

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status			
		Total	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	Not working
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398	
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430	
Right direction (1)	180 16%	107 20% c	72 13%	21 17%	47 25% GH	30 17%	22 12%	23 13%	37 14%	68 22% KL	52 14%	60 14%	30 21% O	66 21% OP	27 11%	53 15%	92 15%	87 18%	35 13%	50 17%	31 12%	38 24% SU	13 25% SU*	13 13%	159 17%	21 14%	106 18%	48 13%	26 16%	73 24% e	106 13%	71 17%	109 15%	128 19%	51 12%	
Wrong direction (-1)	716 64%	343 64%	357 64%	72 61%	110 57%	111 62%	129 70% E	121 68% E	172 66%	182 59%	240 66%	293 67% J	85 58%	181 59%	175 71%	245 67%	405 65%	310 63%	173 66%	186 64%	173 68%	83 54%	37 69%	64 67% +	64 64%	99 67%	361 61%	246 69% a	109 66%	166 54%	550 68% d	263 65%	453 64%	426 63%	289 67%	
Neither (0)	169 15%	66 12%	103 18% b	20 17%	24 13%	28 15%	25 14%	28 16%	44 17%	44 14%	53 15%	71 16%	25 17%	42 14%	34 14%	59 16%	101 16%	68 14%	41 16%	49 17% w	41 16% w	23 15%	3 5% +	11 12% +	145 15%	23 16%	102 17% b	41 12%	25 15%	56 18%	113 14%	60 15%	109 15%	100 15%	69 16%	
Don't know	47 4%	19 4%	27 5%	5 4%	11 6%	12 6%	7 4%	6 3%	7 3%	16 5%	18 5%	13 3%	7 5%	17 6%	10 4%	10 3%	23 4%	24 5%	15 6%	4 2%	8 3%	11 7% T	1 1% *	8 8% T*	42 4%	5 3%	22 4%	4 6%	10 3%	37 5%	14 3%	33 5%	27 4%	20 5%		
Mean	-0.50	-0.46	-0.54	-0.46	-0.35 GHI	-0.48	-0.61	-0.57	-0.53	-0.39 KL	-0.55	-0.55	-0.39 O	-0.40 o	-0.63	-0.54	-0.52	-0.48	-0.55	-0.48	-0.58	-0.31 SUX	-0.44 *	-0.58 *	-0.50	-0.55	-0.45 b	-0.59	-0.52	-0.31 e	-0.58	-0.49	-0.51	-0.45 i	-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(*)

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23-085423-11 - 15th - 18th March 2024

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion of Brexit's impact on the country					
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (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 Cameron (W)	Unfavourable to Cameron (X)	Favourable to Reeves (Y)	Unfavourable to Reeves (Z)	Favourable to Davies (aa)	Unfavourable to Davies (ab)	Favourable to Dawey (ac)	Unfavourable to Dawey (ad)	Favourable to Rayner (ae)	Unfavourable to Rayner (af)	Favourable to Cleverly (ag)	Unfavourable to Cleverly (ah)	Favourable to Farage (ai)	Unfavourable to Farage (aj)	Favourable to Anderson (ak)	Unfavourable to Anderson (al)	Favourable to Burreham (am)	Unfavourable to Burreham (an)	Favourable to Burnham (ao)	Unfavourable to Burnham (ap)	Favourable to Kahn (aq)	Unfavourable to Kahn (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614
Right direction (1)	180	84	94	14	23	57	80	106	28	44	82	35	76	47	65	41	59	104	27	46	78	32	24	73	43	48	57	44	63	41	82	70	25	62	42	57	40	59	56	56	48	83	89	44	
Wrong direction (-1)	716	190	217	51	84	301	248	64	549	275	288	141	287	233	217	137	358	60	541	229	316	62	437	98	453	149	232	92	257	216	250	47	373	141	455	98	332	85	403	224	187	159	342	106	469
Neither (0)	169	73	18	7	5	49	63	33	48	42	66	30	45	30	58	23	51	37	51	34	62	42	36	40	47	16	57	20	41	21	21	38	26	67	14	44	18	56	32	33	16	78	34	78	
Don't know	47	10	8	6	3	21	8	5	17	13	15	11	10	9	12	3	19	6	16	11	15	4	16	3	15	3	9	7	10	4	12	4	7	6	20	3	11	6	14	7	7	3	14	5	23
Mean	-0.50	-0.30	-0.68	-0.52	-0.54	-0.60	-0.43	0.21	-0.83	-0.64	-0.47	-0.51	-0.52	-0.60	-0.45	-0.48	-0.64	-0.83	-0.59	-0.52	-0.15	-0.83	-0.12	-0.75	-0.51	-0.49	-0.31	-0.54	-0.63	-0.42	-0.17	-0.80	-0.15	-0.68	-0.36	-0.64	-0.31	-0.66	-0.54	-0.48	-0.49	-0.51	-0.07	-0.72	

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at. Minimum Base: 30 (**). Small Base: 100 (**)

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Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	Rishi Sunak, Leader of the Conservative Party and Prime Minister	Jeremy Hunt, Chancellor of the Exchequer	Lord David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Conservative Party leader and Prime Minister	Rachel Reeves, Shadow Chancellor of the Exchequer	Ed Davey, Leader of the Liberal Democrats	James Cleverly, Home Secretary	Nigel Farage, Former leader of the Brexit Party	Richard Tice, Leader of Reform UK	Lee Anderson, former Conservative MP and now Mayor of Manchester	Andy Burnham, Labour Mayor of London	Sadiq Khan, Deputy Mayor of London	Angela Rayner, Deputy Leader of the Labour Party	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted base	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	
Weighted base	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	
Very favourable (2)	77 7% BCFGP	41 4% G	40 4% G	55 5% GP	52 5% G	36 3% 2%	24 2% 2%	93 8% BCDFGHILOP	58 5% FGP	59 5% FGP	121 11% ACDFGHIUM OPQR	43 4% G	75 7% BCFGP	117 11% ACDFGHIUM OPQR	55 5% BGP	34 3% 3%	80 7% BCDFGLP	85 8% BCDFGILOP	
Fairly favourable (1)	244 22% BCDFGHIKLM NOPR	166 15% FGUR	160 14% FGUR	159 14% GUR	158 14% FGUR	128 11% J	122 11% J	141 13% IJ	98 8% I	91 8% I	198 18% CDEFGHIOR	183 16% FGHUR	207 23% BCDFGHIOR	257 20% BCDFGHIKLM NOPR	153 14% GUR	182 16% FGHUR	240 22% BCDFGHIKLM NOPR	120 11% J	
Neither favourable nor unfavourable (0)	241 22% H	224 20% ABHNO	290 26% ABHNO	266 24% BHO	342 31% ABCDHEILMN OPQR	394 35% ABCDGHIKLM NOPR	322 29% ABDHIJLMNO	199 18% K	270 21% BHJO	233 21% H	304 27% ABHNO	277 25% BHNO	270 24% BHNO	233 21% 20%	211 19% 20%	400 36% ABCDGHIKLM NOPR	346 31% ABCDHIKLM	264 24% BHO	
Fairly unfavourable (-1)	222 20% EFHIKLMOR	234 21% CEFHILMOR	198 18% IKOR	246 22% CEFHILMOR	210 16% K	177 16% K	210 19% IKOR	182 16% IK	142 13% I	173 16% I	143 13% IK	187 17% IK	173 16% IK	226 20% EFHIKLMOR	210 19% IKMOR	213 19% FIKLMOR	158 14% K	156 14% K	
Very unfavourable (-2)	249 22% EFKMPQ	401 36% ACDFGHIKLM NOPR	314 28% AEFGKMNPNQ	313 28% AEFGKMNPNQ	167 15% K	195 18% EK	234 21% EFKQ	420 38% ACDFGHIKLM NOPR	303 27% AEFGKMNPNQ	358 32% ACDFGKMNPNQ	140 13% 30%	330 22% AEFGKMNPNQ	242 20% EFKQ	225 19% EFKQ	431 39% ABCDGHIKLM MNPNQR	205 18% EK	17% 17% EK	194 17% EK	330 30% AEFGKMNPNQ
Don't know	77 7% BNO	45 4% ABDHLNQP	109 10% ABDHLNQP	72 6% BNO	212 19% ABCDPFLHMN OPQR	182 16% ABCDHLMNO PQ	200 18% ABCDHLMNO PQR	76 7% BNO	241 22% ABCDGHIKLM MNPNQR	197 18% ABCDHLMNO PQR	205 18% ABCDPFLHMN OPQR	90 8% BDNO	144 13% ABCDHLNQP Q	52 5% 5%	77 7% BNO	77 7% BDNO	93 8% BDNO	156 14% ABCDHLNQP Q	

Net: Very/Fairly favourable	321 29% BCDFGHIUM OPR	207 19% FGU	200 18% FGU	214 19% FGU	210 19% FGU	164 15% 13%	146 13% 21%	235 21% FGUR	156 14% 13%	149 13% 13%	319 29% BCDFGHIUM OPR	227 20% FGU	282 25% BCDFGHILOI LMOPQR	374 34% ABCDGHIK LMOPQR	208 19% FGU	216 19% FGU	320 29% BCDFGHILO PR	205 18% FGU
Net: Very/Fairly unfavourable	472 42% EFKMPQ	635 57% ACDFGHIKLM NOPR	512 46% EFGKMNPNQ	558 50% AEFGKMNPNQR	346 31% K	372 33% K	444 40% EFKQ	602 54% ACDFGHIKLM NOPR	444 40% EFKQ	531 48% AEFGKMNPNQ R	283 25% AEFGKMNPNQ	517 47% AEFGKMNPNQ	415 37% EFKQ	451 41% EFKMAQ	641 58% ACDFGHIKLM NOPR	418 38% EFKQ	352 32% K	487 44% EFGKMPQ
Net Difference	-150 -14%	-428 -39%	-312 -28%	-344 -31%	-135 -12%	-208 -19%	-298 -27%	-367 -33%	-288 -26%	-382 -34%	36 3%	-291 -26%	-132 -12%	-77 -7%	-433 -39%	-202 -18%	-33 -3%	-282 -25%

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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 (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398		
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430		
Very favourable (2)	77 7%	39 7%	37 7%	4 4%	17 9%	12 7%	12 6%	17 10%	15 6%	21 7%	24 7%	32 7%	9 6%	24 8%	15 6%	29 8%	46 7%	31 6%	21 8%	21 7%	14 6%	9 6%	8 15% ux*	3 3%	69 7%	9 6%	35 6%	25 7%	17 10%	19 6%	58 7%	34 8%	43 6%	50 7%	28 6%		
Fairly favourable (1)	244 22%	114 21%	128 23%	32 28%	35 18%	41 23%	46 25%	35 20%	55 21%	67 22%	87 24%	90 21%	38 26%	60 20%	60 24%	77 21%	149 24%	95 19%	60 23%	64 22%	50 20%	47 30% uwk	7 13%	17 17%	211 22%	33 22%	129 22%	75 21%	40 25%	73 24%	171 21%	100 25%	144 20%	149 22%	95 22%		
Neither favourable nor unfavourable (0)	241 22%	122 23%	117 21%	29 H	53 GH	50 H	34 19%	25 14%	50 19%	82 L	84 17%	76 17%	35 13%	86 20%	49 18%	67 18%	123 20%	118 24%	54 21%	66 23%	57 22%	35 22%	14 26%	16 16%	206 21%	35 24%	143 21%	75 24%	24 19%	89 29%	152 19%	97 24%	144 20%	165 19%	77 18%		
Fairly unfavourable (-1)	222 20%	103 19%	115 21%	16 H	37 GH	37 GH	33 18%	35 20%	65 D	52 L	70 19%	100 23%	19 13%	65 21%	44 18%	79 22%	142 23%	80 16%	55 21%	47 16%	58 23%	26 17%	10 18%	27 29%	191 20%	31 21%	119 20%	66 18%	37 23%	53 18%	169 21%	86 19%	137 19%	131 19%	91 21%		
Very unfavourable (-2)	249 22%	133 25%	113 20%	18 16%	33 17%	20 11%	53 29%	59 33%	65 DEF	51 DEF	74 17%	125 20%	24 28%	41 16%	67 13%	107 27%	121 19%	129 26%	60 23%	73 25%	58 23%	27 18%	12 22%	19 20%	216 22%	34 23%	126 21%	83 23%	40 25%	42 14%	207 26%	71 17%	179 25%	145 21%	105 24%		
Don't know	77 7%	24 4%	49 9%	18 15%	17 9%	20 11%	6 3%	6 3%	9 4%	35 11%	27 7%	15 3%	23 16%	30 10%	12 5%	8 2%	41 7%	36 7%	15 6%	18 6%	16 6%	10 7%	3 6%	14 14%	70 7%	7 5%	38 6%	33 9%	6 3%	28 9%	49 6%	20 5%	57 8%	42 6%	35 8%		
Net: Very/Fairly favourable	321 29%	153 29%	165 30%	37 31%	52 27%	53 30%	57 31%	52 29%	70 27%	88 29%	110 30%	122 28%	46 32%	84 27%	75 30%	107 29%	195 31%	126 26%	81 31%	85 30%	64 25%	56 36%	15 28%	20 21%	280 29%	42 28%	164 28%	100 35%	57 30%	91 30%	230 28%	134 33%	187 27%	198 29%	123 29%		
Net: Very/Fairly unfavourable	472 42%	237 44%	228 41%	34 29%	69 36%	57 32%	86 47%	95 53%	130 50%	103 33%	143 39%	225 51%	42 29%	106 35%	110 45%	186 51%	263 42%	209 43%	114 43%	119 41%	116 46%	54 35%	22 40%	47 49%	407 42%	64 43%	245 42%	149 42%	77 47%	96 31%	376 47%	156 38%	316 45%	276 41%	195 45%		
Net Difference	-150 -14%	-83 -16%	-63 -11%	3 2%	-18 -9%	-4 -2%	-29 -16%	-43 -24%	-60 -23%	-15 -5%	-33 -9%	-102 -23%	4 3%	-23 -7%	-35 -14%	-79 -22%	-67 -11%	-83 -17%	-33 -13%	-34 -12%	-52 -20%	2 2%	-7 -12%	-27 -28%	-128 -13%	-23 -15%	-81 -14%	-49 -14%	-20 -12%	-4 -1%	-146 -18%	-22 -5%	-128 -18%	-78 -11%	-73 -17%		
Mean	-0.31	-0.35	-0.27	-0.11 HI	-0.19 H	-0.08 GHI	-0.40	-0.49	-0.44	-0.16 L	-0.25 L	-0.46	-0.09 P	-0.15 OP	-0.37	-0.44	-0.24	-0.40	-0.29	-0.32	-0.40	-0.11 ux	-0.21 ux	-0.53 ux	-0.31	-0.34	-0.31	-0.33	-0.28	-0.10 e	-0.39	-0.15 g	-0.41	-0.27	-0.38		

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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Leader of the Labour party
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	(E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Starmer (R)	Unfavourable to Starmer (S)	Favourable to Hunt (T)	Unfavourable to Hunt (U)	Favourable to Cameron (V)	Unfavourable to Cameron (W)	Favourable to Reeves (X)	Unfavourable to Reeves (Y)	Favourable to Daavay (Z)	Unfavourable to Daavay (aa)	Favourable to Rayner (ab)	Unfavourable to Rayner (ac)	Favourable to Cleverly (ad)	Unfavourable to Cleverly (ae)	Favourable to Farage (af)	Unfavourable to Farage (ag)	Favourable to Anderson (ah)	Unfavourable to Anderson (ai)	Favourable to Anderson (aj)	Unfavourable to Anderson (ak)	Favourable to Burnham (al)	Unfavourable to Burnham (am)	Favourable to Burnham (an)	Unfavourable to Burnham (ao)	Favourable to Kabin (ap)	Unfavourable to Kabin (aq)	Positive impact (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	319	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	444	149	531	339	283	227	517	234	614
Very favourable (2)	77	10	45	9	5	41	24	11	56	71	2	31	13	35	12	18	37	12	60	77	-	17	44	19	44	42	6	26	11	53	7	19	39	17	43	11	34	12	47	49	7	40	16	22	43
Fairly favourable (1)	244	42	113	29	18	144	55	28	181	201	11	91	44	109	44	26	150	34	169	244	-	51	128	50	123	104	26	64	42	137	19	25	119	36	169	20	127	16	144	129	16	97	56	31	176
Neither favourable nor unfavourable (0)	241	68	51	18	33	91	73	45	120	63	42	41	68	73	56	31	94	42	108	-	-	33	86	45	97	27	45	32	58	52	43	20	79	39	112	26	85	26	98	60	32	35	97	45	129
Fairly unfavourable (-1)	222	95	42	14	25	83	94	50	127	30	154	31	102	53	84	43	93	58	122	-	222	50	101	49	112	21	92	25	89	29	119	32	82	52	126	34	81	28	105	51	71	32	128	47	121
Very unfavourable (-2)	249	138	21	5	26	58	143	68	137	3	231	14	183	43	152	83	104	60	152	-	249	47	143	47	157	13	175	12	171	5	222	36	121	85	130	61	110	63	127	28	154	14	206	86	95
Don't know	77	4	3	1	9	12	9	5	20	6	11	9	8	7	5	4	10	3	25	-	-	2	11	5	25	4	3	5	1	6	5	4	6	22	4	6	4	10	3	3	8	14	4	49	
Net: Very/Fairly favourable	321	51	158	38	22	184	80	40	237	272	12	122	57	144	44	186	46	229	321	-	68	171	69	168	146	32	90	53	190	25	53	158	53	212	31	162	28	191	178	23	138	72	53	219	
Net: Very/Fairly unfavourable	472	234	64	20	51	140	237	118	264	33	385	45	385	96	235	126	197	117	274	-	472	97	244	96	269	34	266	36	260	34	241	68	203	137	256	95	192	91	322	79	224	47	334	132	216
Net Difference	-150	-182	94	18	-28	44	-157	-78	-27	240	-373	77	-228	48	-179	-82	-11	-71	-45	321	-472	-30	-73	-27	-101	112	-234	54	-207	157	-315	-15	-45	-44	-64	-30	-63	-41	100	-201	91	-262	-79	3	
Mean	-0.31	-0.88	0.43	0.29	-0.46	0.07	-0.71	-0.66	-0.18	0.84	-1.37	0.45	-0.97	0.13	-0.92	-0.74	-0.16	-0.58	-0.23	1.24	-1.53	-0.30	-0.34	-0.26	-0.40	0.68	-1.17	0.43	-0.99	0.74	-1.30	-0.23	-0.29	-0.66	-0.22	-0.75	-0.24	-0.78	-0.23	0.38	-1.24	0.54	-0.90	-0.62	-0.09

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		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	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430
Very favourable (2)	41 4%	29 5% c	11 2%	4 3%	4 2%	8 4%	5 3%	9 5%	12 4%	8 3%	13 4%	20 5%	5 4%	10 3%	7 3%	20 5%	23 4%	18 4%	8 3%	11 4%	5 2%	6 4%	7 5%	5 4%	37 4%	4 3%	23 4%	14 4%	5 3%	12 4%	29 4%	18 4%	23 3%	25 4%	16 4%
Fairly favourable (1)	166 15%	77 14%	89 16%	15 13%	26 14%	18 10%	29 16%	32 18%	47 18%	41 13%	46 13%	79 18%	18 12%	35 11%	38 15%	66 18%	93 15%	73 15%	38 14%	45 15%	41 16%	22 14%	8 14%	13 13%	145 15%	21 14%	87 15%	47 13%	32 19%	41 14%	125 15%	55 13%	111 16%	104 15%	62 14%
Neither favourable nor unfavourable (0)	224 20%	93 17%	131 23%	18 16%	45 23%	45 25%	36 20%	30 17%	50 19%	63 20%	81 22%	79 18%	22 15%	76 25%	50 20%	67 18%	125 20%	99 20%	47 18%	73 25%	52 21%	34 22%	8 15%	10 10%	186 19%	37 25%	140 24%	61 17%	23 25%	78 18%	146 20%	81 20%	143 20%	143 21%	81 19%
Fairly unfavourable (-1)	234 21%	113 21%	120 22%	21 18%	47 25%	36 20%	32 17%	41 23%	56 22%	68 22%	68 19%	98 22%	30 21%	67 22%	43 18%	83 22%	132 21%	102 21%	58 22%	67 23%	58 23%	31 20%	6 15%	15 15%	191 20%	43 29%	137 23%	58 16%	39 24%	70 23%	164 20%	86 21%	148 21%	151 22%	83 19%
Very unfavourable (-2)	401 36%	209 39%	180 32%	47 40%	61 32%	58 32%	78 42%	65 36%	93 36%	108 35%	135 37%	157 36%	57 39%	101 33%	98 40%	129 35%	225 36%	176 36%	106 40%	86 30%	89 35%	50 32%	22 41%	49 51%	363 38%	38 26%	185 31%	61 43%	87 28%	314 39%	154 38%	247 35%	239 35%	162 38%	
Don't know	45 4%	14 3%	28 5%	12 10%	9 4%	16 9%	4 2%	2 1%	2 1%	21 7%	20 6%	4 1%	14 9%	17 5%	11 4%	3 1%	24 4%	21 4%	8 3%	8 3%	9 4%	12 8%	2 4%	5 5%	41 4%	4 2%	18 3%	22 6%	5 3%	17 6%	28 3%	13 3%	31 4%	19 3%	26 6%
Net: Very/Fairly favourable	207 19%	106 20%	100 18%	19 16%	30 16%	26 14%	34 18%	40 23%	59 23%	49 16%	59 16%	99 23%	23 16%	44 14%	44 18%	86 23%	117 19%	91 19%	46 17%	55 19%	46 18%	28 18%	15 18%	18 19%	181 19%	26 17%	111 19%	60 17%	36 22%	53 17%	154 19%	73 18%	134 19%	129 19%	78 18%
Net: Very/Fairly unfavourable	635 57%	323 60%	300 54%	69 58%	108 56%	94 52%	110 60%	106 59%	149 57%	177 57%	204 56%	255 58%	87 60%	169 55%	141 57%	212 58%	356 57%	279 57%	163 62%	152 53%	146 58%	81 53%	28 53%	64 66%	554 58%	81 55%	322 55%	214 60%	100 61%	157 52%	478 59%	239 59%	396 56%	390 57%	245 57%
Net Difference	-428 -39%	-216 -40%	-200 -36%	-50 -42%	-78 -41%	-68 -38%	-76 -41%	-65 -37%	-90 -35%	-128 -41%	-144 -40%	-156 -36%	-64 -44%	-125 -41%	-97 -39%	-126 -34%	-240 -39%	-188 -38%	-118 -45%	-97 -34%	-100 -40%	-54 -35%	-14 -25%	-46 -47%	-372 -39%	-56 -38%	-211 -36%	-153 -43%	-63 -39%	-104 -34%	-324 -40%	-166 -41%	-262 -37%	-261 -38%	-167 -39%
Mean	-0.74	-0.76	-0.70	-0.88	-0.74	-0.72	-0.83	-0.69	-0.67	-0.79	-0.78	-0.68	-0.88	-0.75	-0.80	-0.65	-0.74	-0.74	-0.84	-0.61	-0.75	-0.69	-0.56	-0.98	-0.76	-0.62	-0.65	-0.88	-0.75	-0.62	-0.78	-0.77	-0.72	-0.72	-0.78

