Q1A. How would you describe the current state of the British economy? Would you say it is…?

All Adults aged 18-75 in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-75	Agg 18-34	Agg 35-54	Agg 55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduates	Non graduates	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very good (4)	22 / 2%	15 / 3%	7 / 1%	5 / 4%	3 / 2%	6 / 3%	4 / 2%	2 / 1%	3 / 2% *	8 / 2%	10 / 3%	4 / 1%	5 / 3%	9 / 3%	4 / 2%	4 / 1%	17 / 3%	5 / 1%	3 / 1%	6 / 2%	6 / 3%	3 / 2%	1 / 1% *	2 / 3% *	18 / 2%	4 / 3%	16 / 3%	5 / 2%	1 / 1% *	11 / 4%	11 / 2% i	12 / 3% A	10 / 2%	19 / 3% i	3 / 1%
Fairly good (3)	185 / 18%	123 / 25% AC	61 / 12%	40 / 29% AFGH	44 / 24% AGH	30 / 17%	21 / 12%	21 / 12%	28 / 18% *	84 / 26% AKL	51 / 14%	50 / 15%	49 / 30% ANOP	56 / 19%	31 / 13%	48 / 16%	106 / 18%	79 / 18%	35 / 15%	51 / 19%	38 / 17%	36 / 25% S	9 / 18% *	16 / 19% *	152 / 18%	33 / 20%	105 / 19%	68 / 20%	12 / 11% *	73 / 23% Ae	112 / 16%	73 / 23% Ag	112 / 16%	135 / 20% i	50 / 15%
Fairly poor (2)	490 / 49%	211 / 42%	275 / 54% AB	68 / 49%	78 / 42%	85 / 48%	96 / 53% E	85 / 49%	78 / 50% *	145 / 45%	181 / 51%	163 / 50%	78 / 48%	135 / 46%	131 / 53%	146 / 49%	273 / 47%	217 / 50%	113 / 47%	132 / 50%	126 / 55% AV	59 / 41%	22 / 47% *	38 / 44% *	411 / 48%	79 / 49%	275 / 48%	158 / 47%	57 / 54% *	143 / 45%	347 / 50%	155 / 43%	335 / 51% f	310 / 47%	180 / 52%
Very poor (1)	291 / 29%	137 / 28%	152 / 30%	24 / 17%	54 / 29% D	48 / 27%	56 / 31% D	65 / 37% AD	45 / 29% *	78 / 24%	104 / 29%	109 / 33% J	28 / 17%	86 / 29% M	77 / 31% M	100 / 33% M	175 / 30%	115 / 27%	81 / 34% U	70 / 26%	57 / 25%	40 / 28%	15 / 32% *	27 / 32% *	248 / 29%	43 / 26%	162 / 28%	93 / 28%	36 / 34% *	84 / 27%	207 / 30%	98 / 27%	192 / 30%	188 / 28%	102 / 30%
Don't know	22 / 2%	11 / 2%	11 / 2%	3 / 2%	5 / 3%	7 / 4%	4 / 2%	1 / 1%	2 / 1% *	8 / 2%	11 / 3%	3 / 1%	4 / 2%	9 / 3%	6 / 2%	3 / 1%	6 / 1%	16 / 4% AQ	6 / 3%	5 / 2%	1 / 1%	6 / 4% U	1 / 1% *	3 / 3% *	19 / 2%	3 / 2%	12 / 2%	10 / 3%	-	5 / 2%	17 / 2%	11 / 3%	11 / 2%	14 / 2%	8 / 2%
NET: Very/Fairly Good	207 / 20%	138 / 28% AC	68 / 13%	45 / 32% AFGHI	47 / 26% GH	36 / 20%	25 / 14%	23 / 13%	31 / 20% *	92 / 28% AKL	61 / 17%	54 / 16%	54 / 33% ANOP	65 / 22% O	35 / 14%	53 / 17%	122 / 21%	85 / 20%	38 / 16%	58 / 22%	45 / 19%	39 / 27% S	9 / 20% *	18 / 21% *	170 / 20%	37 / 23%	121 / 21%	73 / 22%	13 / 12% *	85 / 27% Ae	122 / 18%	93 / 26% Ag	114 / 17%	154 / 23% Ai	53 / 15%
NET: Very/Fairly Poor	781 / 77%	348 / 70%	427 / 84% AB	92 / 66%	131 / 72%	133 / 76%	152 / 84% ADE	150 / 86% ADEF	123 / 79% D*	223 / 69%	285 / 80% J	273 / 83% AJ	107 / 65%	221 / 75% M	208 / 83% AMN	246 / 82% M	448 / 78%	333 / 77%	194 / 81% V	202 / 76%	184 / 80% V	99 / 69%	38 / 79% *	65 / 75% *	659 / 78%	122 / 75%	436 / 77%	251 / 75%	94 / 88% Aab*	227 / 72%	554 / 80% Ad	254 / 71%	527 / 81% f	499 / 75%	282 / 82% Ah
Mean	1.94	2.03 AC	1.85	2.19 AEFGHI	1.98 H	1.96 H	1.85	1.77	1.93 *	2.07 AKL	1.90	1.84	2.19 ANOP	1.96	1.84	1.86	1.94	1.94	1.83	1.98 S	1.97	2.01 *	1.89 *	1.93 *	1.93	1.99	1.96	1.95	1.79 *	2.04 Ae	1.89	2.02 Ag	1.89	1.98 Ai	1.86

