 499 \end{aligned}$ | $\begin{aligned} & 178 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 136 \\ & 52 \% \\ & \text { 5w } \end{aligned}$ | $\begin{aligned} & \text { 1288 } \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 48 \% \end{aligned}$ | $\begin{aligned} & 34 \\ & 23 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 396 \\ & 43 \% \end{aligned}$ | 79 | $\begin{aligned} & 283 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 124 \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 51 \% \\ & 59 \end{aligned}$ | 93 $31 \%$ | $\begin{gathered} 3828 \\ 48 \% \end{gathered}$ | $\begin{aligned} & \text { 146 } \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 330 \\ & 44 \% \\ & 49 \% \end{aligned}$ | $\begin{aligned} & 260 \\ & 40 \% \\ & 40 \% \end{aligned}$ | $\underset{\substack{216 \\ 49 \% \\ n}}{\substack{\text { a }}}$ |

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? - Keri Starmer, Leader of the Labour party All Adults aged $18+$ in Great Britain

|  | Total <br> Total | General Election 2019 Vote |  |  |  | $\begin{gathered} \text { Referendum } 2016 \\ \text { vote } \end{gathered}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourabe to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Conservati } \\ \text { ve } \end{gathered}$ | Labur | Liberal Democrats | Other | Remain | Leave | Favourable to Cons | Unfavoura <br> ble to <br> Cons | Favourable to Lab | Unfavoura <br> ble to Lab | $\begin{gathered} \text { Favourable } \\ \text { to itib } \\ \text { Dems } \end{gathered}$ | Unfavoura ble to Lib Dems | $\begin{gathered} \text { Favourable } \\ \text { to Green } \\ \text { Party } \end{gathered}$ | $\begin{aligned} & \text { Untavour } \\ & \text { Sle to } \\ & \text { Gren } \\ & \hline \end{aligned}$ Party | Favourable to Reform <br> UK | Unfavoura ble to Reform UK | Favourable to Sunak | Unfavoura <br> ble to <br> Sunak | Favourable to Starmer | Unfavoura ble to Starmer | Favourable to Hunt | Unfavoura ble to Hunt |  | Unfavoura ble to Braverman | Favourable to Barclay | Unfavoura ble to Barclay | Positive impact | Negative impact |
|  | (A) | (B) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (1) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (v) | (2) | (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 clear | $\begin{aligned} & 158 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 21 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 81 \\ 28 \% \\ \text { 81 } \end{gathered}$ | $\begin{gathered} 14 \\ \text { 18\% } \\ 8^{*} \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \\ { }_{8}{ }^{2} \end{gathered}$ | $\begin{aligned} & 81 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 26 \\ 10 \% \\ k \end{gathered}$ | $\begin{aligned} & 111 \\ & \text { 19\% } \\ & \text { Hkno } \end{aligned}$ | $\begin{gathered} 119 \\ 29 \% \\ \text { HHMNoora } \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 58 \\ 24 \% \\ \text { нкмога } \end{gathered}$ | $\begin{aligned} & 55 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 68 \\ \text { 23\% } \\ \text { нкмоа } \end{gathered}$ | $\begin{gathered} 47 \\ 13 \% \\ k \end{gathered}$ | $\begin{gathered} 22 \\ 15 \% \\ k \end{gathered}$ | $\begin{aligned} & 79 \\ & 16 \% \\ & \text { Hk } \end{aligned}$ | $\begin{gathered} 35 \\ 12 \% \\ u \end{gathered}$ | $\begin{aligned} & 105 \\ & \text { 19\% } \\ & \text { Ru } \end{aligned}$ | $\begin{gathered} 123 \\ 38 \% \\ \text { RSUWXXZa } \end{gathered}$ | $\begin{aligned} & 13 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 32 \\ 13 \% \\ u \end{gathered}$ | $\begin{aligned} & 92 \\ & \text { 92\% } \\ & \text { Ru } \end{aligned}$ | $\begin{gathered} 20 \\ 12 \% \\ u \end{gathered}$ | $\begin{aligned} & 104 \\ & \text { 19\% } \\ & \text { Ru } \end{aligned}$ | $\begin{gathered} 28 \\ 16 \% \\ u \end{gathered}$ | $\begin{gathered} 86 \\ 21 \% \\ \text { RUvx } \end{gathered}$ | $\begin{aligned} & 44 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 97 \\ 16 \% \end{gathered}$ |
| Fairly clear | $\begin{aligned} & 339 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 94 \\ & 27 \% \end{aligned}$ | $\begin{gathered} 124 \\ 42 \% \\ 8 \mathrm{BE} \end{gathered}$ | $\begin{gathered} 32 \\ 41 \% \\ { }_{8} \end{gathered}$ | $\begin{gathered} 27 \\ 28 \% \end{gathered}$ | $\begin{gathered} 168 \\ 39 \% \\ 6 \end{gathered}$ | $\begin{gathered} 99 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 81 \\ & 32 \% \\ & \text { kno } \end{aligned}$ | $\begin{aligned} & 202 \\ & \text { 35\% } \\ & \text { knop } \end{aligned}$ | $\begin{gathered} 199 \\ 49 \% \\ \text { HkKMNopa } \end{gathered}$ | $\begin{aligned} & 56 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & \text { 41\% } \\ & \text { HкMOP } \end{aligned}$ | $\begin{gathered} 76 \\ 20 \% \\ k \end{gathered}$ | $\begin{aligned} & 119 \\ & \text { 40\% } \\ & \text { knop } \end{aligned}$ | $\begin{aligned} & 85 \\ & 24 \% \end{aligned}$ | $\begin{gathered} 35 \\ 24 \% \\ k \end{gathered}$ | $\begin{aligned} & 167 \\ & \text { } \begin{array}{l} 55 \% \\ \text { kno } \end{array} \end{aligned}$ | $\begin{gathered} 94 \\ 32 \% \\ u \end{gathered}$ | $\begin{gathered} 184 \\ 34 \% \\ 0 \end{gathered}$ | $\begin{gathered} 167 \\ 51 \% \\ \text { RSUWXXZa, } \end{gathered}$ | $\begin{aligned} & 67 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 76 \\ 32 \% \\ u \end{gathered}$ | $\begin{gathered} 160 \\ 34 \% \\ u \end{gathered}$ | $\begin{gathered} 45 \\ 26 \% \\ u \end{gathered}$ | $\begin{gathered} 193 \\ 35 \% \\ u \end{gathered}$ | $\begin{gathered} 60 \\ 33 \% \\ u \end{gathered}$ | $\begin{gathered} 138 \\ 34 \% \\ u \end{gathered}$ | $\begin{aligned} & 60 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 234 \\ & 39 \% \end{aligned}$ |
| Not very clear | $\begin{aligned} & 279 \\ & 26 \% \end{aligned}$ | $\begin{gathered} 121 \\ 34 \% \\ c \end{gathered}$ | $\begin{aligned} & 56 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & 23 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 103 \\ & 24 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 30 \% \end{aligned}$ | $\begin{aligned} & 76 \\ & 30 \% \\ & \text { 3N0 } \end{aligned}$ | $\begin{aligned} & 132 \\ & 23 \% \\ & \text { 23\% } \end{aligned}$ | $\begin{aligned} & 60 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 36 \% \\ & \text { uexvoo } \end{aligned}$ | $\begin{gathered} 51 \\ 21 \% \\ \text { 21\% } \end{gathered}$ | $\begin{gathered} 103 \\ 27 \% \\ \hline 1 \end{gathered}$ | $\begin{gathered} 67 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 82 \\ 23 \% \\ 28 \end{gathered}$ | $\begin{gathered} 43 \\ 29 \% \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 116 \\ & 24 \% \\ & \text { 24\% } \end{aligned}$ | $\begin{aligned} & 94 \\ & 32 \% \\ & 5 \times v a \end{aligned}$ | $\begin{gathered} 123 \\ 23 \% \\ T \end{gathered}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 152 \\ \begin{array}{c} 17 \% \\ \text { stwxrza } \end{array} \end{gathered}$ | $\begin{gathered} 68 \\ \text { 28\% } \\ \hline \end{gathered}$ | $\begin{aligned} & 122 \\ & 26 \% \\ & { }_{2} \end{aligned}$ | $\begin{gathered} 46 \\ 27 \% \\ T \end{gathered}$ | $\begin{gathered} 129 \\ 24 \% \\ T \end{gathered}$ | $\begin{gathered} 49 \\ 27 \% \\ \hline \end{gathered}$ | $\begin{gathered} 89 \\ 21 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 67 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 153 \\ & 25 \% \\ & 25 \% \end{aligned}$ |
