

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Right direction (1)	168 15%	101 19% C	66 12%	22 20% GH	38 20% GH	27 15%	16 9%	16 9%	49 19% GH	61 20% K	43 12%	65 15%	33 24% NO	46 15%	29 11%	56 16%	86 14%	82 17%	31 12%	44 15%	42 17%	31 20% S	9 16% *	12 13% *	134 15%	34 19%	108 17% b	34 10%	27 19% b	61 19% e	108 14%	72 18%	96 14%	100 15%	69 16%
Wrong direction (-1)	713 65%	345 64%	359 64%	66 58%	107 56%	121 66%	137 74% DEI	130 74% DEI	153 59%	173 57%	257 70% J	283 65% J	77 55%	187 62%	196 75% MNP	231 65%	429 69% R	284 59%	174 67%	187 64%	154 61%	93 61%	33 61% *	71 76% UV*	606 65%	107 59%	393 62%	221 68%	99 70%	194 62%	519 65%	256 63%	457 65%	455 67%	257 61%
Neither (0)	164 15%	74 14%	89 16%	18 16%	29 15%	27 15%	24 13%	24 13%	43 16%	47 15%	51 14%	66 15%	20 14%	49 16%	29 11%	55 15%	84 14%	80 16%	41 16%	47 16%	41 16%	20 13%	8 15% *	7 8% *	136 15%	28 15%	105 16% c	47 15%	12 8%	40 13%	124 16%	61 15%	103 15%	96 14%	68 16%
Don't know	60 5%	15 3%	45 8% B	8 7%	15 8%	7 4%	7 4%	8 4%	14 6%	23 8% K	14 4%	22 5%	10 7%	19 6%	10 4%	15 4%	22 4%	37 8% Q	14 5%	12 4%	17 7%	9 6%	4 8% *	3 3% *	48 5%	11 6%	33 5%	22 7%	5 3%	16 5%	44 6%	16 4%	43 6%	32 5%	28 7%
Mean	-0.52	-0.47 C	-0.57	-0.41 GH*	-0.40 GH	-0.53 G	-0.69	-0.68	-0.42 GH	-0.40 K	-0.61	-0.53	-0.34 OP	-0.50 O	-0.66	-0.51 O	-0.57	-0.45 Q	-0.58	-0.51	-0.47	-0.43	-0.49 *	-0.65 *	-0.54	-0.43	-0.47 b	-0.62	-0.52	-0.45	-0.55	-0.47	-0.55	-0.55	-0.48

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.

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(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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	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 Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Reform UK (R)	Unfavourable to Reform UK (S)	Favourable to Sunak (T)	Unfavourable to Sunak (U)	Favourable to Starmer (V)	Unfavourable to Starmer (W)	Favourable to Hunt (X)	Unfavourable to Hunt (Y)	Favourable to Johnson (Z)	Unfavourable to Johnson (AA)	Favourable to Cameron (AB)	Unfavourable to Cameron (AC)	Favourable to Reeves (AD)	Unfavourable to Reeves (AE)	Favourable to Davey (AF)	Unfavourable to Davey (AG)	Favourable to Cleverly (AH)	Unfavourable to Cleverly (AI)	Favourable to Farage (AJ)	Unfavourable to Farage (AK)	Favourable to Tice (AL)	Unfavourable to Tice (AM)	Favourable to Truss (AN)	Unfavourable to Truss (AO)	Favourable to May (AP)	Unfavourable to May (AQ)	Positive impact (AR)	Negative impact (AS)
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613			
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571			
Right direction (1)	168	80	35	15	18	61	69	98	26	57	76	45	63	49	63	47	58	99	37	48	73	87	22	82	46	60	48	43	56	35	64	61	28	64	49	37	47	40	74	62	43	87	30			
Wrong direction (-1)	713	192	211	52	79	327	229	69	515	311	248	150	269	219	224	120	349	65	503	236	296	70	425	88	492	86	438	142	248	88	285	39	395	144	430	97	303	38	573	95	424	107	464			
Neither (0)	164	81	22	4	4	53	63	46	38	36	73	22	62	19	55	30	49	47	38	36	65	38	25	60	54	49	35	18	52	21	55	28	25	32	64	25	39	14	83	40	47	43	64			
Don't know	60	13	10	-	2	11	15	9	12	10	19	2	8	5	8	7	7	14	19	2	12	9	15	4	16	2	10	2	10	3	10	3	11	17	5	6	1	21	9	13	8	13				
Mean	-0.52	-0.32	-0.66	-0.53	-0.61	-0.60	-0.44	0.14	-0.84	-0.63	-0.43	-0.49	-0.52	-0.59	-0.47	-0.37	-0.64	0.16	-0.81	-0.58	-0.51	0.09	-0.85	-0.12	-0.75	-0.14	-0.75	-0.48	-0.54	-0.37	-0.55	0.18	-0.82	-0.33	-0.70	-0.38	-0.66	0.03	-0.68	-0.17	-0.74	-0.09	-0.78			

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.

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,AA,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN,AO,AP,AQ,AR,AS
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,AB,AC,AD,AE,AF,AG,AH,AI,AJ,AK,AL,AM,AN,AO,AP,AQ,AR,AS
Minimum Base: 30 (**); Small Base: 100 (*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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? - 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, Prime Minister (B)	Jeremy Hunt, Chancellor of the Exchequer (C)	David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Prime Minister (D)	Rachel Reeves, former Minister (E)	Boris Johnson, former Prime Minister (F)	Ed Davey, Leader of the Liberal Democrats (G)	James Cleverly, Home Secretary (H)	Nigel Farage, Former leader of the Brexit Party (I)	Richard Tice, Leader of Reform UK (J)	Liz Truss, former Prime Minister (K)	Theresa May, former Conservative leader and Prime Minister (L)	The Labour Party (M)	The Conservative Party (N)	The Liberal Democrats (O)	The Green Party (P)	Reform UK (Q)		
Unweighted base	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	
Weighted base	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	1105	
Very favourable (2)	87 8%	56 5%	34 3%	37 3%	48 4%	108 10%	22 2%	22 2%	108 10%	60 5%	28 3%	31 3%	138 12%	70 6%	40 4%	74 7%	83 8%		
Fairly favourable (1)	240 22%	162 15%	164 15%	163 15%	158 14%	156 14%	124 11%	109 10%	143 13%	103 9%	65 6%	175 16%	276 25%	151 14%	179 16%	218 20%	123 11%		
Neither favourable nor unfavourable (0)	263 24%	249 23%	322 29%	289 26%	342 31%	188 17%	393 36%	342 31%	237 21%	311 28%	194 18%	305 28%	221 20%	243 22%	386 35%	365 33%	282 26%		
Fairly unfavourable (-1)	210 19%	223 20%	207 19%	211 19%	175 16%	182 16%	209 19%	215 19%	161 15%	130 12%	203 18%	240 22%	198 18%	186 17%	210 19%	152 14%	170 15%		
Very unfavourable (-2)	244 22%	369 33%	277 25%	326 29%	192 17%	424 38%	205 19%	243 22%	399 36%	263 24%	549 50%	287 26%	218 20%	405 37%	192 17%	198 18%	292 26%		
Don't know	61 6%	46 4%	102 9%	80 7%	191 17%	47 4%	151 14%	175 16%	57 5%	236 21%	67 6%	68 6%	55 5%	50 5%	97 9%	98 9%	154 14%		
Net: Very/Fairly favourable	327 30%	218 20%	198 18%	199 18%	205 19%	264 24%	146 13%	131 12%	251 23%	164 15%	92 8%	206 19%	414 37%	221 20%	219 20%	293 26%	206 19%		
Net: Very/Fairly unfavourable	454 41%	592 54%	484 44%	537 49%	366 33%	606 55%	414 37%	458 41%	560 51%	394 36%	752 68%	527 48%	415 38%	591 54%	402 36%	350 32%	462 42%		
Net Difference	-126 -11%	-374 -34%	-286 -26%	-337 -31%	-161 -15%	-342 -31%	-268 -24%	-327 -30%	-309 -28%	-230 -21%	-659 -60%	-321 -29%	-2 *	-370 -34%	-183 -17%	-57 -5%	-256 -23%		
Mean	-0.27	-0.65	-0.53	-0.61	-0.33	-0.62	-0.47	-0.59	-0.57	-0.50	-1.14	-0.56	-0.08	-0.67	-0.33	-0.18	-0.49		

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

Column Proportions (SN): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q 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 Minimum Base: 30 (**) Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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)
Unweighted base	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very favourable (2)	87 8%	55 10% c	32 6%	5 5%	11 6%	18 10%	18 10%	15 9%	19 7%	17 6%	35 10%	35 8%	7 5%	18 6%	28 11%	34 10%	50 8%	37 8%	17 6%	27 9%	17 7%	12 8%	5 10% *	9 10% *	73 8%	14 8%	54 8%	19 6%	14 10%	33 11% e	54 7%	35 9%	52 7%	50 7%	37 9%
Fairly favourable (1)	240 22%	118 22%	118 21%	24 21%	47 25%	44 24%	41 22%	32 18%	52 20%	71 23%	85 23%	84 19%	31 22%	75 25%	58 22%	67 19%	163 26%	78 16%	49 19%	67 23%	50 20%	37 24%	16 29% *	21 23% *	196 21%	44 25%	137 21%	65 20%	39 27%	81 26% e	84 20%	104 28%	125 18%	167 24% i	73 17%
Neither favourable nor unfavourable (0)	263 24%	128 24%	132 24%	30 26%	57 30% gi	57 31% gi	38 21%	39 22%	43 17%	87 29% l	95 26% l	82 19%	37 27%	98 33% op	54 21%	72 20%	152 25%	111 23%	62 24%	67 23%	53 21%	49 32% u	9 18% *	23 24% *	235 25%	28 16%	149 23%	85 26%	30 21%	84 27% e	180 23%	104 26%	159 23%	177 26% i	87 21%
Fairly unfavourable (-1)	210 19%	97 18%	109 20%	24 21%	32 17%	29 16%	38 21%	30 17%	58 22%	55 18%	66 18%	88 20%	29 21%	48 16%	53 20%	70 19%	110 18%	100 21%	48 18%	50 17%	59 23%	22 15%	10 18% *	21 22% *	173 19%	37 20%	118 18%	64 20%	27 19%	50 16%	160 20%	71 18%	138 20%	127 19%	83 20%
Very unfavourable (-2)	244 22%	121 23%	122 22%	14 12%	27 14%	25 13%	41 22% def	56 31% defg	82 32% def	41 13%	66 18%	137 32% jk	18 12%	41 14%	58 22% mn	108 30% mno	126 20%	118 24%	73 28% vx	64 22%	59 23% v	22 14%	11 21% *	15 15% *	199 21%	45 25%	159 25% b	58 18%	27 19%	42 14%	202 25% d	61 15%	183 26% f	129 19%	115 27% h
Don't know	61 6%	16 3%	45 8%	17 15% b	16 8% fghi	10 6%	8 4%	5 3%	5 2%	32 11% kl	18 5%	10 2%	19 13% op	22 7% p	13 5% p	6 2%	22 3%	39 8% q	11 4%	15 5%	15 6%	11 7%	3 5% *	6 6% *	49 5%	12 7%	22 3%	34 10% ac	5 4%	20 6%	41 5%	18 5%	42 6%	34 5%	27 6%
Net: Very/Fairly favourable	327 30%	173 32%	150 27%	30 26%	58 31%	62 34%	59 32%	47 27%	72 28%	88 29%	121 33%	118 27%	38 27%	93 31%	86 33%	101 28%	212 34% k	115 24%	66 25%	93 32%	67 27%	49 32%	21 38% *	30 32% *	269 29%	58 32%	191 30%	84 26%	52 37% b	115 37% e	213 27%	150 37% g	177 25%	217 32%	110 26%
Net: Very/Fairly unfavourable	454 41%	218 41%	231 41%	38 33%	58 31%	53 29%	79 43% ef	86 49% def	139 54% defg	96 32%	132 36%	225 52% jk	46 33%	89 30%	111 42% n	178 50% mn	236 38%	218 45% q	121 46%	114 39%	118 47% v	44 29%	21 39% *	35 37% *	372 40%	82 45%	277 43%	122 38%	55 38%	92 30%	361 45% d	132 33%	321 46% f	255 37%	198 47% h
Net Difference	-126 -11%	-45 -8%	-81 -14%	-8 -7%	* *	9 5%	-20 -11%	-39 -22%	-68 -26%	-8 -3%	-11 -3%	-107 -24%	-8 -6%	4 1%	-25 -9%	-76 -21%	-24 -4%	-102 -21%	-55 -21%	-21 -7%	-51 -20%	5 3%	* -1%	-5 -5%	-103 -11%	-23 -13%	-86 -13%	-38 -12%	-2 -2%	22 7%	-149 -19%	18 4%	-144 -21%	-38 -6%	-88 -21%
Mean	-0.27	-0.21	-0.33	-0.18 *	-0.09 hi	0.01 hi	-0.25	-0.46	-0.51	-0.12 l	-0.12 l	-0.49	-0.16	-0.07 p	-0.22	-0.43	-0.17 k	-0.41	-0.45	-0.21	-0.39	-0.03 su	-0.13 *	-0.12 *	-0.26	-0.33	-0.31	-0.26	-0.11	0.05 e	-0.39	-0.02 g	-0.42	-0.18 i	-0.42

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.

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 USE
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	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 parties							Favourable to politicians							Positive impact	Negative impact																			
									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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571
Very favourable (2)	87	9	50	11	8	54	21	17	63	79	5	29	19	38	22	15	45	19	59	87	-	19	42	20	60	18	51	53	11	24	19	17	47	20	58	9	41	21	58	21	44	24	51
Fairly favourable (1)	240	46	109	21	15	132	47	24	185	199	5	83	49	98	44	29	136	35	180	240	-	36	129	40	170	51	126	92	38	56	63	31	125	36	159	24	121	17	192	46	127	32	180
Neither favourable nor unfavourable (0)	263	64	73	22	31	121	64	41	127	87	37	60	59	75	50	31	104	42	113	-	-	42	97	37	145	38	100	32	45	35	55	27	93	34	134	24	75	18	165	41	108	39	141
Fairly unfavourable (-1)	210	96	26	8	26	83	86	50	98	30	144	28	102	49	82	36	92	50	107	-	210	49	92	56	112	42	109	20	91	20	91	24	76	51	103	30	78	9	159	45	96	52	98
Very unfavourable (-2)	244	151	16	6	20	53	151	85	108	12	222	17	169	25	148	94	80	70	121	-	244	52	120	106	107	48	148	9	180	10	183	31	113	107	97	76	75	26	169	51	143	96	75
Don't know	61	1	4	2	4	9	8	4	10	7	4	1	5	8	4	1	4	2	12	-	-	1	4	5	12	2	3	-	2	-	2	-	3	2	9	1	3	1	8	1	9	3	25
Net: Very/Fairly favourable	327	56	160	32	23	186	68	41	248	278	9	112	67	136	66	44	182	54	239	327	-	54	171	60	230	69	177	145	49	80	82	48	172	57	217	33	162	38	250	67	171	56	231
Net: Very/Fairly unfavourable	454	246	42	14	46	137	237	135	206	42	366	45	271	74	230	130	173	120	228	-	454	101	211	162	220	90	256	29	271	30	274	55	189	158	200	106	153	35	329	96	239	148	173
Net Difference	-126	-191	118	18	-23	49	-169	-94	41	236	-356	66	-204	62	-164	-86	9	-66	11	327	-454	-47	-41	-102	10	-22	-79	116	-222	50	-192	-8	-17	-102	17	-73	9	3	-79	-29	-68	-92	58
Mean	-0.27	-0.91	0.56	0.33	-0.34	0.11	-0.81	-0.75	-0.01	0.75	-1.39	0.36	-0.89	0.26	-0.84	-0.81	-0.06	-0.54	-0.09	1.27	-1.54	-0.40	-0.25	-0.73	-0.06	-0.26	-0.33	0.77	-1.07	0.44	-0.86	-0.16	-0.18	-0.76	-0.04	-0.86	-0.07	-0.03	-0.26	-0.29	-0.32	-0.67	0.06

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 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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/oo/pp Minimum Base: 30 (**); Small 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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/oo/pp Minimum Base: 30 (**); Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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)
Unweighted base	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very favourable (2)	56 5%	29 5%	28 5%	4 3%	12 6%	9 5%	6 3%	6 3%	20 8%	16 5%	14 4%	26 6%	8 6%	16 5%	7 3%	24 7%	29 5%	27 6%	11 4%	17 6%	14 6%	7 4%	3 6%	4 4%	38 4%	19 10%	38 6%	15 5%	3 2%	14 5%	42 5%	22 6%	34 5%	30 4%	26 6%
Fairly favourable (1)	162 15%	67 12%	92 16%	8 7%	26 14%	25 14%	24 13%	26 15%	53 20%	34 11%	48 13%	79 18%	13 9%	41 13%	34 13%	60 17%	100 16%	61 13%	38 15%	45 15%	31 12%	28 18%	9 16%	12 12%	139 15%	23 13%	104 16%	29 9%	28 20%	55 18%	106 13%	74 18%	87 12%	87 13%	75 18%
Neither favourable nor unfavourable (0)	249 23%	114 21%	133 24%	26 23%	39 20%	44 24%	46 25%	37 21%	57 22%	64 21%	91 25%	94 22%	29 21%	68 22%	64 24%	73 21%	138 22%	111 23%	71 27%	69 24%	61 24%	31 20%	8 15%	9 10%	214 23%	35 19%	135 21%	77 24%	37 26%	68 22%	181 23%	83 20%	166 24%	155 23%	94 22%
Fairly unfavourable (-1)	223 20%	108 20%	114 20%	24 21%	33 17%	38 21%	37 20%	43 24%	48 19%	58 19%	75 20%	91 21%	28 20%	61 20%	52 20%	78 22%	130 21%	93 19%	47 18%	47 16%	63 25%	33 21%	14 25%	20 21%	184 20%	39 22%	133 21%	60 18%	30 21%	63 20%	160 20%	84 21%	139 20%	142 21%	81 19%
Very unfavourable (-2)	369 33%	206 38%	158 28%	39 34%	64 34%	58 32%	66 36%	63 36%	79 30%	103 34%	125 34%	142 32%	48 34%	98 33%	96 37%	120 34%	212 34%	157 32%	86 33%	101 35%	72 28%	48 31%	18 33%	45 47%	312 34%	57 31%	212 33%	116 36%	40 28%	96 31%	273 34%	130 32%	239 34%	244 36%	126 30%
Don't know	46 4%	12 2%	34 6%	13 12%	15 8%	8 4%	5 3%	2 1%	3 1%	28 9%	13 4%	4 1%	15 11%	18 6%	9 3%	2 *	12 2%	34 7%	7 3%	12 4%	11 4%	8 5%	3 5%	6 6%	38 4%	8 4%	17 3%	26 8%	3 2%	14 4%	32 4%	11 3%	35 5%	26 4%	20 5%
Net: Very/Fairly favourable	218 20%	95 18%	119 21%	12 10%	38 20%	34 18%	29 16%	32 18%	73 28%	50 16%	63 17%	105 24%	20 15%	57 19%	42 16%	84 24%	130 21%	88 18%	49 19%	61 21%	46 18%	35 23%	12 22%	16 16%	177 19%	41 23%	142 22%	44 14%	31 22%	70 22%	148 19%	97 24%	121 17%	117 17%	101 24%
Net: Very/Fairly unfavourable	592 54%	314 59%	272 49%	63 56%	97 51%	96 53%	103 56%	106 60%	127 49%	160 53%	200 55%	232 53%	75 54%	159 53%	149 56%	197 55%	342 55%	250 52%	133 51%	148 51%	135 53%	81 53%	31 58%	64 68%	496 54%	96 53%	345 54%	176 54%	71 50%	159 51%	433 55%	214 53%	378 54%	385 56%	207 49%
Net Difference	-374 -34%	-218 -41%	-153 -27%	-51 -45%	-59 -31%	-63 -35%	-74 -40%	-73 -41%	-54 -21%	-110 -36%	-137 -37%	-127 -29%	-55 -39%	-103 -34%	-107 -41%	-113 -32%	-212 -34%	-162 -34%	-84 -32%	-87 -30%	-90 -35%	-46 -30%	-19 -36%	-48 -51%	-319 -35%	-55 -31%	-203 -32%	-132 -41%	-39 -28%	-89 -29%	-285 -36%	-118 -29%	-256 -37%	-268 -39%	-106 -25%
Mean	-0.65	-0.76	-0.54	-0.86	-0.64	-0.65	-0.75	-0.74	-0.44	-0.72	-0.70	-0.56	-0.76	-0.65	-0.77	-0.59	-0.65	-0.65	-0.63	-0.62	-0.61	-0.60	-0.66	-1.00	-0.67	-0.54	-0.61	-0.78	-0.55	-0.58	-0.68	-0.57	-0.69	-0.73	-0.51

