23-085423-22 - 31st May - 3rd June 2024

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
	(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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Right direction (1)	201 18%	110 20%	91 16%	22 20% H	49 26% FGH	26 14%	27 15%	21 12%	57 22% H	71 24% K	53 15%	78 18%	31 22% O	59 19%	35 14%	64 18%	128 21% R	73 15%	46 18%	44 15%	48 19%	33 22%	12 22% *	17 18% *	173 19%	29 16%	129 21% b	44 14%	28 18%	85 26% e	116 15%	90 22% g	112 16%	139 20% i	63 15%
Wrong direction (-1)	651 59%	336 63% C	313 56%	70 63% I	106 56%	103 58%	122 67% EI	116 65% I	134 51%	176 59%	225 62%	249 57%	82 58%	179 59%	165 67% P	204 56%	359 58%	292 60%	160 61%	171 60%	145 57%	83 55%	35 65% *	56 60% *	543 59%	108 62%	351 56%	215 68% ac	85 53%	173 52%	478 62% d	231 58%	420 60%	392 58%	259 61%
Neither (0)	176 16%	78 14%	98 18%	15 13%	22 12%	33 19%	26 14%	29 16%	51 20% E	37 12%	59 16%	80 18% J	20 14%	43 14%	34 14%	71 20%	93 15%	83 17%	40 15%	53 19%	39 15%	23 15%	5 9% *	15 16% *	148 16%	28 16%	104 17%	42 13%	30 19%	53 16%	123 16%	58 14%	118 17%	110 16%	66 16%
Don't know	72 7%	13 2%	58 10% B	5 4%	12 6%	16 9%	8 4%	12 7%	19 7%	16 5%	25 7%	31 7%	7 5%	22 7%	13 5%	24 7%	36 6%	36 7%	15 6%	17 6%	21 8%	12 8%	2 4% *	5 6% *	61 7%	11 6%	41 7%	14 4%	17 11% b	21 6%	51 7%	23 6%	49 7%	38 6%	34 8%
Mean	-0.44	-0.43	-0.44	-0.45	-0.32 GH	-0.48	-0.54	-0.58	-0.32 GH	-0.37 K	-0.51	-0.42	-0.38 O	-0.43	-0.55	-0.41 O	-0.40	-0.49	-0.46	-0.47	-0.42	-0.36	-0.45 *	-0.44 *	-0.43	-0.48	-0.38 b	-0.57	-0.40 b	-0.28 e	-0.51	-0.37	-0.47	-0.40 i	-0.51

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Right direction (1)	201 18%	109 32% CE	28 10%	19 27% C*	17 14%	65 15%	92 22% F	127 51% IJKLMNOPQ	34 6%	71 16% IQ	95 24% IJMNQ	57 25% IJNQ	68 19% IQ	48 18% IQ	77 22% IJQ	80 35% IJKLMNOQ	51 11% I	127 55% STU	33 5%	71 21% S	83 19% S
Wrong direction (-1)	651 59%	151 44%	203 75% BD	38 55% *	87 73% BD	287 68% G	229 56%	57 23%	497 82% HJKLMNOPQ	292 67% HKLOP	217 55% H	135 60% HP	223 61% HKP	187 68% HKLOP	205 58% HP	114 49% H	368 76% HJKLMNOP	46 20%	505 82% RTU	213 63% R	263 59% R
Neither (0)	176 16%	67 19% CE	24 9%	12 17% *	13 10%	51 12%	68 17%	46 19% IJLNPQ	56 9%	53 12% I	65 16% INQ	27 12%	53 15% I	27 10%	58 17% INQ	29 13%	53 11%	40 17% ST	64 10%	38 11%	77 17% ST
Don't know	72 7%	17 5%	16 6%	* 1% *	3 3%	21 5%	22 5%	18 7% ILOPQ	21 3%	19 4%	19 5%	5 2%	19 5% OQ	12 4%	11 3%	7 3%	14 3%	20 8% SU	14 2%	17 5% S	21 5% S
Mean	-0.44	-0.13 CE	-0.69	-0.29 CE*	-0.60	-0.55	-0.35 F	0.30 IJKLMNOPQ	-0.79	-0.53 IQ	-0.32 IJMNQ	-0.36 IJNQ	-0.45 IQ	-0.53 IQ	-0.38 IJNQ	-0.15 IJKLMNOQ	-0.67 I	0.38 STU	-0.78	-0.44 S	-0.43 S

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

23-085423-22 - 31st May - 3rd June 2024

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? - 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	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1100	1100	1100	1100	1100	1100	1100
Weighted base	1100	1100	1100	1100	1100	1100	1100
Very favourable (2)	107 10% BDEFG	56 5%	143 13% ABDEFG	69 6%	50 5%	66 6%	72 7% E
Fairly favourable (1)	231 21% BDEG	177 16%	292 27% ABDEFG	179 16%	176 16%	209 19% EG	158 14%
Neither favourable nor unfavourable (0)	267 24% BCD	218 20%	228 21%	204 19%	439 40% ABCDFG	381 35% ABCDG	275 25% BCD
Fairly unfavourable (-1)	210 19% CFG	226 21% CFG	180 16%	197 18% G	205 19% FG	164 15%	159 14%
Very unfavourable (-2)	235 21% EF	391 36% ACEFG	216 20% EF	410 37% ACEFG	159 14%	186 17% E	327 30% ACEF
Don't know	50 5% B	33 3%	41 4%	40 4%	72 7% ABCD	94 9% ABCDE	109 10% ABCDE
Net: Very/Fairly favourable	338 31% BDEFG	233 21%	435 40% ABDEFG	248 23%	225 20%	275 25% BEG	229 21%
Net: Very/Fairly unfavourable	445 40% CEF	616 56% ACEFG	396 36% F	608 55% ACEFG	364 33%	350 32%	486 44% CEF
Net Difference	-106 -10%	-384 -35%	39 4%	-360 -33%	-139 -13%	-76 -7%	-256 -23%
Mean	-0.22 BDG	-0.67	-0.03 ABDEFG	-0.66	-0.24 BDG	-0.20 BDG	-0.52 BD

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

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

23-085423-22 - 31st May - 3rd June 2024
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? - 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	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	107 10%	65 12% C	43 8%	16 14% I	23 12% I	26 14% I	16 9% I	20 11% I	7 3%	38 13% L	42 12% L	27 6%	21 15% P	34 11% P	28 11% P	23 6%	58 9%	49 10%	28 11% X	29 10% X	17 7%	25 17% UX	5 9% *	2 2% *	99 11% Z	8 4%	62 10%	35 11%	11 7%	53 16% e	54 7%	52 13% g	56 8%	74 11%	33 8%
Fairly favourable (1)	231 21%	123 23%	107 19%	26 23%	47 25%	32 18%	44 24%	33 19%	49 19%	73 24%	76 21%	82 19%	32 23%	67 22%	59 24%	65 18%	135 22%	96 20%	49 19%	56 20%	54 21%	34 23%	16 29% *	23 24% *	194 21%	37 21%	135 22%	63 20%	33 20%	84 25% e	147 19%	110 27% g	121 17%	149 22%	82 19%
Neither favourable nor unfavourable (0)	267 24%	119 22%	148 27%	33 30% I	49 26%	51 29% I	48 26%	36 20%	49 19%	82 27% L	100 28% L	85 19%	40 29% P	84 28% P	66 27% P	70 19%	160 26%	107 22%	61 23%	72 25%	60 24%	38 25%	10 18% *	26 28% *	230 25%	37 21%	150 24%	88 28% c	29 18%	75 23%	192 25%	109 27%	158 23%	178 26%	89 21%
Fairly unfavourable (-1)	210 19%	105 20%	104 19%	17 15%	33 18%	24 13%	29 16%	35 20%	72 28% DEFG	50 17%	53 15%	107 24% JK	21 15%	48 16%	35 14%	98 27% MNO	126 21%	83 17%	57 22% V	62 22% V	44 17%	19 13%	8 16% *	19 20% *	170 18%	40 23%	119 19%	51 16%	40 25% b	41 12%	169 22% d	64 16%	145 21%	125 18%	85 20%
Very unfavourable (-2)	235 21%	115 21%	119 21%	14 12%	19 10%	32 18%	40 22% DE	48 27% DE	81 31% DEF	33 11%	72 20% J	129 30% JK	19 14%	42 14%	51 21% N	101 28% MN	113 18%	122 25% Q	57 22%	53 19%	66 26% TV	22 14%	15 27% *	22 24% *	186 20%	49 28% Y	140 22%	54 17%	41 25%	57 17%	178 23% d	49 12%	186 27% f	122 18%	113 27% h
Don't know	50 5%	11 2%	39 7% B	7 6% I	17 9% GHI	14 8% GHI	5 3%	5 3%	3 1%	24 8% L	19 5% L	7 2%	7 5% P	28 9% OP	8 3%	7 2%	23 4%	27 6%	8 3%	14 5%	12 5%	13 8% S	1 2% *	2 2% *	46 5%	4 2%	21 3%	22 7% a	7 4%	21 6%	29 4%	18 4%	32 5%	30 4%	20 5%
Net: Very/Fairly favourable	338 31%	187 35% C	150 27%	42 37% I	70 37% I	57 32% I	60 33% I	54 30%	55 21%	111 37% L	118 33% L	109 25%	53 38% P	101 33% P	87 35% P	88 24%	194 31%	145 30%	77 30%	85 30%	71 28%	60 39% U	20 38% *	25 27% *	293 32%	45 26%	197 31%	98 31%	43 27%	137 41% e	201 26%	161 40% g	177 25%	224 33%	115 27%
Net: Very/Fairly unfavourable	445 40%	220 41%	223 40%	31 27%	52 28%	56 31%	69 38% E	83 47% DEF	153 59% DEFGH	83 28%	125 35%	236 54% JK	40 29%	90 30%	87 35%	198 55% MNO	240 39%	205 42%	114 44% V	115 40% V	110 43% V	41 27%	23 43% *	41 44% V*	356 38%	89 51% Y	259 41% b	106 34%	80 50% b	98 30%	347 45% d	114 28%	331 47% f	247 36%	198 47% h
Net Difference	-106 -10%	-32 -6%	-73 -13%	11 10%	18 9%	1 1%	-9 -5%	-29 -17%	-98 -38%	28 9%	-8 -2%	-127 -29%	12 9%	11 4%	1 *	-111 -30%	-46 -7%	-60 -12%	-37 -14%	-30 -11%	-39 -15%	18 12%	-3 -5%	-16 -17%	-63 -7%	-44 -25%	-62 -10%	-7 -2%	-37 -23%	39 12%	-145 -19%	48 12%	-154 -22%	-23 -3%	-83 -20%
Mean	-0.22	-0.16	-0.29	0.12 GHI	0.12 GHI	-0.03 I	-0.19 I	-0.33 I	-0.67	0.12 KL	-0.11 L	-0.53	0.11 P	0.01 P	-0.09 P	-0.53	-0.17	-0.29	-0.26	-0.20	-0.36	0.16 STUX	-0.23 *	-0.39 *	-0.17 Z	-0.50	-0.23	-0.09 c	-0.44	0.11 e	-0.36	0.13 g	-0.43	-0.11 i	-0.41

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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? - Keir Starmer, Leader of the Labour party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	107 10%	11 3%	56 21% BE	11 15% B*	11 9% B	48 11%	35 9%	24 10% KO	75 12% KMO	101 23% HIKLMNOPQ	4 1%	38 17% HIKMOQ	25 7% K	47 17% HIKMOQ	19 6% K	29 13% KMO	50 10% KMO	26 11% U	71 11% U	107 32% RSU	- -
Fairly favourable (1)	231 21%	36 11%	108 40% BE	19 28% B*	19 16%	125 29% G	53 13%	38 15% KO	170 28% HKMOP	206 47% HIKLMNOPQ	8 2%	77 34% HIKMOPQ	38 10% K	88 32% HKMOP	33 9% K	41 18% KMO	132 27% HKMOP	39 17% U	160 26% RU	231 68% RSU	- -
Neither favourable nor unfavourable (0)	267 24%	68 20%	49 18%	21 30% *	33 28% C	112 26% G	74 18%	40 16% K	133 22% KMOP	86 20% KMP	32 8%	51 23% HKMP	47 13% K	63 23% HKMP	60 17% KM	31 14% K	111 23% HKMOP	39 17% TU	131 21% TU	- -	- -
Fairly unfavourable (-1)	210 19%	93 27% CD	32 12%	7 10% *	30 25% CD	79 19%	95 23%	72 29% IJLNPQ	103 17% J	28 6%	136 34% IJLMNOPQ	33 15% J	97 27% IJLNPQ	41 15% J	90 26% IJLNPQ	41 18% J	98 20% IJLN	63 27% ST	112 18% T	- -	210 47% RST
Very unfavourable (-2)	235 21%	131 38% CDE	24 9%	9 12% *	27 22% C	51 12%	148 36% F	71 29% IJLNQ	115 19% JLN	7 2%	214 54% HIJLMNOPQ	23 10% J	152 42% HIJLNQ	31 11% J	146 42% HIJLNQ	82 36% HIJLNQ	91 19% JLN	64 28% ST	127 21% T	- -	235 53% RST
Don't know	50 5%	4 1%	3 1%	3 5% E*	- -	10 2%	7 2%	3 1%	12 2% KOQ	8 2% OQ	2 *	3 1%	5 1% KO	4 2%	1 *	5 2% KO	4 1%	2 1% U	14 2% TU	- -	- -
Net: Very/Fairly favourable	338 31%	47 14%	164 61% BDE	30 43% BE*	30 25% B	173 41% G	88 21%	61 25% KMO	244 40% HKMOP	307 70% HIKLMNOPQ	12 3%	116 51% HIKMOPQ	63 17% K	134 49% HIKMOPQ	53 15% K	70 31% KMO	182 37% HKMO	65 28% U	231 38% RU	338 100% RSU	- -
Net: Very/Fairly unfavourable	445 40%	224 65% CDE	56 21%	16 22% *	57 48% CD	130 31%	243 59% F	143 58% IJLNQ	217 36% JLN	35 8%	351 89% HIJLMNOPQ	56 25% J	249 68% HIJLNPQ	73 27% J	236 67% HIJLNPQ	123 54% IJLNQ	189 39% JLN	127 55% ST	239 39% T	- -	445 100% RST
Net Difference	-106 -10%	-177 -51%	109 40%	14 21%	-27 -23%	43 10%	-155 -38%	-82 -33%	27 4%	272 62%	-339 -86%	60 27%	-186 -51%	61 22%	-184 -52%	-53 -23%	-7 -1%	-63 -27%	-8 -1%	338 100%	-445 -100%
Mean	-0.22	-0.87	0.52 BE	0.25 BE*	-0.36 B	0.09 G	-0.66	-0.53 KMO	-0.02 HKMOP	0.86 HIKLMNOPQ	-1.39	0.34 HIKMOPQ	-0.87 K	0.28 HIKMOPQ	-0.89 K	-0.47 KMO	-0.10 HKMOP	-0.44 U	-0.11 RU	1.32 RSU	-1.53

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

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-22 - 31st May - 3rd June 2024

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	
	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	56 5%	37 7% C	19 3%	7 6%	12 6%	8 5%	11 6%	4 2%	13 5%	19 6%	19 5%	17 4%	10 7%	16 5%	12 5%	13 4%	30 5%	26 5%	11 4%	12 4%	12 5%	11 7%	4 8% *	5 5% *	49 5%	6 4%	41 6%	12 4%	4 2%	26 8% e	30 4%	23 6%	33 5%	38 6%	18 4%
Fairly favourable (1)	177 16%	88 16%	88 16%	9 8%	30 16%	23 13%	23 12%	24 14%	68 26% DEFGH	39 13%	45 13%	92 21% JK	15 10%	44 15%	29 12%	75 21% MO	107 17%	70 15%	35 13%	51 18%	43 17%	33 22% SX	6 12% *	9 9% *	147 16%	30 17%	118 19% b	25 8%	34 21% b	53 16%	124 16%	69 17%	108 15%	110 16%	67 16%
Neither favourable nor unfavourable (0)	218 20%	85 16%	133 24% B	14 13%	33 18%	39 22% D	34 19%	37 21%	61 23% D	47 16%	73 20%	97 22% J	17 12%	61 20% M	48 19%	84 23% M	138 22% R	80 16%	50 19%	65 23%	49 19%	24 16%	7 14% *	21 23% *	173 19%	45 25%	130 21%	58 18%	30 19%	55 16%	163 21%	84 21%	134 19%	126 19%	91 22%
Fairly unfavourable (-1)	226 21%	113 21%	111 20%	27 24%	38 20%	28 16%	32 18%	42 24%	59 22%	65 22%	61 17%	100 23% K	34 24%	52 17%	42 17%	87 24%	121 20%	105 22%	57 22%	61 21%	54 21%	22 14%	11 21% *	21 22% *	191 21%	35 20%	117 19%	67 21%	42 26%	59 18%	167 22%	80 20%	146 21%	138 20%	88 21%
Very unfavourable (-2)	391 36%	207 39%	183 33%	49 44% I	67 36% I	71 40% I	77 42% I	67 38% I	59 22%	116 39% L	149 41% L	126 29%	57 41% P	117 39% P	108 44% P	101 28%	207 34%	183 38%	103 39%	89 31%	86 34%	54 35%	23 43% *	36 38% *	335 36%	55 31%	204 33%	138 44% ac	49 30%	125 38%	265 35%	134 33%	257 37%	247 36%	144 34%
Don't know	33 3%	7 1%	26 5% B	5 5% I	9 5% I	9 5% I	5 3%	3 2%	2 1%	14 5% L	15 4% L	5 1%	8 5% P	13 4% P	8 3% P	3 1%	14 2%	19 4%	4 2%	8 3%	8 3%	8 5%	1 2% *	3 3% *	28 3%	5 3%	17 3%	14 4%	2 1%	14 4%	19 2%	13 3%	21 3%	19 3%	14 3%
Net: Very/Fairly favourable	233 21%	125 23%	107 19%	16 15%	42 22%	31 17%	34 18%	29 16%	81 31% DFGH	58 19%	65 18%	110 25% K	25 18%	60 20%	42 17%	89 24% O	136 22%	96 20%	46 18%	63 22%	56 22%	44 29% SX	11 20% *	13 14% *	196 21%	36 21%	159 25% b	37 12%	37 23% b	79 24%	154 20%	92 23%	141 20%	148 22%	85 20%
Net: Very/Fairly unfavourable	616 56%	320 60% C	294 53%	76 68% EFI	105 56% I	100 56%	110 60% I	109 61% I	117 45%	181 60% L	209 58%	226 52%	92 65% P	169 56%	150 61% P	188 52%	328 53%	288 60% Q	160 61% TV	150 52%	140 55%	76 50%	35 64% *	56 60% *	526 57%	90 51%	321 51%	205 65% a	90 57%	184 56%	432 56%	214 53%	403 58%	385 57%	231 55%
Net Difference	-384 -35%	-195 -36%	-188 -34%	-60 -53%	-63 -33%	-69 -38%	-76 -41%	-80 -45%	-36 -14%	-123 -41%	-144 -40%	-116 -27%	-67 -47%	-109 -36%	-108 -44%	-99 -27%	-192 -31%	-192 -40%	-114 -44%	-87 -30%	-84 -33%	-32 -21%	-24 -44%	-43 -45%	-330 -36%	-54 -31%	-162 -26%	-168 -54%	-53 -33%	-105 -32%	-278 -36%	-122 -30%	-262 -37%	-237 -35%	-146 -35%
Mean	-0.67	-0.69	-0.66	-0.96	-0.66 D	-0.78	-0.80	-0.82	-0.31 DEFGH	-0.77	-0.79	-0.52 JK	-0.86	-0.73	-0.85	-0.52 MO	-0.61	-0.75	-0.80	-0.59	-0.64	-0.52 S	-0.81 *	-0.81 *	-0.69	-0.60	-0.53 b	-0.98	-0.62 b	-0.64	-0.69	-0.60	-0.72	-0.68	-0.67

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	56 5%	30 9% CE	13 5%	5 7% *	4 4%	24 6%	25 6%	52 21% IJKLMNOPQ	2 *	22 5% I	30 7% IQ	16 7% IQ	23 6% I	18 7% IQ	21 6% I	22 10% IJQ	19 4% I	56 24% STU	- -	23 7% S	23 5% S
Fairly favourable (1)	177 16%	114 33% CE	17 6%	15 22% CE*	9 8%	60 14%	88 21% F	127 51% IJKLMNOPQ	22 4%	46 11% I	100 25% IJMNOQ	48 21% IJNQ	59 16% IJQ	39 14% IJQ	69 20% IJQ	64 28% IJMNOQ	40 8% I	177 76% STU	- -	41 12% S	105 24% ST
Neither favourable nor unfavourable (0)	218 20%	79 23% C	25 9%	19 28% C*	20 16%	67 16%	85 21%	40 16% I	57 9%	59 14% I	67 17% IN	30 13% I	59 16% IN	29 11%	67 19% IJNQ	37 16% IN	68 14% I	- -	- -	40 12% RS	75 17% RS
Fairly unfavourable (-1)	226 21%	69 20%	62 23%	11 16% *	32 26%	91 22%	85 21%	23 9%	164 27% HJKNQ	97 22% H	85 21% H	48 21% H	83 23% H	53 19% H	84 24% H	56 24% H	115 24% H	- -	226 37% RTU	75 22% R	103 23% R
Very unfavourable (-2)	391 36%	49 14%	155 57% BDE	19 27% B*	53 44% BD	179 42% G	120 29%	6 2%	357 59% HJKLMNOPQ	208 48% HKLMOP	111 28% H	82 36% HKP	136 37% HKOP	134 49% HKLMOP	104 30% HP	51 22% H	237 49% HKLMOP	- -	391 63% RTU	156 46% RU	136 31% R
Don't know	33 3%	2 1%	1 *	- - *	2 1%	3 1%	8 2%	1 1%	7 1%	3 1%	4 1%	2 1%	4 1%	1 *	5 1%	- -	6 1%	- -	- -	2 1% S	3 1% S
Net: Very/Fairly favourable	233 21%	144 42% CE	29 11%	20 29% CE*	14 11%	84 20%	113 28% F	179 72% IJKLMNOPQ	24 4%	68 16% IQ	130 33% IJMNOQ	64 28% IJNQ	82 22% IJQ	57 21% IJQ	90 26% IJQ	86 37% IJLMNOQ	60 12% I	233 100% STU	- -	65 19% S	127 29% ST
Net: Very/Fairly unfavourable	616 56%	118 34%	216 80% BD	30 43% *	85 71% BD	270 64% G	205 50%	29 12%	520 86% HJKLMNOPQ	305 70% HKLMOP	196 49% H	130 58% HP	219 60% HKOP	187 68% HKLMOP	188 54% H	106 46% H	352 73% HKLMOP	- -	616 100% RTU	231 68% RU	239 54% R
Net Difference	-384 -35%	26 8%	-187 -69%	-10 -14%	-72 -60%	-186 -44%	-92 -22%	150 61%	-497 -82%	-237 -55%	-66 -17%	-66 -29%	-137 -38%	-130 -47%	-98 -28%	-21 -9%	-293 -60%	233 100%	-616 -100%	-167 -49%	-112 -25%
Mean	-0.67	0.02 CDE	-1.22	-0.34 CE*	-1.02	-0.81	-0.46 F	0.79 IJKLMNOPQ	-1.42	-0.98 I	-0.38 IJMNOQ	-0.59 IJNQ	-0.70 IJNQ	-0.90 IQ	-0.52 IJMNQ	-0.21 IJLMNOQ	-1.06 I	1.24 STU	-1.63	-0.89 S	-0.51 ST

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

23-085423-22 - 31st May - 3rd June 2024
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	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	143 13%	91 17% C	52 9%	24 22% HI	32 17% I	28 15% I	25 13% I	19 11%	15 6%	57 19% L	52 14% L	35 8%	31 22% NP	43 14% P	37 15% P	28 8%	79 13%	64 13%	39 15% X	34 12% X	32 13% X	30 20% TX	5 10% *	3 4% *	131 14% Z	12 7%	80 13%	45 14%	19 12%	64 19% e	80 10%	75 19% g	69 10%	98 14%	46 11%
Fairly favourable (1)	292 27%	136 25%	155 28%	37 33% I	62 33% I	49 27%	44 24%	48 27%	51 20%	99 33% KL	93 26%	100 23%	46 32% P	91 30%	64 26%	84 23%	178 29%	114 24%	66 25%	79 28%	59 23%	41 27%	14 26% *	33 35% U*	244 26%	47 27%	164 26%	89 28%	39 24%	105 32% e	186 24%	128 32% g	163 23%	195 29%	97 23%
Neither favourable nor unfavourable (0)	228 21%	111 21%	117 21%	22 20%	36 19%	49 28% I	46 25% I	33 19%	42 16%	59 20%	95 26% JL	75 17%	30 22%	73 24% P	60 24% P	62 17%	122 20%	106 22%	49 19%	52 18%	61 24%	35 23%	12 21% *	20 21% *	196 21%	32 18%	131 21% c	81 26% c	16 10%	61 18%	168 22%	80 20%	148 21%	154 23%	74 18%
Fairly unfavourable (-1)	180 16%	87 16%	92 16%	15 13%	25 13%	24 13%	25 14%	29 16%	62 24% DEFG	40 13%	49 14%	91 21% JK	16 12%	44 15%	31 12%	79 22% MNO	116 19% R	63 13%	45 17%	57 20% V	34 13%	15 10%	9 17% *	20 21% V*	146 16%	34 19%	96 15%	43 14%	40 25% ab	34 10%	146 19% d	55 14%	124 18%	98 15%	81 19%
Very unfavourable (-2)	216 20%	103 19%	112 20%	7 7%	19 10%	19 10%	39 21% DEF	44 25% DEF	88 34% DEFG	26 9%	58 16% J	132 30% JK	11 8%	30 10%	48 19% MN	106 29% MNO	103 17%	113 23% Q	56 22%	52 18%	59 23% V	21 14%	13 24% *	15 16% *	170 18%	46 26% Y	136 22% b	40 13%	39 25% b	48 14%	168 22% d	48 12%	168 24% f	108 16%	108 26% h
Don't know	41 4%	9 2%	32 6% B	7 6% I	13 7% GHI	11 6% I	5 3%	4 2%	1 1%	20 7% L	16 4% L	5 1%	7 5% P	21 7% P	8 3%	5 1%	18 3%	23 5%	5 2%	12 4%	9 4%	10 7% S	1 2% *	3 4% *	36 4%	5 3%	19 3%	16 5%	6 4%	20 6% e	21 3%	15 4%	26 4%	25 4%	16 4%
Net: Very/Fairly favourable	435 40%	227 42%	207 37%	61 55% FGHI	95 50% GHI	76 43% I	69 38% I	68 38% I	66 26%	156 52% KL	145 40% L	134 31%	77 55% NOP	134 44% P	102 41% P	112 31%	257 42%	178 37%	105 40%	113 40%	90 36%	71 47% U	19 36% *	36 38% *	376 41%	59 34%	244 39%	133 42%	58 36%	169 51% e	266 35%	203 51% g	232 33%	292 43% i	143 34%
Net: Very/Fairly unfavourable	396 36%	190 35%	204 36%	22 20%	44 23%	43 24%	64 35% DEF	73 41% DEF	150 58% DEFGH	66 22%	107 29% J	223 51% JK	27 19%	74 24%	78 32% M	185 51% MNO	220 36%	176 36%	101 39% V	109 38% V	93 37% V	36 24%	22 41% V*	35 37% V*	316 34%	80 45% Y	232 37% b	84 27%	80 50% ab	82 25%	314 41% d	104 26%	292 42% f	206 30%	189 45% h
Net Difference	39 4%	37 7%	3 1%	39 35%	51 27%	34 19%	5 3%	-5 -3%	-84 -32%	90 30%	38 11%	-89 -20%	50 35%	61 20%	23 9%	-73 -20%	37 6%	2 *	4 2%	4 1%	-3 -1%	35 23%	-3 -5%	1 1%	60 6%	-20 -12%	12 2%	50 16%	-22 -14%	87 26%	-48 -6%	100 25%	-60 -9%	86 13%	-47 -11%
Mean	-0.03	0.05	-0.11	0.53 GHI	0.37 GHI	0.25 GHI	-0.05 I	-0.17 I	-0.61	0.43 KL	0.10 L	-0.43	0.52 NOP	0.27 P	0.05 P	-0.42	0.02	-0.10	-0.05	-0.05	-0.12	0.31 STUWX	-0.20 *	-0.11 *	0.02 Z	-0.32	-0.07	0.18 ac	-0.28	0.33 e	-0.18	0.33 g	-0.24	0.12 i	-0.27

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	143	9	89	12	10	73	37	24	105	143	-	45	33	64	26	30	75	24	105	127	4
	13%	3%	33%	17%	8%	17%	9%	10%	17%	33%	-	20%	9%	23%	8%	13%	15%	10%	17%	38%	1%
			BDE	B*	B	G		K	HKMO	HIKLMNOPQ		HKMOP	K	HIKMOPQ	K	KO	HKMO	U	RU	RSU	
Fairly favourable (1)	292	52	121	24	22	158	59	49	212	292	-	99	42	115	50	38	164	44	200	179	31
	27%	15%	45%	35%	18%	37%	14%	20%	35%	67%	-	44%	11%	42%	14%	17%	34%	19%	32%	53%	7%
			BE	BE*		G		KM	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KM	HKMOP	U	RU	RSU	
Neither favourable nor unfavourable (0)	228	58	26	15	37	80	81	33	107	-	-	38	45	41	55	41	81	34	104	17	55
	21%	17%	10%	22%	31%	19%	20%	13%	18%	-	-	17%	12%	15%	16%	18%	17%	15%	17%	5%	12%
		C		C*	BC			JK	JKM			JK	JK	JK	JKM	JKM	JKM	T	TU		T
Fairly unfavourable (-1)	180	86	27	11	24	67	85	60	84	-	180	24	87	36	74	37	85	62	91	7	145
	16%	25%	10%	15%	20%	16%	21%	24%	14%	-	45%	11%	24%	13%	21%	16%	18%	26%	15%	2%	33%
		C		*	C			IJLNPQ	J		HIJLMNOPQ	J	IJLNPQ	J	IJLN	JL	IJLN	ST	T		ST
Very unfavourable (-2)	216	136	8	7	26	42	142	78	96	-	216	16	157	18	144	80	79	68	105	5	205
	20%	40%	3%	10%	22%	10%	35%	32%	16%	-	55%	7%	43%	6%	41%	35%	16%	29%	17%	1%	46%
		CDE		C*	C		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNQ	IJLNQ	JLN	ST	T		RST
Don't know	41	3	1	-	1	4	7	3	3	-	-	3	-	1	1	3	2	1	11	3	4
	4%	1%	*	-	1%	1%	2%	1%	*	-	-	1%	-	*	*	1%	*	1%	2%	1%	1%
				*				JKM	J			JKM		J		JKM					
Net: Very/Fairly favourable	435	61	210	36	32	231	96	73	318	435	-	144	75	179	77	68	239	68	305	307	35
	40%	18%	77%	52%	26%	54%	23%	30%	52%	100%	-	64%	21%	65%	22%	30%	49%	29%	49%	91%	8%
			BDE	BE*		G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	
Net: Very/Fairly unfavourable	396	222	35	18	50	109	228	138	180	-	396	39	244	54	218	117	164	130	196	12	351
	36%	65%	13%	26%	41%	26%	55%	56%	30%	-	100%	18%	67%	20%	62%	51%	34%	56%	32%	4%	79%
		CDE		C*	C		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNOPQ	J	IJLNPQ	IJLNQ	IJLN	ST	T		RST
Net Difference	39	-160	175	18	-18	122	-131	-65	138	435	-396	105	-170	125	-141	-49	76	-62	109	295	-316
	4%	-47%	65%	26%	-15%	29%	-32%	-26%	23%	100%	-100%	47%	-47%	46%	-40%	-21%	16%	-26%	18%	87%	-71%
Mean	-0.03	-0.84	0.94	0.33	-0.29	0.37	-0.58	-0.49	0.24	1.33	-1.55	0.60	-0.81	0.63	-0.74	-0.44	0.15	-0.45	0.18	1.24	-1.17
			BDE	BE*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	

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

23-085423-22 - 31st May - 3rd June 2024
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	
	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	69 6%	46 9% C	23 4%	8 7%	15 8%	10 6%	9 5%	8 4%	19 7%	22 7%	19 5%	27 6%	14 10% O	17 6%	10 4%	20 5%	38 6%	30 6%	17 6%	17 6%	18 7%	11 7%	2 4% *	3 3% *	59 6%	9 5%	47 8%	13 4%	8 5%	29 9% e	39 5%	31 8%	38 5%	46 7%	22 5%
Fairly favourable (1)	179 16%	71 13%	107 19% B	20 18% G	29 15%	23 13%	18 10%	24 13%	66 25% EFGH	49 16%	41 11%	90 20% K	23 17%	40 13%	28 11%	78 22% NO	105 17%	75 15%	42 16%	51 18%	31 12%	31 21% U	13 24% *	11 11% *	155 17%	24 14%	108 17%	40 13%	32 20%	46 14%	133 17%	60 15%	119 17%	109 16%	70 17%
Neither favourable nor unfavourable (0)	204 19%	102 19%	102 18%	22 19%	31 17%	36 20%	29 16%	36 21%	50 19%	53 18%	65 18%	86 20%	27 19%	58 19%	41 17%	69 19%	119 19%	86 18%	43 16%	58 20%	55 22%	23 15%	6 11% *	19 20% *	160 17%	44 25% Y	125 20%	49 16%	30 19%	62 19%	143 19%	72 18%	133 19%	124 18%	81 19%
Fairly unfavourable (-1)	197 18%	99 18%	97 17%	16 14%	37 20%	30 17%	35 19%	31 18%	48 19%	53 18%	65 18%	80 18%	20 15%	56 19%	44 18%	69 19%	115 19%	82 17%	55 21%	50 18%	42 17%	26 17%	8 15% *	16 17% *	160 17%	37 21%	103 17%	64 20%	30 19%	62 19%	135 18%	74 18%	124 18%	119 18%	78 19%
Very unfavourable (-2)	410 37%	211 39%	198 35%	40 36%	62 33%	70 39%	87 48% DEI	75 42% I	75 29%	103 34%	157 43% JL	150 34%	50 35%	108 36%	118 48% MNP	123 34%	223 36%	187 39%	98 38%	98 34%	97 38%	49 32%	23 42% *	45 48% TV*	354 38%	56 32%	222 35%	133 42%	55 35%	110 33%	300 39%	152 38%	258 37%	255 38%	155 37%
Don't know	40 4%	8 1%	32 6% B	6 6% HI	14 7% GHI	11 6% HI	4 2%	3 2%	1 1%	20 7% L	15 4% L	5 1%	6 5% P	22 7% OP	7 3%	5 1%	17 3%	23 5%	6 2%	11 4%	9 4%	10 7% SX	3 5% *	1 1% *	35 4%	5 3%	21 3%	16 5%	3 2%	22 7% e	18 2%	14 3%	26 4%	24 4%	16 4%
Net: Very/Fairly favourable	248 23%	117 22%	130 23%	27 25% G	43 23%	33 18%	27 15%	31 18%	85 33% EFGH	71 24% K	60 17%	117 27% K	37 26% O	58 19%	38 15%	98 27% NO	143 23%	105 22%	59 23%	68 24%	49 20%	42 28% X	15 27% *	14 15% *	215 23%	33 19%	155 25% b	53 17%	40 25% b	75 23%	173 22%	91 23%	157 23%	156 23%	92 22%
Net: Very/Fairly unfavourable	608 55%	310 58%	295 53%	56 50%	99 53%	99 56%	122 67% DEFI	106 60% I	124 48%	156 52%	222 61% JL	230 53%	70 50%	164 54%	162 65% MNP	192 53%	338 55%	269 56%	153 59%	149 52%	139 55%	76 50%	31 57% *	61 64% TV*	514 56%	93 53%	326 52%	196 63% a	86 54%	172 52%	435 57%	226 56%	382 55%	375 55%	233 55%
Net Difference	-360 -33%	-193 -36%	-165 -30%	-29 -26%	-56 -30%	-67 -37%	-95 -52%	-75 -42%	-38 -15%	-85 -28%	-162 -45%	-113 -26%	-33 -24%	-106 -35%	-124 -50%	-94 -26%	-196 -32%	-164 -34%	-94 -36%	-80 -28%	-90 -35%	-33 -22%	-16 -29%	-47 -50%	-300 -32%	-60 -34%	-170 -27%	-144 -46%	-46 -29%	-97 -29%	-262 -34%	-135 -34%	-224 -32%	-219 -32%	-141 -33%
Mean	-0.66	-0.68	-0.65	-0.58 G	-0.59 G	-0.75	-0.97	-0.81	-0.36 FGH	-0.59 K	-0.86	-0.55 K	-0.52 O	-0.70 O	-0.96	-0.55 O	-0.63	-0.70	-0.69	-0.59 X	-0.69	-0.51 X	-0.71 *	-0.95 *	-0.67	-0.63	-0.57 b	-0.88	-0.60 b	-0.58	-0.70	-0.66	-0.66	-0.65	-0.67

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	69	46	9	7	1	27	31	69	-	21	41	23	30	19	34	29	19	63	3	20	38
	6%	14%	3%	10%	1%	6%	8%	28%	-	5%	10%	10%	8%	7%	10%	12%	4%	27%	*	6%	8%
		CE		CE*				IJKLMNOPQ		I	IJQ	IJQ	IQ	IQ	IJQ	IJNQ	I	STU		S	S
Fairly favourable (1)	179	114	14	12	9	58	86	179	-	52	97	40	63	36	68	68	40	116	26	41	106
	16%	33%	5%	17%	8%	14%	21%	72%	-	12%	25%	18%	17%	13%	19%	30%	8%	50%	4%	12%	24%
		CDE		C*			F	IJKLMNOPQ		IQ	IJMNOQ	IJNQ	IJQ	IQ	IJQ	IJLMNOQ	I	STU		S	ST
Neither favourable nor unfavourable (0)	204	71	25	11	27	57	85	-	-	42	75	28	53	34	60	46	54	30	57	28	80
	19%	21%	9%	15%	23%	13%	21%	-	-	10%	19%	13%	14%	12%	17%	20%	11%	13%	9%	8%	18%
		C		*	C		F			HI	HIJLMNQ	HI	HIJ	HI	HIJQ	HIJLMNQ	HI	T			ST
Fairly unfavourable (-1)	197	66	48	15	22	72	84	-	197	84	75	42	64	37	76	43	96	22	126	73	79
	18%	19%	18%	22%	18%	17%	20%	-	32%	19%	19%	19%	18%	14%	22%	19%	20%	9%	20%	22%	18%
				*					HJKLMNOPQ	HN	H	HN	H	H	HMN	H	HN		R	R	R
Very unfavourable (-2)	410	45	174	25	60	209	120	-	410	234	106	90	151	148	110	39	275	2	395	171	138
	37%	13%	64%	36%	50%	49%	29%	-	68%	54%	27%	40%	42%	54%	31%	17%	57%	1%	64%	51%	31%
			BDE	B*	B	G			HJKLMNOPQ	HKLMOP	HP	HKOP	HKOP	HKLMOP	HP	H	HKLMOP		RTU	RU	R
Don't know	40	1	1	-	1	2	5	-	-	2	3	2	2	*	2	4	1	-	11	4	4
	4%	*	*	-	1%	*	1%	-	-	*	1%	1%	1%	*	1%	2%	*	-	2%	1%	1%
				*						I	I	I	I		I	HINQ	I				
Net: Very/Fairly favourable	248	161	23	19	11	84	117	248	-	73	138	63	93	55	102	96	59	179	29	61	143
	23%	47%	9%	27%	9%	20%	28%	100%	-	17%	35%	28%	26%	20%	29%	42%	12%	77%	5%	18%	32%
		CDE		CE*			F	IJKLMNOPQ		IQ	IJMNOQ	IJNQ	IJQ	IQ	IJNQ	IJKLMNOQ	I	STU		S	ST
Net: Very/Fairly unfavourable	608	111	222	40	81	281	204	-	608	318	180	131	216	185	186	82	371	24	520	244	217
	55%	32%	82%	58%	68%	66%	50%	-	100%	73%	46%	58%	59%	67%	53%	36%	76%	10%	84%	72%	49%
			BDE	B*	B	G			HJKLMNOPQ	HKLMNOP	HP	HKP	HKOP	HKLMOP	HKP	H	HKLMNOP		RTU	RU	R
Net Difference	-360	50	-199	-21	-71	-197	-87	248	-608	-244	-42	-68	-123	-130	-84	14	-312	155	-492	-183	-74
	-33%	15%	-73%	-31%	-59%	-46%	-21%	100%	-100%	-56%	-11%	-30%	-34%	-47%	-24%	6%	-64%	66%	-80%	-54%	-17%
Mean	-0.66	0.15	-1.35	-0.57	-1.08	-0.90	-0.43	1.28	-1.68	-1.06	-0.27	-0.60	-0.68	-0.94	-0.46	0.01	-1.17	0.92	-1.46	-1.00	-0.40
		CDE		CE*	C		F	IJKLMNOPQ		IQ	IJLMNOQ	IJNQ	IJNQ	IQ	IJMNQ	IJKLMNOQ	I	STU		S	ST

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

23-085423-22 - 31st May - 3rd June 2024
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	
	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	50 5%	31 6%	18 3%	6 5%	15 8% GH	8 4%	6 3%	3 2%	12 5%	20 7%	14 4%	16 4%	12 9% OP	14 5%	9 4%	12 3%	33 5%	17 3%	9 4%	14 5%	6 2%	16 11% STUW	- - *	4 5% *	47 5% z	2 1%	33 5%	14 4%	3 2%	31 9% e	19 2%	23 6%	26 4%	34 5%	15 4%
Fairly favourable (1)	176 16%	88 16%	87 16%	23 20%	38 20%	28 16%	29 16%	26 14%	32 12%	60 20% L	57 16%	58 13%	30 21% P	54 18%	40 16%	45 12%	107 17%	69 14%	34 13%	51 18%	40 16%	29 19%	11 20% *	11 11% *	148 16%	28 16%	96 15%	54 17%	26 16%	64 19%	111 14%	83 21% g	92 13%	125 18% i	50 12%
Neither favourable nor unfavourable (0)	439 40%	201 37%	239 43%	47 42%	73 39%	81 45%	69 38%	74 42%	95 37%	120 40%	150 42%	169 39%	54 38%	133 44%	96 39%	139 38%	258 42%	181 37%	103 39%	108 38%	101 40%	65 43%	19 36% *	43 45% *	368 40%	71 40%	251 40%	125 40%	64 40%	126 38%	313 41%	162 40%	277 40%	290 43% i	150 36%
Fairly unfavourable (-1)	205 19%	102 19%	101 18%	19 17%	26 14%	27 15%	35 19%	36 20%	61 24% E	45 15%	63 17%	97 22% J	22 15%	43 14%	48 19%	83 23% N	115 19%	90 19%	50 19%	57 20% V	51 20% V	18 12%	11 21% *	17 18% *	173 19%	32 18%	118 19%	52 17%	35 22%	45 14%	159 21% d	63 16%	142 20%	118 17%	87 21%
Very unfavourable (-2)	159 14%	99 18% C	59 10%	6 6%	18 9%	18 10%	34 18% DEF	32 18% DEF	50 19% DEF	24 8%	52 14% J	83 19% J	12 8%	26 9%	41 17% MN	70 19% MN	70 11%	89 18% CJ	51 20% TV	32 11%	39 16%	13 8%	11 20% V*	13 14% *	132 14%	27 15%	96 15%	38 12%	24 15%	39 12%	120 16%	42 11%	117 17% f	75 11%	84 20% h
Don't know	72 7%	16 3%	56 10% B	11 10% HI	19 10% HI	16 9% I	10 6%	7 4%	9 3%	30 10% L	26 7% L	15 4%	11 8%	31 10% P	15 6%	14 4%	34 6%	37 8%	13 5%	24 8%	16 6%	10 7%	2 4% *	7 7% *	56 6%	16 9%	32 5%	32 10% a	8 5%	26 8%	45 6%	28 7%	44 6%	36 5%	36 9% h
Net: Very/Fairly favourable	225 20%	119 22%	105 19%	29 26% H	52 28% GHI	36 20%	34 19%	29 16%	45 17%	81 27% KL	71 20%	74 17%	42 30% OP	68 23% P	48 20%	57 16%	140 23%	86 18%	43 17%	65 23%	45 18%	45 30% SUX	11 20% *	15 16% *	195 21%	30 17%	129 21%	67 21%	29 18%	95 29% e	130 17%	107 27% g	119 17%	160 24% i	65 16%
Net: Very/Fairly unfavourable	364 33%	202 38% C	160 29%	25 22%	44 23%	46 26%	69 38% DEF	68 39% DEF	112 43% DEF	69 23%	115 32% J	180 41% JK	34 24%	69 23%	89 36% MN	153 42% MN	184 30%	179 37% CJ	101 39% V	89 31% V	91 36% V	31 20%	22 41% V*	30 32% *	305 33%	59 33%	214 34%	90 29%	59 37%	84 25%	280 36% d	105 26%	259 37% f	193 28%	170 40% h
Net Difference	-139 -13%	-83 -15%	-55 -10%	4 3%	9 5%	-10 -5%	-35 -19%	-40 -22%	-67 -26%	12 4%	-44 -12%	-106 -24%	9 6%	-1 *	-41 -16%	-96 -27%	-45 -7%	-94 -19%	-58 -22%	-23 -8%	-45 -18%	15 10%	-11 -21%	-15 -16%	-110 -12%	-29 -16%	-85 -14%	-23 -7%	-30 -19%	11 3%	-149 -19%	1 *	-140 -20%	-33 -5%	-105 -25%
Mean	-0.24	-0.29	-0.19	0.03 GHI	0.03 GHI	-0.12 GHI	-0.36	-0.40	-0.42	0.03 KL	-0.25	-0.41	0.07 OP	-0.05 OP	-0.31	-0.44	-0.14 R	-0.37	-0.40	-0.16 S	-0.33	0.13 STUWX	-0.43 *	-0.27 *	-0.22	-0.33	-0.25	-0.17	-0.34	0.01 e	-0.35	-0.05 g	-0.35	-0.12 i	-0.45

