

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416
Right direction (1)	178 16%	102 19% c	77 14%	22 19% g	33 18% g	25 14%	16 9%	27 15%	56 22% g*	55 19% k	41 11%	82 19% k	24 16% o	52 18% o	29 11%	63 20% o	102 17%	76 16%	46 18%	37 13%	41 16%	35 23% tx*	9 18% *	9 10% *	151 17%	28 15%	122 20% b	32 10%	25 17% *	56 19%	122 15%	76 19%	103 15%	105 16%	73 18%
Wrong direction (-1)	666 61%	324 61%	339 61%	71 64%	109 59%	110 62%	124 69% i	108 61%	143 56% *	181 61%	235 65%	251 58%	99 67% np	162 57%	182 67% np	180 56%	385 63%	281 59%	156 61%	180 64%	143 58%	92 61% *	29 55% *	66 70% *	550 61%	116 61%	356 57%	218 69% a	92 61% *	176 59%	490 62%	251 63%	415 60%	417 62%	250 60%
Neither (0)	182 17%	83 16%	99 18%	12 11%	29 16%	30 17%	34 19%	34 19% d	44 17% *	41 14%	64 18%	77 18%	14 10%	49 17% m	49 18% m	58 18% m	89 15%	93 19%	45 18%	54 19%	43 17%	18 12% *	10 18% *	12 13% *	149 17%	33 17%	108 17%	46 15%	28 18% *	53 18%	130 16%	51 13%	132 19% f	113 17%	69 17%
Don't know	60 6%	22 4%	38 7%	6 5%	13 7%	12 7%	7 4%	8 5%	14 6% *	18 6%	19 5%	23 5%	10 7%	19 7%	11 4%	20 6%	34 6%	26 5%	9 4%	13 4%	21 9% s	6 4% *	5 9% *	7 7% *	47 5%	13 7%	35 6%	19 6%	7 4% *	12 4%	48 6%	20 5%	40 6%	36 5%	24 6%
Mean	-0.48	-0.44	-0.51	-0.47	-0.44 g	-0.51	-0.62	-0.49	-0.36 g*	-0.45	-0.57	-0.41 k	-0.55	-0.42 o	-0.59	-0.39 o	-0.49	-0.45	-0.45	-0.53	-0.45	-0.39 x*	-0.41 **	-0.64 *	-0.47	-0.50	-0.40 b	-0.63	-0.46 *	-0.42	-0.50	-0.47	-0.48	-0.49	-0.45

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

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

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Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																		Favourable to politicians																		Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact				
																																											(A)	(B)	(C)	(D)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612					
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589					
Right direction (1)	178 16%	111 29%	15 6%	8 15% C*	17 15% C*	59 15%	78 19%	118 50% UKLMNOPQ	19 3%	44 12% I	89 21% I	48 17% I	67 15% I	43 15% I	65 19% I	49 25% I	25 13% I	55 44% STUVWXYZabcdeghijklm	14 4% STUVWXYZabcdeghijklm	23 16% SWYgm	48 19% SWYgm	85 47% SWYgm	99 31% STUVWXYZabcdeghijklm	31 6% STUVWXYZabcdeghijklm	97 38% STUVWXYZabcdeghijklm	48 8% SWYgm	37 19% SWYgm	100 16% SWYgm	42 21% SWYgm	61 18% SWYgm	29 22% SWYgm	71 18% SWYgm	73 45% STUVWXYZabcdeghijklm	29 7% STUVWXYZabcdeghijklm	57 27% STUVWXYZabcdeghijklm	59 13% SWYgm	39 25% STUVWXYZabcdeghijklm	106 14% STUVWXYZabcdeghijklm	62 24% STUVWXYZabcdeghijklm	44 8% SW	97 38% SW	38 6%				
Wrong direction (-1)	666 61%	160 42%	202 79%	38 70% B*	90 76% B*	283 71% G	218 53%	57 24% HKLMPQ	477 86% HKLMPQ	263 74% H	242 57% H	138 64% H	238 61% H	200 72% H	205 61% H	102 52% H	311 73% HKLMPQ	71 27% RTUVWXYZabcdeghijklm	493 86% RTUVWXYZabcdeghijklm	205 68% RVXchj	271 60% RVXj	60 29% RVXj	404 81% RTUVWXYZabcdeghijklm	102 40% RVXj	469 77% RTUVWXYZabcdeghijklm	140 71% RVXchj	385 62% RVXj	129 65% RVXj	206 60% RVXj	84 62% RVXj	242 63% RVXj	43 27% RTUVWXYZabcdeghijklm	354 84% RVXj	125 58% RVXj	316 68% RVXchj	72 46% RVXj	535 69% RVXchj	140 54% RVXj	388 75% RTUVWXYZabcdeghijklm	93 37% RTUVWXYZabcdeghijklm	453 77% n					
Neither (0)	182 17%	86 23% CDE	32 13%	4 8% *	9 8% *	46 12% F	96 23% ILNQ	55 23% ILNQ	45 8% ILNQ	37 10% ILNQ	74 17% ILNQ	23 11% ILNQ	69 18% ILNQ	28 10% ILNQ	56 17% ILNQ	39 20% ILNQ	46 11% ILNQ	63 24% STUVWXYZabcdeghijklm	48 8% STUVWXYZabcdeghijklm	39 13% SWZg	72 16% SWZg	45 22% STWZgghkm	58 12% SWZg	46 18% SWZg	77 13% SWZg	19 10% SWZg	104 17% SWZgm	22 11% SWZgm	67 19% STWZgghkm	19 14% SWZg	60 15% SWZg	36 23% STWZgghkm	34 8% STWZgghkm	27 13% SWZg	70 15% SWZg	35 22% STWZgghkm	108 14% SWZg	44 17% SWZg	64 12% SWZg	54 21% SWZg	75 13%					
Don't know	60 6%	24 6% C	5 2%	4 7% *	2 2% *	11 3%	23 6%	7 3%	15 3%	12 3%	20 5%	5 2%	17 4%	8 3%	12 3%	5 2%	12 3%	10 4% STUVWXYZabcdeghijklm	12 2% STUVWXYZabcdeghijklm	7 2% SWZg	21 5% SWZg	6 3% SWZg	8 2% STUVWXYZabcdeghijklm	12 5% SWZg	18 13% SWZg	2 1% SWZg	29 3% SWZg	6 3% SWZg	11 3% SWZg	4 3% SWZg	14 4% SWZg	9 5% WZg*	3 1% SWZg	6 3% SWZg	18 4% SWZg	10 7% STWZgghkm	22 3% STWZgghkm	14 5% SWZg	20 4% SWZg	11 4% SWZg	23 4%					
Mean	-0.48	-0.14 CDE	-0.75	-0.59 *	-0.62 *	-0.58	-0.36 F	0.27 UKLMNOPQ	-0.85	-0.64 I	-0.38 ILNQ	-0.43 ILNQ	-0.46 ILQ	-0.58 I	-0.43 ILQ	-0.28 ILMNQ	-0.62 I	0.18 STUVWXYZabcdeghijklm	-0.83	-0.54 SWYgm	-0.43 SWYgm	0.19 STUVWXYZabcdeghijklm	-0.76 S	-0.02 STUVWXYZabcdeghijklm	-0.71 SWg	-0.52 SWYgm	-0.48 SWYgm	-0.45 SWYgm	-0.43 SWYgm	-0.41 SWYgm*	-0.46 SWYgm	0.20 STUVWXYZabcdeghijklm*	-0.78 S	-0.32 STWZgghkm	-0.58 SWYgm	-0.22 STUVWXYZabcdeghijklm	-0.57 SWYgm	-0.32 STWZgghkm	-0.69 SWg	0.02 o	-0.73					

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

All Adults aged 18+ in Great Britain

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?																
	Keir Starmer, Leader of the Labour Party (A)	Rishi Sunak, Leader of the Conservative Party and Prime Minister (B)	Jeremy Hunt, Chancellor of the Exchequer (C)	Rachel Reeves, Shadow Chancellor of the Exchequer (D)	Johnson, former Leader of the Conservative Party and Prime Minister (E)	Jeremy Corbyn, former Leader of the Labour Party (F)	Ed Davey, Leader of the Liberal Democrats (G)	James Cleverly, Home Secretary (H)	Joe Biden, President of the United States (I)	Donald Trump, former President of the United States (J)	Nigel Farage (K)	The Labour Party (L)	The Conservative Party (M)	The Liberal Democrats (N)	The Green Party (O)	Reform UK (P)
Unweighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087	1087

Net: Very/Fairly favourable	300 28% CDFGHJMN	258 24% CDFGHJNP	210 19% GHJ	198 18% GJ	257 24% CDFGHJP	199 18% GJ	136 12%	160 15%	215 20% GHJ	157 14%	260 24% CDFGHJP	357 33% ABCDEFGHIJKMNP	237 22% GHJP	214 20% GHJ	280 26% CDFGHJNP	194 18% GJ
Net: Very/Fairly unfavourable	449 41% DGN	576 53% ACDGHKLNOP	501 46% DGHNOP	346 32% GJ	613 56% ACDGHKLMNOP	618 57% ACDGHKLMNOP	387 36% DO	420 39% DO	463 43% DGN	771 71% ABCDEFGHIJKLMNOP	516 47% ADGHNOP	424 39% DO	555 51% ACDGHNOP	391 36% DO	339 31% GJ	425 39% DO
Net Difference	-149 -14%	-317 -29%	-290 -27%	-148 -14%	-357 -33%	-419 -39%	-252 -23%	-260 -24%	-248 -23%	-614 -56%	-256 -24%	-67 -6%	-319 -29%	-177 -16%	-58 -5%	-230 -21%

Mean	-0.29 BCEFGHJKM P	-0.60 FJ	-0.52 BEFJM	-0.30 BCEFGHJKM P	-0.66 J	-0.78 J	-0.48 BEFJM	-0.52 EFJM	-0.43 BEFJM	-1.14	-0.50 EFJM	-0.17 ABCDEFGHIJK MNP	-0.62 FJ	-0.35 BCEFGHJKM P	-0.19 BCEFGHJK MNP	-0.48 BEFJM
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Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)				Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)					
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359					
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416					
Very favourable (2)	103 9%	57 11%	46 8%	12 11%	25 14%	15 9%	12 7%	14 8%	24 9%	37 13%	28 8%	38 9%	15 10%	35 12%	18 7%	29 9%	53 9%	50 10%	23 9%	36 13%	16 7%	18 12%	1 2%	9 10%	88 10%	15 8%	58 9%	33 11%	12 8%	30 10%	73 9%	32 8%	71 10%	58 9%	44 11%					
Fairly favourable (1)	197 18%	103 19%	94 17%	16 15%	29 16%	37 21%	37 20%	32 18%	46 18%	45 15%	74 21%	78 18%	22 15%	52 18%	55 20%	48 15%	124 20%	74 15%	63 24%	49 17%	17%	24 16%	5 10%	14 15%	173 19%	24 13%	116 19%	52 17%	29 19%	62 21%	135 17%	96 24%	101 15%	123 18%	74 18%					
Neither favourable nor unfavourable (0)	267 25%	123 23%	144 26%	36 32%	60 32%	50 28%	36 20%	43 24%	42 16%	96 32%	86 24%	85 20%	44 30%	93 33%	57 21%	61 19%	155 25%	111 23%	55 21%	76 27%	57 23%	36 24%	16 30%	27 28%	217 24%	49 26%	149 24%	80 25%	38 25%	87 29%	179 23%	107 27%	159 23%	191 29%	75 18%					
Fairly unfavourable (-1)	196 18%	96 18%	101 18%	18 16%	21 11%	24 14%	42 23%	29 16%	62 24%	38 13%	67 19%	91 21%	21 15%	33 12%	56 21%	74 23%	103 17%	93 20%	45 18%	33 12%	51 20%	31 20%	17 11%	20 21%	154 17%	42 22%	120 19%	51 16%	26 17%	51 17%	145 18%	68 17%	128 19%	103 15%	94 23%					
Very unfavourable (-2)	253 23%	134 25%	116 21%	17 15%	31 17%	31 18%	43 23%	51 29%	80 DEF	48 DEF	74 16%	131 31%	27 18%	41 15%	66 25%	102 32%	134 22%	119 25%	59 23%	77 27%	61 24%	30 20%	11 21%	14 15%	202 23%	50 26%	144 23%	67 21%	42 27%	43 14%	210 27%	74 19%	179 26%	144 21%	109 26%					
Don't know	72 7%	18 3%	54 10%	12 11%	19 10%	20 11%	11 6%	7 4%	3 1%	31 10%	31 9%	10 2%	18 12%	29 10%	17 6%	7 2%	42 7%	30 6%	12 5%	13 5%	21 9%	13 8%	2 5%	10 10%	62 7%	10 5%	35 6%	31 10%	6 4%	25 8%	47 6%	20 5%	51 7%	52 8%	20 5%					
Net: Very/Fairly favourable	300 28%	161 30%	139 25%	28 26%	54 29%	53 30%	49 27%	46 26%	69 27%	83 28%	102 28%	115 27%	37 25%	87 31%	73 27%	77 24%	177 29%	123 26%	85 33%	85 30%	58 23%	42 27%	6 12%	23 25%	261 29%	39 21%	174 28%	85 27%	41 27%	92 31%	208 26%	128 32%	172 25%	181 27%	119 29%					
Net: Very/Fairly unfavourable	449 41%	229 43%	217 39%	35 31%	52 28%	56 31%	85 47%	80 45%	142 55%	86 29%	140 39%	222 51%	48 33%	74 26%	122 45%	176 55%	237 39%	212 45%	104 41%	109 39%	112 45%	61 40%	28 53%	35 37%	357 40%	92 49%	264 42%	118 37%	67 44%	94 32%	355 45%	142 36%	307 45%	246 37%	202 49%					
Net Difference	-149 -14%	-69 -13%	-77 -14%	-6 -6%	3 2%	-3 -2%	-36 -20%	-34 -19%	-73 -28%	-4 -1%	-39 -11%	-107 -25%	-11 -8%	13 5%	-49 -18%	-99 -31%	-60 -10%	-89 -19%	-19 -7%	-24 -9%	-53 -21%	-19 -13%	-22 -41%	-11 -12%	-96 -11%	-53 -28%	-90 -14%	-33 -10%	-26 -17%	-2 -1%	-147 -19%	-13 -3%	-136 -20%	-65 -10%	-84 -20%					
Mean	-0.29	-0.28	-0.30	-0.11	-0.02	-0.12	-0.39	-0.42	-0.51	-0.05	-0.26	-0.47	-0.18	0.03	-0.39	-0.55	-0.25	-0.35	-0.23	-0.24	-0.43	-0.23	-0.64	-0.19	-0.25	-0.49	-0.30	-0.23	-0.38	-0.05	-0.38	-0.15	-0.38	-0.24	-0.37					

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		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	103	4	64	7	12	53	27	12	72	92	1	33	22	41	24	10	45	16	75	103	-	16	64	16	75	43	38	64	32	32	16	52	47	29	15	80	9	62	19	68								
	9%	1%	25%	12%	10%	13%	7%	5%	13%	26%	15%	6%	15%	7%	5%	11%	16%	6%	13%	34%	-	8%	13%	6%	12%	22%	6%	32%	2%	24%	5%	10%	12%	6%	10%	4%	9%	12%	8%									
Fairly favourable (1)	197	59	68	16	18	105	56	43	125	153	15	72	40	68	39	28	116	50	122	197	-	43	107	38	141	50	96	83	24	42	29	89	76	58	25	156	39	123	31	138								
	18%	15%	27%	28%	15%	26%	13%	18%	23%	43%	3%	34%	10%	24%	11%	14%	27%	19%	21%	66%	-	20%	21%	15%	23%	25%	15%	42%	7%	11%	18%	21%	35%	13%	16%	20%	15%	24%	12%	24%								
Neither favourable nor unfavourable (0)	267	77	62	16	32	113	73	54	129	79	51	56	60	66	59	32	94	68	115	-	-	43	102	46	138	47	111	26	46	29	61	40	77	44	91	30	185	44	120	44	157							
	25%	20%	24%	29%	27%	28%	18%	23%	23%	22%	12%	26%	15%	24%	17%	22%	26%	20%	20%	-	-	21%	20%	18%	23%	24%	18%	13%	16%	21%	16%	25%	18%	20%	19%	24%	17%	23%	17%	27%								
Fairly unfavourable (-1)	196	88	36	12	23	61	96	46	86	15	130	31	86	53	73	36	73	53	96	-	196	45	83	60	107	29	139	15	85	17	90	38	77	22	97	21	152	56	97	62	92							
	18%	23%	14%	21%	20%	15%	23%	19%	15%	4%	31%	14%	22%	19%	21%	19%	17%	20%	17%	-	44%	21%	17%	23%	17%	15%	22%	8%	25%	12%	23%	24%	18%	10%	23%	13%	20%	21%	19%	24%	16%							
Very unfavourable (-2)	253	148	19	4	28	52	156	81	125	8	223	19	178	43	141	84	89	62	142	-	253	61	133	91	124	23	220	9	179	14	167	34	117	23	171	60	160	111	92	97	91							
	23%	39%	8%	7%	24%	13%	38%	34%	22%	2%	53%	9%	46%	15%	42%	43%	21%	24%	25%	-	56%	29%	27%	35%	20%	22%	5%	52%	10%	43%	21%	28%	11%	37%	38%	21%	43%	18%	38%	15%								
Don't know	72	3	5	2	6	15	6	2	18	10	5	3	4	9	3	4	7	9	26	-	-	2	10	6	28	7	14	-	3	4	3	8	4	17	6	38	2	23	2	42								
	7%	1%	2%	3%	5%	4%	2%	1%	3%	3%	1%	1%	1%	3%	1%	2%	4%	5%	-	-	-	1%	2%	2%	5%	3%	2%	-	1%	2%	1%	2%	2%	4%	4%	5%	1%	4%	1%	7%								
Net: Very/Fairly favourable	300	63	132	22	30	158	83	55	197	246	16	105	63	109	63	39	161	66	197	300	-	59	172	54	216	93	134	147	32	74	65	45	141	122	87	40	236	48	185	50	206							
	28%	17%	52%	40%	25%	40%	20%	23%	36%	69%	4%	49%	16%	39%	19%	20%	38%	26%	34%	100%	-	28%	34%	21%	35%	47%	22%	17%	9%	54%	28%	34%	57%	19%	25%	31%	19%	36%	20%	35%								
Net: Very/Fairly unfavourable	449	237	55	15	51	113	252	126	211	23	353	50	264	96	214	120	162	115	237	-	449	106	216	151	231	52	359	24	264	30	257	72	194	45	268	81	312	166	188	158	183							
	41%	62%	22%	28%	42%	28%	61%	53%	38%	6%	83%	23%	68%	34%	63%	62%	38%	44%	41%	-	100%	50%	43%	59%	38%	26%	58%	12%	76%	22%	66%	45%	46%	21%	58%	51%	41%	64%	37%	62%								
Net Difference	-149	-173	77	7	-22	45	-170	-72	-13	223	-337	54	-202	14	-151	-81	*	-49	-41	300	-449	-47	-45	-96	-16	41	-225	123	-232	43	-191	-27	-52	77	-180	-41	-76	-118	-4	-108	23							
	-14%	-46%	30%	13%	-18%	11%	-41%	-30%	-2%	63%	-79%	25%	-52%	5%	-45%	-42%	*	-19%	-7%	100%	-100%	-22%	-9%	-38%	-3%	20%	-36%	62%	-67%	32%	-49%	-17%	-12%	36%	-39%	-26%	-10%	-45%	-1%	-43%	4%							
Mean	-0.29	-0.84	0.49	0.19	-0.33	0.12	-0.73	-0.60	-0.12	0.89	-1.33	0.32	-0.92	0.04	-0.80	-0.81	-0.11	-0.38	-0.20	1.34	-1.56	-0.44	-0.23	-0.68	-0.11	0.31	-0.67	0.90	-1.17	0.46	-0.88	-0.28	-0.28	0.48	-0.72	-0.57	-0.21	-0.85	-0.07	-0.74	*							
			BE	BE*	B*	G		KM	HKMOP	HKLMNDPQ	HKLMNDPQ	K	HKMOP	K	K	HKMOP	UKaceil	UKaceil	RSUVWYZab	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil	UKaceil		

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Column Proportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c/d/e/f/g/h/i/j/k/l/m/n/o Minimum Base: 30(**) Smol Base: 100(*)
Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b/c/d/e/f/g/h/i/j/k/l/m/n/o Minimum Base: 30(**) Smol Base: 100(*)

Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	56 5%	30 6%	26 5%	5 4%	12 6%	9 5%	6 3%	5 3%	19 7%	17 6%	15 4%	24 6%	6 4%	17 6%	11 4%	16 5%	37 6%	18 4%	12 5%	14 5%	15 6%	9 6%	2 3%	3 3%	44 5%	12 6%	31 5%	14 5%	10 7%	20 7%	36 5%	20 5%	36 5%	31 5%	25 6%		
Fairly favourable (1)	202 19%	97 18%	104 19%	19 17%	24 13%	29 16%	24 13%	33 19%	74 29%	43 15%	53 15%	107 25%	21 14%	46 16%	36 13%	81 25%	103 17%	100 21%	44 17%	50 18%	51 21%	24 16%	2 30%	3 18%	44 20%	20 10%	123 20%	44 14%	34 24%	53 18%	149 19%	78 20%	125 18%	107 16%	95 23%		
Neither favourable nor unfavourable (0)	214 20%	95 18%	119 21%	22 20%	31 17%	33 19%	30 17%	31 18%	67 26%	53 18%	63 18%	98 23%	27 18%	51 18%	47 17%	65 20%	120 20%	94 20%	55 22%	57 20%	55 22%	25 17%	10 19%	11 12%	163 18%	50 27%	135 22%	45 14%	34 23%	58 20%	155 19%	75 20%	138 18%	123 16%	90 22%		
Fairly unfavourable (-1)	205 19%	93 18%	112 20%	19 17%	42 23%	31 18%	38 21%	37 21%	38 15%	61 21%	69 19%	75 17%	32 22%	55 19%	52 19%	59 18%	122 20%	83 17%	55 21%	50 17%	39 16%	25 16%	14 26%	23 24%	155 17%	50 26%	116 19%	67 21%	22 14%	76 26%	129 16%	79 20%	126 18%	130 19%	75 18%		
Very unfavourable (-2)	370 34%	203 38%	165 30%	42 38%	66 36%	62 35%	75 41%	66 37%	60 23%	108 36%	137 38%	126 29%	53 36%	96 34%	113 42%	97 30%	205 34%	165 35%	84 33%	105 37%	75 30%	58 39%	10 18%	38 40%	316 35%	54 29%	191 31%	130 41%	49 32%	80 27%	290 37%	130 33%	240 35%	250 37%	121 29%		
Don't know	40 4%	12 2%	28 5%	5 4%	10 5%	13 7%	8 5%	4 2%	- *	14 5%	22 6%	4 1%	8 6%	18 6%	10 4%	3 1%	23 4%	16 3%	6 2%	8 3%	12 5%	9 6%	2 4%	2 3%	36 4%	4 2%	25 4%	15 5%	- *	9 3%	30 4%	15 4%	25 4%	30 4%	10 2%		
Net: Very/Fairly favourable	258 24%	127 24%	130 23%	24 21%	36 19%	38 21%	30 17%	38 22%	92 36%	60 20%	68 19%	131 30%	26 18%	63 22%	47 18%	97 30%	140 23%	118 25%	56 22%	65 23%	67 27%	33 22%	18 34%	20 21%	226 25%	32 17%	154 25%	58 18%	46 31%	73 24%	185 23%	97 25%	161 23%	138 21%	120 29%		
Net: Very/Fairly unfavourable	576 53%	296 56%	277 50%	61 55%	108 59%	93 53%	113 62%	103 59%	98 38%	169 57%	206 57%	201 46%	85 58%	151 54%	165 61%	156 49%	327 54%	248 52%	139 54%	155 55%	115 46%	83 55%	23 44%	60 64%	472 53%	104 55%	308 50%	197 63%	71 47%	157 53%	419 53%	210 53%	366 53%	379 57%	196 47%		
Net Difference	-317 -29%	-169 -32%	-148 -27%	-37 -33%	-72 -39%	-55 -31%	-82 -46%	-65 -37%	-5 -2%	-109 -37%	-138 -38%	-70 -16%	-58 -40%	-89 -31%	-118 -44%	-59 -18%	-187 -31%	-130 -27%	-83 -32%	-90 -32%	-48 -19%	-51 -33%	-5 -10%	-40 -43%	-245 -27%	-72 -38%	-154 -25%	-139 -44%	-25 -16%	-84 -28%	-233 -30%	-112 -28%	-205 -30%	-241 -36%	-76 -18%		
Mean	-0.60	-0.66	-0.55	-0.70	-0.72	-0.66	-0.87	-0.73	-0.18	-0.71	-0.77	-0.40	-0.76	-0.64	-0.85	-0.44	-0.60	-0.60	-0.62	-0.66	-0.46	-0.71	-0.25	-0.82	-0.60	-0.61	-0.53	-0.85	-0.42	-0.50	-0.64	-0.58	-0.62	-0.72	-0.43		

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	56	39	5	2	2	21	28	44	1	12	28	13	18	9	19	19	19	56	-	18	24	42	5	34	12	5	38	17	20	11	24	36	3	20	18	16	32	21	12	35	11							
Fairly favourable (1)	202	119	22	8	11	54	107	114	24	50	101	47	73	44	80	52	61	202	-	48	91	99	32	92	59	28	127	51	68	29	79	71	24	59	63	38	124	71	65	76	69							
Neither favourable nor unfavourable (0)	214	108	22	12	17	64	92	50	49	36	95	45	63	36	66	30	48	-	-	36	96	32	56	60	84	21	138	14	68	35	56	28	34	29	96	38	57	62	65	80								
Fairly unfavourable (-1)	205	58	58	12	27	85	77	14	146	86	59	34	86	46	61	31	81	-	205	63	76	15	122	34	140	34	126	25	60	16	78	13	95	36	92	23	169	41	116	31	135							
Very unfavourable (-2)	370	53	144	19	61	165	107	15	330	169	138	71	149	145	109	59	214	-	370	134	161	19	283	32	309	107	187	89	129	43	149	11	262	71	189	39	303	69	254	44	278							
Don't know	40	2	5	*	-	8	4	1	5	3	3	4	2	-	4	3	3	-	-	1	2	2	2	4	10	4	3	2	1	1	2	-	3	1	4	3	12	1	7	4	15							
Net: Very/Fairly favourable	258	159	27	10	14	75	134	157	25	62	129	91	53	99	71	80	258	-	66	115	141	37	126	71	33	165	68	88	41	102	108	27	79	81	53	156	92	77	111	80								
Net: Very/Fairly unfavourable	576	110	202	32	88	251	184	29	476	256	197	105	236	191	170	90	294	-	576	237	34	405	66	449	141	312	114	189	59	227	25	356	106	281	63	472	109	370	75	413								
Net Difference	-317	48	-175	-22	-75	-175	-50	128	-451	-193	-68	-45	-145	-138	-71	-19	-214	258	-576	-131	-122	107	-368	60	-378	-108	-148	-45	-101	-18	-125	83	-329	-27	-200	-9	-317	-17	-293	36	-333							
Mean	-0.60	0.09	-1.26	-0.71	-1.12	-0.82	-0.32	0.67	-1.42	-0.99	-0.42	-0.49	-0.71	-0.98	-0.48	-0.31	-0.97	1.22	-1.64	-0.83	-0.58	0.62	-1.30	0.25	-1.12	-1.07	-0.48	-0.60	-0.61	-0.37	-0.65	0.68	-1.41	-0.36	-0.81	-0.21	-0.77	-0.25	-1.05	0.11	-1.05							

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Column Proportions (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30(**) Small Base: 100(*)

Column Means (S%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30(**) Small Base: 100(*)

Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	35 3%	19 4%	15 3%	2 2%	6 3%	5 3%	4 2%	4 2%	13 5%*	8 3%	9 3%	17 4%	4 3%	9 3%	5 2%	14 4%	28 5% R	7 1%	10 4%	8 3%	6 2%	7 4%	1 1%	3 4%	25 3%	9 5%	21 3%	7 2%	6 4%*	11 4%	24 3%	20 5% E	15 2%	18 3%	17 4%		
Fairly favourable (1)	176 16%	85 16%	89 16%	15 13%	15 8%	28 16%	16 9%	23 13%	79 31% DEFGH*	30 10%	43 12%	103 24% JK	15 10%	39 14%	24 9%	82 25% MNO	102 17%	74 16%	39 15%	54 19%	36 14%	20 14%	17 32% SUVX*	3 11%*	25 16%	9 15%	21 20% b	7 8%	6 19% b*	11 14%	24 17%	20 16%	15 16%	18 14%	17 20% h		
Neither favourable nor unfavourable (0)	264 24%	134 25%	130 23%	37 33% FGI	54 29%	38 21%	37 21%	46 26%	52 20%*	91 31% KL	75 21%	98 23%	48 33% OP	70 25%	58 22%	66 21%	143 23%	121 25%	48 19%	77 27%	71 29% S	35 23%	9 18%*	24 26%*	217 26%*	47 24%	150 24%	80 25%	34 22%*	85 29%	179 23%	90 25%	173 25%	182 27% i	82 20%		
Fairly unfavourable (-1)	249 23%	116 22%	133 24%	20 18%	42 23%	42 24%	44 24%	42 24%	59 23%*	62 21%	86 24%	101 23%	25 17%	68 24%	64 24%	75 23%	142 23%	107 22%	72 28%	60 21%	55 22%	31 20%*	14 26%*	17 18%*	195 22%	54 28%	136 22%	72 23%	41 27%*	73 25%	176 22%	90 23%	159 23%	150 22%	99 24%		
Very unfavourable (-2)	252 23%	140 26% C	110 20%	20 18%	44 24%	40 23%	55 30% DI	49 28% DI	42 16%*	65 22%	95 27%	92 21%	30 21%	63 22%	80 30% M	71 22%	141 23%	111 23%	63 24%	64 23%	47 19%	41 27% W*	5 10%*	32 33% UW*	224 25% Z	27 14%	133 21%	89 28% a	30 20%*	59 20%	193 24%	99 25%	152 22%	161 24%	91 22%		
Don't know	112 10%	36 7%	76 14% B	17 15% HI	23 13% HI	25 14% HI	25 14% HI	12 7% HI	11 4%*	40 14% L	49 14% L	22 5%	24 16% P	34 12% P	37 14% P	14 4%	55 9%	56 12%	24 9%	21 7%	35 14% T	18 12%*	7 13%*	8 8%*	89 10%*	23 12%	60 10%	40 13%	12 8%*	27 9%	85 11%	32 8%	80 12%	69 10%	43 10%		
Net: Very/Fairly favourable	210 19%	105 20%	105 19%	17 15%	21 11%	33 19% G	19 11%	27 16%	93 36% DEFGH*	38 13%	52 15%	120 28% JK	19 13%	48 17% O	30 11%	96 30% MNO	129 21%	81 17%	49 19%	62 22%	41 17%	27 18%*	17 33% UX*	13 14%*	172 19%	38 20%	143 23% b	33 11%	35 23% b*	52 18%	158 20%	85 21%	125 18%	110 16%	101 24% h		
Net: Very/Fairly unfavourable	501 46%	256 48%	243 44%	40 36%	87 47%	82 46%	99 55% DI	91 52% DI	101 39%*	127 43%	182 51%	192 44%	55 38%	131 46%	145 54% M	145 45%	283 46%	218 46%	135 53% U	124 44%	102 41%	71 47%*	19 36%*	49 52%*	419 47%	81 43%	269 43% a	161 51% a	71 47%*	132 45%	368 47%	190 48%	311 45%	311 46%	190 46%		
Net Difference	-290 -27%	-151 -28%	-138 -25%	-23 -21%	-66 -36%	-49 -28%	-80 -44%	-64 -36%	-8 -3%	-89 -30%	-129 -36%	-72 -17%	-36 -25%	-83 -29%	-115 -43%	-50 -15%	-154 -25%	-137 -29%	-86 -33%	-63 -22%	-60 -24%	-44 -29%*	-2 -4%	-35 -37%*	-248 -28%	-43 -23%	-126 -20%	-128 -41%	-36 -24%	-80 -27%	-210 -27%	-104 -26%	-186 -27%	-201 -30%	-90 -22%		
Mean	-0.52	-0.55	-0.49	-0.44 g	-0.65	-0.55 g	-0.84	-0.66	-0.15 EFGH*	-0.57	-0.70	-0.36 k	-0.51 o	-0.55 o	-0.82	-0.35 o	-0.48	-0.57	-0.59	-0.45	-0.48	-0.59 *	-0.15 **	-0.73 *	-0.55	-0.37	-0.42 b	-0.76	-0.43 b*	-0.47	-0.54	-0.50	-0.53	-0.57	-0.44		

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																				Favourable to politicians										Opinion of Brexit's impact on the country			
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612	
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589	
Very favourable (2)	35	23	3	-	5	15	13	23	5	9	17	13	14	12	11	10	17	27	2	9	14	35	-	22	9	24	11	15	10	14	26	4	15	12	6	25	13	11	18	11		
Fairly favourable (1)	176	121	15	5	6	45	105	102	33	43	102	48	64	29	65	47	57	115	32	50	92	176	-	87	47	24	131	46	75	36	71	69	27	61	55	30	124	70	54	87	52	
Neither favourable nor unfavourable (0)	264	102	40	18	28	79	105	54	91	71	99	45	81	57	88	52	69	65	88	52	102	-	-	68	116	39	126	28	63	36	70	37	49	37	108	43	160	75	92	65	114	
Fairly unfavourable (-1)	249	74	86	16	34	121	85	42	161	103	83	59	93	72	78	41	115	32	170	90	91	-	249	49	166	53	151	44	82	29	96	18	135	47	110	31	197	48	140	47	166	
Very unfavourable (-2)	252	45	97	15	39	112	84	9	229	106	107	39	123	93	83	35	155	6	235	81	125	-	252	21	219	62	149	66	102	23	131	6	198	47	147	35	204	40	189	29	186	
Don't know	112	16	14	1	7	27	22	6	37	25	17	9	16	16	13	9	11	15	48	17	25	-	-	10	55	12	38	4	8	3	6	5	7	9	30	12	61	13	31	8	60	
Net: Very/Fairly favourable	210	143	19	5	11	59	119	125	38	52	119	61	78	41	76	58	74	141	34	59	106	210	-	109	57	33	154	57	90	46	85	95	31	76	67	36	149	83	65	105	63	
Net: Very/Fairly unfavourable	501	119	182	31	73	233	169	52	390	209	190	98	216	165	162	76	271	37	405	172	216	-	501	70	385	115	300	109	184	58	226	24	333	94	258	66	401	88	329	77	351	
Net Difference	-290	24	-163	-26	-62	-174	-50	74	-352	-157	-71	-37	-138	-124	-85	-18	-197	104	-371	-113	-110	210	-501	39	-328	-82	-146	-52	-94	-5	-142	71	-301	-18	-191	-30	-251	-5	-264	29	-288	
Mean	-0.52	0.01	-1.07	-0.76	-0.85	-0.73	-0.31	0.38	-1.11	-0.77	-0.40	-0.31	-0.66	-0.78	-0.48	-0.23	-0.81	0.52	-1.14	-0.65	-0.52	1.16	-1.50	0.16	-0.96	-0.72	-0.47	-0.55	-0.54	-0.14	-0.68	0.59	-1.20	-0.24	-0.75	-0.41	-0.61	-0.13	-0.91	0.07	-0.87	

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ColumnMeans (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30(**) Small Base: 10(1*)

Political Pulse
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? - Rachel Reeves, Shadow Chancellor of the Exchequer
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	56 5%	27 5%	28 5%	6 6%	4 2%	5 3%	7 4%	13 7%	21 8%	10 3%	12 3%	34 8%	8 5%	6 2%	11 4%	26 8%	35 6%	21 4%	8 3%	21 8%	12 5%	10 7%	* 1%	4 4%	49 5%	7 4%	36 6%	11 3%	9 6%	13 4%	43 5%	22 5%	34 5%	27 4%	28 7%		
Fairly favourable (1)	142 13%	78 15%	64 11%	15 13%	23 13%	16 9%	26 14%	25 14%	37 14%	38 13%	42 12%	62 14%	16 11%	35 12%	36 13%	45 14%	95 16%	47 10%	50 19%	34 12%	30 12%	16 10%	6 2%	7 7%	121 14%	21 11%	87 14%	39 12%	15 10%	47 16%	95 12%	59 15%	83 12%	79 12%	63 15%		
Neither favourable nor unfavourable (0)	339 31%	175 33%	164 30%	36 33%	69 37%	52 30%	50 28%	52 29%	79 31%	105 36%	102 29%	131 30%	51 35%	95 34%	79 29%	89 28%	177 29%	162 34%	78 30%	84 30%	71 29%	51 34%	24 45%	30 32%	287 32%	52 27%	184 30%	100 32%	54 36%	102 34%	237 30%	132 33%	207 30%	226 34%	113 27%		
Fairly unfavourable (-1)	170 16%	89 17%	81 15%	13 11%	29 15%	34 19%	27 15%	26 15%	42 16%	41 14%	60 17%	68 16%	19 13%	46 16%	41 15%	53 17%	94 15%	76 16%	37 14%	45 16%	34 14%	28 18%	7 14%	19 20%	131 15%	39 20%	104 17%	44 14%	21 14%	47 16%	123 16%	54 14%	115 17%	100 15%	70 17%		
Very unfavourable (-2)	176 16%	100 19%	73 13%	16 14%	23 13%	22 12%	30 16%	30 17%	55 21%	39 13%	51 14%	85 20%	23 16%	33 12%	39 15%	70 22%	100 16%	76 16%	40 16%	55 19%	37 15%	20 13%	9 17%	15 15%	142 16%	34 18%	100 16%	49 16%	27 18%	37 13%	138 18%	63 16%	113 16%	109 16%	67 16%		
Don't know	205 19%	62 12%	143 26%	25 22%	37 20%	48 27%	42 23%	31 17%	22 9%	62 21%	91 25%	53 12%	30 21%	68 24%	63 23%	40 12%	110 18%	94 20%	45 17%	43 15%	65 26%	26 17%	6 12%	20 21%	167 19%	38 20%	109 18%	71 22%	25 17%	51 17%	154 19%	68 17%	137 20%	130 19%	75 18%		
Net: Very/Fairly favourable	198 18%	106 20%	92 17%	21 19%	27 15%	21 12%	32 18%	38 21%	58 23%	48 16%	54 15%	96 22%	24 16%	41 14%	47 17%	70 22%	129 21%	68 14%	58 22%	55 19%	41 17%	26 17%	7 13%	11 11%	170 19%	28 15%	123 20%	50 16%	24 16%	60 20%	138 17%	81 20%	117 17%	106 16%	92 22%		
Net: Very/Fairly unfavourable	346 32%	189 36%	154 28%	29 26%	52 28%	55 31%	56 31%	56 32%	97 38%	81 27%	112 31%	153 35%	42 28%	80 28%	80 30%	123 38%	194 32%	152 32%	77 30%	101 35%	71 29%	48 32%	16 31%	34 36%	273 30%	72 38%	204 33%	94 30%	48 32%	84 28%	261 33%	117 30%	228 33%	209 31%	137 33%		
Net Difference	-148 -14%	-83 -16%	-62 -11%	-7 -7%	-25 -13%	-34 -19%	-24 -13%	-18 -10%	-39 -15%	-32 -11%	-58 -16%	-58 -13%	-18 -12%	-39 -14%	-33 -12%	-52 -16%	-64 -11%	-84 -18%	-19 -7%	-45 -16%	-30 -12%	-22 -14%	-10 -18%	-23 -24%	-103 -12%	-45 -24%	-81 -13%	-44 -14%	-24 -16%	-25 -8%	-123 -16%	-37 -9%	-111 -16%	-103 -15%	-45 -11%		
Mean	-0.30	-0.33	-0.26	-0.20	-0.30	-0.39	-0.34	-0.25	-0.31	-0.26	-0.37	-0.29	-0.29	-0.31	-0.30	-0.34	-0.26	-0.36	-0.24	-0.33	-0.30	-0.25	-0.39	-0.45	-0.27	-0.47	-0.28	-0.34	-0.33	-0.20	-0.34	-0.24	-0.34	-0.34	-0.34	-0.25	

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

PUBLIC
Political Pulse
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? - Boris Johnson, former Leader of the Conservative Party and Prime Minister
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)				Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)				
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359				
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416				
Very favourable (2)	93 9%	58 11% C	35 6%	12 11%	11 6%	15 8%	14 8%	13 7%	28 11% *	23 8%	29 8%	41 10%	12 8%	19 7%	23 8%	38 12%	53 9%	40 8%	33 13%	26 9%	20 8%	8 5%	2 3%	3 4%	75 8%	17 9%	62 10%	23 7%	8 5% *	29 10%	63 8%	34 9%	58 8%	52 8%	41 10%				
Fairly favourable (1)	164 15%	79 15%	85 15%	17 16%	25 13%	25 14%	28 15%	22 12%	48 19% *	42 14%	53 15%	69 16%	18 12%	45 16%	37 14%	47 15%	89 15%	75 16%	38 15%	42 15%	37 15%	21 14%	15 29% x*	10 11% *	15 15%	27 14%	38 12%	27 18% *	51 17%	112 14%	58 15%	106 15%	103 15%	61 15%					
Neither favourable nor unfavourable (0)	180 17%	82 15%	98 18%	20 19% G	42 23% FGH	21 12%	16 9%	26 15%	54 21% G*	62 21% K	38 10%	80 18%	27 19%	50 18%	32 12%	53 17%	93 15%	87 18%	39 15%	55 20% X	51 20% X	18 12% *	9 16% *	8 9%	137 15%	43 23% Y	111 18%	46 15%	22 15% *	53 18%	126 16%	54 14%	126 18%	100 15%	80 19%				
Fairly unfavourable (-1)	187 17%	84 16%	102 18%	23 21%	32 17%	25 14%	38 21% H	23 13%	46 18% *	55 21% K	63 18%	69 16%	35 24% NP	40 14%	48 18%	47 15%	108 18%	79 17%	32 12%	47 16%	44 18%	34 23% s*	10 18% *	20 22% *	151 17%	36 19%	108 17%	52 17% *	26 17% *	57 19%	130 16%	77 19%	110 16%	114 17%	72 17%				
Very unfavourable (-2)	426 39%	217 41%	207 37%	32 29%	67 36%	80 45% DI	77 42% D	90 51% DEI	81 31% *	99 33% J	157 44% J	171 39%	46 31% M	114 40%	117 43% M	134 42% M	250 41%	177 37%	105 41%	106 37%	84 34%	62 41% *	18 34% *	50 53% TU*	365 41%	62 32%	220 35% a	138 44% a	68 45% *	95 32% d	331 42% d	164 41%	263 38%	275 41%	151 36%				
Don't know	37 3%	11 2%	27 5%	6 5% I	9 5% I	11 6% HI	9 5% I	3 2%	- - *	14 5% L	20 6% L	3 1%	8 5% P	15 5% P	13 5% P	1 *	18 3%	19 4%	9 3%	7 3%	12 5%	7 5% *	- - *	2 2% *	32 4%	5 3%	21 3%	17 5% c	- - *	11 4%	26 3%	11 3%	27 4%	26 4%	12 3%				
Net: Very/Fairly favourable	257 24%	137 26%	120 22%	29 26%	36 19%	40 22%	42 23%	35 20%	76 30% *	65 22%	82 23%	110 25%	30 21%	65 23%	60 22%	86 27%	142 23%	115 24%	71 28% x	68 24%	57 23%	29 19% *	17 32% x*	14 14% *	213 24%	44 23%	161 26% b	61 19%	35 23% *	81 27%	176 22%	93 23%	164 24%	155 23%	101 24%				
Net: Very/Fairly unfavourable	613 56%	301 57%	309 56%	55 50%	99 53%	105 59%	114 63% DI	113 64% DEI	127 50% *	154 52%	219 61% J	240 55%	81 56%	153 54%	165 61%	182 56%	358 59%	256 54%	137 54%	153 54%	128 52%	97 64% U*	28 52% *	71 75% STUW*	515 57%	98 51%	328 53% a	190 61% a	94 62% *	152 51% d	462 58% d	240 60%	373 54%	390 58%	223 54%				
Net Difference	-357 -33%	-164 -31%	-189 -34%	-26 -24%	-63 -34%	-65 -37%	-73 -40%	-78 -44%	-51 -20% *	-89 -30%	-138 -38%	-129 -30%	-51 -35%	-88 -31%	-105 -39%	-96 -30%	-216 -35%	-141 -30%	-66 -26%	-84 -30%	-71 -29%	-68 -45%	-11 -20% *	-57 -60% *	-303 -34%	-54 -28%	-167 -27%	-130 -41%	-60 -40%	-71 -24%	-286 -36% e	-148 -37%	-209 -30%	-235 -35%	-122 -29%				
Mean	-0.66	-0.62	-0.69	-0.45 GH	-0.67	-0.78	-0.79	-0.89	-0.41 FGH*	-0.59	-0.78	-0.60	-0.61	-0.68	-0.77	-0.60	-0.70	-0.61	-0.56 x	-0.59 x	-0.57 x	-0.85 *	-0.51 x*	-1.12 *	-0.68	-0.53	-0.54 b	-0.82	-0.79 *	-0.48 e	-0.73	-0.72	-0.62	-0.71	-0.57				

