

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

PV14. As you may know, there was a general election in the UK on the 4th July 2024. Which party did you vote for in this election?

All Adults aged 18+ in Great Britain who consent to answering questions about politics

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1065	519	533	317	381	367	636	429	248	277	252	147	51	90	536	529	670	395	202	257	269	268	912	146	184	350	85	118	60	42	428	348		
Weighted base	1069	518	537	293	353	422	605	463	247	286	244	147	54	92	351	718	659	409	201	288	278	232	937	124	196	339	76	135	56	38	401	389		
Labour	339 32% C	186 36% C	152 28%	107 37%	110 31%	121 29%	213 35% H	126 27%	90 K	92 K	51 21% K	60 41% K*	19 35% **	27 30% *	139 40% P	200 28%	218 33%	120 29%	43 21%	89 31%	91 33% S	102 44% STU	277 49% 30%	61 49% W	- -	339 100% Yabcd	- -	- *	- *	- *	- *	187 47% f	99 25%	
Conservative	196 18%	93 18%	103 19%	28 10%	47 13%	121 29% DE	116 19% 17%	80 36%	36 15%	62 22% N	55 32% N	28 41% *	8 35% **	8 30% *	60 17% 17%	136 28%	112 33%	84 29%	36 18%	52 18%	55 20%	46 20%	182 19% X	14 12%	196 100% Zabcd	- -	- -	- *	- *	- *	- *	62 15%	115 30% e	
Reform UK	135 13%	81 16% C	52 10%	27 9%	41 12%	67 16% D	50 8% G	85 18% G	26 11%	34 12% N	46 19% IN	15 10% *	11 20% **	3 3% *	21 6% O	115 16%	91 14%	44 11%	40 20% TV	33 12%	37 13% V	16 7%	132 14% X	2 1%	- -	- -	- *	135 100% YZacd*	- -	- *	18 4%	96 25% e		
Liberal Democrats	76 7%	37 7%	38 7%	18 6%	27 8%	31 7%	49 8%	28 6%	9 4%	14 5%	33 14% U	12 8% *	- - **	8 9% *	31 9% 9%	46 6%	46 7%	30 7%	12 6%	16 6%	29 10%	17 7%	74 8% X	2 2%	- -	- -	76 100% YZacd*	- -	- *	- *	- *	53 13% f	12 3%	
Green	56 5%	20 4%	33 6%	27 F	24 F	5 1%	43 7% H	13 3%	14 6%	15 5%	11 5% *	8 5% 9%	5 4% **	4 3% *	29 8% P	27 4%	36 5%	20 5%	10 5%	15 5%	13 5%	13 6%	46 5% 5%	9 7%	- -	- -	- *	- -	56 100% YZabd*	- -	33 8% f	6 1%		
Scottish National Party (SNP)	26 2%	8 2%	18 3%	5 2%	10 3%	12 3%	19 3% 2%	7 2%	- -	- -	- -	* *	- -	26 28% UKL*	13 4% 2%	13 2%	14 3%	12 3%	2 1%	13 4%	7 3%	4 2%	24 3% 1%	2 1%	- -	- -	- *	- *	- *	26 68% YZabc*	14 3%	10 3%		
Plaid Cymru	2 +	2 +	- -	1 +	- -	1 *	2 *	- -	1 *	- -	- -	- -	1 2% *	- -	2 *	- -	- *	- -	- -	- -	- -	2 1%	2 *	- -	- -	- -	- *	- *	- *	- *	2 5% YZb*	2 *	- -	
Other	10 1%	5 1%	5 1%	2 1%	3 1%	5 1%	6 1%	4 1%	2 1%	3 1%	3 1%	1 1% *	1 2% **	- -	5 1% -	5 1%	5 1%	5 1%	2 1%	2 1%	1 *	2 1%	8 1% 1%	2 1%	- -	- -	- *	- *	- *	10 27% YZabc*	3 1%	5 1%		
Did not vote	167 16%	65 13%	100 19% B	51 18% F	75 21% F	41 10%	80 13% 19%	87 19% G	49 20%	45 16%	33 14%	18 12% *	8 14% **	14 15% *	32 9% O	135 19%	97 15%	70 17%	38 19% V	55 19% V	34 12%	25 11%	148 16% 16%	18 14%	- -	- -	- *	- *	- *	- *	- *	20 5%	35 9%	
Too young	4 +	1 +	1 +	4 1%	- -	- -	1 *	3 1%	- -	3 1%	- -	* *	- -	- -	* *	3 *	* *	3 1%	1 1%	1 *	- -	* *	2 1%	1 1%	- -	1 1%	- -	- *	- *	- *	- *	- *	- -	- -
Can't remember	23 2%	9 2%	14 3%	9 3%	5 1%	9 2%	9 2% 2%	14 3%	7 3%	10 3%	3 1%	2 2% *	* **	1 1% *	8 2% 2%	16 2%	15 2%	8 2%	8 4%	6 2%	6 2%	2 1%	18 2% 2%	4 3%	- -	- -	- *	- *	- *	- *	- *	4 1%	8 2%	
Prefer not to say	33 3%	11 2%	20 4%	14 5%	11 3%	8 2%	17 3% 3%	16 3%	12 5%	8 3%	8 3%	3 2% *	1 2% **	1 1% *	11 3% 3%	22 3%	23 3%	10 2%	9 5%	7 2%	4 1%	3 1%	24 3% 3% W	9 8% W	- -	- -	- *	- *	- *	- *	- *	6 2%	3 1%	
Net: Other parties	38 4%	15 3%	22 4%	7 2%	13 4%	18 4%	26 4% 4%	12 2%	3 1%	3 1%	3 1%	1 1% *	2 4% **	26 28% UKL*	20 6% P	18 3%	21 3%	17 4%	3 2%	14 5%	9 3%	8 3%	34 4% 4%	4 3%	- -	- -	- *	- *	- *	- *	38 100% YZabc*	18 5%	15 4%	