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

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

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Politics

Adults aged 18-75 in GB

Q1A. How would you describe the current state of the British economy? Would you say it is...?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very good (4)	22 2%	11 4%	4 2%	2 4% *	4 3% *	10 2%	10 3%	22 11% AI	- -	10 5% AK	11 2%	16 3%	6 2%
Fairly good (3)	185 18%	80 27% AC	32 13%	17 27% C*	19 17% *	62 16%	81 23% AF	185 89% AI	- -	88 44% AK	82 11%	103 17%	64 24% AL
Fairly poor (2)	490 49%	146 49%	112 45%	27 41% *	57 51% *	180 47%	157 45%	- -	490 63% AH	78 39%	365 51% AJ	280 47%	138 51%
Very poor (1)	291 29%	58 19%	98 39% AB	18 27% *	32 29% *	128 33% A	94 27%	- -	291 37% AH	21 11%	248 35% AJ	195 33% AM	57 21%
Don't know	22 2%	4 1%	2 1%	1 1% *	- -	6 1%	5 1%	- -	- -	1 *	8 1%	4 1%	6 2%
NET: Very/Fairly Good	207 20%	92 31% AC	36 15%	20 30% AC*	23 20% *	72 19%	91 26% AF	207 100% AI	- -	98 50% AK	93 13%	119 20%	70 26% A
NET: Very/Fairly Poor	781 77%	204 68%	210 85% ABD	45 69% *	90 80% B*	308 80% G	251 72%	- -	781 100% AH	99 50%	613 86% AJ	475 79% M	195 72%
Mean	1.94	2.15 ACE	1.77	2.07 C*	1.95 *	1.88	2.02 AF	3.11 AI	1.63	2.44 AK	1.80	1.90	2.07 AL

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

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

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Politics

Adults aged 18-75 in GB

Q2. How confident, if at all, are you that the Labour party... - Summary

All Adults aged 18-75 in Great Britain

	Q2. How confident, if at all, are you that the Labour party...	
	...have a good long-term economic plan for Britain	...can provide Britain with strong and stable leadership?
	(A)	(B)
Unweighted base	1010	1010
Weighted base	1010	1010
Very confident (4)	86 9%	103 10%
Fairly confident (3)	282 28%	290 29%
Not very confident (2)	289 29%	293 29%
Not at all confident (1)	258 26% B	241 24%
Don't know	94 9%	84 8%
NET: Very/Fairly Confident	368 36%	392 39% A
NET: Not very/not at all confident	548 54%	533 53%
Mean	2.21	2.27 A

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

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

Q2. How confident, if at all, are you that the Labour party… - …have a good long-term economic plan for Britain

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated age break			Generations				Social grade		Region						Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduates	Non graduates	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very confident (4)	86 9%	51 10%	35 7%	13 10%	20 11%	14 8%	19 11%	9 5%	10 6% *	33 10%	33 9%	19 6%	15 9%	29 10%	24 10%	17 6%	49 8%	37 9%	15 6%	24 9%	18 8%	12 8%	6 12% *	11 13% *	71 8%	15 9%	44 8%	32 10%	10 10% *	33 11%	53 8%	36 10%	50 8%	61 9%	25 7%
Fairly confident (3)	282 28%	152 31%	129 25%	48 35% GHI	71 39% AGHI	53 30% I	44 24%	40 23%	26 17% *	119 37% AKL	97 27% L	66 20%	64 39% AOP	95 32% P	65 26%	58 19%	161 28%	121 28%	60 25%	72 27%	61 26%	47 33%	11 23% *	31 36% *	254 30% AZ	28 17%	149 26%	104 31%	30 28% *	114 36% Ae	168 24%	121 34% Ag	161 25%	209 31% Ai	73 21%
Not very confident (2)	289 29%	142 29%	143 28%	44 32%	40 22%	50 28%	50 28%	54 31%	51 33% *	84 26%	100 28%	105 32%	49 30%	73 25%	75 30%	93 31%	179 31%	110 25%	73 30%	73 28%	73 32%	37 26%	15 31% *	19 22% *	241 28%	49 30%	159 28%	100 30%	31 29% *	86 27%	203 29%	99 28%	190 29%	184 28%	105 31%
Not at all confident (1)	258 26%	124 25%	134 26%	16 12%	35 19%	33 19%	53 29% DEF	61 35% ADEF	61 39% ADEF*	51 16%	86 24% J	122 37% AJK	18 11%	59 20% M	67 27% M	115 38% AMNO	149 26%	110 25%	69 29%	69 26%	65 28%	32 22%	7 16% *	16 19% *	207 24%	52 32%	166 29% Ab	64 19%	29 27% *	57 18%	202 29% Ad	73 20%	185 28% Af	155 23%	103 30% Ah
Don't know	94 9%	27 5%	66 13% AB	17 12%	18 10%	26 15% AHI	15 8%	11 6%	8 5% *	35 11% L	41 11% L	19 6%	19 12%	37 13% AP	19 8%	19 6%	39 7%	55 13% AQ	22 9%	26 10%	13 6%	15 11%	9 19% AU*	9 11% *	75 9%	19 12%	53 9%	35 10%	7 7% *	26 8%	68 10%	28 8%	67 10%	58 9%	37 11%
NET: Very/Fairly Confident	368 36%	202 41% AC	164 32%	62 44% HI	91 50% AFGHI	67 38% I	63 35% I	49 28%	36 23% *	153 47% AKL	130 36% L	85 26%	79 48% AOP	125 42% AP	89 36% P	75 25%	210 36%	158 37%	75 32%	96 36%	79 34%	60 42%	16 35% *	42 49% ASU*	325 38% AZ	43 27%	193 34%	135 41%	40 37% *	147 47% Ae	221 32%	157 44% Ag	211 32%	270 41% Ai	98 29%
NET: Not very/not at all confident	548 54%	267 54%	277 55%	61 44%	75 41%	83 47%	103 57% DE	115 66% ADEF	112 72% ADEFG*	135 42%	186 52% J	226 68% AJK	66 40%	133 45%	141 57% MN	207 69% AMNO	328 57%	219 51%	142 59% X	143 54% X	138 60% VX	68 48%	22 47% *	35 40% *	448 53%	100 62%	324 57% b	164 49%	60 56% *	143 45%	404 58% Ad	173 48%	375 57% Af	339 51%	209 61% Ah
Mean	2.21	2.27	2.15	2.48 AGHI	2.46 AGHI	2.32 HI	2.18 I	1.99	1.90 *	2.47 AKL	2.25 L	1.94	2.52 AOP	2.37 AP	2.20 P	1.92	2.20	2.23	2.10	2.21	2.15	2.31 *	2.38 *	2.48 ASTU*	2.25 AZ	2.04	2.14	2.35 Aa	2.21 *	2.43 Ae	2.12	2.36 Ag	2.13	2.29 Ai	2.06