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PUBLIC
Political Pulse
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? - Boris Johnson, former Leader of the Conservative Party and Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																				Favourable to politicians										Opinion of Brexit's impact on the country			
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612	
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589	
Very favourable (2)	93	68	5	1	5	18	62	60	10	17	60	19	48	13	47	40	17	46	28	13	66	48	27	93	-	14	65	18	48	16	51	31	23	24	48	34	22%	52	20	51	19	
Fairly favourable (1)	164	95	19	6	17	37	96	73	40	32	85	39	69	30	66	57	25	81	38	41	85	61	43	164	-	26	106	31	58	26	69	53	33	38	69	39	92	78	28	88	35	
Neither favourable nor unfavourable (0)	180	87	20	8	13	40	88	55	42	32	82	22	59	37	53	36	50	60	50	29	66	44	44	-	-	13	103	18	50	14	48	35	33	31	70	34	99	52	41	46	66	
Fairly unfavourable (-1)	187	63	34	11	25	77	66	29	88	65	65	44	55	42	50	23	70	45	84	49	70	35	65	-	-	187	30	112	26	61	30	61	26	45	25	85	21	141	31	95	35	110
Very unfavourable (-2)	426	65	174	28	58	221	98	19	370	206	132	90	159	157	121	35	262	26	365	166	161	22	320	-	426	115	228	104	130	49	158	15	283	93	187	28	383	43	330	32	347	
Don't know	37	3	3	-	1	6	4	1	5	5	1	-	1	2	1	4	-	1	10	2	1	1	1	-	-	2	5	1	-	1	-	3	4	5	1	12	3	2	3	11		
Net: Very/Fairly favourable	257	163	24	7	22	54	158	133	50	49	144	58	117	43	113	97	42	126	66	54	151	109	70	257	-	40	171	49	105	43	120	84	56	62	73	137	130	48	139	55		
Net: Very/Fairly unfavourable	613	128	208	39	83	299	164	48	458	271	197	134	213	199	171	58	333	71	449	216	231	57	385	-	613	144	340	130	190	79	218	41	328	119	272	49	523	74	425	67	458	
Net Difference	-357	35	-184	-32	-61	-244	-6	85	-409	-222	-52	-76	-96	-156	-58	39	-291	55	-383	-161	-81	52	-315	257	-613	-105	-169	-82	-85	-36	-99	43	-272	-57	-155	24	-386	56	-378	72	-403	
Mean	-0.66	0.10	-1.40	-1.06	-0.97	-1.14	-0.10	0.54	-1.40	-1.17	-0.29	-0.69	-0.53	-1.08	-0.39	0.24	-1.26	0.29	-1.27	-1.05	-0.39	0.37	-1.22	1.36	-1.70	-1.04	-0.54	-0.85	-0.48	-0.51	-0.53	0.36	-1.27	-0.60	-0.64	0.19	-0.95	0.25	-1.34	0.36	-1.26	

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

Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30 Small Base: 100

Column Means (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30 Small Base: 100

PUBLIC

Political Pulse
Adults aged 18+ in GB

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

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416
Very favourable (2)	60 5%	31 6%	29 5%	12 11% FHI	18 10% FI	6 3%	12 7% I	9 5% I	3 1% *	30 10% KL	18 5%	12 3%	17 12% NP	17 6%	17 6%	8 3%	37 6% U	22 5%	15 6% U	23 8% U	4 2%	14 10% UX*	1 2% *	1 2% *	57 6% Z	3 2%	29 5%	23 7% *	8 5% *	25 8% e	35 4%	34 9% g	26 4%	42 6%	18 4%
Fairly favourable (1)	139 13%	73 14%	66 12%	23 21% GHI	38 20% GHI	43 18% GHI	34 9% GHI	28 16% I	20 8% *	84 21% KL	77 13% L	30 7%	27 19% OP	59 21% OP	26 10%	25 8%	76 12% U	64 13%	36 14% U	33 12%	29 12%	29 17% *	4 7% *	11 11% *	123 14% Z	16 8%	73 12% a	53 17% a	13 9% *	48 16% *	91 12% g	64 16% g	75 11% g	99 15% i	40 10% i
Neither favourable nor unfavourable (0)	209 19%	97 18%	112 20%	30 27% HI	55 30% HI	43 24% HI	34 19% HI	28 16% I	20 8% *	84 28% KL	77 21% L	48 11%	36 25% P	77 27% P	57 21% P	28 9%	108 18% U	101 21%	53 20%	55 19%	37 15% U*	38 25% U*	8 15% U*	18 20% *	184 21% Z	25 13%	113 18% a	72 23% a	24 16% *	84 28% e	125 16% g	77 19% g	132 19% i	154 23% i	55 13% i
Fairly unfavourable (-1)	180 17%	75 14%	104 19%	19 17% I	27 15% I	36 20% I	32 17% I	26 15% I	41 16% *	46 16% L	67 19% L	67 15%	25 17% P	50 18%	47 17%	44 14%	107 18% U	73 15%	36 14% U	55 19% U	38 15% U	15 10% U*	16 29% U*	21 22% U*	141 16% Z	39 21%	101 16% a	51 16% a	28 19% *	54 18% *	126 16% g	68 17% g	112 16% i	124 18% i	56 13% i
Very unfavourable (-2)	438 40%	234 44% C	203 37%	17 15% C	35 19% C	42 24% C	74 41% DEF	93 53% DEF	178 69% DEFGH*	51 17% J	116 32% JK	271 63% JK	26 18%	55 20% MN	106 39% MN	212 66% MNO	255 42% U	183 38%	104 40% U	105 37% U	122 49% TV	48 32% *	23 43% *	37 39% *	336 38% Y	102 53% Y	272 44% b	91 29% b	74 49% b*	69 23% d	369 47% d	137 34% f	301 44% f	217 32% h	221 53% h
Don't know	61 6%	20 4%	41 7% B	10 9% HI	13 7% I	19 11% HI	13 7% I	6 3% I	- - *	23 8% L	32 9% L	6 1%	15 10% P	24 8% P	18 7% P	4 1%	27 4% U	34 7%	13 5% U	13 5% U	18 7% U	2 4% *	6 6% *	56 6% Z	5 3%	33 5% a	25 8% a	3 2% *	17 6% e	44 6% e	17 4% g	44 6% g	35 5% i	26 6% i	
Net: Very/Fairly favourable	199 18%	104 20%	94 17%	35 32% GHI	55 30% GHI	38 22% HI	28 16% I	24 13% I	18 7% *	91 31% KL	66 19% L	42 10%	45 30% OP	76 27% OP	43 16%	34 10%	113 18% U	86 18%	51 20% U	56 20% U	34 14% UWX*	40 27% UWX*	5 10% *	12 13% *	180 20% Z	19 10%	102 16% a	76 24% a	21 14% *	73 25% e	126 16% g	98 25% g	101 15% i	141 21% i	58 14% i
Net: Very/Fairly unfavourable	618 57%	309 58%	306 55%	36 32% DEF	62 33% DEF	77 44% DEF	106 58% DEF	119 67% DEF	219 85% DEFGH*	97 33% J	183 51% JK	337 78% JK	51 35% MN	105 37% MN	152 56% MN	256 80% MNO	362 59% U	256 54%	140 55% U	160 56% U	160 64% U	63 42% *	38 72% v*	58 61% v*	477 53% Y	141 74% Y	373 45% b	142 68% b*	103 41% b*	123 63% d	495 60% d	205 52% f	413 60% f	341 51% h	277 67% h
Net Difference	-419 -39%	-205 -39%	-212 -38%	-1 -1% FGHI	-6 -3% FGHI	-39 -22% GHI	-78 -43% I	-95 -54% I	-201 -78% *	-7 -2% KL	-117 -33% L	-296 -68% L	-7 -5% OP	-29 -10% OP	-109 -40% P	-222 -69% P	-249 -41% U	-170 -36% U	-89 -34% U	-103 -36% U	-126 -51% U	-23 -15% UWX*	-33 -62% *	-46 -48% *	-298 -33% Z	-122 -64% Z	-272 -44% a	-66 -21% a	-82 -54% a	-50 -17% e	-369 -47% e	-107 -27% g	-313 -45% g	-200 -30% i	-219 -53% i
Mean	-0.78	-0.80	-0.75	-0.06 FGHI	-0.13 FGHI	-0.47 GHI	-0.83 I	-1.05 I	-1.46 *	-0.10 KL	-0.66 L	-1.30	-0.12 OP	-0.26 OP	-0.78 P	-1.34	-0.80	-0.75	-0.73 U	-0.68 U	-1.06	-0.40 UWX*	-1.07 *	-0.92 *	-0.69 Z	-1.19	-0.88	-0.47 ac	-1.00 *	-0.34 e	-0.94	-0.55 g	-0.91	-0.59 i	-1.08

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Reeves	Favourable to Davies	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact								
																																									(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	60	2	43	-	8	37	10	3	52	33	16	15	23	34	8	4	30	8	48	23	27	7	39	9	48	60	-	18	17	12	37	7	41	13	36	6	48	3	42	7	45							
Fairly favourable (1)	139	16	62	6	22	75	18	31	89	88	25	51	35	62	26	22	60	26	93	70	25	26	76	30	96	139	-	38	28	32	24	18	55	41	53	27	94	25	82	26	93							
Neither favourable nor unfavourable (0)	209	45	56	12	20	88	48	42	94	84	34	42	31	73	26	28	71	54	104	70	32	23	77	40	109	-	-	49	26	31	34	29	68	39	53	32	131	35	94	38	120							
Fairly unfavourable (-1)	180	42	53	14	31	83	60	28	121	73	51	43	58	49	53	23	82	33	113	61	57	25	102	37	106	-	180	34	49	20	65	17	80	48	65	15	148	28	98	24	122							
Very unfavourable (-2)	438	273	35	19	33	102	271	131	189	70	296	58	241	58	223	112	176	132	200	72	302	129	198	134	233	-	438	58	223	38	242	88	172	70	245	76	321	164	189	156	177							
Don't know	61	2	6	3	4	14	7	2	11	8	2	4	3	4	3	5	5	6	18	4	6	-	10	7	20	-	-	1	2	3	1	-	5	4	11	2	30	4	13	4	31							
Net: Very/Fairly favourable	199	18	105	6	30	112	28	34	141	121	41	67	58	96	34	26	90	33	141	93	52	33	115	40	144	-	56	46	44	46	25	96	54	89	32	142	28	123	32	138								
Net: Very/Fairly unfavourable	618	215	88	23	65	185	331	159	310	144	347	101	299	107	276	135	258	165	312	134	359	154	300	171	340	-	618	92	272	57	306	105	252	118	310	91	468	193	286	180	299							
Net Difference	-419	-296	17	-27	-34	-73	-303	-125	-169	-23	-306	-34	-241	-11	-242	-109	-168	-132	-171	-41	-307	-121	-185	-131	-195	199	-618	-36	-226	-14	-260	-80	-156	-64	-221	-58	-327	-165	-163	-148	-160							
Mean	-0.78	-1.50	0.10	-0.90	-0.52	-0.36	-1.38	-1.08	-0.56	-0.17	-1.39	-0.37	-1.18	-0.13	-1.36	-1.15	-0.75	-1.01	-0.58	-0.31	-1.31	-1.15	-0.70	-1.02	-0.64	1.30	-1.71	-0.39	-1.26	-0.30	-1.24	-1.01	-0.69	-0.58	-0.95	-0.83	-0.81	-1.27	-0.62	-1.19	-0.52							

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

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

Political Pulse
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? - Ed Davey, Leader of the Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	21 2%	13 3%	7 1%	4 4%	6 3%	2 1%	4 2%	2 1%	4 1%	10 3%	5 1%	6 1%	5 3%	7 2%	4 2%	2 1%	13 2%	7 2%	6 2%	7 2%	2 1%	5 3%	1 1%	1 1%	19 2%	2 1%	13 2%	5 2%	3 2%	9 3%	12 1%	7 2%	14 2%	10 2%	11 3%		
Fairly favourable (1)	115 11%	69 13%	46 8%	13 12%	19 10%	24 13%	19 10%	10 6%	30 12%	32 11%	43 12%	40 9%	15 10%	34 12%	28 10%	27 8%	59 10%	56 12%	21 8%	33 12%	33 13%	16 11%	5 9%	7 8%	97 11%	18 10%	65 10%	35 11%	15 10%	35 12%	80 10%	47 12%	68 10%	75 11%	40 10%		
Neither favourable nor unfavourable (0)	389 36%	177 33%	212 38%	39 35%	70 38%	65 37%	55 30%	66 37%	93 36%	109 37%	121 34%	159 37%	49 34%	116 41%	82 30%	116 36%	229 37%	160 34%	90 35%	122 43%	75 30%	57 38%	14 26%	31 33%	315 35%	74 39%	233 38%	105 33%	51 34%	117 39%	272 34%	156 39%	232 34%	249 37%	140 34%		
Fairly unfavourable (-1)	185 17%	94 18%	91 16%	15 13%	24 13%	29 17%	33 18%	33 19%	50 20%	39 13%	62 17%	84 19%	20 13%	40 14%	48 18%	56 17%	106 17%	78 16%	53 21%	35 12%	45 18%	26 17%	13 25%	12 13%	153 17%	31 16%	107 17%	46 15%	32 21%	60 20%	124 16%	58 15%	126 18%	107 16%	78 19%		
Very unfavourable (-2)	203 19%	126 24%	74 13%	13 12%	25 14%	19 11%	36 20%	44 25%	65 25%	38 13%	55 15%	109 25%	20 13%	32 11%	51 19%	96 30%	115 19%	87 18%	48 19%	47 17%	44 18%	27 18%	12 22%	25 26%	174 19%	29 15%	116 19%	55 17%	31 21%	31 10%	172 22%	71 18%	132 19%	117 17%	86 21%		
Don't know	176 16%	52 10%	124 22%	26 24%	41 22%	38 21%	34 19%	22 12%	14 5%	68 23%	72 20%	36 8%	38 26%	54 19%	56 21%	24 8%	88 14%	87 18%	39 15%	40 14%	49 20%	20 13%	9 17%	18 19%	139 16%	36 19%	87 14%	70 22%	19 12%	45 15%	131 17%	59 15%	117 17%	113 17%	63 15%		
Net: Very/Fairly favourable	136 12%	82 16%	53 10%	17 16%	25 14%	25 14%	22 12%	12 7%	33 13%	42 14%	48 13%	45 11%	20 14%	41 14%	33 12%	29 9%	72 12%	64 13%	27 10%	40 14%	35 14%	21 14%	5 10%	8 8%	116 13%	20 10%	78 13%	40 13%	18 12%	44 15%	91 12%	53 13%	82 12%	85 13%	50 12%		
Net: Very/Fairly unfavourable	387 36%	220 41%	164 30%	28 25%	49 26%	49 27%	69 38%	77 44%	116 45%	77 26%	118 33%	193 44%	39 27%	73 26%	99 37%	152 47%	221 36%	166 35%	101 39%	82 29%	89 36%	53 35%	25 47%	37 39%	327 36%	60 32%	223 36%	100 32%	64 42%	91 31%	296 37%	129 32%	258 37%	224 33%	163 39%		
Net Difference	-252 -23%	-138 -26%	-111 -20%	-11 -10%	-24 -13%	-23 -13%	-47 -26%	-65 -37%	-82 -32%	-35 -12%	-70 -19%	-147 -34%	-19 -13%	-32 -11%	-66 -25%	-123 -38%	-149 -24%	-102 -21%	-74 -29%	-42 -15%	-54 -22%	-32 -21%	-20 -37%	-29 -31%	-211 -24%	-40 -21%	-145 -23%	-61 -19%	-46 -30%	-47 -16%	-204 -26%	-76 -19%	-176 -25%	-138 -21%	-113 -27%		
Mean	-0.48	-0.52	-0.41	-0.23 GH*	-0.30 HI	-0.29 HI	-0.54	-0.69	-0.59 *	-0.28 L	-0.42 L	-0.63	-0.31 P	-0.25 OP	-0.53	-0.73	-0.48	-0.47	-0.54	-0.34 X	-0.48	-0.41 *	-0.70 **	-0.70 *	-0.48	-0.44 *	-0.46	-0.45	-0.56 *	-0.27 e	-0.55	-0.41	-0.51	-0.44	-0.53		

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

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

PUBLIC
Political Pulse
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? - Ed Davey, Leader of the Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country																																											
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Unfavourable to Conservatives					Favourable to Labour					Unfavourable to Green Party					Favourable to Green Party					Unfavourable to Hunt					Favourable to Hunt					Unfavourable to Johnson					Favourable to Johnson					Unfavourable to Corbyn					Favourable to Corbyn					Unfavourable to Reeves					Favourable to Reeves					Unfavourable to Davey					Favourable to Davey					Unfavourable to Cleverly					Favourable to Cleverly					Positive impact	Negative impact
									(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)																																									
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612																																																	
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589																																																	
Very favourable (2)	21	5	3	3	6	14	2	4	11	11	3	17	1	9	2	6	8	3	9	11	6	5	11	9	10	7	11	7	21	-	6	8	14	4	2	14	5	10	3	9																																																		
Fairly favourable (1)	115	30	34	17	12	54	39	30	53	56	26	79	9	54	16	23	50	37	49	63	25	41	41	33	69	37	47	46	25	115	-	28	46	50	34	17	84	29	50	34	62																																																	
Neither favourable nor unfavourable (0)	389	124	112	20	38	171	123	85	199	166	107	76	63	109	70	35	162	92	192	131	105	72	164	72	220	80	187	81	84	-	63	135	84	119	43	288	46	198	72	241																																																		
Fairly unfavourable (-1)	185	81	48	10	17	68	85	49	100	50	95	24	100	56	80	37	87	56	101	47	94	37	105	47	108	29	129	39	71	-	185	29	89	31	97	30	140	58	101	45	105																																																	
Very unfavourable (-2)	203	117	27	2	24	42	127	59	108	28	151	7	176	21	139	78	86	46	126	19	162	48	122	73	110	17	178	13	143	-	203	31	113	20	150	51	126	104	78	85	69																																																	
Don't know	176	23	30	3	21	50	39	10	85	46	41	12	42	32	32	15	32	23	98	30	57	8	59	22	96	29	67	12	18	-	3	29	17	58	14	118	17	80	15	103																																																		
Net: Very/Fairly favourable	136	35	36	20	18	68	41	34	63	67	29	96	10	63	18	29	57	41	59	74	30	46	51	43	79	44	57	53	31	136	-	34	54	64	38	19	98	35	60	37	71																																																	
Net: Very/Fairly unfavourable	387	198	76	12	41	110	211	107	207	77	246	31	276	77	219	115	173	102	227	65	257	85	226	120	218	46	306	52	213	-	387	61	202	51	248	81	266	163	178	130	173																																																	
Net Difference	-252	-163	-40	7	-23	-42	-170	-73	-144	-10	-217	65	-266	-14	-202	-86	-116	-62	-168	8	-226	-39	-175	-77	-140	-2	-249	2	-182	136	-387	-27	-148	13	-210	-62	-168	-128	-118	-92	-102																																																	
Mean	-0.48	-0.77	-0.29	0.15	-0.41	-0.20	-0.79	-0.56	-0.51	-0.09	-0.95	0.37	-1.26	-0.11	-1.11	-0.89	-0.50	-0.44	-0.60	-0.97	-0.40	-0.65	-0.60	-0.46	-0.07	-0.76	-0.02	-0.97	1.15	-1.52	-0.34	-0.64	0.04	-0.88	-0.77	-0.43	-0.94	-0.43	-0.73	-0.33																																																		

