

14th - 17th 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	Millennial s	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399		
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403		
Right direction (1)	182 17%	94 18%	86 16%	17 15%	41 23% GH	28 17%	22 13%	21 13%	53 21% GH	58 20%	50 15%	74 18%	19 15%	64 22% O	27 11%	63 18% O	116 20% R	66 14%	47 19%	39 14%	43 18%	29 20% *	14 28% TX*	10 11% *	156 18%	26 16%	123 20% b	31 10%	28 21% b	71 21% e	111 16%	87 23% g	95 14%	124 19%	57 14%		
Wrong direction (-1)	603 57%	301 59%	295 56%	63 57%	86 48%	91 53%	109 63% E	112 66% EF	143 58%	149 51%	200 58%	254 61% J	73 57%	140 48%	157 64% N	219 61% N	325 56%	278 60%	159 64% UV	159 58% V	127 53%	65 45% *	28 55% *	66 72% TUV*	504 57%	98 60%	340 55%	183 62%	80 59%	164 49%	439 61% d	218 57%	385 58%	348 54%	255 63% h		
Neither (0)	208 20%	93 18%	112 21%	23 21%	46 26% HI	35 21%	37 22%	26 15%	40 16%	69 24% L	72 21%	66 16%	28 22%	66 23% P	51 21%	56 16%	117 20%	91 20%	34 14%	61 22% S	58 24% SX	35 24% S*	7 15% *	12 13% *	177 20%	31 19%	121 19%	61 21%	26 19%	79 23%	129 18%	67 17%	141 21%	141 22%	67 17%		
Don't know	57 5%	20 4%	36 7%	7 7%	6 3% EG	17 10%	5 3%	9 6%	12 5%	13 5%	22 6%	21 5%	9 7%	19 7%	9 4%	18 5%	27 5%	30 6%	8 3%	15 6%	13 6%	15 10% S*	1 2% *	4 4% *	47 5%	9 6%	36 6% c	19 6% c	2 1%	21 6%	36 5%	12 3%	45 7% f	32 5%	24 6%		
Mean	-0.42	-0.42	-0.42	-0.45 *	-0.26 GH	-0.40	-0.52	-0.57	-0.38 H	-0.33	-0.46	-0.46	-0.45	-0.28 OP	-0.55	-0.46	-0.38 R	-0.49	-0.47	-0.46	-0.37 X	-0.28 X*	-0.28 X*	-0.64 *	-0.42	-0.47	-0.37 b	-0.55	-0.39	-0.30 e	-0.48	-0.35 g	-0.47	-0.36 i	-0.52		

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(*)

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Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians							
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Right direction (1)	182 17%	93 28% CE	24 10%	14 20% C*	18 15% *	55 14%	86 24% F	126 56% IJKLMNOPQ	22 4%	59 15% I	88 22% IJMQ	51 20%	67 18% IQ	56 19% IJQ	66 20% IQ	72 26% IJMNOQ	52 11% I	117 56% STUVWXY	23 4%	59 17% SY	88 21% SY	49 22% STY	73 21% SY	74 27% STUY	60 12% S
Wrong direction (-1)	603 57%	156 48%	178 71% B	45 64% B*	77 64% B*	260 65% G	198 55%	47 21% HIJKLMNOPQ	462 78% HIJKLMNOPQ	265 65% HKOP	219 55% H	154 61% HP	221 59% H	177 60% H	194 58% H	147 53% H	306 68% HKLMNOP	45 21% RTUVWXY	482 78% RWX	229 64% RWX	237 57% R	142 64% R	193 56% R	154 56% R	332 65% RUWX
Neither (0)	208 20%	70 21% D	44 18%	7 10% *	17 15% *	65 16%	67 19%	45 20%	87 15%	67 16%	73 18%	44 17%	68 18%	52 17%	62 18%	51 19%	70 15%	39 18% V	89 14%	56 16%	76 18% SV	26 12%	61 18%	41 15%	89 17% SV
Don't know	57 5%	10 3%	6 2%	4 6% *	7 6% *	18 4%	11 3%	9 4%	17 3%	15 4%	18 4%	4 2%	16 4%	11 4%	14 4%	6 2%	25 6% IL	10 5% X	21 3%	14 4%	17 4%	5 2%	18 5% X	5 2%	30 6% SVX
Mean	-0.42	-0.20 CDE	-0.62	-0.46 *	-0.52 *	-0.54	-0.32 F	0.36 IJKLMNOPQ	-0.77	-0.53 I	-0.35 IJMQ	-0.42 IQ	-0.43 IQ	-0.42 IQ	-0.40 IQ	-0.28 IULMNOQ	-0.59 I	0.36 STUVWXY	-0.77	-0.49 S	-0.37 SY	-0.43 SY	-0.37 STY	-0.30 STY	-0.56 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(*)

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Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?								
	Keir Starmer, Leader of the Labour party	Rishi Sunak, Conservative party Minister	Ed Davey, Leader of the Liberal Democrats	Nigel Farage, Leader of the 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	1049	1049	1049	1049	1049	1049	1049	1049	1049
Weighted base	1049	1049	1049	1049	1049	1049	1049	1049	1049
Very favourable (2)	109 10%	55 5%	43 4%	108 10%	145 14%	60 6%	49 5%	76 7%	101 10%
Fairly favourable (1)	248 24%	156 15%	178 17%	166 16%	260 25%	166 16%	204 19%	219 21%	175 17%
Neither favourable nor unfavourable (0)	210 20%	189 18%	384 37%	209 20%	192 18%	186 18%	342 33%	339 32%	231 22%
Fairly unfavourable (-1)	172 16%	201 19%	153 15%	146 14%	165 16%	193 18%	178 17%	151 14%	135 13%
Very unfavourable (-2)	246 23%	413 39%	192 18%	365 35%	234 22%	395 38%	195 19%	184 18%	318 30%
Don't know	64 6%	34 3%	98 9%	54 5%	53 5%	48 5%	81 8%	79 8%	89 9%

Net: Very/Fairly favourable	357 34%	211 20%	222 21%	274 26%	406 39%	226 22%	253 24%	296 28%	276 26%
Net: Very/Fairly unfavourable	418 40%	615 59%	345 33%	511 49%	398 38%	589 56%	373 36%	336 32%	452 43%
Net Difference	-60 -6%	-404 -38%	-124 -12%	-237 -23%	7 1%	-362 -35%	-120 -11%	-40 -4%	-176 -17%

Mean	-0.20 BDFI	-0.75 BDF	-0.29 BF	-0.50 ABCDGFI	-0.08 ABCDGFI	-0.70 BDFI	-0.27 BDFI	-0.15 BCDFGI	-0.41 BDF
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ColumnProportions [%]: A/B/C/D/E/F/G/H/I Minimum Base: 30(*) Small Base: 100(*)

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

	Total	Gender			Age					Aggregated Age Breaks			Generations			Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
														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
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	s (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Very favourable (2)	109 10%	71 14% C	38 7%	10 9%	29 16% FGI	14 8%	15 8%	22 13%	19 8%	40 14% K	28 8%	41 10%	15 11%	37 13%	25 10%	31 9%	60 10%	49 11%	31 12%	24 9%	22 9%	21 15% *	5 9% *	6 7% *	94 11%	16 10%	64 10%	35 12%	10 8%	45 14% e	64 9%	45 12%	65 10%	78 12% i	32 8%
Fairly favourable (1)	248 24%	132 26%	113 21%	32 29% I	48 27% I	47 27% I	44 25%	32 19%	45 18%	80 28% L	91 26% L	77 19%	38 30% P	76 26%	61 25%	67 19%	149 26%	99 21%	56 22%	69 25%	58 24%	32 22% *	10 19% *	24 26% *	209 24%	39 24%	155 25%	63 21%	30 22%	89 27%	159 22%	112 29% g	136 20%	170 26% i	78 19%
Neither favourable nor unfavourable (0)	210 20%	94 18%	114 22%	31 29% GH	44 24%	33 20%	28 16%	26 15%	49 20%	74 26% KL	61 18%	75 18%	33 26% O	67 23%	39 16%	66 18%	113 19%	97 21%	48 19%	54 20%	46 19%	30 21% *	5 9% *	27 30% w*	176 21%	34 19%	118 19%	68 23%	25 18%	71 21%	139 19%	78 20%	132 20%	131 20%	79 20%
Fairly unfavourable (-1)	172 16%	81 16%	89 17%	20 18%	23 13%	22 13%	33 19%	26 15%	48 20%	42 15%	55 16%	74 18%	21 16%	39 13%	42 17%	63 18%	107 18%	65 14%	45 18%	45 16%	36 15%	21 15% *	11 22% *	14 18% *	145 16%	26 16%	101 16%	49 17%	21 16%	44 13%	128 18%	68 16%	104 15%	99 15%	72 18%
Very unfavourable (-2)	246 23%	111 22%	132 25%	8 8%	16 9%	35 20% DE	44 26% DE	59 35% DEF	84 34% DEF	24 8%	79 23% J	143 34% JK	14 10%	35 12% MN	64 26% MNO	124 35% MNO	125 21%	121 26%	53 22%	67 24%	64 27%	27 19% *	19 37% 9xx*	16 18% *	199 23%	47 29%	147 24%	57 19%	42 31% b	56 17% d	191 27% d	64 17% f	182 27% f	124 19%	123 30% h
Don't know	64 6%	20 4%	44 8% B	9 8% HI	20 11% HI	20 12% HI	10 5% I	2 1%	3 1%	29 10% L	30 9% L	6 1%	9 7% P	37 13% OP	13 5% P	5 1%	30 5%	34 7%	15 6%	15 5%	15 6%	13 9% *	2 4% *	4 4% *	61 7% z	2 1%	35 6%	22 7%	7 5%	30 9% e	34 5%	17 4%	47 7%	44 7%	20 5%
Net: Very/Fairly favourable	357 34%	203 40% C	151 29%	43 39% I	77 43% I	61 35%	58 34%	55 33%	64 26%	120 41% L	119 35%	119 29%	53 41% P	112 39% P	86 35%	98 28%	210 36%	148 32%	86 35%	93 34%	80 33%	53 37% *	14 28% *	30 33% *	303 34%	54 33%	219 35%	98 33%	40 30%	134 40% e	223 31% g	157 41% g	200 30%	248 38% i	109 27%
Net: Very/Fairly unfavourable	418 40%	191 38%	221 42%	28 26%	38 21%	57 33% E	78 45% DEF	85 50% DEF	132 53% DEF	66 23%	135 39% J	217 52% JK	35 27%	74 26% MN	106 43% MNO	187 52% MNO	232 40%	186 40%	99 40%	111 41%	100 41%	48 33% *	30 59% STUVX*	30 33% *	345 39%	73 45%	248 40%	106 36%	64 47%	99 30%	319 45% d	132 34%	286 43% f	223 35%	195 48% h
Net Difference	-60 -6%	12 2%	-69 -13%	14 13%	39 22%	4 2%	-19 -11%	-30 -18%	-68 -28%	53 18%	-16 -5%	-98 -24%	18 14%	38 13%	-20 -8%	-89 -25%	-22 -4%	-38 -8%	-12 -5%	-18 -7%	-19 -8%	5 4%	-16 -31%	* *	-42 -5%	-19 -11%	-28 -5%	-8 -3%	-24 -17%	35 10%	-96 -13%	25 7%	-86 -13%	25 4%	-86 -21%
Mean	-0.20	-0.06 C	-0.34	0.16 GH*	0.33 FGHI	-0.12 I	-0.30	-0.40	-0.54	0.26 KL	-0.21 L	-0.49	0.16 OP	0.16 OP	-0.25 P	-0.52	-0.16	-0.26	-0.15 W	-0.23	-0.27	* w*	-0.62 *	-0.12 w*	-0.18	-0.31	-0.19	-0.11 c	-0.43	0.08 e	-0.33	0.02 g	-0.33	-0.03 i	-0.46

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

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

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians							
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Very favourable (2)	109 10%	12 4%	71 28% BDE	5 8% *	9 8% *	56 14% G	28 8% K	21 9% K	77 13% KMOQ	99 24% HKL MNOPQ	7 2% K	42 16% HKMOQ	24 6% K	45 15% HKMOQ	19 6% K	36 13% KMO	46 10% KMO	17 8% U	81 13% UWY	109 31% RSUVWXY	- - RSUWXY	45 20% U	24 7% U	31 11% UW	50 10% U
Fairly favourable (1)	248 24%	43 13%	94 37% BE	29 41% BE*	21 17% *	123 31% G	60 17% K	49 21% KMO	183 31% HKMOP	214 53% HKL MNOPQ	4 1% K	97 38% HKMOQ	56 15% K	100 34% HKMOP	49 15% K	49 18% K	137 30% HKMOP	49 23% UW	170 28% UW	248 69% RSUVWXY	- - RSUWXY	92 42% U	40 12% U	55 20% UW	151 30% UWX
Neither favourable nor unfavourable (0)	210 20%	40 12%	49 19% B	22 30% B*	28 23% B*	78 20% K	56 16% K	29 13% K	109 18% KMO	63 15% K	22 5% K	55 22% HKMOP	42 11% K	67 23% HKMOP	42 13% K	37 19% K	84 13% KMO	27 17% TU	107 17% TUW	- - RTUW	- - RTUW	43 20% TU	35 10% TU	37 14% TU	97 19% RTUW
Fairly unfavourable (-1)	172 16%	82 25% CD	25 10% CD	6 9% *	20 17% *	70 18% J	65 18% J	40 15% J	91 15% J	19 5% J	122 31% HUL MNOPQ	32 13% J	73 19% UL	47 16% J	62 18% J	47 17% J	83 18% UL	35 17% T	98 16% T	- - RSTVWXY	172 41% T	25 11% T	73 21% STVX	38 14% T	99 19% STV
Very unfavourable (-2)	246 23%	150 46% CDE	11 4% CDE	9 13% C*	35 29% CD*	60 15% F	149 41% F	85 38% ULNQ	118 20% JLN	3 1% JLN	238 60% HUL MNOPQ	21 8% J	177 47% HUL NPQ	27 9% J	161 48% HUL NPQ	105 38% ULNQ	98 22% JLN	80 38% STVY	139 23% TV	- - RSTVWXY	246 59% T	11 5% T	173 50% RSTVXY	108 39% STVY	103 20% TV
Don't know	64 6%	1 *	4 2%	- - *	6 5% B*	10 2% K	4 1% K	2 1% K	12 2% MQ	9 2% MQ	6 1% M	6 2% MPQ	1 *	10 3% HMOPQ	2 1% K	1 *	3 1% TUV	3 2% TUVY	20 3% TUVY	- - TUV	5 2% TUV	- - TUV	6 2% TUV	10 2% TUV	

Net: Very/Fairly favourable	357 34%	55 17%	164 65% BDE	35 48% BE*	30 25% *	179 45% G	88 24% K	70 31% KMO	260 44% HKMOP	313 77% HKL MNOPQ	11 3% K	139 55% HKMOQ	80 22% K	145 49% HKMOQ	68 20% K	85 31% KMO	183 41% HKMOP	66 31% UW	251 41% RUWX	357 100% RSUVWXY	- - RSUWXY	137 62% U	64 19% U	86 31% UW	202 39% RUWX
Net: Very/Fairly unfavourable	418 40%	232 71% CDE	36 14% CDE	15 21% *	56 47% CD*	131 33% F	214 59% F	126 55% ULNQ	209 35% JLN	22 5% JLN	360 90% HILMNOPQ	53 21% J	249 67% HULNPQ	74 25% J	223 66% HULNPQ	153 55% ULNQ	181 40% ULN	115 54% STVY	237 39% TV	- - RSTVWXY	418 100% T	36 16% T	246 71% RSTVXY	145 53% STVY	202 40% TV
Net Difference	-60 -6%	-177 -54%	128 51%	19 27%	-25 -21%	48 12%	-126 -35%	-56 -25%	51 9%	291 72%	-349 -88%	86 34%	-169 -45%	72 24%	-155 -46%	-68 -24%	2 *	-48 -23%	14 2%	357 100%	-418 -100%	101 46%	-182 -53%	-60 -22%	-1 *

Mean	-0.20	-0.96	0.76 BDE	0.22 BE*	-0.45 B*	0.11 G	-0.69	-0.53 KMO	0.02 HKMOPQ	0.98 HKL MNOPQ	-1.48	0.43 HKMOQ	-0.87 K	0.31 HKMOPQ	-0.89 K	-0.50 KMO	-0.11 HKMOP	-0.53 UW	-0.08 RUWX	1.31 RSUVWXY	-1.59	0.62 RSUWXY	-0.96 U	-0.51 UW	-0.11 RUWX
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ColumnProportions [%]: A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S,T/U/V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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

14th - 17th 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/s eparated	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Very favourable (2)	55 5%	31 6%	24 5%	8 7%	11 6%	5 3%	8 5%	4 3%	19 8% H	18 6%	13 4%	23 6%	8 6%	15 5%	10 4%	18 5%	25 4%	30 6%	14 6%	13 5%	13 5%	7 5% *	6 12% x*	2 2% *	47 5%	8 5%	35 6%	11 4%	9 7%	17 5%	38 5%	22 6%	33 5%	37 6%	19 5%
Fairly favourable (1)	156 15%	67 13%	86 16%	8 7%	20 11%	25 15%	23 13%	28 17% D	51 21% DE	28 10%	49 14%	79 19% J	14 11%	32 11%	33 14%	72 20% MN	94 16%	61 13%	33 13%	48 18%	29 12%	18 13% *	15 29% SUW*	12 14% *	129 15%	27 16%	107 17% b	23 8%	25 19% b	50 15%	106 15%	57 15%	98 15%	88 14%	68 17%
Neither favourable nor unfavourable (0)	189 18%	91 18%	96 18%	17 16%	45 25% GI	38 22%	25 15%	27 16%	35 14%	63 22% L	64 19%	63 15%	21 16% MOP	75 26% N	35 14%	53 15%	106 18%	83 18%	45 18%	50 18%	49 20%	32 22% x	6 11% *	8 8% *	157 18%	32 19%	107 17% c	56 19%	26 19% e	74 22% e	115 16%	71 19%	118 19%	124 19%	65 16%
Fairly unfavourable (-1)	201 19%	102 20%	97 18%	18 16%	36 20%	25 15%	33 19%	34 20%	55 22%	54 19%	89 17%	89 21%	20 16%	52 18%	50 20%	68 19%	114 20%	87 19%	47 19%	58 21%	51 21%	23 21% *	7 14% *	16 17% *	172 19%	30 18%	134 22% c	52 18%	16 12%	57 17%	145 20%	76 20%	125 19%	122 19%	80 20%
Very unfavourable (-2)	413 39%	207 41%	202 38%	57 52% EFI	59 33%	63 37%	76 44%	74 44%	85 34%	116 40%	139 40%	159 38%	64 50% N	95 33%	108 44% N	142 40%	228 39%	186 40%	96 39%	98 36%	91 38%	60 41% *	16 31% *	52 57% STUV**	347 39%	66 40%	218 35% a	142 48% a	53 39%	121 36%	292 41%	147 38%	266 40%	253 39%	160 40%
Don't know	34 3%	10 2%	24 5% B	2 2% HI	8 5% HI	13 8% HI	8 4% HI	1 *	2 1%	10 4% L	21 6% L	3 1%	2 2%	21 7% MOP	8 3%	3 1%	17 3%	18 4%	13 5%	6 2%	7 3%	5 3% *	2 4% *	1 1% *	33 4%	2 1%	18 3%	10 3%	6 5%	16 5%	19 3%	10 3%	25 4%	23 4%	12 3%

Net: Very/Fairly favourable	211 20%	98 19%	111 21%	16 14%	31 17%	31 18%	31 18%	32 19%	70 28% DEFG	46 16%	62 18%	102 25% JK	22 17%	46 16%	44 18%	89 25% N	120 20%	91 20%	47 19%	61 22%	42 17%	25 17% *	21 40% STUV**	15 16% *	176 20%	35 21%	142 23% b	35 12%	34 25% b	67 20%	144 20%	80 21%	131 20%	124 19%	86 21%
Net: Very/Fairly unfavourable	615 59%	309 61%	299 56%	75 68% EF	95 53%	89 52%	109 63%	108 64% F	140 56%	170 59%	197 57%	248 60%	85 65% N	147 51%	158 65% N	211 59%	342 58%	273 59%	143 58%	156 57%	142 59%	83 57% *	23 45% *	68 74% STUV**	519 59%	96 59%	352 57% ac	193 66% ac	69 51%	178 53%	437 61% d	223 58%	391 59%	375 58%	240 60%
Net Difference	-404 -38%	-211 -41%	-188 -36%	-59 -54%	-64 -36%	-58 -34%	-77 -45%	-76 -45%	-70 -28%	-123 -43%	-135 -39%	-145 -35%	-63 -49%	-100 -35%	-114 -47%	-121 -34%	-222 -38%	-181 -39%	-95 -39%	-95 -35%	-100 -42%	-57 -40%	-2 -5%	-53 -58%	-343 -39%	-61 -37%	-210 -34%	-158 -54%	-35 -26%	-111 -33%	-293 -41%	-144 -37%	-260 -39%	-250 -39%	-154 -38%

Mean	-0.75	-0.78	-0.72	-1.00	-0.66 D	-0.74	-0.87	-0.87	-0.55 DGH	-0.79	-0.81	-0.68	-0.94	-0.67	-0.90	-0.70	-0.75	-0.75	-0.75 x	-0.68 x	-0.76 x	-0.79 *	-0.25 STUV**	-1.14 *	-0.75	-0.73	-0.65 b	-1.02	-0.61 b	-0.67	-0.79	-0.72	-0.77	-0.75	-0.75
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14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Very favourable (2)	55 5%	36 11% CE	10 4%	4 5% *	2 2% *	15 4%	31 9% F	49 22% IJKLMNOPQ	4 1%	16 4% I	30 7% I	14 6% I	24 6% I	19 6% I	23 7% IQ	24 9% I	19 4% I	55 26% STUVWXY	- -	19 5% SY	28 7% SY	18 8% SY	21 6% SY	26 9% STY	15 3% S
Fairly favourable (1)	156 15%	85 26% CDE	15 6%	7 10% *	17 14% C*	52 13%	68 19%	113 50% IJKLMNOPQ	11 2%	49 12% I	86 21% UMNQ	40 16% IQ	57 15% IQ	44 15% IQ	62 19% IQ	61 22% UMNQ	46 10% I	156 74% STUVWXY	- -	47 13% S	86 21% STY	35 16% S	66 19% STY	61 22% STVY	61 12% S
Neither favourable nor unfavourable (0)	189 18%	63 19%	34 13%	16 22% *	17 15% *	55 14%	71 19%	42 18% I	52 9%	47 12% I	72 18% I	37 15% I	53 14% I	38 13% I	53 16% IQ	56 20% UMNQ	51 11% I	- -	- -	40 11% RS	66 16% RSY	23 10% RS	53 15% RS	51 19% RSTVY	60 12% RS
Fairly unfavourable (-1)	201 19%	70 21% E	54 21% E	14 19% *	13 11% *	83 21%	76 21%	14 6% HJMQ	151 26% IJKLMNOPQ	71 18% H	86 24% H	62 19% HJ	71 21% H	62 20% H	68 21% H	59 21% H	88 19% H	- -	201 33% RTUVWXY	71 20% R	90 22% R	58 26% RTW	62 18% R	60 22% R	107 21% R
Very unfavourable (-2)	413 39%	72 22% B	138 55% BD	31 44% B*	67 56% B*	186 47% G	113 31%	9 4% JKLMNOPQ	369 63% JKLMNOPQ	220 54% JKLMNOP	125 31% H	99 39% HQP	166 44% HKOP	133 45% HKP	128 38% HKP	77 28% H	247 55% HKLMNOP	- -	413 67% RTUVWXY	180 50% RUVWX	147 35% RX	88 40% RX	143 41% RUX	75 27% R	266 52% RUVWX
Don't know	34 3%	1 *	3 1%	- - *	3 2% *	5 1%	4 1%	- -	1 *	2 1%	1 *	- -	1 *	1 *	2 1%	2 -	- *	- -	- -	1 *	1 *	- -	1 *	1 *	4 1% S

