23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Right direction (1)	207 20%	109 22%	95 18%	18 17% *	53 30% DFGH	28 16%	17 10%	32 19% G	58 24% G	72 25% K	45 13%	90 22% K	29 22% O	68 23% O	25 10%	76 22% O	137 23% R	70 15%	51 21% W	51 19%	48 20%	35 24% W	4 8% *	17 19% *	175 19%	31 21%	154 24% bc	36 12%	16 15% *	80 26% e	127 17%	84 22%	122 18%	131 20%	76 19%
Wrong direction (-1)	626 60%	306 60%	312 59%	54 50% *	91 50%	115 67% DEI	124 72% DEI	108 63% DE	134 54%	145 50%	239 69% JL	242 58%	66 50%	171 58%	170 72% MNP	196 56%	346 59%	280 61%	151 61%	159 58%	145 60%	75 52%	33 64% *	61 68% V*	535 59%	91 61%	370 58%	193 64%	63 56% *	164 54%	462 62% d	240 62%	386 58%	388 60%	238 59%
Neither (0)	166 16%	78 15%	87 16%	26 24% FGH*	27 15%	24 14%	21 12%	24 14%	43 17%	53 18%	45 13%	67 16%	28 22% O	42 14%	29 12%	61 18%	83 14%	83 18%	35 14%	44 16%	35 14%	29 20%	12 22% *	11 12% *	143 16%	23 15%	91 14%	55 18%	20 18% *	45 15%	121 16%	52 13%	114 17%	99 15%	67 17%
Don't know	52 5%	16 3%	36 7% B	9 8% *	10 5%	5 3%	11 6%	6 3%	11 4%	18 6%	16 5%	17 4%	9 7%	14 5%	13 5%	14 4%	25 4%	27 6%	11 4%	18 6%	13 5%	6 4%	3 6% *	1 1% *	48 5%	4 3%	21 3%	18 6%	12 11% a*	16 5%	35 5%	13 3%	39 6%	31 5%	20 5%
Mean	-0.42	-0.40	-0.44	-0.36 G*	-0.22 FGH	-0.52	-0.66	-0.46 G	-0.32 FG	-0.27 K	-0.59	-0.38 K	-0.30 O	-0.37 O	-0.65	-0.36 O	-0.37 R	-0.49	-0.42	-0.42	-0.43	-0.29 W	-0.59 *	-0.50 *	-0.42	-0.41	-0.35 b	-0.55	-0.47 *	-0.29 e	-0.47	-0.41	-0.42	-0.42	-0.42

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

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

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23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Right direction (1)	207	115	25	24	19	73	93	136	25	67	96	61	88	57	88	73	67	134	31	54	104	55	79	80	74
	20%	34%	10%	26%	17%	18%	23%	59%	4%	17%	24%	24%	23%	20%	25%	30%	13%	57%	5%	16%	24%	26%	22%	29%	14%
		CE		C*	C			IJKLMNOPQ		IQ	IJQ	IJQ	IJQ	IQ	IJQ	IJKMNQ	I	STUVWXY		S	STY	STY	STY	STUWY	S
Wrong direction (-1)	626	153	201	57	78	271	229	52	487	265	240	151	237	191	212	134	352	50	497	241	255	124	232	148	376
	60%	46%	76%	61%	70%	68%	57%	22%	81%	68%	59%	59%	61%	67%	60%	55%	70%	21%	83%	70%	58%	58%	63%	54%	70%
			BD	B*	B	G			HJKLMNOPQ	HKLMOP	H	H	H	HKLP	H	H	HKLMOP		RTUVWXY	RUVWX	R	R	RUX	R	RUVWX
Neither (0)	166	56	27	8	14	48	62	37	65	51	54	35	52	36	47	31	65	44	58	43	67	27	46	40	69
	16%	17%	10%	8%	12%	12%	16%	16%	11%	13%	13%	14%	13%	12%	13%	13%	13%	19%	10%	12%	15%	12%	13%	15%	13%
		C		*														STWY			S			S	S
Don't know	52	9	12	4	1	9	17	6	23	9	13	6	11	2	9	6	17	9	15	7	11	7	10	5	21
	5%	3%	5%	5%	1%	2%	4%	3%	4%	2%	3%	2%	3%	1%	3%	2%	3%	4%	2%	2%	3%	3%	3%	2%	4%
				*					JN		N	N					N								ST
Mean	-0.42	-0.12	-0.69	-0.37	-0.53	-0.51	-0.36	0.38	-0.80	-0.52	-0.37	-0.36	-0.39	-0.47	-0.36	-0.25	-0.59	0.37	-0.80	-0.55	-0.36	-0.33	-0.43	-0.25	-0.58
		CDE		C*	C		F	IJKLMNOPQ		I	IJQ	IJNQ	IJQ	IQ	IJQ	IJKMNQ	I	STUVWXY		S	STY	STY	STY	STWY	S

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23-085423-23 - 7th - 10th 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	Ed Davey, Leader of the Liberal Democrats	Nigel Farage, Leader of Reform UK	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1050	1050	1050	1050	1050	1050	1050	1050	1050
Weighted base	1050	1050	1050	1050	1050	1050	1050	1050	1050
Very favourable (2)	105 10% BCFGH	49 5% C	30 3%	105 10% BCFGH	149 14% ABCDFGHI	58 5% CG	39 4%	73 7% BCG	104 10% BCFGH
Fairly favourable (1)	239 23% BCDFI	188 18% I	183 17% I	168 16% I	243 23% BCDFI	173 16% I	215 20% CDFI	213 20% DFI	141 13%
Neither favourable nor unfavourable (0)	223 21% BDF	180 17%	370 35% ABDEFI	187 18%	215 20% BF	180 17%	346 33% ABDEFI	338 32% ABDEFI	229 22% BDF
Fairly unfavourable (-1)	197 19% DHI	211 20% DEHI	187 18% DHI	135 13%	173 17% DI	198 19% DHI	201 19% DHI	151 14%	137 13%
Very unfavourable (-2)	240 23% CGH	389 37% ACEGH	180 17%	405 39% ACEGHI	231 22% CG	401 38% ACEGHI	187 18%	206 20%	364 35% ACEGH
Don't know	46 4% B	33 3%	100 10% ABDEFGHI	50 5% B	39 4%	40 4%	63 6% ABEF	69 7% ABDEF	76 7% ABDEF
Net: Very/Fairly favourable	344 33% BCDFGHI	237 23%	213 20%	273 26% CFI	392 37% ABCDFGHI	231 22%	254 24% C	286 27% BCF	245 23%
Net: Very/Fairly unfavourable	437 42% CEGH	600 57% ACDEGHI	367 35%	540 51% ACEGHI	404 38% CH	599 57% ACDEGHI	388 37%	357 34%	501 48% ACEGH
Net Difference	-93 -9%	-364 -35%	-154 -15%	-268 -25%	-13 -1%	-369 -35%	-134 -13%	-71 -7%	-256 -24%
Mean	-0.23 BCDFI	-0.69	-0.32 BDFI	-0.57 BF	-0.09 ABCDFGHI	-0.71	-0.29 BDFI	-0.21 BCDFGI	-0.53 BF

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	105 10%	58 11%	47 9%	11 10% *	18 10%	14 8%	14 8%	20 12%	27 11%	29 10%	29 8%	47 11%	11 8%	28 10%	22 9%	44 13%	59 10%	46 10%	27 11%	22 8%	25 10%	13 9%	8 16% *	10 11% *	90 10%	15 10%	73 11% b	21 7%	11 10% *	37 12%	68 9%	46 12%	59 9%	68 10%	37 9%
Fairly favourable (1)	239 23%	104 20%	134 25%	24 23% *	54 30% HI	46 27% I	40 23%	32 19%	42 17%	78 27% L	87 25% L	74 18%	33 25% P	83 28% P	58 24% P	58 17%	143 24%	96 21%	56 22%	62 23%	47 20%	39 27%	16 30% *	19 21% *	209 23%	30 20%	152 24%	65 21%	22 20% *	93 30% e	146 20%	117 30% g	121 18%	163 25% i	75 19%
Neither favourable nor unfavourable (0)	223 21%	108 21%	113 21%	28 26% HI*	55 30% GHI	42 25% H	31 18%	27 16%	40 16%	83 29% KL	74 21%	67 16%	38 29% P	79 27% P	47 20%	56 16%	138 23%	85 18%	51 20%	51 19%	56 23%	37 25%	7 14% *	22 24% *	194 22%	29 20%	135 21%	67 22%	21 19% *	72 24%	152 20%	88 23%	135 20%	152 23% i	71 18%
Fairly unfavourable (-1)	197 19%	98 19%	97 18%	20 19% *	25 14%	27 16%	40 23% E	32 19%	52 21%	45 16%	67 20%	84 20%	26 19%	43 15%	48 20%	73 21% N	107 18%	90 20%	53 21%	48 18%	43 18%	23 16%	9 18% *	20 22% *	172 19%	25 17%	125 20%	55 18%	17 15% *	44 15%	153 20% d	65 17%	132 20%	126 19%	71 18%
Very unfavourable (-2)	240 23%	122 24%	113 21%	11 11% *	19 11%	32 19% E	39 22% DE	56 33% DEFG	83 34% DEFG	31 11%	71 20% J	139 33% JK	12 9%	43 15%	52 22% MN	113 33% MNO	126 21%	115 25%	53 21%	72 26%	59 25%	30 21%	9 18% *	16 18% *	195 22%	45 30% Y	133 21%	71 24%	36 32% a*	44 15%	196 26% d	65 17%	176 27% f	112 17%	128 32% h
Don't know	46 4%	19 4%	26 5%	12 11% HI*	10 5% I	10 6% I	9 5% I	3 2%	2 1%	22 8% L	19 5% L	5 1%	12 9% P	18 6% P	11 5% P	2 1%	17 3%	28 6% Q	9 4%	17 6%	11 5%	3 2%	2 5% *	4 4% *	41 5%	4 3%	19 3%	22 7% a	5 4% *	14 5%	32 4%	8 2%	38 6% f	28 4%	18 4%
Net: Very/Fairly favourable	344 33%	162 32%	181 34%	35 33% *	72 40% I	60 35%	55 32%	52 30%	69 28%	107 37% L	115 33%	121 29%	44 33%	112 38% P	79 33%	102 30%	202 34%	142 31%	83 33%	84 31%	72 30%	53 36%	24 46% TU*	29 32% *	299 33%	45 30%	225 35% b	86 29%	33 29% *	130 43% e	214 29%	163 42% g	180 27%	231 36% i	113 28%
Net: Very/Fairly unfavourable	437 42%	220 43%	210 40%	31 29% *	44 24%	60 35% E	79 45% DEF	88 52% DEF	135 55% DEF	76 26%	138 40% J	223 54% JK	38 29%	87 29%	100 42% MN	186 54% MNO	232 39%	205 45%	107 43%	120 44%	102 42%	53 37%	19 36% *	36 40% *	367 41%	70 47%	258 41%	126 42%	53 48% *	89 29%	349 47% d	130 33%	308 47% f	238 37%	199 50% h
Net Difference	-93 -9%	-58 -11%	-29 -5%	4 3%	28 15%	1 *	-24 -14%	-36 -21%	-66 -27%	32 11%	-23 -7%	-102 -24%	6 5%	25 9%	-21 -9%	-84 -24%	-31 -5%	-63 -14%	-24 -10%	-36 -13%	-30 -13%	-1 *	5 10%	-7 -8%	-68 -7%	-26 -17%	-33 -5%	-40 -13%	-21 -18%	41 14%	-135 -18%	34 9%	-127 -19%	-7 -1%	-87 -22%
Mean	-0.23	-0.25	-0.19	0.03 HI*	0.16 GHI	-0.11 HI	-0.29	-0.43	-0.50	0.11 KL	-0.20 L	-0.47	0.04 P	0.04 OP	-0.23	-0.44	-0.17	-0.30	-0.21	-0.34	-0.28	-0.12	0.08 *	-0.16 *	-0.20	-0.39	-0.15	-0.32	-0.43 *	0.12 e	-0.37	0.04 g	-0.39	-0.08 i	-0.46

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	105	8	78	10	8	58	38	12	84	102	2	41	25	42	26	20	64	12	88	105	-	37	27	23	68
	10%	2%	29%	11%	7%	14%	9%	5%	14%	26%	*	16%	6%	15%	7%	8%	13%	5%	15%	31%	-	17%	7%	8%	13%
			BDE	B*	B	G		K	HKMOP	HIKLMNOPQ		HKMOP	K	HKMOP	K	K	HKMO	U	RUWX	RSUVWXY		RUWX	U	U	RUW
Fairly favourable (1)	239	47	99	30	22	126	58	43	176	205	11	101	51	99	47	42	142	49	168	239	-	91	39	42	153
	23%	14%	37%	32%	20%	32%	14%	19%	29%	52%	3%	40%	13%	35%	13%	17%	28%	21%	28%	69%	-	43%	11%	16%	28%
			BE	B*		G		KMO	HIKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	UW	RUWX
Neither favourable nor unfavourable (0)	223	44	48	29	34	87	68	39	110	55	28	51	49	58	37	34	91	42	101	-	-	50	38	39	99
	21%	13%	18%	31%	31%	22%	17%	17%	18%	14%	7%	20%	13%	20%	10%	14%	18%	18%	17%	-	-	24%	10%	14%	18%
				BC*	BC			KO	JKMO	K		JKMOP	K	JKMOP	K	K	JKMO	TUW	TUW			STUWX	TU	TU	TUW
Fairly unfavourable (-1)	197	92	23	11	21	66	86	55	98	17	136	35	102	44	94	49	100	56	102	-	197	18	100	60	100
	19%	28%	9%	12%	19%	17%	21%	24%	16%	4%	34%	14%	26%	15%	26%	20%	20%	24%	17%	-	45%	9%	27%	22%	19%
		CD		*	C			IJLN	J		HIJLMNOPQ	J	IJLNPQ	J	IJLNPQ	JL	IJLN	STV	TV		RSTVWXY	T	STVY	STV	TV
Very unfavourable (-2)	240	141	15	11	26	59	144	82	122	5	223	23	157	42	147	97	102	76	131	-	240	15	160	105	116
	23%	42%	6%	12%	23%	15%	36%	35%	20%	1%	55%	9%	40%	15%	41%	40%	20%	32%	22%	-	55%	7%	43%	38%	21%
		CDE		C*	C		F	IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	JL	IJLNQ	IJLNQ	JLN	STVY	TV		RSTVWXY	T	RSTVY	STVY	TV
Don't know	46	2	2	1	1	5	8	-	11	7	5	2	5	1	4	2	1	2	11	-	-	1	3	3	4
	4%	1%	1%	1%	1%	1%	2%	-	2%	2%	1%	1%	1%	*	1%	1%	*	1%	2%	-	-	1%	1%	1%	1%
				*					NQ	HNQ	Q		Q		Q			U	TUY				U	TU	TU
Net: Very/Fairly favourable	344	55	177	40	30	184	96	55	260	307	12	142	75	142	74	62	207	61	255	344	-	128	67	65	221
	33%	16%	67%	43%	27%	46%	24%	24%	43%	78%	3%	56%	19%	49%	21%	25%	41%	26%	43%	100%	-	60%	18%	24%	41%
			BDE	BE*	B	G		K	HKMOP	HIKLMNOPQ		HIKMNOPQ	K	HIKMOPQ	K	KM	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	UW	RUWX
Net: Very/Fairly unfavourable	437	232	38	22	47	125	230	136	220	22	359	58	259	86	241	146	202	132	233	-	437	33	259	165	216
	42%	70%	14%	24%	42%	31%	57%	59%	37%	6%	89%	23%	67%	30%	68%	60%	40%	56%	39%	-	100%	16%	71%	61%	40%
		CDE		C*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNPQ	JL	HIJLNPQ	IJLNQ	IJLN	STVY	TV		RSTVWXY	T	RSTVXY	STVY	TV
Net Difference	-93	-178	138	18	-16	60	-134	-81	40	284	-347	84	-183	56	-168	-84	5	-71	23	344	-437	95	-193	-100	4
	-9%	-53%	52%	19%	-14%	15%	-33%	-35%	7%	73%	-86%	33%	-47%	20%	-47%	-34%	1%	-30%	4%	100%	-100%	44%	-52%	-37%	1%
Mean	-0.23	-0.94	0.76	0.18	-0.31	0.15	-0.61	-0.65	*	0.99	-1.42	0.41	-0.82	0.20	-0.82	-0.67	-0.07	-0.57	-0.04	1.31	-1.55	0.55	-0.89	-0.67	-0.08
			BDE	BE*	B	G		K	HKMOP	HIKLMNOPQ		HIKMNOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	UW	RUWX

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

23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	49 5%	23 5%	25 5%	4 4% *	7 4%	9 5%	4 2%	11 6%	13 5%	11 4%	13 4%	24 6%	4 3%	14 5%	9 4%	15 4%	29 5%	20 4%	9 3%	13 5%	10 4%	12 8% S	1 2% *	5 5% *	47 5%	2 1%	33 5%	10 3%	6 5% *	20 6%	29 4%	21 5%	27 4%	28 4%	21 5%
Fairly favourable (1)	188 18%	90 18%	98 18%	12 11% *	34 19%	19 11%	29 17%	30 18%	64 26% DFG	46 16%	48 14%	94 22% JK	15 11%	48 16%	35 15%	77 22% MO	112 19%	76 17%	47 19%	46 17%	42 17%	32 22%	6 12% *	15 16% *	160 18%	29 19%	129 20% b	33 11%	25 23% b*	58 19%	130 17%	63 16%	125 19%	102 16%	86 21% h
Neither favourable nor unfavourable (0)	180 17%	85 17%	93 18%	11 10% *	41 23% DG	31 18%	24 14%	30 18%	43 18%	52 18%	55 16%	73 18%	16 12%	62 21% M	36 15%	60 17%	101 17%	79 17%	42 17%	35 13%	47 20% T	31 21% T	9 16% *	15 17% *	147 16%	33 22%	116 18%	50 16%	13 12% *	55 18%	124 17%	64 16%	116 17%	132 20% i	48 12%
Fairly unfavourable (-1)	211 20%	101 20%	108 20%	22 21% *	31 17%	37 22%	32 19%	35 21%	53 22%	53 18%	69 20%	88 21%	31 23%	51 17%	45 19%	78 22%	129 22%	82 18%	41 17%	62 23%	56 23%	22 15%	13 26% *	16 18% *	173 19%	38 26%	135 21%	54 18%	21 19% *	56 19%	154 21%	81 21%	130 20%	134 21%	77 19%
Very unfavourable (-2)	389 37%	195 38%	188 35%	47 44% I*	59 33%	71 41% I	77 44% EI	62 37%	73 30%	107 37%	148 43% L	135 32%	56 42%	108 36%	105 44% P	115 33%	207 35%	183 40%	104 42%	101 37%	80 33%	46 32%	21 40% *	38 42% *	345 38%	44 30%	207 32%	138 46% a	45 40% *	105 35%	284 38%	154 40%	236 36%	231 36%	158 39%
Don't know	33 3%	15 3%	19 4%	11 10% FHI*	8 5% I	5 3% I	7 4% I	2 1%	- -	19 7% L	12 3% L	2 1%	11 8% P	13 4% P	8 3% P	1 *	13 2%	21 4% CJ	6 2%	15 6% V	6 2%	2 1%	2 5% *	2 2% *	30 3%	4 2%	15 2%	16 5% a	2 2% *	9 3%	24 3%	6 2%	27 4% f	22 3%	11 3%
Net: Very/Fairly favourable	237 23%	113 22%	122 23%	16 15% *	42 23%	29 17%	33 19%	40 24%	77 31% DFG	58 20%	62 18%	117 28% JK	19 14%	62 21%	44 18%	92 27% MO	141 24%	96 21%	56 22%	59 22%	52 21%	44 30% W	7 14% *	19 21% *	206 23%	31 21%	162 26% b	43 14%	31 28% b*	78 26%	159 21%	85 22%	152 23%	130 20%	107 27% h
Net: Very/Fairly unfavourable	600 57%	296 58%	296 56%	69 65% EI*	90 50%	108 63% EI	109 63% EI	98 57%	126 51%	160 55%	217 63% L	223 54%	87 66% N	159 54%	149 63% N	193 56%	336 57%	265 58%	145 58% V	163 60% V	136 56%	68 47%	34 65% V*	54 60% *	518 58%	82 55%	342 54%	193 64% a	66 59% *	162 53%	439 59%	234 60%	366 55%	365 56%	235 59%
Net Difference	-364 -35%	-184 -36%	-174 -33%	-53 -50%	-49 -27%	-80 -46%	-76 -44%	-57 -34%	-49 -20%	-102 -35%	-156 -45%	-106 -26%	-68 -51%	-96 -33%	-105 -44%	-100 -29%	-195 -33%	-169 -37%	-89 -36%	-104 -38%	-84 -35%	-24 -17%	-27 -51%	-34 -38%	-312 -35%	-51 -35%	-180 -28%	-149 -49%	-34 -31%	-84 -27%	-280 -38%	-150 -39%	-214 -32%	-235 -36%	-128 -32%
Mean	-0.69	-0.72	-0.66	-1.00 *	-0.58 DG	-0.85	-0.89	-0.65 D	-0.44 DFG	-0.73	-0.87	-0.53 K	-0.99	-0.67 M	-0.88	-0.58 MO	-0.64	-0.76	-0.76	-0.75	-0.66	-0.41 STW	-0.93 *	-0.77 *	-0.70	-0.64	-0.57 b	-0.97	-0.67 b*	-0.57	-0.74	-0.74	-0.67	-0.70	-0.68

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

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

23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	49	38	3	4	3	21	23	47	2	19	22	14	17	16	18	19	17	49	-	21	23	11	20	21	20
	5%	11%	1%	4%	2%	5%	6%	20%	*	5%	6%	6%	4%	6%	5%	8%	3%	21%	-	6%	5%	5%	6%	8%	4%
		CDE		*				IJKLMNOPQ		I	I	I	I	IQ	I	IMQ	I	STUVWXY		SY	S	S	S	SY	S
Fairly favourable (1)	188	115	13	14	17	59	93	133	15	48	103	44	82	40	92	68	67	188	-	40	108	39	79	76	70
	18%	34%	5%	16%	15%	15%	23%	58%	2%	12%	25%	17%	21%	14%	26%	28%	13%	79%	-	12%	25%	18%	22%	28%	13%
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNQ	IJ	IJNQ	I	IJLMNQ	IJLMNQ	I	STUVWXY		S	STY	STY	STY	STVWY	S
Neither favourable nor unfavourable (0)	180	60	25	19	24	60	77	31	49	34	74	39	64	35	61	41	57	-	-	27	73	27	51	52	61
	17%	18%	9%	21%	21%	15%	19%	13%	8%	9%	18%	15%	16%	12%	17%	17%	11%	-	-	8%	17%	13%	14%	19%	11%
		C		C*	C			I			IJNQ	IJ	IJQ	IJ	IJQ	IJ	I			RS	RSTY	RST	RST	RSTVWY	RST
Fairly unfavourable (-1)	211	75	57	21	14	81	86	11	164	89	77	48	70	49	73	53	104	-	211	81	86	43	70	58	112
	20%	22%	22%	23%	13%	20%	21%	5%	27%	23%	19%	19%	18%	17%	21%	22%	21%	-	35%	23%	20%	20%	19%	21%	21%
		E		*				HJKLMNOQ		HN	H	H	H	H	H	H	H		RTUVWXY	R	R	R	R	R	R
Very unfavourable (-2)	389	45	165	33	53	179	119	9	363	195	127	107	155	144	110	63	256	-	389	175	147	93	147	65	276
	37%	13%	62%	36%	48%	45%	30%	4%	61%	50%	31%	42%	40%	50%	31%	26%	51%	-	65%	51%	34%	44%	40%	24%	51%
			BDE	B*	B	G			HJKLMNOPQ	HKLMOP	H	HKOP	HKOP	HKLMOP	H	H	HKLMOP		RTUVWXY	RUVWX	RX	RUX	RUX	R	RUVWX
Don't know	33	1	2	1	1	1	5	-	6	6	1	2	-	2	2	-	-	-	-	1	-	-	1	1	1
	3%	*	1%	1%	1%	*	1%	-	1%	1%	*	1%	-	1%	*	-	-	-	-	*	-	-	*	*	*
				*					MQ	MPQ		Q		Q	M										
Net: Very/Fairly favourable	237	153	16	18	20	80	116	179	17	68	125	58	100	56	110	88	83	237	-	61	132	49	99	97	90
	23%	46%	6%	20%	17%	20%	29%	78%	3%	17%	31%	23%	26%	19%	31%	36%	17%	100%	-	18%	30%	23%	27%	36%	17%
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNQ	IJQ	IJNQ	I	IJLMNQ	IJLMNQ	I	STUVWXY		S	STY	STY	STY	STVWY	S
Net: Very/Fairly unfavourable	600	119	222	54	68	260	204	20	528	284	204	155	224	193	184	116	360	-	600	255	233	136	216	123	388
	57%	36%	84%	59%	60%	65%	51%	9%	88%	73%	50%	61%	58%	68%	52%	47%	72%	-	100%	74%	53%	64%	59%	45%	72%
			BDE	B*	B	G			HJKLMNOPQ	HKLMOP	H	HKOP	HKOP	HKLMOP	H	H	HKLMOP		RTUVWXY	RUVWX	RX	RUX	RUX	R	RUVWX
Net Difference	-364	34	-206	-36	-48	-180	-89	159	-511	-217	-79	-97	-125	-138	-73	-28	-277	237	-600	-194	-101	-87	-117	-26	-297
	-35%	10%	-77%	-39%	-43%	-45%	-22%	69%	-85%	-55%	-19%	-38%	-32%	-48%	-21%	-12%	-55%	100%	-100%	-57%	-23%	-41%	-32%	-10%	-55%
Mean	-0.69	0.08	-1.40	-0.72	-0.89	-0.85	-0.46	0.85	-1.47	-1.02	-0.45	-0.75	-0.68	-0.94	-0.47	-0.29	-1.03	1.21	-1.65	-1.01	-0.51	-0.80	-0.66	-0.25	-1.03
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNQ	IJNQ	IJNQ	I	IJLMNQ	IJLMNQ	I	STUVWXY		S	STVWY	STY	STY	STUVWY	S

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

23-085423-23 - 7th - 10th 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? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	30 3%	11 2%	17 3%	- - *	7 4%	7 4% D	4 2%	4 2%	8 3%	7 2%	11 3%	12 3%	2 1%	11 4%	7 3%	10 3%	18 3%	12 3%	8 3%	5 2%	8 3%	6 4%	1 2% *	2 3% *	22 2%	8 5%	23 4%	5 2%	2 2% *	12 4%	18 2%	21 5% g	9 1%	21 3%	9 2%
Fairly favourable (1)	183 17%	89 17%	94 18%	24 22% H*	37 20% H	27 16%	29 17%	19 11%	47 19% H	61 21%	56 16%	66 16%	32 24%	50 17%	39 17%	57 17%	124 21% R	58 13%	28 11%	40 15%	53 22% ST	34 23% ST	10 20% *	17 19% *	157 17%	25 17%	117 18%	47 16%	19 17% *	62 20%	121 16%	80 21% g	103 16%	114 18%	69 17%
Neither favourable nor unfavourable (0)	370 35%	176 35%	190 36%	32 30% *	76 42% GI	73 42% I	55 32%	60 35%	73 30%	108 38%	128 37%	134 32%	39 30%	133 45% MOP	77 33%	108 31%	209 35%	161 35%	92 37%	97 36%	80 33%	49 34%	18 35% *	34 37% *	324 36%	46 31%	228 36%	104 35%	38 34% *	113 37%	257 34%	153 39% g	217 33%	241 37%	129 32%
Fairly unfavourable (-1)	187 18%	92 18%	95 18%	15 14% *	22 12%	22 13%	32 18%	40 23% EF	56 23% EF	37 13%	54 15%	96 23% JK	17 13%	39 13%	41 17%	82 24% MN	96 16%	91 20%	57 23% V	46 17%	38 16%	19 13%	10 18% *	17 19% *	161 18%	26 18%	114 18%	47 16%	26 23% *	51 17%	136 18%	60 15%	127 19%	108 17%	79 20%
Very unfavourable (-2)	180 17%	109 21% C	69 13%	11 10% *	14 8%	27 16% E	29 17% E	40 23% DE	59 24% DE	25 9%	56 16% J	98 24% JK	13 10%	28 10%	44 19% MN	83 24% MN	90 15%	90 20%	46 18%	45 17%	42 18%	24 16%	9 18% *	14 16% *	151 17%	29 20%	104 16%	56 19%	20 18% *	33 11%	147 20% d	48 12%	132 20% f	96 15%	84 21% h
Don't know	100 10%	33 6%	65 12% B	25 23% FHI*	25 14% HI	17 10% HI	24 14% HI	7 4% I	2 1%	50 17% L	41 12% L	9 2%	29 22% NOP	35 12% P	28 12% P	6 2%	53 9%	47 10%	18 7%	38 14% SU	20 8%	13 9%	4 8% *	6 6% *	87 10%	13 9%	50 8%	42 14% a	8 7% *	33 11%	67 9%	27 7%	73 11% f	68 11%	31 8%
Net: Very/Fairly favourable	213 20%	99 20%	111 21%	24 22% *	44 24% H	34 20%	33 19%	23 14%	55 22% H	67 23%	67 19%	78 19%	34 26%	60 20%	47 20%	68 20%	142 24% R	70 15%	36 15%	44 16%	61 25% ST	40 28% ST	11 21% *	20 22% *	180 20%	33 22%	140 22%	52 17%	21 18% *	74 24% e	139 19%	101 26% g	112 17%	135 21%	78 19%
Net: Very/Fairly unfavourable	367 35%	201 39% C	165 31%	26 24% *	36 20%	49 28%	61 35% E	79 47% DEFG	115 47% DEFG	63 22%	110 32% J	195 47% JK	30 23%	68 23%	85 36% MN	164 47% MNO	186 32%	181 39% Q	103 41% V	92 34%	80 33%	43 29%	19 36% *	31 34% *	311 35%	56 38%	218 34%	104 34%	45 41% *	84 28%	283 38% d	108 28%	259 39% f	205 32%	162 41% h
Net Difference	-154 -15%	-101 -20%	-53 -10%	-2 -2%	7 4%	-15 -9%	-28 -16%	-56 -33%	-61 -25%	5 2%	-43 -12%	-117 -28%	4 3%	-7 -2%	-38 -16%	-96 -28%	-44 -7%	-111 -24%	-67 -27%	-47 -17%	-19 -8%	-2 -2%	-8 -15%	-11 -13%	-132 -15%	-23 -15%	-78 -12%	-51 -17%	-25 -22%	-10 -3%	-145 -19%	-8 -2%	-147 -22%	-70 -11%	-85 -21%
Mean	-0.32	-0.42	-0.23 B	-0.16 H*	* GHI	-0.22 H	-0.35	-0.56	-0.46	-0.06 KL	-0.29 L	-0.50	-0.07 OP*	-0.10 OP	-0.36	-0.50	-0.22 R	-0.46	-0.45	-0.38	-0.24	-0.15 S	-0.33 *	-0.27 *	-0.32	-0.33	-0.27	-0.39	-0.41 *	-0.11 e	-0.40	-0.10 g	-0.46	-0.25 i	-0.43

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

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23-085423-23 - 7th - 10th 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? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians							
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	30	1	9	15	4	16	11	6	23	23	5	28	2	17	6	7	20	6	22	22	6	30	-	7	21
	3%	*	4%	16%	3%	4%	3%	2%	4%	6%	1%	11%	*	6%	2%	3%	4%	3%	4%	6%	1%	14%	-	2%	4%
			B	BCE*	B			M	KMO	HIKMO		HIJKMNOPQ		HKMO	M	M	KMO	W	UW	RSUWXY	W	RSTUWXY		W	UW
Fairly favourable (1)	183	41	56	38	22	95	50	37	112	108	31	126	14	89	36	46	97	43	115	106	27	183	-	44	98
	17%	12%	21%	41%	20%	24%	12%	16%	19%	27%	8%	50%	4%	31%	10%	19%	19%	18%	19%	31%	6%	86%	-	16%	18%
			B	BCE*		G		KMO	KMO	HIKMOPQ	M	HIJKMNOPQ		HIKMOPQ	M	KMO	KMO	UW	UW	RSUWXY	W	RSTUWXY		UW	UW
Neither favourable nor unfavourable (0)	370	91	121	33	36	163	119	82	207	162	101	78	48	101	77	65	168	77	205	138	115	-	-	75	188
	35%	27%	45%	35%	32%	41%	30%	36%	34%	41%	25%	31%	12%	35%	22%	27%	34%	32%	34%	40%	26%	-	-	27%	35%
			BE	*		G		KMOP	KMOP	IKLMNOPQ	M	MO		KMOP	M	M	KMO	UVW	UVWX	RSUVWXY	VW			VW	UVWX
Fairly unfavourable (-1)	187	86	45	2	22	57	93	40	116	51	105	12	136	42	85	44	94	47	113	48	115	-	187	57	102
	18%	26%	17%	3%	20%	14%	23%	17%	19%	13%	26%	5%	35%	15%	24%	18%	19%	20%	19%	14%	26%	-	51%	21%	19%
		CD	D	*	D		F	L	JLN	L	HIJLNPQ		HIJKLNOPQ	L	HJLNPQ	L	JLN	TV	TV	V	RSTVXY		RSTUVXY	TV	TV
Very unfavourable (-2)	180	99	24	2	20	50	104	54	97	25	136	1	172	16	137	73	87	52	103	19	144	-	180	82	87
	17%	30%	9%	3%	18%	12%	26%	24%	16%	6%	34%	*	44%	6%	38%	30%	17%	22%	17%	5%	33%	-	49%	30%	16%
		CDE		*	CD		F	IJLNQ	JLN	L	HIJLNQ		HIJKLNOPQ	L	HIJKLNPQ	IJLNQ	JLN	TVY	TV	V	RSTVY		RSTUVXY	RSTVY	TV
Don't know	100	15	11	2	8	20	25	11	45	23	27	10	16	21	16	9	33	11	43	12	30	-	-	8	44
	10%	4%	4%	2%	7%	5%	6%	5%	7%	6%	7%	4%	4%	7%	4%	4%	7%	5%	7%	3%	7%	-	-	3%	8%
				*					LMOP		MP			LP			LM	VW	TVWX	VW	TVWX			VW	TVWX
Net: Very/Fairly favourable	213	42	65	53	26	111	61	43	136	131	35	154	15	106	41	53	118	49	136	128	33	213	-	51	120
	20%	13%	24%	58%	23%	28%	15%	18%	23%	33%	9%	61%	4%	37%	12%	22%	24%	21%	23%	37%	8%	100%	-	19%	22%
			B	BCE*	B	G		KMO	KMO	HIKMOPQ	M	HIJKMNOPQ		HIKMOPQ	M	KMO	KMO	UW	UW	RSUWXY	W	RSTUWXY		UW	UW
Net: Very/Fairly unfavourable	367	185	69	5	42	107	197	94	212	76	241	13	308	58	222	117	181	99	216	67	259	-	367	139	189
	35%	56%	26%	5%	37%	27%	49%	41%	35%	20%	60%	5%	79%	20%	62%	48%	36%	42%	36%	19%	59%	-	100%	51%	35%
		CDE	D	*	CD		F	JLN	JLN	L	HIJLNPQ		HIJKLNOPQ	L	HIJLNPQ	IJLNQ	JLN	TVY	TV	V	RSTVXY		RSTUVXY	RSTVY	TV
Net Difference	-154	-143	-4	49	-16	4	-137	-52	-77	54	-206	141	-293	48	-180	-64	-64	-50	-80	61	-226	213	-367	-88	-69
	-15%	-43%	-2%	53%	-14%	1%	-34%	-23%	-13%	14%	-51%	56%	-75%	17%	-51%	-26%	-13%	-21%	-13%	18%	-52%	100%	-100%	-32%	-13%
Mean	-0.32	-0.76	-0.07	0.68	-0.31	-0.08	-0.61	-0.46	-0.27	0.14	-0.89	0.69	-1.24	0.19	-0.92	-0.55	-0.28	-0.43	-0.29	0.19	-0.89	1.14	-1.49	-0.62	-0.27
			B	BCE*	B*	G		KMO	HKMOP	HIKMOPQ	M	HIJKMNOPQ		HIKMOPQ	M	KMO	HKMOP	UWX	UWX	RSUWXY	W	RSTUWXY		UW	UWX

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

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23-085423-23 - 7th - 10th 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? - Nigel Farage, Leader of Reform UK