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

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 USE
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																			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 parties											Favourable to politicians								Positive impact (p)	Negative impact (q)															
									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)	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 Cameron (Z)			Unfavourable to Cameron (aa)	Favourable to Reeves (ab)	Unfavourable to Reeves (ac)	Favourable to Davey (ad)	Unfavourable to Davey (ae)	Favourable to Cleverly (af)	Unfavourable to Cleverly (ag)	Favourable to Farage (ah)	Unfavourable to Farage (ai)	Favourable to Tice (aj)	Unfavourable to Tice (ak)	Favourable to Truss (al)	Unfavourable to Truss (am)	Favourable to May (an)	Unfavourable to May (ao)
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	56	40	4	3	4	26	25	46	6	12	34	12	25	16	20	15	28	56	-	14	30	38	4	36	14%	11	38	5	21	19	27	27	5	21	21	13	21	20	29	26	9	25	19	
Fairly favourable (1)	162	103	14	8	8	55	71	96	20	42	90	38	60	32	66	47	43	162	-	40	90	88	18	81	44	77	73	36	57	26	66	56	20	40	58	63	34	37	28	78	72	40	65	47
Neither favourable nor unfavourable (0)	249	112	33	10	18	89	98	47	61	54	106	33	95	41	90	54	64	-	-	34	103	33	56	73	79	49	75	22	83	25	84	28	52	65	80	41	50	18	142	45	81	69	92	
Fairly unfavourable (-1)	223	59	59	22	24	95	72	16	156	98	68	52	75	61	71	32	109	-	223	91	76	22	110	41	145	27	108	37	59	40	73	13	95	49	128	30	78	13	166	30	103	37	137	
Very unfavourable (-2)	369	53	163	26	48	183	104	14	344	204	117	83	146	140	102	57	216	-	369	148	153	16	293	32	322	13	310	92	146	41	161	6	282	58	265	46	207	13	335	32	293	48	264	
Don't know	46	-	4	1	2	4	6	2	5	3	1	1	1	2	1	-	1	-	-	1	2	-	3	1	4	-	3	-	3	-	2	-	3	-	4	-	1	1	1	1	1	11		
Net: Very/Fairly favourable	218	143	18	12	12	81	96	142	25	55	123	50	86	48	86	62	71	218	-	54	120	126	22	117	55	110	41	55	76	94	83	25	79	85	46	107	99	49	90	66				
Net: Very/Fairly unfavourable	592	112	222	48	71	278	176	29	500	302	185	136	220	201	173	90	325	-	592	239	228	38	403	73	468	40	419	129	205	82	234	19	378	107	392	76	285	26	501	62	396	85	402	
Net Difference	-374	31	-204	-36	-60	-197	-79	113	-474	-247	-62	-86	-135	-153	-87	-27	-254	218	-592	-185	-108	88	-382	44	-413	71	-378	-74	-129	-42	-141	63	-353	-28	-308	-30	-227	21	-394	37	-348	5	-336	
Mean	-0.65	0.05	-1.33	-0.85	-1.02	-0.79	-0.43	0.66	-1.39	-1.07	-0.35	-0.72	-0.64	-0.95	-0.48	-0.34	-0.96	1.26	-1.62	-0.98	-0.51	0.56	-1.40	0.18	-1.20	0.48	-1.28	-0.70	-0.70	-0.48	-0.67	0.64	-1.39	-0.26	-0.99	-0.38	-1.05	0.31	-0.93	0.15	-1.20	-0.07	-1.04	

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 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
Minimum Base: 30** Small Base: 100**

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very favourable (2)	34 3%	23 4%	11 2%	3 2%	6 3%	1 *	5 3%	5 3%	15 6%	9 3%	5 1%	20 5%	6 4%	4 1%	5 2%	19 5%	17 3%	17 4%	8 3%	9 3%	8 3%	6 4%	2 5%	1 1%	24 3%	10 6%	21 3%	7 2%	7 5%	10 3%	24 3%	14 3%	20 3%	14 2%	20 5%
Fairly favourable (1)	164 15%	74 14%	88 16%	12 10%	28 15%	26 14%	24 13%	20 11%	54 21%	40 13%	49 13%	74 17%	17 12%	41 14%	37 14%	59 17%	104 17%	59 12%	35 14%	45 16%	43 17%	17 11%	9 17%	14 15%	128 14%	35 20%	100 16%	40 12%	23 16%	60 19%	103 13%	73 18%	90 13%	96 14%	67 16%
Neither favourable nor unfavourable (0)	322 29%	157 29%	160 29%	38 33%	53 28%	58 32%	58 32%	45 25%	69 27%	91 30%	117 32%	114 26%	43 30%	96 32%	76 29%	94 26%	171 28%	150 31%	76 29%	91 31%	66 26%	55 36%	15 28%	19 20%	276 30%	45 25%	186 29%	95 29%	41 29%	97 31%	225 28%	112 28%	210 30%	208 30%	113 27%
Fairly unfavourable (-1)	207 19%	105 20%	101 18%	23 20%	34 18%	28 15%	34 18%	39 22%	49 19%	57 19%	62 17%	87 20%	28 20%	51 17%	48 18%	71 20%	120 19%	86 18%	49 19%	52 18%	48 19%	30 20%	9 17%	19 20%	178 19%	28 16%	126 20%	51 16%	30 21%	48 15%	159 20%	74 18%	133 19%	129 19%	77 18%
Very unfavourable (-2)	277 25%	150 28%	124 22%	16 14%	44 23%	51 28%	50 27%	60 34%	57 22%	60 20%	100 27%	117 27%	22 15%	75 25%	75 28%	98 28%	168 27%	109 23%	72 28%	70 24%	59 23%	31 20%	12 22%	33 35%	235 25%	43 24%	160 25%	86 26%	32 22%	66 21%	211 27%	103 25%	174 25%	179 26%	99 23%
Don't know	102 9%	26 5%	73 13%	22 19%	24 13%	19 10%	13 7%	9 5%	15 6%	46 15%	32 9%	23 5%	25 18%	36 12%	23 9%	15 4%	41 7%	61 13%	20 8%	24 8%	30 12%	14 9%	6 11%	8 9%	83 9%	18 10%	47 7%	46 14%	9 6%	29 9%	72 9%	29 7%	72 10%	57 8%	45 11%
Net: Very/Fairly favourable	198 18%	97 18%	100 18%	15 13%	35 18%	26 14%	28 15%	25 14%	69 27%	49 16%	55 15%	94 22%	23 16%	44 15%	42 16%	78 22%	122 20%	76 16%	44 17%	54 19%	50 20%	23 15%	12 22%	15 16%	152 16%	45 25%	121 19%	47 15%	30 21%	70 23%	127 16%	87 22%	111 16%	110 16%	88 21%
Net: Very/Fairly unfavourable	484 44%	255 48%	225 40%	39 34%	78 41%	79 43%	83 45%	99 56%	106 41%	117 39%	162 44%	205 47%	50 35%	126 42%	123 47%	170 48%	288 46%	195 40%	121 46%	121 42%	107 42%	61 40%	21 39%	52 55%	413 45%	71 39%	286 45%	136 42%	62 44%	114 37%	370 47%	177 44%	307 44%	308 45%	176 42%
Net Difference	-286 -26%	-158 -30%	-126 -23%	-25 -22%	-43 -23%	-52 -29%	-55 -30%	-74 -42%	-37 -14%	-68 -22%	-108 -29%	-111 -25%	-27 -19%	-81 -27%	-81 -31%	-91 -26%	-167 -27%	-119 -25%	-77 -30%	-68 -23%	-57 -22%	-38 -25%	-10 -18%	-37 -39%	-261 -28%	-25 -14%	-165 -26%	-89 -27%	-32 -23%	-43 -14%	-243 -31%	-90 -22%	-196 -28%	-198 -29%	-88 -21%
Mean	-0.53	-0.56	-0.49	-0.41 H*	-0.49 H	-0.63	-0.59	-0.77	-0.32 FGH	-0.46	-0.61	-0.51	-0.37	-0.57	-0.63	-0.50	-0.55	-0.50	-0.59	-0.48 X	-0.49 X	-0.45 X	-0.40 *	-0.80 *	-0.56	-0.36	-0.51	-0.60	-0.43	-0.35 e	-0.59	-0.48	-0.56	-0.58	-0.44

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.

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(*)

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

Table with columns for Total, General Election 2019 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, and Opinion of Brexit's impact on the country. Rows include Unweighted base, Weighted base, and various opinion categories like 'Very favourable (2)', 'Fairly favourable (1)', etc.

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 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq Minimum Base: 30(**) Small 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq Minimum Base: 30(**) Small Base: 100(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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? - Lord David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Conservative Party leader 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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	37 3%	25 5% c	11 2%	2 2%	9 5%	4 2%	5 3%	4 2%	12 5%	11 4%	10 3%	16 4%	5 4%	10 3%	6 2%	12 3%	22 4%	14 3%	4 2%	7 2%	19 8%	3 2%	3 2%	2 3%	24 3%	12 7%	21 3%	12 4%	5 3%	12 4%	25 3%	19 5%	17 2%	23 3%	14 3%	
Fairly favourable (1)	163 15%	67 12%	95 17%	20 17%	31 16%	24 13%	27 15%	19 11%	42 16%	51 17%	51 14%	61 14%	23 16%	47 16%	37 14%	45 13%	104 17%	58 12%	34 13%	52 18%	41 16%	22 14%	8 15%	6 6%	126 14%	36 20%	100 16%	42 13%	21 15%	59 19%	104 13%	77 19%	86 12%	104 15%	59 14%	
Neither favourable nor unfavourable (0)	289 26%	140 26%	148 26%	32 28%	48 25%	46 25%	46 25%	47 27%	70 27%	80 26%	92 25%	117 27%	39 28%	76 25%	66 25%	99 28%	154 25%	136 28%	70 27%	70 24%	63 25%	41 27%	19 36%	26 27%	244 26%	45 25%	169 26%	84 26%	36 26%	79 25%	211 27%	96 24%	193 28%	170 25%	119 28%	
Fairly unfavourable (-1)	211 19%	89 17%	120 21%	18 16%	35 19%	27 15%	40 22%	33 19%	57 22%	53 18%	67 18%	91 21%	25 18%	49 16%	55 21%	76 21%	125 20%	85 18%	61 24%	55 19%	35 14%	34 22%	10 19%	16 17%	181 20%	30 17%	119 19%	58 18%	34 24%	55 18%	156 20%	82 20%	129 18%	131 19%	80 19%	
Very unfavourable (-2)	326 29%	196 37% c	125 22%	27 24%	50 26%	60 33%	51 28%	67 38%	70 27%	77 25%	111 30%	138 32%	31 22%	91 30%	79 30%	116 33% m	188 30%	138 28%	78 30%	87 30%	76 30%	41 27%	9 16%	35 37% w*	281 30%	45 25%	188 30%	97 30%	40 29%	76 24%	250 31% d	112 28%	214 31%	209 31%	117 28%	
Don't know	80 7%	19 4%	60 11% b	15 13% h	16 9% h	22 12% h	13 7% h	6 3% h	8 3% h	31 10% l	35 9% l	14 3% l	17 12% p	30 10% p	22 8% p	9 2% p	28 5% q	52 11% q	13 5% q	20 7% q	20 8% q	12 8% q	5 9% r	10 11% r	68 7% s	12 7% s	42 7% s	32 10% s	5 4% s	31 10% t	49 6% t	19 5% t	60 9% f	48 7% f	32 8% f	
Net: Very/Fairly favourable	199 18%	92 17%	106 19%	22 19%	40 21% h	28 16%	33 18%	23 13%	54 21%	62 20%	61 17%	77 18%	28 20%	57 19%	42 16%	57 16%	126 20% k	73 15%	38 14%	59 20% x	60 24% sx	25 16%	11 20% *	8 8% *	150 16%	49 27% y	121 19%	53 16%	26 18%	70 23% e	129 16%	96 24% g	103 15%	126 18%	73 17%	
Net: Very/Fairly unfavourable	537 49%	285 53% c	245 44%	45 40%	85 45%	86 47%	92 50%	101 57%	128 49%	130 43%	178 49%	228 52% j	56 40%	139 46%	133 51% m	192 54% m	314 50%	223 46%	140 54% uw	142 49%	111 44%	75 49%	19 35% *	51 54% w*	462 50%	74 41%	307 48%	155 48%	75 53%	131 42%	406 51% d	194 48%	343 49%	339 50%	198 47%	
Net Difference	-337 -31%	-193 -36%	-139 -25%	-23 -20%	-45 -24%	-58 -32%	-59 -32%	-78 -44%	-74 -28%	-68 -23%	-117 -32%	-152 -35%	-28 -20%	-82 -27%	-91 -35%	-134 -38%	-187 -30%	-150 -31%	-102 -39%	-83 -29%	-51 -20%	-50 -33%	-8 -15%	-43 -46%	-312 -34%	-25 -14%	-186 -29%	-102 -31%	-49 -35%	-60 -19%	-277 -35% e	-98 -24%	-240 -34%	-213 -31%	-124 -29%	
Mean	-0.61	-0.70	-0.51 b	-0.49 t*	-0.50 h	-0.71	-0.62	-0.83	-0.53 h	-0.49	-0.66	-0.65	-0.43	-0.60	-0.68	-0.68	-0.60	-0.63	-0.71	-0.60	-0.46 sx	-0.63	-0.30 sx*	-0.91 *	-0.66	-0.34 y	-0.59	-0.64	-0.62	-0.45 e	-0.67	-0.49 g	-0.68	-0.63	-0.58	

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.

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 USE
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? - Lord David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Conservative Party leader and Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote											Referendum 2016 vote											Opinion of Brexit's impact on the country																				
		Conservative					Labour			Liberal Democrats			Other		Remain		Favourable to parties							Favourable to politicians																				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(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)	(p)	(q)
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	37	21	6	3	3	19	15	31	2	13	16	9	17	13	13	15	14	22	4	11	16	27	3	21	10	37	-	12	14	11	18	21	5	14	13	13	9%	14	14	20	22	7	18	12
Fairly favourable (1)	163	94	18	10	13	63	63	75	45	58	74	44	55	36	67	46	53	88	35	58	75	80	27	70	53	163	-	34	51	37	58	51	28	58	61	32	40	24	92	77	32	49	71	
Neither favourable nor unfavourable (0)	289	97	57	19	26	114	88	53	108	90	94	51	83	64	73	47	96	56	121	74	94	46	70	83	120	-	33	75	36	84	31	74	63	117	37	73	24	159	50	82	66	127		
Fairly unfavourable (-1)	211	68	58	17	20	97	80	26	140	90	87	56	69	68	69	34	105	30	133	65	90	21	118	44	137	-	211	49	69	31	81	17	101	36	126	25	83	11	176	30	120	36	126	
Very unfavourable (-2)	326	74	129	18	39	142	114	23	280	152	131	54	166	104	121	62	184	11	286	112	166	16	263	34	272	-	326	73	154	30	167	5	245	71	227	51	180	16	290	18	268	60	207	
Don't know	80	12	10	3	2	18	17	14	16	11	12	6	12	8	8	2	9	11	13	8	12	6	3	12	14	-	4	3	2	6	6	5	10	15	5	4	3	15	8	18	15	28		
Net: Very/Fairly favourable	199	116	24	13	16	82	78	106	48	71	91	52	73	49	80	62	67	110	40	69	90	108	30	90	63	199	-	46	65	47	76	71	33	72	74	46	54	38	112	99	39	67	83	
Net: Very/Fairly unfavourable	537	142	187	35	59	239	194	49	420	242	219	110	235	172	190	96	289	41	419	177	256	37	381	78	410	-	537	122	223	61	248	22	346	107	353	76	263	27	466	48	388	97	332	
Net Difference	-337	-26	-163	-22	-44	-157	-116	57	-372	-171	-128	-57	-162	-123	-111	-34	-223	70	-379	-108	-166	70	-351	12	-346	199	-537	-76	-158	-14	-172	50	-313	-35	-278	-29	-209	11	-354	51	-349	-29	-249	
Mean	-0.61	-0.22	-1.07	-0.55	-0.80	-0.64	-0.60	0.31	-1.13	-0.77	-0.60	-0.48	-0.80	-0.76	-0.64	-0.40	-0.87	0.39	-1.14	-0.65	-0.72	0.43	-1.27	-0.01	-1.03	1.18	-1.61	-0.68	-0.82	-0.23	-0.79	0.53	-1.22	-0.38	-0.90	-0.42	-0.96	0.10	-0.85	0.27	-1.20	-0.31	-0.82	

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.

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,p,q 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,p,q Minimum Base: 30 (***) Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	48 4%	39 7% c	9 2%	1 1%	8 4%	7 4%	11 6%d	10 6%	11 4%	9 3%	18 5%	20 5%	4 3%	7 2%	17 7%n	17 5%	28 5%	20 4%	5 2%	16 6%s	11 4%	7 5%	1 2%*	7 8%s*	39 4%	9 5%	31 5%	11 3%	6 4%	19 6%	29 4%	21 5%	27 4%	31 5%	17 4%	
Fairly favourable (1)	158 14%	95 18% c	62 11%	13 11%	18 9%	29 16%	27 15%e	31 17%	40 16%	31 10%	56 15%	71 16% j	18 13%	38 13%	35 13%	63 18%	108 17% k	49 10%	39 15%	44 15%	30 12%	22 14%	10 19% *	12 13% *	130 14%	27 15%	96 15%	43 13%	19 13%	44 14%	113 14%	79 20% f	79 11%	98 14%	59 14%	
Neither favourable nor unfavourable (0)	342 31%	159 30%	183 33%	42 37%	65 34%	54 29%	54 29%	80 27%	80 31%	107 35%	107 29%	128 29%	50 36%	101 33%	74 28%	113 32%	191 31% l	151 31%	79 30%	83 29%	75 30%	55 36%	15 28% *	35 37% *	288 31%	55 30%	186 29%	104 32%	52 37%	101 32%	242 30%	126 31%	216 31%	216 32%	127 30%	
Fairly unfavourable (-1)	175 16%	87 16%	85 15%	22 19%	33 17%	21 12%	27 15%	30 17%	42 16%	55 18%	48 13%	72 16%	27 19%	47 16%	35 13%	51 14%	100 16% m	75 15%	39 15%	50 17%	47 19%	22 14%	7 14% *	10 10% *	150 16%	24 14%	102 16%	56 17%	16 11%	45 15%	130 16%	59 15%	115 16%	103 15%	72 17%	
Very unfavourable (-2)	192 17%	102 19%	88 16%	8 7%	25 13%	25 14%	32 17% d	39 22% DEF	62 24% DEF	33 11%	57 16%	101 23% jk	10 7%	37 12%	50 19% MN	85 24% MN	92 15% q	100 21% q	57 22% tv	42 14%	44 17%	20 13%	11 20% *	17 18% *	155 17%	37 20%	121 19% b	40 12% b	30 21% b	41 13%	150 19% d	54 13% f	138 20% f	109 16%	82 20%	
Don't know	191 17%	53 10%	132 24% b	28 25% hi	40 21% hi	46 25% hi	33 18% i	21 12% i	23 9%	68 22% l	79 22% l	44 10% l	32 23% p	71 24% p	52 20% p	28 8% p	102 16% r	89 18% r	42 16% s	55 19%	46 18%	27 18%	9 17% *	12 13% *	163 18%	28 16%	102 16% a	70 22% a	19 13%	60 19% e	131 16% e	66 16% g	125 18% g	126 18%	65 15%	
Net: Very/Fairly favourable	205 19%	134 25% c	72 13%	14 12%	26 14%	36 20%	38 21% de	41 23% de	51 20%	40 13%	74 20% j	91 21% j	21 15%	45 15%	53 20%	80 22% n	137 22% k	69 14%	44 17%	60 21%	41 16%	29 19%	11 21% *	20 21% *	170 18%	36 20%	127 20%	54 17%	25 18%	63 20%	142 18%	100 25% f	106 15%	129 19%	76 18%	
Net: Very/Fairly unfavourable	366 33%	189 35%	172 31%	30 26%	58 31%	47 26%	59 32% df	69 39% df	104 40% df	88 29%	105 29%	173 40% jk	37 26%	85 28%	84 32%	136 38% mn	192 31% l	174 36% l	96 37%	92 32%	91 36%	42 28%	18 34% *	27 29% *	305 33%	61 34%	224 35%	96 30%	46 33%	86 28%	280 35% d	113 28%	253 36% f	212 31%	154 37%	
Net Difference	-161 -15%	-55 -10%	-101 -18%	-16 -14%	-32 -17%	-10 -6%	-21 -11% e	-28 -16% e	-54 -21% e	-48 -16% e	-31 -9% e	-82 -19% e	-16 -11% e	-39 -13% e	-32 -12% e	-56 -16% e	-55 -9% e	-105 -22% e	-52 -20% e	-32 -11% e	-50 -20% e	-13 -8% e	-7 -12% e	-8 -8% e	-135 -15% e	-25 -14% e	-97 -15% e	-43 -13% e	-21 -15% e	-23 -7% e	-138 -17% e	-13 -3% e	-148 -21% e	-83 -12% e	-78 -19% e	
Mean	-0.33	-0.25 c	-0.42	-0.26 *	-0.33	-0.21	-0.28	-0.37	-0.45	-0.31	-0.24	-0.41	-0.21 *	-0.30	-0.30	-0.38	-0.23 k	-0.47	-0.48	-0.24 s	-0.41	-0.20 s*	-0.36 *	-0.21 *	-0.33	-0.35	-0.35	-0.28	-0.36 *	-0.18 e	-0.39	-0.13 g	-0.45	-0.29	-0.40	

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.