| Not clear at all | $\begin{aligned} & 197 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 103 \\ & \text { 29\% } \\ & \text { co } \end{aligned}$ | $\begin{aligned} & 21 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 9 \\ 11 \% \end{gathered}$ | $\begin{gathered} 21 \\ 22 \% \\ c^{2} \\ c^{+} \end{gathered}$ | $\begin{gathered} 62 \\ 14 \% \end{gathered}$ | $\begin{gathered} 96 \\ 25 \% \\ \text { 25 } \end{gathered}$ | $\begin{aligned} & 63 \\ & 25 \% \\ & \text { 3N\% } \end{aligned}$ | $\begin{aligned} & 102 \\ & 17 \% \\ & \text { un } \end{aligned}$ | $\begin{aligned} & 11 \\ & 3 \% \\ & 3 \end{aligned}$ | $\begin{gathered} 158 \\ \begin{array}{c} 13 \% \\ \text { HUMNoor } \end{array} \end{gathered}$ | $\begin{gathered} 25 \\ 10 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 133 \\ & \text { 35\% } \\ & \text { Hulva } \end{aligned}$ | $\begin{gathered} 28 \\ 10 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 123 \\ & 35 \% \\ & \text { Huwna } \\ & \text { Hus } \end{aligned}$ | $\begin{aligned} & 42 \\ & \text { 29\% } \\ & \text { vive } \end{aligned}$ | $\begin{aligned} & 103 \\ & \text { 21\% } \\ & \text { נın } \end{aligned}$ | $\begin{gathered} 65 \\ 22 \% \\ \hline \end{gathered}$ | $\begin{gathered} 97 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 160 \\ \text { 39\% } \\ \text { Rstwra } \end{gathered}$ | $\begin{gathered} 61 \\ 25 \% \\ \pi \\ \pi \end{gathered}$ | $\begin{gathered} 86 \\ 18 \% \\ T \end{gathered}$ | $\begin{gathered} 55 \\ \begin{array}{c} 52 \% \\ \text { RSTwra } \end{array} \end{gathered}$ | $\begin{gathered} 93 \\ 17 \% \\ T \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \\ \hline \end{gathered}$ | $\begin{gathered} 88 \\ 21 \% \\ \pi \end{gathered}$ | $\begin{gathered} 54 \\ 23 \% \\ \end{gathered}$ | $\begin{gathered} 75 \\ 12 \% \end{gathered}$ |
| Don't know | $\begin{aligned} & 115 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{aligned} & 5 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 7 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 6 \% \\ & k \end{aligned}$ | $\begin{aligned} & 19 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 8 \\ 2 \% \end{gathered}$ | $\begin{gathered} 8 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \\ & k \end{aligned}$ | $\begin{aligned} & 16 \\ & 5 \% \\ & k \end{aligned}$ | $\begin{aligned} & 14 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 4 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 29 \\ & 5 \% \\ & \text { Rrwa } \\ & \text { Re } \end{aligned}$ | $\begin{gathered} 5 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 18 \\ & 4 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{gathered} 5 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 5 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 4 \% \\ & \text { twa } \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 3 \% \end{aligned}$ | $\begin{gathered} 8 \\ 3 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 45 \\ & 7 \% \end{aligned}$ |
| Net: Very/fariry clear | $\begin{aligned} & 497 \\ & 46 \% \end{aligned}$ | $\begin{aligned} & 115 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 205 \\ 70 \% \\ \text { be } \end{gathered}$ | $\begin{gathered} 46 \\ 59 \% \\ 8^{*} \end{gathered}$ | $\begin{aligned} & 48 \\ & 50 \% \\ & { }^{8} \end{aligned}$ | $\begin{gathered} 250 \\ 58 \% \\ 6 \end{gathered}$ | $\begin{aligned} & 154 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 42 \% \end{aligned}$ | $\begin{gathered} 314 \\ 54 \% \\ \text { Hкмор } \end{gathered}$ | $\begin{gathered} 318 \\ \text { 718\% } \\ \text { HKKMNopa } \end{gathered}$ | $\begin{aligned} & 72 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 158 \\ \text { 65\% } \\ \text { HKмМога } \end{gathered}$ | $\begin{gathered} 132 \\ 34 \% \\ k \end{gathered}$ | $\begin{gathered} 187 \\ 63 \% \\ \text { HKкморa } \end{gathered}$ | $\begin{gathered} 132 \\ 37 \% \\ k \end{gathered}$ | $\begin{gathered} 58 \\ 40 \% \\ k \end{gathered}$ | $\begin{gathered} 246 \\ 51 \% \\ \text { Hкмор } \end{gathered}$ | $\begin{gathered} 129 \\ 44 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 28 \\ & 54 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 289 \\ 88 \% \\ \text { RSUWWXIZa } \end{gathered}$ | $\begin{aligned} & 80 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 109 \\ 45 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 252 \\ & 53 \% \\ & \text { Rux } \end{aligned}$ | $\begin{gathered} 65 \\ 38 \% \\ u \end{gathered}$ | $\begin{aligned} & 297 \\ & 55 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{gathered} 88 \\ 49 \% \\ \text { ux } \end{gathered}$ | $\begin{aligned} & 225 \\ & 54 \% \\ & \text { Ruvx } \end{aligned}$ | $\begin{aligned} & 103 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 330 \\ & 55 \% \end{aligned}$ |
| Net: Not very/not at all clear | $\begin{aligned} & 476 \\ & 44 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 223 \\ & 649 \\ & \text { CoE } \end{aligned}$ | $\begin{gathered} 76 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 27 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 43 \\ \text { 45\% } \\ c \end{gathered}$ | $\begin{aligned} & 164 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 213 \\ 55 \% \\ 5 \end{gathered}$ | $\begin{gathered} 139 \\ \text { 35\% } \\ \text { unvo } \end{gathered}$ | $\begin{aligned} & 234 \\ & \text { 20\% } \\ & \text { נun } \end{aligned}$ | $\begin{aligned} & 72 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 291 \\ \text { 29\% } \\ \text { HuMMooa } \end{gathered}$ | $\begin{gathered} 76 \\ 32 \% \\ 32 \% \end{gathered}$ | $\begin{gathered} 236 \\ \text { 21\% } \\ \text { wiva } \end{gathered}$ | $\begin{gathered} 96 \\ 32 \% \\ \hline 3 \end{gathered}$ | $\begin{aligned} & 206 \\ & 58 \% \\ & \text { wiva } \end{aligned}$ | $\begin{gathered} 85 \\ 55 \% \\ \text { wiva } \end{gathered}$ |  | $\begin{aligned} & 159 \\ & 54 \% \\ & \text { stwa } \end{aligned}$ | $\begin{aligned} & 220 \\ & { }^{22 \%} \\ & \hline 14 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 312 \\ 76 \% \\ \text { Bstwxra } \end{gathered}$ | $\begin{aligned} & 128 \\ & \begin{array}{l} 12 \% \\ 5 \text { stra } \end{array} \end{aligned}$ | $\begin{aligned} & 207 \\ & 44 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 102 \\ 59 \% \\ \text { stwraz } \end{gathered}$ | $\begin{gathered} 222 \\ { }^{22 \%} \\ \hline 1 \end{gathered}$ | $\begin{aligned} & 90 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 43 \% \\ & 43 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 228 \\ & 38 \% \end{aligned}$ |