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	105 10%	62 12% C	43 8%	3 3% *	19 10% D	13 8%	16 9% D	23 13% D	32 13% D	22 8%	29 8%	54 13% JK	5 4%	26 9%	23 10%	45 13% M	44 8%	61 13% Q	21 8%	40 15% SVX	24 10%	9 7%	6 11% *	5 5% *	88 10%	17 11%	71 11%	25 8%	10 9% *	30 10%	75 10%	23 6%	82 12% f	61 9%	44 11%
Fairly favourable (1)	168 16%	96 19% C	70 13%	12 11% *	33 18%	36 21% DGH	20 12%	20 12%	46 19%	44 15%	57 16%	67 16%	15 11%	54 18%	35 15%	60 17%	93 16%	75 16%	51 21% TW	33 12%	35 15%	31 21% TW	4 8% *	14 15% *	145 16%	23 15%	112 18%	39 13%	16 15% *	63 21% e	105 14%	59 15%	108 16%	109 17%	58 15%
Neither favourable nor unfavourable (0)	187 18%	90 18%	97 18%	33 31% FGHI*	38 21% I	29 17%	26 15%	33 19% I	28 11%	71 25% KL	55 16%	61 15%	40 30% NOP	59 20%	34 14%	52 15%	105 18%	82 18%	40 16%	51 19%	38 16%	31 22%	8 16% *	19 21% *	161 18%	27 18%	117 18%	56 18%	15 13% *	67 22% e	120 16%	74 19%	113 17%	132 20% i	55 14%
Fairly unfavourable (-1)	135 13%	63 12%	70 13%	13 12% *	21 12%	18 10%	24 14%	21 12%	37 15%	35 12%	42 12%	58 14%	15 11%	36 12%	31 13%	46 13%	69 12%	66 14%	26 10%	39 14%	34 14%	22 15%	8 16% *	6 7% *	115 13%	20 13%	88 14%	32 11%	15 13% *	43 14%	92 12%	49 13%	86 13%	72 11%	63 16% h
Very unfavourable (-2)	405 39%	180 35%	220 42%	33 30% *	60 33%	70 40%	76 44% DE	70 41%	98 40%	92 32%	146 42% J	167 40% J	44 33%	105 35%	101 43%	138 40%	258 44% R	147 32%	100 40%	94 34%	95 39%	51 35%	22 42% *	44 49% T*	345 38%	60 40%	228 36%	126 42%	51 45% *	91 30%	315 42% d	176 45% g	229 35%	248 38%	158 39%
Don't know	50 5%	19 4%	30 6%	13 12% FHI*	11 6%	6 4%	11 6% I	4 2%	5 2%	24 8% L	17 5% L	9 2%	13 10% P	16 5% P	14 6% P	5 2%	20 3%	29 6% Q	12 5% V	15 6% V	15 6% V	1 1%	4 7% V*	3 4% *	47 5%	3 2%	20 3%	24 8% a	5 5% *	12 4%	38 5%	7 2%	43 6% f	26 4%	24 6%
Net: Very/Fairly favourable	273 26%	157 31% C	114 21%	15 14% *	52 28% D	49 29% D	36 21%	43 25% D	78 32% DG	66 23%	85 25%	121 29%	20 15%	80 27% M	58 24% M	105 30% M	137 23%	136 29% Q	72 29%	73 27%	59 25%	40 28%	10 19% *	18 20% *	233 26%	40 27%	183 29% b	63 21%	26 23% *	92 30% e	180 24%	82 21%	190 29% f	171 26%	102 25%
Net: Very/Fairly unfavourable	540 51%	243 48%	290 55% B	46 43% *	81 45%	88 51%	101 58% DE	90 53%	135 55%	127 44%	188 54% J	225 54% J	59 45%	141 48%	132 56%	183 53%	327 55% R	213 46%	125 50%	133 49%	129 53%	73 50%	30 58% *	50 55% *	461 51%	79 53%	316 50%	159 53%	66 59% *	133 44%	407 55% d	225 58% g	315 48%	320 49%	220 55%
Net Difference	-268 -25%	-86 -17%	-177 -33%	-31 -29%	-29 -16%	-38 -22%	-65 -37%	-48 -28%	-57 -23%	-61 -21%	-103 -30%	-104 -25%	-39 -30%	-61 -21%	-74 -31%	-78 -23%	-190 -32%	-78 -17%	-53 -21%	-60 -22%	-69 -29%	-33 -23%	-20 -39%	-32 -35%	-228 -25%	-40 -27%	-133 -21%	-95 -32%	-40 -35%	-41 -13%	-227 -30%	-143 -37%	-125 -19%	-149 -23%	-118 -30%
Mean	-0.57	-0.42 C	-0.71	-0.65 *	-0.41 G	-0.57	-0.77	-0.57	-0.51	-0.49	-0.67	-0.53	-0.66	-0.50	-0.68	-0.50	-0.71	-0.38 Q	-0.56	-0.44	-0.62	-0.52	-0.75 *	-0.81 *	-0.57	-0.57	-0.47 b	-0.71	-0.76 *	-0.35 e	-0.66	-0.77	-0.44 f	-0.54	-0.62

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23-085423-23 - 7th - 10th 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? - Nigel Farage, Leader of Reform UK

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians							
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	105	65	7	1	11	7	79	35	55	17	82	12	73	15	68	100	2	36	54	14	83	16	70	105	-
	10%	20%	3%	1%	10%	2%	20%	15%	9%	4%	20%	5%	19%	5%	19%	41%	*	15%	9%	4%	19%	8%	19%	39%	-
		CDE		*	CD		F	IJLNQ	JLNQ	Q	IJLNQ	Q	IJLNQ	Q	IJLNQ	HIJKLMNOQ		STVY	TY	Y	STVY	TY	STVY	RSTUVWY	
Fairly favourable (1)	168	81	29	16	22	39	97	64	63	57	83	43	77	41	77	108	18	61	69	51	82	35	69	168	-
	16%	24%	11%	17%	20%	10%	24%	28%	11%	15%	20%	17%	20%	14%	22%	44%	4%	26%	11%	15%	19%	16%	19%	61%	-
		C		*	C		F	IJKLMNQ	Q	IQ	IJNQ	IQ	IJNQ	IQ	IJNQ	HIJKLMNOQ		STUVWY	Y	SY	SY	SY	SY	RSTUVWY	
Neither favourable nor unfavourable (0)	187	54	37	13	21	45	77	43	70	63	50	49	42	33	47	20	27	44	76	53	52	38	34	-	-
	18%	16%	14%	14%	19%	11%	19%	19%	12%	16%	12%	19%	11%	12%	13%	8%	5%	19%	13%	15%	12%	18%	9%	-	-
				*			F	IKMNOPQ	Q	IMNPQ	PQ	IKMNOPQ	Q	Q	PQ			SUWXY	WXY	WXY	XY	SUWXY	XY		
Fairly unfavourable (-1)	135	58	28	8	9	36	63	42	69	53	50	26	48	39	50	10	81	39	69	46	59	18	48	-	135
	13%	17%	11%	9%	8%	9%	16%	18%	12%	14%	12%	10%	12%	14%	14%	4%	16%	17%	11%	14%	14%	9%	13%	-	25%
		CE		*			F	IKLMP	P	P	P	P	P	P	P		ILP	VX	X	VX	X	X	X		RSTUVWX
Very unfavourable (-2)	405	72	161	53	48	266	77	44	329	192	134	117	141	156	111	5	371	51	319	174	157	101	141	-	405
	39%	22%	60%	58%	43%	66%	19%	19%	55%	49%	33%	46%	36%	54%	31%	2%	74%	22%	53%	51%	36%	48%	38%	-	75%
			BE	BE*	B	G		P	HJKLMOP	HKMOP	HP	HKMOP	HOP	HKLMOP	HP		HIJKLMNOP	X	RUWX	RUWX	RX	RUWX	RX		RSTUVWX
Don't know	50	3	4	1	1	8	9	4	12	9	5	6	5	2	4	2	1	5	14	5	4	4	5	-	-
	5%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	*	2%	2%	1%	1%	2%	1%	-	-
				*				Q	Q	NQ	Q	Q	Q		Q			XY	UXY	XY	Y	XY	XY		
Net: Very/Fairly favourable	273	146	36	17	34	46	175	98	118	74	164	56	151	55	145	208	21	97	123	65	165	51	139	273	-
	26%	44%	14%	18%	30%	12%	44%	43%	20%	19%	41%	22%	39%	19%	41%	85%	4%	41%	20%	19%	38%	24%	38%	100%	-
		CDE		*	C		F	IJLNQ	Q	Q	IJLNQ	Q	IJLNQ	Q	IJLNQ	HIJKLMNOQ		STVY	Y	Y	STVY	Y	STVY	RSTUVWY	
Net: Very/Fairly unfavourable	540	130	189	61	56	302	139	85	399	245	184	143	189	195	161	15	452	90	388	221	216	120	189	-	540
	51%	39%	71%	67%	50%	75%	35%	37%	67%	63%	46%	56%	49%	68%	45%	6%	90%	38%	65%	64%	49%	56%	51%	-	100%
			BE	BE*	B	G		P	HKLMOP	HKLMOP	HP	HKOP	HP	HJKLMOP	HP		HIJKLMNOP	X	RUVWX	RUVWX	RX	RX	RX		RSTUVWX
Net Difference	-268	17	-153	-44	-23	-255	36	13	-281	-171	-20	-87	-39	-140	-16	193	-431	7	-265	-155	-51	-69	-50	273	-540
	-25%	5%	-57%	-48%	-20%	-64%	9%	6%	-47%	-44%	-5%	-34%	-10%	-49%	-4%	79%	-86%	3%	-44%	-45%	-12%	-32%	-14%	100%	-100%
Mean	-0.57	0.03	-1.17	-1.07	-0.53	-1.31	0.10	0.02	-0.95	-0.91	-0.18	-0.78	-0.28	-0.99	-0.17	1.19	-1.60	-0.04	-0.90	-0.93	-0.29	-0.74	-0.33	1.39	-1.75
		CDE		*	CD		F	IJLMNQ	Q	Q	IJLNQ	INQ	IJLNQ	Q	IJLNQ	HIJKLMNOQ		STUVWY	Y	Y	STVY	TY	STVY	RSTUVWY	

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

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	149 14%	81 16%	65 12%	20 19% *	38 21% FGHI	19 11%	21 12%	22 13%	30 12%	58 20% KL	39 11%	51 12%	24 18%	47 16%	30 13%	47 14%	82 14%	67 15%	32 13%	40 15%	30 12%	24 17%	11 21% *	11 12% *	129 14%	20 13%	100 16%	35 12%	13 12% *	57 19% e	91 12%	69 18% g	79 12%	104 16% i	45 11%
Fairly favourable (1)	243 23%	118 23%	124 23%	29 27% I*	49 27% I	47 27% I	46 27% I	33 19%	38 16%	78 27% L	94 27% L	71 17%	39 30% P	78 26% P	63 27% P	54 16%	149 25%	94 20%	62 25%	58 21%	49 20%	37 26%	13 25% *	23 26% *	215 24%	28 19%	151 24%	69 23%	23 20% *	89 29% e	154 21%	113 29% g	130 20%	166 26% i	77 19%
Neither favourable nor unfavourable (0)	215 20%	103 20%	109 21%	27 25% G*	45 25% GH	44 26% GH	23 13%	28 16%	48 19%	72 25% L	67 19%	76 18%	33 25% O	78 26% OP	35 15%	62 18%	135 23% R	80 17%	51 20%	45 17%	54 22%	35 24%	8 16% *	22 24% *	184 20%	31 21%	128 20%	66 22%	21 19% *	57 19%	158 21%	84 22%	131 20%	137 21%	78 19%
Fairly unfavourable (-1)	173 17%	73 14%	99 19%	15 14% *	21 11%	25 14%	38 22% E	27 16%	47 19%	36 13%	63 18%	74 18%	17 13%	40 13%	46 19%	66 19%	93 16%	80 17%	50 20% V	46 17%	37 15%	15 11%	8 15% *	17 19% *	148 16%	25 17%	103 16%	52 17%	19 17% *	44 15%	129 17%	59 15%	114 17%	103 16%	70 17%
Very unfavourable (-2)	231 22%	120 24%	108 20%	9 8% *	18 10%	30 17% D	35 20% DE	58 34% DEFG	81 33% DEFG	27 9%	64 19% J	139 34% JK	11 8%	37 12%	50 21% MN	116 33% MNO	119 20%	112 24%	46 19%	68 25% X	62 26% X	31 21%	10 20% *	13 14% *	189 21%	41 28%	136 21%	65 22%	30 26% *	44 15%	187 25% d	57 15%	174 26% f	116 18%	115 29% h
Don't know	39 4%	14 3%	26 5%	7 7% HI*	10 5% HI	8 5% I	10 6% HI	2 1%	2 1%	17 6% L	18 5% L	4 1%	7 6% P	17 6% P	12 5% P	1 *	12 2%	27 6% Q	7 3%	14 5%	10 4%	2 1%	2 3% *	5 5% *	35 4%	4 3%	18 3%	15 5%	7 6% *	13 4%	26 4%	6 2%	33 5% f	23 4%	16 4%
Net: Very/Fairly favourable	392 37%	199 39%	189 36%	49 45% HI*	87 48% HI	66 38% I	67 39% I	55 32%	68 28%	136 47% KL	133 38% L	123 29%	63 48% P	125 42% P	93 39% P	101 29%	231 39%	161 35%	94 38%	99 36%	79 33%	62 42%	24 46% *	34 37% *	344 38%	47 32%	252 40%	104 35%	36 32% *	146 48% e	246 33%	182 47% g	209 32%	270 42% i	122 30%
Net: Very/Fairly unfavourable	404 38%	193 38%	206 39%	24 22% *	39 22%	54 32% E	73 42% DEF	85 50% DEF	128 52% DEF	63 22%	127 37% J	214 51% JK	28 21%	76 26%	96 41% MN	182 53% MNO	212 36%	192 42%	97 39%	114 42%	99 41%	47 32%	18 35% *	30 33% *	338 37%	67 45%	239 38%	117 39%	49 43% *	88 29%	316 42% d	116 30%	288 44% f	219 34%	185 46% h
Net Difference	-13 -1%	6 1%	-17 -3%	25 23%	48 27%	11 7%	-6 -3%	-31 -18%	-60 -25%	73 25%	6 2%	-91 -22%	35 27%	49 16%	-3 -1%	-81 -23%	19 3%	-31 -7%	-2 -1%	-15 -6%	-20 -8%	15 10%	6 11%	4 4%	7 1%	-19 -13%	13 2%	-13 -4%	-13 -12%	57 19%	-70 -9%	67 17%	-79 -12%	51 8%	-63 -16%
Mean	-0.09	-0.07	-0.12	0.36 FGHI*	0.40 FGHI	* HI	-0.12 I	-0.40	-0.46	0.38 KL	-0.06 L	-0.43	0.39 OP	0.21 OP	-0.10 P	-0.43	-0.03	-0.18	-0.07	-0.17	-0.22	0.06	0.13 *	0.01 *	-0.06	-0.28	-0.04	-0.15	-0.28 *	0.24 e	-0.23	0.21 g	-0.28	0.06 i	-0.35

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23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	149	16	99	13	10	79	43	26	110	149	-	69	31	63	29	28	87	23	114	138	6	54	32	33	97
	14%	5%	37%	14%	9%	20%	11%	11%	18%	38%	-	27%	8%	22%	8%	12%	17%	10%	19%	40%	1%	26%	9%	12%	18%
			BDE	B*		G		K	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HKMOPQ	K	K	HKMO	U	RUWX	RSUVWXY		RSUWXY	U	U	RUWX
Fairly favourable (1)	243	37	105	29	23	123	58	36	181	243	-	86	54	97	47	37	139	45	170	169	17	76	45	40	148
	23%	11%	40%	31%	21%	31%	14%	16%	30%	62%	-	34%	14%	34%	13%	15%	28%	19%	28%	49%	4%	36%	12%	15%	27%
			BE	B*	B	G		K	HKMOP	HIKLMNOPQ		HKMOPQ	K	HKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	U	RUWX
Neither favourable nor unfavourable (0)	215	45	39	29	31	83	65	37	101	-	-	49	48	50	45	32	101	40	103	23	54	44	46	34	106
	20%	14%	15%	32%	28%	21%	16%	16%	17%	-	-	19%	12%	18%	13%	13%	20%	17%	17%	7%	12%	21%	13%	13%	20%
				BC*	BC			JK	JKMO			JKMOP	JK	JK	JK	JK	IJKMOP	TU	TUW		T	TUWX	T	T	TUWX
Fairly unfavourable (-1)	173	87	14	15	21	62	75	47	92	-	173	33	88	42	71	38	94	46	93	11	136	24	81	53	94
	17%	26%	5%	16%	19%	15%	19%	20%	15%	-	43%	13%	23%	15%	20%	15%	19%	19%	16%	3%	31%	11%	22%	19%	17%
		C		C*	C			JL	J		HIJLMNOPQ	J	IJLNP	J	IJL	J	IJLN	TV	T		RSTVWXY	T	STVY	TV	TV
Very unfavourable (-2)	231	147	6	6	25	51	149	85	109	-	231	17	164	33	161	108	79	79	111	2	223	11	160	112	90
	22%	44%	2%	6%	22%	13%	37%	37%	18%	-	57%	7%	42%	11%	45%	44%	16%	34%	18%	*	51%	5%	44%	41%	17%
		CDE		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	JL	HIJLNQ	IJLNQ	JLN	STVY	TV		RSTVWXY	T	RSTVY	RSTVY	TV
Don't know	39	1	2	-	1	3	10	-	7	-	-	-	3	1	4	2	1	4	9	1	2	3	3	-	5
	4%	*	1%	-	1%	1%	3%	-	1%	-	-	-	1%	*	1%	1%	*	2%	2%	*	*	1%	1%	-	1%
				*					JKLQ				K		JK	K		X	TUX			X			
Net: Very/Fairly favourable	392	52	205	42	34	202	101	62	291	392	-	155	85	160	76	66	226	68	284	307	22	131	76	74	245
	37%	16%	77%	45%	30%	50%	25%	27%	49%	100%	-	61%	22%	56%	21%	27%	45%	29%	47%	89%	5%	61%	21%	27%	45%
			BDE	BE*	B	G		K	HKMOPQ	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	UW	RUWX
Net: Very/Fairly unfavourable	404	234	20	21	46	112	225	131	201	-	404	50	252	74	232	145	173	125	204	12	359	35	241	164	184
	38%	70%	8%	23%	41%	28%	56%	57%	34%	-	100%	20%	65%	26%	65%	59%	35%	53%	34%	4%	82%	17%	66%	60%	34%
		CDE		C*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNQ	JL	HIJLNQ	IJLNQ	JLN	STVY	TV		RSTVWXY	T	RSTVY	RSTVY	TV
Net Difference	-13	-182	184	21	-13	89	-124	-69	90	392	-404	106	-166	86	-156	-80	53	-58	81	295	-337	96	-165	-90	61
	-1%	-55%	69%	23%	-11%	22%	-31%	-30%	15%	100%	-100%	42%	-43%	30%	-44%	-33%	11%	-24%	13%	86%	-77%	45%	-45%	-33%	11%
Mean	-0.09	-0.94	1.05	0.30	-0.24	0.29	-0.59	-0.55	0.15	1.38	-1.57	0.62	-0.78	0.41	-0.82	-0.66	0.12	-0.49	0.14	1.26	-1.27	0.66	-0.80	-0.62	0.13
			BDE	BE*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMNOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	UW	RUWX

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	58 5%	28 5%	28 5%	6 5% *	13 7%	12 7%	5 3%	10 6%	13 5%	18 6%	16 5%	23 6%	7 5%	20 7%	10 4%	14 4%	38 6%	20 4%	16 7%	18 6%	7 3%	12 8% U	1 1% *	4 5% *	52 6%	5 3%	42 7%	11 4%	5 4% *	29 9% e	29 4%	26 7%	31 5%	35 5%	23 6%
Fairly favourable (1)	173 16%	82 16%	90 17%	14 13% *	26 14%	17 10%	28 16%	30 18% F	59 24% DEF	40 14%	45 13%	89 21% JK	16 12%	38 13%	34 14%	77 22% MNO	100 17%	73 16%	32 13%	46 17%	46 19%	29 20%	9 17% *	11 12% *	148 16%	24 16%	118 19% b	32 11%	23 20% b*	49 16%	124 17%	49 13%	124 19% f	94 15%	79 20% h
Neither favourable nor unfavourable (0)	180 17%	88 17%	90 17%	22 21% G*	39 22% G	36 21% G	15 9%	26 15% G	42 17% G	61 21% K	51 15%	68 16%	27 20% O	63 21% O	26 11%	57 16%	102 17%	78 17%	50 20%	41 15%	44 18%	28 19%	5 10% *	12 14% *	143 16%	37 25% Y	113 18%	55 18%	12 11% *	60 20%	120 16%	67 17%	113 17%	126 19% i	55 14%
Fairly unfavourable (-1)	198 19%	91 18%	106 20%	25 24% *	26 15%	31 18%	33 19%	32 19%	50 20%	52 18%	64 19%	82 20%	32 24% N	46 16%	45 19%	71 20%	118 20%	79 17%	35 14%	54 20%	51 21%	32 22%	14 27% S*	12 14% *	172 19%	26 17%	116 18%	60 20%	23 20% *	54 18%	144 19%	78 20%	120 18%	128 20%	70 18%
Very unfavourable (-2)	401 38%	204 40%	193 36%	34 31% *	66 36%	69 40%	82 47% DEI	70 41%	81 33%	99 34%	151 44% JL	151 36%	44 33%	110 37%	109 46% MNP	127 37%	219 37%	182 40%	110 44% UV	97 36%	84 35%	43 30%	22 42% *	46 51% TUV*	350 39%	51 35%	228 36%	128 42%	45 41% *	100 33%	301 40% d	162 42%	239 36%	243 37%	159 40%
Don't know	40 4%	15 3%	25 5%	7 6% HI*	11 6% HI	8 5% I	11 6% HI	2 1%	1 *	18 6% L	19 5% L	3 1%	7 5% P	18 6% P	13 5% P	1 *	12 2%	28 6% Q	6 2%	16 6% SV	10 4%	2 1%	1 2% *	5 5% *	35 4%	4 3%	19 3%	16 5%	5 4% *	12 4%	27 4%	7 2%	33 5% f	24 4%	15 4%
Net: Very/Fairly favourable	231 22%	110 22%	117 22%	19 18% *	39 21%	28 16%	33 19%	40 23%	72 29% DFG	58 20%	61 18%	112 27% K	23 18%	58 20%	44 19%	90 26% O	139 23%	92 20%	48 19%	64 23%	53 22%	41 28%	10 19% *	15 16% *	201 22%	30 20%	160 25% b	43 14%	27 24% b*	78 26%	153 20%	75 19%	155 24%	129 20%	102 25%
Net: Very/Fairly unfavourable	599 57%	295 58%	298 56%	59 55% *	92 51%	100 58%	115 66% EI	102 60%	131 53%	151 52%	215 62% J	233 56%	75 57%	156 53%	154 65% N	198 57%	337 57%	262 57%	145 58%	151 55%	134 56%	75 51%	36 69% V*	58 65% *	522 58%	77 52%	343 54%	188 62% a	68 61% *	154 51%	445 60% d	240 62% g	359 54%	370 57%	229 57%
Net Difference	-369 -35%	-185 -36%	-181 -34%	-39 -37%	-53 -30%	-72 -42%	-82 -47%	-63 -37%	-59 -24%	-93 -32%	-154 -45%	-122 -29%	-52 -40%	-98 -33%	-110 -46%	-108 -31%	-199 -34%	-170 -37%	-97 -39%	-87 -32%	-81 -34%	-34 -23%	-26 -51%	-44 -48%	-321 -36%	-48 -32%	-183 -29%	-145 -48%	-41 -36%	-76 -25%	-293 -39%	-165 -42%	-204 -31%	-241 -37%	-128 -32%
Mean	-0.71	-0.73	-0.68	-0.67 *	-0.63 G	-0.78	-0.98	-0.73	-0.52 G	-0.64 K	-0.88	-0.60 K	-0.71	-0.68 O	-0.93	-0.64 O	-0.66	-0.77	-0.78	-0.65 X	-0.68	-0.45 SWX	-0.94 *	-0.99 *	-0.71	-0.65	-0.60 b	-0.92	-0.76 *	-0.51 e	-0.79	-0.79	-0.66	-0.72	-0.68

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23-085423-23 - 7th - 10th June 2024

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Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	58	39	3	5	7	22	29	58	-	26	23	21	20	19	19	26	16	54	2	23	23	18	19	27	16
	5%	12%	1%	6%	6%	5%	7%	25%	-	7%	6%	8%	5%	7%	5%	11%	3%	23%	*	7%	5%	8%	5%	10%	3%
		C		C*	C			IJKLMNOPQ		IQ	IQ	IQ	I	IQ	I	IKMOQ	I	STUVWXY		SY	SY	SY	SY	SUWY	S
Fairly favourable (1)	173	122	10	8	11	54	90	173	-	36	109	39	77	32	90	65	66	126	19	33	114	25	76	71	69
	16%	37%	4%	8%	9%	13%	22%	75%	-	9%	27%	15%	20%	11%	25%	26%	13%	53%	3%	10%	26%	12%	21%	26%	13%
		CDE		*	C		F	IJKLMNOPQ		I	IJLMNQ	IJ	IJNQ	I	IJLMNQ	IJLMNQ	IJ	STUVWXY		S	STVWY	S	STVY	STVY	ST
Neither favourable nor unfavourable (0)	180	59	25	20	26	53	76	-	-	36	69	35	67	36	63	49	47	37	46	28	79	32	58	56	52
	17%	18%	9%	22%	24%	13%	19%	-	-	9%	17%	14%	17%	13%	18%	20%	9%	16%	8%	8%	18%	15%	16%	21%	10%
		C		C*	C		F			HI	HIJQ	HIJQ	HIJQ	HIJQ	HIJQ	HIJLNQ	HI	STY			STY	STY	STY	STY	S
Fairly unfavourable (-1)	198	71	51	18	4	71	78	-	198	74	82	46	77	42	74	48	93	11	149	65	88	43	76	61	96
	19%	21%	19%	20%	3%	18%	19%	-	33%	19%	20%	18%	20%	15%	21%	20%	19%	5%	25%	19%	20%	20%	21%	22%	18%
		E	E	E*					HJKLMNOPQ	HN	HN	H	H	H	H	H	H		RTUY	R	R	R	R	R	R	R
Very unfavourable (-2)	401	41	176	40	64	195	122	-	401	217	119	113	146	153	108	56	279	6	379	195	132	92	136	58	303
	38%	12%	66%	44%	57%	49%	30%	-	67%	55%	29%	44%	38%	54%	30%	23%	56%	2%	63%	57%	30%	43%	37%	21%	56%
			BD	B*	B	G			HJKLMNOPQ	HKLMOP	HP	HKOP	HKOP	HKLMOP	HP	H	HKLMOP		RTUVWXY	RUVWX	RX	RUX	RUX	R	RUVWX
Don't know	40	1	1	-	1	6	7	-	-	2	3	-	1	3	3	1	-	4	6	1	3	3	2	-	4
	4%	*	*	-	1%	2%	2%	-	-	1%	1%	-	*	1%	1%	*	-	2%	1%	*	1%	1%	1%	-	1%
				*						IQ	IQ			ILQ	IQ			TX	T			TX			
Net: Very/Fairly favourable	231	161	13	13	17	76	118	231	-	62	131	60	97	52	109	90	82	179	20	55	136	43	94	98	85
	22%	48%	5%	14%	15%	19%	29%	100%	-	16%	33%	23%	25%	18%	30%	37%	16%	76%	3%	16%	31%	20%	26%	36%	16%
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNQ	IJNQ	IJNQ	I	IJMNQ	IJLMNQ	I	STUVWXY		S	STVWY	S	STY	STVWY	S
Net: Very/Fairly unfavourable	599	111	227	59	67	266	200	-	599	291	201	159	223	195	182	104	372	17	528	260	220	136	212	118	399
	57%	33%	86%	64%	60%	66%	50%	-	100%	74%	50%	63%	58%	68%	51%	43%	74%	7%	88%	76%	50%	64%	58%	43%	74%
			BDE	B*	B	G			HJKLMNOPQ	HKLMNOP	HP	HKOP	HKOP	HKMOP	HP	H	HKLMNOP		RTUVWXY	RUVWX	RX	RUX	RUX	R	RUVWX
Net Difference	-369	50	-215	-45	-50	-191	-82	231	-599	-229	-69	-99	-127	-144	-73	-14	-291	163	-507	-204	-83	-93	-118	-20	-313
	-35%	15%	-81%	-49%	-45%	-48%	-20%	100%	-100%	-58%	-17%	-39%	-33%	-50%	-20%	-6%	-58%	69%	-85%	-59%	-19%	-44%	-32%	-7%	-58%
Mean	-0.71	0.15	-1.47	-0.87	-0.96	-0.92	-0.44	1.25	-1.67	-1.08	-0.41	-0.75	-0.66	-0.98	-0.46	-0.18	-1.11	0.90	-1.49	-1.10	-0.44	-0.80	-0.64	-0.18	-1.12
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNQ	IJNQ	IJNQ	I	IJLMNQ	IJKLMNOQ	I	STUVWXY		S	STVWY	STY	STY	STUVWY	S

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

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	39 4%	18 3%	19 4%	7 6% *	5 3%	9 5%	6 4%	3 2%	8 3%	12 4%	15 4%	11 3%	8 6%	11 4%	9 4%	11 3%	26 4%	13 3%	9 4%	4 1%	12 5% T	10 7% T	1 2% *	3 4% *	32 3%	7 5%	29 5%	6 2%	4 3% *	19 6% e	20 3%	20 5%	19 3%	26 4%	13 3%
Fairly favourable (1)	215 20%	104 20%	109 21%	21 20% *	40 22%	39 23%	28 16%	31 18%	55 23%	62 21%	67 19%	87 21%	27 21%	68 23%	40 17%	75 22%	144 24% R	71 15%	36 15%	51 19%	53 22% S	40 27% S	12 23% *	23 26% S*	184 20%	31 21%	141 22%	52 17%	22 20% *	68 22%	147 20%	112 29% g	103 16%	134 21%	81 20%
Neither favourable nor unfavourable (0)	346 33%	144 28%	199 37% B	31 28% *	74 41% DHI	63 36%	60 35%	52 30%	67 27%	104 36% L	123 36% L	118 28%	40 30%	120 41% MP	79 33%	93 27%	195 33%	150 33%	84 34%	101 37%	75 31%	43 30%	12 23% *	30 33% *	301 33%	45 30%	205 32%	104 34%	37 33% *	106 35%	240 32%	137 35%	209 32%	227 35%	118 30%
Fairly unfavourable (-1)	201 19%	115 23% C	84 16%	21 19% *	33 18%	21 12%	34 20%	41 24% F	51 21% F	54 19%	55 16%	92 22% K	26 20%	43 14%	45 19%	82 24% N	103 17%	98 21%	64 26% TU	45 16%	40 17%	25 17%	14 26% *	14 15% *	175 19%	25 17%	121 19%	59 20%	20 18% *	53 17%	148 20%	54 14%	147 22% f	125 19%	76 19%
Very unfavourable (-2)	187 18%	106 21% C	78 15%	13 12% *	14 8%	28 16% E	32 18% E	40 23% DE	60 24% DE	28 10%	60 17% J	99 24% JK	14 11%	30 10%	49 21% MN	81 23% MN	93 16%	94 20%	45 18%	48 18%	45 19%	23 16%	9 17% *	16 18% *	153 17%	34 23%	111 17%	56 18%	21 18% *	40 13%	147 20% d	51 13%	135 20% f	100 15%	87 22% h
Don't know	63 6%	22 4%	41 8% B	14 13% HI*	14 8% HI	12 7% HI	14 8% HI	4 2%	5 2%	29 10% L	26 7% L	8 2%	16 12% P	24 8% P	15 6% P	5 1%	30 5%	33 7%	11 4%	23 8% V	15 6%	4 3%	5 9% *	4 5% *	57 6%	6 4%	30 5%	25 8% a	8 7% *	18 6%	44 6%	15 4%	48 7% f	37 6%	26 6%
Net: Very/Fairly favourable	254 24%	121 24%	128 24%	28 26% *	45 25%	48 28%	34 20%	35 20%	63 26%	74 26%	82 24%	98 24%	35 27%	79 27%	49 21%	86 25%	170 29% R	84 18%	45 18%	54 20%	65 27% S	50 34% ST	13 25% *	26 29% S*	215 24%	38 26%	170 27% b	58 19%	26 23% *	87 29% e	167 22%	132 34% g	122 18%	160 25%	94 23%
Net: Very/Fairly unfavourable	388 37%	222 44% C	162 31%	34 32% *	48 26%	49 29%	66 38% E	80 47% DEF	111 45% DEF	82 28%	115 33%	191 46% JK	41 31%	73 25%	94 40% N	163 47% MN	196 33%	192 42% CL	109 44% T	93 34%	85 35%	48 33%	22 43% *	30 33% *	328 36%	60 40%	232 36%	115 38%	41 37% *	93 30%	295 40% d	105 27%	282 43% f	225 35%	163 41%
Net Difference	-134 -13%	-100 -20%	-34 -6%	-6 -5%	-2 -1%	-1 -1%	-32 -18%	-46 -27%	-47 -19%	-8 -3%	-33 -10%	-93 -22%	-5 -4%	6 2%	-45 -19%	-77 -22%	-26 -4%	-108 -23%	-64 -26%	-39 -14%	-20 -8%	1 1%	-9 -18%	-3 -4%	-113 -13%	-21 -14%	-62 -10%	-57 -19%	-15 -14%	-6 -2%	-128 -17%	26 7%	-160 -24%	-65 -10%	-69 -17%
Mean	-0.29	-0.39	-0.19 B	-0.13 H*	-0.07 GHI	-0.13 HI	-0.36	-0.49	-0.41	-0.09 L	-0.24 L	-0.44	-0.10 OP	-0.05 OP	-0.38	-0.43	-0.17 R	-0.44	-0.42	-0.34	-0.24	-0.08 ST	-0.36 *	-0.18 *	-0.28	-0.34	-0.24	-0.39	-0.31 *	-0.09 e	-0.36	-0.01 g	-0.45	-0.23 i	-0.38

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23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	39	3	9	20	4	23	11	14	23	27	7	39	-	25	6	8	22	14	22	25	5	34	-	9	23
	4%	1%	3%	22%	4%	6%	3%	6%	4%	7%	2%	15%	-	9%	2%	3%	4%	6%	4%	7%	1%	16%	-	3%	4%
				BCE*	B	G		KMO	KMO	IKMOPQ	M	HIJKMNOPQ		IKMOPQ	M	M	KMO	UW	UW	SUWXY	W	RSTUWXY		UW	UW
Fairly favourable (1)	215	41	69	43	27	112	52	45	136	128	43	215	-	98	38	47	118	44	133	117	53	120	13	47	120
	20%	12%	26%	47%	24%	28%	13%	20%	23%	33%	11%	85%	-	34%	11%	19%	23%	19%	22%	34%	12%	56%	3%	17%	22%
			B	BCE*	B	G		KMO	KMO	HIKMOPQ	M	HIJKMNOPQ		HIKMOPQ	M	KMO	KMO	UW	UW	RSUWXY	W	RSTUWXY		UW	UW
Neither favourable nor unfavourable (0)	346	97	108	22	34	143	120	71	197	138	94	-	-	100	64	64	162	73	199	120	109	42	42	62	186
	33%	29%	41%	24%	30%	36%	30%	31%	33%	35%	23%	-	-	35%	18%	26%	32%	31%	33%	35%	25%	20%	11%	23%	34%
			BD	*				KLMO	KLMOP	KLMOP	LMO			KLMOP	LM	LMO	KLMO	VWX	UVWX	UVWX	W	W		W	UVWX
Fairly unfavourable (-1)	201	79	55	4	24	67	92	46	114	56	105	-	201	38	96	38	106	48	112	51	111	12	136	61	106
	19%	24%	21%	4%	21%	17%	23%	20%	19%	14%	26%	-	52%	13%	27%	16%	21%	20%	19%	15%	25%	6%	37%	22%	20%
		D	D	*	D		F	LN	JLN	L	HIJLNPQ		HIJKLNOPQ	L	HIJLNPQ	L	JLN	V	TV	V	STVY		RSTUVXY	TV	TV
Very unfavourable (-2)	187	108	21	1	19	40	112	51	109	29	147	-	187	15	149	82	80	51	112	25	147	4	172	90	83
	18%	32%	8%	1%	17%	10%	28%	22%	18%	7%	36%	-	48%	5%	42%	33%	16%	22%	19%	7%	34%	2%	47%	33%	15%
		CDE	D	*	CD		F	JLNQ	JLN	L	HIJLNQ		HIJKLNOPQ	L	HIJKLNPQ	HIJLNQ	JLN	TVY	TVY	V	RSTVY		RSTUVXY	RSTVY	TV
Don't know	63	5	4	2	4	16	15	4	20	13	9	-	-	10	3	4	12	7	22	6	11	1	5	4	22
	6%	2%	2%	2%	4%	4%	4%	2%	3%	3%	2%	-	-	3%	1%	2%	2%	3%	4%	2%	3%	1%	1%	1%	4%
				*				LM	LMO	LMO	LMO			LMO	M	LM	LM		TVWX		W				TVWX
Net: Very/Fairly favourable	254	44	77	64	32	135	63	60	159	155	50	254	-	123	44	56	140	58	155	142	58	154	13	56	143
	24%	13%	29%	69%	28%	34%	16%	26%	26%	40%	12%	100%	-	43%	12%	23%	28%	24%	26%	41%	13%	72%	3%	20%	27%
			B	BCE*	B	G		KMO	KMO	HIKMOPQ	M	HIJKMNOPQ		HIKMOPQ	M	KMO	KMO	UW	UW	RSUWXY	W	RSTUWXY		UW	UW
Net: Very/Fairly unfavourable	388	187	77	5	42	107	203	97	223	85	252	-	388	53	245	120	187	100	224	75	259	15	308	151	189
	37%	56%	29%	5%	38%	27%	51%	42%	37%	22%	62%	-	100%	19%	69%	49%	37%	42%	37%	22%	59%	7%	84%	55%	35%
		CDE	D	*	D		F	JLN	JLN	L	HIJLNPQ		HIJKLNOPQ	L	HIJKLNPQ	IJLNQ	JLN	TVY	TV	V	RSTVY		RSTUVXY	RSTVY	TV
Net Difference	-134	-142	1	59	-11	28	-140	-37	-64	70	-202	254	-388	70	-201	-65	-47	-42	-69	67	-201	139	-295	-95	-46
	-13%	-43%	*	64%	-10%	7%	-35%	-16%	-11%	18%	-50%	100%	-100%	24%	-56%	-26%	-9%	-18%	-12%	19%	-46%	65%	-80%	-35%	-9%
Mean	-0.29	-0.75	-0.04	0.86	-0.24	0.03	-0.62	-0.32	-0.26	0.18	-0.87	1.15	-1.48	0.29	-0.98	-0.57	-0.21	-0.34	-0.28	0.20	-0.81	0.80	-1.29	-0.65	-0.20
			B	BCE*	B	G		KMOP	KMOP	HIKMOPQ	MO	HIJKMNOPQ		HIKMOPQ	M	KMO	KMOP	UWX	UWX	RSUWXY	W	RSTUWXY		UW	UWX