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

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	Total		Favourable to parties																Favourable to politicians												Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention											
	Total	Favourable to Cons	Unfavoura ble to Cons	Favourable to Lab	Unfavoura ble to Lab	Favourable to Lib Dems	Unfavoura ble to Lib Dems	Favourable to Green Party	Unfavoura ble to Green Party	Favourable to Reform UK	Unfavoura ble to Reform UK	Favourable to Keir Starmer	Unfavoura ble to Keir Starmer	Favourable to Ed Davey	Unfavoura ble to Ed Davey	Favourable to Nigel Farage	Unfavoura ble to Nigel Farage	Favourable to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourable to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourable to Donald Trump	Unfavoura ble to Donald Trump	Favourable to Vance	Unfavoura ble to Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservati ve	Likely to vote Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservati ve	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	Unlikely to vote + Unlikely to vote Conservati ve	2024 Conservati ve voter + Likely to vote Conservati ve	2024 Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Green	2024 Conservati ve voter + Likely to vote Reform									
																																											(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
Unweighted base	1065	240	538	340	449	297	345	315	310	290	530	342	451	280	303	302	540	217	486	205	473	242	665	172	611	144	318	435	339	383	329	336	66	266	66	160	141	76	13	35	165	43	32	75							
Weighted base	1069	244	537	317	494	256	383	275	351	308	515	313	489	255	321	316	522	183	535	196	472	226	678	153	622	125	349	396	337	355	296	351	75	246	59	145	119	71	14	29	177	50	34	76							
Labour	339 32%	44 18%	238 BEGU	193 BCFGEHUK	72 15%	100 BEGU	93 E	114 BEGU	85 E	67 E	215 BEGU	180 MNOQRSTUVWXY	81 17%	103 MOPSTVUX	81 MS	72 M	208 MOPSTVWXY	113 MNOQRSTUVWXY	109 M	45 MOPSTVWXY	192 MOPSTVWXY	68 MPS	235 MOPST	41 M	218 MOPST	83 a*	47 13%	246 cdf	59 18%	145 14%	119 40%	71 20%	75 100%	246 opr*	59 opr	145 100%	119 100%	71 opr*	-	-	-	-	-	-							
Conservative	196 18%	127 CDFGHIK	21 C	31 CDFGHIK	142 29%	36 BEGU	82 E	29 BEGU	98 E	59 E	82 BEGU	35 Q	132 LMNOPQRSTUVWXY	42 17%	60 LRU	73 LNORU	82 16%	20 LNORU	148 LNORUVWXY	47% LNORU	91 LNORU	33 7%	45 20%	134 LRU	26 17%	133 21%	17 14%	92 27%	29 7%	177 baf	50 14%	34 11%	76 22%	-	-	-	-	-	14 100%	29 100%	177 ghij*	50 100%	34 100%	76 100%							
Reform UK	135 13%	25 DHK	58 DFHK	7 2%	114 23%	15 6%	88 23%	13 5%	78 22%	114 37%	6 1%	15 22%	107 22%	22 9%	72 22%	102 32%	9 2%	106 5%	25 13%	106 LNORTUWY	25 13%	60 LQWY	58 26%	47 7%	46 30%	52 8%	3 2%	82 24%	9 2%	38 11%	14 4%	18 6%	122 35%	-	-	-	-	-	-	-	-	-	-	-							
Liberal Democrats	76 7%	6 3%	44 BEGU	19 BG	27 G	47 BCDEGHUK	5 19%	28 BDEGU	17 G	9 3%	55 BCEGU	30 MOPV	19 4%	41 16%	8 2%	3 3%	56 MOPSTV	18 MOPTYX	30 MOPV	7 4%	40 MOPSV	5 2%	62 MOPSTV	8 V	59 MOPSTV	9 *	14 4%	30 c	13 8%	68 19%	26 9%	16 4%	-	-	-	-	-	-	-	-	-	-	-								
Green	56 5%	9 I	37 EGU	20 U	22 I	22 BEGU	16 I	44 BCDEFGHK	-	7 I	38 EGU	13 EGU	21 12%	12 5%	16 3%	8 3%	36 6%	6 3%	24 4%	8 4%	30 P	8 6%	41 P	4 3%	36 6%	6 4%	14 23%	6 14%	23 6%	10 3%	29 8%	52 17%	6 2%	-	-	-	-	-	-	-	-	-	-	-							
Scottish National Party (SNP)	26 2%	-	20 BOFH	3 1%	11 2%	3 1%	9 2%	4 3%	12 3%	3 1%	16 3%	7 3%	15 2%	5 3%	7 2%	6 2%	20 4%	2 1%	14 3%	-	19 4%	3 1%	23 3%	1 4%	25 *	1 4%	13 *	2 1%	*	7 2%	5 2%	5 1%	-	-	-	-	-	-	-	-	-	-	-	-							
Plaid Cymru	2 *	1 *	-	1 *	1 C	2 1%	-	1 *	-	-	1 *	1 *	1 *	2 1%	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	2 *	2 1%	2 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-							
Other	10 1%	1 1%	7 1%	2 1%	5 1%	3 1%	4 1%	2 1%	5 1%	1 *	7 1%	2 1%	4 1%	3 1%	2 1%	2 1%	6 1%	*	3 1%	1 *	6 1%	*	7 1%	1 1%	6 1%	*	2 1%	3 1%	1 *	4 1%	3 1%	*	-	-	-	-	-	-	-	-	-	-	-	-							
Did not vote	167 16%	24 10%	78 14%	26 8%	80 16%	20 8%	66 17%	27 BDFHK	45 10%	34 13%	66 13%	20 6%	83 17%	17 7%	55 13%	33 11%	68 13%	9 5%	76 14%	13 7%	66 14%	22 14%	85 13%	23 15%	61 10%	2 1%	65 19%	33 8%	22 7%	20 6%	22 8%	40 11%	-	-	-	-	-	-	-	-	-	-	-	-							
Too young	4 *	-	4 1%	3 1%	-	1 E	-	2 E	-	-	4 E	-	1 L	2 -	-	2 -	-	2 -	-	1 *	-	3 -	2 -	1 -	2 *	-	4 *	*	3 *	2 *	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Can't remember	23 2%	3 1%	12 2%	6 2%	7 2%	4 2%	10 3%	5 2%	7 3%	8 3%	9 2%	7 2%	10 2%	3 1%	11 3%	9 3%	10 2%	3 2%	9 2%	2 1%	10 2%	4 2%	17 3%	2 1%	12 2%	2 1%	10 3%	8 2%	4 1%	4 1%	7 2%	8 2%	-	-	-	-	-	-	-	-	-	-	-	-	-						
Prefer not to say	33 3%	3 1%	18 3%	6 2%	12 2%	2 1%	11 3%	5 2%	4 1%	3 1%	18 4%	4 1%	15 3%	3 1%	9 3%	3 1%	23 4%	3 1%	12 2%	2 1%	14 3%	2 1%	22 3%	-	17 3%	2 2%	8 2%	9 2%	9 3%	10 3%	8 3%	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-						
Net: Other parties	38 4%	2 1%	27 5%	6 2%	17 3%	8 3%	13 3%	7 2%	17 5%	5 2%	24 5%	10 3%	19 4%	10 4%	10 3%	9 3%	27 5%	3 2%	18 3%	1 1%	25 5%	4 2%	31 5%	3 2%	32 5%	2 1%	16 5%	5 1%	4 1%	13 4%	9 3%	6 2%	-	-	-	-	-	-	-	-	-	-	-	-	-						