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	50	9	8	17	7	23	16	17	23	32	9	50	-	31	10	20	20	20	23	28	10
	5%	3%	3%	25%	6%	5%	4%	7%	4%	7%	2%	22%	-	11%	3%	9%	4%	9%	4%	8%	2%
				BCE*				KMO	M	IKMOQ	M	HIJKMNOPQ		IJKMOQ	M	IKMOQ	M	SU		SU	
Fairly favourable (1)	176	35	52	32	21	93	42	47	108	113	30	176	-	101	19	41	99	44	107	88	46
	16%	10%	19%	46%	17%	22%	10%	19%	18%	26%	8%	78%	-	37%	6%	18%	20%	19%	17%	26%	10%
			B	BCE*		G		KMO	KMO	HIKMOPQ	M	HIJKMNOPQ		HIJKMOPQ	M	KMO	KMO	U	U	RSU	
Neither favourable nor unfavourable (0)	439	127	140	14	39	200	128	84	239	202	104	-	-	95	86	58	197	82	238	149	126
	40%	37%	52%	20%	33%	47%	31%	34%	39%	46%	26%	-	-	35%	25%	25%	41%	35%	39%	44%	28%
		D	BDE	*		G		KLMOP	KLMOP	HIKLMNOPQ	LM			KLMOP	LM	LM	KLMNOP	U	U	RSU	
Fairly unfavourable (-1)	205	86	38	6	25	70	101	58	110	49	123	-	205	33	107	47	91	55	113	39	124
	19%	25%	14%	8%	21%	17%	25%	24%	18%	11%	31%	-	56%	12%	30%	20%	19%	23%	18%	12%	28%
		CD		*	D		F	JLN	JLN	L	HIJLNPQ		HIJKLNOPQ	L	HIJLNPQ	JLN	JLN	T	T		ST
Very unfavourable (-2)	159	76	27	1	25	24	107	34	105	26	122	-	159	12	124	59	72	27	106	24	124
	14%	22%	10%	1%	20%	6%	26%	14%	17%	6%	31%	-	44%	4%	35%	26%	15%	12%	17%	7%	28%
		CD	D	*	CD		F	JLN	JLN	L	HIJLNQ		HIJKLNOPQ	L	HIJLNPQ	HIJLNQ	JLN	T	T		RST
Don't know	72	10	7	-	4	13	18	7	22	15	8	-	-	4	4	5	6	5	30	10	14
	7%	3%	3%	-	3%	3%	4%	3%	4%	3%	2%	-	-	1%	1%	2%	1%	2%	5%	3%	3%
				*				LM	LMNOQ	LMNOQ	LM			LM	M	LM	LM				
Net: Very/Fairly favourable	225	44	59	49	28	116	58	63	131	144	39	225	-	131	29	61	119	64	130	116	56
	20%	13%	22%	71%	23%	27%	14%	26%	22%	33%	10%	100%	-	48%	8%	26%	25%	27%	21%	34%	13%
			B	BCE*	B	G		KMO	KMO	HIKMOQ	M	HIJKMNOPQ		HIJKMOPQ	M	KMO	KMO	U	U	SU	
Net: Very/Fairly unfavourable	364	162	65	7	49	95	208	93	216	75	244	-	364	45	231	105	163	82	219	63	249
	33%	47%	24%	9%	41%	22%	51%	38%	35%	17%	62%	-	100%	16%	66%	46%	34%	35%	36%	19%	56%
		CD	D	*	CD		F	JLN	JLN	L	HIJLNPQ		HIJKLNOPQ	L	HIJLNPQ	HIJLNQ	JLN	T	T		RST
Net Difference	-139	-119	-6	43	-22	21	-150	-30	-84	70	-205	225	-364	87	-202	-44	-44	-18	-89	53	-193
	-13%	-35%	-2%	61%	-18%	5%	-37%	-12%	-14%	16%	-52%	100%	-100%	32%	-58%	-19%	-9%	-8%	-15%	16%	-43%
Mean	-0.24	-0.56	-0.09	0.85	-0.34	0.05	-0.61	-0.20	-0.28	0.18	-0.82	1.22	-1.44	0.39	-0.91	-0.37	-0.20	-0.11	-0.29	0.17	-0.71
			BE	BCE*	*	G		KMO	KMO	HIKMOPQ	M	HIJKMNOPQ		HIJKMOPQ	M	KMO	IKMO	SU	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	66 6%	33 6%	33 6%	9 8% I	18 9% I	12 7% I	12 6% I	10 6% I	5 2%	27 9% L	24 7%	15 3%	13 9% P	26 8% P	14 5%	14 4%	40 7%	25 5%	11 4%	16 5%	15 6%	14 9%	3 6% *	7 7% *	60 6%	6 3%	35 6%	20 6%	11 7%	33 10% e	33 4%	30 8%	35 5%	50 7% i	16 4%
Fairly favourable (1)	209 19%	97 18%	110 20%	29 25% I	45 24% I	38 22% I	33 18% I	35 20% I	28 11%	74 25% L	72 20%	63 14%	37 26% P	67 22% P	48 19%	48 13%	134 22% R	75 16%	42 16%	59 20%	47 18%	44 29% SUWX	6 10% *	12 13% *	183 20%	26 15%	114 18%	65 21%	31 19%	70 21%	139 18%	103 26% g	106 15%	149 22% i	60 14%
Neither favourable nor unfavourable (0)	381 35%	181 34%	200 36%	45 40%	62 33%	60 34%	62 34%	54 30%	98 38%	107 36%	122 34%	152 35%	52 37%	105 35%	84 34%	127 35%	212 34%	169 35%	91 35%	106 37% X	89 35%	53 35%	19 35% *	23 25% *	322 35%	59 34%	207 33%	114 36%	60 38%	110 33%	272 35%	135 34%	246 35%	241 36%	140 33%
Fairly unfavourable (-1)	164 15%	86 16%	78 14%	14 12%	24 13%	25 14%	30 17%	25 14%	45 17%	37 12%	56 15%	71 16%	18 13%	37 12%	42 17%	54 15%	96 16%	68 14%	46 18%	37 13%	39 15%	18 12%	8 15% *	16 17% *	136 15%	28 16%	104 17%	39 12%	20 13%	45 14%	119 15%	54 13%	110 16%	88 13%	76 18% h
Very unfavourable (-2)	186 17%	121 22% C	65 12%	5 4%	15 8%	20 11% D	34 19% DE	44 25% DEF	69 27% DEF	20 7%	54 15% J	113 26% JK	7 5%	26 9%	44 18% MN	103 28% MNO	92 15%	95 20%	49 19% V	45 16% V	46 18% V	7 5%	13 24% V*	26 28% TV*	146 16%	40 23% Y	120 19% b	41 13%	25 16%	40 12%	147 19% d	46 12%	140 20% f	97 14%	89 21% h
Don't know	94 9%	19 4%	74 13% B	11 10%	24 13% GHI	23 13% HI	12 6%	9 5%	15 6%	35 12% L	34 9%	24 5%	14 10%	42 14% OP	17 7%	18 5%	43 7%	51 11% Q	22 8%	23 8%	17 7%	16 10%	5 10% *	11 11% *	77 8%	16 9%	47 7%	35 11%	12 7%	34 10%	59 8%	33 8%	60 9%	52 8%	41 10%
Net: Very/Fairly favourable	275 25%	130 24%	143 25%	38 34% I	63 33% I	51 28% I	45 24% I	45 26% I	33 13%	101 34% L	96 26% L	78 18%	50 36% OP	93 31% P	61 25% P	62 17%	174 28% R	100 21%	53 20%	74 26%	62 24%	58 38% STUWX	9 16% *	19 20% *	243 26% Z	32 18%	148 24%	84 27%	42 26%	103 31% e	172 22%	133 33% g	141 20%	199 29% i	75 18%
Net: Very/Fairly unfavourable	350 32%	207 38% C	143 26%	18 16%	39 20%	45 25%	65 35% DEF	69 39% DEF	115 44% DEF	57 19%	110 30% J	184 42% JK	25 18%	63 21%	86 35% MN	157 43% MN	188 30%	163 34%	95 36% V	82 29% V	85 34% V	25 17%	21 39% V*	42 44% TV*	282 31%	68 39% Y	225 36% b	80 26%	45 28%	85 26%	266 35% d	100 25%	250 36% f	186 27%	165 39% h
Net Difference	-76 -7%	-77 -14%	* *	20 17%	24 13%	6 3%	-20 -11%	-24 -13%	-82 -32%	44 15%	-14 -4%	-106 -24%	25 18%	30 10%	-25 -10%	-95 -26%	-13 -2%	-62 -13%	-41 -16%	-8 -3%	-23 -9%	33 22%	-13 -23%	-23 -25%	-40 -4%	-36 -20%	-76 -12%	4 1%	-3 -2%	18 5%	-94 -12%	33 8%	-109 -16%	14 2%	-89 -21%
Mean	-0.20	-0.32	-0.06 B	0.24 GHI	0.17 GHI	-0.01 HI	-0.25 I	-0.34 I	-0.60	0.19 KL	-0.13 L	-0.49	0.24 OP	0.11 OP	-0.24 P	-0.53	-0.11 R	-0.30	-0.33	-0.14 X	-0.23	0.29 STUWX	-0.47 *	-0.51 *	-0.15 Z	-0.44	-0.28	-0.06 a	-0.11	0.04 e	-0.29	0.05 g	-0.33	-0.05 i	-0.43

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	66	7	22	8	17	40	14	16	43	39	13	34	9	66	-	23	35	18	41	35	16
	6%	2%	8%	12%	14%	10%	3%	6%	7%	9%	3%	15%	3%	24%	-	10%	7%	8%	7%	10%	4%
			B	B*	B	G		KMO	KMO	KMO	O	HIJKMOQ	O	HIJKLMOPQ		KMO	KMO	U	U	SU	
Fairly favourable (1)	209	24	83	28	30	111	51	39	142	139	40	97	35	209	-	40	120	39	146	99	57
	19%	7%	31%	40%	25%	26%	12%	16%	23%	32%	10%	43%	10%	76%	-	18%	25%	17%	24%	29%	13%
			B	B*	B	G		KMO	HKMO	HIKMOPQ	O	HIJKMOPQ	O	HIJKLMOPQ		KMO	HKMO		RU	RSU	
Neither favourable nor unfavourable (0)	381	116	98	20	32	167	112	77	208	162	104	59	71	-	-	62	152	74	206	136	107
	35%	34%	36%	29%	27%	39%	27%	31%	34%	37%	26%	26%	19%	-	-	27%	31%	32%	33%	40%	24%
				*		G		MNO	KLMNOP	KLMNOPQ	MNO	NO	NO			MNO	MNO	U	U	RSU	
Fairly unfavourable (-1)	164	72	30	8	19	53	81	49	85	53	76	21	86	-	164	36	83	46	86	33	93
	15%	21%	11%	11%	16%	13%	20%	20%	14%	12%	19%	9%	24%	-	47%	16%	17%	20%	14%	10%	21%
		C		*			F	IJLN	LN	N	IJLN	N	IJKLNPQ		HIJKLMNPQ	LN	IJLN	T	T		ST
Very unfavourable (-2)	186	109	26	3	17	35	127	53	101	23	141	8	145	-	186	58	91	45	102	20	143
	17%	32%	10%	4%	14%	8%	31%	21%	17%	5%	36%	4%	40%	-	53%	25%	19%	19%	17%	6%	32%
		CDE		*	D		F	JLN	JLN	N	HIJLNPQ	N	HIJLNPQ		HIJKLMNPQ	IJLN	JLN	T	T		RST
Don't know	94	15	11	3	5	17	25	13	29	17	21	5	17	-	-	9	6	11	35	15	28
	9%	4%	4%	5%	4%	4%	6%	5%	5%	4%	5%	2%	5%	-	-	4%	1%	5%	6%	5%	6%
				*				NOQ	NOQ	NOQ	NOQ	NO	NOQ			NOQ	NO				
Net: Very/Fairly favourable	275	31	106	36	47	151	65	55	185	179	54	131	45	275	-	63	154	57	187	134	73
	25%	9%	39%	51%	39%	36%	16%	22%	30%	41%	14%	58%	12%	100%	-	28%	32%	25%	30%	40%	16%
			B	B*	B	G		KMO	HKMO	HIKMOPQ	O	HIJKMOPQ	O	HIJKLMOPQ		KMO	HKMO	U	U	RSU	
Net: Very/Fairly unfavourable	350	181	56	10	36	88	208	102	186	77	218	29	231	-	350	95	173	90	188	53	236
	32%	53%	21%	15%	30%	21%	51%	41%	31%	18%	55%	13%	64%	-	100%	41%	36%	39%	31%	16%	53%
		CDE		*	D		F	IJLN	JLN	LN	HIJLNPQ	N	HIJKLNPQ		HIJKLMNPQ	IJLN	IJLN	ST	T		RST
Net Difference	-76	-150	50	25	11	63	-143	-47	-1	102	-164	102	-186	275	-350	-31	-19	-33	-1	82	-164
	-7%	-44%	18%	36%	9%	15%	-35%	-19%	*	24%	-41%	45%	-51%	100%	-100%	-14%	-4%	-14%	*	24%	-37%
Mean	-0.20	-0.77	0.18	0.46	0.09	0.17	-0.66	-0.36	-0.10	0.28	-0.78	0.58	-0.93	1.24	-1.53	-0.30	-0.16	-0.27	-0.11	0.30	-0.70
			B	B*	B*	G		KMO	HKMOP	HIKMOPQ	MO	HIJKMOPQ	O	HIJKLMOPQ		KMO	HKMO	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very favourable (2)	72 7%	41 8%	29 5%	13 12% EF	9 5%	8 5%	13 7%	12 7%	16 6%	23 8%	22 6%	28 6%	16 12% N	10 3%	20 8% N	24 6%	35 6%	37 8%	21 8%	16 5%	17 7%	11 7%	4 7% *	3 3% *	61 7%	11 6%	45 7%	21 7%	5 3%	28 9%	43 6%	22 6%	49 7%	44 7%	27 6%
Fairly favourable (1)	158 14%	98 18% C	59 11%	19 17%	43 23% FGHI	25 14%	19 11%	24 13%	28 11%	62 21% KL	44 12%	52 12%	25 18% P	56 19% OP	29 12%	40 11%	86 14%	72 15%	39 15%	34 12%	32 13%	32 21% TU	8 16% *	12 13% *	144 16% Z	14 8%	88 14%	48 15%	22 14%	65 20% e	93 12%	57 14%	101 14%	114 17% i	44 10%
Neither favourable nor unfavourable (0)	275 25%	125 23%	150 27%	26 23%	51 27%	41 23%	43 23%	46 26%	68 26%	77 26%	84 23%	114 26%	33 23%	80 27%	54 22%	100 28%	154 25%	121 25%	72 28%	77 27%	58 23%	34 23%	14 25% *	20 22% *	236 26%	39 22%	161 26%	70 22%	44 28%	72 22%	203 26%	102 25%	173 25%	179 26%	96 23%
Fairly unfavourable (-1)	159 14%	72 13%	88 16%	17 15%	21 11%	22 12%	31 17%	21 12%	46 18%	38 13%	53 15%	67 15%	19 13%	37 12%	39 16%	52 14%	89 14%	70 15%	31 12%	45 16%	40 16%	19 13%	11 20% *	13 14% *	116 13%	43 24% Y	83 13%	47 15%	29 18%	42 13%	117 15%	54 13%	106 15%	93 14%	66 16%
Very unfavourable (-2)	327 30%	182 34% C	144 26%	23 20%	39 21%	58 32% DE	62 34% DE	62 35% DE	83 32% DE	62 21%	120 33% J	145 33% J	31 22%	75 25%	86 35% MN	123 34% MN	203 33% R	124 26%	72 27%	84 29%	80 32%	40 26%	14 26% *	38 40% SV*	276 30%	51 29%	195 31%	86 28%	45 28%	93 28%	234 30%	130 32%	197 28%	192 28%	135 32%
Don't know	109 10%	19 4%	90 16% B	14 12%	25 13%	24 14%	14 8%	13 7%	20 8%	38 13% L	39 11%	32 7%	17 12%	43 14% OP	20 8%	25 7%	50 8%	60 12% Q	25 10%	31 11%	26 10%	15 10%	3 5% *	9 10% *	91 10%	18 10%	54 9%	42 13% a	14 9%	31 9%	78 10%	38 9%	72 10%	55 8%	54 13% h
Net: Very/Fairly favourable	229 21%	139 26% C	89 16%	32 29% FGI	52 28% GI	33 19%	33 18%	36 20%	43 17%	84 28% KL	66 18%	79 18%	41 29% OP	66 22%	49 20%	63 17%	121 20%	109 22%	61 23%	50 17%	49 19%	43 29% TUX	12 23% *	15 15% *	205 22% Z	25 14%	133 21%	69 22%	27 17%	93 28% e	136 18%	79 20%	150 22%	158 23% i	71 17%
Net: Very/Fairly unfavourable	486 44%	254 47%	231 41%	40 36%	60 32%	80 45% E	93 51% DE	84 47% DE	129 50% DE	100 33%	173 48% J	213 49% J	50 36%	112 37%	125 50% MN	175 48% MN	292 47% R	194 40%	103 39%	128 45%	120 47%	59 39%	25 47% *	50 53% SV*	392 42%	94 53% Y	279 44%	133 42%	74 47%	135 41%	351 46%	183 46%	302 43%	285 42%	200 47%
Net Difference	-256 -23%	-115 -21%	-143 -25%	-8 -7%	-8 -4%	-47 -26%	-60 -33%	-48 -27%	-86 -33%	-16 -5%	-107 -30%	-134 -31%	-9 -6%	-46 -15%	-76 -31%	-112 -31%	-171 -28%	-85 -18%	-42 -16%	-79 -28%	-71 -28%	-16 -10%	-13 -24%	-36 -38%	-187 -20%	-69 -39%	-145 -23%	-64 -20%	-47 -30%	-41 -12%	-215 -28%	-104 -26%	-152 -22%	-127 -19%	-129 -31%
Mean	-0.52	-0.49	-0.55	-0.17 FGHI	-0.23 FGHI	-0.63	-0.64	-0.60	-0.64	-0.21 KL	-0.64	-0.62	-0.19 OP	-0.43	-0.62	-0.63	-0.60	-0.41 Q	-0.39 X	-0.58	-0.59	-0.32 X	-0.45 *	-0.83 *	-0.48	-0.70	-0.52	-0.47	-0.60	-0.35 e	-0.59	-0.58	-0.48	-0.44 i	-0.64

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

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

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

23-085423-22 - 31st May - 3rd June 2024

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			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very favourable (2)	72	38	9	3	14	10	51	33	30	20	43	14	42	18	37	72	-	22	39	20	45
	7%	11%	3%	5%	12%	2%	12%	13%	5%	5%	11%	6%	12%	7%	11%	31%	-	10%	6%	6%	10%
		C		*	C		F	IJLNQ	Q	Q	IJNQ	Q	IJLNQ	Q	IJQ	HIJKLMNOQ					ST
Fairly favourable (1)	158	64	22	12	26	41	84	63	52	48	74	47	63	46	58	158	-	64	67	51	78
	14%	19%	8%	17%	22%	10%	20%	25%	9%	11%	19%	21%	17%	17%	16%	69%	-	27%	11%	15%	17%
		C		C*	C		F	IJKMNOQ	Q	IQ	IJQ	IJQ	IJQ	IJQ	IJQ	HIJKLMNOQ		STU		S	S
Neither favourable nor unfavourable (0)	275	101	57	11	25	84	119	79	107	96	89	36	77	45	74	-	-	78	108	64	101
	25%	29%	21%	15%	21%	20%	29%	32%	18%	22%	22%	16%	21%	16%	21%	-	-	33%	17%	19%	23%
		CD		*			F	IJKLMNOPQ	PQ	ILNPQ	IPQ	PQ	PQ	PQ	PQ			STU			S
Fairly unfavourable (-1)	159	58	31	12	14	60	59	26	98	64	62	39	51	38	67	-	159	27	91	43	66
	14%	17%	11%	18%	12%	14%	14%	11%	16%	15%	16%	17%	14%	14%	19%	-	33%	12%	15%	13%	15%
				*				P	P	P	HP	HP	P	P	HMP		HIJKLMNOP				
Very unfavourable (-2)	327	66	136	27	35	200	74	33	273	176	102	81	112	117	106	-	327	33	261	139	124
	30%	19%	50%	39%	29%	47%	18%	13%	45%	40%	26%	36%	31%	42%	30%	-	67%	14%	42%	41%	28%
			BE	B*	B	G		P	HJKLMOP	HKMOP	HP	HKP	HKP	HKLMOP	HP		HIJKLMNOP		RU	RU	R
Don't know	109	17	16	4	6	31	25	14	47	32	26	9	18	12	9	-	-	10	50	23	31
	10%	5%	6%	6%	5%	7%	6%	6%	8%	7%	7%	4%	5%	4%	2%	-	-	4%	8%	7%	7%
				*				OPQ	LMNOPQ	LNOPQ	OPQ	PQ	OPQ	PQ	PQ						
Net: Very/Fairly favourable	229	101	31	15	40	50	135	96	82	68	117	61	105	63	95	229	-	86	106	70	123
	21%	30%	12%	22%	34%	12%	33%	39%	14%	16%	30%	27%	29%	23%	27%	100%	-	37%	17%	21%	28%
		C		C*	C		F	IJKLMNOQ	Q	Q	IJQ	IJQ	IJQ	IJQ	IJQ	HIJKLMNOQ		STU			ST
Net: Very/Fairly unfavourable	486	124	167	39	49	260	133	59	371	239	164	119	163	154	173	-	486	60	352	182	189
	44%	36%	61%	57%	40%	61%	32%	24%	61%	55%	41%	53%	45%	56%	49%	-	100%	26%	57%	54%	43%
			BE	B*		G		P	HJKLMOP	HKMP	HP	HKP	HP	HKMP	HKP		HIJKLMNOP		RU	RU	R
Net Difference	-256	-22	-135	-24	-8	-209	2	37	-289	-172	-47	-59	-58	-91	-78	229	-486	26	-246	-112	-66
	-23%	-6%	-50%	-35%	-7%	-49%	*	15%	-48%	-39%	-12%	-26%	-16%	-33%	-22%	100%	-100%	11%	-40%	-33%	-15%
Mean	-0.52	-0.15	-1.02	-0.73	-0.25	-1.01	-0.06	0.16	-0.95	-0.81	-0.29	-0.58	-0.37	-0.72	-0.43	1.31	-1.67	0.07	-0.83	-0.73	-0.35
		CD		*	CD*		F	IJKLMNOQ	Q	IQ	IJLNOQ	IJQ	IJNQ	IQ	IJNQ	HIJKLMNOQ		STU			ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2421. Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Asereated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children H/H (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	Millennial	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Healthcare/ NHS/ hospitals	690 63%	300 56%	388 69% B	59 52%	95 51%	96 54%	125 68% DEF	124 70% DEF	191 73% DEF	154 51%	220 61% J	315 72% JK	70 50%	161 53%	165 66% MN	262 72% MN	397 64%	293 61%	157 60%	189 66% V	159 63%	79 52%	35 65% *	71 75% SUV*	565 61%	124 71% Y	400 64% b	176 56%	113 71% b	179 54%	511 66% d	244 61%	445 64%	384 57%	306 72% h
Inflation/rising cost of living	592 54%	287 53%	303 54%	59 53%	111 59% I	96 54%	106 58% I	105 59% I	115 44%	170 57%	201 56%	220 50%	71 50%	173 57%	143 58%	189 52%	340 55%	252 52%	131 50%	156 55%	139 55%	84 55%	29 53% *	53 56% *	497 54%	95 54%	338 54%	169 54%	84 53%	176 53%	416 54%	226 56%	368 53%	390 58% J	201 48%
Managing the economy/ economic situation	450 41%	210 39%	240 43%	36 32%	60 32%	65 36%	81 44% DE	88 50% DEF	120 46% DE	96 32%	146 40% J	208 48% J	44 31%	103 34%	108 44% MN	167 46% MN	277 45% R	174 36%	94 36%	124 43%	115 46% S	55 36%	20 38% *	41 44% *	366 40%	84 48%	269 43% b	105 34%	76 48% b	125 38%	325 42%	183 45% g	268 38%	265 39%	186 44%
Immigration	435 40%	221 41%	214 38%	18 16%	49 26% D	54 30% D	79 43% DEF	88 49% DEF	148 57% DEFG	68 23%	132 37% J	235 54% JK	28 20%	83 27%	99 40% MN	195 54% MNO	232 38%	204 42%	101 39%	131 46% VX	105 42% X	50 33%	21 39% *	27 29% *	357 39%	78 44%	255 41% b	99 31%	82 53% ab	104 31%	331 43% d	132 33%	304 43% f	234 35%	201 48% h
Crime and anti-social behaviour/ law and order	435 40%	204 38%	230 41%	30 27%	60 32%	60 33%	80 44% DE	86 48% DEF	119 46% DEF	90 30%	140 39% J	205 47% JK	36 26%	103 34%	102 41% M	170 47% MN	252 41%	183 38%	97 37%	121 42%	104 41%	66 43%	18 33% *	29 31% *	367 40%	68 39%	252 40% b	103 33%	81 51% ab	122 37%	313 41%	194 33%	301 43% f	262 39%	173 41%
Taxation	381 35%	199 37%	181 32%	37 33%	63 33%	61 34%	62 34%	60 34%	97 37%	100 33%	124 34%	157 36%	45 32%	106 35%	81 33%	130 36%	216 35%	165 34%	66 25%	99 35% s	110 44% sT	54 36% s	18 33% *	34 36% *	318 34%	63 36%	228 36%	99 31%	55 34%	118 36%	263 34%	150 37%	231 33%	253 37% j	129 30%
Poverty/inequality	351 32%	158 29%	192 34%	44 39% I	63 33% I	52 29%	62 34% I	69 39% I	62 24%	106 35%	114 31%	131 30%	54 38%	95 32%	84 34%	107 29%	192 31%	159 33%	80 31%	98 34%	77 30%	46 30%	23 43% *	27 29% *	295 32%	56 32%	176 28%	112 36% a	64 40% a	116 35%	235 33%	194 33%	218 31%	216 32%	135 32%
Housing	349 32%	156 29%	193 34%	47 42% IK	67 36% I	53 30%	62 34%	56 32%	64 25%	114 38% L	115 32%	120 27%	53 38% P	105 35%	78 31%	102 28%	207 33%	142 29%	63 24%	89 31%	87 34% S	63 42% STX	22 41% s*	25 27% *	296 32%	53 30%	183 29% b	110 35%	56 35%	117 35%	232 30%	127 31%	222 32%	213 31%	136 32%
Public services generally	343 31%	164 30%	179 32%	28 25%	38 20%	43 24%	63 34% EF	75 42% DEF	96 37% DEF	66 22%	106 29% J	171 39% JK	35 25%	68 22%	80 32% N	142 39% MN	205 33%	139 29%	71 27%	102 36% SV	92 36% SV	35 23%	13 25% *	30 32% *	279 30%	65 37%	202 32%	83 27%	58 36% b	89 27%	255 33% d	131 33%	212 30%	200 30%	143 34%
Care for older and disabled people	336 31%	131 24%	205 37% B	17 15%	29 15%	33 19%	61 33% DEF	77 43% DEFG	120 46% DEFG	46 15%	94 26% J	196 45% JK	22 16%	53 18%	73 30% MN	160 44% MNO	184 30%	152 32%	66 25%	110 39% SUW	76 30%	35 23%	12 22% *	37 39% Su*	280 30%	56 32%	196 31% b	62 20%	78 49% ab	70 21%	266 35% d	107 27%	229 33% f	165 24%	171 41% h
Pensions	315 29%	122 23%	192 34% B	14 13%	29 16%	25 14%	44 24% DEF	64 36% DEFG	138 53% DEFGH	44 15%	69 19%	202 46% JK	17 12%	49 16%	53 22% M	172 47% MNO	180 29%	135 28%	71 27%	99 35% V	80 32% V	29 19%	12 22% *	25 26% *	248 27%	67 38% Y	194 31% b	46 15%	74 47% ab	59 18%	256 33% d	102 25%	213 31%	158 23%	157 37% h
Education/ schools	301 27%	117 22%	184 33% B	46 41% EHI	49 26%	57 32% I	57 31% I	43 24%	50 19%	95 32% L	113 31% L	93 21%	52 37% P	86 28% P	76 31% P	74 20%	183 30%	118 24%	62 24%	84 29%	70 27%	48 32%	16 30% *	21 23% *	256 28%	45 26%	187 30%	75 24%	39 25%	137 41% e	164 21%	136 34% g	165 24%	196 29%	105 25%
Protecting the environment/ climate change	298 27%	128 24%	169 30% B	24 21%	58 31% F	32 18%	59 32% DF	52 29% F	73 28% F	81 27%	91 25%	126 29%	30 22%	80 27%	75 30% M	92 25%	186 30% R	112 23%	58 22%	79 28%	87 34% S	38 25%	14 25% *	22 23% *	240 26%	57 32%	161 26%	76 24%	60 38% ab	88 26%	210 27%	130 32% g	167 24%	190 28%	108 25%
Public transport/ roads	276 25%	121 23%	155 28%	28 25%	36 19%	28 16%	51 28% F	60 34% EF	73 28% F	64 21%	79 22%	133 30% JK	33 24%	56 19%	63 26%	111 30% N	160 26%	116 24%	62 24%	77 27% X	75 30% X	33 22%	14 27% *	15 16% *	221 24%	56 32% Y	155 25%	74 23%	48 30%	67 20%	210 27% d	99 25%	177 25%	152 22%	125 30% h
Defence/ security/ foreign affairs	267 24%	154 29% C	112 20%	17 15%	36 19%	26 14%	39 21%	55 31% DEFG	95 36% DEFG	53 18%	65 18%	150 34% JK	24 17%	51 17%	48 19%	115 32% MNO	154 25%	114 24%	57 22%	74 26% V	78 31% SV	23 15%	10 18% *	26 27% V*	206 22%	61 35% Y	149 24%	60 19%	59 37% ab	59 18%	208 27% d	97 24%	170 24%	139 21%	128 30% h
Lack of faith in politicians/political parties/system of government	254 23%	120 22%	135 24%	23 21%	34 18%	35 20%	49 27%	51 29% E	63 24%	57 19%	83 23%	114 26% J	30 21%	59 19%	60 24%	89 24%	142 23%	112 23%	66 25% V	65 23%	68 27% V	24 16%	11 20% *	20 22% *	200 22%	55 31% Y	140 22%	65 21%	49 31% ab	72 22%	183 24%	85 21%	169 24%	143 21%	111 26%
Europe/ EU/Brexit	244 22%	132 25%	112 20%	26 23%	33 17%	41 23%	44 24%	49 28% E	51 20%	58 19%	86 24%	100 23%	33 24%	54 18%	63 25% N	87 24%	159 26% R	85 18%	41 16%	74 26% S	57 22%	39 26% S	11 20% *	23 24% *	210 23%	34 20%	138 22%	67 21%	39 25%	75 23%	169 22%	99 25%	145 21%	155 23%	89 21%
Benefits	232 21%	108 20%	124 22%	30 27% I	42 22%	34 19%	44 24% I	44 25% I	39 15%	72 24%	77 21%	82 19%	37 26%	64 21%	54 22%	72 20%	110 18%	122 25% Q	47 18%	68 24%	60 24%	27 18%	14 26% *	15 16% *	198 21%	34 19%	118 19%	79 25% a	36 22%	73 22%	159 21%	74 18%	158 23%	130 19%	102 24%
Unemployment	200 18%	100 19%	101 18%	38 34% EFGHI	39 21% I	38 21% I	32 18% I	32 18% I	21 8%	77 26% L	70 19% L	53 12%	44 31% NOP	65 22% P	41 17%	44 12%	107 17%	93 19%	44 17%	59 21%	42 16%	31 20%	10 19% *	14 15% *	177 19%	23 13%	104 17%	65 21%	31 20%	80 24% e	120 16%	82 20%	118 17%	135 20%	65 15%
Issues affecting families/children/childcare	198 18%	80 15%	118 21% B	26 23% HI	43 23% HI	45 25% GHI	29 16%	23 13%	32 12%	69 23% L	73 20% L	55 13%	33 23% P	72 24% OP	41 16%	43 12%	118 19%	79 16%	37 14%	58 20%	48 19%	30 20%	10 18% *	15 16% *	163 18%	35 20%	118 19%	52 17%	28 17%	101 31% e	97 13%	81 20%	117 17%	135 20%	63 15%
Animal welfare	151 14%	46 9%	105 19% B	9 8%	31 17% DF	16 9%	29 16%	36 20% DFI	29 11%	41 14%	45 12%	65 15%	12 9%	40 13%	36 14%	56 16% M	86 14%	64 13%	27 10%	59 21% SV	35 14%	13 9%	6 11% *	10 11% *	125 13%	26 15%	78 13%	47 15%	25 15%	35 11%	115 15%	50 12%	101 14%	88 13%	63 15%
Foreign/overseas aid	138 13%	60 11%	77 14%	14 13%	21 11%	26 14%	22 12%	25 14%	30 12%	35 12%	47 13%	55 13%	21 15%	36 12%	28 11%	46 13%	83 13%	55 11%	28 11%	40 14%	34 14%	18 12%	9 17% *	9 9% *	115 12%	23 13%	83 13%	34 11%	20 13%	42 13%	96 12%	47 12%	91 13%	87 13%	50 12%
Scottish independence/devolution	48 4%	30 5%	18 3%	4 3%	11 6%	8 4%	7 4%	11 6%	7 3%	15 5%	15 4%	18 4%	5 4%	17 6%	8 3%	16 4%	30 5%	18 4%	4 1%	4 1%	9 3%	3 2%	1 1% *	28 29% STUVWX*	40 4%	8 5%	34 5%	10 3%	4 3%	18 5%	30 4%	25 6% g	22 3%	30 4%	18 4%
Other	23 2%	11 2%	12 2%	3 3%	2 1%	3 1%	3 2%	6 3%	7 3%	5 2%	6 2%	13 3%	3 2%	5 2%	5 2%	10 3%	16 3%	7 2%	5 2%	5 2%	8 3%	4 2%	- - *	3 3% *	19 2%	4 3%	13 2%	9 3%	1 1%	1 * d	22 3%	7 2%	16 2%	11 2%	12 3%
Nothing – I won't vote	42 4%	21 4%	21 4%	4 4%	6 3%	9 5%	5 2%	7 4%	11 4%	10 3%	13 4%	18 4%	5 4%	12 4%	7 3%	14 4%	23 4%	19 4%	13 5%	10 4%	11 4%	2 1%	1 2% *	4 4% *	31 3%	10 6%	17 3%	18 6% a	7 5%	4 1%	37 5% d	13 3%	29 4%	21 3%	20 5%
Don't know	26 2%	8 1%	19 3%	1 1%	7 4%	8 4%	2 1%	4 2%	5 2%	7 2%	10 3%	9 2%	4 3%	10 3%	4 2%	8 2%	7 1%	19 4% Q	3 1%	8 3%	5 2%	7 5% s	- - *	3 3% *	22 2%	4 3%	15 2%	6 2%	6 4%	8 2%	18 2%	9 2%	8 3%	14 2%	12 3%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2421. Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Healthcare/ NHS/ hospitals	690 63%	227 66% E	198 73% E	42 61% *	65 54%	312 73% G	248 60%	143 58% P	426 70% HJKMOP	309 71% HJKLMOP	240 61% P	145 64% P	218 60% P	191 69% HKMOP	213 61% P	105 46%	355 73% HKLMOP	131 56%	420 68% RU	228 67% R	273 61%
Inflation/rising cost of living	592 54%	168 49%	190 70% BDE	29 42% *	59 49%	271 64% G	199 48%	118 48%	377 62% HKLMOP	270 62% HJKLMOP	192 48%	124 55% P	191 52% P	161 59% HKP	179 51% P	100 44%	300 62% HKMOP	111 48%	377 61% RU	194 57% R	227 51%
Manaeine the economv/ economic situation	450 41%	157 46%	129 48%	27 39% *	48 40%	208 49% G	160 39%	91 37%	279 46% HKOP	206 47% HKOP	157 40% P	100 45% HP	150 41% P	130 47% HKP	137 39%	75 33%	238 49% HKMOP	89 38%	274 45% U	156 46% R	175 39%
Immigration	435 40%	216 63% CDE	72 27%	23 33% *	43 36%	119 28%	256 62% F	130 52% ILNQ	214 35% JN	123 28%	237 60% HILNQ	68 30%	206 57% ILNQ	68 25%	211 60% HILNQ	128 56% ILNQ	157 32% N	120 52% ST	215 35%	104 31%	247 55% ST
Crime and anti-social behaviour/ law and order	435 40%	170 49% CE	103 38%	26 38% *	42 35%	161 38%	192 47% F	114 46% JLN	231 38%	157 36%	190 48% ILNQ	84 37%	165 46% LNQ	99 36%	164 47% ILLNQ	104 45% LILN	188 39%	110 47% ST	227 37%	115 34%	211 47% ST
Taxation	381 35%	136 40%	90 33%	20 29% *	44 37%	148 35%	155 38%	102 41% ILNQ	195 32%	152 35%	153 39% IQ	75 33%	140 38% IQ	88 32%	130 37%	79 35%	158 32%	103 44% ST	203 33%	114 34%	169 38% S
Poverty/Inequality	351 32%	63 18%	136 50% BDE	22 31% B*	42 35% B	176 42% G	93 23%	51 20%	257 42% HJKMOP	200 46% HJKLMOPQ	92 23%	84 37% HJKMOP	99 27% H	126 46% HJKLMOPQ	80 23%	53 23%	193 40% HKMOP	46 20%	251 41% RU	141 42% RU	121 27% R
Housine	349 32%	82 24%	115 42% BE	24 34% *	31 26%	141 33%	120 29%	65 26%	226 37% HJKMOP	182 42% HJKLMOPQ	85 21%	78 35% HJKMOP	95 26% K	111 40% HJKMOP	81 23%	61 27%	169 35% HJKMOP	55 24%	226 37% RU	132 39% RU	113 26%
Public services generally	343 31%	92 27%	122 45% BE	31 44% B*	38 32%	182 43% G	113 28%	56 23%	239 39% HJKMOP	174 40% HJKMOP	106 27%	83 37% HJKMOP	101 28%	121 44% HJKLMOP	100 29%	53 23%	192 40% HJKMOP	56 24%	228 37% RU	136 40% RU	136 31% R
Care for older and disabled people	336 31%	110 32%	107 39% B	22 31% *	34 28%	149 35%	133 32%	68 27% P	209 34% P	141 32% P	136 34% HP	67 30% P	114 31% P	103 37% HLP	105 30% P	47 20%	181 37% HJLMOP	69 30%	198 32%	108 32%	145 33%
Pensions	315 29%	131 38%	83 31%	19 28% *	34 28%	130 31%	145 35% LNP	87 35% LNP	170 28%	128 30%	134 34% ILNP	56 25%	116 32% P	70 26%	105 30%	55 24%	161 33% ILNP	79 34%	168 27%	101 30%	144 32% S
Education/ schools	301 27%	63 18%	98 36% B	20 29% *	32 27%	143 34% G	76 19%	64 26%	183 30% KMOP	148 34% HJKMOP	85 22%	78 35% HJKMOP	74 20%	97 35% HJKMOP	82 23%	47 21%	157 32% KMOP	58 25%	183 30% U	109 32% RU	98 22%
Protecting the environment/ climate change	298 27%	60 18%	98 36% B	34 49% BC*	36 30% B	158 37% G	82 20%	62 25% O	186 31% KMOP	153 35% HJKMOP	80 20% O	92 41% HJKMOP	72 20% O	139 51% HIJKLMOPQ	38 11%	44 19% O	175 36% HJKMOP	61 26%	180 29% U	119 35% RSU	92 21%
Public transport/ roads	276 25%	87 25%	80 30%	17 24% *	27 22%	117 28%	100 24%	55 22%	176 29% KP	123 28% P	91 23%	62 27% P	89 25% P	81 30% HP	85 24% P	41 18%	148 30% HJKMOP	48 21%	171 28%	93 28% R	109 25%
Defence/ security/ foreign affairs	267 24%	120 35% C	58 21%	22 32% *	31 25%	104 24%	128 31% F	80 32% ILNQ	135 22%	97 22%	133 34% ILNQ	57 25%	114 31% LNQ	59 21%	120 34% ILLNQ	74 32% LNQ	117 24%	77 33% ST	136 22%	71 21%	142 32% ST
Lack of faith in politicians/political parties/system of government	254 23%	70 20%	73 27%	15 22% *	40 33% B	106 25%	104 25%	31 13%	175 29% HJOQ	106 24% H	96 24% H	54 24% H	96 26% HO	79 29% H	77 22% H	59 26% H	122 25% H	35 15%	178 29% RT	75 22% R	114 26% R
Europe/ EU/Brexit	244 22%	55 16%	83 31% B	25 36% B*	35 29% B	147 35% G	55 13%	40 16%	172 28% HKMOP	126 29% HKMOP	75 19%	74 33% HKMOP	74 20%	85 31% HKMOP	68 19%	42 18%	149 31% HKMOP	36 15%	169 27% RU	103 30% RU	83 19%
Benefits	232 21%	67 19%	64 23%	13 19% *	28 23%	89 21%	92 22%	48 19%	150 25%	104 24%	81 21%	46 20%	82 22%	63 23%	71 20%	47 21%	110 23%	42 18%	148 24%	79 23%	98 22%
Unemployment	200 18%	41 12%	70 26% BE	10 14% *	18 15%	76 18%	59 14%	36 15%	116 19% KO	97 22% HIKMOQ	56 14%	45 20%	60 16%	54 20% K	50 14%	38 17%	85 18%	37 16%	127 21% U	69 20%	68 15%
Issues affecting families/children/childcare	198 18%	37 11%	68 25% B	16 24% B*	25 21% B	93 22% G	61 15%	27 11%	132 22% HKMOP	102 24% HKMOP	52 13%	43 19% HP	53 15%	66 24% HKMOP	53 15%	28 12%	104 21% HKMOP	30 13%	125 20% RU	72 21% RU	64 14%
Animal welfare	151 14%	41 12%	36 13%	14 20% *	19 16%	58 14%	62 15%	41 17%	77 13%	60 14%	53 13%	37 16%	53 15%	53 19% EKOQ	42 12%	34 15%	70 14%	29 12%	82 13%	42 12%	65 15%
Foreign/overseas aid	138 13%	55 16%	30 11%	10 14% *	14 12%	50 12%	60 15%	39 16% JQ	78 13% Q	46 11%	70 18% IJQ	32 14%	64 18% IJQ	43 16% JQ	56 16% JQ	57 25% HIJKLMNOQ	49 10%	35 15%	76 12%	41 12%	82 18% ST
Scottish independence/devolution	48 4%	4 1%	13 5% B	3 4% *	21 18% BCD	27 6% G	12 3%	6 2%	34 6% P	22 5%	14 4%	9 4%	13 4%	17 6% HP	14 4%	5 2%	28 6% H	8 4%	30 5%	15 4%	21 5%
Other	23 2%	7 2%	7 2%	2 3% *	1 1%	7 2%	11 3%	7 3%	14 2%	8 2%	13 3%	5 2%	10 3%	9 3%	8 2%	5 2%	14 3%	5 2%	13 2%	7 2%	14 3%
Nothing – I won't vote	42 4%	7 2%	1 *	- - *	1 1%	3 1%	10 2%	1 *	23 4% HJLNP	2 1%	13 3% HJP	2 1%	10 3% HJP	3 1%	9 3% HJ	2 1%	13 3% HJ	2 1%	20 3% T	2 *	15 3% RT
Don't know	26 2%	4 1%	5 2%	- - *	- -	11 3% G	2 1%	1 1%	15 3% KMP	9 2% P	3 1%	3 1% P	3 1%	4 1% P	4 1%	- -	10 2% P	1 *	13 2%	8 2% R	6 1%

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

ColumnProportions (5%): A,B/C,D/E,F/G,H/I/K/L/M/N/O/P/Q,R/S/T/U 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - Summary