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	73 7%	35 7%	37 7%	12 11% I*	20 11% I	14 8% I	12 7%	9 5%	6 3%	32 11% L	25 7% L	16 4%	13 10% P	31 11% P	16 7%	11 3%	45 8%	28 6%	14 6%	26 9%	15 6%	10 7%	5 9% *	4 4% *	66 7%	7 5%	37 6%	27 9%	10 9% *	23 7%	50 7%	34 9%	39 6%	48 7%	25 6%
Fairly favourable (1)	213 20%	95 19%	115 22%	24 22% *	49 27% GHI	41 24%	30 17%	29 17%	40 16%	73 25% L	71 21%	69 17%	31 24%	78 26% OP	41 17%	58 17%	136 23% R	78 17%	50 20%	53 19%	44 18%	42 29% TUX	10 20% *	15 16% *	194 22% Z	19 13%	125 20%	68 22%	20 18% *	66 22%	148 20%	100 26% g	113 17%	147 23% i	66 17%
Neither favourable nor unfavourable (0)	338 32%	157 31%	178 34%	36 34% *	58 32%	63 37%	60 35%	51 30%	71 29%	93 32%	123 36%	122 29%	49 37%	93 32%	84 35%	103 30%	182 31%	156 34%	89 36%	83 30%	80 33%	45 31%	16 30% *	26 29% *	281 31%	57 38%	210 33%	88 29%	40 36% *	112 37% e	226 30%	128 33%	210 32%	225 35% i	114 28%
Fairly unfavourable (-1)	151 14%	68 13%	82 15%	8 8% *	25 14%	19 11%	21 12%	28 16% D	49 20% DFG	33 11%	41 12%	77 19% JK	9 7%	43 15% M	26 11%	65 19% MO	79 13%	72 16%	32 13%	44 16%	37 15%	18 12%	7 13% *	13 15% *	124 14%	26 18%	111 17% b	28 9%	12 10% *	47 15%	104 14%	50 13%	101 15%	81 13%	69 17% h
Very unfavourable (-2)	206 20%	129 25% C	75 14%	11 10% *	16 9%	25 14%	35 20% DE	47 27% DEF	73 30% DEFG	27 9%	60 17% J	119 29% JK	13 10%	28 9%	52 22% MN	100 29% MN	118 20%	88 19%	51 21%	44 16%	46 19%	28 19%	10 19% *	28 31% TU*	174 19%	32 21%	123 19%	59 20%	23 21% *	36 12%	170 23% d	57 15%	149 23% f	110 17%	96 24% h
Don't know	69 7%	25 5%	44 8% B	17 16% EFHI*	13 7%	10 6%	16 9% I	7 4%	7 3%	30 10% L	25 7% L	14 3%	17 13% P	22 7% P	18 8% P	9 3%	31 5%	38 8%	13 5%	23 9% V	19 8%	4 3%	5 9% *	5 5% *	62 7%	7 5%	30 5%	32 11% a	7 6% *	21 7%	48 6%	19 5%	50 7%	38 6%	31 8%
Net: Very/Fairly favourable	286 27%	131 26%	151 29%	36 33% HI*	69 38% GHI	55 32% HI	42 24%	38 22%	47 19%	105 36% KL	97 28% L	84 20%	44 33% P	109 37% OP	57 24%	69 20%	180 31% R	106 23%	64 26%	78 29%	59 24%	51 35% UX	15 29% *	19 21% *	259 29% Z	27 18%	162 25%	94 31%	30 27% *	88 29%	198 27%	134 35% g	152 23%	195 30% i	91 23%
Net: Very/Fairly unfavourable	357 34%	197 39% C	157 30%	19 17% *	41 23%	44 25%	56 32% DE	74 44% DEFG	122 50% DEFG	60 21%	100 29% J	196 47% JK	22 17%	71 24%	79 33% MN	165 48% MNO	197 33%	160 35%	83 33%	88 32%	82 34%	46 31%	16 32% *	41 46% TV*	299 33%	58 39%	234 37% b	88 29%	35 31% *	83 27%	274 37% d	107 28%	250 38% f	192 29%	165 41% h
Net Difference	-71 -7%	-66 -13%	-6 -1%	17 16%	28 15%	11 7%	-15 -8%	-37 -22%	-75 -31%	45 15%	-3 -1%	-112 -27%	22 16%	38 13%	-22 -9%	-96 -28%	-16 -3%	-54 -12%	-19 -7%	-10 -4%	-24 -10%	6 4%	-1 -3%	-23 -25%	-39 -4%	-31 -21%	-72 -11%	7 2%	-5 -4%	6 2%	-76 -10%	27 7%	-98 -15%	4 1%	-74 -19%
Mean	-0.21	-0.33	-0.09 B	0.20 GHI*	0.19 GHI	* HI	-0.24 I	-0.45	-0.59	0.19 KL	-0.12 L	-0.53	0.19 OP	0.15 OP	-0.27 P	-0.55	-0.16	-0.27	-0.24	-0.11 X	-0.24	-0.09 X	-0.13 *	-0.55 *	-0.18	-0.39	-0.26	-0.10	-0.18 *	-0.03 e	-0.28	0.01 g	-0.34	-0.10 i	-0.39

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

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23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	73	7	23	7	20	43	10	8	56	33	19	29	17	73	-	14	51	9	60	31	25	26	14	12	55
	7%	2%	9%	7%	18%	11%	2%	3%	9%	9%	5%	11%	4%	26%	-	6%	10%	4%	10%	9%	6%	12%	4%	5%	10%
			B	B*	BCD	G		O	HKMO	HKMO	O	HKMOP	O	HIJKLMOPQ		O	HKMO		RUWX	RWX		RUWX			RUWX
Fairly favourable (1)	213	36	82	28	30	104	63	44	139	127	55	94	36	213	-	44	129	47	133	110	61	81	44	43	140
	20%	11%	31%	30%	27%	26%	16%	19%	23%	32%	14%	37%	9%	74%	-	18%	26%	20%	22%	32%	14%	38%	12%	16%	26%
			B	B*	B	G		KMO	KMO	HIKMOPQ	MO	HIKMOPQ	O	HIJKLMOPQ		MO	HKMOP	UW	UWX	RSUWXY		RSUWXY			RSUWX
Neither favourable nor unfavourable (0)	338	95	113	27	24	138	122	61	200	141	84	79	82	-	-	61	149	63	199	119	99	59	79	68	167
	32%	29%	43%	29%	21%	34%	30%	27%	33%	36%	21%	31%	21%	-	-	25%	30%	26%	33%	35%	23%	28%	22%	25%	31%
			BDE	*				NO	KMNOPQ	HKMNOPQ	NO	KMNO	NO			NO	KMNO		UWX	RUVWX					UW
Fairly unfavourable (-1)	151	73	21	12	16	45	76	34	84	38	83	25	84	-	151	37	75	41	79	44	82	24	73	46	75
	14%	22%	8%	13%	14%	11%	19%	15%	14%	10%	21%	10%	22%	-	42%	15%	15%	17%	13%	13%	19%	11%	20%	17%	14%
		C		*			F	JN	JLN	N	HIJLNPQ	N	HIJLNPQ		HIJKLMNPQ	JN	JLN				STVY		STVY		
Very unfavourable (-2)	206	117	19	15	17	53	117	75	98	38	149	19	162	-	206	83	88	69	104	30	160	17	149	99	85
	20%	35%	7%	16%	15%	13%	29%	33%	16%	10%	37%	8%	42%	-	58%	34%	18%	29%	17%	9%	37%	8%	40%	36%	16%
		CDE		C*	C		F	IJLNQ	JLN	N	IJLNQ	N	HIJKLNPQ		HIJKLMNPQ	IJLNQ	JLN	STVY	TV		RSTVY		RSTVY	RSTVY	TV
Don't know	69	5	8	3	5	19	13	9	22	14	14	7	8	-	-	5	10	8	24	9	11	6	8	5	17
	7%	1%	3%	4%	5%	5%	3%	4%	4%	4%	3%	3%	2%	-	-	2%	2%	3%	4%	3%	2%	3%	2%	2%	3%
				*	B			NO	MNOQ	NOQ	NO	NO	NO			NO	NO		X						
Net: Very/Fairly favourable	286	43	105	35	50	147	73	52	195	160	74	123	53	286	-	58	179	56	193	142	86	106	58	55	195
	27%	13%	39%	38%	45%	37%	18%	22%	33%	41%	18%	49%	14%	100%	-	24%	36%	24%	32%	41%	20%	50%	16%	20%	36%
			B	B*	B	G		MO	HKMOP	HIKMOPQ	MO	HIJKMOPQ	O	HIJKLMOPQ		KMO	HIKMOP	W	RUWX	RSUWXY	W	RSTUWXY			RSUWX
Net: Very/Fairly unfavourable	357	191	40	27	33	98	194	109	182	76	232	44	245	-	357	120	163	110	184	74	241	41	222	145	161
	34%	57%	15%	30%	30%	24%	48%	47%	30%	19%	57%	17%	63%	-	100%	49%	32%	47%	31%	21%	55%	19%	60%	53%	30%
		CDE		C*	C		F	IJLNQ	JLN	N	HIJLNPQ	N	HIJKLNPQ		HIJKLMNPQ	IJLNQ	JLN	STVY	TV		RSTVY		RSTUVXY	STVY	TV
Net Difference	-71	-148	65	7	17	49	-121	-57	13	84	-158	79	-192	286	-357	-62	17	-55	10	68	-156	65	-164	-89	34
	-7%	-44%	24%	8%	15%	12%	-30%	-25%	2%	21%	-39%	31%	-50%	100%	-100%	-25%	3%	-23%	2%	20%	-36%	30%	-45%	-33%	6%
Mean	-0.21	-0.79	0.27	-0.01	0.18	0.10	-0.59	-0.56	-0.05	0.21	-0.74	0.36	-0.89	1.26	-1.58	-0.55	-0.04	-0.50	-0.06	0.21	-0.68	0.36	-0.83	-0.66	0.01
			BD	B*	B	G		KMO	HKMOP	HIKMOPQ	MO	HIJKMOPQ	O	HIJKLMOPQ		KMO	HKMOP	UW	RUWX	RSUWXY	W	RSTUWXY		W	RUWX

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

23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very favourable (2)	104 10%	65 13% C	38 7%	4 3% *	17 9%	20 11% D	15 9%	22 13% D	26 11% D	21 7%	35 10%	48 12%	5 3%	31 10% M	22 9% M	41 12% M	49 8%	55 12%	22 9%	31 11%	27 11%	15 10%	3 6% *	7 8% *	87 10%	17 12%	66 10%	27 9%	10 9% *	33 11%	71 10%	32 8%	72 11%	69 11%	35 9%
Fairly favourable (1)	141 13%	69 14%	72 14%	11 10% *	28 15%	26 15%	21 12%	18 10%	38 15%	39 13%	47 14%	55 13%	14 11%	46 16%	30 12%	48 14%	75 13%	66 14%	38 15%	40 15%	26 11%	19 13%	9 17% *	8 9% *	118 13%	22 15%	94 15%	36 12%	11 10% *	55 18% e	86 12%	47 12%	94 14%	87 13%	54 13%
Neither favourable nor unfavourable (0)	229 22%	118 23%	109 21%	38 35% FGI*	46 26% G	37 22% G	21 12%	41 24% G	45 18%	84 29% KL	58 17%	86 21%	45 34% NOP	67 23% O	36 15%	73 21%	116 20%	113 25%	53 21%	60 22%	45 19%	39 27%	10 19% *	22 24% *	198 22%	31 21%	140 22%	65 22%	24 21% *	86 28% e	143 19%	84 22%	144 22%	149 23%	80 20%
Fairly unfavourable (-1)	137 13%	69 14%	67 13%	11 10% *	21 12%	16 9%	27 16%	24 14%	38 15%	32 11%	43 13%	62 15%	12 9%	34 12%	32 14%	56 16%	78 13%	59 13%	23 9%	39 15%	36 15%	17 12%	9 17% *	12 13% *	119 13%	18 12%	85 13%	33 11%	20 18% *	35 12%	102 14%	49 12%	88 13%	80 12%	57 14%
Very unfavourable (-2)	364 35%	164 32%	194 37%	32 30% *	52 29%	59 34%	71 41% E	57 33%	94 38%	84 29%	129 37% J	150 36%	43 32%	88 30%	94 39% N	123 35%	240 41% R	124 27%	95 38% T	79 29%	85 35%	51 35%	16 31% *	38 41% T*	314 35%	50 34%	213 34%	110 36%	40 36% *	75 25%	288 39% d	164 42% g	200 30%	219 34%	145 36%
Don't know	76 7%	24 5%	51 10% B	12 11% I*	17 10% I	14 8% I	18 11% HI	8 5%	5 2%	29 10% L	33 9% L	14 3%	13 10% P	29 10% P	23 10% P	6 2%	33 6%	43 9% Q	18 7%	23 8%	21 9%	5 4%	5 11% *	5 5% *	66 7%	10 7%	38 6%	31 10% a	7 6% *	20 7%	56 8%	13 3%	63 9% f	46 7%	30 7%
Net: Very/Fairly favourable	245 23%	134 26% C	110 21%	15 14% *	45 25% D	46 27% D	36 21%	40 23%	64 26% D	59 21%	82 24%	104 25%	19 14%	77 26% M	52 22%	89 26% M	123 21%	121 26% Q	60 24%	70 26%	53 22%	34 23%	12 23% *	15 17% *	205 23%	40 27%	160 25%	63 21%	22 19% *	88 29% e	157 21%	79 20%	165 25%	156 24%	89 22%
Net: Very/Fairly unfavourable	501 48%	233 46%	260 49%	43 40% *	73 40%	75 43%	98 56% DEF	81 48%	131 53% DE	115 40%	173 50% J	212 51% J	54 41%	122 41%	126 53% MN	178 52% N	318 54% R	182 40%	118 48%	119 44%	122 50%	68 47%	25 48% *	49 54% *	433 48%	68 46%	298 47%	143 47%	60 53% *	110 36%	390 52% d	212 55% g	289 44%	299 46%	202 50%
Net Difference	-256 -24%	-99 -20%	-151 -28%	-28 -26%	-28 -16%	-29 -17%	-62 -36%	-41 -24%	-67 -27%	-56 -19%	-91 -26%	-109 -26%	-35 -27%	-45 -15%	-74 -31%	-89 -26%	-195 -33%	-61 -13%	-58 -23%	-49 -18%	-68 -28%	-34 -23%	-13 -25%	-34 -37%	-228 -25%	-28 -19%	-138 -22%	-80 -27%	-38 -34%	-23 -7%	-233 -31%	-133 -34%	-123 -19%	-144 -22%	-112 -28%
Mean	-0.53	-0.41 C	-0.64	-0.59 *	-0.38 G	-0.43 G	-0.76	-0.47	-0.56	-0.46	-0.59	-0.52	-0.62	-0.38 O	-0.68	-0.50	-0.69	-0.31 Q	-0.57	-0.39 X	-0.57	-0.50	-0.55 *	-0.75 *	-0.54	-0.44	-0.48	-0.60	-0.64 *	-0.23 e	-0.65	-0.70	-0.42 f	-0.49	-0.60

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

23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very favourable (2)	104	61	8	7	14	15	75	39	49	19	74	23	62	21	60	104	-	39	50	19	76	25	58	98	4
	10%	18%	3%	7%	13%	4%	19%	17%	8%	5%	18%	9%	16%	7%	17%	42%	-	16%	8%	6%	17%	12%	16%	36%	1%
		CD		*	C		F	IJLNQ	JQ	Q	IJLNQ	JQ	IJLNQ	Q	IJLNQ	HIJKLMNOQ		STY	TY	Y	STY	TY	STY	RSTUVWY	
Fairly favourable (1)	141	65	23	5	19	29	80	52	55	46	71	33	58	38	60	141	-	49	66	43	71	28	59	109	12
	13%	20%	9%	6%	17%	7%	20%	22%	9%	12%	18%	13%	15%	13%	17%	58%	-	21%	11%	13%	16%	13%	16%	40%	2%
		CD		*	CD		F	IJLMNQ	Q	IQ	IJQ	IQ	IQ	IQ	IJQ	HIJKLMNOQ		STVY	Y	Y	SY	Y	SY	RSTUVWY	
Neither favourable nor unfavourable (0)	229	71	52	20	22	58	100	51	100	83	71	50	69	37	62	-	-	55	102	64	72	36	58	38	56
	22%	21%	19%	22%	20%	14%	25%	22%	17%	21%	18%	20%	18%	13%	17%	-	-	23%	17%	19%	16%	17%	16%	14%	10%
				*			F	NPQ	PQ	INPQ	PQ	NPQ	PQ	PQ	PQ			SUWXY	Y	Y	Y	Y	Y		
Fairly unfavourable (-1)	137	62	30	10	12	47	64	37	81	48	60	31	61	33	53	-	137	33	75	49	61	22	61	13	101
	13%	19%	11%	11%	11%	12%	16%	16%	14%	12%	15%	12%	16%	12%	15%	-	27%	14%	12%	14%	14%	10%	17%	5%	19%
		C		*				P	P	P	P	P	P	P	P		HIJKLMNOP	X	X	X	X	X	SVX		STUVX
Very unfavourable (-2)	364	63	147	48	41	234	66	44	291	177	113	108	125	146	110	-	364	50	285	158	141	96	121	7	351
	35%	19%	56%	52%	37%	58%	16%	19%	49%	45%	28%	43%	32%	51%	31%	-	73%	21%	48%	46%	32%	45%	33%	3%	65%
			BE	BE*	B	G		P	HKMOP	HKMOP	HP	HKMOP	HKP	HJKLMOP	HP		HIJKLMNOP	X	RUWX	RUWX	RX	RUWX	RX		RSTUVWX
Don't know	76	11	5	3	2	19	17	8	23	17	15	8	12	12	12	-	-	10	22	11	17	5	11	7	17
	7%	3%	2%	3%	2%	5%	4%	3%	4%	4%	4%	3%	3%	4%	3%	-	-	4%	4%	3%	4%	3%	3%	2%	3%
				*				PQ	PQ	PQ	PQ	PQ	PQ	PQ	PQ										
Net: Very/Fairly favourable	245	126	31	12	34	44	155	90	104	66	145	56	120	58	120	245	-	88	116	62	146	53	117	208	15
	23%	38%	12%	13%	30%	11%	39%	39%	17%	17%	36%	22%	31%	20%	34%	100%	-	37%	19%	18%	34%	25%	32%	76%	3%
		CD		*	CD		F	IJLMNQ	Q	Q	IJLMNQ	JQ	IJLNQ	Q	IJLNQ	HIJKLMNOQ		STVY	Y	Y	STVY	STY	STY	RSTUVWY	
Net: Very/Fairly unfavourable	501	125	178	57	54	281	130	82	372	226	173	140	187	179	163	-	501	83	360	207	202	118	181	21	452
	48%	37%	67%	62%	48%	70%	32%	35%	62%	58%	43%	55%	48%	63%	46%	-	100%	35%	60%	60%	46%	55%	49%	8%	84%
			BE	B*		G		P	HJKLMOP	HKMOP	HP	HKOP	HKP	HKLMOP	HP		HIJKLMNOP	X	RUWX	RUWX	RX	RUX	RX		RSTUVWX
Net Difference	-256	1	-147	-46	-20	-237	25	9	-268	-160	-28	-84	-67	-121	-42	245	-501	4	-244	-144	-56	-64	-64	187	-436
	-24%	*	-55%	-49%	-18%	-59%	6%	4%	-45%	-41%	-7%	-33%	-17%	-42%	-12%	100%	-100%	2%	-41%	-42%	-13%	-30%	-18%	69%	-81%
Mean	-0.53	*	-1.10	-0.97	-0.43	-1.19	0.09	0.01	-0.89	-0.85	-0.17	-0.69	-0.35	-0.90	-0.27	1.42	-1.73	-0.03	-0.83	-0.85	-0.29	-0.65	-0.36	1.05	-1.50
		CDE		*	CD		F	IJLMNOQ	Q	Q	IJLMNQ	IJNQ	IJLNQ	Q	IJLNQ	HIJKLMNOQ		STUVWY	Y	Y	STVY	TY	STVY	RSTUVWY	

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

23-085423-23 - 7th - 10th 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						Aaereeated 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	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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Healthcare/ NHS/ hospitals	662 63%	300 59%	356 67% B	56 53% *	97 53%	87 51%	108 62% F	113 66% DEF	201 82% DEFGH	153 53%	195 56%	314 75% JK	72 55%	153 52%	141 60%	264 76% MNO	375 63%	287 62%	162 65% V	176 65% V	158 66% V	75 51%	41 79% VX*	50 55% *	560 62%	102 68%	407 64% b	169 56%	86 77% ab*	161 53%	501 67% d	242 62%	420 63%	366 56%	296 74% h
Inflation/rising cost of living	552 53%	258 51%	288 54%	58 54% *	85 47%	98 57%	103 59% E	86 50%	122 50%	144 50%	200 58% JL	208 50%	72 55%	151 51%	137 58%	179 52%	299 51%	253 55%	132 53%	151 55%	128 53%	70 48%	32 61% *	39 43% *	472 52%	80 54%	323 51%	167 55%	62 55% *	155 51%	396 53%	204 52%	348 53%	347 53%	204 51%
Immigration	464 44%	239 47%	220 42%	32 30% *	49 27%	64 37% E	65 38% E	98 57% DEFG	156 63% DEFG	81 28%	129 37% J	253 61% JK	39 29%	89 30%	99 42% MN	212 61% MNO	237 40%	226 49% Q	115 46%	131 48% X	101 42%	59 41%	26 50% *	32 35% *	398 44%	66 44%	299 47% b	114 38%	51 45% *	109 36%	355 48% d	130 34%	333 50% f	251 39%	212 53% h
Managing the economy/ economic situation	427 41%	206 41%	217 41%	32 30% *	58 32%	50 29%	70 40% F	79 46% DEF	138 56% DEFG	90 31%	120 35%	217 52% JK	38 29%	94 32%	89 38%	184 53% MNO	257 44% R	170 37%	107 43%	107 39%	100 41%	52 36%	27 51% *	34 38% *	364 40%	63 42%	259 41%	110 36%	57 51% bf*	95 31%	332 44% d	162 42%	264 40%	235 36%	192 48% h
Public services generally	353 34%	164 32%	183 34%	20 19% *	43 24%	45 26%	62 36% DE	67 39% DEF	116 47% DEFG	63 22%	107 31% J	183 44% JK	26 19%	73 25%	81 34% MN	157 45% MNO	218 37% R	135 29%	97 39% VX	83 31%	83 35%	39 27%	25 48% TVX*	24 27% *	301 33%	52 35%	212 33%	92 30%	48 43% bf*	70 23%	283 38% d	148 38% g	204 31%	192 30%	160 40% h
Taxation	347 33%	186 37% C	156 29%	39 36% *	60 33%	56 32%	57 33%	54 32%	82 33%	99 34%	113 33%	136 33%	46 35%	98 33%	77 32%	111 32%	189 32%	158 34%	82 33%	85 31%	83 34%	51 35%	20 39% *	27 30% *	293 32%	55 37%	213 34%	100 33%	34 30% *	103 34%	245 33%	135 35%	213 32%	225 35%	123 31%
Crime and anti-social behaviour/ law and order	343 33%	163 32%	176 33%	22 20% *	57 32% D	40 23%	62 35% DF	68 40% DF	94 38% DF	79 27%	102 29%	163 39% JK	26 20%	85 29%	80 34% M	137 40% MN	184 31%	159 35%	96 39% U	91 34%	64 27%	52 35%	15 29% *	25 27% *	292 32%	51 34%	215 34%	87 29%	41 37% *	85 28%	259 35% d	115 30%	228 35%	200 31%	143 36%
Housing	305 29%	142 28%	158 30%	38 36% GI	67 37% GI	49 28%	39 23%	48 28%	64 26%	106 37% KL	88 25%	111 27%	50 38% OP	93 31%	58 24%	95 28%	172 29%	133 29%	76 31%	71 26%	73 30%	53 36% TW	9 18% *	23 25% *	266 29%	40 27%	174 27%	109 36% w	22 20% *	81 27%	224 30% g	127 33% g	178 27%	194 30%	112 28%
Poverty/inequality	299 28%	130 25%	164 31%	35 33% *	60 33% F	40 23%	47 27%	49 29%	66 27%	96 33% K	87 25%	115 28%	43 33%	85 29%	66 28%	96 28%	171 29%	128 28%	90 36% TUX	65 24%	59 25%	45 31%	18 34% *	21 23% *	256 28%	43 29%	177 28%	92 30%	20 26% *	83 27%	216 29%	134 35% g	164 25%	182 28%	117 29%
Protecting the environment/ climate change	289 27%	143 28%	141 27%	29 27% *	63 35% G	45 26%	40 23%	48 28%	65 26%	92 32% K	85 25%	112 27%	37 28%	93 32% O	54 23%	96 28%	185 31% R	104 23%	65 26%	85 31% X	68 28%	40 27%	14 27% *	17 19% *	249 28%	40 27%	169 27%	90 30%	29 26% *	80 26%	209 28%	127 33% g	162 24%	182 28%	106 27%
Care for older and disabled people	286 27%	118 23%	166 31% B	15 14% *	37 20%	29 17%	42 24% D	55 32% DEF	109 44% DEFGH	51 18%	70 20%	164 39% JK	21 16%	56 19%	53 23%	138 40% MNO	157 27%	129 28%	79 32% V	82 30%	58 24%	30 21%	12 23% *	25 27% *	236 26%	50 33%	185 29% b	62 20%	39 35% bf*	64 21%	221 30% d	97 25%	188 29%	134 21%	151 38% h
Pensions	279 27%	142 28%	134 25%	15 14% *	31 17%	29 17%	41 24% D	54 32% DEF	110 45% DEFGH	45 16%	70 20%	164 39% JK	15 12%	57 19%	49 21% M	143 41% MNO	139 24%	140 30% Q	74 30%	74 27%	64 27%	30 21%	12 23% *	23 26% *	240 27%	38 26%	184 29% b	59 20%	35 31% bf*	57 19%	221 30% d	94 24%	185 28%	144 22%	135 34% h
Education/ schools	278 26%	118 23%	157 30% B	35 33% EH*	39 22%	45 26%	43 25%	36 21%	79 32% EH	75 26%	88 26%	115 28%	41 31%	76 26%	51 21%	97 28%	172 29% R	106 23%	68 27%	72 27%	62 26%	43 29%	14 27% *	19 21% *	244 27%	34 23%	184 29% b	61 20%	33 29% *	104 34% e	174 23%	132 34% g	146 22%	168 26%	110 27%
Defence/ security/ foreign affairs	265 25%	157 31% C	106 20%	16 15% *	32 18%	31 18%	32 18%	52 30% DEFG	103 42% DEFGH	48 17%	63 18%	154 37% JK	21 16%	50 17%	46 19%	134 39% MNO	173 29% R	92 20%	58 23%	68 25%	65 27%	39 27%	15 29% *	19 21% *	224 25%	41 28%	173 27%	66 22%	27 24% *	58 19%	208 28% d	102 26%	163 25%	132 20%	134 33% h
Public transport/ roads	243 23%	127 25%	112 21%	23 21% *	44 25%	29 17%	31 18%	41 24%	74 30% FG	67 23%	61 18%	115 28% K	31 23%	62 21%	40 17%	102 29% NO	142 24%	101 22%	67 27% X	62 23% X	61 25% X	32 22% X	11 21% *	10 11% *	203 22%	41 27%	144 23%	72 24%	27 24% *	54 18%	190 25% d	95 24%	149 22%	138 21%	105 26%
Lack of faith in politicians/political parties/system of government	242 23%	118 23%	118 22%	24 22% *	34 19%	25 15%	33 19%	46 27% F	80 33% EFG	58 20%	58 17%	126 30% JK	26 20%	54 18%	41 17%	103 30% MNO	154 26% R	88 19%	58 23%	58 21%	51 21%	38 26%	16 31% *	20 22% *	207 23%	35 23%	143 22%	70 23%	29 26% *	51 17%	190 26% d	94 24%	148 22%	120 18%	122 30% h
Europe/ EU/Brexit	227 22%	118 23%	104 20%	24 22% *	26 14%	36 21%	32 18%	41 24% E	69 28% EG	49 17%	68 20%	110 26% JK	26 20%	54 18%	43 18%	95 27% NO	139 24%	87 19%	56 22%	56 20%	60 25%	30 20%	13 25% *	13 14% *	187 21%	39 26%	137 22%	62 21%	27 24% *	53 17%	174 23% d	92 24%	134 20%	134 21%	93 23%
Benefits	186 18%	96 19%	86 16%	18 17% *	45 25% FGI	27 16%	27 15%	29 17%	40 16%	64 22% K	54 15%	69 17%	24 18%	63 21%	36 15%	58 17%	86 15%	100 22% Q	49 19%	50 18%	38 16%	24 16%	11 22% *	15 16% *	160 18%	26 17%	101 16%	66 22% a	19 17% *	62 20%	124 17%	65 17%	121 18%	102 16%	84 21% h
Unemployment	170 16%	92 18%	75 14%	35 33% FGHI*	43 24% GHI	28 16%	20 11%	20 12%	23 10%	79 27% KL	48 14%	44 10%	45 34% NOP	57 19% OP	28 12%	37 11%	90 15%	80 17%	44 18%	43 16%	30 12%	39 27% STUWX	4 7% *	11 12% *	152 17%	18 12%	81 13%	77 26% ac	12 11% *	52 17%	118 16%	61 16%	109 16%	110 17%	60 15%
Issues affecting families/children/childcare	161 15%	53 10%	105 20% B	18 17% *	35 19%	27 16%	24 14%	21 12%	35 14%	54 19%	51 15%	56 13%	23 18%	57 19% O	27 11%	48 14%	102 17%	59 13%	42 17%	44 16%	34 14%	18 12%	9 17% *	13 15% *	140 15%	21 14%	109 17% b	36 12%	16 14% *	69 23% e	92 12%	74 19% g	87 13%	99 15%	62 15%
Animal welfare	150 14%	60 12%	88 17% B	8 8% *	39 22% DFG	20 12%	19 11%	29 17% D	34 14%	48 16%	39 11%	63 15%	16 12%	49 17%	30 13%	52 15%	93 16%	57 12%	33 13%	46 17% X	33 14%	25 17% X	7 13% *	6 6% *	129 14%	21 14%	95 15% c	47 15% c	8 7% *	32 10%	118 16% d	49 13%	101 15%	93 14%	57 14%
Foreign/overseas aid	118 11%	61 12%	56 11%	9 9% *	20 11%	16 9%	15 9%	25 15%	33 13%	30 10%	31 9%	57 14% K	13 10%	30 10%	20 8%	51 15% G	69 12%	49 11%	28 11%	37 14%	21 9%	18 12%	4 7% *	11 12% *	100 11%	18 12%	69 11%	33 11%	17 15% *	33 11%	85 11%	41 11%	77 12%	66 10%	52 13%
Scottish independence/devolution	44 4%	22 4%	22 4%	4 4% *	10 6% G	11 7% G	2 1%	9 5% G	8 3%	15 5%	13 4%	16 4%	5 4%	21 7% OP	3 1%	12 3%	35 6% R	9 2%	6 3%	7 3%	5 2%	8 6%	2 3% *	15 17% STUVWX*	39 4%	5 3%	29 5%	13 4%	2 2% *	16 5%	28 4%	23 6% g	21 3%	30 5%	14 4%
Other	16 2%	9 2%	7 1%	1 1% *	1 1%	4 2%	5 3%	2 1%	3 1%	2 1%	9 3%	5 1%	1 *	5 2%	5 2%	5 1%	13 2% R	3 1%	2 1%	2 1%	3 1%	2 2%	2 4% *	14 2%	- -	10 2%	4 1%	2 2% *	3 1%	12 2%	9 2%	7 1%	11 2%	5 1%
Nothing – I won't vote	32 3%	17 3%	15 3%	5 5% *	4 2%	2 1%	10 6% FI	7 4%	4 2%	9 3%	12 4%	11 3%	5 4%	6 2%	12 5%	8 2%	13 2%	19 4%	8 3%	11 4%	6 2%	5 3%	- -	3 3% *	29 3%	3 2%	12 2%	17 6% a	3 3% *	2 1%	30 4% d	6 2%	26 4% f	15 2%	17 4%
Don't know	17 2%	9 2%	8 2%	2 2% *	2 1%	3 2%	7 4% I	3 2% I	- -	4 1%	10 3% L	3 1%	2 1%	5 2%	8 4% P	2 1%	8 1%	9 2%	4 2%	3 1%	5 2%	2 1%	2 4% *	- - *	16 2%	1 1%	9 1%	6 2%	2 2% *	6 2%	11 2%	4 1%	13 2%	13 2%	4 1%

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

23-085423-23 - 7th - 10th 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 Partv	Unfavourable to Green Partv	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Healthcare/ NHS/ hospitals	662 63%	224 67% D	200 75% BDE	50 54% *	64 57%	271 68%	266 66%	138 60%	415 69% HIJKMOP	276 71% HIKMOP	245 61%	159 63%	246 63% O	193 67% KOP	206 58%	140 57%	353 71% HKLMOP	151 64%	411 68% UX	250 73% RSUVWX	268 61%	135 63%	238 65%	160 59%	379 70% UVWX
Inflation/rising cost of living	552 53%	169 51%	167 63% BDE	45 49% *	55 49%	221 55%	205 51%	100 44%	353 59% HKMOP	226 58% HKMOP	202 50% O	142 56% HO	189 49% O	164 57% HKMOP	155 43%	118 48%	288 58% HKMOP	108 45%	356 59% RUWX	203 59% RWX	227 52%	113 53%	183 50%	130 48%	316 58% RUWX
Immigration	464 44%	238 71% CDE	82 31%	24 26% *	39 35%	131 33%	256 64% F	129 56% ILNQ	245 41% JNQ	129 33%	250 62% ILNQ	97 38%	230 59% ILNQ	97 34%	210 59% ILNQ	178 73% HJKMLNNOQ	168 34%	135 57% STVY	251 42% TY	117 34%	268 61% STVY	77 36%	217 59% STVY	195 72% RSTUVWY	180 33%
Managing the economy/ economic situation	427 41%	153 46%	116 43%	37 40% *	48 43%	189 47%	169 42%	94 41%	258 43% M	175 45% M	166 41%	118 47% MOP	143 37%	134 47% MOP	137 38%	94 39%	233 47% IKMO	114 48% UWX	247 41%	159 46% SWX	180 41%	95 44%	142 39%	104 38%	248 46% SWX
Public services generally	353 34%	107 32%	128 48% BD	33 36% *	45 41%	172 43% G	139 35%	55 24%	243 40% HKMOP	162 41% HKMOP	117 29%	103 41% HKMOP	123 32% H	123 43% HKMOP	99 28%	68 28%	209 42% HKMOP	70 30%	231 38% RUX	150 44% RSUWX	129 30%	95 45% RUWX	125 34% U	78 29%	225 42% RUWX
Taxation	347 33%	127 38% D	88 33% D	20 21% *	33 29%	127 32%	135 34%	83 36% N	182 30%	138 35% ILNQ	139 34% N	75 30%	144 37% INQ	79 28%	128 36% INQ	85 35%	150 30%	96 41% SVY	181 30%	120 35% SV	154 35% SV	52 24%	138 37% SVY	99 36% SV	166 31% V
Crime and anti-social behaviour/ law and order	343 33%	144 43% CDE	74 28%	24 26% *	34 31%	110 28%	165 41% F	79 34% Q	185 31% Q	114 29%	161 40% ELNQ	71 28%	152 39% ELNQ	79 27%	127 35% ILNQ	104 42% HILNOQ	137 27%	96 41% STVY	181 30%	109 32%	166 38% SVY	62 29%	129 35% SY	119 44% STVWY	152 28%
Housing	305 29%	66 20%	109 41% BDE	24 26% *	33 29% B	129 32% G	95 24%	42 18%	204 34% HKMOP	144 37% HKMOP	82 20%	80 32% HKOP	94 24% HK	100 35% HKMOP	73 21%	56 23%	170 34% HKMOP	50 21%	198 33% RUWX	130 38% RSUWX	97 22%	70 33% RUWX	88 24%	56 20%	185 34% RUWX
Poverty/inequality	299 28%	58 17%	120 45% BDE	29 31% B*	36 32% B	149 37% G	76 19%	39 17%	219 36% HKMOP	155 40% HKMOP	78 19%	94 37% HKMOP	86 22% OP	127 44% HIKLMOPQ	58 16%	39 16%	180 36% HKMOP	50 21%	209 35% RUWX	141 41% RSUWX	90 21%	84 40% RUWX	74 20%	47 17%	196 36% RUWX
Protecting the environment/ climate change	289 27%	72 22%	101 38% B	32 34% B*	35 31% B	147 37% G	86 21%	50 22% O	192 32% HKMOP	149 38% HKMOP	88 22% O	99 39% HIKMOP	80 21% O	148 52% HIJKLMOPQ	38 11%	54 22% O	181 36% HKMOP	58 25% X	189 32% UWX	135 39% RSUWX	93 21%	87 41% RSUWX	72 20%	48 18%	194 36% RSUWX
Care for older and disabled people	286 27%	90 27%	87 33%	33 35% *	33 29%	112 28%	129 32%	50 22%	182 30% HKMO	130 33% HKMOP	98 24%	81 32% HIK	95 24%	83 29% H	89 25%	61 25%	154 31% HKMO	62 26%	179 30%	117 34% RSUWX	112 26%	71 33% UX	93 26%	66 24%	173 32% UWX
Pensions	279 27%	109 33%	70 26%	23 25% *	31 28%	112 28%	128 32%	72 31% N	159 27%	106 27%	121 30% N	73 29%	105 27%	67 24%	102 29%	80 33% IN	133 26%	77 33% V	153 26%	96 28%	130 30%	50 23%	105 29%	88 32% SV	142 26%
Education/ schools	278 26%	76 23%	97 37% BE	24 26% *	24 22%	126 31% G	89 22%	49 21%	176 29% HKMOP	137 35% HKMOP	87 22%	76 30% HKMOP	84 22%	108 38% HIKLMOP	68 19%	53 22%	166 33% HKMOP	58 25% X	178 30% UWX	112 33% RUWX	92 21%	65 30% UWX	81 22%	48 18%	181 33% RSUWX
Defence/ security/ foreign affairs	265 25%	133 40% CDE	58 22%	22 24% *	19 17%	96 24%	137 34% F	71 31% ILNQ	138 23%	90 23%	129 32% ILNQ	66 26%	125 32% ILNQ	61 21%	113 32% ILNQ	78 32% ILNQ	120 24%	86 36% STVY	132 22%	85 25%	132 30% SY	51 24%	118 32% STVY	90 33% STVY	132 24%
Public transport/ roads	243 23%	74 22%	74 28%	23 24% *	27 24%	102 26%	95 24%	47 21% O	145 24% O	104 27% MO	84 21% O	67 27% O	81 21% O	86 30% HIKMOPQ	53 15%	54 22% O	125 25% O	56 24%	148 25% W	89 26% W	93 21%	55 26%	73 20%	56 21%	148 27% UW
Lack of faith in politicians/political parties/system of government	242 23%	71 21%	61 23%	26 28% *	32 29%	99 25%	92 23%	32 14%	165 27% HJ	87 22% H	103 26% H	63 25% H	99 25% H	76 27% H	83 23% H	62 25% H	129 26% H	43 18%	154 26% RT	71 21%	113 26% R	57 27% RT	87 24%	65 24%	136 25% RT
Europe/ EU/Brexit	227 22%	55 16%	89 34% BE	24 26% B*	23 20%	126 31% G	67 17%	37 16%	161 27% HKMO	112 28% HKMOP	72 18%	67 26% HKO	86 21%	86 30% HKMOP	63 18%	53 22%	132 26% HKMO	30 13%	167 28% RUWX	103 30% RUWX	85 19% R	62 29% RUX	79 21% R	59 22% R	143 26% RUW
Benefits	186 18%	42 13%	56 21% B	13 14% *	27 24% B	64 16%	69 17%	39 17%	106 18%	79 20% Q	73 18%	45 18%	77 20% Q	56 20% Q	60 17%	52 21%	77 15%	40 17%	117 20%	72 21%	76 17%	40 19%	72 20%	54 20%	94 17%
Unemployment	170 16%	37 11%	59 22% BD	7 8% *	22 19% BD	67 17%	54 13%	32 14%	97 16% KOQ	75 19% KOQ	44 11%	38 15%	59 15% KO	55 19% KOQ	36 10%	35 14%	69 14%	34 14%	101 17% UW	64 19% UW	50 11%	36 17%	48 13%	37 14%	84 16% U
Issues affecting families/children/childcare	161 15%	33 10%	57 21% B	11 12% *	19 17%	70 18% G	49 12%	24 10%	109 18% HKMOP	83 21% HKMOP	48 12%	48 19% HKOP	52 13% O	65 23% HIKMOP	33 9%	26 11%	95 19% HKMOP	31 13%	107 18% UWX	75 22% RSUWX	50 11%	44 21% RUWX	44 12%	28 10%	102 19% RUWX
Animal welfare	150 14%	43 13%	50 19%	11 12% *	17 15%	55 14%	63 16%	23 10%	99 17% HO	62 16% H	55 14%	37 15%	52 13%	55 19% HIKMOQ	41 12%	39 16% H	75 15%	28 12%	94 16%	55 16%	62 14%	37 18%	48 13%	41 15%	76 14%
Foreign/overseas aid	118 11%	45 13%	26 10%	7 8% *	17 16%	40 10%	57 14%	29 13%	67 11% Q	35 9%	60 15% ELOQ	23 9%	55 14% JOQ	30 10%	40 11%	43 18% ELNOQ	45 9%	31 13% VY	64 11%	30 9%	67 15% STVY	15 7%	48 13% VY	49 18% STVWY	48 9%
Scottish independence/devolution	44 4%	4 1%	8 3%	3 4% *	19 17% BCD	20 5%	10 3%	10 4%	22 4%	15 4%	17 4% O	11 5%	18 5% O	20 7% UOQ	8 2%	13 5% O	20 4%	12 5%	21 4%	14 4%	22 5%	8 4%	16 4%	11 4%	20 4%
Other	16 2%	6 2%	2 1%	2 2% *	2 2%	7 2%	7 2%	2 1%	11 2%	4 1%	10 2%	4 1%	7 2%	4 1%	10 3% Q	5 2%	5 1%	2 1%	11 2%	5 2%	10 2%	4 2%	7 2%	3 1%	8 2%
Nothing – I won't vote	32 3%	2 1%	2 1%	1 1% *	1 1%	4 1%	11 3%	- -	20 3% HILNP	- -	15 4% HILNP	- -	15 4% HILNP	1 *	13 4% HILNP	2 1%	12 2% HILN	2 1% T	18 3% TVX	- -	15 3% RTVX	- -	14 4% RTVX	2 1%	14 3% TV
Don't know	17 2%	1 *	4 2%	2 2% *	1 1%	6 1%	5 1%	4 2%	7 1%	5 1%	2 1%	4 1%	2 1%	2 1%	2 1%	3 1%	4 1%	2 1%	6 1%	1 *	4 1%	- -	1 *	2 1%	6 1%