Net: Very/Fairly favourable	211 20%	122 37% CDE	24 10%	11 15% *	19 16% *	67 17%	99 27% F	161 71% IJKLMNOPQ	15 3%	65 16% I	115 29% IUMNQ	55 22% I	81 22% I	63 21% I	86 25% I	85 31% IUMNQ	65 14% I	211 100% STUVWXY	- -	66 19% S	115 27% STY	53 24% SY	87 25% STY	87 32% STVWY	75 15% S
Net: Very/Fairly unfavourable	615 59%	143 43% BD	192 76% BD	45 63% B*	81 67% B*	269 68% G	188 52%	23 10% JKLMNOPQ	520 88% JKLMNOP	292 72% H	211 53% H	161 64% HQP	237 64% HKOP	194 66% HKP	195 58% HKP	136 49% H	335 74% HKLMNOP	- -	615 100% RTUVWXY	251 70% RUVWX	237 57% RX	146 66% RUX	205 59% RX	135 49% R	372 73% RUVWX
Net Difference	-404 -38%	-21 -6%	-168 -66%	-34 -48%	-62 -52%	-201 -51%	-89 -25%	138 61%	-504 -86%	-227 -56%	-96 -24%	-107 -42%	-156 -42%	-132 -44%	-109 -33%	-51 -18%	-270 -60%	211 100%	-615 -100%	-184 -52%	-123 -29%	-94 -42%	-117 -34%	-48 -17%	-297 -58%

Mean	-0.75	-0.17 CDE	-1.18	-0.87 *	-1.09 *	-0.95	-0.48 F	0.78 IJKLMNOPQ	-1.48	-1.07 I	-0.48 IUMNQ	-0.76 I	-0.80 I	-0.83 I	-0.64 IMQ	-0.38 IUMNQ	-1.11 I	1.26 STUVWXY	-1.67	-0.97 S	-0.58 STY	-0.74 STY	-0.69 STY	-0.35 STUVWY	-1.08 S
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14th - 17th 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/s eparated	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Very favourable (2)	43 4%	29 6% c	13 3%	11 10% GHI	8 4%	8 5% H	5 3%	2 1%	10 4%	19 6% L	13 4%	11 3%	11 8% OP	14 5%	6 3%	11 3%	24 4%	19 4%	8 3%	6 2%	19 8% STX	10 7% T*	- - *	1 1% *	34 4%	9 5%	23 4%	17 6%	4 3%	15 4%	28 4%	19 5%	24 4%	33 5%	11 3%
Fairly favourable (1)	178 17%	88 17%	90 17%	18 16%	33 19%	29 17%	33 19%	22 13%	43 17%	51 18%	62 18%	65 16%	23 18%	49 17%	50 20%	51 14%	115 20% R	63 14%	28 12%	43 16%	47 20% S	35 24% S*	6 12% *	18 20% *	158 18%	20 12%	117 19% c	46 16%	15 11%	67 20%	112 16%	87 23% g	92 14%	123 19% i	55 14%
Neither favourable nor unfavourable (0)	384 37%	191 38%	189 36%	45 41%	76 42% I	65 38%	56 33%	67 40%	76 31%	121 42%	121 35%	142 34%	52 40%	114 39%	88 36%	116 32%	228 39%	156 34%	93 38%	111 40%	79 33%	40 28% *	26 51% UV*	36 36% *	316 36%	68 42%	234 38%	97 33%	54 40%	131 39%	253 35%	148 38%	237 36%	235 36%	150 37%
Fairly unfavourable (-1)	153 15%	64 13%	87 16%	9 8%	22 12%	20 12%	29 17%	22 13%	51 21% DEF	31 11%	49 14%	73 18% J	13 10%	35 12%	36 15%	65 18% M	86 15%	68 15%	48 19%	37 13%	32 13%	21 14% *	5 10% *	11 12% *	132 15%	21 13%	96 15%	34 12%	23 17%	41 12%	112 16%	46 12%	108 16%	90 14%	64 16%
Very unfavourable (-2)	192 18%	108 21% c	81 15%	11 10%	16 9%	22 13%	37 21%	46 27% DE	60 24% DEF	27 9%	59 17%	106 26% JK	14 11%	30 11%	46 19% N	96 27% MNO	89 15%	103 22% Q	46 18%	54 20%	43 18%	23 16% *	10 19% *	18 19% *	155 18%	37 22%	104 17%	59 20%	29 21%	41 12%	151 21% d	57 15%	135 20% f	105 16%	87 22% h
Don't know	98 9%	29 6%	69 13% B	16 14% HI	25 14% HI	26 15% HI	14 8% I	10 6%	8 3%	41 14% L	39 11% L	17 4%	17 13% P	46 16% OP	18 7%	17 5%	43 7% Q	55 12% Q	24 10%	24 9%	21 9%	16 11% *	4 9% *	8 9% *	89 10%	9 5%	46 7%	41 14% a	11 8%	39 12%	58 8%	28 7%	70 11%	61 9%	37 9%

Net: Very/Fairly favourable	222 21%	117 23%	104 20%	29 26% H	41 23% H	38 22%	38 22%	24 14%	53 21%	70 24%	76 22%	76 18%	33 26%	63 22%	56 23%	63 18%	139 24% R	83 18%	37 15%	49 18%	66 28% STW	45 31% STW*	6 12% *	19 21% *	193 22%	29 18%	140 23% c	63 21%	18 14%	82 24%	140 20% g	105 27% f	116 17%	156 24% i	66 16%
Net: Very/Fairly unfavourable	345 33%	172 34%	168 32%	21 19%	37 21%	42 25%	66 38% DEF	68 41% DEF	111 45% DEF	58 20%	108 31%	179 43% JK	27 21%	66 23%	82 34% MNO	161 45% MNO	175 30% Q	171 37% Q	94 38%	91 33%	74 31%	43 30% *	14 28% *	29 32% *	287 32%	58 35%	200 32%	93 32%	53 39%	82 25% d	263 37% d	103 27%	243 36% f	194 30% h	151 37% h
Net Difference	-124 -12%	-55 -11%	-65 -12%	8 7%	4 2%	-5 -3%	-28 -16%	-45 -27%	-59 -24%	12 4%	-32 -9%	-103 -25%	7 5%	-2 -1%	-26 -11%	-99 -28%	-36 -6%	-88 -19%	-57 -23%	-42 -15%	-8 -3%	1 1%	-8 -16%	-10 -11%	-94 -11%	-29 -18%	-59 -10%	-30 -10%	-34 -25%	* *	-123 -17%	3 1%	-126 -19%	-38 -6%	-85 -21%

Mean	-0.29	-0.28	-0.29	0.08 GHI*	-0.03 GHI	-0.13 HI	-0.37	-0.56	-0.45	0.01 KL	-0.26 L	-0.50	0.03 OP	-0.08 OP	-0.29 P	-0.54	-0.19 R	-0.42	-0.42	-0.36	-0.15 S	-0.09 S*	-0.38 *	-0.32 *	-0.27	-0.37	-0.24	-0.29	-0.48 *	-0.09 e	-0.37	-0.10 g	-0.40	-0.19 i	-0.44
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14th - 17th June 2024

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Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529	
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511	
Very favourable (2)	43 4%	6 2%	14 5% B	15 20% BCE*	1 1% *	15 4%	12 3%	14 6% KMO	24 4% KMO	27 7% IKMOQ	6 2%	35 14% HIJKNOPQ	4 1% *	28 9% IKMOQ	6 2%	16 6% KMO	16 4% KM	16 8% SUWY	22 4% UW	24 7% SUWY	6 1% W	43 19% RSTUWXY	- -	19 7% SUW	18 3% UW	
Fairly favourable (1)	178 17%	39 12%	59 24% B	30 42% BCE*	25 21% B*	99 25% G	50 14%	44 20% KMO	118 20% KMO	107 26% HIJKNOPQ	35 9% M	133 53% HIJKNOPQ	8 2% *	100 34% HIJKNOPQ	22 7% M	56 20% KMO	93 17% KMO	36 21% UW	124 20% UW	113 32% RSUWXY	30 7% W	178 81% RSTUWXY	- -	55 20% UW	96 19% UW	
Neither favourable nor unfavourable (0)	384 37%	111 34%	103 41%	21 30% *	36 30% *	166 25% G	108 30%	68 30% MP	213 36% KLMOP	164 40% HIJKNOP	107 27% M	62 25% *	69 18% *	102 34% KLMP	93 28% M	63 23% *	169 37% KLMOP	66 31% VW	215 35% UWVX	144 40% RSUWVX	117 28% VW	- -	- -	70 26% VW	192 38% UWVX	
Fairly unfavourable (-1)	153 15%	74 22% CD	34 13% D	2 3% *	16 14% D*	58 15%	65 18%	52 23% IJLN	75 13% L	49 12% L	89 22% IJKLNQ	9 4% *	102 27% HIJKNOPQ	32 11% L	67 20% IJLN	50 18% IJLN	76 17% IJLN	42 20% STVX	76 12% V	39 11% V	94 23% STVXY	- -	153 44% RSTUWXY	37 14% V	81 16% STV	
Very unfavourable (-2)	192 18%	97 29% CD	25 10%	2 3% *	31 26% CD*	39 10%	112 31%	44 19% IJLN	120 20% IJLN	32 8% L	145 36% HIJLNQ	4 2% *	175 47% HIJKNOPQ	20 7% L	139 41% HIJLNQ	82 30% HIJLNQ	84 19% IJLN	46 22% TV	129 21% TVY	25 7% V	152 36% RSTVY	- -	192 56% RSTUWXY	84 30% STVY	88 17% TV	
Don't know	98 9%	3 1%	18 7% B	1 1% *	10 8% BD*	19 5%	16 4%	4 2% HMOQ	38 6% HMOQ	27 7% HLOQ	17 4% *	9 4% *	15 4% *	14 5% 2%	8 2% 4%	10 4% 3%	14 3% 3%	5 8% RTUWVX	49 3% VW	12 5% VW	19 5% VW	- -	- -	9 3% VW	35 7% RTVW	

Net: Very/Fairly favourable	222 21%	44 13%	73 29% B	44 62% BCE*	26 22% *	115 29% G	62 17%	58 26% KMG	142 24% KMO	134 33% HIJKNOPQ	41 10% M	168 66% HIJKNOPQ	12 3% *	128 43% HIJKNOPQ	28 8% M	72 26% KMO	109 24% KMO	53 25% UW	146 24% UW	137 38% RSUWXY	36 9% W	222 100% RSTUWXY	- - -	74 27% UW	114 22% UW
Net: Very/Fairly unfavourable	345 33%	170 52% CDE	59 23% D	5 7% *	47 39% CD*	98 25%	177 49% F	96 42% IJLN	195 33% IJLN	81 20% L	233 59% HIJLNQ	14 5% *	277 74% HIJKNOPQ	52 17% L	206 61% HIJLNQ	132 48% IJLNQ	160 35% IJLN	87 41% TVY	205 33% TV	64 18% V	246 59% RSTVXY	- - -	345 100% RSTUWXY	121 44% STVY	169 33% TV
Net Difference	-124 -12%	-126 -38%	14 6%	40 56%	-21 -18%	17 4%	-115 -32%	-37 -16%	-53 -9%	52 13%	-192 -48%	155 61%	-265 -71%	77 26%	-178 -53%	-60 -22%	-51 -11%	-35 -16%	-58 -10%	73 21%	-210 -50%	222 100%	-345 -100%	-47 -17%	-55 -11%

Mean	-0.29	-0.67	0.01 BE	0.73 BCE*	-0.46 *	-0.02 G	-0.62	-0.30 KMG	-0.27 KMOP	0.12 HIJKNOPQ	-0.87 M	0.76 HIJKNOPQ	-1.22	0.30 HIJKNOPQ	-0.95 M	-0.47 KMG	-0.27 KMO	-0.31 UW	-0.29 UW	0.21 RSUWXY	-0.89 W	1.19 RSTUWXY	-1.56	-0.42 UW	-0.26 UW
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

14th - 17th 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399				
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403				
Very favourable (2)	108 10%	67 13% c	40 8%	11 10%	13 7%	15 9%	16 9%	18 11%	35 14%	24 8%	31 9%	53 13%	13 10%	19 6%	27 11%	46 13% N	52 9%	56 12%	29 x	28 10%	26 11%	16 11% *	6 11% *	3 4% *	96 11%	12 8%	68 11%	28 9%	12 9%	31 9%	77 11%	33 9%	75 11%	58 9%	50 12%				
Fairly favourable (1)	166 16%	98 19% c	67 13%	20 19%	28 16%	22 13%	26 15%	33 20%	36 14%	48 17%	49 14%	69 17%	23 18%	44 15%	35 14%	57 16%	85 15%	81 18%	43 17%	42 15%	38 16%	23 16% *	13 25% x*	8 9% *	142 16%	24 15%	102 16%	41 14%	23 17%	58 17%	108 15%	46 12%	120 18% f	109 17%	57 14%				
Neither favourable nor unfavourable (0)	209 20%	84 16%	123 23% B	26 23%	47 26% GH	34 20%	26 15%	26 16%	50 20%	73 25% KL	61 18%	76 18%	31 24%	66 23%	43 18%	62 17%	121 21%	89 19%	54 22%	55 20%	49 20%	28 19%	6 12% *	18 19% *	172 19%	38 23%	134 22%	53 18%	22 23%	76 19%	134 21%	82 19%	127 21%	139 21%	71 18%				
Fairly unfavourable (-1)	146 14%	72 14%	72 14%	17 15%	37 21% H	22 13%	24 14%	15 9%	31 13%	54 19% L	46 13%	46 11%	24 19% P	47 16%	31 13%	39 11%	75 13%	70 15%	32 13%	42 15%	34 14%	22 16% *	3 6% *	13 14% *	124 14%	22 13%	81 13%	46 16%	18 14%	52 16%	93 13%	60 16%	85 13%	97 15%	48 12%				
Very unfavourable (-2)	365 35%	174 34%	190 36%	24 22%	46 25%	60 35% D	70 40% DE	74 44% DE	92 37% DE	129 24%	167 38% J	26 40% J	89 20%	95 31% M	148 39% MN	225 42% R	140 30%	75 30%	95 35%	81 34%	48 33%	20 39% *	46 50% STUV*	300 34%	66 40%	209 34%	104 36%	52 39%	97 29%	269 38% d	148 39%	217 33%	214 33%	152 38%					
Don't know	54 5%	14 3%	38 7% B	11 10% HI	9 5% H	18 10% HI	11 6% HI	1 1%	4 1%	20 7% L	29 8% L	5 1%	11 9% P	25 9% P	13 5% P	4 1%	27 5%	28 6%	15 6%	12 4%	12 5%	8 6% *	3 6% *	4 4% *	52 6% z	2 1%	26 4%	21 7%	7 5%	20 6%	34 5%	14 4%	41 6%	29 4%	25 6%				
Net: Very/Fairly favourable	274 26%	165 32% c	107 20%	32 29%	41 23%	37 22%	43 25%	51 30%	71 29%	73 25%	80 23%	122 29%	37 28%	63 22%	62 25%	102 29%	137 23%	138 30% Q	72 29% x	70 26% x	64 27% x	38 27% x*	19 36% x*	11 12% *	238 27%	36 22%	170 27%	69 23%	36 26%	89 27%	185 26%	79 21%	195 29% f	167 26%	107 27%				
Net: Very/Fairly unfavourable	511 49%	245 48%	262 49%	41 37%	82 46%	82 48%	93 54% D	89 53% D	124 50% D	123 43%	175 51%	213 51% J	50 39%	135 47%	126 52% M	188 53% M	301 51%	210 45%	107 43%	137 50%	115 48%	70 49% *	23 46% *	59 65% STUVW*	424 48%	87 53%	290 47%	151 51%	71 52%	149 45%	362 51%	208 54% g	303 46%	311 48%	200 50%				
Net Difference	-237 -23%	-80 -16%	-154 -29%	-9 -8%	-42 -23%	-44 -26%	-51 -29%	-38 -23%	-53 -21%	-51 -18%	-95 -28%	-91 -22%	-14 -11%	-72 -25%	-64 -26%	-86 -24%	-164 -28%	-73 -16%	-35 -14%	-67 -24%	-51 -21%	-32 -22%	-5 -9%	-48 -52%	-186 -21%	-51 -31%	-120 -19%	-82 -28%	-35 -26%	-60 -18%	-177 -25%	-129 -34%	-108 -16%	-144 -22%	-93 -23%				
Mean	-0.50	-0.38 c	-0.62	-0.22 G*	-0.44	-0.58	-0.64	-0.57	-0.45	-0.36 K	-0.61	-0.50	-0.22 NO	-0.54	-0.57	-0.54	-0.60	-0.36 Q	-0.35 x	-0.51 x	-0.47 x	-0.47 x*	-0.39 x*	-1.03 *	-0.47	-0.65	-0.44	-0.58	-0.58	-0.40	-0.54	-0.66	-0.40 f	-0.49	-0.52				

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

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

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529			
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511			
Very favourable (2)	108 10%	64 19% CD	12 5%	2 3% *	16 14% CD*	13 3%	77 21% F	30 13% JUNQ	56 9% Q	32 8% Q	71 18% IUNQ	18 7% Q	64 17% IUNQ	19 6% Q	63 19% IUNQ	98 35% HIUKLMNOQ	5 1%	27 13% TY	65 11% TY	24 7% Y	72 17% STVY	24 11% TY	60 17% STY	108 39% RSTUVWY	- -			
Fairly favourable (1)	166 16%	74 22% C	29 12%	8 12% *	19 16% *	41 10%	92 25% F	72 32% IUKLMNOQ	60 10% Q	67 17% IQ	77 19% IQ	51 20% INQ	71 19% IQ	43 15% IQ	62 18% IQ	115 42% HIUKLMNOQ	9 2%	60 29% STUWY	69 11% Y	62 17% SY	74 18% SY	50 23% STY	61 18% SY	166 61% RSTUVWY	- -			
Neither favourable nor unfavourable (0)	209 20%	66 20%	47 19%	15 21% *	16 13% *	65 16%	77 21% IUKMOPQ	53 23% Q	93 16% Q	79 19% IQ	66 17% Q	43 18% Q	57 15% Q	52 18% Q	48 14% Q	45 16% Q	28 6% SUVWXY	47 22% XY	89 14% SKY	65 18% SKY	67 16% XY	32 14% XY	52 15% XY	- -	- -			
Fairly unfavourable (-1)	146 14%	41 13%	40 16%	6 8% *	12 10% *	46 12%	43 15% P	34 13% P	74 20% P	51 12% P	49 13% P	27 11% P	43 13% P	38 15% P	50 15% MP	12 4%	76 17% IUKLMP	34 16% VWX	78 13% VX	48 14% VX	59 14% VWX	18 8% X	37 11% X	- -	146 28% RSTUVWX			
Very unfavourable (-2)	365 35%	83 25% B	122 48% B	40 56% B*	54 45% B*	225 57% G	67 19% P	36 16% P	293 50% HIUKMOP	167 41% HIUKMOP	129 32% HP	112 44% HKOP	134 36% HP	141 48% HIUKMOP	108 32% HP	6 2%	332 73% HIUKLMNOP	41 20% X	294 48% RTUWX	153 43% RUX	143 34% RX	96 43% RUX	133 38% RX	- -	365 72% RSTUVWX			
Don't know	54 5%	1 *	3 1%	- - *	3 3% *	6 2%	7 2%	1 *	12 2% PQ	10 2% LPQ	6 2% P	1 1%	5 1% P	3 1%	4 1% P	- -	2 1% Y	2 1% Y	19 3% UVWXY	6 2% XY	3 1% Y	2 1% Y	3 1% Y	- -	- -			

Net: Very/Fairly favourable	274 26%	137 42% CDE	42 16%	11 15% *	35 29% CD*	54 14%	169 47% F	103 45% IUKLMNOQ	116 20% Q	99 24% IQ	148 37% IUNQ	70 28% INQ	134 36% IUNQ	62 21% Q	125 37% IUNQ	213 77% HIUKLMNOQ	14 3%	87 41% STY	135 22% Y	86 24% Y	145 35% STY	74 33% STY	121 35% STY	274 100% RSTUVWY	- -
Net: Very/Fairly unfavourable	511 49%	124 38% B	161 64% B	46 64% B*	66 55% B*	271 68% G	110 30% P	70 31% HIUKMOP	367 62% HIUKMOP	218 54% HKP	178 45% HP	139 55% HKP	176 47% HP	179 61% HIUKMOP	158 47% HP	18 7%	407 90% HIUKLMNOP	75 36% X	372 61% RUVWX	202 56% RUX	202 48% RX	114 52% RX	169 49% RX	- -	511 100% RSTUVWX
Net Difference	-237 -23%	13 4%	-120 -47%	-35 -49%	-31 -26%	-217 -55%	58 16%	33 15%	-252 -43%	-119 -29%	-31 -8%	-69 -27%	-42 -11%	-117 -40%	-33 -10%	195 70%	-393 -87%	12 6%	-237 -39%	-116 -32%	-57 -14%	-40 -18%	-48 -14%	274 100%	-511 -100%

Mean	-0.50	-0.02 CDE	-0.91	-1.01 *	-0.58 *	-1.10	0.19 F	0.12 IUKLMNOQ	-0.85 Q	-0.64 INQ	-0.23 IUNQ	-0.64 IQ	-0.30 IUNQ	-0.82 Q	-0.23 IUNQ	1.04 HIUKLMNOQ	-1.60	-0.01 STUVWY	-0.78 Y	-0.70 Y	-0.31 STY	-0.51 STY	-0.35 STY	1.39 RSTUVWY	-1.72
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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(*)

14th - 17th 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 (f)	Non-graduate (g)	Working (h)	Not working (i)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Very favourable (2)	145	83	61	15	38	10	26	29	27	52	36	57	17	43	36	46	86	59	38	32	34	25	7	9	124	21	90	39	16	48	97	64	82	96	50
	14%	16%	12%	13%	21% FI	6%	15% F	17% F	11%	18% K	10%	14%	13%	15%	15%	13%	15%	13%	15%	12%	14%	17% *	13% *	10% *	14%	13%	15%	13%	12%	14%	14%	17%	12%	15%	12%
Fairly favourable (1)	260	130	129	36	60	49	37	29	49	97	86	78	47	82	57	67	147	113	57	76	57	39	5	26	227	34	149	79	32	95	165	112	148	180	81
	25%	26%	24%	33% GHI	34% GHI	29% H	21% H	17%	20%	33% KL	25%	19%	36% OP	28% P	23%	19%	25%	24%	23%	28% W	24%	27% W*	11% *	28% W*	26%	21%	24%	27%	24%	29%	23%	29% g	22%	28% i	20%
Neither favourable nor unfavourable (0)	192	93	96	26	29	43	31	24	38	55	74	62	27	63	42	54	108	84	43	47	43	26	7	26	159	32	113	55	23	69	123	71	120	129	63
	18%	18%	18%	24% HI	16% HI	25% HI	18% HI	14%	15%	19%	22% L	15%	21%	22%	17%	15%	19%	18%	17%	17%	18%	18% *	14% *	28% st*	18%	20%	18%	19%	17%	21%	17%	19%	18%	20%	16%
Fairly unfavourable (-1)	165	79	83	14	21	26	25	30	49	35	50	79	15	43	34	68	97	68	41	44	34	19	13	15	137	27	98	47	19	46	119	65	100	92	72
	16%	15%	16%	13%	12%	15%	14%	18%	20%	12% J	15%	19% JK	12%	15%	14%	19%	17%	15%	17%	16%	14%	13% *	25% x*	16% *	17%	16%	16%	17%	14%	14%	17%	15%	15%	14%	18%
Very unfavourable (-2)	234	111	120	10	16	25	47	55	81	26	72	135	16	26	65	117	117	116	54	64	61	25	16	14	188	46	140	56	38	50	183	56	178	114	120
	22%	22%	23%	9%	9%	15%	27% DEF	32% DEF	33% DEF	9%	21% J	33% JK	12%	9%	27% MN	33% MN	20%	25%	22%	23%	26%	17% *	31% x*	15% *	21%	28%	23%	19%	28%	15% d	26% d	15% f	27% f	18%	30% h
Don't know	53	13	40	8	16	17	8	1	3	24	25	4	8	32	10	4	29	25	15	12	11	11	3	2	50	3	29	17	7	26	27	16	38	36	17
	5%	3%	8% B	7% HI	9% HI	10% HI	4% H	1%	1%	8% L	7% L	1%	6% P	11% OP	4% P	1%	5%	5%	6%	4%	5%	7% *	6% *	2% *	6%	2%	5%	6%	5%	8% e	4%	6%	6%	4%	
Net: Very/Fairly favourable	406 39%	213 42%	190 36%	51 46% I	98 55% FGHI	59 35%	63 36%	58 35%	77 31%	149 52% KL	122 35%	135 32%	64 49% OP	126 43% P	93 38%	113 32%	233 40%	173 37%	95 38%	108 40% W	91 38%	64 44% W*	12 24% *	35 38% *	351 40%	55 34%	239 39%	118 40%	48 36%	143 43%	262 37% g	176 46% g	230 35%	275 43% i	130 32%
Net: Very/Fairly unfavourable	398 38%	189 37%	203 38%	25 23%	36 20%	51 30%	72 41% DEF	85 50% DEF	130 52% DEFG	61 21%	123 36% J	214 52% JK	31 24%	69 24% MN	99 41% MN	185 52% MNO	215 37%	184 40%	95 38%	107 39%	95 40%	44 30% *	28 56% STUVW*	28 31% *	325 37%	73 45%	238 38%	103 35%	57 42%	96 29%	303 42% d	121 31% f	278 42% f	206 32% h	193 48% h
Net Difference	7 1%	24 5%	-13 -2%	26 24%	62 34%	8 5%	-9 -5%	-27 -16%	-53 -21%	88 30%	-1 *	-80 -19%	33 26%	57 20%	-6 -3%	-72 -20%	18 3%	-11 -2%	* *	1 *	-4 -2%	20 14%	-16 -32%	7 7%	25 3%	-18 -11%	1 *	15 5%	-9 -6%	48 14%	-40 -6%	55 14%	-48 -7%	69 11%	-62 -15%
Mean	-0.08	-0.01	-0.15	0.30 FGH*	0.51 FGHI	-0.05 I	-0.18	-0.31	-0.43	0.43 KL	-0.12 L	-0.38	0.29 OP	0.29 OP	-0.15	-0.41	-0.02	-0.15	-0.07	-0.12	-0.14	0.15 W*	-0.53 *	0.02 W*	-0.05	-0.27	-0.08	-0.01	-0.24	0.15 e	-0.18	0.17 g	-0.23	0.08 i	-0.34