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Remain a member of the European Union	401	191	206	101	135	165	275	127	89	93	93	52	26	49	187	215	267	135	39	109	122	118	354	47	62	187	53	18	33	18	401	-		
	38%	37%	38%	35%	38%	39%	45% H	27%	36%	33%	38%	35% *	48% **	53% UKL*	53% P	30%	40% R	33%	20%	38% S	44% S	51% ST	38%	38%	32% b	55% Yb	70% vZbd*	13% *	58% Yb*	49% b*	100% f	-		
Leave the European Union	389	202	186	48	125	216	185	204	87	111	88	55	19	29	95	294	224	165	98	107	97	68	368	21	115	99	12	96	6	15	-	389		
	36%	39%	35%	16%	35% D	51% DE	31% G	44% G	35%	39%	36%	38% *	36% **	31% *	27%	41% O	34%	40%	49%	37%	35%	29%	39%	17%	58% Zac	29%	16% ac	71% *	10% Zacd*	41% *	10% ac*	-	100% e	
Did not vote	165	73	89	55	78	32	75	90	48	40	35	23	9	10	41	124	110	55	33	56	34	29	139	25	8	29	6	14	7	2	-	-		
	15%	14%	17%	19% F	22% F	8%	12%	19% G	20%	14%	14%	16% *	16% **	11% *	12%	17% O	17%	13%	17%	19%	12%	12%	15%	20%	4%	8%	10%	12% Y*	6% *	2% *	-	-		
Too young	70	31	35	69	2	-	49	22	14	27	17	10	-	3	17	53	29	41	16	11	15	15	51	18	7	24	3	5	9	2	-	-		
	7%	6%	7%	24% EF	* -	-	8%	5%	6%	9%	7%	7% *	- **	3% *	5%	7%	4%	10% Q	8%	4%	5%	7%	5%	15% W	4%	7%	4% *	4% *	16% Yab*	4% *	-	-		
Can't remember	29	14	13	16	8	4	18	11	6	12	5	5	-	1	7	22	18	10	12	2	9	2	17	9	4	1	2	2	2	-	-	-		
	3%	3%	2%	6% EF	2%	1%	3%	2%	2%	4%	2%	3% *	- **	1% *	2%	3%	3%	2%	6% TV	1%	3%	1%	2%	8% W	2%	*	2% *	2% *	4% Z*	- *	-	-		
Prefer not to say	14	7	7	4	6	4	5	10	3	3	6	2	-	-	4	10	11	3	2	4	2	1	9	5	-	-	-	-	-	-	-	-		
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	3%	2% *	- **	- *	1%	1%	2%	1%	1%	1%	1%	*	1%	4% W	-	-	-	-	-	-	-	-		

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All Adults aged 18+ in Great Britain who consent to answering questions about politics

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																		
		Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Unlikely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Unlikely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Unlikely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Unlikely to vote Green	2024 Conservative voter + Likely to vote Reform
Unweighted base	1065	240	538	340	449	297	345	315	310	290	530	342	451	280	303	302	540	217	486	205	473	242	665	172	611	144	318	435	339	383	329	336	66	266	66	160	141	76	13	35	165	43	32	75				
Weighted base	1069	244	537	317	494	256	383	275	351	308	515	313	489	255	321	316	522	183	535	196	472	226	678	153	622	125	349	396	337	355	296	351	75	246	59	145	119	71	14	29	177	50	34	76				
Remain a member of the European Union	401 38%	68 28%	233 43%	175 23%	124 55%	140 55%	111 29%	145 53%	94 27%	68 22%	277 54%	184 59%	122 25%	131 51%	88 27%	69 22%	266 51%	102 56%	150 28%	65 33%	204 43%	66 29%	292 43%	46 30%	275 44%	71 57%	79 23%	213 54%	108 32%	180 51%	146 49%	70 20%	32 43%	146 59%	28 48%	76 53%	69 58%	27 38%	5 34%	14 49%	57 32%	22 44%	15 44%	16 20%				
Leave the European Union	389 36%	129 53%	166 31%	72 23%	265 54%	62 24%	181 47%	54 20%	193 55%	177 58%	116 23%	71 23%	254 52%	71 28%	162 50%	193 61%	126 24%	40 22%	279 52%	96 49%	160 34%	103 46%	235 35%	68 44%	236 38%	31 25%	199 57%	76 19%	171 51%	87 25%	65 22%	213 61%	34 46%	58 24%	24 41%	44 30%	31 26%	37 52%	5 38%	6 20%	105 59%	19 39%	13 39%	52 68%				
Did not vote	165 15%	28 12%	78 15%	30 10%	66 13%	26 10%	53 14%	28 10%	44 13%	41 13%	65 13%	26 8%	72 15%	24 9%	45 14%	33 11%	70 13%	22 12%	65 12%	20 10%	39 13%	79 17%	27 12%	27 17%	62 10%	8 7%	49 14%	52 13%	27 9%	39 11%	30 10%	41 12%	6 8%	22 9%	5 8%	12 8%	8 7%	6 9%	2 15%	1 3%	6 3%	- 1%	1 1%					
Too young	70 7%	10 4%	41 8%	25 6%	28 6%	20 8%	25 6%	35 13%	14 6%	12 4%	42 8%	22 7%	27 6%	22 9%	16 5%	14 4%	39 7%	12 6%	29 5%	9 5%	32 7%	11 5%	49 7%	8 5%	36 6%	10 8%	14 4%	37 9%	14 4%	31 9%	36 12%	13 4%	2 3%	20 3%	2 8%	12 3%	11 10%	1 2%	1 13%	4 3%	6 5%	3 7%	2 4%	3 4%				
Can't remember	29 3%	9 4%	11 2%	10 3%	7 1%	7 3%	9 2%	12 4%	4 1%	6 2%	10 2%	9 3%	8 2%	5 2%	6 2%	7 2%	13 2%	5 3%	8 2%	6 3%	10 2%	8 2%	13 2%	4 3%	9 1%	5 4%	3 1%	16 4%	13 4%	14 4%	18 6%	11 3%	*	1 1%	- 1%	- 1%	- 6%	1 15%	4 2%	4 6%	3 10%	3 6%	4 6%					
Prefer not to say	14 1%	- -	8 2%	4 1%	4 1%	1 *	3 1%	1 *	2 1%	3 1%	5 1%	2 1%	6 1%	3 1%	4 1%	- -	7 1%	3 1%	3 1%	- -	7 1%	- -	10 2%	1 *	5 1%	- -	5 1%	2 *	3 4%	3 1%	4 1%	1 *	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -			

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

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Right direction (1)	242	148	94	94	68	80	169	74	58	54	52	53	14	11	125	118	179	63	24	49	78	84	198	45	39	128	21	9	10	4	123	62		
	21%	27% C	17%	30% EF	18%	18%	27% H	15%	22%	18%	20%	34% UKN*	26% *	12% *	34% P	15%	26% R	14%	11%	16%	26% ST	35% ST	20%	33% W	20% b	38% Ybcd	28% b*	6% *	19% b*	10% *	31% f	16%		
Wrong direction (-1)	602	292	297	141	220	241	310	292	143	162	150	52	34	60	163	439	361	241	114	181	169	94	543	54	118	118	29	110	35	22	168	260		
	53%	53%	52%	45%	59% D	54% D	49% G	59% G	54% L	54% L	58% L	34% *	61% L*	62% L*	44% O	57% O	52% Q	55% Q	54% V	58% V	57% V	39% V	55% X	40% X	60% Za	35% Za	38% *	81% YZacd*	63% Za*	58% Z*	42% e	67% e		
Neither (0)	199	78	119	53	53	92	114	85	42	57	38	39	6	18	60	138	101	98	43	63	32	44	165	31	31	73	18	10	6	11	80	42		
	18%	14%	21% B	17%	14%	21% E	18%	17%	16%	19%	15%	25% K*	10% *	19% *	16% P	18% P	15% Q	22% Q	21% U	20% U	11% U	18% U	17% U	23% U	16% b	22% b	24% b*	7% *	10% *	28% bc*	20% f	11%		
Don't know	89	28	60	24	31	33	44	45	24	26	19	10	2	8	20	69	54	35	28	20	16	18	83	6	9	20	8	7	5	2	30	25		
	8%	5%	10% B	8%	8%	7%	7%	9%	9%	9%	7%	7% *	3% *	8% *	6% P	9% P	8% R	8% R	13% TU	6% U	5% U	8% U	8% U	4% W	5% b	10% Ybc*	5% *	9% *	4% b*	7% **	4% f	6%		