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote										Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country											
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (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 Cameron (W)	Unfavourable to Cameron (X)	Favourable to Reeves (Y)	Unfavourable to Reeves (Z)	Favourable to Dawsey (aa)	Unfavourable to Dawsey (ab)	Favourable to Davy (ac)	Unfavourable to Davy (ad)	Favourable to Rayner (ae)	Unfavourable to Rayner (af)	Favourable to Cleverly (ag)	Unfavourable to Cleverly (ah)	Favourable to Farage (ai)	Unfavourable to Farage (aj)	Favourable to Tice (ak)	Unfavourable to Tice (al)	Favourable to Anderson (am)	Unfavourable to Anderson (an)	Favourable to Burreham (ao)	Unfavourable to Burreham (ap)	Favourable to Kabin (aq)	Unfavourable to Kabin (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614
Very favourable (2)	41	28	3	4	3	19	18	2	35	2	9	27	9	27	11	22	10	15	20	8	26	31	6	11	21	11	24	9	29	24	3	14	10	10	10	10	35	13	14	13	15	10	26	19	15
Fairly favourable (1)	166	106	18	5	12	52	84	108	22	35	98	27	69	36	73	24	67	166	37	91	91	22	74	22	32	68	30	67	30	95	55	23	58	64	33	57	35	68	47	52	37	85	69	65	
Neither favourable nor unfavourable (0)	224	83	35	25	19	77	82	38	64	39	84	36	67	46	68	38	66	43	77	31	46	49	62	24	62	32	60	31	84	33	43	42	78	33	58	29	63	47	52	33	103	51	93		
Fairly unfavourable (-1)	234	66	71	20	27	96	92	17	183	95	96	54	98	76	77	56	203	234	84	105	25	123	39	132	41	70	32	72	59	89	21	91	59	140	39	86	32	116	62	67	37	123	47	129	
Very unfavourable (-2)	401	71	147	23	54	176	122	10	365	191	141	87	156	148	111	66	231	401	145	169	19	318	21	324	101	126	58	149	152	117	13	281	59	295	40	228	38	268	150	95	108	180	45	286	
Don't know	45	2	5	-	1	7	-	1	5	5	5	3	1	3	1	4	-	-	4	3	3	-	3	2	1	-	1	-	2	*	1	1	2	9	1	-	3	1	-	1	2	1	4	25	
Net: Very/Fairly favourable	207	134	20	9	15	72	102	143	23	45	124	36	96	47	95	44	46	117	122	25	103	38	44	88	41	91	38	124	79	27	73	80	43	72	16	48	83	61	67	47	110	87	80		
Net: Very/Fairly unfavourable	635	138	217	43	80	272	214	27	548	286	237	141	254	224	188	122	334	635	229	274	44	441	59	456	142	196	221	212	207	33	372	117	435	79	314	69	384	212	163	144	303	92	415		
Net Difference	-428	-3	-197	-33	-65	-200	-112	116	-524	-242	-113	-105	-158	-177	-94	-79	-252	207	-635	-183	-157	78	-416	45	-418	-98	-108	-48	-129	-174	-83	46	-346	-45	-355	-37	-242	-21	-302	-151	-95	-97	-193	-4	-336
Mean	-0.74	-0.13	-1.25	-0.68	-1.01	-0.85	-0.54	0.68	-1.40	-1.14	-0.51	-0.86	-0.69	-0.99	-0.52	-0.66	-0.97	1.20	-1.63	-1.01	-0.64	0.46	-1.43	0.25	-1.32	-0.90	-0.62	-0.59	-0.68	-1.13	-0.41	0.39	-1.41	-0.38	-1.07	-0.43	-1.02	-0.31	-1.05	-0.90	-0.62	-0.87	-0.67	-0.13	

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PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	
		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	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398		
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430		
Very favourable (2)	40 4%	27 5% c	12 2%	3 3%	8 4%	4 2%	3 2%	8 4%	14 5%	11 4%	7 2%	22 5%	3 2%	11 3%	5 2%	19 5%	26 4%	14 3%	11 4%	9 3%	3 1%	10 7%	4 7%	3 3%	30 7%	10 4%	23 4%	10 3%	7 4%	12 4%	28 3%	20 5%	20 3%	23 3%	17 4%		
Fairly favourable (1)	160 14%	72 13%	88 16%	13 11%	27 14%	20 11%	25 14%	31 18%	43 17%	41 13%	45 12%	74 17%	21 14%	36 12%	33 13%	62 17%	97 16%	63 13%	35 13%	46 16%	35 14%	23 15%	7 14%	14 14%	138 15%	22 14%	81 14%	43 12%	35 22%	43 14%	117 15%	61 15%	99 14%	99 14%	62 14%		
Neither favourable nor unfavourable (0)	290 26%	142 26%	148 28%	32 26%	50 26%	57 31%	45 24%	42 24%	65 25%	82 27%	101 28%	107 24%	38 26%	89 29%	64 26%	86 23%	151 24%	139 28%	71 27%	87 30%	63 25%	43 28%	11 20%	15 16%	252 26%	39 26%	176 30%	85 24%	29 18%	92 30%	198 25%	103 27%	187 27%	178 26%	112 26%		
Fairly unfavourable (-1)	198 18%	93 17%	102 18%	20 17%	38 20%	25 14%	35 19%	34 19%	46 18%	58 19%	60 16%	80 18%	24 17%	56 18%	41 17%	69 19%	114 18%	84 17%	43 16%	51 18%	23 16%	16 13%	7 14%	14 14%	165 17%	34 23%	114 19%	64 18%	21 13%	50 17%	148 18%	79 19%	119 17%	127 19%	71 16%		
Very unfavourable (-2)	314 28%	166 31%	142 25%	22 19%	44 23%	45 25%	66 36%	56 32%	80 31%	66 21%	111 31%	136 31%	27 19%	76 25%	82 33%	117 32%	172 28%	142 29%	83 31%	62 21%	70 28%	40 26%	21 39%	38 39%	280 29%	34 23%	143 24%	112 31%	60 36%	67 22%	247 31%	114 28%	199 28%	198 29%	116 27%		
Don't know	109 10%	36 7%	68 12%	26 22%	25 13%	29 16%	10 5%	7 4%	11 4%	51 16%	40 11%	19 4%	32 NDP	39 P	22 P	15 4%	62 10%	47 10%	22 8%	34 12%	24 9%	14 9%	4 7%	12 12%	99 10%	10 7%	53 9%	44 12%	12 7%	41 e	69 9%	30 7%	79 f	56 8%	53 h		
Net: Very/Fairly favourable	200 18%	99 19%	99 18%	17 14%	35 18%	24 13%	28 15%	39 22%	57 22%	52 17%	52 14%	96 22%	24 17%	47 15%	38 15%	81 22%	123 20%	77 16%	45 17%	55 19%	38 15%	33 22%	11 21%	17 17%	168 17%	32 22%	105 18%	53 15%	42 26%	55 18%	145 18%	81 20%	118 17%	121 18%	78 18%		
Net: Very/Fairly unfavourable	512 46%	258 48%	243 44%	43 36%	82 43%	70 39%	101 55%	90 51%	126 49%	125 47%	171 49%	216 35%	51 43%	132 50%	123 51%	187 46%	285 46%	226 48%	126 48%	113 39%	128 51%	64 42%	28 52%	52 54%	444 46%	67 45%	256 43%	175 49%	80 49%	117 38%	395 49%	193 47%	319 45%	325 48%	187 43%		
Net Difference	-312 -28%	-159 -30%	-144 -26%	-26 -22%	-47 -25%	-46 -26%	-72 -39%	-51 -29%	-69 -27%	-73 -24%	-119 -33%	-120 -27%	-27 -19%	-85 -28%	-86 -35%	-106 -29%	-162 -26%	-149 -31%	-81 -30%	-58 -20%	-90 -35%	-31 -20%	-17 -31%	-35 -37%	-276 -29%	-35 -24%	-152 -26%	-122 -34%	-38 -23%	-62 -20%	-250 -31%	-112 -27%	-200 -28%	-204 -30%	-108 -25%		
Mean	-0.58	-0.60	-0.56	-0.49	-0.50	-0.58	-0.78	-0.59	-0.54	-0.50	-0.69	-0.56	-0.45	-0.56	-0.72	-0.58	-0.55	-0.63	-0.63	-0.44	-0.68	-0.43	-0.68	-0.83	-0.61	-0.43	-0.50	-0.72	-0.60	-0.44	-0.64	-0.55	-0.61	-0.61	-0.55		

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote										Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country															
		Conservative		Labour		Liberal Democrat		Other		Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Demos	Unfavourable to Demos	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Dawey	Unfavourable to Dawey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burreham	Unfavourable to Burreham	Favourable to Kahn	Unfavourable to Kahn	Positive impact	Negative impact
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)																																								
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653				
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	145	444	235	602	156	444	149	531	319	283	227	517	234	614					
Very favourable (2)	40	27	6	4	1	19	19	26	3	10	23	6	25	8	22	11	17	28	5	14	21	40	-	29	3	8	23	5	24	7	26	21	8	13	15	9	17	10	17	13	15	10	21	12					
Fairly favourable (1)	160	86	25	7	12	62	73	79	44	52	74	40	54	45	63	37	61	94	39	53	77	160	-	81	34	38	62	39	54	40	79	61	27	52	72	37	49	38	68	63	44	42	81	58	71				
Neither favourable nor unfavourable (0)	290	104	55	24	31	94	106	65	114	71	116	50	84	73	81	63	86	56	107	66	109	-	-	64	79	39	59	34	65	57	66	108	48	71	46	100	64	56	45	127	60	138							
Fairly unfavourable (-1)	198	59	63	23	13	87	73	18	146	88	73	50	81	59	64	25	107	15	149	75	81	-	198	19	134	39	65	33	70	58	75	20	103	30	137	17	103	10	109	58	60	36	106	40	117				
Very unfavourable (-2)	314	70	116	16	46	145	110	10	295	131	141	54	158	109	114	65	198	10	292	96	163	-	314	12	276	80	132	46	152	111	130	5	244	63	234	39	195	42	225	116	98	81	161	45	208				
Don't know	109	10	12	3	13	21	17	11	39	22	24	15	16	25	9	5	17	4	43	16	21	-	-	9	32	5	5	6	7	10	10	36	6	10	3	12	5	9	12	21	10	67							
Net: Very/Fairly favourable	200	114	31	11	13	81	92	105	47	62	97	47	79	54	85	47	79	122	44	68	97	200	-	111	37	47	85	44	78	47	105	82	34	65	87	46	66	48	85	75	60	52	79	83					
Net: Very/Fairly unfavourable	512	130	179	39	59	231	183	27	440	219	214	104	239	168	178	90	305	25	441	171	244	-	512	31	410	119	197	80	221	168	204	24	347	94	370	56	298	53	334	174	158	117	267	85	325				
Net Difference	-312	-16	-148	-28	-45	-151	-91	78	-393	-157	-118	-57	-161	-115	-93	-43	-226	97	-397	-104	-147	200	-512	80	-373	-73	-112	-36	-143	-121	-99	57	-313	-28	-283	-10	-232	-5	-249	-99	-98	-65	-165	-6	-242				
Mean	-0.58	-0.17	-0.97	-0.54	-0.88	-0.68	-0.48	0.48	-1.14	-0.79	-0.55	-0.52	-0.73	-0.73	-0.54	-0.48	-0.86	0.57	-1.16	-0.61	-0.64	1.20	-1.61	0.47	-1.23	-0.70	-0.65	-0.49	-0.74	-0.82	-0.50	0.52	-1.25	-0.35	-0.89	-0.94	-0.26	-0.88	-0.64	-0.66	-0.63	-0.61	-0.13	-0.80					

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Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as Minimum Base: 30** Small Base: 100*

Column Means (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as 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? - 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	
		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	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	55 5%	31 6%	23 4%	6 5%	13 7%	9 5%	10 5%	9 5%	8 3%	19 6%	18 5%	18 4%	11 7%	14 5%	14 6%	15 4%	37 6%	18 4%	12 4%	19 7%	10 4%	9 6%	3 6%	3 3%	42 4%	13 9%	25 4%	23 6%	7 4%	20 7%	35 4%	30 7%	26 4%	38 6%	18 4%			
Fairly favourable (1)	159 14%	76 14%	82 15%	15 12%	22 12%	27 15%	27 15%	27 15%	41 16%	37 12%	54 15%	68 16%	17 12%	43 14%	36 15%	53 14%	91 15%	68 14%	31 12%	44 15%	46 18%	17 11%	10 18%	12 12%	134 14%	25 17%	89 15%	42 12%	28 17%	45 15%	114 14%	58 14%	101 14%	96 14%	63 15%			
Neither favourable nor unfavourable (0)	266 24%	123 23%	143 26%	33 28%	49 26%	43 24%	40 22%	40 24%	62 24%	82 27%	83 23%	102 23%	36 25%	77 25%	57 23%	85 23%	161 26%	105 21%	55 21%	77 27%	58 23%	46 30%	10 19%	20 20%	228 26%	39 26%	156 22%	78 32%	20 27%	83 23%	183 23%	93 25%	174 22%	173 25%	94 22%			
Fairly unfavourable (-1)	246 22%	119 22%	124 22%	20 17%	47 24%	43 24%	32 17%	41 23%	63 24%	66 21%	75 21%	104 24%	27 18%	77 25%	44 18%	89 24%	141 23%	105 21%	57 22%	68 23%	61 24%	34 22%	8 16%	18 18%	206 21%	40 27%	142 24%	72 20%	31 19%	59 19%	187 23%	93 23%	153 22%	153 23%	92 22%			
Very unfavourable (-2)	313 28%	167 31%	137 24%	30 25%	49 26%	40 22%	67 37%	50 28%	77 30%	79 25%	107 29%	127 29%	37 26%	75 24%	79 32%	109 30%	161 26%	151 31%	91 35%	64 22%	61 24%	41 27%	19 35%	36 37%	286 30%	27 18%	144 24%	114 32%	55 34%	72 24%	241 30%	119 29%	193 27%	188 28%	125 29%			
Don't know	72 6%	20 4%	49 9%	15 12%	12 6%	19 10%	8 4%	10 6%	9 3%	26 8%	27 7%	19 4%	18 12%	19 6%	16 6%	17 5%	31 5%	41 8%	18 7%	17 6%	18 7%	7 5%	3 5%	9 9%	67 7%	5 3%	34 6%	28 8%	10 6%	25 8%	47 6%	15 4%	57 8%	34 5%	39 9%			
Net: Very/Fairly favourable	214 19%	107 20%	106 19%	21 18%	35 18%	36 20%	37 20%	37 21%	49 19%	56 18%	73 20%	86 20%	28 19%	57 19%	50 20%	68 18%	128 21%	86 18%	42 16%	63 22%	55 22%	26 17%	13 24%	14 15%	177 18%	38 25%	114 19%	65 18%	35 21%	65 21%	150 19%	87 21%	127 18%	134 20%	80 19%			
Net: Very/Fairly unfavourable	558 50%	286 53%	260 47%	50 42%	96 50%	83 46%	99 54%	91 51%	140 54%	145 47%	182 50%	231 53%	64 44%	152 50%	124 50%	198 54%	302 49%	257 52%	148 56%	132 46%	122 48%	76 49%	27 51%	53 56%	492 51%	67 45%	286 48%	186 52%	86 53%	131 43%	427 53%	212 52%	346 49%	341 50%	217 51%			
Net Difference	-344 -31%	-179 -33%	-155 -28%	-29 -24%	-61 -32%	-48 -26%	-62 -34%	-54 -31%	-91 -35%	-89 -29%	-110 -30%	-145 -33%	-36 -25%	-95 -31%	-73 -30%	-130 -35%	-174 -28%	-170 -35%	-106 -40%	-69 -24%	-66 -26%	-50 -32%	-14 -27%	-39 -41%	-315 -33%	-29 -20%	-172 -29%	-121 -34%	-51 -31%	-66 -22%	-278 -34%	-125 -31%	-219 -31%	-207 -30%	-137 -32%			
Mean	-0.58	-0.61	-0.53	-0.51	-0.54	-0.49	-0.68	-0.56	-0.64	-0.53	-0.59	-0.61	-0.49	-0.54	-0.60	-0.64	-0.50	-0.68	-0.76	-0.42	-0.50	-0.56	-0.59	-0.82	-0.62	-0.30	-0.52	-0.64	-0.65	-0.43	-0.64	-0.55	-0.60	-0.55	-0.62			

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country													
		Total	Conservative	Labour	Liberal Democrat	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 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davies	Unfavourable to Davies	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burreham	Unfavourable to Burreham	Favourable to Kahn	Unfavourable to Kahn	Positive impact	Negative impact	
																																															(A)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	230	628	152	464	142	543	339	261	255	482	213	653		
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614		
Very favourable (2)	55	3	3	5	4	23	22	31	9	17	28	12	26	11	22	17	18	30	10	19	26	37	7	55	-	14	22	11	32	15	28	25	10	21	17	15	24	15	22	18	19	14	32	20	23		
Fairly favourable (1)	159	83	24	9	16	54	69	65	48	49	77	38	59	44	63	37	58	73	49	50	70	74	24	159	-	34	52	35	46	40	71	38	38	47	69	29	51	27	66	51	43	41	73	40	81		
Neither favourable nor unfavourable (0)	266	90	59	28	19	108	83	54	108	71	85	59	67	69	77	42	108	60	96	74	89	48	65	-	-	43	63	46	66	40	84	42	49	53	115	31	82	28	100	64	50	44	110	70	124		
Fairly unfavourable (-1)	246	68	79	23	21	102	95	30	181	108	87	54	89	79	68	40	115	24	178	88	101	25	157	-	246	56	69	38	77	90	31	32	119	44	153	31	109	25	225	23	128	75	65	53	118	47	144
Very unfavourable (-2)	313	74	100	12	49	128	116	21	274	114	154	48	170	106	117	61	178	14	278	79	168	12	253	-	313	63	138	29	156	91	134	7	219	61	224	42	177	44	210	105	105	72	174	49	199		
Don't know	72	10	11	-	6	13	15	7	21	16	20	5	8	9	4	9	9	6	25	11	18	4	6	-	-	-	2	4	4	6	7	1	8	8	23	8	2	3	6	7	2	3	9	10	43		
Net: Very/Fairly favourable	214	116	28	14	20	78	91	96	57	66	106	51	84	56	86	53	76	103	59	69	96	111	31	214	-	48	74	46	68	55	99	43	68	87	44	68	28	87	69	62	55	105	60	104			
Net: Very/Fairly unfavourable	558	142	179	35	71	229	210	52	455	222	241	102	260	186	185	101	293	38	456	168	269	37	410	-	558	120	207	67	233	181	224	39	338	105	377	73	286	77	338	179	169	125	293	95	342		
Net Difference	-344	-26	-152	-21	-51	-152	-120	44	-398	-156	-135	-52	-176	-130	-99	-47	-217	65	-397	-99	-173	73	-379	214	-558	-72	-133	-21	-164	-126	-125	23	-290	-37	-290	-29	-212	-35	-251	-110	-108	-71	-188	-36	-238		
Mean	-0.58	-0.19	-0.94	-0.37	-0.88	-0.62	-0.56	0.27	-1.07	-0.71	-0.60	-0.42	-0.78	-0.72	-0.56	-0.47	-0.79	0.40	-1.09	-0.51	-0.70	0.50	-1.24	1.26	-1.56	-0.57	-0.73	-0.24	-0.81	-0.73	-0.57	0.28	-1.15	-0.34	-0.86	-0.38	-0.83	-0.43	-0.84	-0.63	-0.69	-0.58	-0.65	-0.29	-0.72		

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Column Headers (S/N): 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*

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	52 5%	34 6% c	18 3%	4 3%	9 5%	6 3%	8 4%	12 7%	14 5%	13 4%	13 4%	26 6%	5 4%	10 3%	12 5%	22 6%	37 6% R	15 3%	11 4%	14 5%	13 5%	6 4%	6 11% -	3 3% -	46 5%	6 4%	31 5%	14 4%	6 4%	14 5%	38 5%	30 7% g	23 3%	31 5%	21 5%			
Fairly favourable (1)	158 14%	94 17% c	63 11%	16 14%	22 11%	21 11%	32 17%	32 18%	36 14%	38 12%	52 14%	68 16%	21 15%	34 11%	40 16%	57 15%	103 17% R	55 11%	44 17%	29 10%	39 16%	28 18%	8 15% T	10 11% -	135 14%	23 16%	87 15%	43 12%	28 17%	48 16%	110 14%	67 16%	91 13%	106 16%	52 12%			
Neither favourable nor unfavourable (0)	342 31%	158 29% H	182 33% H	44 38% H	69 36% H	65 36% H	51 28% H	42 24% H	70 27%	113 37%	116 32%	113 26%	52 36% O	117 38% OP	64 26%	101 28%	180 33% R	162 32%	85 34%	98 27%	67 29%	45 35%	29 30% -	29 30% -	292 30%	50 32%	189 31%	110 34%	44 27%	105 29%	237 32%	130 30%	213 33%	225 33%	118 27%			
Fairly unfavourable (-1)	179 16%	92 17% D	86 15% D	8 7% D	30 16% D	17 9% D	30 16% D	32 18% DF	62 24% DF	39 13% DF	47 13% DF	94 21% JK	12 8% JK	38 13% M	38 15% MN	74 20% MN	109 17% T	71 14%	50 19%	36 12%	42 17%	25 16%	5 10% -	21 22% -	150 16%	29 17%	98 17%	52 15%	30 18%	38 12%	141 18%	69 17%	110 16%	111 16%	69 16%			
Very unfavourable (-2)	167 15%	99 19% C	67 12% C	12 10% C	18 9% C	20 11% C	40 22% DEF	33 19% DE	43 17% DE	30 10% J	61 17% J	77 17% J	15 10% MN	29 9% MN	52 21% MN	66 18% MN	76 12% Q	91 19%	36 14%	54 19%	35 14%	23 15%	7 12% -	12 13% -	149 16%	17 12%	78 13%	61 17%	28 17%	33 11%	133 17% d	45 11%	122 17% f	94 14%	72 17%			
Don't know	212 19%	60 11% B	144 26% B	33 28% GHI	44 23% GI	52 29% GHI	23 12% GHI	27 15% GHI	34 13% L	77 25% L	75 21% L	61 14% L	40 27% OP	78 25% OP	40 16% OP	47 13% OP	117 19% R	95 20%	39 15%	58 20%	57 22% S	28 18%	9 17% -	21 22% -	190 20%	22 15%	107 18%	77 22%	28 17%	66 22%	147 18% e	67 16%	146 21% g	114 17%	98 23% h			
Net: Very/Fairly favourable	210 19%	127 24% c	80 14%	20 17%	30 16%	26 14%	39 21%	44 25% EF	50 19%	51 16%	66 18%	94 22%	27 18%	44 14% N	52 21% N	79 23% R	140 14% R	70 21%	54 15%	43 21%	52 22%	34 22%	14 26% -	13 13% -	181 19%	29 20%	119 20%	57 16%	34 21%	62 20%	148 18% g	97 24% g	114 16%	137 20%	73 17%			
Net: Very/Fairly unfavourable	346 31%	191 36% c	153 27% c	20 17% c	48 25% c	37 20% c	70 38% DEF	65 37% DEF	105 40% DEF	68 22%	107 29%	170 39% JK	27 18%	67 22% MN	90 36% MN	140 38% MN	184 30% R	162 33%	86 33%	90 31%	77 30%	48 31%	12 22% -	33 34% -	299 31%	47 32%	175 30%	113 32%	58 35%	71 23%	275 34% d	114 28%	232 33%	205 30%	141 33%			
Net Difference	-135 -12%	-64 -12% c	-72 -13% c	* *	-18 -9%	-11 -6%	-31 -17% DEF	-21 -12% DEF	-55 -21% DEF	-18 -6%	-42 -11% J	-76 -17% J	* *	-23 -8% MN	-38 -15% MN	-61 -17% MN	-44 -7% Q	-92 -19%	-32 -12%	-47 -16%	-24 -10%	-14 -9%	2 4%	-20 -21%	-118 -12%	-17 -12%	-56 -10%	-56 -16%	-23 -14%	-9 -3%	-126 -16% e	-17 -4%	-118 -17% f	-68 -10%	-68 -16%			
Mean	-0.28	-0.27	-0.29	-0.10 *	-0.18	-0.20	-0.39	-0.28	-0.37	-0.15	-0.31	-0.33	-0.09 O	-0.18	-0.38	-0.33	-0.16 R	-0.43	-0.25	-0.38	-0.23	-0.24	0.03 T	-0.40 *	-0.29	-0.23	-0.21	-0.37	-0.33 *	-0.12 e	-0.33	-0.10 g	-0.39	-0.23	-0.36			