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Summary

All Adults aged 18+ in Great Britain

	Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them?								
	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and anti-social behaviour	Keeping Britain safe	Setting the right level of tax and public spending	Improving education and skills	Dealing with climate change
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1050	1050	1050	1050	1050	1050	1050	1050	1050
Weighted base	1050	1050	1050	1050	1050	1050	1050	1050	1050
The Conservative party	235 22% BCDEFGHI	191 18% CDEHI	124 12%	144 14% I	164 16% CI	198 19% CDEHI	201 19% CDEHI	159 15% CI	113 11%
The Labour party	289 27% DEFI	301 29% DEFI	360 34% ABDEFGHI	238 23% I	254 24% I	255 24% I	290 28% DEFI	298 28% DEFI	174 17%
The Liberal Democrats	50 5%	49 5%	55 5% E	40 4%	38 4%	45 4%	60 6% DE	65 6% BDEFI	44 4%
Reform UK	91 9% HI	86 8% I	88 8% I	192 18% ABCEFGHI	127 12% ABCGHI	115 11% ABCGHI	89 9% HI	73 7% I	47 5%
The Green party	38 4%	41 4%	49 5% E	37 3%	32 3%	40 4%	42 4%	48 5% E	282 27% ABCDEFGH
The Scottish National Party (SNP)	16 2% I	17 2% I	16 2% I	15 1% I	16 2% I	13 1%	16 2% I	18 2% I	9 1%
Plaid Cymru	3 *	1 *	1 *	1 *	1 *	2 *	3 *	1 *	1 *
Another party	8 1%	9 1%	9 1%	10 1%	14 1%	8 1%	14 1%	10 1%	17 2%
None of these	142 14%	174 17% A	172 16% A	185 18% AGH	186 18% AGH	166 16% A	156 15%	156 15%	166 16% A
Don't know	177 17%	183 17%	176 17%	189 18%	218 21% ABCDG	207 20% ABCG	180 17%	221 21% ABCDGI	195 19%

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

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Managing 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	235 22%	114 22%	120 23%	8 7% *	33 18% D	20 12%	34 20% DF	48 28% DEF	92 37% DEFG	41 14%	54 16%	140 34% JK	13 10%	41 14%	47 20% M	116 34% MNO	134 23%	101 22%	57 23%	68 25% X	58 24% X	29 20%	12 22% *	12 13% *	197 22%	38 26%	158 25% b	44 14%	33 30% b*	58 19%	177 24%	70 18%	165 25% f	118 18%	117 29% h
The Labour party	289 27%	146 29%	141 27%	33 31% *	45 25%	53 31%	53 30%	45 26%	61 25%	78 27%	106 31%	106 25%	39 30%	81 27%	74 31%	87 25%	172 29%	116 25%	82 33%	68 25%	61 26%	39 27%	17 33% *	20 23% *	255 28%	33 22%	184 29%	75 25%	29 26% *	96 31%	193 26%	135 35% g	154 23%	191 29%	98 24%
The Liberal Democrats	50 5%	23 5%	24 5%	9 9% GI*	12 7%	11 7%	5 3%	5 3%	7 3%	22 8% L	16 5%	13 3%	13 10% OP	20 7% O	5 2%	13 4%	36 6% R	14 3%	7 3%	9 3%	15 6%	11 8% ST	3 5% *	6 7% *	40 4%	10 7%	35 5%	13 4%	2 2% *	23 8% e	27 4%	26 7% g	24 4%	37 6%	14 3%
Reform UK	91 9%	58 11% C	33 6%	7 7% *	17 9%	15 8%	9 5%	21 12% G	24 10%	24 8%	23 7%	44 11%	10 8%	25 9%	13 5%	37 11% O	44 7%	47 10%	26 10%	23 8%	18 8%	15 11%	4 7% *	5 5% *	78 9%	13 9%	56 9%	29 9%	6 6% *	25 8%	67 9%	26 7%	65 10%	54 8%	37 9%
The Green party	38 4%	19 4%	17 3%	10 9% GHI*	12 7% HI	9 5% I	4 2% I	3 2%	- -	22 8% KL	13 4% L	3 1%	10 8% P	18 6% P	8 3% P	2 1%	20 3%	18 4%	7 3%	13 5%	5 2%	11 7% UX	1 2% *	1 1% *	38 4% Z	1 *	18 3%	17 6%	3 3% *	16 5%	22 3%	16 4%	22 3%	29 4%	9 2%
The Scottish National Party (SNP)	16 2%	7 1%	10 2%	- - *	5 3%	1 1%	4 2%	5 3%	1 1%	5 2%	5 2%	6 1%	- -	6 2%	6 2%	5 1%	13 2%	3 1%	- -	- -	- -	- -	- - *	16 18% STUVW*	12 1%	4 3%	11 2%	4 1%	1 1% *	4 1%	13 2%	8 2%	8 1%	13 2%	3 1%
Plaid Cymru	3 *	1 *	2 *	- - *	1 1%	1 1%	- -	1 *	- -	1 *	1 *	1 *	- -	2 1%	- -	1 *	1 *	2 *	- -	- -	- -	- -	3 5% STUVX*	- - *	2 *	1 *	2 *	- -	1 1% *	2 1%	1 *	1 *	2 *	2 *	1 *
Another party	8 1%	2 *	6 1%	2 1% *	4 2% HI	2 1%	1 1%	- -	- -	6 2% L	3 1%	- -	2 2% P	5 2% P	1 *	- -	5 1%	3 1%	1 *	2 1%	1 *	4 3%	1 1% *	- - *	8 1%	1 *	6 1%	2 1%	- - *	4 1%	4 1%	4 1%	4 1%	8 1%	1 *
None of these	142 14%	79 15%	62 12%	13 12% *	19 11%	26 15%	30 17%	25 15%	28 11%	33 11%	57 16%	53 13%	14 11%	41 14%	40 17%	45 13%	78 13%	65 14%	28 11%	36 13%	35 15%	18 12%	5 10% *	20 22% S*	121 13%	21 14%	84 13%	46 15%	13 11% *	37 12%	105 14%	46 12%	96 15%	89 14%	53 13%
Don't know	177 17%	60 12%	115 22% B	25 23% HI*	33 18% H	35 20% H	33 19% H	19 11%	32 13%	58 20% L	68 20% L	51 12%	30 23% P	57 19% P	44 19% P	41 12%	87 15%	91 20% Q	40 16%	54 20%	47 19%	18 12%	8 15% *	10 11% *	151 17%	26 18%	82 13%	72 24% a	23 20% *	40 13%	137 18%	56 14%	121 18%	109 17%	68 17%

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Managing 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	235 22%	176 53% CDE	8 3%	12 13% C*	18 16% C	78 19%	136 34% F	153 66% IJKLMNOPQ	27 5%	31 8% I	157 39% IJLMNPQ	37 15% IJ	120 31% IJLNQ	42 15% IJ	122 34% IJLNQ	68 28% IJLNQ	104 21% IJLN	153 65% STUVWXY	34 6%	34 10% S	158 36% STVWXY	28 13% S	117 32% STVY	80 29% STVY	104 19% STV
The Labour party	289 27%	30 9%	176 66% BDE	28 30% B*	23 20% B	160 40% G	78 20%	21 9% K	246 41% HKMOPQ	244 62% HIKLMNOPQ	8 2%	112 44% HKMOPQ	71 18% HKP	117 41% HKMOP	59 17% HK	32 13% K	187 37% HKMOP	24 10% U	240 40% RUWX	222 64% RSUVWXY	20 5%	88 41% RUWX	63 17% RU	38 14% U	205 38% RUWX
The Liberal Democrats	50 5%	10 3%	5 2%	21 23% BCE*	5 5%	22 5%	13 3%	12 5% M	22 4% M	19 5% M	18 4% M	35 14% HIJKMNOPQ	2 1%	14 5% M	16 4% M	12 5% M	19 4% M	9 4% W	26 4% W	17 5% W	17 4% W	31 15% RSTUWXY	3 1%	14 5% W	24 4% W
Reform UK	91 9%	46 14% CD	6 2%	5 5% *	14 12% C	8 2%	59 15% F	15 6% JQ	57 9% JLNQ	11 3% Q	70 17% HIJLNQ	11 4% Q	69 18% HIJLNQ	11 4% Q	61 17% HIJLNQ	75 31% HIJKLMNOQ	5 1%	18 8% TY	54 9% TY	10 3% Y	67 15% RSTVY	13 6% TY	59 16% RSTVY	80 29% RSTUVWY	3 1%
The Green party	38 4%	2 1%	12 5% B	3 3% *	9 8% B	18 4% G	5 1%	7 3% O	25 4% O	14 3% O	17 4% O	6 2%	12 3% O	31 11% HIJKLMOPQ	2 1%	7 3% O	23 5% O	7 3%	29 5% TX	8 2%	20 5% X	7 3%	11 3%	5 2%	24 4% T
The Scottish National Party (SNP)	16 2%	- -	1 *	- - *	16 14% BCD	14 3% G	1 *	1 *	13 2%	6 1%	8 2%	3 1%	6 2%	9 3% HP	6 2%	2 1%	12 2% H	2 1%	11 2%	6 2%	7 2%	3 2%	6 2%	1 *	11 2%
Plaid Cymru	3 *	3 1%	- -	- - *	- -	2 *	1 *	1 *	2 *	- -	1 *	- -	2 *	- -	1 *	1 *	1 *	- -	2 *	- -	1 *	- -	1 *	1 *	1 *
Another party	8 1%	- -	2 1%	- - *	3 3% B	1 *	2 1%	3 1%	2 *	4 1% I	2 *	1 *	3 1%	2 1%	5 1% I	2 1%	5 1% I	- -	5 1%	2 *	6 1% RW	2 1%	2 *	3 1%	3 1%
None of these	142 14%	36 11%	27 10%	7 8% *	14 13%	46 12%	54 14%	9 4%	104 17% HJLNP	21 5%	77 19% HJLNP	15 6%	68 18% HJLNP	22 8%	58 16% HJLNP	16 7%	78 16% HJLNP	10 4%	101 17% RTVX	15 4%	88 20% RTVXY	10 5%	69 19% RTVX	26 10% RTV	88 16% RTVX
Don't know	177 17%	30 9%	29 11%	17 19% BE*	10 9%	53 13%	51 13%	10 4%	102 17% HJKMOQ	42 11% H	47 12% HMO	34 14% HO	34 9% H	38 13% HO	27 8% H	30 12% HO	66 13% HMO	14 6%	98 16% RTUWX	31 9%	53 12% R	30 14% RT	36 10%	25 9%	77 14% RTW

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Reducing 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	191 18%	93 18%	97 18%	10 9% *	26 14%	19 11%	26 15%	42 24% DEFG	69 28% DEFG	36 12%	45 13%	111 27% JK	15 12%	35 12%	36 15%	89 26% MNO	109 18%	82 18%	44 18%	52 19%	45 19%	25 17%	9 17% *	16 17% *	161 18%	30 20%	127 20% b	36 12%	27 25% b*	53 18%	138 18%	53 14%	138 21% f	97 15%	94 24% h
The Labour party	301 29%	153 30%	145 27%	42 39% FHI*	55 30%	45 26%	50 29%	43 25%	65 27%	97 34% L	96 28%	108 26%	48 36% P	82 28%	74 31%	89 26%	168 29%	132 29%	81 32% X	74 27%	69 29%	48 33% X	12 23% *	18 19% *	264 29%	36 24%	184 29%	86 29%	31 28% *	100 33%	200 27%	132 34% g	169 26%	199 31%	102 25%
The Liberal Democrats	49 5%	22 4%	26 5%	7 7% *	10 6%	10 6%	8 5%	5 3%	8 3%	18 6%	19 5%	13 3%	10 8%	18 6%	8 3%	13 4%	32 5%	17 4%	9 4%	14 5%	8 3%	10 7%	3 5% *	5 6% *	36 4%	12 8% Y	38 6% b	9 3%	2 2% *	24 8% e	25 3%	28 7% g	20 3%	35 5%	14 3%
Reform UK	86 8%	52 10% C	33 6%	6 5% *	16 9%	16 9%	9 5%	19 11% G	21 8%	21 7%	25 7%	40 10%	8 6%	24 8%	15 6%	33 9%	45 8%	41 9%	25 10%	19 7%	16 7%	18 12% X	5 9% *	3 4% *	76 8%	10 7%	56 9%	25 8%	5 5% *	24 8%	61 8%	28 7%	58 9%	49 8%	36 9%
The Green party	41 4%	24 5%	15 3%	9 8% HI*	14 8% HI	8 5% I	6 3% I	3 2%	1 *	23 8% KL	14 4% L	4 1%	9 7% P	21 7% OP	7 3%	3 1%	24 4%	17 4%	13 5% X	14 5% X	7 3%	6 4%	1 2% *	- - *	40 4% Z	1 1%	19 3%	20 6% a	3 2% *	17 6%	24 3%	17 4%	23 4%	31 5%	10 2%
The Scottish National Party (SNP)	17 2%	7 1%	10 2%	1 1% *	4 2%	2 1%	4 2%	4 2%	1 1%	5 2%	6 2%	6 1%	1 1%	6 2%	6 2%	4 1%	13 2%	4 1%	- -	- -	- -	- -	- - *	17 18% STUVW*	12 1%	5 3%	11 2%	4 1%	1 1% *	4 1%	12 2%	9 2%	8 1%	14 2%	3 1%
Plaid Cymru	1 *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 2% T*	- - *	1 *	- -	1 *	- -	- - *	1 *	- -	1 *	- -	1 *	- -
Another party	9 1%	4 1%	5 1%	1 1% *	2 1%	3 2%	1 1%	2 1%	- -	3 1%	4 1%	2 1%	2 1%	4 1%	2 1%	1 *	6 1%	2 *	2 1%	2 1%	2 1%	2 1%	1 2% *	- - *	8 1%	1 1%	7 1%	2 1%	- - *	4 1%	5 1%	5 1%	3 *	9 1% i	- -
None of these	174 17%	91 18%	82 15%	13 12% *	20 11%	30 18%	37 21% E	32 19% E	41 17%	33 12%	67 19% J	73 18% J	14 11%	45 15%	47 20% M	64 18%	95 16%	79 17%	36 14%	43 16%	44 18%	20 13%	8 16% *	22 25% SV*	147 16%	27 18%	104 16%	50 17%	19 17% *	41 13%	133 18%	61 16%	112 17%	107 17%	67 17%
Don't know	183 17%	64 13%	117 22% B	19 18% *	34 19%	38 22% H	33 19%	21 12%	39 16%	53 18%	70 20% L	60 14%	25 19%	61 21%	42 18%	51 15%	97 16%	86 19%	39 16%	55 20% V	49 21% V	17 12%	13 25% VX*	10 11% *	157 17%	27 18%	90 14%	70 23% a	23 20% *	36 12%	147 20% d	54 14%	129 20% f	108 17%	75 19%

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Reducing 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	191 18%	146 44% CDE	9 3%	10 10% C*	11 10% C	60 15%	106 26% F	133 58% IJKLMNOPQ	19 3%	27 7% I	124 31% IJLMNPQ	31 12% IJ	101 26% IJLNQ	34 12% IJ	105 29% IJLNPQ	54 22% IJLN	81 16% IJN	124 52% STUVWXY	30 5%	25 7% S	128 29% STVXY	29 14% ST	97 26% STVY	65 24% STVY	84 16% ST
The Labour party	301 29%	38 11%	169 64% BDE	28 30% BE*	19 17%	159 40% G	82 20%	24 11% K	245 41% HKMOP	246 63% HIKLMNOPQ	18 4%	106 42% HKMOP	81 21% HKOP	118 41% HKMOP	61 17% HK	33 13% K	197 39% HKMOP	31 13% U	239 40% RUWX	218 63% RSUVWXY	28 6%	79 37% RUWX	75 20% RU	42 15% U	205 38% RUWX
The Liberal Democrats	49 5%	8 2%	5 2%	20 21% BCE*	9 8% BC	26 6% G	11 3%	8 3% M	25 4% M	14 4% M	18 4% M	32 13% HIJKMNOPQ	5 1%	10 4% M	16 4% M	6 2%	18 4% M	6 3% W	28 5% W	15 4% W	13 3% W	28 13% RSTUWXY	3 1%	8 3% W	20 4% W
Reform UK	86 8%	44 13% CD	6 2%	3 3% *	16 14% CD	10 2%	61 15% F	21 9% JNQ	45 8% JNQ	14 4% Q	62 15% HIJLNQ	13 5% Q	57 15% HIJLNQ	10 4% Q	56 16% HIJLNQ	73 30% HIJKLMNOQ	5 1%	24 10% TY	44 7% TY	15 4% Y	62 14% STVY	12 5% Y	53 14% STVY	74 27% RSTUVWY	6 1%
The Green party	41 4%	5 2%	12 4%	5 5% *	9 8% B	18 4%	9 2%	7 3% O	26 4% LO	12 3% O	19 5% LO	4 2%	19 5% LO	34 12% HIJKLMOPQ	2 1%	8 3% O	26 5% JLO	9 4%	30 5%	11 3%	24 5% W	12 5%	11 3%	9 3%	25 5%
The Scottish National Party (SNP)	17 2%	- -	1 *	- - *	16 14% BCD	13 3% G	1 *	1 *	14 2%	5 1%	7 2%	5 2%	6 2%	8 3% H	5 1%	2 1%	13 2% H	3 1%	11 2% X	5 1%	8 2% X	2 1%	8 2% X	1 *	11 2%
Plaid Cymru	1 *	1 *	- -	- - *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Another party	9 1%	1 *	3 1%	1 1% *	2 2%	4 1%	3 1%	5 2% IKMO	2 *	6 1% I	2 *	2 1%	2 *	3 1%	2 *	4 2% I	3 1%	2 1%	5 1%	3 1%	4 1%	2 1%	3 1%	5 2%	4 1%
None of these	174 17%	49 15%	26 10%	12 13% *	16 15%	56 14%	67 17%	14 6%	126 21% HJLNPQ	27 7%	99 25% HJLMNOPQ	25 10%	81 21% HJLNP	26 9%	73 20% HJLNP	31 13% HJ	89 18% HJLN	19 8%	117 19% RTV	22 6%	107 24% RSTVXY	21 10% T	86 23% RTVXY	41 15% RT	97 18% RTV
Don't know	183 17%	42 13%	34 13%	14 16% *	15 13%	54 14%	61 15%	17 7%	96 16% HJMO	40 10%	54 13% HM	36 14% HJ	36 9%	42 15% HJM	37 10%	35 14% HM	69 14% HJM	20 8%	95 16% RTWX	32 9%	63 14% RTWX	28 13%	33 9%	27 10%	86 16% RTWX

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23-085423-23 - 7th - 10th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Improving the NHS
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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	124 12%	60 12%	63 12%	9 8% *	18 10%	15 9%	18 10%	25 15%	39 16%	27 9%	33 10%	64 15% JK	11 8%	26 9%	26 11%	53 15% N	70 12%	54 12%	25 10%	35 13%	26 11%	19 13%	9 17% *	10 11% *	102 11%	22 15%	85 13% b	24 8%	16 14% *	39 13%	85 11%	37 10%	87 13%	67 10%	57 14%
The Labour party	360 34%	188 37%	170 32%	40 38% *	59 33%	56 33%	60 35%	56 33%	89 36%	99 34%	116 34%	145 35%	45 34%	98 33%	87 37%	120 35%	205 35%	155 34%	91 37% X	89 33%	86 36% X	54 37% X	19 36% *	21 23% *	322 36% Z	39 26%	217 34%	101 33%	42 38% *	103 34%	257 35%	157 40% g	204 31%	229 35%	131 33%
The Liberal Democrats	55 5%	23 5%	30 6%	5 5% *	8 5%	16 9%	8 5%	7 4%	11 5%	14 5%	24 7%	18 4%	7 5%	20 7%	10 4%	15 4%	35 6%	21 5%	13 5%	11 4%	12 5%	9 6%	5 10% *	6 6% *	42 5%	13 9% Y	47 7% bc	7 2%	1 1% *	26 8% e	30 4%	33 8% g	22 3%	39 6%	16 4%
Reform UK	88 8%	61 12% C	27 5%	6 5% *	21 11% G	10 6%	8 5%	19 11% G	24 10%	26 9%	18 5%	43 10% K	10 7%	24 8%	13 5%	36 10% O	46 8%	41 9%	24 9%	25 9%	14 6%	15 10%	4 8% *	5 6% *	76 8%	12 8%	59 9%	24 8%	5 4% *	29 10%	59 8%	20 5%	67 10% f	51 8%	36 9%
The Green party	49 5%	26 5%	20 4%	10 10% GHI*	15 8% GHI	13 7% HI	5 3%	3 2%	2 1%	25 9% L	18 5% L	5 1%	13 10% OP	24 8% OP	7 3%	5 1%	27 5%	22 5%	15 6% U	16 6% U	4 2%	9 6% U	1 2% *	3 4% *	47 5% Z	2 1%	29 5%	18 6%	2 2% *	22 7% e	27 4%	23 6%	26 4%	39 6% i	10 2%
The Scottish National Party (SNP)	16 2%	6 1%	11 2%	- - *	4 2%	2 1%	3 2%	3 2%	4 1%	4 1%	5 2%	7 2%	- -	6 2%	4 2%	4 1%	12 2%	5 1%	- -	- -	- -	- -	- - *	16 18% STUVW*	13 1%	4 2%	8 1%	7 2%	1 1% *	3 1%	13 2%	6 2%	10 2%	12 2%	5 1%
Plaid Cymru	1 *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 2% T*	- - *	1 *	- -	1 *	- -	- - *	1 *	- -	1 *	- -	1 *	- -
Another party	9 1%	3 1%	6 1%	- - *	4 2% I	3 2%	1 1%	1 1%	- -	4 2%	4 1%	1 *	1 1%	6 2% P	2 1%	- -	6 1%	3 1%	4 2%	3 1%	2 1%	1 1%	- - *	- - *	9 1%	- -	7 1%	2 1%	- - *	6 2% e	3 *	4 1%	5 1%	7 1%	2 1%
None of these	172 16%	81 16%	89 17%	13 13% *	20 11%	24 14%	36 21% E	33 19% E	45 18%	33 12%	60 17% J	79 19% J	16 12%	38 13%	44 19%	68 20% N	93 16%	79 17%	36 15%	44 16%	49 20%	18 12%	5 10% *	19 21% *	141 16%	30 20%	101 16%	48 16%	23 20% *	39 13%	132 18%	53 14%	119 18%	95 15%	77 19%
Don't know	176 17%	61 12%	114 22% B	24 22% I*	31 17%	33 19%	33 19%	23 14%	31 13%	55 19% L	66 19% L	54 13%	29 22% P	53 18%	43 18%	45 13%	96 16%	80 17%	41 17%	49 18%	47 20%	20 14%	8 15% *	10 11% *	149 17%	27 18%	83 13%	70 23% a	23 20% *	38 12%	138 19% d	54 14%	122 18%	109 17%	67 17%

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Improving the NHS

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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	124 12%	97 29% CDE	6 2%	8 8% C*	3 3%	43 11%	65 16% F	102 44% IJKLMNOPQ	9 1%	19 5% I	81 20% IJLMNPQ	18 7% I	63 16% IJLNQ	22 8% IJ	65 18% IJLNQ	37 15% IJLN	55 11% IJLN	90 38% STUVWXY	13 2%	19 5% S	80 18% STVY	17 8% S	58 16% STVY	38 14% STV	57 11% ST
The Labour party	360 34%	56 17%	201 76% BDE	32 35% BE*	21 19%	184 46% G	104 26%	30 13% K	300 50% HKMOP	281 72% HIKLMNOPQ	29 7%	119 47% HKMOP	97 25% HK	133 47% HKMOP	80 22% HK	51 21% HK	235 47% HKMOP	34 14%	294 49% RUWX	247 72% RSUVWXY	45 10%	100 47% RUWX	90 25% RU	62 23% RU	250 46% RUWX
The Liberal Democrats	55 5%	15 4% C	3 1%	22 24% BCE*	7 7% C	31 8% G	16 4%	11 5% M	26 4% M	15 4% M	21 5% M	38 15% HIJKMNOPQ	4 1%	17 6% M	18 5% M	10 4% M	25 5% M	13 6% W	28 5% W	15 4% W	25 6% W	32 15% RSTUWXY	6 2%	9 3%	25 5% W
Reform UK	88 8%	47 14% CD	2 1%	2 2% *	18 16% CD	10 3%	62 15% F	16 7% JQ	44 7% JQ	9 2% Q	65 16% HIJLNQ	12 5% JQ	64 17% HIJLNQ	14 5% JQ	56 16% HIJLNQ	75 31% HIJKLMNOQ	2 *	23 10% TY	44 7% TY	10 3% Y	64 15% RSTVY	16 7% TY	59 16% RSTVY	74 27% RSTUVWY	1 *
The Green party	49 5%	2 *	13 5% B	5 5% B*	17 15% BCD	22 5% G	9 2%	9 4% O	29 5% O	17 4% O	20 5% O	14 6% O	20 5% O	40 14% HIJKLMOPQ	4 1%	7 3% O	30 6% O	10 4%	33 5%	13 4%	23 5%	10 5%	14 4%	9 3%	30 6%
The Scottish National Party (SNP)	16 2%	2 1%	- -	1 1% *	13 12% BCD	12 3% G	4 1%	3 1%	12 2% J	3 1%	10 2% P	2 1%	9 2% P	8 3% JLP	6 2%	1 *	12 2% J	4 2%	9 2%	4 1%	9 2%	1 *	9 3% X	2 1%	12 2%
Plaid Cymru	1 *	1 *	- -	- - *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Another party	9 1%	1 *	3 1%	1 1% *	3 2%	4 1%	2 *	4 2% IMQ	2 *	4 1% I	4 1% M	2 1%	1 *	1 *	5 1% IMQ	2 1%	2 *	3 1%	6 1%	3 1%	6 1%	2 1%	4 1%	4 1%	5 1%
None of these	172 16%	69 21% CD	19 7%	10 11% *	16 15% C	50 12%	78 19% F	30 13% JLN	95 16% JLN	17 4%	111 28% HIJLMNOPQ	20 8% J	91 23% HIJLNPQ	20 7%	80 22% HIJLNPQ	28 11% JN	85 17% JLN	32 14% T	94 16% TV	13 4%	116 27% RSTVXY	19 9% T	94 26% RSTVXY	42 16% TV	93 17% TV
Don't know	176 17%	43 13% C	18 7%	12 13% *	13 11%	44 11%	62 15%	25 11% J	83 14% JMQ	26 7%	61 15% JMOQ	28 11% J	39 10%	32 11% J	41 12% J	34 14% J	54 11% J	26 11% T	78 13% TVW	21 6%	68 16% TVW	16 8%	33 9%	32 12% T	66 12% TV

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

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Managing immigration and asylum

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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	144 14%	69 14%	74 14%	13 12% *	26 14%	17 10%	24 14%	27 16%	37 15%	39 13%	41 12%	64 15%	16 12%	34 11%	33 14%	54 16%	84 14%	60 13%	34 14%	40 15%	26 11%	26 18%	8 15% *	10 11% *	124 14%	20 13%	87 14%	36 12%	20 18% *	42 14%	102 14%	44 11%	100 15%	80 12%	64 16%
The Labour party	238 23%	122 24%	115 22%	25 23% *	46 25%	36 21%	37 21%	40 23%	54 22%	71 25%	73 21%	94 23%	31 24%	71 24%	51 21%	81 23%	138 23%	100 22%	61 25%	59 22%	52 21%	40 27%	9 18% *	17 19% *	215 24% Z	22 15%	154 24%	62 21%	21 19% *	79 26%	159 21%	112 29% g	125 19%	161 25% i	76 19%
The Liberal Democrats	40 4%	20 4%	21 4%	6 6% *	9 5%	10 6%	5 3%	3 2%	7 3%	15 5%	15 4%	10 2%	7 5%	18 6% O	6 2%	9 3%	28 5%	13 3%	7 3%	9 3%	8 3%	10 7%	1 2% *	5 6% *	33 4%	8 5%	30 5%	8 3%	2 2% *	21 7% e	19 3%	28 7% g	12 2%	29 4%	11 3%
Reform UK	192 18%	112 22% C	79 15%	12 11% *	30 17%	30 17%	25 15%	35 21% D	60 24% DG	42 15%	55 16%	95 23% JK	15 11%	47 16%	39 16%	81 23% MNO	91 15%	101 22% Q	47 19%	48 17%	51 21% X	28 19%	11 21% *	9 10% *	160 18%	32 21%	120 19%	57 19%	15 14% *	47 15%	146 20%	51 13%	141 21% f	110 17%	82 20%
The Green party	37 3%	19 4%	17 3%	11 10% FGHI*	12 7% HI	6 4% I	4 2% I	2 1%	- -	23 8% KL	11 3% L	2 1%	15 11% NOP	15 5% P	5 2%	2 1%	23 4%	13 3%	11 5%	10 4%	4 2%	8 6% U	1 2% *	2 3% *	37 4% Z	- -	20 3%	14 5%	3 3% *	20 7% e	16 2%	13 3%	23 3%	30 5% i	7 2%
The Scottish National Party (SNP)	15 1%	6 1%	9 2%	1 1% *	5 3% F	- -	3 2%	3 2%	3 1%	6 2%	3 1%	6 1%	1 1%	5 2%	4 2%	5 2%	10 2%	5 1%	- -	- -	- -	- -	- *	15 17% STUVW*	11 1%	4 2%	9 1%	4 1%	1 1% *	3 1%	12 2%	7 2%	8 1%	11 2%	4 1%
Plaid Cymru	1 *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 2% T*	- - *	1 *	- -	1 *	- -	- - *	1 *	- -	1 *	- -	1 *	- -
Another party	10 1%	5 1%	5 1%	1 1% *	2 1%	4 2%	- -	1 *	2 1%	3 1%	4 1%	3 1%	1 1%	6 2% OP	- -	1 *	8 1%	2 *	2 1%	3 1%	1 *	2 1%	1 2% *	1 1% *	10 1%	- -	8 1%	2 1%	- - *	4 1%	5 1%	6 2%	4 1%	7 1%	3 1%
None of these	185 18%	93 18%	89 17%	13 12% *	19 10%	34 20% E	37 21% DE	39 23% DE	43 17%	31 11%	72 21% J	82 20% J	16 12%	43 14%	52 22% MN	64 18%	106 18%	79 17%	42 17%	53 20% V	46 19% V	16 11%	9 18% *	20 22% V*	158 18%	27 18%	111 17%	48 16%	27 24% *	47 15%	138 19%	66 17%	119 18%	113 17%	72 18%
Don't know	189 18%	64 13%	122 23% B	26 24% H*	32 17%	34 20% H	38 22% H	19 11%	40 16%	58 20%	72 21% L	59 14%	30 23% P	56 19%	48 20%	49 14%	103 17%	87 19%	45 18%	51 19%	54 22% V	17 11%	11 21% *	12 13% *	152 17%	37 25% Y	96 15%	71 24% a	22 20% *	41 14%	148 20% d	60 15%	130 20%	108 17%	81 20%

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Managing immigration and asylum

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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	144 14%	99 30% CDE	6 2%	12 13% C*	8 7% C	45 11%	67 17% F	101 44% IJKLMNOPQ	21 3%	31 8% I	82 20% IJLNPQ	24 9% I	66 17% IJLNPQ	26 9% I	70 20% IJLNPQ	30 12% I	65 13% IJN	95 40% STUVWXY	22 4%	32 9% S	81 18% STVY	23 11% S	58 16% ST	39 14% ST	66 12% S
The Labour party	238 23%	30 9%	148 56% BDE	24 26% BE*	14 13%	133 33% G	67 17%	15 6% K	194 32% HKMOP	198 51% HIKLMNOPQ	6 2%	76 30% HKMOP	58 15% HKP	94 33% HKMOP	52 15% HK	25 10% K	156 31% HKMOP	23 10% U	188 31% RUWX	185 54% RSUVWXY	15 3%	66 31% RUWX	58 16% RUX	27 10% U	169 31% RUWX
The Liberal Democrats	40 4%	6 2%	10 4%	15 16% BCE*	4 4%	19 5%	12 3%	7 3% M	19 3% M	13 3% M	14 4% M	28 11% HIJKMNOPQ	4 1%	12 4% M	10 3% M	6 2%	18 4% M	9 4% W	17 3% W	12 4% W	12 3% W	23 11% RSTUWXY	4 1%	7 3%	19 3% W
Reform UK	192 18%	103 31% CDE	19 7%	7 8% *	23 21% CD	36 9%	125 31% F	43 19% JLNQ	102 17% JLNQ	33 9% Q	130 32% HIJLNQ	29 11% Q	124 32% HIJLNQ	25 9% Q	116 32% HIJLNQ	136 55% HIJKLMNOQ	22 4%	46 19% TVY	112 19% TVY	22 6%	141 32% RSTVY	23 11% TY	111 30% RSTVY	143 53% RSTUVWY	26 5%
The Green party	37 3%	1 *	6 2% B	4 5% B*	12 11% BC	19 5% G	5 1%	10 4% O	22 4% O	15 4% O	16 4% O	11 4% O	13 3% O	31 11% HIJKLMOPQ	3 1%	9 4% O	21 4% O	9 4%	24 4%	12 3%	17 4%	11 5%	10 3%	8 3%	24 4%
The Scottish National Party (SNP)	15 1%	- -	1 *	- - *	14 13% BCD	11 3% G	1 *	1 *	12 2%	5 1%	7 2%	2 1%	7 2%	7 3% HL	3 1%	2 1%	11 2%	2 1%	10 2%	5 1%	7 2%	2 1%	7 2% X	1 *	11 2%
Plaid Cymru	1 *	1 *	- -	- - *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Another party	10 1%	4 1%	- -	2 2% C*	3 2% C	4 1%	2 1%	4 2% I	2 *	2 *	2 1%	3 1% I	2 *	3 1% I	4 1% I	4 2% I	4 1%	5 2% STY	2 *	2 *	4 1%	2 1%	3 1%	6 2% STWY	2 *
None of these	185 18%	56 17%	36 13%	12 13% *	21 18%	68 17%	74 19%	30 13% P	125 21% HJLNP	43 11% P	92 23% HJLNOP	34 14% P	74 19% HJNP	38 13% P	62 18% JP	13 5%	123 25% HIJLMNOP	27 11%	120 20% RTVX	34 10%	102 23% RTVX	28 13%	85 23% RTVX	24 9%	128 24% RSTVX
Don't know	189 18%	34 10%	41 15%	16 17% *	13 11%	65 16%	47 12%	19 8%	103 17% HJKMOP	51 13%	53 13% HMOP	47 19% HJMOP	39 10%	49 17% HJMOP	36 10%	21 8%	81 16% HMOP	20 8%	104 17% RTUWX	41 12% X	58 13% RWX	33 15% RWX	33 9%	17 6%	96 18% RTUWX