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

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

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

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529			
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511			
Very favourable (2)	145	18	90	6	7	80	33	19	118	145	-	55	35	67	19	35	76	17	119	125	5	51	34	26	80			
	14%	5%	35%	8%	5%	20%	9%	9%	20%	36%	-	22%	9%	23%	6%	13%	17%	8%	19%	35%	1%	23%	10%	10%	16%			
			BDE	*	*	G		K	HKMOPQ	HKLMNOPQ		HKMOP	KO	HKMOPQ	K	KO	HKMO	U	RUWXY	RSUVWXY	RUWXY		U	U	RUWX			
Fairly favourable (1)	260	36	105	30	26	113	68	49	180	260	-	103	55	99	49	60	121	48	173	188	16	83	48	73	138			
	25%	11%	42%	42%	22%	28%	19%	22%	31%	64%	-	41%	15%	34%	15%	22%	27%	23%	28%	52%	4%	37%	14%	27%	27%			
			BE	BE*	B*	G		KMO	HKMOPQ	HKLMNOPQ		HKMOPQ	K	HKMOPQ	K	KMO	KMO	UW	UW	RSUVWXY	RSUVWXY		U	UW	UW			
Neither favourable nor unfavourable (0)	192	44	34	20	27	82	46	27	94	-	-	44	38	56	44	30	79	29	98	33	33	46	30	24	106			
	18%	13%	13%	28%	22%	21%	13%	12%	16%	-	-	17%	10%	19%	13%	11%	17%	14%	16%	9%	8%	21%	9%	9%	21%			
				BC*	B*	G		JK	JKMP			JKMP	JK	HKMOP	JK	JK	JKMP	UWX	TUWX		RTUWX				RSTUWX			
Fairly unfavourable (-1)	165	83	15	11	26	62	73	53	83	-	165	31	77	47	68	48	83	43	83	6	135	26	74	43	84			
	16%	25%	6%	15%	21%	16%	20%	23%	14%	-	41%	12%	21%	16%	20%	17%	18%	20%	13%	2%	32%	12%	22%	16%	16%			
		C		C*	C*			ULNP	J		HULMNOPQ	J	UL	J	UL	J	UL	STV	T	RSTVWXY	T	STVXY			ST			
Very unfavourable (-2)	234	148	8	4	31	56	140	75	109	-	234	20	168	22	156	102	89	73	128	5	225	15	159	105	94			
	22%	45%	3%	6%	26%	14%	39%	33%	18%	-	59%	8%	45%	8%	46%	37%	20%	34%	21%	1%	54%	7%	46%	38%	18%			
		CDE		*	CD*		F	ULNQ	JLN		HULMNOPQ	J	ULNQ	J	HULNPQ	IULNQ	JLN	STVY	TV	RSTVWXY	T	RSTVXY	STVY		TV			
Don't know	53	1	1	1	4	5	3	3	5	-	-	1	-	4	-	1	4	1	14	1	3	1	1	3	9			
	5%	*	*	1%	3%	1%	1%	1%	1%	-	-	*	-	1%	-	*	1%	1%	2%	*	1%	*	*	1%	2%			
				*	BC*			JKMO	JKMO					JKM		JKM		TUVW							TW			

Net: Very/Fairly favourable	406 39%	53 16%	195 77% BDE	36 50% BE*	32 27% B*	192 48% G	101 28%	69 30% KO	298 51% HKMOPQ	406 100% HKLMNOPQ	- - HKLMNOPQ	158 62% HKMOPQ	90 24% K	167 56% HKMOPQ	68 20% K	96 35% KMO	198 44% HKMOP	65 31% UW	292 47% RUWXY	313 87% RSUVWXY	22 5% RSUVWXY	134 60% RSUVWXY	81 24% U	99 36% UW	218 43% RUW
Net: Very/Fairly unfavourable	398 38%	231 70% CDE	24 9%	15 21% C*	56 47% CD*	117 30% G	212 59% F	128 57% IULNQ	191 32% JLN	- - HULMNOPQ	398 100% J	51 20% J	245 66% HULNPQ	70 24% J	224 67% HULNPQ	150 54% IULNQ	172 38% JLN	115 55% STVY	211 34% TV	11 3% RSTVWXY	360 86% -	41 19% T	233 68% RSTVXY	148 54% STVY	178 35% TV
Net Difference	7 1%	-178 -54%	171 68%	21 29%	-24 -20%	75 19%	-111 -31%	-60 -26%	107 18%	406 100%	-398 -100%	106 42%	-155 -42%	97 33%	-155 -46%	-55 -20%	26 6%	-51 -24%	81 13%	302 84%	-338 -81%	93 42%	-152 -44%	-49 -18%	40 8%

Mean	-0.08	-0.94	1.00 BDE	0.32 BE*	-0.42 B*	0.25 G	-0.61	-0.52 KMO	0.20 HKMOPQ	1.36 HKLMNOPQ	-1.59	0.56 HKMOPQ	-0.77 K	0.49 HKMOPQ	-0.87 K	-0.44 KMO	0.03 HKMOP	-0.51 UW	0.12 RUWX	1.18 RSUVWXY	-1.35	0.58 RSUVWXY	-0.80 U	-0.47 UW	0.05 RUWX
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ColumnProportions [%]: A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y Minimum Base: 30(**) Small Base: 100(*)

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

14th - 17th 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																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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ColumnProportions (5%): A,B/C,D,E,F/G,H/I,J,K,L,M,N/O,P,Q/R,S/T/U/V,W/X,Y/Z,a/b/c,d,e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

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

14th - 17th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians						
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Very favourable (2)	60 6%	43 13% CDE	4 1%	3 4% *	5 4% *	19 5%	28 8%	60 27% IJKLMNOPQ	- 27% -	16 4% I	36 9% IULQ	9 4% I	26 7% IQL	17 6% I	28 8% IULQ	27 10% IULQ	19 4% I	50 24% STUVWXY	5 1% S	16 5% S	33 8% SY	14 6% SY	24 7% SY	31 11% STVWY	15 3% S
Fairly favourable (1)	166 16%	88 27% CDE	17 7%	10 14% *	12 10% *	48 12%	79 22% F	166 73% IJKLMNOPQ	- 73% -	52 13% IQL	92 23% IULMQ	52 21% IQL	55 15% IQL	52 18% IULQ	64 19% IULMQ	77 28% IULMNOQ	41 9% I	112 53% STUVWXY	18 3% S	54 15% SY	92 22% STY	44 20% STY	72 21% SY	72 26% STY	54 11% S
Neither favourable nor unfavourable (0)	186 18%	67 20%	36 14%	8 11% *	16 14% *	56 14%	73 20% F	- 20% -	- 20% -	36 9% HI	76 19% HIUNQ	30 12% HI	63 17% HIUNQ	33 11% HI	54 16% HIULQ	53 19% HIULNQ	42 9% HI	33 16% STV	60 10% T	25 7% R	80 19% R	21 10% R	52 15% ST	55 20% STV	66 13% ST
Fairly unfavourable (-1)	193 18%	78 24% CE	33 13%	18 26% C*	17 14% *	75 19%	71 20%	- 33% IJKLMNOPQ	193 17% HIJKLMNOPQ	69 17% H	86 22% H	48 19% H	79 21% H	48 16% H	73 22% H	53 19% H	93 20% H	9 5% RTY	142 23% RTY	68 19% R	90 21% R	44 20% R	67 19% R	54 20% R	96 19% R
Very unfavourable (-2)	395 38%	50 15% BD	161 64% B	33 46% B*	63 53% B*	194 49% G	106 29%	- 67% IJKLMNOPQ	395 100% HIJKLMNOPQ	229 73% HIJKLMNOP	105 26% H	113 45% HKDP	148 40% HKDP	143 49% HKMOP	112 33% HKP	66 24% H	254 56% HKL MNOP	6 3% RTUVWXY	378 61% RTUVWXY	192 54% RUVWX	119 29% RX	98 44% RUX	129 37% RUX	62 23% R	271 53% RUVWX
Don't know	48 5%	2 1%	3 1%	- - *	5 5% B*	5 1%	4 1%	- - -	- - -	3 1% I	4 1% I	1 * I	2 1% I	1 * HI	5 1% HI	4 * I	1 1% I	11 2% VX	3 1% VX	3 1% VX	- - -	2 1% VX	1 * V	8 2% V	

Net: Very/Fairly favourable	226 22%	131 40% CDE	21 8%	13 18% C*	18 15% *	67 17%	107 30% F	226 100% IJKLMNOPQ	- - -	69 17% I	128 32% IULMNOQ	61 24% IULQ	81 22% IQL	70 24% IULQ	92 27% IULMQ	104 37% IULMNOQ	60 13% I	161 76% STUVWXY	23 4% SY	70 20% SY	126 30% STY	58 26% STY	96 28% STY	103 37% STUVWY	70 14% S
Net: Very/Fairly unfavourable	589 56%	128 39% B	194 77% B	51 71% B*	80 67% B*	268 68% G	177 49%	- 100% HIJKLMNOPQ	589 100% HIJKLMNOPQ	298 73% HIJKLMNOP	191 48% H	161 64% HKDP	227 61% HKDP	192 65% HKDP	185 55% HKP	119 43% H	347 77% HKL MNOP	15 7% RTUVWXY	520 85% RTUVWXY	260 73% RUVWX	209 50% RX	142 64% RUX	195 57% RUX	116 42% R	367 72% RUVWX
Net Difference	-362 -35%	3 1%	-173 -68%	-38 -54%	-62 -52%	-201 -51%	-70 -19%	226 100%	-589 -100%	-229 -57%	-63 -16%	-100 -40%	-146 -39%	-122 -41%	-93 -28%	-15 -6%	-287 -63%	146 69%	-496 -81%	-190 -53%	-83 -20%	-84 -38%	-100 -29%	-13 -5%	-298 -58%

Mean	-0.70	-0.01 CDE	-1.32	-0.95 C*	-1.05 *	-0.96	-0.41 F	1.27 IJKLMNOPQ	-1.67	-1.10 I	-0.34 IULMNOQ	-0.81 IULQ	-0.72 IULQ	-0.84 IULQ	-0.53 IULMNQ	-0.20 IULMNOQ	-1.16 I	0.91 STUVWXY	-1.44	-1.03 S	-0.41 STVWY	-0.76 STY	-0.59 STY	-0.16 STUVWY	-1.10 S
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ColumnMeans [%]: A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S/T/U/V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

14th - 17th 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	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/S eparated	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
Very favourable (2)	49 5%	23 5%	26 5%	6 6% H	8 5%	10 6% H	9 5%	2 1%	14 6% H	14 5%	18 5%	16 4%	6 5%	17 6%	9 4%	16 5%	29 5%	20 4%	8 3%	9 3%	14 6%	12 8% *	*	6 1% *	41 5%	8 5%	31 5% c	16 6% c	1 1%	18 5%	31 4%	26 7% g	23 3%	36 6%	13 3%	
Fairly favourable (1)	204 19%	92 18%	111 21%	21 19%	43 24%	33 20%	37 21%	32 19%	38 16%	64 22%	70 20%	70 17%	25 20%	62 21%	54 22% P	54 15%	123 21%	81 17%	41 16%	59 22%	53 22%	30 21% *	8 15% *	14 15% *	176 20%	29 17%	130 21%	54 18%	20 15%	77 23%	127 18%	92 24% g	112 17%	133 21%	71 18%	
Neither favourable nor unfavourable (0)	342 33%	160 32%	178 34%	35 32%	67 38%	54 31%	51 29%	58 35%	78 31%	102 35%	104 30%	136 33%	42 32%	98 34%	79 32%	114 32%	211 36% R	132 28%	82 33%	89 33%	82 34%	39 27% *	21 42% *	28 31% *	295 33%	48 29%	211 34%	84 29%	47 35%	105 31%	238 33%	133 35%	210 31%	211 33%	131 32%	
Fairly unfavourable (-1)	178 17%	95 19%	80 15%	22 20%	22 12%	23 14%	26 15%	36 21% E	47 19%	44 15%	50 15%	84 20%	24 19%	40 14%	37 15%	70 20%	99 17%	79 17%	50 20%	46 17%	35 14%	18 13% *	7 14% *	22 15% *	137 15%	41 25% Y	101 16%	46 16%	30 22%	57 17%	120 17%	64 17%	114 17%	112 17%	66 16%	
Very unfavourable (-2)	195 19%	104 20%	89 17%	10 10%	20 11%	25 15%	40 23%	35 21% DE	64 26% DEF	31 11%	66 19% J	99 24% J	14 11%	35 12% MN	49 20% MN	91 25% MN	86 15%	109 24% Q	49 20%	50 18%	41 17%	27 19% *	10 19% *	17 19% *	160 18%	35 21%	107 17%	62 21%	26 19%	44 13% d	151 21% d	51 13%	144 22% f	104 16%	91 23% h	
Don't know	81 8%	34 7%	46 9%	16 15% GHI	18 10% HI	25 15% GHI	10 6%	5 3%	6 3%	34 12% L	36 10% L	11 3%	17 13% OP	38 13% OP	15 6%	11 3%	37 6%	44 9%	17 7%	21 8%	16 7%	19 13% *	5 9% *	4 5% *	77 9% Z	4 3%	40 6%	31 10%	11 8%	33 10%	48 7% e	18 5%	63 9% f	50 8%	31 8%	
Net: Very/Fairly favourable	253 24%	115 23%	137 26%	27 24%	51 29%	43 25%	45 26%	34 20%	53 21%	78 27%	89 26%	86 21%	32 24%	79 27%	64 26%	71 20%	152 26%	101 22%	49 20%	68 25%	67 28%	42 29% *	8 16% *	20 22% *	216 24%	37 22%	161 26% c	70 24%	22 16%	95 28% e	158 22%	118 31% g	135 20%	169 26%	84 21%	
Net: Very/Fairly unfavourable	373 36%	199 39% C	169 32%	33 30%	42 24%	49 29%	67 39% E	71 42% DEF	111 45% DEF	75 26%	116 34%	182 44% JK	39 30%	75 26% N	87 36% N	160 45% MNO	184 32% Q	188 41% Q	100 40%	96 35%	76 32%	45 31% *	16 32% *	39 43% *	297 34% Y	75 46% Y	208 34%	109 37%	56 41%	101 30%	271 38% d	115 30%	258 39% f	216 33%	157 39%	
Net Difference	-120 -11%	-84 -17%	-32 -6%	-6 -5%	9 5%	-6 -3%	-21 -12%	-37 -22%	-59 -24%	3 1%	-27 -8%	-96 -23%	-7 -5%	4 1%	-23 -10%	-90 -25%	-32 -5%	-88 -19%	-51 -21%	-28 -10%	-9 -4%	-4 -2% *	-8 -16% *	-19 -21% *	-81 -9%	-39 -24%	-46 -7%	-39 -13%	-35 -26%	-6 -2%	-113 -16% e	3 1%	-123 -18% g	-47 -7%	-73 -18%	
Mean	-0.27	-0.35	-0.19	-0.11 HI*	-0.02 GHI	-0.15 HI	-0.32	-0.43	-0.45	-0.05 L	-0.24 L	-0.44	-0.14 P	-0.06 P	-0.28	-0.48	-0.16 R	-0.42	-0.40	-0.28	-0.16 S	-0.15 *	-0.37 *	-0.36 *	-0.25	-0.41 c	-0.32	-0.48	-0.11 e	-0.35	-0.06 g	-0.41	-0.19 i	-0.41		

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

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

14th - 17th 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							
		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	
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Unweighted base	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529	
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511	
Very favourable (2)	49 5%	3 1%	12 5%	20 29%	4 3%	21 5%	17 5%	13 6%	30 5%	31 8%	5 1%	49 19%	- -	30 10%	9 3%	17 6%	19 4%	16 8%	27 4%	29 8%	4 1%	44 20%	1 *	14 5%	24 5%	
				BCE*	*			KMO	KMO	KMO	KMO	HUKMNOQP		KMO	KM	KMO	KMO	UW	UW	SUWY	RSUWXY			UW	UW	
Fairly favourable (1)	204 19%	45 14%	69 27%	36 51%	24 20%	117 30%	46 13%	48 21%	131 22%	127 31%	47 12%	204 81%	- -	111 37%	26 8%	59 21%	103 23%	38 18%	135 22%	110 31%	49 12%	124 56%	13 4%	56 20%	115 22%	
				BCE*	*	G		KMO	KMO	HUKMOPQ	KMO	HUKMNOQP		HUKMNOQP	M	KMO	KMO	UW	UW	RSUWXY	W	RSUWXY		UW	UW	
Neither favourable nor unfavourable (0)	342 33%	103 31%	105 41%	12 16%	29 24%	145 37%	108 30%	79 35%	178 30%	146 36%	93 23%	- -	- -	90 31%	64 19%	63 31%	140 33%	71 30%	182 36%	130 25%	105 17%	37 17%	52 15%	60 W	173 34%	
				BDE	*			KLMOP	KLMOP	KLMNOPQ	LMO			KLMOP	LM	LM	LM	UVWX	VWX	SUVWX	VW		W	W	SUVWX	
Fairly unfavourable (-1)	178 17%	77 23%	33 13%	1 2%	27 23%	61 15%	71 20%	42 19%	95 16%	58 14%	96 24%	- -	178 48%	34 11%	85 25%	52 19%	90 20%	43 21%	102 17%	56 23%	97 5%	11 STVY	107 31%	57 21%	91 18%	
				CD	*	CD*		LN	LN	LN	LN	LN	HUKLNQP	L	HUKLNQP	LN	ULN	V	V	V	STVY	RSUWXY		V	V	
Very unfavourable (-2)	195 19%	98 30%	29 11%	1 1%	27 23%	41 10%	112 31%	39 17%	131 22%	32 8%	149 37%	- -	195 52%	20 7%	149 44%	79 29%	92 20%	38 18%	134 22%	24 7%	152 36%	2 1%	170 49%	77 28%	85 17%	
				CD	*	CD*	F	JLN	JLN	JLN	L	HUKLNQP	HUKLNQP	L	HUKLNQP	HUKLNQ	JLN	TV	TVY	V	RSUWXY	RSUWXY	RSUWXY	TV	TV	
Don't know	81 8%	3 1%	6 2%	1 2%	8 7%	11 3%	9 2%	6 2%	23 4%	12 3%	9 2%	- -	- -	11 4%	3 1%	5 2%	8 2%	5 2%	35 6%	9 2%	11 3%	4 2%	2 1%	10 4%	23 4%	
				*	B*			LM	LMOQ	LMO	LMO	LMO		LMO	M	LM	LM		TUVW	W	W	2%	1%	W	TW	

Net: Very/Fairly favourable	253 24%	48 15%	81 32%	57 BCE*	28 B*	138 35%	62 17%	61 27%	161 27%	158 39%	51 13%	253 100%	- -	141 48%	35 10%	76 28%	122 27%	55 26%	161 26%	139 39%	53 13%	168 76%	14 4%	70 25%	139 27%
Net: Very/Fairly unfavourable	373 36%	175 53%	61 24%	2 *	55 CD*	103 26%	183 51%	81 36%	227 38%	90 22%	245 61%	- -	373 100%	54 18%	234 70%	131 47%	182 40%	81 38%	237 39%	80 22%	249 60%	12 6%	277 80%	134 49%	176 35%
Net Difference	-120 -11%	-127 -39%	20 8%	55 77%	-27 -22%	36 9%	-121 -33%	-20 -9%	-65 -11%	68 17%	-194 -49%	253 100%	-373 -100%	87 29%	-199 -59%	-55 -20%	-60 -13%	-26 -13%	-76 -12%	59 16%	-196 -47%	156 70%	-263 -76%	-65 -24%	-38 -7%

Mean	-0.27	-0.68	0.01 BE	1.07 BCE*	-0.45 *	0.04 G	-0.61	-0.20 KMOQ	-0.29 KMO	0.17 HIKMOQ	-0.87 MO	1.19 HIKMNOPQ	-1.52	0.34 HIKMOQ	-1.02 M	-0.43 KMO	-0.30 KMO	-0.23 UWX	-0.32 UW	0.18 RSUWXY	-0.85 W	0.91 RSTUWXY	-1.26	-0.48 UW	-0.20 SUWX
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ColumnProportions [%]: A,B/C/D/E,F/G,H/I/J/K,L,M/N/O/P/Q,R/S,T/U/V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

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

14th - 17th 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	
														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	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	s (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
Very favourable (2)	76	33	40	19	18	8	11	3	16	38	19	19	22	22	14	18	41	35	22	15	23	8	1	7	69	7	38	29	9	19	58	39	37	48	28	
	7%	7%	8%	18% FGHI	10% H	5%	7%	2%	6%	13% KL	6%	5%	17% NOP	8%	6%	5%	7%	8%	9%	5%	9%	6%	3% *	3% *	8% *	8%	4%	6%	10%	6%	8%	10% g	6%	7%	7%	
Fairly favourable (1)	219	96	122	29	48	43	34	34	31	76	78	65	33	77	52	54	132	87	39	65	46	44	8	17	195	25	124	71	25	81	139	102	118	148	72	
	21%	19%	23%	26% I	27% I	23%	20%	20%	13%	26% L	23% L	16%	26% P	27% P	21%	15%	23%	19%	16%	24% S	19%	46	31% SUW*	15% *	19% *	22%	15%	20%	24%	18%	24%	19%	26% g	18%	23%	18%
Neither favourable nor unfavourable (0)	339	163	171	30	56	45	61	53	94	86	106	147	36	85	82	121	209	130	84	98	77	42	8	30	284	55	220	74	45	114	225	117	222	210	129	
	32%	32%	32%	27%	31%	26%	35%	32%	38% F	30%	31%	35%	28%	29%	34%	34%	36% R	28%	34% W	36% W	32% W	29% *	15% w*	33% w*	32%	34%	35% b	25%	33%	34%	31%	31%	33%	32%	32%	
Fairly unfavourable (-1)	151	85	66	14	21	30	18	31	38	35	48	69	17	42	28	57	79	73	40	31	34	15	16	17	120	31	91	45	16	48	103	58	94	94	57	
	14%	17%	13%	13%	12%	18%	10%	19% G	15%	12%	14%	17%	13%	14%	12%	16%	13%	16%	16%	11%	14%	10% *	31% STUV*	19% *	14%	19%	15%	15%	12%	14%	14%	15%	14%	15%	14%	
Very unfavourable (-2)	184	105	79	9	17	20	37	37	64	26	57	101	11	25	51	92	85	99	46	46	44	20	13	16	145	39	104	47	33	40	145	51	133	96	89	
	18%	21% C	15%	8%	9%	12%	21% DEF	22% DEF	26% DEF	9%	17% J	24% JK	9%	9%	21% MN	26% MN	15%	21% Q	18%	17%	18%	14% *	26% *	17% *	16%	24% Y	17%	16%	24%	12%	20% d	13%	20% f	15%	22% h	
Don't know	79	27	52	9	19	25	12	9	5	28	37	14	10	39	16	13	39	40	17	20	16	16	5	4	71	8	42	28	8	33	46	17	61	50	28	
	8%	5%	10% B	8% I	11% I	14% GHI	7% I	5%	2%	10% L	11% L	3%	8%	13% OP	7%	4%	7%	9%	7%	7%	7%	11% *	11% *	4% *	8%	5%	7%	10%	6%	10%	6%	5%	9% f	8%	7%	
Net: Very/Fairly favourable	296 28%	129 25%	162 31%	48 44% FGHI	66 37% HI	51 30% I	46 26%	38 22%	47 19%	114 39% KL	97 28% L	85 20%	55 42% OP	100 34% P	66 27%	72 20%	173 30%	122 26%	61 25%	80 29%	69 29%	52 36% SW*	9 18% *	25 27% *	264 30% Z	32 19%	162 26%	100 34% a	34 25%	99 30%	196 27%	140 37% g	155 23%	196 30%	100 25%	
Net: Very/Fairly unfavourable	336 32%	190 37% C	145 27%	23 21%	38 21%	51 30%	54 31% E	68 41% DEF	102 41% DEF	61 21%	105 30% J	170 41% JK	28 22%	67 23%	79 32% MN	150 42% MNO	164 28%	172 37% Q	85 34%	76 28%	78 32%	35 24% *	29 57% STUV*	33 36% *	266 30% Y	70 43%	195 32%	92 31%	48 36%	88 26%	248 35% d	109 28%	227 34%	190 29%	146 36% h	
Net Difference	-40 -4%	-61 -12%	17 3%	25 23%	28 16%	1 *	-8 -5%	-31 -18%	-55 -22%	53 18%	-8 -2%	-85 -21%	26 20%	33 11%	-13 -5%	-78 -22%	10 2%	-50 -11%	-25 -10%	4 1%	-9 -4%	18 12%	-20 -39%	-8 -8%	-2 *	-38 -23%	-34 -5%	8 3%	-15 -11%	11 3%	-51 -7%	32 8%	-72 -11%	6 1%	-46 -11%	
Mean	-0.15	-0.28	-0.05 B	0.35 FGHI*	0.19 GHI	-0.08 HI	-0.21	-0.40	-0.43	0.25 KL	-0.15 L	-0.42	0.31 OP	0.12 OP	-0.22 P	-0.44	-0.06 R	-0.27	-0.21 W	-0.11 W	-0.14 W	0.05 W*	-0.70 *	-0.18 W*	-0.10 Z	-0.45	-0.17	-0.04	-0.30	-0.03	-0.21 g	-0.28	-0.07 i	-0.28		