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Politics

Adults aged 18-75 in GB

Q2. How confident, if at all, are you that the Labour party… - …have a good long-term economic plan for Britain

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very confident (4)	86 9%	8 3%	57 23% ABDE	8 12% BE*	4 3% *	51 13% AG	22 6%	26 12% A	60 8%	20 10%	65 9%	70 12% AM	12 4%
Fairly confident (3)	282 28%	45 15%	111 45% AB	30 45% AB*	42 38% AB*	139 36% AG	70 20%	73 35% AI	207 27%	78 40% AK	193 27%	214 36% AM	48 18%
Not very confident (2)	289 29%	109 36% ACE	48 19%	20 31% C*	25 22% *	106 27%	97 28%	60 29%	225 29%	49 25%	218 31%	164 27%	99 37% AL
Not at all confident (1)	258 26%	127 42% ACDE	13 5%	6 9% *	32 29% CD*	65 17%	135 39% AF	41 20%	213 27% AH	42 21%	186 26%	116 19%	103 38% AL
Don't know	94 9%	11 4%	18 7%	2 3% *	10 9% *	25 7%	23 6%	7 3%	76 10% H	9 4%	51 7%	33 6%	8 3%
NET: Very/Fairly Confident	368 36%	53 18%	168 68% ABE	37 57% ABE*	46 41% B*	190 49% AG	92 27%	99 48% AI	268 34%	98 50% AK	258 36%	284 48% AM	60 22%
NET: Not very/not at all confident	548 54%	235 79% ACDE	61 25%	26 39% C*	57 51% C*	170 44%	232 67% AF	101 49%	437 56%	91 46%	404 57% AJ	280 47%	202 75% AL
Mean	2.21	1.77	2.92 ABDE	2.62 ABE*	2.17 B*	2.49 AG	1.94	2.42 AI	2.16	2.40 AK	2.21	2.42 AM	1.88

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Q2. How confident, if at all, are you that the Labour party… - …can provide Britain with strong and stable leadership?

All Adults aged 18-75 in Great Britain

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-75	Agg 18-34	Agg 35-54	Agg 55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduates	Non graduates	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very confident (4)	103 / 10%	59 / 12%	43 / 9%	13 / 9%	25 / 13%	18 / 10%	17 / 9%	15 / 9%	15 / 10%*	38 / 12%	35 / 10%	31 / 9%	19 / 12%	32 / 11%	25 / 10%	27 / 9%	59 / 10%	43 / 10%	17 / 7%	32 / 12%	23 / 10%	14 / 10%	5 / 11%*	12 / 14%*	86 / 10%	17 / 10%	57 / 10%	31 / 9%	14 / 13%*	36 / 11%	66 / 10%	42 / 12%	61 / 9%	75 / 11%	27 / 8%
Fairly confident (3)	290 / 29%	153 / 31%	135 / 27%	46 / 33% HI	71 / 39% AGHI	53 / 30% I	52 / 29% I	40 / 23%	27 / 18%*	118 / 36% AL	105 / 29% L	67 / 20%	57 / 35% P	99 / 33% AP	76 / 30% P	59 / 20%	163 / 28%	127 / 29%	75 / 31%	68 / 26%	66 / 29%	40 / 28%	14 / 30%*	26 / 31%*	253 / 30%	36 / 22%	158 / 28%	104 / 31%	28 / 26%*	118 / 37% Ae	172 / 25%	122 / 34% Ag	168 / 26%	220 / 33% Ai	70 / 20%
Not very confident (2)	293 / 29%	148 / 30%	143 / 28%	55 / 40% AEFGH	43 / 23%	49 / 28%	47 / 26%	48 / 27%	51 / 33%*	98 / 30%	96 / 27%	99 / 30%	61 / 37% ANO	78 / 26%	66 / 26%	88 / 29%	180 / 31%	112 / 26%	69 / 29%	71 / 27%	70 / 30%	43 / 30%	14 / 30%*	27 / 32%*	245 / 29%	48 / 29%	150 / 26%	113 / 34% Aa	30 / 28%*	80 / 25%	213 / 31%	96 / 27%	196 / 30%	177 / 27%	115 / 34% Ah
Not at all confident (1)	241 / 24%	109 / 22%	130 / 26%	14 / 10%	32 / 17%	29 / 16%	50 / 28% DEF	62 / 35% ADEF	55 / 35% ADEF*	45 / 14%	79 / 22% J	117 / 35% AJK	15 / 9%	52 / 18% M	62 / 25% MN	112 / 37% AMNO	141 / 24%	99 / 23%	63 / 26% X	68 / 26% X	61 / 26% X	31 / 22%	6 / 13%*	12 / 14%*	195 / 23%	46 / 29%	157 / 28% Ab	55 / 16%	29 / 27% b*	57 / 18%	184 / 26% Ad	72 / 20%	169 / 26% f	146 / 22%	95 / 28%
Don't know	84 / 8%	27 / 5%	55 / 11% AB	11 / 8%	13 / 7%	28 / 16% AEHI	16 / 9%	9 / 5%	8 / 5%*	24 / 7%	43 / 12% AL	17 / 5%	12 / 7%	35 / 12% AP	21 / 8%	16 / 5%	33 / 6%	51 / 12% AQ	16 / 7%	26 / 10% U	10 / 4%	15 / 11% U	8 / 16% SU*	8 / 10%*	69 / 8%	15 / 9%	47 / 8%	31 / 9%	7 / 6%*	25 / 8%	59 / 8%	25 / 7%	59 / 9%	48 / 7%	36 / 10%
NET: Very/Fairly Confident	392 / 39%	212 / 43% AC	178 / 35%	59 / 43% I	96 / 52% AFGHI	71 / 40% I	68 / 38%	55 / 32%	43 / 27%*	155 / 48% AKL	139 / 39% L	98 / 30%	76 / 46% P	130 / 44% AP	100 / 40% P	86 / 29%	222 / 39%	170 / 39%	91 / 38%	100 / 38%	89 / 39%	54 / 38%	20 / 41%*	38 / 45%*	339 / 40%	53 / 33%	215 / 38%	136 / 41%	42 / 39%*	154 / 49% Ae	238 / 34%	164 / 46% Ag	228 / 35%	295 / 44% Ai	97 / 28%
NET: Not very/not at all confident	533 / 53%	257 / 52%	273 / 54%	69 / 49%	75 / 41%	77 / 44%	97 / 54% E	109 / 63% ADEF	106 / 68% ADEFG*	143 / 44%	175 / 49%	216 / 65% AJK	77 / 46%	130 / 44%	128 / 51%	199 / 66% AMNO	322 / 56% AR	212 / 49%	131 / 55%	139 / 52%	130 / 57%	74 / 52%	20 / 43%	39 / 46%*	440 / 52%	94 / 58%	308 / 54%	167 / 50%	58 / 55%*	137 / 43%	397 / 57% Ad	168 / 47%	365 / 56% f	323 / 48%	210 / 61% Ah
Mean	2.27	2.35 AC	2.20	2.46 AGHI	2.52 AGHI	2.41 HI	2.21	2.05	2.02*	2.49 AKL	2.30 L	2.04	2.52 AOP	2.42 AP	2.28 P	2.00	2.26	2.30	2.20	2.27	2.23	2.29*	2.47*	2.50 ASU*	2.30	2.16	2.22	2.37 Aa	2.27*	2.46 Ae	2.19	2.40 Ag	2.20	2.36 Ai	2.10