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 <br> Total <br> (A) | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urran/Rural |  | Marital Staus |  |  |  |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Male }}^{\substack{\text { Male } \\ \text { (8) }}}$ | Female (C) | ${ }^{18.24}$ | ${ }_{\text {(E) }}^{25.34}$ | ${ }_{\text {(F) }} 35$ | ${ }_{\text {(6) }}^{\text {(6) }}$ | ${ }_{\text {(H) }}^{\text {ct }}$ | ${ }^{65+}$ | (18.34 | ${ }_{\text {3 }}^{\text {35.54 }}$ (k) | (1) |  | Millennial <br> $\mathbf{s}$ <br> $(N)$ | ${ }_{\text {Gen } \mathrm{X}}^{\text {(0) }}$ | Baby Boomer (P) | ${ }_{\text {abc1 }}(10)$ | ${ }_{\text {cter }}^{\text {c20 }}$ | ${ }_{\text {(s) }}^{\text {Norn }}$ | (T) | South | (v) | Wales (w) | ${ }_{\text {Scoliand }}^{\text {(x) }}$ | Urban (Y) | Rural | Married/ Living as Married <br> (a) | Single <br> (b) | Widowed/ <br> Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {Not }}^{\substack{\text { Not } \\ \text { working } \\ \text { (i) }}}$ |
| 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 |
| Weighed 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 | ${ }^{43}$ |
| verc clear | $\begin{aligned} & 189 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 96 \\ 18 \% \end{gathered}$ | $\begin{gathered} 92 \\ 17 \% \end{gathered}$ | $\begin{gathered} 19 \\ 16 \% \end{gathered}$ | $\begin{gathered} 27 \\ 14 \% \end{gathered}$ | $\begin{gathered} 36 \\ 21 \% \\ H \end{gathered}$ | $\begin{gathered} 26 \\ 14 \% \end{gathered}$ | $\begin{gathered} 19 \\ 11 \% \end{gathered}$ | $\begin{gathered} 62 \\ 24 \% \\ \text { GH } \end{gathered}$ | $46$ $15 \%$ | $\begin{gathered} 62 \\ 17 \% \end{gathered}$ | 81 <br> 19\% | 23 <br> $16 \%$ | $\begin{gathered} 55 \\ 19 \% \end{gathered}$ | $\begin{gathered} 35 \\ 14 \% \end{gathered}$ | - ${ }_{\text {66 }}^{19 \%}$ | $\begin{aligned} & 107 \\ & 18 \% \end{aligned}$ | 82 $17 \%$ | 44 <br> 17\% | 48 $17 \%$ | $\begin{gathered} 45 \\ 18 \% \end{gathered}$ | $\begin{gathered} 23 \\ 16 \% \end{gathered}$ | $\begin{gathered} 10 \\ 19 \% \end{gathered}$ | $\begin{gathered} 19 \\ 20 \% \end{gathered}$ | 158 $17 \%$ | 31 $18 \%$ | $\begin{gathered} 135 \\ 20 \% \\ b \end{gathered}$ | 34 $12 \%$ | $\begin{gathered} 21 \\ 15 \% \end{gathered}$ | $\begin{gathered} 66 \\ 22 \% \\ e \end{gathered}$ | 124 $16 \%$ | $\begin{gathered} 72 \\ 21 \% \\ \mathrm{~g} \end{gathered}$ | - | 114 $18 \%$ | 75 $17 \%$ |
| Fariry clear | $\begin{aligned} & 380 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 177 \\ & 33 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 36 \% \end{aligned}$ | 43 <br> 37\% | $\begin{gathered} 72 \\ 39 \% \end{gathered}$ | 53 <br> 31\% | $\begin{gathered} 68 \\ 36 \% \end{gathered}$ | 58 <br> 35\% | 85 <br> $33 \%$ | $\begin{aligned} & 116 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 121 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 143 \\ & 34 \% \end{aligned}$ | 58 <br> 41\% | $\begin{gathered} 97 \\ 33 \% \end{gathered}$ | $\begin{gathered} 91 \\ 35 \% \end{gathered}$ | - | $\begin{gathered} 237 \\ 39 \% \\ \text { R } \end{gathered}$ | 192 $30 \%$ | 96 <br> 37\% | 104 $37 \%$ | $\begin{gathered} 88 \\ 35 \% \end{gathered}$ | $\begin{gathered} 45 \\ 30 \% \end{gathered}$ | $\begin{gathered} 22 \\ 42 \% \end{gathered}$ | $\begin{gathered} 25 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 320 \\ & 35 \% \end{aligned}$ | 59 35\% | $\begin{aligned} & 226 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 53 \\ 39 \% \end{gathered}$ | ¢ | - ${ }_{\text {276 }}$ |  | 252 <br> $34 \%$ | 228 | 151 <br> $34 \%$ |
| Not verclear | $\begin{aligned} & 224 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 109 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 20 \% \end{aligned}$ | 16 <br> 14\% | $\begin{gathered} 31 \\ 17 \% \end{gathered}$ | 41 <br> 24\% | $\begin{gathered} 42 \\ 22 \% \end{gathered}$ | $\begin{gathered} 49 \\ 29 \% \\ \text { DE1 } \end{gathered}$ | 44 17\% | 48 <br> 16\% | $\begin{gathered} 83 \\ 23 \% \\ 1 \end{gathered}$ | $\begin{gathered} 93 \\ 22 \% \end{gathered}$ | 20 <br> 14\% | $\begin{gathered} 57 \\ 19 \% \end{gathered}$ | $\begin{gathered} 62 \\ 23 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 81 \\ 24 \% \\ \mathrm{M} \end{gathered}$ | $119$ $19 \%$ | $\begin{aligned} & 105 \\ & 22 \% \end{aligned}$ | $\begin{gathered} 41 \\ 16 \% \end{gathered}$ | $\begin{gathered} 62 \\ 22 \% \end{gathered}$ | 54 <br> 22\% | $\begin{gathered} 37 \\ 25 \% \end{gathered}$ | 7 <br> 14\% | $\begin{gathered} 22 \\ 23 \% \end{gathered}$ | $\begin{aligned} & 190 \\ & 21 \% \end{aligned}$ | 34 20\% | $\begin{aligned} & 142 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 65 \\ 22 \% \end{gathered}$ | $\begin{gathered} 17 \\ 13 \% \end{gathered}$ | $\begin{gathered} 62 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 162 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 75 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 20 \% \end{aligned}$ | $\begin{aligned} & 135 \\ & 21 \% \end{aligned}$ | 89 20\% |
| Not clearatal | $\begin{aligned} & 192 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 111 \\ 21 \% \\ c \end{gathered}$ | $\begin{gathered} 80 \\ 15 \% \end{gathered}$ | $\begin{gathered} 14 \\ 12 \% \end{gathered}$ | $\begin{gathered} 28 \\ 15 \% \end{gathered}$ | 31 <br> 18\% | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\begin{gathered} 27 \\ 16 \% \end{gathered}$ | 54 <br> 21\% | $\begin{gathered} 42 \\ 14 \% \end{gathered}$ | $\begin{gathered} 68 \\ 19 \% \end{gathered}$ | $\begin{gathered} 82 \\ 19 \% \end{gathered}$ | $\begin{gathered} 17 \\ 12 \% \end{gathered}$ | $\begin{gathered} 50 \\ 17 \% \end{gathered}$ | $\begin{gathered} 51 \\ 19 \% \end{gathered}$ | $\begin{gathered} 59 \\ 18 \% \end{gathered}$ | $98$ $16 \%$ | $\begin{gathered} 94 \\ 20 \% \end{gathered}$ | 60 <br> 23\% <br> UV | $\begin{gathered} 51 \\ 18 \% \end{gathered}$ | 35 <br> 14\% | $\begin{gathered} 17 \\ 11 \% \end{gathered}$ | 8 <br> 16\% | $\begin{gathered} 21 \\ 22 \% \end{gathered}$ | $\begin{aligned} & 166 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 26 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 121 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 47 \\ 16 \% \end{gathered}$ | $\begin{gathered} 25 \\ 18 \% \end{gathered}$ | $\begin{gathered} 44 \\ 15 \% \end{gathered}$ | $\begin{aligned} & 149 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 48 \\ 14 \% \end{gathered}$ | $\begin{gathered} 145 \\ 19 \% \\ \mathrm{f} \end{gathered}$ | $\begin{aligned} & 111 \\ & 17 \% \end{aligned}$ | 81 $18 \%$ |
| Don't know | 103 $9 \%$ | 35 $7 \%$ | $\begin{gathered} 67 \\ 12 \% \\ \text { B } \end{gathered}$ | 24 <br> 20\% <br> FGHI | $\begin{gathered} 27 \\ 14 \% \end{gathered}$ | ${ }_{7 \%}^{12}$ | 17\% | 15 | 12 $4 \%$ | 51 <br> 17\% <br> KL | ${ }_{\substack{26 \\ 7 \%}}$ | 26 | 24 <br> 17\% <br> op | 33 $11 \%$ | 238 | 23 $7 \%$ | (52 <br> $8 \%$ | 51 $11 \%$ | (16) | ${ }_{7}^{19}$ | 30 $12 \%$ | $\begin{gathered} 25 \\ 17 \% \\ \text { ST* }^{*} \end{gathered}$ | 4 <br> $8 \%$ | 8 <br> 9 | 85 ${ }_{\text {85 }}$ | 18 $10 \%$ | 38 $6 \%$ | $\underset{\substack{44 \\ \text { 15\% } \\ \text { a }}}{ }$ | $\begin{gathered} 20 \\ 15 \% \\ \mathrm{a}^{*} \end{gathered}$ | 24 $8 \%$ | 79 $10 \%$ | ${ }_{\substack{17 \\ 5 \%}}$ | $\xrightarrow[\substack{86 \\ 11 \% \\ 1}]{1}$ | 5\% | ${ }_{11 \%}^{47}$ |