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(*)

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	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 parties					Unfavourable to parties					Favourable to politicians					Positive impact	Negative impact																			
									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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	48	2	29	8	4	35	5	9	37	43	1	27	8	31	5	12	32	13	32	44	1	11	31	9	33	10	32	48	-	15	10	8	34	9	35	6	4	30	10	37	16	23	10	34
Fairly favourable (1)	158	44	60	24	18	99	35	37	101	106	24	52	46	71	35	28	96	42	96	100	28	37	89	26	112	36	90	158	-	50	42	33	90	27	104	25	89	22	118	39	79	30	103	
Neither favourable nor unfavourable (0)	342	101	85	16	39	139	106	53	175	147	84	71	82	91	81	47	131	59	180	106	90	57	116	80	171	65	128	-	40	91	42	108	54	161	40	95	25	217	67	124	66	183		
Fairly unfavourable (-1)	175	74	37	10	21	68	71	47	87	45	97	29	82	40	70	40	86	42	92	30	111	36	90	47	99	34	95	-	175	20	100	23	81	53	93	36	74	14	134	29	101	47	83	
Very unfavourable (-2)	192	101	30	4	12	52	108	49	104	28	153	15	151	20	134	68	81	33	113	18	160	41	111	68	102	31	128	-	192	8	151	21	115	78	86	49	86	19	147	33	128	71	67	
Don't know	191	44	36	8	8	59	51	25	88	45	56	26	33	40	24	12	37	28	79	28	63	15	47	33	89	23	63	-	14	21	3	30	30	82	6	20	2	98	22	71	22	101		
Net: Very/Fairly favourable	205	46	89	32	22	134	40	46	138	149	26	79	54	102	39	39	128	55	129	145	29	48	119	35	145	46	122	205	-	65	51	42	124	36	139	32	119	32	155	54	102	40	137	
Net: Very/Fairly unfavourable	366	175	68	14	33	120	179	96	191	73	250	44	232	60	205	108	167	76	205	49	271	78	201	116	201	65	223	-	366	27	251	44	195	131	178	85	160	33	282	62	229	118	150	
Net Difference	-161	-129	21	17	-11	14	-139	-50	-53	76	-225	35	-178	41	-165	-68	-39	-21	-76	96	-242	-30	-82	-81	-56	-19	-101	205	-366	37	-200	-3	-71	-94	-39	-54	-41	-1	-126	-8	-127	-78	-13	
Mean	-0.33	-0.71	0.08	0.35	-0.20	-0.01	-0.74	-0.46	-0.24	0.25	-1.05	0.24	-0.87	0.21	-0.91	-0.64	-0.21	-0.21	-0.31	0.41	-1.03	-0.33	-0.37	-0.61	-0.24	-0.22	-0.41	1.23	-1.52	0.34	-0.87	-0.12	-0.35	-0.74	-0.19	-0.61	-0.26	-0.10	-0.36	-0.14	-0.51	-0.62	-0.10	

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

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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30** Small 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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30** Small Base: 100**

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	108 10%	52 10%	57 10%	9 8%	13 7%	7 4%	12 6%	16 9%	52 20% DEFGH	22 7%	19 5%	67 15% JK	12 8%	14 5%	16 6%	54 15% NO	50 8%	59 12% Q	25 10%	29 10%	29 12%	10 7%	7 13%	7 8%	79 8%	30 17%	68 11%	23 7%	17 12%	25 8%	83 10%	30 7%	79 11% f	54 8%	54 13% h	
Fairly favourable (1)	156 14%	76 14%	79 14%	20 17%	24 13%	21 12%	30 16%	29 16%	32 12%	44 15%	51 14%	61 14%	26 18%	35 12%	40 15%	53 15%	77 12%	78 16%	14% 14%	41 18%	46 18%	33 22%	24 16%	8 8%	7 8%	127 14%	28 18%	96 15%	37 11%	23 16%	48 15%	107 14%	48 12%	107 15%	94 14%	62 15%
Neither favourable nor unfavourable (0)	188 17%	81 15%	105 19%	18 16%	35 18%	42 23% HI	36 20%	22 12%	35 14%	53 17%	79 21% KL	57 13%	24 17%	61 20% P	52 20% P	41 12%	102 16%	86 18%	51 20% X	41 14%	46 18%	33 22% X	33 16%	8 9%	9 9%	165 18%	23 13%	102 16%	68 21%	19 13%	63 20%	125 16%	69 17%	119 17%	120 18%	68 16%
Fairly unfavourable (-1)	182 16%	85 16%	95 17%	26 23% GI	41 22% GI	33 18%	23 12%	25 14%	34 13%	68 22% KL	55 15%	59 14%	32 23% OP	62 20% OP	36 14%	48 14%	106 17%	76 16%	34 13%	60 21% SX	48 19%	21 14%	10 19%	10 11%	151 16%	31 17%	112 18%	52 16%	17 12%	59 19%	123 16%	76 19%	106 15%	123 18%	60 14%	
Very unfavourable (-2)	424 38%	228 43% C	190 34%	28 24%	61 32%	69 38% D	78 43% DE	85 48% DE	104 40% D	88 29%	147 40% J	189 43% J	34 24%	107 35% M	114 40% M	159 45% MN	275 44% R	149 31%	105 40%	95 33%	92 36%	55 36%	21 40% *	56 60% STUVV*	365 39%	59 33%	239 37%	121 37%	64 45%	97 31%	327 41% d	168 41%	256 37% 39%	267 39%	157 37%	
Don't know	47 4%	14 3%	33 6%	13 11% B	15 8% GHI	10 5% HI	5 3%	1 *	3 1%	28 9% KL	15 4% L	3 1%	13 9% OP	24 8% OP	7 3% P	2 *	12 2% Q	34 7% Q	7 3%	13 4%	9 4%	11 7%	3 5% *	4 5% *	38 4%	9 5%	22 3%	23 7% ac	2 1%	18 6%	28 4%	13 3%	34 5% f	25 4%	22 5%	
Net: Very/Fairly favourable	264 24%	128 24%	136 24%	29 25% F	37 20%	29 16%	42 23%	45 25% F	83 32% EFG	66 22%	70 19%	128 29% JK	37 27% N	49 16%	55 21%	107 30% NO	127 20% Q	137 28% Q	62 24%	83 28% X	59 23%	34 22%	11 21% *	15 16% *	206 22%	58 32% Y	164 26% b	60 19%	40 28% b	74 24%	191 24%	78 19%	186 27% f	148 22%	116 27% h	
Net: Very/Fairly unfavourable	606 55%	313 58% c	285 51%	54 48%	102 54%	102 56%	101 55%	110 62% d	138 53%	156 51%	202 55%	248 57%	66 47%	169 56%	150 57%	207 58% M	381 61% R	225 47%	139 53%	154 53%	140 55%	75 49%	32 59% *	67 71% STUV*	516 56%	90 50%	351 55%	174 54%	82 58%	156 50%	450 57% e	245 60% e	362 52%	390 57%	216 51%	
Net Difference	-342 -31%	-185 -35%	-148 -27%	-25 -22%	-65 -34%	-73 -40%	-59 -32%	-66 -37%	-55 -21%	-90 -30%	-132 -36%	-120 -28%	-29 -20%	-120 -40%	-94 -36%	-101 -28%	-254 -41%	-88 -18%	-76 -29%	-72 -25%	-81 -32%	-41 -27%	-20 -38%	-52 -55%	-310 -34%	-32 -18%	-187 -29%	-113 -35%	-42 -29%	-83 -27%	-260 -33%	-166 -41%	-176 -25%	-242 -35%	-100 -24%	
Mean	-0.62	-0.69	-0.54	-0.43 *	-0.65	-0.78	-0.70	-0.76	-0.42 FH	-0.57	-0.74	-0.56	-0.40 NO	-0.77	-0.75	-0.58	-0.79	-0.40 Q	-0.62 X	-0.50 X	-0.59 X	-0.60 X	-0.68 *	-1.12 *	-0.67	-0.35 Y	-0.58	-0.70	-0.64	-0.53	-0.66	-0.78	-0.53 f	-0.69	-0.51	

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

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(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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 parties					Unfavourable to parties					Favourable to politicians															Positive impact	Negative impact									
									Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage			Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May		
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	108	86	7	3	6	21	76	66	14	19	80	10	61	14	62	49	27	47	30	19	79	44	16	108	-	29	38	13	59	8	69	19	18	71	14	36	22	27	30	47	35	38	71	18
Fairly favourable (1)	156	89	19	4	7	39	77	62	39	40	81	31	64	41	55	53	43	70	43	41	83	56	33	156	-	61	41	22	57	26	60	46	35	67	40	43	27	31	73	63	38	67	8	43
Neither favourable nor unfavourable (0)	188	69	23	8	21	59	68	43	45	52	68	28	62	28	49	39	36	42	48	36	67	46	38	-	-	43	47	24	48	20	59	33	31	41	43	29	27	13	90	31	53	40	64	
Fairly unfavourable (-1)	182	64	37	12	24	82	58	31	106	66	65	32	64	30	70	23	76	34	105	55	74	26	81	-	182	37	89	20	65	25	60	17	70	37	112	23	61	16	143	29	100	25	107	
Very unfavourable (-2)	424	58	187	43	43	248	91	15	381	232	118	116	149	176	112	39	279	21	363	174	145	27	313	-	424	26	321	125	136	66	164	16	302	35	349	32	255	6	395	48	296	41	326	
Don't know	47	-	5	1	2	4	6	4	5	4	4	2	2	4	2	3	1	4	3	2	5	-	3	-	-	3	2	2	2	2	1	2	-	1	1	2	1	2	-	3	-	2	2	14
Net: Very/Fairly favourable	264	176	26	7	13	60	153	127	53	60	161	41	125	55	118	102	70	117	73	60	162	100	49	264	-	90	78	35	116	34	129	65	53	137	54	79	49	58	121	98	76	138	61	
Net: Very/Fairly unfavourable	606	123	224	55	67	330	150	47	487	298	183	148	213	206	182	62	355	55	468	230	220	53	394	-	606	63	410	145	201	91	224	33	373	71	461	54	316	21	538	77	396	66	433	
Net Difference	-342	53	-198	-48	-54	-270	4	81	-435	-238	-22	-107	-87	-151	-64	40	-285	62	-394	-170	-58	47	-345	264	-606	27	-331	-110	-86	-57	-95	32	-320	66	-407	25	-267	37	-418	20	-319	73	-372	
Mean	-0.62	0.22	-1.38	-1.27	-0.91	-1.11	-0.03	0.60	-1.37	-1.10	-0.15	-0.98	-0.44	-1.08	-0.33	0.25	-1.16	0.41	-1.23	-1.00	-0.28	0.32	-1.34	1.41	-1.70	0.15	-1.15	-1.09	-0.45	-0.79	-0.46	0.27	-1.32	0.41	-1.33	0.18	-1.28	0.64	-1.02	0.03	-1.10	0.43	-1.22	

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

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/p/q/r/s/t/u/v/w/x/y/z 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/p/q/r/s/t/u/v/w/x/y/z Minimum Base: 30 (**); Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	22 2%	10 2%	12 2%	2 2%	6 3%	2 1%	5 3%	4 2%	3 1%	8 3%	7 2%	7 2%	6 4%	3 1%	7 3%	6 2%	13 2%	9 2%	1 *	8 3%	6 3%	4 3%	1 3%	2 2%	19 2%	3 2%	10 2%	9 3%	3 2%	9 3%	13 2%	6 1%	16 2%	15 2%	8 2%	
Fairly favourable (1)	124 11%	62 12%	60 11%	17 15%	26 14%	26 14%	15 8%	14 8%	27 10%	43 14%	41 11%	40 9%	21 15%	40 13%	28 11%	32 9%	79 13%	45 9%	20 8%	39 13%	33 13%	19 13%	6 12%	7 7%	104 11%	20 11%	73 12%	38 12%	12 9%	47 15%	77 10%	149 17%	244 8%	251 12%	143 11%	
Neither favourable nor unfavourable (0)	393 36%	195 36%	194 35%	39 34%	73 39%	69 38%	73 40%	64 36%	75 29%	112 37%	142 39%	139 32%	50 36%	121 40%	91 34%	123 35%	238 38%	156 32%	96 37%	105 36%	83 33%	56 37%	19 36%	34 36%	339 37%	54 30%	232 36%	105 32%	56 39%	122 39%	271 34%	149 37%	244 35%	251 37%	143 34%	
Fairly unfavourable (-1)	209 19%	110 20%	98 17%	26 23%	27 14%	29 16%	31 17%	29 17%	66 26%	53 18%	60 16%	96 22%	31 22%	45 15%	43 16%	78 22%	110 18%	99 20%	53 20%	52 18%	47 18%	34 22%	8 15%	16 17%	169 18%	40 22%	124 19%	54 17%	32 22%	47 15%	162 20%	70 17%	139 20%	124 18%	85 20%	
Very unfavourable (-2)	205 19%	116 22%	88 16%	7 6%	21 11%	23 12%	36 20%	50 28%	69 27%	27 9%	59 16%	119 27%	8 6%	34 11%	52 20%	96 27%	108 17%	97 20%	61 23%	45 15%	46 18%	20 13%	12 23%	21 22%	170 18%	35 19%	123 19%	58 18%	24 17%	37 12%	168 21%	61 15%	144 21%	117 17%	88 21%	
Don't know	151 14%	43 8%	106 19%	23 21%	35 19%	33 18%	24 13%	17 10%	18 7%	59 19%	57 16%	35 8%	25 18%	58 19%	43 16%	21 6%	74 12%	78 16%	29 11%	42 14%	38 15%	20 13%	7 13%	15 16%	123 13%	28 16%	76 12%	60 19%	15 10%	48 16%	103 13%	48 12%	103 15%	97 14%	54 13%	
Net: Very/Fairly favourable	146 13%	72 13%	72 13%	19 17%	33 17%	28 16%	20 11%	17 10%	29 11%	51 17%	48 13%	47 11%	27 19%	43 14%	35 13%	38 11%	92 15%	54 11%	21 8%	47 16%	39 15%	23 15%	8 14%	9 9%	123 13%	23 13%	83 13%	47 15%	16 11%	57 18%	90 11%	77 19%	70 10%	94 14%	52 12%	
Net: Very/Fairly unfavourable	414 37%	225 42%	186 33%	33 29%	48 25%	51 28%	67 37%	79 45%	136 52%	81 27%	119 32%	215 49%	39 28%	79 26%	95 36%	174 49%	218 35%	196 41%	113 44%	97 33%	93 37%	54 35%	20 37%	37 39%	340 37%	75 41%	247 39%	112 35%	56 39%	84 27%	330 42%	131 32%	284 41%	241 35%	173 41%	
Net Difference	-268 -24%	-153 -29%	-114 -20%	-14 -12%	-16 -8%	-23 -13%	-48 -26%	-62 -35%	-106 -41%	-29 -10%	-71 -19%	-168 -38%	-13 -9%	-36 -12%	-60 -23%	-136 -38%	-126 -20%	-142 -29%	-92 -35%	-50 -17%	-54 -21%	-31 -20%	-12 -23%	-28 -30%	-216 -23%	-52 -29%	-163 -26%	-65 -20%	-40 -28%	-27 -9%	-241 -30%	-54 -13%	-214 -31%	-147 -22%	-121 -29%	
Mean	-0.47	-0.53	-0.42	-0.20 GH*	-0.20 GH	-0.29 HI	-0.50	-0.67	-0.72	-0.20 IL	-0.40 L	-0.70	-0.13 OP	-0.27 OP	-0.48 P	-0.67	-0.40 R	-0.57	-0.66	-0.35 S	-0.44 S	-0.35 S	-0.49 *	-0.60 *	-0.46	-0.55	-0.49	-0.43	-0.47 *	-0.21 e	-0.57	-0.30 g	-0.57	-0.43	-0.55	

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.

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(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very favourable (2)	22 2%	14 3%	8 1%	1 1%	6 3% H	3 2%	4 2%	* *	6 2%	8 2%	8 2%	7 2%	3 2%	6 2%	6 2%	7 2%	10 2%	12 2%	8 3%	3 1%	6 2%	3 2%	2 3% *	- *	16 2%	6 3%	15 2%	6 2%	1 1%	9 3%	12 2%	9 2%	13 2%	14 2%	7 2%
Fairly favourable (1)	109 10%	49 9%	58 10%	10 9%	14 7%	18 10%	16 9%	14 8%	35 14%	25 8%	34 9%	50 11%	15 10%	23 8%	22 8%	44 12%	68 11%	41 8%	25 10%	29 10%	25 10%	15 10%	6 12% *	8 9% *	86 9%	23 13%	71 11%	23 7%	15 10%	33 11%	76 10%	54 13% g	55 8%	61 9%	47 11%
Neither favourable nor unfavourable (0)	342 31%	161 30%	179 32%	34 30%	64 34%	56 31%	53 29%	58 33%	76 29%	99 32%	109 30%	134 31%	40 28%	106 35% O	71 27%	104 29%	190 31%	152 31%	71 27%	100 35% X	81 32%	52 34%	16 30% *	21 23% *	290 31%	52 29%	205 32%	96 29%	42 29%	101 32%	241 30%	122 30%	220 31%	211 31%	131 31%
Fairly unfavourable (-1)	215 19%	122 23% C	92 17%	26 23%	34 18%	31 17%	31 17%	43 24%	51 20%	60 20%	62 17%	93 21%	36 25% N	51 17%	45 17%	81 23%	112 18%	103 21%	57 22%	52 18%	46 18%	31 20%	8 14% *	21 22% *	189 20%	26 14%	111 17%	71 22%	33 23%	60 19%	154 19%	67 17%	148 21%	133 19%	82 19%
Very unfavourable (-2)	243 22%	142 26% C	99 18%	11 10%	32 17%	43 24% D	52 28% DE	41 23% D	64 25% D	43 14%	95 26% J	105 24% J	14 10%	58 19% M	75 29% MN	85 24% M	151 24%	92 19%	60 23%	57 20%	48 19%	34 22%	12 22% *	32 34% TU*	199 22%	43 24%	149 23%	62 19%	31 22%	61 20%	182 23%	101 25%	141 20%	157 23%	86 20%
Don't know	175 16%	48 9%	121 22% B	30 27% FGHI	39 21% HI	30 16%	28 15%	20 11%	28 11%	70 23% KL	58 16%	48 11%	33 24% P	58 19% P	43 16% P	37 10%	91 15%	84 17%	39 15%	48 17%	47 19%	18 12%	10 19% *	12 13% *	144 16%	31 17%	88 14%	67 21% a	21 14%	47 15%	128 16%	52 13%	123 18% f	107 16%	68 16%
Net: Very/Fairly favourable	131 12%	63 12%	66 12%	12 10%	20 11%	21 12%	20 11%	15 8%	42 16% H	32 11%	42 11%	56 13%	18 13%	29 10%	28 11%	50 14%	78 13%	52 11%	33 13%	32 11%	31 12%	18 12%	8 15% *	8 9% *	102 11%	28 16%	86 13%	29 9%	16 11%	42 14%	89 11%	63 16% g	68 10%	76 11%	55 13%
Net: Very/Fairly unfavourable	458 41%	264 49% C	192 34%	37 33%	66 35%	75 41%	82 45% D	84 47% DE	114 44%	103 34%	157 43% J	198 45% J	50 35%	109 36%	121 46% MN	166 46% MN	263 42%	195 40%	117 45%	110 38%	94 37%	65 43%	19 36% *	53 56% TUW*	389 42%	69 38%	261 41%	133 41%	64 45%	121 39%	336 42%	168 42%	289 41%	290 42%	168 40%
Net Difference	-327 -30%	-201 -38%	-126 -23%	-26 -23%	-45 -24%	-53 -29%	-62 -34%	-69 -39%	-72 -28%	-71 -23%	-115 -31%	-142 -32%	-32 -23%	-80 -26%	-92 -35%	-115 -32%	-185 -30%	-143 -30%	-84 -32%	-77 -27%	-63 -25%	-48 -31%	-11 -21%	-44 -47%	-286 -31%	-41 -23%	-175 -27%	-104 -32%	-48 -34%	-79 -25%	-248 -31%	-105 -26%	-222 -32%	-214 -31%	-113 -27%
Mean	-0.59	-0.68	-0.50 B	-0.43 H*	-0.47	-0.61	-0.70	-0.70	-0.56	-0.45 K	-0.66	-0.62	-0.40 O*	-0.54	-0.73	-0.61	-0.61	-0.56	-0.61 X	-0.54 X	-0.51 X	-0.58 X	-0.49 *	-0.93 *	-0.60	-0.53	-0.56	-0.63	-0.64 *	-0.49	-0.63	-0.56	-0.61	-0.62	-0.54