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

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

PUBLIC

Politics

Adults aged 18-75 in GB

Q2. How confident, if at all, are you that the Labour party… - …can provide Britain with strong and stable leadership?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very confident (4)	103 10%	12 4%	66 27% ABDE	9 13% B*	9 8% *	58 15% AG	25 7%	24 12%	78 10%	21 11%	79 11%	88 15% AM	12 5%
Fairly confident (3)	290 29%	59 20%	101 41% AB	35 53% ABE*	40 36% B*	140 36% AG	81 23%	72 35%	217 28%	77 39% AK	206 29%	225 38% AM	41 15%
Not very confident (2)	293 29%	100 33% C	56 23%	15 23% *	28 25% *	111 29%	91 26%	64 31%	224 29%	49 25%	218 31%	153 26%	110 41% AL
Not at all confident (1)	241 24%	119 40% ACDE	10 4%	6 9% *	29 26% CD*	55 14%	132 38% AF	39 19%	197 25%	44 22%	169 24%	104 17%	98 36% AL
Don't know	84 8%	10 3%	14 6%	1 2% *	7 6% *	22 6%	19 5%	8 4%	65 8%	7 3%	42 6%	27 5%	9 3%
NET: Very/Fairly Confident	392 39%	71 24%	167 68% ABE	43 66% ABE*	49 43% B*	198 51% AG	106 31%	96 46% AI	296 38%	98 49% AK	284 40%	314 52% AM	53 20%
NET: Not very/not at all confident	533 53%	218 73% ACDE	66 27%	21 32% *	57 51% CD*	166 43%	222 64% AF	103 50%	420 54%	93 47%	387 54%	257 43%	208 77% AL
Mean	2.27	1.88	2.96 ABDE	2.72 ABE*	2.27 B*	2.55 AG	2.00	2.41 A	2.25	2.39	2.29	2.52 AM	1.87

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

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Politics

Adults aged 18-75 in GB

Q3. How confident, if at all, are you that the Conservative Party... - Summary

All Adults aged 18-75 in Great Britain

	Q3. How confident, if at all, are you that the Conservative Party...	
	...have a good long-term economic plan for Britain	...can provide Britain with strong and stable leadership?
	(A)	(B)
Unweighted base	1010	1010
Weighted base	1010	1010
Very confident (4)	47 5%	40 4%
Fairly confident (3)	212 21%	211 21%
Not very confident (2)	298 30%	277 27%
Not at all confident (1)	399 39%	429 42% A
Don't know	54 5%	52 5%
NET: Very/Fairly Confident	260 26%	252 25%
NET: Not very/not at all confident	697 69%	706 70%
Mean	1.90 B	1.86

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

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

Q3. How confident, if at all, are you that the Conservative Party… - …have a good long-term economic plan for Britain