| Net ver/fairly clear | 569 | 273 | 292 | ¢ $\begin{aligned} & \text { 62 } \\ & \text { 53\% }\end{aligned}$ | $\begin{gathered} 99 \\ 53 \% \end{gathered}$ | 89 $52 \%$ | $\begin{gathered} 94 \\ 50 \% \end{gathered}$ | $\begin{gathered} 77 \\ 46 \% \end{gathered}$ | $\begin{aligned} & 147 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 161 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 183 \\ & 51 \% \end{aligned}$ | $\begin{aligned} & 224 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 81 \\ 57 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & 52 \% \end{aligned}$ | $\begin{aligned} & 127 \\ & 48 \% \end{aligned}$ | 175 | $\begin{gathered} 345 \\ 56 \% \\ \mathrm{R} \end{gathered}$ | ${ }_{47 \%}^{224}$ | 141 54\% | $\begin{aligned} & 151 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 133 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 68 \\ 46 \% \end{gathered}$ | $\begin{gathered} 32 \\ 62 \% \end{gathered}$ | $\begin{gathered} 44 \\ 47 \% \end{gathered}$ | $\begin{aligned} & 479 \\ & 52 \% \end{aligned}$ | $\begin{gathered} 90 \\ 54 \% \end{gathered}$ | 361 $55 \%$ | $\begin{aligned} & 135 \\ & 46 \% \end{aligned}$ | $\begin{gathered} 73 \\ 54 \% \end{gathered}$ | 170 57\% | 399 $51 \%$ 51 | $\begin{gathered} 200 \\ 59 \% \\ g \end{gathered}$ | 369 $49 \%$ | 343 | ${ }_{\substack{226 \\ 51 \%}}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Not ver/not talal clear | $\begin{aligned} & 416 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 220 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 30 \\ 26 \% \end{gathered}$ | 60 $32 \%$ | $\begin{gathered} 72 \\ 42 \% \\ D \end{gathered}$ | $\begin{gathered} 79 \\ 42 \% \\ D \end{gathered}$ | $\begin{gathered} 77 \\ 45 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 98 \\ 38 \% \end{gathered}$ | $\begin{gathered} 90 \\ 30 \% \end{gathered}$ | $\begin{gathered} 42 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 175 \\ 41 \% \\ \jmath \end{gathered}$ | $\begin{gathered} 37 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 107 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 112 \\ 43 \% \\ M \end{gathered}$ | $\begin{gathered} 141 \\ 42 \% \\ \mathrm{M} \end{gathered}$ | $\begin{aligned} & 217 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 199 \\ & 42 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 40 \% \end{aligned}$ | $\begin{gathered} 90 \\ 35 \% \end{gathered}$ | $\stackrel{54}{57 \%}$ | 16 30\% | 43 $45 \%$ | $\begin{aligned} & 356 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 61 \\ 36 \% \end{gathered}$ | $\begin{gathered} 263 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 112 \\ & 39 \% \end{aligned}$ | $\begin{gathered} 41 \\ 31 \% \end{gathered}$ | ${ }_{\text {35\% }}^{105}$ | 311 $39 \%$ | $\begin{aligned} & 123 \\ & 36 \% \end{aligned}$ | $\begin{aligned} & 294 \\ & 39 \% \end{aligned}$ | 246 | 170 $38 \%$ |

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.
Dverlap formulae used
ColumnProportions (5\%): A,B/C,D/E/F/G/H/I///K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,o/b/C,d/e,///,h/i/Minimum Base:30(**) Small Base: $100{ }^{*}$