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

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 USE
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	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 parties					Unfavourable to parties					Favourable to politicians															Positive impact	Negative impact									
									Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Party	Unfavourable to 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to DAVEY	Unfavourable to DAVEY	Favourable to Cleverly			Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	22	10	4	2	3	7	8	14	1	10	7	5	7	11	6	8	14	4	9	7	16	2	16	2	11	3	10	5	6	8	22	-	12	5	5	3	14	6	13	5	11	4		
Fairly favourable (1)	109	71	11	6	9	48	42	62	19	34	54	30	44	28	42	35	33	69	16	38	48	62	13	49	31	61	19	32	39	29	48	109	-	42	36	24	26	22	53	53	20	45	34	
Neither favourable nor unfavourable (0)	342	155	54	17	25	119	138	93	114	107	138	53	127	67	117	71	107	87	124	78	145	74	76	107	131	105	37	106	33	119	-	-	83	127	57	89	29	202	72	109	98	141		
Fairly unfavourable (-1)	215	56	71	14	30	106	69	18	162	101	73	55	83	59	69	46	106	18	154	76	87	87	23	138	34	156	23	136	48	90	36	92	-	215	49	137	36	95	14	180	27	137	42	131
Very unfavourable (-2)	243	36	110	26	28	130	66	15	221	122	91	58	105	97	88	31	176	6	224	97	102	9	215	19	217	10	210	76	106	34	127	-	243	33	194	24	170	10	221	16	198	28	176	
Don't know	175	40	27	5	8	42	53	19	76	41	52	18	36	31	28	16	31	23	71	29	64	14	39	39	70	19	64	2	21	8	20	-	-	33	61	8	10	3	89	25	57	20	85	
Net: Very/Fairly favourable	131	80	16	8	12	55	50	76	19	44	61	35	51	39	48	42	41	83	19	48	55	78	15	65	33	71	22	42	44	35	56	131	-	54	40	39	29	37	59	66	25	57	38	
Net: Very/Fairly unfavourable	458	92	181	40	58	236	135	33	383	223	164	113	188	156	157	77	282	25	378	172	189	32	354	53	373	33	346	124	195	71	219	-	458	82	331	60	265	23	401	42	335	71	307	
Net Difference	-327	-12	-165	-31	-45	-181	-85	43	-363	-179	-102	-78	-137	-117	-109	-34	-241	58	-358	-125	-134	46	-339	12	-340	39	-324	-83	-151	-36	-163	131	-458	-28	-291	-21	-237	13	-342	24	-310	-14	-268	
Mean	-0.59	-0.12	-1.08	-0.85	-0.74	-0.74	-0.44	0.21	-1.13	-0.78	-0.51	-0.65	-0.64	-0.78	-0.59	-0.30	-0.95	0.34	-1.11	-0.71	-0.59	0.28	-1.24	0.04	-1.03	0.22	-1.13	-0.73	-0.73	-0.47	-0.71	1.17	-1.53	-0.23	-0.96	-0.25	-1.05	0.20	-0.84	0.12	-1.07	-0.14	-0.91	

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 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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30** Small 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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/n/n/oo/pp Minimum Base: 30** Small Base: 100**

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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, Former leader of the Brexit 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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372					
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422					
Very favourable (2)	108	63	45	8	16	6	14	20	45	24	20	65	10	17	18	55	49	59	36	32	26	6	1	7	80	28	73	24	11	26	82	19	89	59	49					
	10%	12%	8%	7%	8%	3%	8%	11%	17%	8%	5%	15%	7%	6%	7%	16%	8%	12%	14%	11%	10%	4%	3%	7%	9%	16%	11%	7%	9%	10%	5%	13%	9%	12%						
				F				F	DEFG			JK				MNO		Q	VW	V	V		*	*	Y						f									
Fairly favourable (1)	143	73	69	12	26	22	20	19	43	38	42	63	15	37	33	49	71	71	31	37	34	21	14	6	123	19	86	33	24	44	98	43	100	85	57					
	13%	14%	12%	10%	14%	12%	11%	11%	17%	13%	11%	14%	11%	12%	13%	14%	11%	15%	12%	13%	13%	14%	6%	13%	13%	11%	13%	10%	17%	14%	12%	11%	14%	13%	14%					
				I					KL				OP						X			STUV*	*																	
Neither favourable nor unfavourable (0)	237	122	111	32	50	40	38	34	43	82	78	76	42	75	48	69	133	104	53	58	58	44	10	14	204	33	128	81	28	79	158	88	149	151	85					
	21%	23%	20%	28%	26%	22%	21%	19%	16%	27%	21%	18%	30%	25%	18%	19%	21%	22%	20%	20%	23%	28%	18%	15%	22%	18%	20%	25%	20%	25%	20%	22%	21%	22%	20%					
				I	I					L			OP									X		*																
Fairly unfavourable (-1)	161	54	105	19	30	26	25	28	33	49	51	60	24	44	40	46	91	69	47	47	29	20	4	12	136	24	99	38	23	47	113	64	97	101	59					
	15%	10%	19%	17%	16%	14%	14%	16%	13%	16%	14%	14%	17%	15%	15%	13%	15%	14%	18%	16%	12%	13%	8%	13%	15%	13%	16%	12%	16%	15%	14%	16%	14%	15%	14%					
			B																			*	*																	
Very unfavourable (-2)	399	205	188	28	50	77	80	75	91	78	156	165	32	104	114	136	263	136	83	104	93	51	21	48	334	66	227	120	52	91	309	174	225	256	143					
	36%	38%	34%	24%	26%	42%	43%	42%	35%	26%	43%	38%	23%	34%	43%	38%	42%	28%	32%	36%	37%	33%	39%	51%	36%	36%	36%	37%	37%	29%	39%	43%	32%	38%	34%					
				DE	DE	DE	DE	DE	DE	DE	J	J	M	M	MN	M	R						*	STUV*						d	e									
Don't know	57	18	39	15	18	12	6	2	4	33	18	6	16	26	10	2	15	42	10	12	13	12	3	7	47	10	25	29	3	23	34	17	40	30	28					
	5%	3%	7%	13%	10%	6%	3%	1%	2%	11%	5%	1%	12%	8%	4%	*	2%	9%	4%	4%	5%	8%	6%	8%	5%	6%	4%	9%	2%	7%	4%	4%	6%	4%	7%					
			B	GHI	GHI	HI				KL	L		OP	OP	P	*	Q						*	*				ac												
Net: Very/Fairly favourable	251	137	114	19	42	28	34	39	89	62	62	128	26	54	51	105	120	131	67	69	60	27	16	13	204	47	159	57	35	71	180	62	189	145	106					
	23%	26%	20%	17%	22%	15%	19%	22%	34%	20%	17%	29%	18%	18%	19%	29%	19%	27%	26%	24%	24%	17%	29%	13%	22%	26%	25%	17%	25%	23%	23%	15%	27%	21%	25%					
									DEFGH			JK				MNO		Q	X	X			X*	*				b					f							
Net: Very/Fairly unfavourable	560	259	294	47	79	103	105	103	123	126	208	226	56	147	154	182	354	206	130	151	122	71	25	60	470	90	327	158	75	138	422	238	322	357	203					
	51%	48%	53%	41%	42%	56%	57%	58%	48%	42%	57%	52%	40%	49%	59%	51%	57%	43%	50%	52%	48%	46%	47%	64%	51%	50%	51%	49%	53%	44%	53%	59%	46%	52%	48%					
					DE	DE	DE	DE	DE	DE	J	J	40%	49%	MN	M	R						*	SUV*				d	e											
Net Difference	-309	-123	-179	-28	-37	-75	-71	-64	-34	-65	-146	-98	-30	-93	-103	-78	-234	-75	-63	-82	-62	-44	-9	-48	-266	-43	-168	-102	-40	-68	-241	-176	-133	-213	-96					
	-28%	-23%	-32%	-24%	-20%	-41%	-39%	-36%	-13%	-21%	-40%	-23%	-22%	-31%	-39%	-22%	-38%	-16%	-24%	-28%	-25%	-29%	-17%	-51%	-29%	-24%	-26%	-31%	-28%	-22%	-30%	-43%	-19%	-31%	-23%					
Mean	-0.57	-0.51	-0.62	-0.48	-0.42	-0.86	-0.77	-0.68	-0.31	-0.44	-0.81	-0.46	-0.42	-0.65	-0.79	-0.45	-0.74	-0.35	-0.44	-0.55	-0.54	-0.63	-0.57	-1.02	-0.59	-0.47	-0.52	-0.67	-0.59	-0.46	-0.62	-0.85	-0.41	-0.63	-0.48					
				F*	FG				FGH	K	K	O			O	O	Q	X	X	X	X	*	*										f							

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.

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(*)

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Former leader of the Brexit 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 parties					Unfavourable to parties					Favourable to politicians															Positive impact	Negative impact									
									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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly			Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	108	71	9	2	19	13	83	39	38	17	79	11	77	17	67	82	11	27	52	14	80	33	41	65	30	28	50	13	70	13	77	19	46	108	436	-	74	7	27	56	32	56	62	17
Fairly favourable (1)	143	83	14	6	19	30	87	52	56	45	76	25	67	37	64	62	28	52	55	42	79	49	53	72	41	44	57	24	61	23	66	35	36	143	-	50	19	23	81	41	56	73	26	
Neither favourable nor unfavourable (0)	237	82	42	10	15	66	89	50	76	70	81	41	66	42	67	41	46	50	88	48	48	88	68	50	68	74	29	56	26	70	36	43	-	-	28	31	25	112	39	66	65	75		
Fairly unfavourable (-1)	161	58	35	9	10	78	43	35	87	64	56	31	52	31	46	13	65	45	76	44	56	27	70	26	110	36	64	21	44	17	51	17	62	-	161	6	52	11	122	37	74	18	102	
Very unfavourable (-2)	399	71	172	41	38	258	65	39	328	209	118	111	137	165	105	9	309	40	316	173	144	40	269	28	351	38	288	118	134	67	148	23	269	-	399	7	284	6	376	53	271	24	332	
Don't know	57	2	6	1	1	7	9	6	7	8	6	1	3	2	1	-	2	5	7	4	7	1	2	3	6	3	3	1	1	-	2	-	2	-	-	-	2	1	5	3	4	4	20	
Net: Very/Fairly favourable	251	154	23	8	38	43	170	91	93	63	155	36	144	53	131	144	39	79	107	57	158	82	94	137	71	72	107	36	131	36	143	54	82	251	-	124	26	50	137	73	112	135	43	
Net: Very/Fairly unfavourable	560	128	207	50	49	336	108	74	415	273	173	141	189	196	151	21	374	85	392	217	200	67	339	54	461	74	353	139	178	84	199	40	331	-	560	12	335	17	497	90	345	42	433	
Net Difference	-309	25	-184	-42	-10	-293	62	17	-322	-210	-18	-105	-45	-142	-20	123	-336	-6	-285	-161	-42	15	-245	83	-390	-2	-246	-103	-48	-48	-56	13	-249	251	-560	112	-309	33	-360	-17	-232	94	-391	
Mean	-0.57	0.07	-1.27	-1.19	-0.29	-1.21	0.22	0.08	-1.05	-0.99	-0.14	-0.94	-0.26	-1.00	-0.17	0.95	-1.38	-0.08	-0.94	-0.99	-0.24	0.05	-0.98	0.46	-1.18	-0.07	-0.91	-1.02	-0.31	-0.70	-0.31	0.07	-1.04	1.43	-1.71	1.10	-1.49	0.58	-0.91	-0.18	-0.85	0.55	-1.28	

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.

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/p/q/r/s/t/u/v/w/x/y/z 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/p/q Minimum Base: 30 (**); Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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? - Richard Tice, Leader of 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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	60 5%	40 8% c	20 4%	8 7%	7 4%	6 3%	9 5%	11 6%	19 8%	15 5%	15 4%	31 7%	9 6%	12 4%	10 4%	27 8%	24 4%	37 8%	18 7%	16 5%	14 5%	8 6%	2 4%	2 3%	49 5%	11 6%	41 6%	16 5%	3 2%	13 4%	48 6%	7 2%	53 8% f	37 5%	23 6%	
Fairly favourable (1)	103 9%	65 12% c	39 7%	7 6%	27 14% DFG	5 3%	13 7%	15 9%	36 14% DF	34 11% K	19 5%	51 12% K	15 11%	24 8%	14 5%	40 11% D	50 8%	53 11%	28 11% X	27 9%	25 10%	12 8%	8 15%	2 2%	84 9%	19 11%	59 9%	35 11%	9 7%	24 8%	79 10%	32 8%	71 10%	65 10%	38 9%	
Neither favourable nor unfavourable (0)	311 28%	140 26%	169 30%	32 28%	67 35% GI	50 28%	47 26%	30 30%	24 24%	100 33%	97 27%	115 26%	40 29%	97 32%	68 26%	102 29%	171 28%	140 29%	75 29%	88 30%	63 25%	54 36% UK	13 24%	17 19%	269 29%	42 24%	187 29%	81 25%	43 31%	112 36% e	199 25%	101 25%	211 30%	189 28%	123 29%	
Fairly unfavourable (-1)	130 12%	55 10%	75 13%	17 15%	22 12%	20 11%	24 13%	16 9%	31 12%	39 13%	44 12%	47 11%	23 16%	33 11%	32 12%	39 11%	69 11%	62 13%	28 11%	33 11%	33 13%	16 11%	7 14% *	12 13%	112 12%	18 10%	79 12%	36 11%	15 10%	34 11%	96 12%	54 13%	76 11%	87 13%	43 10%	
Very unfavourable (-2)	263 24%	158 29% c	103 18%	20 17%	28 15%	54 30% DE	55 30% DE	46 26% E	61 23% E	48 16%	109 30% J	106 24% J	23 16%	63 21%	79 30% MN	88 25%	175 28% R	88 18%	54 21%	64 22%	62 24%	33 21%	10 18% *	41 44% stuvvw*	215 23%	49 27%	153 24%	75 23%	35 25%	65 21%	198 25%	124 31% s	139 20%	168 25%	96 23%	
Don't know	236 21%	78 15%	154 27% b	30 26%	38 20%	46 25%	35 19%	36 20%	51 20%	68 22%	81 22%	87 20%	31 22%	72 24% p	60 23%	61 17%	133 21%	103 21%	56 22%	62 21%	56 22%	29 19%	13 25% *	19 20% *	196 21%	40 22%	119 19%	82 25% a	36 25%	62 20%	174 22%	87 21%	150 21%	137 20%	99 23%	
Net: Very/Fairly favourable	164 15%	105 20% c	58 10%	15 13%	34 18% F	11 6%	22 12%	26 15% F	55 21% FG	49 16% K	33 9%	81 19% K	24 17% O	36 12%	24 9%	67 19% NO	74 12%	90 19% Q	46 18% X	43 15% X	39 15% X	21 14% X	10 19% x*	4 5% *	133 14%	31 17%	100 16%	51 16%	13 9%	37 12%	127 16%	39 10%	124 18% f	102 15%	61 15%	
Net: Very/Fairly unfavourable	394 36%	213 40% c	178 32%	37 32%	50 26%	74 41% E	79 43% E	61 35%	92 35%	87 29%	154 42% J	153 35%	46 33%	96 32%	111 42% N	126 35%	244 39% R	150 31%	82 32%	97 33%	95 37%	49 32%	17 32% *	54 57% stuvvw*	327 35%	67 37%	232 36%	111 34%	50 35%	99 32%	294 37%	178 44% s	215 31%	255 37%	139 33%	
Net Difference	-230 -21%	-108 -20%	-119 -21%	-22 -20%	-16 -8%	-63 -35%	-57 -31%	-35 -20%	-36 -14%	-38 -13%	-120 -33%	-72 -16%	-22 -16%	-60 -20%	-86 -33%	-59 -16%	-170 -27%	-60 -12%	-36 -14%	-54 -19%	-56 -22%	-28 -18%	-7 -12%	-49 -52%	-194 -21%	-36 -20%	-132 -21%	-61 -19%	-38 -26%	-63 -20%	-167 -21%	-139 -34%	-91 -13%	-153 -22%	-77 -18%	
Mean	-0.50	-0.49	-0.50	-0.40 *	-0.24 FG	-0.82	-0.70	-0.49 F	-0.37 FG	-0.30 K	-0.75	-0.42 K	-0.33 O*	-0.48 O	-0.77	-0.40 O	-0.66	-0.29 Q	-0.36 X	-0.45 X	-0.53 X	-0.42 x*	-0.35 x*	-1.17 *	-0.49	-0.53	-0.47	-0.49	-0.65 *	-0.46	-0.51	-0.80	-0.32 f	-0.52	-0.46	

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.