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

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529	
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511	
Very favourable (2)	76 7%	7 2%	27 11%	3 4% *	21 17% BD*	41 10% G	13 4% O	12 5% O	54 9% KMO	45 11% HKMOP	21 5% MO	38 15% HKMOPQ	11 3% O	76 26% HUKLMOPQ	- -	17 6% MO	38 8% KMO	14 6% UW	54 9% UW	30 8% W	22 5% RSTUWXY	36 16% RSTUWXY	12 3% UW	15 6% UW	47 9% UW	
Fairly favourable (1)	219 21%	38 12%	78 31%	18 25% B	31 25% B*	109 28% G	56 16% O	57 25% KMOP	138 30% KMO	121 30% HKMOP	49 12% O	103 41% HUKMOPQ	43 12% O	219 74% HUKLMOPQ	- -	51 18% KMO	116 26% KMOP	49 23% UW	141 23% UWX	115 32% RSUWXY	52 12% RSTUWXY	92 42% RSTUWXY	40 12% UW	47 17% UWX	132 26% UWX	
Neither favourable nor unfavourable (0)	339 32%	100 30%	100 40% BE	27 38% E*	27 22% *	138 35% O	112 31% O	63 28% MNO	186 32% KMNO	154 35% HUKLMNOPQ	96 24% NO	75 30% MNO	77 21% NO	- -	- -	81 29% MNO	133 29% KMNO	59 28% UW	189 31% W	136 38% RSUWXY	110 26% RSTUWXY	60 27% UW	83 24% UW	80 29% UW	153 30% W	
Fairly unfavourable (-1)	151 14%	76 23% CE	19 7% B	17 24% CE*	12 10% *	48 12% G	68 19% F	21 9% IULN	74 13% JULN	37 9% N	84 21% IULNPQ	22 9% N	86 23% IULNPQ	- -	151 45% HUKLMNPQ	43 16% JULN	74 20% IULN	43 13% STV	79 20% V	44 19% V	80 12% STVY	18 8% STVY	70 20% STVY	47 17% V	76 15% V	
Very unfavourable (-2)	184 18%	104 32% CDE	21 8% B	6 8% *	24 20% CD*	52 13% G	101 28% F	45 20% JULN	110 19% JULN	31 8% N	140 35% HUKLNQ	13 5% N	148 40% HUKLNQ	- -	184 55% HUKLMNPQ	81 29% HUKLNQ	82 18% JULN	43 20% TV	116 19% TV	24 7% RSTVY	143 34% RSTVY	10 5% RSTUVXY	135 39% RSTUVXY	78 28% RSTVY	82 16% TV	
Don't know	79 8%	3 1%	7 3%	1 1% *	5 4% *	9 2% O	12 3% O	2 1% O	27 5% HLMNOPQ	16 4% HLMNOPQ	10 2% NO	2 1% N	8 2% NO	- -	- -	4 1% NO	9 2% NO	4 2% NO	36 6% RTUVWXY	8 2% W	11 3% RSTUVXY	6 1% W	4 3% UW	7 3% UW	21 4% TW	

Net: Very/Fairly favourable	296 28%	45 14%	106 42% B	21 29% B*	52 44% B*	150 38% G	70 19% O	70 31% KMO	192 33% KMOP	167 41% HKMOPQ	70 17% O	141 56% HUKMOPQ	54 15% O	296 100% HUKLMOPQ	- -	68 25% KMO	154 34% KMOP	63 30% UWX	194 32% UWX	145 41% RSUWXXY	74 18% RSTUWXY	128 58% RSTUWXY	52 15% W	62 23% W	179 35% UWX
Net: Very/Fairly unfavourable	336 32%	180 55% CDE	40 16% B	23 32% C*	36 30% C*	100 25% G	169 47% F	92 41% IULN	185 31% JULN	68 17% N	224 56% HULNPQ	35 14% N	234 63% HUKLPQ	- -	336 100% HUKLMNPQ	124 45% IULNQ	156 35% JULN	86 41% STVY	195 32% TV	68 19% V	223 53% RSTVXY	28 13% RSTUVXY	206 60% RSTUVXY	125 46% STVY	158 31% TV
Net Difference	-40 -4%	-135 -41%	66 26%	-2 -3%	16 14%	50 13%	-99 -27%	-22 -10%	7 1%	98 24%	-154 -39%	106 42%	-180 -48%	296 100%	-336 -100%	-56 -20%	-2 *	-23 -11%	-1 *	77 22%	-149 -36%	100 45%	-154 -45%	-63 -23%	21 4%

Mean	-0.15	-0.72	0.29 BD	-0.06 B*	0.11 B*	0.10 G	-0.53	-0.24 KMOP	-0.09 KMOP	0.29 HKMOPQ	-0.70 MO	0.52 HUKMOPQ	-0.87 O	1.26 HUKLMOPQ	-1.55	-0.44 KMO	-0.10 KMOP	-0.25 UWX	-0.11 UWX	0.24 RSUWXXY	-0.66 W	0.58 RSTUWXY	-0.81	-0.47 UW	-0.03 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(*)

14th - 17th 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	Millennial s	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Very favourable (2)	101 10%	59 12%	41 8%	14 13% F	15 8%	6 4%	11 6%	24 14% FG	31 13% F	29 10% K	17 5%	55 13% K	16 12%	18 6%	15 6%	49 14% NO	49 8%	52 11%	31 12% X	21 8% X	25 11% X	17 12% x*	7 13% x*	- 13% *	86 10%	15 9%	62 10%	28 9%	11 8%	24 7%	77 11%	30 8%	71 11%	50 8%	51 13% h
Fairly favourable (1)	175 17%	98 19% C	75 14%	18 17%	24 14%	31 18%	34 20%	26 16%	42 17%	43 15%	65 19%	68 16%	23 18%	41 14%	50 21%	55 16%	97 17%	78 17%	35 14%	46 17%	38 16%	32 22% +	10 19% +	15 17% +	151 17%	24 15%	105 17%	41 14%	29 21%	66 20%	110 15%	59 17%	116 19% i	121 19% i	55 14%
Neither favourable nor unfavourable (0)	231 22%	95 19% B	132 25% GI	32 29% GHI	53 30% GHI	37 22%	30 18%	33 19%	45 18%	86 30% KL	67 20%	78 19%	37 28% OP	80 27% OP	44 18%	60 17%	132 23%	99 21%	61 25% V	78 28% UVW	45 19%	20 14% +	7 13% +	20 22% +	190 21%	41 25%	142 23%	65 22%	24 18%	82 25%	149 21%	91 24%	140 21%	146 23%	85 21%
Fairly unfavourable (-1)	135 13%	72 14%	63 12%	10 9%	18 10%	23 14%	18 10%	26 16%	39 16%	29 10%	41 12%	65 16% J	14 11%	30 10%	32 13%	51 14%	70 12%	65 14%	35 14%	33 12%	38 16%	15 10% +	5 11% +	8 8% +	113 13%	22 13%	85 14% b	24 8%	25 19% b	46 14% b	89 12%	41 11%	93 14%	81 13%	53 13%
Very unfavourable (-2)	318 30%	160 31%	156 29%	23 21%	43 24%	52 30%	71 41% DEI	53 32% DEI	76 31%	66 23%	123 36% J	129 31% J	28 22%	78 27%	88 36% MN	120 34% M	196 34% R	122 26%	63 26%	76 28%	73 31%	46 32% +	18 36% +	41 45% STU*	263 30%	55 33%	179 29%	102 35%	37 27%	85 25%	233 33% d	138 36% e	180 27%	193 30%	125 31%
Don't know	89 9%	25 5%	63 12% B	11 10% H	26 14% GHI	22 13% GHI	9 5%	6 4%	15 6%	37 13% L	31 9%	21 5%	13 10%	43 15% OP	13 5%	20 6%	40 7%	49 11%	21 9%	20 7%	21 9%	15 11% *	4 8% *	7 8% *	81 9%	9 5%	47 8%	34 11%	9 7%	32 9%	58 8%	24 6%	65 10%	55 8%	35 9%
Net: Very/Fairly favourable	276 26%	157 31% C	116 22%	33 30%	39 22%	37 22%	45 26%	50 30%	73 29%	72 25%	82 24%	123 30%	38 30%	59 20%	66 27%	104 29% N	146 25%	130 28%	66 27%	67 24%	63 26%	49 34% x*	16 32% x*	15 17% +	238 27%	39 23%	167 27%	69 23%	40 30%	90 27%	186 26%	88 23%	188 28%	171 26%	106 26%
Net: Very/Fairly unfavourable	452 43%	231 46%	219 41%	34 31%	61 34%	75 44% D	89 51% DE	79 47% DE	114 46% DE	95 33%	164 48% J	194 47% J	42 32%	108 37%	121 49% MN	171 48% MN	266 45%	187 40%	99 40%	109 40%	111 46%	61 42% +	24 46% +	48 53% T*	376 43%	76 47%	264 43%	126 43%	62 46%	130 39%	322 45%	179 47%	273 41%	274 42%	178 44%
Net Difference	-176 -17%	-74 -15%	-103 -19%	-1 -1%	-22 -12%	-38 -22%	-44 -25%	-30 -18%	-42 -17%	-23 -8%	-82 -24%	-71 -17%	-3 -2%	-48 -17%	-55 -23%	-67 -19%	-120 -20%	-56 -12%	-32 -13%	-42 -15%	-48 -20%	-13 -9%	-7 -14%	-33 -36%	-138 -16%	-38 -23%	-97 -16%	-57 -19%	-22 -16%	-40 -12%	-136 -19%	-91 -24%	-85 -13%	-104 -16%	-73 -18%
Mean	-0.41	-0.36	-0.47	-0.10 fg*	-0.33	-0.56	-0.63	-0.37	-0.37	-0.24 K	-0.60	-0.37 K	-0.13 O	-0.44	-0.56	-0.41	-0.49	-0.30	-0.29 X	-0.38 X	-0.44 X	-0.33 x*	-0.40 *	-0.88 *	-0.39	-0.50	-0.37	-0.50	-0.38 *	-0.33	-0.45	-0.56	-0.32 f	-0.42	-0.40

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

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Very favourable (2)	101 10%	52 16% CD	15 6%	3 4% *	15 12% *	14 4%	68 19% F	23 10%	53 9%	28 7% Q	66 17% HJLNQ	18 7% Q	57 15% IJLNQ	20 7% Q	58 17% HJLNQ	101 37% HUKLMNOQ	- 10% -	21 10% Y	58 9% TY	22 6% Y	68 16% RSTVY	20 9% Y	54 16% RSTVY	90 33% RSTUVWY	3 1%
Fairly favourable (1)	175 17%	85 26% CD	33 13%	6 9% *	22 18% *	49 12%	93 26% F	81 36% UKLMNOQ	66 26% Q	68 11% IQ	85 21% IQ	58 23% IUNQ	75 20% IQ	48 16% IQ	66 20% IQ	175 63% HUKLMNOQ	- - -	64 30% STUWY	77 13% Y	63 18% SY	85 20% SY	52 23% STY	78 22% SY	122 45% RSTUVWY	15 3%
Neither favourable nor unfavourable (0)	231 22%	70 21% E	46 18%	17 24% E*	13 11% *	66 17%	83 23% F	57 25% IKLMNOPQ	91 15% PQ	89 22% IMOQ	67 17% PQ	45 18% PQ	53 14% PQ	55 19% PQ	52 16% PQ	- - -	- - -	53 25% SUVWXY	110 18% WY	76 21% VWXY	71 17% WY	36 16% Y	42 12% Y	41 15% Y	57 11%
Fairly unfavourable (-1)	135 13%	47 14%	37 14%	8 11% *	16 13% *	57 14%	44 12% P	32 14% P	85 12% NP	48 12% P	62 13% NP	26 10% P	60 16% NP	28 10% P	57 17% JLNP	- 30% HUKLMNOP	135 13% X	28 13% VX	80 13% VX	48 13% VX	57 14% VX	17 8% VX	49 14% VX	11 4% RSTUVWX	105 20%
Very unfavourable (-2)	318 30%	65 20% B	113 45% B	36 50% B*	45 38% B*	195 49% G	57 16% P	29 13% HUKLMOP	261 44% HKOP	150 37% HP	110 28% HP	96 38% HKOP	122 33% HKP	126 43% HUKMOP	99 30% HP	- - HUKLMNOP	318 70% X	37 18% RUWX	255 41% RUX	136 38% RX	125 30% RX	92 41% RUWX	111 32% RX	3 1% RSTUVWX	303 59%
Don't know	89 9%	10 3%	9 3%	1 2% *	9 8% B*	16 4% G	17 5% P	6 3% PQ	32 6% KMOPQ	23 6% KMOPQ	8 2% PQ	10 4% OPQ	6 2% PQ	18 6% HKMOPQ	3 1% Q	- - -	- - 4%	8 5% UNX	34 3% UNX	12 3% UNX	12 2% UNX	4 3% UNX	12 2% UNX	6 6% UNV	29 7%

Net: Very/Fairly favourable	276 26%	137 42% CDE	49 19%	9 13% *	36 30% CD*	63 16%	161 45% F	104 46% UKLMNOQ	119 20% Q	96 24% Q	150 38% IJLNQ	76 30% IUNQ	131 35% IUNQ	68 23% Q	124 37% IUNQ	276 100% HUKLMNOQ	- - -	85 40% STY	136 22% Y	85 24% Y	153 37% STY	72 33% STY	132 38% STY	213 78% RSTUVWY	18 4%
Net: Very/Fairly unfavourable	452 43%	112 34% B	150 59% B	44 62% B*	61 51% B*	252 64% G	101 28% P	60 27% HUKLMNOP	347 59% HP	198 49% HP	172 43% HP	122 48% HP	182 49% HKP	154 52% HKP	156 47% HP	- - HUKLMNOP	452 31% X	65 31% RUWX	335 54% RUX	183 51% RX	181 43% RX	109 49% RX	160 46% RX	14 5% RSTUVWX	407 80%
Net Difference	-176 -17%	26 8%	-101 -40%	-35 -49%	-25 -21%	-190 -48%	61 17%	43 19%	-228 -39%	-102 -25%	-22 -5%	-46 -18%	-51 -14%	-86 -29%	-32 -10%	276 100%	-452 -100%	20 9%	-199 -32%	-98 -27%	-29 -7%	-37 -17%	-29 -8%	198 72%	-389 -76%

Mean	-0.41 CDE	0.04	-0.81	-0.96 *	-0.50 D*	-0.98	0.21 F	0.17 UKLMNOQ	-0.78 Q	-0.59 IJ	-0.17 IJUNQ	-0.51 INQ	-0.32 IUNQ	-0.70 Q	-0.22 IJUNQ	1.37 HUKLMNOQ	-1.70	0.02 STUVWY	-0.68 Y	-0.61 Y	-0.21 STVY	-0.50 Y	-0.26 STY	1.07 RSTUVWY	-1.43
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ColumnMeans [%]: A,B/C/D/E,F/G,H/I/J/K/L,M/N/O/P/Q,R/S,T/U/V/W/X/Y Minimum Base: 30(**) Small Base: 100(*)

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q11_2424. Please now imagine that Nigel Farage became leader of the Conservative Party. In that situation, to what extent, if at all, would you have a favourable or unfavourable opinion of 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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Very favourable (2)	94 9%	58 12% c	34 6%	8 7%	9 5%	10 6%	13 7%	21 13% EF	33 13% EF	17 6%	23 7%	54 13% JK	8 6%	15 5%	22 9%	40 11% N	48 8%	46 10%	29 12% VX	28 10% VX	23 9% X	5 3% *	8 16% VX*	1 2% *	77 9%	16 10%	61 10%	21 7%	12 9%	19 6% d	75 10% d	28 7%	66 10%	47 7%	46 12% h
Fairly favourable (1)	162 15%	82 16%	79 15%	17 15% I	37 20% I	25 14% I	33 19% I	22 13% I	28 11%	53 19% L	58 17% L	50 12% L	22 17%	50 17%	44 18%	42 12%	92 16%	69 15%	42 17%	43 16%	33 14%	25 18% *	9 18% *	9 9% *	143 16%	18 11%	109 18%	37 13%	15 11%	61 18%	100 14%	56 15%	105 16%	117 18% i	44 11%
Neither favourable nor unfavourable (0)	213 20%	92 18%	119 22%	28 25% GH	42 23% G	45 27% GH	22 13%	25 15%	51 21%	69 24%	67 20%	76 18% O	34 26% O	72 25% O	33 14%	66 18%	114 19%	99 21%	49 20%	53 19%	56 23%	29 20% *	8 16% *	19 20% *	178 20%	34 21%	124 20%	58 23%	31 23%	86 26% e	127 18%	75 19%	138 21%	133 21%	79 20%
Fairly unfavourable (-1)	97 9%	42 8%	54 10%	13 12%	19 11%	13 7%	13 7%	17 10%	22 9%	32 11%	26 7%	39 9%	17 13%	26 9%	20 8%	32 9%	61 10%	36 8%	29 12%	33 12% W	16 7%	10 7% *	1 2% *	8 8% *	84 9%	13 8%	58 9%	24 8%	15 11%	36 11%	61 9%	40 10%	57 9%	64 10%	32 8%
Very unfavourable (-2)	413 39%	201 40%	208 39%	37 34%	58 33%	65 38%	80 46% DE	76 45% E	96 39%	96 33%	146 42% J	172 41% J	41 32%	102 35%	108 44% MN	154 43% M	247 42%	166 36%	89 36%	96 35%	106 44%	55 38% *	19 37% *	49 53% STV*	344 39%	70 43%	229 37%	133 45% a	51 38%	105 31%	308 43% d	167 43% g	246 37%	251 39%	162 40%
Don't know	71 7%	33 6%	36 7%	8 7%	14 8%	13 8%	12 7%	7 4%	17 7%	22 7%	25 7%	24 6%	8 6%	25 9%	16 7%	22 6%	22 4%	49 11% Q	11 4%	21 8% U	7 3%	21 14% SU*	5 11% U*	6 7% *	59 7%	12 7%	39 6%	21 7%	12 8%	28 8%	43 6%	18 5% f	53 8% f	32 5%	39 10% h
Net: Very/Fairly favourable	255 24%	140 28% c	113 21%	25 23%	46 25%	35 20%	46 27%	43 26%	61 25%	70 24%	81 23%	104 25%	30 23%	65 22%	66 27%	83 23%	141 24%	115 25%	71 29% X	71 26% X	56 23% X	30 21% *	17 34% X*	10 11% *	220 25%	35 21%	170 27% b	58 20%	27 20%	80 24%	175 25%	84 22%	171 26%	165 25%	91 22%
Net: Very/Fairly unfavourable	510 49%	243 48%	262 49%	50 46%	78 43%	78 46%	93 54%	92 55% E	119 48%	128 44%	171 50%	211 51%	58 45%	128 44%	128 53%	186 52%	308 53% R	202 44%	118 47%	129 47%	122 51%	65 45% *	20 39% *	56 62% STVW*	427 48%	83 50%	287 46%	157 53%	67 49%	141 42%	369 52% d	207 54% g	303 46%	316 49%	194 48%
Mean	-0.59	-0.52	-0.65	-0.53 *	-0.49	-0.62	-0.71	-0.65	-0.52	-0.51	-0.67	-0.57	-0.51	-0.57	-0.65	-0.65	-0.65	-0.50	-0.45 x	-0.50 x	-0.64 x	-0.68 x*	-0.29 x*	-1.10 *	-0.57	-0.67	-0.49 b	-0.77	-0.64 *	-0.48	-0.64	-0.72	-0.51 f	-0.58	-0.60

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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(*)

14th - 17th June 2024																									
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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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Very favourable (2)	94 9%	63 19% CDE	7 3%	2 3% *	11 9% C*	16 4%	66 18% F	44 20% IULNQ	30 5% Q	17 4% Q	68 17% IULNQ	12 5% Q	61 16% IULNQ	18 6% Q	59 17% IULNQ	77 28% HIKLMNOQ	4 1% Q	39 19% STVY	36 6% Y	14 4% Y	68 16% STVY	16 7% TY	60 17% STVY	84 31% RSTUVWY	3 * Q
Fairly favourable (1)	162 15%	88 27% CDE	30 12%	10 14% *	10 9% *	45 11%	83 23% F	79 35% IUKLMNOQ	59 10% Q	62 10% IQ	76 19% IQ	44 18% IQ	61 16% IQ	45 15% IQ	56 17% IQ	100 36% IUKLMNOQ	17 4% Q	59 28% STUWY	65 11% Y	62 17% SY	78 19% SY	48 22% SY	61 18% SY	97 36% RSTUVWY	20 4% Q
Neither favourable nor unfavourable (0)	213 20%	58 18%	36 14%	11 15% *	20 17% *	48 12%	83 23% F	48 21% IILNQ	87 15% Q	67 17% NQ	68 17% NQ	34 13% Q	70 19% INQ	33 11% NQ	59 18% NQ	51 18% NQ	51 11% Q	41 19% VY	91 15% Y	55 15% VY	67 16% Y	23 10% Q	54 16% Y	53 19% VY	49 10% Q
Fairly unfavourable (-1)	97 9%	41 12%	21 8%	5 6% *	8 9% *	32 8%	36 10%	25 11%	45 8%	35 9%	41 10%	25 10%	31 8%	23 8%	34 10%	20 7%	37 8%	29 14% SVX	50 8% Q	39 11% SX	40 10% X	16 7% Q	33 10% X	14 5% Q	57 11% SX
Very unfavourable (-2)	413 39%	68 21% B	158 62% B	42 59% B*	60 51% B*	244 61% G	79 22%	22 10% P	352 60% HIKLMOP	214 53% HKMOP	121 30% HP	133 53% HKMOP	128 34% HP	167 56% HKMOP	106 32% HP	17 6% Q	332 73% HIKLMNOP	31 15% X	346 56% RTUWX	182 51% RUWX	142 34% RX	113 51% RUWX	121 35% RX	12 4% Q	363 71% RSTUVWX
Don't know	71 7%	10 3%	1 *	1 1% *	10 9% BC*	12 3%	16 4%	8 4%	16 3%	10 2%	25 6% IULQ	5 2% Q	21 6% IULQ	9 3% Q	21 6% IULQ	12 4% Q	11 3% Q	12 6% T	28 5% T	6 2% Q	23 6% T	6 3% Q	16 5% T	14 5% T	18 4% T
Net: Very/Fairly favourable	255 24%	152 46% CDE	37 15%	13 18% *	21 18% *	62 16%	149 41% F	124 55% IUKLMNOQ	89 15% Q	79 19% IQ	144 36% IULNQ	56 22% IQ	122 33% IULNQ	63 21% IQ	115 34% IULNQ	177 64% HIKLMNOQ	21 5% Q	98 46% STUVWY	100 16% Y	76 21% SY	145 35% STY	64 29% STY	121 35% STY	181 66% RSTUVWY	23 4% Q
Net: Very/Fairly unfavourable	510 49%	109 33% BE	178 70% BE	47 66% B*	68 57% B*	276 69% G	114 32%	47 21% P	397 67% HIKLMOP	249 61% HKMOP	161 40% HP	158 62% HKMOP	160 43% HP	190 64% HKMOP	141 42% HP	37 13% Q	369 82% HIKLMNOP	60 29% X	396 64% RUWX	221 62% RUWX	182 44% RX	129 58% RUWX	154 45% RX	26 9% Q	421 82% RSTUVWX
Mean	-0.59	0.12 CDE	-1.16	-1.06 *	-0.89 *	-1.15	0.06 F	0.45 IUKLMNOQ	-1.10 Q	-0.93 IQ	-0.18 IULNQ	-0.90 IQ	-0.30 IULNQ	-0.96 Q	-0.23 IULNQ	0.76 HIKLMNOQ	-1.53	0.23 STUVWY	-1.03 Y	-0.89 SY	-0.28 STVY	-0.76 SY	-0.29 STVY	0.88 RSTUVWY	-1.54

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

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

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?