Political Pulse August 2023 (Week 32) Adults aged $18+$ in $G B$
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 <br> Total | General Election 2019 Vote |  |  |  | $\begin{aligned} & \text { Referendum } 2016 \\ & \text { vote } \end{aligned}$ |  | Favourable to parties |  |  |  |  |  |  |  |  |  | Favourable to politicians |  |  |  |  |  |  |  |  |  | Opinion of Brexit's impact on the country |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Conservati ve | Labour | $\begin{gathered} \text { Liberal } \\ \text { Democrats } \end{gathered}$ | Other | Remain | Leave | Favourable to Cons | Unfavoura ble to Cons | Favourable to lab | Unfavoura ble to Lab | $\begin{gathered} \text { Favourable } \\ \text { to itib } \\ \text { Dems } \end{gathered}$ | Unfavoura ble to Lib Dem | Favourable o Green Party | $\begin{aligned} & \text { ble to } \\ & \text { Green } \\ & \text { Party } \end{aligned}$ | Favourable to Reform UK | $\begin{aligned} & \text { Unfavoura } \\ & \text { ble to } \\ & \text { Reform UK } \end{aligned}$ | Favourable to Sunak | Unfavoura ble to Sunak | Favourable <br> to Starmer | Unfavoura ble to Starmer | $\begin{gathered} \text { Favourable } \\ \text { to Hunt } \end{gathered}$ | $\begin{aligned} & \text { Unfavoura } \\ & \text { el } \\ & \text { ble to } \\ & \text { Hunt } \end{aligned}$ | $\begin{gathered} \text { a Favourable } \\ \text { to } \\ \text { Braverman } \end{gathered}$ | Unfavoura ble to Braverma | Favourable to Barclay | Unfavoura ble to Barclay | $\begin{gathered} \text { Positive } \\ \text { impact } \end{gathered}$ | Negative impact |
|  | (A) | (8) | (c) | (0) | (E) | (F) | (6) | (H) | (1) | (1) | (k) | (L) | (M) | (N) | (0) | (P) | (a) | (R) | (s) | (T) | (U) | (v) | (w) | (x) | (r) | (2) | (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 clear | $\begin{aligned} & 189 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 87 \\ 25 \% \\ c \end{gathered}$ | $\begin{aligned} & 41 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 13 \% \end{aligned}$ | $\begin{gathered} 23 \\ 24 \% \\ \end{gathered}$ | $\begin{aligned} & 82 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 71 \\ 18 \% \end{gathered}$ | $\begin{gathered} 97 \\ \text { 38\% } \\ \text { ukMMopa } \end{gathered}$ | $\begin{aligned} & 73 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 79 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 74 \\ & 20 \% \\ & 10 \end{aligned}$ | $\begin{aligned} & 57 \\ & 23 \% \\ & 27 \\ & 10 \end{aligned}$ | $\begin{gathered} 69 \\ 18 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 70 \\ & 23 \% \\ & 20 \\ & 10 \end{aligned}$ | $\begin{aligned} & 53 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & \text { 22\% } \end{aligned}$ | $\begin{aligned} & 91 \\ & 19 \% \end{aligned}$ | $\begin{aligned} & 102 \\ & \text { 35\% } \\ & \text { stuwra } \end{aligned}$ | $\begin{aligned} & 70 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & \begin{array}{c} 9 \% \\ \mathrm{sa} \end{array} \end{aligned}$ | $\begin{aligned} & 83 \\ & 20 \% \\ & \text { sw } \\ & \text { sw } \end{aligned}$ | $\begin{gathered} 85 \\ 35 \% \\ \text { sruwra } \end{gathered}$ | $\begin{aligned} & 69 \\ & 15 \% \end{aligned}$ | $\begin{gathered} 54 \\ 32 \% \\ \text { sruwra } \end{gathered}$ | $\begin{gathered} 90 \\ 17 \% \\ \text { sa } \\ \hline \mathrm{s} \end{gathered}$ | $\begin{gathered} 73 \\ 41 \% \\ \text { stuwra } \end{gathered}$ | $\begin{gathered} 53 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 68 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 17 \% \end{aligned}$ |
| Fairly clear | $\begin{aligned} & 380 \\ & 35 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 46 \% \\ & c= \end{aligned}$ | $\begin{aligned} & 91 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 25 \\ 26 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 159 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 1422 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 123 \\ & \text { 48\% } \\ & \text { unnoa } \end{aligned}$ | $\begin{aligned} & 164 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 137 \\ 34 \% \\ { }_{1} \end{gathered}$ | $\begin{aligned} & 155 \\ & \text { 42\% } \\ & \text { inva } \end{aligned}$ | $\begin{aligned} & 102 \\ & 42 \% \\ & \text { unva } \end{aligned}$ | $\begin{aligned} & \text { 120 } \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 99 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 127 \\ 36 \% \\ { }_{1} \end{gathered}$ | $\begin{aligned} & 62 \\ & 42 \% \\ & \text { 4ma } \end{aligned}$ | $\begin{aligned} & 152 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 155 \\ 53 \% \\ \text { suwzaz } \end{gathered}$ | $\begin{aligned} & 139 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 101 \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 38 \% \\ & \text { swra } \end{aligned}$ | $\begin{aligned} & 120 \\ & \text { 50\% } \\ & \text { suwra } \end{aligned}$ | $\begin{gathered} 138 \\ 29 \% \\ 5 \end{gathered}$ | $\begin{gathered} 83 \\ 49 \% \\ \text { suwra } \end{gathered}$ | $\begin{aligned} & 170 \\ & 31 \% \\ & \text { sa } \\ & \text { sa } \end{aligned}$ | $\begin{aligned} & 81 \\ & 45 \% \\ & \text { stwa } \end{aligned}$ | $\begin{aligned} & 108 \\ & 26 \% \end{aligned}$ | $\begin{aligned} & 88 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 212 \\ & 35 \% \end{aligned}$ |
| Not very clear | $\begin{aligned} & 224 \\ & 21 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 75 \\ 26 \% \\ 8 \end{gathered}$ | $\begin{gathered} 19 \\ 24 \% \end{gathered}$ | $\begin{aligned} & 17 \\ & \text { 18\% } \end{aligned}$ | $\begin{aligned} & 94 \\ & \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 18 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & \text { 26\% } \\ & \text { HKMMP } \end{aligned}$ | $\begin{aligned} & 93 \\ & \text { 23\% } \end{aligned}$ |  | $\begin{gathered} 45 \\ 18 \% \\ H \end{gathered}$ | $\begin{gathered} 74 \\ \text { 79\% } \\ H \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \\ H \end{gathered}$ | $\begin{gathered} 70 \\ 20 \% \\ \text { 20\% } \\ H \end{gathered}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{gathered} 105 \\ 22 \% \\ { }_{H} \end{gathered}$ | $\begin{aligned} & 26 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 139 \\ 26 \% \\ \text { Ruw } \end{gathered}$ | $\begin{aligned} & 79 \\ & 24 \% \\ & \text { R××2 } \end{aligned}$ | $\begin{aligned} & 72 \\ & \text { 18\% } \\ & \text { Rv2 } \end{aligned}$ | $\begin{aligned} & 22 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & \text { R2\% } \\ & \text { Ryxz } \end{aligned}$ | $\begin{aligned} & 19 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 118 \\ & \text { R22\% } \\ & \text { Ryxz } \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{gathered} 96 \\ \substack{93 \% \\ \text { Ruvxz }} \end{gathered}$ | $\begin{aligned} & 40 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 131 \\ & 22 \% \end{aligned}$ |