All Adults aged 18+ in Great Britain

	Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…?													
	… offer Britain a fresh start?	**… be competent and effective?**	**… have a good team of ministers?**	**… grow the economy?**	**… reduce the cost of living?**	**… act with integrity?**	**… reduce taxes?**	**… improve public services?**	**… have the right foreign policy?**	**… provide strong and stable government?**	**…do what's best for Britain as a whole?**	**…reduce regional inequalities (otherwise known as levelling-up)?**	**…reduce climate change?**	**…have sensible policies?**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**	**(J)**	**(K)**	**(L)**	**(M)**	**(N)**
Unweighted base	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100
Weighted base	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100
Very likely (2)	68 6% L	98 9% ACEGHLM	77 7% L	101 9% ACEGHILM	63 6%	96 9% AEGHLM	70 6% L	64 6%	82 7% EHLM	82 7% HLM	92 8% AEGHLM	49 4%	61 6%	87 8% AEHLM
Fairly likely (1)	157 14%	203 18% ALM	223 20% AHLM	319 29% ABCEFGHIJKLMN	210 19% ALM	218 20% AHLM	236 21% AHLM	189 17% AM	263 24% ABCEFHLM	238 22% ABHLM	236 21% ABHLM	170 15%	158 14%	265 24% ABCEFHLM
Fairly unlikely (-1)	315 29% IK	307 28% IK	302 27% I	283 26%	325 30% DFIK	288 26%	325 30% DIK	376 34% ABCDEFGIJKLMN	255 23%	301 27% I	274 25%	332 30% DFIK	339 31% DFIJKN	296 27% I
Very unlikely (-2)	440 40% BCDEFGHIJKLMN	366 33% DGIN	356 32% DIN	268 24%	383 35% DGIN	373 34% DGIN	330 30% D	362 33% DGIN	313 28% D	366 33% DGIN	368 33% DGIN	388 35% CDGIN	360 33% DIN	311 28% D
Don't know	121 11%	126 11%	142 13% EHJ	130 12% H	119 11%	124 11%	139 13% HJ	109 10%	187 17% ABCDEFGHJKLN	114 10%	131 12% H	162 15% ABDEFHJK	182 17% ABCDEFGHJKN	141 13% EHJ
NET: Likely	225 20%	301 27% AEHLM	300 27% AHLM	420 38% ABCEFGHIJKLMN	273 25% ALM	314 29% AEHLM	306 28% AEHLM	253 23% ALM	345 31% ABCEFGHLM	320 29% AEHLM	328 30% ABCEHLM	219 20%	219 20%	352 32% ABCEFGHJLM
NET: Unlikely	754 69% BCDEFGIJKLMN	673 61% DIKN	658 60% DIN	550 50%	708 64% BCDFGIJKN	661 60% DIN	655 60% DIN	738 67% BCDEFGIJKMN	568 52%	667 61% DIN	641 58% DIN	720 65% BCDFGIJKN	699 64% CDFGIKN	607 55% DI
Mean	-0.92	-0.66 AEHLM	-0.67 AEHLM	-0.31 ABCEFGHIJKLMN	-0.77 ALM	-0.64 AEHLM	-0.63 AEHLM	-0.79 AL	-0.50 ABCEFGHJKLM	-0.64 AEHLM	-0.61 AEHLM	-0.90	-0.85	-0.50 ABCEFGHJKLM

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … offer Britain a fresh start?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	68 6%	41 8%	27 5%	13 12% GHI	23 12% GHI	11 6%	5 3%	7 4%	8 3%	36 12% KL	17 5%	16 4%	17 12% OP	27 9% OP	10 4%	13 4%	36 6%	32 7%	13 5%	19 7%	16 6%	17 11% SX	1 2% *	3 3% *	62 7%	6 3%	44 7%	17 5%	8 5%	41 12% e	27 4%	32 8%	36 5%	57 8% i	11 3%
Fairly likely (1)	157 14%	70 13%	86 15%	8 7%	34 18% D	23 13%	23 12%	24 13%	45 17% D	42 14%	46 13%	69 16%	14 10%	45 15%	30 12%	55 15%	102 17% R	54 11%	39 15%	36 13%	33 13%	27 17%	8 14% *	14 15% *	131 14%	26 15%	100 16% b	29 9%	27 17% b	56 17%	100 13%	68 17% g	88 13%	92 14%	65 15%
Fairly unlikely (-1)	315 29%	155 29%	158 28%	31 28%	50 27%	41 23%	48 26%	48 27%	97 37% EFGH	81 27%	89 25%	145 33% K	35 25%	78 26%	65 26%	127 35% MNO	174 28%	141 29%	75 29%	78 27%	76 30%	39 26%	18 34% *	29 31% *	261 28%	53 30%	198 32% c	83 27%	34 21%	95 29%	219 29%	107 27%	208 30%	200 30%	114 27%
Very unlikely (-2)	440 40%	229 43%	209 37%	52 46% EI	66 35%	78 43% I	85 46% EI	85 48% EI	75 29%	118 39%	162 45% L	159 36%	60 43%	121 40%	115 47% P	130 36%	251 41%	189 39%	109 42%	122 43%	94 37%	52 34%	23 43% *	40 42% *	368 40%	72 41%	226 36%	156 50% ac	58 36%	112 34%	328 43% d	165 41%	275 39%	264 39%	176 42%
Don't know	121 11%	42 8%	79 14% B	8 7%	15 8%	26 14%	23 12%	14 8%	35 14%	23 8%	48 13% J	49 11%	14 10%	31 10%	28 11%	38 10%	54 9%	67 14% Q	25 10%	31 11%	35 14%	17 11%	4 8% *	8 9% *	102 11%	19 11%	59 9%	29 9%	33 21% ab	27 8%	94 12%	30 7%	91 13% f	64 10%	57 13%
NET: Likely	225 20%	111 21%	113 20%	21 19%	57 30% DFGHI	34 19%	28 15%	31 17%	54 21%	78 26% KL	62 17%	84 19%	31 22%	72 24% O	39 16%	69 19%	138 22%	86 18%	51 20%	55 19%	49 19%	44 29% TU	8 16% *	17 18% *	193 21%	32 18%	144 23% b	46 15%	35 22%	97 29% e	128 17%	101 25% g	124 18%	149 22%	75 18%
NET: Unlikely	754 69%	385 72%	368 66%	83 74% E	116 62%	119 66%	132 72% E	133 75% E	171 66%	199 66%	251 69%	304 69%	96 68%	199 66%	181 73%	257 71%	425 69%	330 68%	184 71% V	200 70%	169 67%	91 60%	41 77% *	69 73% *	629 68%	125 71%	424 68% c	239 76% ac	92 57%	207 62%	547 71% d	271 67%	483 69%	464 68%	290 69%
Mean	-0.92	-0.93	-0.91	-0.97	-0.59 DFGH	-0.98	-1.14	-1.10	-0.82 GH	-0.74 K	-1.07	-0.93	-0.86	-0.81 O	-1.12	-0.94	-0.89	-0.96	-0.98	-0.97	-0.91	-0.61 STX	-1.10 *	-1.02 *	-0.90	-1.01	-0.81 b	-1.17	-0.85 b	-0.59 e	-1.07	-0.81 g	-0.99	-0.85 i	-1.04

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … offer Britain a fresh start?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	68 6%	29 9%	16 6%	7 11% *	9 7%	28 7%	25 6%	48 19% IJKLMNOQ	9 2%	35 8% IOQ	23 6% IQ	27 12% IJKMOQ	17 5% IQ	27 10% IMOQ	16 4% IQ	39 17% IJKMNOQ	8 2%	47 20% STU	14 2%	30 9% SU	22 5% S
Fairly likely (1)	157 14%	81 24% CDE	23 9%	7 10% *	11 9%	56 13%	65 16%	90 36% IJKLMNOPQ	35 6%	56 13% I	70 18% IMQ	36 16% IQ	51 14% I	34 12% I	58 16% IQ	41 18% INQ	50 10% I	85 37% STU	34 6%	50 15% S	67 15% S
Fairly unlikely (-1)	315 29%	131 38% CE	65 24%	21 30% *	25 21%	109 26%	135 33% F	75 30% N	153 25% N	107 25% N	133 34% IJLNQ	54 24% N	118 32% IJLNQ	51 19%	123 35% IJLNQ	81 35% IJLNQ	126 26% N	74 32% S	144 23%	85 25%	145 33% ST
Very unlikely (-2)	440 40%	69 20%	153 56% BD	29 42% B*	66 55% B	200 47% G	145 35%	21 8%	370 61% HJKLMNOPQ	214 49% HKLMOP	129 33% HP	97 43% HKOP	148 41% HKOP	150 54% HJKLMOP	120 34% HP	56 24% H	269 55% HJKLMOP	15 6%	377 61% RTU	156 46% RU	162 36% R
Don't know	121 11%	34 10%	15 5%	6 8% *	8 7%	31 7%	40 10%	14 6%	40 7%	23 5%	40 10% HIJLNPQ	12 5%	29 8%	14 5%	34 10% IJNP	13 6%	32 7%	13 5%	48 8% T	17 5%	49 11% RST
NET: Likely	225 20%	110 32% CE	39 15%	14 21% *	20 17%	84 20%	91 22%	137 55% IJKLMNOPQ	45 7%	92 21% IQ	94 24% IMQ	63 28% IJMNQ	68 19% IQ	60 22% IQ	73 21% IQ	80 35% IJKMNOQ	58 12% I	132 57% STU	48 8%	80 24% S	89 20% S
NET: Unlikely	754 69%	199 58%	217 80% B	50 71% *	92 76% B	309 73%	280 68%	96 39%	523 86% HJKLMNOPQ	321 74% HKLP	262 66% H	151 67% H	266 73% HKP	201 73% HLP	243 69% HP	136 59% H	396 81% HJKLMNOP	88 38%	521 84% RTU	241 71% R	306 69% R
Mean	-0.92	-0.42 CDE	-1.23	-0.89 *	-1.15 *	-1.01	-0.83	0.29 IJKLMNOPQ	-1.48	-0.99 IQ	-0.77 IJMNQ	-0.74 IJMNQ	-0.98 IQ	-1.01 IQ	-0.86 IQ	-0.34 IJKLMNOQ	-1.32 I	0.34 STU	-1.47	-0.90 S	-0.90 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … be competent and effective?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	98 9%	56 10%	42 8%	13 11% G	32 17% FGHI	12 7%	6 3%	10 6%	24 9% G	45 15% KL	19 5%	35 8%	17 12% O	38 13% O	9 4%	29 8% O	66 11% R	32 7%	19 7%	30 11%	21 8%	19 12%	2 4% *	7 8% *	87 9%	11 6%	69 11% b	18 6%	12 7%	45 14% e	53 7%	40 10%	58 8%	71 10% i	27 6%
Fairly likely (1)	203 18%	97 18%	105 19%	21 19%	41 22%	32 18%	31 17%	30 17%	49 19%	62 21%	62 17%	79 18%	31 22%	55 18%	41 17%	65 18%	115 19%	88 18%	50 19%	45 16%	50 20%	31 20%	13 24% *	15 16% *	178 19%	25 14%	127 20%	48 15%	28 18%	71 21%	132 17%	93 23% g	110 16%	135 20%	68 16%
Fairly unlikely (-1)	307 28%	154 29%	152 27%	25 23%	41 22%	38 22%	54 30%	56 32% EF	93 36% DEF	66 22%	93 26%	148 34% JK	31 22%	70 23%	68 28%	123 34% MN	168 27%	139 29%	76 29% V	84 29% V	77 31% V	27 18%	15 29% *	28 29% *	238 26%	69 39% Y	182 29%	85 27%	41 26%	82 25%	225 29%	102 25%	205 29%	188 28%	119 28%
Very unlikely (-2)	366 33%	190 35%	176 31%	44 39% I	57 30%	66 37% I	68 37% I	68 38% I	63 24%	101 34%	134 37%	131 30%	51 36%	101 33%	96 39% P	110 30%	205 33%	161 33%	91 35%	86 30%	79 31%	53 35%	17 32% *	40 42% T*	314 34%	52 29%	183 29%	130 41% a	53 33%	99 30%	267 35%	134 33%	232 33%	215 32%	150 36%
Don't know	126 11%	40 7%	86 15% B	9 8%	17 9%	31 17% DEH	24 13%	14 8%	31 12%	26 9%	54 15% J	45 10%	11 8%	38 12%	33 13%	37 10%	63 10%	63 13%	25 9%	41 14% X	27 11%	22 14% X	6 12% *	5 5% *	106 11%	19 11%	66 11%	34 11%	26 16%	35 10%	91 12%	33 8%	92 13% f	69 10%	57 13%
NET: Likely	301 27%	154 29%	147 26%	34 30% G	73 39% FGHI	44 25%	37 20%	40 23%	73 28%	107 36% KL	81 22%	113 26%	48 34% O	94 31% O	50 20%	94 26%	181 29%	120 25%	69 26%	75 26%	70 28%	50 33%	15 27% *	22 24% *	265 29% Z	36 20%	195 31% b	66 21%	40 25%	116 35% e	185 24%	133 33% g	168 24%	206 30% i	96 23%
NET: Unlikely	673 61%	344 64%	327 58%	69 62%	98 52%	104 58%	123 67% E	124 70% EF	156 60%	167 56%	227 63%	279 64% J	82 58%	171 57%	164 66% N	232 64%	373 60%	300 62%	167 64% V	169 59%	156 62%	80 53%	33 61% *	67 71% V*	553 60%	121 69% Y	365 58%	214 68% a	94 59%	181 54%	493 64% d	236 59%	437 63%	403 59%	270 64%
Mean	-0.66	-0.65	-0.66	-0.65	-0.29 FGH	-0.76	-0.93	-0.86	-0.53 GH	-0.42 KL	-0.85	-0.67	-0.52 O	-0.53 O	-0.93	-0.67 O	-0.60	-0.73	-0.73	-0.61	-0.63	-0.50	-0.70 *	-0.86 *	-0.63	-0.80	-0.51 b	-0.93	-0.71	-0.40 e	-0.77	-0.53 g	-0.73	-0.56 i	-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 (5%): A,B/C,D/E/F/G/H/I,J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … be competent and effective?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	98	51	17	7	11	43	33	68	14	38	44	29	23	27	24	38	20	69	15	27	46
	9%	15%	6%	11%	9%	10%	8%	28%	2%	9%	11%	13%	6%	10%	7%	17%	4%	30%	2%	8%	10%
		C		*				IJKLMNOPQ		IQ	IMOQ	IJMOQ	I	IQ	IQ	IJKMNOQ	I	STU		S	S
Fairly likely (1)	203	100	34	13	16	67	91	113	45	73	89	50	71	44	78	65	61	104	46	72	87
	18%	29%	13%	19%	14%	16%	22%	45%	7%	17%	23%	22%	19%	16%	22%	28%	13%	45%	7%	21%	19%
		CE		*			F	IJKLMNOPQ		IQ	IJNQ	IJNQ	IQ	I	IJQ	IJMNQ	I	STU		S	S
Fairly unlikely (-1)	307	112	63	23	30	111	130	34	192	119	116	63	115	55	118	68	145	37	183	91	128
	28%	33%	23%	33%	25%	26%	32%	14%	32%	27%	29%	28%	32%	20%	34%	30%	30%	16%	30%	27%	29%
		C		*					HJN	HN	HN	HN	HN	H	HJN	HN	HN		R	R	R
Very unlikely (-2)	366	49	142	17	54	169	113	15	317	178	112	69	131	134	99	45	226	8	327	129	140
	33%	14%	52%	24%	45%	40%	27%	6%	52%	41%	28%	30%	36%	49%	28%	20%	46%	3%	53%	38%	31%
			BD	*	BD	G			HJKLMOPQ	HKLOP	HP	HP	HKOP	HJKLMOP	HP	H	HJKLMOP		RTU	R	R
Don't know	126	32	15	10	9	34	44	18	40	27	34	14	24	14	31	13	35	16	46	20	44
	11%	9%	6%	14%	7%	8%	11%	7%	7%	6%	9%	6%	6%	5%	9%	6%	7%	7%	7%	6%	10%
				C*																	
NET: Likely	301	151	51	21	28	110	124	181	59	111	134	79	94	72	102	103	81	173	61	99	133
	27%	44%	19%	30%	23%	26%	30%	73%	10%	25%	34%	35%	26%	26%	29%	45%	17%	74%	10%	29%	30%
		CDE		*				IJKLMNOPQ		IQ	IJMNQ	IJMNQ	IQ	IQ	IQ	IJKLMNOQ	I	STU		S	S
NET: Unlikely	673	161	205	39	84	280	243	48	509	297	228	132	246	189	218	113	370	45	510	220	268
	61%	47%	76%	57%	70%	66%	59%	20%	84%	68%	58%	58%	68%	69%	62%	49%	76%	19%	83%	65%	60%
			BD	*	B				HJKLMNOPQ	HKLP	HP	HP	HKLOP	HKLP	HP	H	HJKLMNOP		RTU	R	R
Mean	-0.66	-0.02	-1.09	-0.46	-0.89	-0.76	-0.54	0.81	-1.33	-0.80	-0.45	-0.43	-0.76	-0.86	-0.60	-0.08	-1.10	0.87	-1.33	-0.70	-0.57
		CDE		C*	*			IJKLMNOPQ		IQ	IJMNQ	IJMNQ	IQ	IQ	IJMNQ	IJKLMNOQ	I	STU		S	S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … have a good team of ministers?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	77 7%	42 8%	35 6%	13 12% GH	23 12% GH	12 6%	6 3%	7 4%	16 6%	36 12% KL	18 5%	23 5%	17 12% OP	27 9% O	10 4%	18 5%	46 7%	31 6%	16 6%	20 7%	14 6%	18 12% SU	2 4% *	7 7% *	67 7%	10 6%	52 8%	15 5%	9 6%	41 13% e	36 5%	29 7%	48 7%	55 8%	22 5%
Fairly likely (1)	223 20%	115 21%	106 19%	19 17%	42 22%	34 19%	34 19%	33 19%	61 23%	61 20%	68 19%	94 21%	27 19%	61 20%	45 18%	79 22%	131 21%	92 19%	52 20%	50 18%	58 23%	37 24%	11 20% *	14 14% *	188 20%	35 20%	142 23% b	44 14%	36 23% b	82 25% e	140 18%	100 25% g	123 18%	147 22%	75 18%
Fairly unlikely (-1)	302 27%	150 28%	151 27%	31 28%	47 25%	46 26%	45 24%	52 29%	82 31%	78 26%	91 25%	134 31%	37 26%	79 26%	60 24%	109 30%	174 28%	128 27%	73 28%	78 27%	77 30% V	30 20%	21 38% V*	25 26% *	252 27%	51 29%	169 27%	92 29%	41 26%	79 24%	223 29%	110 27%	192 28%	179 26%	123 29%
Very unlikely (-2)	356 32%	181 34%	175 31%	36 32%	56 30%	57 32%	75 41% EI	68 38% I	63 24%	93 31%	133 37%	131 30%	45 32%	94 31%	99 40% NP	114 31%	196 32%	160 33%	93 36%	91 32%	71 28%	46 30%	15 28% *	39 42% U*	299 32%	57 32%	188 30%	121 39% a	47 29%	96 29%	260 34%	125 31%	231 33%	220 32%	136 32%
Don't know	142 13%	49 9%	93 17% B	13 11%	20 10%	30 17%	23 12%	18 10%	39 15%	32 11%	53 15%	57 13%	15 10%	41 14%	33 14%	44 12%	69 11%	73 15%	27 10%	47 17%	33 13%	21 14%	5 9% *	9 10% *	119 13%	23 13%	76 12%	41 13%	26 16%	33 10%	109 14%	39 10%	103 15% f	77 11%	65 15%
NET: Likely	300 27%	157 29%	141 25%	32 29%	65 34% GH	45 25%	40 22%	40 22%	77 30%	97 32% K	86 24%	117 27%	44 32% O	88 29%	55 22%	97 27%	177 29%	123 25%	68 26%	70 24%	72 29%	55 36% STX	13 25% *	21 22% *	254 28%	45 26%	194 31% b	60 19%	46 29% b	124 37% e	176 23%	129 32% g	171 24%	202 30% i	97 23%
NET: Unlikely	658 60%	331 62%	326 58%	67 60%	104 55%	103 58%	120 66% E	120 67% EI	145 56%	171 57%	223 62%	264 60%	82 58%	173 57%	160 64%	223 61%	371 60%	288 60%	165 63% V	169 59%	148 58%	76 50%	36 67% *	65 68% V*	551 60%	108 61%	356 57%	214 68% ac	88 55%	175 53%	483 63% d	235 58%	423 61%	399 59%	260 62%
Mean	-0.67	-0.64	-0.69	-0.58 G	-0.43 GH	-0.70	-0.93	-0.89	-0.51 GH	-0.49 K	-0.82	-0.67	-0.52 O	-0.58 O	-0.91	-0.69	-0.63	-0.72	-0.75	-0.71	-0.60	-0.37 STX	-0.72 *	-0.90 *	-0.66	-0.71	-0.54 b	-0.95	-0.60 b	-0.35 e	-0.81	-0.56	-0.73	-0.60	-0.77

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … have a good team of ministers?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	77 7%	37 11% CE	17 6%	5 8% *	8 6%	34 8%	23 6%	52 21% IJKLMNOQ	11 2%	35 8% IQ	33 8% IMQ	26 12% IJMNOQ	19 5% I	21 7% IQ	23 6% IQ	38 16% IJKMNOQ	15 3% I	52 22% STU	18 3%	30 9% S	30 7% S
Fairly likely (1)	223 20%	119 35% CE	33 12%	15 22% *	18 15%	66 16%	113 27% F	127 51% IJKLMNOPQ	50 8%	80 18% IQ	107 27% IJNQ	49 22% IQ	88 24% IJQ	51 19% IQ	88 25% IJQ	66 29% IJNQ	65 13% I	119 51% STU	53 9%	70 21% S	103 23% S
Fairly unlikely (-1)	302 27%	102 30%	65 24%	20 29% *	28 24%	110 26%	114 28%	38 15%	182 30% HJN	113 26% H	106 27% H	59 26% H	107 29% H	63 23% H	111 32% HKN	61 27% H	140 29% HN	37 16%	175 28% R	88 26% R	122 27% R
Very unlikely (-2)	356 32%	46 13%	136 50% BD	21 30% B*	54 45% B	167 39% G	114 28%	9 4%	309 51% HJKLMNOPQ	170 39% HKLOP	109 28% H	68 30% HP	125 34% HKOP	118 43% HKLMOP	100 29% H	51 22% H	216 45% HJKLMOP	7 3%	315 51% RTU	123 36% R	139 31% R
Don't know	142 13%	40 12%	20 7%	8 11% *	11 10%	47 11%	47 11%	21 8%	55 9%	37 9%	40 10% MP	23 10% P	25 7%	22 8%	28 8%	13 6%	49 10%	17 7%	55 9%	27 8%	51 12%
NET: Likely	300 27%	156 46% CDE	51 19%	21 30% *	26 22%	100 24%	136 33% F	179 72% IJKLMNOPQ	61 10%	114 26% IQ	140 35% IJMNQ	76 34% IJNQ	106 29% IQ	72 26% IQ	111 32% IQ	104 45% IJKLMNOQ	81 17% I	172 74% STU	71 11%	100 30% S	133 30% S
NET: Unlikely	658 60%	147 43%	201 74% BD	41 59% B*	83 69% B	277 65% G	228 55%	48 19%	491 81% HJKLMNOPQ	283 65% HKLP	215 54% H	127 56% H	232 64% HKP	180 66% HKLP	211 60% HKP	113 49% H	356 73% HJKLMNOP	44 19%	490 80% RTU	211 62% R	260 59% R
Mean	-0.67	* CDE	-1.07	-0.58 C*	-0.95 *	-0.82	-0.50 F	0.77 IJKLMNOPQ	-1.32	-0.77 IQ	-0.42 IJMNQ	-0.46 IJNQ	-0.69 IQ	-0.81 IQ	-0.55 IJMNQ	-0.10 IJKLMNOQ	-1.09 I	0.80 STU	-1.28	-0.66 S	-0.60 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … grow the economy?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	101 9%	63 12% C	37 7%	12 11% G	30 16% GH	16 9%	7 4%	11 6%	24 9%	42 14% KL	23 6%	35 8%	19 13% O	37 12% O	10 4%	32 9% O	59 10%	42 9%	19 7%	30 11%	19 8%	25 17% SUWX	1 1% *	6 7% *	90 10%	11 6%	73 12% b	19 6%	9 6%	51 15% e	50 6%	42 11%	58 8%	72 11%	29 7%
Fairly likely (1)	319 29%	154 29%	163 29%	24 21%	54 28%	43 24%	51 28%	51 29%	96 37% DF	78 26%	94 26%	147 34% JK	30 21%	83 27%	64 26%	117 32% M	196 32% R	123 25%	76 29%	84 29%	80 32%	37 24%	17 32% *	25 26% *	257 28%	62 35%	196 31% b	76 24%	47 29%	91 28%	228 30%	121 30%	198 28%	189 28%	130 31%
Fairly unlikely (-1)	283 26%	138 26%	143 26%	33 30% E	38 20%	46 26%	58 32% EI	49 27%	59 22%	71 24%	105 29%	107 24%	39 27%	71 23%	74 30%	93 26%	159 26%	124 26%	68 26%	72 25%	61 24%	34 23%	21 39% *	26 27% *	238 26%	45 26%	147 23%	98 31% a	38 24%	81 24%	202 26%	97 24%	185 27%	185 27%	97 23%
Very unlikely (-2)	268 24%	136 25%	132 24%	33 30% I	50 27% I	47 26%	45 24%	48 27% I	45 17%	83 28%	91 25%	93 21%	42 30%	74 25%	69 28%	81 22%	141 23%	127 26%	74 28%	60 21%	55 22%	36 24%	13 23% *	31 33% T*	227 25%	41 23%	140 22%	90 29% a	37 23%	82 25%	186 24%	102 25%	166 24%	162 24%	106 25%
Don't know	130 12%	46 9%	84 15% B	9 8%	17 9%	27 15%	21 12%	18 10%	37 14%	26 9%	48 13%	55 13%	11 8%	37 12%	31 12%	41 11%	61 10%	69 14% Q	24 9%	40 14%	37 15%	20 13%	2 4% *	7 8% *	113 12%	17 10%	71 11%	31 10%	28 18% ab	27 8%	103 13% d	39 10%	91 13%	71 10%	59 14%
NET: Likely	420 38%	217 40%	201 36%	36 32%	83 44% DFG	59 33%	59 32%	62 35%	120 46% DFGH	120 40%	118 32%	182 42% K	49 35%	120 40% O	74 30%	149 41% O	255 41% R	165 34%	95 37%	114 40%	100 39%	62 41%	18 34% *	31 33% *	347 38%	73 41%	269 43% b	95 30%	56 35%	142 43% e	278 36%	163 41%	256 37%	261 38%	159 38%
NET: Unlikely	550 50%	274 51%	275 49%	66 59% EI	88 47%	93 52% I	103 56% I	97 54% I	104 40%	154 51%	196 54% L	200 46%	81 57%	145 48%	143 58% NP	174 48%	300 49%	250 52%	142 54%	132 46%	117 46%	70 46%	33 62% *	57 60% TU*	465 50%	86 49%	287 46%	188 60% ac	75 47%	162 49%	388 50%	199 50%	351 50%	347 51%	204 48%
Mean	-0.31	-0.26	-0.36	-0.49	-0.14 G	-0.43	-0.50	-0.45	-0.02 DFGH	-0.28	-0.47	-0.20 K	-0.42	-0.24 O	-0.59	-0.23 O	-0.23	-0.41	-0.43	-0.19 X	-0.25	-0.15	-0.52 *	-0.58 *	-0.31	-0.27	-0.16 b	-0.58	-0.36	-0.17	-0.37	-0.26	-0.33	-0.29	-0.34

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … grow the economy?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	101	54	18	7	7	40	36	72	15	38	47	30	34	28	34	36	25	66	18	32	46
	9%	16%	7%	10%	6%	10%	9%	29%	2%	9%	12%	14%	9%	10%	10%	16%	5%	28%	3%	9%	10%
		CE		*				IJKLMNOPQ		IQ	IQ	IJQ	IQ	IQ	IQ	IJMNOQ	I	STU		S	S
Fairly likely (1)	319	157	49	20	28	107	151	135	106	97	157	67	120	60	130	94	112	130	99	81	166
	29%	46%	18%	29%	23%	25%	37%	55%	18%	22%	40%	30%	33%	22%	37%	41%	23%	56%	16%	24%	37%
		CDE		*			F	IJKLMNOPQ		I	IJLMNQ	IJNQ	IJNQ	I	IJNQ	IJLMNQ	I	STU		S	ST
Fairly unlikely (-1)	283	70	73	26	39	115	94	21	198	124	88	62	90	78	77	50	148	20	194	94	101
	26%	20%	27%	37%	32%	27%	23%	9%	33%	29%	22%	28%	25%	28%	22%	22%	30%	9%	32%	28%	23%
				B*	B				HJKMOP	HOP	H	H	H	H	H	H	HKMOP		RU	R	R
Very unlikely (-2)	268	32	106	10	36	114	90	9	228	134	74	48	94	83	79	35	153	6	242	100	95
	24%	9%	39%	14%	30%	27%	22%	4%	38%	31%	19%	21%	26%	30%	22%	15%	32%	2%	39%	30%	21%
			BD	*	BD				HJKLMNOPQ	HKLOP	H	H	HKP	HKLOP	HP	H	HKLMOP		RTU	RU	R
Don't know	130	31	26	7	11	48	40	11	60	42	29	18	25	25	31	14	47	11	64	32	36
	12%	9%	9%	10%	9%	11%	10%	4%	10%	10%	7%	8%	7%	9%	9%	6%	10%	5%	10%	9%	8%
				*					H	H				H	H		H		R	R	
NET: Likely	420	211	67	27	35	147	187	207	121	135	204	97	155	88	164	130	137	196	116	113	212
	38%	61%	25%	39%	29%	35%	45%	83%	20%	31%	52%	43%	42%	32%	47%	57%	28%	84%	19%	33%	48%
		CDE		C*			F	IJKLMNOPQ		I	IJLMNQ	IJNQ	IJNQ	I	IJNQ	IJLMNOQ	I	STU		S	ST
NET: Unlikely	550	102	178	35	74	229	184	30	427	258	162	110	184	162	156	85	301	26	436	194	196
	50%	30%	66%	51%	62%	54%	45%	12%	70%	59%	41%	49%	51%	59%	44%	37%	62%	11%	71%	57%	44%
			BD	B*	B	G			HJKLMNOPQ	HKLMOP	H	HP	HKOP	HKLMOP	H	H	HKLMOP		RTU	RU	R
Mean	-0.31	0.42	-0.81	-0.18	-0.63	-0.41	-0.14	1.01	-0.95	-0.55	0.04	-0.14	-0.26	-0.52	-0.12	0.21	-0.67	1.04	-0.99	-0.49	-0.08
		CDE		C*	*		F	IJKLMNOPQ		I	IJMNOQ	IJNQ	IJNQ	I	IJMNQ	IJLMNOQ	I	STU		S	ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … reduce the cost of living?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	63 6%	37 7%	26 5%	12 11% GHI	21 11% GHI	11 6%	4 2%	6 3%	8 3%	33 11% KL	15 4%	14 3%	17 12% OP	26 8% OP	6 3%	14 4%	40 7%	23 5%	12 5%	17 6%	14 6%	17 11% SWX	- - *	2 2% *	61 7% Z	2 1%	41 7%	17 5%	5 3%	38 12% e	25 3%	32 8% g	31 4%	48 7% i	15 4%
Fairly likely (1)	210 19%	103 19%	107 19%	17 15%	34 18%	33 18%	29 16%	35 20%	63 24% D	50 17%	62 17%	98 22%	25 17%	52 17%	39 16%	79 22%	123 20%	87 18%	58 22%	48 17%	49 19%	28 19%	9 16% *	19 20% *	177 19%	34 19%	135 21% b	44 14%	32 20%	63 19%	148 19%	82 20%	129 18%	131 19%	79 19%
Fairly unlikely (-1)	325 30%	153 28%	170 30%	26 23%	50 27%	41 23%	57 31%	51 29%	99 38% DEF	77 26%	98 27%	150 34% JK	31 22%	76 25%	75 30%	119 33% M	194 31%	131 27%	72 28%	88 31% V	81 32% V	31 20%	19 36% V*	33 35% V*	260 28%	65 37% Y	192 31%	87 28%	46 29%	84 25%	241 31%	118 29%	207 30%	192 28%	133 31%
Very unlikely (-2)	383 35%	201 37%	182 32%	50 45% EI	61 32% I	69 39% I	75 41% I	72 41% I	55 21%	111 37% L	144 40% L	128 29%	59 42% P	109 36%	103 42% P	110 30%	204 33%	179 37%	96 37%	94 33%	78 31%	58 38%	23 44% *	34 36% *	324 35%	59 34%	201 32%	130 42% a	52 32%	115 35%	268 35%	138 34%	245 35%	236 35%	147 35%
Don't know	119 11%	43 8%	76 14% B	7 6%	22 12%	25 14% DH	18 10%	12 7%	35 14% DH	29 10%	43 12%	48 11%	9 7%	39 13% M	24 10%	40 11%	56 9%	63 13% Q	22 8%	39 14%	31 12%	18 12%	2 4% *	6 7% *	103 11%	15 9%	58 9%	36 11%	25 16% a	32 10%	87 11%	33 8%	86 12% f	71 10%	48 11%
NET: Likely	273 25%	140 26%	132 24%	29 26%	55 29% G	44 25%	33 18%	41 23%	71 27% G	84 28%	77 21%	113 26%	41 29% O	78 26% O	46 18%	94 26% O	163 26%	110 23%	71 27%	65 23%	63 25%	45 30%	9 16% *	21 22% *	237 26%	36 21%	176 28% b	61 19%	37 23%	101 31% e	172 22%	113 28%	160 23%	179 26%	94 22%
NET: Unlikely	708 64%	354 66%	352 63%	77 68%	111 59%	110 62%	132 72% EFI	124 70% EI	154 59%	188 63%	242 67%	278 63%	90 64%	185 61%	178 72% NP	230 63%	398 65%	310 64%	168 64%	182 64%	159 63%	88 58%	43 80% UV*	67 71% *	583 63%	124 71%	393 63%	217 69%	98 61%	199 60%	509 66%	256 64%	452 65%	428 63%	280 66%
Mean	-0.77	-0.76	-0.78	-0.81	-0.58 GH	-0.81	-1.03	-0.90	-0.58 GH	-0.67 K	-0.92	-0.71 K	-0.69 O	-0.72 O	-1.02	-0.72 O	-0.71	-0.85	-0.76	-0.78	-0.72	-0.63	-1.12 *	-0.88 *	-0.74	-0.90	-0.66 b	-0.97	-0.80	-0.58 e	-0.85	-0.67	-0.83	-0.72	-0.85

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … reduce the cost of living?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	63 6%	24 7%	10 4%	6 9% *	9 8%	24 6%	22 5%	36 15% IJKMOQ	15 2%	27 6% IQ	25 6% IQ	27 12% IJKMOQ	20 5% IQ	26 10% IJMOQ	18 5% IQ	33 14% IJKMOQ	9 2%	40 17% STU	15 2%	25 7% S	23 5% S
Fairly likely (1)	210 19%	121 35% CDE	27 10%	13 18% *	15 12%	75 18%	94 23%	126 51% IJKLMNOPQ	42 7%	60 14% I	114 29% IJLMNOQ	48 21% IJNQ	81 22% IJNQ	41 15% I	84 24% IJNQ	69 30% IJLMNQ	64 13% I	108 46% STU	53 9%	57 17% S	107 24% ST
Fairly unlikely (-1)	325 30%	112 33%	74 27%	32 47% BCE*	31 26%	125 30%	132 32%	50 20%	184 30% HN	120 28% H	121 31% H	65 29% H	107 29% H	68 25%	118 34% HNP	56 25%	165 34% HIJNP	54 23%	165 27%	86 25%	140 31% RS
Very unlikely (-2)	383 35%	52 15%	142 52% BD	14 20% *	55 46% BD	162 38% G	125 30%	14 6%	324 53% HJKLMNOPQ	191 44% HKLMOP	107 27% H	71 32% H	132 36% HKOP	124 45% HKLMOP	102 29% H	57 25% H	216 44% HKLMOP	9 4%	337 55% RTU	144 43% RU	137 31% R
Don't know	119 11%	34 10%	19 7%	4 6% *	10 8%	38 9%	39 9%	22 9%	43 7%	36 8% N	28 7%	14 6%	25 7%	15 6%	28 8%	14 6%	32 7%	22 9%	47 8%	26 8%	37 8%
NET: Likely	273 25%	145 42% CDE	37 14%	19 27% C*	24 20%	99 23%	115 28%	162 65% IJKLMNOPQ	57 9%	87 20% IQ	139 35% IJMNOQ	75 33% IJNQ	100 28% IJQ	67 24% IJQ	102 29% IJQ	102 45% IJKLMNOQ	73 15% I	148 63% STU	67 11%	82 24% S	130 29% S
NET: Unlikely	708 64%	164 48%	215 79% BD	46 67% B*	87 72% B	287 68%	257 63%	64 26%	507 84% HJKLMNOPQ	311 72% HKLOP	228 58% HP	137 61% HP	239 66% HKP	192 70% HKLP	221 63% HKP	113 49% H	381 78% HJKLMNOP	63 27%	502 82% RTU	230 68% R	277 62% R
Mean	-0.77	-0.16 CE	-1.23	-0.53 CE*	-0.99 *	-0.85	-0.66	0.53 IJKLMNOPQ	-1.35	-0.97 IQ	-0.46 IJMNOQ	-0.50 IJNQ	-0.74 IJQ	-0.86 IQ	-0.63 IJQ	-0.16 IJKLMNOQ	-1.13 I	0.55 STU	-1.33	-0.85 S	-0.64 ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … act with integrity?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	96 9%	53 10%	42 8%	11 10% H	24 13% H	16 9%	13 7%	7 4%	26 10% H	35 12%	28 8%	33 7%	15 11% O	35 11% O	14 5%	25 7%	63 10%	33 7%	20 8%	20 7%	20 8%	24 16% STUX	8 14% *	5 5% *	87 9%	9 5%	74 12% bc	15 5%	7 4%	48 14% e	48 6%	43 11%	53 8%	70 10% i	26 6%
Fairly likely (1)	218 20%	104 19%	114 20%	23 20%	40 21% G	35 20%	23 13%	35 20%	62 24% G	63 21%	58 16%	97 22% K	32 23%	53 18%	39 16%	83 23% O	134 22%	84 17%	53 20%	53 18%	52 20%	29 19%	8 16% *	23 24% *	182 20%	36 21%	133 21% b	49 16%	36 23%	67 20%	151 20%	93 23% g	125 18%	127 19%	91 22%
Fairly unlikely (-1)	288 26%	137 25%	149 27%	31 28%	43 23%	34 19%	58 32% F	47 26%	74 28%	75 25%	92 25%	121 28%	35 25%	71 23%	66 27%	103 28%	161 26%	127 26%	58 22%	85 30% V	74 29% V	30 20%	19 35% *	22 23% *	237 26%	51 29%	154 25%	88 28%	45 28%	84 25%	204 27%	95 24%	193 28%	189 28%	99 23%
Very unlikely (-2)	373 34%	201 37% C	173 31%	40 36% I	66 35% I	66 37% I	66 36% I	72 40% I	64 24%	106 35%	132 36%	135 31%	49 35%	110 36%	94 38%	110 30%	209 34%	164 34%	101 39%	90 31%	81 32%	48 32%	18 33% *	36 38% *	313 34%	60 34%	197 31%	129 41% ac	47 29%	103 31%	271 35%	138 34%	235 34%	220 32%	153 36%
Don't know	124 11%	42 8%	82 15% B	7 6%	15 8%	28 16% DE	23 13%	17 10%	34 13% D	21 7%	52 14% J	51 12%	9 7%	33 11%	35 14% M	43 12%	50 8%	75 15% Q	29 11%	39 13%	26 10%	20 13%	1 3% *	9 10% *	105 11%	19 11%	68 11%	32 10%	24 15%	30 9%	95 12%	34 8%	90 13% f	72 11%	53 12%
NET: Likely	314 29%	157 29%	156 28%	34 30% G	64 34% GH	51 28%	36 19%	42 24%	88 34% GH	98 33% K	86 24%	130 30%	47 34% O	88 29% O	52 21%	108 30% O	197 32% R	117 24%	73 28%	73 26%	72 28%	53 35% T	16 30% *	28 29% *	269 29%	45 26%	207 33% b	64 20%	43 27%	115 35% e	199 26%	135 34% g	179 26%	197 29%	117 28%
NET: Unlikely	661 60%	337 63%	322 58%	71 64%	110 58%	100 56%	124 68% FI	119 67% FI	138 53%	181 60%	224 62%	256 59%	84 60%	181 60%	161 65%	213 59%	370 60%	292 60%	159 61%	175 61%	156 62%	78 51%	36 68% *	58 61% *	550 60%	111 63%	352 56%	218 69% ac	92 58%	187 56%	475 62%	233 58%	429 61%	409 60%	252 60%
Mean	-0.64	-0.66	-0.62	-0.63	-0.51 GH	-0.66	-0.89	-0.89	-0.38 GH	-0.55	-0.78	-0.59	-0.54 O	-0.63	-0.89	-0.59 O	-0.56	-0.75	-0.72	-0.69	-0.64	-0.37 S	-0.58 *	-0.71 *	-0.62	-0.74	-0.48 b	-0.95	-0.66 b	-0.42 e	-0.74	-0.52 g	-0.71	-0.60	-0.71

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … act with integrity?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	96	48	18	6	10	46	30	66	13	43	40	29	27	32	30	38	21	69	16	33	41
	9%	14%	7%	8%	9%	11%	7%	27%	2%	10%	10%	13%	7%	12%	8%	16%	4%	30%	3%	10%	9%
		C		*				IJKLMNOPQ		IQ	IMQ	IMQ	IQ	IQ	IQ	IJKMOQ	I	STU		S	S
Fairly likely (1)	218	114	34	14	16	69	105	119	52	71	108	46	76	39	86	62	73	105	50	65	100
	20%	33%	13%	20%	13%	16%	25%	48%	9%	16%	27%	21%	21%	14%	25%	27%	15%	45%	8%	19%	23%
		CE		*			F	IJKLMNOPQ		I	IJMNQ	INQ	INQ	I	IJNQ	IJNQ	I	STU		S	S
Fairly unlikely (-1)	288	104	65	21	24	100	119	38	178	101	107	59	109	57	105	64	135	37	172	84	119
	26%	30%	24%	30%	20%	24%	29%	15%	29%	23%	27%	26%	30%	21%	30%	28%	28%	16%	28%	25%	27%
				*					HJN	H	H	H	HJN		HJN	HN	HJN		R	R	R
Very unlikely (-2)	373	47	140	18	57	174	113	12	320	186	111	73	132	128	103	54	224	7	334	128	143
	34%	14%	52%	27%	48%	41%	28%	5%	53%	43%	28%	32%	36%	47%	29%	23%	46%	3%	54%	38%	32%
			BD	B*	BD	G			HJKLMNOPQ	HKLMOP	H	HP	HKOP	HKLMOP	H	H	HKLMOP		RTU	R	R
Don't know	124	31	14	10	13	36	43	12	45	34	30	19	19	18	27	12	33	14	43	28	40
	11%	9%	5%	15%	11%	8%	11%	5%	7%	8%	8%	8%	5%	6%	8%	5%	7%	6%	7%	8%	9%
				C*																	
NET: Likely	314	162	53	20	26	115	135	186	65	114	148	75	104	72	115	99	95	175	67	98	142
	29%	47%	19%	28%	22%	27%	33%	75%	11%	26%	37%	33%	28%	26%	33%	43%	19%	75%	11%	29%	32%
		CDE		*				IJKLMNOPQ		IQ	IJMNQ	IJNQ	IQ	IQ	IJQ	IJKLMNOQ	I	STU		S	S
NET: Unlikely	661	151	205	40	81	274	233	51	498	287	218	131	241	185	208	118	358	44	506	212	263
	60%	44%	76%	57%	68%	65%	57%	20%	82%	66%	55%	58%	66%	67%	59%	51%	74%	19%	82%	63%	59%
			BD	*	B	G			HJKLMNOPQ	HKLOP	H	H	HKOP	HKLP	HP	H	HJKLMNOP		RTU	R	R
Mean	-0.64	0.04	-1.07	-0.56	-0.95	-0.74	-0.49	0.80	-1.31	-0.79	-0.38	-0.49	-0.70	-0.81	-0.51	-0.16	-1.03	0.88	-1.32	-0.67	-0.55
		CDE		C*	*		F	IJKLMNOPQ		IQ	IJMNQ	IJNQ	IQ	IQ	IJMNQ	IJKLMNOQ	I	STU		S	S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … reduce taxes?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	70 6%	45 8% C	25 4%	13 12% GHI	21 11% GHI	12 7%	8 4%	9 5%	8 3%	34 11% KL	20 5%	16 4%	19 13% OP	26 9% P	11 5%	13 4%	47 8%	23 5%	17 6%	22 8% U	8 3%	18 12% U	1 3% *	4 5% *	67 7% Z	3 2%	47 8%	19 6%	4 3%	40 12% e	30 4%	40 10% g	30 4%	52 8% i	18 4%
Fairly likely (1)	236 21%	124 23%	110 20%	20 18%	39 21%	35 20%	28 16%	43 24% G	71 27% G	59 20%	63 17%	114 26% K	24 17%	60 20%	43 17%	94 26% MO	146 24%	90 19%	56 21%	47 17%	71 28% T	31 20%	11 21% *	19 20% *	188 20%	48 27%	153 24% b	44 14%	39 24% b	70 21%	166 22%	95 23%	141 20%	146 22%	89 21%
Fairly unlikely (-1)	325 30%	156 29%	167 30%	26 24%	49 26%	39 22%	66 36% DEF	53 30%	92 35% DF	76 25%	105 29%	144 33% J	34 24%	74 25%	76 31%	127 35% MN	182 29%	143 30%	77 29%	86 30%	79 31%	36 24%	17 31% *	30 32% *	268 29%	57 32%	183 29%	95 30%	47 29%	84 25%	241 31%	106 26%	219 31%	199 29%	126 30%
Very unlikely (-2)	330 30%	161 30%	169 30%	43 39% I	58 31% I	63 35% I	56 31% I	53 30%	56 21%	102 34% L	119 33% L	109 25%	50 36% P	102 34% P	81 33% P	90 25%	176 29%	154 32%	86 33% U	88 31%	61 24%	45 29%	18 34% *	31 33% *	277 30%	53 30%	169 27%	120 38% ac	40 25%	104 31%	226 29%	117 29%	213 30%	195 29%	135 32%
Don't know	139 13%	51 9%	88 16% B	9 8%	21 11%	30 17% D	25 14%	20 11%	35 13%	30 10%	55 15% J	54 12%	14 10%	40 13%	36 15%	39 11%	66 11%	73 15% Q	25 10%	42 15%	34 13%	22 15%	6 11% *	10 10% *	124 13%	15 9%	74 12%	36 11%	29 18%	32 10%	107 14%	44 11%	95 14%	85 13%	54 13%
NET: Likely	306 28%	170 32% C	136 24%	33 29% G	60 32% G	47 26%	36 20%	52 29% G	79 30% G	93 31% K	83 23%	130 30% K	43 30%	86 28%	54 22%	107 29%	193 31% R	113 23%	72 28%	69 24%	79 31%	49 32%	13 24% *	24 25% *	255 28%	51 29%	200 32% b	63 20%	43 27%	111 33% e	195 25%	135 34% g	171 25%	198 29%	108 26%
NET: Unlikely	655 60%	317 59%	336 60%	70 62%	108 57%	102 57%	122 67%	106 60%	147 57%	177 59%	224 62%	253 58%	84 60%	176 58%	157 64%	217 60%	358 58%	297 61%	163 62%	175 61%	140 55%	81 53%	35 65% *	61 65% *	546 59%	109 62%	353 56%	215 69% ac	87 55%	189 57%	466 61%	223 56%	432 62% f	395 58%	260 62%
Mean	-0.63	-0.54 C	-0.73	-0.65	-0.51 G	-0.71	-0.85	-0.63	-0.52 G	-0.56	-0.78	-0.56 K	-0.58	-0.64	-0.82	-0.58 O	-0.53 R	-0.77	-0.68	-0.70	-0.52	-0.45	-0.81 *	-0.76 *	-0.63	-0.67	-0.50 b	-0.91	-0.61 b	-0.47 e	-0.71	-0.46 g	-0.74	-0.57	-0.73