Mean	-0.34	-0.28	-0.40	-0.16 EF	-0.44	-0.39	-0.24 H	-0.48	-0.35	-0.40	-0.41	0.01 IJKN*	-0.37 **	-0.54 *	-0.11 P	-0.46	-0.28 R	-0.44	-0.50	-0.45	-0.33	-0.05 STU	-0.38	-0.07 W	-0.42 b	0.03 Ybc	-0.12 Ybc*	-0.79 *	-0.49 b*	-0.50 **	-0.12 f	-0.54
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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 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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

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	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																
		Favourable to parties					Unfavourable to parties					Favourable to politicians					Unfavourable to politicians					Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 GE vote and next GE voting intention															
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch										Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75		
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76		
Right direction (1)	242	75	117	180	18	116	40	107	41	71	115	178	16	114	32	84	110	132	32	78	100	85	124	64	123	100	8	196	93	140	106	80	6	121	27	70	47	29	4	18	35	15	19			
	21%	29%	21%	55%	3%	43%	10%	37%	11%	22%	21%	55%	3%	42%	9%	25%	20%	69%	6%	38%	20%	36%	17%	41%	19%	76%	2%	48%	27%	38%	34%	21%	8%	49%	45%	49%	40%	41%	27%	63%	20%	37%	44%	24%		
		CEGLJK	EGI	BCEFGHIK		BCEGLJK	E	BCEGLJK	E	EGI	EGI	MNOPQSTUV WXY		MOPQSUWY	MS	MOSWY	MOSW	LMNOPQRSTU VWXY	M	MOPQSUWY	MOS	MOPQSUWY	MOS	MOPQSUWY	MOS	a		cdef	f	cd	cd		*	ghior	gor*	ghior	go	go*	**	**	go*	**	g*			
Wrong direction (-1)	602	132	315	67	430	85	292	109	249	212	268	50	439	85	262	202	281	26	434	95	285	123	395	80	371	15	324	96	185	146	135	247	57	51	17	41	43	32	7	106	23	13	49			
	53%	52%	56%	20%	82%	32%	74%	38%	68%	66%	50%	15%	84%	32%	78%	61%	51%	13%	77%	46%	57%	52%	55%	51%	56%	11%	88%	23%	53%	39%	43%	66%	76%	21%	29%	28%	37%	45%	51%	25%	60%	45%	38%	64%		
		DFH	DYHK		BCEFGHIK	D	BCDFHIK	DF	BCDFHIK	BCDFHK	DFH		INOPQRSTU VWXY	LR	LNOPRTUWXY	LNKRTVX	LNK		LNOPRTUWXY	LNK	LNKRT	LNK	LNKRT	LNK	LNKRT		2		bde	b	b	b	bde	hijkp*	*	h	ij	h*	**	**	hijk	lv*	**	hijklp		
Neither (0)	199	31	99	61	53	47	46	49	60	22	117	70	46	47	35	30	119	27	72	23	91	23	140	10	119	14	28	86	54	64	53	31	11	58	13	26	23	9	3	2	27	6	5	5		
	18%	12%	18%	18%	10%	18%	12%	17%	16%	7%	22%	22%	9%	17%	10%	9%	22%	14%	13%	11%	18%	10%	19%	6%	18%	11%	8%	21%	15%	17%	17%	8%	14%	24%	22%	18%	19%	12%	22%	7%	15%	13%	14%	6%		
		J	EGJ	BEGJ		BEJ	J	EJ	EGJ		BCEGUJ	MOPRSTVX		MOPRTVX			MOPRSTUVX	PX	MX	X	MOPRVX		MOPRTVX		MOPRTVX		2	cdf	f	f	f	*	lv	l*	r	r	*	**	**	r	*	**	*			
Don't know	89	18	34	19	23	22	16	22	18	14	38	25	21	23	9	15	40	6	28	9	24	6	60		47	3	7	31	17	21	17	18	1	16	2	7	5	1	-	2	9	3	1	4		
	8%	7%	6%	6%	4%	8%	4%	8%	5%	4%	7%	8%	4%	9%	3%	5%	7%	3%	5%	4%	5%	2%			7%	2%	2%	8%	5%	6%	6%	5%	2%	7%	4%	5%	4%	2%	-	6%	5%	5%	3%	5%	5%	
						E					EG	MORVX		MOPRSTUVX		X	MORVX		O	X			MOPRSTUVX		MOPRSTUVX							*	*	*	*	*	*	*	*	*	*	*	*	*		
Mean		-0.34	-0.24	-0.37	0.37	-0.82	0.12	-0.67	-0.01	-0.60	-0.46	-0.31	0.43	-0.85	0.12	-0.70	-0.37	-0.34	0.57	-0.75	-0.09	-0.39	-0.17	-0.41	-0.10	-0.41	0.66	-0.88	0.27	-0.28	-0.02	-0.10	-0.47	-0.69	0.31	0.17	0.21	0.03	-0.04	-0.25	0.40	-0.43	-0.09	0.06	-0.42	
			EGJ	EGI	BCEFGHIK		BCEFGHIK	E	BCEGLJK	E	EGI	EGI	MNOPQSTU V WXY		MOPRSTU WXY	M	MOS	MOSWY	LMNOPQRSTU VWXY	M	MOPQSUWY	MOS	MOPQSUWY	MOS	MOPQSUWY	MOS	a		cdef	f	cd	cd		*	ghior	gor*	ghior	go*	go*	**	**	g	go*	**	**	*