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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																
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Demos (K)	Unfavourable to Demos (L)	Favourable to Green Party (M)	Unfavourable to Green Party (N)	Unfavourable to Reform UK (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 Cameron (X)	Unfavourable to Cameron (Y)	Favourable to Davies (Z)	Unfavourable to Davies (aa)	Favourable to Rayner (ab)	Unfavourable to Rayner (ac)	Favourable to Cleverly (ad)	Unfavourable to Cleverly (ae)	Favourable to Farage (af)	Unfavourable to Farage (ag)	Favourable to F Farage (ah)	Unfavourable to F Farage (ai)	Favourable to Tice (aj)	Unfavourable to Tice (ak)	Favourable to Anderson (al)	Unfavourable to Anderson (am)	Favourable to Burreham (an)	Unfavourable to Burreham (ao)	Favourable to Kabin (ap)	Unfavourable to Kabin (aq)	Positive impact (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	145	444	225	602	156	464	149	531	319	283	227	517	234	614	
Very favourable (2)	52	5	32	7	5	38	8	7	39	46	3	26	8	25	7	39	8	43	46	2	11	32	15	30	52	-	25	7	45	*	10	37	7	38	7	37	9	38	47	1	43	4	10	38	
Fairly favourable (1)	158	39	63	17	18	92	41	43	104	111	22	57	34	81	26	28	90	36	99	100	32	36	87	32	89	158	-	50	30	110	20	21	90	27	104	23	83	22	102	95	66	52	31	110	
Neither favourable nor unfavourable (0)	342	89	88	34	43	131	115	63	184	127	98	67	82	97	87	58	134	63	189	105	95	61	126	73	143	-	-	44	72	81	75	46	110	69	175	41	117	38	150	93	58	61	133	65	190
Fairly unfavourable (-1)	179	92	38	6	18	62	91	36	105	30	118	24	107	40	78	43	88	48	96	35	116	44	99	37	102	-	179	13	110	21	128	27	82	44	97	31	87	23	102	40	75	24	119	42	91
Very unfavourable (-2)	167	92	19	5	13	52	86	44	97	10	143	10	137	18	117	56	81	40	100	7	150	41	98	36	105	-	167	10	131	3	156	25	101	65	86	42	83	50	94	22	118	12	141	59	67
Don't know	212	40	36	8	19	52	59	15	113	50	67	32	50	59	36	13	56	12	109	38	77	7	69	20	89	-	-	22	21	23	35	7	23	22	103	12	37	9	44	23	16	20	69	27	117
Net: Very/Fairly favourable	210	44	95	24	22	130	48	49	143	156	25	83	43	106	33	35	129	44	142	146	34	47	119	48	120	210	-	74	38	155	20	41	127	35	142	206	270	207	141	142	16	110	56	41	148
Net: Very/Fairly unfavourable	346	184	58	11	31	114	177	81	202	40	261	35	243	58	195	99	168	88	196	32	266	85	197	74	207	-	346	23	241	24	284	52	183	109	183	73	170	73	196	62	193	37	260	101	158
Net Difference	-135	-140	37	13	-9	16	-129	-31	-59	116	-236	48	-200	48	-162	-64	-39	-44	-54	114	-232	-38	-78	-26	-87	210	-346	51	-204	131	-264	-12	-56	-74	-41	-42	-51	-42	-55	81	-177	73	-205	-60	-10
Mean	-0.28	-0.72	0.21	0.22	-0.18	0.01	-0.61	-0.35	-0.22	0.47	-0.98	0.34	-0.89	0.21	-0.86	-0.59	-0.19	-0.39	0.54	-0.96	-0.35	-0.32	-0.24	-0.35	1.25	-1.48	0.46	-0.93	0.66	-1.11	-0.20	-0.28	-0.62	-0.18	-0.53	-0.24	-0.59	-0.22	0.36	-1.10	0.50	-0.76	-0.53	-0.08	

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ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as Minimum Base: 30** Small Base: 100*

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as Minimum Base: 30** Small Base: 100*

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	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)	CDDE (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	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	36 3%	26 5% c	10 2%	7 6%	8 4%	5 3%	5 3%	3 2%	7 3%	15 5%	11 3%	10 2%	7 5%	14 4%	5 2%	10 3%	27 4%	9 2%	6 2%	9 3%	9 3%	5 3%	3 6%	3 3%	35 4%	1 1%	21 4%	11 3%	4 2%	18 6% e	18 2%	13 3%	23 3%	26 4%	10 2%			
Fairly favourable (1)	128 11%	59 11%	68 12%	14 12%	29 15%	18 10%	21 11%	23 13%	23 9%	43 14%	38 10%	46 11%	22 15%	38 12%	27 11%	38 10%	72 12%	56 11%	23 9%	41 14%	25 10%	25 16% s	6 11% *	7 8% *	109 11%	18 12%	68 12%	47 13%	12 7%	39 13%	89 11%	58 14% g	70 10%	90 13% i	38 9%			
Neither favourable nor unfavourable (0)	394 35%	192 36%	197 35%	37 32%	72 38%	78 43%	62 34%	59 33%	86 33%	110 35%	140 38%	145 33%	50 34%	120 39%	84 34%	124 34%	233 38%	161 33%	97 37%	98 34%	94 37%	57 37%	18 33% *	30 31% *	340 35%	54 37%	212 36%	127 36%	55 33%	110 36%	284 35%	152 37%	242 34%	251 37%	144 33%			
Fairly unfavourable (-1)	177 16%	89 17%	85 15%	19 16%	26 14%	17 9%	29 16%	28 16%	57 22% f	45 15%	46 13%	85 20% k	21 14%	39 13%	36 14%	70 19%	97 16%	80 16%	53 20% uv	45 16%	32 12%	17 11%	10 18% *	21 21% *	15% y	144 15%	33 22%	98 17%	48 14%	30 18%	43 14%	134 17%	71 18%	105 15%	108 16%	69 16%		
Very unfavourable (-2)	195 18%	127 24% c	66 12%	8 7%	21 11%	24 13%	43 24% def	40 23% def	59 23% def	29 9%	67 19% j	99 23% j	10 7%	37 12%	54 22% mn	87 24% mn	91 15% q	104 21% q	44 17%	49 17%	45 18%	31 20%	10 19% *	16 16% *	174 18%	21 14%	96 16%	65 18%	34 21%	39 13%	156 19% d	58 14% f	137 19% f	117 17%	77 18%			
Don't know	182 16%	42 8%	133 24% b	33 28% ghi	35 18% i	38 21% gi	23 13% gi	24 14%	28 11%	68 17% l	61 17%	52 12%	37 25% op	59 19% p	40 16%	38 10%	103 17%	79 16%	39 15%	47 16%	49 19%	20 13%	7 13% *	19 20% *	161 17%	21 14%	94 16%	59 16%	29 18%	56 18% e	126 16% e	55 13%	127 18%	90 13%	92 21% h			
Net: Very/Fairly favourable	164 15%	85 16%	77 14%	21 18%	37 19%	23 13%	26 14%	26 15%	30 12%	58 19% l	49 13%	57 13%	28 20%	51 17%	32 13%	48 13%	98 16%	65 13%	30 11%	51 18%	34 13%	29 19% s	9 17% *	11 11% *	144 15%	20 13%	90 15%	58 16%	16 10%	57 19% e	107 13%	70 17%	93 13%	116 17% i	48 11%			
Net: Very/Fairly unfavourable	372 33%	216 40% c	151 27%	27 23%	47 24%	41 23%	72 39% def	68 38% def	116 45% def	74 24%	114 31% k	184 42% k	31 21%	76 25% mn	90 37% mn	157 43% mn	188 30% q	184 38% q	97 37%	94 32%	76 30%	48 31%	20 37% *	36 38% *	318 33%	53 36%	194 33%	113 32%	64 39%	82 27% d	290 36% d	129 32%	242 34%	225 33%	146 34%			
Net Difference	-208 -19%	-131 -24%	-74 -13%	-6 -5%	-10 -5%	-18 -10%	-46 -25% def	-42 -24% def	-86 -33% def	-16 -5%	-65 -18%	-128 -29% k	-2 -2%	-25 -8% op	-58 -23% op	-109 -30% op	-89 -14% q	-119 -24% q	-68 -26%	-43 -15%	-43 -17%	-18 -12%	-10 -19%	-26 -27%	-174 -18%	-34 -23%	-105 -18%	-55 -15%	-48 -29% e	-25 -8% e	-183 -23% e	-59 -15% e	-149 -21% e	-109 -16% e	-99 -23% e			
Mean	-0.39	-0.47	-0.31 b	-0.09 ghi*	-0.14 ghi	-0.26 ghi	-0.53	-0.51	-0.59	-0.12 kl	-0.40	-0.56	-0.05 op	-0.19 op	-0.52	-0.57	-0.30 r	-0.52	-0.47	-0.34	-0.39	-0.33	-0.37 *	-0.49 *	-0.39	-0.42	-0.36	-0.37	-0.58	-0.18 e	-0.47	-0.30 g	-0.45	-0.34	-0.49			

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country					
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (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 UK, not to Sunak (Q)	Unfavourable to UK, not to Sunak (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Hunt (U)	Unfavourable to Hunt (V)	Favourable to Cameron (W)	Unfavourable to Cameron (X)	Favourable to Reeves (Y)	Unfavourable to Reeves (Z)	Favourable to Daavay (aa)	Unfavourable to Daavay (ab)	Favourable to Doney (ac)	Unfavourable to Doney (ad)	Favourable to Rayner (ae)	Unfavourable to Rayner (af)	Favourable to Cleverly (ag)	Unfavourable to Cleverly (ah)	Favourable to Farage (ai)	Unfavourable to Farage (aj)	Favourable to Tice (ak)	Unfavourable to Tice (al)	Favourable to Anderson (am)	Unfavourable to Anderson (an)	Favourable to Burreham (ao)	Unfavourable to Burreham (ap)	Favourable to Burnham (aq)	Unfavourable to Burnham (ar)	Favourable to Kabin (as)	Unfavourable to Kabin (at)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653		
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614		
Very favourable (2)	36	5	11	12	3	5	11	18	21	9	24	2	13	10	10	22	11	20	18	8	9	18	11	14	20	3	36	-	21	5	11	13	11	18	11	19	11	18	20	7	19	7	10	22			
Fairly favourable (1)	128	29	50	18	13	75	27	30	76	74	27	91	12	73	12	23	59	30	70	72	28	36	62	36	53	54	20	128	-	75	30	28	57	34	76	22	61	17	72	67	15	50	36	27	81		
Neither favourable nor unfavourable (0)	394	109	115	34	47	182	115	68	228	166	110	73	70	134	72	57	174	61	231	145	114	64	157	81	186	87	70	-	-	132	87	44	153	56	221	36	149	30	197	147	50	102	138	63	241		
Fairly unfavourable (-1)	177	73	50	4	19	63	80	40	102	55	93	8	120	34	88	26	107	50	94	40	100	44	94	29	99	28	92	-	177	25	93	23	90	37	109	27	99	25	107	40	66	24	109	48	88		
Very unfavourable (-2)	195	111	18	6	19	44	120	39	127	15	157	3	181	21	148	77	82	41	127	13	160	34	127	39	134	10	150	-	195	13	169	34	113	81	89	52	94	60	100	23	132	14	174	69	70		
Don't know	182	31	34	4	15	44	51	19	91	44	55	17	33	45	23	12	41	13	94	33	62	14	54	19	73	12	11	-	-	16	28	6	19	15	88	8	21	7	37	21	14	18	54	18	112		
Net: Very/Fairly favourable	164	34	60	29	16	94	33	41	94	95	36	115	86	22	33	82	41	90	90	36	44	80	46	67	74	74	23	164	-	97	35	39	69	45	95	33	81	28	90	87	21	69	43	37	103		
Net: Very/Fairly unfavourable	372	184	67	10	38	107	199	80	228	69	250	11	300	54	236	103	189	91	221	53	260	78	221	68	233	38	241	-	372	38	264	57	202	118	198	79	193	85	207	64	198	38	282	117	158		
Net Difference	-208	-150	-7	19	-22	-13	-167	-39	-134	26	-214	104	-286	32	-214	-69	-107	-50	-131	37	-224	-34	-142	-22	-166	37	-218	164	-372	59	-229	-18	-133	-73	-103	-46	-113	-57	-117	23	-176	32	-239	-79	-55		
Mean	-0.39	-0.78	-0.06	0.33	-0.38	-0.10	-0.81	-0.36	-0.44	0.10	-0.91	0.63	-1.21	0.09	-1.07	-0.71	-0.37	-0.41	-0.44	0.15	-0.92	-0.32	-0.55	-0.26	-0.59	0.24	-1.09	1.22	-1.52	0.25	-1.02	-0.30	-0.55	-0.65	-0.34	-0.59	0.07	-1.12	0.18	-0.88	-0.64	-0.21					

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Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av
Minimum Base: 30** Small Base: 100*

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		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	Graduate	Non-graduate	Working	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	24 2%	16 3%	7 1%	3 2%	4 2%	6 4%	3 2%	4 2%	3 1%	7 2%	10 3%	7 2%	4 3%	7 2%	6 2%	7 2%	15 2%	9 2%	4 2%	10 3%	3 1%	3 2%	2 3%	1 2%	20 2%	3 2%	15 3%	8 2%	1 *	8 3%	15 2%	13 3%	11 2%	13 2%	11 3%			
Fairly favourable (1)	122 11%	69 13%	53 9%	13 11%	25 13%	16 9%	13 7%	25 14%	30 12%	38 12%	29 8%	55 13%	19 13%	35 11%	15 6%	44 12%	67 11%	55 11%	18 7%	30 10%	35 14%	23 15%	5 9%	11 11%	108 10%	14 11%	67 11%	34 10%	21 13%	39 13%	83 10%	43 11%	79 11%	75 11%	47 11%			
Neither favourable nor unfavourable (0)	322 29%	144 27%	176 32%	29 24%	61 32%	48 27%	56 31%	52 29%	76 29%	90 29%	104 29%	128 29%	35 24%	88 29%	76 31%	113 30%	185 30%	137 28%	83 32%	91 31%	76 30%	42 27%	13 24%	17 17%	270 28%	53 35%	192 33%	90 25%	40 24%	97 32%	225 28%	120 30%	202 29%	222 33%	100 23%			
Fairly unfavourable (-1)	210 19%	113 21%	95 17%	20 17%	32 17%	36 20%	30 16%	35 20%	57 22%	52 17%	66 18%	91 21%	23 16%	58 19%	43 17%	83 23%	115 19%	94 19%	56 21%	51 18%	40 16%	33 22%	14 16%	16 19%	181 20%	29 19%	109 19%	67 19%	33 20%	56 18%	154 19%	76 19%	134 19%	120 18%	90 21%			
Very unfavourable (-2)	234 21%	136 25%	93 17%	19 16%	29 15%	29 16%	54 29%	38 22%	64 25%	48 16%	83 23%	103 23%	22 15%	52 17%	65 26%	81 22%	129 21%	105 21%	59 23%	47 16%	53 21%	29 19%	13 23%	32 33%	210 22%	24 16%	110 19%	84 24%	40 24%	46 15%	188 23%	102 25%	132 19%	145 21%	88 21%			
Don't know	200 18%	57 11%	134 24%	35 30%	40 21%	44 24%	27 15%	24 14%	29 11%	75 24%	71 20%	54 12%	42 29%	66 22%	42 17%	41 11%	111 18%	89 18%	43 16%	60 21%	47 18%	23 15%	7 14%	20 21%	175 18%	25 17%	96 16%	73 20%	30 18%	59 19%	141 17%	53 13%	146 21%	106 16%	93 22%			
Net: Very/Fairly favourable	146 13%	85 16%	60 11%	16 13%	29 15%	22 12%	17 9%	29 16%	33 13%	45 14%	39 11%	62 14%	23 16%	42 14%	21 9%	50 14%	81 13%	64 13%	22 8%	40 14%	38 15%	26 17%	6 12%	12 13%	128 13%	18 12%	82 14%	42 12%	21 13%	47 16%	98 12%	56 14%	90 13%	88 13%	58 13%			
Net: Very/Fairly unfavourable	444 40%	249 47%	188 34%	39 33%	62 32%	65 36%	84 46%	73 41%	121 46%	100 32%	149 41%	194 44%	45 31%	110 36%	107 42%	164 45%	244 39%	199 41%	115 44%	98 34%	93 37%	63 41%	27 50%	47 49%	390 41%	53 36%	219 37%	152 42%	73 45%	102 33%	342 42%	178 44%	266 38%	265 39%	179 42%			
Net Difference	-298 -27%	-164 -31%	-129 -23%	-23 -19%	-33 -17%	-43 -24%	-67 -36%	-45 -25%	-87 -34%	-56 -18%	-110 -30%	-132 -30%	-22 -15%	-67 -22%	-86 -35%	-113 -31%	-163 -26%	-135 -28%	-93 -35%	-58 -20%	-55 -22%	-37 -24%	-21 -38%	-35 -36%	-262 -27%	-36 -24%	-137 -23%	-109 -31%	-52 -32%	-54 -18%	-244 -30%	-122 -30%	-176 -25%	-177 -26%	-121 -28%			
Mean	-0.56	-0.60	-0.51	-0.47	-0.39	-0.48	-0.75	-0.52	-0.64	-0.42	-0.62	-0.59	-0.39	-0.47	-0.71	-0.57	-0.54	-0.58	-0.67	-0.41	-0.51	-0.48	-0.68	-0.85	-0.57	-0.46	-0.47	-0.65	-0.68	-0.37	-0.63	-0.60	-0.53	-0.54	-0.59			

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

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

Public
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											
		Conservative		Labour		Liberal Democrat		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 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Daisy	Unfavourable to Daisy	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burreham	Unfavourable to Burreham	Favourable to Kabin	Unfavourable to Kabin	Positive impact	Negative impact
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)																																				
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	145	446	225	602	156	444	149	531	319	283	227	517	234	614	
Very favourable (2)	24	13	2	3	2	6	12	2	15	3	9	11	7	14	8	13	8	10	18	3	12	10	2	18	3	9	10	9	12	10	12	24	-	9	9	11	6	14	7	10	8	9	11	16	3
Fairly favourable (1)	122	69	24	7	11	44	60	66	31	40	64	30	47	32	57	44	37	61	21	42	58	62	23	45	36	31	42	30	45	36	61	122	-	50	39	34	34	24	39	35	37	23	67	54	43
Neither favourable nor unfavourable (0)	322	157	57	19	20	125	126	84	125	91	137	57	113	76	92	63	108	87	130	72	131	66	96	80	108	35	99	40	92	56	132	-	-	80	139	53	86	45	123	79	75	50	161	81	152
Fairly unfavourable (-1)	210	51	67	17	24	87	75	17	162	90	78	46	85	65	78	43	113	18	154	84	82	25	135	39	127	53	80	31	85	68	80	-	210	44	126	27	112	25	137	74	66	38	107	32	126
Very unfavourable (-2)	234	37	93	19	39	115	71	8	216	99	103	42	119	81	84	33	176	9	218	74	121	9	213	9	211	74	103	38	117	97	98	-	234	33	193	19	180	24	186	100	77	71	109	29	174
Don't know	200	31	33	12	20	50	56	17	105	46	59	33	41	58	29	14	42	15	100	38	69	18	45	24	73	7	12	16	20	16	31	-	-	20	96	12	26	8	39	21	19	25	63	22	115
Net: Very/Fairly favourable	146	82	26	10	13	50	72	82	34	49	75	38	61	39	70	52	47	79	53	68	82	24	63	39	41	52	39	57	46	146	-	58	47	45	40	47	46	45	42	77	70	46	76		
Net: Very/Fairly unfavourable	444	87	160	36	63	202	146	26	377	189	181	88	204	147	162	75	289	27	372	158	203	34	347	48	338	127	183	69	202	165	178	-	444	77	320	46	291	49	323	175	144	109	215	62	300
Net Difference	-298	-5	-134	-26	-50	-153	-74	57	-343	-140	-106	-51	-143	-107	-92	-23	-242	53	-339	-105	-135	47	-323	15	-299	-86	-130	-30	-145	-119	-104	146	-444	-18	-273	-1	-251	-2	-277	-130	-99	-67	-138	8	-254
Mean	-0.56	-0.09	-0.92	-0.65	-0.92	-0.69	-0.39	0.34	-1.04	-0.70	-0.50	-0.47	-0.66	-0.69	-0.50	-0.25	-0.92	0.32	-1.03	-0.59	-0.61	0.32	-1.14	0.12	-1.04	-0.75	-0.67	-0.40	-0.71	-0.77	-0.49	1.16	-1.53	-0.20	-0.90	-0.06	-1.02	-0.09	-0.93	-0.74	-0.64	-0.64	-0.52	-0.02	-0.85

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Column Headers (S/N): 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*