$\text{CatalanSuperSeries}([30], A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, A_1, B_1, C_1, D_1, E_1, F_1, G_1, H_1, I_1, J_1, K_1, L_1, M_1, N_1, O_1, P_1, Q_1, R_1, S_1, T_1, U_1, V_1, W_1, X_1, Y_1, Z_1, A_2, B_2, C_2, D_2, E_2, F_2, G_2, H_2, I_2, J_2, K_2, L_2, M_2, N_2, O_2, P_2, Q_2, R_2, S_2, T_2, U_2, V_2, W_2, X_2, Y_2, Z_2, A_3, B_3, C_3, D_3, E_3, F_3, G_3, H_3, I_3, J_3, K_3, L_3, M_3, N_3, O_3, P_3, Q_3, R_3, S_3, T_3, U_3, V_3, W_3, X_3, Y_3, Z_3, A_4, B_4, C_4, D_4, E_4, F_4, G_4, H_4, I_4, J_4, K_4, L_4, M_4, N_4, O_4, P_4, Q_4, R_4, S_4, T_4, U_4, V_4, W_4, X_4, Y_4, Z_4, A_5, B_5, C_5, D_5, E_5, F_5, G_5, H_5, I_5, J_5, K_5, L_5, M_5, N_5, O_5, P_5, Q_5, R_5, S_5, T_5, U_5, V_5, W_5, X_5, Y_5, Z_5, A_6, B_6, C_6, D_6, E_6, F_6, G_6, H_6, I_6, J_6, K_6, L_6, M_6, N_6, O_6, P_6, Q_6, R_6, S_6, T_6, U_6, V_6, W_6, X_6, Y_6, Z_6, A_7, B_7, C_7, D_7, E_7, F_7, G_7, H_7, I_7, J_7, K_7, L_7, M_7, N_7, O_7, P_7, Q_7, R_7, S_7, T_7, U_7, V_7, W_7, X_7, Y_7, Z_7, A_8, B_8, C_8, D_8, E_8, F_8, G_8, H_8, I_8, J_8, K_8, L_8, M_8, N_8, O_8, P_8, Q_8, R_8, S_8, T_8, U_8, V_8, W_8, X_8, Y_8, Z_8, A_9, B_9, C_9, D_9, E_9, F_9, G_9, H_9, I_9, J_9, K_9, L_9, M_9, N_9, O_9, P_9, Q_9, R_9, S_9, T_9, U_9, V_9, W_9, X_9, Y_9, Z_9, A_{10}, B_{10}, C_{10}, D_{10}, E_{10}, F_{10}, G_{10}, H_{10}, I_{10}, J_{10}, K_{10}, L_{10}, M_{10}, N_{10}, O_{10}, P_{10}, Q_{10}, R_{10}, S_{10}, T_{10}, U_{10}, V_{10}, W_{10}, X_{10}, Y_{10}, Z_{10}, A_{11}, B_{11}, C_{11}, D_{11}, E_{11}, F_{11}, G_{11}, H_{11}, I_{11}, J_{11}, K_{11}, L_{11}, M_{11}, N_{11}, O_{11}, P_{11}, Q_{11}, R_{11}, S_{11}, T_{11}, U_{11}, V_{11}, W_{11}, X_{11}, Y_{11}, Z_{11}, A_{12}, B_{12}, C_{12}, D_{12}, E_{12}, F_{12}, G_{12}, H_{12}, I_{12}, J_{12}, K_{12}, L_{12}, M_{12}, N_{12}, O_{12}, P_{12}, Q_{12}, R_{12}, S_{12}, T_{12}, U_{12}, V_{12}, W_{12}, X_{12}, Y_{12}, Z_{12}, A_{13}, B_{13}, C_{13}, D_{13}, E_{13}, F_{13}, G_{13}, H_{13}, I_{13}, J_{13}, K_{13}, L_{13}, M_{13}, N_{13}, O_{13}, P_{13}, Q_{13}, R_{13}, S_{13}, T_{13}, U_{13}, V_{13}, W_{13}, X_{13}, Y_{13}, Z_{13}, A_{14}, B_{14}, C_{14}, D_{14}, E_{14}, F_{14}, G_{14}, H_{14}, I_{14}, J_{14}, K_{14}, L_{14}, M_{14}, N_{14}, O_{14}, P_{14}, Q_{14}, R_{14}, S_{14}, T_{14}, U_{14}, V_{14}, W_{14}, X_{14}, Y_{14}, Z_{14}, A_{15}, B_{15}, C_{15}, D_{15}, E_{15}, F_{15}, G_{15}, H_{15}, I_{15}, J_{15}, K_{15}, L_{15}, M_{15}, N_{15}, O_{15}, P_{15}, Q_{15}, R_{15}, S_{15}, T_{15}, U_{15}, V_{15}, W_{15}, X_{15}, Y_{15}, Z_{15}, A_{16}, B_{16}, C_{16}, D_{16}, E_{16}, F_{16}, G_{16}, H_{16}, I_{16}, J_{16}, K_{16}, L_{16}, M_{16}, N_{16}, O_{16}, P_{16}, Q_{16}, R_{16}, S_{16}, T_{16}, U_{16}, V_{16}, W_{16}, X_{16}, Y_{16}, Z_{16}, A_{17}, B_{17}, C_{17}, D_{17}, E_{17}, F_{17}, G_{17}, H_{17}, I_{17}, J_{17}, K_{17}, L_{17}, M_{17}, N_{17}, O_{17}, P_{17}, Q_{17}, R_{17}, S_{17}, T_{17}, U_{17}, V_{17}, W_{17}, X_{17}, Y_{17}, Z_{17}, A_{18}, B_{18}, C_{18}, D_{18}, E_{18}, F_{18}, G_{18}, H_{18}, I_{18}, J_{18}, K_{18}, L_{18}, M_{18}, N_{18}, O_{18}, P_{18}, Q_{18}, R_{18}, S_{18}, T_{18}, U_{18}, V_{18}, W_{18}, X_{18}, Y_{18}, Z_{18}, A_{19}, B_{19}, C_{19}, D_{19}, E_{19}, F_{19}, G_{19}, H_{19}, I_{19}, J_{19}, K_{19}, L_{19}, M_{19}, N_{19}, O_{19}, P_{19}, Q_{19}, R_{19}, S_{19}, T_{19}, U_{19}, V_{19}, W_{19}, X_{19}, Y_{19}, Z_{19}, A_{20}, B_{20}, C_{20}, D_{20}, E_{20}, F_{20}, G_{20}, H_{20}, I_{20}, J_{20}, K_{20}, L_{20}, M_{20}, N_{20}, O_{20}, P_{20}, Q_{20}, R_{20}, S_{20}, T_{20}, U_{20}, V_{20}, W_{20}, X_{20}, Y_{20}, Z_{20}, A_{21}, B_{21}, C_{21}, D_{21}, E_{21}, F_{21}, G_{21}, H_{21}, I_{21}, J_{21}, K_{21}, L_{21}, M_{21}, N_{21}, O_{21}, P_{21}, Q_{21}, R_{21}, S_{21}, T_{21}, U_{21}, V_{21}, W_{21}, X_{21}, Y_{21}, Z_{21}, A_{22}, B_{22}, C_{22}, D_{22}, E_{22}, F_{22}, G_{22}, H_{22}, I_{22}, J_{22}, K_{22}, L_{22}, M_{22}, N_{22}, O_{22}, P_{22}, Q_{22}, R_{22}, S_{22}, T_{22}, U_{22}, V_{22}, W_{22}, X_{22}, Y_{22}, Z_{22}, A_{23}, B_{23}, C_{23}, D_{23}, E_{23}, F_{23}, G_{23}, H_{23}, I_{23}, J_{23}, K_{23}, L_{23}, M_{23}, N_{23}, O_{23}, P_{23}, Q_{23}, R_{23}, S_{23}, T_{23}, U_{23}, V_{23}, W_{23}, X_{23}, Y_{23}, Z_{23}, A_{24}, B_{24}, C_{24}, D_{24}, E_{24}, F_{24}, G_{24}, H_{24}, I_{24}, J_{24}, K_{24}, L_{24}, M_{24}, N_{24}, O_{24}, P_{24}, Q_{24}, R_{24}, S_{24}, T_{24}, U_{24}, V_{24}, W_{24}, X_{24}, Y_{24}, Z_{24}, A_{25}, B_{25}, C_{25}, D_{25}, E_{25}, F_{25}, G_{25}, H_{25}, I_{25}, J_{25}, K_{25}, L_{25}, M_{25}, N_{25}, O_{25}, P_{25}, Q_{25}, R_{25}, S_{25}, T_{25}, U_{25}, V_{25}, W_{25}, X_{25}, Y_{25}, Z_{25}, A_{26}, B_{26}, C_{26}, D_{26}, E_{26}, F_{26}, G_{26}, H_{26}, I_{26}, J_{26}, K_{26}, L_{26}, M_{26}, N_{26}, O_{26}, P_{26}, Q_{26}, R_{26}, S_{26}, T_{26}, U_{26}, V_{26}, W_{26}, X_{26}, Y_{26}, Z_{26}, A_{27}, B_{27}, C_{27}, D_{27}, E_{27}, F_{27}, G_{27}, H_{27}, I_{27}, J_{27}, K_{27}, L_{27}, M_{27}, N_{27}, O_{27}, P_{27}, Q_{27}, R_{27}, S_{27}, T_{27}, U_{27}, V_{27}, W_{27}, X_{27}, Y_{27}, Z_{27}, A_{28}, B_{28}, C_{28}, D_{28}, E_{28}, F_{28}, G_{28}, H_{28}, I_{28}, J_{28}, K_{28}, L_{28}, M_{28}, N_{28}, O_{28}, P_{28}, Q_{28}, R_{28}, S_{28}, T_{28}, U_{28}, V_{28}, W_{28}, X_{28}, Y_{28}, Z_{28}, A_{29}, B_{29}, C_{29}, D_{29}, E_{29}, F_{29}, G_{29}, H_{29}, I_{29}, J_{29}, K_{29}, L_{29}, M_{29}, N_{29}, O_{29}, P_{29}, Q_{29}, R_{29}, S_{29}, T_{29}, U_{29}, V_{29}, W_{29}, X_{29}, Y_{29}, Z_{29}, A_{30}, B_{30}, C_{30}, D_{30}, E_{30}, F_{30}, G_{30}, H_{30}, I_{30}, J_{30}, K_{30}, L_{30}, M_{30}, N_{30}, O_{30}, P_{30}, Q_{30}, R_{30}, S_{30}, T_{30}, U_{30}, V_{30}, W_{30}, X_{30}, Y_{30}, Z_{30}, A_{31}, B_{31}, C_{31}, D_{31}, E_{31}, F_{31}, G_{31}, H_{31}, I_{31}, J_{31}, K_{31}, L_{31}, M_{31}, N_{31}, O_{31}, P_{31}, Q_{31}, R_{31}, S_{31}, T_{31}, U_{31}, V_{31}, W_{31}, X_{31}, Y_{31}, Z_{31}, A_{32}, B_{32}, C_{32}, D_{32}, E_{32}, F_{32}, G_{32}, H_{32}, I_{32}, J_{32}, K_{32}, L_{32}, M_{32}, N_{32}, O_{32}, P_{32}, Q_{32}, R_{32}, S_{32}, T_{32}, U_{32}, V_{32}, W_{32}, X_{32}, Y_{32}, Z_{32}, A_{33}, B_{33}, C_{33}, D_{33}, E_{33}, F_{33}, G_{33}, H_{33}, I_{33}, J_{33}, K_{33}, L_{33}, M_{33}, N_{33}, O_{33}, P_{33}, Q_{33}, R_{33}, S_{33}, T_{33},$

		14th - 17th 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		Referendum 2016
	General Election 2019 Vote		vote
	Conservative (A)	Labour (B)	Remain (C)
Unweighted base	1049	316	254
	81	82	81
	81	82	81
Weighted base	1049	329	251
	81	82	81
	81	82	81
Healthcare / NHS / hospitals	662	231	167
	63%	67%	66%
	63%	67%	66%
Inflation/rising cost of living	570	188	161
	54%	57%	63%
	54%	57%	63%
Immigration	449	228	75
	43%	69%	30%
	43%	69%	30%
Managing the economy/ economic situation	413	257	202
	40%	48%	40%
	40%	48%	40%
Taxation	361	147	79
	34%	42%	31%
	34%	42%	31%
Crime and anti-social behaviour/ law and order	352	137	76
	34%	42%	30%
	34%	42%	30%
Public services generally	335	103	99
	32%	31%	39%
	32%	31%	39%
Care for older and disabled people	322	114	88
	31%	35%	34%
	31%	35%	34%
Housing	321	71	102
	31%	22%	40%
	31%	22%	40%
Pensions	318	135	70
	30%	41%	28%
	30%	41%	28%
Poverty/inequality	308	72	109
	29%	22%	43%
	29%	22%	43%
Protect the environment/ climate change	288	66	85
	27%	20%	34%
	27%	20%	34%
Education/ schools	277	74	75
	26%	23%	30%
	26%	23%	30%
Public transport/ roads	265	74	72
	25%	23%	29%
	25%	23%	29%
Lack of faith in politicians/political parties/system of government	258	86	60
	25%	26%	24%
	25%	26%	24%
Defence/ security/ foreign affairs	236	110	42
	23%	13%	17%
	23%	13%	17%
Europe/ EU/ Brexit	235	58	77
	22%	18%	30%
	22%	18%	30%
Benefits	225	68	55
	21%	20%	21%
	21%	20%	21%
Unemployment	203	43	56
	19%	13%	22%
	19%	13%	22%
Homes affected fires/children/childcare	173	41	44
	16%	12%	18%
	16%	12%	18%
Animal welfare	159	44	49
	15%	13%	19%
	15%	13%	19%
Foreign/overseas aid	128	49	18
	12%	15%	7%
	12%	15%	7%
Scottish independence/revolution	12	5	12
	5%	1%	5%
	5%	1%	5%
Other	19	5	6
	2%	1%	3%
	2%	1%	3%
Nothing – I won't vote	41	1	1
	4%	1%	1%
	4%	1%	1%
Don't know	28	5	1
	3%	2%	1%
	3%	2%	1%

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

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

14th - 17th 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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Keir Starmer	361 34%	44 13%	183 72% BDE	28 39% B*	35 29% B*	197 50% G	76 21%	27 12% K	303 51% HKMNOPQ	287 71% HKLMNOPQ	20 5%	126 50% HKMOP	80 21% HK	150 51% HKMOP	61 18% HK	58 21% HK	214 47% HKMOP	25 12% U	299 49% RUWX	265 74% RSUVWXY	25 6% RUWX	117 53% RUWX	70 20% RU	50 18% RU	234 46% RUWX
Rishi Sunak	181 17%	124 38% CDE	15 6%	7 10% *	12 10% *	58 15%	92 25% F	129 57% UKLMNOPQ	20 3%	28 7% I	135 34% ULMNOPQ	32 13% U	85 23% ULNQ	38 13% U	96 28% ULMNQ	74 27% ULNQ	54 12% U	138 65% STUVWXY	14 2%	27 8% S	132 32% STVWY	26 12% ST	92 27% STVY	80 29% STVY	64 12% ST
No difference between the two	188 18%	62 19% C	24 9%	16 23% C*	24 20% C*	61 15%	68 19%	40 18%	83 14%	53 13%	74 19% I	44 17%	67 18%	46 15%	56 17%	57 21% U	71 16%	35 17%	84 14%	44 12%	72 17%	34 15%	67 19% ST	51 18% T	82 16%
Neither would make a good Prime Minister	251 24%	91 28% C	27 11%	19 27% C*	43 36% C*	73 18%	114 31% F	24 11% J	166 28% HJLNQ	24 6% HJLMNOPQ	160 40% HJLMNOPQ	44 18% HJ	124 33% HJLNQ	48 16% J	111 33% HJLNQ	75 27% HJLN	103 23% HJN	11 5%	190 31% RTVY	11 3% RTVY	181 43% RSTVWXY	36 16% RT	111 32% RTVY	80 29% RTVY	111 22% RT
Don't know	67 6%	8 2%	3 1%	1 1% *	5 4% *	8 2%	12 3%	6 3%	18 3%	14 3%	10 2%	7 3%	17 5% KQ	15 5% Q	12 4%	13 5%	10 2%	3 1%	27 4% UW	10 3%	8 2%	9 4%	6 2%	13 5% RUW	21 4% UW
NET: No difference / neither	439 42%	153 47% C	51 20%	36 50% C*	68 57% C*	134 34%	182 50% F	65 29% J	248 42% HJLNQ	77 19%	234 59% HJLMNOPQ	88 35% J	191 51% HJLNQ	94 32% J	167 50% HJLNQ	132 48% HJLNQ	174 38% HJN	46 22% T	274 45% RTVY	55 15%	253 60% RSTVWXY	70 32% RT	178 51% RSTVY	130 48% RTVY	193 38% RT

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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(*)

14th - 17th 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	Millennial s	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403
Keir Starmer	361 34%	197 39% C	160 30%	46 42% I	69 38%	56 33%	67 39%	53 31%	71 29%	115 40% L	123 36%	123 30%	55 42% P	102 35%	93 38% P	105 29%	225 39% R	136 29%	89 36%	84 31%	87 36%	49 34% *	14 26% *	39 43% *	310 35%	51 31%	209 34%	113 38%	39 29%	112 33%	249 35%	158 41% g	203 30%	239 37% i	122 30%
Rishi Sunak	181 17%	89 18%	92 17%	17 16%	22 13%	15 9%	28 16%	36 22% EF	61 25% EF	40 14%	44 13%	98 24% JK	20 16% P	30 10% P	37 15% P	84 24% NO	109 19% R	72 15% R	43 17% X	50 18% X	38 16% U	26 18% V	17 34% STUVX*	6 7% *	147 17% Y	34 21% Z	106 17% a	41 14% b	34 25% ab	40 12% d	141 20% e	62 16% f	119 18% g	103 16% h	79 20% i
No difference between the two	188 18%	90 18%	95 18%	16 15%	36 20%	37 22%	26 15%	27 16%	47 19%	52 18%	63 18%	74 18%	21 16% P	58 20% P	40 16% P	63 18% P	102 17% R	86 19% R	42 17% X	47 17% X	43 18% U	31 22% V	7 15% *	18 19% *	165 19% Y	24 15% Z	126 20% b	42 14% a	21 15% c	71 21% d	118 16% e	66 17% f	123 18% g	116 18% h	73 18% i
Neither would make a good Prime Minister	251 24%	108 21%	140 26%	24 22%	30 17%	46 27%	43 25%	49 29% E	60 24% E	54 19%	88 26%	108 26% J	25 20% P	65 22% P	61 25% P	93 26% P	124 21% R	127 27% Q	60 24% X	72 26% X	60 25% U	26 18% V	9 18% *	24 26% *	204 23% Y	46 28% Z	143 23% a	76 26% b	32 24% c	75 23% d	175 25% e	75 20% f	176 26% g	146 23% h	105 26% i
Don't know	67 6%	24 5%	42 8%	7 6%	22 12% HI	16 10% HI	10 6%	4 2%	9 3%	28 10% L	26 8% L	12 3%	8 6% P	35 12% OP	12 5% P	12 3% P	23 4% Q	44 9% Q	14 6% X	20 7% X	12 5% U	13 9% V	4 7% *	4 5% *	58 7% Y	9 5% Z	36 6% a	22 7% b	9 7% c	36 11% e	31 4% d	22 6% f	45 7% g	42 7% h	25 6% i
NET: No difference / neither	439 42%	198 39%	235 44%	40 36%	66 37%	83 48%	68 39%	75 45%	107 43%	106 37%	151 44%	182 44%	46 36% P	123 42% P	102 42% P	155 44% P	227 39% R	213 46% Q	102 41% X	119 43% X	104 43% U	57 40% V	16 32% *	41 45% *	369 42% Y	70 43% Z	269 43% a	118 40% b	53 39% c	146 44% d	293 41% e	141 37% f	298 45% g	262 41% h	177 44% i

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

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q9a_2424. And 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	Millennial s	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399						
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403						
Keir Starmer	420 40%	221 43%	196 37%	47 43%	83 46% I	62 36%	76 44%	68 40%	84 34%	129 45%	138 40%	152 37%	58 45%	118 41%	105 43%	129 36%	258 44% R	162 35%	101 41%	105 38%	97 40%	56 39% *	16 32% *	43 48% *	354 40%	66 40%	240 39%	131 44%	49 36%	129 39%	291 41%	179 47% g	241 36%	269 42%	151 37%						
Nigel Farage	228 22%	128 25% C	98 19%	23 21%	25 14%	26 15%	36 21%	49 29% EF	68 27% EF	49 17%	63 18%	117 28% JK	27 21%	40 14%	51 21% N	96 27% N	117 20%	111 24%	61 25% X	60 22% X	57 24% X	30 21% X*	15 30% X*	5 5% *	196 22%	32 19%	144 23%	56 19%	28 21%	47 14%	181 25% d	62 16%	166 25% f	132 20%	95 24%						
No difference between the two	124 12%	54 11%	68 13%	13 12%	29 16% H	30 17% GH	16 9%	9 6%	26 10%	43 15% L	46 13% L	35 8%	14 11%	55 19% OP	20 8%	30 8%	76 13%	48 10%	26 10%	33 12%	28 12%	17 12% *	5 10% *	14 16% *	113 13% Z	11 7%	83 13%	29 10%	11 8%	61 18% e	63 9%	53 14%	71 11%	85 13%	39 10%						
Neither would make a good Prime Minister	206 20%	77 15%	126 24% B	21 19%	22 13%	34 20%	35 20%	35 21%	57 23% E	44 15%	70 20%	92 22% J	25 19%	43 15%	52 21%	84 24% N	103 18%	103 22%	43 17%	55 20%	51 21%	21 15% *	9 18% *	26 29% SV*	159 18%	47 29% Y	111 18%	59 20%	36 26% a	63 19%	143 20%	68 18%	138 21%	115 18%	91 23%						
Don't know	72 7%	29 6%	42 8%	5 5%	19 11% H	19 11% HI	9 5%	7 4%	12 5%	24 8%	28 8%	19 5%	5 4%	34 12% MP	16 6%	17 5%	30 5%	41 9% Q	17 7%	20 7% U	7 3%	20 14% UX*	5 9% *	2 3% *	63 7%	8 5%	41 7%	19 6%	12 9% e	35 5%	37 6%	22 7%	50 7%	45 7%	27 7%						
NET: No difference / neither	330 31%	131 26%	194 37% B	35 31%	52 29%	64 37% H	52 30%	44 26%	83 34%	87 30%	116 34%	128 31%	39 30%	98 34%	73 30%	114 32%	180 31%	150 32%	68 28%	88 32%	79 33%	38 27% *	15 29% *	41 45% SV*	272 31%	58 35%	195 31%	88 30%	47 35%	124 37% e	206 29%	121 31%	209 31%	200 31%	130 32%						