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Dealing with crime and anti-social behaviour

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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	164 16%	77 15%	84 16%	15 14% *	22 12%	20 11%	25 14%	34 20% EF	49 20% F	37 13%	45 13%	83 20% JK	20 15%	30 10%	38 16% N	64 19% N	95 16%	70 15%	35 14%	48 18%	42 18%	22 15%	8 15% *	10 11% *	131 14%	34 23% Y	113 18% b	32 11%	19 17% *	46 15%	118 16%	54 14%	110 17%	94 15%	70 17%
The Labour party	254 24%	129 25%	124 23%	22 20% *	46 25%	45 26%	43 25%	40 23%	60 24%	67 23%	87 25%	100 24%	27 20%	77 26%	59 25%	87 25%	154 26%	100 22%	65 26%	61 22%	58 24%	40 27%	14 26% *	17 19% *	227 25%	27 18%	168 26%	65 21%	22 20% *	83 27%	171 23%	118 30% g	136 21%	169 26%	86 21%
The Liberal Democrats	38 4%	21 4%	16 3%	3 3% *	8 4%	10 6% H	8 4%	2 1%	7 3%	10 4%	18 5%	10 2%	4 3%	17 6%	8 3%	9 3%	23 4%	15 3%	5 2%	9 3%	10 4%	8 5%	2 3% *	5 6% *	30 3%	8 5%	28 4%	7 2%	2 2% *	18 6% e	20 3%	22 6% g	16 2%	27 4%	11 3%
Reform UK	127 12%	84 16% C	43 8%	11 11% *	23 13%	17 10%	12 7%	26 15% G	37 15% G	34 12%	29 8%	64 15% K	14 11%	33 11%	18 8%	55 16% O	62 10%	65 14%	33 13% X	36 13% X	26 11%	23 16% X	4 8% *	4 4% *	111 12%	15 10%	74 12%	44 15%	8 8% *	32 10%	95 13%	35 9%	92 14% f	74 11%	53 13%
The Green party	32 3%	18 4%	12 2%	7 6% HI*	15 8% FGHI	4 2% I	4 2% I	2 1%	- -	22 8% KL	8 2% L	2 1%	9 6% OP	17 6% OP	5 2%	2 1%	18 3%	15 3%	13 5% UX	12 4% U	2 1%	5 4%	1 2% *	- - *	32 4% Z	- -	19 3%	11 4%	2 2% *	17 5% e	16 2%	15 4%	17 3%	25 4%	8 2%
The Scottish National Party (SNP)	16 2%	6 1%	10 2%	1 1% *	6 4% I	2 1%	2 1%	3 2%	1 1%	7 3%	4 1%	5 1%	1 1%	8 3%	4 2%	3 1%	12 2%	4 1%	- -	- -	- -	- -	- - *	16 18% STUVW*	12 1%	4 3%	10 2%	4 1%	1 1% *	7 2%	9 1%	8 2%	8 1%	14 2% i	2 1%
Plaid Cymru	1 *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 2% T*	- - *	1 *	- -	1 *	- -	- - *	1 *	- -	1 *	- -	1 *	- -
Another party	14 1%	8 2%	6 1%	- - *	5 3%	3 2%	2 1%	1 1%	2 1%	5 2%	5 2%	3 1%	3 2%	5 2%	4 2%	2 1%	8 1%	6 1%	5 2%	2 1%	4 1%	1 1%	- - *	2 2% *	9 1%	4 3%	13 2% b	1 *	- - *	9 3% e	5 1%	6 1%	8 1%	12 2%	2 *
None of these	186 18%	93 18%	91 17%	17 16% *	19 11%	31 18%	36 20% E	38 22% E	46 19% E	37 13%	66 19% J	83 20% J	19 14%	42 14%	47 20%	68 20%	105 18%	81 18%	40 16%	47 17%	44 18%	23 16%	8 16% *	25 27% STV*	159 18%	27 18%	103 16%	59 20%	24 21% *	41 13%	145 20% d	65 17%	121 18%	103 16%	83 21%
Don't know	218 21%	72 14%	143 27% B	31 29% HI*	37 20%	40 23% H	43 25% H	23 13%	43 18%	68 24% L	83 24% L	66 16%	36 27% P	65 22%	55 23% P	55 16%	113 19%	105 23%	53 21%	58 21%	56 23%	24 17%	15 29% X*	12 14% *	190 21%	28 19%	106 17%	79 26% a	32 29% a*	51 17%	166 22%	66 17%	152 23% f	131 20%	86 22%

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	164 16%	119 36% CDE	14 5%	10 11% *	5 4%	59 15%	85 21% F	118 51% IJKLMNOPQ	30 5%	33 8% I	105 26% IJLMNOPQ	24 10% I	84 22% IJLNPQ	38 13% IJ	78 22% IJLNPQ	39 16% IJL	77 15% IJL	103 44% STUVWXY	37 6%	31 9% S	103 23% STVXY	23 11% S	76 21% STVY	49 18% STV	75 14% ST
The Labour party	254 24%	37 11%	150 56% BDE	25 27% B*	18 16%	140 35% G	74 18%	23 10% K	208 35% HKMOP	208 53% HIKLMNOPQ	12 3%	91 36% HKMOP	66 17% HK	93 33% HKMOP	61 17% HK	31 13% K	161 32% HKMOP	28 12% U	200 33% RUWX	194 57% RSUVWXY	19 4%	73 34% RUWX	62 17% U	41 15% U	176 33% RUWX
The Liberal Democrats	38 4%	5 2%	5 2%	17 19% BCE*	6 5%	19 5%	11 3%	11 5% M	16 3% M	10 3% M	13 3% M	28 11% HIJKMNOPQ	2 1%	14 5% IJM	8 2% M	8 3% M	17 3% M	10 4% W	18 3% W	10 3% W	14 3% W	25 12% RSTUWXY	1 *	8 3% W	16 3% W
Reform UK	127 12%	67 20% CD	13 5%	4 4% *	20 18% CD	16 4%	85 21% F	25 11% JNQ	65 11% JLNQ	18 5% Q	92 23% HIJLNQ	19 7% Q	85 22% HIJLNQ	17 6% Q	85 24% HIJLNQ	99 41% HIJKLMNOQ	6 1%	33 14% TY	65 11% TY	19 6% Y	90 21% RSTVY	21 10% TY	76 21% RSTVY	101 37% RSTUVWY	8 1%
The Green party	32 3%	3 1%	8 3%	2 2% *	10 9% BCD	16 4% G	4 1%	6 3% O	20 3% O	11 3% O	17 4% O	7 3%	11 3% O	27 10% HIJKLMOPQ	3 1%	6 3% O	20 4% O	6 2%	23 4% T	7 2%	19 4%	7 3%	11 3%	7 3%	21 4% T
The Scottish National Party (SNP)	16 2%	- -	- -	1 1% *	14 12% BCD	12 3% G	2 *	1 *	11 2%	7 2%	6 1%	5 2%	6 1%	8 3% H	5 1%	3 1%	10 2%	4 1%	9 1%	7 2%	6 1%	4 2%	7 2%	3 1%	11 2%
Plaid Cymru	1 *	1 *	- -	- - *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Another party	14 1%	3 1%	1 *	2 2% *	5 4% BC	5 1%	5 1%	4 2%	6 1%	6 2%	5 1%	3 1%	3 1%	3 1%	4 1%	5 2%	5 1%	2 1%	7 1%	2 1%	7 2%	2 1%	5 1%	6 2%	8 1%
None of these	186 18%	57 17% C	29 11%	14 15% *	22 20% C	61 15%	74 19%	24 10%	113 19% HJLNP	33 9%	97 24% HIJLNOP	28 11%	82 21% HJLNP	30 11%	71 20% HJLNP	24 10%	107 21% HJLNP	28 12% T	117 20% RTVX	24 7%	111 25% RSTVX	22 10%	84 23% RTVX	30 11%	117 22% RTVX
Don't know	218 21%	40 12%	46 17%	18 20% *	12 11%	72 18%	60 15%	19 8%	128 21% HJKMOP	64 16% HO	55 14% H	49 19% HKMOP	48 12%	56 20% HKMOP	41 12%	29 12%	97 19% HKMOP	23 10%	122 20% RTUWX	49 14%	68 16% RX	36 17% RX	47 13%	27 10%	108 20% RTUWX

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23-085423-23 - 7th - 10th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Keeping Britain safe

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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	198 19%	96 19%	101 19%	11 11% *	26 15%	21 12%	23 13%	44 26% DEFG	72 29% DEFG	38 13%	44 13%	116 28% JK	15 11%	37 12%	36 15%	95 27% MNO	119 20%	80 17%	46 19%	52 19%	45 19%	30 20%	11 21% *	15 16% *	162 18%	36 24%	129 20% b	41 13%	29 26% b*	54 18%	145 19%	68 17%	131 20%	101 16%	97 24% h
The Labour party	255 24%	138 27%	116 22%	29 27% *	49 27%	40 23%	43 25%	41 24%	53 22%	78 27%	83 24%	95 23%	38 28%	73 25%	59 25%	81 23%	142 24%	113 25%	69 28%	59 22%	58 24%	36 25%	15 28% *	18 19% *	221 24%	35 23%	171 27% c	64 21%	19 17% *	83 27%	172 23%	112 29% g	143 22%	170 26%	85 21%
The Liberal Democrats	45 4%	24 5%	21 4%	7 6% *	10 5%	11 6%	6 4%	4 3%	7 3%	17 6%	17 5%	11 3%	9 7%	17 6%	8 4%	11 3%	31 5%	14 3%	7 3%	11 4%	10 4%	10 7%	2 3% *	6 6% *	35 4%	9 6%	32 5%	9 3%	4 4% *	20 7% e	25 3%	23 6% g	22 3%	30 5%	14 4%
Reform UK	115 11%	72 14% C	43 8%	7 7% *	17 9%	21 12%	13 8%	23 13%	34 14%	24 8%	34 10%	57 14% J	9 7%	30 10%	21 9%	49 14% M	53 9%	62 13% Q	30 12%	30 11%	29 12% X	18 12%	4 9% *	4 4% *	100 11%	15 10%	72 11%	37 12%	7 6% *	27 9%	88 12%	33 9%	82 12% f	72 11%	44 11%
The Green party	40 4%	23 4%	14 3%	10 9% GHI*	12 7% HI	8 5% I	6 3% I	4 2%	1 *	22 8% L	14 4% L	4 1%	12 9% OP	18 6% P	7 3%	3 1%	22 4%	18 4%	8 3%	12 4%	3 1%	14 10% STUX	2 3% *	2 2% *	39 4% Z	1 1%	20 3%	18 6% a	2 2% *	18 6% e	22 3%	19 5%	21 3%	31 5%	10 2%
The Scottish National Party (SNP)	13 1%	4 1%	9 2%	1 1% *	6 4% FI	- -	2 1%	2 1%	1 1%	7 3%	2 1%	3 1%	1 1%	6 2%	3 1%	3 1%	9 1%	4 1%	- -	- -	- -	- -	- -	13 14% STUVW*	10 1%	3 2%	8 1%	4 1%	1 1% *	4 1%	9 1%	5 1%	8 1%	11 2%	2 1%
Plaid Cymru	2 *	1 *	1 *	1 1% *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	1 1%	1 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 3% STUV*	- - *	2 *	- -	1 *	1 *	- - *	1 *	1 *	2 *	- -	2 *	- -
Another party	8 1%	3 1%	5 1%	1 1% *	4 2%	1 1%	- -	1 1%	1 *	5 2% K	1 *	2 *	1 1%	5 2%	1 *	1 *	6 1%	3 1%	1 1%	3 1%	1 *	3 2%	- - *	- - *	8 1%	- -	4 1%	4 1%	- - *	4 1%	4 1%	3 1%	5 1%	6 1%	2 1%
None of these	166 16%	89 18%	75 14%	12 11% *	22 12%	34 19%	34 20% E	30 18%	34 14%	34 12%	68 20% J	64 15%	14 10%	50 17%	45 19% M	54 15%	91 15%	75 16%	39 16%	45 17%	39 16%	18 12%	3 6% *	22 24% VW*	146 16%	20 14%	96 15%	49 16%	21 19% *	42 14%	124 17%	58 15%	108 16%	103 16%	63 16%
Don't know	207 20%	59 12%	146 28% B	28 26% H*	35 19%	36 21% H	46 26% HI	21 12%	42 17%	63 22% L	82 24% L	63 15%	33 25% P	59 20%	58 24% P	50 15%	116 20%	91 20%	49 20%	61 22% V	54 23% V	17 12%	14 26% V*	12 13% *	178 20%	29 20%	104 16%	75 25% a	28 25% a*	51 17%	156 21%	67 17%	141 21%	124 19%	84 21%

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Keeping Britain safe

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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	198 19%	142 43% CDE	9 3%	11 12% C*	12 11% C	72 18%	103 26% F	131 57% IJKLMNOPQ	26 4%	32 8% I	120 30% IJLMNPQ	41 16% IJ	89 23% IJLNQ	40 14% IJ	94 26% IJLNQ	51 21% IJN	92 18% IJN	129 55% STUVWXY	35 6%	32 9% S	123 28% STVWXY	33 15% ST	86 23% STVY	58 21% ST	94 17% ST
The Labour party	255 24%	30 9%	159 60% BDE	21 23% B*	19 17% B	141 35% G	69 17%	20 8% K	217 36% HKMOP	226 58% HIKLMNOPQ	7 2%	91 36% HKMOP	66 17% HKP	99 35% HKMOP	53 15% HK	29 12% K	169 34% HKMOP	18 8% U	212 35% RUWX	204 59% RSUVWXY	15 3%	74 35% RUWX	58 16% RU	32 12% U	185 34% RUWX
The Liberal Democrats	45 4%	6 2%	10 4%	19 21% BCE*	7 6% B	21 5%	14 3%	13 6% M	20 3%	16 4% M	16 4% M	29 11% HIJKMNOPQ	7 2%	14 5% M	17 5% M	8 3%	18 4%	12 5% W	23 4% W	16 5% W	15 3% W	24 11% RSTUWXY	1 *	7 3% W	18 3% W
Reform UK	115 11%	66 20% CD	3 1%	7 7% C*	16 14% C	14 3%	79 20% F	23 10% JNQ	66 11% JLNQ	12 3% Q	88 22% HIJLNQ	15 6% JQ	82 21% HIJLNQ	12 4% Q	81 23% HIJLNQ	95 39% HIJKLMNOQ	7 1%	28 12% TY	62 10% TY	12 3% Y	90 21% RSTVY	16 7% TY	78 21% RSTVY	103 38% RSTUVWY	3 1%
The Green party	40 4%	1 *	9 4% B	4 4% B*	12 10% BC	15 4%	10 2%	7 3% O	23 4% O	10 3%	18 5% O	10 4% O	13 3% O	34 12% HIJKLMOPQ	3 1%	10 4% O	22 4% O	6 2%	28 5% T	8 2%	20 5% W	10 4%	10 3%	10 4%	21 4%
The Scottish National Party (SNP)	13 1%	- -	- -	- - *	11 10% BCD	10 3% G	1 *	1 *	8 1%	6 1%	4 1%	3 1%	4 1%	7 2%	3 1%	3 1%	7 1%	4 1%	7 1%	6 2%	4 1%	3 2%	5 1%	2 1%	8 2%
Plaid Cymru	2 *	1 *	1 *	- - *	- -	1 *	1 *	- -	2 *	1 *	1 *	- -	2 *	- -	1 *	- -	2 *	- -	2 *	1 *	1 *	1 *	- -	- -	2 *
Another party	8 1%	1 *	4 1%	- - *	2 2%	2 1%	4 1%	2 1%	3 1%	2 *	5 1%	2 1%	3 1%	1 *	5 1% Q	3 1%	2 *	2 1%	4 1%	1 *	5 1%	1 *	4 1%	4 2%	4 1%
None of these	166 16%	44 13%	30 11%	13 14% *	22 19% C	65 16%	59 15%	17 7%	116 19% HJLNP	33 8%	84 21% HJLNOP	23 9%	73 19% HJLNP	27 9%	59 16% HJLNP	19 8%	94 19% HJLNP	20 9%	110 18% RTVX	23 7%	94 21% RTVX	16 8%	78 21% RTVX	30 11% T	103 19% RTVX
Don't know	207 20%	41 12%	41 15%	18 20% E*	10 9%	59 15%	62 15%	18 8%	118 20% HJKMOP	53 14% H	60 15% HO	39 16% H	50 13% H	52 18% HJMOP	41 11%	26 11%	88 18% HJMOP	18 8%	117 19% RTWX	41 12%	69 16% RX	36 17% RTX	47 13% R	26 10%	102 19% RTWX

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Setting the right level of tax and public spending

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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	201 19%	80 16%	117 22% B	11 11% *	23 13%	20 11%	27 16%	42 25% DEFG	76 31% DEFG	35 12%	47 14%	119 29% JK	16 12%	32 11%	39 17%	94 27% MNO	121 21%	79 17%	51 21%	51 19%	54 22%	22 15%	9 18% *	13 14% *	167 19%	33 22%	131 21% b	36 12%	33 30% ab*	52 17%	149 20%	59 15%	141 21% f	102 16%	99 25% h
The Labour party	290 28%	146 29%	142 27%	32 30% *	53 29%	47 27%	49 28%	45 27%	63 26%	85 29%	96 28%	109 26%	39 29%	84 28%	69 29%	89 26%	171 29%	119 26%	69 28%	74 27%	67 28%	45 31%	15 28% *	20 22% *	253 28%	36 24%	184 29%	75 25%	30 27% *	97 32% e	192 26%	141 36% g	149 23%	191 29%	99 25%
The Liberal Democrats	60 6%	36 7%	23 4%	11 10% H*	12 7% H	15 9% H	8 5%	4 2%	11 4%	23 8% L	23 7%	14 3%	11 8%	25 9% OP	10 4%	14 4%	41 7%	20 4%	10 4%	14 5%	12 5%	16 11% STU	3 5% *	6 7% *	50 6%	10 7%	46 7% c	13 4%	1 1% *	28 9% e	32 4%	35 9% g	26 4%	44 7%	16 4%
Reform UK	89 9%	63 12% C	26 5%	9 8% *	13 7%	13 7%	10 6%	20 12% G	25 10%	22 8%	23 7%	45 11%	11 8%	20 7%	15 6%	38 11%	44 7%	45 10%	28 11% X	21 8%	17 7%	16 11%	4 8% *	3 4% *	79 9%	10 7%	57 9% c	30 10% c	2 2% *	25 8%	65 9%	21 5%	68 10% f	52 8%	37 9%
The Green party	42 4%	26 5% C	14 3%	6 6% I*	18 10% GHI	7 4% I	4 2%	5 3%	2 1%	24 8% KL	12 3%	7 2%	8 6% P	22 8% OP	6 2%	6 2%	27 5%	15 3%	10 4%	12 4%	10 4%	8 5%	1 2% *	2 3% *	42 5% z	- -	24 4%	16 5%	2 2% *	13 4%	30 4%	20 5%	23 3%	33 5% i	10 2%
The Scottish National Party (SNP)	16 2%	6 1%	9 2%	- - *	4 2%	1 1%	3 2%	5 3%	3 1%	4 1%	4 1%	8 2%	- -	4 1%	5 2%	7 2%	11 2%	5 1%	- -	- -	- -	- -	- - *	16 18% STUVW*	13 1%	3 2%	11 2%	4 1%	1 1% *	2 1%	14 2%	8 2%	8 1%	11 2%	5 1%
Plaid Cymru	3 *	1 *	2 *	- - *	1 1%	1 1%	- -	1 *	- -	1 *	1 *	1 *	- -	2 1%	- -	1 *	1 *	2 *	- -	- -	- -	- -	3 5% STUVX*	- - *	2 *	1 *	2 *	- -	1 1% *	2 1%	1 *	1 *	2 *	2 *	1 *
Another party	14 1%	8 1%	7 1%	2 2% I*	7 4% HI	4 3% HI	1 1%	- -	- -	9 3% L	6 2% L	- -	5 4% OP	8 3% P	1 *	- -	9 2%	5 1%	1 *	3 1%	3 1%	4 3%	- - *	3 3% *	13 1%	1 1%	13 2%	2 1%	- - *	8 3% e	6 1%	9 2%	6 1%	13 2%	2 *
None of these	156 15%	81 16%	73 14%	12 12% *	16 9%	27 16%	35 20% E	28 17% E	37 15%	29 10%	62 18% J	65 16% J	13 10%	40 13%	43 18%	60 17%	79 13%	77 17%	36 15%	46 17%	34 14%	17 11%	7 13% *	16 17% *	129 14%	27 18%	91 14%	49 16%	16 14% *	37 12%	119 16%	45 12%	110 17% f	95 15%	61 15%
Don't know	180 17%	60 12%	117 22% B	23 22% HI*	35 19%	37 21% HI	36 21% HI	20 12%	29 12%	58 20% L	73 21% L	49 12%	29 22% P	58 20% P	48 20% P	39 11%	86 15%	93 20% Q	43 17%	50 18%	45 19%	19 13%	11 22% *	11 13% *	152 17%	27 18%	78 12%	77 26% a	25 22% a*	41 13%	139 19%	51 13%	129 20% f	108 17%	72 18%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	201 19%	153 46% CDE	8 3%	11 12% C*	11 10% C	69 17%	107 27% F	146 63% IJKLMNOPQ	20 3%	24 6% I	135 33% IJLMNPQ	34 13% IJ	99 26% IJLNQ	33 12% IJ	106 30% IJLMNQ	59 24% IJLN	88 18% IJN	139 59% STUVWXY	30 5%	29 8% S	136 31% STVXY	26 12% S	105 29% STVY	65 24% STVY	90 17% ST
The Labour party	290 28%	34 10%	176 66% BDE	29 31% B*	21 19% B	161 40% G	81 20%	23 10% K	242 40% HKMOP	246 63% HIKLMNOPQ	10 2%	104 41% HKMOP	74 19% HKP	114 40% HKMOP	63 18% HKP	30 12% K	191 38% HKMOP	28 12% U	237 39% RUWX	217 63% RSUVWXY	23 5%	84 39% RUWX	67 18% RUX	36 13% U	208 38% RUWX
The Liberal Democrats	60 6%	9 3%	7 3%	25 27% BCE*	8 7%	33 8% G	11 3%	14 6% MO	32 5% M	23 6% M	21 5% MO	39 15% HIJKMNOPQ	5 1%	21 7% MO	11 3% M	9 4% M	31 6% MO	13 6% W	32 5% W	20 6% W	23 5% W	34 16% RSTUWXY	4 1%	13 5% W	30 6% W
Reform UK	89 9%	49 15% CD	7 3%	1 1% *	12 11% CD	7 2%	60 15% F	10 4% Q	54 9% HJLNQ	11 3% Q	69 17% HJLNQ	6 3% Q	68 18% HJLNQ	10 4% Q	60 17% HJLNQ	74 30% HIJKLMNOQ	4 1%	16 7% TY	54 9% TVY	10 3% Y	68 16% RSTVY	8 4% Y	61 17% RSTVY	78 29% RSTUVWY	5 1%
The Green party	42 4%	4 1%	13 5% B	3 3% *	10 9% B	21 5% G	9 2%	6 3%	28 5% O	17 4% O	16 4% O	13 5% O	14 4% O	35 12% HIJKLMOPQ	4 1%	6 2%	29 6% HO	6 2%	31 5% WX	13 4%	19 4% W	13 6% RWX	9 2%	6 2%	29 5% W
The Scottish National Party (SNP)	16 2%	- -	1 *	- - *	15 14% BCD	14 4% G	1 *	1 *	14 2% OP	6 1%	7 2% O	3 1%	7 2% O	10 3% HJLOP	2 1%	1 *	12 2% HO	2 1%	11 2%	6 2%	7 2%	2 1%	7 2% X	1 *	12 2%
Plaid Cymru	3 *	3 1%	- -	- - *	- -	2 *	1 *	1 *	2 *	- -	1 *	- -	2 *	- -	1 *	1 *	1 *	- -	2 *	- -	1 *	- -	1 *	1 *	1 *
Another party	14 1%	- -	2 1%	1 1% *	7 6% BC	1 *	4 1%	6 2%	6 1%	6 2%	4 1%	3 1%	3 1%	5 2%	5 1%	6 3% M	5 1%	5 2%	4 1%	5 1%	5 1%	5 3% SW	2 *	6 2% SW	6 1%
None of these	156 15%	55 16% C	20 7%	7 8% *	13 12%	45 11%	69 17% F	14 6%	108 18% HJLNPQ	19 5%	94 23% HIJLNPQ	13 5%	80 21% HJLNPQ	18 6%	72 20% HJLNPQ	24 10% JL	75 15% HJLN	14 6%	102 17% RTV	15 4%	99 23% RSTVXY	10 5%	81 22% RSTVXY	36 13% RTV	82 15% RTV
Don't know	180 17%	27 8%	32 12%	15 16% B*	15 13%	47 12%	59 15%	10 4%	95 16% HJKMOQ	40 10% H	47 12% H	38 15% HJMO	35 9% H	39 14% HM	33 9% H	35 14% HMO	65 13% HMO	14 6%	97 16% RTWX	30 9%	57 13% RW	30 14% RT	32 9%	30 11% R	78 14% RTW

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Improving education and skills

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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	159 15%	67 13%	91 17%	10 10% *	22 12%	21 12%	23 13%	29 17%	54 22% DEFG	32 11%	44 13%	83 20% JK	13 10%	32 11%	33 14%	70 20% MN	93 16%	66 14%	32 13%	47 17%	35 15%	29 20%	6 12% *	9 10% *	134 15%	25 17%	108 17% b	32 11%	19 17% *	49 16%	110 15%	52 13%	107 16%	81 13%	77 19% h
The Labour party	298 28%	156 31%	139 26%	29 27% *	56 31%	45 26%	54 31%	51 30%	62 25%	85 30%	100 29%	114 27%	37 28%	84 29%	75 32%	96 28%	174 29%	124 27%	86 34% X	73 27%	68 28%	39 27%	15 29% *	17 19% *	262 29%	37 25%	196 31% b	72 24%	30 27% *	94 31%	204 27%	132 34% g	166 25%	199 31%	99 25%
The Liberal Democrats	65 6%	35 7%	29 5%	4 4% *	14 8%	13 7%	9 5%	9 5%	17 7%	18 6%	21 6%	26 6%	7 5%	23 8%	11 5%	24 7%	38 6%	27 6%	13 5%	17 6%	20 8%	6 4%	4 7% *	6 7% *	52 6%	13 9%	52 8% bc	12 4%	1 1% *	26 8%	39 5%	35 9% g	30 5%	41 6%	24 6%
Reform UK	73 7%	46 9% C	27 5%	3 3% *	14 8%	13 8%	6 3%	18 11% DG	19 8%	17 6%	19 6%	37 9%	6 4%	21 7%	10 4%	30 9%	38 6%	35 8%	19 8%	17 6%	14 6%	17 11% X	4 7% *	3 4% *	64 7%	9 6%	45 7%	25 8%	3 3% *	18 6%	55 7%	23 6%	50 8%	45 7%	28 7%
The Green party	48 5%	25 5%	21 4%	13 12% FGHI*	17 9% GHI	8 5% I	5 3%	2 1%	3 1%	30 10% KL	13 4% L	5 1%	15 11% OP	23 8% OP	6 3%	5 1%	28 5%	21 4%	16 6% U	14 5% U	4 2%	10 7% U	1 2% *	3 3% *	45 5%	3 2%	26 4%	22 7% ac	1 1% *	22 7% e	26 4%	21 6%	27 4%	39 6% i	10 2%
The Scottish National Party (SNP)	18 2%	8 2%	9 2%	1 1% *	6 3%	4 2%	3 2%	3 2%	1 1%	6 2%	7 2%	5 1%	1 1%	7 3%	6 2%	4 1%	14 2%	4 1%	- -	- -	- -	- -	- - *	18 20% STUVW*	14 2%	4 2%	12 2%	4 1%	1 1% *	6 2%	12 2%	10 3%	8 1%	15 2%	3 1%
Plaid Cymru	1 *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 2% T*	- - *	1 *	- -	1 *	- -	- - *	1 *	- -	1 *	- -	1 *	- -
Another party	10 1%	3 1%	7 1%	2 2% *	2 1%	5 3% GH	- -	- -	1 *	4 1%	5 1%	1 *	2 2%	7 2% OP	- -	1 *	6 1%	4 1%	- -	2 1%	4 2% S	2 1%	2 4% S*	- - *	10 1%	1 *	6 1%	3 1%	1 1% *	6 2%	5 1%	5 1%	5 1%	9 1%	1 *
None of these	156 15%	87 17%	68 13%	17 16% *	18 10%	21 12%	32 18% E	32 19% E	37 15%	35 12%	53 15%	69 16%	19 14%	35 12%	40 17%	59 17%	83 14%	73 16%	35 14%	39 14%	39 16%	16 11%	8 15% *	20 22% V*	131 14%	26 17%	88 14%	47 16%	22 19% *	38 13%	118 16%	47 12%	109 16%	94 14%	63 16%
Don't know	221 21%	80 16%	138 26% B	28 26% H*	34 19%	41 24% H	42 24% H	24 14%	52 21%	61 21%	83 24%	77 18%	33 25%	62 21%	55 23%	58 17%	115 20%	106 23%	49 20%	63 23%	56 23%	27 18%	12 23% *	14 15% *	190 21%	32 21%	103 16%	86 28% a	33 29% a*	44 14%	177 24% d	63 16%	158 24% f	125 19%	96 24%

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Improving education and skills

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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	159 15%	122 37% CDE	8 3%	7 8% *	5 4%	50 12%	90 22% F	114 49% IJKLMNOPQ	16 3%	25 6% I	104 26% IJLNQ	23 9% I	85 22% IJLNQ	21 7% I	86 24% IJLNQ	51 21% IJLNQ	62 12% IJN	109 46% STUVWXY	21 4%	26 7% S	105 24% STVY	20 9% S	79 22% STVY	60 22% STVY	63 12% ST
The Labour party	298 28%	39 12%	178 67% BDE	27 29% BE*	16 15%	170 42% G	79 20%	24 10% K	245 41% HKMOP	244 62% HIKLMNOPQ	21 5%	102 40% HKMOP	75 19% HK	114 40% HKMOP	64 18% HK	37 15% K	196 39% HKMOP	29 12%	240 40% RUWX	212 62% RSUVWXY	36 8%	81 38% RUWX	74 20% RU	50 18% RU	206 38% RUWX
The Liberal Democrats	65 6%	18 5%	9 4%	25 27% BCE*	10 9% C	32 8%	24 6%	14 6% M	33 6% M	20 5% M	19 5% M	43 17% HIJKMNOPQ	8 2%	21 7% M	21 6% M	14 6% M	32 6% M	14 6% W	37 6% W	25 7% W	22 5% W	37 17% RSTUWXY	7 2%	13 5% W	33 6% W
Reform UK	73 7%	35 11% CD	3 1%	1 1% *	18 16% CD	5 1%	53 13% F	12 5% JQ	43 7% JLNQ	7 2% Q	60 15% HIJLNQ	9 3% Q	52 13% HIJLNQ	11 4% JQ	49 14% HIJLNQ	62 25% HIJKLMNOQ	2 *	16 7% TY	38 6% TY	7 2% Y	56 13% RSTVY	9 4% Y	47 13% RSTVY	63 23% RSTUVWY	2 *
The Green party	48 5%	4 1%	11 4% B	5 5% B*	15 13% BC	20 5% G	8 2%	9 4% O	29 5% O	14 4% O	22 6% O	14 5% O	18 5% O	38 13% HIJKLMOPQ	3 1%	13 5% O	27 5% O	11 5%	30 5%	12 4%	20 5%	13 6%	12 3%	9 3%	28 5%
The Scottish National Party (SNP)	18 2%	- -	2 1%	- - *	15 13% BCD	15 4% G	1 *	1 *	14 2%	7 2%	7 2%	4 2%	7 2%	10 3% HO	3 1%	3 1%	12 2% H	4 1%	12 2%	8 2%	7 2%	3 2%	7 2%	2 1%	13 2%
Plaid Cymru	1 *	1 *	- -	- - *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Another party	10 1%	1 *	3 1%	1 1% *	2 2%	2 1%	2 *	2 1%	6 1% LQ	6 1% LQ	3 1%	- -	4 1%	2 1%	4 1%	2 1%	1 *	- -	7 1%	3 1%	3 1%	2 1%	3 1%	4 1% R	4 1%
None of these	156 15%	57 17% C	21 8%	9 10% *	16 15% C	40 10%	70 17% F	23 10% J	94 16% HJLN	17 4%	93 23% HIJLNPQ	15 6%	87 22% HIJLNPQ	19 7%	74 21% HIJLNPQ	30 12% JLN	76 15% HJLN	20 9% T	102 17% RTV	12 4%	105 24% RSTVXY	15 7% T	85 23% RSTVXY	41 15% RTV	81 15% RTV
Don't know	221 21%	56 17%	31 12%	18 20% *	14 13%	66 16%	75 19%	32 14%	116 19% JMOP	51 13%	74 18% JMO	44 17% J	52 13%	49 17% J	52 15%	34 14%	91 18% JM	35 15%	113 19% TWX	39 11%	83 19% TWX	32 15%	53 14%	30 11%	110 20% RTWX

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Dealing with 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
The Conservative party	113 11%	49 10%	64 12%	10 9% *	20 11%	14 8%	14 8%	20 12%	36 15%	30 10%	28 8%	56 13% K	14 10%	26 9%	19 8%	49 14% NO	65 11%	49 11%	30 12%	29 11%	19 8%	24 16% UX	6 12% *	5 6% *	97 11%	16 11%	76 12% b	23 8%	14 13% *	42 14%	72 10%	36 9%	77 12%	62 10%	52 13%
The Labour party	174 17%	102 20% C	69 13%	19 17% *	33 18%	29 17%	30 18%	28 16%	35 14%	52 18%	59 17%	63 15%	21 16%	55 18%	39 17%	56 16%	95 16%	80 17%	46 19%	44 16%	37 15%	29 20%	7 14% *	11 12% *	158 18%	16 11%	110 17%	48 16%	16 15% *	69 23% e	105 14%	79 20% g	95 14%	118 18%	57 14%
The Liberal Democrats	44 4%	20 4%	25 5%	5 5% *	9 5%	9 5%	7 4%	3 2%	12 5%	14 5%	15 4%	15 4%	6 5%	17 6%	7 3%	14 4%	28 5%	17 4%	10 4%	11 4%	11 5%	6 4%	1 3% *	5 6% *	34 4%	10 7%	36 6% b	6 2%	2 2% *	21 7% e	23 3%	25 7% g	19 3%	30 5%	15 4%
Reform UK	47 5%	31 6% C	16 3%	1 1% *	11 6%	11 6%	5 3%	10 6%	8 3%	12 4%	16 5%	18 4%	3 2%	17 6%	11 5%	15 4%	29 5%	19 4%	12 5%	11 4%	9 4%	10 7%	3 5% *	3 3% *	39 4%	8 5%	32 5%	14 5%	1 1% *	21 7% e	26 4%	20 5%	27 4%	31 5%	17 4%
The Green party	282 27%	127 25%	151 28%	37 35% G*	55 31%	43 25%	38 22%	46 27%	62 25%	93 32% K	82 24%	108 26%	47 36% NOP	77 26%	61 26%	89 26%	168 28%	115 25%	64 26%	70 26%	72 30%	38 26%	15 28% *	23 25% *	251 28%	31 21%	159 25%	87 29%	36 32% *	64 21%	218 29% d	119 31% g	164 25%	175 27%	107 27%
The Scottish National Party (SNP)	9 1%	2 *	7 1%	- - *	4 2%	1 1%	2 1%	1 1%	1 1%	4 1%	3 1%	3 1%	- -	4 2%	2 1%	3 1%	7 1%	3 1%	- -	- -	- -	- -	- - *	9 10% STUVW*	7 1%	2 1%	6 1%	3 1%	1 1% *	2 1%	7 1%	3 1%	7 1%	8 1%	1 *
Plaid Cymru	1 *	- -	1 *	- - *	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 2% T*	- - *	1 *	- -	1 *	- -	- - *	1 *	- -	1 *	- -	1 *	- -
Another party	17 2%	7 1%	10 2%	3 3% H*	8 5% GHI	3 2%	1 1%	- -	1 *	12 4% KL	4 1%	1 *	3 3% P	10 3% P	2 1%	1 *	12 2%	5 1%	5 2%	3 1%	1 1%	4 3%	1 2% *	2 3% *	17 2%	- -	13 2%	4 1%	- - *	5 2%	12 2%	5 1%	11 2%	13 2%	3 1%
None of these	166 16%	99 19% C	65 12%	14 13% *	12 7%	22 13%	35 20% E	39 23% EF	43 18% E	27 9%	58 17% J	82 20% J	16 12%	31 11%	44 19% N	67 19% N	92 16%	74 16%	37 15%	48 17% V	42 17%	14 10%	5 10% *	20 22% V*	136 15%	30 20%	97 15%	52 17%	18 16% *	35 11%	132 18% d	46 12%	120 18% f	98 15%	69 17%
Don't know	195 19%	71 14%	123 23% B	17 16% *	28 15%	39 22% H	41 23% H	23 14%	47 19%	45 16%	79 23% JL	70 17%	21 16%	58 20%	52 22% P	52 15%	95 16%	99 22% Q	43 17%	57 21%	50 21%	20 14%	13 25% *	12 13% *	161 18%	34 23%	105 17%	66 22%	24 21% *	45 15%	150 20%	54 14%	140 21% f	115 18%	80 20%