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(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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? - Richard Tice, Leader of 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 parties					Unfavourable to parties					Favourable to politicians															Positive impact	Negative impact									
									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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly			Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May
(A)	(B)	(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)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)		
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	60	36	7	2	12	10	41	18	26	13	41	3	46	17	32	53	6	13	36	11	39	10	31	28	21	11	32	9	39	6	45	11	29	6	22	2	60	-	13	36	9	35	31	12
Fairly favourable (1)	103	63	9	7	10	22	63	36	34	27	61	19	62	28	52	77	12	33	40	22	67	35	31	51	33	35	44	23	47	24	61	28	31	70	10	103	-	25	51	27	43	57	20	
Neither favourable nor unfavourable (0)	311	108	68	13	31	110	120	76	126	118	106	63	82	64	81	57	59	71	129	89	108	70	85	95	119	66	116	39	82	41	78	51	51	68	97	-	-	38	173	68	112	76	122	
Fairly unfavourable (-1)	130	54	38	6	10	65	41	31	68	56	43	26	50	30	53	7	87	36	67	42	52	26	55	25	84	35	61	33	48	19	57	18	53	15	96	-	-	130	4	101	34	65	24	74
Very unfavourable (-2)	263	88	112	34	27	167	42	23	224	140	84	76	105	112	90	4	246	21	218	119	102	24	211	24	231	19	202	86	112	43	125	11	213	12	239	-	-	263	7	250	27	183	23	214
Don't know	236	67	46	8	13	78	69	37	113	60	81	35	58	42	42	8	52	43	102	44	86	33	70	41	117	33	82	16	39	14	48	12	51	33	115	-	-	5	141	39	89	34	128	
Net: Very/Fairly favourable	164	100	15	9	21	32	104	54	60	40	103	22	108	45	84	130	17	46	76	33	106	45	63	79	54	46	76	32	85	30	106	39	60	124	12	164	-	-	38	87	37	78	87	33
Net: Very/Fairly unfavourable	394	92	149	40	37	232	83	54	292	196	126	101	155	142	144	11	333	58	285	162	153	50	266	49	316	54	263	119	160	62	181	29	265	26	335	-	-	394	11	351	61	248	48	288
Net Difference	-230	8	-134	-31	-16	-200	21	*	-232	-155	-24	-79	-47	-97	-60	119	-316	-12	-209	-129	-47	-5	-203	30	-261	-8	-187	-74	-32	-75	10	-206	98	-323	164	-394	27	-264	-25	-170	40	-255		
Mean	-0.50	0.02	-1.03	-1.01	-0.34	-0.95	0.07	-0.02	-0.90	-0.80	-0.20	-0.82	-0.31	-0.77	-0.38	0.85	-1.36	-0.11	-0.80	-0.84	-0.30	-0.11	-0.92	0.16	-0.96	-0.09	-0.79	-0.87	-0.45	-0.52	-0.42	0.09	-0.96	0.64	-1.26	1.37	-1.67	0.38	-0.78	-0.25	-0.73	0.22	-1.03	

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

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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq Minimum Base: 30 (**); Small 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,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp Minimum Base: 30 (**); Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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? - Liz Truss, former Conservative Party leader 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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	28 3%	17 3%	11 2%	2 2%	8 4%	3 2%	5 3%	- H	10 4%	10 3%	8 2%	10 2%	3 2%	8 3%	7 3%	10 3%	18 3%	10 2%	8 3%	11 4%	3 1%	5 3%	1 2%	- *	21 2%	7 4%	21 3%	7 2%	- -	13 4%	15 2%	9 2%	19 3%	19 3%	9 2%	
Fairly favourable (1)	65 6%	43 8%	20 4%	11 10%	20 11%	12 7%	5 3%	2 1%	14 6%	31 10%	17 5%	16 4%	16 11%	25 8%	8 3%	15 4%	37 6%	28 6%	8 3%	18 6%	14 5%	16 10%	5 9%	4 5%	57 6%	8 5%	40 6%	19 6%	5 4%	25 8%	5 5%	40 5%	31 8%	33 5%	39 6%	25 6%
Neither favourable nor unfavourable (0)	194 18%	84 16%	109 19%	25 22%	44 23%	34 19%	35 19%	18 10%	38 14%	69 23%	69 19%	55 13%	32 23%	67 22%	40 15%	46 13%	98 16%	96 20%	49 19%	47 16%	42 17%	34 22%	7 14%	14 15%	163 18%	31 17%	104 16%	65 20%	25 18%	67 21%	127 16%	63 16%	131 19%	125 18%	69 16%	
Fairly unfavourable (-1)	203 18%	84 16%	116 21%	25 22%	39 21%	33 18%	32 18%	40 23%	33 13%	64 21%	65 18%	74 17%	33 23%	53 18%	53 20%	61 17%	113 18%	90 19%	57 22%	57 20%	46 18%	22 14%	8 15%	13 14%	178 19%	24 13%	123 19%	56 17%	24 17%	68 22%	135 17%	76 19%	127 18%	135 20%	68 16%	
Very unfavourable (-2)	549 50%	288 54%	256 46%	37 33%	57 30%	86 47%	100 55%	112 60%	156 60%	94 31%	186 51%	269 62%	42 30%	117 39%	145 55%	219 61%	331 53%	218 45%	129 50%	140 48%	131 52%	63 41%	29 53%	58 61%	448 48%	101 56%	317 50%	151 46%	81 57%	112 36%	438 55%	202 50%	347 50%	324 47%	226 53%	
Don't know	67 6%	18 3%	46 8%	14 13%	21 11%	14 8%	5 3%	5 3%	7 3%	35 12%	19 5%	12 3%	15 11%	31 10%	12 4%	5 1%	25 4%	42 9%	9 3%	16 6%	19 7%	14 9%	4 7%	5 5%	57 6%	9 5%	34 5%	26 8%	6 4%	26 8%	40 5%	24 6%	43 6%	41 6%	26 6%	
Net: Very/Fairly favourable	92 8%	60 11%	31 6%	13 11%	28 15%	15 8%	10 6%	2 1%	24 9%	41 13%	26 7%	26 6%	19 13%	33 11%	14 5%	25 7%	55 9%	37 8%	16 6%	29 10%	16 6%	21 14%	6 11%	4 5%	78 8%	15 8%	61 10%	26 8%	5 4%	38 12%	54 7%	40 10%	52 7%	58 9%	34 8%	
Net: Very/Fairly unfavourable	752 68%	372 70%	372 67%	62 54%	96 51%	119 65%	133 72%	152 86%	190 73%	158 52%	252 69%	342 79%	74 53%	170 56%	198 75%	280 79%	444 71%	308 64%	186 71%	197 68%	177 70%	85 55%	37 68%	71 75%	627 68%	125 69%	440 69%	207 64%	105 74%	180 58%	572 72%	278 69%	474 68%	458 67%	293 70%	
Net Difference	-659 -60%	-312 -58%	-341 -61%	-49 -43%	-68 -36%	-103 -57%	-123 -67%	-151 -85%	-166 -64%	-117 -39%	-226 -62%	-316 -73%	-56 -40%	-136 -45%	-183 -70%	-255 -72%	-389 -63%	-270 -56%	-170 -65%	-168 -58%	-160 -63%	-64 -41%	-31 -58%	-66 -70%	-549 -59%	-110 -61%	-379 -59%	-181 -56%	-100 -70%	-142 -46%	-518 -65%	-237 -59%	-422 -60%	-400 -59%	-260 -62%	
Mean	-1.14	-1.13	-1.15	-0.85 GHE	-0.69 FGH	-1.10 H	-1.22 H	-1.53	-1.24 H	-0.75 KL	-1.17 L	-1.36	-0.75 OP	-0.91 OP	-1.28	-1.32	-1.18	-1.08	-1.16	-1.08 X	-1.23	-0.87 SUX	-1.18 *	-1.39 *	-1.13	-1.20	-1.12	-1.09 c	-1.33	-0.84 e	-1.25	-1.13	-1.14	-1.10	-1.20	

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

ColumnProportions (S%): A,B/C,D/E/F/G,H/I,K/L,M,N/O,P,Q,R,S/T,U/V/W/X,Y/Z,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,K/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 USE
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? - Liz Truss, former Conservative Party leader and Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion of Brexit's impact on the country							
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	28	14	4	2	5	7	16	11	6	10	13	6	12	13	12	22	4	12	11	11	12	19	5	19	6	9	12	11	12	9	13	12	21	2	14	-	28	-	12	9	16	2		
Fairly favourable (1)	65	28	15	4	13	20	26	40	10	34	21	27	17	26	14	25	21	36	16	27	23	34	7	40	15	29	18	20	21	17	23	24	21	28	15	25	11	65	-	29	14	31		
Neither favourable nor unfavourable (0)	184	77	26	8	13	51	77	49	51	45	71	27	54	25	60	52	55	58	36	78	41	32	78	37	44	38	17	50	24	58	33	30	57	36	36	30	-	-	43	40	62			
Fairly unfavourable (-1)	203	85	38	10	23	78	74	55	92	63	99	34	83	41	77	36	66	53	83	47	94	40	80	52	105	42	88	23	70	21	80	29	61	50	102	32	52	-	203	43	101			
Very unfavourable (-2)	549	158	188	42	51	285	168	57	422	252	205	121	233	180	186	68	325	54	409	203	235	62	357	69	433	70	378	132	212	71	243	30	340	88	396	55	299	-	549	71	355			
Don't know	67	5	6	5	1	11	15	9	12	10	7	4	4	8	2	2	5	8	6	4	12	2	4	7	10	6	6	1	2	2	2	3	7	10	2	1	-	-	7	8	7			
Net: Very/Fairly favourable	92	42	19	6	14	28	42	51	16	44	33	34	29	38	25	48	25	48	26	38	35	53	12	58	38	27	32	33	29	32	37	23	50	17	38	11	92	-	41	23				
Net: Very/Fairly unfavourable	752	243	227	51	74	363	242	112	513	315	304	154	315	221	262	104	391	107	501	250	329	102	436	121	538	112	466	155	282	92	323	59	401	137	497	87	351	-	752	114				
Net Difference	-659	-201	-208	-46	-60	-336	-199	-60	-498	-271	-270	-121	-286	-183	-237	-57	-367	-59	-475	-212	-294	-49	-424	-62	-517	-74	-439	-123	-249	-63	-291	-23	-378	-88	-480	-48	-339	92	-752					
Mean	-1.14	-0.95	-1.44	-1.30	-1.05	-1.39	-0.97	-0.50	-1.58	-1.27	-1.13	-1.09	-1.27	-1.23	-1.18	-1.18	-0.50	-1.50	-0.48	-1.49	-1.25	-1.17	-0.47	-1.62	-0.44	-1.58	-0.70	-1.52	-1.18	-1.23	-1.27	-0.31	-1.55	-0.63	-1.59	-1.63	-1.73	-0.66	-1.50	-0.64				

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 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq Minimum Base: 30 Minimum Base: 30 Minimum Base: 100 Minimum Base: 100

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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? - Theresa May, former Conservative Party leader 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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	31 3%	14 3%	15 3%	4 4%	6 3%	7 4%	5 3%	2 1%	5 2%	11 4%	13 3%	7 2%	8 6%	6 2%	10 4%	6 2%	16 3%	14 3%	6 2%	8 3%	8 3%	6 4%	2 4%	- -	26 3%	5 3%	14 2%	12 4%	4 3%	13 4%	17 2%	18 4%	13 2%	26 4%	5 1%	
Fairly favourable (1)	175 16%	69 13%	106 19%	19 16%	26 14%	23 13%	26 14%	24 14%	57 22%	45 15%	50 14%	81 19%	22 15%	43 14%	36 14%	60 17%	97 16%	78 16%	43 16%	49 17%	36 14%	25 17%	7 13%	15 16%	143 16%	32 18%	106 17%	46 14%	23 16%	57 18%	118 15%	67 16%	108 15%	93 14%	82 19%	
Neither favourable nor unfavourable (0)	305 28%	149 28%	153 27%	29 25%	46 24%	46 25%	58 32%	50 28%	77 30%	75 25%	104 28%	126 29%	34 24%	76 25%	81 31%	107 30%	170 27%	135 28%	60 23%	90 31%	71 28%	44 29%	12 22%	28 30%	249 27%	56 31%	183 29%	88 27%	35 24%	76 24%	229 29%	111 27%	194 28%	193 28%	112 27%	
Fairly unfavourable (-1)	240 22%	125 23%	113 20%	20 18%	51 27%	43 23%	34 18%	49 28%	42 16%	71 24%	77 21%	91 21%	29 21%	74 25%	54 21%	74 21%	155 25%	85 18%	58 22%	59 20%	64 25%	28 18%	15 28%	15 16%	206 22%	34 19%	145 23%	62 19%	32 23%	72 23%	168 21%	94 23%	146 21%	152 22%	88 21%	
Very unfavourable (-2)	287 26%	155 29%	128 23%	24 21%	40 21%	49 27%	54 29%	49 27%	72 28%	65 21%	102 28%	120 28%	28 20%	75 25%	73 28%	100 28%	162 26%	125 26%	82 32%	70 24%	58 23%	35 23%	12 22%	30 32%	246 27%	42 23%	163 26%	82 25%	42 30%	70 23%	217 27%	97 24%	190 27%	182 27%	105 25%	
Don't know	68 6%	23 4%	43 8%	18 15%	20 10%	14 8%	6 3%	3 2%	7 3%	37 12%	20 6%	10 2%	19 14%	29 10%	9 3%	9 2%	22 4%	45 9%	10 4%	16 5%	16 6%	15 10%	5 10%	6 6%	56 6%	12 7%	28 4%	34 11%	5 4%	23 7%	45 6%	18 5%	49 7%	38 6%	30 7%	
Net: Very/Fairly favourable	206 19%	83 16%	121 22%	23 20%	32 17%	31 17%	32 17%	27 15%	61 24%	55 18%	63 17%	88 20%	29 21%	49 16%	46 17%	67 19%	113 18%	92 19%	49 19%	56 19%	44 17%	32 21%	9 17%	15 16%	169 18%	37 20%	120 19%	59 18%	28 19%	70 23%	135 17%	84 21%	121 17%	119 17%	87 21%	
Net: Very/Fairly unfavourable	527 48%	280 52%	241 43%	44 39%	92 48%	91 50%	88 48%	98 55%	114 44%	136 45%	179 49%	212 49%	57 41%	149 49%	127 48%	174 49%	317 51%	210 44%	141 54%	128 44%	122 48%	63 41%	27 51%	45 48%	451 49%	76 42%	309 48%	144 44%	74 52%	141 46%	385 49%	191 47%	336 48%	333 49%	193 46%	
Net Difference	-321 -29%	-197 -37%	-119 -21%	-21 -19%	-59 -31%	-60 -33%	-56 -31%	-71 -40%	-53 -20%	-81 -27%	-116 -32%	-124 -28%	-28 -20%	-100 -33%	-81 -31%	-107 -30%	-203 -33%	-118 -24%	-92 -35%	-72 -25%	-78 -31%	-32 -21%	-18 -33%	-30 -32%	-282 -30%	-39 -22%	-189 -30%	-85 -26%	-47 -33%	-71 -23%	-250 -31%	-107 -26%	-214 -31%	-214 -31%	-107 -25%	
Mean	-0.56	-0.66	-0.45	-0.43	-0.55	-0.60	-0.59	-0.68	-0.48	-0.50	-0.60	-0.56	-0.40	-0.62	-0.57	-0.58	-0.58	-0.52	-0.67	-0.49	-0.54	-0.44	-0.57	-0.68	-0.58	-0.45	-0.55	-0.53	-0.62	-0.44	-0.60	-0.48	-0.60	-0.57	-0.53	

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.

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(*)

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Theresa May, former Conservative Party leader 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 (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Unfavourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Cameron (Z)	Unfavourable to Cameron (aa)	Favourable to Reeves (ab)	Unfavourable to Reeves (ac)	Favourable to Davey (ad)	Unfavourable to Davey (ae)	Favourable to Cleverly (af)	Unfavourable to Cleverly (ag)	Favourable to Farage (ah)	Unfavourable to Farage (ai)	Favourable to Tice (aj)	Unfavourable to Tice (ak)	Favourable to Truss (al)	Unfavourable to Truss (am)	Favourable to May (an)	Unfavourable to May (ao)	Positive impact (ap)	Negative impact (aq)	
																																													Favourable to parties
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613		
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571		
Very favourable (2)	31	17	4	3	2	12	11	19	6	11	15	7	11	10	8	9	18	3	12	11	15	3	19	7	21	5	11	9	8	12	16	5	19	6	11	7	7	8	12	13	23	31	-	17	12
Fairly favourable (1)	175	90	28	13	15	81	61	80	63	63	80	44	61	48	52	45	73	80	58	55	85	80	34	78	71	78	43	44	53	30	68	50	38	54	84	25	53	29	101	175	-	64	75		
Neither favourable nor unfavourable (0)	305	111	60	18	26	117	107	54	121	101	102	53	88	74	93	50	109	65	126	84	110	62	79	84	124	58	96	48	69	45	88	38	75	61	118	44	82	28	170	-	65	139			
Fairly unfavourable (-1)	240	76	62	19	24	102	83	41	148	96	95	63	84	63	80	40	112	37	148	75	98	28	130	39	165	24	144	52	73	41	81	22	120	51	146	30	92	14	195	-	240	41	142		
Very unfavourable (-2)	287	72	116	13	33	129	107	20	243	136	115	45	152	90	114	57	155	12	249	96	141	13	233	38	231	15	244	50	156	22	161	3	215	61	198	47	155	9	260	-	287	52	181		
Don't know	68	1	8	4	2	12	8	7	10	7	9	6	6	7	4	5	5	6	8	6	9	-	5	7	9	4	4	1	6	1	4	1	5	4	7	6	3	-	11	-	6	22			
Net: Very/Fairly favourable	206	107	32	16	17	92	71	99	69	74	95	51	72	58	60	54	81	99	62	67	96	95	37	98	77	99	48	54	62	37	80	66	42	73	90	37	61	41	114	206	-	80	87		
Net: Very/Fairly unfavourable	527	148	177	32	57	231	190	60	391	232	210	109	236	153	194	97	267	49	396	171	239	41	363	76	396	39	388	102	229	62	242	25	335	112	345	78	248	23	456	-	527	94	323		
Net Difference	-321	-41	-145	-16	-40	-139	-119	38	-322	-158	-115	-57	-164	-95	-134	-42	-186	50	-335	-104	-143	55	-326	21	-318	60	-340	-48	-167	-25	-162	41	-293	-39	-255	-41	-186	19	-342	206	-527	-13	-237		
Mean	-0.56	-0.26	-0.95	-0.38	-0.71	-0.58	-0.58	0.18	-0.96	-0.70	-0.53	-0.45	-0.77	-0.61	-0.69	-0.45	-0.73	0.27	-0.99	-0.58	-0.61	0.29	-1.16	0.01	-0.91	0.34	-1.09	-0.43	-0.87	-0.27	-0.76	0.41	-1.11	-0.33	-0.81	-0.49	-0.85	0.23	-0.80	1.15	-1.55	-0.20	-0.74		

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.

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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq

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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	138	88	49	19	29	23	26	17	24	49	49	41	26	38	34	36	78	61	34	36	29	19	6	14	119	19	79	41	18	59	79	53	85	96	42	
Fairly favourable (1)	276	132	139	34	50	52	48	41	51	84	99	92	38	86	68	77	174	102	58	73	57	53	16	19	237	39	152	78	45	88	188	118	158	186	89	
Neither favourable nor unfavourable (0)	221	105	112	29	53	46	28	32	34	82	74	65	39	83	43	54	125	96	43	60	48	40	5	24	190	31	116	83	22	67	154	93	128	146	75	
Fairly unfavourable (-1)	198	87	110	11	24	30	40	32	61	35	70	93	13	45	55	78	116	82	55	54	44	17	11	17	157	41	130	46	21	49	149	72	126	113	85	
Very unfavourable (-2)	218	110	108	6	20	20	35	50	87	26	55	137	9	29	51	108	105	112	60	55	61	17	12	12	176	42	134	52	32	26	191	56	162	108	110	
Don't know	55	14	39	15	12	12	6	6	3	27	19	9	16	21	12	5	24	31	9	14	15	7	3	8	46	9	28	23	4	21	33	15	40	34	21	
Net: Very/Fairly favourable	414	220	189	53	79	74	74	58	75	133	148	133	64	124	103	113	252	162	92	108	86	72	22	33	356	58	231	120	63	147	267	170	244	282	131	
Net: Very/Fairly unfavourable	415	197	218	17	45	49	76	81	148	61	125	229	22	74	106	186	221	194	115	108	105	34	23	29	333	83	264	99	53	75	340	127	288	221	195	
Net Difference	-2	23	-29	37	35	25	-2	-23	-73	71	23	-96	42	50	-4	-73	31	-32	-23	*	-19	38	-1	4	24	-25	-33	21	10	72	-73	43	-45	62	-63	
Mean	-0.08	*	-0.17	0.51	0.25	0.16	-0.06	-0.33	-0.53	0.34	0.05	-0.45	0.47	0.21	-0.08	-0.41	*	-0.19	-0.20	-0.07	-0.21	0.28	-0.15	0.06	-0.04	-0.28	-0.14	0.03	-0.03	0.36	-0.24	0.10	-0.18	0.08	-0.33	

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.