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

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q9a_2424. And 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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Keir Starmer	420 40%	66 20%	194 77% BDE	40 56% BE*	39 33% B*	235 59% G	90 25%	45 20% K	328 56% HIKMOP	303 75% HIKLMNOPQ	36 9%	153 61% HIKMOP	96 26% K	175 59% HIKMOP	76 23% K	57 20% K	266 59% HIKMOP	55 26% UX	316 51% RUWX	283 79% RSUVWXY	43 10% RSUWX	136 61% RSUWX	84 24% UX	47 17% U	292 57% RSUWX
Nigel Farage	228 22%	149 45% CDE	18 7%	7 9% *	21 18% C*	43 11%	148 41% F	84 37% IULNQ	90 15% JQ	37 9% Q	169 42% IULMNOQ	33 13% JQ	129 34% IULNQ	34 11% Q	122 36% IULNQ	164 59% HIUKLMNOQ	16 4%	74 35% STVY	98 16% TY	31 9% Y	173 41% STVY	31 14% TY	129 37% STVY	163 59% RSTUVWY	19 4%
No difference between the two	124 12%	28 8%	14 6%	13 18% BC*	17 14% C*	33 8%	38 10%	33 15% UOPQ	48 8%	30 7%	43 11% P	28 11% J	40 11%	30 10%	31 9%	19 7%	39 9%	32 15% STUVY	56 9%	23 6%	43 10%	21 9%	39 11% T	31 11% T	48 9% T
Neither would make a good Prime Minister	206 20%	76 23% C	21 8%	11 16% *	31 26% C*	74 19%	73 20%	58 25% IULNP	107 18% JLP	23 6% HIULMNOPQ	138 35% J	28 11% J	95 26% IULNP	42 14% JP	93 28% IULNP	24 9%	121 27% IULNP	44 21% TVX	118 19% TVX	11 3%	147 35% RSTVWXY	23 10% T	88 25% STVX	20 7% T	129 25% STVX
Don't know	72 7%	10 3%	6 3%	1 1% *	12 10% BCD*	12 3%	14 4%	6 3%	15 2%	12 3%	12 3%	10 4%	13 3%	15 5% IQ	14 4%	12 4%	10 2%	6 3%	27 4% TW	9 3%	13 3% W	11 5% TW	5 2%	14 5% W	22 4% W
NET: No difference / neither	330 31%	104 32% C	35 14%	24 34% C*	48 40% C*	107 27%	111 31%	91 40% IULNP	155 26% JP	53 13%	181 46% IULMNOPQ	57 22% JP	135 36% IULNP	72 24% JP	124 37% IULNP	44 16%	160 35% IULNP	76 36% TVX	174 28% TVX	34 9%	189 45% RSTVWXY	44 20% T	127 37% STVX	50 18% T	178 35% STVX

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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(*)

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q9b_2424. And 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	Millennial s	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399						
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403						
Nigel Farage	235 22%	134 26% C	98 18%	38 34% EFG	25 14%	35 20%	37 21%	42 25% E	59 24% E	62 22%	71 21%	101 24%	39 30% N	46 16%	56 23%	89 25% N	121 21%	114 25%	60 24% X	55 20%	62 26% X	30 21% *	15 30% X*	12 13% *	203 23%	31 19%	142 23%	68 23%	25 18%	63 19%	172 24%	63 16% f	172 26% f	145 22%	90 22%						
Rishi Sunak	222 21%	112 22%	110 21%	17 15%	33 18%	29 17%	32 18%	45 27% DF	67 27% DF	50 17%	60 18%	113 27% JK	22 17%	51 18%	42 17%	99 28% MNO	140 24% R	82 18%	54 22%	63 23%	50 21%	25 17% *	15 29% *	17 18% *	171 19%	52 32% Y	144 23% b	49 17%	29 22%	62 19%	160 22%	100 26% g	122 18%	130 20%	92 23%						
No difference between the two	158 15%	77 15%	80 15%	11 10%	40 22% DHI	38 22% DHI	25 14% H	11 7% H	33 13%	51 18% L	63 18% L	44 11%	13 10%	69 24% MOP	34 14%	32 9%	89 15%	70 15%	31 12%	35 13%	44 18%	28 19% *	5 10% *	16 18% *	143 16%	16 10%	101 16%	35 12%	22 16%	67 20% e	92 13%	64 17% i	95 14%	110 17% i	49 12%						
Neither would make a good Prime Minister	357 34%	158 31%	196 37%	38 34%	60 34%	53 31%	71 41% I	61 36%	75 30%	98 34%	124 36%	136 33%	46 36%	90 31%	98 40% N	119 34%	198 34%	159 34%	87 35%	97 35%	74 31%	47 33% *	11 22% *	42 46% UW*	300 34%	57 35%	193 31%	117 40% a	47 35%	109 33%	248 35%	131 34%	226 34%	217 34%	140 35%						
Don't know	76 7%	28 5%	46 9%	7 6%	21 12% GHI	17 10%	9 5%	8 5%	14 6%	28 10%	26 8%	22 5%	10 8%	33 11% OP	15 6%	17 5%	37 6%	39 8%	17 7%	24 9%	11 5%	14 10% *	5 9% *	5 6% *	69 8%	8 5%	40 6%	24 8%	12 9%	33 10% e	43 6%	26 7%	50 8%	43 7%	33 8%						
NET: No difference / neither	516 49%	235 46%	275 52%	49 45%	100 56% HI	90 53%	96 55% HI	72 43%	108 44%	149 52% L	186 54% L	180 43%	59 45%	160 55% P	132 54% P	152 43%	287 49%	229 49%	117 47%	132 48% W	118 49% W	75 52% W*	16 32% *	58 63% STUW*	442 50%	73 45%	294 47%	153 52%	69 51%	176 53%	340 48%	195 51%	321 48%	327 51%	189 47%						

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

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q9b_2424. And 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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Liberal Democrats	Unfavourable to Liberal Democrats	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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Nigel Farage	235	114	44	9	23	51	137	50	129	78	127	44	111	45	107	158	18	31	145	58	132	46	107	167	15
	22%	35% CDE	17%	13% *	19% *	13%	38% F	22% NQ	22% NQ	19% Q	12% HUILNQ	17% Q	30% HUILNQ	15% Q	32% HUILNQ	57% HIUKLMNQ	4% Y	15% RTY	24% Y	16% Y	32% RSTVY	21% Y	31% RSTVY	61% RSTUVVWY	3%
Rishi Sunak	222	112	39	19	17	99	79	116	70	66	107	59	80	68	89	42	128	128	54	75	106	51	77	40	146
	21%	34% CE	16%	26% *	15% *	25%	22%	51% UKLMNOPQ	12% I	16% I	27% IUMP	23% UP	22% IP	23% UP	27% IUMP	15% IUMNP	28% IUMNP	61% STUVWXY	9% SX	21% SX	25% SX	23% SX	22% SX	14% S	29% STWX
No difference between the two	158	35	35	15	21	58	42	32	76	61	44	42	46	43	35	31	54	36	76	53	47	30	44	29	66
	15%	11%	14%	22% B*	18% *	15%	12%	14%	13%	15%	11%	16% KO	12%	15%	10%	11%	12%	17% UX	12%	15%	11%	14%	13%	10%	13%
Neither would make a good Prime Minister	357	55	125	27	52	176	85	22	290	179	108	96	120	124	94	32	244	9	306	154	121	81	110	24	269
	34%	17%	49% B	38% B*	43% B*	44% G	23%	10%	49% HIUKLMNOP	44% HKLMP	27% HP	38% HKOP	32% HKP	42% HKMOP	28% HP	11% HIUKLMNOP	54% HIUKLMNOP	4% RTUVWX	50% RTUVWX	43% RUVWX	29% RX	36% RX	32% RX	9% R	53% RTUVWX
Don't know	76	11	11	1	7	13	18	7	24	22	12	13	16	15	10	13	8	6	34	17	12	13	7	16	16
	7%	3%	4%	1% *	6% *	3%	5%	3%	4% Q	5% Q	3%	5% Q	4% Q	5% Q	3%	5% Q	2% Q	3%	5% UWY	5% W	3%	6% WY	2% WY	6% UW	3%
NET: No difference / neither	516 49%	91 28%	160 63% B	43 60% B*	73 61% B*	234 59% G	127 35%	54 24%	366 62% HKLMNOP	240 59% HKMOP	152 38% HP	137 54% HKMOP	166 45% HKOP	167 57% HKMOP	129 39% HP	63 23%	299 66% HIUKLMNOP	46 22%	382 62% RUVWX	207 58% RUVWX	168 40% RX	111 50% RUX	154 45% RX	52 19%	334 65% RTUVWX

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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(*)

14th - 17th 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 (A)	The Labour Party (B)	Reform UK (C)	The Green party (D)	The Liberal Democrats (E)
Unweighted base	1049	1049	1049	1049	1049
Weighted base	1049	1049	1049	1049	1049
A very good campaign (2)	35 3%	117 11% ACDE	79 7% ADE	46 4%	54 5%
A fairly good campaign (1)	135 13%	286 27% ADE	257 25% ADE	181 17% A	212 20% A
A neither good nor bad campaign (0)	193 18%	267 25% A	255 24% A	358 34% ABC	367 35% ABC
A fairly bad campaign (-1)	250 24% BCDE	151 14% C	117 11%	131 12%	132 13%
A very bad campaign (-2)	317 30% BCDE	97 9%	156 15% BDE	111 11%	112 11%
Don't know	118 11%	130 12% A	185 18% AB	222 21% ABCE	173 16% AB

NET: Very / fairly good campaign	171 16% ACDE	403 38% ADE	336 32% ADE	227 22% A	266 25% AD
NET: Very / fairly bad campaign	567 54% BCDE	249 24%	273 26%	242 23%	244 23%

Mean	-0.73	0.19 ACDE	-0.02 A	-0.10 A	-0.04 A
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ColumnProportions (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

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

14th - 17th 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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
A very good campaign (2)	35 3%	26 5% C	9 2%	8 7% HI	12 7% HI	4 2%	4 2%	2 1%	5 2%	20 7% KL	8 2%	7 2%	9 7% OP	15 5%	5 2%	7 2%	20 3%	16 3%	10 4%	9 3%	5 2%	9 6% *	1 3%	1 5% *	29 3%	6 4%	22 4%	9 3%	4 3%	18 5% e	18 2%	17 4%	18 3%	30 5% i	5 1%	
A fairly good campaign (1)	135 13%	52 10%	81 15% B	13 11%	25 14%	26 15%	16 9%	14 8%	42 17% GH	37 13%	42 12%	56 13%	17 13%	41 14%	24 10%	47 13%	72 12%	63 14%	31 12%	44 16% UX	22 9%	25 17% UX*	9 18% X*	5 5% *	116 13%	19 12%	99 16% b	20 7%	17 12%	54 16%	82 11%	52 13%	84 13%	82 13%	54 13%	
A neither good nor bad campaign (0)	193 18%	88 17%	105 20%	23 21%	40 22% G	29 17%	23 13%	29 17%	49 20%	63 22% K	52 15%	78 19%	25 19%	59 20%	37 15%	63 18%	120 20%	73 16%	42 17%	61 22%	45 19%	25 17% *	10 18% *	11 12% *	161 18%	32 20%	120 19%	45 15%	28 21%	62 18%	131 18%	73 19%	120 18%	118 18%	76 19%	
A fairly bad campaign (-1)	250 24%	128 25%	118 22%	19 17%	30 17%	34 20%	49 28% DE	53 31% DEF	65 26% E	49 17%	83 24%	118 28% J	25 20%	51 18%	65 27% N	100 28% N	140 24%	110 24%	58 23%	53 19%	77 32% STV	26 18% *	11 22% *	26 28% *	210 24%	40 24%	159 26%	60 20%	31 23%	75 23%	174 24%	86 22%	164 25%	157 24%	93 23%	
A very bad campaign (-2)	317 30%	173 34% C	141 27%	40 37% E	44 24%	44 26%	59 34%	57 34%	73 29%	84 29%	103 30%	130 31%	47 36% N	67 23%	84 34% N	117 33% N	176 30%	141 30%	89 36% TV	71 26%	67 28%	35 24% *	14 28% *	41 44% TUV*	266 30%	51 31%	156 25%	120 41% a	41 30%	75 22%	242 34% d	125 32%	193 29%	183 28%	134 33%	
Don't know	118 11%	41 8%	76 14% B	7 6%	28 16% DHI	34 20% DHI	22 13% I	13 8%	14 6%	35 12% L	56 16% L	27 6%	7 5%	58 20% MOP	29 12% P	22 6%	57 10%	61 13%	19 8%	36 13%	25 10%	24 17% S*	6 11% *	9 9% *	103 12%	16 10%	63 10%	39 13%	16 11%	51 15% e	67 9%	31 8%	87 13% f	76 12%	42 10%	
NET: Very / fairly good campaign	171 16%	78 15%	91 17%	21 19% H	37 21% GH	30 18% H	20 11%	16 9%	47 19% H	57 20%	50 15%	63 15%	26 20% O	55 19% O	29 12%	54 15%	92 16%	79 17%	40 16% X	53 19% UX	27 11%	34 24% UX*	10 20% X*	6 6% *	145 16%	25 15%	121 20% b	29 10%	20 15%	71 21% e	99 14%	69 18%	102 15%	112 17%	59 15%	
NET: Very / fairly bad campaign	567 54%	301 59% C	259 49%	59 54% E	73 41%	78 46%	108 62% EF	110 66% EF	138 56% E	133 46%	186 54%	248 60% J	72 56% N	118 61%	149 61% N	217 61% N	316 54%	251 54%	147 59% TV	124 45%	144 60% TV	61 42% *	26 50% *	66 72% STVW*	476 54%	91 55%	315 51%	180 61% a	72 53%	150 45%	417 58% d	210 55%	357 54%	340 53%	227 56%	
Mean	-0.73	-0.79	-0.66	-0.69 *	-0.45 GH	-0.64 GH	-0.95	-0.97	-0.68 GH	-0.55 KL	-0.80	-0.79	-0.69	-0.50 OP	-0.93	-0.82	-0.72	-0.74	-0.81 X	-0.56 SUX	-0.82 X	-0.44 SUX*	-0.62 X*	-1.21 *	-0.73	-0.74	-0.59 b	-1.02	-0.74 b*	-0.48 e	-0.84	-0.71	-0.74	-0.67	-0.82	

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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(*)

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
A very good campaign (2)	35 3%	19 6%	7 3%	2 3% *	5 4% *	12 3%	14 4%	25 11% IJKLMNOPQ	2 * I	13 3% I	14 3% I	14 5% IQ	13 3% I	13 5% IQ	11 3% I	16 6% IQ	9 2% I	23 11% STUVWXY	3 1% S	12 3% S	15 4% S	13 6% SY	11 3% S	16 6% SY	12 2% S
A fairly good campaign (1)	135 13%	66 20% C	16 6%	7 10% *	16 14% C*	44 11%	59 16%	102 45% IJKLMNOPQ	18 3% I	45 11% I	71 18% UQ	38 15% UQ	53 14% IQ	42 14% IQ	50 15% IQ	57 21% IJMNOQ	37 8% I	93 44% STUVWXY	15 2% S	47 13% SY	67 16% SY	32 15% SY	59 17% SY	54 20% STY	47 9% S
A neither good nor bad campaign (0)	193 18%	83 25% CDE	33 13%	10 14% *	15 13% *	54 13%	77 21% F	60 26% IJKLMNOPQ	62 11% I	53 13% I	82 21% UUNQ	31 12% IQ	65 15% IQ	36 12% IQ	70 21% IUNQ	53 19% IUN	60 13% I	50 24% STVY	75 12% S	45 12% S	83 20% STY	31 14% S	67 19% STY	53 19% STY	67 13% S
A fairly bad campaign (-1)	250 24%	85 26%	64 25%	23 32% *	27 22% *	113 29%	94 26%	29 13% HMNO	171 29% HMNO	107 26% H	96 24% H	72 29% H	84 22% H	70 24% H	75 22% H	74 27% H	116 26% H	31 15% S	171 28% R	101 28% R	106 25% R	55 25% R	79 23% R	75 27% R	126 25% R
A very bad campaign (-2)	317 30%	63 19% B	115 46% B	29 40% B*	48 40% B*	148 37% G	95 26%	4 2% HIJKLMNOPQ	295 50% HIJKLMNOPQ	163 40% HKLP	101 25% H	86 34% HKP	130 35% HKP	112 38% HKP	112 33% HKP	60 22% H	203 45% HKLMNOP	5 2% S	294 48% RTUVWXY	142 40% RUWX	112 27% R	83 37% RUX	111 32% RUX	61 22% R	214 42% RUWX
Don't know	118 11%	13 4%	18 7%	1 1% *	8 7% *	27 7%	23 6%	7 3% H	41 7% H	24 6% H	34 9% HO	12 5% H	28 8% HO	23 8% HL	16 5% H	15 6% H	26 6% H	8 4% S	56 9% RTVW	11 3% S	35 8% RTVW	8 4% S	18 5% S	16 6% S	45 9% RTVW
NET: Very / fairly good campaign	171 16%	85 26% CD	23 9%	9 13% *	21 18% C*	56 14%	73 20% F	127 56% IJKLMNOPQ	20 3% I	58 14% IQ	85 21% UQ	52 21% UQ	66 18% IQ	55 19% UQ	61 18% IQ	73 26% IJMNOQ	46 10% I	117 55% STUVWXY	18 3% S	59 17% SY	81 19% SY	45 20% SY	71 20% SY	70 26% STUY	59 12% S
NET: Very / fairly bad campaign	567 54%	148 45% B	179 71% B	52 72% B*	75 63% B*	261 66% G	189 52%	33 15% HIJKLMNOPQ	465 79% HIJKLMNOPQ	271 67% HKMOP	198 50% H	158 62% HKP	214 57% HKP	182 61% HKP	188 56% HKP	135 49% H	320 71% HKLMNOP	36 17% S	465 76% RTUVWXY	243 68% RUWX	218 52% R	138 62% RUX	190 55% R	135 49% R	340 66% RUWX
Mean	-0.73	-0.34 CDE	-1.12	-0.97 *	-0.87 *	-0.92	-0.58 F	0.52 IJKLMNOPQ	-1.35	-0.95 IQ	-0.55 IJMNOQ	-0.74 UQ	-0.77 UQ	-0.83 IQ	-0.71 UQ	-0.41 IULMNOQ	-1.10 I	0.49 STUVWXY	-1.32	-0.91 SY	-0.61 STY	-0.76 SY	-0.67 STY	-0.42 STUVVY	-1.04 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(*)

14th - 17th 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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
A very good campaign (2)	117 11%	78 15% C	38 7%	19 17% FI	25 14%	14 8%	20 11%	19 11%	21 8%	44 15% L	34 10%	40 10%	21 16% P	35 12%	30 12%	31 9%	58 10%	60 13%	33 13%	23 8%	26 11%	24 16% TW*	2 4% *	10 11%	105 12%	13 8%	62 10%	43 14%	13 10%	44 13%	74 10%	50 13%	67 10%	81 12%	37 9%	
A fairly good campaign (1)	286 27%	143 28%	138 26%	35 32%	50 28%	46 27%	48 28%	41 24%	66 27%	85 29%	94 27%	107 26%	40 31%	75 26%	70 29%	94 26%	173 30%	112 24%	63 25%	82 30%	63 26%	37 26% *	16 32% *	24 26% *	240 27%	46 28%	177 29%	78 27%	31 23%	92 28%	194 27%	125 33% g	161 24%	194 30% i	91 23%	
A neither good nor bad campaign (0)	267 25%	134 26%	130 25%	29 26%	40 22%	46 27%	43 25%	47 28%	63 25%	69 24%	89 26%	109 26%	33 26%	72 25%	58 24%	96 27%	161 27%	106 23%	58 24%	71 26%	69 29%	31 29% *	15 29% *	22 24% *	217 25%	50 30%	158 26%	74 25%	34 25%	88 26%	179 25%	106 28%	161 24%	164 25%	103 26%	
A fairly bad campaign (-1)	151 14%	59 12%	91 17% B	10 9%	19 11%	16 9%	23 13%	27 16%	56 23% DEFG	29 10%	39 11%	83 20% JK	13 10%	28 10%	34 14%	68 19% MN	82 14%	69 15%	45 18%	32 12%	36 15%	20 14% *	8 17% *	10 11% *	127 14%	24 15%	105 17% b	25 8%	22 16% b	34 10%	117 16% d	43 11%	109 16% f	76 12% h	76 19%	
A very bad campaign (-2)	97 9%	47 9%	49 9%	6 6%	13 8%	14 8%	17 10%	18 11%	29 12%	29 7%	30 9%	47 11%	12 9%	19 6%	23 9%	42 12% N	46 8%	51 11%	26 11%	30 11%	19 8%	6 4% *	4 7% *	12 13% V*	83 9%	14 9%	48 8%	31 10%	18 13%	24 7%	73 10%	26 7% f	71 11% f	43 7% h	54 13%	
Don't know	130 12%	47 9%	83 16% B	12 11%	30 17% I	36 21% DHI	23 13% I	16 9%	14 6%	42 15% L	59 17% L	30 7%	12 9%	62 21% MOP	30 12% P	24 7%	65 11%	65 14%	22 9%	35 13%	27 11%	27 18% S*	6 11% *	13 15% *	112 13%	18 11%	69 11%	43 15%	18 13%	53 16% e	78 11%	35 9%	96 14% f	88 14%	42 10%	
NET: Very / fairly good campaign	403 38%	222 44% C	177 33%	54 49% FHI	76 42%	60 35%	68 39%	60 36%	86 35%	129 45% L	127 37%	146 35%	60 47% P	109 38%	99 41%	124 35%	231 39%	172 37%	96 39%	105 39%	88 37%	61 42% *	18 36% *	34 37% *	345 39%	58 35%	239 39%	121 41%	44 32%	136 41%	268 37% g	175 46% g	228 34%	275 43% i	128 32%	
NET: Very / fairly bad campaign	249 24%	106 21%	140 26%	16 15%	33 18%	30 17%	40 23%	46 27% DF	85 34% DEFG	49 17%	70 20%	130 31% JK	24 19%	47 16%	57 23%	111 31% MN	128 22%	120 26%	71 29% V	62 23%	56 23%	26 18% *	12 24% *	22 24% *	210 24%	38 23%	153 25%	55 19%	40 29% b	58 17%	190 27% d	68 18%	180 27% f	119 18%	130 32% h	
Mean	0.19	0.32 C	0.06	0.51 HI*	0.37 I	0.22	0.20	0.10	-0.03	0.42 KL	0.21	0.02	0.38 P	0.35 P	0.23 P	0.01	0.22	0.15	0.14	0.15	0.18	0.45 SI*	0.10 *	0.13 *	0.20	0.13	0.18	0.31 c	-0.01 *	0.34 e	0.12	0.38 g	0.08	0.35 i	-0.05	

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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(**)