All Adults aged 18-75 in Great Britain

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduates	Non graduates	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very confident (4)	47 5%	32 7% AC	15 3%	8 6%	9 5%	9 5%	7 4%	3 2%	11 7% *	17 5%	16 4%	14 4%	9 6%	14 5%	9 4%	14 5%	27 5%	20 5%	7 3%	9 3%	12 5%	16 11% AST	1 2% *	3 4% *	38 5%	9 5%	27 5%	16 5%	4 4% *	23 7% Ae	24 4%	28 8% Ag	19 3%	32 5%	16 5%
Fairly confident (3)	212 21%	125 25% AC	87 17%	32 23% F	54 29% AFGH	25 14%	33 18%	32 19%	36 23% *	86 27% AK	58 16%	68 21%	44 27%	60 20%	45 18%	63 21%	123 21%	89 21%	43 18%	56 21%	53 23%	32 22%	8 16% *	22 25% *	178 21%	34 21%	121 21%	70 21%	21 20% *	81 26% Ae	131 19%	75 21%	138 21%	152 23%	61 18%
Not very confident (2)	298 30%	132 27%	162 32%	49 35%	50 27%	52 29%	53 29%	50 28%	44 28% *	99 31%	105 29%	94 28%	55 33%	86 29%	71 28%	87 29%	171 30%	128 29%	70 29%	80 30%	65 28%	43 30%	17 36% *	23 27% *	251 30%	47 29%	173 30%	95 28%	31 29% *	89 28%	209 30%	99 28%	199 31%	197 30%	101 29%
Not at all confident (1)	399 39%	188 38%	209 41%	42 30%	59 32%	72 41%	75 42% D	85 49% ADE	65 42% *	102 31%	147 41% J	150 45% AJ	49 30%	108 37%	107 43% M	134 45% M	235 41% V	164 38%	108 45% V	101 38%	95 41%	43 30%	18 38% *	33 38% *	337 40%	61 38%	216 38%	135 41%	48 45% *	103 32%	296 43% Ad	140 39%	258 40%	247 37%	151 44% Ah
Don't know	54 5%	19 4%	34 7%	7 5% I	11 6% I	20 11% AHI	12 7% HI	4 2%	-	18 6% L	32 9% AL	4 1%	8 5% P	27 9% AP	16 6% P	3 1%	21 4%	32 7% AQ	11 5%	19 7% U	5 2%	10 7%	3 7% *	5 6% *	43 5%	10 6%	33 6%	18 5%	3 3% *	21 7%	33 5%	16 5%	37 6%	39 6%	14 4%
NET: Very/Fairly Confident	260 26%	157 32% AC	102 20%	41 29% F	63 34% AFGH	33 19%	40 22%	36 20%	47 30% *	104 32% AK	73 21%	83 25%	53 32% O	74 25%	55 22%	77 26%	150 26%	110 25%	49 21%	64 24%	65 28%	47 33% S	9 19% *	25 29% *	216 26%	43 27%	148 26%	86 26%	26 24% *	104 33% Ae	156 22%	102 29% A	157 24%	183 27%	76 22%
NET: Not very/not at all confident	697 69%	320 64%	371 73% AB	91 66%	110 60%	123 70%	129 71% E	134 77% ADE	109 70% *	201 62%	252 71% J	244 74% AJ	104 63%	194 66%	178 72%	221 73% M	405 70%	291 67%	178 75% AV	181 68%	160 70%	86 60%	35 74% *	56 65% *	589 69%	108 67%	388 68%	230 69%	78 73% *	192 61%	505 73% Ad	239 67%	458 70%	444 67%	252 74% Ah
Mean	1.90	2.00 AC	1.81	2.05 FGH	2.07 AFGH	1.81	1.83	1.73	1.95 *	2.06 AKL	1.82	1.84	2.09 AOP	1.93	1.82	1.86	1.90	1.92	1.77	1.89	1.92	2.15 AST*	1.82 *	1.94 *	1.90	1.94	1.93	1.89	1.83 *	2.08 Ae	1.83	1.97 A	1.87	1.95	1.82

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

PUBLIC

Politics

Adults aged 18-75 in GB

Q3. How confident, if at all, are you that the Conservative Party… - …have a good long-term economic plan for Britain

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very confident (4)	47 5%	25 8% AC	8 3%	1 2% *	7 6% *	21 5%	17 5%	38 18% AI	9 1%	31 16% AK	13 2%	22 4%	19 7%
Fairly confident (3)	212 21%	109 36% ACE	37 15%	16 25% *	21 19% *	68 18%	101 29% AF	113 55% AI	98 13%	97 49% AK	99 14%	125 21%	71 26% A
Not very confident (2)	298 30%	88 29%	62 25%	14 21% *	33 29% *	96 25%	105 30%	36 17%	258 33% AH	36 18%	236 33% AJ	175 29%	86 32%
Not at all confident (1)	399 39%	68 23%	135 55% AB	34 52% AB*	50 45% B*	182 47% AG	117 34%	14 7%	381 49% AH	29 15%	347 49% AJ	272 46% AM	83 31%
Don't know	54 5%	9 3%	5 2%	* 1% *	1 1% *	18 5%	7 2%	6 3%	35 5%	5 2%	18 3%	4 1%	11 4% L
NET: Very/Fairly Confident	260 26%	133 45% ACDE	45 18%	17 26% *	28 25% *	89 23%	118 34% AF	151 73% AI	107 14%	129 65% AK	112 16%	147 25%	90 33% AL
NET: Not very/not at all confident	697 69%	157 52%	197 80% AB	48 73% B*	83 74% B*	278 72% G	222 64%	50 24%	638 82% AH	64 33%	584 82% AJ	447 75% AM	169 63%
Mean	1.90	2.31 ACDE	1.66	1.76 *	1.86 *	1.80	2.05 AF	2.87 AI	1.64	2.68 AK	1.68	1.83	2.10 AL

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

Q3. How confident, if at all, are you that the Conservative Party… - …can provide Britain with strong and stable leadership?