| Not clear at all | $\begin{aligned} & 192 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 75 \\ 26 \% \\ 8 \end{gathered}$ | $\begin{gathered} 16 \\ 21 \% \\ { }_{8}^{2} \end{gathered}$ | $\begin{gathered} 28 \\ 29 \% \\ { }_{8}^{28} \\ 8^{*} \end{gathered}$ | $\begin{aligned} & 80 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 70 \\ & 18 \% \\ & 18 \end{aligned}$ | $\begin{aligned} & 12 \\ & 5 \% \\ & 5 \end{aligned}$ | $\begin{gathered} 169 \\ \text { 29\% } \\ \text { HKkNPa } \end{gathered}$ | $\begin{gathered} 84 \\ 21 \% \\ \text { 24 } \\ \hline \text { 24 } \end{gathered}$ | $\begin{gathered} 68 \\ \text { 18\% } \\ H \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \\ H \\ H \end{gathered}$ | $\begin{aligned} & 101 \\ & 26 \% \\ & \text { HKLP } \end{aligned}$ | $\begin{gathered} 62 \\ { }_{21 \%}^{61 \%} \\ H 1 \end{gathered}$ | $\begin{aligned} & 86 \\ & \text { 25\% } \\ & \text { Hkı } \end{aligned}$ | $\begin{aligned} & 25 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 113 \\ & 23 \% \\ & \text { Hu } \end{aligned}$ | $\begin{aligned} & 7 \\ & 2 \% \end{aligned}$ | $\begin{gathered} 169 \\ 32 \% \\ \text { RTUXXZ } \end{gathered}$ | $\begin{gathered} 82 \\ 25 \% \\ \text { R××2 } \end{gathered}$ | $\begin{aligned} & 78 \\ & 19 \% \\ & \text { R××2 } \end{aligned}$ | $\begin{aligned} & 14 \\ & 6 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{gathered} 148 \\ 31 \% \\ \text { RTuxxrz } \end{gathered}$ | $\begin{aligned} & 11 \\ & 6 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{aligned} & 142 \\ & \begin{array}{l} 26 \% \\ \text { Ruvx } \end{array} \end{aligned}$ | $\begin{aligned} & 13 \\ & 7 \% \\ & \mathrm{R} \end{aligned}$ |  | $\begin{aligned} & 28 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 125 \\ { }_{21 \%} \\ \text { 21\% } \end{gathered}$ |
| Don't know | $\begin{aligned} & 103 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 13 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 10 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 5 \\ 6 \% \end{gathered}$ | $\begin{gathered} 3 \\ 3 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 22 \\ & 6 \% \end{aligned}$ | $\begin{gathered} 6 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 26 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 4 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 5 \\ & 2 \% \end{aligned}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 14 \\ 5 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 2 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 23 \\ & 5 \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 4 \% \\ & \pi \% \end{aligned}$ | $\begin{gathered} 3 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 21 \\ & 5 \% \\ & \text { RVV2 } \end{aligned}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 14 \\ & 3 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 3 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 24 \\ & 4 \% \\ & \text { RNV } \end{aligned}$ | $\begin{gathered} 1 \\ 1 \% \end{gathered}$ | $\begin{aligned} & 14 \\ & 3 \% \\ & \text { } \end{aligned}$ | $\begin{aligned} & 8 \\ & 3 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 6 \% \end{aligned}$ |
| Net: Very/fairly clear | $\begin{aligned} & 569 \\ & 52 \% \end{aligned}$ |  | $\begin{aligned} & 1332 \\ & 45 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 48 \\ & 50 \% \end{aligned}$ | $\begin{aligned} & 241 \\ & 56 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 219 \\ 86 \% \\ \text { uxkMopa } \end{gathered}$ | $\begin{aligned} & 237 \\ & 41 \% \end{aligned}$ | $\begin{aligned} & 216 \\ & 53 \% \end{aligned}$ | $\begin{gathered} 228 \\ \begin{array}{c} 62 \% \\ \text { unco } \end{array} . \end{gathered}$ | $\begin{aligned} & 159 \\ & \text { 156\% } \\ & \text { unvoa } \end{aligned}$ | $\begin{gathered} 189 \\ 49 \% \\ \hline \end{gathered}$ | $\begin{gathered} 169 \\ 57 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 180 \\ & 51 \% \end{aligned}$ | $\begin{gathered} 94 \\ \text { 65\% } \\ \text { uncoa } \end{gathered}$ | $\begin{gathered} 243 \\ 50 \% \\ 1 \end{gathered}$ | $\begin{gathered} 257 \\ \text { 28\% } \\ \text { stuwxa } \end{gathered}$ | $\begin{aligned} & 209 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 50 \% \\ & 5 \mathrm{~s} \\ & \text { sa } \end{aligned}$ | $\begin{aligned} & 239 \\ & 58 \% \\ & \text { swra } \end{aligned}$ | $\begin{gathered} 205 \\ 85 \% \\ \text { suwra } \\ \text { stion } \end{gathered}$ |  |  | $\begin{aligned} & 260 \\ & \begin{array}{l} 48 \% \\ \text { swa } \end{array} \end{aligned}$ | $\begin{aligned} & 155 \\ & 88 \% \\ & \text { suwra } \end{aligned}$ | $\begin{aligned} & 161 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 67 \% \end{aligned}$ | $\begin{aligned} & 313 \\ & 52 \% \end{aligned}$ |
| Net: Not very/not atall clear | $\begin{aligned} & 416 \\ & 38 \% \end{aligned}$ | $\begin{gathered} 92 \\ 26 \% \end{gathered}$ | $\begin{gathered} 150 \\ 51 \% \\ 8 \\ 8 \end{gathered}$ | $\begin{gathered} 35 \\ 44 \% \\ { }^{84 \%} \end{gathered}$ | $\begin{aligned} & 45 \\ & 47 \% \\ & 8^{47 \%} \\ & 8^{2} \end{aligned}$ | $\begin{aligned} & { }_{47}^{17} \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 154 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 318 \\ 55 \% \\ \text { H火火MMoopa } \end{gathered}$ | $\begin{gathered} 178 \\ 43 \% \\ 4+ \end{gathered}$ | $\begin{gathered} 130 \\ 35 \% \\ H \end{gathered}$ | $\begin{gathered} 78 \\ 32 \% \\ H \end{gathered}$ | $\begin{aligned} & 176 \\ & 46 \% \\ & \text { HKLP } \end{aligned}$ | $\begin{aligned} & 116 \\ & 39 \% \\ & \text { Hu } \end{aligned}$ | $\begin{aligned} & 156 \\ & 44 \% \\ & \text { HKL } \end{aligned}$ | $\begin{aligned} & 49 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 218 \\ & \text { } \\ & \text { Hk\% } \end{aligned}$ | $\begin{aligned} & 33 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 308 \\ 5 \% \\ \text { RTUWWrz } \end{gathered}$ | $\begin{aligned} & 162 \\ & \text { 49\% } \\ & \text { Ruvxz } \end{aligned}$ | $\begin{aligned} & 150 \\ & 36 \% \\ & \text { R×X2 } \end{aligned}$ | $\begin{gathered} 36 \\ 15 \% \\ 15 \end{gathered}$ | $\begin{aligned} & 252 \\ & \text { 25\% } \\ & \text { Ruvxrz } \end{aligned}$ | $\begin{gathered} 30 \\ 18 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 259 \\ & \begin{array}{l} 25 \% \\ \text { Ruvx } \end{array} \end{aligned}$ | $\begin{aligned} & 25 \\ & 14 \% \end{aligned}$ | $\begin{gathered} 238 \\ \text { 258 } \\ \text { RTUXXZ } \end{gathered}$ | $\begin{aligned} & 68 \\ & 29 \% \end{aligned}$ | $\begin{aligned} & 256 \\ & \text { 22\% } \\ & 426 \end{aligned}$ |