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Political Pulse

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Q2_2421. Thinking about the following issues, which party, if either, do you think has the best policies to address them? - Dealing with 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
The Conservative party	113 11%	89 27% CDE	5 2%	4 5% *	7 6% C	36 9%	60 15% F	89 39% IJKLMNOPQ	7 1%	20 5% I	66 16% IJLNQ	16 6% I	61 16% IJLNQ	19 7% I	53 15% IJLNQ	34 14% IJLNQ	43 9% IJ	78 33% STUVWXY	12 2%	23 7% S	63 14% STVY	16 7% S	63 17% STVY	46 17% STVY	41 8% S
The Labour party	174 17%	20 6%	110 42% BDE	17 18% BE*	7 6%	86 21% G	53 13%	18 8% K	133 22% HKMOP	153 39% HIKLMNOPQ	6 1%	57 22% HKMOP	45 12% K	59 21% HKMOP	43 12% K	32 13% HK	99 20% HKMOP	21 9% U	133 22% RUWX	138 40% RSUVWXY	10 2%	43 20% RUWX	42 12% U	31 11% U	108 20% RUWX
The Liberal Democrats	44 4%	10 3%	7 3%	19 20% BCE*	8 7%	19 5%	19 5%	12 5% M	21 4%	18 5% M	15 4% M	29 11% HIJKMNOPQ	7 2%	10 3%	19 5% M	10 4%	17 3%	10 4% W	23 4% W	13 4% W	15 3% W	31 14% RSTUWXY	5 1%	10 4% W	22 4% W
Reform UK	47 5%	24 7% C	2 1%	2 3% *	8 7% C	6 2%	31 8% F	10 4% Q	26 4% JQ	9 2% Q	34 8% HIJLNQ	7 3% Q	31 8% HIJLNQ	8 3% Q	30 9% HIJLNQ	42 17% HIJKLMNOQ	2 *	12 5% Y	22 4% Y	9 3% Y	33 8% STY	9 4% Y	28 8% STY	41 15% RSTUVWY	2 *
The Green party	282 27%	63 19%	91 34% B	24 26% *	46 41% BD	141 35% G	86 21%	41 18%	212 35% HJKMOP	122 31% HKMOP	97 24% HO	89 35% HKMOP	81 21% O	142 50% HIJKLMOPQ	51 14%	49 20% O	180 36% HJKMOP	41 17%	212 35% RTUWX	105 31% RWX	111 25% RWX	67 32% RWX	76 21%	51 19%	195 36% RTUWX
The Scottish National Party (SNP)	9 1%	- -	- -	- - *	9 8% BCD	8 2% G	1 *	1 *	7 1%	2 *	5 1%	1 *	5 1%	4 1%	3 1%	1 *	6 1%	2 1%	6 1%	3 1%	4 1%	1 *	5 1%	1 *	6 1%
Plaid Cymru	1 *	1 *	- -	- - *	- -	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	1 *
Another party	17 2%	2 1%	3 1%	2 2% *	1 1%	6 2%	3 1%	6 3% I	4 1%	6 1%	6 2%	3 1%	9 2% I	6 2% I	7 2% I	3 1%	8 2% I	6 2%	7 1%	4 1%	6 1%	5 3%	5 1%	7 2%	6 1%
None of these	166 16%	61 18% C	13 5%	12 13% C*	18 16% C	42 10%	78 19% F	26 11% JN	99 16% JLN	19 5%	108 27% HIJLNPQ	21 8% JN	90 23% HIJLNPQ	11 4%	93 26% HIJLNPQ	37 15% JLN	74 15% JLN	31 13% TV	93 15% TV	12 3%	118 27% RSTVXY	13 6%	90 24% RSTVXY	49 18% TV	79 15% TV
Don't know	195 19%	63 19% E	34 13%	12 13% *	8 7%	56 14%	71 18%	27 12%	90 15% JN	42 11%	66 16% JN	30 12%	58 15% N	27 9%	56 16% JN	36 15% N	70 14% N	36 15%	92 15% T	36 11%	76 17% T	27 13%	54 15%	37 14%	80 15% T

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - Summary

All Adults aged 18+ in Great Britain

	Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all?				
	The Labour Party	**The Conservative Party**	**The Liberal Democrats**	**The Green Party**	**Reform UK**
	(A)	**(B)**	**(C)**	**(D)**	**(E)**
Unweighted base	1050	1050	1050	1050	1050
Weighted base	1050	1050	1050	1050	1050
Very positive change (2)	147 14% BCDE	33 3%	43 4%	81 8% BC	96 9% BC
Fairly positive change (1)	289 27% BDE	176 17%	256 24% BE	249 24% BE	180 17%
No change at all (0)	211 20%	290 28% AE	351 33% ABDE	299 28% AE	211 20%
Fairly negative change (-1)	142 14%	185 18% ACDE	147 14%	122 12%	135 13%
Very negative change (-2)	162 15% C	283 27% ACD	129 12%	157 15% C	304 29% ACD
Don't know	100 10% B	83 8%	123 12% AB	142 14% AB	123 12% AB
NET: Positive change	435 41% BCDE	209 20%	299 28% B	330 31% BE	276 26% B
NET: Negative change	304 29%	467 45% ACD	277 26%	279 27%	440 42% ACD
Mean	0.12 BCDE	-0.53	-0.07 BE	-0.03 BE	-0.40 B

the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very positive change (2)	147	87	60	19	34	20	21	22	31	53	41	53	21	47	29	49	81	66	42	35	28	26	7	10	133	14	105	33	9	58	89	67	80	98	49
	14%	17% C	11%	18% *	19%	12%	12%	13%	13%	18% KL	12%	13%	16%	16%	12%	14%	14%	14%	17%	13%	12%	18%	13% *	11% *	15%	9%	17% bc	11%	8% *	19% e	12%	17% g	12%	15%	12%
Fairly positive change (1)	289	127	158	39	58	52	47	37	57	96	99	93	48	92	65	72	177	112	71	66	67	40	20	24	248	40	166	88	34	82	206	141	148	193	96
	27%	25%	30%	36% HI*	32% H	30%	27%	22%	23%	33% L	29%	22%	36% P	31% P	27%	21%	30%	24%	28%	24%	28%	28%	39% T*	27% *	28%	27%	26%	29%	31% *	27%	28%	36% g	22%	30%	24%
No change at all (0)	211	115	94	22	34	44	32	30	49	56	76	79	28	64	47	69	128	83	46	55	40	37	9	25	180	31	131	62	18	65	146	74	138	131	80
	20%	23%	18%	20% *	19%	25%	19%	18%	20%	19%	22%	19%	21%	22%	20%	20%	22%	18%	18%	20%	17%	25%	17% *	27% U*	20%	21%	21%	21%	16% *	21%	20%	19%	21%	20%	20%
Fairly negative change (-1)	142	73	68	6	16	17	32	28	43	23	49	70	11	26	39	61	77	65	38	37	38	10	5	13	116	26	92	35	15	37	105	42	99	84	58
	14%	14%	13%	6% *	9%	10%	18% DEF	16% DE	17% DEF	8%	14% J	17% J	8%	9%	16% MN	18% MN	13%	14%	15% V	14% V	16% V	7%	10% *	15% *	13%	17%	14%	12%	13% *	12%	14%	11%	15%	13%	14%
Very negative change (-2)	162	81	78	9	16	18	21	45	53	25	39	97	12	27	31	78	77	85	31	49	43	22	8	9	132	29	90	47	25	33	129	42	120	78	84
	15%	16%	15%	9% *	9%	11%	12%	26% DEFG	22% DEFG	9%	11%	23% JK	9%	9%	13%	23% MNO	13%	18% Q	12%	18%	18%	15%	15% *	10% *	15%	20%	14%	15%	22% a*	11%	17% d	11%	18% f	12%	21% h
Don't know	100	26	73	12	23	22	20	10	13	35	42	23	14	40	26	16	52	48	22	29	26	11	3	9	92	8	52	37	11	29	70	24	76	65	35
	10%	5%	14% B	11% *	13% HI	13% HI	11% I	6%	5%	12% L	12% L	6%	10% P	13% P	11% P	5%	9%	10%	9%	11%	11%	8%	6% *	10% *	10%	5%	8%	12%	10% *	10%	9%	6%	12% f	10%	9%
NET: Positive change	435	214	218	58	92	72	68	58	88	149	140	146	69	139	94	121	257	178	112	101	94	66	27	35	381	54	271	121	43	140	295	208	228	291	144
	41%	42%	41%	54% GHI*	51% GHI	42%	39%	34%	36%	52% KL	40%	35%	52% OP	47% P	40%	35%	44%	39%	45%	37%	39%	45%	52% *	38% *	42%	37%	43%	40%	38% *	46%	40%	53% g	34%	45% i	36%
NET: Negative change	304	154	146	16	32	35	53	72	96	48	88	168	22	53	70	139	153	150	69	86	80	32	13	22	248	55	182	82	40	69	234	84	219	162	141
	29%	30%	27%	14% *	18%	20%	31% DEF	42% DEFG	39% DEF	17%	25% J	40% JK	17%	18%	29% MN	40% MNO	26%	33% Q	28%	32% V	33% V	22%	25% *	25% *	28%	37% Y	29%	27%	36% *	23%	31% d	22%	33% f	25%	35% h
Mean	0.12	0.14	0.12	0.54 GHI*	0.49 GHI	0.26 HI	0.10 H	-0.23	-0.13	0.51 KL	0.18 L	-0.17	0.47 OP	0.41 OP	0.11 P	-0.14	0.20	0.02	0.23	*	-0.01	0.28	0.28 *	0.16 *	0.16 Z	-0.12	0.18 c	0.10	-0.13 *	0.35 e	0.03	0.41 g	-0.05	0.25 i	-0.09

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very positive change (2)	147	14	93	12	14	70	48	26	108	141	1	62	33	62	30	31	84	27	112	134	5	48	32	32	94
	14%	4%	35%	13%	12%	18%	12%	11%	18%	36%	*	24%	8%	22%	9%	13%	17%	12%	19%	39%	1%	23%	9%	12%	17%
			BDE	B*	B	G		K	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HKMOPQ	K	K	HKMO	U	RUWX	RSUVWXY		RUWX	U	U	RUWX
Fairly positive change (1)	289	61	121	30	29	153	71	45	217	196	24	92	73	114	52	37	180	50	207	172	34	88	61	47	190
	27%	18%	46%	33%	26%	38%	18%	20%	36%	50%	6%	36%	19%	40%	15%	15%	36%	21%	34%	50%	8%	41%	17%	17%	35%
			BDE	B*		G		K	HKMOP	HIKLMNOPQ		HKMOP	KO	HKMOP	K	K	HKMOP	U	RUWX	RSUVWXY		RSUWX	U	U	RUWX
No change at all (0)	211	69	29	29	25	79	85	46	101	35	88	52	71	43	76	46	98	41	110	22	106	40	65	50	104
	20%	21%	11%	32%	22%	20%	21%	20%	17%	9%	22%	20%	18%	15%	21%	19%	19%	17%	18%	7%	24%	19%	18%	18%	19%
		C		BC*	C			J	J		IJN	JN	J	J	IJ	J	IJN	T	T		RSTWXY	T	T	T	T
Fairly negative change (-1)	142	73	9	14	18	47	64	45	64	6	116	27	75	30	71	42	62	52	58	5	113	21	74	48	62
	14%	22%	3%	15%	16%	12%	16%	19%	11%	2%	29%	11%	19%	11%	20%	17%	12%	22%	10%	2%	26%	10%	20%	18%	12%
		C		C*	C			IJLNQ	J		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLN	J	STVY	T		STVWXY	T	STVY	STVY	T
Very negative change (-2)	162	101	4	3	21	28	110	60	75	-	158	12	121	24	111	77	55	54	79	2	155	6	120	83	61
	15%	30%	2%	3%	19%	7%	27%	26%	13%	-	39%	5%	31%	9%	31%	31%	11%	23%	13%	1%	36%	3%	33%	31%	11%
		CDE		*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	JL	IJLNQ	IJLNQ	JL	STVY	TV		RSTVY	T	RSTVY	RSTVY	TV
Don't know	100	15	9	4	6	23	24	9	35	14	18	10	15	12	17	11	23	14	34	7	23	10	14	13	30
	10%	5%	3%	4%	5%	6%	6%	4%	6%	3%	4%	4%	4%	4%	5%	5%	5%	6%	6%	2%	5%	5%	4%	5%	6%
				*					J									T	T		T	T			T
NET: Positive change	435	75	215	42	42	223	119	71	325	337	25	154	106	176	82	68	264	77	319	307	39	136	93	79	284
	41%	22%	81%	46%	38%	56%	30%	31%	54%	86%	6%	61%	27%	62%	23%	28%	53%	32%	53%	89%	9%	64%	25%	29%	52%
			BDE	B*	B	G		KO	HKMOP	HIKLMNOPQ		HIKMOPQ	KO	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	U	RUWX
NET: Negative change	304	174	13	17	39	75	174	104	139	6	274	39	196	55	182	119	116	105	137	7	269	26	194	131	123
	29%	52%	5%	18%	35%	19%	43%	45%	23%	2%	68%	15%	50%	19%	51%	49%	23%	45%	23%	2%	61%	12%	53%	48%	23%
		CDE		C*	CD		F	IJLNQ	JL		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLNQ	JL	STVY	TV		RSTVWXY	T	RSTVY	STVY	TV
Mean	0.12	-0.58	1.14	0.39	-0.03	0.50	-0.31	-0.30	0.39	1.25	-1.05	0.67	-0.48	0.58	-0.53	-0.42	0.37	-0.25	0.38	1.28	-0.92	0.75	-0.54	-0.40	0.38
			BDE	BE*	B	G		KO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	U	RUWX

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very positive change (2)	33 3%	16 3%	15 3%	7 7% GI*	9 5% I	6 3%	3 2%	5 3%	2 1%	16 6% L	9 3%	8 2%	9 7% OP	13 4% P	4 2%	5 2%	19 3%	14 3%	10 4%	10 4%	2 1%	8 6% U	* 1% *	2 2% *	32 4%	1 1%	24 4%	7 2%	2 2% *	18 6% e	16 2%	17 4%	16 2%	24 4%	9 2%
Fairly positive change (1)	176 17%	99 19% C	76 14%	16 15% *	31 17%	20 12%	25 14%	26 15%	58 24% FG	47 16%	45 13%	84 20% K	21 16%	42 14%	31 13%	69 20% O	110 19%	66 14%	36 14%	46 17%	37 15%	32 22%	11 20% *	14 16% *	154 17%	22 15%	112 18%	41 14%	23 20% *	52 17%	124 17%	60 15%	116 18%	93 14%	83 21% h
No change at all (0)	290 28%	135 27%	154 29%	25 23% *	48 27%	40 23%	42 24%	51 30%	83 34% FG	73 25%	82 24%	134 32% K	33 25%	71 24%	60 25%	110 32% N	160 27%	130 28%	76 30%	67 25%	75 31%	41 28%	13 26% *	18 20% *	235 26%	55 37% Y	182 29%	81 27%	27 24% *	82 27%	208 28%	95 24%	195 30%	178 27%	112 28%
Fairly negative change (-1)	185 18%	90 18%	93 18%	23 22% *	26 14%	39 23% G	24 14%	32 19%	40 16%	49 17%	64 18%	72 17%	26 20%	51 17%	41 17%	63 18%	107 18%	77 17%	42 17%	45 17%	46 19%	26 18%	10 19% *	16 18% *	161 18%	23 16%	120 19%	48 16%	17 15% *	55 18%	129 17%	77 20%	108 16%	121 19%	64 16%
Very negative change (-2)	283 27%	148 29%	130 25%	25 23% *	49 27%	44 26%	62 36% DFI	48 28%	55 22%	74 26%	106 31%	103 25%	30 23%	84 28%	75 32%	90 26%	156 26%	127 28%	69 28%	75 27%	62 26%	31 21%	15 29% *	31 35% V*	244 27%	39 26%	159 25%	91 30%	33 29% *	68 22%	214 29% d	121 31% g	161 24%	179 28%	104 26%
Don't know	83 8%	21 4%	62 12% B	11 11% HI*	17 9% I	22 13% HI	17 10% HI	7 4%	8 3%	28 10% L	40 12% L	15 4%	12 9% P	35 12% P	26 11% P	9 3%	38 6%	45 10%	17 7%	29 11%	19 8%	8 5%	2 5% *	9 10% *	75 8%	8 5%	40 6%	33 11% a	10 9% *	29 10%	54 7%	20 5%	64 10% f	55 8%	29 7%
NET: Positive change	209 20%	115 23% C	92 17%	23 21% *	41 23%	26 15%	28 16%	32 19%	60 25% FG	64 22% K	54 16%	92 22% K	30 23%	56 19%	36 15%	74 21%	129 22%	80 17%	46 18%	56 21%	40 16%	40 28% SU	11 21% *	16 18% *	186 21%	23 16%	136 21%	48 16%	25 23% *	69 23%	140 19%	77 20%	132 20%	117 18%	92 23%
NET: Negative change	467 45%	238 47%	223 42%	48 45% *	75 41%	83 48%	86 50% I	80 47%	94 38%	123 43%	170 49%	175 42%	56 43%	134 45%	116 49%	154 44%	263 45%	204 44%	111 44%	120 44%	108 45%	56 39%	25 48% *	48 53% *	405 45%	62 42%	278 44%	140 46%	49 44% *	124 41%	344 46%	198 51% g	269 41%	300 46%	168 42%
Mean	-0.53	-0.52	-0.53	-0.45 *	-0.45 G	-0.64	-0.75	-0.56	-0.36 FG	-0.45 K	-0.70	-0.45 K	-0.39 O	-0.57	-0.71	-0.49 O	-0.49	-0.57	-0.53	-0.53	-0.58	-0.28 UX	-0.58 *	-0.75 *	-0.52	-0.54	-0.46 b	-0.66	-0.53 *	-0.38 e	-0.58	-0.61	-0.47	-0.57	-0.46

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

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very positive change (2)	33 3%	18 5% C	1 *	3 3% C*	4 3% C	9 2%	17 4%	30 13% IJKLMNOPQ	1 *	18 4% IQ	10 3% IQ	11 4% IQ	9 2% IQ	8 3% IQ	10 3% IQ	14 6% IKMOQ	5 1% I	29 12% STUVWXY	1 *	15 4% SWY	12 3% SY	10 5% SY	7 2% S	14 5% SWY	7 1% S
Fairly positive change (1)	176 17%	112 34% CDE	19 7%	15 16% C*	11 10%	64 16%	78 19%	138 60% IJKLMNOPQ	12 2%	49 12% I	93 23% IJLMNQ	39 16% I	70 18% IJQ	46 16% I	76 21% IJQ	58 24% IJLNQ	70 14% I	126 53% STUVWXY	20 3%	41 12% S	101 23% STWY	39 18% STY	71 19% STY	62 23% STY	72 13% S
No change at all (0)	290 28%	121 36% CD	47 18%	19 20% *	33 29% C	85 21%	145 36% F	49 21%	128 21% J	66 17%	151 37% HIJLNQ	56 22% J	133 34% HIJLNQ	54 19%	130 36% HIJLNQ	88 36% HIJLNQ	113 23% J	58 24% T	138 23% T	53 15%	150 34% RSTVY	38 18%	124 34% RSTVY	100 37% RSTVY	126 23% T
Fairly negative change (-1)	185 18%	44 13%	72 27% BE	25 28% BE*	11 10%	82 20%	65 16%	6 3%	162 27% HKLMNOPQ	97 25% HKMNOPQ	47 12% H	52 21% HK	64 16% HK	50 17% HK	53 15% H	40 16% HK	94 19% HK	11 5%	151 25% RUWXY	92 27% RUVWXY	57 13% R	45 21% RU	56 15% R	49 18% RU	99 18% RU
Very negative change (-2)	283 27%	28 8%	120 45% BD	27 29% B*	50 44% BD	146 36% G	77 19%	3 1%	268 45% HJKLMOPQ	152 39% HKMOP	89 22% HP	85 33% HKOP	102 26% HKP	118 41% HKLMOP	81 23% HP	39 16% H	204 41% HKLMOP	7 3%	264 44% RUVWXY	137 40% RUWX	102 23% RX	77 36% RUWX	96 26% RX	40 15% R	218 40% RUWX
Don't know	83 8%	10 3%	7 3%	4 4% *	3 3%	16 4%	19 5%	4 2%	28 5% JMOQ	10 3%	13 3%	10 4%	10 3%	10 3%	6 2%	7 3%	14 3%	6 3%	27 4% TV	6 2%	15 3%	4 2%	14 4%	8 3%	19 4% T
NET: Positive change	209 20%	130 39% CDE	20 8%	17 19% C*	15 13%	72 18%	95 24%	168 73% IJKLMNOPQ	13 2%	66 17% I	104 26% IJMNQ	51 20% IQ	80 21% IQ	55 19% I	86 24% IJQ	71 29% IJLMNQ	75 15% I	155 65% STUVWXY	21 4%	56 16% S	113 26% STWY	49 23% STY	78 21% SY	76 28% STWY	78 14% S
NET: Negative change	467 45%	72 21%	191 72% BDE	52 57% B*	61 55% B	227 57% G	142 35%	9 4%	431 72% HJKLMNOPQ	249 64% HKLMOP	137 34% H	137 54% HKMOP	166 43% HKOP	168 59% HKMOP	134 38% H	78 32% H	298 60% HKMOP	18 8%	414 69% RUVWXY	229 66% RUVWXY	160 37% R	122 57% RUWX	152 41% RUX	89 33% R	317 59% RUWX
Mean	-0.53	0.15 CDE	-1.12	-0.67 C*	-0.85 C	-0.76	-0.28 F	0.82 IJKLMNOPQ	-1.20	-0.83 I	-0.29 IJLMNQ	-0.65 IJQ	-0.47 IJNQ	-0.80 I	-0.34 IJLMNQ	-0.13 IJKLMNOQ	-0.87 I	0.69 STUVWXY	-1.14	-0.87 S	-0.33 STVWY	-0.67 STY	-0.46 STY	-0.15 STUVWY	-0.86 S

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very positive change (2)	43 4%	25 5%	15 3%	6 5% *	13 7% H	7 4%	5 3%	3 2%	10 4%	18 6% L	12 3%	13 3%	10 8% O	15 5%	5 2%	13 4%	30 5%	13 3%	10 4%	7 2%	13 5%	7 5%	1 2% *	5 6% *	36 4%	7 5%	36 6% b	5 2%	1 1% *	22 7% e	21 3%	26 7% g	17 3%	33 5%	10 3%
Fairly positive change (1)	256 24%	115 23%	140 26%	29 27% H*	55 30% H	41 24%	44 25% H	28 17%	59 24%	83 29% L	85 25%	88 21%	33 25%	87 29% P	55 23%	76 22%	166 28% R	90 20%	52 21%	57 21%	74 31% ST	42 29%	13 25% *	18 20% *	216 24%	40 27%	159 25%	72 24%	25 23% *	77 25%	180 24%	120 31% g	136 21%	162 25%	94 24%
No change at all (0)	351 33%	178 35%	169 32%	38 35% *	56 31%	63 36%	59 34%	58 34%	77 31%	94 33%	121 35%	136 33%	44 34%	96 33%	88 37%	112 32%	192 32%	159 35%	90 36% U	94 35%	65 27%	52 36%	16 31% *	34 38% *	309 34%	42 28%	202 32%	109 36%	40 36% *	99 32%	252 34%	123 32%	228 34%	223 34%	128 32%
Fairly negative change (-1)	147 14%	79 16%	68 13%	9 8% *	16 9%	17 10%	21 12%	32 19% DEF	52 21% DEFG	25 9%	37 11%	85 20% JK	13 10%	23 8%	28 12%	75 22% MNO	81 14%	67 14%	43 17% V	38 14%	36 15%	13 9%	7 14% *	10 11% *	128 14%	19 13%	95 15%	32 10%	21 18% b*	35 12%	112 15%	42 11%	105 16% f	78 12%	70 17% h
Very negative change (-2)	129 12%	75 15% C	52 10%	8 8% *	11 6%	18 11%	21 12% E	32 19% DEF	39 16% E	19 7%	39 11%	71 17% JK	11 8%	24 8%	29 12%	56 16% MN	61 10%	68 15% Q	29 11%	34 12%	28 12%	17 12%	9 17% *	13 14% *	105 12%	25 17%	78 12%	38 13%	14 12% *	30 10%	99 13%	37 10%	92 14% f	70 11%	59 15%
Don't know	123 12%	36 7%	86 16% B	18 17% I*	30 17% HI	26 15% I	24 14% I	16 9% I	9 4%	48 17% L	50 15% L	25 6%	20 15% P	50 17% P	33 14% P	15 4%	60 10%	63 14%	25 10%	42 16%	26 11%	14 10%	6 12% *	10 11% *	107 12%	16 11%	66 10%	46 15% a	11 10% *	41 14%	82 11%	41 10%	83 13%	84 13%	40 10%
NET: Positive change	299 28%	141 28%	155 29%	34 32% H*	67 37% H	49 28% H	49 28% H	31 18%	69 28% H	102 35% L	97 28%	100 24%	43 33%	102 35% OP	60 25%	88 26%	196 33% R	103 22%	62 25%	64 24%	87 36% ST	49 33% T	14 27% *	23 26% *	252 28%	47 32%	195 31%	77 26%	27 24% *	99 32%	200 27%	146 38% g	153 23%	195 30%	105 26%
NET: Negative change	277 26%	155 30% C	120 23%	17 16% *	27 15%	35 20%	42 24% E	65 38% DEFG	91 37% DEFG	45 16%	76 22% J	155 37% JK	24 18%	47 16%	57 24% N	131 38% MNO	142 24%	135 29%	72 29%	72 26%	64 26%	31 21%	16 31% *	23 25% *	233 26%	44 29%	173 27%	69 23%	34 30% *	66 22%	211 28% d	79 20%	197 30% f	148 23%	129 32% h
Mean	-0.07	-0.13	*	0.16 HI*	0.27 FGHI	0.02 H	-0.06 H	-0.40	-0.22	0.23 KL	-0.02 L	-0.29	0.17 OP*	0.19 OP	-0.11	-0.26	0.04 R	-0.22	-0.13	-0.15	0.04	0.06	-0.21 *	-0.09 *	-0.06	-0.11	-0.03	-0.10	-0.19 *	0.09 e	-0.13	0.16 g	-0.21	0.02 i	-0.20

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very positive change (2)	43	8	9	15	7	24	11	13	22	28	9	34	2	22	9	13	24	14	23	26	10	33	3	17	21
	4%	3%	3%	16%	6%	6%	3%	6%	4%	7%	2%	14%	*	8%	3%	5%	5%	6%	4%	8%	2%	16%	1%	6%	4%
				BCE*		G		KMO	M	IKMO	M	HIJKMNOPQ		IKMOQ	M	KMO	KMO	UW	W	SUWY	W	RSTUWXY		UW	W
Fairly positive change (1)	256	44	96	48	29	145	63	47	172	152	45	161	18	127	39	50	149	56	170	142	53	136	17	47	160
	24%	13%	36%	53%	26%	36%	16%	21%	29%	39%	11%	63%	5%	44%	11%	21%	30%	24%	28%	41%	12%	64%	5%	17%	30%
			B	BCE*	B	G		KMO	HKMOP	HIKMOPQ	M	HIJKMNOPQ		HIKMOPQ	M	KMO	HKMOP	UWX	UWX	RSUWXY	W	RSTUWXY		UW	UWX
No change at all (0)	351	111	97	22	38	131	133	79	201	129	132	44	112	86	111	67	171	78	193	108	149	32	101	77	196
	33%	33%	36%	24%	34%	33%	33%	34%	34%	33%	33%	17%	29%	30%	31%	27%	34%	33%	32%	32%	34%	15%	27%	28%	36%
			D	*				L	LM	L	L		L	L	L	L	LM	V	VW	V	VWX		V	V	SVWX
Fairly negative change (-1)	147	71	38	1	18	48	76	40	76	38	82	6	117	16	81	44	68	43	78	31	89	7	113	53	67
	14%	21%	14%	1%	16%	12%	19%	17%	13%	10%	20%	3%	30%	6%	23%	18%	14%	18%	13%	9%	20%	3%	31%	20%	12%
		CD	D	*	D		F	JLN	JLN	LN	IJLNQ		HIJKLNOPQ	L	IJLNQ	IJLN	JLN	TVY	TV	V	STVY		RSTUVXY	STVY	TV
Very negative change (-2)	129	76	10	1	17	22	86	38	69	13	109	2	120	11	105	58	47	36	75	11	109	-	115	66	51
	12%	23%	4%	1%	15%	6%	21%	17%	11%	3%	27%	1%	31%	4%	29%	24%	9%	15%	12%	3%	25%	-	31%	24%	9%
		CD		*	CD		F	JLNQ	JLN	L	HIJLNQ		HIJLNPQ	L	HIJLNQ	HIJLNQ	JLN	TVY	TVY	V	RSTVY		RSTUVXY	RSTVY	TV
Don't know	123	23	15	5	4	30	31	12	59	32	27	7	19	25	11	13	42	10	61	25	27	5	18	12	46
	12%	7%	6%	5%	3%	8%	8%	5%	10%	8%	7%	3%	5%	9%	3%	5%	8%	4%	10%	7%	6%	2%	5%	4%	8%
				*					HKLMOP	LMO	LO		O	LO			LMO		RTUVWX	V	V				RVWX
NET: Positive change	299	53	106	63	35	169	74	61	194	180	54	195	20	148	49	63	173	70	193	168	63	169	20	64	181
	28%	16%	40%	68%	32%	42%	19%	26%	32%	46%	13%	77%	5%	52%	14%	26%	35%	30%	32%	49%	14%	79%	5%	23%	34%
			B	BCE*	B	G		KMO	KMOP	HIKMOPQ	M	HIJKMNOPQ		HIJKMOPQ	M	KMO	HKMOP	UW	UWX	RSUWXY	W	RSTUWXY		UW	UWX
NET: Negative change	277	146	48	2	35	70	163	78	144	51	191	8	237	27	186	102	115	79	153	43	198	7	228	120	118
	26%	44%	18%	2%	31%	18%	40%	34%	24%	13%	47%	3%	61%	9%	52%	42%	23%	33%	25%	12%	45%	3%	62%	44%	22%
		CDE	D	*	CD		F	IJLNQ	JLN	L	HIJLNQ		HIJKLNOPQ	L	HIJLNPQ	HIJLNQ	JLN	STVY	TVY	V	RSTVY		RSTUVXY	RSTVY	TV
Mean	-0.07	-0.52	0.22	0.85	-0.09	0.27	-0.44	-0.19	0.01	0.40	-0.63	0.89	-0.91	0.51	-0.67	-0.36	0.08	-0.14	-0.02	0.44	-0.57	0.94	-0.92	-0.41	0.07
			BE	BCE*	B	G		KMO	HKMOP	HIKMOPQ	M	HIJKMNOPQ		HIJKMOPQ	M	KMO	HKMOP	UWX	UWX	RSUWXY	W	RSTUWXY		UW	RSUWX

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very positive change (2)	81 8%	40 8%	40 7%	10 9% I*	24 14% GHI	18 10% I	12 7% I	12 7% I	5 2%	34 12% L	30 9% L	17 4%	14 11% P	35 12% P	17 7%	13 4%	51 9%	30 6%	18 7%	23 8%	16 7%	13 9%	4 7% *	7 8% *	74 8%	7 5%	49 8%	24 8%	8 7% *	25 8%	56 8%	41 11% g	40 6%	59 9% i	22 5%
Fairly positive change (1)	249 24%	131 26%	114 22%	38 35% FGHI*	55 30% HI	40 23%	41 24%	32 19%	44 18%	93 32% KL	81 23%	75 18%	48 36% OP	79 27% P	54 23%	62 18%	160 27% R	90 20%	56 23%	62 23%	62 26%	39 27%	11 21% *	18 20% *	217 24%	32 22%	139 22%	88 29% a	22 20% *	70 23%	179 24%	115 30% g	134 20%	160 25%	90 22%
No change at all (0)	299 28%	127 25%	170 32% B	24 22% *	55 31%	63 37% DGH	42 24%	43 25%	72 29%	79 28%	105 30%	115 28%	31 23%	100 34% MO	62 26%	94 27%	157 27%	142 31%	74 30%	83 30%	57 24%	48 33%	14 27% *	23 26% *	252 28%	47 32%	194 30% b	72 24%	34 30% *	107 35% e	192 26%	106 27%	194 29%	193 30%	107 27%
Fairly negative change (-1)	122 12%	72 14% C	50 9%	4 4% *	13 7%	9 5%	21 12% DF	31 18% DEF	44 18% DEF	17 6%	30 9%	75 18% JK	6 5%	19 6%	26 11%	66 19% MNO	71 12%	51 11%	30 12%	27 10%	38 16% V	10 7%	6 11% *	12 13% *	105 12%	18 12%	87 14% b	20 7%	15 13% b*	22 7%	100 13% d	39 10%	83 13%	63 10%	60 15% h
Very negative change (-2)	157 15%	94 18% C	61 11%	12 11% *	9 5%	16 9%	22 12% E	37 22% DEFG	61 25% DEFG	21 7%	37 11%	98 24% JK	13 10%	17 6%	33 14% N	83 24% MNO	86 15%	70 15%	36 14%	35 13%	31 13%	25 17%	9 17% *	22 24% TU*	129 14%	28 19%	90 14%	49 16%	18 16% *	26 9%	131 18% d	47 12%	110 17% f	81 13%	75 19% h
Don't know	142 14%	45 9%	95 18% B	19 18% HI*	24 13%	26 15% I	36 21% HI	17 10%	19 8%	43 15% L	63 18% L	36 9%	20 15% P	45 15% P	45 19% P	28 8%	65 11%	77 17% Q	35 14%	42 16% V	36 15% V	11 7%	9 17% *	8 9% *	125 14%	17 11%	77 12%	49 16%	16 15% *	54 18% e	87 12%	41 11%	100 15% f	94 14%	48 12%
NET: Positive change	330 31%	172 34%	154 29%	48 44% GHI*	80 44% FGHI	58 34% I	53 31% I	43 25%	49 20%	127 44% KL	111 32% L	92 22%	62 47% OP	114 39% OP	71 30% P	76 22%	211 36% R	119 26%	74 30%	85 31%	79 33%	52 36%	15 29% *	25 28% *	291 32%	39 26%	189 30%	112 37% a	30 26% *	95 31%	236 32%	156 40% g	174 26%	219 34%	112 28%
NET: Negative change	279 27%	166 33% C	111 21%	16 15% *	22 12%	25 14%	42 24% EF	68 40% DEFG	105 43% DEFG	38 13%	67 19% J	173 42% JK	19 15%	36 12%	59 25% MN	149 43% MNO	157 27%	121 26%	66 26%	62 23%	68 28%	35 24%	14 27% *	34 37% TV*	233 26%	46 31%	177 28%	69 23%	33 29% *	48 16%	230 31% d	86 22%	193 29% f	144 22%	135 34% h
Mean	-0.03	-0.10	0.05	0.33 HI*	0.47 GHI	0.24 HI	0.01 HI	-0.33	-0.49	0.42 KL	0.13 L	-0.43	0.39 OP*	0.39 OP	-0.01 P	-0.45	0.04	-0.11	-0.05	0.05 X	-0.02	0.04	-0.10 *	-0.28 *	*	-0.21	-0.05	0.07	-0.14 *	0.18 e	-0.10	0.19 g	-0.16	0.09 i	-0.22

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1a_2423. Based on what you know about the following parties' policies, do you think they represent positive change for Britian, negative change, or no change at all? - 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very positive change (2)	81 8%	4 1%	31 12% B	9 10% B*	19 17% B	49 12% G	15 4%	10 4% O	63 11% HKMOP	42 11% HKMOP	19 5% O	35 14% HKMOP	15 4% O	71 25% HIJKLMOPQ	4 1%	14 6% O	58 12% HKMOP	11 5%	62 10% RUWX	36 10% RUWX	26 6% W	27 13% RUWX	12 3%	15 6%	61 11% RUWX
Fairly positive change (1)	249 24%	42 12%	96 36% B	33 36% B*	35 31% B	131 33% G	59 15%	48 21% KMO	165 28% KMOP	142 36% HIKMOPQ	61 15% O	103 40% HIKMOPQ	49 13% O	154 54% HIJKLMOPQ	18 5%	48 20% MO	145 29% HKMOP	48 20% UW	164 27% RUWX	125 36% RSUWXY	65 15%	96 45% RSTUWXY	43 12%	46 17% W	158 29% RUWX
No change at all (0)	299 28%	98 30%	81 30%	27 29% *	26 23%	114 29%	122 30%	69 30% NO	155 26% N	118 30% IMNO	102 25% N	69 27% N	93 24% N	42 15%	83 23% N	66 27% N	135 27% N	78 33% UVW	155 26%	109 32% SVW	112 26%	50 24%	91 25%	74 27%	153 28%
Fairly negative change (-1)	122 12%	71 21% CDE	22 8%	5 6% *	8 7%	33 8%	70 18% F	37 16% JLNQ	69 11% JN	33 8% N	67 17% IJLNQ	21 8% N	71 18% IJLNQ	4 1%	87 24% HIJKLMNPQ	34 14% JLN	54 11% N	39 17% STVY	63 10%	29 8%	75 17% STVY	20 9%	65 18% STVY	39 14% T	56 10%
Very negative change (-2)	157 15%	91 27% CDE	12 5%	13 14% C*	15 14% C	39 10%	96 24% F	49 21% IJLNQ	80 13% JLN	23 6% N	120 30% HIJLNQ	13 5% N	127 33% HIJLNQ	4 2%	147 41% HIJKLMNPQ	68 28% HIJLNQ	63 13% JLN	45 19% TVY	87 14% TVY	20 6%	121 28% RSTVY	12 6%	120 33% RSTUVY	78 28% RSTVY	64 12% TV
Don't know	142 14%	27 8%	23 9%	5 6% *	8 7%	35 9%	40 10%	18 8%	68 11% JLNOPQ	34 9% LNO	36 9% NO	13 5%	33 8% NO	12 4%	18 5%	15 6%	45 9% LNO	16 7%	69 12% TVY	26 8% V	39 9% V	8 4%	35 10% V	21 8% V	49 9% V
NET: Positive change	330 31%	46 14%	127 48% B	42 46% B*	54 48% B	180 45% G	73 18%	58 25% MO	228 38% HKMOP	184 47% HIKMOPQ	80 20% O	137 54% HIJKMOPQ	64 17% O	225 78% HIJKLMOPQ	22 6%	61 25% MO	204 41% HKMOP	59 25% W	227 38% RUWX	161 47% RSUWXY	91 21% W	123 58% RSTUWXY	56 15%	61 22% W	218 40% RUWX
NET: Negative change	279 27%	161 48% CDE	34 13%	18 19% *	24 21% C	72 18%	166 41% F	85 37% IJLNQ	148 25% JLN	56 14% N	187 46% HIJLNQ	34 13% N	198 51% HIJKLNPQ	8 3%	234 66% HIJKLMNPQ	102 42% IJLNQ	117 23% JLN	84 35% STVY	150 25% TV	48 14%	196 45% RSTVY	32 15%	185 50% RSTUVXY	116 43% STVY	120 22% TV
Mean	-0.03	-0.66	0.46 B	0.24 B*	0.33 B*	0.32 G	-0.48	-0.31 KMO	0.12 HKMOP	0.41 HIKMOPQ	-0.56 MO	0.52 HIKMOPQ	-0.69 O	1.03 HIJKLMOPQ	-1.05	-0.41 MO	0.18 HKMOP	-0.27 UWX	0.10 RUWX	0.41 RSUWXY	-0.50 W	0.51 RSUWXY	-0.71	-0.47 W	0.19 RSUWX