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … reduce taxes?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	70 6%	23 7%	16 6%	8 12% *	10 8%	34 8%	18 4%	36 15% IJKMOQ	20 3%	34 8% IMOQ	23 6% IO	26 11% IJKMOQ	15 4%	31 11% IJKMOQ	12 3%	34 15% IJKMOQ	18 4%	40 17% STU	22 4%	30 9% SU	20 4%
Fairly likely (1)	236 21%	109 32% CE	51 19%	18 26% *	20 17%	87 21%	105 26%	108 44% IJKLMNOPQ	81 13%	91 21% I	105 27% IQ	52 23% I	90 25% IQ	55 20% I	98 28% IJNQ	65 28% IJNQ	91 19% I	99 43% STU	88 14%	72 21% S	115 26% S
Fairly unlikely (-1)	325 30%	133 39% CE	63 23%	19 27% *	33 28%	100 24%	151 37% F	67 27%	180 30% JN	112 26%	137 35% HJN	71 32% JN	117 32% JN	66 24%	121 35% HJN	66 29%	147 30% JN	64 27%	170 28%	83 24%	149 34% ST
Very unlikely (-2)	330 30%	39 11%	117 43% BD	17 24% B*	50 42% BD	149 35% G	96 23%	17 7%	270 44% HJKLMNOPQ	162 37% HKLOP	96 24% H	55 24% H	116 32% HKOP	99 36% HKLOP	89 25% H	49 21% H	183 38% HKLMOP	12 5%	277 45% RTU	126 37% RU	113 25% R
Don't know	139 13%	39 11%	25 9%	8 12% *	7 6%	54 13%	40 10%	20 8%	56 9%	36 8%	34 9%	21 9%	26 7%	24 9%	30 9%	15 7%	48 10%	19 8%	60 10%	27 8%	48 11%
NET: Likely	306 28%	132 38% CE	67 25%	26 37% *	30 25%	121 29%	123 30%	144 58% IJKLMNOPQ	101 17%	125 29% IQ	128 32% IQ	78 35% IJQ	105 29% IQ	86 31% IQ	110 31% IQ	99 43% IJKLMNOQ	109 22% I	139 60% STU	110 18%	102 30% S	135 30% S
NET: Unlikely	655 60%	172 50%	179 66% BD	35 51% *	84 70% BD	250 59%	247 60%	84 34%	450 74% HJKLMNOPQ	274 63% HLP	233 59% HP	126 56% H	232 64% HKP	165 60% HP	211 60% HP	115 50% H	329 68% HJKLNOP	75 32%	447 73% RTU	209 62% R	262 59% R
Mean	-0.63	-0.19 CE	-0.86	-0.30 CE*	-0.84 *	-0.66	-0.54	0.35 IJKLMNOPQ	-1.09	-0.69 IQ	-0.49 IMQ	-0.38 IJMNQ	-0.67 IQ	-0.58 IQ	-0.56 IQ	-0.14 IJKMNOQ	-0.88 I	0.43 STU	-1.06	-0.65 S	-0.56 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … improve public services?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	64 6%	42 8% C	22 4%	11 10% GHI	23 12% GHI	14 8% GI	4 2%	5 3%	7 3%	34 11% KL	18 5%	12 3%	15 11% OP	30 10% OP	7 3%	11 3%	41 7%	23 5%	16 6%	16 6%	15 6%	14 9%	1 2% *	3 3% *	57 6%	7 4%	49 8% bc	11 3%	4 3%	38 12% e	25 3%	31 8% g	33 5%	50 7% i	14 3%
Fairly likely (1)	189 17%	84 16%	106 19%	23 21%	42 22% GH	30 17%	24 13%	25 14%	46 18%	65 22% K	54 15%	71 16%	32 23% O	56 19%	31 13%	58 16%	118 19%	72 15%	42 16%	47 16%	42 17%	32 21%	10 19% *	16 17% *	168 18%	22 12%	118 19%	45 14%	27 17%	75 23% e	114 15%	86 21% g	104 15%	121 18%	68 16%
Fairly unlikely (-1)	376 34%	181 34%	193 34%	32 29%	54 29%	43 24%	68 37% F	58 33%	121 46% DEFH	86 29%	111 31%	179 41% JK	38 27%	85 28%	84 34%	150 41% MN	214 35%	162 33%	79 30%	101 35%	97 38% V	39 26%	23 43% V*	37 39% V*	307 33%	69 39%	214 34%	105 33%	57 36%	85 26%	291 38% d	111 28%	265 38% f	216 32%	160 38%
Very unlikely (-2)	362 33%	197 37% C	165 29%	41 36% I	56 30%	68 38% I	66 36% I	71 40% EI	60 23%	97 32%	134 37% L	131 30%	48 34%	101 33%	96 39%	112 31%	199 32%	163 34%	103 39% U	88 31%	75 30%	47 31%	16 30% *	32 34% *	303 33%	59 33%	195 31%	120 38% a	46 29%	106 32%	255 33%	143 36%	218 31%	225 33%	137 32%
Don't know	109 10%	34 6%	75 13% B	5 5%	14 7%	24 14% D	21 11% D	18 10%	27 10%	19 6%	45 12% J	45 10%	9 6%	29 10%	29 12%	33 9%	45 7%	64 13% Q	21 8%	34 12%	24 9%	20 13%	3 6% *	8 8% *	90 10%	19 11%	50 8%	33 11%	26 16% a	26 8%	83 11%	31 8%	78 11%	66 10%	43 10%
NET: Likely	253 23%	126 23%	128 23%	34 30% GHI	64 34% GHI	44 24% G	28 15%	30 17%	53 20%	98 33% KL	72 20%	83 19%	47 33% OP	87 29% OP	38 15%	69 19%	159 26% R	95 20%	58 22%	63 22%	57 23%	46 30%	11 21% *	18 19% *	225 24% Z	28 16%	167 27% b	56 18%	31 19%	114 34% e	139 18%	117 29% g	137 20%	171 25% i	83 20%
NET: Unlikely	738 67%	377 70% C	358 64%	73 65%	110 59%	111 62%	134 73% EF	129 73% EF	180 69% E	183 61%	245 68%	310 71% J	85 61%	186 62%	180 73% MN	261 72% MN	413 67%	325 67%	182 70% V	189 66%	172 68% V	86 57%	40 73% *	68 72% V*	610 66%	128 73%	409 65%	225 72%	103 65%	191 58%	546 71% d	254 63%	484 69% f	441 65%	297 70%
Mean	-0.79	-0.81	-0.77	-0.64 GH	-0.46 GHI	-0.78	-1.04	-1.03	-0.77 GH	-0.53 KL	-0.91	-0.88	-0.54 OP	-0.62 OP	-1.06	-0.88	-0.72	-0.88	-0.88	-0.79	-0.77	-0.56 S	-0.87 *	-0.91 *	-0.76	-0.97	-0.67 b	-1.00	-0.85	-0.48 e	-0.93	-0.67 g	-0.86	-0.73	-0.89

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … improve public services?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	64 6%	23 7%	17 6%	6 8% *	7 6%	30 7%	19 5%	41 17% IJKLMNOQ	13 2%	33 8% IMQ	21 5% IQ	20 9% IMOQ	13 4%	27 10% IKMOQ	16 5% IQ	32 14% IJKLMOQ	9 2%	41 18% STU	13 2%	28 8% S	20 5% S
Fairly likely (1)	189 17%	95 28% CE	28 10%	11 16% *	12 10%	67 16%	72 17%	116 47% IJKLMNOPQ	38 6%	71 16% IQ	78 20% IMNQ	56 25% IJMNQ	56 15% IQ	38 14% I	65 18% IQ	65 28% IJKMNOQ	50 10% I	102 44% STU	43 7%	64 19% S	76 17% S
Fairly unlikely (-1)	376 34%	135 39% C	72 26%	26 38% *	43 36%	123 29%	163 40% F	55 22%	218 36% HJN	127 29% H	160 40% HJNP	74 33% HN	147 40% HJNP	70 25%	144 41% HJLNP	69 30% H	183 38% HJN	64 28%	206 33% T	93 27%	180 40% RST
Very unlikely (-2)	362 33%	55 16%	142 52% BD	22 32% B*	50 41% B	174 41% G	114 28%	15 6%	307 51% HJKLMOPQ	183 42% HKLMOP	101 26% H	73 32% HP	122 34% HKOP	129 47% HKLMOP	98 28% H	53 23% H	218 45% HKLMOP	9 4%	321 52% RTU	140 41% RU	125 28% R
Don't know	109 10%	36 11% C	12 4%	4 6% *	8 7%	30 7%	44 11%	21 9% JLNP	32 5% L	22 5% L	36 9% IJLNPQ	3 1%	25 7% L	11 4% L	27 8% L	10 5% L	25 5% L	17 7%	33 5%	14 4%	44 10% ST
NET: Likely	253 23%	118 34% CE	46 17%	17 24% *	20 16%	97 23%	91 22%	157 63% IJKLMNOPQ	51 8%	103 24% IQ	99 25% IMQ	76 34% IJKMNOQ	69 19% IQ	65 24% IQ	81 23% IMQ	97 42% IJKLMNOQ	60 12% I	142 61% STU	56 9%	92 27% S	96 22% S
NET: Unlikely	738 67%	190 55%	214 79% B	49 70% B*	92 77% B	297 70%	276 67%	70 28%	525 86% HJKLMNOPQ	310 71% HLP	261 66% HP	147 65% HP	269 74% HKLOP	199 72% HLP	242 69% HP	122 53% H	401 83% HJKLMNOP	73 31%	527 85% RTU	232 69% R	305 69% R
Mean	-0.79	-0.34 CDE	-1.13	-0.74 C*	-1.03 *	-0.87	-0.77	0.50 IJKLMNOPQ	-1.34	-0.86 IQ	-0.67 IMNQ	-0.56 IJMNQ	-0.92 IQ	-0.89 IQ	-0.75 IMQ	-0.21 IJKLMNOQ	-1.19 I	0.47 STU	-1.34	-0.78 S	-0.78 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … have the right foreign policy?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	82 7%	49 9%	33 6%	8 7%	24 13% GH	11 6%	8 4%	9 5%	23 9%	32 11% K	19 5%	31 7%	13 9% O	28 9% O	11 4%	23 6%	47 8%	35 7%	16 6%	16 6%	17 7%	19 13% ST	4 7% *	9 10% *	77 8% Z	5 3%	65 10% b	9 3%	9 6%	44 13% e	38 5%	39 10% g	43 6%	57 8%	25 6%
Fairly likely (1)	263 24%	144 27% C	118 21%	21 19%	44 24%	32 18%	42 23%	41 23%	83 32% DF	66 22%	74 20%	124 28% K	29 20%	63 21%	54 22%	102 28%	169 27% R	95 20%	65 25%	79 28% V	61 24%	28 18%	14 25% *	17 18% *	215 23%	48 28%	165 26% b	57 18%	41 26%	72 22%	191 25%	110 27%	154 22%	156 23%	107 25%
Fairly unlikely (-1)	255 23%	109 20%	144 26% B	32 29%	42 22%	42 23%	41 22%	49 27%	50 19%	74 25%	83 23%	98 22%	36 26%	74 24%	51 21%	89 25%	137 22%	118 24%	63 24%	57 20%	67 27%	31 20%	14 26% *	23 25% *	206 22%	48 27%	136 22%	92 29% ac	27 17%	74 22%	181 24%	91 23%	164 23%	169 25%	86 20%
Very unlikely (-2)	313 28%	162 30%	151 27%	35 31% I	52 28%	55 31% I	59 32% I	59 33% I	54 21%	87 29%	114 32%	112 26%	44 31%	86 29%	82 33%	96 26%	174 28%	140 29%	76 29%	79 28%	61 24%	48 32%	16 31% *	33 35% *	268 29%	45 26%	166 26%	101 32%	46 29%	95 29%	219 28%	114 28%	200 29%	190 28%	124 29%
Don't know	187 17%	72 13%	113 20% B	16 15%	26 14%	39 22% H	34 18%	20 12%	51 20% H	42 14%	72 20%	72 16%	19 14%	51 17%	51 21%	53 14%	90 15%	96 20% Q	41 16%	56 19%	46 18%	26 17%	6 11% *	12 13% *	158 17%	29 16%	95 15%	55 18%	36 23% a	46 14%	140 18%	49 12%	137 20% f	106 16%	80 19%
NET: Likely	345 31%	193 36% C	151 27%	29 26%	68 36% F	43 24%	50 27%	50 28%	106 41% DFGH	97 32%	93 26%	155 35% K	42 30%	91 30%	64 26%	126 35% O	216 35% R	130 27%	81 31%	95 33%	79 31%	47 31%	18 33% *	26 28% *	292 32%	53 30%	230 37% b	66 21%	50 31% b	117 35%	229 30%	148 37% g	197 28%	213 31%	133 31%
NET: Unlikely	568 52%	272 51%	296 53%	67 59% I	94 50%	97 54% I	100 54% I	107 60% EI	103 40%	161 53%	197 54%	211 48%	80 57%	160 53%	133 53%	185 51%	311 50%	257 53%	139 53%	135 47%	128 51%	79 52%	30 56% *	56 60% *	475 51%	94 53%	302 48%	193 62% ac	73 46%	168 51%	400 52%	205 51%	364 52%	359 53%	209 50%
Mean	-0.50	-0.41	-0.59	-0.68	-0.33 FGH	-0.70	-0.68	-0.68	-0.14 DFGH	-0.46	-0.69	-0.37 K	-0.57	-0.51	-0.71	-0.43 O	-0.42	-0.60	-0.54	-0.44	-0.45	-0.48	-0.53 *	-0.65 *	-0.49	-0.55	-0.33 b	-0.85	-0.49 b	-0.36	-0.56	-0.37 g	-0.58	-0.49	-0.51

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … have the right foreign policy?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	82 7%	38 11% C	12 4%	10 14% C*	8 6%	34 8%	30 7%	58 23% IJKLMNOPQ	13 2%	28 7% IQ	43 11% IJQ	28 12% IJNQ	31 8% IQ	22 8% IQ	33 9% IQ	38 17% IJKMNOQ	18 4% I	57 25% STU	15 2%	26 8% S	40 9% S
Fairly likely (1)	263 24%	146 43% CE	36 13%	20 29% C*	21 17%	96 23%	120 29%	124 50% IJKLMNOPQ	76 12%	92 21% I	124 31% IJMNOQ	64 28% IJNQ	91 25% I	57 21% I	92 26% IQ	70 30% IJNQ	99 20% I	122 52% STU	78 13%	76 22% S	126 28% S
Fairly unlikely (-1)	255 23%	70 21%	60 22%	19 27% *	28 23%	85 20%	102 25%	32 13%	163 27% HJ	100 23% H	88 22% H	54 24% H	94 26% H	64 23% H	95 27% HK	60 26% H	115 24% H	23 10%	161 26% RT	68 20% R	111 25% R
Very unlikely (-2)	313 28%	35 10%	125 46% BD	12 18% *	52 43% BD	146 34% G	99 24%	12 5%	267 44% HJKLMNOPQ	153 35% HKLOP	94 24% H	56 25% HP	111 31% HKOP	105 38% HKLMOP	85 24% H	42 18% H	190 39% HKLMOP	8 4%	272 44% RTU	118 35% RU	114 26% R
Don't know	187 17%	53 15%	38 14%	9 12% *	12 10%	63 15%	60 15%	22 9%	89 15% HMNP	61 14% HNP	47 12%	23 10%	37 10%	27 10%	46 13%	19 8%	64 13%	22 9%	90 15%	50 15% R	55 12%
NET: Likely	345 31%	185 54% CE	48 18%	30 43% CE*	29 24%	131 31%	150 36%	182 73% IJKLMNOPQ	88 15%	121 28% I	167 42% IJMNOQ	92 41% IJNQ	121 33% IQ	78 29% I	125 36% IJQ	108 47% IJMNOQ	116 24% I	179 77% STU	93 15%	102 30% S	166 37% ST
NET: Unlikely	568 52%	106 31%	186 68% BD	31 45% B*	79 66% BD	231 54%	201 49%	44 18%	430 71% HJKLMNOPQ	253 58% HKLOP	182 46% H	110 49% H	205 56% HKOP	169 62% HKLOP	180 51% H	102 44% H	305 63% HJKLMOP	32 14%	434 70% RTU	186 55% R	224 50% R
Mean	-0.50	0.28 CE	-1.07	-0.07 CE*	-0.88 *	-0.59	-0.34 F	0.81 IJKLMNOPQ	-1.15	-0.69 IQ	-0.19 IJMNQ	-0.23 IJMNQ	-0.51 IQ	-0.70 I	-0.35 IJMNQ	0.01 IJMNOQ	-0.86 I	0.93 STU	-1.14	-0.61 S	-0.34 ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … provide strong and stable 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)	(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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	82 7%	50 9% C	31 6%	10 9% G	25 14% GHI	15 9%	6 3%	9 5%	15 6%	35 12% KL	22 6%	25 6%	16 11% OP	33 11% OP	9 4%	20 6%	53 9%	29 6%	16 6%	21 7%	18 7%	18 12%	3 6% *	6 7% *	72 8%	10 5%	61 10% b	13 4%	8 5%	44 13% e	38 5%	33 8%	48 7%	60 9% i	22 5%
Fairly likely (1)	238 22%	116 22%	121 22%	20 18%	46 24%	33 18%	35 19%	33 19%	71 27%	66 22%	67 19%	105 24%	28 20%	64 21%	44 18%	90 25%	143 23%	95 20%	63 24%	60 21%	52 21%	31 21%	11 21% *	21 22% *	203 22%	35 20%	153 24% b	50 16%	35 22%	77 23%	161 21%	100 25% g	137 20%	157 23%	81 19%
Fairly unlikely (-1)	301 27%	151 28%	148 26%	25 22%	39 21%	41 23%	59 32% E	51 29%	86 33% DEF	64 21%	100 28%	137 31% J	30 21%	63 21%	79 32% MN	111 31% MN	175 28%	126 26%	59 23%	81 28%	82 32% SV	31 20%	16 30% *	32 34% V*	248 27%	53 30%	170 27%	84 27%	47 30%	83 25%	217 28%	108 27%	193 28%	184 27%	117 28%
Very unlikely (-2)	366 33%	183 34%	183 33%	46 41% I	64 34% I	62 35% I	63 34% I	72 40% I	59 23%	110 37%	125 34%	131 30%	52 37%	109 36%	87 35%	112 31%	200 32%	166 34%	104 40% TU	86 30%	78 31%	52 34%	19 35% *	28 30% *	303 33%	62 35%	181 29%	135 43% ac	49 31%	98 29%	268 35%	132 33%	234 34%	214 32%	152 36%
Don't know	114 10%	37 7%	77 14% B	11 10%	14 8%	28 16% EH	21 11%	12 7%	28 11%	25 8%	48 13% J	40 9%	15 10%	34 11%	28 11%	29 8%	46 7%	68 14% Q	20 8%	39 13% S	24 9%	20 13%	4 8% *	7 7% *	97 10%	17 10%	61 10%	32 10%	21 13%	30 9%	84 11%	29 7%	85 12% f	63 9%	51 12%
NET: Likely	320 29%	166 31%	153 27%	30 27%	71 38% DFGH	48 27%	41 22%	43 24%	86 33% G	101 34% K	89 25%	129 30%	44 31% O	96 32% O	54 22%	111 31% O	196 32% R	123 26%	78 30%	81 28%	70 28%	49 32%	14 26% *	27 29% *	275 30%	44 25%	214 34% b	63 20%	42 26%	121 36% e	199 26%	134 33% g	186 27%	217 32% i	103 24%
NET: Unlikely	667 61%	334 62%	331 59%	71 64%	103 55%	103 57%	122 66% EI	122 69% EFI	146 56%	174 58%	224 62%	268 61%	82 58%	172 57%	166 67% N	223 61%	375 61%	292 60%	163 62%	166 58%	159 63%	83 54%	35 66% *	60 63% *	552 60%	115 65%	352 56%	219 70% a	96 60%	181 55%	486 63% d	240 60%	427 61%	398 59%	268 64%
Mean	-0.64	-0.60	-0.68	-0.77	-0.40 DGH	-0.67	-0.84	-0.86	-0.45 GH	-0.54	-0.76	-0.62	-0.59	-0.56 O	-0.87	-0.61 O	-0.57	-0.74	-0.72	-0.60	-0.65	-0.51	-0.75 *	-0.62 *	-0.61	-0.78	-0.46 b	-0.99	-0.69 b	-0.38 e	-0.75	-0.55	-0.70	-0.55 i	-0.79

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - … provide strong and stable government?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	82 7%	42 12% C	15 5%	8 11% *	7 6%	29 7%	31 8%	58 23% IJKLMNOPQ	14 2%	34 8% IQ	39 10% IMQ	30 13% IJMNOQ	21 6% I	24 9% IQ	25 7% IQ	34 15% IJKMNOQ	19 4% I	59 25% STU	17 3%	32 10% S	37 8% S
Fairly likely (1)	238 22%	118 34% CE	40 15%	15 21% *	27 23%	88 21%	109 27%	124 50% IJKLMNOPQ	59 10%	83 19% IQ	106 27% IJNQ	50 22% IQ	91 25% IJNQ	49 18% I	91 26% IJNQ	76 33% IJLMNOQ	72 15% I	118 51% STU	52 8%	63 19% S	108 24% S
Fairly unlikely (-1)	301 27%	104 30%	64 24%	25 35% *	27 23%	111 26%	122 30%	38 15%	189 31% HJNP	118 27% H	110 28% H	67 30% HN	109 30% H	64 23% H	113 32% HNP	55 24% H	153 31% HJN	34 15%	178 29% R	94 28% R	125 28% R
Very unlikely (-2)	366 33%	49 14%	139 51% BD	18 25% B*	50 41% BD	163 38% G	113 28%	14 6%	311 51% HJKLMNOPQ	177 41% HKLOP	112 28% H	70 31% HP	125 34% HKOP	125 46% HKLMOP	96 27% H	54 23% H	212 44% HKLMOP	6 3%	328 53% RTU	128 38% R	138 31% R
Don't know	114 10%	30 9%	14 5%	5 7% *	9 7%	32 8%	35 9%	14 6%	35 6%	23 5%	28 7% M	9 4%	17 5%	13 5%	25 7% M	10 4%	31 6%	16 7%	41 7%	21 6%	37 8%
NET: Likely	320 29%	160 47% CE	55 20%	23 32% C*	35 29%	118 28%	140 34%	182 73% IJKLMNOPQ	74 12%	117 27% IQ	145 37% IJMNQ	79 35% IJNQ	112 31% IQ	73 27% IQ	117 33% IJQ	111 48% IJKLMNOQ	90 19% I	177 76% STU	70 11%	95 28% S	145 33% S
NET: Unlikely	667 61%	154 45%	203 75% BDE	42 61% B*	77 64% B	275 65% G	236 57%	52 21%	499 82% HJKLMNOPQ	295 68% HKLOP	223 56% HP	137 61% HP	234 64% HKOP	189 69% HKLOP	209 60% HP	109 48% H	365 75% HJKLMNOP	40 17%	506 82% RTU	222 66% R	263 59% R
Mean	-0.64	* CDE	-1.06	-0.45 C*	-0.76 *	-0.74	-0.47 F	0.75 IJKLMNOPQ	-1.26	-0.78 IQ	-0.41 IJMNQ	-0.45 IJNQ	-0.65 IQ	-0.82 IQ	-0.50 IJMNQ	-0.08 IJKLMNOQ	-1.03 I	0.88 STU	-1.30	-0.70 S	-0.54 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …do what's best for Britain as a whole?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	92 8%	53 10%	37 7%	11 10% FG	27 14% FGH	7 4%	8 4%	11 6%	27 10% FG	38 13% K	15 4%	38 9% K	16 11% O	28 9% O	10 4%	33 9% O	53 9%	38 8%	18 7%	24 8%	23 9%	16 11%	2 4% *	9 9% *	80 9%	12 7%	62 10%	21 7%	8 5%	42 13% e	50 6%	37 9%	54 8%	61 9%	30 7%
Fairly likely (1)	236 21%	116 22%	120 21%	15 14%	41 22%	38 21%	34 19%	35 20%	73 28% DG	57 19%	72 20%	108 25%	22 16%	63 21%	48 19%	91 25% M	142 23%	94 19%	53 20%	60 21%	55 22%	39 25%	12 23% *	18 19% *	204 22%	32 18%	151 24% b	44 14%	41 26% b	79 24%	157 20%	97 24%	139 20%	150 22%	87 21%
Fairly unlikely (-1)	274 25%	131 24%	141 25%	26 23%	42 22%	34 19%	50 27%	49 27%	74 28%	67 22%	84 23%	122 28%	30 21%	66 22%	61 25%	100 28%	160 26%	114 24%	64 25%	74 26%	65 26%	30 19%	12 22% *	29 30% *	224 24%	49 28%	169 27%	74 23%	31 20%	77 23%	197 26%	100 25%	174 25%	168 25%	105 25%
Very unlikely (-2)	368 33%	194 36%	174 31%	51 45% EI	62 33% I	66 37% I	70 38% I	65 37% I	54 21%	113 38% L	136 38% L	119 27%	60 42% P	106 35%	96 39% P	100 27%	197 32%	171 35%	94 36%	91 32%	74 29%	47 31%	26 49% TUV*	35 37% *	306 33%	62 35%	173 28%	142 45% ac	52 33%	98 30%	269 35%	133 33%	235 34%	222 33%	146 34%
Don't know	131 12%	43 8%	87 16% B	9 8%	16 9%	34 19% DEH	21 12%	17 9%	33 13%	26 9%	55 15% J	50 11%	13 9%	40 13%	32 13%	39 11%	65 11%	66 14%	32 12% X	37 13% X	36 14% WX	21 14% X	1 3% *	4 4% *	110 12%	20 11%	72 11%	32 10%	26 17%	35 11%	96 12%	35 9%	96 14% f	77 11%	54 13%
NET: Likely	328 30%	169 32%	157 28%	26 23%	68 36% DFGH	45 25%	42 23%	47 26%	100 38% DFGH	95 32% K	87 24%	146 33% K	38 27%	90 30%	58 23%	124 34% O	196 32%	132 27%	71 27%	84 29%	78 31%	55 36%	14 26% *	27 28% *	284 31%	44 25%	213 34% b	66 21%	49 31% b	121 37% e	207 27%	135 33% g	193 28%	211 31%	117 28%
NET: Unlikely	641 58%	324 60%	315 56%	76 68% EFI	103 55%	100 56%	120 65% EI	114 64% I	128 49%	180 60%	220 61%	242 55%	90 64%	172 57%	157 63%	200 55%	356 58%	285 59%	158 61%	166 58%	140 55%	76 50%	38 71% V*	64 67% V*	530 57%	111 63%	342 55%	216 69% ac	84 52%	175 53%	466 61% d	233 58%	409 59%	391 58%	251 59%
Mean	-0.61	-0.60	-0.62	-0.87	-0.41 DFGH	-0.79	-0.86	-0.76	-0.24 DFGH	-0.58 K	-0.83	-0.45 K	-0.75	-0.61	-0.86	-0.44 MO	-0.55	-0.68	-0.72	-0.60	-0.52	-0.40	-0.92 *	-0.69 *	-0.58	-0.75	-0.43 b	-0.96	-0.59 b	-0.37 e	-0.71	-0.53	-0.66	-0.57	-0.68

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …do what's best for Britain as a whole?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	92	48	17	9	7	36	36	69	10	33	47	29	33	26	37	42	21	68	15	27	49
	8%	14%	6%	13%	6%	9%	9%	28%	2%	8%	12%	13%	9%	10%	11%	18%	4%	29%	2%	8%	11%
		CE		*				IJKLMNOPQ		IQ	IJQ	IJQ	IQ	IQ	IQ	IJKMNOQ	I	STU		S	S
Fairly likely (1)	236	121	36	16	18	81	115	118	58	73	116	51	93	41	96	74	72	112	55	67	116
	21%	35%	13%	23%	15%	19%	28%	48%	10%	17%	29%	23%	26%	15%	27%	32%	15%	48%	9%	20%	26%
		CE		*			F	IJKLMNOPQ		I	IJNQ	IJNQ	IJNQ	I	IJNQ	IJLNQ	I	STU		S	S
Fairly unlikely (-1)	274	94	67	16	26	116	95	27	181	114	92	55	86	59	95	45	145	26	172	84	105
	25%	27%	25%	23%	22%	27%	23%	11%	30%	26%	23%	24%	24%	22%	27%	20%	30%	11%	28%	25%	24%
				*					HJKMNP	HP	H	H	H	H	HP	H	HKMNP		R	R	R
Very unlikely (-2)	368	43	134	19	60	157	124	15	314	184	105	73	125	129	92	56	208	10	330	137	130
	33%	13%	49%	28%	50%	37%	30%	6%	52%	42%	27%	33%	34%	47%	26%	25%	43%	4%	54%	41%	29%
			BD	B*	BD				HJKLMOPQ	HKLMOP	H	HP	HKOP	HKLMOP	H	H	HKLMOP		RTU	RU	R
Don't know	131	37	18	9	9	34	41	18	44	32	36	17	27	19	30	13	40	17	44	24	45
	12%	11%	7%	13%	8%	8%	10%	7%	7%	7%	9%	7%	7%	7%	9%	6%	8%	7%	7%	7%	10%
				*																	S
NET: Likely	328	169	53	25	24	118	151	187	69	106	163	80	126	68	133	115	93	180	70	94	164
	30%	49%	19%	35%	20%	28%	37%	76%	11%	24%	41%	36%	35%	25%	38%	50%	19%	77%	11%	28%	37%
		CE		CE*			F	IJKLMNOPQ		IQ	IJMNQ	IJNQ	IJNQ	IQ	IJNQ	IJKLMNOQ	I	STU		S	ST
NET: Unlikely	641	137	201	36	87	273	219	43	495	297	197	128	211	188	188	101	353	36	503	221	235
	58%	40%	74%	51%	72%	64%	53%	17%	81%	68%	50%	57%	58%	69%	54%	44%	73%	15%	82%	65%	53%
			BD	*	BD	G			HJKLMNOPQ	HKLMOP	H	HP	HKP	HKLMOP	HP	H	HJKLMOP		RTU	RU	R
Mean	-0.61	0.12	-1.05	-0.36	-1.05	-0.71	-0.42	0.86	-1.30	-0.85	-0.26	-0.44	-0.53	-0.87	-0.34	*	-1.00	0.94	-1.31	-0.75	-0.38
		CDE		CE*	*		F	IJKLMNOPQ		IQ	IJMNQ	IJNQ	IJNQ	I	IJMNQ	IJKLMNOQ	I	STU		S	ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would...? - ...reduce regional inequalities (otherwise known as levelling-up)?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	49 4%	32 6% C	17 3%	7 6% GI	19 10% GHI	10 6%	4 2%	4 2%	5 2%	26 9% KL	14 4%	9 2%	10 7% OP	25 8% OP	5 2%	9 2%	32 5%	17 4%	9 4%	14 5%	8 3%	13 9% SU	1 2% *	4 4% *	46 5%	3 1%	35 6%	10 3%	4 3%	37 11% e	12 2%	29 7% g	20 3%	43 6% i	6 2%
Fairly likely (1)	170 15%	88 16%	81 15%	18 16%	38 20% GH	32 18%	23 12%	18 10%	41 16%	57 19%	54 15%	59 13%	25 17%	54 18%	33 13%	44 12%	113 18% R	57 12%	34 13%	42 15%	37 15%	31 20%	10 19% *	16 17% *	151 16%	18 10%	111 18%	40 13%	19 12%	65 20% e	104 14%	74 19% g	95 14%	106 16%	64 15%
Fairly unlikely (-1)	332 30%	156 29%	173 31%	27 24%	56 30%	42 23%	63 34% F	46 26%	99 38% DFH	83 28%	104 29%	145 33%	36 25%	85 28%	72 29%	127 35% M	201 33%	131 27%	71 27%	86 30%	98 39% SV	36 23%	16 29% *	26 28% *	271 29%	61 34%	207 33% c	88 28%	37 23%	89 27%	243 32%	115 29%	217 31%	200 30%	132 31%
Very unlikely (-2)	388 35%	207 39% C	181 32%	40 36%	59 31%	61 34%	69 37%	86 48% DEFGI	74 28%	99 33%	129 36%	160 36%	49 34%	97 32%	98 39%	138 38%	197 32%	191 40% Q	115 44% TUV	96 33%	70 28%	47 31%	21 39% *	39 42% U*	324 35%	64 36%	202 32%	128 41% a	58 36%	101 31%	286 37% d	140 35%	247 35%	233 34%	155 37%
Don't know	162 15%	55 10%	107 19% B	19 17% E	17 9%	35 19% E	25 14%	24 14%	42 16% E	35 12%	60 17%	66 15%	22 15%	41 13%	40 16%	46 13%	75 12%	87 18% Q	32 12%	48 17%	41 16%	26 17%	6 11% *	9 9% *	131 14%	31 17%	72 11%	49 16%	41 26% ab	39 12%	122 16%	44 11%	118 17% f	97 14%	65 15%
NET: Likely	219 20%	120 22%	99 18%	26 23% H	57 30% GHI	42 23% GH	27 14%	22 12%	45 17%	83 28% KL	68 19%	67 15%	35 25% OP	79 26% OP	38 15%	53 15%	145 24% R	74 15%	43 17%	56 19%	44 18%	44 29% STU	11 21% *	20 21% *	198 21% Z	21 12%	146 23% bc	50 16%	23 14%	102 31% e	117 15%	103 26% g	115 17%	148 22%	70 17%
NET: Unlikely	720 65%	363 68%	354 63%	68 60%	114 61%	102 57%	131 72% DEF	132 74% DEF	173 66%	182 61%	234 65%	304 70% J	84 60%	182 60%	170 69%	264 73% MN	397 64%	323 67%	186 71% V	182 64%	168 66% V	82 54%	37 68% *	66 69% V*	595 64%	124 71%	409 65%	215 69%	95 60%	190 57%	530 69% d	255 63%	465 67%	433 64%	287 68%
Mean	-0.90	-0.87	-0.92	-0.81 H	-0.56 GHI	-0.77 GH	-1.08	-1.25	-0.90 H	-0.65 KL	-0.93	-1.04	-0.73 OP	-0.67 OP	-1.09	-1.07	-0.77 R	-1.07	-1.09	-0.87	-0.88	-0.57 SU	-0.95 *	-0.94 *	-0.85 Z	-1.14	-0.78 bc	-1.07	-1.07	-0.52 e	-1.06	-0.74 g	-0.99	-0.82 i	-1.02

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …reduce regional inequalities (otherwise known as levelling-up)?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	49 4%	18 5%	13 5%	4 6% *	4 3%	23 5%	13 3%	30 12% IJKMNOQ	5 1%	24 6% IMOQ	12 3% IQ	20 9% IJKMOQ	10 3% IQ	17 6% IMOQ	8 2% I	30 13% IJKMNOQ	6 1%	33 14% STU	8 1%	22 7% SU	11 2%
Fairly likely (1)	170 15%	79 23% CE	29 11%	11 16% *	14 12%	65 15%	64 15%	92 37% IJKLMNOPQ	44 7%	70 16% IQ	68 17% IQ	45 20% INQ	56 15% IQ	35 13% I	59 17% IQ	53 23% IJKMNOQ	53 11% I	86 37% STU	45 7%	59 17% S	70 16% S
Fairly unlikely (-1)	332 30%	131 38% C	68 25%	24 34% *	33 28%	116 27%	148 36% F	59 24%	183 30% JN	113 26%	142 36% HIJNQ	70 31% HN	129 35% HIJN	62 23%	133 38% HIJNQ	73 32% HN	146 30% N	65 28%	170 28%	82 24%	149 34% ST
Very unlikely (-2)	388 35%	59 17%	142 52% BD	24 34% B*	55 46% B	178 42% G	126 31%	24 10%	323 53% HJKLMOPQ	192 44% HKLMOP	118 30% HP	78 35% HP	132 36% HKOP	140 51% HJKLMOP	107 31% HP	50 22% H	238 49% HJKLMOP	17 7%	331 54% RTU	143 42% RU	149 34% R
Don't know	162 15%	57 16% C	19 7%	6 9% *	14 11%	43 10%	60 15%	43 17% IJLMNPQ	52 9%	36 8%	56 14% IJLMNQ	12 5%	37 10% L	21 8%	42 12% IL	24 11% L	43 9% L	32 14%	62 10%	33 10%	66 15% ST
NET: Likely	219 20%	97 28% CE	42 16%	16 23% *	18 15%	87 21%	77 19%	123 49% IJKLMNOPQ	49 8%	94 22% IQ	80 20% IQ	65 29% IJKMNOQ	66 18% IQ	52 19% IQ	68 19% IQ	82 36% IJKMNOQ	58 12% I	119 51% STU	54 9%	81 24% S	80 18% S
NET: Unlikely	720 65%	190 55%	210 77% B	47 68% *	88 74% B	294 69%	274 67%	83 33%	506 83% HJKLMNOPQ	305 70% HP	260 66% HP	148 66% HP	261 72% HKP	202 73% HKLP	240 69% HP	123 54% H	384 79% HJKLMNOP	82 35%	501 81% RTU	225 66% R	299 67% R
Mean	-0.90	-0.46 CE	-1.18	-0.80 C*	-1.14 *	-0.95	-0.88	0.23 IJKLMNOPQ	-1.40	-0.95 IQ	-0.84 IMNQ	-0.66 IJMNQ	-0.97 IQ	-1.07 IQ	-0.88 IQ	-0.30 IJKLMNOQ	-1.26 I	0.26 STU	-1.39	-0.87 S	-0.94 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …reduce climate change?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	61 6%	35 7%	25 5%	14 12% GHI	19 10% GHI	13 7% HI	5 3%	4 2%	6 2%	33 11% KL	18 5%	10 2%	16 12% OP	26 9% OP	9 4%	9 3%	41 7%	20 4%	11 4%	13 5%	12 5%	19 12% STUX	2 4% *	3 3% *	55 6%	5 3%	44 7% c	13 4%	3 2%	37 11% e	24 3%	32 8% g	28 4%	52 8% i	9 2%
Fairly likely (1)	158 14%	75 14%	84 15%	10 9%	36 19% DG	29 16%	19 10%	23 13%	41 16%	46 15%	48 13%	65 15%	18 13%	53 17% O	26 11%	50 14%	95 15%	63 13%	41 16%	42 15%	37 15%	21 14%	8 15% *	9 10% *	144 16% Z	14 8%	96 15% b	30 10%	32 20% b	66 20% e	92 12%	68 17%	91 13%	100 15%	59 14%
Fairly unlikely (-1)	339 31%	159 30%	179 32%	32 29%	52 28%	39 22%	61 33% F	58 33% F	96 37% F	84 28%	100 28%	154 35% K	39 28%	76 25%	75 30%	135 37% MN	192 31%	147 30%	68 26%	93 33%	83 33%	37 25%	20 38% *	38 40% SV*	271 29%	68 39% Y	194 31%	100 32%	45 28%	92 28%	247 32%	118 29%	221 32%	200 30%	139 33%
Very unlikely (-2)	360 33%	193 36% C	165 29%	40 36% I	60 32%	60 33%	68 37% I	65 37% I	66 26%	100 33%	128 35%	132 30%	49 35%	99 33%	93 38%	112 31%	204 33%	156 32%	100 38% V	90 31%	79 31%	38 25%	19 35% *	35 37% *	295 32%	66 37%	195 31%	119 38% a	46 29%	98 30%	262 34%	138 34%	222 32%	222 33%	138 33%
Don't know	182 17%	75 14%	107 19% B	15 14%	21 11%	38 21% E	30 17%	27 15%	50 19% E	36 12%	68 19% J	77 18%	19 13%	48 16%	45 18%	57 16%	84 14%	97 20% Q	41 16%	48 17%	42 17%	36 24% WX	5 8% *	9 10% *	159 17%	23 13%	97 16%	52 16%	33 21%	39 12%	143 19% d	46 11%	136 19% f	105 15%	77 18%
NET: Likely	219 20%	110 20%	109 20%	24 22% G	55 29% GHI	42 24% G	23 13%	28 16%	47 18%	79 26% KL	65 18%	75 17%	34 24% OP	79 26% OP	35 14%	59 16%	137 22%	83 17%	52 20%	55 19%	49 19%	40 26% X	10 19% *	13 13% *	200 22% Z	20 11%	140 22% b	44 14%	36 22% b	103 31% e	116 15%	100 25% g	119 17%	151 22% i	68 16%
NET: Unlikely	699 64%	353 66%	343 61%	72 65%	112 60%	99 55%	129 71% EF	123 69% F	163 63%	185 62%	228 63%	286 65%	88 62%	176 58%	168 68% N	246 68% N	396 64%	303 63%	168 64% V	183 64% V	162 64% V	75 50%	39 72% V*	73 77% STUV*	565 61%	134 76% Y	389 62%	219 70% ac	91 57%	190 57%	509 66% d	256 64%	443 63%	422 62%	277 66%
Mean	-0.85	-0.87	-0.83	-0.77 G	-0.59 GH	-0.73 G	-1.11	-1.04	-0.84 G	-0.66 KL	-0.93	-0.92	-0.70 O	-0.67 OP	-1.07	-0.95	-0.79	-0.93	-0.93	-0.86	-0.85	-0.47 STUX	-0.92 *	-1.08 *	-0.79 Z	-1.14	-0.75 b	-1.07	-0.78 b	-0.51 e	-1.01	-0.73 g	-0.92	-0.77 i	-0.98

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …reduce climate change?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	61 6%	20 6%	11 4%	9 13% C*	10 8%	23 5%	20 5%	37 15% IJKMNOQ	9 2%	33 8% IKMOQ	15 4% I	25 11% IJKMOQ	8 2%	23 8% IKMOQ	12 3% I	29 13% IJKMOQ	13 3% I	37 16% STU	10 2%	30 9% SU	15 3% S
Fairly likely (1)	158 14%	73 21% CE	32 12%	9 13% *	11 10%	57 14%	69 17%	83 33% IJKLMNOPQ	49 8%	74 17% INQ	52 13% IQ	40 18% INQ	48 13% IQ	36 13% IQ	45 13% IQ	47 20% IKMNOQ	38 8%	72 31% STU	49 8%	56 16% S	57 13% S
Fairly unlikely (-1)	339 31%	126 37% C	61 23%	30 43% C*	41 34% C	128 30%	139 34%	71 29%	182 30% J	114 26%	147 37% HIJN	77 34% JN	127 35% IJN	75 27%	131 37% HIJN	78 34% J	166 34% IJN	80 34% T	175 28%	92 27%	157 35% ST
Very unlikely (-2)	360 33%	62 18%	129 48% BD	15 22% *	52 43% BD	160 38% G	113 27%	27 11%	288 47% HJKLMOP	163 37% HLOP	121 31% HP	63 28% H	136 37% HKLOP	125 45% HJKLMOP	100 29% HP	50 22% H	216 45% HJKLMOP	14 6%	302 49% RTU	119 35% R	147 33% R
Don't know	182 17%	62 18% E	38 14% E	6 9% *	6 5%	56 13%	71 17%	30 12% N	79 13% LN	52 12% N	61 15% LMNQ	19 8%	44 12% N	16 6%	62 18% HIJLMNPQ	26 11% N	52 11% N	30 13%	81 13%	42 12%	69 16%
NET: Likely	219 20%	94 27% C	43 16%	18 26% *	21 17%	80 19%	88 22%	120 48% IJKLMNOPQ	59 10%	107 25% IKMOQ	67 17% IQ	66 29% IKMNOQ	56 15% IQ	60 22% IMQ	57 16% IQ	76 33% IJKMNOQ	51 10%	109 47% STU	59 10%	85 25% SU	72 16% S
NET: Unlikely	699 64%	188 55%	190 70% B	45 65% *	93 77% B	288 68%	252 61%	98 40%	470 77% HJKLMNOP	276 64% HP	268 68% HP	141 63% H	263 72% HJKLOP	199 73% HJLP	232 66% HP	128 56% H	382 79% HJKLMNOP	94 40%	477 77% RTU	211 62% R	304 68% R
Mean	-0.85	-0.48 CE	-1.14	-0.53 CE*	-1.00 *	-0.94	-0.75	0.15 IJKLMNOPQ	-1.30	-0.78 IMNQ	-0.92 IMQ	-0.55 IJKMNOQ	-1.05 IQ	-0.93 IQ	-0.91 IMQ	-0.36 IJKMNOQ	-1.23	0.18 STU	-1.32	-0.73 SU	-0.97 S