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

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

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Political Pulse Week 11

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, Prime Minister and Leader of the Labour party	Rachel Reeves, Chancellor of the Exchequer and Labour MP	Kemi Badenoch, Leader of the Conservative Party	Nigel Farage, Leader of the Reform UK Party	Ed Davey, Leader of the Liberal Democrats	Donald Trump, President of the United States of America	JD Vance, Vice President of the United States of America	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Weighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Very favourable (2)	75 7% BCGJ	34 3% G	29 3% G	120 11% ABCEFGHIJK	59 5% BC	88 8% BCEGJ	45 4% BC	86 8% BCEGJ	56 5% BC	47 4% BC	64 6% BC	117 10% ABCEFGHIJK
Fairly favourable (1)	249 22% BCFGJL	157 14% G	177 16% G	211 19% BFG	210 19% BFG	148 13% G	111 10% G	242 21% BCFG	199 18% BFG	223 20% BCFG	222 20% BCFG	202 18% BFG
Neither favourable nor unfavourable (0)	237 21% DFG	281 25% ADFGHL	318 28% ADFGHL	187 16% F	377 33% ABCEFGHIL	138 12% G	198 17% F	228 20% DF	249 22% DFGL	390 34% ABCEFGHIL	405 36% ABCEFGHIL	203 18% F
Fairly unfavourable (-1)	193 17% DFGL	192 17% DFGL	207 18% DEFGKL	140 12% G	161 14% G	126 11% G	137 12% G	212 19% DEFGKL	228 20% DEFGKL	191 17% DFGL	163 14% F	132 12% G
Very unfavourable (-2)	329 29% EJK	374 33% ACEHIJK	293 26% EJK	410 36% ACEHIJK	176 16% G	593 52% ABCEDEGHIJKL	523 46% ABCEDEGHIJKL	312 28% EJK	336 30% CEJK	202 18% E	206 18% E	406 36% ACEHIJK
Don't know	49 4% ADPHIKL	94 8% ADPHIKL	108 9% ADPHIKL	64 6% AF	149 13% ABCEDEGHIJKL	39 3% ABCEDEGHIJKL	118 10% ABCEDEGHIJKL	54 5% F	63 6% AF	78 7% APHI	72 6% APH	72 6% APH
Net: Very/Fairly favourable	324 29% BCEFGJ	191 17% G	206 18% G	331 29% BCEFGJ	269 24% BCG	236 21% BG	156 14% BCEFGJK	327 29% BCEFGJK	255 23% BCG	270 24% BCG	287 25% BCFG	319 28% BCEFGJ
Net: Very/Fairly unfavourable	522 46% EJK	566 50% ACEHIJK	500 44% EJK	550 49% CEJK	338 30% G	719 64% ABCEDEGHIJKL	660 58% ABCEDEGHIJKL	523 46% EJK	565 50% CEJK	394 35% E	369 33% E	539 48% EJK
Net Difference	-198 -17%	-375 -33%	-294 -26%	-219 -19%	-68 -6%	-483 -43%	-504 -44%	-196 -17%	-309 -27%	-124 -11%	-82 -7%	-220 -19%
Mean	-0.42 BCFGJ	-0.69 FG	-0.55 BFG	-0.48 BFG	-0.19 ABCEDEGHIJKL	-0.90 G	-0.97 G	-0.39 BCEFGJ	-0.55 BFG	-0.27 ABCEDEGHIJKL	-0.21 ABCEDEGHIJKL	-0.48 BFG

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Political Pulse Week 11																																	
Adults aged 18+ in GB																																	
Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Prime Minister and Leader of the Labour party																																	
All Adults aged 18+ in Great Britain																																	
	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very favourable (2)	75 7%	47 9% C	28 5%	42 13% EF	17 4%	17 4%	53 8% H	23 5%	23 9%	16 6%	16 6%	17 11% N*	1 2% *	2 2% *	42 12% P	33 4%	53 8%	22 5%	12 6%	14 5%	21 7%	26 11% T	56 6% W	19 14% b	14 7% b	40 12% b	7 9% b*	1 1% *	2 4% *	1 2% *	36 9%	18 5%	
Fairly favourable (1)	249 22%	130 24%	119 21%	73 23%	69 19%	107 24%	169 27% H	79 16%	52 19%	62 21%	59 23%	44 29% *	11 20% *	20 21% *	113 31% P	135 18%	154 22%	95 22%	30 14%	73 23% S	59 20%	75 31% SU	214 22%	33 25%	21 11%	140 41% Ybc	23 31% Yb*	14 10% *	10 30% *	9 24% *	148 37% f	52 13%	
Neither favourable nor unfavourable (0)	237 21%	106 19%	128 23% F	77 24% F	95 26% F	65 15%	142 22%	95 19%	48 18%	64 21%	48 19%	42 28%	14 26% *	21 21% *	84 23%	153 20%	159 23%	78 18%	43 20%	66 21% S	59 20%	57 24% SU	192 19%	42 31% W	29 15% b	75 22% Ybc	26 34% Yb*	11 8% Yb*	17 30% Yb*	7 18% *	86 21% f	56 14%	
Fairly unfavourable (-1)	193 17%	80 15%	107 19%	39 12%	55 15%	99 22% DE	101 16%	91 18%	42 16%	49 16%	53 21% L	15 10% *	12 21% L*	21 22% L*	49 13% O	143 19% O	110 16%	83 19%	42 20%	51 16%	52 18%	35 15%	178 18% X	13 10% Za	53 27% Za	38 11% Za	10 14% *	28 21% Z*	8 14% *	5 14% *	56 14%	79 20%	
Very unfavourable (-2)	329 29%	173 32%	148 26%	66 21%	118 32% D	145 32% D	144 23% G	185 37% G	90 33% L	96 32% L	71 27% L	29 19% *	15 26% *	29 30% *	67 18% O	262 34% O	194 28%	135 31%	70 34% V	96 31% V	94 32% V	42 17% V	304 31% X	22 16% Za	79 40% Za	43 13% Za	9 12% *	79 58% YZacd*	13 24% *	14 37% Za*	66 17% e	175 45%	
Don't know	49 4%	10 2%	38 7% B	18 6%	18 5%	13 3%	27 4%	22 5%	13 5%	12 4%	12 4%	7 4% *	3 5% *	4 4% *	12 3% *	37 5%	26 4%	23 5%	11 5%	12 4% *	10 3% *	5 2% *	44 4% *	5 4% *	* *	4 1% *	1 2% *	2 2% *	5 9% YZb*	2 4% Y*	9 2%	8 2%	
Net: Very/Fairly favourable	324 29%	177 32% C	147 26%	114 36% EF	86 23%	124 28%	222 35% H	102 21%	75 28%	78 26%	75 29%	61 40% JN*	12 22% **	23 23% *	156 42% P	168 22%	207 30%	117 27%	42 20%	87 28%	80 27%	101 42% STU	270 27%	53 39% W	35 18%	180 53% Ybcd	30 39% Yb*	15 11% **	13 22% *	10 26% b*	184 46% f	71 18%	
Net: Very/Fairly unfavourable	522 46%	254 46%	256 45%	105 34%	173 46% D	244 55% D	246 39% G	276 56% G	132 49% L	145 49% L	124 48% L	44 29% *	26 47% *	50 52% L*	117 32% O	405 53% O	304 44%	218 50%	113 54% V	147 47% V	146 49% V	77 32% V	483 49% X	35 26% Zac	81 24% Zac	19 25% *	107 79% Zacd*	21 38% *	19 51% Za*	122 30%	254 65% e		
Net Difference	-198 -17%	-77 -14%	-108 -19%	9 3%	-87 -23%	-119 -27%	-24 -4%	-174 -35%	-57 -21%	-67 -22%	-49 -19%	17 11%	-14 -25%	-27 -28%	39 11%	-237 -31%	-97 -14%	-101 -23%	-70 -34%	-60 -19%	-66 -22%	24 10%	-212 -21%	18 13%	-98 -50%	99 29%	11 14%	-92 -68%	-9 -15%	-10 -25%	62 15%	-184 -47%	
Mean	-0.42	-0.38	-0.43	-0.05 EF	-0.53	-0.57	-0.19 H	-0.71	-0.48	-0.51	-0.42	0.03 UKN*	-0.52 **	-0.58 *	0.04 P	-0.64	-0.35	-0.52	-0.65	-0.47	-0.49	0.03 STU	-0.49	0.12 W	-0.83 b	0.29 Ybc	0.11 Ybc*	-1.27 *	-0.39 b*	-0.63 **	0.08 f	-0.89	