All Adults aged 18-75 in Great Britain

	Total	Gender: Male	Female	Age: 18-24	25-34	35-44	45-54	55-64	65-75	Agg age: 18-34	35-54	55-75	Gen: Gen Z	Millennials	Gen X	Baby Boomer	Soc: ABC1	C2DE	Region: North	Midlands	South	London	Wales	Scotland	Urban	Rural	Marital: Married/Living as Married	Single	Widowed/Divorced/Separated	Child: At least one child present	No children present	Edu: Graduates	Non graduates	Emp: Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very confident (4)	40 / 4%	25 / 5%	16 / 3%	3 / 2%	12 / 6% H	5 / 3%	9 / 5%	2 / 1%	10 / 6% H*	14 / 4%	14 / 4%	12 / 4%	4 / 2%	14 / 5%	11 / 4%	12 / 4%	27 / 5%	14 / 3%	7 / 3%	6 / 2%	12 / 5%	8 / 6%	- / -	7 / 8% T*	33 / 4%	8 / 5%	20 / 3%	16 / 5%	4 / 4% *	21 / 7% Ae	20 / 3%	16 / 4%	25 / 4%	29 / 4%	11 / 3%
Fairly confident (3)	211 / 21%	119 / 24% AC	91 / 18%	37 / 26% FG	46 / 25% FG	27 / 15%	29 / 16%	30 / 17%	42 / 27% FG*	83 / 26% AK	56 / 16%	72 / 22%	46 / 28% AO	57 / 19%	39 / 16%	69 / 23%	118 / 20%	93 / 21%	42 / 18%	56 / 21%	53 / 23%	35 / 25%	13 / 28% *	12 / 14% *	175 / 21%	37 / 23%	129 / 23%	63 / 19%	20 / 19% *	78 / 25%	133 / 19%	81 / 23%	130 / 20%	144 / 22%	68 / 20%
Not very confident (2)	277 / 27%	124 / 25%	150 / 30%	47 / 33%	49 / 27%	45 / 26%	53 / 29%	50 / 29%	34 / 22% *	95 / 30%	98 / 27%	84 / 25%	54 / 33%	77 / 26%	72 / 29%	75 / 25%	160 / 28%	117 / 27%	57 / 24%	79 / 30%	63 / 27%	41 / 28%	15 / 31% *	24 / 28% *	232 / 27%	45 / 28%	155 / 27%	93 / 28%	28 / 27% *	88 / 28%	189 / 27%	95 / 27%	182 / 28%	185 / 28%	93 / 27%
Not at all confident (1)	429 / 42%	205 / 41%	222 / 44%	43 / 31%	70 / 38%	76 / 43% D	82 / 45% D	89 / 51% ADE	69 / 44% *	113 / 35%	158 / 44% J	158 / 48% AJ	50 / 30%	125 / 42% M	112 / 45% M	143 / 47% M	253 / 44%	176 / 41%	123 / 51% ATVW	107 / 40%	99 / 43%	46 / 32%	16 / 34% *	38 / 44% *	368 / 43%	61 / 38%	238 / 42%	139 / 42%	52 / 48% *	111 / 35%	318 / 46% Ad	150 / 42%	279 / 43%	272 / 41%	157 / 46%
Don't know	52 / 5%	23 / 5%	30 / 6%	10 / 7% HI	7 / 4%	23 / 13% AEGHI	8 / 5%	3 / 2%	1 / 1% *	17 / 5% L	31 / 9% AL	4 / 1%	11 / 7% P	23 / 8% AP	16 / 6% P	3 / 1%	19 / 3%	33 / 8% AQ	11 / 4%	17 / 6% U	3 / 1%	13 / 9% U	3 / 7% U*	5 / 6% U*	41 / 5%	11 / 7%	27 / 5%	22 / 7%	3 / 3% *	19 / 6%	33 / 5%	16 / 4%	36 / 6%	37 / 6%	15 / 4%
NET: Very/Fairly Confident	252 / 25%	144 / 29% AC	106 / 21%	39 / 28%	58 / 31% AFGH	32 / 18%	38 / 21%	33 / 19%	52 / 33% FGH*	97 / 30% AK	71 / 20%	84 / 25%	50 / 30% O	71 / 24%	50 / 20%	80 / 27%	145 / 25%	107 / 25%	49 / 20%	62 / 23%	65 / 28%	43 / 30%	13 / 28% *	19 / 22% *	207 / 24%	44 / 27%	148 / 26%	79 / 24%	24 / 23% *	99 / 31% Ae	152 / 22%	97 / 27%	155 / 24%	173 / 26%	79 / 23%
NET: Not very/not at all confident	706 / 70%	329 / 66%	371 / 73% AB	90 / 65%	119 / 65%	121 / 69%	134 / 74%	138 / 80% ADEFI	104 / 66% *	209 / 65%	255 / 72% J	242 / 73%	104 / 63%	201 / 68%	184 / 74% M	218 / 72%	413 / 72%	293 / 68%	179 / 75% V	186 / 70%	162 / 70%	87 / 60%	31 / 64% *	62 / 72% *	600 / 71%	106 / 66%	394 / 69%	233 / 70%	80 / 75% *	198 / 63%	508 / 73% Ad	245 / 69%	461 / 71%	457 / 68%	250 / 73%
Mean	1.86	1.92 AC	1.79	1.99 FH	1.99 AFH	1.75	1.80	1.68	1.95 H*	1.99 AKL	1.78	1.81	2.03 AOP	1.85	1.78	1.83	1.85	1.86	1.71	1.84	1.90 S	2.04 AS*	1.94 *	1.84 *	1.84	1.94	1.87	1.86	1.78 *	2.03 Ae	1.78	1.89	1.84	1.89	1.80

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

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

PUBLIC

Politics

Adults aged 18-75 in GB

Q3. How confident, if at all, are you that the Conservative Party… - …can provide Britain with strong and stable leadership?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very confident (4)	40 4%	27 9% ACD	5 2%	- - *	5 4% *	14 4%	22 6% A	28 13% AI	13 2%	23 12% AK	15 2%	20 3%	15 6%
Fairly confident (3)	211 21%	107 36% ACE	31 13%	16 25% C*	22 19% *	67 17%	97 28% AF	111 53% AI	99 13%	103 52% AK	92 13%	119 20%	76 28% AL
Not very confident (2)	277 27%	76 25%	58 24%	16 25% *	26 23% *	93 24%	91 26%	46 22%	225 29%	45 23%	205 29%	152 25%	89 33% AL
Not at all confident (1)	429 42%	79 26%	149 60% AB	32 50% B*	58 52% B*	193 50% AG	130 38%	16 8%	410 53% AH	24 12%	383 54% AJ	302 50% AM	82 30%
Don't know	52 5%	11 4%	4 2%	* 1% *	2 2% *	18 5% G	6 2%	7 4%	33 4%	3 1%	20 3%	6 1%	9 3% L
NET: Very/Fairly Confident	252 25%	134 45% ACDE	37 15%	16 25% C*	27 24% *	81 21%	120 34% AF	138 67% AI	112 14%	126 64% AK	106 15%	139 23%	91 34% AL
NET: Not very/not at all confident	706 70%	154 51%	207 84% AB	49 74% B*	84 75% B*	287 74% AG	221 64%	61 30%	636 81% AH	69 35%	588 82% AJ	453 76% AM	171 63%
Mean	1.86	2.29 ACDE	1.56	1.75 *	1.76 *	1.73	2.03 AF	2.75 AI	1.62	2.65 AK	1.62	1.76	2.09 AL

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

Q4. How likely or unlikely do you think it is that Rishi Sunak will win the next General Election?