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …have sensible policies?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	87 8%	53 10% C	34 6%	13 12% GH	25 13% GH	14 8%	7 4%	8 5%	20 8%	38 13% KL	20 6%	28 6%	17 12% OP	33 11% O	9 4%	23 6%	50 8%	36 8%	17 6%	28 10%	19 8%	15 10%	2 4% *	6 6% *	76 8%	10 6%	60 10%	18 6%	9 6%	38 11% e	49 6%	39 10%	48 7%	66 10% i	20 5%
Fairly likely (1)	265 24%	130 24%	135 24%	20 17%	42 22%	37 21%	46 25%	42 24%	79 30% D	61 20%	83 23%	121 28% J	26 18%	61 20%	62 25%	104 29% MN	163 26%	102 21%	71 27%	68 24%	62 24%	35 23%	13 23% *	16 17% *	224 24%	42 24%	167 27% b	55 18%	43 27% b	85 26%	181 24%	104 26%	161 23%	161 24%	105 25%
Fairly unlikely (-1)	296 27%	147 27%	147 26%	29 26%	49 26%	41 23%	48 26%	61 34% F	68 26%	79 26%	89 24%	129 29%	39 28%	76 25%	63 26%	106 29%	174 28%	123 25%	60 23%	78 27%	73 29%	33 22%	18 33% *	35 37% SV*	245 26%	51 29%	160 26%	93 30%	43 27%	76 23%	220 29%	108 27%	188 27%	189 28%	107 25%
Very unlikely (-2)	311 28%	163 30%	148 26%	38 34% I	53 28%	54 30% I	58 31% I	55 31% I	53 20%	91 30%	112 31%	108 25%	45 32%	88 29%	80 32%	90 25%	160 26%	151 31%	88 34% TU	71 25%	61 24%	44 29%	16 29% *	31 33% *	262 28%	48 28%	160 26%	110 35% a	41 26%	93 28%	217 28%	114 28%	196 28%	185 27%	126 30%
Don't know	141 13%	45 8%	96 17% B	12 11%	20 10%	33 19% EH	25 14% H	11 6%	40 15% H	32 11%	58 16% J	51 12%	14 10%	44 15%	34 14%	40 11%	70 11%	71 15%	25 10%	40 14%	39 15%	25 16%	6 11% *	7 7% *	117 13%	24 14%	79 13%	38 12%	24 15%	39 12%	102 13%	37 9%	104 15% f	77 11%	64 15%
NET: Likely	352 32%	182 34%	169 30%	33 29%	67 35%	51 28%	53 29%	50 28%	99 38%	99 33%	104 29%	149 34%	43 31%	94 31%	71 29%	127 35%	213 35%	139 29%	88 34%	96 34%	81 32%	51 33%	15 27% *	22 23% *	300 32%	52 30%	227 36% b	73 23%	52 33% b	123 37% e	230 30%	143 36%	209 30%	227 33%	125 30%
NET: Unlikely	607 55%	310 58%	295 53%	68 60% I	102 54%	95 53%	105 58% I	116 65% EFI	121 47%	169 56%	200 55%	237 54%	84 60%	164 54%	144 58%	196 54%	333 54%	274 57%	148 57%	150 52%	134 53%	77 50%	33 62% *	65 69% TUV*	507 55%	100 57%	320 51%	203 65% ac	84 53%	170 51%	437 57%	222 55%	385 55%	374 55%	233 55%
Mean	-0.50	-0.48	-0.52	-0.60	-0.37 H	-0.58	-0.65	-0.68	-0.25 DGH	-0.46	-0.62	-0.44	-0.54	-0.49	-0.67	-0.42 O	-0.42	-0.61	-0.56	-0.39 X	-0.44	-0.43	-0.67 *	-0.78 *	-0.49	-0.56	-0.35 b	-0.80	-0.47 b	-0.35 e	-0.56	-0.42	-0.55	-0.44	-0.60

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1A_2422. If they win the next General Election, how likely or unlikely do you think it is that a Conservative government with Rishi Sunak as Prime Minister would…? - …have sensible policies?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	87	42	17	6	8	40	27	66	8	38	37	27	26	27	29	37	15	60	15	30	40
	8%	12%	6%	9%	6%	9%	6%	27%	1%	9%	9%	12%	7%	10%	8%	16%	3%	26%	2%	9%	9%
		C		*				IJKLMNOPQ		IQ	IQ	IQ	IQ	IQ	IQ	IJKMNOQ	I	STU		S	S
Fairly likely (1)	265	148	39	17	20	80	142	140	66	86	133	55	109	48	112	82	90	128	60	70	131
	24%	43%	14%	24%	16%	19%	34%	56%	11%	20%	34%	24%	30%	17%	32%	36%	18%	55%	10%	21%	29%
		CDE		*			F	IJKLMNOPQ		I	IJLNQ	INQ	IJNQ	I	IJNQ	IJLNQ	I	STU		S	ST
Fairly unlikely (-1)	296	70	79	21	38	120	101	17	208	121	94	67	100	74	95	54	153	27	203	95	115
	27%	20%	29%	30%	32%	28%	25%	7%	34%	28%	24%	30%	28%	27%	27%	24%	32%	12%	33%	28%	26%
			B	*	B				HJKMNOP	H	H	H	H	H	H	H	HKP		RTU	R	R
Very unlikely (-2)	311	43	114	15	44	137	95	11	265	151	94	56	108	107	83	44	184	6	278	114	109
	28%	13%	42%	22%	36%	32%	23%	4%	44%	35%	24%	25%	30%	39%	24%	19%	38%	3%	45%	34%	25%
			BD	*	B	G			HJKLMOPQ	HKLOP	H	H	HKOP	HKLMOP	H	H	HKLMOP		RTU	RU	R
Don't know	141	40	23	10	11	47	47	14	61	39	37	21	20	19	31	12	44	11	61	30	51
	13%	12%	8%	15%	9%	11%	11%	6%	10%	9%	9%	9%	5%	7%	9%	5%	9%	5%	10%	9%	11%
				*					MNP	M	HMP				M		M		R		R
NET: Likely	352	191	56	23	27	120	168	206	73	124	170	81	135	74	141	119	105	189	75	100	170
	32%	56%	21%	34%	23%	28%	41%	83%	12%	28%	43%	36%	37%	27%	40%	52%	22%	81%	12%	30%	38%
		CDE		C*			F	IJKLMNOPQ		IQ	IJMNQ	IJNQ	IJNQ	IQ	IJNQ	IJKLMNOQ	I	STU		S	ST
NET: Unlikely	607	113	193	36	81	257	196	28	474	272	188	123	208	182	178	99	337	33	481	209	223
	55%	33%	71%	52%	68%	61%	48%	11%	78%	63%	48%	55%	57%	66%	51%	43%	69%	14%	78%	62%	50%
			BD	B*	BD	G			HJKLMNOPQ	HKLOP	H	HP	HKOP	HKLMOP	HP	H	HJKLMOP		RTU	RU	R
Mean	-0.50	0.25	-0.94	-0.36	-0.83	-0.62	-0.27	1.00	-1.20	-0.66	-0.21	-0.35	-0.45	-0.74	-0.29	0.06	-0.91	0.95	-1.20	-0.63	-0.31
		CDE		CE*	*		F	IJKLMNOPQ		IQ	IJMNQ	IJNQ	IJNQ	IQ	IJMNQ	IJKLMNOQ	I	STU		S	ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - Summary

All Adults aged 18+ in Great Britain

	Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...?													
	... offer Britain a fresh start?	**... be competent and effective?**	**... have a good team of ministers?**	**... grow the economy?**	**... reduce the cost of living?**	**... act with integrity?**	**... reduce taxes?**	**... improve public services?**	**... have the right foreign policy?**	**... provide strong and stable government?**	**...do what's best for Britain as a whole?**	**...reduce regional inequalities (otherwise known as levelling-up)?**	**...reduce climate change?**	**...have sensible policies?**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**	**(F)**	**(G)**	**(H)**	**(I)**	**(J)**	**(K)**	**(L)**	**(M)**	**(N)**
Unweighted base	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100
Weighted base	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100	1100
Very likely (2)	165 15% BCDEGHILM	142 13% EGIM	130 12% GIM	124 11% GM	113 10% G	153 14% CDEGILM	78 7%	142 13% EGIM	105 10% G	145 13% EGIM	157 14% CDEGILM	129 12% GIM	97 9%	151 14% DEGIM
Fairly likely (1)	305 28% GM	310 28% EGM	309 28% EGM	331 30% EGIM	271 25% G	335 30% EGIM	182 17%	368 33% ABCDEGIJKLMN	292 27% G	319 29% EGM	323 29% EGM	308 28% EGM	266 24% G	334 30% EGIM
Fairly unlikely (-1)	266 24%	289 26% N	289 26% N	288 26%	337 31% ABCDFHIJKLN	263 24%	396 36% ABCDEFHIJKLMN	276 25%	259 24%	297 27% FIKN	263 24%	272 25%	320 29% AFHIKLN	259 24%
Very unlikely (-2)	219 20% DHJ	208 19%	203 18%	194 18%	222 20% DHJ	210 19%	265 24% ABCDEFHIJKLMN	188 17%	225 20% CDHJ	196 18%	206 19%	202 18%	222 20% DHJ	204 19%
Don't know	145 13%	151 14% H	169 15% AFHJ	162 15% FH	156 14% H	139 13%	179 16% ABFHJKN	126 11%	220 20% ABCDEFGHJKLN	144 13%	151 14% H	190 17% ABDEFHJKN	194 18% ABCDEFHJKN	152 14% H
NET: Likely	470 43% CEGILM	452 41% EGIM	439 40% EGIM	455 41% EGIM	385 35% G	488 44% BCDEGILM	261 24%	510 46% ABCDEGIJKLM	397 36% GM	463 42% EGIM	480 44% BCEGILM	436 40% EGIM	363 33% G	485 44% BCDEGILM
NET: Unlikely	485 44%	497 45% HKN	492 45% N	482 44%	559 51% ABCDFHIJKLN	473 43%	661 60% ABCDEFHIJKLMN	464 42%	483 44%	493 45% N	468 43%	474 43%	543 49% ABCDFHIJKLN	463 42%
Mean	-0.07 EGIM	-0.12 EGIM	-0.14 EGIM	-0.10 EGIM	-0.30 G	-0.04 BCEGIM	-0.64	* BCDEGIJLM	-0.23 GM	-0.08 EGIM	-0.04 BCEGILM	-0.12 EGIM	-0.34 G	-0.03 BCEGILM

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... offer Britain a fresh start?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	165 15%	100 19% C	64 11%	23 20% GI	34 18% I	38 21% GI	21 12%	29 17% I	19 7%	57 19% L	59 16% L	48 11%	29 21% P	58 19% P	35 14%	39 11%	101 16%	64 13%	39 15%	36 13%	38 15%	39 25% STUX	7 14% *	6 7% *	148 16%	17 10%	95 15%	56 18% c	14 9%	75 23% e	90 12%	90 22% g	75 11%	117 17% i	48 11%
Fairly likely (1)	305 28%	161 30%	145 26%	34 31%	52 28%	49 28%	52 29%	53 30%	65 25%	86 29%	102 28%	117 27%	41 29%	85 28%	74 30%	99 27%	178 29%	127 26%	68 26%	82 29%	71 28%	43 28%	12 21% *	31 33% *	255 28%	50 28%	191 30% b	75 24%	40 25%	94 28%	211 28%	120 30%	186 27%	199 29%	106 25%
Fairly unlikely (-1)	266 24%	103 19%	162 29% B	28 25%	50 27%	32 18%	47 26%	36 21%	71 27%	78 26%	80 22%	108 25%	37 26%	68 23%	54 22%	97 27%	166 27% R	100 21%	60 23%	73 25%	60 24%	27 18%	19 35% V*	28 29% V*	215 23%	51 29%	146 23%	75 24%	45 28%	76 23%	190 25%	94 23%	172 25%	163 24%	103 24%
Very unlikely (-2)	219 20%	116 22%	101 18%	15 14%	27 14%	24 14%	38 21%	41 23% DEF	72 28% DEF	43 14%	63 17%	113 26% JK	18 13%	41 14%	53 21% MN	92 25% MN	101 16%	118 24% Q	62 24% V	57 20%	48 19%	20 13%	12 23% *	19 21% *	180 19%	38 22%	126 20%	59 19%	34 21%	49 15%	169 22% d	58 15%	160 23% f	117 17%	101 24% h
Don't know	145 13%	57 11%	88 16% B	11 10%	25 13%	35 19% DH	23 13%	18 10%	33 13%	36 12%	58 16%	51 12%	16 11%	50 17% P	32 13%	37 10%	71 12%	74 15%	31 12%	39 14%	37 15%	24 16%	4 7% *	10 11% *	126 14%	19 11%	69 11%	49 16%	27 17%	38 11%	107 14%	41 10%	104 15% f	82 12%	63 15%
NET: Likely	470 43%	261 49% C	208 37%	57 51% I	86 46% I	87 49% I	74 40%	82 46% I	84 32%	143 48% L	161 45%	166 38%	70 50% P	143 47% P	109 44%	138 38%	279 45%	191 40%	107 41%	117 41%	109 43%	81 54% STWX	19 35% *	37 39% *	403 44%	67 38%	286 46% c	131 42%	54 34%	169 51% e	301 39%	209 52% g	261 37%	316 47% i	154 37%
NET: Unlikely	485 44%	219 41%	264 47% B	44 39%	77 41%	57 32%	86 47% F	78 44% F	144 55% DEFH	121 40%	143 39%	221 50% JK	55 39%	109 36%	107 43%	189 52% MNO	266 43%	218 45%	122 47% V	130 45% V	108 43% V	46 31%	31 58% V*	47 50% V*	395 43%	90 51%	272 43%	134 43%	79 49%	125 38%	360 47% d	152 38%	332 48% f	280 41%	204 48% h
Mean	-0.07	0.05 C	-0.20	0.21 GI	0.10 I	0.31 GI	-0.18	-0.04 I	-0.50	0.14 L	0.05 L	-0.31	0.20 P	0.20 P	-0.07	-0.32	0.02 R	-0.20	-0.17	-0.13	-0.04	0.42 STUWX	-0.34 *	-0.28 *	-0.03	-0.28	-0.03	-0.02	-0.33	0.24 e	-0.21	0.25 g	-0.26	0.06 i	-0.29

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … offer Britain a fresh start?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	165 15%	19 5%	83 31% BE	21 30% BE*	12 10%	98 23% G	33 8%	38 15% KMO	108 18% KMO	132 30% HIKLMOPQ	11 3%	55 24% HIKMOQ	31 9% K	74 27% HIKMOQ	24 7% K	47 21% KMO	81 17% KMO	37 16% U	113 18% U	122 36% RSU	12 3%
Fairly likely (1)	305 28%	72 21%	105 39% BD	17 25% *	33 28%	152 36% G	84 20%	49 20% K	210 35% HKMOP	184 42% HIKMNOPQ	48 12%	83 37% HKMOP	69 19% K	100 37% HKMOP	76 22% K	55 24% K	167 34% HKMOP	50 22% U	197 32% RU	145 43% RSU	69 16%
Fairly unlikely (-1)	266 24%	115 34% C	36 13%	14 21% *	30 25% C	84 20%	110 27% F	70 28% IJNP	122 20% J	53 12%	137 35% IJLMNOPQ	53 23% J	101 28% IJNP	51 18% J	98 28% IJNP	48 21% J	118 24% IJN	67 29% ST	123 20% T	31 9%	146 33% ST
Very unlikely (-2)	219 20%	100 29% CD	24 9%	11 15% *	35 29% C	52 12%	133 32% F	68 27% IJLNQ	107 18% JLN	27 6%	162 41% HIJLNOPQ	19 8%	132 36% HIJLNQ	27 10% J	121 35% HIJLNQ	70 30% IJLNQ	78 16% JLN	61 26% ST	116 19% T	19 6%	172 39% RST
Don't know	145 13%	38 11%	23 8%	6 9% *	10 9%	39 9%	52 13%	22 9% P	61 10% P	38 9% P	37 9% P	16 7%	31 8% P	22 8%	31 9% P	10 4%	43 9%	18 8%	67 11% T	22 6%	47 10%
NET: Likely	470 43%	90 26%	188 69% BDE	38 55% BE*	45 37% B	250 59% G	116 28%	87 35% KM	318 52% HKMOP	317 73% HIKLMNOPQ	59 15%	138 61% HIKMOPQ	100 27% K	174 63% HIKMOPQ	100 28% K	102 44% HKMO	248 51% HKMO	87 37% U	310 50% RU	267 79% RSU	81 18%
NET: Unlikely	485 44%	215 63% CD	61 22%	25 36% C*	65 54% CD	136 32%	242 59% F	138 56% IJLNQ	229 38% JN	80 18%	299 76% HIJLMNOPQ	72 32% J	233 64% HIJLNPQ	78 28% J	219 63% IJLNPQ	118 51% IJLNQ	196 40% JLN	128 55% ST	239 39% T	49 15%	317 71% RST
Mean	-0.07	-0.67	0.75 BE	0.38 BE*	-0.39 *	0.42 G	-0.63	-0.36 KMO	0.16 HKMOP	0.86 HIKLMNOPQ	-1.09	0.49 HIKMOPQ	-0.70 K	0.57 HIKMOPQ	-0.68 K	-0.17 KMO	0.12 HKMOP	-0.30 U	0.12 RU	1.02 RSU	-1.00

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... be competent and effective?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	142 13%	95 18% C	47 8%	19 17% GI	27 14% I	38 21% GI	17 9%	24 13% I	17 7%	46 15% L	55 15% L	41 9%	25 18% OP	51 17% P	27 11%	34 9%	86 14%	56 12%	34 13%	31 11%	32 13%	32 21% STUX	5 9% *	7 7% *	128 14% Z	14 8%	88 14% c	44 14% c	10 6%	64 19% e	78 10%	77 19% g	65 9%	96 14%	46 11%
Fairly likely (1)	310 28%	150 28%	159 28%	36 32%	65 35% HI	46 26%	57 31%	44 25%	62 24%	101 34% L	103 29%	106 24%	47 34% P	90 30%	78 31% P	86 24%	187 30%	123 25%	63 24%	81 28%	79 31%	40 26%	13 24% *	34 36% S*	263 28%	47 27%	180 29%	89 28%	41 26%	104 31%	206 27%	137 34% g	173 25%	209 31% i	101 24%
Fairly unlikely (-1)	289 26%	128 24%	160 29%	30 27%	44 23%	35 20%	47 26%	50 28%	82 32% F	74 25%	82 23%	133 30% K	35 25%	70 23%	58 24%	109 30%	173 28%	115 24%	72 28%	79 28%	67 26%	30 20%	19 35% *	22 23% *	230 25%	59 34% Y	162 26%	81 26%	46 29%	75 23%	214 28%	90 22%	199 29% f	181 27%	108 26%
Very unlikely (-2)	208 19%	111 21%	96 17%	12 11%	27 15%	21 12%	35 19%	42 23% DEF	70 27% DEF	40 13%	56 16%	112 26% JK	13 9%	42 14%	46 18% M	96 26% MNO	101 16%	107 22% Q	60 23% V	55 19%	42 17%	20 13%	12 23% *	19 20% *	171 18%	37 21%	120 19%	52 17%	36 23%	50 15%	158 21% d	56 14%	152 22% f	106 16%	102 24% h
Don't know	151 14%	54 10%	97 17% B	15 13%	25 13%	39 22% EHI	26 14%	18 10%	28 11%	40 13%	65 18% L	46 11%	20 14%	50 17% P	39 16%	38 10%	70 11%	82 17% Q	31 12%	39 14%	33 13%	30 20%	5 10% *	13 14% *	133 14%	18 10%	77 12%	49 16%	26 16%	40 12%	112 15%	43 11%	108 16% f	85 13%	66 16%
NET: Likely	452 41%	245 46% C	206 37%	55 49% I	92 49% HI	84 47% I	74 41% I	67 38%	79 30%	147 49% L	158 44% L	147 34%	73 52% P	141 47% P	105 42% P	120 33%	273 44% R	179 37%	97 37%	113 39%	111 44%	72 47%	18 33% *	41 43% *	391 42%	61 35%	268 43% c	133 42% c	51 32%	167 50% e	284 37%	214 53% g	238 34%	305 45% i	146 35%
NET: Unlikely	497 45%	238 44%	257 46%	42 38%	71 38%	56 31%	82 45% F	92 52% DEF	153 59% DEFG	114 38%	139 38%	245 56% JK	48 34%	111 37%	104 42%	205 57% MNO	274 45%	223 46%	132 51% V	134 47% V	109 43%	50 33%	31 58% V*	41 43% *	400 43%	97 55% Y	282 45%	132 42%	83 52%	125 38%	372 48% d	146 36%	351 50% f	287 42%	209 50% h
Mean	-0.12	-0.02	-0.22	0.20 GHI	0.13 HI	0.31 GHI	-0.17 I	-0.27	-0.55	0.15 L	0.06 L	-0.43	0.31 OP	0.15 P	-0.08 P	-0.45	-0.03 R	-0.24	-0.27	-0.18	-0.04	0.29 STW	-0.43 *	-0.14 *	-0.07 Z	-0.38	-0.08 c	-0.03 c	-0.44	0.19 e	-0.26	0.25 g	-0.34	0.01 i	-0.33

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … be competent and effective?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	142	18	65	17	15	83	32	35	91	116	12	51	27	66	22	36	68	33	95	111	11
	13%	5%	24%	24%	13%	19%	8%	14%	15%	27%	3%	23%	7%	24%	6%	16%	14%	14%	15%	33%	3%
			BE	B*	B	G		KMO	KMO	HIKMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	KMO	U	U	RSU	
Fairly likely (1)	310	60	121	24	29	162	75	54	208	206	29	98	55	108	75	50	178	57	195	160	45
	28%	17%	45%	34%	24%	38%	18%	22%	34%	47%	7%	43%	15%	39%	21%	22%	37%	25%	32%	47%	10%
			BE	B*		G		KM	HKMOP	HIKMNOPQ		HIKMOPQ	K	HKMOP	KM	KM	HKMOP	U	U	RSU	
Fairly unlikely (-1)	289	136	43	9	39	93	131	79	143	58	158	44	111	57	103	62	128	75	143	31	180
	26%	40%	16%	12%	32%	22%	32%	32%	24%	13%	40%	20%	31%	21%	29%	27%	26%	32%	23%	9%	40%
		CD		*	CD		F	IJLN	J		HIJLMNOPQ	J	IJLN	J	IJLN	JL	JLN	ST	T		RST
Very unlikely (-2)	208	96	20	12	26	43	129	64	100	21	158	19	139	19	125	68	65	53	109	16	166
	19%	28%	7%	17%	22%	10%	31%	26%	16%	5%	40%	8%	38%	7%	36%	30%	13%	23%	18%	5%	37%
		C		C*	C		F	IJLNQ	JLNQ		HIJLNPQ	J	HIJLNPQ		HIJLNQ	IJLNQ	JLN	T	T		RST
Don't know	151	33	22	8	10	44	44	15	65	33	38	13	32	25	25	14	48	14	74	20	43
	14%	10%	8%	12%	8%	10%	11%	6%	11%	8%	9%	6%	9%	9%	7%	6%	10%	6%	12%	6%	10%
				*					JLOP								L		RT		
NET: Likely	452	78	186	40	45	245	107	90	299	322	41	148	82	174	97	86	246	90	290	271	56
	41%	23%	69%	58%	37%	58%	26%	36%	49%	74%	10%	66%	22%	63%	28%	37%	51%	39%	47%	80%	13%
			BE	BE*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	KM	KMO	HKMOP	U	RU	RSU	
NET: Unlikely	497	232	63	21	65	136	260	143	244	79	317	63	250	76	228	130	192	128	252	47	345
	45%	68%	23%	30%	54%	32%	63%	58%	40%	18%	80%	28%	69%	28%	65%	57%	40%	55%	41%	14%	78%
		CDE		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	-0.12	-0.75	0.67	0.40	-0.28	0.39	-0.68	-0.35	0.09	0.84	-1.18	0.55	-0.84	0.58	-0.72	-0.36	0.13	-0.26	0.04	1.00	-1.11
			BE	BE*	B*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... have a good team of ministers?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	130 12%	84 16% C	45 8%	18 16% GI	36 19% GI	26 14% I	15 8%	22 12% I	13 5%	54 18% KL	40 11%	35 8%	27 19% OP	47 15% P	25 10%	29 8%	82 13%	48 10%	28 11%	31 11%	27 11%	30 20% STUX	6 10% *	8 8% *	120 13% Z	10 6%	78 12%	41 13%	11 7%	64 19% e	66 9%	71 18% g	58 8%	95 14% i	35 8%
Fairly likely (1)	309 28%	149 28%	159 28%	40 35% I	57 30%	56 31%	50 27%	50 28%	57 22%	97 32% L	106 29%	107 24%	45 32%	97 32% P	70 28%	88 24%	193 31% R	116 24%	70 27%	83 29%	72 29%	45 29%	13 24% *	26 27% *	264 29%	46 26%	180 29%	89 28%	41 26%	110 33% e	199 26%	138 34% g	172 25%	212 31% i	98 23%
Fairly unlikely (-1)	289 26%	138 26%	151 27%	28 25%	44 24%	39 22%	50 27%	40 22%	88 34% EFH	73 24%	89 25%	127 29%	36 26%	70 23%	58 23%	106 29%	166 27%	123 26%	63 24%	77 27%	74 29%	31 21%	17 31% *	28 29% *	234 25%	55 31%	171 27%	72 23%	47 29%	76 23%	213 28%	88 22%	201 29% f	176 26%	114 27%
Very unlikely (-2)	203 18%	103 19%	99 18%	11 9%	25 13%	18 10%	37 20% DF	46 26% DEF	66 25% DEF	35 12%	56 15%	112 26% JK	13 9%	35 12%	50 20% MN	95 26% MN	102 16%	101 21%	65 25% UV	53 19% V	42 16%	15 10%	10 19% *	18 19% *	161 17%	41 23%	114 18%	55 18%	34 21%	44 13%	159 21% d	53 13%	150 21% f	101 15%	102 24% h
Don't know	169 15%	63 12%	106 19% B	15 13%	26 14%	39 22% H	31 17%	21 12%	36 14%	41 14%	71 19% L	57 13%	19 14%	53 18%	45 18%	46 13%	74 12%	95 20% Q	34 13%	41 14%	38 15%	31 20%	8 15% *	16 17% *	145 16%	23 13%	85 14%	57 18%	27 17%	37 11%	132 17% d	52 13%	117 17%	94 14%	74 18%
NET: Likely	439 40%	233 43% C	205 37%	58 52% GHI	93 49% GI	82 46% I	65 35%	72 40% I	70 27%	151 50% KL	146 40% L	142 32%	72 51% OP	144 48% OP	95 38%	117 32%	275 45% R	164 34%	98 38%	115 40%	99 39%	75 50% SX	18 34% *	33 35% *	383 41% Z	56 32%	257 41%	130 41%	52 33%	174 53% e	265 34%	209 52% g	230 33%	307 45% i	132 31%
NET: Unlikely	492 45%	241 45%	249 45%	39 35%	69 37%	58 32%	87 48% DEF	85 48% DEF	154 59% DEFGH	108 36%	145 40%	239 55% JK	49 35%	105 35%	108 43% N	201 55% MNO	267 43%	225 46%	128 49% V	130 45% V	115 46% V	46 30%	27 51% V*	45 48% V*	396 43%	97 55% Y	284 45%	128 41%	80 50%	120 36%	372 48% d	141 35%	351 50% f	277 41%	215 51% h
Mean	-0.14	-0.06	-0.22	0.28 GHI	0.22 GHI	0.22 GHI	-0.30 I	-0.24 I	-0.61	0.24 KL	-0.05 L	-0.46	0.31 OP	0.20 OP	-0.19 P	-0.47	-0.02 R	-0.29	-0.29	-0.15	-0.14	0.37 STUWX	-0.30 *	-0.28 *	-0.07 Z	-0.47	-0.12	-0.05 c	-0.38	0.25 e	-0.31	0.24 g	-0.36	0.04 i	-0.43

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … have a good team of ministers?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	130	17	56	18	16	74	25	39	76	107	10	58	21	64	18	46	57	40	76	100	11
	12%	5%	21%	26%	13%	18%	6%	16%	12%	25%	3%	26%	6%	23%	5%	20%	12%	17%	12%	30%	2%
			B	BE*	B	G		KMO	KMO	HIKMOQ		HIKMOQ	K	HIKMOQ	K	IKMOQ	KMO	U	U	RSU	
Fairly likely (1)	309	64	120	24	23	159	74	60	201	215	33	91	54	114	70	41	175	55	196	167	41
	28%	19%	44%	34%	19%	38%	18%	24%	33%	50%	8%	41%	15%	42%	20%	18%	36%	24%	32%	49%	9%
			BE	BE*		G		KM	HKMOP	HIKLMNOPQ		HIKMOP	K	HIKMOP	KM	K	HKMOP	U	RU	RSU	
Fairly unlikely (-1)	289	132	38	13	39	90	134	75	138	52	156	49	130	48	119	69	123	74	150	28	178
	26%	39%	14%	18%	33%	21%	33%	30%	23%	12%	39%	22%	36%	18%	34%	30%	25%	32%	24%	8%	40%
		CD		*	CD		F	IJLN	JN		HIJLNOPQ	J	IJLNQ	J	IJLNQ	IJLN	JN	ST	T		RST
Very unlikely (-2)	203	96	26	7	30	42	129	56	110	17	162	14	129	25	117	64	75	44	114	12	169
	18%	28%	10%	10%	25%	10%	31%	22%	18%	4%	41%	6%	35%	9%	33%	28%	16%	19%	19%	3%	38%
		CD		*	CD		F	JLNQ	JLN		HIJLMNOPQ		HIJLNPQ	J	HIJLNQ	IJLNQ	JLN	T	T		RST
Don't know	169	34	31	8	11	58	48	19	82	44	34	14	29	23	27	10	55	20	80	31	46
	15%	10%	11%	12%	10%	14%	12%	8%	14%	10%	9%	6%	8%	8%	8%	4%	11%	8%	13%	9%	10%
				*					HJKLMNOP	LP	P		P	P			LOP		T		
NET: Likely	439	82	177	41	39	234	99	98	277	322	43	149	75	178	88	87	233	95	272	267	52
	40%	24%	65%	60%	33%	55%	24%	40%	46%	74%	11%	66%	21%	65%	25%	38%	48%	41%	44%	79%	12%
			BE	BE*		G		KMO	KMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	KM	KMO	HKMOP	U	U	RSU	
NET: Unlikely	492	228	64	20	70	132	263	131	248	68	319	62	259	73	235	132	198	118	264	40	347
	45%	66%	24%	28%	58%	31%	64%	53%	41%	16%	81%	28%	71%	27%	67%	58%	41%	51%	43%	12%	78%
		CD		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	T	T		RST
Mean	-0.14	-0.73	0.59	0.53	-0.42	0.36	-0.74	-0.21	-0.01	0.88	-1.19	0.62	-0.87	0.57	-0.76	-0.29	0.04	-0.12	-0.06	1.03	-1.14
			BE	BE*	*	G		KMO	KMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... grow the economy?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	124 11%	85 16% C	39 7%	19 17% GI	40 21% GHI	30 17% GI	9 5%	19 10% I	8 3%	59 20% KL	39 11% L	26 6%	28 20% OP	54 18% OP	19 8%	21 6%	75 12%	49 10%	36 14% W	29 10%	26 10%	26 17% TWX	1 2% *	6 6% *	114 12% Z	10 6%	71 11%	42 13% c	11 7%	63 19% e	62 8%	70 17% g	54 8%	93 14% i	31 7%
Fairly likely (1)	331 30%	162 30%	168 30%	40 36% I	61 32%	60 33%	62 34%	45 25%	64 25%	101 34% L	121 33% L	109 25%	46 33%	104 34% P	80 32%	92 25%	198 32%	133 28%	63 24%	83 29%	77 30%	50 33%	20 37% *	38 40% S*	282 31%	49 28%	198 32%	94 30%	39 24%	118 36% e	213 28%	143 36% g	188 27%	219 32%	112 27%
Fairly unlikely (-1)	288 26%	135 25%	152 27%	24 22%	38 20%	40 23%	45 25%	50 28%	91 35% DEFG	62 21%	85 24%	141 32% JK	32 23%	62 21%	58 24%	121 33% MNO	170 28%	119 25%	66 25%	72 25%	70 28%	38 25%	20 37% *	23 24% *	231 25%	57 32%	176 28% b	66 21%	46 29%	68 21%	220 29% d	95 24%	194 28%	169 25%	119 28%
Very unlikely (-2)	194 18%	94 17%	99 18%	12 10%	24 13%	17 10%	37 20% DF	40 22% DEF	64 24% DEF	36 12%	54 15%	103 24% JK	14 10%	37 12%	44 18% M	88 24% MN	99 16%	94 20%	62 24% UV	56 20% V	38 15%	13 9%	8 15% *	16 17% *	157 17%	37 21%	111 18%	51 16%	32 20%	47 14%	146 19%	46 11%	147 21% f	106 16%	88 21% h
Don't know	162 15%	61 11%	102 18% B	17 15%	25 13%	32 18%	30 16%	24 14%	34 13%	42 14%	62 17%	59 13%	20 14%	46 15%	47 19% P	40 11%	74 12%	89 18% Q	33 13%	47 16%	42 17%	25 16%	5 9% *	11 12% *	140 15%	23 13%	70 11%	61 19% a	32 20% a	34 10%	128 17% d	48 12%	115 16% f	90 13%	72 17%
NET: Likely	455 41%	247 46% C	207 37%	59 53% GHI	101 54% GHI	89 50% GHI	71 39% I	64 36%	72 28%	160 53% KL	160 44% L	136 31%	74 53% OP	158 52% OP	98 40% P	114 31%	274 44% R	182 38%	100 38%	112 39%	103 41%	76 50% ST	21 39% *	44 47% *	396 43% Z	59 34%	270 43% c	136 43% c	49 31%	181 55% e	274 36%	214 53% g	242 35%	313 46% i	143 34%
NET: Unlikely	482 44%	229 43%	251 45%	36 32%	63 33%	58 32%	82 45% DEF	89 50% DEF	154 59% DEFG	99 33%	140 39%	244 56% JK	46 33%	99 33%	102 41% N	210 58% MNO	269 44%	213 44%	128 49% V	128 45% V	108 43%	51 33%	28 52% V*	39 42% *	388 42%	94 53% Y	287 46% b	117 37%	78 49% b	116 35%	366 48% d	141 35%	341 49% f	275 41%	207 49% h
Mean	-0.10	0.02 C	-0.22	0.32 GHI	0.33 GHI	0.30 GHI	-0.25 I	-0.31 I	-0.61	0.32 KL	0.02 L	-0.49	0.35 OP	0.30 OP	-0.14 P	-0.50	-0.04	-0.19	-0.24	-0.18	-0.08	0.31 STUW	-0.29 *	-0.07 *	-0.04 Z	-0.40	-0.10	0.04 c	-0.39	0.27 e	-0.28	0.27 g	-0.33	0.04 i	-0.34

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … grow the economy?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	124	16	58	15	13	71	27	38	68	105	10	49	23	58	21	43	50	35	69	94	11
	11%	5%	21%	22%	11%	17%	7%	15%	11%	24%	3%	22%	6%	21%	6%	19%	10%	15%	11%	28%	2%
			BE	BE*	B	G		KMOQ	KMO	HIKMOQ		HIKMOQ	K	IKMOQ	K	IKMOQ	KMO	U	U	RSU	
Fairly likely (1)	331	59	132	28	32	164	74	49	234	219	36	101	60	115	71	50	186	54	222	177	47
	30%	17%	48%	40%	27%	39%	18%	20%	39%	50%	9%	45%	17%	42%	20%	22%	38%	23%	36%	52%	11%
			BE	B*	B	G		K	HKMOP	HIKMNOPQ		HKMOP	K	HKMOP	KM	K	HKMOP	U	RU	RSU	
Fairly unlikely (-1)	288	138	32	16	42	103	132	85	124	53	163	45	127	56	118	65	122	85	131	28	182
	26%	40%	12%	23%	35%	24%	32%	34%	20%	12%	41%	20%	35%	20%	34%	29%	25%	37%	21%	8%	41%
		CD		C*	C		F	IJLNQ	J		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLN	IJ	ST	T		ST
Very unlikely (-2)	194	95	23	7	23	31	129	59	104	19	151	18	123	19	110	57	73	44	110	10	158
	18%	28%	8%	10%	19%	7%	31%	24%	17%	4%	38%	8%	34%	7%	31%	25%	15%	19%	18%	3%	35%
		CD		*	C		F	IJLNQ	JLN		HIJLNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	T	T		RST
Don't know	162	36	27	3	10	55	49	17	77	40	36	13	30	26	29	14	55	15	86	29	47
	15%	10%	10%	5%	8%	13%	12%	7%	13%	9%	9%	6%	8%	9%	8%	6%	11%	6%	14%	9%	11%
				*					HJKLMOP	L				L			LP		RT		R
NET: Likely	455	75	189	43	45	235	102	87	302	324	46	150	83	173	93	93	235	89	290	272	58
	41%	22%	70%	62%	38%	55%	25%	35%	50%	74%	12%	67%	23%	63%	26%	41%	48%	38%	47%	80%	13%
			BE	BE*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMO	U	RU	RSU	
NET: Unlikely	482	233	55	23	65	134	260	144	228	71	314	63	250	75	229	122	195	129	240	38	340
	44%	68%	20%	33%	54%	32%	63%	58%	38%	16%	79%	28%	69%	27%	65%	53%	40%	55%	39%	11%	76%
		CDE		C*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	-0.10	-0.77	0.69	0.43	-0.27	0.38	-0.72	-0.34	0.07	0.86	-1.13	0.56	-0.80	0.55	-0.70	-0.20	0.04	-0.22	0.02	1.03	-1.08
			BE	BE*	B*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMO	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... reduce the cost of living?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	113 10%	72 13% C	41 7%	20 18% GHI	36 19% GHI	27 15% GHI	14 8% I	14 8% I	2 1%	55 18% KL	42 12% L	16 4%	25 18% OP	50 17% OP	23 9% P	14 4%	66 11%	47 10%	28 11% X	29 10% X	24 9%	23 15% X	6 10% *	3 3% *	106 11% Z	7 4%	74 12% c	35 11% c	5 3%	62 19% e	51 7%	62 15% g	51 7%	91 13% i	22 5%
Fairly likely (1)	271 25%	144 27%	126 23%	34 30% HI	60 32% HI	49 27% I	52 28% I	36 20%	41 16%	94 31% L	101 28% L	76 17%	45 32% P	89 30% P	67 27% P	63 17%	159 26%	113 23%	61 23%	60 21%	62 25%	49 32% T	12 22% *	27 29% *	231 25%	41 23%	154 25%	84 27%	34 21%	104 31% e	167 22%	115 29% g	157 22%	190 28% i	82 19%
Fairly unlikely (-1)	337 31%	148 28%	188 34% B	25 22%	47 25%	41 23%	53 29%	65 37% DEF	106 41% DEFG	72 24%	94 26%	171 39% JK	32 23%	74 24%	69 28%	149 41% MNO	202 33%	134 28%	74 28%	100 35% V	79 31%	36 24%	16 31% *	31 33% *	268 29%	69 39% Y	202 32%	85 27%	50 31%	70 21%	267 35% d	110 27%	227 33%	193 29%	144 34%
Very unlikely (-2)	222 20%	112 21%	109 20%	18 16%	27 14%	28 16%	36 20%	42 23% E	71 27% DEF	45 15%	64 18%	113 26% JK	21 15%	45 15%	49 20%	94 26% MN	106 17%	116 24% Q	65 25% V	53 18%	47 18%	19 13%	15 28% V*	24 25% V*	180 19%	43 24%	121 19%	61 20%	40 25%	56 17%	166 22%	63 16%	159 23% f	117 17%	106 25% h
Don't know	156 14%	60 11%	96 17% B	16 14%	18 10%	34 19% E	28 15%	21 12%	40 15%	34 11%	61 17% J	61 14%	18 12%	44 14%	40 16%	44 12%	83 13%	73 15%	33 13%	43 15%	41 16%	24 16%	5 9% *	9 10% *	139 15%	16 9%	77 12%	49 15%	31 19% a	39 12%	117 15%	52 13%	104 15%	87 13%	69 16%
NET: Likely	385 35%	217 40% C	167 30%	53 48% GHI	96 51% GHI	76 43% HI	66 36% I	50 28% I	43 16%	150 50% KL	143 39% L	93 21%	71 50% OP	139 46% OP	90 36% P	76 21%	225 37%	160 33%	89 34%	89 31%	86 34%	72 48% STUX	17 32% *	31 32% *	337 36% Z	48 27%	227 36% c	119 38% c	39 24%	166 50% e	219 28%	177 44% g	208 30%	281 41% i	104 25%
NET: Unlikely	559 51%	260 48%	297 53%	43 38%	74 39%	69 39%	89 49%	107 60% DEFG	177 68% DEFG	117 39%	158 44%	284 65% JK	53 37%	119 39%	118 48% M	243 67% MNO	309 50%	251 52%	139 53% V	153 54% V	126 50% V	56 37%	32 59% V*	55 58% V*	448 48%	111 63% Y	323 51%	147 47%	90 56%	126 38%	433 56% d	173 43%	387 55% f	310 46%	249 59% h
Mean	-0.30	-0.17 C	-0.43	0.12 GHI	0.18 GHI	0.05 HI	-0.29 I	-0.54 I	-0.93	0.16 KL	-0.12 L	-0.77	0.18 OP	0.10 OP	-0.26 P	-0.77	-0.23	-0.39	-0.38	-0.36	-0.29	0.16 STUWX	-0.49 *	-0.52 *	-0.24 Z	-0.62	-0.26 c	-0.21 c	-0.67	0.16 e	-0.50	0.01 g	-0.48	-0.09 i	-0.65