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

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

24-089497-11 - 14th - 17th March 2025
INTERNAL USE ONLY
Political Pulse Week 11
Adults aged 18+ in GB

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

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention															
	Total	Favourable to Cons	Unfavoura ble to Cons	Favourable to Lab	Unfavoura ble to Lab	Favourable to Lib Dems	Unfavoura ble to Lib Dems	Favourable to Green Party	Unfavoura ble to Green Party	Favourable to Reform UK	Unfavoura ble to Reform UK	Favourable to Keir Starmer	Unfavoura ble to Keir Starmer	Favourable to Ed Davey	Unfavoura ble to Ed Davey	Favourable to Nigel Farage	Unfavoura ble to Nigel Farage	Favourable to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourable to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourable to Donald Trump	Unfavoura ble to Donald Trump	Favourable to JD Vance	Unfavoura ble to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservati ve	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	Likely to vote Labour	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservati ve	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservati ve voter + Unlikely to vote Conservati ve	Conservati ve voter + Likely to vote Conservati ve	Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Reform	2024 Conservati ve voter + Likely to vote Reform		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75		
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76		
Very favourable (2)	75	34	32	68	3	46	11	47	10	25	39	75	-	48	8	35	33	54	7	28	36	36	34	30	37	46	-	68	35	44	36	32	1	39	11	18	14	10	-	12	14	10	10	11		
	7%	13%	6%	21%	*	17%	3%	16%	3%	8%	7%	23%	-	18%	2%	11%	6%	28%	1%	14%	7%	15%	5%	19%	6%	35%	-	17%	10%	12%	12%	8%	1%	16%	18%	13%	11%	15%	-	40%	8%	20%	30%	15%		
	CEGIJK	CEGIJK	CEGIJK	BCEGIJK	CEGIJK	CEGIJK	E	CEGIJK	E	EGI	EGI	MNOPQRSTU VWXY	-	MOPQSUWY	M	MOQSWY	MOS	MOS	28%	M	MOQSWY	MOSW	MOPQSUWY	MS	MOPQSUWY	MOS	a	-	cdf	17%	10%	42%	36	32	*	go	g*	g	g*	**	**	go*	**	go*		
Fairly favourable (1)	249	35	155	180	11	111	43	97	61	54	162	249	-	109	44	52	160	100	45	47	132	46	175	32	167	61	7	191	54	125	91	51	3	136	17	67	54	22	-	8	21	8	3	5		
	22%	14%	27%	55%	2%	41%	11%	34%	17%	17%	30%	77%	-	41%	13%	16%	29%	52%	8%	23%	26%	20%	24%	20%	25%	47%	2%	47%	15%	34%	29%	14%	5%	55%	29%	46%	46%	31%	-	27%	12%	15%	9%	6%		
	E	BEGIJ	BCEGHIK	BCEGHIK	E	BCEGIJK	E	BCEGIJK	EG	EG	BEGIJ	MNOPQRSTU VWXY	-	MOPQSUWY	MS	MS	MOPQSWY	MOS	28%	M	MOPS	MOPS	MOPS	MOPS	MOPS	a	-	cdf	17%	10%	42%	36	32	*	gjklopr	glopr	g	g*	**	**	go*	**	go*			
Neither favourable nor unfavourable (0)	237	46	101	55	49	62	46	66	33	35	109	-	-	66	30	44	112	26	74	24	86	32	151	17	125	15	14	104	60	96	77	53	14	51	13	35	20	15	5	8	22	9	13	7		
	21%	18%	18%	17%	9%	23%	12%	23%	9%	11%	20%	-	-	24%	9%	13%	20%	14%	13%	12%	17%	13%	11%	11%	19%	11%	4%	25%	17%	26%	25%	14%	18%	21%	23%	24%	17%	21%	33%	29%	13%	18%	39%	9%		
	EGIJ	EGIJ	EGIJ	EGIJ	9%	CEGIJK	CEGIJK	BCEGIJK	EGI	EGI	CEGIJK	-	-	LM	LM	LM	LMOPQRSTU X	LM	LM	LM	LM	LMOS	LM	LMOPQRSTU XY	LM	LMOPQRSTX	LM	LM	25%	17%	26%	25%	14%	18%	21%	23%	24%	17%	21%	33%	29%	13%	18%	39%	9%	
Fairly unfavourable (-1)	193	59	88	13	155	27	81	34	78	48	101	-	193	23	71	56	103	6	74	42	84	24	138	11	135	5	74	31	89	46	43	69	17	17	14	11	11	12	2	1	51	10	3	20		
	17%	23%	16%	4%	30%	10%	21%	12%	21%	15%	19%	-	37%	9%	21%	17%	3%	26%	20%	17%	10%	19%	7%	21%	4%	20%	3%	25%	17%	23%	12%	14%	18%	23%	7%	23%	8%	9%	16%	17%	33%	29%	19%	8%	26%	