ColumnProportions (5%): A,B/C,D/E/F/G,H/I,K/L,M,N/O,P,Q,R,S/T,U/V/W/X,Y/Z,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,K/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(*)

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

	General Election 2019 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																																									
	Conservative		Labour		Liberal Democrats		Other		Remain		Leave		Favourable to Cons		Unfavourable to Cons		Favourable to Lab		Unfavourable to Lab		Favourable to Lib Dems		Unfavourable to Lib Dems		Favourable to Green Party		Unfavourable to Green Party		Favourable to Reform UK		Unfavourable to Reform UK		Favourable to Sunak		Unfavourable to Sunak		Favourable to Starmer		Unfavourable to Starmer		Favourable to Hunt		Unfavourable to Hunt		Favourable to Johnson		Unfavourable to Johnson		Favourable to Cameron		Unfavourable to Cameron		Favourable to Reeves		Unfavourable to Reeves		Favourable to Davey		Unfavourable to Davey		Favourable to Cleverly		Unfavourable to Cleverly		Favourable to Farage		Unfavourable to Farage		Favourable to Tice		Unfavourable to Tice		Favourable to Truss		Unfavourable to Truss		Favourable to May		Unfavourable to May		Positive impact	Negative impact
	Total	(A)	(B)	(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)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)											
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613																																							
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571																																							
Very favourable (2)	138	10	90	9	11	75	33	21	103	138	-	47	40	63	36	26	69	23	99	108	33	14	26	71	24	91	27	84	60	29	27	40	18	78	30	83	19	68	20	99	29	80	33	84																																						
Fairly favourable (1)	276	51	128	23	24	159	56	34	207	276	-	92	56	113	44	26	151	31	203	170	28	39	156	36	207	44	158	89	44	53	73	25	145	33	189	21	127	24	215	45	152	31	207																																							
Neither favourable nor unfavourable (0)	221	51	39	23	21	89	53	32	92	-	-	43	53	51	43	26	85	39	92	37	37	26	72	40	111	36	69	30	40	39	49	25	66	30	103	21	68	15	119	36	71	29	108																																							
Fairly unfavourable (-1)	198	100	14	10	29	74	86	50	98	-	198	77	84	49	76	15	77	56	95	8	158	53	62	54	105	47	95	21	83	18	79	30	74	45	101	25	65	9	88	47	89																																									
Very unfavourable (-2)	218	151	5	3	16	40	140	83	84	-	218	9	166	14	148	93	77	68	91	2	207	54	96	106	77	44	123	5	167	8	168	32	90	110	72	78	63	24	150	50	122	104	56																																							
Don't know	55	3	2	2	2	7	9	2	6	-	-	2	3	4	3	-	3	1	13	3	9	-	6	3	14	1	7	1	3	1	5	1	4	3	11	-	4	-	14	1	14	2	27																																							
Net: Very/Fairly favourable	414	62	218	32	35	233	88	54	310	414	-	139	96	175	79	52	220	55	302	278	42	65	228	60	298	71	242	149	73	80	113	44	223	63	273	40	196	44	315	74	232	64	291																																							
Net: Very/Fairly unfavourable	415	251	19	13	45	123	226	133	182	-	415	35	250	63	225	128	154	123	185	9	366	107	178	161	183	91	219	26	250	26	247	61	164	155	173	103	126	33	304	95	210	151	145																																							
Net Difference	-2	-189	199	20	-10	110	-138	-79	128	414	-415	103	-154	112	-145	-76	66	-69	116	269	-324	-41	50	-101	115	-20	24	124	-177	54	-134	-18	59	-92	99	-63	69	11	11	-21	22	-87	146																																							
Mean	-0.08	-0.91	1.03	0.37	-0.15	0.31	-0.67	-0.64	0.25	1.33	-1.52	0.65	-0.70	0.56	-0.74	-0.69	0.12	-0.52	0.21	1.16	-1.16	-0.35	0.05	-0.70	0.22	-0.18	-0.03	0.88	-0.87	0.50	-0.64	-0.24	0.10	-0.70	0.20	-0.74	0.19	0.08	-0.05	-0.21	-0.04	-0.65	0.32																																							

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.

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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc,bd,be,bf,bg,bh,bi,bj,bk,bl,bm,bn,bo,bp,bq,br

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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc,bd,be,bf,bg,bh,bi,bj,bk,bl,bm,bn,bo,bp,bq,br

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372		
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422		
Very favourable (2)	70 6%	34 6%	36 6%	6 6%	9 5%	8 4%	7 4%	11 6%	29 11%	16 5%	15 4%	39 9%	9 7%	12 4%	11 4%	28 8%	37 6%	33 7%	17 7%	21 7%	16 6%	10 6%	3 6%	4 4%	55 6%	15 9%	47 7%	12 4%	11 8%	21 7%	49 6%	26 7%	44 6%	33 5%	37 9%		
Fairly favourable (1)	151 14%	78 15%	71 13%	15 13%	23 12%	21 11%	22 12%	23 13%	47 18%	38 12%	43 12%	70 16%	20 14%	34 11%	30 12%	59 17%	83 13%	68 14%	33 13%	40 14%	35 14%	22 14%	12 22%	10 10%	14 13%	117 19%	34 15%	99 15%	34 10%	18 13%	46 15%	104 13%	62 15%	89 13%	92 14%	58 14%	
Neither favourable nor unfavourable (0)	243 22%	100 19%	140 25%	27 23%	48 25%	43 24%	40 22%	36 21%	48 18%	75 25%	84 23%	84 19%	34 24%	71 24%	59 22%	72 20%	131 21%	112 23%	58 22%	70 24%	56 22%	35 23%	10 19%	14 15%	206 22%	37 20%	134 21%	77 24%	31 22%	70 22%	173 22%	80 20%	163 23%	157 23%	86 20%		
Fairly unfavourable (-1)	186 17%	98 18%	88 16%	23 20%	31 17%	30 17%	29 16%	28 16%	45 17%	54 18%	59 16%	73 17%	27 20%	51 17%	41 15%	57 16%	102 16%	84 17%	42 16%	44 15%	48 19%	31 20%	8 15%	13 14%	159 17%	27 15%	103 16%	57 17%	27 19%	47 15%	139 17%	71 18%	114 16%	118 17%	68 16%		
Very unfavourable (-2)	405 37%	214 40%	186 33%	28 24%	66 35%	70 39%	78 43%	75 42%	88 34%	94 31%	149 41%	163 37%	32 23%	115 38%	112 43%	137 38%	251 40%	154 32%	101 39%	102 35%	86 34%	49 32%	18 34%	50 53%	347 38%	59 33%	234 37%	120 37%	52 36%	108 35%	297 37%	151 37%	254 36%	253 37%	153 36%		
Don't know	50 5%	12 2%	37 7%	16 14%	11 6%	10 5%	6 3%	5 3%	3 1%	27 9%	16 4%	7 2%	17 12%	18 6%	10 4%	3 1%	19 3%	31 6%	9 3%	14 5%	13 5%	7 5%	3 5%	4 5%	42 4%	9 5%	23 4%	25 8%	3 2%	19 6%	31 4%	15 4%	36 5%	30 4%	20 5%		
Net: Very/Fairly favourable	221 20%	112 21%	107 19%	21 18%	33 17%	28 16%	30 16%	33 19%	76 29%	54 18%	58 16%	109 25%	29 21%	46 15%	42 16%	88 25%	119 19%	101 21%	50 19%	61 21%	51 20%	31 20%	15 28%	13 14%	172 19%	49 27%	145 23%	46 14%	30 21%	67 22%	153 19%	88 22%	133 19%	126 18%	95 23%		
Net: Very/Fairly unfavourable	591 54%	312 58%	274 49%	50 44%	98 52%	101 55%	107 58%	103 58%	133 51%	148 49%	208 57%	235 54%	60 43%	166 55%	153 58%	194 54%	353 57%	238 49%	143 55%	146 50%	133 53%	80 52%	26 49%	63 67%	506 55%	86 48%	336 53%	176 54%	78 55%	155 50%	436 55%	223 55%	369 53%	371 54%	220 52%		
Net Difference	-370 -34%	-199 -37%	-166 -30%	-29 -26%	-65 -34%	-72 -40%	-77 -42%	-70 -39%	-57 -22%	-94 -31%	-150 -41%	-126 -29%	-31 -22%	-120 -40%	-112 -42%	-106 -30%	-233 -38%	-137 -28%	-93 -36%	-85 -29%	-82 -32%	-49 -32%	-11 -21%	-50 -53%	-334 -36%	-37 -20%	-191 -30%	-131 -40%	-49 -34%	-88 -28%	-283 -36%	-134 -33%	-236 -34%	-245 -34%	-125 -30%		
Mean	-0.67	-0.72	-0.61	-0.52 a	-0.68	-0.78	-0.84	-0.78	-0.45 FGH	-0.62	-0.81	-0.58 K	-0.44 NO	-0.79	-0.84	-0.61 D	-0.74	-0.57	-0.70 X	-0.60 X	-0.63 X	-0.61 X	-0.51 X*	-1.07 *	-0.71	-0.47 Y	-0.61	-0.80	-0.64	-0.60	-0.70	-0.66	-0.67	-0.71	-0.60		

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.

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 USE
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																				Opinion of Brexit's impact on the country															
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to parties										Unfavourable to parties										Positive impact	Negative impact														
									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 Cameron	Unfavourable to Cameron			Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	70	53	4	5	4	24	39	70	-	22	43	9	35	10	36	20	23	55	5	12	46	47	5	48	16	35	10	17	8	30	10	37	24	8	27	28	13	20	17	34	41	14	38	17
Fairly favourable (1)	151	103	13	7	14	60	61	151	-	32	90	31	68	33	61	48	45	88	24	29	88	74	26	80	30	71	38	29	66	27	70	52	64	46	41	34	34	78	58	46	64	45		
Neither favourable nor unfavourable (0)	242	98	30	9	21	67	99	-	-	48	99	30	82	34	92	56	55	50	55	37	106	44	40	82	61	45	63	30	78	25	80	33	40	65	65	48	47	23	119	37	67	65	73	
Fairly unfavourable (-1)	186	63	47	10	12	76	65	-	186	77	67	45	70	47	65	37	87	21	124	69	71	19	90	32	123	29	29	100	24	65	29	75	14	93	48	102	30	65	9	139	34	88	34	109
Very unfavourable (-2)	405	49	182	38	48	220	105	-	405	234	234	115	104	143	163	95	45	249	5	376	179	133	319	21	364	19	320	114	126	54	150	5	290	45	313	30	228	6	374	36	303	42	305	
Don't know	50	1	2	1	3	4	8	-	-	2	1	1	3	6	1	-	2	1	8	1	6	1	3	2	11	1	4	2	1	1	2	2	2	2	6	1	1	2	7	1	9	2	22	
Net: Very/Fairly favourable	221	156	17	12	18	84	100	221	-	54	133	40	103	43	97	68	69	142	29	135	121	31	127	47	106	49	46	26	96	37	107	76	33	91	74	54	54	51	112	99	60	102	63	
Net: Very/Fairly unfavourable	591	112	229	49	60	297	170	-	591	310	182	149	213	210	160	82	336	25	500	248	206	32	409	53	487	48	420	138	178	191	84	225	19	383	93	415	60	292	16	513	69	941	76	414
Net Difference	-370	44	-213	-37	-42	-213	-70	221	-591	-256	-49	-109	-110	-167	-63	-14	-268	117	-470	-207	-72	89	-377	74	-441	58	-371	-92	-95	-46	-118	57	-350	-2	-341	-6	-238	36	-402	30	-330	26	-352	
Mean	-0.67	0.13	-1.42	-1.01	-0.87	-0.91	-0.37	1.32	-1.69	-1.14	-0.29	-0.94	-0.55	-1.11	-0.35	-0.19	-1.07	0.77	-1.44	-1.14	-0.36	0.62	-1.44	0.38	-1.32	0.37	-1.28	-0.93	-0.52	-0.62	-0.56	0.59	-1.39	-0.08	-1.13	-0.14	-1.13	0.52	-1.00	0.17	-1.19	0.09	-1.16	

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

Column Percentages (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,oo,pp Minimum Base: 30 (**); Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372			
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422			
Very favourable (2)	40 4%	26 5% C	13 2%	2 1%	13 7% D	6 4%	5 3%	6 3%	8 3%	14 5%	12 3%	14 3%	5 4%	14 5%	8 3%	12 3%	27 4%	12 3%	3 1%	14 5% S	10 4%	8 5% S	2 4% *	3 3% *	35 4%	5 3%	24 4%	10 3%	6 4%	19 6% e	21 3%	13 3%	27 4%	24 4%	15 4%			
Fairly favourable (1)	179 16%	89 17%	89 16%	25 22% H	34 18% D	39 21% H	28 15%	20 11%	35 13%	58 19% L	67 18% L	54 12%	28 20%	61 20% P	40 15%	47 13%	115 18% R	65 13%	32 12%	43 15%	40 16%	35 23% S	10 19% *	20 21% S*	156 17%	24 13%	100 16%	54 17%	26 18%	58 19%	121 15%	145 23% f	85 12%	117 17%	62 15%			
Neither favourable nor unfavourable (0)	386 35%	176 33%	205 37%	45 39%	72 38% D	62 34% H	64 35%	60 34%	84 32%	117 38% L	126 34% L	144 33%	55 39%	108 36% P	92 35%	118 33%	243 39% R	143 30%	99 38%	101 35%	87 34%	53 35% S	18 34% *	28 29% S*	324 35%	62 34%	220 34%	116 36%	51 36%	103 33%	283 36%	145 36%	242 35%	245 36%	141 33%			
Fairly unfavourable (-1)	210 19%	107 20%	100 18%	17 15%	27 14% D	33 18% D	38 21% DE	38 22% DEF	57 22% DEF	44 15% L	71 19% L	95 22% J	23 16%	47 15% M	52 20%	85 24% N	98 16% R	112 23% Q	44 17%	67 23%	45 18%	24 16% S	9 16% *	20 21% *	173 19%	37 20%	132 21% b	49 15%	29 21%	63 20%	147 18% S	75 18%	135 19%	128 19%	82 19%			
Very unfavourable (-2)	192 17%	110 21% C	82 15%	5 4%	22 11% D	23 13% D	36 20% DE	43 24% DEF	64 25% DEF	26 9%	59 16% J	107 25% JK	8 6%	35 12% M	48 18% MN	85 24% MN	97 16% R	95 20% Q	60 23% TV	38 13%	49 20%	19 13% S	10 18% *	15 16% *	157 17%	35 19%	115 18%	52 16% S	25 18%	34 11% d	159 20% d	52 13% f	141 20% f	108 16%	84 20%			
Don't know	97 9%	27 5%	69 12% B	21 19% GHI	23 12% HI	20 11% I	12 6%	10 6%	12 5%	44 14% KL	31 9%	22 5%	22 16% P	36 12% P	24 9% P	10 3%	41 7% Q	56 12% Q	21 8%	27 9%	22 9%	14 9% S	4 8% *	9 9% *	80 9%	18 10%	48 7% T	44 13% ac	6 4%	34 11% e	63 8% e	27 7% g	71 10% f	60 9%	37 9%			
Net: Very/Fairly favourable	219 20%	115 22%	102 18%	26 23%	46 24% H	45 25% H	33 18%	26 15%	42 16%	72 24% L	79 21% L	68 16%	33 24%	75 25% P	48 18%	59 17%	142 23% R	77 16%	35 13%	57 20%	50 20%	42 28% S	12 23% *	23 24% S*	190 21%	29 16%	124 19%	64 20%	31 22%	77 25% e	142 18%	108 27% g	111 16%	142 21%	78 18%			
Net: Very/Fairly unfavourable	402 36%	217 40% C	182 33%	21 19%	49 26% D	56 31% D	74 40% DE	81 46% DEF	121 47% DEF	70 23%	130 35% J	202 46% JK	30 22%	82 27% MN	99 38% MN	170 48% MNO	195 31% Q	207 43% Q	105 40%	105 36%	94 37%	44 28%	19 35% *	35 38% *	330 36%	72 40%	247 39% b	101 31%	54 38%	97 31%	306 38% d	126 31%	276 39% f	236 35%	166 39%			
Net Difference	-183 -17%	-102 -19%	-81 -14%	5 4%	-3 -2% D	-11 -6% D	-41 -22% DE	-55 -31% DEF	-78 -30%	2 1%	-51 -14% L	-134 -31%	3 2%	-7 -2% M	-51 -19% MN	-111 -31%	-53 -9% Q	-130 -27% Q	-70 -27%	-49 -17%	-44 -17%	-1 -1%	-6 -12% *	-13 -14% *	-140 -15%	-43 -24%	-123 -19%	-37 -11%	-23 -16%	-20 -6% e	-164 -21% e	-18 -5% g	-165 -24% g	-95 -14% h	-89 -21% i			
Mean	-0.33	-0.36	-0.31	0.02 GHI*	-0.07 GHI	-0.17 GHI	-0.41	-0.55	-0.55	-0.04 KL	-0.29 L	-0.55	* OP	-0.10 OP	-0.38	-0.53	-0.21 R	-0.50	-0.53	-0.28 S	-0.36	-0.09 SU	-0.28 *	-0.30 *	-0.31	-0.45	-0.36	-0.28	-0.31	-0.12 e	-0.41	-0.15 g	-0.44	-0.29	-0.41			

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.

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(*)

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																																					
		Conservative		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 Cameron		Unfavourable to Cameron		Favourable to Reeves		Unfavourable to Reeves		Favourable to Davey		Unfavourable to Davey		Favourable to Cleverly		Unfavourable to Cleverly		Favourable to Farage		Unfavourable to Farage		Favourable to Tice		Unfavourable to Tice		Favourable to Truss		Unfavourable to Truss		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)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)								
		Total	(A)	(B)	(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)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)							
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613																																				
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571																																				
Very favourable (2)	40	4	10	17	3	24	7	13	25	19	6	40	-	24	2	10	25	14	20	18	6	12	24	7	23	14	19	25	7	27	1	6	21	10	21	9	17	12	23	13	14	11	20																																				
Fairly favourable (1)	179	32	67	29	14	110	27	27	124	120	29	179	-	103	23	29	98	37	116	94	39	37	83	34	124	39	90	54	37	76	24	29	93	26	121	14	85	21	132	38	94	31	126																																				
Neither favourable nor unfavourable (0)	386	113	115	15	43	170	113	67	201	163	107	-	-	96	65	47	155	68	207	136	109	61	145	85	208	67	168	71	82	34	66	43	145	62	195	32	131	28	244	72	157	69	211																																				
Fairly unfavourable (-1)	210	93	57	7	16	86	85	59	105	76	97	-	210	45	101	40	101	57	110	52	115	54	98	62	110	46	103	43	88	7	140	34	84	51	113	35	87	11	171	51	98	54	109																																				
Very unfavourable (-2)	192	107	18	3	22	43	123	45	108	20	153	-	192	14	151	79	76	28	110	15	156	28	113	64	102	27	132	12	144	2	168	18	105	93	76	73	68	18	145	21	138	74	57																																				
Don't know	97	17	11	-	3	20	21	10	28	16	23	-	11	7	1	8	14	30	12	27	6	20	13	38	7	24	1	9	1	9	1	11	9	35	1	7	2	38	11	25	8	47																																					
Net: Very/Fairly favourable	219	36	77	46	18	134	34	40	149	139	35	219	-	127	25	39	122	50	136	112	45	49	107	41	148	52	110	79	44	103	25	35	27%	113	36	141	22	101	34	154	51	109	42	147																																			
Net: Very/Fairly unfavourable	402	200	75	9	39	129	208	103	213	96	250	-	402	59	253	119	177	86	220	67	271	82	212	125	213	73	235	54	232	9	314	51	188	144	189	108	155	29	315	72	236	127	167																																				
Net Difference	-183	-163	3	36	-21	5	-174	-64	-65	-43	-215	219	-402	68	-228	-80	-55	-35	-85	-44	-226	-33	-104	-84	-65	-20	-125	25	-189	93	-289	-16	-75	-43%	-47	-86	-54	5	-161	-20	-128	-85	-20																																				
Mean	-0.33	-0.76	-0.02	0.73	-0.40	-0.03	-0.82	-0.45	-0.26	0.10	-0.92	1.18	-1.48	0.28	-1.10	-0.73	-0.23	-0.25	-0.31	-0.15	-0.88	-0.26	-0.42	-0.56	-0.25	-0.17	-0.46	0.19	-0.91	0.81	-1.12	-0.21	-0.36	-0.79	-0.20	-0.92	-0.27	-0.02	-0.40	-0.14	-0.50	-0.62	-0.11																																				

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 (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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc,bd,be,bf,bg,bh,bi,bj,bk,bl,bm,bn,bo,bp,bq,br

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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc,bd,be,bf,bg,bh,bi,bj,bk,bl,bm,bn,bo,bp,bq,br