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

PUBLIC
Political Pulse
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? - James Cleverly, Home Secretary
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	16 2%	8 2%	8 1%	4 3%	2 1%	2 1%	2 1%	3 2%	3 1%	6 2%	4 1%	6 1%	4 3%	4 2%	3 1%	5 2%	10 2%	6 1%	6 2%	5 *	1 *	5 3%	- -	- -	16 2%	1 *	7 1%	7 2%	2 1%	5 2%	11 1%	9 2%	8 1%	11 2%	6 1%		
Fairly favourable (1)	144 13%	82 15%	62 11%	11 10%	25 14%	20 11%	10 6%	15 8%	63 24% DEFGH*	36 12%	30 8%	77 18%	12 8%	40 14%	16 6%	52 16%	96 10%	48 13%	34 14%	38 13%	32 13%	21 14%	11 21%	8 8%	117 13%	27 14%	90 15%	27 8%	39 18%	104 13%	58 15%	85 12%	71 11%	73 18%			
Neither favourable nor unfavourable (0)	335 31%	151 28%	183 33%	29 27%	51 28%	62 35%	55 30%	50 28%	88 34% *	81 27%	117 33%	137 32%	38 26%	90 32%	85 31%	98 30%	169 28%	166 35% Q	69 27%	96 34%	76 31%	48 32%	24 45% SK*	23 25%	276 31%	59 31%	215 35% b	82 26%	38 25% *	96 32%	239 30%	126 32%	209 30%	203 30%	132 32%		
Fairly unfavourable (-1)	184 17%	99 19%	85 15%	19 17%	40 22%	20 11%	37 20%	36 F	32 13% *	59 20%	57 16%	68 16%	30 20%	47 17%	47 17%	56 18%	106 17%	78 16%	56 22%	47 16%	38 15%	19 13%	7 *	18 19%	143 16%	41 21%	97 16%	58 18%	29 19% *	65 22% e	119 15%	59 18%	125 19%	129 19%	55 13%		
Very unfavourable (-2)	236 22%	135 25% C	100 18%	19 17%	29 16%	34 19%	41 23%	49 27%	65 25% DE	48 16%	75 21%	113 26%	26 18%	43 15%	64 24% N	89 28% MN	144 24%	92 19%	57 22%	62 22%	47 19%	36 24%	5 9%	29 31% UW*	205 23%	31 17%	121 19%	75 24%	41 27% *	46 15%	191 24% d	92 23%	144 21%	143 21%	93 22%		
Don't know	172 16%	55 10%	116 21% B	29 HI	37 I	40 HI	35 I	24 I	6 *	66 22% L	75 L	31 7%	37 25% P	58 P	55 20% P	21 7%	85 14%	86 18%	35 14%	36 13%	54 22% ST	23 15% *	6 12% *	17 18% *	141 16%	31 16%	90 15%	66 ac	15 *	47 16%	125 16%	54 14%	118 17%	114 17%	57 14%		
Net: Very/Fairly favourable	160 15%	90 17%	70 13%	15 13%	28 15% G	22 12%	12 7%	18 10%	66 26% DEFGH*	42 14%	34 10%	83 19%	16 11%	45 16%	19 7%	57 18% O	106 17% R	54 11%	39 15%	43 15%	33 13%	26 17% *	11 21% *	8 8% *	132 15%	28 15%	98 16%	34 11%	29 19% *	44 15%	116 15%	67 17%	93 14%	81 12%	79 19% h		
Net: Very/Fairly unfavourable	420 39%	234 44% C	185 33%	37 34%	69 38%	54 31%	78 43% F	85 48% DEF	97 38% *	107 36%	132 37%	181 42%	56 38%	90 32%	111 41% N	146 45% N	250 41%	170 36%	113 44% W	109 38%	85 34%	55 36% *	12 22% *	47 50% UW*	348 39%	72 38%	218 35%	133 42%	69 46% *	110 37%	310 39%	151 38%	270 39%	272 41%	148 36%		
Net Difference	-260 -24%	-143 -27%	-115 -21%	-23 -20%	-42 -23%	-32 -18%	-66 -36%	-67 -38%	-31 -12%	-64 -22%	-98 -27%	-98 -23%	-40 -27%	-46 -16%	-91 -34%	-88 -28%	-145 -24%	-116 -24%	-74 -29%	-66 -23%	-51 -21%	-29 -19%	-1 -2%	-39 -41%	-216 -24%	-44 -23%	-121 -19%	-99 -31%	-41 -27%	-66 -22%	-194 -25%	-84 -21%	-176 -26%	-190 -28%	-70 -17%		
Mean	-0.52	-0.57	-0.47	-0.46 H*	-0.46 GH	-0.47 H	-0.72	-0.74	-0.37 GH*	-0.46	-0.60	-0.51	-0.57	-0.38 O	-0.71	-0.58	-0.53	-0.52	-0.57	-0.50 X	-0.50 X	-0.47 X*	-0.12 **	-0.88 *	-0.54	-0.47 *	-0.44 b	-0.67	-0.58 *	-0.43	-0.56	-0.49	-0.55	-0.58	-0.44		

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

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

PUBLIC
Political Pulse
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? - Joe Biden, President of the United States
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)				Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)				
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359				
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416				
Very favourable (2)	39 4%	19 4%	20 4%	8 8% HI	6 3%	10 6%	4 4%	4 3%	4 1%	14 5%	16 5%	8 2%	9 6%	14 5%	9 3%	6 2%	18 3%	21 4%	8 3%	14 5%	5 2%	8 6%	* *	4 4%	37 4%	2 1%	19 3%	18 6%	2 1%	16 5%	23 3%	19 5%	19 3%	29 4%	10 2%				
Fairly favourable (1)	177 16%	97 18%	79 14%	19 18%	25 14%	33 18%	22 12%	27 15%	51 20%	45 15%	55 15%	77 18%	23 16%	46 16%	38 14%	55 17%	107 17%	70 15%	39 15%	49 17%	42 17%	25 17%	7 13%	16 17%	143 16%	33 17%	99 16%	55 17%	23 15%	49 17%	128 16%	73 18%	103 15%	101 15%	76 18%				
Neither favourable nor unfavourable (0)	344 32%	147 28%	196 35%	26 24%	52 28%	53 30%	55 30%	61 35%	97 38%	78 27%	108 30%	158 37%	38 26%	78 28%	88 33%	110 34%	190 31%	154 32%	81 31%	90 32%	85 34%	30 20%	31 58%	29 31%	277 31%	67 35%	201 32%	78 25%	65 43%	97 33%	248 31%	121 30%	223 32%	216 32%	128 31%				
Fairly unfavourable (-1)	228 21%	116 22%	113 20%	24 22%	46 25%	29 16%	41 22%	40 23%	48 19%	70 24%	70 19%	89 20%	30 20%	61 22%	58 21%	68 21%	129 21%	100 21%	58 23%	51 18%	47 19%	42 28%	8 15%	23 24%	191 21%	37 20%	136 22%	64 20%	28 19%	72 24%	156 20%	82 21%	147 21%	142 21%	86 21%				
Very unfavourable (-2)	235 22%	136 26%	96 17%	26 24%	41 22%	37 21%	42 23%	35 20%	53 21%	67 23%	80 22%	88 20%	36 25%	57 20%	60 22%	75 23%	136 22%	99 21%	60 23%	63 22%	47 19%	40 26%	6 11%	19 20%	195 22%	40 21%	128 21%	77 24%	30 20%	49 17%	185 23%	81 20%	154 22%	144 21%	91 22%				
Don't know	64 6%	16 3%	49 9%	6 6%	15 8%	16 9%	15 8%	8 5%	4 2%	21 7%	31 9%	12 3%	10 7%	26 9%	18 7%	8 2%	32 5%	33 7%	12 5%	17 6%	22 9%	7 5%	2 4%	4 5%	54 6%	10 5%	38 6%	22 7%	4 3%	14 5%	50 6%	21 5%	43 6%	39 6%	25 6%				
Net: Very/Fairly favourable	215 20%	116 22%	99 18%	28 25%	31 17%	42 24%	28 16%	31 18%	54 21%	59 20%	71 20%	85 20%	32 22%	60 21%	47 17%	61 19%	125 20%	91 19%	47 18%	63 22%	47 19%	33 22%	7 13%	19 20%	180 20%	35 19%	118 19%	73 23%	25 16%	65 22%	151 19%	93 23%	123 18%	130 19%	85 21%				
Net: Very/Fairly unfavourable	463 43%	252 47%	209 38%	51 46%	86 47%	66 37%	83 46%	76 43%	101 39%	137 46%	149 42%	177 41%	66 45%	118 42%	118 44%	143 45%	264 43%	199 42%	118 46%	114 40%	94 38%	81 54%	14 25%	42 44%	386 43%	77 41%	264 43%	141 45%	58 38%	121 41%	342 43%	162 41%	301 44%	286 43%	177 43%				
Net Difference	-248 -23%	-135 -26%	-110 -20%	-23 -21%	-55 -30%	-24 -13%	-54 -30%	-45 -25%	-47 -18%	-78 -26%	-78 -22%	-92 -21%	-34 -23%	-58 -20%	-71 -26%	-82 -26%	-140 -23%	-108 -23%	-71 -28%	-52 -18%	-48 -19%	-48 -32%	-7 -12%	-23 -24%	-206 -23%	-42 -22%	-147 -24%	-68 -22%	-33 -22%	-57 -19%	-191 -24%	-70 -18%	-178 -26%	-156 -23%	-92 -22%				
Mean	-0.43	-0.49	-0.37	-0.39	-0.53	-0.32	-0.54	-0.45	-0.38	-0.47	-0.43	-0.41	-0.44	-0.39	-0.48	-0.48	-0.44	-0.42	-0.50	-0.38	-0.40	-0.55	-0.23	-0.42	-0.43	-0.45	-0.44	-0.44	-0.41	-0.32	-0.48	-0.35	-0.48	-0.43	-0.44				

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

PUBLIC
Political Pulse
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? - Joe Biden, President of the United States
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	39	8	15	2	5	17	11	15	19	26	7	19	9	17	6	10	18	14	20	22	7	18	15	15	18	16	16	16	9	19	7	10	15	39	-	9	24	11	18	11	16							
Fairly favourable (1)	177	56	117	17	80	57	45	95	101	37	65	36	64	41	25	95	65	87	101	38	58	78	47	101	38	103	64	35	45	44	38	67	177	-	12	145	28	99	39	110								
Neither favourable nor unfavourable (0)	344	119	74	24	43	144	115	74	179	111	117	62	86	88	71	41	131	85	168	80	123	66	140	66	197	52	173	65	68	33	86	44	115	-	-	23	269	60	175	65	202							
Fairly unfavourable (-1)	228	94	57	12	20	89	94	48	108	61	98	44	93	58	85	37	88	37	115	49	136	46	141	31	92	24	99	40	93	-	-	228	33	176	53	108	57	122										
Very unfavourable (-2)	235	94	48	5	32	59	122	44	141	44	156	19	161	47	127	77	86	35	164	37	167	30	143	68	135	43	169	18	140	13	148	26	125	-	235	76	126	99	101	77	109							
Don't know	64	9	5	1	2	10	15	10	14	15	9	5	4	6	9	4	6	13	20	10	13	2	9	11	25	4	18	3	2	1	3	2	-	-	5	31	9	14	5	29								
Net: Very/Fairly favourable	215	64	71	13	22	97	68	60	114	127	44	84	46	81	47	35	113	79	106	122	45	76	94	62	119	54	118	81	43	64	51	48	82	215	-	21	170	39	118	51	126							
Net: Very/Fairly unfavourable	463	189	104	17	52	148	216	92	249	105	254	63	254	105	212	115	174	81	281	87	268	67	258	117	272	89	310	49	232	38	248	66	218	-	463	109	301	152	209	134	232							
Net Difference	-248	-124	-34	-3	-29	-50	-148	-32	-135	22	-210	21	-208	-24	-165	-79	-61	-2	-175	35	-223	9	-164	-55	-153	-35	-191	32	-189	27	-197	-18	-136	215	-463	-89	-132	-91	-83	-105								
Mean	-0.43	-0.57	-0.27	-0.12	-0.48	-0.24	-0.65	-0.27	-0.47	0.01	-0.86	0.10	-0.93	-0.20	-0.87	-0.76	-0.31	-0.09	-0.57	0.07	-0.88	-0.02	-0.59	-0.44	-0.46	-0.32	-0.57	0.15	-0.93	0.24	-0.88	-0.22	-0.59	1.18	-1.51	-1.02	-0.31	-0.80	-0.35	-0.60								

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Column Proportions (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o Minimum Base: 30(**) Small Base: 100(*)
Column Means (SN): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
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? - Donald Trump, former President of the United States
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	55 5%	40 8%	15 3%	5 4%	10 5%	8 4%	10 5%	8 5%	14 6%	15 5%	18 5%	23 5%	8 5%	13 4%	13 5%	21 7%	28 5%	27 6%	16 6%	14 5%	9 4%	13 8%	* 1%	3 3%	51 6%	4 2%	27 4%	18 6%	10 7%	11 4%	44 6%	20 5%	35 5%	31 5%	25 6%		
Fairly favourable (1)	102 9%	69 13%	33 6%	19 17%	24 13%	19 10%	15 8%	10 6%	15 6%	43 14%	34 9%	26 6%	22 15%	37 13%	20 8%	19 6%	54 9%	48 10%	27 11%	25 9%	21 9%	14 9%	7 14%	7 7%	90 10%	12 6%	56 9%	42 13%	3 3%	33 11%	69 9%	37 9%	65 9%	73 11%	30 7%		
Neither favourable nor unfavourable (0)	123 11%	64 12%	58 10%	18 16%	30 16%	23 13%	19 11%	16 9%	16 6%	48 16%	42 12%	33 8%	22 15%	44 16%	29 11%	26 8%	59 10%	63 13%	28 11%	33 12%	32 13%	16 11%	6 11%	9 9%	102 11%	21 11%	78 13%	34 11%	11 8%	50 17%	73 9%	49 12%	73 11%	88 13%	35 8%		
Fairly unfavourable (-1)	136 13%	64 12%	72 13%	20 18%	28 15%	12 7%	16 9%	19 11%	41 16%	48 16%	28 8%	60 14%	23 16%	35 12%	24 9%	45 14%	69 11%	67 14%	43 17%	27 9%	24 10%	22 14%	8 15%	14 15%	115 13%	21 11%	80 13%	40 13%	16 11%	39 13%	97 12%	41 10%	96 14%	72 11%	64 15%		
Very unfavourable (-2)	635 58%	279 53%	354 64%	45 41%	86 47%	106 59%	111 61%	117 67%	170 66%	131 44%	217 60%	287 66%	67 46%	140 49%	169 62%	208 65%	380 62%	255 53%	134 52%	179 63%	148 60%	82 54%	31 59%	60 63%	505 56%	130 68%	357 58%	171 54%	107 71%	155 52%	480 61%	237 60%	397 58%	381 57%	254 61%		
Don't know	36 3%	15 3%	21 4%	4 3%	7 4%	11 6%	10 5%	5 3%	- -	10 4%	20 6%	5 1%	5 3%	14 5%	14 5%	3 1%	20 3%	15 3%	9 3%	6 2%	13 5%	5 3%	1 1%	3 3%	33 4%	2 1%	22 4%	10 3%	4 2%	9 3%	27 3%	13 3%	23 3%	26 4%	10 2%		
Net: Very/Fairly favourable	157 14%	109 20%	48 9%	24 22%	33 18%	26 14%	25 14%	18 10%	30 12%	58 19%	51 14%	48 11%	30 20%	50 18%	33 12%	41 13%	81 16%	76 17%	44 17%	39 14%	31 12%	27 18%	8 14%	9 10%	141 16%	16 9%	84 13%	60 19%	14 9%	44 15%	113 14%	57 14%	100 15%	103 15%	54 13%		
Net: Very/Fairly unfavourable	771 71%	343 65%	426 77%	65 59%	114 62%	118 70%	127 77%	137 82%	211 82%	179 61%	244 68%	347 80%	90 62%	175 62%	193 71%	253 79%	449 74%	322 68%	177 69%	206 73%	172 69%	104 69%	39 74%	73 78%	620 69%	151 79%	438 70%	210 67%	123 81%	193 65%	577 73%	278 70%	493 71%	453 68%	318 76%		
Net Difference	-614 -56%	-234 -44%	-378 -68%	-41 -37%	-81 -44%	-91 -51%	-102 -56%	-118 -67%	-181 -70%	-122 -41%	-193 -54%	-299 -69%	-61 -41%	-125 -44%	-159 -59%	-212 -66%	-368 -60%	-246 -52%	-133 -52%	-167 -59%	-142 -57%	-77 -51%	-32 -59%	-64 -68%	-479 -53%	-134 -71%	-354 -57%	-150 -48%	-109 -72%	-149 -50%	-465 -59%	-221 -56%	-393 -57%	-350 -52%	-263 -63%		
Mean	-1.14	-0.92	-1.34	-0.76	-0.88	-1.13	-1.19	-1.33	-1.31	-0.84	-1.16	-1.32	-0.84	-0.94	-1.23	-1.25	-1.22	-1.03	-1.01	-1.20	-1.19	-0.99	-1.20	-1.33	-1.08	-1.38	-1.14	-1.00	-1.39	-1.02	-1.18	-1.14	-1.13	-1.09	-1.21		

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

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

PUBLIC
Political Pulse
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? - Donald Trump, former President of the United States
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																	Favourable to politicians																	Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Unfavourable to Cons	Favourable to Cons	Unfavourable to Lab	Favourable to Lib	Unfavourable to Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact			
																																										(A)	(B)	(C)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612			
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589			
Very favourable (2)	55	30	4	2	7	8	35	23	20	7	35	4	35	4	28	27	8	13	31	9	35	8	32	24	21	6	41	6	31	4	36	13	25	3	46	55	-	38	5	24	15			
Fairly favourable (1)	102	49	17	4	12	24	49	41	28	29	51	22	51	29	43	50	19	41	31	31	45	28	33	49	28	27	50	25	40	15	45	22	24	18	63	102	-	58	15	40	30			
Neither favourable nor unfavourable (0)	123	43	20	4	22	32	55	33	34	30	55	21	41	26	41	37	20	43	35	23	49	24	32	42	33	21	55	15	37	16	37	27	26	24	48	-	-	53	15	53	30			
Fairly unfavourable (-1)	136	57	36	5	4	45	63	37	61	53	47	23	48	15	60	19	48	47	61	45	55	42	54	49	58	21	85	28	44	17	49	26	41	26	61	-	136	28	49	39	71			
Very unfavourable (-2)	635	197	174	39	69	285	207	100	408	234	232	142	214	203	165	59	328	108	411	191	258	107	347	88	465	120	384	122	183	81	217	72	302	144	240	-	635	83	426	96	431			
Don't know	36	4	4	-	3	5	5	3	4	3	4	1	3	3	2	3	3	6	6	1	6	1	2	4	7	4	2	1	2	3	1	3	1	5	-	-	1	5	3	12				
Net: Very/Fairly favourable	157	80	21	6	20	32	85	64	48	36	86	26	86	34	71	77	26	53	63	40	81	36	66	73	49	32	91	31	71	19	14	21	34	49	21	109	157	-	95	20	64	45		
Net: Very/Fairly unfavourable	771	253	210	45	74	330	270	136	470	287	279	165	261	218	225	77	376	156	472	236	312	149	401	137	523	142	468	150	237	98	266	98	343	170	301	-	771	110	475	135	502			
Net Difference	-614	-174	-189	-38	-54	-298	-185	-72	-422	-251	-194	-139	-176	-184	-154	*	-350	-102	-410	-196	-232	-113	-335	-64	-474	-109	-378	-119	-167	-79	-185	-63	-294	-149	-192	157	-771	-15	-455	-71	-458			
Mean	-1.14	-0.90	-1.43	-1.37	-1.00	-1.46	-0.87	-0.64	-1.47	-1.35	-0.93	-1.30	-0.91	-1.38	-0.86	-0.17	-1.59	-0.79	-1.39	-1.27	-1.03	-1.01	-1.30	-0.51	-1.52	-1.15	-1.17	-1.20	-0.95	-1.17	-0.95	-0.77	-1.37	-1.35	-0.84	1.35	-1.82	-0.23	-1.71	-0.57	-1.51			

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Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30(**) Small Base: 100(*)

Column Means (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
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? - Nigel Farage
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359	
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416	
Very favourable (2)	106	72	34	5	14	9	18	18	41	19	28	59	8	17	28	48	59	47	25	33	19	12	13	4	84	22	67	23	16	21	85	30	77	61	45	
Fairly favourable (1)	153	84	69	19	23	19	26	20	46	41	46	66	21	38	33	45	75	78	38	35	48	13	9	9	132	21	98	38	17	39	115	42	111	84	69	
Neither favourable nor unfavourable (0)	252	102	150	35	51	29	33	37	67	86	62	104	45	62	53	73	123	129	52	75	52	41	12	20	204	48	140	67	46	88	164	83	169	161	92	
Fairly unfavourable (-1)	156	67	88	14	30	34	26	24	28	44	60	52	24	48	38	41	104	52	34	44	41	20	4	13	127	29	88	52	16	40	116	60	96	99	57	
Very unfavourable (-2)	360	188	171	28	56	71	62	70	72	84	134	142	38	96	97	108	225	136	90	87	69	58	12	44	301	59	195	115	50	92	269	164	197	228	132	
Don't know	59	18	41	9	12	14	15	7	2	21	29	9	11	21	21	6	24	35	17	9	18	7	3	5	48	11	33	20	6	18	41	18	41	38	21	
Net: Very/Fairly favourable	260	156	103	24	36	29	44	38	88	61	73	126	29	55	61	94	135	125	63	68	68	25	22	14	216	44	165	61	34	60	200	72	188	146	114	
Net: Very/Fairly unfavourable	516	255	259	42	86	106	88	94	99	128	194	194	62	145	135	149	329	187	125	131	110	78	16	56	429	87	283	167	66	131	385	224	292	327	189	
Net Difference	-256	-100	-156	-18	-50	-77	-44	-56	-12	-68	-121	-68	-33	-90	-74	-55	-194	-62	-61	-63	-43	-52	6	-43	-213	-44	-118	-106	-33	-71	-185	-152	-105	-181	-75	
Mean	-0.50	-0.42	-0.57	-0.40	-0.53	-0.85	-0.64	-0.16	-0.48	-0.69	-0.35	-0.46	-0.65	-0.58	-0.36	-0.61	-0.34	-0.53	-0.43	-0.40	-0.68	0.14	-0.92	-0.51	-0.45	-0.42	-0.67	-0.46	-0.51	-0.49	-0.75	-0.35	-0.55	-0.41		