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … reduce the cost of living?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	113	14	48	14	10	61	23	37	60	90	13	42	24	48	20	34	49	41	62	86	12
	10%	4%	18%	20%	8%	14%	5%	15%	10%	21%	3%	19%	7%	18%	6%	15%	10%	18%	10%	25%	3%
			BE	BE*		G		KMO	KMO	HIKMOPQ		IKMOQ	K	IKMOQ	K	IKMO	KMO	SU	U	RSU	
Fairly likely (1)	271	58	110	17	30	134	73	53	180	176	31	79	60	105	60	56	139	49	183	147	48
	25%	17%	40%	24%	25%	32%	18%	21%	30%	40%	8%	35%	16%	38%	17%	25%	29%	21%	30%	43%	11%
			BDE	*		G		K	HKMO	HIKMOPQ		HKMOPQ	K	HIKMOPQ	K	KMO	HKMO	U	RU	RSU	
Fairly unlikely (-1)	337	146	53	23	38	117	146	79	168	89	164	58	130	71	125	60	155	75	160	54	181
	31%	43%	19%	33%	31%	28%	36%	32%	28%	20%	41%	26%	36%	26%	36%	26%	32%	32%	26%	16%	41%
		C		C*	C		F	J	J		HIJLMNOPQ	J	IJLNP	J	IJLNP		IJN	T	T		RST
Very unlikely (-2)	222	91	25	9	36	52	127	64	115	24	161	23	129	29	117	67	86	53	124	16	174
	20%	26%	9%	13%	30%	12%	31%	26%	19%	5%	41%	10%	36%	10%	33%	29%	18%	23%	20%	5%	39%
		CD		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNQ	J	HIJLNQ	IJLNQ	JLN	T	T		RST
Don't know	156	34	37	7	7	61	42	15	84	57	26	22	21	21	28	12	58	15	88	36	30
	14%	10%	14%	11%	6%	14%	10%	6%	14%	13%	7%	10%	6%	8%	8%	5%	12%	6%	14%	11%	7%
			E	*					HKMNOP	HKMNOP		P					HKMNOP		RTU	R	
NET: Likely	385	73	157	31	40	194	96	90	240	266	44	121	83	154	80	90	187	90	245	233	60
	35%	21%	58%	44%	33%	46%	23%	36%	39%	61%	11%	54%	23%	56%	23%	39%	39%	38%	40%	69%	13%
			BE	B*	B	G		KMO	KMO	HIKLMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	KMO	U	U	RSU	
NET: Unlikely	559	237	78	31	74	169	273	143	284	113	325	81	259	100	242	128	241	128	284	69	354
	51%	69%	29%	45%	62%	40%	66%	58%	47%	26%	82%	36%	71%	36%	69%	56%	50%	55%	46%	21%	80%
		CD		C*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLN	JLN	ST	T		RST
Mean	-0.30	-0.78	0.44	0.07	-0.53	0.10	-0.77	-0.34	-0.19	0.58	-1.16	0.29	-0.82	0.29	-0.81	-0.33	-0.21	-0.24	-0.19	0.77	-1.10
			BE	BE*	*	G		KMO	KMO	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	KMO	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... act with integrity?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	153 14%	92 17% C	60 11%	15 13% I	44 24% DGHI	33 19% GI	17 9%	26 14% I	18 7%	59 20% KL	50 14%	43 10%	21 15%	65 21% OP	28 11%	35 10%	94 15%	58 12%	30 12%	40 14%	38 15%	31 21% SW	4 7% *	10 11% *	133 14%	20 11%	95 15% c	46 15% c	12 7%	69 21% e	84 11%	81 20% g	72 10%	112 16% i	41 10%
Fairly likely (1)	335 30%	167 31%	169 30%	40 35%	58 31%	51 28%	66 36%	49 27%	72 28%	98 32%	117 32%	121 28%	47 34%	87 29%	89 36%	102 28%	210 34% R	125 26%	72 27%	78 27%	78 31%	57 38% ST	21 40% *	30 31% *	292 32%	43 25%	202 32%	88 28%	45 28%	116 35% e	219 29%	144 36% g	192 27%	220 33%	115 27%
Fairly unlikely (-1)	263 24%	120 22%	142 25%	28 25%	44 23%	38 22%	34 19%	44 25%	73 28% G	72 24%	73 20%	118 27% K	35 25% O	72 24% O	40 16%	101 28% O	152 25%	111 23%	68 26% V	74 26% V	63 25%	25 17%	11 20% *	22 23% *	209 23%	54 31% Y	147 23%	73 23%	43 27%	67 20%	196 25%	77 19%	186 27% f	158 23%	105 25%
Very unlikely (-2)	210 19%	105 20%	104 19%	12 10%	23 12%	26 15%	41 22% DE	42 24% DEF	66 25% DEF	35 12%	67 18% J	108 25% J	15 11%	39 13%	53 22% MN	90 25% MN	99 16%	111 23% Q	62 24% UV	56 19% V	40 16%	16 10%	14 27% V*	22 24% V*	175 19%	35 20%	121 19%	56 18%	34 21%	51 16%	159 21%	57 14%	153 22% f	111 16%	99 24% h
Don't know	139 13%	53 10%	86 15% B	18 16%	18 10%	30 17% H	25 14%	16 9%	31 12%	36 12%	55 15%	48 11%	22 15%	39 13%	37 15%	35 10%	62 10%	77 16% Q	28 11%	39 14%	34 13%	23 15%	4 7% *	11 12% *	115 12%	24 13%	62 10%	51 16% a	26 16% a	28 9%	111 14% d	43 11%	96 14%	77 11%	62 15%
NET: Likely	488 44%	258 48% C	229 41%	55 49% I	102 54% HI	84 47% I	83 45% I	74 42%	90 34%	157 52% L	167 46% L	164 37%	69 49% P	152 50% P	117 47% P	137 38%	304 49% R	184 38%	102 39%	117 41%	116 46%	88 58% STUX	25 46% *	40 42% *	425 46% Z	63 36%	297 47% c	135 43%	57 36%	185 56% e	303 39%	225 56% g	263 38%	332 49% i	156 37%
NET: Unlikely	473 43%	225 42%	246 44%	40 35%	67 36%	64 36%	75 41%	87 49% DEF	140 54% DEFG	107 36%	140 39%	226 52% JK	50 36%	111 37%	93 38%	191 53% MNO	251 41%	222 46%	131 50% UV	130 45% V	103 41% V	41 27%	25 47% V*	44 47% V*	384 42%	89 51% Y	267 43%	129 41%	77 48%	119 36%	354 46% d	134 33%	339 49% f	269 40%	204 48% h
Mean	-0.04	0.04	-0.13	0.20 HI	0.33 GHI	0.18 HI	-0.10 I	-0.18	-0.43	0.28 KL	0.03 L	-0.33	0.21 P	0.25 P	-0.01 P	-0.34	0.09 R	-0.23	-0.26	-0.12	0.05 S	0.49 STUWX	-0.23 *	-0.20 *	* Z	-0.27	0.01 c	-0.01	-0.31	0.27 e	-0.19	0.32 g	-0.26	0.11 i	-0.30

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … act with integrity?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	153	15	76	16	15	94	31	27	105	124	9	58	27	72	20	34	80	33	106	116	7
	14%	4%	28%	23%	12%	22%	7%	11%	17%	29%	2%	26%	7%	26%	6%	15%	16%	14%	17%	34%	2%
			BE	B*	B	G		KO	HKMO	HIKMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMO	U	U	RSU	
Fairly likely (1)	335	80	118	25	33	171	86	75	209	212	53	96	69	113	84	60	183	72	195	159	66
	30%	23%	43%	35%	27%	40%	21%	30%	34%	49%	13%	43%	19%	41%	24%	26%	38%	31%	32%	47%	15%
			BE	*		G		KM	KMOP	HIKMNOPQ		HIKMOP	K	HIKMOP	KM	KM	KMOP	U	U	RSU	
Fairly unlikely (-1)	263	125	37	8	31	81	117	70	127	54	138	39	109	46	104	57	116	58	143	29	159
	24%	36%	14%	11%	26%	19%	29%	28%	21%	12%	35%	17%	30%	17%	30%	25%	24%	25%	23%	8%	36%
		CD		*	CD		F	IJLN	J		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	JLN	JLN	T	T		RST
Very unlikely (-2)	210	93	25	12	31	45	130	57	112	23	159	19	134	24	118	69	72	51	115	18	165
	19%	27%	9%	17%	26%	11%	32%	23%	18%	5%	40%	8%	37%	9%	34%	30%	15%	22%	19%	5%	37%
		C		*	C		F	JLNQ	JLNQ		HIJLNOPQ	J	HIJLNQ	J	HIJLNQ	HIJLNQ	JLN	T	T		RST
Don't know	139	30	15	9	10	33	47	18	55	22	37	13	25	20	25	9	35	19	56	15	48
	13%	9%	6%	13%	8%	8%	11%	7%	9%	5%	9%	6%	7%	7%	7%	4%	7%	8%	9%	5%	11%
				*					JP		JP							T	T		T
NET: Likely	488	95	194	41	47	264	117	102	313	336	62	154	96	185	104	94	263	105	302	276	73
	44%	28%	72%	59%	39%	62%	28%	41%	52%	77%	16%	69%	26%	67%	30%	41%	54%	45%	49%	82%	16%
			BE	BE*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	U	RSU	
NET: Unlikely	473	218	62	20	63	127	247	127	239	77	297	58	243	70	222	127	188	109	259	47	323
	43%	63%	23%	28%	52%	30%	60%	51%	39%	18%	75%	26%	67%	26%	63%	55%	39%	47%	42%	14%	73%
		CD		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	T	T		RST
Mean	-0.04	-0.64	0.72	0.41	-0.29	0.48	-0.63	-0.24	0.12	0.87	-1.07	0.64	-0.75	0.63	-0.66	-0.31	0.18	-0.10	0.06	1.01	-1.03
			BE	BE*	B*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... reduce taxes?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	78 7%	48 9% C	30 5%	9 8% I	29 15% GHI	20 11% HI	10 5% I	9 5% I	1 *	38 13% L	30 8% L	10 2%	15 10% OP	41 13% OP	13 5%	10 3%	47 8%	31 6%	20 8%	17 6%	15 6%	20 13% TUX	3 6% *	2 3% *	75 8% Z	3 2%	53 8% c	23 7% c	2 1%	47 14% e	31 4%	37 9% g	42 6%	61 9% i	18 4%
Fairly likely (1)	182 17%	89 17%	93 17%	35 31% FGHI	52 28% GHI	36 20% HI	28 15% I	16 9%	15 6%	87 29% KL	64 18% L	31 7%	42 30% OP	73 24% OP	40 16% P	23 6%	105 17%	77 16%	40 15%	43 15%	40 16%	35 23%	7 13% *	18 19% *	159 17%	23 13%	102 16%	59 19%	21 13%	79 24% e	103 13%	95 24% g	87 13%	137 20% i	45 11%
Fairly unlikely (-1)	396 36%	193 36%	202 36%	40 36%	51 27%	55 31%	66 36%	75 42% EF	108 42% EF	92 30%	121 33%	184 42% JK	50 35%	84 28%	87 35%	156 43% N	240 39% R	156 32%	93 36%	105 37%	93 37%	49 32%	20 36% *	37 39% *	321 35%	75 43%	219 35%	114 36%	63 40%	99 30%	297 39% d	137 34%	259 37%	239 35%	157 37%
Very unlikely (-2)	265 24%	135 25%	129 23%	15 13%	32 17%	26 15%	49 27% DEF	55 31% DEF	86 33% DEF	47 16%	76 21%	142 32% JK	19 14%	49 16%	63 26% MN	119 33% MN	143 23%	121 25%	72 27% V	75 26% V	59 23% V	20 13%	15 28% V*	24 25% V*	210 23%	55 31% Y	161 26%	63 20%	41 25%	55 17%	209 27% d	82 20%	182 26% f	142 21%	122 29% h
Don't know	179 16%	71 13%	107 19% B	13 11%	23 12%	41 23% DEH	30 17%	22 12%	49 19%	36 12%	72 20% J	71 16%	15 11%	56 18% M	45 18% M	55 15%	81 13%	98 20% Q	36 14%	46 16%	46 18%	28 19%	9 17% *	13 14% *	160 17%	19 11%	92 15%	55 17%	32 20%	51 15%	128 17%	51 13%	128 18% f	99 15%	80 19%
NET: Likely	261 24%	138 26%	123 22%	44 40% GHI	81 43% FGHI	56 31% GHI	38 21% I	25 14% I	16 6%	125 42% KL	94 26% L	41 9%	57 40% OP	113 38% OP	53 21% P	33 9%	152 25%	108 22%	60 23%	60 21%	56 22%	55 36% STUWX	10 19% *	20 21% *	234 25% Z	26 15%	155 25% c	83 26% c	23 15%	127 38% e	134 17%	132 33% g	129 18%	198 29% i	63 15%
NET: Unlikely	661 60%	328 61%	331 59%	55 49%	84 45%	81 45%	115 63% DEF	131 74% DEFG	195 75% DEFG	139 46%	196 54% J	325 74% JK	69 49%	133 44%	150 61% MN	275 76% MNO	383 62%	277 57%	165 63% V	180 63% V	151 60% V	69 45%	34 64% V*	61 65% V*	531 57%	130 74% Y	380 61%	177 56%	104 65%	154 47%	506 66% d	219 55%	441 63% f	381 56%	279 66% h
Mean	-0.64	-0.60	-0.68	-0.16 GHI	-0.04 GHI	-0.23 GHI	-0.77 I	-0.98 I	-1.25	-0.09 KL	-0.51 L	-1.13	-0.14 OP	-0.11 OP	-0.73 P	-1.14	-0.61	-0.67	-0.70	-0.74	-0.67	-0.12 STUWX	-0.80 *	-0.77 *	-0.56 Z	-0.99	-0.62 c	-0.51 c	-0.94	-0.13 e	-0.86	-0.38 g	-0.79	-0.46 i	-0.94

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … reduce taxes?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	78 7%	13 4%	32 12% B	7 10% B*	6 5%	41 10% G	16 4%	29 12% IKMOQ	34 6% KO	57 13% IKMOQ	12 3%	29 13% IKMOQ	14 4%	32 12% IKMOQ	9 3%	29 13% IKMOQ	23 5%	30 13% SU	40 7% U	57 17% SU	10 2%
Fairly likely (1)	182 17%	32 9%	66 24% B	11 16% *	23 19% B	70 17%	55 13%	45 18% KMO	103 17% KMO	123 28% HIKLMOQ	22 5%	48 21% KMOQ	35 10% K	68 25% HIKMOQ	35 10% K	53 23% IKMOQ	70 14% KMO	39 17% U	106 17% U	97 29% RSU	30 7%
Fairly unlikely (-1)	396 36%	127 37%	99 36%	31 44% *	50 42%	183 43% G	132 32%	81 33%	244 40% JKMP	148 34%	137 35% P	95 42% HJP	124 34%	112 41% HJP	129 37% P	64 28%	216 44% HIJKMOP	82 35%	239 39% T	99 29%	166 37% T
Very unlikely (-2)	265 24%	125 36% CD	35 13%	14 20% *	32 27% C	69 16%	150 37% F	73 29% IJLNQ	130 21% JLN	38 9%	186 47% HIJLNOPQ	30 13% J	154 42% HIJLNPQ	39 14% J	139 40% HIJLNPQ	72 32% IJLNQ	109 22% JLN	63 27% T	130 21% T	30 9%	193 43% RST
Don't know	179 16%	47 14%	41 15% E	7 10% *	9 7%	61 14%	59 14%	20 8%	97 16% HKLMNOP	68 16% HKLMNOP	39 10% P	23 10% P	37 10% P	23 8%	38 11% P	11 5%	68 14% HKMNP	19 8%	101 16% RU	55 16% RU	46 10%
NET: Likely	261 24%	44 13%	97 36% BE	18 26% B*	29 24% B	112 26% G	70 17%	74 30% IKMOQ	137 22% KMOQ	180 41% HIKLMOQ	33 8%	77 34% IKMOQ	49 13% K	100 36% IKMOQ	44 13% K	83 36% IKMOQ	93 19% KMO	69 30% U	146 24% U	154 45% RSU	39 9%
NET: Unlikely	661 60%	252 73% C	134 49%	45 64% C*	83 69% C	252 59%	282 69% F	154 62% J	374 62% JN	186 43%	323 82% HIJLMNOPQ	126 56% J	278 77% HIJLNPQ	152 55% J	268 76% HIJLNPQ	136 59% J	324 67% IJLN	145 62% T	369 60% T	129 38%	359 81% RST
Mean	-0.64	-1.08	-0.17 BE	-0.53 B*	-0.72 B*	-0.46 G	-0.98	-0.54 KMOQ	-0.65 KMOQ	0.04 HIKLMNOPQ	-1.30	-0.25 HIKMOQ	-1.13 K	-0.23 HIKMOQ	-1.13 K	-0.44 IKMOQ	-0.76 KMO	-0.51 U	-0.61 U	0.18 RSU	-1.26

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

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... improve public services?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	142 13%	85 16% C	57 10%	22 20% GI	27 14% I	35 20% GI	16 9%	27 15% GI	14 5%	49 16% L	51 14%	41 9%	27 19% OP	49 16% P	29 12%	34 9%	87 14%	54 11%	35 13%	38 13% X	29 11%	30 19% UX	5 8% *	5 5% *	129 14% Z	13 7%	87 14%	40 13%	14 9%	69 21% e	73 10%	78 19% g	64 9%	93 14%	48 11%
Fairly likely (1)	368 33%	186 35%	181 32%	43 39% HI	82 44% FHI	52 29%	72 40% FHI	45 26%	72 28%	126 42% L	124 34% L	118 27%	55 39% P	110 37% P	94 38% P	101 28%	231 37% R	137 28%	74 28%	89 31%	91 36%	62 41% S	19 35% *	33 35% *	311 34%	57 32%	213 34%	113 36%	43 27%	126 38% e	242 31%	148 37%	220 32%	259 38% i	109 26%
Fairly unlikely (-1)	276 25%	125 23%	150 27%	25 22%	38 20%	41 23%	43 24%	44 25%	84 32% E	63 21%	85 23%	128 29% J	29 21%	70 23%	53 21%	107 29% MO	150 24%	126 26%	69 26% V	73 26% V	68 27% V	25 16%	15 27% *	26 28% V*	220 24%	56 32% Y	160 26%	72 23%	44 27%	61 18%	215 28% d	85 21%	191 27% f	160 24%	116 27%
Very unlikely (-2)	188 17%	93 17%	94 17%	11 10%	21 11%	20 11%	31 17%	37 21% DEF	67 26% DEF	32 11%	51 14%	104 24% JK	15 10%	32 11%	40 16%	89 25% MNO	98 16%	90 19%	60 23% UV	49 17% V	35 14%	12 8%	12 23% V*	20 21% V*	148 16%	40 23% Y	108 17%	49 16%	31 19%	46 14%	142 18%	50 12%	138 20% f	93 14%	95 22% h
Don't know	126 11%	48 9%	78 14% B	11 9%	19 10%	30 17% I	20 11%	23 13%	23 9%	30 10%	50 14%	46 11%	15 10%	40 13%	32 13%	32 9%	51 8%	75 15% Q	23 9%	36 13%	30 12%	24 16%	4 7% *	10 11% *	116 13% Z	10 6%	58 9%	40 13%	28 18% a	29 9%	97 13%	42 10%	84 12%	73 11%	53 13%
NET: Likely	510 46%	271 50% C	238 42%	66 59% HI	109 58% HI	87 49% I	88 48% I	73 41%	86 33%	175 58% KL	176 49% L	159 36%	82 58% P	159 53% P	123 50% P	135 37%	318 52% R	192 40%	109 42%	128 45%	120 47%	91 60% STUX	23 43% *	39 41% *	440 48%	70 40%	300 48% c	153 49% c	57 36%	195 59% e	315 41%	225 56% g	284 41%	352 52% i	158 37%
NET: Unlikely	464 42%	218 41%	244 44%	36 32%	60 32%	61 34%	75 41%	82 46% DEF	151 58% DEFGH	95 32%	136 38%	233 53% JK	44 31%	103 34%	93 38%	196 54% MNO	248 40%	217 45%	129 49% V	122 43% V	103 41% V	37 24%	27 50% V*	46 49% V*	368 40%	96 54% Y	269 43%	121 39%	74 47%	107 32%	357 46% d	135 34%	329 47% f	253 37%	211 50% h
Mean	*	0.09	-0.09	0.41 GHI	0.33 GHI	0.28 HI	-0.01 I	-0.13 I	-0.50	0.36 KL	0.13 L	-0.35	0.41 OP	0.28 P	0.08 P	-0.35	0.11 R	-0.15	-0.18	-0.02	0.05	0.56 STUWX	-0.23 *	-0.26 *	0.06 Z	-0.32	0.02	0.08 c	-0.25	0.36 e	-0.17	0.33 g	-0.19	0.16 i	-0.27

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … improve public services?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	142	15	66	19	15	79	29	32	95	116	9	58	22	66	18	31	74	33	96	109	7
	13%	4%	24%	28%	12%	19%	7%	13%	16%	27%	2%	26%	6%	24%	5%	14%	15%	14%	16%	32%	2%
			BE	BE*	B	G		KMO	KMO	HIKMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	KMO	U	U	RSU	
Fairly likely (1)	368	90	122	25	30	179	95	74	245	223	59	105	87	118	93	77	191	70	234	168	80
	33%	26%	45%	36%	25%	42%	23%	30%	40%	51%	15%	47%	24%	43%	26%	34%	39%	30%	38%	50%	18%
			BE	*		G		K	HKMO	HIKMNOPQ		HKMOPQ	K	HKMOP	K	KMO	HKMO	U	RU	RSU	
Fairly unlikely (-1)	276	115	37	13	50	86	126	74	125	51	152	42	120	52	114	55	121	72	126	29	170
	25%	34%	14%	18%	41%	20%	31%	30%	21%	12%	38%	18%	33%	19%	32%	24%	25%	31%	20%	9%	38%
		CD		*	CD		F	IJLN	J		HIJLMNOPQ	J	IJLNPQ	J	IJLNPQ	J	IJLN	ST	T		RST
Very unlikely (-2)	188	91	31	7	20	46	118	51	93	18	144	13	114	23	105	57	68	44	103	15	150
	17%	26%	11%	10%	17%	11%	29%	21%	15%	4%	36%	6%	31%	8%	30%	25%	14%	19%	17%	4%	34%
		CDE		*			F	JLNQ	JLN		HIJLMNOPQ		HIJLNQ	J	HIJLNQ	IJLNQ	JLN	T	T		RST
Don't know	126	33	15	6	6	34	42	17	49	27	32	8	21	15	22	9	31	14	58	18	37
	11%	9%	6%	8%	5%	8%	10%	7%	8%	6%	8%	3%	6%	5%	6%	4%	6%	6%	9%	5%	8%
				*					LP	L	LP								T		
NET: Likely	510	105	189	44	44	259	124	106	340	339	68	162	109	184	110	108	265	102	330	276	87
	46%	31%	69%	63%	37%	61%	30%	43%	56%	78%	17%	72%	30%	67%	31%	47%	55%	44%	54%	82%	20%
			BE	BE*		G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMO	U	RU	RSU	
NET: Unlikely	464	206	68	20	69	132	244	125	219	68	296	55	234	76	218	112	189	116	228	43	321
	42%	60%	25%	28%	58%	31%	59%	50%	36%	16%	75%	24%	64%	28%	62%	49%	39%	50%	37%	13%	72%
		CD		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	*	-0.57	0.61	0.58	-0.26	0.41	-0.56	-0.16	0.22	0.91	-1.00	0.70	-0.63	0.58	-0.59	-0.14	0.18	-0.12	0.17	1.02	-0.93
			BE	BE*	*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... have the right foreign policy?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	105 10%	72 13% C	32 6%	12 11% I	33 17% GHI	25 14% I	14 8%	13 7%	8 3%	44 15% L	39 11% L	22 5%	18 12% P	46 15% OP	22 9%	18 5%	68 11%	37 8%	21 8%	28 10%	22 9%	25 16% SUX	3 5% *	6 6% *	97 10% Z	8 4%	68 11% c	29 9%	8 5%	59 18% e	45 6%	58 14% g	47 7%	82 12% i	22 5%
Fairly likely (1)	292 27%	146 27%	146 26%	39 35% GI	62 33% I	53 30% I	44 24%	46 26%	48 19%	101 34% L	97 27%	94 21%	49 35% P	90 30% P	67 27%	77 21%	177 29%	114 24%	67 26%	78 27%	65 26%	36 24%	19 36% *	26 28% *	243 26%	49 28%	173 28% c	90 29% c	29 18%	111 33% e	181 24%	143 36% g	149 21%	201 30% i	91 21%
Fairly unlikely (-1)	259 24%	107 20%	151 27% B	29 26% F	36 19%	29 16%	48 26% F	49 28% F	67 26% F	65 22%	78 21%	116 26%	35 25%	59 20%	54 22%	100 27% N	160 26%	99 20%	68 26%	60 21%	58 23%	34 22%	10 19% *	29 30% *	214 23%	45 25%	148 24%	66 21%	44 28%	59 18%	199 26% d	78 19%	181 26% f	157 23%	102 24%
Very unlikely (-2)	225 20%	120 22%	104 19%	14 13%	28 15%	23 13%	36 19%	43 24% DEF	81 31% DEFG	42 14%	59 16%	124 28% JK	17 12%	42 14%	48 19%	105 29% MNO	107 17%	118 24% Q	62 24% V	57 20%	52 20%	22 14%	15 28% *	17 18% *	178 19%	46 26%	128 20%	63 20%	34 21%	53 16%	172 22% d	57 14%	168 24% f	115 17%	109 26% h
Don't know	220 20%	92 17%	127 23% B	18 16%	30 16%	48 27% DEH	42 23%	27 15%	55 21%	48 16%	90 25% J	82 19%	22 15%	66 22%	58 23%	63 17%	105 17%	115 24% Q	41 16%	63 22%	57 23%	35 23%	7 13% *	16 17% *	192 21%	29 16%	110 18%	66 21%	44 27% a	50 15%	170 22% d	67 17%	153 22% f	122 18%	98 23%
NET: Likely	397 36%	219 41% C	178 32%	51 45% GHI	94 50% GHI	78 44% GI	58 31% I	59 33% I	57 22%	145 48% KL	136 38% L	116 26%	67 48% OP	135 45% OP	89 36% P	95 26%	245 40% R	151 31%	88 34%	106 37%	87 34%	61 40%	22 40% *	32 34% *	340 37%	56 32%	240 38% c	119 38% c	37 23%	170 51% e	227 29%	201 50% g	196 28%	284 42% i	113 27%
NET: Unlikely	483 44%	227 42%	254 45%	43 38%	64 34%	52 29%	84 46% EF	92 52% DEF	148 57% DEFG	107 36%	136 38%	240 55% JK	52 37%	101 33%	101 41%	205 56% MNO	266 43%	217 45%	131 50% TV	117 41%	109 43%	56 37%	25 46% *	46 49% *	392 42%	91 52% Y	276 44%	129 41%	79 49%	112 34%	371 48% d	135 34%	348 50% f	272 40%	211 50% h
Mean	-0.23	-0.13 C	-0.34	0.06 GHI	0.22 GHI	0.22 GHI	-0.34 I	-0.41 I	-0.80	0.16 L	-0.07 L	-0.64	0.13 OP	0.16 OP	-0.20 P	-0.66	-0.12 R	-0.40	-0.38	-0.17	-0.27	0.07 S	-0.33 *	-0.32 *	-0.18 Z	-0.49	-0.18 c	-0.18 c	-0.59 *	0.23 e	-0.45	0.20 g	-0.50	-0.04 i	-0.57

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … have the right foreign policy?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	105	13	44	13	13	59	22	34	57	79	12	34	20	45	14	43	40	34	57	81	11
	10%	4%	16%	19%	11%	14%	5%	14%	9%	18%	3%	15%	5%	16%	4%	19%	8%	15%	9%	24%	2%
			B	B*	B	G		KMOQ	KMO	IKMOQ		IKMOQ	K	IKMOQ		IKMOQ	KO	SU	U	RSU	
Fairly likely (1)	292	60	119	26	23	158	67	58	193	214	32	95	59	108	74	46	166	55	187	158	44
	27%	17%	44%	37%	19%	37%	16%	23%	32%	49%	8%	42%	16%	39%	21%	20%	34%	24%	30%	47%	10%
			BE	BE*		G		KM	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOP	KM	K	HKMOP	U	U	RSU	
Fairly unlikely (-1)	259	120	31	12	33	81	112	65	131	55	130	48	100	54	97	56	111	63	137	29	139
	24%	35%	11%	17%	27%	19%	27%	26%	22%	13%	33%	21%	27%	20%	28%	24%	23%	27%	22%	9%	31%
		CD		*	C		F	J	J		HIJLMNOPQ	J	IJN	J	IJN	J	J	T	T		ST
Very unlikely (-2)	225	104	27	8	34	50	141	74	106	18	170	20	144	22	132	68	86	59	115	15	186
	20%	30%	10%	12%	28%	12%	34%	30%	17%	4%	43%	9%	40%	8%	38%	30%	18%	25%	19%	4%	42%
		CD		*	CD		F	IJLNQ	JLN		HIJLNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Don't know	220	46	50	11	17	77	69	18	121	69	53	28	42	46	35	17	84	21	120	56	64
	20%	14%	19%	15%	14%	18%	17%	7%	20%	16%	13%	13%	12%	17%	10%	7%	17%	9%	20%	17%	14%
				*					HJKLMOP	HOP	HOP	HP		HMOP			HMOP		RU	R	R
NET: Likely	397	73	163	39	36	217	88	92	250	293	43	129	78	153	87	88	205	89	243	239	55
	36%	21%	60%	56%	30%	51%	22%	37%	41%	67%	11%	57%	22%	56%	25%	39%	42%	38%	39%	70%	12%
			BE	BE*		G		KMO	KMO	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	KMO	U	U	RSU	
NET: Unlikely	483	224	58	20	66	131	253	138	237	73	299	68	243	76	228	124	197	122	252	44	325
	44%	65%	21%	29%	55%	31%	62%	56%	39%	17%	76%	30%	67%	28%	65%	54%	41%	53%	41%	13%	73%
		CD		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	-0.23	-0.81	0.55	0.42	-0.50	0.28	-0.83	-0.37	-0.07	0.77	-1.21	0.39	-0.90	0.43	-0.82	-0.29	-0.09	-0.28	-0.14	0.93	-1.17
			BE	BE*	*	G		KMO	HKMO	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMO	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ... provide strong and stable 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)	(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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	145 13%	88 16% C	56 10%	22 20% GI	29 15% I	35 20% GI	17 9%	30 17% GI	12 4%	51 17% L	51 14%	42 10%	28 20% OP	49 16% P	29 12%	35 10%	87 14%	58 12%	34 13% X	36 13% X	34 13% X	33 22% STUX	6 11% X*	2 2% *	131 14% Z	13 8%	82 13%	48 15%	14 9%	69 21% e	76 10%	76 19% g	69 10%	101 15% i	43 10%
Fairly likely (1)	319 29%	167 31%	150 27%	43 38% FHI	66 35% HI	48 27%	56 31%	41 23%	63 24%	109 36% KL	104 29%	105 24%	53 38% P	95 32% P	77 31%	86 24%	192 31%	126 26%	65 25%	81 28%	73 29%	46 30%	14 26% *	39 42% STU*	274 30%	44 25%	181 29%	100 32%	37 23%	101 30%	218 28%	139 35% g	179 26%	219 32% i	99 24%
Fairly unlikely (-1)	297 27%	136 25%	160 29%	26 23%	47 25%	40 22%	50 27%	45 26%	88 34% F	73 24%	90 25%	133 30%	31 22%	76 25%	59 24%	111 31% M	174 28%	123 25%	72 28% V	84 29% V	75 30% V	22 15%	18 34% V*	25 26% V*	235 25%	62 35% Y	182 29% b	71 23%	43 27%	77 23%	220 29%	94 23%	202 29% f	174 26%	123 29%
Very unlikely (-2)	196 18%	100 19%	94 17%	11 10%	23 12%	21 12%	39 21% DEF	41 23% DEF	61 23% DEF	35 12%	59 16%	101 23% JK	16 11%	34 11%	49 20% MN	88 24% MN	97 16%	99 21%	63 24% TUV	40 14%	41 16%	21 14%	11 21% *	19 20% *	159 17%	37 21%	110 18%	50 16%	36 22%	52 16%	143 19%	50 13%	145 21% f	106 16%	90 21% h
Don't know	144 13%	45 8%	99 18% B	9 8%	23 12%	35 19% DH	21 12%	20 11%	37 14%	32 11%	56 15%	56 13%	13 9%	47 15%	34 14%	44 12%	67 11%	77 16% Q	26 10%	45 16%	30 12%	29 19% S	5 8% *	10 10% *	125 14%	19 11%	70 11%	45 14%	29 18% a	32 10%	112 15% d	42 10%	102 15% f	78 11%	66 16%
NET: Likely	463 42%	256 48% C	207 37%	65 58% GHI	95 51% GI	83 47% I	73 40% I	72 40% I	75 29%	161 54% KL	156 43% L	147 34%	81 58% NOP	144 48% P	106 43% P	120 33%	279 45% R	184 38%	100 38%	117 41%	107 42%	79 52% ST	20 36% *	41 43% *	406 44% Z	58 33%	264 42% c	149 47% c	51 32%	170 51% e	294 38%	216 54% g	248 36%	321 47% i	143 34%
NET: Unlikely	493 45%	236 44%	254 45%	38 34%	70 37%	61 34%	89 49% DEF	86 49% DEF	149 57% DEF	108 36%	150 41%	235 54% JK	46 33%	111 37%	108 44% M	199 55% MNO	271 44%	222 46%	135 52% V	124 43% V	116 46% V	44 29%	30 55% V*	44 46% V*	394 43%	99 56% Y	293 47% b	121 38%	79 50% b	129 39%	363 47% d	145 36%	348 50% f	280 41%	213 50% h
Mean	-0.08	0.02 C	-0.19	0.38 GHI	0.18 GHI	0.26 GHI	-0.24 I	-0.16 I	-0.55	0.26 KL	-0.01 L	-0.39	0.37 OP	0.19 OP	-0.11 P	-0.41	*	-0.19	-0.27	-0.05	-0.07	0.39 STUWX	-0.32 *	-0.24 *	-0.02 Z	-0.41	-0.10	0.10 c	-0.38	0.19 e	-0.21	0.27 g	-0.30	0.06 i	-0.33

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - … provide strong and stable government?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	145	20	61	19	18	84	30	41	91	117	13	54	29	66	20	41	65	40	92	111	14
	13%	6%	23%	27%	15%	20%	7%	17%	15%	27%	3%	24%	8%	24%	6%	18%	13%	17%	15%	33%	3%
			B	B*	B	G		KMO	KMO	HIKMOPQ		HIKMOQ	K	HIKMOQ	K	KMO	KMO	U	U	RSU	
Fairly likely (1)	319	63	121	22	34	167	73	54	223	219	34	99	61	110	77	50	182	56	208	172	46
	29%	18%	44%	32%	28%	39%	18%	22%	37%	50%	9%	44%	17%	40%	22%	22%	37%	24%	34%	51%	10%
			BE	B*	B	G		K	HKMOP	HIKLMNOPQ		HIKMOP	K	HKMOP	KM	K	HKMOP	U	RU	RSU	
Fairly unlikely (-1)	297	133	45	13	35	84	144	75	144	55	161	43	126	59	119	65	133	69	150	21	177
	27%	39%	16%	18%	29%	20%	35%	30%	24%	13%	41%	19%	35%	22%	34%	28%	27%	30%	24%	6%	40%
		CD		*	C		F	JLN	J		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	JL	IJLN	T	T		RST
Very unlikely (-2)	196	90	22	8	26	40	120	60	93	15	153	19	121	21	106	61	65	52	108	16	161
	18%	26%	8%	12%	21%	9%	29%	24%	15%	3%	39%	9%	33%	8%	30%	27%	13%	22%	17%	5%	36%
		CD		*	C		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNQ	J	IJLNQ	IJLNQ	JLN	T	T		RST
Don't know	144	38	23	7	7	49	44	18	56	29	34	9	26	19	29	12	41	16	58	19	47
	13%	11%	8%	11%	6%	12%	11%	7%	9%	7%	9%	4%	7%	7%	8%	5%	8%	7%	9%	6%	11%
				*					JL		L				L		L		T		T
NET: Likely	463	82	182	41	52	252	103	95	314	336	47	153	90	176	97	91	246	96	300	283	59
	42%	24%	67%	59%	43%	59%	25%	38%	52%	77%	12%	68%	25%	64%	28%	40%	51%	41%	49%	84%	13%
			BE	B*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	U	RSU	
NET: Unlikely	493	223	67	21	61	123	264	135	237	70	314	63	247	80	224	126	198	121	258	37	338
	45%	65%	25%	30%	51%	29%	64%	54%	39%	16%	79%	28%	68%	29%	64%	55%	41%	52%	42%	11%	76%
		CDE		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	-0.08	-0.69	0.62	0.50	-0.14	0.46	-0.69	-0.26	0.14	0.91	-1.12	0.58	-0.74	0.55	-0.66	-0.25	0.11	-0.17	0.05	1.07	-1.07
			BE	BE*	B*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	U	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …do what's best for Britain as a whole?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	157 14%	95 18% C	62 11%	19 17% GI	42 23% GI	36 20% GI	15 8%	28 16% GI	17 6%	61 20% KL	51 14%	45 10%	25 18% OP	63 21% OP	27 11%	38 10%	104 17% R	54 11%	35 13%	43 15%	33 13%	32 21% SUX	8 15% *	6 7% *	140 15%	18 10%	100 16% c	46 15% c	11 7%	69 21% e	89 12%	83 21% g	74 11%	110 16% i	47 11%
Fairly likely (1)	323 29%	163 30%	159 28%	41 36% HI	58 31%	52 29%	64 35% HI	43 24%	66 25%	99 33% L	116 32% L	108 25%	52 37% P	89 29%	86 35% P	88 24%	186 30%	137 28%	70 27%	73 26%	86 34%	47 31%	14 25% *	34 36% *	282 30%	41 24%	182 29%	97 31%	45 28%	111 34%	212 28%	144 36% g	179 26%	216 32% i	108 25%
Fairly unlikely (-1)	263 24%	118 22%	143 26%	23 20%	34 18%	37 21%	42 23%	49 28% E	78 30% E	56 19%	79 22%	127 29% JK	26 19%	61 20%	51 20%	109 30% MNO	154 25%	108 22%	72 28% V	77 27% V	60 24% V	22 15%	13 23% *	19 20% *	204 22%	58 33% Y	152 24%	68 22%	43 27%	66 20%	197 26%	70 17%	193 28% f	158 23%	105 25%
Very unlikely (-2)	206 19%	112 21%	93 17%	14 13%	28 15%	21 12%	36 19%	42 23% DEF	65 25% DEF	43 14%	57 16%	107 24% JK	18 13%	41 13%	47 19%	90 25% MN	104 17%	102 21%	57 22% V	51 18%	43 17%	20 13%	14 25% *	21 22% *	168 18%	38 21%	116 18%	58 19%	32 20%	48 15%	158 21% d	63 16%	143 20%	111 16%	95 23% h
Don't know	151 14%	50 9%	101 18% B	15 14%	26 14%	33 19% H	26 14%	16 9%	35 13%	41 14%	59 16%	51 12%	20 14%	49 16%	37 15%	38 10%	69 11%	82 17% Q	26 10%	42 15%	31 12%	30 20% S	6 11% *	15 16% *	130 14%	21 12%	77 12%	46 14%	28 18%	38 11%	114 15%	42 10%	109 16% f	83 12%	68 16%
NET: Likely	480 44%	258 48% C	222 40%	60 53% HI	101 53% HI	88 49% I	79 43% I	71 40%	82 32%	160 53% L	167 46% L	153 35%	77 55% P	152 50% P	113 46% P	126 35%	290 47% R	190 39%	105 40%	116 41%	119 47%	79 52% ST	22 40% *	40 42% *	421 46% Z	59 34%	282 45% c	143 45% c	56 35%	180 54% e	301 39%	227 57% g	253 36%	326 48% i	154 37%
NET: Unlikely	468 43%	230 43%	237 42%	37 33%	62 33%	58 32%	78 43%	91 51% DEF	143 55% DEFG	99 33%	136 38%	234 53% JK	44 31%	102 34%	98 39%	199 55% MNO	258 42%	211 44%	129 50% V	128 45% V	103 41% V	43 28%	26 49% V*	39 42% V*	372 40%	96 55% Y	267 43%	126 40%	75 47%	114 34%	354 46% d	133 33%	335 48% f	269 40%	200 47% h
Mean	-0.04	0.02	-0.10	0.29 GHI	0.32 GHI	0.31 GHI	-0.12 I	-0.21	-0.48	0.31 L	0.08 L	-0.37	0.34 OP	0.29 OP	-0.02 P	-0.38	0.06 R	-0.17	-0.20	-0.08	0.02	0.40 STUWX	-0.22 *	-0.17 *	0.03 Z	-0.37	*	0.02	-0.31	0.29 e	-0.19	0.32 g	-0.26	0.09 i	-0.26

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …do what's best for Britain as a whole?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	157	18	78	14	14	94	30	38	101	134	10	54	28	74	24	39	80	37	106	124	10
	14%	5%	29%	21%	12%	22%	7%	15%	17%	31%	3%	24%	8%	27%	7%	17%	16%	16%	17%	37%	2%
			BE	B*	B	G		KMO	KMO	HIKLMOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	KMO	U	U	RSU	
Fairly likely (1)	323	71	115	25	35	162	87	57	221	208	36	97	64	112	76	55	177	56	208	160	48
	29%	21%	42%	35%	29%	38%	21%	23%	36%	48%	9%	43%	18%	41%	22%	24%	36%	24%	34%	47%	11%
			BE	B*		G		K	HKMOP	HIKMNOPQ		HIKMOPQ	K	HKMOP	KM	KM	HKMOP	U	RU	RSU	
Fairly unlikely (-1)	263	127	34	11	28	83	121	69	127	41	153	42	111	47	104	52	119	64	133	13	174
	24%	37%	13%	15%	23%	20%	29%	28%	21%	9%	39%	18%	30%	17%	30%	23%	25%	27%	22%	4%	39%
		CDE		*	C		F	IJLN	J		HIJLMNOPQ	J	IJLNPQ	J	IJLNPQ	J	IJLN	T	T		RST
Very unlikely (-2)	206	90	25	9	31	43	125	63	98	21	157	17	129	22	117	71	71	55	108	18	163
	19%	26%	9%	13%	26%	10%	30%	26%	16%	5%	40%	7%	35%	8%	33%	31%	15%	23%	17%	5%	37%
		CD		*	CD		F	IJLNQ	JLN		HIJLNOPQ		HIJLNQ	J	HIJLNQ	IJLNQ	JLN	T	T		RST
Don't know	151	37	19	11	12	42	48	21	60	31	39	16	32	20	29	12	39	21	62	23	50
	14%	11%	7%	16%	10%	10%	12%	8%	10%	7%	10%	7%	9%	7%	8%	5%	8%	9%	10%	7%	11%
				C*					JP		P								T		T
NET: Likely	480	89	193	39	49	256	117	94	322	342	46	151	92	186	100	94	257	93	314	284	58
	44%	26%	71%	56%	41%	60%	29%	38%	53%	79%	12%	67%	25%	68%	28%	41%	53%	40%	51%	84%	13%
			BDE	B*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	
NET: Unlikely	468	218	59	19	59	126	246	132	225	62	310	58	239	69	221	123	191	119	241	31	337
	43%	63%	22%	28%	49%	30%	60%	53%	37%	14%	78%	26%	66%	25%	63%	54%	39%	51%	39%	9%	76%
		CDE		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	-0.04	-0.65	0.74	0.43	-0.25	0.47	-0.62	-0.28	0.18	0.97	-1.16	0.62	-0.74	0.66	-0.67	-0.28	0.17	-0.20	0.13	1.14	-1.09
			BE	BE*	B*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …reduce regional inequalities (otherwise known as levelling-up)?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	129 12%	78 15% C	51 9%	16 14% I	31 16% I	37 21% GHI	18 10% I	21 12% I	6 2%	47 16% L	55 15% L	27 6%	20 14% P	58 19% OP	26 11%	23 6%	86 14% R	43 9%	26 10%	38 13% X	28 11%	28 18% SX	5 9% *	5 5% *	121 13% Z	8 5%	83 13% c	38 12% c	9 5%	69 21% e	59 8%	71 18% g	58 8%	99 15% i	30 7%
Fairly likely (1)	308 28%	146 27%	160 29%	42 38% GHI	63 34% GI	51 28%	42 23%	46 26%	63 24%	106 35% KL	93 26%	109 25%	51 36% OP	96 32% P	64 26%	87 24%	188 30%	120 25%	80 31% U	76 27%	53 21%	55 36% U	14 27% *	29 31% *	267 29%	40 23%	181 29%	90 29%	37 23%	100 30%	207 27%	136 34% g	172 25%	202 30%	106 25%
Fairly unlikely (-1)	272 25%	133 25%	138 25%	24 22%	36 19%	32 18%	50 27% F	44 25%	86 33% DEF	60 20%	82 23%	131 30% JK	31 22%	54 18%	58 24%	111 31% MN	165 27%	108 22%	55 21%	72 25% V	77 30% SV	23 15%	17 32% V*	28 29% V*	219 24%	53 30%	164 26%	71 23%	37 23%	68 20%	205 27% d	86 21%	187 27% f	153 23%	119 28%
Very unlikely (-2)	202 18%	100 19%	100 18%	12 11%	28 15%	21 12%	36 20% D	44 25% DEF	61 23% DEF	41 14%	57 16%	105 24% JK	18 13%	39 13%	45 18%	92 25% MN	94 15%	107 22% Q	64 25% UV	53 19% V	38 15%	13 9%	13 25% V*	20 21% V*	157 17%	44 25% Y	110 18%	56 18%	35 22%	51 15%	151 20%	51 13%	150 22% f	114 17%	88 21%
Don't know	190 17%	79 15%	110 20% B	17 15%	30 16%	38 21%	37 20%	23 13%	44 17%	47 16%	75 21%	67 15%	21 15%	56 18%	54 22% P	50 14%	84 14%	105 22% Q	36 14%	47 16%	57 22% SW	33 22% SW	4 8% *	13 14% *	160 17%	30 17%	90 14%	58 19%	41 26% a	44 13%	146 19% d	58 15%	131 19%	110 16%	79 19%
NET: Likely	436 40%	224 42%	211 38%	58 52% GHI	94 50% GHI	88 49% GHI	60 33%	67 37% I	69 26%	153 51% KL	148 41% L	135 31%	71 51% OP	154 51% OP	90 36%	110 30%	274 44% R	163 34%	106 41%	114 40%	81 32%	82 54% STUWX	19 35% *	34 36% *	388 42% Z	48 28%	263 42% c	128 41% c	45 28%	170 51% e	267 35%	207 51% g	230 33%	301 44% i	136 32%
NET: Unlikely	474 43%	234 43%	238 43%	37 33%	64 34%	53 29%	86 47% DEF	88 50% DEF	147 57% DEF	100 33%	139 38%	235 54% JK	49 35%	92 31%	104 42% N	203 56% MNO	259 42%	215 45%	119 46% V	126 44% V	115 45% V	36 24%	31 57% V*	47 50% V*	376 41%	98 56% Y	273 44%	128 41%	73 46%	118 36%	356 46% d	137 34%	337 48% f	267 39%	207 49% h
Mean	-0.12	-0.07	-0.17	0.26 GHI	0.21 GHI	0.37 GHI	-0.30 I	-0.29 I	-0.62	0.23 L	0.03 L	-0.48	0.20 OP	0.33 OP	-0.17 P	-0.52	0.01 R	-0.31	-0.23	-0.12	-0.22	0.51 STUWX	-0.41 *	-0.34 *	-0.03 Z	-0.58	-0.07 c	-0.07 c	-0.46 *	0.24 e	-0.29	0.26 g	-0.35	0.03 i	-0.38