Column Headers (S/N): 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*

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, 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	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	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	93 8%	68 13% c	25 4%	9 8%	14 7%	8 4%	18 10%	18 10%	26 10%	23 7%	26 7%	45 10%	11 7%	19 6%	21 9%	42 11% N	39 6%	54 11% Q	24 9%	34 12% U	15 6%	8 5%	7 13% *	6 6% *	80 8%	13 9%	56 9%	25 7%	12 8%	27 9%	66 8%	23 6%	70 10% f	57 8%	37 9%			
Fairly favourable (1)	141 13%	77 14%	64 11%	14 12%	23 12%	23 13%	22 12%	23 13%	36 14%	38 12%	44 12%	59 14%	20 14%	31 10%	34 14%	45 12%	72 12%	69 14%	38 15% X	40 14%	31 12%	22 14%	4 8% *	5 5% *	126 13%	16 10%	77 13%	43 12%	22 13%	46 15%	96 12%	51 12%	90 13%	87 13%	55 13%			
Neither favourable nor unfavourable (0)	199 18%	95 18%	104 19%	23 20%	39 20%	36 20%	29 16%	31 18%	40 15%	63 20%	65 18%	71 16%	25 17%	67 22%	39 16%	63 17%	89 14%	110 23% Q	43 16%	53 18%	48 19%	32 21%	7 13% *	17 18% *	170 18%	29 19%	110 19%	61 17%	28 19%	67 22% e	131 15%	63 15%	136 17%	139 17%	60 14%			
Fairly unfavourable (-1)	182 16%	83 15%	96 17%	17 14%	41 22% F	22 12%	30 16%	27 15%	45 17%	58 19%	52 14%	72 16%	25 17%	50 16%	38 16%	61 17%	112 18%	70 14%	51 19%	42 14%	44 17%	26 17%	7 13% *	12 18% *	159 17%	23 15%	103 17%	55 15%	24 14%	46 15% e	136 17%	62 15%	119 17%	110 16%	72 17%			
Very unfavourable (-2)	420 38%	187 35%	224 40%	40 34%	58 30%	76 42% E	75 41% E	75 42% E	98 38%	97 31%	151 41% J	173 39% J	47 32%	114 37%	99 40%	140 38%	278 45% R	142 29%	95 36%	96 33%	102 40%	59 38%	26 48% *	43 45% *	357 37%	63 43%	205 35%	143 40%	72 44%	91 30% d	330 41% d	189 46% g	232 33%	256 38%	165 38%			
Don't know	76 7%	26 5%	46 8% B	14 12% H	16 8% H	16 9% H	11 6% H	4 2% H	14 5%	31 10% L	27 7%	18 4%	19 13% OP	25 8%	15 6%	17 5%	32 5% Q	43 9% Q	14 5%	25 9%	14 6%	7 5%	3 5% *	12 13% S*	70 7%	5 4%	40 7%	30 8%	6 4%	28 9%	48 6% e	19 5% f	56 8% f	33 5%	42 10% h			
Net: Very/Fairly favourable	235 21%	144 27% c	88 16%	23 20%	37 20%	31 17%	39 21%	41 23%	63 24%	61 20%	70 19%	104 24%	31 21%	50 16%	55 22%	86 24% N	111 18%	123 25% Q	62 24% X	74 25% X	46 18%	30 20%	11 21% *	11 12% *	206 21%	28 19%	132 22%	68 21%	34 24%	73 20%	162 20%	74 18%	160 23%	143 21%	91 21%			
Net: Very/Fairly unfavourable	602 54%	270 50%	320 57% B	57 48%	99 52%	97 54%	105 57%	102 57%	143 55%	155 50%	202 56%	244 56%	71 49%	164 54%	137 55%	201 55%	390 63% R	212 43%	145 55%	138 48%	146 58% T	85 55%	33 60% *	56 58% *	516 54%	86 58%	308 52%	198 56%	95 58%	137 45%	466 58% g	251 62%	351 50%	365 54%	237 55%			
Net Difference	-367 -33%	-125 -23% c	-232 -42% B	-33 -28%	-61 -32%	-67 -37%	-65 -36%	-61 -34%	-80 -31%	-95 -31%	-132 -36%	-141 -32%	-40 -27%	-114 -37%	-82 -33%	-115 -31%	-279 -45% R	-89 -18%	-83 -32%	-64 -22%	-101 -40%	-54 -35%	-21 -39%	-44 -46%	-310 -32%	-57 -39%	-176 -30%	-130 -37%	-61 -37%	-64 -21% e	-304 -38% e	-177 -43% g	-191 -27% f	-222 -33%	-145 -34%			
Mean	-0.67	-0.48 c	-0.84	-0.62	-0.60	-0.82	-0.71	-0.67	-0.62	-0.61	-0.76	-0.64	-0.60	-0.75	-0.69	-0.61	-0.88	-0.40 Q	-0.62	-0.48 UX	-0.79	-0.71	-0.77 *	-0.97 *	-0.66	-0.75	-0.59	-0.76	-0.76	-0.46 e	-0.75	-0.88	-0.54 f	-0.65	-0.70			

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

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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	General Election 2019 Vote														Referendum 2016 vote														Favourable to parties														Favourable to politicians														Opinion of Brexit's impact on the country			
		Conservative				Labour				Liberal Democrat				Other		Remain	Leave	Favourable to Conservatives				Favourable to Labour				Favourable to Liberal Democrats				Favourable to Green Party		Favourable to Reform UK		Favourable to Sunak		Favourable to Starmer		Favourable to Hunt		Favourable to Cameron		Favourable to Reeves		Favourable to Davies		Favourable to Cleverly		Favourable to Farage		Favourable to Tice		Favourable to Anderson		Favourable to Burreham		Favourable to Burham		Favourable to Kahn		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)													
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	230	628	152	464	142	543	339	261	255	482	213	653																
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614																
Very favourable (2)	93	51	9	1	15	11	70	38	42	15	63	12	66	17	55	78	5	26	52	14	61	24	39	20	46	15	43	18	50	17	56	23	30	93	-	69	5	67	12	22	38	12	74	61	16																
Fairly favourable (1)	141	75	23	4	16	21	84	42	65	38	81	21	74	36	61	66	16	46	65	39	75	41	54	48	60	20	66	27	63	31	82	35	47	141	-	47	20	41	32	36	59	20	94	60	35																
Neither favourable nor unfavourable (0)	199	80	28	10	15	41	86	59	60	45	72	24	59	29	67	28	34	50	64	42	70	44	36	52	63	32	47	18	49	28	69	35	40	-	-	24	34	22	53	40	42	28	89	50	67																
Fairly unfavourable (-1)	182	66	49	19	15	80	63	32	109	60	83	45	60	56	51	23	86	34	112	47	89	36	77	30	86	28	57	20	55	52	69	28	62	-	182	8	74	9	100	48	53	25	91	29	110																
Very unfavourable (-2)	420	77	162	42	49	251	82	34	345	203	141	101	151	172	110	8	337	45	323	166	167	51	293	57	290	113	126	75	143	148	131	20	258	-	420	7	303	8	329	168	87	137	160	28	345																
Don't know	76	9	6	1	5	13	14	8	21	14	11	4	9	10	9	1	9	5	19	14	10	3	12	7	13	3	7	6	5	7	5	7	-	-	1	8	2	4	6	4	5	10	6	40																	
Net: Very/Fairly favourable	235	126	32	5	32	42	154	76	106	53	144	43	140	53	115	144	21	73	117	53	137	65	94	68	105	35	109	45	118	49	139	58	77	235	-	116	25	108	45	58	97	31	168	122	51																
Net: Very/Fairly unfavourable	602	143	211	61	64	331	145	66	455	263	224	145	211	227	161	32	422	80	435	166	256	87	370	87	377	142	183	95	198	201	200	47	320	-	602	15	377	17	429	216	140	162	251	56	456																
Net Difference	-367	-17	-179	-57	-33	-289	9	10	-349	-210	-79	-103	-71	-174	-46	113	-401	-7	-318	-159	-119	-22	-277	-19	-271	-107	-74	-49	-80	-152	-61	11	-243	235	-602	101	-352	91	-384	-158	-43	-131	-83	65	-405																
Mean	-0.67	-0.13	-1.23	-1.28	-0.60	-1.28	-0.01	0.05	-1.05	-0.36	-0.90	-0.38	-1.06	-0.30	0.89	-1.53	-0.13	-0.96	-1.01	-0.49	-0.25	-1.06	-0.27	-0.95	-0.46	-0.68	-0.46	-0.68	-1.02	-0.33	0.10	-1.08	1.40	-1.70	1.05	-1.49	1.02	-1.33	-0.97	-0.33	-1.16	-0.33	0.43	-1.28																	

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Column Headers (S/N): 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*

Column Headers (S/N): 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*

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	58 5%	43 8%	16 3%	8 7%	9 5%	4 2%	8 4%	11 6%	18 7%	17 6%	12 3%	29 7%	13 9%	7 2%	12 5%	24 6%	23 4%	36 7%	17 6%	21 7%	11 4%	5 3%	2 3%	4 4%	55 6%	4 2%	30 5%	21 6%	7 4%	12 4%	46 6%	19 5%	40 6%	32 5%	26 6%			
Fairly favourable (1)	98 9%	55 10%	41 7%	12 10%	14 7%	20 11%	12 7%	20 11%	20 8%	26 8%	32 9%	40 9%	13 9%	27 9%	20 8%	35 9%	51 8%	46 9%	23 9%	23 8%	25 10%	13 8%	6 12%	7 8%	81 8%	17 12%	62 11%	23 6%	13 8%	36 12%	61 8%	32 8%	65 9%	62 9%	35 8%			
Neither favourable nor unfavourable (0)	270 24%	115 22%	153 27%	24 20%	53 28%	48 27%	40 22%	36 20%	68 26%	77 25%	88 24%	105 24%	31 21%	84 27%	53 21%	92 25%	145 23%	125 26%	86 22%	70 24%	46 18%	43 28%	9 18%	14 14%	237 25%	33 22%	160 27%	74 21%	36 27%	82 23%	188 22%	90 26%	180 26%	174 26%	96 22%			
Fairly unfavourable (-1)	142 13%	76 14%	65 12%	14 12%	31 16%	16 9%	25 13%	20 11%	36 14%	46 15%	41 11%	56 13%	19 13%	41 13%	29 12%	48 13%	79 13%	63 13%	26 10%	37 13%	34 13%	23 15%	9 16%	14 14%	117 12%	25 17%	88 15%	37 10%	17 10%	43 14%	98 12%	59 15%	83 12%	96 14%	46 11%			
Very unfavourable (-2)	303 27%	171 32%	127 23%	25 21%	45 24%	43 24%	61 33%	55 31%	74 28%	70 23%	104 29%	128 29%	31 21%	75 24%	77 31%	105 29%	186 30%	117 24%	57 22%	75 26%	76 30%	43 28%	16 30%	36 37%	263 27%	40 27%	133 23%	114 32%	56 34%	60 20%	242 30%	135 33%	167 24%	187 27%	116 27%			
Don't know	241 22%	75 14%	156 28%	34 29%	38 20%	50 28%	38 21%	36 20%	43 17%	73 24%	88 24%	80 18%	39 26%	73 24%	56 23%	65 18%	138 22%	103 21%	54 20%	64 22%	61 24%	28 18%	11 21%	22 23%	211 22%	29 20%	117 20%	89 25%	35 22%	70 23%	171 21%	72 18%	169 24%	130 19%	111 26%			
Net: Very/Fairly favourable	156 14%	98 18%	57 10%	20 17%	23 12%	23 13%	20 11%	31 17%	38 15%	43 14%	43 12%	69 16%	26 18%	33 11%	32 13%	58 16%	74 12%	82 17%	40 15%	44 15%	36 14%	18 11%	8 15%	11 11%	135 14%	21 14%	93 16%	44 12%	20 12%	49 16%	107 13%	51 13%	105 15%	95 14%	61 14%			
Net: Very/Fairly unfavourable	444 40%	247 46%	192 34%	39 33%	76 40%	59 33%	86 47%	74 42%	110 42%	116 37%	145 40%	184 42%	50 34%	116 38%	106 43%	153 42%	265 43%	179 37%	84 32%	111 38%	110 43%	66 43%	25 46%	50 52%	379 39%	65 44%	221 37%	151 42%	73 44%	104 34%	341 42%	194 48%	250 36%	283 41%	162 38%			
Net Difference	-288 -26%	-149 -28%	-135 -24%	-19 -16%	-53 -28%	-36 -20%	-66 -36%	-43 -24%	-71 -27%	-72 -23%	-102 -28%	-114 -26%	-24 -16%	-82 -27%	-75 -30%	-94 -26%	-191 -31%	-97 -20%	-44 -16%	-67 -23%	-74 -29%	-48 -31%	-17 -31%	-39 -40%	-244 -25%	-45 -30%	-128 -22%	-107 -30%	-53 -32%	-55 -18%	-233 -29%	-143 -35%	-145 -21%	-188 -28%	-101 -23%			
Mean	-0.61	-0.60	-0.61	-0.43 g*	-0.58	-0.58	-0.81	-0.61	-0.59	-0.53	-0.70	-0.60	-0.39 o	-0.65	-0.74	-0.58	-0.73	-0.46 q	-0.40 ux	-0.54 x	-0.72	-0.68	-0.74 *	-0.96 *	-0.60	-0.68	-0.49 bc	-0.74	-0.80 *	-0.44 e	-0.68	-0.78	-0.51 f	-0.62	-0.60			

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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							
		Conservative				Labour				Liberal Democrat				Other				Remain	Leave	Favourable to Conservatives				Favourable to Labour				Favourable to Liberal Democrats				Favourable to Green Party				Favourable to Reform UK				Favourable to Sunak				Favourable to Starmer				Favourable to Hunt				Favourable to Cameron				Favourable to Reeves				Favourable to Davey				Favourable to Tice				Favourable to Anderson	Favourable to Burreham	Favourable to Burnham	Favourable to Kahn	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)																									
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653																												
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614																												
Very favourable (2)	58	30	7	2	11	5	43	24	29	12	41	10	40	30	35	53	3	20	30	10	39	15	25	14	32	14	29	14	35	16	35	22	20	47	5	58	-	51	5	17	26	10	43	39	9																												
5%	8%	3%	2%	10%	1%	11%	11%	5%	3%	9%	5%	9%	2%	10%	10%	26%	1%	10%	5%	2%	8%	8%	5%	7%	6%	6%	8%	9%	6%	8%	15%	5%	20%	1%	27%	-	24%	1%	5%	9%	5%	9%	17%	1%																													
Fairly favourable (1)	98	52	15	2	16	21	60	31	40	21	58	19	53	24	44	72	8	22	49	30	56	31	31	30	41	17	44	19	44	23	53	23	26	69	10	98	-	48	17	28	39	14	65	49	20																												
9%	14%	5%	2%	14%	5%	15%	15%	6%	6%	13%	9%	13%	7%	12%	12%	35%	2%	11%	8%	6%	12%	15%	6%	14%	7%	8%	13%	11%	12%	8%	13%	16%	6%	30%	2%	63%	-	32%	3%	9%	14%	6%	13%	21%	3%																												
Neither favourable nor unfavourable (0)	270	102	54	15	23	83	112	67	116	83	99	56	81	61	61	79	50	50	57	130	72	95	56	79	58	109	46	66	27	62	64	81	47	67	63	94	-	-	34	79	65	63	45	129	66	116																											
24%	29%	19%	20%	20%	20%	28%	28%	32%	18%	22%	22%	26%	19%	19%	23%	24%	10%	27%	20%	23%	20%	28%	15%	27%	19%	22%	19%	16%	17%	23%	19%	32%	15%	27%	27%	16%	-	-	23%	15%	20%	22%	20%	25%	28%	19%																											
Fairly unfavourable (-1)	142	56	36	15	13	56	53	32	81	50	57	29	60	45	49	14	83	39	70	40	67	25	74	31	69	21	53	22	64	31	67	21	68	17	93	-	142	6	91	38	41	23	80	30	80																												
13%	16%	13%	19%	13%	13%	13%	15%	13%	13%	13%	13%	14%	14%	14%	14%	7%	17%	19%	11%	12%	14%	13%	14%	14%	12%	10%	15%	14%	17%	11%	16%	14%	15%	7%	15%	-	32%	4%	17%	12%	15%	10%	15%	13%	13%	13%																											
Very unfavourable (-2)	303	54	124	32	42	195	56	26	250	141	108	73	129	117	93	7	283	34	244	122	124	41	224	43	218	99	118	58	130	124	124	111	20	223	8	284	-	303	4	286	132	86	106	113	22	254																											
27%	15%	45%	42%	36%	46%	14%	13%	39%	38%	24%	34%	31%	37%	26%	3%	58%	16%	16%	38%	38%	26%	21%	44%	20%	39%	47%	34%	36%	35%	44%	27%	13%	13%	47%	20%	47%	-	68%	3%	54%	41%	41%	30%	47%	22%	9%	41%																										
Don't know	241	64	42	12	10	66	74	28	125	68	88	30	56	63	53	9	60	35	112	57	91	32	79	38	90	14	36	24	37	25	68	13	39	30	116	-	-	7	54	40	28	28	87	27	134																												
22%	18%	15%	15%	9%	15%	19%	14%	19%	18%	19%	14%	13%	13%	20%	15%	4%	12%	17%	18%	18%	19%	16%	15%	18%	16%	16%	10%	15%	10%	9%	16%	9%	16%	9%	13%	19%	-	-	5%	10%	13%	10%	12%	17%	12%	22%	1%																										
Net: Very/Fairly favourable	156	81	22	3	27	26	102	54	69	33	100	29	93	34	78	125	11	43	79	31	95	46	56	44	73	31	73	33	79	39	88	45	46	156	-	-	99	22	45	65	24	107	88	29																													
14%	23%	8%	4%	23%	6%	26%	26%	11%	9%	22%	13%	22%	11%	22%	61%	2%	21%	13%	10%	20%	23%	11%	21%	13%	15%	21%	20%	21%	14%	21%	31%	10%	50%	3%	100%	-	66%	4%	14%	23%	11%	101	11%	38%	5%																												
Net: Very/Fairly unfavourable	444	109	160	47	55	251	110	59	331	191	165	102	188	162	141	21	366	72	314	162	192	66	298	74	286	120	170	81	193	155	178	40	291	25	377	-	444	10	377	170	127	129	193	53	334																												
40%	31%	58%	61%	48%	59%	28%	28%	52%	51%	37%	47%	45%	51%	40%	10%	75%	35%	49%	50%	41%	33%	58%	58%	35%	51%	57%	49%	49%	52%	55%	43%	28%	66%	11%	63%	-	100%	6%	71%	53%	45%	57%	37%	22%	54%																												
Net Difference	-288	-28	-138	-44	-28	-225	-7	-4	-261	-157	-65	-73	-95	-127	-63	104	-355	-30	-235	-131	-97	-20	-242	-30	-213	-89	-98	-48	-115	-116	-91	5	-245	91	-362	156	-444	89	-355	-125	-62	-105	-86	35	-305																												
-26%	-8%	-50%	-57%	-24%	-53%	-2%	-2%	-41%	-42%	-14%	-34%	-23%	-40%	-18%	-18%	51%	-73%	-14%	-37%	-41%	-20%	-10%	-47%	-14%	-38%	-42%	-28%	-29%	-31%	-41%	-22%	4%	-55%	39%	-60%	100%	-100%	60%	-67%	-39%	-22%	-46%	-17%	15%	-50%																												
Mean	-0.61	-0.18	-1.08	-1.13	-0.56	-1.15	-0.06	-0.04	-0.93	-0.93	-0.36	-0.73	-0.51	-0.91	-0.41	0.77	-1.49	-0.25	-0.86	-0.92	-0.48	-0.27	-1.02	-0.34	-0.85	-0.89	-0.60	-0.66	-0.63	-0.87	-0.48	0.06	-1.11	0.64	-1.32	1.37	-1.68	0.95	-1.33	-0.86	-0.48	-1.01	-0.36	0.25	-1.15																												

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Column Headers (S/N): 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*

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Lee Anderson, former Conservative MP and now Reform UK MP
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	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	59 5%	40 8% c	18 3%	7 6%	6 3%	5 3%	10 6%	11 6%	19 7%	13 4%	15 4%	30 7%	12 8% n	5 2%	14 6% n	28 8% n	22 3%	37 8% q	16 6%	20 7%	8 3%	9 6%	2 5% -	3 3% -	52 5%	7 5%	36 6%	18 5%	5 3%	8 3%	50 6% d	17 4%	41 6%	36 5%	23 5%			
Fairly favourable (1)	91 8%	50 9%	41 7%	7 6%	20 10%	15 8%	15 8%	15 9%	19 7%	27 9%	30 8%	35 8%	10 7%	26 9%	22 9%	27 7%	39 6%	51 11% q	29 11%	24 8%	19 7%	11 7%	4 7% -	4 4% -	82 8%	9 6%	56 9%	26 7%	9 6%	30 10%	61 8%	29 7%	62 9%	60 9%	31 7%			
Neither favourable nor unfavourable (0)	233 21%	115 22%	116 21%	25 21%	48 25%	47 26% gh	32 17%	31 17%	51 20%	73 23%	79 22%	81 19%	30 21%	81 27% o	42 17%	73 20%	125 20%	108 22%	60 23%	64 22%	48 19%	36 23%	9 17% -	16 17% -	206 21%	27 18%	136 23%	68 19%	28 18%	84 28% e	149 18%	90 22%	143 20%	153 22%	80 19%			
Fairly unfavourable (-1)	173 16%	90 17%	82 15%	18 15%	43 22% h	22 12%	29 16%	31 17%	32 12%	60 19%	50 14%	63 14%	23 16%	55 18%	36 15%	51 14%	106 17%	67 14%	40 15%	38 13%	40 16%	29 19%	9 17% -	16 17% -	139 14%	34 23% y	92 16%	55 16%	26 16%	48 16%	125 16%	60 15%	114 16%	117 17%	56 13%			
Very unfavourable (-2)	358 32%	183 34%	169 30%	28 24%	46 24%	52 29%	69 38% de	62 35% de	101 39% de	74 24%	121 33% j	163 37% j	36 25%	82 27% mn	86 35% mn	133 36% mn	224 36% r	134 27%	81 31%	90 31%	79 31%	46 30%	22 41% -	40 41% -	309 32%	49 33%	173 29%	120 34%	65 40% a	75 25% d	283 35% d	154 38% g	204 29%	212 31%	146 34%			
Don't know	197 18%	57 11%	132 24% b	33 16% eghi	30 16%	40 22%	29 16%	28 16%	38 15%	63 20%	69 19%	66 15%	35 24% p	57 19%	46 19%	55 15%	106 17%	91 19%	37 14%	54 19%	60 19%	23 15%	7 13% -	17 17% -	175 18%	22 15%	97 16%	69 19%	31 19%	59 19%	139 17%	57 14%	140 20% f	103 15%	94 22% h			
Net: Very/Fairly favourable	149 13%	90 17% c	59 11%	14 12%	25 13%	20 11%	25 14%	27 15%	38 15%	40 13%	45 12%	65 15%	22 15%	31 10%	36 15%	55 15%	61 10%	89 18% q	45 17% u	43 15%	26 10%	20 13%	6 12% -	8 8% -	134 14%	16 11%	92 16% c	44 12%	14 8%	38 13%	111 14%	46 11%	103 15%	96 14%	53 12%			
Net: Very/Fairly unfavourable	531 48%	273 51%	251 45%	46 39%	89 46%	73 41%	98 53% df	93 52% df	133 51% d	134 43%	171 47%	226 52% j	59 40%	136 45% mn	122 50%	184 50% r	330 53% r	202 41%	122 46%	128 44%	120 47%	75 49%	31 58% -	56 58% t*	448 47%	83 56%	265 45% c	175 49%	91 56% a	123 40%	408 51% g	214 52%	318 45%	329 48%	202 47%			
Net Difference	-382 -34%	-182 -34%	-192 -34%	-32 -27%	-63 -33%	-53 -29%	-73 -40%	-66 -37%	-95 -36%	-126 -31%	-161 -35%	-161 -37%	-37 -25%	-105 -34%	-86 -35%	-129 -35%	-269 -43%	-113 -23%	-76 -29%	-85 -29%	-93 -37%	-55 -35%	-25 -46%	-48 -50%	-315 -33%	-67 -45%	-173 -29%	-132 -37%	-77 -47%	-85 -28%	-297 -37%	-167 -41%	-215 -30%	-233 -34%	-149 -35%			
Mean	-0.75	-0.68	-0.80	-0.61 -	-0.64	-0.71	-0.85	-0.78	-0.80	-0.63	-0.78	-0.79	-0.55	-0.73	-0.79	-0.75	-0.91	-0.53 q	-0.62 x	-0.66 x	-0.85	-0.69	-0.95 -	-1.07 -	-0.73	-0.87	-0.63 c	-0.81	-1.03 -	-0.62	-0.79	-0.87	-0.67 f	-0.71	-0.81			

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

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

PUBLIC

Political

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? - Lee Anderson, former Conservative MP and now Reform UK MP