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529			
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511			
A very good campaign (2)	117 11%	11 3%	70 28% BDE	8 12% B*	10 9% B*	60 15% G	20 5%	24 11% KO	82 14% KMO	109 27% HKL MNOPQ	3 1% HKL MNOPQ	48 19% HKL MNOPQ	26 7% KO	52 18% HKL MNOPQ	15 4% K	35 13% KMO	54 12% KMO	20 9% U	83 14% UWX	104 29% RSUVWXY	4 1% RSUVWXY	50 23% RSUVWXY	21 6% U	25 9% U	58 11% UW			
A fairly good campaign (1)	286 27%	75 23%	107 42% BE	27 37% BE*	20 16% *	135 34% G	86 24%	58 26% K	200 34% HKMOP	199 49% HKL MNOPQ	43 11% HKL MNOPQ	105 41% HKL MNOPQ	78 21% K	111 38% HKMOP	68 20% K	65 23% K	148 33% KMOP	56 27% U	191 31% UW	187 52% RSUVWXY	45 11% RSUVWXY	98 44% RSUVWXY	75 22% U	72 26% U	167 33% UW			
A neither good nor bad campaign (0)	267 25%	97 30% C	44 17%	25 35% C*	33 28% C*	102 26% G	95 26%	63 28% JN	134 34% J	62 15% HKL MNOPQ	110 28% HKL MNOPQ	55 22% J	84 21% J	60 20% J	93 28% J	60 23% J	125 28% J	54 26% TV	135 22% TV	47 13% STVW	119 28% STVW	40 18% T	73 21% T	64 23% T	132 26% STV			
A fairly bad campaign (-1)	151 14%	88 27% CDE	13 5%	8 11% *	18 15% C*	44 11% F	87 24% F	49 21% JLNQ	71 12% J	13 3% HKL MNOPQ	114 29% HKL MNOPQ	25 10% J	82 22% JLNQ	36 12% J	77 23% JLNQ	61 22% JLNQ	61 13% J	48 23% STVY	78 13% T	7 2% RSTVXY	122 29% RSTVXY	21 10% T	87 25% STVY	58 21% STVY	59 12% T			
A very bad campaign (-2)	97 9%	44 13% CD	4 1%	3 4% *	21 17% CD*	24 6% F	52 14% F	27 12% JLNQ	52 9% JLN	3 1% HKL MNOPQ	90 23% HKL MNOPQ	8 3% J	71 19% HKL MNOPQ	11 4% J	67 20% HKL MNOPQ	42 15% JLNQ	31 7% JLN	27 13% TVY	60 10% TVY	2 1% RSTVXY	87 29% RSTVXY	3 1% RSTVXY	68 20% RSTVXY	41 15% STVY	37 7% TV			
Don't know	130 12%	13 4%	16 6%	1 2% *	18 15% BCD*	32 8% G	22 6%	6 3%	48 8% HJO	20 5% HKL MNOPQ	39 10% HKL MNOPQ	13 5% HJO	33 9% HJO	25 9% HKL MNOPQ	17 5% HKL MNOPQ	15 5% HKL MNOPQ	33 7% HKL MNOPQ	7 3% RTVWX	66 11% RTVWX	8 2% RTVWX	41 10% RTVWX	9 4% T	22 7% T	15 6% T	56 11% RTVWX			
NET: Very / fairly good campaign	403 38%	86 26% BDE	177 70% BDE	35 49% BE*	30 25% *	194 49% G	106 29%	83 37% KMO	283 48% HKMOP	308 76% HKL MNOPQ	45 11% HKL MNOPQ	152 60% HKMOPQ	103 28% K	163 55% HKMOPQ	83 25% K	100 36% KMO	203 45% HKMOP	76 36% UW	274 45% RUWX	292 82% RSUVWXY	50 12% RSUVWXY	148 67% RSUVWXY	96 28% U	97 35% UW	226 44% RUWX			
NET: Very / fairly bad campaign	249 24%	132 40% CD	17 7%	10 15% C*	39 32% CD*	69 17% F	139 38% F	75 33% JLNQ	124 21% JLN	16 4% HKL MNOPQ	205 51% HKL MNOPQ	33 13% J	153 41% HKL MNOPQ	48 16% J	144 43% HKL MNOPQ	102 37% JLNQ	92 20% JL	74 35% STVY	139 23% TVY	10 50% RSTVXY	209 11% RSTVXY	24 50% T	154 45% RSTVXY	98 36% STVY	97 19% TV			
Mean	0.19	-0.25	0.96 BDE	0.43 BE*	-0.19 *	0.44 G	-0.19	0.02 KMO	0.35 HKMOP	1.03 HKL MNOPQ	-0.69	0.66 HKMOPQ	-0.28 K	0.58 HKMOPQ	-0.35 K	-0.03 KMO	0.32 HKMOP	-0.02 UW	0.29 RUWX	1.10 RSUVWXY	-0.64	0.81 RSUVWXY	-0.33 U	-0.07 UW	0.33 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(*)

14th - 17th 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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
A very good campaign (2)	79 7%	44 9%	32 6%	10 9%	9 5%	10 6%	13 8%	17 10%	20 8%	19 7%	23 7%	37 9%	11 9%	14 5%	22 9%	29 8%	39 7%	40 9%	27 11% x	17 6%	15 6%	11 7% *	7 14% x*	2 2% *	69 8%	10 6%	46 7%	23 8%	9 7%	21 6%	57 8%	29 8%	49 7%	46 7%	33 8%	
A fairly good campaign (1)	257 25%	141 28% c	114 22%	25 22%	45 25%	36 21%	39 22%	43 26%	69 28%	70 24%	75 22%	113 27%	29 23%	67 23%	55 22%	98 28%	152 26%	105 23%	69 28% u	67 25%	47 19%	45 31% u*	9 17% *	20 22% *	219 25%	38 23%	152 25%	66 22%	39 29%	84 25%	173 24%	87 23%	170 26%	157 24%	100 25%	
A neither good nor bad campaign (0)	255 24%	125 25%	128 24%	29 26%	49 28%	40 23%	41 24%	40 24%	56 22%	78 27%	81 23%	95 23%	32 25%	76 26%	62 25%	77 22%	140 24%	114 25%	57 23%	67 25%	73 30% x	29 20% *	13 25% *	16 18% *	213 24%	41 25%	163 26%	64 22%	27 20%	83 25%	171 24%	104 27%	150 23%	172 27% i	83 21%	
A fairly bad campaign (-1)	117 11%	57 11%	59 11%	15 14%	13 7%	15 9%	21 12%	19 11%	34 14%	29 10%	36 10%	53 13%	15 12%	24 8%	30 12%	47 13%	66 11%	51 13%	22 9%	30 11%	33 14%	12 8% *	8 16% *	12 13% *	97 11%	20 12%	78 13%	26 9%	14 10%	36 13%	81 11%	37 10%	80 12%	66 10%	52 13%	
A very bad campaign (-2)	156 15%	74 14%	80 15%	18 16%	28 15%	26 15%	29 16%	22 13%	34 14%	46 16%	54 16%	56 13%	24 19%	40 14%	36 15%	52 15%	90 15%	65 14%	32 13%	41 15%	33 14%	21 15% *	6 13% *	22 24% s*	135 15%	21 13%	81 13%	56 19% a	19 14%	46 14%	109 15%	67 17%	89 13%	96 15%	59 15%	
Don't know	185 18%	67 13%	117 22% B	13 12%	34 19%	45 27% DHI	30 18%	27 16%	35 14%	48 17%	76 22% L	62 15%	17 13%	69 24% MOP	40 16%	52 15%	96 16%	89 19%	41 16%	51 19%	40 17%	27 18% *	8 15% *	19 21% *	152 17%	33 20%	99 16%	59 20%	28 21%	62 19%	123 17%	59 15%	126 19%	109 17%	76 19%	
NET: Very / fairly good campaign	336 32%	185 36% c	147 28%	34 31%	54 30%	46 27%	52 30%	60 36%	89 36%	89 31%	98 28%	150 36% K	40 31%	81 28%	76 31%	127 36%	191 33%	144 31%	96 39% UX	84 31%	62 26%	56 39% UX*	16 31% *	22 24% *	288 33%	48 29%	198 32%	89 30%	48 36%	106 32%	230 32%	116 30%	220 33%	203 31%	133 33%	
NET: Very / fairly bad campaign	273 26%	131 26%	139 26%	33 30%	41 23%	40 24%	49 29%	41 25%	68 27%	74 26%	90 26%	109 26%	40 31%	64 22%	66 27%	99 28%	157 27%	116 25%	54 22%	71 26%	66 27%	33 23% *	14 28% *	34 37% sv*	232 26%	41 25%	159 26%	82 28%	32 24%	83 25%	190 27%	104 27%	169 25%	162 25%	111 28%	

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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(*)

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
A very good campaign (2)	79 7%	39 12% C	12 5%	3 5% *	15 12% C*	14 3%	50 14% F	19 8% JQ	43 7% JQ	18 5% Q	46 12% JLUNQ	13 5% Q	46 12% JLUNQ	19 6% Q	44 13% JLUNQ	67 24% HUKLMNOQ	5 1% Q	17 8% TV	44 7% TY	14 4% Y	51 12% STVY	15 7% Y	42 12% STY	62 23% RSTUVWY	9 2% Q
A fairly good campaign (1)	257 25%	111 34% CDE	54 21%	14 20% *	25 21% *	74 19%	129 36% F	91 40% IUKLMNOQ	124 21% Q	107 26% IQ	119 30% IQ	73 29% IQ	96 26% IQ	73 25% Q	93 28% IQ	135 49% HUKLMNOQ	59 13% Q	78 37% STUWY	122 20% Y	99 28% SY	115 27% SY	68 31% SY	100 29% SY	136 49% RSTUVWY	62 12% Q
A neither good nor bad campaign (0)	255 24%	83 25%	56 22%	18 25% *	22 18% *	99 25%	82 23% F	60 26% MP	134 23% P	100 25% PQ	87 22% P	57 23% P	73 19% P	64 22% P	77 23% P	41 15% Q	90 20% Q	50 24% X	140 23% X	88 25% X	93 22% X	53 24% X	70 20% Q	41 15% Q	110 21% X
A fairly bad campaign (-1)	117 11%	36 11%	37 15%	13 23% *	16 13% *	57 14%	39 11% P	26 12% P	73 12% P	51 12% P	45 11% P	35 14% P	47 13% P	43 15% P	40 12% P	12 4% HUKLMNOP	89 20% X	26 12% X	82 13% X	49 14% X	49 12% X	33 15% X	36 10% X	11 4% RSTUWX	98 19% Q
A very bad campaign (-2)	156 15%	30 9%	63 25% B	17 23% B*	23 19% B*	100 25% G	21 6% P	11 5% P	124 21% HKMOP	78 19% HKOP	46 11% HP	50 20% HKOP	59 16% HKP	62 21% HKOP	46 14% HP	2 1% HUKLMNOP	145 32% X	20 9% RUX	122 20% RUX	69 19% RUX	50 12% X	37 17% RX	59 17% RUX	4 2% RSTUVWX	142 28% Q
Don't know	185 18%	30 9%	29 12%	6 9% *	20 17% B*	53 13%	41 11% P	19 9% HLOP	91 15% Q	51 13% P	55 14% HP	24 10% Q	53 14% HOP	35 12% P	36 11% Q	19 7% Q	65 14% HLP	21 10% Q	106 17% RTVWX	37 10% Q	59 14% VX	15 7% Q	40 11% Q	20 7% Q	90 18% RTVWX
NET: Very / fairly good campaign	336 32%	150 46% CDE	67 26%	18 25% *	40 33% *	88 22%	179 49% F	109 48% IUKLMNOQ	167 28% Q	126 31% Q	165 41% JUNQ	86 34% Q	141 38% JQ	91 31% Q	137 41% JUNQ	202 73% HUKLMNOQ	63 14% Q	95 45% STY	165 27% Y	113 32% SY	166 40% STY	83 38% SY	141 41% STY	197 72% RSTUVWY	71 14% Q
NET: Very / fairly bad campaign	273 26%	66 20% B	101 40% B	30 42% B*	38 32% B*	157 40% G	60 17% P	38 17% P	197 33% HKMOP	128 32% HKP	90 23% HP	85 34% HKOP	105 28% HKP	105 36% HKMOP	86 26% HP	13 5% HUKLMNOP	234 52% X	45 22% X	204 33% RUX	119 33% RUX	99 24% X	70 32% RUX	95 27% X	16 6% RSTUVWX	240 47% Q
Mean	-0.02	0.31 CDE	-0.38	-0.40 *	-0.07 *	-0.45	0.46 F	0.38 IUKLMNOQ	-0.23 Q	-0.18 Q	0.22 JUNMQ	-0.16 Q	0.07 JUNQ	-0.22 Q	0.16 JUNQ	0.99 HUKLMNOQ	-0.80	0.24 STVY	-0.23 Y	-0.19 Y	0.19 STVY	-0.05 SY	0.10 STY	0.94 RSTUVWY	-0.72

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

14th - 17th 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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
A very good campaign (2)	46 4%	26 5%	20 4%	14 13% FGHI	11 6% H	7 4%	8 5% H	1 1%	5 2%	25 9% KL	15 4% L	6 2%	15 12% NOP	17 6% P	9 4%	4 1%	21 4%	25 5%	8 3%	10 4%	14 6%	13 9% STX*	1 1% *	1 1% *	43 5%	3 2%	24 4%	15 5%	7 5%	16 5%	30 4%	21 5%	25 4%	35 5%	11 3%	
A fairly good campaign (1)	181 17%	82 16%	94 18%	22 20%	41 23%	25 14%	28 16%	26 16%	38 15%	64 22% KL	53 15%	64 15%	27 21%	58 20%	39 16%	55 15%	109 19%	72 15%	37 15%	53 19%	40 17%	31 21% *	5 10% *	15 16% *	149 17%	32 19%	113 18%	49 17%	19 14%	65 20%	116 16%	84 22% g	97 15%	115 18%	66 16%	
A neither good nor bad campaign (0)	358 34%	169 33%	185 35%	47 42% EF	52 29%	49 29%	62 36%	56 33%	92 37%	99 34%	111 32%	148 36%	51 40% N	82 28%	87 36%	122 34%	219 38% R	138 30%	91 37%	98 36%	78 32%	45 31% *	16 31% *	30 32% *	312 35%	46 28%	221 36%	91 31%	45 33%	108 32%	250 35%	139 36%	219 33%	211 33%	146 36%	
A fairly bad campaign (-1)	131 12%	73 14%	57 11%	11 10%	22 12%	23 14%	24 14%	20 12%	30 12%	33 11%	47 14%	51 12%	13 10%	36 12%	36 15%	43 12%	66 11%	65 14%	35 14%	25 9%	32 13%	20 14% *	12 24% TX*	7 8% *	110 12%	21 13%	80 13%	35 12%	16 12%	45 13%	86 12%	41 11%	90 13%	85 13%	45 11%	
A very bad campaign (-2)	111 11%	67 13% C	44 8%	5 5%	14 8%	14 8%	16 9%	26 15% DEF	37 15% DE	19 7%	29 9%	63 15% JK	7 6%	19 7%	25 10%	56 16% MN	56 10%	55 12%	34 14% V	26 9%	20 8%	8 5% *	7 14% *	16 18% TUV*	93 11%	18 11%	57 9%	39 13%	15 11%	23 7%	88 12% d	34 9%	77 12%	65 10%	46 11%	
Don't know	222 21%	91 18%	129 24% B	11 10%	39 22% D	54 31% DGI	35 20% D	38 23% D	46 18%	50 17%	89 26% J	84 20%	16 12%	79 27% M	48 20%	74 21% M	112 19%	110 24%	43 17%	62 23%	56 23%	29 20% *	10 19% *	23 25% *	178 20%	44 27%	124 20%	64 22%	34 25%	77 23%	146 20%	65 17%	158 24% f	134 21%	88 22%	
NET: Very / fairly good campaign	227 22%	108 21%	114 22%	37 33% FGHI	52 29% FHI	32 18%	36 21%	28 16%	43 17%	89 31% KL	68 20%	70 17%	42 32% OP	74 26% P	48 20%	59 17%	131 22%	96 21%	45 18%	63 23%	54 23%	44 30% SWX*	5 11% *	15 17% *	193 22%	34 21%	137 22%	64 22%	26 19%	81 24%	146 20%	105 27% g	122 18%	150 23%	77 19%	
NET: Very / fairly bad campaign	242 23%	140 27% C	101 19%	16 14%	36 20%	37 21%	40 23%	46 27% D	67 27% D	52 18%	77 22%	113 27% J	20 16%	55 19%	61 25% M	100 28% MN	122 21%	120 26%	68 28% T	50 18%	52 22%	27 19% *	20 39% TUV*	23 26% *	203 23%	39 24%	137 22%	74 25%	30 22%	68 20%	173 24%	75 20%	167 25% f	150 23%	92 23%	
Mean	-0.10	-0.17	-0.03	0.30 FGH*	0.09 HI	-0.10	-0.08	-0.33	-0.28	0.18 KL	-0.09 L	-0.30	0.26 OP	0.08 OP	-0.15	-0.33	-0.06	-0.15	-0.24	-0.02 SWX	-0.02 W	0.19 SWX*	-0.51 *	-0.35 *	-0.08	-0.17	-0.07	-0.15	-0.12 *	0.02 e	-0.15	0.05 g	-0.19	-0.06	-0.16	

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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(*)

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529		
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511		
A very good campaign (2)	46 4%	6 2%	14 6%	2 3%	14 12%	19 5%	9 2%	12 5%	27 5%	22 5%	11 3%	21 8%	5 1%	41 14%	2 *	16 6%	20 5%	8 4%	30 5%	16 4%	13 3%	23 10%	6 2%	15 5%	24 5%		
A fairly good campaign (1)	181 17%	29 9%	60 24%	17 24%	28 34%	93 23%	44 12%	44 20%	123 21%	112 28%	45 11%	83 33%	43 12%	120 41%	10 3%	48 17%	90 20%	38 18%	119 19%	102 28%	42 10%	76 34%	39 11%	47 17%	97 19%		
A neither good nor bad campaign (0)	358 34%	121 37%	103 41%	24 34%	28 *	146 37%	116 32%	82 36%	200 34%	160 39%	116 29%	84 33%	101 27%	80 27%	78 23%	92 33%	154 34%	71 34%	207 34%	144 40%	127 30%	71 32%	109 32%	87 32%	171 34%		
A fairly bad campaign (-1)	131 12%	59 18%	28 11%	10 15%	13 *	45 11%	66 18%	33 14%	67 11%	44 11%	62 15%	21 8%	59 16%	17 6%	79 23%	39 14%	62 14%	38 18%	65 11%	41 11%	66 16%	20 9%	56 16%	39 14%	68 13%		
A very bad campaign (-2)	111 11%	61 19%	15 6%	6 9%	15 *	30 7%	65 18%	26 11%	66 11%	19 5%	77 19%	8 3%	90 24%	2 1%	105 31%	43 15%	46 10%	25 12%	71 11%	16 4%	78 19%	7 3%	83 24%	48 18%	46 9%		
Don't know	222 21%	53 16%	32 13%	12 16%	21 18%	65 16%	63 17%	30 13%	106 18%	50 12%	88 22%	36 14%	74 20%	36 12%	63 19%	39 14%	81 18%	31 15%	122 20%	39 11%	91 22%	24 11%	52 15%	38 14%	105 20%		
NET: Very / fairly good campaign	227 22%	35 11%	74 29%	19 27%	43 36%	112 28%	53 15%	56 25%	150 25%	134 33%	56 14%	103 41%	49 13%	161 54%	11 3%	64 23%	110 24%	46 22%	149 24%	117 33%	55 13%	99 45%	45 13%	62 22%	121 24%		
NET: Very / fairly bad campaign	242 23%	120 37%	44 17%	17 23%	28 *	74 19%	131 36%	59 26%	133 23%	63 15%	139 35%	29 12%	149 40%	20 7%	183 55%	81 29%	108 24%	63 30%	136 22%	57 16%	145 35%	27 12%	139 40%	88 32%	114 22%		
Mean	-0.10	-0.51	0.13	-0.03	0.15	0.08	-0.45	-0.09	-0.05	0.21	-0.48	0.40	-0.62	0.69	-1.01	-0.19	-0.06	-0.19	-0.05	0.19	-0.48	0.44	-0.58	-0.25	-0.03		

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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(*)

14th - 17th 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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
A very good campaign (2)	54 5%	35 7% C	18 3%	10 9% FH	17 10% FH	4 2%	8 4%	2 1%	13 5% H	28 10% KL	12 3%	14 3%	12 9% OP	18 6%	9 4%	13 4%	31 5%	23 5%	12 5%	9 3%	18 7%	10 7% *	2 3% *	4 3% *	47 5%	6 4%	30 5%	18 6%	6 4%	17 5%	37 5%	28 7% g	26 4%	37 6%	16 4%	
A fairly good campaign (1)	212 20%	97 19%	115 22%	30 28%	36 20%	30 18%	36 21%	32 19%	48 19%	67 23%	66 19%	80 19%	32 25%	58 20%	53 22%	65 18%	119 20%	93 20%	35 14%	60 22% SW	59 24% SW	38 26% SW*	5 9% *	16 17% *	175 20%	37 23%	126 20%	59 20%	27 20%	75 22%	137 19%	95 25% g	117 18%	144 22% i	68 17%	
A neither good nor bad campaign (0)	367 35%	184 36%	178 34%	35 32%	57 32%	57 33%	64 37%	62 37%	92 37%	92 32%	121 35%	154 37%	40 31%	91 32%	94 39%	127 36%	232 40% R	135 29%	90 36%	97 35%	68 28%	45 31% *	26 51% TUV*	40 43% U*	307 35%	60 37%	234 38% b	86 29%	46 34%	124 37%	243 34%	139 36%	228 34%	228 35%	139 34%	
A fairly bad campaign (-1)	132 13%	70 14%	61 12%	13 12%	18 10%	22 13%	18 10%	28 17%	34 14%	31 11%	40 11%	62 15%	18 14%	29 10%	26 10%	57 16%	64 11%	68 15%	41 16%	29 11%	34 14%	13 9% *	7 13% *	9 10% *	112 13%	20 12%	76 12%	42 14%	14 11%	37 11%	95 13%	37 10%	95 14% f	76 12%	56 14%	
A very bad campaign (-2)	112 11%	63 12%	48 9%	7 6%	9 5%	16 9%	22 13% E	20 12% E	39 16% DE	16 6%	37 11% J	58 14% J	8 6%	19 7%	27 11%	54 15% MN	56 10%	55 12%	36 14%	24 9%	24 10%	12 8% *	6 11% *	10 11% *	93 10%	19 12%	59 10%	33 11%	19 14%	21 6%	91 13% d	36 9%	76 11%	54 8%	58 14% h	
Don't know	173 16%	59 12%	111 21% B	15 13%	42 23% I	42 25% DHI	27 16%	26 15%	22 9%	56 19% L	69 20% L	47 11%	19 15%	74 26% MOP	35 14%	40 11%	83 14%	90 19% Q	34 14%	54 20%	38 16%	28 19% *	6 12% *	13 15% *	152 17%	21 13%	94 15%	55 19%	24 17%	60 18%	112 16%	49 13%	124 19% f	106 16%	67 17%	
NET: Very / fairly good campaign	266 25%	132 26%	132 25%	41 37% FGHI	53 30% H	34 20%	43 25%	33 20%	61 25%	94 33% KL	77 22%	94 23%	44 34% P	76 26%	63 26%	78 22%	150 26%	116 25%	47 19%	69 25%	76 32% SW	47 33% SW*	6 13% *	20 21% *	222 25%	44 27%	156 25%	77 26%	33 24%	92 28%	174 24% g	123 32%	143 21%	182 28% i	84 21%	
NET: Very / fairly bad campaign	244 23%	133 26%	109 21%	20 18%	27 15%	37 22%	40 23%	47 28% E	73 29% DE	47 16%	77 22%	120 29% J	26 20%	48 17%	53 22%	111 31% MNO	121 21%	123 27% Q	76 31% TV	54 20%	58 24%	24 17% *	13 25% *	19 21% *	205 23%	39 24%	135 22%	76 26%	33 24%	58 17%	186 26% d	73 19%	171 26% f	130 20%	114 28% h	
Mean	-0.04	-0.06	-0.02	0.26 FGH*	0.25 FGHI	-0.11	-0.07	-0.23	-0.17	0.25 KL	-0.09	-0.19	0.20 P*	0.12 P	-0.04	-0.24	0.01	-0.11	-0.24	* S	0.05 S	0.18 SW*	-0.23 *	-0.07 *	-0.04	-0.06	-0.02	-0.06	-0.12 *	0.11 e	-0.11	0.13 g	-0.15	0.07 i	-0.21	

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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(*)

14th - 17th 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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
A very good campaign (2)	54 5%	11 3%	16 6%	10 14% BC*	9 8% *	24 6%	17 5%	16 7% KMO	30 5% MO	30 7% IKMOQ	13 3% M	41 16% HIKMO PQ	6 2% 2%	37 13% HIKMO PQ	6 2%	15 5% MO	22 5% MO	13 6% W	32 5% W	26 7% UW	15 3% W	42 19% RSTUWXY	4 1% 1%	15 5% W	25 5% W
A fairly good campaign (1)	212 20%	48 14%	65 26% B	32 44% BCE*	25 21% *	103 26% G	52 14%	56 25% KMO	137 23% KMO	131 32% HIKMO PQ	42 10% M	120 47% HIKMNOPQ	26 7% 7%	99 33% HIKMO PQ	38 11% M	58 21% KMO	106 23% KMO	46 22% UW	135 22% UW	122 34% RSUWXY	44 11% W	120 54% RSTUWXY	20 6% 6%	65 24% UW	114 22% UW
A neither good nor bad campaign (0)	367 35%	118 36%	100 39%	22 31% *	35 29% *	149 37%	125 35%	83 37% LMN	205 25% LMN	151 33% LMNO	131 33% L	59 23% 2%	107 29% 29%	86 30% L	100 31% LMNO	86 36% LMNO	161 35% V	73 34% V	208 39% SVWX	138 33% V	139 33% V	40 18% 1%	106 31% V	81 30% V	180 35% V
A fairly bad campaign (-1)	132 13%	59 18% D	32 13% D	2 2% *	19 16% D*	53 13%	60 17%	29 13% L	75 13% JLN	38 9% JLN	77 19% HIJLNQ	15 6% 6%	86 23% HIJLNQ	27 9% 21%	70 18% JLN	48 15% JLN	66 15% JLN	32 13% V	81 10% TV	36 10% V	78 19% STVY	10 5% 5%	87 25% RSTUWXY	45 16% TV	66 13% V
A very bad campaign (-2)	112 11%	63 19% CD	15 6%	3 4% *	14 12% *	26 7%	70 19% F	24 11% JLN	69 12% JLN	18 5% L	81 20% HIJLNQ	3 1% 1%	101 27% HIJLN PQ	8 3% 3%	92 27% HIJLN PQ	45 16% HIJLNQ	47 10% JLN	27 13% TV	70 11% TV	13 4% V	82 20% RSTVY	3 1% 1%	96 28% RSTUWXY	46 17% STVY	48 9% TV
Don't know	173 16%	30 9%	25 10%	3 4% *	18 15% D*	43 11%	38 11%	19 9%	73 12% JLO	37 9%	56 14% HILOP	16 6% 6%	47 13% LO	39 13% JL	29 9%	24 9%	50 11% L	20 9% V	89 14% TVWX	22 6% V	60 14% RTVWX	7 3% 3%	32 9% V	21 8% V	78 15% RTVWX