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	74 7%	33 6%	38 7%	8 7%	19 10%	13 7%	12 7%	9 5%	13 5%	27 9%	25 7%	22 5%	10 7%	28 9%	16 6%	20 6%	53 9%	21 4%	7 3%	25 9%	25 10%	8 5%	4 7%	4 5%	60 6%	14 8%	38 6%	25 8%	11 8%	20 6%	55 7%	38 9%	36 5%	54 8%	21 5%	
Fairly favourable (1)	218 20%	124 23%	94 17%	26 23%	33 17%	35 19%	46 25%	32 18%	46 18%	59 19%	81 22%	78 18%	31 22%	54 18%	60 23%	69 19%	142 23%	76 16%	49 19%	64 22%	42 17%	37 24%	9 16%	18 19%	186 20%	33 18%	116 18%	73 22%	30 21%	61 20%	157 20%	128 25%	119 17%	136 20%	82 20%	
Neither favourable nor unfavourable (0)	365 33%	170 32%	191 34%	40 35%	75 40%	76 41%	56 30%	58 33%	61 23%	115 38%	131 36%	118 27%	51 36%	125 41%	83 32%	98 27%	203 33%	161 33%	92 36%	97 33%	82 32%	56 36%	14 27%	23 25%	314 34%	51 28%	210 33%	109 34%	45 32%	118 38%	246 31%	128 32%	236 34%	242 35%	123 29%	
Fairly unfavourable (-1)	152 14%	68 13%	82 15%	13 12%	26 14%	22 12%	20 11%	25 14%	45 18%	40 13%	42 11%	70 16%	18 13%	38 13%	29 11%	52 14%	80 13%	72 15%	29 11%	41 14%	39 16%	22 14%	10 19%	11 11%	119 13%	33 18%	93 14%	39 12%	20 14%	45 14%	107 14%	57 14%	95 14%	93 14%	59 14%	
Very unfavourable (-2)	198 18%	116 22%	82 15%	9 8%	14 7%	19 10%	36 20%	43 24%	77 30%	23 8%	55 15%	120 27%	10 7%	24 8%	50 19%	105 29%	105 17%	93 19%	59 23%	39 13%	42 17%	16 10%	13 30%	28 30%	166 18%	32 18%	129 20%	43 13%	27 19%	30 10%	168 21%	57 14%	141 20%	105 15%	93 22%	
Don't know	98 9%	25 5%	71 13%	17 15%	22 11%	18 10%	13 7%	11 6%	17 7%	39 13%	31 9%	28 6%	19 14%	32 11%	25 9%	14 4%	38 6%	59 12%	23 9%	24 8%	22 9%	14 9%	4 7%	10 11%	80 9%	18 10%	54 8%	35 11%	9 6%	37 12%	61 8%	25 6%	73 10%	53 8%	44 11%	
Net: Very/Fairly favourable	293 26%	157 29%	132 24%	34 30%	52 27%	48 27%	58 32%	41 23%	59 23%	86 28%	106 29%	100 23%	41 29%	82 27%	76 29%	89 25%	195 31%	97 20%	56 22%	89 31%	68 27%	46 30%	12 23%	22 23%	246 27%	47 26%	154 24%	98 30%	41 29%	81 26%	212 27%	137 34%	155 22%	190 28%	103 24%	
Net: Very/Fairly unfavourable	350 32%	184 34%	164 29%	22 20%	41 21%	40 22%	57 31%	68 38%	122 47%	63 21%	97 27%	190 44%	29 21%	62 21%	79 30%	156 44%	185 30%	165 34%	88 34%	80 27%	82 32%	38 25%	23 43%	39 41%	285 31%	65 36%	221 35%	82 25%	47 33%	75 24%	275 35%	114 28%	236 34%	198 29%	152 36%	
Net Difference	-57 -5%	-27 -5%	-33 -6%	12 10%	11 6%	8 4%	1 1%	-27 -15%	-63 -24%	23 8%	9 3%	-90 -21%	13 9%	20 7%	-3 -1%	-67 -19%	2 2%	-68 -14%	-33 -13%	10 3%	-14 -6%	8 5%	-11 -21%	-17 -18%	-39 -4%	-18 -10%	-67 -10%	16 5%	-6 -4%	5 2%	-63 -8%	24 6%	-81 -12%	-9 -1%	-49 -12%	
Mean	-0.18	-0.21	-0.16	0.12 HI*	0.10 HI	0.01 HI	-0.13 I	-0.37	-0.52	0.10 L	-0.06 L	-0.46	0.10 P	0.09 OP	-0.16 P	-0.44	-0.07 R	-0.33	-0.36	-0.01 SWX	-0.13 X	* SWX	-0.41 *	-0.49 *	-0.17	-0.22	-0.27	* a	-0.17	-0.02 e	-0.24	0.01 g	-0.30	-0.10 i	-0.32	

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.

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(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

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																				Opinion of Brexit's impact on the country															
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Lab (I)	Unfavourable to Lab (J)	Favourable to Lib Dems (K)	Unfavourable to Lib Dems (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Favourable to Reform UK (O)	Unfavourable to Reform UK (P)	Favourable to Sunak (Q)	Unfavourable to Sunak (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Hunt (U)	Unfavourable to Hunt (V)	Favourable to Johnson (W)	Unfavourable to Johnson (X)	Favourable to Cameron (Y)	Unfavourable to Cameron (Z)	Favourable to Reeves (aa)	Unfavourable to Reeves (ab)	Favourable to Davey (ac)	Unfavourable to Davey (ad)	Favourable to Clegg (ae)	Unfavourable to Clegg (af)	Favourable to Farage (ag)	Unfavourable to Farage (ah)	Favourable to Tice (ai)	Unfavourable to Tice (aj)	Favourable to Truss (ak)	Unfavourable to Truss (al)	Favourable to May (am)	Unfavourable to May (an)	Favourable to May (ao)	Positive impact (ap)	Negative impact (aq)
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	74	3	29	8	14	46	8	9	57	46	11	34	15	74	-	10	50	7	53	37	14	11	49	8	58	8	45	21	17	26	15	42	12	57	5	37	10	58	12	43	5	54		
Fairly favourable (1)	218	45	84	23	28	115	48	34	152	129	52	93	45	218	-	44	115	41	148	99	60	42	113	47	148	40	127	24	43	53	30	31	114	24	154	16	106	28	163	46	109	42	147	
Neither favourable nor unfavourable (0)	365	106	100	24	26	160	111	69	187	142	104	64	80	-	-	54	122	70	188	109	123	60	140	79	183	66	150	99	93	49	92	40	132	56	185	35	102	26	232	73	151	59	195	
Fairly unfavourable (-1)	152	74	27	6	17	50	72	36	66	45	84	15	90	-	152	32	73	39	70	36	87	20	62	42	81	60	42	71	24	68	11	84	25	60	43	68	26	63	6	115	25	73	48	61
Very unfavourable (-2)	198	120	22	7	17	56	113	61	94	34	141	9	163	-	198	65	91	48	103	30	143	38	98	76	101	39	119	15	137	5	153	23	98	88	83	58	81	19	147	35	121	80	65	
Don't know	98	18	16	1	1	25	23	12	34	17	24	3	10	-	-	1	12	14	31	17	26	7	21	13	35	5	25	5	9	2	9	3	13	10	28	-	6	3	37	15	30	11	50	
Net: Very/Fairly favourable	293	49	112	32	42	161	57	43	210	175	63	127	59	293	-	54	164	48	188	136	74	53	162	55	206	49	172	102	60	79	75	39	156	53	196	45	142	38	221	58	153	47	201	
Net: Very/Fairly unfavourable	350	193	49	13	34	106	185	97	160	79	225	25	253	-	350	97	164	86	173	66	230	78	160	118	182	80	190	39	205	16	237	48	157	131	151	84	144	25	262	60	194	128	126	
Net Difference	-57	-144	64	19	8	55	-129	-54	49	96	-162	102	-194	293	-350	-42	*	-38	28	70	-156	-24	2	-63	25	-31	-18	62	-145	62	-162	-10	-1	-78	44	-39	-1	13	-41	-1	-41	-81	75	
Mean	-0.18	-0.75	0.27	0.29	0.06	0.11	-0.66	-0.51	0.02	0.27	-0.74	0.59	-0.87	1.25	-1.57	-0.47	-0.09	-0.38	-0.04	0.25	-0.67	-0.27	-0.10	-0.52	-0.32	-0.18	0.34	-0.74	0.58	-0.74	-0.20	-0.13	-0.64	0.03	-0.56	-0.12	0.04	-0.18	-0.12	-0.24	-0.67	0.12		

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 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq Minimum Base: 30** Small 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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq Minimum Base: 30** Small Base: 100**

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	83 8%	46 9%	37 7%	7 6%	13 7%	4 2%	10 5%	19 11%	30 12%	20 7%	14 4%	49 11%	10 7%	14 5%	12 5%	38 11%	40 6%	43 9%	27 10%	20 7%	21 8%	8 5%	4 7%	3 4%	66 7%	18 10%	47 7%	26 8%	10 7%	20 6%	63 8%	12 3%	71 10%	47 7%	36 9%	
Fairly favourable (1)	123 11%	75 14%	48 9%	9 8%	27 14%	14 8%	24 13%	19 7%	30 14%	20 12%	14 10%	49 11%	13 9%	34 11%	29 11%	44 12%	67 11%	56 12%	34 13%	32 11%	29 11%	18 11%	6 11%	5 9%	99 11%	24 13%	76 12%	34 11%	12 9%	36 11%	87 11%	45 11%	78 11%	78 11%	45 11%	
Neither favourable nor unfavourable (0)	282 26%	128 24%	152 27%	39 35%	56 29%	51 28%	36 20%	50 28%	51 20%	95 31%	86 24%	101 23%	49 35%	85 28%	53 20%	90 25%	142 23%	140 29%	69 26%	80 28%	57 23%	43 28%	11 20%	23 24%	245 26%	38 21%	162 25%	88 27%	33 23%	90 29%	193 24%	98 26%	185 26%	174 25%	109 26%	
Fairly unfavourable (-1)	170 15%	78 15%	91 16%	23 20%	36 19%	25 14%	21 11%	25 14%	41 16%	59 19%	46 13%	66 15%	26 19%	53 18%	30 11%	55 16%	98 16%	73 15%	35 13%	48 17%	43 17%	24 16%	11 20%	9 10%	146 16%	25 14%	97 15%	45 14%	28 20%	56 18%	114 14%	60 15%	110 16%	113 17%	57 14%	
Very unfavourable (-2)	292 26%	166 31%	123 22%	16 14%	32 17%	60 33%	62 34%	46 26%	75 29%	48 16%	123 34%	121 28%	21 15%	69 23%	88 33%	102 33%	195 31%	96 20%	63 24%	69 24%	65 26%	37 24%	16 30%	41 44%	240 26%	52 29%	169 26%	81 25%	42 30%	60 19%	232 29%	139 34%	153 22%	173 25%	118 28%	
Don't know	154 14%	43 8%	108 19%	20 17%	26 14%	28 15%	31 17%	26 15%	24 9%	46 15%	59 16%	50 11%	21 15%	46 15%	51 20%	28 8%	80 13%	74 15%	33 13%	40 14%	39 15%	24 16%	6 11%	13 14%	130 14%	25 14%	87 14%	50 16%	16 12%	49 16%	105 13%	51 13%	103 15%	98 14%	56 13%	
Net: Very/Fairly favourable	206 19%	121 23%	85 15%	16 14%	40 21%	18 10%	34 19%	31 18%	67 26%	55 18%	52 14%	99 23%	23 16%	48 16%	41 16%	81 23%	107 17%	99 21%	61 23%	53 18%	49 19%	25 17%	10 19%	8 9%	165 18%	42 23%	123 19%	61 19%	22 16%	56 18%	151 19%	57 14%	149 21%	125 18%	81 19%	
Net: Very/Fairly unfavourable	462 42%	243 45%	214 38%	39 34%	68 36%	86 47%	83 45%	70 40%	117 45%	106 35%	169 46%	187 43%	48 34%	122 40%	118 45%	158 44%	293 47%	169 35%	98 38%	117 40%	109 43%	61 40%	27 50%	50 53%	386 42%	76 42%	266 42%	125 39%	71 50%	116 37%	346 44%	199 49%	263 38%	286 42%	176 42%	
Net Difference	-256 -23%	-122 -23%	-129 -23%	-23 -20%	-28 -15%	-68 -37%	-49 -27%	-39 -22%	-49 -19%	-51 -17%	-117 -32%	-88 -20%	-25 -18%	-74 -25%	-76 -29%	-76 -21%	-186 -30%	-70 -14%	-37 -14%	-65 -22%	-59 -23%	-36 -23%	-17 -32%	-42 -44%	-221 -24%	-35 -19%	-143 -22%	-65 -20%	-49 -34%	-61 -19%	-195 -25%	-142 -35%	-114 -16%	-162 -24%	-94 -22%	
Mean	-0.49	-0.49	-0.48	-0.33 FG*	-0.29 FG	-0.80	-0.66	-0.43 F	-0.40 F	-0.31 K	-0.73	-0.41 K	-0.31 O	-0.50	-0.72	-0.43 O	-0.63	-0.30 Q	-0.32 X	-0.45 X	-0.49 X	-0.50 X	-0.61 *	-0.97 *	-0.50	-0.44	-0.48	-0.44	-0.64 *	-0.38	-0.53	-0.76	-0.33 I	-0.49	-0.48	

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.

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(*)

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

Main data table with columns for 'Total', 'General Election 2019 Vote', 'Referendum 2016 vote', 'Favourable to parties', 'Favourable to politicians', and 'Opinion of Brexit's impact on the country'. Rows include 'Unweighted base', 'Weighted base', 'Very favourable (2)', 'Fairly favourable (1)', 'Neither favourable nor unfavourable (0)', 'Fairly unfavourable (-1)', 'Very unfavourable (-2)', 'Don't know', 'Net: Very/Fairly favourable', 'Net: Very/Fairly unfavourable', 'Net Difference', and 'Mean'.

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 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, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

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, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ.

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

Political Pulse

Adults aged 18+ in GB

Q1_2406. Imagine Nigel Farage (the former leader of the Brexit Party) were to become leader of Reform UK instead. To what extent, if at all, would you have a favourable or unfavourable opinion of Reform UK then?

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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372	
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422	
Very favourable (2)	128 12%	74 14% C	54 10%	10 9%	18 10%	8 4%	18 10%	22 13%	51 20%	28 9%	26 7%	74 17%	14 10%	22 7%	20 8%	59 17%	60 10%	68 14%	35 13%	32 11%	40 16%	13 8%	3 5%	6 6%	100 11%	27 15%	81 13%	36 11%	11 8%	30 10%	98 12%	28 7%	100 14%	76 11%	52 12%	
Fairly favourable (1)	145 13%	85 16% C	60 11%	18 16% H	31 16% H	19 10%	24 13%	15 8%	39 15%	49 16%	43 12%	53 12%	25 18%	36 12%	37 14%	41 12%	78 12%	68 14%	39 15%	40 14%	30 12%	19 13%	11 21% x*	7 7% *	121 13%	24 13%	83 13%	43 13%	20 14%	56 18% e	89 11%	56 14%	89 13%	89 13%	56 13%	
Neither favourable nor unfavourable (0)	234 21%	109 20%	124 22%	27 24% I	57 30% GI	41 22% I	38 20% I	42 24% I	30 12% I	84 28% L	78 21%	72 17%	31 22%	84 28% OP	53 20%	65 18%	130 21%	104 22%	55 21%	57 20%	53 21%	43 28%	11 20% *	16 16% *	197 21%	37 21%	122 19%	82 25% a	30 21%	77 25%	157 20%	72 18%	162 23% f	152 22%	82 19%	
Fairly unfavourable (-1)	158 14%	63 12% B	93 17% H	22 24% H	27 14% H	24 13%	24 10%	18 10%	42 16%	50 16%	48 13%	61 14%	28 20%	40 13%	35 13%	50 14%	82 13%	77 16%	40 15%	49 17%	35 14%	16 10%	4 8% *	14 14% *	139 15%	19 11%	95 15%	35 11%	28 20% b	44 14%	115 15%	51 13%	107 15%	100 14%	58 14%	
Very unfavourable (-2)	344 31%	180 34%	158 28%	22 19%	38 20% DE	70 39% DE	69 38% DE	65 37% DE	79 31% DE	60 20%	140 38% J	144 33% J	25 18%	89 30% M	98 37% M	119 33% M	237 38% R	107 22%	73 28%	89 31%	76 30%	47 31%	16 16% *	43 46% STUV**	31% 32%	287 32%	57 32%	202 32%	102 32%	39 28%	73 24%	271 34% d	165 41% g	179 26%	212 31%	132 31%
Don't know	96 9%	25 5% B	70 12% B	15 13% G	18 9% G	20 11% G	14 6% G	18 8% G	7 7%	33 11% K	31 8% K	32 7% K	17 12% P	31 10% P	21 8% P	22 6% P	35 6% Q	60 12% Q	19 7%	23 8%	20 8%	15 10%	9 17% s*	9 10% *	80 9%	15 8%	55 9%	26 8%	14 10%	30 10% e	65 8% e	32 8% e	63 9% f	54 8% f	42 10% f	
Net: Very/Fairly favourable	273 25%	159 30% C	113 20%	28 25% F	49 26% F	27 15%	42 23% F	37 21%	90 35% FGH	77 26% K	69 19%	127 29% K	39 28% N	58 19%	57 22%	101 28% N	138 22% Q	135 28% Q	73 28% X	72 25% X	69 27% X	32 21%	14 26% *	13 13% *	222 24%	51 29%	164 26%	79 24%	30 21%	86 28%	187 24%	84 21%	189 27% f	165 24%	108 26%	
Net: Very/Fairly unfavourable	502 45%	243 45% B	252 45% B	44 38% H	66 35% H	95 52% DE	93 51% DE	83 47% E	122 47% E	110 36% J	188 51% J	205 47% J	53 38% M	129 43% M	132 50% M	168 47% M	319 51% R	183 38% R	113 43% X	138 47% X	111 44%	63 41%	20 37% *	57 60% STUVV**	426 46%	76 42%	297 47%	137 42%	68 48%	117 38% d	385 49% d	216 53% g	286 41% g	312 46% g	190 45% g	
Mean	-0.44	-0.37	-0.50	-0.27 r*	-0.21 FGH	-0.81	-0.59	-0.55	-0.25 FG	-0.24 K	-0.69	-0.37 K	-0.19 NO	-0.51	-0.63	-0.38	-0.61	-0.21 Q	-0.32 X	-0.46 X	-0.33 X	-0.48 X	-0.44 x*	-0.96 *	-0.46	-0.33	-0.44	-0.42	-0.52 *	-0.27 e	-0.51	-0.72	-0.28 f	-0.45	-0.42	

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.

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(*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
Political Pulse
Adults aged 18+ in GB

Q1_2406. Imagine Nigel Farage (the former leader of the Brexit Party) were to become leader of Reform UK instead. To what extent, if at all, would you have a favourable or unfavourable opinion of Reform UK then?