	CDFHI	DF	CEFGHIK	CEFGHIK	D	CDFHI	D	CDFHI	DF	CDFHI	LNOPQRSTU VWXY	-	LNOPQRSTU VWXY	LR	LNVRX	LNVRX	LNVRX	L	LNOPQRUV XY	LNVRX	LNVRX	LNVRX	LR	LNVRX	L	LNVRX	5	74	31	89	46	43	69	17	17	14	11	11	12	2	1	51	10	3	20	
Very unfavourable (-2)	329	80	182	7	303	23	210	36	184	154	121	-	329	21	183	141	136	3	287	64	158	97	201	67	188	3	265	8	109	53	58	167	39	2	4	12	19	12	7	-	68	13	5	33		
	29%	31%	32%	2%	58%	9%	53%	13%	50%	48%	22%	-	63%	8%	54%	43%	25%	2%	51%	31%	31%	41%	28%	43%	29%	2%	72%	2%	31%	14%	19%	45%	52%	1%	7%	9%	16%	17%	51%	-	39%	27%	15%	43%		
	DFHK	DFHK	DFHK	BCDFHIK	D	BCDFHIK	D	BCDFHIK	DFH	BCDFHIK	LNOPQRSTU VWXY	-	LNOPQRSTU VWXY	LR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	3	265	8	109	53	58	167	39	2	4	12	19	12	7	-	68	13	5	33	
Don't know	49	2	7	4	3	2	2	6	2	3	7	-	-	3	1	3	6	2	5	-	5	1	19	*	7	2	6	7	3	6	7	3	1	1	-	1	1	-	-	*	*	*	-	-		
	4%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	-	1%	*	1%	1%	1%	1%	-	1%	*	3%	*	1%	2%	2%	2%	2%	3%	6	7	3	1	1	*	*	*	1%	1%	2%	*	1%	*		
	LM	LM	LM	LM	E	E	E	E	E	E	LM	-	-	LM	M	LM	LM	LM	LM	-	LM	LM	LMOPQRSTU	LM	LM	LM	LM	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
Net: Very/Fairly favourable	324	68	187	248	13	156	54	144	71	79	201	324	-	157	52	87	193	153	52	75	168	82	209	62	204	107	7	259	88	170	127	83	4	175	28	86	68	32	-	19	35	17	13	16		
	29%	27%	33%	58%	3%	58%	14%	58%	19%	25%	76%	100%	-	58%	15%	26%	35%	80%	9%	37%	34%	35%	29%	39%	31%	81%	2%	63%	25%	46%	41%	22%	6%	71%	47%	59%	57%	45%	-	67%	20%	35%	39%	21%		
	EGI	EGI	EGI	BCEFGHIK	BCEGHIK	BCEGHIK	E	BCEGIJK	EG	EG	BCEGIJK	MNOPQRSTU VWXY	-	MOPQSUWY	MS	MOS	MOPSWY	MNOPQRSTU VWXY	M	MOPS	MOPSW	MOPS	MOPS	MOS	MOPSW	MOS	a	2%	63%	25%	46%	41%	22%	6%	71%	47%	59%	57%	45%	-	67%	20%	35%	39%	21%	
	CEGIJK	CEGIJK	CEGIJK	BCEFGHIK	BCEGHIK	BCEGHIK	E	BCEGIJK	EG	EG	BCEGIJK	MNOPQRSTU VWXY	-	MOPQSUWY	MS	MOS	MOPSWY	MNOPQRSTU VWXY	M	MOPS	MOPSW	MOPS	MOPS	MOS	MOPSW	MOS	a	2%	63%	25%	46%	41%	22%	6%	71%	47%	59%	57%	45%	-	67%	20%	35%	39%	21%	
Net: Very/Fairly unfavourable	522	139	270	20	458	50	291	71	262	202	221	-	522	44	255	196	239	9	435	106	241	121	340	77	324	8	339	39	197	100	101	236	56	20	18	23	30	24	10	1	119	23	8	53		
	46%	55%	48%	6%	88%	18%	74%	25%	71%	63%	41%	-	100%	16%	75%	59%	44%	5%	77%	51%	48%	51%	47%	50%	49%	6%	93%	10%	57%	27%	32%	63%	75%	8%	30%	16%	25%	33%	67%	33%	67%	46%	33%	22%	69%	
	DFHK	DFHK	DFHK	BCEFGHIK	D	BCDFHIK	DF	BCDFHIK	DFH	BCDFHIK	LNOPQRSTU VWXY	-	LNOPQRSTU VWXY	LR	LNQR	LNQR	LNQR	LNQR	L	LNOPQRSTU VWXY	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	8	339	39	197	100	101	236	56	20	18	23	30	24	10	1	119	23	8	53	
Net Difference	-198	-71	-82	228	-445	107	-237	73	-191	-123	-20	324	-522	-109	-203	-109	-47	144	-183	-30	-73	-39	-131	-16	-120	99	-332	220	-109	70	26	-153	-52	155	10	62	38	8	-10	18	-84	-6	6	-37		
	-17%	-28%	-15%	70%	-85%	40%	-60%	26%	-52%	-38%	-4%	100%	-100%	42%	-60%	-33%	-8%	75%	-68%	-15%	-15%	-17%	-18%	-10%	-18%	75%	-91%	54%	-31%	19%	26	8%	-41%	-69%	63%	17%	43%	32%	12%	-67%	64%	-48%	-11%	17%	-48%	
Mean	-0.42	-0.46 EGI	-0.42 EGI	0.89 BCEFGHIK	-1.43	0.48 BCEGHIK	-1.11 E	0.30 BCEGIJK	-0.99 E	-0.80 EGI	-0.19 BCEGIJK	1.23 MNOPQRSTU VWXY	-1.63	0.53 MNOPQRSTU VWXY	-1.12 M	-0.66 MOS	-0.18 MOPSWY	1.03 MNOPQRSTU VWXY	-1.18 M	-0.32 MOPS	-0.39 MOPS	-0.43 MOPS	-0.43 MOPS	-0.34 MOPS	-0.41 MOPS	1.09 a	-1.66	0.70 cdf	-0.53 f	0.17 cdf	0.01 cf	-0.78	-1.22 *	0.78 gjklopr	0.28 go*	0.47 glopr	0.27 go*	0.09 go*	-1.18 **	1.06 **	-0.79 g	-0.19 go*	0.32 **	-0.76 *		