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Political Pulse
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	106	77	4	-	17	6	86	50	42	9	86	17	83	15	67	82	7	34	57	10	86	35	43	63	26	8	90	15	62	10	86	26	40	9	75	52	38	106	-	67	21							
Fairly favourable (1)	153	86	24	7	12	28	102	59	45	36	81	20	72	29	76	59	29	59	52	39	80	49	45	67	49	20	103	25	59	25	77	35	44	30	78	44	72	153	-	68	39							
Neither favourable nor unfavourable (0)	252	100	40	10	26	62	118	78	72	73	83	60	50	67	28	59	83	79	63	84	62	76	71	97	45	128	36	64	38	43	58	51	51	91	38	163	-	-	74	101								
Fairly unfavourable (-1)	156	54	44	8	13	65	49	24	85	59	56	31	55	34	41	11	57	41	79	42	63	31	60	32	99	25	94	23	51	17	43	22	41	29	65	13	131	-	156	24	92							
Very unfavourable (-2)	360	57	138	28	48	225	51	24	300	174	107	87	115	147	84	8	268	36	291	143	125	34	269	16	326	98	192	95	105	43	135	18	239	88	144	7	344	-	360	15	316							
Don't know	59	6	4	2	2	12	8	3	12	6	11	6	6	4	6	4	6	4	6	18	4	10	-	7	3	11	3	4	4	3	1	5	8	11	4	23	-	-	6	21								
Net: Very/Fairly favourable	260	163	29	7	29	35	188	109	87	44	167	36	155	43	143	141	96	92	109	48	166	83	88	130	74	28	193	40	122	35	163	61	84	39	152	95	110	-	135	59								
Net: Very/Fairly unfavourable	516	111	182	36	61	289	100	47	385	233	163	119	170	181	125	19	325	77	370	185	188	65	329	48	425	123	286	119	156	60	178	41	280	118	209	20	475	-	516	39	407							
Net Difference	-256	51	-154	-29	-32	-255	89	61	-298	-188	5	-82	-15	-138	18	122	-289	15	-261	-137	-22	18	-241	83	-351	-95	-94	-79	-34	-25	-15	20	-196	-79	-57	75	-365	260	-516	96	-348							
Mean	-0.50	0.19	-1.15	-1.08	-0.54	-1.23	0.31	0.38	-1.02	-1.01	-0.04	-0.74	-0.12	-0.99	*	1.04	-0.05	-0.89	-0.91	-0.14	0.09	-0.95	0.52	-1.09	-0.95	-0.32	-0.82	-0.22	-0.44	-0.17	0.18	-0.95	-0.76	-0.28	0.78	-0.90	1.41	-1.70	0.60	-1.13								

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/mm/nn/oo Minimum Base: 30 (**); Small Base: 100 (**)

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	113 10%	63 12%	51 9%	19 17% FI	22 12%	15 8%	18 10%	18 10%	21 8%	41 14%	33 9%	40 9%	23 15%	30 11%	25 9%	34 11%	58 10%	55 12%	27 10%	39 14%	19 8%	15 10%	2 5%	11 11%	97 11%	17 9%	66 11%	37 12%	10 7%	33 11%	80 10%	41 10%	73 11%	71 11%	42 10%		
Fairly favourable (1)	243 22%	122 23%	122 22%	34 31% HI	46 25% I	54 30% HI	39 22%	33 19%	37 14% *	80 27% L	93 26% L	70 16%	41 28% P	82 29% P	60 22% P	47 15%	152 25%	92 19%	62 24%	64 23%	48 19%	33 26% *	12 14% *	30 23% *	203 24% Z	29 15%	140 22%	76 24%	27 18% *	92 31% e	152 19%	116 29% g	128 19%	166 25%	77 19%		
Neither favourable nor unfavourable (0)	243 22%	123 23%	119 22%	25 23%	50 27%	46 26%	36 20%	43 24%	43 17% *	75 26% L	82 23% L	86 20%	33 23%	79 28% P	61 23%	54 17%	142 23%	101 21%	57 22%	59 21%	53 21%	33 22% *	12 23% *	30 31% *	203 23% Z	40 21%	137 22%	73 23%	33 22% *	75 25% e	168 21%	92 23% g	150 22%	170 25% i	73 18%		
Fairly unfavourable (-1)	203 19%	85 16%	118 21%	15 13%	22 12%	19 11%	31 17%	30 17%	87 34% DEFGH*	37 13% L	50 14% L	116 27% JK	21 14%	30 11%	43 16%	84 26% MNO	120 20%	83 17%	41 16%	46 16%	56 23%	26 17% *	17 18% ST*	18 19% *	157 18% Z	46 24%	124 20% b	45 14%	35 23% *	35 12% d	168 21% d	64 16% g	140 20% g	97 14% h	107 26% h		
Very unfavourable (-2)	221 20%	120 23%	98 18%	11 10%	30 16%	27 15%	44 24% DF	45 26% DEF	64 25% D*	41 14% L	71 20% L	109 25% J	18 13%	41 15%	60 22% MN	94 29% MN	112 18%	108 23%	55 22% X	66 23% X	52 21% X	29 19% *	9 18% *	9 10% *	174 19% Z	47 25%	121 20%	60 19%	39 26% *	44 15% d	177 22% d	67 17% g	154 22% g	128 19% h	93 22% h		
Don't know	63 6%	18 3%	45 8% B	7 6%	14 8% I	17 9% HI	13 7%	7 4%	6 2% *	21 7% L	30 8% L	12 3%	11 8% P	22 8% P	21 8% P	7 2% P	26 4%	37 8% Q	14 5%	10 4%	20 8%	9 6% *	5 9% *	5 5% *	52 6% Z	11 6%	34 5%	23 7% *	7 4% *	18 6% e	45 6% e	18 4% g	46 7% g	39 6% h	24 6% h		
Net: Very/Fairly favourable	357 33%	184 35%	172 31%	52 47% GHI	68 37% I	69 39% HI	57 32%	52 29%	58 23% *	121 41% L	126 35% L	110 25%	63 43% OP	111 39% P	85 32%	82 25%	210 34%	147 31%	89 35%	103 36%	67 27%	54 36% *	10 19% *	33 35% *	311 35% Z	46 24%	206 33%	113 36%	38 25% *	125 42% e	232 29%	156 39% g	200 29%	238 35%	119 29%		
Net: Very/Fairly unfavourable	424 39%	206 39%	216 39%	26 23%	52 28%	46 26%	75 41% DEF	75 43% DEF	150 59% DEFGH*	78 26% L	121 34% L	225 52% JK	39 27%	71 25%	103 38% MN	179 56% MNO	232 38%	192 40%	97 38%	111 39%	108 44% X	54 36% *	26 49% x*	27 29% *	331 37% Y	93 49% Y	245 39%	105 33%	74 49% b*	79 27% d	345 44% d	131 33% g	293 43% f	225 33% h	199 48% h		
Net Difference	-67 -6%	-22 -4%	-44 -8%	27 24%	16 9%	23 13%	-18 -10%	-23 -13%	-92 -36%	43 15%	5 1%	-116 -27%	24 16%	40 14%	-18 -7%	-97 -30%	-23 -4%	-45 -9%	-8 -3%	-8 -3%	-41 -17%	* *	-16 -30%	5 5%	-20 -2%	-47 -25%	-39 -6%	8 3%	-36 -24%	46 15% e	-113 -14% e	26 6% g	-93 -13% g	13 2% i	-80 -19% i		
Mean	-0.17	-0.15	-0.18	0.33 GHI	0.05 GHI	0.07 GHI	-0.26	-0.30	-0.54 *	0.16 IL	-0.10 L	-0.44	0.21 OP	0.11 OP	-0.21 P	-0.50	-0.13	-0.22	-0.15	-0.13	-0.33	-0.09 *	-0.48 *	0.07 UW*	-0.11 Z	-0.44	-0.16	-0.05 c	-0.45 *	0.13 e	-0.28	* g	-0.27	-0.07 i	-0.34		

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

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	113	5	74	5	13	62	29	9	91	113	-	33	29	48	22	13	59	18	83	90	5	16	68	10	88	45	41	59	15	26	26	7	60	47	27	14	87	11	73	15	83							
Fairly favourable (1)	243	42	106	18	26	123	56	35	164	243	-	80	47	88	39	27	119	44	172	155	17	36	141	39	183	76	103	86	28	42	52	30	99	79	78	23	200	33	159	32	178							
Neither favourable nor unfavourable (0)	243	79	39	15	35	88	83	44	104	-	-	47	51	59	57	28	86	60	103	35	64	39	95	58	124	36	110	27	50	60	35	85	41	89	31	171	43	105	41	131								
Fairly unfavourable (-1)	203	125	21	13	18	78	98	71	84	-	203	32	93	50	83	43	81	73	77	14	142	68	73	54	100	28	155	17	93	20	92	49	71	26	93	27	155	53	97	68	100							
Very unfavourable (-2)	221	126	12	4	24	36	143	78	105	-	221	17	166	30	137	80	77	56	120	2	210	51	117	90	96	13	192	9	153	9	154	36	99	19	162	59	124	115	66	94	64							
Don't know	63	3	3	1	2	12	6	-	8	-	-	6	3	5	1	3	3	7	20	4	9	1	7	5	21	1	17	-	6	2	4	3	6	3	15	5	33	5	15	3	31							
Net: Very/Fairly favourable	357	47	179	22	40	185	85	44	254	357	-	113	77	136	60	40	177	62	256	246	23	52	209	49	271	121	144	43	67	77	38	160	127	105	36	287	44	233	48	261								
Net: Very/Fairly unfavourable	424	252	33	16	42	114	241	149	188	-	424	48	260	79	220	133	158	129	197	16	353	119	190	144	197	41	347	26	246	29	246	84	170	44	254	86	279	167	163	163	165							
Net Difference	-67	-205	146	6	-2	71	-156	-105	66	357	-424	64	-183	57	-160	-83	19	-67	58	230	-330	-67	19	-96	74	80	-204	119	-202	38	-169	-46	-10	82	-150	-50	8	-123	70	-115	96							
Mean	-0.17	-0.86	0.82	0.13	-0.11	0.25	-0.66	-0.73	0.09	-1.33	-1.52	0.39	-0.82	0.27	-0.82	-0.79	*	-0.42	0.04	1.07	-1.22	-0.49	-0.06	-0.70	0.11	0.57	-0.59	0.85	-1.00	0.41	-0.77	-0.48	-0.12	0.52	-0.63	-0.62	-0.04	-0.89	0.15	-0.77	0.21							

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Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	75 7%	48 9%	28 5%	5 4%	14 8%	7 4%	10 5%	7 4%	33 13% DFH*	19 6%	17 5%	40 9%	6 4%	18 6%	14 5%	32 10%	43 7%	32 7%	19 8%	15 5%	21 9%	13 9%	1 2%	5 6%	60 7%	15 8%	45 7%	16 5%	15 10%	22 7%	53 7%	29 7%	47 7%	39 6%	36 9%		
Fairly favourable (1)	162 15%	80 15%	82 15%	16 14%	27 15%	20 11%	20 11%	23 13%	56 22% FG*	43 14%	40 11%	79 18%	22 15%	38 13%	28 10%	56 17% D	87 14%	74 16%	43 17%	41 14%	36 14%	19 12%	15 28% VX*	9 9%	136 15%	26 14%	98 16%	37 12%	27 18% -	42 14%	119 15%	60 15%	101 15%	97 14%	65 16%		
Neither favourable nor unfavourable (0)	238 22%	115 22%	123 22%	36 33% EGH	30 16%	41 23%	32 18%	32 18%	29 26% *	22% 22%	20% 23%	23% 23%	27% 27% O	20% 20%	18% 18%	24% 24%	21% 23%	23% 19%	111 19%	65 23%	61 24%	34 22%	10 19%	21 22% *	193 22%	45 24%	150 24%	58 18%	30 20% e	81 27% e	158 20%	74 19%	165 24%	134 20%	104 25%		
Fairly unfavourable (-1)	156 14%	69 13%	87 16%	17 16%	33 18%	21 12%	23 13%	32 18%	29 11% *	51 17%	44 12%	61 14%	26 17%	44 15%	35 13%	45 14%	93 15%	63 13%	43 17%	40 14%	34 14%	18 12% *	7 13% *	15 16% *	119 13%	37 20%	93 15%	43 14%	20 13% *	39 13%	117 15%	62 16%	94 14%	104 15%	52 13%		
Very unfavourable (-2)	399 37%	208 39%	190 34%	31 28%	66 36%	72 41% DI	83 46% DI	77 44% DI	71 28% *	97 33%	155 43% JL	148 34% JL	43 29%	105 37%	124 46% MNP	109 34% MNP	234 38%	165 35%	92 36%	110 39%	78 31%	62 41% *	17 33% *	41 43% MNP	342 38%	58 30%	202 33%	141 45% a	57 37% *	94 32%	305 39%	157 40%	242 35%	259 39%	140 34%		
Don't know	56 5%	12 2%	44 8%	6 5%	14 8% HI	17 9% HI	13 7% I	6 3% I	- - *	20 7% L	30 8% L	6 1%	10 7% P	22 8% P	20 7% P	4 1%	25 4%	31 6%	12 5%	12 4%	19 8%	6 4% *	3 5% *	4 4% *	47 5%	9 5%	33 5%	20 6% *	3 2% *	18 6%	38 5%	15 4%	41 6%	38 6%	19 4%		
Net: Very/Fairly favourable	237 22%	127 24%	110 20%	20 18%	41 22%	27 15%	30 16%	30 17%	89 35% DEFGH*	61 21%	57 16%	119 27% K	28 19%	56 20%	42 15%	88 27% O	130 21%	106 22%	62 24%	56 20%	57 23%	31 21% *	16 30% *	14 15% *	196 22%	41 21%	142 23% b	53 17%	41 27% b*	65 22%	172 22%	89 22%	148 21%	136 20%	101 24%		
Net: Very/Fairly unfavourable	555 51%	277 52%	277 50%	48 44%	99 54% I	93 52% I	106 59% DI	109 62% DI	100 39% *	148 50%	199 55%	209 48%	69 47%	149 53%	159 59% MP	155 48%	327 54%	228 48%	134 52%	150 53%	112 45%	80 53% *	24 46% *	56 59% U*	461 51%	95 50%	295 48%	183 58% a	77 51% *	133 45%	422 53% d	219 55%	336 49%	363 54% i	192 46%		
Net Difference	-319 -29%	-149 -28%	-167 -30%	-28 -26%	-58 -31%	-66 -37%	-76 -42%	-79 -45%	-11 -4%	-86 -29%	-142 -40%	-90 -21%	-41 -28%	-93 -33%	-117 -43%	-67 -21%	-197 -32%	-122 -26%	-72 -28%	-94 -33%	-54 -22%	-48 -32%	-9 -16%	-42 -44%	-264 -29%	-54 -28%	-153 -25%	-130 -41%	-35 -23%	-69 -23%	-250 -32%	-130 -33%	-188 -27%	-227 -34%	-91 -22%		
Mean	-0.62	-0.60	-0.65	-0.52 GH	-0.64	-0.82	-0.89	-0.87	-0.19 FGH*	-0.60 K	-0.85	-0.46 K	-0.57 O	-0.69	-0.91	-0.46 O	-0.66	-0.57	-0.59	-0.69	-0.48	-0.67 *	-0.50 *	-0.85 *	-0.64	-0.54	-0.53 b	-0.87	-0.52 b*	-0.50	-0.67	-0.68	-0.59	-0.71	-0.49 h		

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PUBLIC

Political Pulse

Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	75	66	3	-	2	20	47	75	-	17	47	14	38	9	39	22	30	57	8	16	48	50	12	49	15	9	55	18	40	13	36	38	29	31	31	16	47	33	15	48	15							
Fairly favourable (1)	162	114	8	7	40	94	162	-	27	101	38	59	35	65	56	37	101	21	38	78	76	39	84	33	25	104	30	59	22	71	61	23	29	61	48	89	76	32	75	47								
Neither favourable nor unfavourable (0)	238	103	32	14	18	64	109	-	-	57	85	41	76	43	79	42	46	68	53	47	104	47	55	67	94	24	141	29	74	37	71	44	52	38	113	43	140	61	69	75	84							
Fairly unfavourable (-1)	156	54	39	6	20	65	56	-	156	49	67	27	71	31	57	30	57	18	100	36	66	20	76	28	102	29	109	17	53	15	66	10	57	20	78	20	118	39	81	23	98							
Very unfavourable (-2)	399	42	170	27	70	202	103	-	399	205	121	94	144	159	97	41	254	7	376	161	144	18	313	21	356	112	201	104	116	48	142	7	275	94	171	28	352	48	304	30	320							
Don't know	56	1	2	-	2	8	4	-	-	1	2	1	4	3	1	4	1	7	17	1	8	-	5	7	13	-	8	-	4	1	2	-	3	3	9	2	25	3	15	3	25							
Net: Very/Fairly favourable	237	180	12	7	9	60	141	237	-	44	149	52	97	44	104	77	67	157	29	55	126	125	52	133	48	34	159	48	99	34	107	99	32	60	92	64	136	109	47	123	61							
Net: Very/Fairly unfavourable	555	97	209	33	90	266	160	-	555	254	188	120	214	190	155	71	312	25	476	197	211	38	390	50	458	141	310	121	169	63	207	17	333	114	249	48	470	87	385	53	419							
Net Difference	-319	83	-197	-26	-81	-207	-19	237	-555	-211	-40	-69	-118	-146	-51	7	-245	132	-447	-143	-84	87	-338	84	-410	-107	-151	-73	-70	-29	-100	82	-300	-54	-157	16	-333	22	-337	70	-357							
Mean	-0.62	0.28	-1.44	-0.97	-1.27	-1.00	-0.18	1.32	-1.72	-1.12	-0.27	-0.70	-0.58	-1.07	-0.32	-0.07	-1.11	0.72	-1.46	-0.96	-0.41	0.56	-1.29	0.45	-1.25	-1.05	-0.49	-0.80	-0.43	-0.48	-0.53	0.71	-1.36	-0.55	-0.65	0.03	-0.86	0.03	-1.25	0.35	-1.18							

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ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo Minimum Base: 30(**) Small Base: 100(*)

Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)			
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359				
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416				
Very favourable (2)	27 2%	17 3%	11 2%	4 4%	8 4%	6 4%	2 1%	3 2%	3 1%	12 4%	9 2%	6 1%	4 3%	12 4%	6 2%	2 1%	19 3%	8 2%	7 3%	7 2%	7 3%	5 3%	1 1%	1 1%	23 3%	4 2%	16 3%	7 2%	4 2%	8 3%	19 2%	14 4%	13 2%	19 3%	8 2%				
Fairly favourable (1)	187 17%	95 18%	92 17%	23 21%	34 18%	40 23%	24 13%	19 11%	3 18%	57 19%	64 18%	65 15%	32 22%	57 20%	38 14%	47 15%	114 19%	73 15%	36 14%	53 19%	42 17%	30 20%	10 19%	15 15%	160 18%	27 14%	109 18%	53 17%	24 16%	66 22%	121 15%	138 23%	91 14%	96 14%	122 18%	65 16%			
Neither favourable nor unfavourable (0)	378 35%	179 34%	197 36%	36 33%	62 34%	54 30%	68 37%	67 38%	91 35%	98 33%	121 34%	158 36%	42 29%	95 34%	100 37%	105 33%	204 33%	173 36%	88 34%	112 40%	70 28%	56 37%	19 35%	33 35%	307 34%	71 37%	221 36%	99 32%	57 38%	105 35%	273 35%	138 35%	239 35%	231 34%	146 35%				
Fairly unfavourable (-1)	199 18%	102 19%	97 18%	21 19%	27 15%	35 20%	34 19%	45 26%	37 14%	48 16%	69 19%	82 19%	27 18%	48 17%	51 19%	61 19%	117 19%	82 17%	57 22%	42 15%	48 19%	23 15%	9 18%	20 21%	161 18%	38 20%	117 19%	60 19%	22 14%	54 18%	145 18%	75 19%	124 18%	126 19%	73 18%				
Very unfavourable (-2)	192 18%	109 21%	81 15%	16 14%	24 13%	19 11%	32 18%	31 18%	70 27%	40 13%	51 14%	101 23%	23 16%	30 10%	46 17%	91 28%	101 17%	90 19%	47 18%	46 16%	50 20%	23 15%	10 19%	15 16%	161 18%	31 16%	102 16%	55 18%	35 23%	34 11%	158 20%	50 13%	142 21%	106 16%	86 21%				
Don't know	105 10%	29 6%	75 14%	11 10%	29 16%	23 13%	21 11%	10 6%	10 4%	40 14%	44 12%	20 5%	19 13%	41 14%	29 11%	16 5%	55 9%	49 10%	21 8%	24 9%	31 12%	13 9%	4 8%	11 12%	86 10%	19 10%	55 9%	39 13%	10 7%	31 10%	74 9%	29 7%	76 11%	67 10%	38 9%				
Net: Very/Fairly favourable	214 20%	111 21%	103 19%	27 24%	42 23%	47 26%	26 15%	23 13%	49 19%	69 23%	73 20%	72 17%	36 24%	69 24%	45 17%	49 15%	133 22%	81 17%	43 17%	60 21%	50 20%	35 23%	11 20%	15 16%	183 20%	31 16%	126 20%	61 19%	28 18%	74 25%	140 18%	105 27%	109 16%	141 21%	73 18%				
Net: Very/Fairly unfavourable	391 36%	211 40%	178 32%	37 33%	51 28%	54 30%	66 36%	77 43%	107 42%	88 30%	120 33%	183 42%	50 34%	78 28%	97 36%	151 47%	218 36%	173 36%	104 40%	87 31%	98 40%	46 31%	20 37%	35 38%	321 36%	70 37%	219 35%	115 37%	56 37%	88 30%	303 38%	125 31%	266 39%	232 35%	159 38%				
Net Difference	-177 -16%	-99 -19%	-75 -14%	-10 -9%	-9 -5%	-7 -4%	-39 -22%	-54 -31%	-58 -22%	-19 -6%	-47 -13%	-112 -26%	-14 -9%	-9 -3%	-52 -19%	-102 -32%	-86 -14%	-91 -19%	-60 -24%	-28 -10%	-49 -20%	-11 -7%	-9 -17%	-20 -21%	-139 -15%	-38 -20%	-94 -15%	-54 -17%	-29 -19%	-14 -5%	-163 -21%	-19 -5%	-157 -23%	-91 -14%	-86 -21%				
Mean	-0.35	-0.38	-0.30	-0.22	-0.16	-0.13	-0.43	-0.49	-0.51	-0.18	-0.28	-0.50	-0.25	-0.11	-0.38	-0.62	-0.30	-0.41	-0.43	-0.26	-0.42	-0.21	-0.38	-0.42	-0.34	-0.38	-0.32	-0.37	-0.42	-0.15	-0.42	-0.15	-0.47	-0.29	-0.43				