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote												Referendum 2016 vote		Favourable to parties												Favourable to politicians												Opinion of Brexit's impact on the country					
		Conservative			Labour			Liberal Democrat			Other			Remain	Leave	Favourable						Unfavourable						Favourable						Unfavourable						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)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614
Very favourable (2)	59	3	3	1	9	3	45	20	25	8	40	6	44	11	35	51	2	14	21	8	37	10	29	11	37	11	29	9	37	12	39	17	21	46	5	46	-	59	-	11	30	7	46	39	4
Fairly favourable (1)	91	50	12	4	7	18	56	39	26	22	61	18	55	22	55	58	13	35	38	30	54	38	24	31	40	20	44	19	48	20	54	21	38	62	12	53	10	91	-	30	34	19	61	54	21
Neither favourable nor unfavourable (0)	233	91	37	13	28	78	88	59	89	61	82	43	72	49	62	45	40	48	97	54	84	46	68	57	78	30	58	31	54	41	76	37	47	57	71	32	37	-	-	52	53	33	119	56	92
Fairly unfavourable (-1)	173	68	44	16	14	65	65	36	105	57	81	39	66	46	66	25	88	41	102	51	82	39	79	35	85	25	74	29	68	38	84	29	74	29	109	13	90	-	173	44	58	26	87	33	101
Very unfavourable (-2)	358	68	145	32	47	218	75	31	298	168	127	85	140	147	95	20	299	41	283	141	150	46	255	52	253	116	123	61	139	151	126	17	249	16	320	9	286	-	358	157	90	120	141	25	289
Don't know	197	47	36	12	11	44	69	24	98	59	61	26	41	44	38	7	45	28	85	48	65	21	58	28	65	8	19	15	26	20	37	15	24	25	85	4	21	-	-	25	18	23	63	28	106
Net: Very/Fairly favourable	149	84	15	4	16	21	101	59	51	30	101	24	98	33	90	109	15	48	69	28	91	48	53	42	77	31	73	28	85	32	93	47	49	108	17	99	10	149	-	41	64	25	108	93	25
Net: Very/Fairly unfavourable	531	136	189	48	61	283	140	66	403	225	208	123	206	193	161	45	387	83	384	191	232	85	334	87	338	141	196	90	207	189	209	46	323	45	429	22	377	-	531	201	148	145	228	59	390
Net Difference	-382	-52	-174	-44	-45	-262	-40	-8	-352	-195	-107	-99	-108	-160	-71	64	-372	-35	-315	-163	-141	-37	-281	-45	-261	-111	-123	-62	-122	-157	-117	1	-274	63	-412	77	-367	149	-531	-160	-84	-120	-120	34	-364
Mean	-0.75	-0.28	-1.31	-1.16	-0.79	-1.25	-0.21	-0.10	-1.15	-1.13	-0.50	-0.94	-0.54	-1.08	-0.42	0.48	-1.52	-0.35	-1.03	-1.08	-0.62	-0.41	-1.12	-0.47	-0.97	-1.07	-0.66	-0.77	-0.65	-1.13	-0.54	0.01	-1.20	0.45	-1.41	-1.54	1.39	-1.67	-1.04	-0.54	-1.14	-0.47	0.23	-1.28	

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Column Headers (S/N): 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

Column Headers (S/N): 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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Andy Burnham, Labour Mayor of Greater Manchester
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	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	121 11%	58 11%	60 11%	10 9%	14 7%	14 8%	29 16%	24 14%	30 12%	24 8%	42 12%	55 12%	15 10%	20 7%	35 14%	48 13%	70 11%	51 10%	34 13%	24 8%	28 11%	16 10%	10 -	9 10%	107 11%	14 9%	61 10%	41 11%	19 12%	27 9%	94 12%	54 13%	67 10%	79 12%	41 10%			
Fairly favourable (1)	198 18%	102 19%	93 17%	17 14%	39 20%	36 20%	29 16%	31 18%	47 18%	56 18%	64 18%	79 18%	24 16%	57 19%	45 18%	62 17%	128 18%	71 14%	64 24%	43 15%	38 15%	29 19%	10 19%	15 16%	169 18%	30 20%	108 18%	57 16%	34 20%	59 19%	139 17%	94 23%	105 15%	128 19%	70 16%			
Neither favourable nor unfavourable (0)	304 27%	155 29%	146 26%	32 27%	53 28%	53 29%	45 25%	47 27%	73 28%	85 28%	98 27%	120 27%	38 26%	92 30%	58 24%	101 27%	171 27%	133 27%	65 29%	87 30%	67 26%	50 33%	8 14%	26 27%	262 27%	42 30%	177 30%	89 25%	38 23%	93 31%	211 26%	117 26%	186 28%	193 28%	111 26%			
Fairly unfavourable (-1)	143 13%	76 14%	66 12%	14 12%	34 18%	34 6%	20 11%	20 11%	44 17%	48 16%	31 9%	64 15%	19 13%	39 13%	23 9%	57 16%	85 14%	59 12%	43 16%	38 14%	36 12%	18 12%	8 16%	9 10%	121 13%	22 15%	82 14%	42 12%	19 10%	30 14%	113 11%	46 14%	98 14%	93 14%	51 12%			
Very unfavourable (-2)	140 13%	89 17%	51 9%	7 6%	17 9%	21 12%	31 17%	30 17%	34 13%	24 8%	52 14%	63 15%	9 6%	31 10%	39 16%	57 15%	61 10%	79 16%	28 11%	40 14%	32 13%	17 11%	7 14%	15 16%	121 13%	19 13%	64 11%	49 14%	27 16%	34 11%	106 13%	36 9%	104 15%	84 12%	56 13%			
Don't know	205 18%	56 10%	142 25%	37 31%	35 18%	46 26%	30 16%	25 14%	31 12%	72 23%	76 21%	57 13%	41 28%	67 22%	47 19%	43 12%	108 17%	96 20%	30 11%	67 23%	53 21%	24 15%	11 20%	21 22%	183 19%	21 14%	98 17%	80 22%	27 16%	61 20%	143 18%	61 15%	144 20%	105 15%	100 23%			
Net: Very/Fairly favourable	319 29%	161 30%	154 28%	27 23%	53 27%	49 27%	57 31%	56 31%	78 30%	80 26%	107 29%	133 30%	39 27%	77 25%	80 32%	110 30%	197 32%	122 25%	97 37%	67 23%	66 26%	45 29%	20 37%	24 25%	276 29%	43 29%	169 29%	97 27%	53 32%	86 28%	233 29%	148 36%	172 24%	208 30%	112 26%			
Net: Very/Fairly unfavourable	283 25%	165 31%	116 21%	21 18%	51 27%	32 18%	51 28%	50 28%	78 30%	72 23%	83 23%	127 29%	28 19%	70 23%	62 25%	114 31%	146 23%	137 28%	71 27%	68 24%	68 27%	35 23%	16 29%	25 26%	242 25%	41 28%	146 25%	91 25%	46 28%	64 21%	219 27%	81 20%	202 29%	176 26%	107 25%			
Net Difference	36 3%	-4 -1%	37 7%	6 5%	2 1%	18 10%	6 3%	6 3%	* *	7 2%	23 6%	6 1%	10 7%	7 2%	18 7%	-4 -1%	52 8%	-15 -3%	26 10%	-1 *	-2 -1%	10 7%	4 8%	* *	35 4%	2 1%	23 4%	7 2%	7 4%	23 7%	14 2%	67 16%	-30 -4%	31 5%	5 1%			
Mean	0.02	-0.07	0.11	0.11	-0.01	0.08	0.02	*	-0.01	0.03	0.05	-0.01	0.16	-0.02	0.07	-0.04	0.12	-0.11	0.14	-0.08	-0.03	0.07	0.15	-0.08	0.03	-0.03	0.04	*	*	0.07	*	0.25	-0.12	0.05	-0.03			

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country				
		Conservative		Labour		Liberal Democrat		Other		Remain	Leave	Favourable to Conservatives		Favourable to Labour		Favourable to Lib Dems		Favourable to Green Party		Favourable to Reform UK		Favourable to Sunak		Favourable to Starmer		Favourable to Hunt		Favourable to Cameron		Favourable to Reeves		Favourable to Davies		Favourable to Keir Starmer		Favourable to Keir Starmer		Favourable to Keir Starmer		Favourable to Keir Starmer		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)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653	
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614	
Very favourable (2)	121	14	64	13	71	32	14	97	92	17	46	27	62	18	19	77	18	92	80	24	22	84	24	80	73	18	47	24	80	15	20	78	24	87	21	75	21	80	121	-	77	24	20	88		
Fairly favourable (1)	198	48	81	19	19	106	56	39	126	111	50	61	47	86	41	28	114	43	120	98	54	54	90	45	100	69	44	40	97	43	25	96	34	138	24	95	21	121	198	-	70	60	41	123		
Neither favourable nor unfavourable (0)	304	108	60	27	40	119	102	72	151	86	106	57	95	80	78	50	126	61	163	76	108	47	121	58	134	43	80	38	87	64	97	46	96	61	147	38	116	36	141	-	-	42	134	54	167	
Fairly unfavourable (-1)	143	73	19	7	10	35	79	27	81	17	103	16	90	24	85	48	48	30	79	16	98	27	70	29	76	11	81	16	82	13	109	24	62	50	62	31	48	34	59	-	-	143	12	106	50	46
Very unfavourable (-2)	140	76	15	2	18	41	74	32	86	14	117	4	114	19	99	44	69	37	84	7	126	33	88	32	93	5	112	6	115	4	122	21	82	47	78	34	79	30	89	-	-	140	5	126	44	55
Don't know	205	38	38	9	17	55	54	24	100	54	59	32	44	48	32	15	52	19	98	43	61	17	58	25	76	9	12	17	23	19	29	10	29	19	99	8	32	7	42	-	-	21	68	25	124	
Net: Very/Fairly favourable	319	62	145	31	32	177	89	53	222	203	66	107	74	149	58	47	191	61	212	178	79	75	174	69	179	142	87	64	182	59	45	175	58	216	45	201	319	-	-	147	84	61	222			
Net: Very/Fairly unfavourable	283	149	34	9	28	76	153	59	167	31	220	21	204	43	184	92	117	67	163	23	224	60	158	62	169	16	193	21	198	17	231	45	144	97	140	65	127	64	148	-	-	283	17	232	94	101
Net Difference	36	-86	111	22	4	101	-65	-6	55	172	-153	86	-130	105	-126	-45	74	-7	49	155	-146	16	16	8	10	126	-131	66	-134	165	-172	*	31	-39	75	-20	43	-23	53	319	-283	129	-148	-33	120	
Mean	0.02	-0.46	0.67	0.48	*	0.35	-0.31	-0.13	0.12	0.78	-0.64	0.69	-0.58	0.55	-0.65	-0.37	0.19	-0.14	0.11	0.82	-0.60	0.02	0.03	*	-0.01	0.96	-0.67	0.73	-0.65	-0.72	-0.01	0.07	-0.29	0.17	-0.22	0.09	-0.23	0.09	1.38	-1.49	0.98	-0.56	-0.27	0.31		

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Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as
Minimum Base: 30** Small Base: 100*

Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as
Minimum Base: 30** Small Base: 100*

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Sadiq Khan, Labour Mayor of London
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	
		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	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	43 4%	20 4%	23 4%	7 6%	7 4%	7 4%	10 6%	7 4%	5 2%	14 4%	17 5%	12 3%	9 6%	11 3%	12 5%	11 3%	28 5%	15 3%	11 4%	9 3%	8 3%	9 6%	5 9%	1 1%	39 4%	4 3%	23 4%	16 4%	5 3%	12 4%	31 4%	24 6%	19 3%	28 4%	15 4%			
Fairly favourable (1)	183 16%	87 16%	93 17%	18 16%	41 21%	36 20%	26 14%	26 15%	37 14%	59 19%	62 17%	62 14%	24 17%	69 22%	32 13%	48 13%	126 20%	57 12%	38 15%	48 17%	43 17%	29 19%	8 15%	16 17%	159 16%	24 16%	94 16%	61 17%	28 17%	53 17%	130 16%	100 25%	83 12%	131 19%	53 12%			
Neither favourable nor unfavourable (0)	277 25%	118 22%	154 27%	33 28%	57 30%	53 29%	42 23%	42 24%	51 20%	90 29%	95 26%	93 21%	39 27%	94 31%	61 25%	77 21%	165 27%	112 23%	68 26%	69 24%	58 23%	41 27%	12 23%	29 30%	236 24%	42 28%	146 25%	93 26%	38 30%	93 23%	185 27%	110 24%	168 27%	183 24%	95 22%			
Fairly unfavourable (-1)	187 17%	95 18%	91 16%	21 18%	33 17%	31 17%	24 13%	26 15%	53 20%	54 18%	79 15%	26 18%	50 16%	35 14%	67 18%	107 17%	80 16%	48 18%	53 18%	44 17%	19 12%	9 18%	13 14%	156 16%	31 21%	115 19%	50 14%	22 14%	57 19%	130 16%	58 14%	130 18%	112 17%	75 17%				
Very unfavourable (-2)	330 30%	191 36%	137 25%	19 16%	40 21%	35 19%	68 37%	66 37%	103 40%	59 19%	103 28%	168 38%	24 17%	60 20%	83 34%	147 40%	146 23%	184 38%	77 29%	86 30%	83 33%	48 31%	15 29%	21 21%	291 30%	39 27%	175 30%	100 28%	55 34%	62 20%	268 33%	94 23%	236 33%	186 27%	144 34%			
Don't know	90 8%	24 5%	60 11%	20 17%	14 7%	19 11%	14 8%	11 6%	11 4%	34 11%	33 9%	23 5%	24 16%	23 8%	23 9%	18 5%	50 8%	40 8%	21 8%	24 8%	17 7%	7 5%	4 7%	17 17%	82 9%	8 5%	38 6%	38 11%	15 9%	28 9%	62 8%	21 5%	69 10%	42 6%	48 11%			
Net: Very/Fairly favourable	227 20%	107 20%	116 21%	25 21%	48 25%	43 24%	36 20%	33 18%	42 16%	73 24%	79 22%	75 17%	33 23%	79 26%	44 18%	59 16%	154 25%	72 15%	50 19%	57 20%	52 20%	39 25%	13 24%	17 17%	198 21%	28 19%	117 20%	76 21%	34 20%	65 21%	162 20%	124 31%	102 15%	159 23%	68 16%			
Net: Very/Fairly unfavourable	517 47%	286 53%	228 41%	40 34%	73 38%	65 36%	91 50%	92 52%	155 60%	113 37%	157 43%	247 56%	50 34%	109 36%	110 48%	214 58%	252 41%	265 54%	125 47%	139 48%	127 50%	68 44%	25 47%	34 35%	447 46%	71 48%	289 49%	150 42%	78 47%	119 39%	398 49%	152 37%	365 52%	298 44%	219 51%			
Net Difference	-291 -26%	-178 -33%	-112 -20%	-15 -13%	-25 -13%	-23 -13%	-55 -30%	-59 -33%	-113 -44%	-40 -13%	-78 -21%	-172 -39%	-17 -12%	-30 -10%	-74 -30%	-155 -42%	-98 -16%	-192 -39%	-76 -29%	-82 -28%	-75 -30%	-29 -19%	-12 -23%	-17 -18%	-248 -26%	-42 -29%	-173 -29%	-74 -21%	-44 -27%	-54 -18%	-237 -29%	-27 -7%	-263 -37%	-139 -20%	-151 -35%			
Mean	-0.57	-0.68	-0.45	-0.28	-0.32	-0.32	-0.67	-0.71	-0.85	-0.31	-0.50	-0.79	-0.27	-0.28	-0.65	-0.83	-0.38	-0.81	-0.58	-0.60	-0.63	-0.46	-0.46	-0.57	-0.55	-0.59	-0.49	-0.63	-0.37	-0.64	-0.25	-0.76	-0.46	-0.74				

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote															Referendum 2016 vote															Favourable to parties															Favourable to politicians															Opinion of Brexit's impact on the country	
		Conservative			Labour			Liberal Democrat			Other			Remain	Leave	Favourable					Unfavourable					Favourable					Unfavourable					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)													
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653																		
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614																		
Very favourable (2)	43	4	26	2	5	29	6	7	30	42	1	20	7	26	6	7	31	7	21	36	2	10	27	12	27	32	7	21	5	37	1	9	28	6	32	7	30	9	38	39	2	43	-	10	32																		
Fairly favourable (1)	183	35	85	22	17	111	35	43	120	119	33	66	35	95	29	19	108	41	113	101	45	42	90	43	98	77	30	48	33	98	25	33	81	16	130	17	100	17	113	108	16	183	-	31	134																		
Neither favourable nor unfavourable (0)	277	52	81	26	39	125	69	37	158	113	64	55	49	82	54	25	135	45	154	97	75	42	114	46	115	42	42	44	49	81	47	23	111	29	158	24	116	14	143	82	26	-	-	45	171																		
Fairly unfavourable (-1)	187	67	43	17	17	72	73	35	106	50	88	36	83	55	57	44	78	38	105	45	85	35	88	44	93	29	63	20	70	23	69	38	107	29	75	29	80	47	52	-	187	38	94																				
Very unfavourable (-2)	330	187	35	8	29	72	201	80	191	34	245	24	232	45	193	107	120	72	198	27	249	68	180	61	199	26	198	23	212	28	245	54	147	130	143	78	118	79	148	37	180	-	330	107	128																		
Don't know	90	13	7	2	8	18	15	7	37	18	21	15	11	16	12	3	14	5	34	14	16	4	13	8	26	4	7	8	3	6	12	4	8	7	31	1	6	2	15	7	8	-	-	5	54																		
Net: Very/Fairly favourable	227	39	111	24	22	140	41	50	150	160	34	86	42	121	35	26	139	47	144	138	47	52	117	55	125	110	37	69	38	135	26	42	109	31	162	24	129	25	145	147	17	227	-	40	166																		
Net: Very/Fairly unfavourable	517	254	78	25	47	144	274	115	297	83	333	60	315	100	251	151	199	110	303	72	334	102	267	105	293	56	260	43	282	21	329	77	215	168	251	107	193	108	228	84	232	-	517	144	222																		
Net Difference	-291	-216	33	-1	-25	-4	-234	-65	-147	77	-299	26	-273	21	-215	-125	-59	-63	-159	66	-287	-50	-150	-50	-167	54	-224	26	-245	74	-302	-35	-106	-136	-89	-84	-64	-82	-82	63	-214	227	-517	-104	-56																		
Mean	-0.57	-1.16	0.09	-0.09	-0.46	-0.12	-1.12	-0.68	-0.51	0.24	-1.27	0.11	-1.22	0.01	-1.19	-1.11	-0.31	-0.63	-0.54	0.24	-1.17	-0.55	-0.61	-0.49	-0.64	0.29	-1.22	0.16	-1.23	0.30	-1.36	-0.57	-0.51	-1.14	-0.35	-1.00	-0.35	-1.04	-0.38	0.21	-1.43	1.19	-1.64	-0.88	-0.27																		

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Column Headers (S/N): 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*

Column Means (S/N): 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*

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, Deputy 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	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	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	75 7%	38 7%	38 7%	7 6%	10 5%	14 8%	16 9%	8 5%	20 8%	17 5%	30 8%	28 6%	12 8%	16 5%	21 9%	23 6%	45 7%	30 6%	17 7%	17 6%	16 6%	16 x	7 x*	2 2%	67 7%	8 6%	37 6%	22 6%	16 10%	22 7%	53 7%	41 10%	34 5%	45 7%	30 7%			
Fairly favourable (1)	207 19%	112 21%	90 16%	27 23%	45 24%	26 15%	39 21%	32 18%	37 14%	73 23%	65 18%	69 16%	36 25%	59 19%	48 19%	58 16%	130 21%	77 16%	59 22%	49 17%	42 16%	30 20%	7 14%	20 20%	184 19%	23 15%	108 18%	71 20%	28 17%	61 20%	146 18%	91 22%	116 17%	141 21%	66 15%			
Neither favourable nor unfavourable (0)	270 24%	132 25%	135 24%	35 30%	55 29%	60 33%	37 20%	37 21%	45 17%	90 29%	98 27%	82 19%	40 28%	102 33%	49 20%	73 20%	151 24%	119 24%	63 24%	69 24%	58 23%	38 24%	16 31%	26 27%	238 25%	32 21%	144 24%	93 26%	34 20%	87 24%	183 23%	101 25%	169 24%	187 19%	83 19%			
Fairly unfavourable (-1)	173 16%	87 16%	85 15%	11 10%	35 18%	11 6%	22 12%	38 22%	55 21%	46 22%	33 21%	94 21%	15 10%	41 13%	31 12%	72 20%	95 15%	78 16%	39 15%	46 16%	47 19%	17 11%	10 14%	14 14%	136 14%	37 25%	94 16%	53 15%	26 16%	36 12%	137 17%	58 14%	115 16%	91 13%	82 19%			
Very unfavourable (-2)	242 22%	127 24%	113 20%	9 8%	23 12%	32 17%	49 27%	51 29%	77 30%	80 11%	129 22%	13 9%	41 13%	64 26%	114 31%	125 20%	117 24%	55 21%	64 22%	63 25%	34 22%	8 15%	18 19%	207 21%	35 24%	133 23%	67 19%	42 25%	48 16%	194 24%	75 18%	167 24%	144 21%	97 23%				
Don't know	144 13%	40 7%	97 17%	28 24%	24 12%	36 20%	20 11%	11 6%	25 10%	52 17%	57 16%	36 8%	30 21%	48 16%	33 14%	27 7%	76 12%	68 14%	30 11%	44 15%	28 11%	19 12%	5 10%	17 17%	131 14%	13 9%	75 13%	51 14%	18 11%	51 12%	93 12%	42 10%	102 15%	72 11%	72 17%			
Net: Very/Fairly favourable	282 25%	150 28%	128 23%	34 29%	55 29%	41 23%	55 30%	40 23%	57 22%	89 29%	96 26%	97 22%	47 33%	75 24%	69 28%	81 22%	175 28%	107 22%	76 29%	66 23%	57 23%	47 30%	14 27%	21 22%	251 26%	31 21%	145 25%	93 26%	44 27%	83 27%	200 25%	132 33%	150 21%	186 27%	96 22%			
Net: Very/Fairly unfavourable	415 37%	214 40%	198 36%	21 18%	58 30%	43 24%	71 39%	90 50%	133 51%	78 25%	114 31%	222 51%	28 19%	82 27%	95 38%	186 51%	220 35%	195 40%	94 36%	110 38%	110 43%	51 33%	17 33%	32 34%	343 36%	72 48%	227 38%	120 34%	68 41%	83 27%	331 41%	132 33%	282 40%	235 35%	179 42%			
Net Difference	-132 -12%	-64 -12%	-71 -13%	14 12%	-3 -1%	-2 -1%	-16 -9%	-49 -28%	-76 -29%	11 4%	-18 -5%	-125 -29%	20 13%	-7 -2%	-25 -10%	-105 -29%	-44 -7%	-88 -18%	-18 -7%	-44 -15%	-52 -21%	-4 -3%	-3 -6%	-11 -11%	-92 -10%	-27 -27%	-81 -14%	-28 -8%	-23 -14%	* *	-132 -16%	* *	-132 -19%	-49 -7%	-83 -19%			
Mean	-0.31	-0.31	-0.32	0.12 GHI*	-0.09 HI	-0.13 HI	-0.30	-0.55	-0.57	-0.02 L	-0.22 L	-0.56	0.16 NDP	-0.12 P	-0.32 P	-0.58	-0.23 R	-0.42	-0.24	-0.37	-0.44	-0.16	-0.08 *	-0.34 *	-0.28	-0.50	-0.34	-0.24	-0.33	-0.10 e	-0.38	-0.09 g	-0.44	-0.24	-0.42			