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	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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very positive change (2)	96 9%	57 11% C	38 7%	3 3% *	17 9% D	16 9%	13 8%	24 14% DG	22 9%	20 7%	29 8%	46 11%	5 4%	25 8%	22 9%	40 11% M	45 8%	51 11%	23 9%	22 8%	25 10%	16 11%	3 7% *	7 8% *	79 9%	17 11%	68 11%	20 7%	7 7% *	34 11%	62 8%	29 7%	67 10%	62 9%	34 9%
Fairly positive change (1)	180 17%	100 20%	80 15%	18 17% *	31 17% H	35 21% H	25 14%	16 10%	55 22% GH	49 17%	60 17%	71 17%	22 17%	56 19%	34 14%	61 18%	101 17%	78 17%	49 20%	48 18%	39 16%	24 17%	10 18% *	10 11% *	157 17%	23 15%	119 19%	46 15%	15 13% *	64 21% e	116 16%	60 15%	120 18%	110 17%	70 17%
No change at all (0)	211 20%	105 21%	106 20%	30 28% GI*	45 25% GI	36 21%	28 16%	34 20%	39 16%	75 26% KL	64 18%	73 17%	33 25%	70 24%	44 18%	60 17%	111 19%	100 22%	42 17%	71 26% SU	39 16%	29 20%	7 13% *	23 26% *	177 20%	34 23%	129 20%	60 20%	22 20% *	73 24%	138 19%	72 18%	139 21%	133 20%	79 20%
Fairly negative change (-1)	135 13%	67 13%	66 12%	13 12% *	19 10%	17 10%	19 11%	29 17% F	39 16%	31 11%	36 10%	68 16% K	17 13%	30 10%	24 10%	61 18% NO	80 13%	56 12%	31 12%	25 9%	33 14%	22 15%	13 25% ST*	11 13% *	116 13%	20 13%	74 12%	44 15%	17 15% *	32 11%	103 14%	47 12%	88 13%	74 11%	62 15%
Very negative change (-2)	304 29%	142 28%	157 30%	27 26% *	45 25%	46 26%	63 36% E	48 28%	76 31%	72 25%	108 31%	124 30%	35 27%	74 25%	79 33% N	99 29%	197 33% R	107 23%	73 29%	71 26%	74 31%	41 28%	14 26% *	31 34% *	264 29%	40 27%	179 28%	91 30%	34 30% *	65 21%	239 32% d	147 38% g	157 24%	192 30%	112 28%
Don't know	123 12%	39 8%	84 16% B	16 15% I*	25 14% I	23 13% I	26 15% I	19 11%	15 6%	41 14% L	49 14% L	34 8%	20 15% P	41 14% P	34 14% P	26 8%	56 10%	67 15% Q	30 12%	35 13%	31 13%	14 9%	6 11% *	8 9% *	108 12%	15 10%	66 10%	40 13%	17 15% *	36 12%	87 12%	34 9%	90 14% f	79 12%	44 11%
NET: Positive change	276 26%	156 31% C	118 22%	21 20% *	48 26%	51 30%	38 22%	41 24%	77 31% DG	69 24%	89 26%	118 28%	27 21%	81 27%	56 24%	100 29%	146 25%	129 28%	72 29%	69 26%	64 27%	40 28%	13 25% *	17 18% *	236 26%	39 26%	187 29% bc	66 22%	22 20% *	98 32% e	178 24%	89 23%	187 28% f	172 26%	104 26%
NET: Negative change	440 42%	209 41%	223 42%	40 38% *	63 35%	62 36%	82 47% EF	77 45% E	115 47% E	103 36%	144 42%	192 46% J	52 40%	104 35%	104 44% N	160 46% N	277 47% R	163 35%	104 42%	97 36%	107 44% T	63 43%	27 51% T*	42 47% *	380 42%	60 41%	253 40%	135 45%	51 46% *	97 32%	342 46% d	195 50% g	245 37%	266 41%	174 43%
Mean	-0.40	-0.29 C	-0.50	-0.48 *	-0.28 G	-0.27 G	-0.63	-0.40	-0.40	-0.35	-0.45	-0.40	-0.49 *	-0.29	-0.51	-0.37	-0.53	-0.23 Q	-0.37	-0.32	-0.44	-0.37	-0.52 *	-0.60 *	-0.41	-0.33	-0.31 b	-0.53	-0.59 *	-0.12 e	-0.52	-0.63	-0.26 f	-0.39	-0.42

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	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very positive change (2)	96 9%	51 15% CD	3 1%	6 6% C*	14 13% C	12 3%	66 17% F	31 14% IJLNQ	48 8% JQ	20 5% Q	69 17% IJLNQ	21 8% JQ	63 16% IJLNQ	17 6% Q	60 17% IJLNQ	89 36% HIJKLMNOQ	1 *	33 14% STY	48 8% TY	16 5% Y	72 17% STVY	19 9% TY	58 16% STVY	87 32% RSTUVWY	4 1%
Fairly positive change (1)	180 17%	95 28% CDE	29 11%	11 11% *	17 16%	36 9%	103 26% F	62 27% IJLNQ	73 12% Q	60 15% IQ	86 21% IJLNQ	38 15% Q	83 21% IJNQ	33 12% Q	85 24% IJLNQ	113 46% HIJKLMNOQ	12 2%	64 27% STUVY	85 14% Y	54 16% Y	86 20% SY	38 18% Y	78 21% SY	127 47% RSTUVWY	21 4%
No change at all (0)	211 20%	65 19%	53 20%	23 25% *	23 21%	74 18%	87 22%	57 25% IKLNPQ	102 17%	76 20% NPQ	75 18% P	45 18%	72 19% PQ	41 14%	67 19% P	30 12%	73 15%	58 24% SVWXY	103 17%	64 19%	82 19%	32 15%	66 18%	39 14%	84 15%
Fairly negative change (-1)	135 13%	53 16%	37 14%	9 10% *	13 11%	55 14%	47 12%	38 16% P	69 12% P	53 13% P	55 14% P	34 13% P	51 13% P	37 13% P	42 12% P	4 2%	94 19% IJKLMNOP	32 14% X	70 12% X	42 12% X	60 14% X	25 12% X	53 14% X	6 2%	102 19% STUVWX
Very negative change (-2)	304 29%	47 14%	135 51% BE	39 43% B*	38 34% B	201 50% G	62 15%	30 13% P	254 42% HKMOP	159 41% HKMOP	91 22% HP	98 39% HKMOP	100 26% HP	137 48% HIJKLMOP	80 22% HP	2 1%	295 59% HIJKLMNOP	36 15% X	246 41% RUWX	150 43% RUWX	106 24% RX	84 39% RUWX	94 26% RX	5 2%	294 54% RSTUVWX
Don't know	123 12%	23 7%	9 3%	5 5% *	7 6%	23 6%	36 9%	13 6% P	54 9% JMPQ	22 6% P	29 7% MP	18 7% P	19 5%	21 7% P	22 6% P	6 3%	25 5%	15 6% X	48 8% TWX	17 5%	30 7% X	14 7% X	18 5%	8 3%	36 7% X
NET: Positive change	276 26%	146 44% CDE	32 12%	16 18% *	31 28% C	48 12%	169 42% F	93 40% IJLNQ	120 20% Q	81 21% Q	155 38% IJLNQ	59 23% NQ	146 38% IJLNQ	50 18% Q	145 41% IJLNQ	202 82% HIJKLMNOQ	13 3%	96 41% STVY	133 22% Y	70 20% Y	159 36% STVY	57 27% TY	136 37% STVY	214 78% RSTUVWY	25 5%
NET: Negative change	440 42%	100 30%	172 65% BDE	48 52% B*	50 45% B	256 64% G	109 27%	68 29% P	323 54% HKMOP	212 54% HKMOP	146 36% HP	132 52% HKMOP	151 39% HOP	174 61% HIJKLMOP	122 34% P	7 3%	389 78% HIJKLMNOP	68 29% X	316 53% RUWX	192 56% RUWX	166 38% RX	109 51% RUWX	147 40% RX	12 4%	396 73% RSTUVWX
Mean	-0.40	0.16 CDE	-1.06	-0.75 C*	-0.40 C*	-1.05	0.18 F	0.12 IJLMNQ	-0.75 NQ	-0.73 NQ	-0.03 IJLNQ	-0.64 NQ	-0.12 IJLNQ	-0.92 Q	0.01 IJLNQ	1.18 HIJKLMNOQ	-1.41	0.11 STUVWY	-0.69 Y	-0.78 Y	-0.10 STVY	-0.59 TY	-0.13 STVY	1.07 RSTUVWY	-1.31

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

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1b_2423. How confident, if at all, are you that the following political parties have a good long-term plan for Britain? - Summary

All Adults aged 18+ in Great Britain

	Q1b_2423. How confident, if at all, are you that the following political parties have a good long-term plan for Britain?	
	The Labour Party	The Conservative Party
	(A)	(B)
Unweighted base	1050	1050
Weighted base	1050	1050
Very confident (4)	137 13% B	71 7%
Fairly confident (3)	285 27% B	203 19%
Not very confident (2)	245 23%	272 26%
Not at all confident (1)	292 28%	427 41% A
Don't know	92 9% B	77 7%
Net: Very/fairly confident	421 40% B	275 26%
NET: Not very / not at all confident	536 51%	699 67% A
Mean	2.28 B	1.92

ents of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1b_2423. How confident, if at all, are you that the following political parties have a good long-term plan for Britain? - 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very confident (4)	137 13%	76 15%	60 11%	20 19% I*	31 17%	20 11%	19 11%	21 12%	26 10%	51 18% KL	39 11%	47 11%	22 16%	46 15%	28 12%	40 12%	75 13%	62 13%	35 14%	35 13%	30 12%	20 13%	7 13% *	11 12% *	118 13%	18 12%	92 15%	34 11%	11 10% *	55 18% e	81 11%	65 17% g	71 11%	99 15% i	38 9%
Fairly confident (3)	285 27%	141 28%	140 26%	39 36% HI*	65 36% HI	57 33% HI	49 28% HI	33 19%	43 17%	104 36% L	106 31% L	75 18%	51 39% OP	99 33% P	67 28% P	61 18%	165 28%	120 26%	67 27%	73 27%	55 23%	51 35% U	18 34% *	21 23% *	253 28%	32 22%	173 27%	88 29%	24 21% *	107 35% e	178 24%	127 33% g	158 24%	199 31% i	86 21%
Not very confident (2)	245 23%	109 22%	134 25%	22 20% *	34 19%	41 24%	35 20%	46 27%	68 28% E	55 19%	76 22%	113 27% J	28 21%	60 20%	50 21%	100 29% NO	158 27% R	87 19%	62 25%	53 20%	62 26%	31 21%	11 21% *	25 28% *	201 22%	44 30%	155 24%	58 19%	32 28% *	52 17%	193 26% d	88 23%	156 24%	141 22%	104 26%
Not at all confident (1)	292 28%	151 30%	137 26%	14 13% *	24 14%	34 20%	57 33% DEF	62 37% DEF	100 41% DEF	39 13%	91 26% J	162 39% JK	17 13%	46 16%	73 31% MN	132 38% MN	143 24%	149 32% Q	68 27%	85 31%	71 29%	32 22%	12 23% *	24 26% *	243 27%	48 32%	170 27%	84 28%	38 33% *	60 20%	231 31% d	80 21%	211 32% f	152 23%	140 35% h
Don't know	92 9%	31 6%	59 11% B	12 11% I*	28 15% GHI	20 12% HI	14 8%	9 5%	10 4%	40 14% L	34 10% L	19 4%	14 10% P	45 15% OP	19 8% P	13 4%	50 8%	43 9%	17 7%	26 9%	23 10%	12 8%	5 9% *	10 11% *	86 10% Z	6 4%	46 7%	38 13% a	8 7% *	30 10%	62 8%	28 7%	64 10%	59 9%	34 8%
Net: Very/fairly confident	421 40%	217 43%	200 38%	59 55% GHI*	96 53% GHI	77 45% HI	68 39% I	54 32%	68 28%	155 54% KL	145 42% L	122 29%	73 55% OP	144 49% OP	94 40% P	102 29%	240 41%	181 39%	102 41%	108 40%	85 35%	71 49% U	25 47% *	32 35% *	371 41%	50 34%	265 42% c	122 40%	35 31% *	162 53% e	259 35%	192 49% g	229 35%	298 46% i	123 31%
NET: Not very / not at all confident	536 51%	260 51%	271 51%	36 33% *	58 32%	76 44% E	91 53% DE	108 63% DEFG	168 68% DEFG	94 33%	167 48% J	275 66% JK	45 34%	107 36%	123 52% MN	232 67% MNO	301 51%	236 51%	130 52%	139 51%	133 55% V	63 43%	23 43% *	49 54% *	444 49%	92 62% Y	325 51%	142 47%	69 62% b*	112 37%	424 57% d	169 43%	368 56% f	293 45%	243 61% h
Mean	2.28	2.30	2.26	2.69 FGHI*	2.66 FGHI	2.41 HI	2.19	2.08	1.98	2.67 KL	2.30 L	2.02	2.66 OP	2.57 OP	2.22 P	2.03	2.32	2.23	2.30	2.23	2.20	2.44	2.42 *	2.23 *	2.30	2.14	2.32 c	2.27	2.08 *	2.57 e	2.16	2.49 g	2.15	2.42 i	2.06

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23-085423-23 - 7th - 10th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1b_2423. How confident, if at all, are you that the following political parties have a good long-term plan for Britain? - 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very confident (4)	137	13	92	12	8	70	46	20	103	134	-	54	33	53	25	27	77	17	110	119	6	45	31	29	92
	13%	4%	35%	13%	7%	18%	12%	9%	17%	34%	-	21%	8%	19%	7%	11%	15%	7%	18%	35%	1%	21%	8%	11%	17%
			BDE	B*		G		K	HKMOP	HIKLMNOPQ		HKMOPQ	K	HKMOP	K	K	HKMO	U	RUWX	RSUVWXY		RUWX	U	U	RUWX
Fairly confident (3)	285	43	123	29	37	148	65	46	196	201	17	92	66	107	54	40	158	55	186	175	23	88	53	45	168
	27%	13%	46%	32%	33%	37%	16%	20%	33%	51%	4%	36%	17%	37%	15%	16%	31%	23%	31%	51%	5%	41%	15%	17%	31%
			BDE	B*	B	G		K	HKMOP	HIKLMNOPQ		HKMOP	K	HKMOPQ	K	K	HKMOP	UWX	RUWX	RSUVWXY		RSUWXY	U	U	RUWX
Not very confident (2)	245	99	26	33	31	99	97	66	115	36	112	64	88	63	89	56	124	66	116	34	125	48	81	65	130
	23%	30%	10%	36%	28%	25%	24%	29%	19%	9%	28%	25%	23%	22%	25%	23%	25%	28%	19%	10%	28%	23%	22%	24%	24%
		C		C*	C			IJ	J		IJM	IJ	J	J	IJ	J	IJ	ST	T		STWY	T	T	T	ST
Not at all confident (1)	292	166	11	15	33	64	175	86	152	11	262	32	189	50	179	112	118	86	152	6	265	22	192	125	125
	28%	50%	4%	16%	30%	16%	44%	37%	25%	3%	65%	13%	49%	17%	50%	46%	24%	36%	25%	2%	61%	11%	52%	46%	23%
		CDE		C*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	HIJLNQ	JL	HIJLNQ	HIJLNQ	JLN	STVY	TV		RSTVWXY	T	RSTVY	RSTVY	TV
Don't know	92	13	14	3	3	19	18	12	34	10	14	12	12	13	10	10	25	13	36	9	18	9	10	8	25
	9%	4%	5%	4%	3%	5%	4%	5%	6%	3%	3%	5%	3%	5%	3%	4%	5%	5%	6%	3%	4%	4%	3%	3%	5%
				*					JKMO			J		J			J		TWX						
Net: Very/fairly confident	421	56	215	41	44	218	112	66	299	334	17	146	99	160	79	66	234	72	296	294	29	133	84	74	260
	40%	17%	81%	45%	40%	54%	28%	29%	50%	85%	4%	58%	26%	56%	22%	27%	47%	30%	49%	86%	7%	62%	23%	27%	48%
			BDE	B*	B	G		KO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	U	RUWX
NET: Not very / not at all confident	536	265	37	48	64	163	272	152	267	47	373	96	277	112	268	168	242	152	268	40	389	71	273	190	256
	51%	79%	14%	52%	58%	41%	68%	66%	44%	12%	92%	38%	71%	39%	75%	69%	48%	64%	45%	12%	89%	33%	74%	70%	47%
		CDE		C*	C		F	IJLNQ	JL		HIJLMNOPQ	J	IJLNQ	J	HIJLNPQ	IJLNQ	IJLN	STVY	TV		RSTVWXY	T	RSTVY	STVY	TV
Mean	2.28	1.70	3.18	2.44	2.17	2.59	1.96	2.00	2.44	3.20	1.37	2.69	1.85	2.60	1.78	1.92	2.40	2.01	2.45	3.22	1.45	2.76	1.79	1.92	2.44
			BDE	B*	B	G		KMO	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	UW	RUWX	RSUVWXY		RSUWXY	U	UW	RUWX

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PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1b_2423. How confident, if at all, are you that the following political parties have a good long-term plan for Britain? - 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Very confident (4)	71 7%	35 7%	34 6%	12 11% I*	18 10% I	12 7%	9 5%	10 6%	10 4%	30 10% L	21 6%	21 5%	14 10% P	24 8%	14 6%	17 5%	42 7%	29 6%	14 5%	23 9%	11 4%	21 15% SUWX	* 1% *	2 2% *	66 7%	5 3%	43 7%	20 7%	8 7% *	32 11% e	39 5%	31 8%	40 6%	49 7%	23 6%
Fairly confident (3)	203 19%	100 20%	103 19%	19 18% *	39 22% G	30 18%	24 14%	33 19%	58 24% G	58 20%	54 16%	91 22% K	26 20%	57 19%	33 14%	75 22% O	121 21%	82 18%	46 18%	49 18%	50 21%	34 23%	9 17% *	16 18% *	168 19%	35 24%	134 21% b	46 15%	24 21% *	59 19%	145 19%	57 15%	146 22% f	124 19%	80 20%
Not very confident (2)	272 26%	128 25%	142 27%	25 23% *	39 21%	48 28%	38 22%	46 27%	76 31% E	64 22%	86 25%	122 29% J	30 23%	72 24%	57 24%	101 29%	156 26%	116 25%	70 28%	67 25%	64 27%	37 25%	14 27% *	19 21% *	229 25%	43 29%	175 28%	69 23%	28 25% *	78 26%	194 26%	114 29%	158 24%	169 26%	103 26%
Not at all confident (1)	427 41%	220 43%	201 38%	41 38% *	64 35%	68 39%	90 52% DEFHI	70 41%	94 38%	105 36%	158 46% J	164 39%	52 39%	107 36%	117 49% NP	140 41%	234 40%	192 42%	106 43% V	109 40%	96 40%	46 31%	25 49% V*	45 49% V*	370 41%	57 38%	247 39%	136 45%	44 39% *	108 35%	319 43% d	166 43%	260 39%	258 40%	168 42%
Don't know	77 7%	25 5%	51 10% B	11 10% I*	21 12% HI	14 8% I	13 7%	10 6%	8 3%	32 11% L	27 8% L	18 4%	11 8%	34 12% P	17 7%	13 4%	37 6%	40 9%	13 5%	23 9%	21 9%	8 5%	3 6% *	9 10% *	69 8%	8 5%	37 6%	32 10% a	8 7% *	27 9%	50 7%	20 5%	56 8% f	49 8%	27 7%
Net: Very/fairly confident	275 26%	135 27%	137 26%	31 29% *	57 31% G	43 25%	32 19%	43 25%	69 28% G	88 30% K	75 22%	112 27%	40 30% O	82 28% O	47 20%	92 26%	164 28%	111 24%	60 24%	72 27%	60 25%	55 38% STUWX	9 18% *	18 20% *	234 26%	40 27%	177 28%	66 22%	32 28% *	91 30%	184 25%	88 23%	186 28%	173 27%	102 25%
NET: Not very / not at all confident	699 67%	349 69%	343 65%	66 61% *	103 57%	115 67%	128 74% DE	117 69% E	170 69% E	168 58%	244 70% J	287 69% J	82 62%	180 61%	174 73% MN	242 70% N	390 66%	309 67%	176 71% V	176 65%	160 66%	83 57%	39 76% V*	64 70% *	598 66%	101 68%	422 66%	204 68%	72 64% *	186 61%	512 69% d	280 72% g	419 63%	427 66%	271 68%
Mean	1.92	1.90	1.94	2.03 G*	2.07 G	1.92 G	1.69	1.89 G	1.94 G	2.05 K	1.81	1.92	2.02 O	2.00 O	1.74	1.90	1.95	1.88	1.86	1.95	1.89	2.22 STUWX	1.68 *	1.70 *	1.92	1.92	1.96	1.82	1.96 *	2.06 e	1.86	1.87	1.94	1.94	1.88

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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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Very confident (4)	71	46	8	3	7	28	31	60	4	26	28	18	27	21	27	26	21	53	4	27	28	19	22	27	23
	7%	14%	3%	3%	7%	7%	8%	26%	1%	7%	7%	7%	7%	7%	8%	10%	4%	23%	1%	8%	6%	9%	6%	10%	4%
		CD		*				IJKLMNOPQ		IQ	IQ	IQ	IQ	IQ	IQ	IQ	I	STUVWXY		SY	S	SY	S	SUWY	S
Fairly confident (3)	203	113	20	17	22	68	100	126	18	55	101	49	77	46	84	71	70	123	32	44	116	41	80	77	75
	19%	34%	7%	19%	20%	17%	25%	54%	3%	14%	25%	19%	20%	16%	24%	29%	14%	52%	5%	13%	27%	19%	22%	28%	14%
		CDE		C*	C		F	IJKLMNOPQ		I	IJMNQ	IJQ	IJQ	I	IJMNQ	IJLMNQ	I	STUVWXY		S	STVWY	STY	STY	STVWY	S
Not very confident (2)	272	101	68	29	17	102	110	30	164	98	115	73	100	64	98	71	112	37	151	85	115	51	87	91	119
	26%	30%	26%	31%	15%	26%	27%	13%	27%	25%	28%	29%	26%	22%	28%	29%	22%	16%	25%	25%	26%	24%	24%	33%	22%
		E	E	E*					HNQ	H	HQ	HNQ	H	H	HQ	H	H		RY	R	RY	R	R	RSTUVWY	R
Not at all confident (1)	427	64	161	40	64	190	143	6	398	203	146	108	173	148	137	68	287	11	394	182	164	98	169	70	311
	41%	19%	61%	43%	57%	47%	36%	2%	66%	52%	36%	43%	45%	52%	38%	28%	57%	4%	66%	53%	37%	46%	46%	26%	57%
			BD	B*	B	G			HJKLMNOPQ	HKLMOP	HP	HP	HKOP	HKLOP	HP	H	HJKLMNOP		RTUVWXY	RUVX	RX	RUX	RUX	R	RUVWX
Don't know	77	8	9	3	2	12	17	9	16	9	13	6	11	7	10	9	10	13	19	7	14	4	9	8	13
	7%	2%	3%	3%	2%	3%	4%	4%	3%	2%	3%	2%	3%	2%	3%	4%	2%	6%	3%	2%	3%	2%	3%	3%	2%
				*														TVWY							
Net: Very/fairly confident	275	159	27	20	29	97	131	186	22	81	130	67	104	67	111	97	91	176	36	71	144	60	102	104	98
	26%	48%	10%	22%	26%	24%	33%	81%	4%	21%	32%	26%	27%	23%	31%	40%	18%	74%	6%	21%	33%	28%	28%	38%	18%
		CDE		C*	C		F	IJKLMNOPQ		I	IJMNQ	IJQ	IJQ	IQ	IJMNQ	IJKLMNOQ	I	STUVWXY		S	STWY	STY	STY	STVWY	S
NET: Not very / not at all confident	699	166	229	69	81	292	253	35	562	301	261	181	273	212	235	139	399	48	545	266	279	148	256	161	429
	67%	50%	86%	75%	72%	73%	63%	15%	94%	77%	65%	71%	70%	74%	66%	57%	80%	20%	91%	77%	64%	70%	70%	59%	79%
			BDE	B*	B	G			HJKLMNOPQ	HKLMOP	HP	HP	HKOP	HKOP	HP	H	HKLMNOP		RTUVWXY	RUVWX	R	RX	RUX	R	RUVWX
Mean	1.92	2.43	1.51	1.81	1.75	1.83	2.05	3.09	1.36	1.75	2.03	1.91	1.89	1.79	2.00	2.23	1.64	2.98	1.39	1.75	2.02	1.91	1.87	2.23	1.64
		CDE		C*	C		F	IJKLMNOPQ		IQ	IJMNQ	IJQ	IJQ	IQ	IJMNQ	IJKLMNOQ	I	STUVWXY		SY	STWY	STY	SY	STUVWY	S

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

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
Keir Starmer	350 33%	173 34%	174 33%	44 41% I*	71 39% I	59 34%	55 32%	54 32%	67 27%	115 40% L	114 33%	121 29%	54 41% P	107 36% P	81 34%	96 28%	209 35%	141 31%	82 33%	85 31%	81 34%	52 35%	21 40% *	29 33% *	308 34%	41 28%	214 34%	106 35%	29 26% *	112 37%	238 32%	162 42% g	187 28%	230 35%	120 30%
Rishi Sunak	212 20%	107 21%	103 19%	6 5% *	30 16% D	25 15% D	32 19% D	45 27% DEF	73 30% DEFG	36 12%	58 17%	119 29% JK	11 8%	42 14%	46 19% M	98 28% MNO	125 21%	87 19%	49 20%	53 19%	56 23%	32 22%	10 20% *	13 15% *	181 20%	31 21%	144 23% b	39 13%	29 26% b*	63 21%	149 20%	68 17%	144 22%	116 18%	96 24% h
No difference between the two	153 15%	69 14%	83 16%	14 13% *	35 19% HI	33 19% H	28 16% H	14 8%	29 12%	49 17% L	62 18% L	42 10%	16 12%	64 22% MOP	33 14%	36 10%	93 16%	60 13%	35 14%	30 11%	34 14%	27 18% TW	3 6% *	24 26% STUW*	126 14%	27 18%	104 16% c	40 13%	9 8% *	55 18%	98 13%	63 16%	91 14%	107 17% i	46 11%
Neither would make a good Prime Minister	285 27%	139 27%	141 27%	35 33% E*	35 19%	46 26%	50 29% E	53 31% E	66 27%	70 24%	96 28%	119 29%	40 30%	65 22%	68 29%	105 30% N	143 24%	142 31% Q	69 28%	89 33% UV	58 24%	32 22%	15 30% *	21 23% *	238 26%	46 31%	157 25%	92 31%	35 32% *	59 19%	226 30% d	85 22%	200 30% f	169 26%	116 29%
Don't know	50 5%	20 4%	30 6%	8 8% H*	11 6%	10 6%	7 4%	4 2%	11 4%	19 7%	17 5%	15 4%	11 8%	17 6%	9 4%	12 3%	20 3%	30 7% Q	13 5%	16 6%	12 5%	3 2%	2 5% *	3 4% *	48 5%	3 2%	17 3%	24 8% a	9 8% a*	15 5%	35 5%	11 3%	39 6% f	27 4%	23 6%
NET: No difference / neither	438 42%	208 41%	224 42%	49 46% *	70 38%	79 46%	79 45%	67 39%	95 39%	119 41%	158 46%	161 39%	56 43%	130 44%	101 43%	140 41%	236 40%	202 44%	105 42%	119 44%	92 38%	59 41%	18 35% *	45 49% *	365 40%	73 49%	261 41%	132 44%	45 40% *	114 37%	324 43%	148 38%	291 44%	276 43%	162 40%

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

23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
Keir Starmer	350	40	192	43	33	188	93	25	295	273	24	130	82	147	71	41	230	26	296	262	24	117	74	48	246
	33%	12%	72%	46%	30%	47%	23%	11%	49%	70%	6%	51%	21%	52%	20%	17%	46%	11%	49%	76%	6%	55%	20%	18%	45%
			BDE	BE*	B	G		K	HKMOP	HIKLMNOPQ		HKMOP	HK	HKMOPQ	HK	HK	HKMOP	U	RUWXY	RSUVWXY		RUWXY	RU	RU	RUWX
Rishi Sunak	212	156	8	15	13	71	116	146	28	35	142	34	109	38	112	71	77	158	19	30	147	29	106	84	89
	20%	47%	3%	16%	12%	18%	29%	63%	5%	9%	35%	14%	28%	13%	31%	29%	15%	67%	3%	9%	34%	13%	29%	31%	17%
		CDE		C*	C		F	IJKLMNOPQ		I	IJLMNQ	IJ	IJLNQ	IJ	IJLNQ	IJLNQ	IJ	STUVWXY		S	STVWY	ST	STVY	STVY	ST
No difference between the two	153	40	18	15	23	41	59	29	66	41	52	40	48	34	47	50	55	32	61	23	65	33	36	51	53
	15%	12%	7%	16%	21%	10%	15%	12%	11%	10%	13%	16%	12%	12%	13%	20%	11%	13%	10%	7%	15%	16%	10%	19%	10%
		C		C*	BC							IJQ				HIJKMNOQ		T	T		STWY	STY		STWY	T
Neither would make a good Prime Minister	285	94	39	17	40	93	120	28	193	31	182	44	143	65	125	81	129	15	208	21	199	32	144	89	140
	27%	28%	15%	19%	35%	23%	30%	12%	32%	8%	45%	17%	37%	23%	35%	33%	26%	6%	35%	6%	45%	15%	39%	32%	26%
		C		*	CD		F		HJLNQ		HIJLMNOPQ	J	HIJLNQ	HJL	HJLNQ	HJLNQ	HJL		RTVY		RSTVWXY	RT	RTVXY	RTV	RTV
Don't know	50	3	9	3	3	7	12	3	17	11	4	5	5	2	2	2	9	6	16	9	2	2	7	1	12
	5%	1%	3%	3%	2%	2%	3%	1%	3%	3%	1%	2%	1%	1%	1%	1%	2%	3%	3%	3%	*	1%	2%	*	2%
			B	*					KMNO	NO								UX	UX	UVX			UX		U
NET: No difference / neither	438	134	57	32	63	134	180	56	259	72	234	85	191	99	172	131	184	47	269	43	264	65	180	139	193
	42%	40%	21%	35%	56%	33%	45%	24%	43%	18%	58%	33%	49%	35%	48%	53%	37%	20%	45%	13%	60%	31%	49%	51%	36%
		C		C*	BCD		F		HJLNQ		HIJLMNOQ	HJ	HIJLNQ	HJ	HJLNQ	HIJLNQ	HJ	T	RTVY		RSTVWXY	RT	RTVY	RTVY	RT

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23-085423-23 - 7th - 10th 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	1050	1050	1050	1050	1050
Weighted base	1050	1050	1050	1050	1050
A very good campaign (2)	33 3%	94 9% ADE	77 7% ADE	32 3%	43 4%
A fairly good campaign (1)	149 14%	283 27% ACDE	189 18% A	163 16%	184 18% A
A neither good nor bad campaign (0)	245 23%	282 27% A	300 29% A	373 36% ABC	381 36% ABC
A fairly bad campaign (-1)	241 23% BCDE	169 16% CD	125 12%	126 12%	156 15% CD
A very bad campaign (-2)	264 25% BCDE	98 9%	162 15% BDE	90 9%	100 9%
Don't know	117 11%	123 12%	197 19% AB	265 25% ABCE	186 18% AB
NET: Very / fairly good campaign	183 17%	377 36% ACDE	266 25% ADE	196 19%	227 22% AD
NET: Very / fairly bad campaign	505 48% BCDE	267 25% D	287 27% D	216 21%	256 24% D
Mean	-0.59	0.12 ACDE	-0.12 A	-0.10 A	-0.10 A

the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
A very good campaign (2)	33 3%	19 4%	14 3%	6 6% I*	15 8% GHI	6 3% I	2 1%	5 3% I	- -	21 7% KL	8 2%	5 1%	7 5% P	18 6% OP	5 2%	4 1%	20 3%	14 3%	7 3%	12 4%	5 2%	9 6% U	1 1% *	1 1% *	33 4% Z	- -	27 4% c	6 2%	- - *	23 8% e	11 1%	20 5% g	14 2%	29 5% i	4 1%
A fairly good campaign (1)	149 14%	72 14%	76 14%	15 14% *	43 24% FGHI	22 13%	17 10%	17 10%	35 14%	58 20% KL	40 11%	52 12%	23 17%	52 18% O	24 10%	43 12%	91 15%	58 13%	39 16%	35 13%	34 14%	28 19% X	6 12% *	7 7% *	127 14%	22 15%	95 15%	33 11%	21 18% *	57 19% e	92 12%	52 13%	97 15%	97 15%	53 13%
A neither good nor bad campaign (0)	245 23%	105 21%	139 26% B	19 18% *	36 20%	38 22%	31 18%	37 22%	85 34% DEFGH	55 19%	69 20%	122 29% JK	22 17%	64 22%	43 18%	101 29% MNO	146 25%	100 22%	44 18%	65 24%	59 25%	39 27% S	14 27% *	24 26% *	204 23%	41 28%	155 24%	57 19%	33 30% b*	63 21%	182 24%	77 20%	168 25% f	140 22%	106 26%
A fairly bad campaign (-1)	241 23%	117 23%	123 23%	23 22% *	25 14%	44 25% E	42 24% E	49 29% E	58 24% E	48 17%	86 25% J	107 26% J	28 21%	55 19%	59 25%	92 27% N	133 23%	108 24%	60 24%	57 21%	62 26% V	23 16%	18 35% TV*	21 23% *	209 23%	32 21%	144 23%	76 25%	22 19% *	56 18%	185 25% d	100 26%	141 21%	146 22%	95 24%
A very bad campaign (-2)	264 25%	151 30% C	108 20%	30 28% *	44 24%	44 25%	48 28%	48 28%	51 21%	73 25%	92 27%	99 24%	37 28%	72 25%	66 28%	85 25%	146 25%	118 26%	72 29%	67 25%	54 23%	33 23%	11 21% *	27 30% *	228 25%	37 25%	156 25%	88 29% c	20 18% *	73 24%	191 26%	114 29% g	150 23%	169 26%	95 24%
Don't know	117 11%	44 9%	70 13% B	14 13% *	19 11%	19 11%	32 19% EFHI	15 9%	17 7%	33 12%	51 15% L	32 8%	16 12%	34 11% P	41 17% P	21 6%	54 9%	62 14% Q	27 11%	36 13%	26 11%	14 9%	2 5% *	11 13% *	99 11%	17 12%	58 9%	42 14% a	16 14% *	32 11%	84 11%	27 7%	90 14% f	69 11%	48 12%
NET: Very / fairly good campaign	183 17%	91 18%	90 17%	21 19% *	58 32% DFGHI	28 16%	20 11%	21 13%	35 14%	78 27% KL	48 14%	56 14%	30 23% OP	70 24% OP	29 12%	47 13%	111 19%	72 16%	46 18% X	47 17%	39 16%	37 25% UX	7 13% *	8 8% *	161 18%	22 15%	123 19% b	39 13%	21 18% *	80 26% e	103 14%	71 18%	111 17%	126 19% i	57 14%
NET: Very / fairly bad campaign	505 48%	268 53% C	232 44%	53 49% *	69 38%	87 51% E	90 52% E	97 57% EI	109 44%	122 42%	178 51% J	206 49%	64 49%	128 43%	125 53% N	178 51%	279 47%	226 49%	132 53% V	124 46%	117 48%	56 38%	29 55% V*	48 53% V*	437 48%	68 46%	300 47%	163 54% c	42 37% *	129 42%	376 50% d	214 55% g	292 44%	315 48%	191 48%
Mean	-0.59	-0.67	-0.51	-0.60 *	-0.25 DFGHI	-0.64	-0.82	-0.76	-0.55 G	-0.38 KL	-0.73	-0.63	-0.54	-0.43 OP	-0.80	-0.65	-0.55	-0.65	-0.69	-0.56	-0.59	-0.33 SX	-0.65 *	-0.84 *	-0.59	-0.63	-0.53 b	-0.79	-0.43 b*	-0.37 e	-0.69	-0.65	-0.56	-0.57	-0.64