All Adults aged 18-75 in Great Britain

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduates	Non graduates	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very likely (4)	24 2%	12 2%	12 2%	- -	7 4% DH	5 3%	8 4% DH	1 1%	3 2% *	7 2%	13 4%	4 1%	2 1%	10 3%	8 3%	4 1%	14 2%	10 2%	6 3%	5 2%	6 3%	4 3%	2 4% *	2 2% *	22 3%	2 1%	14 2%	6 2%	5 4% *	14 4% Ae	10 1%	11 3%	13 2%	16 2%	8 2%
Fairly likely (3)	174 17%	94 19%	80 16%	43 31% AFGHI	51 28% AFGHI	26 15%	19 10%	16 9%	19 12% *	94 29% AKL	45 12%	35 11%	51 31% ANOP	61 21% OP	28 11%	33 11%	103 18%	71 16%	32 13%	47 18%	41 18%	33 23% S	10 21% *	12 14% *	140 17%	34 21%	90 16%	64 19%	20 18% *	75 24% Ae	99 14%	70 20% A	103 16%	132 20% Ai	42 12%
Fairly unlikely (2)	377 37%	174 35%	198 39%	50 36%	55 30%	65 37%	64 35%	70 40% E	72 46% E*	105 33%	129 36%	142 43% AJ	56 34%	96 33%	91 37%	133 44% AMN	224 39%	153 35%	91 38%	106 40%	83 36%	46 32%	20 41% *	31 36% *	317 37%	60 37%	225 40%	117 35%	34 32% *	95 30%	282 41% Ad	133 37%	244 37%	250 38%	126 37%
Very unlikely (1)	337 33%	184 37% AC	152 30%	36 26%	59 32%	54 31%	65 36%	72 41% ADF	52 33% *	95 29%	118 33%	124 37%	45 27%	95 32%	87 35%	110 36%	187 32%	150 35%	82 34%	85 32%	81 35%	45 31%	12 25% *	32 37% *	286 34%	51 32%	189 33%	108 32%	40 38% *	103 33%	234 34%	108 30%	229 35%	209 31%	128 37%
Don't know	99 10%	32 7%	65 13% AB	10 7%	11 6%	27 15% AEI	26 14% AE	15 8%	10 7% *	21 7%	52 15% AJL	25 8%	11 7%	32 11%	34 14% AMP	21 7%	49 9%	49 11%	28 12%	22 8%	18 8%	16 11%	5 10% *	10 11% *	84 10%	15 9%	52 9%	39 12%	8 7% *	29 9%	69 10%	34 10%	64 10%	60 9%	38 11%
NET: Very/Fairly Likely	198 20%	106 21%	92 18%	43 31% AFGHI	59 32% AFGHI	31 17%	27 15%	18 10%	22 14% *	101 31% AKL	57 16%	39 12%	53 32% AOP	72 24% AOP	36 15%	37 12%	117 20%	81 19%	38 16%	52 19%	47 20%	36 25% S	12 24% *	14 16% *	162 19%	36 22%	103 18%	70 21%	24 23% *	89 28% Ae	109 16%	82 23% A	116 18%	148 22% Ai	50 15%
NET: Very/Fairly Unlikely	714 71%	358 72%	350 69%	86 62%	114 62%	119 68%	129 71%	142 82% ADEFG	124 79% DEF*	200 62%	248 69%	266 81% AJK	101 61%	191 65%	179 72% M	243 81% AMNO	411 71%	303 70%	173 73%	191 72%	164 72%	91 63%	31 66% *	63 73% *	603 71%	111 69%	414 73%	225 67%	75 70% *	198 63%	515 74% Ad	241 67%	472 72%	459 69%	255 74%
Mean	1.87	1.86	1.89	2.05 AGHI	2.04 AGHI	1.88 H	1.81	1.67	1.82 *	2.04 AKL	1.84	1.74	2.06 AOP	1.95 P	1.80	1.75	1.89	1.85	1.82	1.88	1.87	1.96 *	2.03 *	1.78 *	1.87	1.91	1.86	1.89	1.89 *	2.00 Ae	1.82	1.95 Ag	1.83	1.93 Ai	1.77

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Q4. How likely or unlikely do you think it is that Rishi Sunak will win the next General Election?

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very likely (4)	24 2%	8 3%	8 3%	1 1% *	2 1% *	11 3%	10 3%	11 5% AI	13 2%	24 12% AK	- -	16 3%	8 3%
Fairly likely (3)	174 17%	59 20%	39 16%	14 22% *	21 19% *	58 15%	62 18%	87 42% AI	86 11%	174 88% AK	- -	77 13%	88 33% AL
Fairly unlikely (2)	377 37%	130 43% A	87 35%	23 35% *	41 37% *	158 41%	132 38%	65 32%	305 39%	- -	377 53% AJ	252 42% AM	90 33%
Very unlikely (1)	337 33%	83 28%	97 39% AB	26 40% *	43 38% *	128 33%	119 34%	27 13%	309 40% AH	- -	337 47% AJ	244 41% AM	70 26%
Don't know	99 10%	19 6%	16 7%	1 2% *	6 5% *	31 8%	24 7%	16 8%	69 9%	- -	- -	9 2%	14 5% L
NET: Very/Fairly Likely	198 20%	67 23%	47 19%	15 23% *	22 20% *	69 18%	72 21%	98 47% AI	99 13%	198 100% AK	- -	92 15%	96 36% AL
NET: Very/Fairly Unlikely	714 71%	213 71%	184 74%	49 75% *	84 75% *	286 74%	252 73%	93 45%	613 79% AH	- -	714 100% AJ	496 83% AM	160 59%
Mean	1.87	1.97 A	1.82	1.84 *	1.82 *	1.86	1.88	2.43 AI	1.72	3.12 AK	1.53	1.77	2.13 AL