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

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, Deputy 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										
			Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	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 Cameron	Unfavourable to Cameron	Favourable to Rees	Unfavourable to Rees	Favourable to Dawey	Unfavourable to Dawey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burreham	Unfavourable to Burreham	Favourable to Kabin	Unfavourable to Kabin	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)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653		
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	220	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614		
Very favourable (2)	75	6	50	5	6	44	20	9	62	70	1	31	13	40	8	13	51	7	60	65	2	11	53	13	53	52	6	23	14	75	-	15	52	6%	9%	7%	10%	7%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Fairly favourable (1)	207	26	97	24	23	129	33	29	154	152	20	82	37	98	34	28	117	31	152	125	31	36	115	42	128	103	18	73	24	207	-	21	113	35	148	18	110	21	134	117	16	83	49	30	155		
Neither favourable nor unfavourable (0)	270	60	71	28	36	109	78	45	149	99	57	49	61	77	57	32	112	37	154	82	62	41	107	44	109	32	32	25	59	-	25	90	34	143	22	94	19	111	73	31	50	93	43	151			
Fairly unfavourable (-1)	173	89	22	11	19	59	81	49	87	18	123	23	87	40	81	45	77	49	78	18	125	42	73	39	82	11	89	20	81	-	173	26	63	51	87	34	69	29	92	36	68	17	113	41	85		
Very unfavourable (-2)	242	155	14	7	18	56	149	67	123	4	218	16	190	28	155	76	99	74	128	8	216	63	132	60	143	9	195	16	183	-	242	47	115	88	113	54	109	63	117	23	163	9	215	88			
Don't know	144	22	22	3	15	31	37	9	66	30	32	15	31	37	17	12	31	8	63	24	35	7	33	16	44	3	5	6	11	-	1	11	13	58	8	18	6	22	5	4	15	34	14	82			
Net: Very/Fairly favourable	282	32	147	29	29	173	53	38	216	223	21	113	50	137	42	41	168	38	212	190	34	47	168	55	181	155	24	97	38	282	-	46	165	49	39	155	32	189	182	17	135	61	47	207			
Net: Very/Fairly unfavourable	415	244	37	18	37	115	230	116	210	22	341	40	277	69	237	120	176	124	207	25	341	105	204	99	224	20	284	35	264	-	415	74	178	139	200	88	178	93	209	59	231	26	329	129	173		
Net Difference	-132	-212	111	11	-8	58	-177	-78	6	201	-320	74	-227	68	-195	-79	-8	-86	5	165	-307	-58	-36	-44	-43	135	-260	61	-226	282	-415	-28	-13	-90	1	-49	-23	-61	-20	124	-214	109	-268	-82	34		
Mean	-0.31	-1.08	0.57	0.12	-0.20	0.12	-0.84	-0.68	-0.09	0.78	-1.28	0.44	-1.04	-1.02	-0.74	-0.12	-0.77	-0.11	0.75	-1.19	-0.57	-0.24	-0.46	-0.26	0.86	-1.32	0.44	-1.10	1.27	-1.58	-0.42	-0.17	-0.75	-0.11	-0.62	-0.21	-0.79	-0.16	0.53	-1.35	0.71	-0.98	-0.69	*			

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ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30** Small Base: 100**

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av Minimum Base: 30*** Small Base: 100**

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	117 11%	56 11%	60 11%	20 17% HI	23 12%	19 10%	22 12%	12 7%	21 8%	43 14% L	41 11%	33 8%	26 18% NP	30 10%	29 12%	30 8%	72 11%	46 9%	31 X	32 X	18 7%	23 15% UX	11 21% UX*	2 2%	105 11%	12 8%	51 9%	44 12%	22 13%	34 11%	83 10%	56 14% g	61 9%	75 11%	43 10%			
Fairly favourable (1)	257 23%	125 23%	126 23%	31 26%	46 24%	44 25%	41 22%	42 24%	53 21%	77 25%	85 23%	95 22%	36 24%	76 25%	57 23%	79 22%	161 26% R	96 20%	68 26%	57 20%	56 22%	35 23%	13 25% +	29 30% +	227 24%	30 21%	138 23%	80 22%	39 24%	79 26%	178 22%	117 29% g	140 20%	167 24%	91 21%			
Neither favourable nor unfavourable (0)	233 21%	114 21%	117 21%	25 22% GHI	54 28% G	48 27% G	27 15%	33 19%	45 17%	80 26% L	75 21%	78 18%	31 22% OP	87 28%	43 17%	65 18%	125 20%	109 22%	43 16%	70 24%	52 21%	37 24%	10 19% +	20 21% +	195 20%	38 22%	132 21%	74 21%	27 19%	79 26% e	154 19%	80 20%	154 22%	157 23%	77 18%			
Fairly unfavourable (-1)	226 20%	95 18%	127 23%	18 15%	35 18%	24 13%	38 21%	34 19%	76 29% DEFH	53 17%	62 17%	111 25%	23 16%	49 16%	88 24%	142 23% R	84 17%	58 22%	51 18%	24% S	61 24%	26 17%	7 13% +	22 22% +	193 20%	33 22%	130 22%	61 17%	35 21%	47 15% d	179 22%	75 18%	151 21%	129 19%	96 22%			
Very unfavourable (-2)	225 20%	128 24% c	95 17%	13 11%	22 11%	27 15%	51 28% DEF	53 30% DEF	35 23% DE	78 11%	112 21% J	17 12%	38 13%	62 25% MN	99 27% MN	101 16% Q	124 25% Q	53 20%	64 22%	52 20%	27 17%	10 20% +	20 20% +	197 20%	28 19%	112 19%	75 21%	38 23%	41 13% d	184 23% d	161 16% f	127 19%	98 23%					
Don't know	52 5%	18 3%	32 6%	11 9% GHI	11 6% GHI	18 10% GHI	4 2% GHI	4 2% GHI	5 2% GHI	21 7% L	22 6% L	8 2% L	13 9% OP	25 8% OP	7 3% OP	6 2% OP	22 3% R	30 6% R	10 4% S	16 6% T	14 6% U	7 4% V	2 3% W	4 4% X	46 5% Y	6 4% Z	27 5% a	22 6% b	3 2% c	24 8% d	28 3% e	15 4% f	37 5% g	26 4% h	26 6% i			
Net: Very/Fairly favourable	374 34%	182 34%	186 33%	50 43% HI	70 36%	63 35%	63 35%	54 30%	74 28%	120 39% L	126 35%	128 29%	62 43% P	107 35%	86 35%	110 30% R	233 37% R	142 29%	99 38%	88 30%	74 29%	58 37%	25 46% TU*	31 32% +	332 34%	42 29%	189 32%	124 35%	61 37%	113 37%	261 32% g	173 43% g	201 29%	241 35%	133 31%			
Net: Very/Fairly unfavourable	451 41%	223 42%	223 40%	31 27% HI	57 30%	51 28%	89 48% DEF	87 49% DEF	136 52% DEF	88 29%	140 39% J	223 51% JK	40 27% K	87 28% L	111 45% MN	187 51% MN	243 39% Q	208 43%	112 42%	115 40%	113 44%	53 34%	17 31% +	42 44% +	390 40%	61 42%	242 41%	137 38%	72 44%	88 29%	364 45% d	139 34% f	312 44% f	257 38% h	194 45% h			
Net Difference	-77 -7%	-41 -8%	-37 -7%	19 16%	13 7%	12 6%	-26 -14% DEF	-33 -18% DEF	-62 -24% DEF	32 10%	-14 -4% J	-95 -22% JK	22 15%	20 6%	-25 -10% MN	-77 -21% MN	-10 -2% Q	-67 -14% Q	-12 -5% S	-27 -9% T	-38 -15% U	5 3% V	8 15% W	-11 -12% X	-58 -6% Y	-19 -13% Z	-54 -9% a	-12 -3% b	-11 -7% c	25 8% d	-102 -13% d	34 8% e	-111 -16% f	-16 -2% g	-61 -14% h			
Mean	-0.18	-0.22	-0.14	0.24 GHI	0.08 GHI	0.02 GHI	-0.30	-0.42	-0.40	0.14 KL	-0.15 L	-0.41	0.24 OP	0.04 OP	-0.24	-0.40	-0.07 R	-0.32	-0.14	-0.22	-0.30	* U	0.18 UX*	-0.31 +	-0.16	-0.25	-0.20	-0.13	-0.17	0.07 e	-0.26	0.07 g	-0.32	-0.10 i	-0.29			

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total		General Election 2019 Vote										Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																	
			Conservative		Labour		Liberal Democrat		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 Party	Unfavourable to Party	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Daavay	Unfavourable to Daavay	Favourable to Roybet	Unfavourable to Roybet	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burreham	Unfavourable to Burreham	Favourable to Barnham	Unfavourable to Barnham	Favourable to Kahn	Unfavourable to Kahn
	(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)					
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653							
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614							
Very favourable (2)	117	11	71	6	5	59	27	12	92	117	-	44	21	52	13	20	62	12	91	105	5	19	69	22	74	57	12	30	19	84	8	18	62	18	80	10	60	12	78	75	11	59	25	22	78							
Fairly favourable (1)	257	31	128	26	22	150	55	28	205	257	-	90	43	124	49	27	147	32	195	168	27	43	150	44	148	99	29	65	50	139	14	21	127	35	183	23	130	17	147	128	20	102	58	27	198							
Neither favourable nor unfavourable (0)	233	58	42	26	36	93	65	42	105	-	-	48	65	62	50	28	91	37	98	35	50	41	75	39	85	28	44	32	51	36	36	50	23	72	33	108	21	87	16	94	49	32	30	91	47	115						
Fairly unfavourable (-1)	226	114	27	13	24	75	105	56	118	-	226	25	107	48	83	51	98	64	115	12	170	48	99	53	110	16	103	22	92	19	140	32	79	56	129	21	206	18	23	108	47	71	21	147	47	117						
Very unfavourable (-2)	225	142	5	6	24	47	139	70	117	-	225	9	181	29	154	77	84	61	123	-	216	49	115	52	131	9	158	14	158	2	201	42	102	89	95	59	86	67	100	20	148	13	186	88	75							
Don't know	52	1	3	-	4	3	7	-	5	-	-	2	3	2	2	5	1	14	1	3	*	4	4	10	*	-	-	1	2	2	-	3	4	8	2	2	3	4	*	-	2	10	4	31								
Net: Very/Fairly favourable	374	42	199	32	27	209	82	40	296	374	-	134	64	177	62	47	209	45	286	272	33	62	219	66	222	156	40	69	223	22	49	189	53	263	33	191	30	225	203	31	160	83	49	276								
Net: Very/Fairly unfavourable	451	256	32	19	49	122	245	126	235	-	451	34	288	78	237	128	182	124	237	12	385	97	214	106	241	25	261	36	250	21	341	75	181	144	224	100	165	101	208	66	220	34	333	135	192							
Net Difference	-77	-213	167	13	-21	87	-162	-86	62	374	-451	99	-224	99	-175	-81	27	-80	49	260	-353	-35	5	-40	-19	131	-220	59	-180	202	-319	-26	8	-91	39	-66	26	-71	17	137	-189	127	-250	-86	84							
Mean	-0.18	-0.97	0.85	0.18	-0.36	0.23	-0.70	-0.69	0.06	1.31	-1.50	0.62	-0.92	0.39	-0.90	-0.68	0.01	-0.62	0.03	1.14	-1.20	-0.32	-0.08	-0.33	-0.14	0.85	-1.06	0.46	-0.86	1.01	-1.24	-0.35	-0.07	-0.70	0.04	-0.75	*	-0.86	-0.01	0.60	-1.15	0.77	-0.81	-0.66	0.15							

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ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au
Minimum Base: 30 (** Small Base: 100*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au
Minimum Base: 30 (** Small Base: 100*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The 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	
		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	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398		
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430		
Very favourable (2)	55 5%	35 7% c	19 3%	7 6%	17 9% FG	5 3%	4 2%	10 6%	11 4%	24 8% K	10 3%	22 5%	9 6%	19 6%	7 3%	20 5%	28 4%	28 6%	11 4%	17 6%	5 2%	10 7% U	3 17% STUVX*	3 3%	47 5%	8 5%	32 5%	17 5%	6 4%	22 7% e	33 4%	24 6%	32 4%	41 6%	15 3%		
Fairly favourable (1)	153 14%	78 15%	74 13%	13 11%	29 15%	18 10%	26 14%	32 18%	35 14%	42 14%	44 12%	67 15%	17 11%	40 13%	32 13%	59 16%	81 13%	72 15%	32 12%	40 14%	37 15%	27 18%	7 14% *	9 9% *	137 14%	16 11%	90 15%	40 11%	22 14%	45 15%	108 13%	52 13%	101 14%	102 15%	51 12%		
Neither favourable nor unfavourable (0)	211 19%	92 17%	118 21%	28 24% H	35 18%	32 18%	33 15%	27 21%	56 21%	63 20%	65 18%	83 19%	32 19%	53 17%	46 19%	66 18%	116 19%	94 19%	51 19%	65 22%	44 17%	31 20%	3 5% *	17 18% w*	177 18%	33 22%	124 21%	65 18%	22 20%	61 19%	149 17%	69 20%	142 19%	127 19%	83 19%		
Fairly unfavourable (-1)	210 19%	99 18%	110 20%	17 15%	37 19%	38 21%	35 19%	33 19%	50 19%	54 17%	73 20%	83 19%	27 19%	55 18%	49 20%	74 20%	123 20%	88 18%	48 18%	51 18%	61 24%	28 18%	6 12% *	15 16% *	173 18%	38 25% y	110 19%	63 18%	38 23%	55 18%	155 19%	76 19%	135 19%	125 18%	86 20%		
Very unfavourable (-2)	431 39%	218 41%	202 36%	41 35%	64 33%	69 38%	82 44%	71 40%	104 40%	105 34%	150 41%	176 40%	47 33%	114 37%	106 43% M	143 39%	249 40%	182 37%	113 43%	101 35%	94 37%	50 32%	26 49% v*	47 49% tv*	384 40%	47 32%	209 35%	151 42%	71 43%	99 32%	332 41% d	171 42%	260 37%	261 38%	170 40%		
Don't know	51 5%	14 3%	34 6% B	11 9% GHI	10 5% I	18 10% GHI	4 2% GH	4 3%	3 1%	21 7% L	23 6% L	7 2%	13 9% OP	24 8% OP	7 3%	6 2%	25 4%	26 5%	8 3%	16 6%	13 5%	8 5%	2 3% *	5 5% *	45 5%	6 4%	25 4%	22 6%	4 2%	22 7% e	29 4%	16 4%	35 5%	27 4%	24 6%		
Net: Very/Fairly favourable	208 19%	114 21%	94 17%	20 17%	46 24% F	23 13%	30 17%	42 24% F	47 18%	66 21% K	53 15%	89 20%	25 17%	59 19%	38 16%	79 21%	109 18%	99 20%	44 16%	57 20%	42 17%	38 25% x	16 31% sux*	12 12% *	184 19%	24 16%	123 21%	57 16%	29 18%	67 22%	141 18%	76 19%	133 19%	142 21% i	66 15%		
Net: Very/Fairly unfavourable	641 58%	316 59%	312 56%	59 50%	101 53%	107 59%	116 63% DE	105 59%	154 59%	159 51%	223 61% j	259 59%	75 51%	169 55%	155 62% M	217 59%	372 60%	270 55%	161 61%	152 52%	155 61%	78 50%	33 61% *	63 65% v*	63 58%	557 57%	85 54%	319 60%	214 66% a	109 51%	154 60% d	487 60%	246 61%	395 56%	385 57%	256 60%	
Net Difference	-433 -39%	-203 -38%	-218 -39%	-39 -33%	-54 -28%	-84 -46%	-86 -47%	-63 -35%	-107 -41%	-93 -30%	-170 -47%	-170 -39%	-50 -34%	-110 -36%	-116 -47%	-138 -37%	-263 -42%	-171 -35%	-118 -45%	-95 -33%	-113 -44%	-40 -26%	-16 -30%	-51 -53%	-373 -39%	-60 -41%	-196 -33%	-157 -44%	-80 -49%	-87 -29%	-346 -43%	-171 -42%	-262 -37%	-243 -36%	-190 -44%		
Mean	-0.76	-0.74	-0.77	-0.68	-0.56 FG	-0.91	-0.91	-0.72	-0.78	-0.60 K	-0.91	-0.75	-0.67	-0.73	-0.90	-0.72	-0.81	-0.70	-0.86	-0.66 x	-0.84	-0.54 sux	-0.65 *	-1.04 *	-0.77	-0.70	-0.66 b	-0.87	-0.90	-0.58 e	-0.83	-0.81	-0.73	-0.71	-0.85		

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																	
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (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 Cameron (W)	Unfavourable to Cameron (X)	Favourable to Rees-Mogg (Y)	Unfavourable to Rees-Mogg (Z)	Favourable to Davies (aa)	Unfavourable to Davies (ab)	Favourable to Hoey (ac)	Unfavourable to Hoey (ad)	Favourable to Cleverly (ae)	Unfavourable to Cleverly (af)	Favourable to Farage (ag)	Unfavourable to Farage (ah)	Favourable to Anderson (ai)	Unfavourable to Anderson (aj)	Favourable to Buryham (ak)	Unfavourable to Buryham (al)	Favourable to Kabin (am)	Unfavourable to Kabin (an)	Positive impact (ao)	Negative impact (ap)				
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	230	628	152	464	142	543	339	261	255	482	213	653		
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614		
Very favourable (2)	55	42	5	3	2	20	27	55	-	9	39	8	33	13	17	15	18	42	7	9	33	33	9	33	10	14	22	14	24	10	34	26	9	20	17	13	22	19	20	13	21	10	33	32	18		
Fairly favourable (1)	153	98	16	4	10	48	78	153	-	31	87	32	61	41	58	39	46	101	19	31	84	73	18	62	41	36	59	27	56	28	82	20	39	4%	24%	8%	27%	8%	37	40	46	40	38	40	82	63	106
Neither favourable nor unfavourable (0)	211	87	30	16	19	59	80	-	-	35	87	28	67	33	76	45	60	40	51	42	87	43	43	56	46	16	62	28	61	26	86	27	40	48	76	29	53	33	60	42	56	22	98	59	71		
Fairly unfavourable (-1)	210	68	47	20	21	91	75	-	210	72	93	46	87	64	73	41	97	18	148	67	104	29	103	32	113	27	79	29	78	39	96	21	77	43	130	30	81	21	99	52	74	27	112	36	113		
Very unfavourable (-2)	431	59	176	35	61	205	134	-	431	224	141	101	167	116	62	261	5	400	170	160	18	338	25	342	116	123	65	150	177	114	13	300	63	325	40	250	30	304	171	93	123	184	39	323			
Don't know	51	2	3	-	3	5	4	-	-	2	3	1	3	2	3	2	5	1	10	3	3	4	1	6	6	2	1	1	3	2	2	3	2	1	4	6	3	2	6	3	2	*	5	7	5	29	
Net: Very/Fairly favourable	208	141	21	6	12	68	105	208	-	40	126	40	94	53	84	55	64	143	27	40	118	105	27	96	52	49	81	41	80	38	116	82	26	76	66	54	59	59	66	53	59	50	115	95	78		
Net: Very/Fairly unfavourable	641	127	223	55	82	296	209	-	641	296	235	147	254	231	188	103	357	23	548	237	264	47	440	57	455	143	202	94	228	216	210	34	377	106	455	69	331	51	403	222	167	150	297	75	436		
Net Difference	-433	13	-202	-48	-70	-228	-104	208	-641	-256	-109	-108	-160	-177	-104	-48	-293	119	-521	-197	-147	58	-413	39	-403	-93	-121	-53	-149	-178	-95	48	-352	-30	-389	-15	-272	7	-337	-169	-108	-100	-182	20	-358		
Mean	-0.76	-0.01	-1.36	-1.05	-1.14	-0.98	-0.54	1.27	-1.67	-1.27	-0.47	-0.93	-0.71	-1.04	-0.55	-0.47	-1.11	0.76	-1.46	-1.12	-0.58	0.37	-1.45	0.23	-1.33	-0.94	-0.64	-0.64	-0.75	-1.23	-0.42	0.42	-1.45	-0.32	-1.17	-0.27	-1.13	-0.03	-1.17	-1.03	-0.64	-0.96	-0.65	0.06	-1.13		

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		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	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	34 3%	21 4%	13 2%	2 2%	8 4%	7 4%	5 3%	3 2%	8 3%	11 3%	13 4%	11 2%	7 5%	11 3%	6 2%	11 3%	24 4%	10 2%	1 1%	11 5%	10 5%	7 5%	2 4%	3 3%	30 3%	4 3%	20 3%	11 3%	3 2%	15 5%	19 2%	17 4%	17 2%	23 3%	11 2%			
Fairly favourable (1)	182 16%	77 14%	100 18%	22 19%	45 24%	34 19%	26 14%	21 12%	34 13%	67 22%	60 17%	55 13%	29 20%	65 21%	37 15%	41 11%	117 19%	65 13%	36 14%	55 19%	36 14%	34 22%	6 12%	15 15%	162 17%	21 14%	104 18%	59 17%	20 12%	52 17%	130 16%	89 22%	93 13%	120 18%	62 14%			
Neither favourable nor unfavourable (0)	400 36%	167 31%	229 41%	43 36%	64 33%	71 40%	65 35%	63 36%	94 36%	106 34%	136 37%	158 36%	49 34%	113 37%	92 37%	129 35%	232 37%	168 34%	103 39%	99 34%	90 36%	46 30%	22 40%	40 42%	340 40%	60 36%	214 36%	122 34%	64 40%	121 40%	279 35%	144 36%	256 36%	234 34%	165 38%			
Fairly unfavourable (-1)	213 19%	109 20%	100 18%	24 20%	34 18%	21 12%	30 17%	37 21%	67 26%	57 19%	52 14%	104 24%	25 17%	50 16%	37 15%	90 24%	117 19%	96 20%	57 22%	56 19%	47 19%	27 18%	7 13%	18 19%	181 19%	32 21%	124 21%	55 15%	34 21%	50 16%	163 20%	82 20%	131 19%	134 20%	79 18%			
Very unfavourable (-2)	205 18%	136 25%	68 12%	12 10%	22 12%	26 15%	48 26%	47 26%	50 19%	34 11%	74 20%	97 22%	17 11%	36 12%	61 25%	84 23%	93 15%	112 23%	51 19%	48 17%	51 20%	29 19%	14 25%	13 13%	181 19%	24 16%	92 16%	78 22%	35 21%	42 14%	163 20%	54 13%	151 21%	126 18%	79 18%			
Don't know	77 7%	26 5%	48 9%	16 13%	18 10%	20 11%	9 5%	8 4%	6 2%	34 11%	29 8%	13 3%	19 13%	31 10%	14 6%	12 3%	39 6%	38 8%	16 6%	20 7%	19 7%	11 7%	3 6%	7 8%	68 7%	8 6%	35 6%	32 9%	9 6%	26 9%	51 6%	21 5%	56 8%	44 6%	33 8%			
Net: Very/Fairly favourable	216 19%	98 18%	113 20%	24 21%	53 28%	42 23%	32 17%	24 13%	42 16%	78 25%	73 20%	66 15%	36 25%	76 25%	43 17%	52 14%	141 23%	75 15%	37 14%	66 23%	46 18%	40 26%	8 15%	17 18%	192 20%	24 17%	124 21%	70 20%	22 14%	66 22%	150 19%	106 26%	110 16%	144 21%	73 17%			
Net: Very/Fairly unfavourable	418 38%	245 46%	168 30%	35 30%	56 29%	47 26%	78 43%	83 47%	118 45%	92 30%	125 34%	201 46%	42 29%	86 28%	98 40%	174 47%	209 34%	209 43%	108 41%	104 36%	98 39%	56 36%	21 39%	31 33%	363 38%	55 37%	217 37%	133 37%	69 42%	91 30%	327 41%	136 33%	282 40%	259 38%	159 37%			
Net Difference	-202 -18%	-147 -27%	-55 -10%	-11 -9%	-3 -2%	-6 -3%	-47 -25%	-60 -34%	-76 -29%	-14 -5%	-52 -14%	-135 -31%	-6 -4%	-11 -3%	-55 -22%	-123 -33%	-68 -11%	-133 -27%	-70 -27%	-37 -13%	-52 -21%	-16 -10%	-12 -23%	-14 -14%	-171 -18%	-31 -21%	-93 -16%	-63 -18%	-46 -28%	-25 -8%	-177 -22%	-30 -7%	-172 -24%	-116 -17%	-86 -20%			
Mean	-0.36	-0.51	-0.21	-0.20	-0.10	-0.15	-0.51	-0.61	-0.46	-0.14	-0.34	-0.52	-0.12	-0.13	-0.47	-0.55	-0.24	-0.52	-0.48	-0.28	-0.40	-0.26	-0.48	-0.27	-0.36	-0.36	-0.30	-0.40	-0.50	-0.19	-0.42	-0.17	-0.47	-0.34	-0.39			