[^15]

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 <br> Total | Gender |  | Age |  |  |  |  |  | Aggregated Age reaks |  |  | Generations |  |  |  | Social grade |  | Region |  |  |  |  |  | Urram/Rural |  | Marita status |  |  |  |  | Education |  | Employmentstatus |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | ${ }_{\text {Male }}^{\substack{\text { male } \\ \text { (8) }}}$ | Female (c) | 18.24 (0) | ${ }_{\text {(E) }}^{25.34}$ | ${ }_{\text {c }}^{35.44}$ (f) | ${ }_{\text {(6) }}^{45}$ | ${ }_{\text {cter }}^{55.64}$ (H) | ${ }^{65+}$ | ${ }_{\text {18, }}^{18.34}$ (1) | 33.54 | ${ }^{55+}$ |  | Millennial <br> s <br> ( N ) | 6en $\mathrm{X} \times$ (0) | Baby Boomer <br> (P) | ${ }_{\text {abcl }}^{\text {a }}$ | ${ }_{\text {(R) }}^{\text {c20 }}$ | ${ }_{\text {North }}^{\text {(s) }}$ | (T) | South | (v) $\begin{gathered}\text { Lodon } \\ \text { (v) }\end{gathered}$ | $\underset{\text { Wales }}{\text { (w) }}$ | ${ }_{\text {Scolland }}^{\text {(x) }}$ | Uran | ${ }_{\text {Rural }}^{\text {(2) }}$ | Married/ Living as Married <br> (a) | Single (b) cole | Widowed/ <br> Divorced/ Separated <br> (c) | At least one child present <br> (d) | No children present <br> (e) | Graduate <br> (f) | Nongraduate <br> (g) | Working <br> (h) | ${ }_{\text {worling }}^{\substack{\text { Not } \\ \text { worki }}}$ |
| Unweighed 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 |
| Weighed base | 1038 | 509 | 520 | 145 | 188 | 180 | 185 | 179 | 162 | ${ }^{33}$ | 365 | 340 | 172 | 298 | 264 | 305 | 597 | ${ }^{44}$ | 244 | 271 | 238 | 148 | 49 | 88 | 884 | 154 | ${ }^{617}$ | ${ }^{316}$ | 105 | 312 | ${ }^{226}$ | 372 | 666 | 689 | 349 |
| vervikely | $\begin{aligned} & 203 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 133 \\ 26 \% \\ c \end{gathered}$ | - ${ }_{\text {13\% }}$ | $\begin{gathered} 19 \\ 13 \% \end{gathered}$ | 29 $15 \%$ | $\begin{gathered} 32 \\ 18 \% \end{gathered}$ | $\begin{gathered} 43 \\ 23 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 41 \\ 23 \% \\ D \end{gathered}$ | 39 <br> 24\% | $\begin{gathered} 47 \\ 14 \% \end{gathered}$ | $\begin{gathered} 75 \\ 21 \% \end{gathered}$ | $\begin{gathered} 80 \\ 24 \% \\ 1 \end{gathered}$ | (21 | 54 $18 \%$ | $\begin{gathered} 56 \\ 21 \% \\ \mathrm{M} \end{gathered}$ | $\begin{gathered} 72 \\ 24 \% \\ \mathrm{M} \end{gathered}$ | ${ }_{\substack{127 \\ 21 \%}}$ | 76 $17 \%$ | 46 | ${ }_{\text {22\% }}^{61}$ | - 44 | $\begin{gathered} 21 \\ 14 \% \end{gathered}$ | 8 <br> 16\% | $\begin{gathered} 23 \\ 26 \% \end{gathered}$ | 178 $20 \%$ | 25 $16 \%$ | $\begin{gathered} 141 \\ 23 \% \\ \text { bc } \end{gathered}$ | 50 | $\begin{gathered} 13 \\ 12 \% \end{gathered}$ | ${ }_{\text {27 }}^{67}$ | 136 $19 \%$ | $\begin{gathered} 86 \\ 23 \% \\ \mathrm{~g} \end{gathered}$ | 117 $18 \%$ |  | ${ }_{19 \%}^{65}$ |
| Fariry likely | $\begin{aligned} & 382 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 196 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 53 \\ 37 \% \end{gathered}$ | $\begin{gathered} 59 \\ 32 \% \end{gathered}$ | $\begin{gathered} 79 \\ 44 \% \\ \text { EG } \end{gathered}$ | 58 <br> 32\% | $\begin{gathered} 70 \\ 39 \% \end{gathered}$ | 62 38\% | $\begin{aligned} & 113 \\ & 34 \% \end{aligned}$ | $\begin{aligned} & 138 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 39 \% \end{aligned}$ | 64 <br> 38\% | $\begin{aligned} & 104 \\ & 35 \% \end{aligned}$ | $\begin{gathered} 98 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 38 \% \end{aligned}$ | $\begin{aligned} & 223 \\ & 37 \% \end{aligned}$ | $\begin{aligned} & 159 \\ & 36 \% \end{aligned}$ | $\begin{gathered} 82 \\ 33 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 101 \\ 42 \% \\ \mathrm{x} \end{gathered}$ | $\begin{gathered} 58 \\ 39 \% \end{gathered}$ | $\begin{gathered} 20 \\ 41 \% \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \end{gathered}$ | $\begin{aligned} & 325 \\ & 37 \% \end{aligned}$ | $\begin{gathered} 57 \\ 37 \% \end{gathered}$ | $\begin{aligned} & 239 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 105 \\ & 33 \% \end{aligned}$ | $\begin{gathered} 38 \\ 36 \% \end{gathered}$ | $\begin{gathered} 135 \\ 43 \% \\ e \end{gathered}$ | 248 $34 \%$ | $\begin{aligned} & 145 \\ & 39 \% \end{aligned}$ | $\begin{aligned} & 237 \\ & 36 \% \end{aligned}$ | 260 | - |
| Not verylikely | $\begin{aligned} & 194 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 82 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 110 \\ & 21 \% \end{aligned}$ | $\begin{gathered} 33 \\ 23 \% \end{gathered}$ | $\begin{gathered} 44 \\ 23 \% \end{gathered}$ | $\begin{gathered} 26 \\ 15 \% \end{gathered}$ | $\begin{gathered} 33 \\ 18 \% \end{gathered}$ | $\begin{gathered} 30 \\ 17 \% \end{gathered}$ | $\begin{gathered} 27 \\ 17 \% \end{gathered}$ | $\begin{gathered} 77 \\ 23 \% \end{gathered}$ | 60 <br> 16\% | $\begin{gathered} 57 \\ 17 \% \end{gathered}$ | $\begin{gathered} 44 \\ 26 \% \\ 0 \end{gathered}$ | $\begin{gathered} 53 \\ 18 \% \end{gathered}$ | $\begin{gathered} 42 \\ 16 \% \end{gathered}$ | $\begin{gathered} 54 \\ 18 \% \end{gathered}$ | $\begin{aligned} & 116 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 77 \\ 18 \% \end{gathered}$ | $\begin{gathered} 51 \\ 21 \% \end{gathered}$ | $\begin{gathered} 46 \\ 17 \% \end{gathered}$ | $\begin{gathered} 38 \\ 16 \% \end{gathered}$ | $\begin{gathered} 28 \\ 19 \% \end{gathered}$ | $\begin{gathered} 9 \\ 18 \% \end{gathered}$ | $\begin{gathered} 22 \\ 25 \% \\ * \end{gathered}$ | $\begin{aligned} & 162 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 31 \\ 20 \% \end{gathered}$ | $\begin{aligned} & 114 \\ & 18 \% \end{aligned}$ | $\begin{gathered} 63 \\ 20 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \end{gathered}$ | $\begin{gathered} 51 \\ 16 \% \end{gathered}$ | $\begin{aligned} & 142 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 71 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 123 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 18 \% \end{aligned}$ | ${ }_{\text {19\% }}^{67}$ |
| Notatallikely | $\begin{aligned} & 98 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 46 \\ & 9 \% \end{aligned}$ | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 11 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 18 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \end{aligned}$ | 30 <br> 16\% <br> DFH | $\begin{aligned} & 16 \\ & 9 \% \end{aligned}$ | $\begin{aligned} & 12 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 9 \% \end{aligned}$ | 41 <br> 11\% | $\begin{aligned} & 27 \\ & 8 \% \end{aligned}$ | $\begin{aligned} & 11 \\ & 6 \% \end{aligned}$ | $\begin{aligned} & 25 \\ & 8 \% \end{aligned}$ | 39 <br> 15\% <br> MNP | $\begin{aligned} & 22 \\ & 7 \% \end{aligned}$ | $\begin{aligned} & 50 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 48 \\ 11 \% \end{gathered}$ | $\begin{gathered} 27 \\ 11 \% \end{gathered}$ | $\begin{gathered} 26 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 19 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 16 \\ 11 \% \end{gathered}$ | $\begin{gathered} 4 \\ 9 \% \end{gathered}$ | $\begin{gathered} 4 \\ 5 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 9 \% \end{aligned}$ | 20 <br> 13\% | $\begin{aligned} & 48 \\ & 8 \% \end{aligned}$ | $\begin{gathered} 33 \\ 11 \% \end{gathered}$ | $\begin{gathered} 17 \\ 16 \% \\ a^{*} \end{gathered}$ | 21 <br> $7 \%$ | $\begin{gathered} 77 \\ 11 \% \end{gathered}$ | 20 | $\begin{gathered} 78 \\ 12 \% \\ \mathrm{f} \end{gathered}$ | 76 $11 \%$ 1 | 22 |
| Don't kow | $\begin{aligned} & 161 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 51 \\ 10 \% \end{gathered}$ | $\begin{gathered} 107 \\ 21 \% \\ \text { B } \end{gathered}$ | $\begin{gathered} 28 \\ 20 \% \end{gathered}$ | 38 <br> 20\% <br> GH | 32 18\% | $\begin{gathered} 20 \\ 11 \% \end{gathered}$ | $\begin{gathered} 21 \\ 12 \% \end{gathered}$ | $\begin{gathered} 23 \\ 14 \% \end{gathered}$ | $\begin{gathered} 66 \\ 20 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 52 \\ 14 \% \end{gathered}$ | $\begin{gathered} 43 \\ 13 \% \end{gathered}$ | 30 $18 \%$ | 63 <br> 21\% <br> op | $\begin{gathered} 27 \\ 10 \% \end{gathered}$ | 418\% | 81 $14 \%$ | $\begin{gathered} 81 \\ 18 \% \end{gathered}$ | 38 <br> $16 \%$ | 38 $14 \%$ | 36 <br> 15\% | $\begin{gathered} 24 \\ 16 \% \end{gathered}$ | 8 <br> 16\% | $\begin{gathered} 17 \\ 19 \% \end{gathered}$ | 141 <br> $16 \%$ | 20 13\% | 77 $12 \%$ | $\underset{\substack{64 \\ 20 \% \\ 0}}{ }$ | $\begin{gathered} 20 \\ 19 \% \end{gathered}$ | 38 12\% | 123 $17 \%$ | $\begin{gathered} 50 \\ 13 \% \end{gathered}$ | $\begin{aligned} & 111 \\ & 17 \% \end{aligned}$ | - | $\underset{\substack{72 \\ 21 \% \\ n}}{\substack{\text { che }}}$ |