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

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

All Adults aged 18-75 in Great Britain

	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduates	Non graduates	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	497	506	131	176	164	198	226	115	307	362	341	154	280	271	305	577	433	244	268	238	117	53	90	849	161	562	334	114	309	701	483	527	643	367
Weighted base	1010	496	507	139	184	176	181	174	156	323	357	330	165	295	249	301	577	433	239	265	230	143	48	86	848	162	570	334	107	316	694	358	652	667	343
Very likely (4)	164 16%	107 21% AC	56 11%	11 8%	25 14%	22 13%	33 18%	38 22% ADF	35 22% D*	36 11%	55 15%	72 22% AJK	15 9%	37 13%	47 19% M	64 21% AMN	95 17%	68 16%	46 19%	37 14%	35 15%	20 14%	5 11% *	20 24% T*	136 16%	28 17%	84 15%	57 17%	23 21% *	40 13%	124 18%	63 18%	101 15%	100 15%	64 19%
Fairly likely (3)	434 43%	217 44%	212 42%	57 41%	86 47%	66 38%	74 41%	73 42%	77 50% *	143 44%	140 39%	151 46%	72 44%	121 41%	100 40%	142 47%	263 46%	171 40%	97 41%	112 42%	99 43%	62 43%	27 58% AS*	37 43% *	371 44%	63 39%	257 45%	135 40%	43 40% *	134 42%	300 43%	159 45%	275 42%	277 42%	157 46%
Not very likely (2)	189 19%	88 18%	100 20%	42 30% AEGHI	32 17%	36 20%	27 15%	27 15%	26 17% *	74 23% AL	63 18%	53 16%	46 28% ANOP	54 18%	41 16%	48 16%	107 19%	81 19%	35 15%	59 22%	46 20%	27 19%	9 19% *	13 15% *	148 17%	41 25% Y	112 20%	62 18%	16 15% *	66 21%	123 18%	72 20%	117 18%	137 21%	52 15%
Not at all likely (1)	81 8%	39 8%	42 8%	9 6%	17 9%	17 10%	15 8%	14 8%	10 6% *	26 8%	32 9%	24 7%	10 6%	29 10%	19 8%	23 8%	44 8%	37 9%	22 9%	22 8%	22 10%	10 7%	1 1% *	5 5% *	67 8%	14 8%	39 7%	29 9%	14 13% *	28 9%	53 8%	19 5%	62 9% f	58 9%	23 7%
Don't know	142 14%	45 9%	97 19% AB	21 15% I	24 13%	35 20% AI	32 18% I	22 13% I	8 5% *	44 14%	67 19% AL	31 9%	22 13%	53 18% AP	43 17% P	25 8%	67 12%	75 17% AQ	39 16%	34 13%	27 12%	25 17%	5 11% *	12 13% *	125 15%	17 10%	78 14%	52 16%	12 11% *	49 15%	93 13%	44 12%	98 15%	94 14%	48 14%
NET: Very/Fairly Likely	598 59%	324 65% AC	268 53%	68 49%	111 60%	88 50%	107 59%	111 64% DF	112 72% ADFG*	179 56%	196 55%	223 68% AJK	87 53%	158 54%	147 59%	206 68% AMNO	358 62% A	240 55%	142 60%	149 56%	134 58%	82 57%	33 69% *	57 66% *	507 60%	91 56%	341 60%	191 57%	65 61% *	174 55%	424 61%	222 62%	376 58%	377 57%	221 64% Ah
NET: Not Very/Not at all likely	270 27%	128 26%	141 28%	50 36% AGHI	49 27%	53 30%	42 23%	41 23%	36 23% *	99 31% L	94 26%	76 23%	56 34% AOP	84 28%	60 24%	71 23%	152 26%	118 27%	58 24%	81 31%	68 30%	36 25%	10 20% *	17 20% *	216 25%	54 33%	150 26%	90 27%	29 27% *	94 30%	176 25%	91 26%	179 27%	195 29% Ai	75 22%
Mean	2.78	2.87 AC	2.69	2.60	2.74	2.66	2.85 D	2.89 DF	2.93 DF*	2.68	2.76	2.91 AJ	2.64	2.69	2.85 M	2.89 AMN	2.80	2.76	2.83	2.71	2.73	2.78 *	2.88 *	2.98 ATU*	2.80	2.72	2.79	2.78	2.79 *	2.69	2.83 d	2.85 A	2.75	2.73	2.89 Ah

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Politics

Adults aged 18-75 in GB

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

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		The state of the British economy		Likelihood of Rishi Sunak winning the next election		Likelihood of Keir Starmer ever being Prime Minister	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Good	Poor	Likely	Unlikely	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1010	292	253	82	111	405	336	208	779	198	710	601	267
Weighted base	1010	299	248	65	112	385	347	207	781	198	714	598	270
Very likely (4)	164 16%	45 15%	69 28% ABE	15 23% *	15 13% *	86 22% AG	54 16%	23 11%	139 18% AH	13 7%	149 21% AJ	164 27% AM	- -
Fairly likely (3)	434 43%	133 44%	115 46%	34 53% *	58 52% *	179 46%	157 45%	95 46%	336 43%	79 40%	347 49% AJ	434 73% AM	- -
Not very likely (2)	189 19%	60 20%	34 14%	8 12% *	18 16% *	57 15%	65 19%	53 26% AI	131 17%	74 37% AK	103 14%	- -	189 70% AL
Not at all likely (1)	81 8%	33 11% C	4 1%	5 7% C*	15 14% AC*	21 6%	35 10% F	17 8%	64 8%	23 11%	57 8%	- -	81 30% AL
Don't know	142 14%	28 9%	26 11%	3 4% *	6 5% *	43 11%	36 10%	19 9%	111 14%	9 5%	57 8%	- -	- -
NET: Very/Fairly Likely	598 59%	178 60%	184 74% AB	50 76% AB*	73 65% *	265 69% AG	211 61%	119 57%	475 61%	92 47%	496 70% AJ	598 100% AM	- -
NET: Not Very/Not at all likely	270 27%	94 31% C	37 15%	13 20% *	33 30% C*	78 20%	100 29% F	70 34% AI	195 25%	96 49% AK	160 22%	- -	270 100% AL
Mean	2.78	2.70	3.13 ABE	2.96 BE*	2.68 *	2.96 AG	2.74	2.66	2.82 AH	2.44	2.90 AJ	3.27 AM	1.70

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