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	(E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Cameron (X)	Unfavourable to Cameron (Y)	Favourable to Reeves (Z)	Unfavourable to Reeves (aa)	Favourable to Daisy (ab)	Unfavourable to Daisy (ac)	Favourable to Dawey (ad)	Unfavourable to Dawey (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 Anderson (al)	Unfavourable to Anderson (am)	Favourable to Burreham (an)	Unfavourable to Burreham (ao)	Favourable to Kabin (ap)	Unfavourable to Kabin (aq)	Positive impact (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	319	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	218	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614
Very favourable (2)	34	2	7	19	3	21	7	8	24	21	6	21	5	7	20	7	20	7	20	21	7	9	19	10	17	18	4	26	2	18	9	16	8	24	9	21	6	22	21	3	18	8	7	25	
Fairly favourable (1)	182	31	68	29	17	108	31	32	123	113	28	182	104	10	27	90	29	121	100	38	38	85	41	85	65	31	89	9	95	31	29	72	35	123	20	81	18	102	86	18	68	52	27	127	
Neither favourable nor unfavourable (0)	400	109	116	21	45	161	125	66	219	164	116	-	-	120	70	46	177	70	216	131	128	70	160	72	179	82	65	31	59	115	93	47	148	47	227	33	150	25	193	135	55	94	123	55	240
Fairly unfavourable (-1)	213	93	51	5	23	71	105	48	125	45	128	-	213	38	103	42	105	54	118	40	126	43	116	38	131	29	101	12	122	31	116	25	94	53	118	33	97	40	105	46	87	25	143	59	96
Very unfavourable (-2)	205	116	25	2	24	54	121	46	129	19	159	-	205	23	160	79	89	42	136	17	159	36	123	46	129	14	143	3	179	19	161	36	109	87	92	60	92	59	101	28	117	18	173	76	72
Don't know	77	7	10	1	4	13	10	8	20	13	14	-	13	4	2	6	5	24	11	14	4	9	8	17	3	3	3	3	5	5	-	4	5	19	2	4	2	9	3	3	4	18	10	43	
Net: Very/Fairly favourable	216	33	75	49	21	129	38	40	147	134	34	216	124	15	35	110	36	141	122	45	47	104	51	102	83	35	115	11	113	40	38	88	43	145	29	102	24	123	107	21	86	60	34	162	
Net: Very/Fairly unfavourable	418	209	70	7	46	125	225	84	254	64	288	-	418	62	263	121	193	96	254	57	285	79	289	84	200	43	243	15	300	50	277	61	204	140	211	93	188	98	200	74	204	42	315	135	188
Net Difference	-202	-176	-1	42	-26	4	-187	-54	-107	70	-253	216	-418	63	-248	-87	-83	-60	-113	64	-240	-32	-135	-34	-158	40	-209	101	-290	64	-237	-24	-115	-97	-65	-64	-86	-74	-83	33	-183	44	-255	-101	-6
Mean	-0.36	-0.83	-0.07	0.77	-0.41	-0.07	-0.77	-0.46	-0.34	0.20	-0.93	1.16	-1.49	0.20	-1.16	-0.78	-0.32	-0.47	-0.37	0.22	-0.86	-0.30	-0.47	-0.34	-0.50	0.22	-1.01	0.77	-1.26	0.23	-0.95	-0.35	-0.47	-0.77	-0.23	-0.75	-0.36	-0.86	-0.31	0.08	-1.06	0.20	-0.84	-0.76	-0.09

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Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as Minimum Base: 30 (** Small Base: 100*)

Column Means (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as Minimum Base: 30 (** Small Base: 100*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		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	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	80 7%	33 6%	45 8%	10 8%	15 8%	16 9%	21 11%	13 7%	5 2%	25 8%	37 10%	18 4%	13 9%	25 8%	26 11%	14 4%	53 8%	27 6%	20 7%	21 7%	19 8%	6 4%	5 9%	9 7%	69 8%	11 8%	36 6%	35 10%	9 5%	24 8%	56 7%	38 9%	42 6%	55 8%	25 6%			
Fairly favourable (1)	240 22%	111 21%	122 22%	29 24%	47 25%	43 24%	38 20%	38 21%	45 17%	76 25%	81 22%	83 19%	33 23%	81 26%	51 21%	67 18%	157 25%	83 17%	51 19%	68 24%	49 19%	41 27%	14 26%	17 17%	208 22%	32 22%	118 20%	77 22%	45 27%	68 22%	172 21%	105 26%	135 19%	149 22%	91 21%			
Neither favourable nor unfavourable (0)	346 31%	149 28%	196 35%	36 31%	67 35%	55 30%	51 28%	56 31%	82 32%	103 33%	105 29%	138 32%	47 32%	94 31%	74 30%	116 30%	188 30%	158 32%	80 30%	98 34%	84 33%	56 36%	15 27%	14 14%	293 30%	54 36%	205 35%	100 28%	41 34%	104 30%	243 31%	127 31%	219 31%	228 33%	118 28%			
Fairly unfavourable (-1)	158 14%	79 15%	76 14%	14 12%	32 16%	16 9%	21 11%	22 12%	54 21%	46 15%	37 10%	76 17%	17 11%	40 13%	26 11%	65 18%	94 15%	64 13%	44 16%	33 12%	37 15%	13 8%	11 8%	20 14%	134 16%	24 16%	92 16%	42 12%	25 15%	41 13%	117 15%	53 13%	105 15%	93 14%	65 15%			
Very unfavourable (-2)	194 17%	133 25%	60 11%	15 12%	13 7%	24 13%	42 23%	39 22%	62 24%	28 9%	65 18%	101 23%	18 12%	28 9%	51 21%	89 24%	90 14%	104 21%	46 17%	47 16%	45 18%	25 16%	7 13%	24 25%	176 18%	18 12%	98 17%	64 18%	33 20%	36 12%	158 20%	53 13%	141 20%	106 16%	88 20%			
Don't know	93 8%	30 6%	59 11%	15 12%	18 9%	26 15%	12 7%	11 6%	11 4%	33 11%	38 11%	22 5%	18 12%	38 12%	18 7%	16 4%	40 7%	53 11%	23 9%	22 8%	19 8%	13 9%	3 5%	13 13%	84 9%	9 6%	41 7%	40 11%	12 7%	33 11%	60 7%	30 7%	63 9%	50 7%	43 10%			
Net: Very/Fairly favourable	320 29%	144 27%	167 30%	38 32%	62 33%	60 33%	59 32%	51 29%	50 19%	101 33%	118 32%	101 23%	46 32%	106 34%	78 31%	81 22%	210 34%	110 22%	70 27%	89 31%	68 27%	47 31%	19 35%	25 26%	276 29%	43 29%	154 26%	112 31%	54 33%	92 30%	228 28%	143 35%	176 25%	204 30%	116 27%			
Net: Very/Fairly unfavourable	352 32%	212 40%	136 24%	29 24%	45 23%	40 22%	62 34%	61 34%	116 45%	73 24%	102 28%	177 40%	35 24%	69 23%	77 31%	154 42%	184 30%	168 34%	90 34%	80 28%	82 32%	38 24%	18 33%	45 46%	310 32%	42 28%	190 32%	105 29%	57 35%	76 25%	276 34%	106 26%	246 35%	199 29%	153 36%			
Net Difference	-33 -3%	-68 -13%	32 6%	10 8%	18 9%	20 11%	-4 -2%	-10 -5%	-66 -26%	27 9%	16 4%	-76 -17%	11 8%	37 12%	* *	-73 -20%	26 4%	-58 -12%	-19 -7%	9 3%	-14 -5%	10 6%	1 2%	-19 -20%	-33 -3%	1 1%	-35 -6%	6 2%	-4 -2%	15 5%	-48 -6%	37 9%	-69 -10%	4 1%	-37 -9%			
Mean	-0.14	-0.33	0.04	0.04	0.11	0.08	-0.14	-0.21	-0.50	0.09	-0.04	-0.38	0.05	0.12	-0.11	-0.42	-0.02	-0.31	-0.19	-0.07	-0.17	-0.06	-0.02	-0.41	-0.16	-0.04	-0.18	-0.07	-0.18	0.01	-0.20	0.06	-0.26	-0.07	-0.26			

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2019 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country			
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (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 Cameron (W)	Unfavourable to Cameron (X)	Favourable to Reeves (Y)	Unfavourable to Reeves (Z)	Favourable to Davy (aa)	Unfavourable to Davy (ab)	Favourable to Dawey (ac)	Unfavourable to Dawey (ad)	Favourable to Rayner (ae)	Unfavourable to Rayner (af)	Favourable to Cleverly (ag)	Unfavourable to Cleverly (ah)	Favourable to Farage (ai)	Unfavourable to Farage (aj)	Favourable to Tice (ak)	Unfavourable to Tice (al)	Favourable to Anderson (am)	Unfavourable to Anderson (an)	Favourable to Burreham (ao)	Unfavourable to Burreham (ap)	Favourable to Kabin (aq)	Unfavourable to Kabin (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614
Very favourable (2)	80	8	26	4	29	46	14	7	61	52	12	29	13	80	-	13	45	10	58	37	17	13	48	14	47	28	10	26	10	40	10	8	41	13	57	11	46	7	51	38	5	22	21	11	63
Fairly favourable (1)	240	48	101	26	24	123	57	46	170	125	66	95	48	240	-	35	129	37	166	107	79	40	125	41	139	78	49	60	45	97	59	31	105	40	170	23	116	26	143	111	38	89	80	40	158
Neither favourable nor unfavourable (0)	346	100	90	30	32	144	109	65	188	116	118	63	81	-	-	52	134	55	182	103	120	52	149	61	163	66	87	48	76	93	23	121	56	183	39	129	21	160	105	50	63	183	61	201	
Fairly unfavourable (-1)	158	76	28	10	14	52	78	34	85	39	88	11	90	-	158	25	82	43	77	33	90	40	68	36	75	20	56	16	74	22	78	31	61	35	82	23	60	23	76	33	63	22	84	35	74
Very unfavourable (-2)	194	115	18	4	12	42	121	51	103	23	149	4	172	-	194	70	83	52	112	23	145	45	109	50	110	13	140	5	161	19	158	39	100	80	79	55	82	67	86	25	121	13	167	76	65
Don't know	93	11	14	3	5	20	19	6	34	19	18	14	12	-	-	9	13	11	41	18	21	9	17	12	24	6	5	8	5	10	14	3	14	10	30	5	12	5	17	8	6	7	23	12	54
Net: Very/Fairly favourable	320	56	126	29	53	169	71	53	231	177	78	124	62	320	-	47	174	47	224	144	96	54	168	56	186	106	58	86	54	137	69	39	147	53	227	34	162	33	193	149	43	121	100	51	219
Net: Very/Fairly unfavourable	352	190	46	14	26	94	199	84	188	62	237	15	263	-	352	96	165	95	188	56	235	85	178	86	185	33	195	22	236	42	237	70	162	115	161	78	141	90	161	58	35	251	111	139	
Net Difference	-33	-134	80	15	26	75	-128	-31	42	114	-159	109	-201	320	-352	-40	9	-48	36	88	-139	-31	-9	-30	*	73	-137	65	-181	96	-168	-31	-15	-62	66	-44	20	-57	32	90	-141	86	-150	-60	80
Mean	-0.14	-0.70	0.33	0.20	0.39	0.19	-0.62	-0.37	0.40	-0.68	0.66	-0.89	1.25	-1.55	-0.54	-0.06	-0.46	-0.03	0.34	-0.59	-0.33	-0.15	-0.33	-0.12	0.43	-0.78	0.55	-0.91	0.43	-0.79	-0.43	-0.17	-0.58	0.08	-0.59	-0.04	-0.81	-0.01	0.33	-0.93	0.48	-0.60	-0.56	0.14	

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Column Proportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at
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
Minimum Base: 30 (**); Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		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	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very favourable (2)	85 8%	56 11% c	28 5%	5 4%	9 5%	11 6%	18 10%	16 9%	27 10%	13 4%	29 8%	43 10%	8 5%	13 4%	25 10%	34 9%	31 5%	54 11%	26 10%	27 9%	16 6%	7 4%	5 9%	4 4%	75 8%	10 6%	55 9%	22 6%	8 5%	22 7%	63 8%	21 5%	64 7%	47 7%	38 9%			
Fairly favourable (1)	120 11%	70 13% c	49 9%	16 13% f	25 13% f	10 6%	21 11%	15 9%	33 13% f	41 13%	31 9%	48 11%	21 14%	28 9%	24 10%	40 11%	66 11%	54 11%	25 9%	33 11%	31 12%	16 10%	5 10%	9 10%	103 11%	16 11%	64 11%	39 11%	17 10%	40 13%	80 10%	47 12%	73 10%	76 11%	44 10%			
Neither favourable nor unfavourable (0)	264 24%	114 21%	148 27%	30 25% gi	61 32% gi	48 27% g	31 17%	41 23%	53 20%	91 29%	79 22%	94 21%	36 25%	91 30%	46 19%	82 22%	131 21% q	133 27%	68 24%	70 20%	50 30%	46 23%	12 30%	17 18%	222 26%	42 26%	151 21%	76 21%	37 29%	88 22%	176 22%	89 22%	175 22%	186 15%	78 18%			
Fairly unfavourable (-1)	156 14%	72 13%	84 15%	17 15%	29 15%	26 15%	26 14%	18 10%	41 16%	46 15%	59 14%	59 13%	19 13%	47 15%	37 15%	50 14%	97 16%	60 12%	34 13%	45 16%	37 14%	20 13%	8 15%	12 13%	136 14%	20 14%	97 16% b	40 11%	20 12%	46 15%	111 14%	55 14%	101 14%	100 14%	56 13%			
Very unfavourable (-2)	330 30%	175 33%	150 27%	22 19%	42 22%	47 26%	65 35% de	68 38% def	86 33% de	64 21%	112 31% j	154 35% j	29 20%	74 24%	82 33% mn	129 35% mn	208 33% r	122 25%	72 27%	73 25%	80 31%	48 31%	19 36% *	38 39% **	283 29%	47 32%	153 26%	115 32%	62 38% a	63 21%	267 33% d	146 36% g	185 26%	195 29%	135 31%			
Don't know	156 14%	48 9%	100 18% b	28 24% eghi	26 13%	37 21% hi	24 13% h	19 11%	22 8%	54 17% l	61 17% l	41 9%	33 23% op	53 17% p	32 13%	33 9%	88 14%	67 14%	38 14%	41 14%	40 16%	17 11%	4 7% *	16 16% *	142 15%	13 9%	71 12%	65 18% a	20 12%	45 15%	111 14%	49 12%	107 15%	78 11%	78 18% h			
Net: Very/Fairly favourable	205 18%	126 24% c	77 14%	20 17%	34 18%	21 12%	39 21% f	31 18% f	59 23% f	54 18%	91 16% 21%	28 19%	41 13%	49 20%	73 20% n	98 16% q	107 22%	51 20%	60 21%	47 19%	23 15%	10 19%	14 14% *	179 19%	26 18%	119 20%	61 17%	25 15%	62 20%	143 18%	68 17%	136 19%	123 18%	82 19%				
Net: Very/Fairly unfavourable	487 44%	247 46%	233 42%	40 34%	71 37%	74 41%	90 49% de	86 48% de	126 49% de	110 36%	164 45% j	213 49% j	48 33%	121 39%	119 48% mn	179 49% mn	305 49% r	182 37%	106 40%	118 41%	116 46%	68 44%	27 51% *	50 52% **	420 44%	67 45%	250 42%	155 43%	82 50%	109 36% d	378 47% g	201 49% g	286 41%	295 43%	192 45%			
Net Difference	-282 -25%	-121 -23%	-156 -28%	-19 -16%	-37 -19%	-52 -29%	-52 -28% de	-55 -31% de	-67 -26% de	-56 -18%	-104 -29% j	-122 -28% j	-20 -13%	-80 -26% mn	-70 -28% mn	-106 -29% r	-207 -33% r	-75 -15%	-55 -21%	-58 -20%	-69 -27%	-46 -30%	-18 -33%	-36 -38% **	-241 -25%	-41 -28%	-131 -22%	-94 -26% a	-57 -35% a	-47 -15% d	-235 -33% d	-133 -33% g	-149 -21% g	-172 -25% g	-110 -26% h			
Mean	-0.55	-0.49	-0.60	-0.41 *	-0.42	-0.62	-0.62	-0.67	-0.53	-0.42	-0.62	-0.59	-0.36	-0.55	-0.59	-0.60	-0.72 q	-0.34 q	-0.44 x	-0.42 x	-0.63	-0.63	-0.65 *	-0.87 *	-0.55	-0.58	-0.44 c	-0.64	-0.77	-0.34 e	-0.63	-0.72	-0.45 f	-0.53	-0.59			

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

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians													Opinion of Brexit's impact on the country										
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	(E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Hunt (V)	Unfavourable to Hunt (W)	Favourable to Cameron (X)	Unfavourable to Cameron (Y)	Favourable to Reeves (Z)	Unfavourable to Reeves (aa)	Favourable to Davies (ab)	Unfavourable to Davies (ac)	Favourable to Doney (ad)	Unfavourable to Doney (ae)	Favourable to Rayner (af)	Unfavourable to Rayner (ag)	Favourable to Cleverly (ah)	Unfavourable to Cleverly (ai)	Favourable to Farage (aj)	Unfavourable to Farage (ak)	Favourable to Anderson (al)	Unfavourable to Anderson (am)	Favourable to Burcham (an)	Unfavourable to Burcham (ao)	Favourable to Kabin (ap)	Unfavourable to Kabin (aq)	Positive impact (ar)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	464	149	531	319	283	227	517	234	614
Very favourable (2)	85	54	4	4	13	6	70	26	44	11	64	10	60	12	49	85	-	22	51	10	60	15	40	16	47	8	49	10	53	11	57	15	34	71	7	72	3	62	13	16	38	9	66	49	14
Fairly favourable (1)	120	57	20	3	16	23	62	28	58	37	64	25	61	35	46	120	-	22	71	34	66	32	50	37	54	27	50	30	64	28	42	73	25	53	18	47	32	31	53	18	85	58	35		
Neither favourable nor unfavourable (0)	264	96	50	10	27	75	113	73	107	78	96	43	72	61	66	-	-	63	109	63	96	57	79	62	110	38	64	33	61	54	88	40	55	59	80	20	45	23	68	60	59	37	129	58	108
Fairly unfavourable (-1)	156	57	48	12	9	80	47	35	91	54	68	31	67	37	68	-	156	41	83	51	68	34	73	21	74	31	54	22	67	37	68	26	64	17	111	7	79	10	95	48	40	23	78	31	95
Very unfavourable (-2)	330	64	128	37	41	204	66	29	266	155	114	79	126	137	97	-	330	42	254	135	129	45	232	55	219	98	114	60	122	111	108	21	225	4	311	4	287	5	292	143	77	116	111	27	270
Don't know	156	30	26	10	9	39	41	17	75	41	45	29	31	37	25	-	-	18	70	28	53	17	38	22	54	8	15	16	18	20	30	7	24	10	68	-	12	2	31	21	15	24	39	11	92
Net: Very/Fairly favourable	205	111	24	7	30	29	132	55	103	47	128	35	121	47	96	205	-	44	122	44	126	47	90	53	101	35	99	33	103	41	120	52	75	144	32	125	21	109	45	47	92	26	151	107	48
Net: Very/Fairly unfavourable	487	121	176	49	50	284	113	64	267	209	182	110	193	174	165	-	487	82	324	186	197	79	305	76	293	129	168	82	189	168	176	47	289	21	423	11	366	15	387	191	117	139	199	58	365
Net Difference	-282	-11	-153	-42	-21	-255	19	-10	-255	-162	-53	-75	-72	-127	-70	205	-487	-38	-212	-142	-70	-31	-215	-23	-192	-94	-69	-49	-86	-127	-56	5	-214	123	-390	114	-345	94	-142	-25	-113	-48	49	-317	
Mean	-0.55	-0.06	-1.11	-1.11	-0.45	-1.17	0.07	-0.07	-0.84	-0.92	-0.26	-0.77	-0.36	-0.89	-0.36	1.42	-1.68	-0.31	-0.73	-0.91	-0.33	-0.33	-0.86	-0.32	-0.72	-0.91	-0.41	-0.67	-0.44	-0.94	-0.28	-0.01	-0.97	0.85	-1.30	1.16	-1.45	1.03	-1.24	-0.91	-0.24	-1.09	-0.21	0.32	-1.10

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status	
		Total	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	CZDE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398			
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430			
Very positive (2)	77 7%	49 9% c	27 5%	6 5%	10 5%	6 3%	15 8%	12 7%	28 11%	15 5%	21 6%	40 9%	9 6%	10 3%	19 8%	36 10%	25 4%	52 11%	16 6%	28 10%	17 7%	8 5%	3 5%	5 8%	70 7%	7 5%	44 7%	18 5%	14 9%	20 7%	57 7%	19 5%	58 8%	46 7%	31 7%			
Fairly positive (1)	158 14%	94 18% c	63 11%	13 11%	36 19%	21 11%	17 9%	26 14%	46 18%	49 16%	37 10%	72 16%	17 11%	47 15%	24 10%	62 17%	95 15%	63 13%	46 17%	32 11%	34 13%	32 20%	8 14%	7 7%	137 14%	20 14%	93 16%	41 12%	24 14%	57 19%	101 13%	54 13%	104 15%	103 15%	55 13%			
Made no difference (0)	202 18%	104 19%	97 17%	14 12%	32 17%	29 16%	40 22%	38 21%	50 19%	46 15%	69 19%	87 20%	20 14%	51 17%	48 19%	82 22%	85 14%	117 24%	53 17%	66 18%	87 17%	43 17%	25 16%	10 19%	18 18%	173 20%	30 20%	109 17%	62 19%	31 18%	54 18%	148 14%	59 20%	144 17%	116 20%	87 20%		
Fairly negative (-1)	294 26%	126 23% b	165 30% i	39 33%	54 28%	52 29%	48 26%	43 24%	58 22%	93 30%	100 27%	101 23%	50 34%	85 28%	64 26%	82 22%	175 28%	118 24%	66 25%	87 30%	65 26%	42 27%	12 22%	22 23%	248 26%	46 31%	165 28%	95 27%	34 20%	78 26%	215 27%	112 27%	182 26%	189 28%	105 24%			
Very negative (-2)	320 29%	144 27%	167 30%	39 33%	51 27%	57 31%	57 31%	52 29%	64 25%	91 29%	113 31%	116 27%	44 30%	94 31%	77 31%	89 24%	214 34%	106 22%	62 24%	73 25%	82 32%	46 30%	20 37%	37 39%	284 29%	36 24%	146 25%	122 34%	52 32%	79 26%	241 30%	151 37%	169 24%	200 29%	120 28%			
Don't know	61 5%	18 3% b	40 7% b	6 5%	9 5%	16 9%	8 4%	8 4%	13 5%	15 5%	24 7%	21 5%	8 5%	20 6%	14 5%	16 4%	27 4%	33 7%	21 8%	16 5%	12 5%	3 2%	1 2%	8 8%	52 5%	9 6%	32 5%	19 5%	9 6%	16 5%	45 6%	13 3%	48 7%	28 4%	32 7% h			
Net: Very/Fairly positive	234 21%	144 27% c	90 16%	19 16%	45 24%	27 15%	32 17%	38 21%	74 29%	64 21%	58 16%	112 26%	25 17%	57 19%	43 18%	98 27%	120 19%	114 23%	61 23%	60 21%	51 20%	39 26%	11 20%	12 12%	207 22%	27 18%	137 23%	59 17%	38 23%	77 25%	158 20%	73 18%	162 23%	149 22%	86 20%			
Net: Very/Fairly negative	614 55%	270 50% b	332 59% b	78 67% b	105 55% b	109 60% b	104 57% b	95 53% b	122 47% b	183 59% b	213 59% b	217 50% b	93 64% b	178 58% b	142 58% b	171 47% b	389 63% b	224 46% b	129 49% b	160 55% b	147 58% b	87 57% b	32 59% b	59 62% b	531 55% b	82 56% b	311 53% b	216 61% b	86 52% b	157 52% b	456 57% b	263 65% b	350 50% b	388 57% b	225 52% b			
Mean	-0.59	-0.43 c	-0.74	-0.83	-0.56	-0.81	-0.65	-0.57	-0.34 d	-0.66	-0.73	-0.43 j	-0.75	-0.72	-0.67	-0.36 m	-0.77	-0.36 q	-0.47 x	-0.53 x	-0.66	-0.56	-0.72 *	-0.90 *	-0.59	-0.61	-0.50 b	-0.77	-0.55	-0.48	-0.63	-0.82	-0.46 f	-0.60	-0.58			