| Net: Very/firiry ikely | 585 $56 \%$ | $\begin{gathered} 330 \\ 65 \% \\ c \end{gathered}$ | 253 | (72 | 88 <br> 47\% | $\begin{gathered} 112 \\ 62 \% \\ \mathrm{E} \end{gathered}$ | $\begin{aligned} & 101 \\ & 55 \% \end{aligned}$ | $\begin{gathered} 112 \\ 63 \% \\ \text { DE } \end{gathered}$ | $\begin{gathered} 101 \\ 62 \% \\ \mathrm{E}^{*} \end{gathered}$ | $\begin{aligned} & 160 \\ & 48 \% \end{aligned}$ | $\begin{gathered} 213 \\ 58 \% \\ 1 \end{gathered}$ | $\begin{gathered} 212 \\ 62 \% \\ 1 \end{gathered}$ | 85 50\% | $\begin{aligned} & 158 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 59 \% \end{aligned}$ | $\begin{gathered} 187 \\ 62 \% \\ \mathrm{M} \end{gathered}$ | 350 59\% | $\begin{aligned} & 236 \\ & 53 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 52 \% \end{aligned}$ | 161 $59 \%$ | $\begin{aligned} & 145 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 80 \\ 54 \% \end{gathered}$ | $\begin{gathered} 28 \\ 57 \% \end{gathered}$ | $\begin{gathered} 45 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 503 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 82 \\ 54 \% \end{gathered}$ | $\begin{gathered} 379 \\ 61 \% \\ \text { bc } \end{gathered}$ | $\begin{aligned} & 155 \\ & 49 \% \end{aligned}$ | 51 <br> 49\% | $\begin{gathered} 202 \\ 65 \% \\ e \end{gathered}$ | 384 $53 \%$ | $\begin{gathered} 231 \\ 62 \% \\ \mathrm{~g} \end{gathered}$ | 354 53\% | 397 58\% | 188 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net: Not ver/notatallilikely | $\begin{aligned} & 291 \\ & 28 \% \end{aligned}$ | $\begin{aligned} & 128 \\ & 25 \% \end{aligned}$ | $\begin{aligned} & 160 \\ & 31 \% \end{aligned}$ | $\begin{gathered} 44 \\ 31 \% \end{gathered}$ | 62 <br> 33\% <br> F | $\begin{gathered} 37 \\ 20 \% \end{gathered}$ | $\stackrel{\text { ci }}{\substack{\text { 34\% }}}$ | 46 26\% | 38 24\% 2 | $\begin{aligned} & 107 \\ & 32 \% \end{aligned}$ | 100 <br> 27\% | $\begin{gathered} 85 \\ 25 \% \end{gathered}$ | $\begin{gathered} 56 \\ 32 \% \end{gathered}$ | 78 <br> 26\% | $\begin{gathered} 81 \\ 31 \% \end{gathered}$ | $\begin{gathered} 76 \\ 25 \% \end{gathered}$ | 166 28\% | $\begin{aligned} & 125 \\ & 28 \% \end{aligned}$ | $\begin{gathered} 78 \\ 32 \% \end{gathered}$ | $\begin{gathered} 72 \\ 27 \% \end{gathered}$ | $\begin{gathered} 57 \\ 24 \% \end{gathered}$ | $\begin{gathered} 44 \\ 30 \% \end{gathered}$ | ${ }_{\substack{13 \\ 27 \%}}$ | 27 $30 \%$ | $\begin{aligned} & 240 \\ & 27 \% \end{aligned}$ | 51 33\% | $\begin{aligned} & 161 \\ & 26 \% \end{aligned}$ | 96 $30 \%$ | 34 $32 \%$ | $\begin{gathered} 72 \\ 23 \% \end{gathered}$ | 219 $30 \%$ 0 | 90 24\% | 201 $30 \%$ | $\begin{aligned} & 202 \\ & 29 \% \end{aligned}$ | 86\% |

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.




[^0]:    为

[^1]:    

[^2]:    

[^3]:    

[^4]:    .

[^5]:    Sentor formubue used
    

[^6]:    ertap formulae used

[^7]:    This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.

[^8]:    All Adults aged $18-75$ in Great Britain

[^9]:    This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.

[^10]:    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.

[^11]:    This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.

[^12]:    A|| Adults aged $18-75$ in Great Britain

[^13]:    This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.

[^14]:    This work was carried out in accordance with the requirements of the international quality standard for market research, ISO $\mathbf{2 0 2 5 2}$ and with the lpsos Terms and Conditions.

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