NET: Very / fairly good campaign	266 25%	58 18%	81 32% B	42 59% BCE*	34 29% B*	127 32% G	69 19%	72 32% KMO	167 28% KMO	161 40% HIKMO PQ	54 14% M	160 63% HIKMNOPQ	32 9% 9%	136 46% HIKMO PQ	44 13% M	73 26% KMO	127 28% KMO	59 28% UW	167 27% UW	148 42% RSUWXY	59 14% W	162 73% RSTUWXY	24 7% 7%	80 29% UW	139 27% UW
NET: Very / fairly bad campaign	244 23%	122 37% CD	47 19% D	5 6% *	33 28% D*	79 20%	130 36% F	52 23% JLN	144 24% JLN	56 14% L	157 39% HIJLNQ	18 7% 7%	187 50% HIJLN PQ	35 12% L	163 48% HIJLN PQ	93 34% HIJLNQ	114 25% JLN	59 28% TV	151 14% TV	49 38% V	160 38% RSTVY	14 6% 6%	182 53% RSTUWXY	92 33% STVY	114 22% TV

Mean	-0.04	-0.39	0.16 B	0.65 BCE*	-0.04 B*	0.13 G	-0.35	0.05 KMOP	-0.03 KMOP	0.32 HIKMO PQ	-0.50 MO	0.76 HIKMNOPQ	-0.77	0.51 HIKMO PQ	-0.67	-0.20 KMO	-0.03 KMO	-0.07 UW	-0.04 UW	0.34 RSUWXY	-0.47 W	0.87 RSTUWXY	-0.80	-0.17 UW	0.01 UW
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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(*)

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1_2424. From what you might have seen or heard so far during this General Election campaign, which party leaders, if any, do you think have been the best and worst campaigners so far? - Summary

All Adults aged 18+ in Great Britain

	Q1_2424. From what you might have seen or heard so far during this General Election campaign, which party leaders, if any, do you think have been the best and worst campaigners so far?	
	best	worst
	campaigner	campaigner
	r	r
	(A)	(B)
Unweighted base	1049	1049
Weighted base	1049	1049
Keir Starmer, Labour party leader	228 22%	107 10%
Rishi Sunak, Conservative party leader	87 8%	377 36%
Ed Davey, Liberal Democrat leader	86 8%	65 6%
Nigel Farage, Reform UK leader	195 19%	106 10%
Carla Denyer, Green party co-leader	33 3%	19 2%
Adrian Ramsay, Green party co-leader	14 1%	21 2%
John Swinney, SNP leader	23 2%	40 4%
Rhun ap Iwan, Plaid Cymru leader	17 2%	32 3%
Other	4 +	2 +
None of the above	157 15%	84 8%
Don't know	205 20%	196 19%

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

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

14th - 17th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2424. From what you might have seen or heard so far during this General Election campaign, which party leaders, if any, do you think have been the best and worst campaigners so far? - best campaigner

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	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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399					
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403					
Keir Starmer, Labour party leader	228 22%	127 24% C	98 19%	32 29% I	51 28% I	32 19%	39 22%	37 22%	38 15%	83 29% KL	71 21%	75 18%	37 28% P	70 24%	56 23%	61 17%	127 22%	102 22%	60 24%	57 21%	47 20%	37 25% +	7 14% +	20 22% +	195 22%	33 20%	130 21%	69 24%	29 21%	83 25%	146 20%	98 26% g	130 20%	151 23%	77 19%					
Nigel Farage, Reform UK leader	195 19%	120 24% C	72 14%	17 16%	15 9%	26 15%	36 21% E	48 29% DEF	52 21% E	33 18% J	62 24% J	101 21% J	20 15%	28 10%	54 22% N	85 24% N	101 17%	94 20%	63 26% TVX	46 17%	48 20%	19 13% +	12 24% +	7 8% +	170 19%	26 16%	114 18%	54 18%	28 20%	45 14%	150 21% d	54 14% f	142 21% f	113 17%	82 20%					
Rishi Sunak, Conservative party leader	87 8%	36 7%	50 9%	6 6%	19 11% H	12 7%	10 6%	8 5%	32 13% GH	26 9%	22 6%	39 9%	11 9%	24 8%	13 5%	35 10%	56 10%	31 7%	21 9%	31 11% X	15 6%	13 9%	6 11% +	2 2% +	70 8%	17 11%	58 9%	18 6%	11 8%	26 8%	61 8%	28 7%	59 9%	52 8%	35 9%					
Ed Davey, Liberal Democrat leader	86 8%	40 8%	46 9%	16 15% EFH	9 5%	8 5%	17 10%	11 6%	25 10%	25 9%	25 7%	35 8%	16 12% N	14 5%	20 8%	32 9%	46 8%	39 8%	11 4%	15 6%	37 15% ST	13 9%	2 5% +	7 7% +	71 8%	14 9%	50 8%	24 8%	11 8%	25 8%	60 8%	36 9%	50 8%	56 9%	30 7%					
Carla Denyer, Green party co-leader	33 3%	13 3%	18 3%	10 9% EFGH	5 3%	3 2%	3 2%	4 2%	8 3%	15 5% K	6 2%	12 3%	10 8% NOP	7 3%	4 2%	10 3%	19 3%	14 3%	6 2%	12 4%	9 4%	3 2% +	1 3% +	2 3% +	31 3%	2 1%	18 3%	12 4%	3 2%	7 2%	26 5% g	19 2% g	14 2%	17 3%	16 4%					
John Swinney, SNP leader	23 2%	13 3%	10 2%	1 1%	3 2%	2 1%	9 5% FI	5 3%	2 1%	4 1%	11 3%	7 2%	1 1%	5 2%	9 4%	7 2%	13 2%	10 2%	1 *	5 2%	3 1%	3 2% +	- -	11 12% STUVW*	16 2%	7 4%	12 2%	8 3%	3 2%	7 2%	16 2% g	12 3%	11 2%	18 3%	5 1%					
Rhun ap Iorwerth, Plaid Cymru leader	17 2%	11 2%	6 1%	4 4%	4 2%	2 1%	2 1%	3 2%	3 1%	8 3% P	3 1%	5 1%	5 4% P	5 2%	3 1%	2 1%	11 2%	6 1%	5 2%	4 1%	3 1%	2 1% +	3 5% +	1 1% +	12 1% +	4 3%	8 1%	6 2%	3 2%	6 2%	10 1% g	8 2%	9 1%	14 2%	3 1%					
Adrian Ramsay, Green party co-leader	14 1%	9 2%	3 1%	2 2%	4 2%	4 2%	1 1%	- -	2 1%	7 2%	5 1%	2 1%	2 2%	8 3% OP	1 *	2 1%	9 2%	5 1%	3 1%	4 1%	3 1%	1 1% +	1 1% +	2 2% +	12 1%	2 1%	7 1%	4 1%	2 2%	5 1%	9 1% g	6 2% g	8 1%	12 2%	1 *					
Other	4 *	1 *	3 1%	- -	1 1%	- -	- -	1 1%	2 1%	1 *	- -	3 1%	- -	1 *	1 1%	2 1%	1 *	4 1%	2 1%	1 *	- -	1 1% +	- -	- -	4 *	1 *	4 1%	- -	* +	2 1%	2 *	3 1%	1 *	1 *	3 1%					
None of the above	157 15%	56 11%	101 19% B	8 8%	19 11%	32 18% D	27 16% D	25 15%	46 18% D	28 10%	59 17% J	70 17% J	11 8%	41 14%	40 16% M	65 18% M	78 13%	79 17%	37 15%	39 14%	33 14%	23 16% +	4 7% +	20 22% W*	131 15%	26 16%	102 16%	34 12%	21 15%	50 15%	107 15%	52 14%	105 16%	91 14%	66 16%					
Don't know	205 20%	81 16%	123 23% B	13 12%	47 26% DGH	52 30% DGH	28 16%	27 16%	38 15%	60 21%	80 23% L	65 16%	17 13%	86 30% MOP	42 17%	55 15%	124 21%	82 18%	38 15%	59 22%	43 18%	30 21% +	15 30% S*	20 22% +	174 20%	31 19%	119 19%	63 21%	24 17%	77 23%	128 18%	69 20%	136 19%	120 19%	85 21%					

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

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

14th - 17th June 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB
Q1_2424. From what you might have seen or heard so far during this General Election campaign, which party leaders, if any, do you think have been the best and worst campaigners so far? - best campaigner
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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511
Keir Starmer, Labour party leader	228 22%	33 10%	127 50% BDE	14 19% B*	11 10% *	111 28% G	51 14%	24 11% K	180 31% HKMOPQ	195 48% HKL MNOPQ	11 3% K	74 29% HKMOP	52 14% K	86 29% HKMOP	40 12% K	41 15% K	119 26% HKMOP	29 14% U	172 28% RUWX	186 52% RSLUVWXY	10 2% U	69 31% RUWX	48 14% U	38 14% U	138 27% RUWX
Nigel Farage, Reform UK leader	195 19%	114 35% CDE	22 9% BDE	5 8% *	23 19% CD*	41 10%	125 34% F	45 20% JLNQ	104 18% JLNQ	43 11% Q	129 32% JLNQ	23 9% Q	112 30% HJLNQ	30 10% Q	105 11% HJLNQ	136 49% HUKLMNOQ	24 5% TVY	40 19% TVY	105 17% TVY	36 10% Y	132 31% RSTVY	21 9% Y	110 32% RSTVY	146 53% RSTUVWY	19 4% S
Rishi Sunak, Conservative party leader	87 8%	57 17% CDE	11 4% BDE	2 24% *	5 19% *	35 11% G	37 10%	73 32% UKLMNOPQ	6 1% MO	19 10% MO	55 14% JLMNQ	21 8% U	39 10% UNQ	18 6% I	36 11% UQ	30 11% JUN	68 7% I	8 1% STUVWXY	20 6% S	53 13% STVY	15 7% S	40 12% STY	27 10% ST	35 7% S	
Ed Davey, Liberal Democrat leader	86 8%	21 6% BCE*	25 10% BCE*	17 24% B*	10 12% *	42 11% G	21 6%	16 7% M	57 10% MO	39 10% MO	29 7% M	51 20% HUKLMNOPQ	13 3% HUKMOP	40 13% HUKMOP	19 6% M	17 6% O	59 13% HUKMOP	14 7% W	60 10% W	36 10% W	31 7% W	57 26% RSTUWXY	7 2% W	18 7% W	60 12% RUWX
Carla Denyer, Green party co-leader	33 3%	5 1% B*	8 3% B*	4 5% B*	10 8% B*	19 5% G	6 2%	4 2% O	26 4% O	14 3% O	15 4% O	11 4% O	9 3% HUKLMNOPQ	27 9% HUKLMNOPQ	2 1% O	6 2% O	22 5% MO	1 * RTX	29 5% RTX	7 2% RX	16 4% RTX	10 4% RTX	12 4% RX	2 1% RTX	23 5% RTX
John Swinney, SNP leader	23 2%	1 * B*	3 1% B*	3 4% B*	14 12% BC*	15 4% G	3 1%	3 2% 3%	17 3% 3%	7 2% 2%	8 2% 3%	8 3% 3%	9 3% 4% J	11 4% J	5 2% 2%	4 1% 1%	14 3% 2%	5 2% 3%	16 3% 3%	6 2% 2%	9 2% 2%	5 2% 2%	6 2% 2%	5 2% 2%	16 3% 3%
Rhun ap Iorwerth, Plaid Cymru leader	17 2%	8 2% 2%	2 1% 1%	2 3% *	1 1% *	5 1% 1%	7 2%	6 3% 1%	6 1% 1%	6 1% 1%	5 1% 1%	6 2% 2%	6 2% 2%	5 2% 2%	7 2% 2%	6 2% 2%	8 2% 2%	6 3% W	6 1% 1%	8 2% S	5 1% SUW	8 4% SUW	3 1% 1%	5 2% 1%	9 2% 2%
Adrian Ramsay, Green party co-leader	14 1%	1 * 1%	2 1% 1%	- 4% *	5 18% BC*	7 2% 1%	5 1%	2 1% O	8 1% O	6 2% O	2 1% O	5 2% O	3 1% O	10 3% UKMOPQ	- - O	2 1% O	7 2% O	2 1% 1%	6 1% 1%	5 1% 1%	3 1% 1%	3 1% 1%	1 * 1%	1 * 1%	9 2% W
Other	4 *	1 * *	1 * *	1 1% *	1 1% *	2 * 1%	3 1%	2 1% *	2 * *	1 * *	2 * *	1 * *	3 1% *	1 * *	1 * *	- - *	1 * *	- - *	3 1% 1%	- - 1%	4 1% 1%	- - 1%	2 1% 1%	1 1% 1%	1 * *
None of the above	157 15%	56 17% C	11 4% C*	10 14% C*	21 18% C*	50 13% 13%	57 16% 16%	29 13% JLNP	81 14% JLNP	21 5% 5%	81 20% HULNP	20 8% HULNP	70 19% HULNP	19 6% HULNP	73 22% HULNP	13 5% HULNP	89 20% HULNP	25 12% TVX	93 15% TVX	18 5% RSTVX	89 21% RSTVX	14 6% RSTVX	70 20% RSTVX	11 4% RSTVX	92 18% RSTVX
Don't know	205 20%	31 10% B	43 17% B*	13 19% *	17 14% *	69 17% 14%	49 14% 14%	22 10% HUP	102 17% HUP	55 13% P	61 15% HP	33 13% P	55 15% P	49 17% HP	47 14% P	23 8% HUP	80 18% HUP	22 10% RTVWX	115 35% RTVX	35 10% RTVX	65 16% RTVX	21 9% X	47 14% X	19 7% RTUVWX	109 21% RTUVWX

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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(*)

14th - 17th June 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q1_2424. From what you might have seen or heard so far during this General Election campaign, which party leaders, if any, do you think have been the best and worst campaigners so far? - worst campaigner

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	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399		
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403		
Rishi Sunak, Conservative party leader	377 36%	194 38%	179 34%	57 52% EFGH	58 33%	48 28%	67 39% F	61 36%	85 34%	115 40%	115 33%	146 35%	64 50% NP	83 29%	96 39% N	128 36%	217 37%	159 34%	101 41% V	88 32%	91 38%	38 26% +	17 34% +	42 46% TV+	313 35%	64 39%	207 33%	123 42% a	46 34%	107 32%	269 38%	143 37%	233 35%	234 36%	143 35%		
Keir Starmer, Labour party leader	107 10%	44 9%	62 12%	8 7%	10 5%	13 8%	20 12%	21 12% E	36 14% E	18 6%	33 10%	56 14% J	10 7% N	18 6%	27 11%	45 13% N	59 10%	48 10%	25 10%	28 10%	25 10%	13 9% +	9 17% +	6 7% +	85 10%	22 14%	70 11%	21 7%	16 12%	30 9%	77 11%	29 8%	78 12% f	52 8%	55 14% h		
Nigel Farage, Reform UK leader	106 10%	52 10%	52 10%	13 12%	16 9%	17 10%	21 12%	16 9%	24 10%	29 10%	38 11%	39 9%	13 10%	27 9%	28 12%	34 9%	53 9%	53 11%	18 7%	34 12% w	25 10%	20 14% w+	1 2% +	8 9% +	86 10%	19 12%	62 10%	27 9%	17 13%	34 10%	72 10%	40 10%	66 10%	67 10%	39 10%		
Ed Davey, Liberal Democrat leader	65 6%	40 8% c	22 4%	2 2%	9 5%	9 5%	11 6%	10 6%	25 10% d	11 4%	19 6%	35 8% J	3 2%	15 5%	13 5%	29 8% M	30 5%	35 8%	19 7% x	12 4%	20 4%	10 8% +	4 7% +	1 7% +	55 6%	9 6%	36 6%	18 6%	11 8%	16 5%	49 7%	19 5%	46 7%	32 5%	32 8%		
John Swinney, SNP leader	40 4%	26 5%	14 3%	2 1%	3 2%	6 4%	7 4%	12 7% DE	11 4%	4 2%	13 4%	23 5% J	2 2%	5 2%	11 4%	20 6% N	23 4%	18 4%	6 2%	11 4%	11 4%	4 3% +	2 5% +	7 8% s+	37 4%	4 2%	25 4%	11 4%	4 3%	11 3%	29 4%	21 5%	20 3%	25 4%	15 4%		
Rhun ap Iorwerth, Plaid Cymru leader	32 3%	25 5% c	7 1%	4 4%	5 3%	5 3%	9 5% H	1 1%	8 3%	9 3%	14 4%	10 5%	6 2%	7 2%	10 4%	9 2% N	21 4%	11 2%	9 4%	4 1%	4 2%	10 7% TU+	3 6% T+	2 2% +	30 3%	2 1%	16 3%	12 4%	5 3%	12 4%	20 3%	11 3%	22 3%	26 4% i	6 2%		
Adrian Ramsay, Green party co-leader	21 2%	17 3% c	4 1%	3 3% H	6 3% H	4 2%	3 1%	- -	5 2%	9 3%	7 2%	5 1%	3 3%	10 3%	3 1%	5 1%	14 2%	7 1%	5 2%	4 2%	8 3%	1 1% +	- -	2 2% +	19 2%	2 1%	11 2%	8 3%	2 1%	8 2%	13 2%	11 3%	10 1%	15 2%	5 1%		
Carla Denyer, Green party co-leader	19 2%	10 2%	9 2%	3 2%	9 5% FI	- -	3 1%	3 2%	2 1%	11 4% KL	3 1%	5 1%	4 3%	8 3%	3 1%	5 1%	9 1%	11 2%	4 2%	10 4%	3 1%	1 1% +	- -	1 1% +	16 2%	3 2%	13 2%	4 1%	2 1%	5 1%	15 2%	7 2%	12 2%	17 3% i	2 *		
Other	2 *	1 *	2 *	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -	1 1%	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 1% +	- +	- +	2 *	- -	2 *	1 *	- -	2 *	1 *	2 1% g	- -	2 *	- -		
None of the above	84 8%	27 5%	56 11% B	4 3%	21 11% DGI	27 16% Dghi	8 5%	11 7%	13 5%	24 8%	35 10%	25 6%	6 5%	40 14% MDP	16 7%	21 6%	52 9%	32 7%	19 8%	21 8%	13 6%	20 14% U+	3 5% +	7 8% +	74 8%	10 6%	62 10% c	17 6%	5 3%	41 12% e	43 6%	38 10%	46 7%	61 9%	23 6%		
Don't know	196 19%	72 14%	122 23% B	12 11%	43 24% DG	42 25% DG	26 15%	33 20%	39 16%	55 19%	68 20%	72 17%	16 13%	75 26% MDP	37 15%	61 17%	106 18%	90 19%	40 16%	62 23%	41 17%	25 17% +	12 24% +	15 17% +	167 19%	28 17%	115 19%	52 18%	28 21%	70 21%	126 18%	63 16%	133 20%	113 18%	82 20%		

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

14th - 17th June 2024																										
PUBLIC																										
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Q1_2424. From what you might have seen or heard so far during this General Election campaign, which party leaders, if any, do you think have been the best and worst campaigners so far? - worst campaigner																										
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	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529	
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511	
Rishi Sunak, Conservative party leader	377 36%	83 25%	130 51% BE	33 46% B*	46 39% B*	176 44% G	109 30%	22 10%	312 53% HIKLMNOPQ	195 48% HKMOP	109 27% H	112 44% HKMOP	121 33% HK	135 46% HKMOP	95 28% H	78 28% H	211 47% HKMOP	15 7% RTUWXY	328 53% RTUWXY	169 47% RUWX	120 29% R	105 48% RUWX	102 29% R	83 30% R	221 43% RUWX	
Keir Starmer, Labour party leader	107 10%	71 22% CDE	8 3%	2 2% *	13 11% CD*	25 6%	61 17% F	49 22% ULMNOQ	35 6%	21 5%	80 20% ULMNOQ	19 8%	59 16% ULNQ	20 15% ULNQ	51 28% ULNQ	56 20% ULNQ	26 6% STVY	43 21% TY	47 8% TY	16 4% STVY	80 19% STVY	12 6% STVY	55 16% STVY	59 22% STVWY	28 5% STVWY	
Nigel Farage, Reform UK leader	106 10%	29 9%	35 14%	11 15% *	11 9% *	69 17% G	20 5%	17 7% P	70 12% KOP	55 14% HKMOP	27 7% P	36 14% HKOP	34 9% P	43 15% HKMOP	26 8% P	8 3% HUKMOP	84 19% X	22 10% X	64 15% SUX	53 8% X	32 10% X	26 12% UX	37 11% UX	9 3% RSUVWX	89 17% RSUVWX	
Ed Davey, Liberal Democrat leader	65 6%	41 13% CE	9 4%	3 4% *	6 5% *	19 5% F	39 11% F	27 12% ULNQ	23 4%	17 4%	40 10% ULNQ	6 2% ULNQ	42 11% ULNQ	8 3% ULNQ	41 12% ULNQ	28 10% ULNQ	23 5% STVY	28 13% STVY	27 4% STVY	15 4% STVY	41 10% STVY	5 2% STVY	42 12% STVY	26 9% STV	30 6% V	
John Swinney, SNP leader	40 4%	20 6% C	5 2%	3 4% *	7 6% *	11 3% F	25 7% F	15 7% IUNQ	15 2%	7 2%	24 6% UQ	11 4% JQ	15 4% Q	9 3% UMQ	21 6% UMQ	21 8% IUMNQ	8 2% STUVY	21 10% STUVY	10 2% STY	9 3% STY	24 6% S	8 4% STY	21 6% STY	18 6% STY	10 2% STY	
Rhun ap Iorwerth, Plaid Cymru leader	32 3%	11 3%	7 3%	3 4% *	6 5% *	12 3% F	11 3% F	18 8% UKLMOQ	10 2%	12 3% I	15 4% IQ	8 3% IQ	14 4% IQ	14 5% IQ	13 4% IQ	21 8% UKLMOQ	7 2% SUY	14 7% SUY	10 2% SY	16 5% SY	14 3% SY	15 7% SY	12 4% SY	17 6% SY	8 2% SY	
Adrian Ramsay, Green party co-leader	21 2%	11 3%	2 1%	1 1% *	1 1% *	5 1% F	11 3% F	10 4% IKMNQ	8 1%	11 3% I	4 1% IKMNQ	8 3% IKMNQ	6 2% IKMNQ	4 1% K	8 2% K	6 2% K	6 1% SU	7 3% SU	6 1% SU	12 3% SU	4 1% SU	11 5% SUWY	4 1% SUWY	6 2% SUWY	9 2% SUWY	
Carla Denyer, Green party co-leader	19 2%	6 2%	9 4%	1 2% *	3 2% *	7 2% F	8 2% F	7 3% IQ	6 1%	8 2% IQ	9 2% IQ	5 2% IQ	6 2% IQ	8 3% IQ	7 2% IQ	8 3% I	5 1% SUWY	8 4% SUWY	3 1% SY	7 2% SY	6 1% SY	5 2% SY	5 1% SY	7 2% SY	3 1% SY	
Other	2 *	- -	- -	1 1% B*	- 1% *	1 *	- -	2 1% IKMOQ	- -	2 * I	- -	1 *	- -	1 *	- -	1 *	- -	1 *	1 *	1 *	2 *	- -	- -	- -	1 *	
None of the above	84 8%	20 6%	8 3%	5 8% *	14 11% C*	22 5% F	25 7% F	28 12% ULMNPQ	31 5%	21 5%	39 10% UP	18 7% UP	27 7% UP	20 7% UP	28 8% I	17 6% UP	30 7% UP	19 9% UP	36 6% UP	22 6% UP	37 9% SY	18 8% SY	29 8% SY	16 6% SY	30 6% SY	
Don't know	196 19%	37 11%	40 16%	9 13% *	13 11% *	52 13% F	52 14% F	31 14% ULMNPQ	80 14%	57 14%	51 13%	28 11% UP	49 13% UP	33 11% UP	46 14% UP	33 12% UP	52 11% UP	33 16% V	82 13% V	37 10% V	57 14% V	15 7% V	39 11% V	34 12% V	83 16% STVW	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 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 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(*)