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	General Election 2019 Vote											Referendum 2016 vote										Favourable to parties																		Favourable to politicians																		Opinion of Brexit's impact on the country	
	Total	Conservative	Labour	Liberal Democrat	Other	Remain	Leave	Favourable to 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Dawey	Unfavourable to Dawey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burham	Unfavourable to Burham	Favourable to Kahn	Unfavourable to Kahn	Positive impact	Negative impact																
																																												(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653														
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614														
Very positive (2)	77	48	10	1	8	9	62	34	29	13	50	8	60	13	45	43	20	33	32	34	20	33	20	33	14	39	6	50	20	26	26	49	16	36	36	18	40	20	21	37	9	60	77	-															
Fairly positive (1)	158	86	27	5	14	23	101	61	46	36	85	27	75	38	66	64	39	55	60	40	81	55	52	40	57	27	62	31	61	28	82	45	35	73	40	52	35	53	38	40	58	32	84	158	-														
Made no difference (0)	202	85	33	10	29	33	118	28	107	99	98	15	95	38	84	40	55	30	102	39	93	31	84	41	93	17	73	21	83	23	88	24	70	53	72	34	51	25	67	31	71	19	121	-															
Fairly negative (-1)	294	85	73	20	19	132	75	55	165	104	107	59	83	76	73	32	134	47	165	81	113	45	111	63	124	51	74	23	77	77	76	95	28	101	33	177	19	116	19	146	86	48	56	130	-														
Very negative (-2)	320	37	129	36	44	220	23	22	270	172	85	103	85	143	66	17	231	32	139	103	38	214	41	219	98	84	80	80	132	78	18	199	17	279	10	218	7	244	136	54	110	93	-																
Don't know	61	17	3	4	2	9	19	7	23	10	27	5	20	12	18	9	9	10	26	10	30	6	18	10	28	5	13	2	14	5	23	5	11	9	18	5	6	6	16	5	16	1	29	-															
Net: Very/Fairly positive	234	133	38	7	22	32	163	95	75	49	135	34	135	51	111	107	58	87	92	53	132	79	85	60	95	41	101	37	117	47	129	70	62	122	56	88	53	93	59	61	94	40	144	234	-														
Net: Very/Fairly negative	614	122	203	56	63	353	98	78	436	276	192	162	168	219	139	48	365	80	415	219	216	83	325	104	242	148	158	103	158	207	173	46	300	51	456	29	334	25	390	222	101	166	222	-															
Mean	-0.59	0.06	-1.04	-1.16	-0.68	-1.27	0.27	0.15	-0.97	-1.06	-0.21	-1.05	-0.14	-0.97	-0.15	0.43	-1.08	0.04	-0.89	-0.93	-0.31	-0.10	-0.85	-0.32	-0.80	-0.93	-0.30	-0.86	-0.18	-0.98	-0.19	0.22	-0.95	0.45	-1.14	0.56	-1.10	0.70	-1.08	-0.88	-0.09	-1.01	-0.23	1.33	-1.52														

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Column Percentages (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 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,ar,as,at Minimum Base: 30** Small Base: 100**

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2411. To what extent, if at all, do you agree or disagree that Britain needs a fresh team of political leaders in Government?

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	Not working			
																																					(A)	(B)	(C)
Unweighted base	1111	529	565	136	197	184	205	218	171	333	389	389	164	313	275	327	696	415	271	294	256	146	55	89	958	153	591	375	145	328	783	586	525	713	398				
Weighted base	1111	536	558	118	192	180	184	178	260	309	364	438	146	306	246	367	622	489	264	289	253	154	54	96	963	148	590	357	164	304	807	407	704	681	430				
Strongly agree (2)	546 49%	286 53% c	251 45%	48 41%	81 42%	88 49%	93 51%	95 53%	141 54%	129 42%	181 50%	236 54%	60 41%	140 46%	124 50%	192 52%	308 49%	238 49%	129 49%	143 49%	140 55%	58 37%	28 53%	49 51%	473 49%	73 50%	281 48%	184 52%	81 49%	128 42%	418 52%	214 53%	332 47%	327 48%	219 51%				
Tend to agree (1)	308 28%	132 25%	173 31% b	40 34% f	60 31% f	38 21%	46 25%	49 28%	76 29%	99 32%	84 23%	125 29%	49 34%	80 26%	59 24%	112 30%	177 28%	131 27%	78 30%	74 26%	68 27%	51 33%	9 17%	28 29%	272 28%	36 24%	167 28%	94 29%	47 29%	89 27%	220 27%	104 26%	204 29%	186 27%	122 28%				
Neither agree nor disagree (0)	164 15%	73 14%	91 16%	15 12%	35 18%	39 21% hi	30 17%	19 11%	26 10%	50 16% l	69 19% l	46 10%	18 12%	61 20% p	42 17% p	38 10%	85 14%	79 16%	40 15%	47 16%	28 11%	28 18%	14 26% ux*	9 9%	137 14%	27 19%	96 16%	47 13%	21 13%	63 21% e	101 13%	55 16%	109 16%	106 16%	58 13%				
Tend to disagree (-1)	37 3%	25 5% c	12 2%	5 4%	5 4%	5 3%	6 3%	8 3%	8 3%	13 4%	10 3%	14 3%	5 4%	12 4%	7 3%	12 3%	28 5% r	8 2%	4 2%	10 3%	8 3%	10 7% s	1 1%	5 5%	34 3%	3 2%	21 4%	11 3%	5 3%	11 4%	11 3%	26 4%	17 4%	20 3%	27 4%	9 2%			
Strongly disagree (-2)	17 1%	9 2%	6 1%	2 2%	3 2%	2 1%	2 1%	5 3%	2 1%	5 2%	4 1%	7 2%	4 3%	2 1%	3 2%	7 2%	9 1%	8 2%	4 2%	5 2%	1 1%	2 4%	1 1%	4 1%	14 1%	2 2%	8 1%	7 2%	2 1%	3 1%	13 2%	7 2%	10 1%	13 2%	4 1%				
Don't know	40 4%	11 2%	26 5% b	8 7% h	5 3%	9 4%	7 4%	4 2%	6 2%	13 4%	17 5%	10 2%	9 6% p	11 3%	11 5%	7 2%	15 2%	25 5% q	9 3%	11 4%	9 4%	7 4%	1 3%	3 3%	34 3%	6 4%	17 3%	14 4%	8 5%	11 4%	29 4%	11 3%	29 4%	22 3%	17 4%				
Net: Agree	854 77%	418 78%	423 76%	88 75%	140 73%	126 70%	139 76%	144 81% f	217 84% ef	228 74%	265 73%	361 82% jk	110 75%	221 72%	183 74%	303 83% no	485 78%	369 76%	207 78%	217 75%	208 82% v	108 70%	37 70% *	77 80% *	745 77%	109 74%	448 76%	278 78%	128 78%	216 71%	638 79% d	318 78%	536 76%	513 75%	341 79%				
Net: Disagree	53 5%	34 6% c	18 3%	7 6%	11 6%	7 4%	7 4%	11 6%	10 4%	18 6%	14 4%	21 5%	9 6%	14 5%	10 4%	19 5%	37 6%	16 3%	8 3%	15 5%	9 4%	12 8%	1 2% *	8 9% *	48 5%	6 4%	29 5%	18 5%	7 4%	14 5%	39 5%	23 6%	30 4%	40 6%	13 3%				
Mean	1.24	1.26	1.22	1.16	1.11	1.20	1.26	1.27 e	1.36 e	1.13	1.23	1.33 j	1.15	1.17	1.25	1.30	1.23	1.26	1.27 v	1.22	1.38 v	1.03	1.22 *	1.22 *	1.24	1.23	1.21	1.28	1.29	1.11	1.29 d	1.27	1.23	1.19	1.32				

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

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

Public Poll
Adults aged 18+ in GB

Q1_2411. To what extent, if at all, do you agree or disagree that Britain needs a fresh team of political leaders in Government?
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 Democrat	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Party	Unfavourable to Party	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Dawey	Unfavourable to Dawey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Anderson	Unfavourable to Anderson	Favourable to Burtcham	Unfavourable to Burtcham	Favourable to Kahn	Unfavourable to Kahn	Positive impact	Negative impact						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)			
Unweighted base	1111	326	297	80	118	456	350	200	656	406	427	234	401	350	324	196	507	199	646	337	455	202	513	225	559	228	329	169	356	303	392	144	452	220	628	152	464	142	543	339	261	255	482	213	653			
Weighted base	1111	357	277	77	116	427	399	208	641	374	451	216	418	320	352	205	487	207	635	321	472	200	512	214	558	210	346	164	372	282	415	146	444	235	602	156	444	149	531	319	283	227	517	234	614			
Strongly agree (2)	546 49%	125 35%	193 70%	41 53%	70 61%	242 57%	192 48%	17%	35 71%	458 66%	248 42%	130 60%	113 50%	209 63%	201 43%	153 56%	115 59%	287 60%	35 17%	455 64%	207 45%	210 23%	46 71%	363 29%	62 67%	139 65%	163 47%	95 58%	184 50%	384 72%	170 41%	40 27%	319 72%	110 47%	361 60%	78 50%	267 60%	73 49%	324 61%	212 59%	121 43%	140 62%	257 50%	78 33%	308 60%			
Tend to agree (1)	308 28%	121 34%	56 20%	21 27%	21 18%	109 26%	120 30%	74 18%	135 21%	89 24%	142 32%	63 29%	109 26%	77 24%	105 29%	55 27%	129 37%	77 22%	140 24%	108 33%	130 33%	108 23%	70 33%	130 23%	53 21%	130 21%	103 21%	39 24%	100 27%	53 19%	140 27%	135 33%	49 34%	87 20%	87 32%	74 26%	154 29%	45 25%	110 29%	44 24%	129 21%	66 33%	93 22%	51 22%	143 28%	87 37%	156 25%	
Neither agree nor disagree (0)	164 15%	64 18%	23 8%	12 16%	16 14%	45 11%	60 15%	27 7%	34 9%	25 7%	70 15%	13 6%	58 14%	29 9%	57 16%	27 13%	45 23%	48 9%	30 13%	28 9%	62 23%	36 5%	30 13%	43 20%	41 18%	17 7%	41 13%	21 14%	50 7%	19 7%	62 15%	33 22%	33 6%	28 8%	34 16%	51 10%	25 14%	44 10%	21 9%	49 9%	34 14%	39 11%	22 10%	72 22%	52 8%	47 8%		
Tend to disagree (-1)	37 3%	25 7%	3 1%	2 2%	6 5%	17 4%	15 4%	22 11%	8 1%	6 2%	6 3%	5 2%	24 6%	6 2%	20 6%	4 2%	12 2%	23 11%	7 1%	5 2%	21 9%	18 8%	7 3%	17 8%	8 5%	18 12%	5 3%	4 6%	22 1%	4 6%	22 6%	4 1%	9 3%	9 4%	4 1%	8 3%	15 2%	5 3%	15 3%	4 2%	13 6%	2 1%	17 6%	4 2%	8 5%	16 3%	16 3%	
Strongly disagree (-2)	17 1%	12 3%	- 10%	- 2%	2 7%	7 2%	7 1%	12 3%	3 *	1 *	12 3%	3 1%	12 3%	1 *	10 3%	3 *	7 1%	12 6%	3 *	11 6%	12 *	12 *	3 *	12 6%	3 *	3 1%	12 6%	1 *	1 1%	-2 3%	14 3%	11 8%	1 *	4 2%	8 1%	2 1%	7 2%	3 1%	9 2%	3 1%	8 2%	7 3%	9 2%	3 1%	8 2%	6 1%	11 3%	6 1%
Don't know	40 4%	11 3%	1 1%	1 1%	1 1%	7 2%	5 1%	10 5%	3 1%	6 2%	16 3%	1 *	6 1%	6 2%	7 2%	1 *	8 2%	11 5%	1 *	2 1%	14 3%	7 4%	3 1%	3 5%	4 *	9 2%	4 2%	4 1%	1 *	9 2%	3 1%	4 2%	5 2%	13 2%	1 1%	2 *	4 2%	8 1%	2 1%	8 1%	2 1%	5 2%	4 2%	10 2%	2 1%	20 3%		
Net: Agree	854 77%	246 69%	249 90%	62 80%	91 79%	351 82%	312 78%	109 52%	594 93%	337 90%	333 74%	194 90%	318 76%	278 87%	258 73%	170 83%	415 85%	113 54%	595 94%	284 89%	363 77%	128 64%	471 92%	132 62%	503 90%	183 87%	266 77%	134 82%	284 77%	257 91%	306 74%	89 61%	406 92%	69 50%	406 92%	184 78%	515 86%	123 79%	377 85%	117 78%	454 85%	278 87%	214 76%	191 84%	400 77%	165 70%	524 85%	
Net: Disagree	53 5%	36 10%	3 1%	2 2%	8 7%	24 6%	22 6%	34 16%	11 2%	7 2%	33 7%	9 4%	36 9%	7 2%	30 9%	7 3%	18 4%	35 17%	10 2%	7 2%	33 7%	29 15%	8 2%	12 2%	12 5%	7 4%	30 9%	5 3%	33 9%	6 2%	38 11%	3 1%	38 11%	21 6%	6 1%	12 3%	23 4%	7 5%	22 5%	8 5%	21 4%	5 2%	25 9%	6 3%	35 7%	15 4%	22 4%	
Mean	1.24	0.93	1.59	1.33	1.32	1.34	1.20	0.50	1.63	1.57	1.10	1.45	1.16	1.50	1.07	1.35	1.41	0.52	1.64	1.51	1.36	0.69	1.62	0.75	1.55	1.51	1.15	1.39	1.16	1.61	1.05	0.68	1.63	1.21	1.43	1.24	1.39	1.23	1.43	1.52	1.08	1.47	1.21	0.95	1.45			

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Column Headers (S) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,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**

Column Means (S) A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,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**

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2412. And how confident, if at all, are you that the Labour party can provide the fresh team of political leaders that you think Britain needs?

All Adults who agree that Britain needs a fresh team of leaders

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		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	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	861	418	430	102	150	132	157	179	141	252	289	320	125	231	209	271	549	312	213	222	211	104	39	72	748	113	457	290	114	241	620	464	397	548	313	
Weighted base	854	418	423	88	140	126	139	144	217	228	265	361	110	221	183	303	485	369	207	217	208	108	37	77	745	109	448	278	128	216	638	318	536	513	341	
Very confident (4)	109 13%	50 12%	57 14%	13 15%*	20 14%	18 15%	21 15%	16 11%	19 9%	34 15%	40 15%	35 10%	16 15%	30 14%	30 16%	30 10%	67 14%	42 11%	28 14%	31 14%	16 8%	17 16% u*	9 25% ux*	6 8%	98 13%	10 9%	56 12%	35 13%	18 14%*	41 19% e	67 11%	54 17% g	54 10%	66 13%	43 13%	
Fairly confident (3)	238 28% c	130 31% c	103 24%	29 32%*	56 40% gh	42 34% i	31 23%	34 24%	47 22%	84 37% kl	73 28%	81 22%	39 36% op	81 37% op	40 22%	69 23%	143 30%	95 26%	56 27%	58 27%	55 27%	38 35%*	13 33%*	20 25%*	208 28%	30 28%	125 28%	85 30%	29 23%*	70 32%	169 26%	107 34% g	132 25%	160 31% i	78 23%	
Not very confident (2)	216 25%	107 26%	105 25%	22 25%*	38 27% gh	28 22% i	39 28%	36 25%	54 25%	60 26%	67 25%	90 25%	30 27%	55 25%	47 26%	74 24%	122 25%	94 25%	57 27%	56 26%	58 28%	23 22%*	5 13%*	17 22%*	184 25%	33 30%*	119 27%	64 23%	33 26%*	48 22%*	168 26%	77 24%	139 26%	135 26%	81 24%	
Not confident at all (1)	247 29%	115 27%	131 31%	14 16%*	20 15% gh	26 20% hi	45 33% def	52 36% def	90 41% def	35 15% j	71 27% jk	142 39% jk	14 13% p	40 18% mn	56 31% mn	120 40% mn	127 26%	120 32%	59 29%	61 28%	71 34%	25 23%*	9 23%*	23 30%*	212 28%	36 33%*	128 29%	71 26%	48 37% b*	42 19%	205 32% d	65 20%	182 34% f	128 25%	119 35% h	
Don't know	44 5%	15 4%	27 6%	10 12% eghi*	6 4% gh	12 9% gi	2 2%	6 4%	7 3%	16 7%	14 5%	13 4%	10 9% p	15 7% q	9 5% r	9 3% s	25 5%	18 5%	7 3%	10 4%	8 4%	6 5%*	2 6%*	11 15%*	44 6% z	- -	21 5%	22 8% c	1 1%*	15 7% e	28 4% d	15 5% g	28 5% f	23 5% i	20 6% j	
Net: Very/Fairly confident	347 41%	181 43%	160 38%	42 I*	76 48% gh	61 48% hi	52 38%	50 35%	66 30%	118 52% l	113 43% l	116 32%	55 50% op	111 50% op	71 38%	99 33%	210 43%	137 37%	84 41%	89 41%	71 34%	55 50% u*	22 58% ux*	26 34%*	306 41%	41 37%*	180 40%	120 43%	47 37%*	111 51% e	236 37% g	161 51% g	186 35% i	226 44% i	121 36% j	
Net: Not very/not at all confident	463 54%	222 53%	236 56%	36 41%*	59 42% gh	53 42% hi	84 61% def	87 61% def	144 66% def	95 41% j	137 52% jk	231 64% jk	44 40% p	95 43% q	104 56% mn	195 64% mn	250 51%	214 58%	116 56% w	118 54% w	129 62% vw	48 45%*	13 36%*	40 52%*	395 53%	68 63%*	247 55%	136 49%	80 63% b*	90 42% d	373 58% d	142 45% f	322 60% f	263 51% i	200 59% j	
Mean	2.26	2.29	2.22	2.53 GHI*	2.56 GHI	2.47 HI	2.21	2.11	1.98	2.55 KL	2.33 L	2.03	2.58 OP*	2.49 OP	2.26 P	2.03	2.32	2.17	2.27	2.29	2.09	2.46 U*	2.64 UX*	2.14 *	2.28	2.14 *	2.25	2.33	2.13 *	2.55 e	2.16	2.50 g	2.11	2.33 i	2.14	

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2412. And how confident, if at all, are you that the Labour party can provide the fresh team of political leaders that you think Britain needs?
All Adults who agree that Britain needs a fresh team of leaders

	Total	General Election 2019 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country															
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Conservatives (G)	Unfavourable to Conservatives (H)	Favourable to Labour (I)	Unfavourable to Labour (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 Cameron (W)	Unfavourable to Cameron (X)	Favourable to Reeves (Y)	Unfavourable to Reeves (Z)	Favourable to Daavay (aa)	Unfavourable to Daavay (ab)	Favourable to Dawy (ac)	Unfavourable to Dawy (ad)	Favourable to Rayner (ae)	Unfavourable to Rayner (af)	Favourable to Cleverly (ag)	Unfavourable to Cleverly (ah)	Favourable to Anderson (ai)	Unfavourable to Anderson (aj)	Favourable to Tice (ak)	Unfavourable to Tice (al)	Favourable to Anderson (am)	Unfavourable to Anderson (an)	Favourable to Burreham (ao)	Unfavourable to Burreham (ap)	Unfavourable to Kahn (aq)	Unfavourable to Kahn (ar)
Unweighted base	861	220	269	66	96	380	270	109	604	366	309	212	303	305	231	160	435	111	601	299	348	132	470	139	506	202	251	143	269	276	284	89	411	168	539	119	394	109	468	300	193	219	370	152	528
Weighted base	854	246	249	62	91	351	312	109	594	337	333	194	318	278	258	170	415	113	595	284	363	128	471	132	508	183	266	134	284	257	306	89	406	164	515	123	377	117	454	378	214	191	400	165	554
Very confident (4)	109	7	64	9	10	61	24	14	85	98	2	45	24	58	15	14	69	12	87	93	5	14	70	17	71	59	12	29	17	70	6	15	62	13	77	11	59	11	71	68	4	56	27	23	73
Fairly confident (3)	238	38	113	28	17	131	54	27	184	178	15	80	54	96	48	20	140	26	175	148	22	35	139	36	143	94	29	61	53	130	24	30	129	29	170	18	131	15	148	119	22	84	44	15%	
Not very confident (2)	216	63	45	14	35	87	85	21	151	44	96	38	81	58	69	41	99	27	142	30	115	41	111	38	116	17	76	24	71	36	83	27	79	47	125	26	87	28	103	45	59	27	124	29	135
Not confident at all (1)	247	134	20	9	28	57	142	44	151	6	216	27	156	54	123	93	95	46	166	7	216	37	137	40	154	10	146	19	140	9	190	17	124	94	122	67	91	63	119	40	128	18	181	75	111
Don't know	44	4	7	3	1	16	7	2	23	11	3	5	4	11	3	14	2	25	7	6	1	14	1	19	3	2	1	2	2	5	2	12	1	20	1	9	1	12	6	6	1	28			
Net: Very/Fairly confident	347	45	177	36	27	192	78	42	269	275	18	124	78	154	63	35	209	38	262	241	27	49	209	53	214	153	41	90	70	206	30	45	190	42	247	30	190	26	219	187	26	140	89	59	250
Net: Not very/hot at all confident	463	197	65	23	62	148	227	65	302	50	312	65	237	112	193	73	308	37	330	308	78	247	78	270	27	222	43	212	46	273	45	204	141	247	93	178	90	222	85	188	45	305	105	246	
Mean	2.26	1.66	2.04	2.59	2.11	2.59	1.87	2.11	2.35	3.13	1.41	2.75	1.83	2.59	1.83	1.74	2.45	2.04	2.32	3.18	1.49	2.21	2.31	2.23	2.27	3.13	1.65	2.76	1.81	3.09	1.49	2.47	2.32	1.79	2.41	1.79	2.43	1.78	2.39	2.79	1.54	2.97	1.84	2.04	2.43

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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,ar,as,at
Minimum Base: 30 (** Small Base: 100*)