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

PUBLIC

Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																				Favourable to politicians										Opinion of Brexit's impact on the country			
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612	
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589	
Very favourable (2)	27	8	2	7	2	13	6	7	14	13	7	27	-	16	3	8	12	9	11	12	10	9	10	13	12	7	11	9	2	16	2	9	5	13	11	5	16	8	11	7	16	
Fairly favourable (1)	187	54	55	26	19	97	44	45	106	100	42	187	-	93	19	32	81	51	94	93	40	52	88	45	122	60	90	61	44	80	28	32	85	70	52	21	149	29	108	39	119	
Neither favourable nor unfavourable (0)	378	115	114	17	44	154	139	85	186	146	101	-	-	96	72	38	154	90	191	121	112	64	161	69	216	62	187	86	77	27	75	60	129	77	117	36	282	60	190	73	217	
Fairly unfavourable (-1)	199	93	45	4	20	63	97	44	105	54	109	-	199	52	88	40	90	54	112	42	112	45	97	52	115	36	135	24	89	6	119	35	82	31	104	20	154	49	110	47	104	
Very unfavourable (-2)	192	97	28	1	27	43	112	53	110	23	150	-	192	15	150	78	37	123	21	152	33	119	65	98	22	164	13	119	4	157	18	105	14	150	55	107	106	60	80	74		
Don't know	105	13	10	-	6	29	16	4	34	21	15	-	-	9	6	5	10	17	44	11	23	7	26	13	50	12	31	5	9	3	6	15	9	29	9	63	8	38	8	60		
Net: Very/Fairly favourable	214	62	57	33	21	110	51	52	120	113	48	214	-	108	23	40	93	60	105	105	50	61	98	58	134	67	101	70	52	96	31	41	90	84	63	26	165	36	119	46	134	
Net: Very/Fairly unfavourable	391	190	74	5	48	106	208	97	214	77	260	-	391	67	238	112	168	91	236	63	264	78	216	117	213	58	299	37	208	10	276	53	186	46	254	86	261	155	170	127	178	
Net Difference	-177	-127	-17	28	-26	4	-158	-45	-94	36	-211	214	-391	42	-215	-71	-75	-31	-131	42	-214	-17	-117	-59	-80	9	-198	33	-156	86	-245	-11	-96	38	-191	-60	-96	-118	-51	-81	-43	
Mean	-0.35	-0.59	-0.18	0.64	-0.46	-0.07	-0.66	-0.39	-0.36	0.08	-0.87	1.13	-1.49	0.16	-1.09	-0.71	-0.34	-0.24	-0.46	0.11	-0.84	-0.20	-0.48	-0.46	-0.29	-0.03	-0.60	0.15	-0.79	0.73	-1.05	-0.13	-0.48	0.18	-0.76	-0.73	-0.27	-0.86	-0.21	-0.63	-0.19	

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ColumnProportions (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn Minimum Base: 30 (** Small Base: 100 (**)

ColumnMeans (SN): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn Minimum Base: 30 (** Small Base: 100 (**)

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	62 6%	32 6%	30 5%	6 6%	16 9%	14 8%	11 6%	7 4%	8 3%	22 8%	24 7%	16 4%	10 7%	24 9%	13 5%	12 4%	38 6%	24 5%	14 6%	17 6%	15 6%	13 8%	- -	3 4%	58 6%	4 2%	30 5%	25 8%	7 5%	16 5%	46 6%	29 7%	33 5%	45 7%	17 4%		
Fairly favourable (1)	218 20%	98 19%	120 22%	24 21%	47 25%	39 22%	40 22%	32 18%	36 14%	71 24%	79 22%	68 16%	32 22%	64 23%	62 23%	44 14%	141 23%	77 16%	42 16%	58 20%	54 22%	40 27%	18 16%	9 16%	16 20%	39 20%	112 18%	67 21%	39 26%	70 23%	149 19%	102 26%	116 17%	144 22%	74 18%		
Neither favourable nor unfavourable (0)	346 32%	179 34%	167 30%	35 32%	54 29%	59 33%	54 30%	64 36%	80 31%	89 30%	113 32%	144 33%	40 28%	91 32%	87 32%	99 31%	187 33%	158 33%	93 36%	100 35%	66 26%	43 29%	18 34%	26 28%	271 30%	75 39%	222 36%	84 27%	107 26%	239 36%	125 31%	221 32%	208 31%	138 33%			
Fairly unfavourable (-1)	152 14%	64 12%	87 16%	21 19%	19 10%	22 12%	22 12%	23 13%	45 18%	40 14%	43 12%	69 16%	28 19%	33 12%	29 11%	52 16%	93 15%	60 13%	33 13%	36 13%	45 18%	15 10%	10 20%	13 14%	129 14%	24 12%	82 13%	46 14%	25 16%	33 11%	119 15%	58 14%	95 14%	96 14%	56 13%		
Very unfavourable (-2)	186 17%	125 24%	60 11%	15 13%	22 12%	20 11%	29 16%	35 20%	66 26%	37 12%	49 14%	100 23%	19 13%	31 11%	44 16%	85 26%	96 16%	90 19%	53 21%	41 15%	39 16%	20 14%	7 28%	26 28%	160 18%	27 14%	111 18%	50 16%	25 17%	39 13%	148 19%	54 14%	132 19%	106 16%	81 19%		
Don't know	122 11%	34 6%	89 16%	9 9%	27 15%	24 13%	25 14%	16 9%	21 8%	36 12%	49 14%	37 8%	16 11%	40 14%	35 13%	31 10%	55 9%	67 14%	22 9%	33 12%	29 12%	19 13%	10 18%	10 10%	101 11%	22 11%	64 10%	43 14%	15 10%	33 11%	90 11%	30 8%	92 13%	71 11%	51 12%		
Net: Very/Fairly favourable	280 26%	130 24%	150 27%	30 27%	63 34%	53 30%	50 28%	39 22%	44 17%	93 32%	103 29%	84 19%	43 29%	89 31%	75 28%	56 17%	179 29%	102 21%	56 22%	74 26%	69 28%	53 35%	9 16%	19 20%	237 26%	43 23%	143 23%	92 29%	46 30%	86 29%	194 25%	131 33%	149 22%	190 28%	91 22%		
Net: Very/Fairly unfavourable	339 31%	189 36%	147 27%	36 32%	41 22%	42 24%	51 28%	58 33%	111 43%	77 26%	93 26%	169 39%	48 32%	64 23%	72 27%	136 42%	189 31%	150 31%	86 33%	77 27%	84 34%	36 24%	17 32%	40 42%	288 32%	51 27%	193 31%	96 30%	50 33%	72 24%	267 34%	112 28%	227 33%	202 30%	136 33%		
Net Difference	-58 -5%	-59 -11%	3 1%	-6 -5%	22 12%	11 6%	* *	-18 -10%	-67 -26%	16 5%	11 3%	-85 -20%	-5 -3%	25 9%	3 1%	-81 -25%	-10 -2%	-48 -10%	-29 -11%	-3 -1%	-14 -6%	17 11%	-8 -15%	-21 -22%	-51 -6%	-8 -4%	-50 -8%	-4 -1%	-4 -3%	14 5%	-73 -9%	20 5%	-78 -11%	-13 -2%	-46 -11%		
Mean	-0.19	-0.31	-0.06	-0.14	0.10	0.03	-0.12	-0.28	-0.53	0.01	-0.05	-0.43	-0.11	0.08	-0.12	-0.53	-0.12	-0.28	-0.29	-0.11	-0.17	0.07	-0.34	-0.52	-0.19	-0.18	-0.23	-0.11	-0.17	-0.03	-0.25	-0.02	-0.30	-0.12	-0.30		

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	62	4	25	3	23	39	9	6	50	31	16	30	15	62	-	11	39	7	50	24	23	8	39	10	46	35	22	20	21	20	14	3	41	21	27	4	56	8	43	8	46							
Fairly favourable (1)	218	50	67	22	40	113	61	38	141	105	63	78	52	218	-	35	97	47	142	85	73	33	127	32	153	62	86	59	45	43	64	38	109	60	78	30	162	35	138	31	153							
Neither favourable nor unfavourable (0)	346	119	95	22	22	142	121	79	173	137	99	74	69	-	-	42	130	77	169	112	108	69	150	80	189	57	190	66	84	47	77	54	99	71	115	44	247	57	170	64	190							
Fairly unfavourable (-1)	152	72	34	5	11	41	75	43	66	35	79	15	81	-	152	22	77	48	65	28	77	35	64	46	78	19	113	23	68	12	71	31	63	30	75	18	113	36	68	54	73							
Very unfavourable (-2)	186	110	17	2	19	34	114	61	88	26	141	7	157	-	186	73	72	51	104	34	137	41	97	67	93	15	162	20	113	6	148	28	91	17	137	54	112	107	57	80	62							
Don't know	122	24	18	1	3	30	34	10	38	23	25	9	17	-	-	11	10	29	46	16	32	24	24	21	54	11	45	10	15	9	14	6	17	17	31	8	80	16	40	17	64							
Net: Very/Fairly favourable	280	54	91	25	63	151	70	44	190	136	79	108	67	280	-	46	136	53	191	109	96	41	165	43	199	96	107	79	66	63	77	41	150	81	105	34	218	43	181	39	200							
Net: Very/Fairly unfavourable	339	182	51	7	30	75	190	104	155	60	220	23	238	-	339	95	149	99	170	63	214	76	162	113	171	34	276	43	181	18	219	59	154	47	212	71	225	143	125	134	135							
Net Difference	-58	-128	41	18	33	76	-120	-60	36	76	-141	86	-171	280	-339	-49	-14	-45	21	46	-118	-35	4	-71	28	62	-168	35	-115	45	-142	-17	-4	34	-107	-38	-7	-100	56	-95	64							
Mean	-0.19	-0.66	0.20	0.34	0.32	0.22	-0.59	-0.50	-0.01	0.24	-0.67	0.53	-0.84	1.22	-1.55	-0.60	-0.11	-0.39	-0.06	0.13	-0.56	-0.37	-0.12	-0.54	-0.03	0.44	0.19	-0.63	0.47	-0.74	-0.27	-0.13	0.20	-0.50	-0.59	-0.09	-0.81	0.09	-0.70	0.09								

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ColumnMeans (5%): A-B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nn/oo

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very favourable (2)	69 6%	49 9%	19 3%	7 6%	9 5%	11 6%	15 8%	11 6%	17 7%	16 5%	25 7%	28 6%	7 5%	14 5%	24 9%	23 7%	43 7%	26 6%	15 6%	26 9%	7 3%	15 10%	4 8%	2 2%	59 7%	10 5%	41 7%	18 6%	11 7%	19 6%	50 6%	23 6%	46 7%	50 7%	19 5%		
Fairly favourable (1)	125 12%	79 15%	46 8%	13 12%	23 12%	23 13%	14 8%	15 8%	38 15%	36 12%	37 10%	52 12%	15 10%	39 14%	23 8%	36 11%	66 11%	59 12%	22 9%	29 10%	41 17%	48 11%	39 14%	16 9%	23 11%	23 9%	78 12%	37 12%	25 7%	41 14%	84 11%	47 12%	78 11%	73 11%	52 12%		
Neither favourable nor unfavourable (0)	279 26%	129 24%	150 27%	37 34%	61 33%	31 17%	47 26%	46 26%	57 22%	98 33%	78 22%	103 24%	46 31%	77 27%	69 25%	75 23%	137 22%	142 30%	80 31%	74 26%	48 19%	39 26%	16 30%	23 24%	235 26%	44 23%	179 29%	75 24%	25 17%	96 32%	183 23%	95 24%	185 27%	180 27%	99 24%		
Fairly unfavourable (-1)	152 14%	70 13%	82 15%	21 19%	22 12%	18 10%	25 14%	22 13%	44 17%	43 15%	66 15%	30 20%	30 11%	30 11%	45 14%	84 14%	68 14%	30 12%	50 18%	37 15%	13 9%	6 11%	16 17%	118 13%	34 18%	79 13%	42 13%	31 21%	37 13%	115 15%	55 14%	96 14%	92 14%	60 14%			
Very unfavourable (-2)	273 25%	162 31%	108 20%	13 12%	36 19%	54 30%	50 28%	61 35%	59 23%	48 16%	104 29%	120 28%	16 11%	67 24%	81 30%	98 30%	176 29%	97 20%	76 30%	56 20%	64 26%	40 26%	8 15%	29 31%	231 26%	42 22%	152 25%	84 27%	36 24%	66 22%	207 26%	119 30%	154 22%	175 26%	98 24%		
Don't know	189 17%	41 8%	148 27%	20 18%	34 19%	41 23%	30 16%	22 12%	42 16%	54 18%	71 20%	64 15%	32 22%	56 20%	44 16%	44 14%	105 17%	84 18%	34 13%	49 17%	51 21%	28 18%	12 22%	16 17%	154 17%	35 18%	92 15%	59 19%	37 24%	37 13%	151 19%	58 14%	131 19%	101 15%	88 21%		
Net: Very/Fairly favourable	194 18%	128 24%	65 12%	20 18%	32 17%	34 19%	29 16%	26 15%	54 21%	52 18%	63 17%	80 18%	22 15%	53 19%	46 17%	59 18%	108 18%	86 18%	37 15%	55 19%	48 19%	32 21%	12 22%	10 11%	160 18%	35 18%	118 19%	55 17%	21 14%	60 20%	134 17%	70 18%	124 18%	124 18%	71 17%		
Net: Very/Fairly unfavourable	425 39%	232 44%	191 34%	34 30%	58 31%	72 41%	75 41%	83 47%	103 40%	91 31%	147 41%	186 43%	46 31%	96 34%	112 41%	143 44%	260 43%	165 35%	106 41%	106 37%	101 41%	53 35%	14 26%	46 48%	349 39%	76 40%	231 37%	126 40%	68 45%	103 35%	322 41%	175 44%	250 36%	266 40%	158 38%		
Net Difference	-230 -21%	-104 -20%	-126 -23%	-14 -12%	-26 -14%	-38 -22%	-46 -25%	-58 -33%	-49 -19%	-40 -13%	-84 -24%	-106 -25%	-24 -16%	-44 -15%	-66 -24%	-84 -26%	-151 -25%	-79 -17%	-68 -27%	-50 -18%	-53 -21%	-21 -14%	-2 -4%	-35 -37%	-189 -21%	-41 -22%	-113 -18%	-71 -22%	-47 -31%	-43 -14%	-188 -24%	-104 -26%	-126 -18%	-143 -21%	-87 -21%		
Mean	-0.48	-0.44	-0.53	-0.21 FGH*	-0.35 H	-0.60	-0.54	-0.70	-0.42 *	-0.30 KL	-0.57	-0.54	-0.29	-0.42	-0.54	-0.57	-0.56	-0.38	-0.58	-0.34 X	-0.56	-0.37 X*	-0.14 **	-0.80 *	-0.49	-0.47 *	-0.43	-0.53	-0.63 *	-0.34	-0.54	-0.59	-0.42	-0.47	-0.51		

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very favourable (2)	69	40	6	1	15	13	46	22	32	9	51	13	48	11	40	69	-	20	41	5	52	12	36	32	25	8	52	8	46	8	51	14	33	11	50	33	19	53	4	39	16							
Fairly favourable (1)	125	64	20	4	15	19	84	55	39	31	73	28	64	35	54	125	-	51	50	34	67	46	41	65	32	18	83	23	49	64	33	35	24	65	44	58	88	16	69	26								
Neither favourable nor unfavourable (0)	279	121	56	15	19	91	116	79	90	91	92	58	74	56	71	-	-	72	103	64	111	56	92	97	110	57	140	46	69	40	68	49	64	37	116	45	175	67	76	71	118							
Fairly unfavourable (-1)	142	56	40	6	18	54	65	38	89	59	58	29	57	35	52	-	152	41	80	54	54	42	71	22	100	30	94	25	56	19	55	27	37	60	10	125	14	92	34	92								
Very unfavourable (-2)	273	60	91	23	35	160	52	28	223	119	100	65	111	101	97	-	273	39	214	107	108	32	200	20	233	60	165	80	90	38	119	27	190	76	114	16	251	22	233	21	219							
Don't know	189	39	42	6	17	63	50	14	83	48	51	22	38	42	23	-	-	36	88	36	56	25	62	20	112	26	85	16	36	10	31	11	43	30	58	9	143	16	96	21	119							
Net: Very/Fairly favourable	194	104	26	5	30	130	77	71	40	123	40	112	46	95	194	-	71	90	39	120	27	58	76	97	58	26	135	31	94	29	115	47	68	35	115	77	77	101	19	108	42							
Net: Very/Fairly unfavourable	425	116	132	29	54	213	118	67	312	177	158	93	168	136	149	-	425	80	294	161	162	74	271	42	333	90	258	105	146	57	173	53	245	113	174	26	376	36	325	55	310							
Net Difference	-230	-12	-106	-24	-24	-182	13	11	-241	-138	-35	-53	-56	-89	-55	194	-425	-8	-204	-123	-42	-16	-194	55	-275	-64	-123	-74	-51	-29	-58	-6	-177	-78	-60	51	-298	105	-306	53	-268							
Mean	-0.48	-0.10	-0.90	-0.95	-0.44	-0.98	0.02	0.02	-0.91	-0.80	-0.23	-0.55	-0.34	-0.75	-0.35	1.36	-1.64	-0.12	-0.77	-0.85	-0.25	-0.19	-0.82	0.28	-0.96	-0.67	-0.44	-0.80	-0.31	-0.46	-0.36	-0.13	-0.88	-0.77	-0.31	0.46	-0.84	0.55	-1.27	0.30	-1.00							