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …reduce regional inequalities (otherwise known as levelling-up)?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	129 12%	19 5%	54 20% BE	16 23% BE*	8 6%	72 17% G	25 6%	37 15% KMO	76 13% KMO	99 23% HIKLMOQ	13 3%	39 17% IKMOQ	29 8% KO	57 21% IKMOQ	18 5%	41 18% IKMOQ	52 11% KO	34 15% U	77 13% U	95 28% RSU	14 3%
Fairly likely (1)	308 28%	65 19%	123 45% BDE	21 30% *	29 24%	156 37% G	78 19%	61 24% K	208 34% HKMOP	192 44% HIKMOPQ	50 13%	98 44% HIKMOPQ	73 20% K	112 41% HIKMOPQ	68 19% K	48 21% K	166 34% HKMOP	56 24% U	199 32% RU	146 43% RSU	67 15%
Fairly unlikely (-1)	272 25%	124 36% CD	32 12%	14 21% *	44 37% CD	97 23%	127 31% F	72 29% IJLN	131 22% J	56 13%	140 35% IJLNQ	42 19% J	119 33% IJLNQ	50 18% J	121 35% IJLNQ	66 29% IJLN	124 26% IJLN	71 30% ST	125 20% T	34 10%	151 34% ST
Very unlikely (-2)	202 18%	87 25% CD	33 12%	8 12% *	25 21% C	44 10%	119 29% F	55 22% JLN	105 17% JLN	25 6%	149 38% HIJLMNOPQ	22 10% J	110 30% HIJLNQ	26 10% J	105 30% HIJLNQ	55 24% IJLNQ	81 17% JLN	48 21% T	121 20% T	19 6%	158 36% RST
Don't know	190 17%	48 14%	30 11%	10 14% *	14 11%	55 13%	63 15%	24 10%	88 14% MNP	62 14% MNP	44 11%	25 11%	33 9%	29 11%	38 11%	20 9%	63 13% M	23 10%	94 15%	43 13%	55 12%
NET: Likely	436 40%	84 24%	177 65% BE	37 53% BE*	37 30%	228 54% G	102 25%	97 39% KMO	284 47% KMOP	291 67% HIKLMNOPQ	63 16%	137 61% HIKMOPQ	101 28% K	169 62% HIKMOPQ	86 25% K	89 39% KMO	218 45% KMO	91 39% U	276 45% U	242 71% RSU	81 18%
NET: Unlikely	474 43%	211 62% CD	65 24%	23 33% *	70 58% CD	141 33%	245 60% F	127 51% IJLNQ	236 39% JLN	82 19%	289 73% HIJLMNOPQ	63 28% J	230 63% HIJLNPQ	76 28% J	226 64% HIJLNPQ	121 53% IJLNQ	205 42% JLN	119 51% ST	246 40% T	53 16%	309 69% RST
Mean	-0.12	-0.66	0.55 BE	0.35 BE*	-0.48 *	0.31 G	-0.68	-0.21 KMO	0.04 HKMOP	0.76 HIKLMNOPQ	-1.03	0.46 HIKMOPQ	-0.63 K	0.51 HIKMOPQ	-0.72 K	-0.22 KMO	-0.04 KMO	-0.20 U	-0.03 U	0.90 RSU	-0.95

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would...? - ...reduce climate change?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	97 9%	63 12% C	34 6%	23 21% GHI	28 15% GHI	25 14% GHI	11 6% I	8 5% I	1 *	52 17% KL	36 10% L	9 2%	29 21% OP	41 14% OP	19 8% P	7 2%	62 10%	35 7%	20 8%	26 9%	19 8%	24 16% STUX	3 5% *	5 5% *	91 10% Z	6 4%	62 10% c	32 10% c	3 2%	57 17% e	39 5%	51 13% g	46 7%	76 11% i	21 5%
Fairly likely (1)	266 24%	131 24%	135 24%	31 28%	63 34% GHI	45 25%	38 21%	38 22%	51 20%	95 32% KL	82 23%	89 20%	38 27%	89 30% P	57 23%	70 19%	155 25%	111 23%	57 22%	72 25%	61 24%	42 28%	14 26% *	21 22% *	230 25%	36 21%	155 25%	77 25%	34 21%	96 29% e	171 22%	118 29% g	149 21%	183 27% i	84 20%
Fairly unlikely (-1)	320 29%	144 27%	175 31%	22 20%	43 23%	45 25%	61 33% DE	61 35% DE	88 34% DE	65 22%	106 29% J	149 34% J	30 21%	75 25%	75 30% M	130 36% MN	199 32% R	121 25%	72 28%	78 27%	82 33%	35 23%	15 28% *	39 41% STV*	259 28%	61 35%	184 29%	80 25%	57 36% b	83 25%	238 31%	117 29%	203 29%	192 28%	128 30%
Very unlikely (-2)	222 20%	112 21%	110 20%	16 14%	26 14%	24 13%	41 22% EF	42 23% DEF	74 29% DEF	41 14%	65 18%	116 27% JK	18 13%	42 14%	50 20% M	100 28% MN	113 18%	110 23%	75 29% UV	61 21% V	40 16% V	12 8%	15 29% V*	20 21% V*	174 19%	48 28% Y	129 21%	60 19%	33 21%	56 17%	166 22%	59 15%	164 23% f	121 18%	101 24% h
Don't know	194 18%	87 16%	107 19%	20 18%	28 15%	41 23%	32 17%	28 16%	46 18%	47 16%	73 20%	74 17%	26 19%	55 18%	46 19%	56 15%	88 14%	106 22% Q	37 14%	50 17%	51 20%	39 26% STX	7 12% *	10 11% *	170 18%	24 14%	97 15%	64 20%	33 21%	39 12%	155 20% d	58 14%	137 20% f	107 16%	87 21%
NET: Likely	363 33%	194 36% C	168 30%	55 49% GHI	92 49% GHI	69 39% GHI	49 27%	46 26%	52 20%	146 49% KL	118 33% L	99 23%	67 48% OP	130 43% OP	76 31% P	77 21%	217 35%	146 30%	77 29%	98 34%	80 32%	66 44% SUX	17 31% *	26 27% *	320 35% Z	43 24%	217 35% c	109 35% c	37 23%	153 46% e	210 27%	169 42% g	195 28%	258 38% i	105 25%
NET: Unlikely	543 49%	256 48%	285 51%	38 34%	69 37%	69 39%	102 56% DEF	103 58% DEF	162 62% DEF	107 35%	171 47% J	265 61% JK	47 34%	117 39%	126 51% MN	230 63% MNO	312 51%	231 48%	147 56% V	138 48% V	122 48% V	46 30%	31 57% V*	59 62% TUV*	433 47%	110 62% Y	313 50%	140 45%	90 56% b	139 42%	404 53% d	176 44%	367 53% f	313 46%	230 54% h
Mean	-0.34	-0.25	-0.43	0.27 GHI	0.16 GHI	* GHI	-0.55 I	-0.60	-0.86	0.20 KL	-0.28 L	-0.75	0.27 OP	0.05 OP	-0.40 P	-0.80	-0.28	-0.42	-0.56	-0.32	-0.31	0.29 STUWX	-0.57 *	-0.57 *	-0.26 Z	-0.72	-0.31 c	-0.24 c	-0.66	0.05 e	-0.52	-0.04 g	-0.52	-0.18 i	-0.61

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …reduce climate change?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	97 9%	13 4%	36 13% B	10 14% B*	14 12% B	50 12% G	20 5%	30 12% IKMOQ	41 7% KMO	72 17% IKMOQ	10 3%	41 18% HIKMOQ	15 4%	44 16% IKMOQ	14 4%	41 18% HIKMOQ	31 6% K	33 14% SU	48 8% U	66 20% SU	11 3%
Fairly likely (1)	266 24%	59 17%	97 36% BE	27 39% BE*	18 15%	122 29% G	66 16%	56 23% K	177 29% KMOP	181 42% HIKMNOPQ	39 10%	85 38% HIKMOPQ	64 18% K	93 34% HKMOPQ	61 17% K	44 19% K	137 28% KMOP	52 22% U	177 29% U	136 40% RSU	47 11%
Fairly unlikely (-1)	320 29%	119 35% C	58 21%	17 24% *	51 43% CD	137 32%	119 29%	72 29% J	169 28% J	89 20%	141 36% HIJLMP	60 27% J	111 31% J	85 31% J	114 32% J	61 27%	159 33% IJ	70 30% T	167 27% T	59 18%	159 36% ST
Very unlikely (-2)	222 20%	100 29% CD	35 13%	9 12% *	27 22% C	47 11%	140 34% F	65 26% IJLNQ	115 19% JLN	26 6%	159 40% HIJLNOPQ	23 10% J	132 36% HIJLNPQ	30 11% J	116 33% HIJLNQ	63 27% IJLNQ	90 19% JLN	57 24% T	118 19% T	21 6%	172 39% RST
Don't know	194 18%	52 15%	45 17% E	7 10% *	10 8%	68 16%	65 16%	24 10%	105 17% HKLMNOPQ	67 15% HLNP	47 12%	17 7%	40 11%	21 8%	46 13% LN	21 9%	69 14% LN	21 9%	107 17% RU	57 17% R	56 13%
NET: Likely	363 33%	72 21%	133 49% BE	37 53% BE*	32 27%	172 41% G	87 21%	87 35% KMO	218 36% KMO	253 58% HIKMNOPQ	49 12%	125 56% HIKMOPQ	80 22% K	138 50% HIKMOPQ	75 21% K	85 37% KMO	168 35% KMO	85 37% U	225 36% U	202 60% RSU	58 13%
NET: Unlikely	543 49%	219 64% CD	93 34%	25 37% *	78 65% CD	184 43%	259 63% F	137 55% IJLN	284 47% JL	115 27%	300 76% HIJLMNOPQ	83 37% J	244 67% HIJLNPQ	116 42% J	230 66% HIJLNPQ	124 54% JLN	249 51% IJLN	127 54% T	285 46% T	80 24%	330 74% RST
Mean	-0.34	-0.80	0.18 BE	0.21 BE*	-0.52 *	-0.03 G	-0.84	-0.38 KMO	-0.28 KMO	0.50 HIKLMNOPQ	-1.14	0.29 HIKMOPQ	-0.87 K	0.14 HIKMOPQ	-0.84 K	-0.30 KMO	-0.34 KMO	-0.31 U	-0.26 U	0.59 RSU	-1.11

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

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …have sensible policies?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Very likely (2)	151 14%	96 18% C	55 10%	19 17% GI	41 22% GI	29 16% GI	14 8%	27 15% GI	21 8%	60 20% KL	43 12%	48 11%	25 18% OP	56 18% OP	27 11%	38 10%	95 15%	55 11%	31 12%	39 14%	35 14%	32 21% SX	8 15% *	6 6% *	135 15%	16 9%	99 16% c	39 12%	13 8%	69 21% e	82 11%	82 20% g	68 10%	107 16% i	44 10%
Fairly likely (1)	334 30%	168 31%	165 29%	47 42% FHI	62 33% I	53 30%	67 37% HI	46 26%	59 23%	109 36% L	120 33% L	104 24%	59 42% NP	94 31%	86 35% P	90 25%	198 32%	136 28%	81 31%	79 28%	82 32%	42 27%	16 29% *	34 36% *	281 30%	53 30%	185 29%	105 34%	44 27%	111 33%	223 29%	145 36% g	189 27%	230 34% i	104 25%
Fairly unlikely (-1)	259 24%	112 21%	146 26%	22 20%	35 19%	40 22%	40 22%	48 27%	73 28% E	58 19%	80 22%	121 28% J	26 18%	63 21%	52 21%	104 29% MN	151 24%	108 22%	61 23%	73 25%	58 23%	28 18%	17 31% *	23 24% *	216 23%	42 24%	150 24%	70 22%	39 25%	58 18%	200 26% d	76 19%	183 26% f	151 22%	107 25%
Very unlikely (-2)	204 19%	108 20%	95 17%	13 12%	26 14%	19 11%	35 19% F	39 22% DEF	73 28% DEFG	39 13%	54 15%	111 25% JK	16 11%	39 13%	43 18%	92 25% MNO	96 16%	108 22% Q	60 23% V	53 19%	44 17%	18 12%	10 19% *	18 19% *	159 17%	45 26% Y	118 19%	49 16%	36 23%	57 17%	148 19%	51 13%	153 22% f	105 15%	99 24% h
Don't know	152 14%	53 10%	99 18% B	11 10%	23 12%	38 21% DEH	27 15%	18 10%	35 14%	34 11%	65 18% JL	53 12%	14 10%	51 17% P	39 16%	40 11%	77 12%	76 16%	27 10%	42 15%	35 14%	32 21% SW	4 7% *	13 14% *	133 14%	19 11%	74 12%	51 16%	28 17%	37 11%	115 15%	48 12%	105 15%	85 13%	67 16%
NET: Likely	485 44%	264 49% C	220 39%	66 59% FGHI	104 55% GHI	82 46% I	81 44% I	73 41% I	80 31%	169 56% KL	163 45% L	152 35%	85 60% NOP	149 49% P	113 45% P	128 35%	293 47% R	192 40%	112 43%	118 41%	117 46%	74 48%	24 44% *	40 43% *	415 45%	69 39%	284 45% c	144 46% c	57 35%	179 54% e	305 40%	228 57% g	257 37%	336 50% i	148 35%
NET: Unlikely	463 42%	220 41%	241 43%	35 32%	61 32%	59 33%	75 41%	87 49% DEF	145 56% DEFG	97 32%	134 37%	232 53% JK	42 30%	102 34%	96 39%	196 54% MNO	247 40%	216 45%	121 47% V	126 44% V	102 40%	46 30%	27 50% V*	41 44% V*	375 41%	88 50% Y	268 43%	119 38%	75 47%	115 35%	348 45% d	127 32%	336 48% f	256 38%	207 49% h
Mean	-0.03	0.06	-0.13	0.35 GHI	0.35 GHI	0.23 HI	-0.09 I	-0.16 I	-0.52	0.35 KL	0.06 L	-0.37	0.41 OP	0.26 P	* P	-0.38	0.08 R	-0.19	-0.16	-0.09	0.03	0.35 STX	-0.11 *	-0.16 *	0.02 Z	-0.30	-0.01 c	0.06 c	-0.32	0.26 e	-0.17	0.37 g	-0.28	0.14 i	-0.32

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1B_2422. If they win the next General Election, how likely or unlikely do you think it is that a Labour government with Keir Starmer as Prime Minister would…? - …have sensible policies?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Very likely (2)	151	17	67	20	13	92	26	36	93	113	16	52	29	69	22	42	78	38	96	108	15
	14%	5%	25%	29%	11%	22%	6%	15%	15%	26%	4%	23%	8%	25%	6%	18%	16%	16%	16%	32%	3%
			BE	BE*	B	G		KMO	KMO	HIKMOPQ		HIKMOQ	K	HIKMOPQ		KMO	KMO	U	U	RSU	
Fairly likely (1)	334	65	133	22	34	163	85	50	237	230	30	107	62	121	69	52	180	54	219	175	45
	30%	19%	49%	32%	28%	38%	21%	20%	39%	53%	8%	47%	17%	44%	20%	23%	37%	23%	36%	52%	10%
			BDE	B*		G		K	HKMOP	HIKMNOPQ		HIKMOPQ	K	HKMOPQ	K	K	HKMOP	U	RU	RSU	
Fairly unlikely (-1)	259	130	23	10	32	80	121	84	112	43	150	37	120	40	109	60	105	75	123	20	164
	24%	38%	9%	14%	26%	19%	30%	34%	18%	10%	38%	16%	33%	14%	31%	26%	22%	32%	20%	6%	37%
		CDE		*	C		F	IJLNPQ	J		IJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLN	IJN	ST	T		ST
Very unlikely (-2)	204	94	29	10	31	41	131	58	105	21	158	18	123	26	121	62	80	50	112	15	168
	19%	28%	11%	15%	25%	10%	32%	24%	17%	5%	40%	8%	34%	9%	34%	27%	17%	21%	18%	4%	38%
		CD		*	C		F	JLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	T	T		RST
Don't know	152	37	20	7	11	48	48	19	61	28	41	12	29	20	30	14	42	16	66	21	54
	14%	11%	7%	10%	9%	11%	12%	8%	10%	7%	10%	5%	8%	7%	9%	6%	9%	7%	11%	6%	12%
				*					JL		LP								T		RT
NET: Likely	485	82	200	43	47	255	111	86	330	343	46	158	92	190	91	93	258	92	315	283	59
	44%	24%	74%	61%	39%	60%	27%	35%	54%	79%	12%	70%	25%	69%	26%	41%	53%	39%	51%	84%	13%
			BE	BE*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	
NET: Unlikely	463	224	52	20	62	121	253	143	217	64	308	55	243	66	230	122	185	125	235	35	331
	42%	65%	19%	29%	52%	29%	61%	58%	36%	15%	78%	24%	67%	24%	66%	53%	38%	54%	38%	10%	74%
		CDE		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNPQ	IJLNQ	JLN	ST	T		RST
Mean	-0.03	-0.72	0.74	0.52	-0.29	0.49	-0.68	-0.34	0.19	0.91	-1.14	0.64	-0.73	0.65	-0.74	-0.23	0.16	-0.21	0.12	1.07	-1.09
			BE	BE*	B*	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	KMO	HKMOP	U	RU	RSU	

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q3_2421. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Keir Starmer	369 34%	217 40% C	151 27%	51 45% HI	73 39% I	61 34% I	69 38% I	53 30%	62 24%	124 41% L	130 36% L	115 26%	63 44% NP	105 35% P	99 40% P	93 26%	210 34%	159 33%	95 37%	92 32%	90 35%	48 32%	15 28% *	29 31% *	317 34%	53 30%	209 33%	121 39% c	39 24%	131 40% e	238 31%	161 40% g	208 30%	247 36% i	122 29%
Rishi Sunak	204 19%	102 19%	101 18%	16 14%	26 14%	22 12%	31 17%	32 18%	77 29% DEFGH	42 14%	53 15%	109 25% JK	23 16%	38 12%	37 15%	86 24% NO	124 20%	80 16%	43 16%	59 21% X	58 23% X	26 17%	8 14% *	10 11% *	165 18%	39 22%	133 21% b	35 11%	37 23% b	45 14%	158 21% d	75 19%	129 19%	117 17%	87 21%
No difference between the two	170 15%	78 15%	91 16%	12 11%	35 18%	33 18%	26 14%	32 18%	32 12%	47 16%	59 16%	64 15%	15 10%	57 19% M	37 15%	56 15%	94 15%	76 16%	37 14%	47 16%	33 13%	20 13%	13 24% *	20 21% *	144 16%	25 14%	108 17%	42 13%	20 12%	56 17%	114 15%	64 16%	105 15%	112 17%	57 14%
Neither would make a good Prime Minister	281 26%	125 23%	155 28%	26 23%	37 20%	44 25%	42 23%	52 29% E	80 31% E	63 21%	86 24%	132 30% J	32 23%	70 23%	52 21%	116 32% MNO	150 24%	131 27%	72 27%	70 25%	54 21%	39 26%	15 28% *	30 32% U*	232 25%	49 28%	145 23%	84 27%	52 32% a	72 22%	209 27%	70 18%	210 30% f	151 22%	129 31% h
Don't know	77 7%	16 3%	61 11% B	8 7%	17 9% I	20 11% HI	15 8%	8 5%	10 4%	24 8% L	34 9% L	18 4%	8 6%	33 11% P	23 9% P	13 4%	39 6%	38 8%	14 6%	18 6%	19 7%	18 12% S	3 6% *	5 5% *	67 7%	10 6%	32 5%	32 10% a	12 8%	27 8%	50 6%	32 8%	45 6%	50 7%	27 6%
NET: No difference / neither	450 41%	203 38%	246 44%	38 34%	72 38%	77 43%	68 37%	84 47% DG	112 43%	110 37%	145 40%	196 45% J	47 33%	127 42%	89 36%	171 47% MO	244 40%	207 43%	108 42%	117 41%	87 34%	59 39%	28 52% U*	50 53% UV*	376 41%	74 42%	252 40%	127 40%	71 45%	128 39%	322 42%	135 33%	316 45% f	264 39%	186 44%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q3_2421. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Keir Starmer	369	37	192	27	37	203	88	33	306	291	21	105	81	144	69	53	224	32	302	257	31
	34%	11%	71%	38%	30%	48%	21%	13%	50%	67%	5%	47%	22%	52%	20%	23%	46%	14%	49%	76%	7%
			BDE	B*	B	G		K	HKMOPQ	HIKLMNOPQ		HKMOP	HK	HKMOPQ	HK	HK	HKMOP	U	RU	RSU	
Rishi Sunak	204	147	14	11	11	68	107	141	27	33	148	36	92	32	103	60	59	143	16	20	148
	19%	43%	5%	16%	10%	16%	26%	57%	4%	8%	37%	16%	25%	12%	29%	26%	12%	61%	3%	6%	33%
		CDE		C*			F	IJKLMNOPQ		I	IJLMNOPQ	IJN	IJLNQ	IJ	IJLNQ	IJLNQ	IJ	STU		S	ST
No difference between the two	170	53	23	15	27	53	66	33	63	49	54	34	48	34	49	49	59	32	66	33	65
	15%	15%	9%	21%	22%	13%	16%	13%	10%	11%	14%	15%	13%	12%	14%	21%	12%	14%	11%	10%	15%
		C		C*	C							I			I	HIJKLMNOQ					S
Neither would make a good Prime Minister	281	94	34	13	42	82	133	28	191	42	167	45	133	55	122	63	128	16	210	17	195
	26%	27%	13%	18%	35%	19%	32%	11%	32%	10%	42%	20%	37%	20%	35%	28%	26%	7%	34%	5%	44%
		C		*	CD		F		HJLNQ		HIJLMNOPQ	HJ	HIJLNPQ	HJ	HJLNPQ	HJLN	HJLN		RT		RST
Don't know	77	13	8	4	3	18	17	13	21	20	5	5	9	11	8	5	16	10	22	12	6
	7%	4%	3%	6%	2%	4%	4%	5%	3%	5%	1%	2%	3%	4%	2%	2%	3%	4%	4%	3%	1%
				*				KOP	K	K				K			K	U	U		
NET: No difference / neither	450	147	58	27	69	135	199	61	254	91	221	79	182	88	171	112	187	48	276	49	260
	41%	43%	21%	39%	57%	32%	48%	25%	42%	21%	56%	35%	50%	32%	49%	49%	38%	21%	45%	15%	59%
		C		C*	BCD		F		HJLN		HIJLMNOQ	HJ	HIJLNQ	HJ	HIJLNQ	HJLNQ	HJN	T	RT		RST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q4_2421. As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A Labour majority government	483 44%	271 50% C	211 38%	56 50%	79 42%	79 44%	80 44%	82 46%	107 41%	135 45%	159 44%	189 43%	64 45%	133 44%	112 45%	154 42%	276 45%	207 43%	126 48% X	128 45%	106 42%	67 44%	23 42% *	33 35% *	409 44%	74 42%	271 43%	154 49% c	58 36%	140 42%	343 45%	196 49% g	287 41%	301 44%	182 43%
A hung parliament with Labour as the biggest party	196 18%	95 18%	101 18%	10 9%	28 15%	20 11%	41 22% DF	40 22% DF	57 22% DF	39 13%	61 17%	96 22% J	15 10%	40 13%	51 21% MN	83 23% MN	125 20% R	71 15%	48 18%	46 16%	53 21%	25 17%	9 16% *	16 17% *	161 17%	35 20%	124 20% b	39 12%	34 21% b	50 15%	146 19%	69 17%	127 18%	114 17%	82 19%
A Conservative majority government	98 9%	60 11% C	37 7%	21 19% FGHI	26 14% GHI	17 10%	13 7%	7 4%	13 5%	47 16% KL	30 8%	21 5%	29 21% NOP	32 11% P	16 7%	16 5%	51 8%	47 10%	23 9%	25 9%	21 8%	19 13%	3 6% *	6 6% *	87 9%	11 6%	49 8%	32 10%	17 11%	42 13% e	56 7%	41 10%	57 8%	76 11% i	22 5%
A hung parliament with the Conservatives as the biggest party	95 9%	41 8%	52 9%	6 5%	19 10%	13 7%	10 6%	12 7%	35 13% DGH	24 8%	23 6%	47 11%	10 7%	26 9%	12 5%	38 10% O	62 10%	33 7%	16 6%	25 9%	25 10%	8 6%	7 13% *	14 15% sv*	70 8%	25 14% Y	58 9%	19 6%	18 11%	26 8%	68 9%	28 7%	67 10%	53 8%	41 10%
Some other result	50 5%	23 4%	27 5%	8 7% I	7 4%	11 6% I	11 6% I	9 5% I	4 1%	15 5%	22 6%	13 3%	9 6%	16 5%	12 5%	12 3%	22 4%	28 6%	9 3%	12 4%	13 5%	7 4%	5 10% *	5 5% *	42 5%	8 5%	24 4%	19 6%	8 5%	16 5%	34 4%	9 2%	41 6% f	34 5%	16 4%
Don't know	178 16%	47 9%	131 23% B	11 10%	29 15%	39 22% D	27 15%	27 15%	45 17%	40 13%	66 18%	72 16%	14 10%	54 18% M	44 18% M	60 17%	82 13%	97 20% Q	39 15%	50 17%	36 14%	25 16%	7 13% *	21 22% *	155 17%	23 13%	100 16%	53 17%	25 16%	57 17%	121 16%	59 15%	120 17%	100 15%	79 19%
NET: Labour majority/biggest party	679 62%	366 68% C	312 56%	66 59%	107 57%	99 56%	121 66%	122 69% EF	163 63%	174 58%	221 61%	285 65%	78 56%	174 57%	163 66% M	237 65% M	401 65% R	279 58%	174 67% X	174 61%	158 63%	93 61%	31 58% *	49 52% *	571 62%	108 62%	395 63%	192 61%	92 58%	191 58%	489 64%	265 66% g	414 59%	415 61%	264 63%
NET: Conservative majority/biggest party	193 18%	102 19%	90 16%	27 24% GH	45 24% GH	30 17%	23 13%	19 11%	48 19% H	72 24% KL	53 15%	68 15%	39 28% NOP	59 19% O	28 11%	54 15%	112 18%	80 17%	39 15%	50 17%	46 18%	28 18%	10 19% *	20 21% *	157 17%	36 20%	108 17%	50 16%	35 22%	68 20%	125 16%	69 17%	124 18%	129 19%	63 15%
NET: Hung parliament	291 26%	136 25%	154 27%	16 14%	47 25% D	33 18%	51 28% DF	52 29% DF	91 35% DEF	63 21%	84 23%	143 33% JK	25 17%	66 22%	63 25%	121 33% MNO	186 30% R	104 22%	63 24%	71 25%	77 31%	34 22%	16 29% *	30 32% *	231 25%	59 34% Y	182 29% b	58 18%	51 32% b	76 23%	214 28%	97 24%	194 28%	167 25%	123 29%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q4_2421. As you probably know, the general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A Labour majority government	483 44%	105 31%	199 73% BDE	32 46% B*	55 46% B	223 53% G	164 40%	62 25%	358 59% HKMOP	285 66% HIKLMNOPQ	108 27%	120 53% HKMOP	146 40% HK	162 59% HKMOP	142 40% HK	97 42% HK	269 55% HKMOP	57 24%	349 57% RU	238 70% RSU	138 31% R
A hung parliament with Labour as the biggest party	196 18%	80 23% C	42 15%	14 20% *	22 18%	77 18%	95 23%	45 18%	115 19% J	60 14%	99 25% HIJLNP	38 17%	77 21% J	44 16%	77 22% JP	36 16%	101 21% JN	49 21% T	111 18% T	33 10%	110 25% ST
A Conservative majority government	98 9%	52 15% C	7 3%	8 11% C*	11 9% C	40 9%	32 8%	69 28% IJKLMNOPQ	8 1%	35 8% IQ	42 11% IMQ	32 14% IJMNQ	26 7% I	24 9% IQ	32 9% IQ	36 16% IJKMNOQ	26 5% I	55 24% STU	23 4%	27 8% S	42 9% S
A hung parliament with the Conservatives as the biggest party	95 9%	49 14% C	13 5%	5 7% *	11 9%	35 8%	46 11%	44 18% IJLMNOPQ	33 5% J	14 3%	65 16% IJLMNOPQ	13 6% J	39 11% IJLNQ	13 5%	40 11% IJLNQ	19 8% J	36 7% IJ	47 20% ST	29 5%	12 4%	67 15% ST
Some other result	50 5%	12 3% C	1 *	2 3% C*	12 10% BC	8 2%	24 6% F	4 1%	24 4% JQ	5 1%	25 6% HJLQ	6 3%	23 6% HIJQ	11 4% J	17 5% HIJQ	21 9% HIJLNOQ	11 2%	4 2%	31 5% T	4 1%	31 7% RT
Don't know	178 16%	45 13% C	10 4%	8 12% C*	10 8%	42 10%	50 12%	25 10%	69 11% JLNQ	36 8%	57 14% JLNPQ	17 7%	52 14% JLNPQ	20 7%	43 12% J	20 9%	44 9%	21 9%	74 12% T	24 7%	57 13% T
NET: Labour majority/biggest party	679 62%	186 54%	241 89% BDE	46 66% *	77 64%	300 71% G	259 63%	107 43%	473 78% HKLMOP	345 79% HKLMOP	207 52% H	158 70% HKMP	223 61% HK	206 75% HKMOP	218 62% HK	133 58% H	370 76% HKMOP	106 45%	460 75% RU	271 80% RSU	248 56% R
NET: Conservative majority/biggest party	193 18%	101 29% CE	20 7%	13 18% C*	22 19% C	75 18%	78 19%	113 45% IJKLMNOPQ	41 7%	49 11% I	107 27% IJLMNOQ	45 20% IJNQ	65 18% IJQ	37 14% I	72 20% IJNQ	55 24% IJNQ	61 13% I	101 44% STU	52 8%	39 12% S	109 24% ST
NET: Hung parliament	291 26%	129 38% C	54 20%	19 27% *	33 27%	111 26%	141 34% F	89 36% IJLNPQ	148 24% J	73 17%	164 41% IJLMNOPQ	51 23% J	116 32% IJLNP	57 21%	116 33% IJLNP	55 24% J	137 28% IJN	96 41% ST	140 23% T	46 13%	177 40% ST

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

23-085423-22 - 31st May - 3rd June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q5_2421. And what would be your preferred outcome?
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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A Labour majority government	402 37%	217 40% C	184 33%	54 48% FI	74 39% I	63 35% I	79 43% I	67 38% I	65 25%	128 43% L	143 39% L	132 30%	68 48% NP	109 36%	106 43% P	111 31%	233 38%	170 35%	94 36%	102 36%	100 40%	59 39%	15 29% *	31 33% *	341 37%	61 35%	214 34%	139 44% ac	50 31%	130 39%	272 35%	180 45% g	223 32%	270 40% i	133 31%
A Conservative majority government	231 21%	128 24% C	103 18%	14 13%	33 17%	25 14%	31 17%	33 19%	96 37% DEFGH	47 16%	55 15%	129 30% JK	20 14%	47 15%	38 15%	107 29% MNO	137 22%	95 20%	53 20%	68 24% X	58 23%	27 18%	12 22% *	12 13% *	181 20%	50 29% Y	152 24% b	37 12%	43 27% b	55 16%	177 23% d	69 17%	162 23% f	131 19%	101 24%
A hung parliament with Labour as the biggest party	68 6%	36 7%	32 6%	11 10%	16 8%	9 5%	9 5%	9 5%	13 5%	27 9%	19 5%	22 5%	13 9% O	23 8%	10 4%	19 5%	42 7%	26 5%	20 8%	16 6%	14 5%	4 3%	4 8% *	10 11% V*	63 7%	5 3%	40 6%	21 7%	7 5%	21 6%	47 6%	28 7%	40 6%	44 7%	24 6%
A hung parliament with the Conservatives as the biggest party	65 6%	31 6%	33 6%	6 5%	6 3%	9 5%	12 7%	12 7%	19 7%	12 4%	21 6%	31 7%	8 6%	11 4%	16 7%	25 7%	28 5%	37 8% Q	16 6%	18 6%	11 4%	11 8%	2 4% *	7 8% *	56 6%	9 5%	40 6%	15 5%	10 6%	20 6%	45 6%	25 6%	40 6%	43 6%	22 5%
Some other result	159 14%	77 14%	82 15%	15 14%	29 16%	29 16%	26 14%	33 18% I	26 10%	45 15%	56 15%	59 13%	19 13%	50 17%	36 14%	51 14%	87 14%	72 15%	32 12%	39 14%	35 14%	21 14%	12 22% *	21 22% S*	133 14%	26 15%	83 13%	51 16%	25 16%	48 15%	111 14%	38 9%	121 17% f	91 13%	68 16%
Don't know	174 16%	47 9%	126 22% B	12 10%	30 16%	43 24% DGH	25 14%	24 13%	41 16%	42 14%	68 19%	64 15%	14 10%	63 21% MP	42 17% M	50 14%	90 15%	84 17%	46 18%	42 15%	35 14%	29 19%	9 16% *	12 13% *	150 16%	24 14%	98 16%	51 16%	25 16%	57 17%	117 15%	63 16%	111 16%	99 15%	75 18%
NET: Labour majority/biggest party	471 43%	253 47% C	216 39%	65 58% FHI	89 47% I	73 41% I	89 48% I	76 43% I	78 30%	155 51% L	161 45% L	154 35%	81 57% NOP	132 44%	117 47% P	130 36%	275 45%	195 40%	114 44%	118 41%	114 45%	63 42%	20 37% *	42 44% *	405 44%	66 37%	254 40%	160 51% ac	57 36%	151 46%	320 42%	208 52% g	263 38%	314 46% i	156 37%
NET: Conservative majority/biggest party	296 27%	159 30%	136 24%	20 18%	39 21%	34 19%	43 23%	45 25%	115 44% DEFGH	59 20%	76 21%	160 37% JK	28 20%	57 19%	54 22%	132 36% MNO	165 27%	131 27%	69 26%	86 30%	69 27%	39 26%	14 26% *	20 21% *	237 26%	59 34% Y	192 31% b	52 16%	52 33% b	75 23%	221 29% d	94 23%	202 29% f	174 26%	122 29%
NET: Hung parliament	133 12%	67 12%	65 12%	17 15%	22 12%	19 10%	22 12%	21 12%	32 12%	39 13%	40 11%	54 12%	21 15%	33 11%	27 11%	44 12%	70 11%	63 13%	35 14%	34 12%	24 10%	15 10%	6 12% *	18 19% U*	119 13%	14 8%	80 13%	36 11%	17 11%	41 12%	92 12%	53 13%	80 11%	87 13%	45 11%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q5_2421. And what would be your preferred outcome?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A Labour majority government	402	43	220	23	29	210	104	25	343	320	19	108	86	147	87	46	249	34	322	258	43
	37%	12%	81%	33%	24%	50%	25%	10%	56%	74%	5%	48%	24%	54%	25%	20%	51%	15%	52%	76%	10%
			BDE	B*	B	G		K	HKLMOPQ	HIKLMNOPQ		HKMOP	HK	HKMOP	HK	HK	HKMOP	U	RU	RSU	
A Conservative majority government	231	178	8	11	16	68	135	163	24	27	175	36	114	32	116	70	66	142	38	26	164
	21%	52%	3%	16%	13%	16%	33%	66%	4%	6%	44%	16%	31%	12%	33%	30%	14%	61%	6%	8%	37%
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNOPQ	IJN	IJLNQ	IJ	IJLNQ	IJLNQ	IJ	STU			ST
A hung parliament with Labour as the biggest party	68	10	13	10	17	36	16	6	48	28	13	21	17	27	13	10	40	8	47	18	19
	6%	3%	5%	14%	14%	8%	4%	2%	8%	6%	3%	9%	5%	10%	4%	4%	8%	3%	8%	5%	4%
				BC*	BC	G			HKMO	H		HKMOP		HJKMOP			HKMO		RU		
A hung parliament with the Conservatives as the biggest party	65	36	5	3	9	16	39	28	22	14	35	15	24	11	35	29	24	23	21	9	49
	6%	10%	2%	4%	7%	4%	9%	11%	4%	3%	9%	7%	7%	4%	10%	13%	5%	10%	3%	3%	11%
		C		*	C		F	IJMNQ			IJNQ	IJ	IJ		IJMNQ	IJLMNQ		ST			ST
Some other result	159	38	13	8	43	50	70	9	106	13	103	27	75	38	56	55	58	6	122	6	120
	14%	11%	5%	11%	36%	12%	17%	4%	17%	3%	26%	12%	21%	14%	16%	24%	12%	3%	20%	2%	27%
		C		*	BCD		F		HJLQ		HIJLMNOQ	HJ	HJLNOQ	HJ	HJ	HIJLNOQ	HJ		RT		RST
Don't know	174	39	13	15	7	45	47	17	65	33	51	18	47	19	44	20	49	19	67	22	49
	16%	11%	5%	21%	6%	10%	11%	7%	11%	8%	13%	8%	13%	7%	13%	9%	10%	8%	11%	6%	11%
		C		BCE*					JN		HJN		HJN		HJN				T		T
NET: Labour majority/biggest party	471	53	233	33	46	246	121	30	391	348	32	129	103	174	100	56	289	42	368	276	62
	43%	15%	86%	48%	38%	58%	29%	12%	64%	80%	8%	57%	28%	63%	29%	24%	59%	18%	60%	82%	14%
			BDE	B*	B	G		K	HKLMOPQ	HIKLMNOPQ		HKMOP	HK	HKMOP	HK	HK	HKMOP		RU	RSU	
NET: Conservative majority/biggest party	296	214	13	14	25	84	174	191	46	41	210	52	139	43	150	99	90	166	59	35	213
	27%	62%	5%	20%	20%	20%	42%	77%	8%	9%	53%	23%	38%	16%	43%	43%	18%	71%	10%	10%	48%
		CDE		C*	C		F	IJKLMNOPQ			IJLMNOPQ	IJN	IJLNQ	IJ	IJLMNQ	IJLNQ	IJ	STU			ST
NET: Hung parliament	133	46	18	13	25	52	55	33	70	42	48	36	41	38	48	39	63	31	68	27	68
	12%	13%	7%	19%	21%	12%	13%	14%	12%	10%	12%	16%	11%	14%	14%	17%	13%	13%	11%	8%	15%
		C		C*	C							IJ		J		IJKM	J	T	T		ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - Summary

All Adults aged 18+ in Great Britain

	Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May?				
	The Conservative Party	**The Labour Party**	**Reform UK**	**The Green party**	**The Liberal Democrats**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**
Unweighted base	1100	1100	1100	1100	1100
Weighted base	1100	1100	1100	1100	1100
A very good campaign (2)	43 4%	102 9% ACDE	45 4% D	27 2%	35 3%
A fairly good campaign (1)	166 15%	269 24% ACDE	175 16%	164 15%	165 15%
A neither good nor bad campaign (0)	290 26%	336 31% A	296 27%	357 32% AC	377 34% ABC
A fairly bad campaign (-1)	240 22% BCDE	151 14%	142 13%	129 12%	169 15% D
A very bad campaign (-2)	206 19% BCDE	80 7%	138 13% BDE	96 9%	91 8%
Don't know	155 14%	163 15%	305 28% ABE	327 30% ABE	263 24% AB
NET: Very / fairly good campaign	209 19%	371 34% ACDE	220 20%	190 17%	200 18%
NET: Very / fairly bad campaign	446 41% BCDE	231 21%	280 25% BD	225 20%	260 24% D
Mean	-0.42	0.17 ACDE	-0.19 A	-0.14 A	-0.14 A

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - The Conservative Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A very good campaign (2)	43 4%	26 5%	16 3%	8 7% GHI	14 7% GHI	11 6% HI	5 3%	2 1%	3 1%	22 7% L	16 4% L	5 1%	11 8% OP	22 7% OP	5 2%	5 1%	27 4%	16 3%	7 3%	9 3%	9 3%	12 8% STX	4 7% *	1 1% *	38 4%	5 3%	29 5%	10 3%	3 2%	29 9% e	14 2%	22 6% g	20 3%	36 5% i	6 1%
A fairly good campaign (1)	166 15%	87 16%	78 14%	20 18%	32 17%	21 12%	22 12%	20 11%	51 19% H	53 17% K	43 12%	70 16%	27 19%	41 14%	30 12%	52 14%	92 15%	74 15%	31 12%	44 15%	41 16%	25 17%	10 19% *	15 16% *	141 15%	25 14%	102 16% b	35 11%	30 19% b	50 15%	116 15%	64 16%	103 15%	104 15%	62 15%
A neither good nor bad campaign (0)	290 26%	122 23%	168 30% B	23 20%	36 19%	39 22%	49 27%	50 28%	93 36% DEF	59 20%	88 24%	143 33% JK	28 20%	59 19%	64 26%	124 34% MNO	171 28%	120 25%	78 30%	84 29%	63 25%	34 23%	13 24% *	19 20% *	236 26%	54 31%	180 29% b	63 20%	47 29% b	84 25%	207 27%	99 25%	191 27%	172 25%	118 28%
A fairly bad campaign (-1)	240 22%	123 23%	115 21%	24 22%	39 21%	33 18%	42 23%	50 28% F	52 20%	63 21%	75 21%	102 23%	28 20%	63 21%	60 24%	83 23%	144 23%	96 20%	55 21%	70 25%	48 19%	27 18%	11 20% *	29 30% UV*	204 22%	36 21%	125 20%	80 25%	35 22%	58 17%	182 24% d	80 20%	160 23%	148 22%	92 22%
A very bad campaign (-2)	206 19%	130 24% C	76 14%	30 27% FI	38 20%	29 16%	39 21% I	35 20%	35 13%	68 23% L	69 19%	69 16%	35 25% P	55 18%	54 22%	56 15%	113 18%	93 19%	52 20%	42 15%	55 22% T	27 18%	8 15% *	22 24% *	172 19%	34 20%	99 16%	82 26% ac	25 15%	57 17%	150 19%	90 22% g	116 17%	123 18%	83 20%
Don't know	155 14%	49 9%	106 19% B	6 6%	29 15% D	46 26% DEGHI	25 14% D	22 12%	27 10%	36 12%	71 20% JL	49 11%	12 9%	63 21% MP	36 15%	43 12%	70 11%	85 18% Q	38 15%	37 13%	38 15%	26 17%	8 15% *	9 9% *	134 14%	22 12%	91 15%	44 14%	20 12%	54 16%	101 13%	47 12%	108 16%	95 14%	60 14%
NET: Very / fairly good campaign	209 19%	113 21%	94 17%	28 25% GH	46 25% GH	32 18%	27 15%	22 12%	53 21% H	74 25% KL	59 16%	75 17%	38 27% OP	63 21% O	35 14%	57 16%	119 19%	90 19%	38 15%	53 19%	50 20%	38 25% S	14 26% *	16 17% *	179 19%	30 17%	131 21% b	45 14%	33 21%	79 24% e	129 17%	86 21%	123 18%	140 21%	68 16%
NET: Very / fairly bad campaign	446 41%	253 47% C	191 34%	55 49% FI	76 41%	62 35%	81 44% I	85 48% FI	87 33%	131 44%	144 40%	171 39%	63 45%	118 39%	113 46%	139 38%	258 42%	188 39%	107 41%	112 39%	103 41%	54 36%	19 35% *	51 54% STUVW*	375 41%	71 40%	225 36%	162 51% ac	60 37%	114 35%	332 43% d	170 42%	276 40%	270 40%	176 42%
Mean	-0.42	-0.50	-0.35	-0.46	-0.34 H	-0.37	-0.56	-0.61	-0.28 GH	-0.39	-0.47	-0.41	-0.38	-0.37 O	-0.60	-0.41	-0.41	-0.44	-0.51	-0.37 X	-0.46	-0.25 X	-0.19 *	-0.66 *	-0.42	-0.46	-0.31 b	-0.70	-0.34 b	-0.23 e	-0.51	-0.43	-0.42	-0.37	-0.51