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

23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
A very good campaign (2)	33 3%	17 5%	6 2%	3 3% *	3 3%	11 3%	15 4%	28 12% IJKLMNOPQ	2 *	21 5% IKMOQ	7 2% I	13 5% IKQ	9 2% I	11 4% IQ	8 2% I	11 4% IKQ	8 2% I	27 11% STUVWXY	4 1%	18 5% SUWY	6 1%	13 6% SUWY	8 2% S	16 6% SUWY	6 1%
A fairly good campaign (1)	149 14%	78 23% CE	22 8%	13 14% *	15 13%	58 14%	63 16%	100 43% IJKLMNOPQ	26 4%	52 13% IQ	70 17% IQ	42 17% IQ	56 14% IQ	42 15% IQ	55 15% IQ	60 24% IJKLMNOQ	43 9% I	99 42% STUVWXY	24 4%	53 15% SY	67 15% SY	42 20% SY	50 14% SY	63 23% STUWY	52 10% S
A neither good nor bad campaign (0)	245 23%	105 32% CE	38 14%	27 29% C*	21 19%	75 19%	119 30% F	63 27% IJLNQ	94 16%	62 16%	104 26% IJLNQ	49 19%	89 23% IJN	46 16%	92 26% IJNQ	62 25% IJN	97 19% I	68 29% STVY	99 16%	50 14%	116 26% STVY	29 13%	89 24% STV	71 26% STV	108 20% STV
A fairly bad campaign (-1)	241 23%	69 21%	79 30% B	19 21% *	32 29%	109 27%	89 22%	15 6%	190 32% HKMOPQ	110 28% HKOP	83 21% H	72 28% HKP	88 23% H	79 28% HKP	78 22% H	48 19% H	140 28% HKMOP	25 11%	176 29% RUWX	103 30% RUWX	90 21% R	64 30% RUWX	77 21% R	51 19% R	150 28% RUWX
A very bad campaign (-2)	264 25%	36 11%	108 41% BD	23 25% B*	38 34% B	122 30% G	77 19%	7 3%	243 41% HJKLMNOPQ	128 33% HKLOP	97 24% H	65 25% H	115 30% HKP	92 32% HKLP	92 26% HP	47 19% H	179 36% HKLMOP	2 1%	247 41% RTUVWXY	111 32% RX	116 26% RX	59 28% RX	114 31% RUX	51 19% R	187 35% RUVX
Don't know	117 11%	28 8% E	13 5%	7 8% *	2 2%	26 6%	39 10%	18 8%	45 8% J	19 5%	44 11% IJLMNQ	14 5%	31 8%	17 6%	32 9% J	19 8%	34 7%	16 7% T	50 8% TV	10 3%	42 10% TVY	7 3%	29 8% TV	21 8% TV	37 7% TV
NET: Very / fairly good campaign	183 17%	96 29% CDE	27 10%	16 17% *	18 16%	69 17%	78 19%	127 55% IJKLMNOPQ	27 5%	73 19% IQ	77 19% IQ	55 22% IQ	65 17% IQ	53 18% IQ	63 18% IQ	70 29% IJKLMNOQ	51 10% I	125 53% STUVWXY	28 5%	71 21% SY	73 17% SY	55 26% SUWY	58 16% SY	78 29% STUWY	58 11% S
NET: Very / fairly bad campaign	505 48%	105 31%	187 70% BD	43 46% B*	70 63% BD	231 58% G	166 41%	22 10%	433 72% HJKLMNOPQ	237 61% HKLMOP	179 44% H	137 54% HKP	203 52% HKOP	171 60% HKMOP	170 48% HP	94 38% H	319 64% HKLMOP	27 12%	423 71% RTUVWXY	213 62% RUWX	206 47% RX	122 57% RUX	191 52% RUX	102 37% R	337 62% RUWX
Mean	-0.59	-0.09 CDE	-1.04	-0.56 C*	-0.79	-0.73	-0.41 F	0.59 IJKLMNOPQ	-1.17	-0.73 IQ	-0.53 IJMNQ	-0.56 IJNQ	-0.68 IQ	-0.74 IQ	-0.59 IQ	-0.26 IJKLMNOQ	-0.94 I	0.56 STUVWXY	-1.16	-0.70 SY	-0.61 SY	-0.55 SY	-0.71 SY	-0.23 STUVWY	-0.91 S

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

23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
A very good campaign (2)	94 9%	58 11% C	36 7%	12 11% *	29 16% FGI	14 8%	10 6%	16 9%	14 5%	41 14% KL	24 7%	30 7%	13 10%	38 13% OP	17 7%	27 8%	61 10%	33 7%	19 8%	31 11%	19 8%	16 11%	4 8% *	5 6% *	83 9%	11 8%	66 10%	22 7%	6 5% *	44 15% e	50 7%	51 13% g	43 6%	66 10%	28 7%
A fairly good campaign (1)	283 27%	140 27%	140 26%	37 35% H*	52 28%	51 29% H	46 27%	34 20%	64 26%	89 31% L	97 28%	98 24%	48 36% OP	84 28%	60 25%	77 22%	162 27%	121 26%	82 33% TU	61 22%	57 24%	41 28%	19 37% T*	24 26% *	247 27%	36 24%	179 28%	77 26%	27 24% *	98 32% e	185 25%	123 32% g	160 24%	187 29%	96 24%
A neither good nor bad campaign (0)	282 27%	136 27%	146 28%	26 24% *	47 26%	48 28%	48 28%	56 33% I	57 23%	73 25%	96 28%	113 27%	32 24%	77 26%	70 29%	98 28%	169 29%	113 25%	59 24%	68 25%	64 27%	45 31%	12 23% *	34 37% ST*	239 27%	43 29%	176 28%	75 25%	31 28% *	72 24%	210 28%	105 27%	177 27%	175 27%	107 27%
A fairly bad campaign (-1)	169 16%	79 16%	87 16%	8 8% *	21 12%	22 13%	24 14%	23 14%	71 29% DEFGH	30 10%	46 13%	94 23% JK	11 9%	37 12%	30 13%	80 23% MNO	89 15%	80 17%	44 18% X	41 15%	49 20% X	18 12%	12 23% X*	7 8% *	152 17%	17 11%	97 15%	49 16%	24 21% *	31 10%	138 19% d	52 13%	117 18%	89 14%	80 20% h
A very bad campaign (-2)	98 9%	53 11%	43 8%	9 8% *	13 7%	16 9%	13 8%	26 15% EGI	21 9%	21 7%	29 8%	47 11%	12 9%	23 8%	19 8%	42 12%	52 9%	46 10%	20 8%	28 10%	24 10%	13 9%	2 4% *	10 11% *	75 8%	23 15% Y	56 9%	32 10%	10 9% *	24 8%	74 10%	27 7%	70 11%	56 9%	42 10%
Don't know	123 12%	43 8%	79 15% B	15 14% *	20 11%	21 12%	33 19% EHI	15 9%	20 8%	35 12%	54 16% L	35 8%	16 12%	37 13% P	42 18% P	23 7%	57 10%	66 14% Q	25 10%	44 16%	29 12%	13 9%	3 6% *	11 12% *	105 12%	19 13%	62 10%	47 15% a	15 13% *	36 12%	88 12%	30 8%	93 14% f	75 12%	48 12%
NET: Very / fairly good campaign	377 36%	198 39%	175 33%	49 46% GHI*	80 44% GHI	64 37%	56 32%	50 29%	78 32%	129 45% KL	120 35%	127 31%	61 46% OP	122 41% OP	77 32%	104 30%	223 38%	154 34%	101 40%	91 34%	76 31%	57 39%	23 45% *	29 32% *	330 37%	47 32%	245 39%	100 33%	33 29% *	142 47% e	235 32%	174 45% g	203 31%	254 39% i	124 31%
NET: Very / fairly bad campaign	267 25%	133 26%	130 25%	17 16% *	34 19%	38 22%	37 21%	49 29% DE	92 37% DEFG	51 18%	75 22%	141 34% JK	23 18%	60 20%	48 20%	122 35% MNO	141 24%	126 27%	64 26%	69 25%	72 30%	31 21%	14 26% *	17 19% *	227 25%	40 27%	153 24%	80 27%	33 30% *	55 18%	212 28% d	80 20%	187 28% f	145 22%	122 31% h
Mean	0.12	0.15	0.08	0.38 HI*	0.39 GHI	0.16	0.11	-0.06	-0.10	0.39 KL	0.14 L	-0.08	0.34 P	0.29 P	0.14 P	-0.10	0.17	0.04	0.16	0.11	-0.01	0.22	0.24 *	0.09 *	0.14	-0.03	0.18	0.04	-0.05 *	0.40 e	*	0.33 g	-0.02	0.21 i	-0.04

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23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
A very good campaign (2)	94 9%	10 3%	61 23% BDE	8 8% B*	7 6%	51 13% G	28 7%	21 9% KO	61 10% KMO	92 24% HIKLMNOPQ	1 *	40 16% HIKMOPQ	24 6% K	39 14% IKMOQ	19 5% K	24 10% KMO	43 9% KO	19 8% U	68 11% UW	82 24% RSUVWXY	3 1%	37 17% RSUWXY	25 7% U	26 10% U	53 10% U
A fairly good campaign (1)	283 27%	63 19%	124 47% BDE	30 33% B*	24 22%	136 34% G	84 21%	52 22% K	200 33% HKMOP	205 52% HIKLMNOPQ	28 7%	101 40% HIKMOPQ	74 19% K	105 37% HKMOP	69 19% K	45 19% K	165 33% HKMOP	63 27% UWX	186 31% UWX	186 54% RSUVWXY	35 8%	85 40% RSUWX	65 18% U	48 18% U	183 34% RUWX
A neither good nor bad campaign (0)	282 27%	92 28% C	48 18%	34 37% C*	37 33% C	113 28%	105 26%	65 28% J	144 24% J	68 17%	103 26% J	73 29% JN	88 23% J	65 23% J	96 27% JM	57 23%	138 28% IJM	63 26% T	145 24% T	51 15%	124 28% STW	55 26% T	80 22% T	65 24% T	145 27% TW
A fairly bad campaign (-1)	169 16%	97 29% CD	14 5%	11 12% C*	22 19% C	54 14%	93 23% F	55 24% IJLNQ	82 14% JL	5 1%	137 34% HIJLMNOPQ	20 8% J	96 25% IJLNOQ	48 17% JL	73 20% IJL	58 24% IJLNQ	81 16% IJL	55 23% STVY	78 13% T	10 3%	139 32% RSTVWXY	25 12% T	95 26% STVY	65 24% STVY	82 15% T
A very bad campaign (-2)	98 9%	45 13% CD	5 2%	3 3% *	19 17% CD	21 5%	52 13% F	22 10% JLN	61 10% JLNQ	2 1%	91 22% HIJLNPQ	6 2% J	77 20% HIJLNQ	11 4% J	67 19% HIJLNQ	39 16% HIJLNQ	39 8% JLN	20 8% TV	68 11% TVY	1 *	95 22% RSTVXY	4 2% T	73 20% RSTVY	45 17% RSTVY	40 7% TV
Don't know	123 12%	27 8% E	14 5%	7 8% *	2 2%	25 6%	40 10%	16 7%	52 9% JLQ	20 5%	43 11% JLMNQ	14 5%	29 7%	19 7%	34 9% J	21 8%	33 7%	16 7%	55 9% TVY	14 4%	41 9% TV	7 3%	28 8% TV	23 9% TV	38 7% TV
NET: Very / fairly good campaign	377 36%	72 22%	185 70% BDE	38 41% B*	31 28%	187 47% G	112 28%	73 32% KO	261 44% HKMOP	297 76% HIKLMNOPQ	29 7%	140 55% HIKMOPQ	98 25% K	144 50% HIKMOPQ	88 25% K	70 28% K	209 42% HKMOP	83 35% UWX	254 42% UWX	268 78% RSUVWXY	39 9%	121 57% RSUWXY	90 24% U	74 27% U	236 44% RUWX
NET: Very / fairly bad campaign	267 25%	142 42% CD	19 7%	13 15% C*	41 37% CD	75 19%	145 36% F	77 33% IJLNQ	143 24% JL	7 2%	228 56% HIJLMNOPQ	26 10% J	173 45% HIJLNOQ	59 20% JL	139 39% IJLNQ	98 40% IJLNQ	121 24% JL	75 32% STVY	146 24% TV	11 3%	233 53% RSTVWXY	29 14% T	169 46% RSTVY	110 40% RSTVY	122 23% TV
Mean	0.12	-0.34	0.88 BDE	0.34 BE*	-0.20	0.38 G	-0.16	-0.02 KMO	0.21 HKMOP	1.02 HIKLMNOPQ	-0.80	0.61 HIKMNOPQ	-0.35 K	0.42 HIKMOPQ	-0.31 K	-0.19 K	0.20 HKMOP	0.03 UWX	0.20 UWX	1.03 RSUVWXY	-0.72	0.60 RSUWXY	-0.37 U	-0.22 U	0.25 RUWX

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23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
A very good campaign (2)	77 7%	45 9%	31 6%	4 4% *	19 10%	14 8%	10 6%	15 9%	15 6%	23 8%	24 7%	30 7%	6 4%	27 9%	17 7%	26 8%	38 6%	39 8%	19 8%	20 7%	20 8%	8 5%	4 7% *	6 7% *	65 7%	13 8%	57 9%	16 5%	4 4% *	32 10% e	46 6%	26 7%	52 8%	53 8%	24 6%
A fairly good campaign (1)	189 18%	113 22% C	76 14%	15 14% *	36 20%	31 18%	25 15%	28 17%	53 22%	51 18%	56 16%	82 20%	19 15%	55 19%	37 16%	68 20%	103 18%	85 19%	45 18%	51 19%	45 19%	30 20%	8 16% *	9 10% *	162 18%	26 18%	121 19%	50 16%	18 16% *	55 18%	134 18%	63 16%	126 19%	115 18%	74 18%
A neither good nor bad campaign (0)	300 29%	143 28%	157 30%	38 35% G*	51 28%	50 29%	41 24%	46 27%	74 30%	89 31%	91 26%	120 29%	46 35% O	81 27%	58 25%	106 31%	176 30%	124 27%	61 25%	78 29%	76 32%	48 33%	14 26% *	21 24% *	256 28%	44 29%	185 29%	89 29%	26 23% *	93 30%	207 28%	109 28%	191 29%	185 28%	115 29%
A fairly bad campaign (-1)	125 12%	65 13%	57 11%	14 13% *	23 13%	14 8%	19 11%	24 14%	30 12%	38 13%	33 10%	53 13%	21 16%	31 10%	24 10%	42 12%	73 12%	51 11%	37 15%	26 10%	23 9%	13 9%	8 15% *	17 19% TUV*	108 12%	16 11%	73 12%	38 13%	13 11% *	34 11%	91 12%	58 15% g	66 10%	75 12%	50 12%
A very bad campaign (-2)	162 15%	76 15%	81 15%	16 15% *	23 13%	37 22% E	25 14%	25 15%	37 15%	39 13%	62 18%	62 15%	19 15%	53 18%	31 13%	53 15%	106 18% R	57 12%	38 15%	41 15%	29 12%	26 18%	9 17% *	18 20% *	141 16%	21 14%	96 15%	49 16%	18 16% *	39 13%	124 17%	83 21% g	79 12%	107 17%	55 14%
Don't know	197 19%	66 13%	128 24% B	19 18% *	29 16%	27 15%	52 30% DEFHI	33 20%	37 15%	49 17%	79 23% L	70 17%	21 16%	50 17%	70 29% MNP	51 15%	93 16%	104 23% Q	47 19%	55 20%	47 20%	20 14%	10 19% *	18 20% *	169 19%	29 19%	103 16%	61 20%	34 30% ab*	53 17%	145 19%	51 13%	147 22% f	114 18%	83 21%
NET: Very / fairly good campaign	266 25%	158 31% C	107 20%	20 19% *	54 30% DG	44 26%	36 21%	43 25%	69 28%	74 26%	80 23%	111 27%	25 19%	82 28%	54 23%	94 27%	142 24%	124 27%	65 26%	71 26%	65 27%	38 26%	12 23% *	15 17% *	227 25%	39 26%	178 28% b	66 22%	22 20% *	86 28%	180 24%	88 23%	178 27%	168 26%	98 24%
NET: Very / fairly bad campaign	287 27%	141 28%	138 26%	30 28% *	46 26%	51 30%	44 25%	48 28%	67 27%	76 27%	96 28%	115 28%	40 30%	83 28%	55 23%	95 27%	179 30% R	108 23%	76 30% U	68 25%	52 22%	39 27%	17 32% *	36 39% TU*	250 28%	37 25%	170 27%	87 29%	30 27% *	73 24%	214 29%	141 36% g	146 22%	182 28%	105 26%
Mean	-0.12	-0.03	-0.20	-0.24 *	0.02	-0.21	-0.19	-0.11	-0.09	-0.07	-0.20	-0.10	-0.26 *	-0.11	-0.10	-0.09	-0.21	* Q	-0.15	-0.08 X	0.02 X	-0.16	-0.25 *	-0.46 *	-0.14	-0.06	-0.06	-0.22	-0.28 *	0.03 e	-0.19	-0.33	0.01 f	-0.13	-0.12

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

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

23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
A very good campaign (2)	77 7%	43 13% CD	3 1%	4 4% *	11 10% C	9 2%	56 14% F	26 11% IJLNQ	39 7% JQ	18 5% Q	52 13% IJLNQ	14 5% Q	52 13% IJLNQ	12 4% Q	48 14% IJLNQ	67 28% HIJKLMNOQ	3 1%	24 10% TY	40 7% TY	14 4% Y	55 13% STY	16 8% TY	45 12% STY	69 25% RSTUVWY	5 1%
A fairly good campaign (1)	189 18%	75 22% C	39 15%	20 21% *	25 22%	58 14%	96 24% F	60 26% IJMNQ	88 15% Q	73 19% IQ	83 21% IQ	56 22% IQ	75 19% IQ	51 18% Q	79 22% IQ	107 44% HIJKLMNOQ	34 7%	66 28% STUWY	91 15% Y	70 20% SY	85 19% SY	48 23% SY	75 20% SY	116 43% RSTUVWY	37 7%
A neither good nor bad campaign (0)	300 29%	102 31%	78 29%	27 29% *	24 21%	104 26%	117 29%	74 32% KMOP	154 26%	112 29% P	92 23%	71 28% P	95 25%	74 26%	87 25%	49 20%	130 26%	71 30% WX	155 26% X	96 28% X	108 25% X	63 29% X	83 23%	51 19%	149 28% WX
A fairly bad campaign (-1)	125 12%	36 11%	44 16%	14 15% *	12 10%	62 15% G	38 10%	22 10% P	88 15% KP	64 16% HKMOP	42 10% P	32 13% P	45 12% P	43 15% KP	41 12% P	7 3%	97 19% HIKLMNOP	25 11% X	87 15% UX	50 15% X	47 11% X	25 12% X	52 14% UX	9 3%	103 19% RSTUVWX
A very bad campaign (-2)	162 15%	25 7%	72 27% BD	14 15% B*	25 23% B	108 27% G	28 7%	17 8% P	131 22% HKMOP	76 19% HOP	60 15% HP	44 18% HP	68 17% HOP	71 25% HJKLMOP	47 13% HP	1 *	154 31% HIJKLMNOP	16 7% X	131 22% RUX	75 22% RUX	64 15% RX	35 17% RX	65 18% RX	5 2%	151 28% RSTUVWX
Don't know	197 19%	53 16%	29 11%	14 15% *	15 14%	61 15%	67 17%	32 14% P	100 17% JNP	48 12% P	75 19% JMNP	36 14% P	54 14% P	35 12% P	53 15% P	14 6%	83 17% JNP	33 14% X	97 16% TX	40 12%	78 18% TWX	26 12%	47 13% X	22 8%	96 18% TVWX
NET: Very / fairly good campaign	266 25%	117 35% C	43 16%	23 25% *	36 32% C	67 17%	151 38% F	86 37% IJLNQ	127 21% Q	91 23% Q	135 34% IJNQ	70 28% IQ	127 33% IJNQ	64 22% Q	128 36% IJLNQ	174 71% HIJKLMNOQ	37 7%	90 38% STY	130 22% Y	83 24% Y	140 32% STY	65 30% STY	120 33% STY	185 68% RSTUVWY	41 8%
NET: Very / fairly bad campaign	287 27%	61 18%	116 44% BD	28 31% B*	37 33% B	169 42% G	66 16%	40 17% P	219 36% HKLMOP	141 36% HKLMOP	101 25% HP	77 30% HP	113 29% HOP	114 40% HKLMOP	88 25% HP	8 3%	251 50% HIJKLMNOP	41 17% X	218 36% RUVX	124 36% RUVX	111 25% RX	60 28% RX	117 32% RUX	14 5%	254 47% RSTUVWX
Mean	-0.12	0.27 CDE	-0.60	-0.19 C*	-0.16 C*	-0.59	0.34 F	0.27 IJKLMNQ	-0.37 Q	-0.31 Q	0.08 IJLNQ	-0.17 INQ	-0.01 IJNQ	-0.43 Q	0.13 IJLMNQ	1.01 HIJKLMNOQ	-0.87	0.28 STUVWY	-0.36 Y	-0.34 Y	0.06 STY	-0.08 STY	-0.05 STY	0.94 RSTUVWY	-0.81

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

23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
A very good campaign (2)	32 3%	18 4%	12 2%	8 8% GHI*	12 7% GHI	7 4% HI	2 1%	1 1%	1 *	20 7% KL	9 3% L	2 1%	8 6% OP	19 6% OP	3 1%	2 1%	16 3%	16 3%	4 2%	11 4%	4 2%	8 6% SU	1 3% *	4 4% *	32 4% Z	- -	21 3%	10 3%	1 1% *	11 4%	22 3%	14 4%	18 3%	27 4% i	5 1%
A fairly good campaign (1)	163 16%	86 17%	76 14%	23 22% I*	36 20%	27 16%	25 14%	21 13%	30 12%	59 21% L	52 15%	52 12%	28 21% P	57 19% P	34 14%	41 12%	100 17%	64 14%	37 15%	46 17%	33 14%	26 18%	8 16% *	13 14% *	145 16%	19 12%	103 16%	46 15%	14 13% *	69 23% e	95 13%	77 20% g	87 13%	112 17%	52 13%
A neither good nor bad campaign (0)	373 36%	183 36%	187 35%	40 37% *	69 38%	63 37%	53 30%	60 35%	89 36%	109 38%	116 34%	148 36%	51 39%	107 36%	74 31%	122 35%	218 37%	155 34%	88 35%	96 35%	85 35%	48 33%	22 43% *	33 36% *	311 34%	63 42%	235 37%	103 34%	35 31% *	113 37%	260 35%	147 38%	226 34%	234 36%	139 35%
A fairly bad campaign (-1)	126 12%	73 14% C	52 10%	11 11% *	21 12%	16 10%	12 7%	25 15% G	39 16% G	33 11%	29 8%	65 16% K	15 11%	32 11%	17 7%	58 17% NO	78 13%	48 10%	37 15% X	26 10%	37 15% X	16 11%	4 8% *	5 5% *	112 12%	14 9%	80 13%	35 11%	11 10% *	30 10%	96 13%	44 11%	82 12%	71 11%	55 14%
A very bad campaign (-2)	90 9%	57 11% C	33 6%	3 3% *	10 6%	20 12% DE	12 7%	18 10% D	28 11% D	13 4%	32 9% J	45 11% J	5 4%	22 7%	18 8%	38 11% M	52 9%	38 8%	19 7%	15 6%	14 6%	20 13% TU	4 7% *	19 22% STUW*	77 9%	13 9%	55 9%	28 9%	8 7% *	20 7%	70 9%	33 9%	57 9%	54 8%	37 9%
Don't know	265 25%	91 18%	170 32% B	22 20% *	32 18%	38 22%	70 40% DEFHI	45 26% E	59 24%	54 19%	107 31% J	104 25%	25 19%	59 20%	91 38% MNP	84 24%	125 21%	140 30% Q	64 26%	77 28% V	68 28%	28 19%	11 22% *	17 18% *	224 25%	41 28%	142 22%	81 27%	43 38% ab*	62 20%	203 27% d	74 19%	191 29% f	152 23%	113 28%
NET: Very / fairly good campaign	196 19%	104 20%	89 17%	32 30% GHI*	48 27% GHI	35 20%	27 15%	23 13%	31 13%	80 28% KL	62 18%	54 13%	36 27% OP	76 26% OP	37 15%	44 13%	116 20%	80 17%	41 16%	57 21%	37 15%	34 23%	10 19% *	17 19% *	177 20% Z	19 12%	124 20%	56 19%	15 14% *	79 26% e	116 16%	91 23% g	105 16%	139 21% i	57 14%
NET: Very / fairly bad campaign	216 21%	130 26% C	85 16%	14 13% *	31 17%	37 21%	24 14%	43 25% DG	67 27% DEG	45 16%	61 18%	110 26% JK	20 15%	53 18%	36 15%	97 28% MNO	130 22%	86 19%	56 22% T	41 15%	50 21%	36 25% T	8 16% *	24 27% T*	190 21%	27 18%	135 21%	62 21%	19 17% *	50 16%	166 22% d	77 20%	139 21%	124 19%	92 23%
Mean	-0.10	-0.16	-0.05	0.27 FGHI*	0.12 HI	-0.11	-0.07 I	-0.29	-0.33	0.18 KL	-0.09 L	-0.32	0.18 OP*	0.08 P	-0.10 P	-0.34	-0.11	-0.09	-0.16	0.06 SX	-0.13	-0.11	-0.02 *	-0.31 *	-0.08	-0.19 *	-0.09	-0.11	-0.15 *	0.08 e	-0.18	-0.01	-0.16	-0.02 i	-0.23

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23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
A very good campaign (2)	32 3%	3 1%	6 2%	3 4% *	9 8% BC	16 4%	7 2%	12 5% IKMO	12 2% O	19 5% IKMOQ	4 1%	16 6% IKMOQ	7 2% O	26 9% IJKMOPQ	1 *	10 4% KMO	14 3% KO	11 5% UW	16 3% W	18 5% SUWY	10 2% W	11 5% SUW	4 1%	12 4% W	17 3% W
A fairly good campaign (1)	163 16%	31 9%	61 23% B	19 21% B*	30 27% B	75 19% G	52 13%	42 18% KMO	97 16% KMO	91 23% IKMOQ	38 9% MO	73 29% HIJKMOPQ	25 7% O	110 38% HIJKLMOPQ	13 4%	44 18% KMO	90 18% KMO	40 17% UW	98 16% UW	82 24% RSUWXY	43 10%	73 34% RSTUWXY	31 9%	39 14% UW	100 18% UW
A neither good nor bad campaign (0)	373 36%	106 32%	112 42% B	38 41% *	35 32%	166 41% G	117 29%	66 29%	231 39% HKMOP	155 39% HKMNOP	126 31% O	88 35% OP	115 30% O	96 34% OP	81 23%	63 26%	202 40% HKMNOP	74 31%	229 38% UVWX	136 39% RVWX	142 32%	65 31%	115 31%	76 28%	212 39% RUVWX
A fairly bad campaign (-1)	126 12%	58 17% C	25 10%	12 13% *	14 13%	38 9%	67 17% F	41 18% IJLNQ	63 11% N	47 12% LN	56 14% LN	19 7% N	76 20% IJKLNQ	12 4%	86 24% HIJKLMNPQ	39 16% ILN	53 11% N	39 16% VY	68 11%	40 12%	57 13%	18 8%	69 19% STUVY	46 17% STVY	58 11%
A very bad campaign (-2)	90 9%	46 14% CD	13 5%	5 5% *	12 11%	31 8%	48 12%	24 10% JLN	56 9% JLN	16 4% N	66 16% HIJLNQ	10 4% N	75 19% HIJLNQ	3 1%	84 23% HIJKLMNPQ	35 14% IJLNQ	42 8% JLN	23 10% TV	57 9% TV	16 5%	66 15% RSTVY	9 4%	68 19% RSTUVY	38 14% STVY	42 8% T
Don't know	265 25%	89 27% CE	49 18% E	15 17% *	11 10%	75 19%	111 28% F	45 20%	139 23% JNQ	64 16%	115 28% HIJLMNPQ	47 19% N	91 23% JN	40 14%	91 26% HJLNQ	54 22% N	100 20% N	50 21% T	133 22% T	51 15%	120 27% RSTVWY	36 17%	79 21% T	62 23% T	113 21% T
NET: Very / fairly good campaign	196 19%	35 10%	67 25% B	23 24% B*	39 35% B	91 23% G	59 15%	54 24% KMO	109 18% KMO	110 28% IKMOQ	42 10% O	89 35% HIJKMOPQ	32 8% O	136 47% HIJKLMOPQ	15 4%	54 22% KMO	104 21% KMO	52 22% UW	114 19% UW	101 29% RSUWXY	53 12%	84 39% RSTUWXY	35 10%	51 19% UW	116 22% UW
NET: Very / fairly bad campaign	216 21%	104 31% CD	39 15%	17 18% *	26 24% C	69 17%	115 29% F	65 28% IJLNQ	120 20% JLN	63 16% LN	121 30% IJLNQ	29 11% N	151 39% HIJKLNPQ	15 5%	169 47% HIJKLMNPQ	73 30% IJLNQ	94 19% LN	61 26% TVY	125 21% TV	56 16%	123 28% STVY	27 13%	138 38% RSTUVXY	84 31% STVY	99 18% V
Mean	-0.10	-0.45	0.09 B	0.06 B*	0.10 B*	0.02 G	-0.33	-0.12 KMO	-0.12 KMO	0.15 HIKMOPQ	-0.49 MO	0.32 HIJKMOPQ	-0.63 O	0.58 HIJKLMOPQ	-0.89	-0.23 KMO	-0.05 KMO	-0.11 UW	-0.11 UWX	0.16 RSUWXY	-0.39 W	0.33 RSTUWXY	-0.58	-0.28 W	-0.02 SUWX

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

23-085423-23 - 7th - 10th 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	1050	509	530	100	189	173	200	206	182	289	373	388	125	307	268	321	576	474	247	285	239	139	52	88	899	151	626	313	111	316	734	494	556	662	388
Weighted base	1050	509	530	107	181	172	174	170	246	288	346	416	132	296	237	346	590	460	249	272	241	146	52	90	901	149	636	302	112	304	746	389	661	649	401
A very good campaign (2)	43 4%	23 5%	18 3%	6 6% H*	11 6% H	7 4%	9 5% H	2 1%	7 3%	18 6% L	16 5%	9 2%	7 6%	16 6%	11 4%	9 3%	28 5%	15 3%	6 3%	9 3%	13 5%	9 6%	1 2% *	5 5% *	37 4%	6 4%	34 5% b	6 2%	2 2% *	24 8% e	19 3%	26 7% g	17 3%	35 5% i	8 2%
A fairly good campaign (1)	184 18%	95 19%	89 17%	24 23% *	35 20%	26 15%	27 16%	27 16%	44 18%	60 21%	54 16%	71 17%	30 23%	53 18%	36 15%	62 18%	126 21% R	58 13%	37 15%	40 15%	57 24% ST	27 19%	9 18% *	14 15% *	156 17%	29 19%	118 19%	50 16%	16 15% *	54 18%	131 18%	86 22% g	98 15%	112 17%	73 18%
A neither good nor bad campaign (0)	381 36%	177 35%	199 37%	38 36% *	71 39%	68 40%	52 30%	61 36%	90 37%	109 38%	120 35%	151 36%	47 35%	115 39%	76 32%	127 37%	222 38%	158 34%	90 36%	96 35%	85 35%	55 38%	19 37% *	36 40% *	325 36%	56 37%	246 39% c	103 34%	31 28% *	117 38%	264 35%	156 40% g	225 34%	250 39%	130 33%
A fairly bad campaign (-1)	156 15%	87 17%	69 13%	16 15% *	22 12%	21 12%	19 11%	31 18% G	47 19% G	38 13%	40 12%	78 19% K	20 15%	36 12%	27 11%	61 18% O	81 14%	75 16%	46 19%	36 13%	31 13%	20 14%	9 18% *	14 15% *	142 16%	14 10%	84 13%	51 17%	21 18% *	34 11%	123 16% d	45 12%	112 17% f	83 13%	73 18% h
A very bad campaign (-2)	100 9%	65 13% C	32 6%	6 5% *	12 7%	19 11%	14 8%	25 15% DE	24 10%	17 6%	34 10%	48 12% J	8 6%	23 8%	21 9%	46 13% MN	51 9%	49 11%	19 8%	27 10%	16 7%	21 14% U	5 10% *	11 12% *	80 9%	19 13%	60 9%	28 9%	12 11% *	28 9%	72 10%	36 9%	64 10%	59 9%	41 10%
Don't know	186 18%	61 12%	124 23% B	17 16% *	29 16%	30 17%	51 30% DEFHI	23 14%	35 14%	47 16%	81 24% JL	58 14%	20 15%	52 18%	67 28% MNP	42 12%	82 14%	104 23% Q	50 20% V	64 24% UVX	39 16%	14 10%	8 15% *	11 12% *	161 18%	25 17%	93 15%	64 21% a	29 26% a*	49 16%	137 18%	40 10%	146 22% f	110 17%	76 19%
NET: Very / fairly good campaign	227 22%	118 23%	107 20%	31 28% H*	47 26%	34 19%	36 21%	30 17%	51 21%	77 27% L	70 20%	80 19%	37 28%	69 23%	47 20%	71 21%	154 26% R	73 16%	43 17%	49 18%	70 29% ST	36 25%	10 20% *	18 20% *	193 21%	34 23%	153 24%	56 19%	19 17% *	77 25%	150 20%	112 29% g	115 17%	147 23%	81 20%
NET: Very / fairly bad campaign	256 24%	153 30% C	101 19%	21 20% *	34 19%	41 24%	34 19%	56 33% DEG	70 29% EG	55 19%	74 21%	126 30% JK	28 21%	59 20%	48 20%	107 31% MNO	132 22%	124 27%	66 26%	62 23%	47 20%	41 28%	14 28% *	25 28% *	222 25%	34 23%	144 23%	79 26%	33 29% *	62 20%	194 26%	81 21%	175 27% f	142 22%	114 28% h
Mean	-0.10	-0.17	-0.02 B	0.11 HI*	0.08 HI	-0.14	-0.02 H	-0.33	-0.17	0.09 L	-0.08	-0.24	0.08 P*	0.01 P	-0.07	-0.24	* R	-0.24	-0.18	-0.15	0.09 ST	-0.12	-0.19 *	-0.17 *	-0.10	-0.11	-0.03	-0.19	-0.28 *	0.05 e	-0.16	0.06 g	-0.21	-0.04 i	-0.20

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

ColumnProportions (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(*)

23-085423-23 - 7th - 10th 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	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1050	318	277	94	115	413	386	218	617	409	390	261	374	298	340	235	508	226	616	359	423	213	357	258	549
Weighted base	1050	333	266	92	112	401	401	231	599	392	404	254	388	286	357	245	501	237	600	344	437	213	367	273	540
A very good campaign (2)	43 4%	7 2%	14 5% B	16 18% BCE*	3 3%	27 7% G	9 2%	14 6% KMO	22 4% KM	34 9% IKMOQ	5 1% M	32 12% HIJKMNOPQ	1 *	22 8% IKMOQ	7 2% M	13 5% KMO	21 4% KMO	16 7% UW	25 4% UW	33 9% SUWXY	6 1% W	39 18% RSTUWXY	1 *	14 5% UW	22 4% UW
A fairly good campaign (1)	184 18%	39 12%	61 23% B	31 33% B*	27 24% B	92 23% G	52 13%	38 16% KMO	122 20% KMOP	97 25% HIKMOPQ	43 11% M	120 47% HIJKMNOPQ	18 5%	85 30% HIKMOPQ	33 9% M	36 15% KMO	103 20% KMO	34 14% W	119 20% UWX	95 28% RSUWXY	46 11% W	114 53% RSTUWXY	12 3%	35 13% W	109 20% RUWX
A neither good nor bad campaign (0)	381 36%	113 34%	117 44% B	31 33% *	38 34%	162 40% G	129 32%	80 35%	220 37% KLMP	165 42% IKLMNOP	123 30%	74 29%	112 29%	102 36% L	114 32%	73 30%	203 41% IKLMOP	81 34% V	221 37% UVW	141 41% UVWX	138 32% V	40 19%	104 28% V	89 32% V	208 39% UVW
A fairly bad campaign (-1)	156 15%	75 23% CD	31 12%	6 7% *	21 19% D	43 11%	88 22% F	38 16% JL	83 14% JL	39 10% L	85 21% IJLNQ	8 3%	108 28% HIJKLNOQ	35 12% L	77 22% IJLNQ	55 22% IJLNQ	68 14% JL	44 18% TV	90 15% TV	32 9% V	94 21% STVY	9 4%	109 30% RSTUVXY	60 22% STVY	76 14% TV
A very bad campaign (-2)	100 9%	52 16% CD	12 4%	1 1% *	14 12% CD	29 7%	52 13% F	28 12% JLN	63 11% JLNQ	14 4% L	77 19% HIJLNQ	2 1%	93 24% HIJKLNPQ	8 3% L	75 21% HIJLNQ	39 16% IJLNQ	42 8% JLN	23 10% TV	64 11% TV	15 4% V	75 17% RSTVY	2 1%	91 25% RSTUVXY	41 15% RSTVY	48 9% TV
Don't know	186 18%	48 14%	32 12%	7 7% *	8 7%	48 12%	71 18% F	33 14% L	89 15% JL	43 11% L	71 18% JLNPQ	18 7%	56 14% L	34 12% L	51 14% L	28 12%	64 13% L	40 17% TV	82 14% TV	28 8% V	78 18% STVWX	10 5%	51 14% TV	35 13% V	77 14% TV
NET: Very / fairly good campaign	227 22%	45 14%	75 28% B	47 51% BCE*	31 27% B	119 30% G	61 15%	52 22% KMO	144 24% KMO	131 33% HIKMOPQ	48 12% M	151 60% HIJKMNOPQ	19 5%	107 37% HIKMOPQ	40 11% M	50 20% KMO	124 25% KMO	50 21% UW	144 24% UWX	128 37% RSUWXY	53 12% W	152 72% RSTUWXY	13 4%	49 18% UW	131 24% UW
NET: Very / fairly bad campaign	256 24%	127 38% CD	43 16%	7 8% *	35 31% CD	72 18%	140 35% F	66 29% JLNQ	146 24% JLN	53 14% L	162 40% HIJLNQ	10 4%	201 52% HIJKLNOPQ	43 15% L	152 43% HIJLNQ	94 39% HIJLNQ	110 22% JLN	67 28% TV	153 26% TV	47 14% V	169 39% RSTVY	11 5%	200 54% RSTUVXY	101 37% RSTVY	124 23% TV
Mean	-0.10	-0.45	0.14 BE	0.65 BCE*	-0.14 B	0.13 G	-0.37	-0.14 KMOP	-0.08 KMOP	0.28 HIKMOPQ	-0.56 M	0.72 HIJKMNOPQ	-0.83	0.31 HIKMOPQ	-0.59 M	-0.33 KMO	-0.01 KMOP	-0.13 UWX	-0.09 UWX	0.31 RSUWXY	-0.51 W	0.88 RSTUWXY	-0.88	-0.33 UW	-0.04 UWX

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