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416
Very positive (2)	95 9%	59 11% c	35 6%	6 6%	13 7%	9 5%	10 6%	13 7%	43 17% DEFGH*	19 6%	19 5%	56 13% JK	8 6%	17 6%	17 6%	51 16% MNO	56 9%	39 8%	28 11%	21 7%	25 10%	8 5% *	6 11% *	7 7% *	71 8%	24 13%	64 10% b	16 5%	14 9% *	22 7%	72 9%	31 8%	63 9%	47 7% h	48 11% h
Fairly positive (1)	160 15%	80 15%	79 14%	18 16%	22 12%	16 9%	20 11%	24 14%	60 23% EFGH*	40 14%	36 10%	84 19% K	21 14%	30 11%	29 11%	61 19% NO	87 14%	73 15%	32 13%	46 16%	33 13%	26 17% *	17 32% STUX*	7 7% *	134 15%	26 14%	100 16%	35 11%	25 16% *	38 13%	121 15%	55 14%	105 15%	82 12% h	78 19% h
Made no difference (0)	185 17%	102 19%	82 15%	24 22% I	32 17% I	35 20% I	42 23% I	31 17% I	22 8% *	56 19% L	76 21% L	52 12% L	28 19% P	56 20% P	60 22% P	36 11% P	84 14% Q	101 15%	116 17%	42 15%	57 23% TUV	18 12% *	3 5% *	21 23% W*	153 17%	32 17%	97 16%	21 21% *	14 20% *	60 20%	125 16%	57 14%	128 19% i	135 20% i	50 12% i
Fairly negative (-1)	247 23%	107 20%	141 25%	30 28%	39 21%	38 21%	44 24%	37 21%	59 23% *	70 24%	82 23%	96 22% *	44 30% N	55 19%	59 22%	70 22% N	131 21%	116 24%	52 20%	67 24%	58 23%	33 22% *	16 31% *	20 21% *	196 22%	51 27%	128 21% a	86 27% a	34 22% *	62 21% *	185 23%	103 26%	144 21% j	146 22% j	101 24% j
Very negative (-2)	342 31%	164 31%	178 32%	29 26%	65 35%	68 38% D	51 28% D	59 33% D	70 27% *	94 32%	118 33%	129 30% *	41 28% N	83 36% MP	95 30% MP	32 11% R	120 25% R	88 34% U	93 33%	59 24%	55 37% U*	10 18% *	37 39% UW*	293 33%	48 25%	196 32%	94 30%	51 34% *	89 30% *	253 32% e	133 34%	208 30% k	222 33% k	119 29% k	
Don't know	59 5%	20 4%	39 7% B	3 3%	13 7% I	15 7% I	13 8% DI	13 7% I	3 1% *	16 5%	27 8% L	16 4%	4 3%	23 8% MP	22 8% MP	9 3%	32 5% R	27 6% R	11 4%	16 6% X	17 7% *	10 4% *	2 3% *	2 3% *	50 6%	9 5%	36 6% e	17 5% e	6 4% *	25 9% e	34 4% e	17 4% e	42 6% e	40 6% e	19 5% e
Net: Very/Fairly positive	254 23%	139 26%	113 20%	24 22%	35 19%	25 14%	30 17%	37 21%	103 40% DEFGH*	60 20%	55 15%	140 32% JK	29 20%	47 17%	46 17%	112 35% MNO	142 23%	112 24%	60 24%	66 23%	57 23%	34 23% *	22 42% STUVX*	14 15% *	204 23%	50 26%	165 27% b	51 16%	39 26% *	61 20%	194 25%	86 22%	168 24%	128 19% h	126 30% h
Net: Very/Fairly negative	589 54%	270 51%	319 58%	59 54%	104 56%	105 59%	95 52%	96 54%	129 50% *	164 55%	200 56%	225 52% *	85 58% R	157 55%	142 52%	165 51%	352 58% R	236 50%	141 55%	159 56%	117 47%	89 59% *	26 49% *	57 60% *	490 55%	99 52%	324 52%	180 57%	85 56% *	151 51% g	437 55%	237 60% g	352 51% g	368 55% g	220 53% g
Mean	-0.57	-0.46 c	-0.68	-0.54 F	-0.71	-0.84	-0.63	-0.64	-0.21 EFGH*	-0.64	-0.74	-0.38 JK	-0.62	-0.75	-0.65	-0.31 NO	-0.65	-0.46	-0.57	-0.61	-0.40 X	-0.73 *	-0.15 VX*	-0.79 *	-0.60	-0.41	-0.50	-0.70	-0.57 *	-0.58	-0.56	-0.66	-0.51	-0.66	-0.42 h

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Reform UK (P)	Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Corbyn (Z)	Unfavourable to Corbyn (a)	Favourable to Reeves (b)	Unfavourable to Reeves (c)	Favourable to Davey (d)	Unfavourable to Davey (e)	Favourable to Cleverly (f)	Unfavourable to Cleverly (g)	Favourable to Biden (h)	Unfavourable to Biden (i)	Favourable to Trump (j)	Unfavourable to Trump (k)	Favourable to Farage (l)	Unfavourable to Farage (m)	Positive impact (n)	Negative impact (o)						
																																											254	167	28	6	25	31
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very positive (2)	95	61	10	2	10	14	70	45	30	17	64	12	60	11	60	48	16	34	41	19	67	34	35	59	23	13	70	16	147	12	64	19	30	19	57	27	52	64	12	95	-							
Fairly positive (1)	160	106	17	4	15	18	122	79	23	30	99	34	68	28	74	60	39	77	34	31	91	71	41	80	44	19	110	32	75	25	66	64	35	32	77	37	83	72	27	160	-							
Made no difference (0)	185	83	21	5	21	37	95	47	69	39	81	30	70	39	61	39	54	59	69	38	91	39	63	53	23	116	24	73	24	73	33	57	32	83	44	102	53	61	-	-								
Fairly negative (-1)	247	57	67	16	25	94	66	36	140	76	82	46	86	55	67	23	88	51	132	56	87	32	113	40	160	43	140	32	57	23	59	23	84	37	94	21	200	36	134	-	247							
Very negative (-2)	342	56	136	27	48	229	42	25	279	185	83	88	91	144	68	19	222	29	282	150	96	31	239	15	297	95	158	93	86	49	114	18	211	89	138	24	302	23	274	-	342							
Don't know	59	18	3	1	*	7	20	6	14	9	16	4	15	3	8	5	6	8	19	6	16	3	10	11	14	5	23	2	8	3	11	3	3	7	15	5	32	12	9	-	-							
Net: Very/Fairly positive	254	167	28	6	25	31	192	123	53	48	163	46	127	39	134	108	55	111	75	50	158	105	77	139	67	32	180	47	121	37	130	83	65	51	134	64	135	135	39	254	-							
Net: Very/Fairly negative	589	113	203	43	73	324	108	61	419	261	165	134	178	200	135	42	310	80	413	206	183	63	351	55	458	138	299	124	144	71	173	41	295	126	232	45	502	59	407	-	589							
Mean	-0.57	0.16	-1.20	-1.13	-0.73	-1.30	0.28	0.35	-1.13	-1.10	-0.05	-0.79	-0.22	-1.06	-0.03	0.50	-1.10	0.14	-1.04	-0.98	-0.12	0.22	-0.97	0.52	-1.11	-0.97	-0.35	-0.79	-0.18	-0.53	-0.25	0.28	-0.98	-0.70	-0.40	0.15	-0.84	0.47	-1.24	1.37	-1.58							

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

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Summary

All Adults aged 18+ in Great Britain

	Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?				
	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1087	1087	1087	1087	1087
Weighted base	1087	1087	1087	1087	1087
Very likely to consider	256 24% BCDE	124 11% CDE	46 4%	73 7% C	82 8% C
Fairly likely to consider	207 19% E	186 17% E	209 19% E	197 18% E	122 11%
Not very likely to consider	175 16%	168 15%	286 26% ABE	269 25% ABE	184 17%
I would not consider at all	249 23%	393 36% ACD	319 29% A	330 30% A	426 39% ACD
I will not vote at the next General Election	119 11%	128 12%	131 12%	120 11%	125 12%
Don't know	81 7%	88 8%	97 9%	97 9%	148 14% ABCD

NET: Very/Fairly Likely to consider	463 43% BCDE	310 28% CE	255 23% E	271 25% E	204 19%
NET: Not very likely/ would not consider at all	424 39%	562 52% A	604 56% A	599 55% A	610 56% AB

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ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade					Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	283	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359		
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416		
Very likely to consider	256 24%	136 26%	120 22%	27 24%	45 24%	45 25%	47 26%	47 27%	45 18%	72 24%	92 26%	92 21%	34 23%	73 26%	70 26%	69 21%	147 24%	109 23%	71 28%	76 27%	43 17%	39 26%	8 15%	19 21%	222 25%	34 18%	140 23%	78 25%	38 18%	76 26%	180 23%	94 24%	162 23%	167 25%	89 21%		
Fairly likely to consider	207 19%	104 20%	103 19%	33 GHI	57 GHI	38 I	28 15%	27 15%	25 10%	90 KL	66 L	52 12%	45 OP	72 OP	48 P	33 10%	124 20%	83 17%	44 17%	48 21%	52 21%	32 *	9 *	21 *	171 19%	36 19%	132 c	62 c	13 *	81 e	126 16%	103 g	104 15%	153 i	54 13%		
Not very likely to consider	175 16%	76 14%	99 18%	22 20%	17 9%	26 15%	26 14%	24 14%	60 EH*	39 13%	51 14%	84 19%	25 17%	34 12%	38 14%	52 16%	105 17%	70 15%	47 18%	33 12%	40 16%	26 17%	5 10%	24 25%	146 16%	29 15%	91 15%	50 16%	35 23%	42 14%	133 17%	66 17%	109 16%	100 15%	75 18%		
I would not consider at all	249 23%	123 23%	124 22%	14 12%	27 14%	27 15%	38 21%	49 28%	94 37%	40 14%	65 18%	143 33%	19 13%	40 14%	54 20%	120 37%	143 23%	105 19%	49 25%	71 26%	64 26%	29 19%	19 36%	16 17%	189 21%	59 31%	152 24%	60 19%	37 24%	43 15%	205 26%	83 21%	165 24%	133 20%	116 28%		
I will not vote at the next General Election	119 11%	66 12%	52 9%	10 9%	22 12%	25 14%	25 14%	16 9%	22 9%	32 11%	50 14%	38 9%	15 10%	36 13%	37 14%	32 10%	46 7%	74 15%	29 11%	28 10%	33 13%	15 10%	5 9%	9 10%	104 12%	16 8%	55 9%	45 14%	20 13%	30 10%	89 11%	25 6%	94 14%	71 11%	48 12%		
Don't know	81 7%	24 5%	56 10%	5 4%	18 10%	17 10%	17 10%	14 8%	10 4%	22 7%	35 10%	24 6%	9 6%	28 10%	24 9%	16 5%	46 7%	35 7%	16 6%	27 10%	16 7%	10 7%	6 12%	5 5%	65 7%	16 8%	52 8%	20 6%	9 6%	25 8%	56 7%	26 6%	55 8%	46 7%	35 8%		
NET: Very/Fairly Likely to consider	463 43%	241 45%	222 40%	60 54%	102 55%	82 46%	75 41%	74 42%	70 27%	162 55%	158 44%	144 33%	79 54%	145 51%	118 44%	102 32%	271 44%	192 40%	115 45%	124 44%	95 38%	71 47%	17 32%	41 43%	393 44%	70 37%	272 44%	140 44%	51 34%	157 53%	306 39%	197 50%	266 39%	320 48%	143 34%		
NET: Not very likely/ would not consider at all	424 39%	200 38%	223 40%	36 32%	44 24%	53 30%	64 35%	73 42%	154 60%	79 27%	117 33%	227 53%	44 30%	74 26%	92 34%	173 54%	248 41%	176 37%	96 38%	104 37%	104 42%	55 36%	25 47%	39 42%	335 37%	88 46%	242 39%	110 35%	71 47%	85 29%	339 43%	149 38%	274 40%	233 35%	190 46%		

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Corbyn (Z)	Unfavourable to Corbyn (a)	Favourable to Reeves (b)	Unfavourable to Reeves (c)	Favourable to Davey (d)	Unfavourable to Davey (e)	Favourable to Cleverly (f)	Unfavourable to Cleverly (g)	Favourable to Biden (h)	Unfavourable to Biden (i)	Favourable to Trump (j)	Unfavourable to Trump (k)	Favourable to Farage (l)	Unfavourable to Farage (m)	Positive impact (n)	Negative impact (o)						
																																											207	19%	55	15%	58	23%
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very likely to consider	256	25	157	15	22	141	63	11	216	215	10	64	61	94	50	19	138	24	208	179	23	26	169	22	210	83	112	104	33	37	68	16	143	91	76	18	222	27	185	24	206							
Fairly likely to consider	207	55	58	20	23	92	57	35	119	100	32	64	53	71	40	30	93	42	120	66	43	33	95	42	130	56	87	38	44	36	46	29	85	47	80	26	147	40	114	41	129							
Not very likely to consider	175	87	14	9	30	63	76	71	62	25	70	32	60	49	61	30	76	69	58	32	74	54	69	43	85	24	103	28	59	27	58	49	54	35	65	24	124	39	73	45	88							
I would not consider at all	249	162	16	9	32	65	158	92	86	7	226	38	142	53	124	89	58	90	92	12	211	75	91	114	91	25	207	19	150	24	145	49	79	22	151	55	156	113	78	112	74							
I will not vote at the next General Election	119	37	5	1	6	17	45	25	55	5	78	6	67	11	55	21	48	18	71	5	83	17	58	27	62	8	78	6	50	7	61	9	54	13	72	27	73	34	46	27	51							
Don't know	81	14	4	1	6	21	16	3	17	3	8	10	8	4	10	4	11	15	26	5	14	6	18	10	35	3	31	3	10	5	9	7	6	7	19	7	49	7	20	5	42							

NET: Very/Fairly Likely to consider	463	81	215	35	45	233	120	46	335	316	42	128	114	165	90	50	231	66	329	245	67	59	265	64	340	138	199	142	76	73	114	45	228	139	156	44	369	67	299	65	335
NET: Not very likely/ would not consider at all	424	249	30	18	62	128	234	163	148	32	296	70	202	101	184	119	134	159	150	44	285	129	160	156	176	50	310	47	209	51	203	99	133	57	216	79	279	151	151	157	161

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

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416
Very likely to consider	124 11%	74 14% C	50 9%	7 7%	19 10%	12 7%	16 9%	24 13%	46 18% DF	27 9%	28 8%	70 16% JK	7 5%	29 10%	21 8%	55 17% MNO	78 13%	46 10%	31 12%	28 10%	36 15%	14 10%	2 5%	13 14%	99 11%	25 13%	83 13% b	20 6%	21 14% b*	35 12%	90 11%	54 14%	70 10%	71 11%	53 13%
Fairly likely to consider	186 17%	75 14%	110 20% B	17 15%	26 14%	28 16%	22 12%	19 11%	74 29% DEFGH*	43 15%	50 14%	92 21% K	25 17%	35 12%	39 14%	61 19%	103 17%	83 17%	46 18%	47 16%	48 19%	22 15%	16 30% x*	7 7%	155 17%	31 16%	109 18%	43 13%	36 24% b*	43 14%	143 18%	71 18%	115 17%	99 15%	87 21% h
Not very likely to consider	168 15%	91 17%	77 14%	31 28% EFGHI	22 12%	26 15%	24 13%	28 16%	37 14% *	53 18%	51 14%	65 15%	35 24% NO	41 14%	36 13%	50 16%	84 14%	84 18%	38 15%	55 19%	37 15%	16 11%	7 14% *	14 15% *	129 14%	39 21%	110 18%	43 14%	16 11% *	57 19%	111 14%	53 13%	115 17%	106 16%	62 15%
I would not consider at all	393 36%	203 38%	189 34%	33 30%	73 39%	68 38%	71 39%	78 44% DI	71 28% *	106 36%	139 39%	149 34%	46 31%	110 39%	111 41%	112 35%	240 39% R	153 32%	101 39%	100 35%	76 31%	55 37%	16 31% *	45 47% U*	332 37%	61 32%	209 34% a	131 18%	54 36% *	102 34%	291 37%	164 41% g	230 33%	255 38%	138 33%
I will not vote at the next General Election	128 12%	62 12%	65 12%	17 16% I	22 12%	24 13%	29 16% I	17 10%	19 7% *	39 13%	53 15% L	36 8%	22 15% P	34 12%	39 14% P	24 8%	66 10%	25 14%	34 10%	28 11%	24 16% *	7 13% *	10 10% *	107 12%	20 11%	52 8% a	57 18% a	19 12% *	32 11%	96 12%	33 8%	95 14% f	86 13%	42 10%	
Don't know	88 8%	25 5%	62 11% B	5 5% DH	23 12% DH	19 11% I	19 11% I	10 6%	11 4% *	28 10% L	39 11% L	21 5%	11 7% P	34 12% P	24 9%	19 6%	43 7%	45 9%	15 6%	20 7%	23 9%	19 12% *	4 8% *	6 7% *	74 8%	14 8%	59 9%	24 8% *	5 3% *	29 10%	59 7%	24 6%	64 9%	54 8%	34 8%
NET: Very/Fairly Likely to consider	310 28%	150 28%	160 29%	24 22%	46 25%	40 22%	38 21%	43 24%	120 47% DEFGH*	70 24%	78 22%	162 38% JK	32 22%	64 23%	60 22%	116 36% MNO	180 30%	129 27%	77 30%	74 26%	84 34% X	37 24% *	18 35% *	19 21% *	254 28%	55 29%	192 31% b	60 19%	57 38% b*	77 26%	232 29%	124 31%	185 27%	170 25%	139 34% h
NET: Not very likely/ would not consider at all	562 52%	294 55% C	267 48%	64 58% I	95 51%	95 53%	95 53%	106 60% I	107 42% *	159 54%	190 53%	214 49%	82 55%	151 53%	147 54%	162 50%	325 53%	237 50%	140 54%	155 55%	113 46%	72 47% *	24 45% *	59 62% U*	461 51%	100 53%	318 51%	173 55%	70 46% *	159 53%	403 51%	217 54%	345 50%	361 54%	200 48%

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

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

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Liberal Democrats (L)	Unfavourable to Liberal Democrats (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Reform UK (P)	Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Corbyn (Z)	Unfavourable to Corbyn (a)	Favourable to Reeves (b)	Unfavourable to Reeves (c)	Favourable to Davey (d)	Unfavourable to Davey (e)	Favourable to Cleverly (f)	Unfavourable to Cleverly (g)	Favourable to Biden (h)	Unfavourable to Biden (i)	Favourable to Trump (j)	Unfavourable to Trump (k)	Favourable to Farage (l)	Unfavourable to Farage (m)	Positive impact (n)	Negative impact (o)						
																																											1087	329	280	62	124	427
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very likely to consider	124	108	4	2	5	32	79	108	3	21	86	25	58	16	67	35	44	87	12	26	80	80	22	75	29	14	94	23	63	16	60	62	17	40	54	29	78	49	32	77	27							
Fairly likely to consider	186	136	10	4	11	50	106	97	26	28	114	35	80	38	71	47	42	87	28	35	93	60	46	78	58	22	126	31	63	20	85	50	26	27	76	39	111	76	55	68	60							
Not very likely to consider	168	65	27	12	19	44	82	18	65	49	69	29	68	36	62	54	41	42	77	41	73	50	48	70	22	108	25	64	30	60	25	63	28	83	32	101	65	51	56	70								
I would not consider at all	393	39	180	30	72	217	92	3	364	216	87	107	121	156	82	43	233	19	337	170	114	9	294	29	332	119	187	102	95	61	118	10	240	99	157	33	334	45	289	25	318							
I will not vote at the next General Election	128	14	28	6	9	35	35	6	88	37	51	12	52	28	37	10	53	8	100	25	64	9	73	14	88	18	68	14	44	5	55	7	67	16	67	14	98	18	69	15	76							
Don't know	88	18	5	1	3	21	21	4	10	6	18	6	12	6	19	5	11	15	22	2	24	3	15	3	48	37	2	35	3	16	5	10	7	7	6	25	10	49	7	19								
NET: Very/Fairly Likely to consider	310	244	14	6	15	82	185	205	28	48	200	60	138	54	138	82	86	174	40	61	173	139	68	153	87	37	220	54	126	35	145	111	44	67	130	69	189	125	87	145	87							
NET: Not very likely/ would not consider at all	562	104	208	42	91	261	174	22	420	265	156	136	189	192	144	97	275	61	414	212	188	59	344	77	402	141	205	127	159	91	177	35	302	127	241	64	434	110	341	82	387							

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359	
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416	
Very likely to consider	46 4%	27 5%	19 3%	4 4%	9 5%	9 5%	5 3%	6 4%	12 5%	14 5%	14 4%	19 4%	6 4%	15 5%	9 3%	11 3%	34 6%	12 3%	5 2%	9 3%	23 9%	7 4%	1 1%	1 1%	37 4%	9 5%	22 4%	14 5%	10 6%	12 4%	35 4%	15 4%	31 5%	25 4%	21 5%	
Fairly likely to consider	209 19%	100 19%	108 20%	29 27%	43 23%	48 27%	33 18%	17 10%	39 15%	72 24%	80 22%	56 13%	37 25%	69 24%	50 19%	42 13%	136 22%	73 15%	38 15%	61 22%	45 18%	42 28%	6 12%	16 17%	179 20%	30 16%	132 21%	58 19%	19 12%	71 24%	137 17%	104 26%	105 15%	145 22%	63 15%	
Not very likely to consider	286 26%	151 29%	134 24%	31 28%	46 25%	46 26%	43 24%	58 33%	61 24%	78 26%	89 25%	119 27%	37 25%	78 28%	70 26%	82 26%	155 25%	131 27%	82 32%	76 27%	59 24%	31 21%	12 23%	25 26%	235 26%	50 26%	169 27%	77 24%	40 26%	84 28%	202 26%	119 30%	167 24%	186 28%	99 24%	
I would not consider at all	319 29%	159 30%	157 28%	26 23%	40 21%	32 18%	49 27%	66 37%	107 42%	65 22%	81 23%	172 40%	34 23%	56 20%	71 26%	135 42%	184 30%	135 28%	83 32%	84 30%	62 25%	32 21%	23 43%	34 36%	252 28%	66 35%	185 30%	90 29%	44 29%	64 22%	254 32%	105 26%	214 31%	177 26%	141 34%	
I will not vote at the next General Election	131 12%	67 13%	63 11%	12 11%	25 14%	24 13%	29 16%	16 9%	25 10%	37 12%	53 15%	41 9%	18 12%	36 13%	42 15%	30 9%	57 9%	74 15%	33 13%	30 11%	33 13%	21 14%	5 10%	9 10%	114 13%	17 9%	55 9%	48 15%	28 19%	34 12%	96 7%	26 15%	105 12%	82 12%	49 12%	
Don't know	97 9%	26 5%	71 13%	8 7%	22 12%	19 11%	22 12%	13 7%	13 5%	30 10%	41 11%	26 6%	15 11%	30 10%	29 11%	21 6%	44 7%	53 11%	16 6%	23 8%	26 11%	19 12%	6 11%	8 8%	79 9%	18 9%	58 9%	28 9%	11 7%	32 11%	65 8%	29 7%	68 10%	55 8%	42 10%	
NET: Very/Fairly Likely to consider	255 23%	127 24%	128 23%	34 30%	52 28%	57 32%	38 21%	23 13%	51 20%	86 29%	95 26%	75 17%	43 29%	84 30%	59 22%	53 16%	170 28%	85 18%	42 17%	71 25%	68 28%	49 32%	7 13%	18 19%	216 24%	39 21%	154 25%	73 23%	28 19%	83 28%	172 22%	119 30%	136 20%	170 25%	85 20%	
NET: Not very likely/ would not consider at all	604 56%	311 59%	291 53%	57 52%	86 47%	78 44%	92 51%	124 70%	167 65%	143 48%	170 47%	291 67%	71 48%	134 47%	140 52%	218 68%	339 55%	265 56%	165 64%	160 56%	121 49%	63 42%	35 66%	59 63%	487 54%	117 61%	354 57%	166 53%	84 55%	148 50%	456 58%	223 56%	381 55%	363 54%	241 58%	