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - The Conservative Party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A very good campaign (2)	43 4%	19 6% C	4 2%	4 6% C*	3 2%	11 3%	18 4%	33 13% IJKLMNOQ	6 1%	18 4% IQ	18 4% IQ	17 8% IJOQ	17 5% IQ	18 6% IQ	13 4% I	19 8% IJKMOQ	10 2% I	31 13% STU	7 1%	21 6% S	15 3% S
A fairly good campaign (1)	166 15%	89 26% CDE	20 7%	6 8% *	19 15% C	69 16%	65 16%	108 43% IJKLMNOPQ	21 3%	54 12% I	81 21% IJMNQ	36 16% INQ	55 15% IQ	29 11% I	63 18% IJNQ	57 25% IJLMNOQ	47 10% I	99 42% STU	29 5%	44 13% S	86 19% ST
A neither good nor bad campaign (0)	290 26%	123 36% CE	47 17%	19 28% *	29 24%	82 19%	140 34% F	73 29% IJNQ	114 19%	95 22%	115 29% IJNQ	53 23%	99 27% INQ	56 20%	113 32% IJLMNQ	69 30% IJNQ	98 20%	68 29% ST	113 18%	63 19%	126 28% ST
A fairly bad campaign (-1)	240 22%	63 18%	85 31% B	19 27% *	26 21%	113 27% G	82 20%	19 7%	200 33% HJKLMOP	122 28% HKMP	76 19% H	58 26% H	74 20% H	78 28% HKMP	79 22% H	45 20% H	143 29% HKMOP	19 8%	191 31% RU	94 28% RU	89 20% R
A very bad campaign (-2)	206 19%	16 5%	91 34% BD	13 19% B*	33 27% B	99 23% G	62 15%	2 1%	190 31% HJKLMOP	113 26% HKLOP	55 14% H	45 20% HP	77 21% HKOP	75 27% HKLOP	50 14% H	27 12% H	141 29% HKLMOP	2 1%	192 31% RU	91 27% RU	73 16% R
Don't know	155 14%	33 10%	24 9%	8 11% *	11 9%	51 12%	45 11%	14 6%	77 13% HJLNPQ	33 7%	51 13% HJLNP	16 7%	43 12% HJNP	19 7%	34 10% HP	12 5%	47 10%	14 6%	85 14% RT	26 8%	56 13% RT
NET: Very / fairly good campaign	209 19%	108 31% CDE	24 9%	10 15% *	21 18% C	80 19%	83 20%	140 57% IJKLMNOPQ	27 4%	72 17% IQ	99 25% IJMNQ	54 24% IJNQ	72 20% IQ	47 17% IQ	76 22% IQ	76 33% IJKLMNOQ	57 12% I	129 56% STU	36 6%	65 19% S	100 23% S
NET: Very / fairly bad campaign	446 41%	79 23%	176 65% BDE	32 46% B*	58 48% B	211 50% G	143 35%	21 8%	390 64% HJKLMNOPQ	235 54% HKLMOP	131 33% H	102 45% HKOP	150 41% HKP	153 56% HKLMOP	129 37% H	72 31% H	284 59% HKLMOP	22 9%	383 62% RTU	185 55% RU	163 37% R
Mean	-0.42	0.10 CDE	-0.96	-0.50 C*	-0.61 C*	-0.59	-0.29 F	0.64 IJKLMNOPQ	-1.03	-0.64 IQ	-0.20 IJMNQ	-0.36 IJNQ	-0.43 IJNQ	-0.64 IQ	-0.28 IJMNQ	-0.01 IJKLMNOQ	-0.82 I	0.62 STU	-1.00	-0.61 S	-0.31 ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - 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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A very good campaign (2)	102	65	37	25	27	20	8	12	10	52	28	22	29	36	18	15	61	41	23	27	21	24	3	3	93	9	57	35	10	50	52	54	48	73	29
	9%	12% C	7%	22% FGHI	15% GHI	11% GI	4%	7%	4%	17% KL	8%	5%	21% NOP	12% P	7%	4%	10%	8%	9%	10%	8%	16% SUX	6% *	3% *	10%	5%	9%	11%	6%	15% e	7%	13% g	7%	11% i	7%
A fairly good campaign (1)	269	148	121	40	53	42	42	36	56	93	84	92	50	77	56	77	164	105	61	64	63	37	17	28	226	42	147	87	35	89	180	116	153	170	98
	24%	28% C	22%	36% FGHI	28%	23%	23%	20%	22%	31% KL	23%	21%	36% NOP	25%	23%	21%	27%	22%	23%	22%	25%	24%	31% *	29% *	24%	24%	23%	28%	22%	27%	23%	29% g	22%	25%	23%
A neither good nor bad campaign (0)	336	165	171	17	47	47	66	57	101	65	113	158	23	76	90	129	202	134	87	101	70	36	12	29	279	56	199	83	54	78	258	113	223	211	124
	31%	31%	31%	16%	25% D	26% D	36% DE	32% D	39% DEF	22%	31% J	36% J	16%	25% M	36% MN	36% MN	33%	28%	34%	35% V	28%	24%	22% *	31% *	30%	32%	32%	26%	34%	24%	34% d	28%	32%	31%	29%
A fairly bad campaign (-1)	151	66	83	16	19	15	26	34	41	36	40	75	18	31	29	61	78	73	30	37	39	16	12	17	121	29	87	39	24	37	113	47	104	84	67
	14%	12%	15%	15%	10%	8%	14%	19% EF	16% F	12%	11%	17% K	13%	10%	12%	17% N	13%	15%	12%	13%	15%	10%	23% *	18% *	13%	17%	14%	13%	15%	11%	15%	12%	15%	12%	16%
A very bad campaign (-2)	80	43	36	4	11	7	16	19	23	15	23	42	6	13	19	39	36	44	22	20	17	11	2	8	65	15	45	20	15	23	57	20	60	39	41
	7%	8%	6%	4%	6%	4%	9%	11% DF	9%	5%	6%	10% J	4%	4%	8%	11% MN	6%	9%	9%	7%	7%	7%	3% *	9% *	7%	9%	7%	6%	9%	7%	7%	5%	9% f	6%	10% h
Don't know	163	50	112	9	30	49	26	19	30	39	75	49	14	68	36	43	77	86	37	37	43	28	8	10	139	23	91	51	21	54	109	53	109	101	62
	15%	9%	20% B	8%	16% D	27% DEGHI	14%	11%	11%	13%	21% JL	11%	10%	23% MOP	15%	12%	12%	18% Q	14%	13%	17%	18%	15% *	11% *	15%	13%	15%	16%	13%	16%	14%	13%	16%	15%	15%
NET: Very / fairly good campaign	371	213	158	65	81	62	50	48	66	146	111	114	80	113	74	92	225	146	84	91	84	61	20	30	319	52	204	121	46	139	232	170	201	243	128
	34%	40% C	28%	58% EFGHI	43% GHI	35%	27%	27%	25%	49% KL	31%	26%	57% NOP	37% P	30%	25%	36% R	30%	32%	32%	33%	40%	37% *	32% *	35%	29%	33%	39% c	29%	42% e	30%	42% g	29%	36%	30%
NET: Very / fairly bad campaign	231	110	119	21	30	21	42	53	64	51	63	117	24	44	48	100	113	117	53	57	56	27	14	25	186	45	132	59	39	60	170	67	164	122	108
	21%	20%	21%	18%	16%	12%	23% F	30% DEF	25% EF	17%	17%	27% JK	17%	15%	19%	27% MNO	18%	24% Q	20%	20%	22%	18%	26% *	26% *	20%	25%	21%	19%	24%	18%	22%	17%	24% f	18%	26% h
Mean	0.17	0.26 C	0.09	0.63 GHI	0.43 GHI	0.41 GHI	-0.01	-0.07	-0.05	0.51 KL	0.18 L	-0.06	0.63 NOP	0.39 OP	0.12 P	-0.10	0.25 R	0.07	0.14	0.17	0.16	0.39 X	0.17 *	* *	0.21	0.01	0.16	0.29 c	0.01	0.38 e	0.09	0.39 g	0.04	0.27 i	0.02

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/N/M/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - The Labour Party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A very good campaign (2)	102 9%	10 3%	54 20% BE	10 14% B*	7 6%	50 12% G	26 6%	23 9% K	64 11% KO	89 20% HIKLMNOPQ	8 2%	33 15% HKMO	31 9% KO	35 13% KO	21 6% K	27 12% KO	53 11% KO	23 10% U	66 11% U	85 25% RSU	6 1%
A fairly good campaign (1)	269 24%	53 16%	110 41% BDE	15 22% *	22 18%	132 31% G	68 17%	52 21% KM	182 30% HKMOP	202 46% HIKMNOPQ	25 6%	93 41% HIKMOPQ	46 13% K	97 35% HIKMOP	58 16% KM	48 21% KM	150 31% HKMOP	46 20% U	183 30% RU	157 47% RSU	45 10%
A neither good nor bad campaign (0)	336 31%	132 38% C	62 23%	26 38% C*	43 36% C	128 30%	137 33%	93 37% IJLMNPQ	158 26% J	98 22%	125 32% IJL	54 24%	107 30% J	79 29% J	117 33% IJLQ	62 27%	133 27% J	88 38% STU	151 25% T	63 19%	135 30% ST
A fairly bad campaign (-1)	151 14%	73 21% CD	17 6%	6 9% *	25 21% C	48 11%	75 18% F	47 19% IJLNQ	78 13% J	16 4%	111 28% HIJLMNOPQ	23 10% J	75 21% IJLNQ	32 12% J	74 21% IJLNQ	44 19% IJLN	65 13% J	44 19% T	83 13% T	9 3%	125 28% RST
A very bad campaign (-2)	80 7%	38 11% C	7 3%	4 5% *	14 11% C	17 4%	55 13% F	17 7% JLN	47 8% JLN	1 *	74 19% HIJLNOQ	6 3% J	55 15% HIJLNQ	9 3% J	47 13% HIJLNQ	35 15% HIJLNQ	31 6% JLN	16 7% T	47 8% T	2 1%	73 16% RST
Don't know	163 15%	38 11%	21 8%	9 12% *	9 8%	49 11%	49 12%	16 6%	80 13% HJLNP	29 7%	53 14% HJLNOP	15 7%	48 13% HJLNOP	22 8%	34 10% P	12 5%	54 11% HJLP	16 7%	86 14% RT	21 6%	61 14% RT
NET: Very / fairly good campaign	371 34%	64 18%	165 61% BDE	25 36% B*	29 24%	182 43% G	95 23%	75 30% KMO	246 40% HKMOP	291 67% HIKLMNOPQ	33 8%	126 56% HIKMNOPQ	77 21% K	132 48% HIKMOPQ	78 22% K	76 33% KMO	203 42% HKMOP	69 30% U	249 40% RU	243 72% RSU	51 11%
NET: Very / fairly bad campaign	231 21%	111 32% CD	24 9%	10 14% *	38 32% CD	65 15%	130 32% F	64 26% JLN	124 20% JLN	17 4%	184 47% HIJLMNOPQ	30 13% J	131 36% HIJLNQ	41 15% J	121 34% HIJLNQ	79 35% HIJLNQ	96 20% JLN	60 26% T	130 21% T	11 3%	198 45% RST
Mean	0.17	-0.24	0.75 BDE	0.35 BE*	-0.14 *	0.40 G	-0.18	0.07 KMO	0.26 HKMOP	0.89 HIKLMNOPQ	-0.63	0.59 HIKMOPQ	-0.25 K	0.46 HIKMOPQ	-0.22 K	-0.05 KM	0.30 HKMOP	0.07 U	0.26 U	0.99 RSU	-0.56

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - 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	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A very good campaign (2)	45 4%	31 6% C	14 2%	11 10% FGHI	13 7% FI	3 2%	6 3%	6 3%	7 3%	24 8% KL	8 2%	13 3%	12 9% OP	13 4%	7 3%	8 2%	26 4%	18 4%	10 4%	10 4%	11 4%	9 6%	2 3% *	3 4% *	38 4%	7 4%	31 5%	9 3%	5 3%	23 7% e	21 3%	18 4%	27 4%	31 5%	14 3%
A fairly good campaign (1)	175 16%	94 18%	79 14%	23 21% FH	42 22% FH	20 11%	28 15%	22 12%	40 15%	65 22% KL	48 13%	62 14%	29 21%	52 17%	36 15%	51 14%	100 16%	75 16%	45 17%	49 17%	30 12%	24 16%	9 17% *	17 18% *	156 17%	19 11%	109 17%	46 15%	21 13%	65 20% e	110 14%	68 17%	108 15%	122 18% i	54 13%
A neither good nor bad campaign (0)	296 27%	140 26%	156 28%	33 29%	46 25%	51 29%	42 23%	47 27%	77 30%	79 26%	93 26%	124 28%	40 28%	79 26%	58 24%	99 27%	160 26%	135 28%	70 27%	85 30%	69 27%	40 26%	12 22% *	20 22% *	245 26%	51 29%	165 26%	83 26%	48 30%	97 29%	199 26%	115 29%	180 26%	185 27%	111 26%
A fairly bad campaign (-1)	142 13%	76 14%	66 12%	18 16% F	27 14%	14 8%	25 14%	19 11%	38 15%	45 15%	39 11%	57 13%	23 17%	36 12%	27 11%	50 14%	89 14%	52 11%	28 11%	41 14%	33 13%	17 11%	12 22% S*	12 12% *	118 13%	23 13%	67 11%	51 16% a	24 15%	27 8%	115 15% d	47 12%	94 14%	78 12%	63 15%
A very bad campaign (-2)	138 13%	86 16% C	53 9%	8 8%	21 11%	30 17% D	23 13%	24 14%	32 12%	30 10%	53 15%	56 13%	12 8%	36 12%	38 15% M	50 14%	90 15% R	48 10%	31 12%	34 12%	25 10%	23 15%	6 10% *	20 21% TU*	114 12%	24 14%	82 13%	42 13%	14 9%	46 14%	93 12%	58 14%	81 12%	87 13%	51 12%
Don't know	305 28%	111 21%	193 34% B	19 17%	38 20%	61 34% DE	60 33% DE	59 33% DE	66 26%	58 19%	121 33% J	126 29% J	24 17%	85 28% M	80 32% M	106 29% M	151 24%	154 32% Q	76 29%	68 24%	86 34% T	39 26%	14 25% *	22 23% *	252 27%	52 30%	172 28%	83 27%	49 31%	74 22%	231 30% d	97 24%	208 30% f	175 26%	129 31%
NET: Very / fairly good campaign	220 20%	125 23% C	93 17%	34 30% FGHI	55 29% FGHI	23 13%	33 18%	28 16%	47 18%	89 30% KL	56 16%	75 17%	41 29% OP	66 22%	44 18%	59 16%	127 21%	93 19%	55 21%	60 21%	41 16%	32 21%	11 20% *	21 22% *	194 21%	26 15%	140 22%	55 17%	25 16%	89 27% e	131 17%	85 21%	135 19%	153 22% i	68 16%
NET: Very / fairly bad campaign	280 25%	162 30% C	118 21%	26 24%	48 26%	44 24%	48 26%	43 24%	70 27%	75 25%	92 25%	113 26%	35 25%	72 24%	65 26%	100 27%	179 29% R	101 21%	59 23%	74 26%	58 23%	40 26%	18 33% *	31 33% *	233 25%	47 27%	149 24%	93 30%	38 24%	72 22%	207 27%	105 26%	175 25%	165 24%	115 27%
Mean	-0.19	-0.21	-0.17	0.11 FGHI	-0.01 F	-0.41 *	-0.26	-0.28	-0.25	0.04 KL	-0.33	-0.26	0.06 OP	-0.14	-0.32	-0.32	-0.25	-0.11	-0.13	-0.17	-0.18	-0.20 *	-0.26 **	-0.37 *	-0.17	-0.31	-0.13	-0.31	-0.20 *	-0.02 e	-0.27	-0.19	-0.19	-0.14	-0.29

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - Reform UK

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A very good campaign (2)	45 4%	13 4%	7 3%	2 3% *	17 14% BCD	12 3%	27 7% F	15 6% Q	23 4% Q	18 4% Q	19 5% Q	14 6% Q	20 5% Q	18 7% IJQ	16 5% Q	31 13% HIJKLMNOQ	10 2%	15 6%	23 4%	16 5%	22 5%
A fairly good campaign (1)	175 16%	74 21% C	27 10%	11 15% *	25 21% C	44 10%	88 21% F	74 30% IJKLMNOQ	67 11% Q	59 14% Q	93 24% IJNOQ	46 21% IJQ	71 20% IJQ	48 17% IQ	67 19% IJQ	115 50% HIJKLMNOQ	18 4%	70 30% STU	79 13%	56 17% S	96 22% S
A neither good nor bad campaign (0)	296 27%	124 36% CDE	58 21%	10 15% *	25 21%	92 22%	123 30% F	77 31% IKLNPQ	138 23%	117 27% INQ	98 25%	51 23%	94 26%	53 19%	98 28% INQ	55 24%	103 21%	71 31% S	143 23%	82 24%	109 24%
A fairly bad campaign (-1)	142 13%	34 10%	38 14%	18 26% BCE*	15 13%	62 15%	48 12%	28 11% P	87 14% P	64 15% P	52 13% P	40 18% HP	58 16% P	50 18% HP	55 16% P	13 6%	103 21% HIJKMOP	27 11%	86 14%	48 14%	60 14%
A very bad campaign (-2)	138 13%	18 5%	69 25% BE	12 17% B*	16 13% B	87 21% G	33 8%	9 4% P	118 19% HKLMOP	76 18% HKOP	38 10% HP	31 14% HP	50 14% HKP	53 19% HKLOP	44 13% HP	2 1%	128 26% HIJKLMNOP	9 4%	114 19% RU	63 19% RU	49 11% R
Don't know	305 28%	80 23%	72 26%	17 24% *	22 19%	126 30% G	92 22%	45 18% P	176 29% HJLMNOP	100 23% P	96 24% HMOP	42 19% P	71 19% P	53 19% P	69 20% P	14 6%	125 26% HLMNOP	41 18%	172 28% RT	74 22%	109 24% R
NET: Very / fairly good campaign	220 20%	87 25% C	35 13%	13 18% *	42 35% CD	56 13%	115 28% F	89 36% IJKLMNOQ	90 15% Q	77 18% IQ	112 28% IJQ	60 27% IJQ	91 25% IJQ	66 24% IJQ	83 24% IJQ	146 64% HIJKLMNOQ	27 6%	85 36% STU	102 17%	72 21% S	118 26% S
NET: Very / fairly bad campaign	280 25%	52 15%	107 39% BE	30 43% BE*	31 26% B	150 35% G	81 20%	38 15% P	204 34% HKP	140 32% HKP	90 23% HP	72 32% HKP	108 30% HKP	103 38% HJKMOP	99 28% HKP	15 7%	231 48% HIJKLMNOP	36 15%	200 32% RU	111 33% RU	109 25% R
Mean	-0.19	0.11 CD	-0.67	-0.52 *	0.12 CD*	-0.57	0.09 F	0.28 IJKLMNOQ	-0.48 Q	-0.36 IQ	0.01 IJMNOQ	-0.16 IJQ	-0.16 IJQ	-0.33 IQ	-0.16 IJQ	0.74 HIJKLMNOQ	-0.89	0.28 STU	-0.43	-0.32	-0.06 ST

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - The Green party

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A very good campaign (2)	27 2%	17 3%	10 2%	7 6% GHI	8 4% I	5 3%	3 2%	3 1%	1 *	15 5% L	8 2%	4 1%	11 8% NOP	9 3%	3 1%	4 1%	14 2%	13 3%	6 2%	6 2%	4 2%	6 4%	2 4% *	3 3% *	24 3%	3 2%	15 2%	10 3%	1 1%	17 5% e	10 1%	14 4%	12 2%	20 3%	7 2%
A fairly good campaign (1)	164 15%	81 15%	81 15%	25 22% HI	39 20% HI	27 15%	26 14%	22 12%	26 10%	63 21% KL	53 15%	47 11%	32 23% P	54 18% P	38 15% P	32 9%	102 17%	61 13%	26 10%	43 15%	38 15%	39 26% STUX	8 14% *	9 10% *	144 16%	20 11%	92 15%	49 15%	23 14%	64 19% e	100 13%	76 19% g	87 13%	113 17% i	50 12%
A neither good nor bad campaign (0)	357 32%	177 33%	181 32%	37 33%	67 35%	54 30%	52 29%	64 36%	83 32%	103 34%	106 29%	148 34%	43 31%	101 33%	75 30%	121 33%	201 33%	156 32%	93 36%	99 35%	72 29%	44 29%	18 33% *	30 32% *	302 33%	56 32%	197 31%	102 33%	58 36%	111 34%	246 32%	148 37% g	209 30%	236 35% i	121 29%
A fairly bad campaign (-1)	129 12%	72 13%	57 10%	16 14%	19 10%	24 13%	15 8%	19 10%	37 14%	35 12%	39 11%	55 13%	20 14%	34 11%	21 9%	47 13%	76 12%	53 11%	36 14% V	37 13%	29 12%	11 7%	2 4% *	15 16% V*	108 12%	21 12%	77 12%	39 12%	13 8%	30 9%	99 13%	46 11%	83 12%	76 11%	53 12%
A very bad campaign (-2)	96 9%	66 12% C	29 5%	9 8%	16 8%	9 5%	18 10%	11 6%	34 13% FH	25 8%	27 7%	45 10%	10 7%	18 6%	23 9%	42 12% N	55 9%	41 8%	26 10%	22 8%	18 7%	8 5%	8 15% V*	14 15% TUV*	76 8%	21 12%	62 10%	22 7%	12 8%	27 8%	69 9%	25 6%	71 10% f	54 8%	42 10%
Don't know	327 30%	124 23%	202 36% B	19 17%	40 21%	60 34% DE	68 37% DE	59 33% DE	80 31% DE	59 20%	129 36% J	139 32% J	24 17%	86 28% M	88 36% M	117 32% M	168 27%	159 33%	74 28%	79 28%	92 36% TX	44 29%	16 30% *	23 24% *	272 29%	56 32%	183 29%	91 29%	53 33%	83 25%	244 32% d	92 23%	235 34% f	178 26%	149 35% h
NET: Very / fairly good campaign	190 17%	98 18%	91 16%	31 28% FGHI	47 25% GHI	32 18%	29 16%	24 14%	27 10%	78 26% KL	61 17%	51 12%	43 30% NOP	63 21% P	41 16% P	36 10%	116 19%	74 15%	32 12%	50 17%	42 17%	45 30% STUX	10 18% *	12 13% *	167 18%	23 13%	108 17%	59 19%	24 15%	80 24% e	110 14%	91 23% g	100 14%	133 20% i	57 13%
NET: Very / fairly bad campaign	225 20%	138 26% C	86 15%	25 22%	35 18%	33 18%	33 18%	30 17%	70 27% GH	60 20%	66 18%	100 23%	31 22%	52 17%	44 18%	88 24% N	131 21%	94 20%	62 24% V	58 20% V	47 19%	19 12%	10 19% *	29 31% TUV*	184 20%	42 24%	139 22%	61 20%	25 16%	56 17%	169 22%	71 18%	154 22%	131 19%	95 22%
Mean	-0.14	-0.22	-0.04 B	0.05 I	0.03 I	-0.04 I*	-0.17	-0.12 I	-0.42	0.04 L	-0.10 L	-0.30	0.11 OP	0.01 P	-0.15 P	-0.37	-0.12	-0.15	-0.27	-0.12	-0.12	0.22 STUX*	-0.18 **	-0.40 *	-0.10	-0.30	-0.18	-0.06	-0.11 *	0.05 e	-0.23	0.03 g	-0.25	-0.06 i	-0.27

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/N/M/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - The Green party

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A very good campaign (2)	27 2%	2 1%	4 2%	5 7% BC*	11 9% BC	14 3%	7 2%	12 5% IKMOQ	9 1%	12 3% IO	6 1%	14 6% IJKMOQ	7 2% O	19 7% IJKMOQ	2 1%	14 6% IJKMOQ	8 2%	10 4% U	13 2%	12 3%	7 2%
A fairly good campaign (1)	164 15%	27 8%	57 21% B	11 16% *	25 21% B	78 18% G	46 11%	41 17% KMO	95 16% KMO	99 23% HIKMOQ	38 10% O	67 30% HIJKMOPQ	34 9% O	108 39% HIJKLMOPQ	11 3%	44 19% KMO	77 16% KMO	42 18% U	104 17% U	68 20% U	53 12%
A neither good nor bad campaign (0)	357 32%	117 34%	86 32%	23 34% *	37 31%	139 33%	122 30%	84 34% MO	193 32% MO	159 36% IKMNOP	112 28%	70 31%	96 26%	80 29%	85 24%	63 28%	163 34% MO	77 33%	192 31%	127 38% SU	121 27%
A fairly bad campaign (-1)	129 12%	53 15%	30 11%	10 14% *	14 12%	51 12%	58 14%	36 14% N	75 12% N	44 10% N	64 16% JLN	22 10% N	73 20% IJKLNPQ	15 6%	80 23% HIJKLNPQ	32 14% N	63 13% N	32 14%	72 12%	34 10%	71 16% ST
A very bad campaign (-2)	96 9%	45 13% C	16 6%	4 6% *	13 11%	24 6%	60 15% F	29 12% JLN	49 8% JLN	16 4% N	66 17% HIJLNQ	9 4% N	67 18% HIJLNQ	3 1%	80 23% HIJKLMNPQ	32 14% IJLN	44 9% JLN	24 10% T	50 8% T	13 4%	73 16% RST
Don't know	327 30%	99 29% E	77 29% E	16 23% *	19 16%	119 28%	118 29%	46 19%	187 31% HJLMNPQ	106 24% N	110 28% HLNP	43 19%	86 24%	50 18%	92 26% HNP	43 19%	131 27% HLNP	49 21%	186 30% RT	84 25%	120 27% R
NET: Very / fairly good campaign	190 17%	30 9%	62 23% B	16 23% B*	36 30% B	92 22% G	53 13%	54 22% KMO	104 17% KMO	110 25% IKMOQ	44 11% O	81 36% HIJKMOPQ	41 11% O	127 46% HIJKLMOPQ	13 4%	59 26% IKMOQ	85 17% KMO	52 22% U	117 19% U	80 24% SU	60 13%
NET: Very / fairly bad campaign	225 20%	98 28% C	47 17%	14 20% *	27 23%	75 18%	118 29% F	64 26% JLN	124 20% JLN	60 14% N	130 33% HIJLNQ	31 14% N	141 39% HIJKLNPQ	18 7%	161 46% HIJKLMNPQ	65 28% IJLN	107 22% JLN	56 24% T	121 20% T	47 14%	143 32% RST
Mean	-0.14	-0.45	0.01 B	0.05 B*	0.07 B*	0.02 G	-0.40	-0.13 KMO	-0.14 KMO	0.14 HIKMOPQ	-0.51 O	0.31 HIJKMOPQ	-0.57 O	0.55 HIJKLMOPQ	-0.87	-0.13 KMO	-0.17 KMO	-0.10 U	-0.10 U	0.12 RSU	-0.46

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

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - 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	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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
A very good campaign (2)	35 3%	21 4%	14 3%	9 8% GHI	11 6% GHI	8 4% G	1 *	3 2%	4 2%	20 7% KL	8 2%	7 2%	13 9% OP	14 4% OP	3 1%	4 1%	17 3%	19 4%	8 3%	7 2%	6 2%	9 6%	1 2% *	5 6% *	33 4%	2 1%	22 4%	12 4%	2 1%	22 7% e	14 2%	20 5% g	15 2%	27 4%	8 2%
A fairly good campaign (1)	165 15%	82 15%	83 15%	24 21% GH	31 17%	25 14%	22 12%	22 12%	41 16%	55 18%	47 13%	63 14%	28 20% P	46 15%	34 14%	46 13%	104 17%	61 13%	37 14%	48 17%	36 14%	21 14%	13 24% X*	9 10% *	138 15%	26 15%	89 14%	51 16%	25 16%	53 16%	112 15%	67 17%	97 14%	105 16%	59 14%
A neither good nor bad campaign (0)	377 34%	183 34%	194 35%	40 35%	64 34%	52 29%	60 33%	65 37%	95 37%	103 34%	112 31%	161 37%	48 34%	98 32%	77 31%	137 38%	228 37% R	149 31%	76 29%	109 38% S	87 34%	56 37%	20 36% *	29 31% *	306 33%	71 40%	207 33%	108 34%	62 39%	106 32%	271 35%	155 39% g	222 32%	238 35%	139 33%
A fairly bad campaign (-1)	169 15%	111 21% C	57 10%	12 11%	30 16%	32 18%	23 13%	26 15%	46 18%	42 14%	55 15%	72 17%	15 11%	51 17%	34 14%	61 17%	93 15%	76 16%	49 19% W	38 13% W	42 17% W	17 11% W	- - *	22 23% TVW*	146 16%	23 13%	116 19% bc	39 12%	14 9%	51 16%	117 15%	53 13%	115 17%	109 16%	60 14%
A very bad campaign (-2)	91 8%	51 9%	40 7%	6 5%	11 6%	11 6%	22 12% E	20 11%	22 8%	17 6%	33 9%	42 10%	9 6%	15 5%	27 11% N	38 11% N	43 7%	49 10%	29 11%	18 6%	21 8%	9 6%	6 11% *	9 9% *	74 8%	17 10%	54 9%	24 8%	14 9%	27 8%	64 8%	27 7%	64 9%	45 7%	46 11% h
Don't know	263 24%	90 17%	172 31% B	21 19%	42 22%	50 28%	56 31% DI	41 23%	52 20%	64 21%	106 29% JL	93 21%	28 20%	79 26%	72 29% MP	77 21%	133 22%	130 27% Q	62 24%	66 23%	61 24%	39 26%	15 27% *	20 21% *	227 25%	37 21%	138 22%	81 26%	44 27%	73 22%	190 25%	79 20%	184 26% f	154 23%	110 26%
NET: Very / fairly good campaign	200 18%	103 19%	97 17%	33 29% FGHI	42 22% GH	33 18%	22 12%	25 14%	45 17%	75 25% KL	55 15%	70 16%	40 29% NOP	60 20%	37 15%	50 14%	120 19%	80 16%	45 17%	55 19%	42 17%	30 20%	14 26% *	15 15% *	172 19%	28 16%	111 18%	63 20%	26 17%	74 22% e	125 16%	87 22% g	113 16%	132 20%	68 16%
NET: Very / fairly bad campaign	260 24%	162 30% C	97 17%	18 16%	40 21%	43 24%	45 24%	46 26% D	68 26% D	58 19%	88 24%	114 26% J	24 17%	66 22%	61 25%	99 27% M	136 22%	124 26%	78 30% TVW	56 20%	63 25% W	26 17%	6 11% *	31 32% TVW*	221 24%	40 23%	170 27% bc	63 20%	28 17%	78 24%	182 24%	81 20%	179 26% f	154 23%	106 25%
Mean	-0.14	-0.20	-0.06	0.19 FGHI	0.01 GH	-0.11	-0.34	-0.28	-0.20	0.08 KL	-0.22	-0.23	0.18 OP	-0.03 OP	-0.28	-0.29	-0.09	-0.21	-0.28	-0.06 S	-0.19	0.03 S	0.09 **	-0.26 *	-0.13	-0.19	-0.19	-0.05	-0.12 *	-0.04	-0.19	* g	-0.22	-0.08 i	-0.24

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties have had a good or bad campaign since the General Election was announced in May? - The Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
A very good campaign (2)	35 3%	2 1%	11 4% B	6 9% B*	9 7% B	19 5% G	8 2%	13 5% IKMOQ	13 2%	20 5% IMOQ	9 2%	22 10% HIJKMOQ	5 1%	20 7% IJKMOQ	6 2%	18 8% IKMOQ	10 2%	17 7% SU	13 2%	20 6% SU	8 2%
A fairly good campaign (1)	165 15%	40 12%	53 20% B	22 32% BE*	19 16%	84 20% G	48 12%	50 20% KMO	88 14% KMO	108 25% IKMOPQ	37 9% M	84 37% HIJKMNOPQ	17 5%	74 27% IKMOPQ	29 8% M	35 15% KMO	86 18% IKMO	50 22% SU	91 15% U	82 24% SU	43 10%
A neither good nor bad campaign (0)	377 34%	123 36%	97 36%	21 31% *	38 32%	157 37% G	121 29%	74 30%	213 35% KMOP	159 37% KMOP	108 27%	72 32% MP	86 24%	96 35% KMP	96 27%	56 25%	186 38% HKMOP	75 32%	211 34% U	125 37% U	124 28%
A fairly bad campaign (-1)	169 15%	69 20%	40 15%	12 17% *	18 15%	53 12%	87 21% F	48 19% JLN	100 17% JLN	57 13%	90 23% IJLNQ	23 10%	110 30% HIJKLNPQ	30 11%	99 28% HIJKLNQ	52 23% IJLNQ	73 15% LN	39 17%	96 16%	46 14%	97 22% ST
A very bad campaign (-2)	91 8%	40 12% CD	15 5%	2 2% *	18 15% CD	15 3%	65 16% F	25 10% JLN	50 8% JLN	14 3%	63 16% HIJLNQ	5 2%	72 20% HIJKLNQ	11 4%	59 17% HIJLNQ	37 16% HIJLNQ	36 7% JLN	17 7% T	52 8% T	10 3%	68 15% RST
Don't know	263 24%	68 20%	56 21% D	7 9% *	18 15%	96 23%	83 20%	38 15% L	143 24% HJLNOPQ	77 18% L	89 22% HLNOP	19 8%	73 20% LP	44 16% L	61 17% L	32 14% L	94 19% L	35 15%	153 25% RT	55 16%	104 23% RT
NET: Very / fairly good campaign	200 18%	42 12%	64 24% B	28 40% BCE*	28 23% B	104 24% G	56 14%	62 25% IKMO	101 17% KMO	128 29% IKMOQ	46 12% M	106 47% HIJKMNOPQ	22 6%	94 34% HIKMOPQ	35 10% M	52 23% IKMO	96 20% IKMO	67 29% SU	105 17% U	102 30% SU	51 11%
NET: Very / fairly bad campaign	260 24%	110 32% C	54 20%	13 19% *	36 30% C	67 16%	152 37% F	73 29% JLNQ	150 25% JLN	71 16%	153 39% HIJLNQ	27 12%	182 50% HIJKLNOPQ	41 15%	158 45% HIJKLNQ	89 39% HIJLNQ	109 22% JLN	56 24% T	148 24% T	56 17%	165 37% RST
Mean	-0.14	-0.38	0.03 B	0.31 BE*	-0.18 *	0.12 G	-0.46	-0.11 KMO	-0.18 KMO	0.18 HIKMOPQ	-0.53 M	0.47 HIJKMNOPQ	-0.79	0.27 HIKMOPQ	-0.61 M	-0.28 KMO	-0.10 IKMO	0.06 SU	-0.18 U	0.20 SU	-0.51

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

ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q8A_2422. Based on what you know, do you think that the Labour party's plans for Britian if they win the upcoming General Election are too radical, not radical enough or about right?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Too radical	136 12%	65 12%	70 13%	13 12%	21 11%	16 9%	14 7%	20 11%	52 20% EFGH	34 11%	30 8%	72 16% K	16 11%	31 10%	18 7%	60 17% NO	76 12%	60 12%	36 14%	37 13%	30 12%	20 13%	3 5% *	10 11% *	112 12%	24 13%	86 14%	32 10%	17 11%	35 11%	101 13%	47 12%	90 13%	70 10%	66 16% h
About right	393 36%	223 41% C	170 30%	60 53% FGHI	79 42% GI	66 37%	58 32%	57 32%	74 28%	138 46% KL	124 34%	131 30%	77 54% NOP	110 36%	85 34%	111 30%	239 39% R	155 32%	87 33%	103 36%	81 32%	59 39%	31 58% STUVX*	32 34% *	341 37%	52 30%	222 36%	122 39%	49 31%	146 44% e	247 32%	172 43% g	222 32%	271 40% i	123 29%
Not radical enough	224 20%	124 23% C	99 18%	18 16%	34 18%	28 16%	48 26% DF	45 26% DF	50 19%	52 17%	77 21%	95 22%	23 16%	53 18%	58 23%	80 22%	138 22%	86 18%	58 22%	54 19%	53 21%	27 18%	6 12% *	25 27% *	188 20%	36 20%	125 20%	62 20%	36 23%	62 19%	162 21%	80 20%	144 21%	138 20%	86 20%
Don't know	347 32%	125 23%	220 39% B	21 19%	54 29% D	68 38% D	64 35% D	56 31% D	84 32% D	76 25%	131 36% J	140 32%	25 18%	108 36% M	86 35% M	113 31% M	164 27%	183 38% Q	79 30%	92 32%	89 35%	46 30%	13 25% *	28 29% *	283 31%	64 36%	193 31%	97 31%	57 36%	88 27%	259 34% d	104 26%	243 35% f	200 29%	147 35%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q8A_2422. Based on what you know, do you think that the Labour party's plans for Britian if they win the upcoming General Election are too radical, not radical enough or about right?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Too radical	136	78	13	5	17	35	76	65	45	22	95	25	68	21	71	49	35	56	52	22	94
	12%	23%	5%	7%	14%	8%	18%	26%	7%	5%	24%	11%	19%	8%	20%	21%	7%	24%	8%	7%	21%
		CD		*	C		F	IJLMNQ	J		IJLMNQ	IJNQ	IJLNQ	J	IJLNQ	IJLNQ	J	ST			ST
About right	393	91	145	33	35	184	106	96	243	263	54	117	95	119	110	90	209	89	239	223	68
	36%	27%	54%	48%	29%	43%	26%	39%	40%	61%	14%	52%	26%	43%	31%	39%	43%	38%	39%	66%	15%
			BE	BE*		G		KMO	KMO	HIKLMNOPQ		HIKMNOPQ	K	KMO	KM	KMO	KMO	U	U	RSU	
Not radical enough	224	73	64	14	29	97	92	44	142	72	107	44	90	77	63	45	127	46	140	45	128
	20%	21%	23%	20%	25%	23%	22%	18%	23%	17%	27%	19%	25%	28%	18%	20%	26%	20%	23%	13%	29%
				*					JO		HJLOP		HJO	HJLOP			HJLO	T	T		RST
Don't know	347	101	49	18	38	109	138	43	178	78	139	39	111	58	107	45	115	42	185	49	154
	32%	29%	18%	26%	32%	26%	33%	17%	29%	18%	35%	17%	30%	21%	30%	20%	24%	18%	30%	14%	35%
		C		*	C		F		HJLNPQ		HIJLMNPQ		HJLNPQ		HJLNPQ		JL		RT		RT

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q8B_2422. Based on what you know, do you think that the Conservative party's plans for Britian if they win the upcoming General Election are too radical, not radical enough or about right?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Too radical	238 22%	137 25% C	101 18%	37 33% EGHI	40 22%	43 24%	34 19%	38 22%	44 17%	78 26% L	77 21%	82 19%	42 30% P	68 23%	54 22%	65 18%	136 22%	101 21%	49 19%	61 21%	52 21%	42 27%	9 16% *	25 26% *	205 22%	33 19%	117 19%	90 29% ac	31 19%	87 26% e	151 20%	90 22%	148 21%	148 22%	90 21%
About right	277 25%	150 28%	127 23%	35 31% H	62 33% GH	43 24% H	40 22% H	25 14%	72 28% H	98 32% KL	84 23%	96 22%	49 34% OP	83 27%	53 21%	78 21%	163 26%	114 24%	58 22%	73 26%	64 25%	40 27%	19 36% *	23 24% *	232 25%	45 26%	166 26%	76 24%	36 22%	102 31% e	175 23%	111 28%	166 24%	188 28% i	89 21%
Not radical enough	256 23%	141 26% C	115 21%	19 17%	36 19%	26 14%	47 26% F	57 32% DEF	70 27% DF	56 19%	72 20%	127 29% JK	25 18%	50 16%	57 23%	112 31% MN	143 23%	112 23%	76 29% V	68 24% V	61 24% V	21 14%	10 19% *	20 21% *	214 23%	41 24%	155 25% b	59 19%	42 27%	57 17%	198 26% d	93 23%	162 23%	150 22%	105 25%
Don't know	329 30%	110 20%	218 39% B	20 18%	49 26%	66 37% DE	62 34% D	57 32% D	74 29% D	69 23%	129 36% J	132 30% J	25 18%	101 33% M	83 33% M	109 30% M	174 28%	156 32%	79 30%	84 29%	76 30%	49 32%	16 29% *	27 28% *	273 30%	56 32%	189 30%	90 29%	50 32%	86 26%	244 32%	108 27%	222 32%	192 28%	138 33%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q8B_2422. Based on what you know, do you think that the Conservative party's plans for Britian if they win the upcoming General Election are too radical, not radical enough or about right?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Too radical	238 22%	35 10%	96 35% BD	12 17% *	34 29% B	131 31% G	54 13%	22 9%	184 30% HKMOP	138 32% HKMOP	53 13% H	69 30% HKMOP	62 17% HK	85 31% HKMOP	61 17% HK	38 17% H	159 33% HKMOP	26 11%	188 30% RU	104 31% RU	68 15%
About right	277 25%	140 41% CE	42 15%	24 34% CE*	21 17%	87 20%	120 29% F	153 62% IJKLMNOPQ	68 11%	91 21% IQ	133 34% IJMNQ	65 29% IJNQ	96 26% IQ	64 23% IQ	107 30% IJQ	91 39% IJLMNOQ	79 16% I	140 60% STU	68 11%	74 22% S	135 30% ST
Not radical enough	256 23%	100 29%	59 22%	17 24% *	31 26%	94 22%	122 30% F	51 20%	150 25%	95 22%	106 27% H	46 20%	112 31% HIJLNQ	60 22%	110 32% HIJLNQ	70 30% HJLNQ	110 23%	45 20%	161 26%	76 22%	123 28% R
Don't know	329 30%	68 20%	74 27% B	17 24% *	34 28%	113 27%	115 28%	22 9%	205 34% HJKLMNOPQ	111 26% HLP	103 26% HOP	45 20% HP	93 26% HOP	67 24% HP	73 21% HP	31 14%	137 28% HLOP	22 9%	199 32% RTU	84 25% R	119 27% R

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q9_2422. You may have seen some speculation about whether Labour MP for Hackney North and Stoke Newington Diane Abbott will or will not be allowed to stand as a Labour MP at the upcoming General Election. In your opinion, should Diane Abbott be allowed to stand as a Labour MP at the coming General Election, or not?

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	1100	542	555	147	196	160	207	203	187	343	367	390	181	290	273	324	614	486	263	290	255	152	44	96	930	170	610	341	149	342	758	545	555	684	416
Weighted base	1100	537	560	112	188	179	183	177	260	300	362	438	141	302	248	363	617	483	261	286	253	152	54	94	924	176	626	314	160	331	769	402	698	678	422
Should be allowed to stand	342 31%	201 37% C	140 25%	31 28%	53 28%	55 31%	56 30%	54 30%	93 36%	84 28%	111 31%	147 34%	41 29%	88 29%	75 30%	117 32%	210 34% R	132 27%	84 32%	74 26%	69 27%	58 38% TU	18 33% *	39 41% TU*	286 31%	55 31%	207 33%	87 28%	47 29%	109 33%	232 30%	158 39% g	183 26%	204 30%	138 33%
Should not be allowed to stand	267 24%	150 28% C	115 21%	18 16%	36 19%	29 16%	49 27% DF	50 28% DEF	84 32% DEF	54 18%	78 22%	135 31% JK	24 17%	51 17%	62 25% N	122 33% MNO	150 24%	117 24%	60 23%	76 27% V	69 27% V	23 15%	13 24% *	25 27% V*	217 23%	50 28%	167 27%	67 21%	33 21%	65 20%	202 26% d	81 20%	186 27% f	156 23%	110 26%
No opinion	322 29%	144 27%	177 32%	34 30%	53 28%	52 29%	54 29%	58 33%	71 27%	86 29%	106 29%	129 30%	39 28%	87 29%	77 31%	100 28%	162 26%	159 33% Q	78 30%	95 33%	71 28%	38 25%	18 33% *	22 24% *	273 30%	49 28%	170 27%	94 30%	58 36% a	91 27%	231 30%	97 24%	224 32% f	196 29%	126 30%
Don't know	97 9%	23 4%	75 13% B	8 7%	28 15% DGHI	28 16% DGHI	14 7%	12 7%	8 3%	36 12% L	42 11% L	20 5%	10 7%	50 17% MOP	19 7%	19 5%	61 10%	37 8%	21 8%	23 8%	25 10%	19 13%	4 8% *	5 6% *	83 9%	15 8%	54 9%	32 10%	11 7%	38 12% e	59 8%	45 11% g	52 7%	75 11% i	22 5%
I have not heard of Diane Abbott	73 7%	20 4%	53 9% B	21 19% EFGHI	19 10% HI	14 8% HI	11 6% I	4 2%	3 1%	41 14% KL	25 7% L	7 2%	27 19% NOP	25 8% P	15 6% P	6 2%	34 6%	39 8%	18 7%	17 6%	19 8%	14 9%	1 2% *	3 3% *	66 7%	7 4%	29 5%	34 11% a	11 7%	28 8%	45 6%	20 5%	52 8%	47 7%	26 6%

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

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

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

23-085423-22 - 31st May - 3rd June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q9_2422. You may have seen some speculation about whether Labour MP for Hackney North and Stoke Newington Diane Abbott will or will not be allowed to stand as a Labour MP at the upcoming General Election. In your opinion, should Diane Abbott be allowed to stand as a Labour MP at the coming General Election, or not?

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians			
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1100	313	283	66	119	430	374	237	619	471	363	238	353	299	334	229	489	225	625	367	407
Weighted base	1100	343	272	69	120	424	411	248	608	435	396	225	364	275	350	229	486	233	616	338	445
Should be allowed to stand	342 31%	100 29%	130 48% B	25 36% *	50 41% B	182 43% G	110 27%	77 31%	231 38% KMO	190 44% HIKMOP	105 27%	101 45% HIKMOP	107 29%	131 48% HIKMOPQ	91 26%	73 32%	199 41% HKMOP	77 33%	217 35% U	154 46% RSU	126 28%
Should not be allowed to stand	267 24%	121 35% CD	53 20%	12 18% *	32 26%	87 20%	147 36% F	78 32% IJLNQ	137 22% JN	66 15%	143 36% IJLNQ	43 19%	124 34% IJLNQ	45 16%	139 40% HIJLMNQ	83 36% IJLNQ	105 22% JN	73 31% ST	139 23% T	59 17%	148 33% ST
No opinion	322 29%	104 30% C	54 20%	22 32% C*	33 27%	109 26%	119 29%	71 29%	158 26%	117 27% N	111 28%	58 26%	98 27%	60 22%	88 25%	58 25%	125 26%	65 28%	171 28%	82 24%	130 29%
Don't know	97 9%	11 3%	21 8% B	6 9% *	3 2%	28 7%	22 5%	12 5%	43 7% P	35 8% LP	22 5%	11 5%	22 6%	23 8% LP	23 6%	8 3%	36 7% P	10 4%	47 8%	24 7%	26 6%
I have not heard of Diane Abbott	73 7%	7 2%	14 5%	4 5% *	3 2%	19 4%	13 3%	9 4%	39 6% KMOQ	26 6% O	14 4%	13 6%	13 4%	16 6%	9 3%	8 4%	21 4%	7 3%	43 7% RU	20 6%	14 3%

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