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 Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Cameron (Z)	Unfavourable to Cameron (aa)	Favourable to Reeves (ab)	Unfavourable to Reeves (ac)	Favourable to Davey (ad)	Unfavourable to Davey (ae)	Favourable to Cleverly (af)	Unfavourable to Cleverly (ag)	Favourable to Farage (ah)	Unfavourable to Farage (ai)	Favourable to Tice (aj)	Unfavourable to Tice (ak)	Favourable to Truss (al)	Unfavourable to Truss (am)	Favourable to May (an)	Unfavourable to May (ao)	Positive impact (ap)	Negative impact (aq)
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very favourable (2)	128	84	15	3	17	27	91	42	52	25	91	11	87	17	78	97	16	34	60	21	89	38	51	72	37	32	65	20	76	16	84	20	58	106	14	78	13	30	71	28	69	79	20	
Fairly favourable (1)	145	75	18	7	17	33	76	56	51	47	69	32	62	40	58	61	19	63	44	38	73	49	44	73	40	48	47	21	61	27	62	38	36	89	13	49	27	28	74	44	48	70	33	
Neither favourable nor unfavourable (0)	234	81	34	10	18	71	85	48	84	70	86	36	75	35	71	32	63	44	90	50	98	44	71	60	87	47	87	26	67	16	79	27	57	31	61	22	39	16	130	38	84	44	89	
Fairly unfavourable (-1)	158	60	39	7	15	76	46	34	92	61	57	30	58	38	49	9	75	36	82	50	60	27	70	30	103	34	69	30	51	21	56	22	58	9	119	8	54	11	122	35	79	24	99	
Very unfavourable (-2)	344	49	157	42	32	232	49	26	286	194	86	104	102	154	81	4	274	29	279	154	108	29	232	18	312	34	246	113	96	63	113	22	231	4	334	6	200	48	221	13	300			
Don't know	96	17	15	2	3	14	30	15	26	17	25	5	17	8	12	3	15	11	38	14	26	10	16	12	27	5	23	6	15	4	20	2	18	12	30	2	36	12	25	15	30			
Net: Very/Fairly favourable	273	159	33	10	34	60	167	98	103	72	160	43	149	57	137	158	34	97	103	59	162	87	95	145	77	80	113	40	137	43	146	57	94	196	27	127	40	58	145	73	117	149	53	
Net: Very/Fairly unfavourable	502	109	196	48	48	307	95	60	378	255	143	134	161	192	130	14	349	65	361	204	168	57	302	47	416	67	315	133	147	84	169	43	289	13	453	8	304	16	440	83	301	37	399	
Mean	-0.44	0.24	-1.16	-1.13	-0.30	-1.03	0.33	0.26	-0.90	-0.88	0.06	-0.86	-0.07	-0.96	0.01	1.17	-1.28	0.18	-0.86	-0.89	-0.06	0.21	-0.83	0.61	-1.06	0.06	-0.74	-0.93	-0.09	-0.62	-0.13	0.09	-0.84	1.19	-1.38	1.15	-1.30	0.72	-0.76	-0.15	-0.67	0.77	-1.16	

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

Column Percentages (%) A,B,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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
 Column Means (%) A,B,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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
 Minimum Base: 30 (**), Small Base: 100 (*)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE
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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very positive (2)	78 7%	48 9%	30 5%	5 5%	9 5%	7 4%	8 4%	9 5%	40 16%	14 5%	14 4%	50 11%	9 6%	10 3%	9 4%	41 11%	40 7%	37 8%	26 10%	20 7%	15 6%	9 6%	3 6%	5 5%	61 7%	16 9%	38 6%	20 6%	20 14%	16 5%	62 8%	21 5%	56 8%	38 6%	40 9%
Fairly positive (1)	168 15%	86 16%	81 15%	14 13%	24 13%	24 13%	23 12%	30 17%	53 21%	38 13%	46 13%	83 19%	24 17%	29 10%	38 15%	63 18%	76 12%	91 19%	31 12%	37 13%	55 22%	26 17%	10 18%	9 9%	138 15%	29 16%	115 18%	33 10%	19 13%	55 18%	113 14%	43 11%	125 18%	93 14%	75 18%
Made no difference (0)	238 22%	120 22%	116 21%	26 23%	54 29%	32 18%	40 22%	43 24%	43 17%	80 26%	72 20%	85 20%	31 22%	75 25%	52 20%	78 22%	107 17%	130 27%	63 24%	67 23%	50 20%	36 23%	11 21%	11 12%	191 21%	47 26%	140 22%	78 24%	20 14%	64 21%	173 22%	72 18%	166 24%	145 21%	93 22%
Fairly negative (-1)	245 22%	103 19%	137 25%	34 30%	40 21%	46 25%	50 27%	30 17%	45 18%	74 24%	96 26%	75 17%	36 26%	74 25%	67 25%	57 16%	151 24%	94 19%	60 23%	71 25%	50 20%	32 21%	10 18%	22 24%	213 23%	32 20%	126 20%	82 25%	37 26%	68 22%	177 22%	103 25%	142 20%	162 24%	83 20%
Very negative (-2)	326 30%	165 31%	157 28%	29 25%	51 27%	65 36%	56 30%	68 33%	68 26%	80 26%	121 33%	125 29%	34 24%	97 32%	84 32%	105 29%	226 36%	100 21%	65 25%	86 30%	72 28%	45 29%	15 27%	3 47%	44 30%	281 30%	46 25%	188 29%	98 30%	40 28%	88 28%	238 30%	176 25%	213 31%	114 27%
Don't know	51 5%	13 2%	37 7%	5 5%	12 6%	9 5%	7 4%	8 5%	9 3%	17 6%	16 4%	17 4%	6 4%	16 5%	13 5%	13 4%	21 3%	30 6%	16 6%	8 3%	12 5%	6 4%	5 10%	3 3%	41 4%	10 6%	31 5%	13 4%	7 5%	20 6%	31 4%	15 4%	35 5%	33 5%	18 4%
Net: Very/Fairly positive	245 22%	135 25%	111 20%	20 17%	32 17%	30 17%	39 17%	94 22%	52 36%	61 17%	133 30%	33 23%	40 13%	47 18%	104 29%	117 19%	129 27%	57 22%	57 20%	69 27%	35 23%	13 24%	14 15%	200 22%	46 25%	153 24%	54 17%	38 27%	71 23%	174 22%	64 16%	181 26%	131 19%	115 27%	
Net: Very/Fairly negative	571 52%	268 50%	294 53%	63 56%	90 48%	111 61%	106 58%	87 49%	113 44%	154 51%	217 59%	201 46%	70 50%	171 57%	150 57%	162 45%	377 61%	194 40%	125 48%	158 54%	122 48%	77 50%	24 45%	66 70%	494 53%	77 43%	314 49%	179 55%	77 54%	155 50%	416 52%	253 62%	318 45%	375 55%	196 47%
Mean	-0.54	-0.48	-0.59	-0.62	-0.57	-0.80	-0.70	-0.57	-0.19 DEFGH	-0.59	-0.75	-0.34 JK	-0.47 N	-0.77	-0.71	-0.35 NO	-0.74	-0.28 Q	-0.43 X	-0.59 X	-0.45 X	-0.53 X	-0.47 X*	-1.00 *	-0.58	-0.35	-0.51	-0.65	-0.44	-0.53	-0.55	-0.81	-0.39 f	-0.64	-0.38 h

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

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(*)

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

Table with columns for Total, General Election 2019 Vote, Referendum 2016 vote, Favourable to parties, Favourable to politicians, and Opinion of Brexit's impact on the country. Rows include Unweighted base, Weighted base, Very positive (2), Fairly positive (1), Made no difference (0), Fairly negative (-1), Very negative (-2), Don't know, Net: Very/Fairly positive, Net: Very/Fairly negative, and Mean.

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.

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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc,bd,be,bf,bg,bh,bi,bj,bk,bl,blm,bln,blm,bln,blm,bln

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,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az,ba,bb,bc,bd,be,bf,bg,bh,bi,bj,bk,bl,blm,bln,blm,bln,blm,bln

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not?	
	Keir Starmer, Leader of the Labour Party (A)	Rishi Sunak, Leader of the Conservative Party (B)
Unweighted base	1105	1105
Weighted base	1105	1105
Very clear (4)	154 14%	158 14%
Fairly clear (3)	317 29%	353 32%
Not very clear (2)	309 28%	283 26%
Not clear at all (1)	223 20%	213 19%
Don't know	100 9%	98 9%

NET: Very/fairly clear	472 43%	511 46%
NET: Not very clear/not clear at all	533 48%	496 45%

Mean	2.40	2.45
------	------	------

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

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

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

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very clear (4)	154 14%	87 16%	67 12%	19 17%	35 19% H	26 14%	29 16%	16 9%	30 11%	54 18% L	54 15%	46 10%	26 19%	48 16%	36 14%	43 12%	84 14%	70 14%	35 14%	46 16%	31 12%	19 12%	8 14% *	15 16% *	125 14%	29 16%	91 14%	40 12%	24 17%	65 21% e	90 11%	56 14%	98 14%	92 13%	62 15%
Fairly clear (3)	317 29%	167 31%	145 26%	45 39% HI	63 33% I	52 29%	53 29%	48 27%	56 22%	108 36% L	105 29%	104 24%	56 40% P	91 30%	81 31% P	82 23%	195 31% R	122 25%	75 29%	89 31%	68 27%	44 28%	16 30% *	25 26% *	275 30%	42 23%	168 26%	106 33%	44 31%	95 31%	222 28%	135 33%	183 26%	217 32%	101 24%
Not very clear (2)	309 28%	131 24%	175 31% B	22 19%	41 22% D	55 30% D	53 29% D	54 31% DE	84 32% DE	63 21% J	108 29% J	138 32% JK	25 18% M	81 27% M	75 28% M	113 32% MNO	188 30% Q	122 25%	76 29%	77 26%	72 28%	50 32%	11 20% *	25 26% *	255 28%	55 30%	191 30%	80 25%	39 27%	80 26%	229 29%	118 29%	191 27%	186 27%	124 29%
Not clear at all (1)	223 20%	117 22%	106 19%	10 9%	23 12% GHI	25 14% GI	39 21% DE	46 26% DEF	80 31% DEFG	33 11% J	65 18% JK	126 29% JK	13 9% MN	37 12% MN	55 21% MNO	102 28% MNO	112 18% Q	112 23%	52 20%	50 17%	61 24%	26 17%	14 26% *	19 21% *	184 20%	39 22%	135 21%	60 18%	29 20%	38 12% d	186 23% d	63 15% f	161 23% f	124 18% h	100 24% h
Don't know	100 9%	34 6%	66 12% B	18 16% GHI	27 14% GHI	24 13% GI	10 6% DE	12 7% DEF	9 3% DEFG	45 15% KL	34 9% L	21 5% JK	20 14% OP	45 15% OP	16 6% P	18 5% Q	43 7% Q	58 12% Q	21 8% R	28 10% R	21 8% S	15 10% T	5 10% *	10 11% *	86 9% U	14 8% V	54 9% W	39 12% c	7 5% d	33 11% e	67 8% f	8 10% g	68 10% g	35 8% h	
NET: Very/fairly clear	472 43%	255 48% C	212 38% C	64 56% FHI	98 52% HI	78 43% I	82 45% I	64 36% J	86 33% JK	162 53% KL	160 44% L	150 34% L	82 59% NOP	139 46% P	117 44% P	125 35% P	279 45% Q	192 40% Q	111 43% R	136 47% R	99 39% S	63 41% T	24 44% *	40 43% *	400 43% U	71 40% V	259 41% W	145 45% X	67 47% Y	160 51% e	312 39% g	191 47% g	281 40% h	308 45% h	163 39% i
NET: Not very clear/not clear at all	533 48%	247 46% C	281 50% C	32 28% FHI	64 34% HI	81 44% I	92 50% I	101 57% DE	164 63% DEF	96 32% J	172 47% JK	265 61% JK	38 27% M	118 39% MN	130 49% MN	214 60% MNO	300 48% Q	233 48% Q	128 49% R	127 44% R	133 52% S	76 49% T	25 46% *	44 47% *	439 47% U	94 52% V	325 51% b	140 43% X	67 48% Y	118 38% d	415 52% d	181 45% e	352 50% f	309 45% g	223 53% h
Mean	2.40	2.45	2.35	2.76 FGH*	2.68 GHI	2.49 HI	2.41 I	2.21	2.14	2.71 KL	2.45 L	2.17	2.80 OP	2.59 OP	2.39 P	2.20	2.43	2.35	2.39	2.50 U	2.30	2.40	2.36 *	2.42 *	2.41	2.37	2.37	2.44	2.46	2.67 e	2.30	2.50 g	2.34	2.45	2.33

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.

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 USE
Political Pulse
Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Keir Starmer, Leader of the Labour party
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians															Opinion of Brexit's impact on the country						
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to parties					Unfavourable to parties					Favourable to politicians															Positive impact	Negative impact										
									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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly			Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613		
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571		
Very clear (4)	154	29	74	12	13	66	49	29	102	112	27	53	54	60	42	35	70	29	98	103	26	32	77	38	94	31	87	59	37	31	50	20	73	35	92	19	65	20	108	30	83	41	84		
Fairly clear (3)	295	18%	42%	18%	12%	15%	13%	20%	37%	27%	7%	24%	13%	20%	12%	17%	15%	13%	17%	17%	6%	16%	16%	16%	16%	16%	16%	16%	10%	21%	12%	15%	14%	17%	11%	17%	17%	22%	108	14%	17%	22%	108		
Not very clear (2)	309	130	56	22	29	140	109	68	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148
Not clear at all (1)	223	138	18	8	19	60	133	74	97	16	184	15	148	32	116	79	78	63	109	7	193	51	105	93	106	37	128	13	152	6	157	28	21%	101	93	88	68	24	154	48	126	24%	93		
Don't know	100	5	13	3	6	21	16	7	26	13	12	8	5	11	6	4	14	8	30	11	19	4	18	11	30	6	19	5	9	3	5	5	12	8	26	5	7	1	30	7	23	6	44		
NET: Very/fairly clear	472	94	191	37	49	231	119	72	319	320	77	140	134	185	112	72	246	78	311	274	88	70	250	91	306	87	260	156	107	97	130	51	234	84	286	56	210	50	345	79	256	93	295		
NET: Not very clear/not clear at all	533	268	74	31	48	200	242	142	245	82	327	71	263	97	232	130	202	132	252	43	347	124	215	162	270	106	257	45	250	46	279	75	212	159	248	103	177	41	377	120	248	146	232		
Mean	2.40	1.96	2.93	2.61	2.43	2.55	2.10	2.13	2.57	3.04	1.80	2.84	2.10	2.75	2.11	2.14	2.53	2.21	2.53	3.17	1.82	2.26	2.48	2.15	2.51	2.42	2.42	3.00	1.98	2.85	2.06	2.34	2.46	2.11	2.54	2.07	2.54	2.51	2.42	2.31	2.42	2.17	2.57		

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 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/p/q Minimum Base: 30 (**); Small 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/p/q Minimum Base: 30 (**); Small Base: 100 (**)

23-085423-06 - 16th - 19th February 2024

PUBLIC USE

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	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	1105	527	567	125	193	188	207	205	187	318	395	392	151	310	293	319	689	416	272	290	252	141	55	95	928	177	645	335	125	330	775	576	529	733	372
Weighted base	1105	536	558	114	189	182	184	177	259	303	366	436	140	302	263	357	622	483	260	290	253	153	54	94	925	180	639	324	142	311	794	405	700	683	422
Very clear (4)	158 14%	72 13%	85 15%	15 13%	27 14%	22 12%	30 16%	27 15%	36 14%	42 14%	52 14%	63 14%	18 13%	41 14%	41 16%	53 15%	89 14%	68 14%	38 14%	43 15%	31 12%	22 14%	7 13%	17 19%	127 14%	31 17%	98 15%	38 12%	22 15%	44 14%	114 14%	62 15%	95 14%	96 14%	62 15%
Fairly clear (3)	353 32%	157 29%	192 34%	40 35%	60 32%	54 30%	59 32%	45 26%	95 37%	100 33%	113 31%	141 32%	51 36%	89 30%	81 31%	117 33%	203 33%	151 31%	85 33%	100 34%	72 28%	47 31%	20 38%	29 31%	301 32%	53 29%	204 32%	98 30%	51 36%	103 33%	250 32%	139 34%	214 31%	209 31%	144 34%
Not very clear (2)	283 26%	154 29%	126 23%	26 23%	42 22%	48 26%	46 25%	56 32%	65 25%	68 22%	94 28%	121 28%	31 22%	72 24%	72 27%	93 26%	171 28%	112 23%	57 22%	73 25%	85 34%	38 25%	9 16%	22 23%	235 25%	48 27%	166 26%	76 23%	41 29%	72 23%	211 27%	103 25%	180 26%	180 26%	103 24%
Not clear at all (1)	213 19%	119 22%	92 16%	14 12%	35 19%	36 20%	37 20%	40 23%	50 19%	49 16%	73 20%	91 21%	21 15%	57 19%	51 19%	78 22%	121 19%	92 19%	63 24%	48 16%	42 17%	30 20%	12 23%	18 19%	178 19%	34 19%	121 19%	72 22%	19 14%	59 19%	154 19%	70 17%	143 20%	134 20%	79 19%
Don't know	98 9%	34 6%	63 11%	19 17%	25 13%	23 12%	11 6%	8 5%	5 5%	15 15%	9 9%	5 5%	14 14%	17 7%	16 5%	38 6%	60 13%	18 7%	27 9%	24 9%	16 11%	5 10%	8 9%	9 9%	84 9%	14 8%	50 8%	40 12%	8 6%	34 11%	65 8%	31 8%	68 10%	64 9%	34 8%
NET: Very/fairly clear	511 46%	229 43%	277 50%	55 48%	87 46%	76 42%	89 48%	72 41%	132 51%	142 47%	165 45%	204 47%	69 49%	130 43%	123 47%	169 47%	292 47%	219 45%	123 47%	143 49%	103 41%	69 45%	27 51%	46 49%	427 46%	83 46%	302 47%	136 42%	73 51%	147 47%	364 46%	202 50%	309 44%	305 45%	206 49%
NET: Not very clear/not clear at all	496 45%	273 51%	218 39%	40 35%	77 41%	83 46%	83 45%	97 55%	115 45%	117 39%	167 46%	212 49%	51 37%	129 43%	123 47%	171 48%	292 47%	204 42%	120 46%	120 41%	127 50%	68 44%	21 39%	40 42%	413 45%	83 46%	287 45%	148 46%	61 43%	130 42%	365 46%	173 43%	323 46%	314 46%	182 43%
Mean	2.45	2.36	2.55	2.59	2.48	2.39	2.48	2.35	2.48	2.52	2.44	2.42	2.55	2.44	2.46	2.42	2.45	2.46	2.40	2.52	2.40	2.44	2.46	2.53	2.45	2.48	2.47	2.36	2.56	2.48	2.44	2.52	2.41	2.43	2.49

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

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 USE
Political Pulse
Adults aged 18+ in GB

Q14. Now thinking about Prime Minister Rishi Sunak and Labour leader Keir Starmer, to what extent would you say it is clear what each leader stands for, or not? - Rishi Sunak, Leader of the Conservative Party and Prime Minister
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians															Opinion of Brexit's impact on the country					
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Johnson (X)	Unfavourable to Johnson (Y)	Favourable to Cameron (Z)	Unfavourable to Cameron (aa)	Favourable to Reeves (ab)	Unfavourable to Reeves (ac)	Favourable to Davey (ad)	Unfavourable to Davey (ae)	Favourable to Cleverly (af)	Unfavourable to Cleverly (ag)	Favourable to Farage (ah)	Unfavourable to Farage (ai)	Favourable to Tice (aj)	Unfavourable to Tice (ak)	Favourable to Truss (al)	Unfavourable to Truss (am)	Favourable to May (an)	Unfavourable to May (ao)	Positive impact (ap)	Negative impact (aq)
Unweighted base	1105	338	294	81	108	483	337	216	603	432	389	238	380	320	331	189	482	218	599	349	422	200	493	245	627	213	538	226	347	163	391	138	463	223	590	146	419	93	760	204	537	215	613	
Weighted base	1105	367	278	70	103	452	376	221	591	414	415	219	402	293	350	206	462	218	592	327	454	198	484	264	606	199	537	205	366	146	414	131	458	251	560	164	394	92	752	206	527	245	571	
Very clear (4)	158	77	33	10	13	69	62	76	61	57	73	32	69	48	62	33	72	81	54	45	77	59	50	60	73	53	65	33	66	31	64	39	47	45	83	20	62	25	101	47	63	50	71	
Fairly clear (3)	324	147	76	24	25	147	114	99	153	124	154	80	133	100	120	81	149	107	142	95	156	95	116	115	165	92	142	61	125	54	125	62	94	91	176	62	113	33	240	91	145	99	176	
Not very clear (2)	283	88	71	26	32	129	100	29	170	111	96	57	95	68	91	44	122	17	177	88	108	26	134	50	177	34	146	52	75	34	109	18	140	52	145	40	103	17	202	41	141	47	159	
Not clear at all (1)	213	50	84	16	24	96	75	10	180	105	75	44	93	63	65	43	105	3	190	85	90	13	161	25	163	12	162	55	90	26	102	5	162	49	131	37	105	14	175	15	156	42	123	
Don't know	98	4	15	1	7	18	19	6	27	17	18	6	12	13	12	6	14	10	29	14	21	4	22	14	28	9	22	4	12	2	14	7	15	14	24	5	9	2	34	11	22	7	42	
NET: Very/fairly clear	511	224	109	27	39	209	183	175	214	181	227	112	202	148	182	113	221	188	139	234	155	167	175	238	145	207	95	190	84	189	101	141	136	260	82	175	58	341	138	209	149	247		
NET: Not very clear/not clear at all	496	138	155	42	57	225	175	39	350	216	171	101	188	131	157	87	227	20	367	173	199	39	295	76	340	46	308	107	165	60	211	23	302	66	276	77	209	32	377	56	297	89	283	
Mean	2.45	2.69	2.22	2.31	2.29	2.40	2.50	3.13	2.17	2.33	2.56	2.47	2.46	2.48	2.53	2.52	2.42	3.27	2.11	2.32	2.51	3.04	2.12	2.84	2.26	2.97	2.21	2.36	2.47	2.62	3.38	3.08	2.06	2.56	2.39	2.41	2.34	2.77	2.37	2.87	2.23	2.66	2.37	

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

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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
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,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq
Minimum Base: 30 (**); Small Base: 100 (*)