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Favourable to Labour (I)	Favourable to Lib Dems (J)	Favourable to Green Party (K)	Favourable to Green Party (L)	Favourable to Reform UK (M)	Favourable to Reform UK (N)	Favourable to Sunak (O)	Favourable to Sunak (P)	Favourable to Starmer (Q)	Favourable to Starmer (R)	Favourable to Hunt (S)	Favourable to Hunt (T)	Favourable to Johnson (U)	Favourable to Johnson (V)	Favourable to Corbyn (W)	Favourable to Corbyn (X)	Favourable to Reeves (Y)	Favourable to Reeves (Z)	Favourable to Davey (a)	Favourable to Davey (b)	Favourable to Cleverly (c)	Favourable to Cleverly (d)	Favourable to Biden (e)	Favourable to Biden (f)	Favourable to Biden (g)	Favourable to Biden (h)	Favourable to Trump (i)	Favourable to Trump (j)	Favourable to Trump (k)	Favourable to Trump (l)	Favourable to Farage (m)	Favourable to Farage (n)	Positive impact (o)	Negative impact (p)					
																																												2009	2010	2011	2012	2013
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very likely to consider	46	14	9	15	2	27	13	5	25	13	16	36	2	24	4	7	22	10	22	13	16	9	20	12	30	12	23	8	16	25	9	3	19	15	20	7	34	9	30	7	27							
Fairly likely to consider	209	54	55	24	28	90	57	45	116	97	56	112	13	94	33	33	88	50	107	79	52	42	100	42	125	55	95	51	43	61	35	40	87	64	67	22	159	32	110	49	131							
Not very likely to consider	286	99	90	11	34	125	102	68	167	116	85	48	71	81	82	38	138	75	161	104	93	62	136	56	181	64	160	65	86	27	70	51	114	64	103	38	215	57	169	50	178							
I would not consider at all	319	163	72	5	40	100	180	85	153	84	184	10	229	56	151	95	117	92	165	75	191	76	157	104	156	48	229	54	133	13	198	51	126	44	179	56	216	121	128	107	142							
I will not vote at the next General Election	131	35	21	-	7	28	42	27	69	28	71	2	67	13	54	19	48	18	80	18	75	16	64	29	71	12	76	15	67	10	62	19	67	26	85	34	54	28	61									
Don't know	97	14	8	1	8	27	21	7	25	19	12	7	9	12	14	3	11	14	40	10	21	4	24	14	50	8	36	5	17	4	8	5	13	10	26	8	62	7	26	14	50							
NET: Very/Fairly Likely to consider	255	69	64	38	30	117	69	50	142	110	72	148	15	118	37	39	110	60	129	92	68	52	120	54	155	67	118	60	59	86	44	43	106	78	87	29	193	41	140	56	158							
NET: Not very likely/ would not consider at all	604	262	162	16	74	226	282	153	319	200	269	57	300	137	233	133	255	167	326	180	284	138	293	159	337	112	389	118	219	40	268	102	240	108	282	94	431	178	296	157	320							

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations			Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416
Very likely to consider	73 7%	40 8%	33 6%	14 12% HI	20 11% HI	12 7%	11 6%	7 4%	10 *	33 11% KL	23 6%	17 4%	21 14% NOP	22 8%	15 5%	13 4%	44 7%	29 6%	21 8%	23 8%	13 5%	10 7% *	- *	6 7% *	6 8%	33 5%	32 10% a	9 6% *	21 7%	52 7%	31 8%	42 6%	57 8% i	17 4%	
Fairly likely to consider	197 18%	97 18%	100 18%	22 20% I	51 27% GHI	52 30% GHI	31 17% I	26 15% I	15 6% *	73 25% L	83 23% L	41 10%	33 22% P	78 28% OP	50 19% P	32 10%	116 19%	81 17%	43 17%	54 19%	44 18%	38 25% x*	8 14% *	11 11% *	164 18%	33 18%	111 18%	61 19%	25 16% *	24% e	127 16%	99 25% g	98 14%	144 22% i	53 13%
Not very likely to consider	269 25%	138 26%	132 24%	31 28%	36 20%	34 19%	41 23%	55 31% EF	72 28% *	67 23%	76 21%	126 29% K	33 23%	61 22%	65 24%	83 26%	170 30%	99 21%	62 24%	70 25%	67 27%	39 26% *	10 19% *	20 21% *	215 24%	54 29%	152 24%	73 23%	44 29% *	69 23%	200 25%	100 29%	169 24%	167 25%	102 25%
I would not consider at all	330 30%	171 32%	157 28%	22 20%	37 20% HI	32 18%	51 28% DEF	59 34% DEF	129 50% DEFGH*	59 20%	82 23%	188 44% JK	28 19%	54 19% N	73 27% MNO	147 46% MNO	182 30%	148 31%	83 32%	81 29%	68 27%	36 24% *	23 43% v*	39 41% TUV*	267 30%	63 33%	210 34% b	77 24%	43 28% *	68 23%	261 33% d	114 29%	216 31%	167 25%	163 39% h
I will not vote at the next General Election	120 11%	64 12%	55 10%	13 12%	20 11% HI	24 14% HI	29 16% HI	14 8% *	20 8% *	33 11% L	54 15% L	34 8%	19 13%	31 11% P	41 15%	30 9%	49 8%	71 15% Q	30 12%	25 9%	31 13%	17 11% *	6 11% *	11 12% *	12% 12%	8% 8%	56 9% a	18 15% *	12% 12%	35 11% e	85 11% e	24 6%	96 14% f	79 12%	41 10%
Don't know	97 9%	21 4%	76 14% B	9 9%	21 12% I	22 13% I	18 10% I	15 8% *	11 4% *	31 10% L	41 11% L	26 6%	14 9% P	36 13% P	26 9%	17 5%	49 8%	48 10%	16 6%	31 11%	25 10%	11 7% *	7 12% *	7 7% *	78 9%	19 10%	59 10% b	25 8% *	13 9% *	33 11% d	64 8%	29 7% g	68 10% g	57 9%	40 10%
NET: Very/Fairly Likely to consider	271 25%	137 26%	133 24%	36 32% HI	70 38% GHI	65 37% GHI	41 23% I	33 19% I	25 10% *	106 36% L	106 30% L	59 14%	53 36% OP	101 36% OP	65 24% P	45 14%	160 26%	110 23%	64 25%	77 27%	57 23%	48 32% x*	8 14% *	17 18% *	231 26%	40 21%	144 23%	93 29%	34 22% *	92 31% e	179 23%	130 33% g	140 20%	201 30% i	69 17%
NET: Not very likely/ would not consider at all	599 55%	308 58%	289 52%	53 48%	73 40% I	66 37% I	92 51% EF	114 65% DEF	201 78% DEFGH*	126 43% JK	158 44% JK	315 73% JK	61 41% N	115 41% N	139 51% MNO	230 72% MNO	352 58%	247 52%	146 57%	151 53%	135 54%	75 50% *	33 63% *	59 62% *	482 54%	117 61%	362 58% b	150 48% *	87 57% *	138 46% d	461 58% d	214 54%	385 56% g	334 50% h	265 64% h

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																			Favourable to politicians																			Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Reform UK	Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact						
																																											(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612							
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589							
Very likely to consider	73	4	25	3	31	45	11	9	52	23	22	22	23	54	10	11	36	8	49	21	31	12	44	19	49	34	26	15	23	19	16	7	47	19	35	5	58	10	45	8	53							
Fairly likely to consider	197	31	71	17	34	99	45	27	130	89	52	66	40	131	13	28	84	39	124	64	63	29	97	30	131	68	67	38	52	41	40	30	86	46	71	26	142	30	119	41	132							
Not very likely to consider	269	104	85	22	21	121	99	66	156	124	84	74	74	73	44	37	127	65	145	111	68	49	142	61	159	50	149	73	59	35	76	40	110	68	87	35	208	40	153	51	163							
I would not consider at all	330	188	52	11	27	86	195	104	135	85	180	34	178	11	207	95	120	117	146	87	183	97	135	105	156	32	262	58	24	190	71	107	62	178	60	225	138	125	120	138								
I will not vote at the next General Election	120	33	12	1	4	21	39	24	55	19	67	3	68	6	57	18	46	13	75	9	78	16	58	24	69	8	75	9	51	8	57	8	53	11	67	23	76	32	45	24	55							
Don't know	97	20	9	1	2	26	26	7	27	16	18	15	8	5	8	5	12	15	36	8	26	9	25	18	49	7	39	5	14	9	9	4	18	9	25	8	62	10	30	40	48							
NET: Very/Fairly Likely to consider	271	35	96	19	65	144	56	36	182	112	74	88	63	185	23	39	120	47	173	86	94	41	140	49	180	102	92	53	76	60	56	37	133	65	107	31	200	39	163	50	185							
NET: Not very likely/ would not consider at all	599	292	137	34	48	207	293	169	291	209	264	108	252	84	251	132	247	183	291	197	250	145	278	166	316	82	412	131	205	59	265	111	217	131	265	95	432	178	278	171	301							

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade				Region						Urban/Rural			Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1087	532	552	133	186	173	203	284	108	319	376	392	167	282	318	293	655	432	265	278	251	141	54	98	904	183	614	349	124	323	764	543	544	728	359			
Weighted base	1087	531	553	111	185	178	181	176	257	296	359	433	147	283	270	322	610	477	257	284	248	151	53	94	897	190	621	315	151	297	790	397	690	671	416			
Very likely to consider	82 8%	52 10% c	29 5%	6 5%	16 9%	10 6%	10 5%	15 9%	25 10% *	22 7%	20 6%	40 9%	7 5%	21 7%	16 6%	32 10%	48 8%	34 7%	19 7%	23 8%	16 6%	12 8%	9 16% x*	4 4% *	65 7%	17 9%	47 8%	26 8%	9 6% *	21 7%	61 8%	26 7%	56 8%	53 8%	29 7%			
Fairly likely to consider	122 11%	77 15% c	45 8%	24 22% FGH	25 14%	17 10%	17 9%	15 8%	24 10% *	49 17% KL	34 9%	39 9%	29 20% NOP	34 12%	25 9%	29 9%	58 9%	64 14%	32 13%	36 13%	29 12%	15 10% *	3 6% *	7 7% *	103 11%	20 10%	80 13%	32 10%	10 7% *	46 15% e	76 10%	50 13%	72 10%	82 12%	40 10%			
Not very likely to consider	184 17%	95 18%	89 16%	27 25% G	29 16%	28 16%	23 13%	30 17%	46 18% *	57 19%	51 14%	76 18%	31 21%	46 16%	43 16%	55 17%	102 17%	82 17%	44 15%	41 21%	53 21%	24 16% *	9 17% *	13 14% *	148 16%	36 19%	106 17%	53 17%	25 16% *	56 19%	127 16%	68 17%	116 17%	68 16%				
I would not consider at all	426 39%	210 40%	215 39%	27 24%	62 34%	72 41% D	74 41% D	81 46% DE	110 43% D*	89 30%	146 41% J	191 44% J	40 27% M	103 36% M	112 42% M	146 45% M	271 44% R	155 32% R	113 44% U	116 41%	84 34%	53 35% *	15 27% *	45 48% uw*	353 39%	73 39%	250 40%	110 35%	67 44% *	111 37%	315 40%	185 46% g	242 35%	260 39%	166 40%			
I will not vote at the next General Election	125 12%	60 11%	64 12%	14 13%	20 11%	24 13%	28 15%	17 10%	23 9% *	34 12%	51 14%	40 9%	18 12%	34 12%	37 14%	28 9%	56 9%	69 15% Q	26 10%	27 9%	32 13%	23 15% *	6 12% *	10 11% *	107 12%	18 9%	49 8%	55 17% a	21 14% *	33 11%	92 12%	76 7%	99 14% f	80 12%	45 11%			
Don't know	148 14%	37 7%	111 20% B	12 11%	32 17% H	27 15%	30 16%	18 10%	29 11% *	44 15%	56 16%	47 11%	22 15%	45 16%	37 14%	33 10%	76 12%	72 15%	22 9%	41 14%	34 14%	23 16% *	12 22% s*	15 16% *	122 14%	26 14%	89 14%	40 13%	19 13% *	30 10%	118 15%	42 11%	105 15%	80 12%	68 16%			
NET: Very/Fairly Likely to consider	204 19%	129 24% c	74 13%	30 27% FGH	41 22%	27 15%	27 15%	30 17%	49 19% *	71 24% K	54 15%	79 18%	36 25% O	55 19%	41 15%	61 19%	106 17%	98 21%	51 20%	59 21%	45 18%	27 18% *	12 22% *	11 11% *	168 19%	36 19%	128 21%	57 18%	19 13% *	67 22%	138 17%	76 19%	128 19%	135 20%	69 17%			
NET: Not very likely/ would not consider at all	610 56%	305 58%	304 55%	54 49%	91 49%	100 56%	97 54%	111 63% DEG	156 61% *	146 49%	197 55%	267 62% J	71 48%	149 53%	155 57%	201 62% M	373 61% R	237 50%	157 61%	157 55%	137 55%	77 51% *	23 44% *	58 62% *	501 56%	109 58%	356 57%	162 52%	92 61% *	167 56%	443 56%	253 64% g	357 52%	376 56%	234 56%			

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2402. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion of Brexit's impact on the country	
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Corbyn	Unfavourable to Corbyn	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Biden	Unfavourable to Biden	Favourable to Trump	Unfavourable to Trump	Favourable to Farage	Unfavourable to Farage	Positive impact	Negative impact
Unweighted base	1087	329	280	62	124	427	366	212	599	395	381	225	378	305	316	179	453	238	607	321	414	188	521	241	647	230	579	212	326	132	372	142	436	223	466	157	765	228	561	224	612	
Weighted base	1087	380	255	55	119	399	414	237	555	357	424	214	391	280	339	194	425	258	576	300	449	210	501	257	613	199	618	198	346	136	387	160	420	215	463	157	771	260	516	254	589	
Very likely to consider	82 8%	47 12% CD	5 2%	- - *	20 17% CD*	11 3%	60 15% F	28 12% JLNQ	40 7% JLQ	10 3% Q	65 15% JLNQ	7 3% Q	64 16% JLNQ	13 5% Q	46 14% JLNQ	73 38% HUKLMNOQ	- - -	18 7% Tbhm	53 9% TVbhkm	8 3% m	59 13% RSTVWYZbghkm	15 7% Tbhm	39 8% TVbhkm	37 14% RTUVWYZbghkm	28 5% m	13 6% Tbhm	64 10% TVbhkm	4 2% -	45 13% RSTVWYZbghkm	9 7% Tbhm*	59 15% RSTVWYZabdfghkm	14 9% Tbhm*	33 8% TVbhkm	5 2% m	57 12% RSTVWYZbghkm	31 19% RSTVWYZabdfghkm	31 4% m	68 26% RSTUVWXYZabdfghkm	3 1% -	43 17% o	20 3% -	
Fairly likely to consider	122 11%	60 16% C	18 7%	6 11% *	13 11% *	25 6% F	67 16% F	53 22% HUKLMNOQ	29 5% Q	36 10% IQ	53 12% IQ	29 14% IQ	46 12% IQ	36 13% IQ	50 15% IQ	69 36% HUKLMNOQ	6 1% -	47 18% STUVWYZacgikm	40 7% Ym	34 11% SWYkm	55 12% SWYgkm	42 20% STUVWYZacgikm	37 7% Ym	59 23% STUVWYZabdfghikm	30 5% -	22 11% SYkm	68 13% SWYkm	26 11% SWYgkm	39 13% SWYkm	18 13% SYkm*	49 13% SWYgkm	33 20% STUVWYZacgikm*	34 8% Ym	30 14% SWYgkm	56 12% SWYgkm	35 22% STUVWYZabdfghikm	56 7% Ym	60 23% STUVWYZabdfghikm	19 4% -	61 24% o	28 5% -	
Not very likely to consider	184 17%	82 21%	47 19%	13 25% *	15 13% *	58 15% G	83 20% G	51 21% IMQ	75 13% Q	62 17% IQ	71 17% Q	42 20% IQ	57 15% IQ	53 19% IQ	56 16% Q	29 15% SWYahkm	47 11% -	58 23% SWYahkm	80 14% -	47 16% -	74 17% -	36 17% -	70 14% -	52 20% SWHm	93 15% m	34 17% h	96 15% -	33 17% -	55 16% -	24 18% h*	62 16% -	34 21% hm*	65 16% -	23 11% -	87 19% SWHm	32 21% SWHm	120 16% m	58 23% SUWYacgikm	66 13% -	53 21% -	82 14% -	
I would not consider at all	426 39%	126 33% B	144 57% B	29 53% B*	53 45% B*	225 57% G	125 30% G	75 32% P	284 51% HKMOP	192 54% HKMOP	131 31% P	104 48% HKMOP	139 36% P	135 48% HKMOP	116 34% P	5 3% -	302 71% HUKLMNOP	103 40% Xjl	262 45% UXacejij	163 54% RSUVXacdefgijkl	146 33% Xjl	90 43% UXjij	241 48% UXacejij	64 25% jl	303 49% RSUXacefijl	99 50% RUXacefijl	249 40% UXacejij	109 55% RSUVXacdefijl	126 36% xjl	60 44% UXjij*	134 35% xjl	60 37% xjl*	198 47% UXacejij	124 57% RSUVWXYZacdefgijkl	152 33% xjl	26 16% -	370 48% RUXacefijl	34 13% -	309 60% RSUVWXYZacdefgijkl	54 21% -	311 53% n	
I will not vote at the next General Election	125 12%	24 6%	19 7%	6 11% *	8 7% *	39 10% G	27 7% G	19 8% Q	72 13% JLNP	32 9% LP	58 14% HLNP	10 5% HILNP	55 14% HILNP	19 7% LNP	42 13% LNP	8 4% HILNP	63 15% HILNP	13 5% RTVZafkl	82 14% RVZfl	26 9% RVZfl	62 14% RVZfl	16 7% RTXZfl	70 14% RTXZfl	21 8% RTZl	77 13% RTZl	14 7% R	68 11% RZfl	17 9% RZfl	43 12% RZfl	13 9% *	54 14% RTVZfl	10 6% *	59 14% RTZfl	22 10% R	59 13% RZfl	16 10% RZfl	92 12% RZl	18 7% RZl	66 13% RTZfl	17 7% -	69 12% -	
Don't know	148 14%	42 11% D	21 8% D	- - *	9 8% D*	40 10% G	51 12% G	12 5% Q	56 10% JQ	25 7% Q	46 11% HMPQ	22 10% HQ	29 7% Q	25 9% Q	29 9% Q	10 5% Q	6 2% -	18 7% -	60 10% bgh	22 7% b	53 12% Vbgh	12 6% -	45 9% b	24 10% b	82 13% RSTVWZbefghm	16 8% -	74 12% RTVWbgh	8 4% -	37 11% beh	12 9% *	29 8% -	10 6% *	31 7% -	11 5% -	52 11% begh	18 12% bh	102 13% RSTVWZbefghm	21 8% -	53 10% bgh	26 10% -	80 14% -	
NET: Very/Fairly Likely to consider	204 19%	107 28% CD	23 9%	6 11% *	34 28% CD*	36 9%	128 31% F	80 34% JLNQ	69 12% Q	45 13% Q	118 28% JLNQ	36 17% Q	110 28% JLNQ	48 17% UQ	95 28% JLNQ	142 73% HUKLMNOQ	6 1% -	65 25% STWYbghkm	93 16% Ykm	42 14% Ym	114 25% STWYZabghkm	57 27% STWYZbghkm	75 15% Ykm	95 37% RSTUVWXYZabdfghikm	58 9% m	35 18% Ykm	132 21% STWYgkm	30 15% Ym	84 24% STWYbghkm	27 20% Ykm*	108 28% STWYZabghkm	47 29% STWYZbghkm*	66 16% Ykm	35 16% Ykm	113 24% STWYZbghkm	65 41% RSTUVWXYZabdfghikm	87 11% Ym	128 49% RSTUVWXYZabdfghikm	22 4% -	104 41% o	47 8% -	
NET: Not very likely/ would not consider at all	610 56%	207 55% BE	192 75% BE	42 77% BE*	68 57% *	284 71% G	208 50% G	126 53% P	358 64% HKMOP	255 71% HKMOP	203 48% P	146 68% HKMOP	196 50% P	188 67% HKMOP	171 51% P	34 17% HUKLMNOP	349 82% UXacejij	161 62% UXacejij	341 59% SUVWXacdefgijkl	210 70% SUVWXacdefgijkl	221 49% jl	126 60% UXjij	311 62% UXacejij	115 45% l	396 65% SUXacejij	134 67% SUXacejij	344 56% UXejij	142 72% RSUVWXYZacdefgijkl	181 52% jl	84 62% UXjij*	196 51% jl	93 58% Xjij*	264 63% UXacejij	147 68% SUXacejij	238 51% jl	58 37% SUXacejij	490 64% SUXacejij	92 35% -	375 73% RSUVWXYZacdefgijkl	107 42% -	393 67% n	

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