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

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

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

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very favourable (2)	34 3%	22 4%	13 2%	24 8% EF	7 2%	4 1%	24 4%	10 2%	12 5% J	3 1%	8 3%	10 7% J*	*	*	19 5% P	16 2%	29 4% R	5 1%	1 * *	6 2%	11 4% S	15 6% ST	30 3%	5 4%	9 4%	15 4%	3 4% *	4 3% *	1 3% *	*	19 5% f	6 2%		
Fairly favourable (1)	157 14%	103 19% C	53 9%	58 18% F	48 13%	51 11%	109 17% H	48 10%	37 14%	32 11%	36 14%	31 20% J*	10 19% *	10 10% *	85 23% P	71 9%	107 15%	50 11%	16 8%	31 10% S	47 16% STU	59 24% STU	123 12%	33 24% W	11 6%	98 29% Ybcd	15 20% Yb*	5 4% *	5 9% *	2 7% *	83 21% f	34 9%		
Neither favourable nor unfavourable (0)	281 25%	125 23%	152 27%	92 29% F	103 28% F	86 19%	174 27%	107 22%	65 24%	76 25%	62 24%	41 26% *	11 * *	27 28% *	101 27%	180 24%	194 28% R	87 20%	43 21%	82 26%	68 23%	66 27%	227 23%	51 38% W	27 14%	100 30% Yb	24 31% Yb*	14 10% *	21 37% Yb*	15 39% Yb*	127 32% f	51 13%		
Fairly unfavourable (-1)	192 17%	92 17%	96 17%	50 16%	58 16%	84 19%	111 17%	81 16%	32 12%	60 20% I	46 18%	22 14% *	15 26% J*	19 20% *	55 15%	137 18%	111 16%	81 19%	39 18%	50 16%	48 16%	43 18%	177 18%	15 11%	49 25% bd	55 16%	14 19% *	17 13% *	12 21% *	3 8% *	68 17%	72 19%		
Very unfavourable (-2)	374 33%	188 34%	181 32%	55 18% D	116 31% D	203 45% DE	176 28%	197 40% G	97 36% L	105 35%	87 34%	37 24% *	16 28% *	32 33% *	80 22%	293 38% O	197 28%	176 40% Q	93 44% UV	114 37% V	97 33% V	48 20%	348 35% X	24 17%	99 50% Zac	54 16%	16 21% *	89 66% YZacd*	12 21% *	15 39% 2*	82 20%	206 53% e		
Don't know	94 8%	17 3%	74 13% B	34 11% F	41 11% F	19 4%	41 7%	52 11% G	24 9%	23 8%	20 8%	14 9% *	3 6% *	9 9% *	28 8%	66 9%	57 8%	37 8%	17 8%	29 9%	24 8%	10 4%	83 8%	8 6%	2 1%	17 5%	4 6% Y*	6 5% *	5 10% Y*	3 7% Y*	23 6%	19 5%		
Net: Very/Fairly favourable	191 17%	125 23% C	66 12%	82 26% EF	55 15%	55 12%	133 21% H	57 12%	49 18%	36 12%	44 17%	42 27% JN*	11 20% *	10 11% *	104 28% P	87 11%	136 20% R	55 13%	17 8%	36 12%	58 20% ST	73 31% STU	153 15%	38 28% W	20 10%	113 33% Ybcd	18 23% Yb*	9 6% *	6 11% *	3 7% *	102 25% f	40 10%		
Net: Very/Fairly unfavourable	566 50%	279 51%	277 49%	106 34% D	174 47% D	287 64% DE	287 45%	279 56% G	129 48%	164 55% L	133 51% L	58 38% *	31 55% *	51 53% *	136 37% O	431 56%	309 44%	257 59% Q	131 63% UV	165 53% V	145 49% V	91 38%	525 53% X	39 29%	148 75% Zacd	109 32%	30 40% *	106 79% Zacd*	24 42% *	18 47% *	150 37%	279 72% e		
Net Difference	-375 -33%	-154 -28%	-211 -37%	-24 -8%	-119 -32%	-232 -52%	-154 -24%	-221 -45%	-80 -30%	-129 -43%	-89 -34%	-17 -11%	-20 -35%	-41 -42%	-31 -9%	-344 -45%	-173 -25%	-202 -46%	-115 -55%	-129 -41%	-87 -30%	-17 -7%	-372 -38%	-1 -1%	-128 -65%	3 1%	-12 -16%	-98 -72%	-17 -31%	-15 -40%	-49 -12%	-238 -61%		
Mean	-0.69	-0.61	-0.77	-0.20 EF	-0.69 F	-1.01	-0.51 H	-0.92	-0.68	-0.83	-0.71	-0.31 UKN*	-0.67 **	-0.82 *	-0.27 P	-0.89	-0.53 R	-0.94	-1.08	-0.84	-0.64 S	-0.22 STU	-0.76	-0.16 W	-1.12	-0.11 Ybc	-0.36 Yb*	-1.42 *	-0.54 Yb*	-0.84 **	-0.29 f	-1.18		

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/-/d,e,f/ 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/-/d,e,f/ Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

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

All Adults Aged 18+ in Great Britain

	Total	Favourable to parties														Favourable to politicians												Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)				
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75				
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76				
Very favourable (2)	34	24	8	30	1	26	2	23	4	20	12	29	2	28	1	20	9	34	-	22	9	23	9	21	10	23	1	30	23	25	21	22	1	14	6	9	7	6	-	7	9	8	7	9				
	3%	9%	1%	9%	*	10%	*	8%	1%	6%	2%	9%	*	10%	*	6%	2%	18%	-	11%	2%	10%	1%	13%	1%	17%	*	7%	7%	7%	7%	6%	6%	10%	6%	6%	8%	-	26%	5%	16%	24%	9%					
	CEGIK	E	CEGIK	CEGIK		CEGIK		CEGIK	E	CEGIK	EG	MOGSUWY	S	MOGSUWY		MOGSUWY	MOS	LMNORSTU VWXY		MOGSUWY	MOS	MOGSUWY	MS	MOGSUWY	MS	a	*	30	23	25	21	22	1	14	6	9	7	6	-	7	9	8	7					
Fairly favourable (1)	157	41	87	126	9	85	23	81	19	53	79	125	8	89	21	53	82	157	-	51	73	53	89	44	79	65	4	131	49	90	67	48	6	90	21	56	42	25	2	8	9	*	3	5				
	14%	16%	15%	39%	2%	32%	6%	28%	5%	17%	15%	39%	2%	33%	6%	16%	15%	82%	-	25%	15%	22%	12%	28%	12%	49%	1%	32%	14%	24%	22%	13%	9%	37%	35%	38%	35%	36%	16%	27%	5%	1%	8%	7%				
		EGI	EGI	BCDFGHK		BCDGJK	E	BCDGJK	E	EGI	EGI	MOGKSTU VWXY	RS	MOGKSTU VWXY	MS	MOS	MOGKSTU VWXY			MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	a	cdet	cdet	cdet	cdet	cdet	g	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*		
Neither favourable nor unfavourable (0)	281	31	150	116	42	77	55	78	47	41	158	107	50	59	46	46	151	-	-	27	127	41	179	18	166	28	22	152	56	105	88	60	9	84	13	40	31	14	3	7	22	9	7	9				
	25%	12%	27%	35%	8%	29%	14%	27%	13%	13%	29%	33%	10%	22%	14%	14%	27%	-	-	13%	25%	17%	25%	12%	25%	21%	6%	37%	16%	28%	28%	16%	12%	34%	23%	28%	26%	20%	24%	24%	12%	19%	20%	12%	*			
		BEGU	BCDFGHK	BCDFGHK		BEGU	E	BEGU	E	E	BEGU	LMNORSTU VWXY	RS	MOGKSTU VWXY	MRS	MRS	MOGKSTU VWXY			RS	MOGKSTU VWXY	MRSK	MOGKSTU VWXY	RS	MOGKSTU VWXY	RS	a	cdet	cdet	cdet	cdet	cdet	g	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*		
Fairly unfavourable (-1)	192	45	101	31	119	38	69	44	68	32	115	34	109	46	52	42	124	-	192	23	96	26	141	12	128	4	48	49	71	66	55	54	19	30	9	15	15	8	2	3	47	19	8	16				
	17%	18%	18%	10%	23%	14%	18%	15%	18%	10%	21%	11%	21%	17%	15%	13%	23%	-	34%	11%	19%	11%	20%	7%	19%	3%	13%	12%	20%	18%	18%	14%	25%	12%	15%	10%	13%	12%	11%	11%	26%	38%	25%	21%	*			
		DI	DI		CDFGH	D	DI	DI	DI		CDFGH	R	LOPRTVX	URVX	RK	RK	LMNORSTU VWXY			LMNORSTU VWXY	R	LPRTVX	R	LPRTVX	R	LPRTVX		2	49	71	66	55	54	19	30	9	15	15	8	2	3	47	19	8	16			
Very unfavourable (-2)	374	107	186	12	331	40	229	46	221	162	147	18	326	45	212	157	159	-	374	80	180	88	248	61	256	6	268	26	138	69	66	178	36	17	8	21	20	15	7	3	89	12	8	39				
	33%	42%	33%	4%	63%	15%	58%	16%	60%	51%	27%	6%	63%	17%	63%	47%	29%	-	66%	39%	36%	37%	34%	39%	39%	4%	73%	6%	40%	18%	21%	48%	47%	7%	13%	14%	17%	21%	50%	12%	51%	24%	23%	51%				
		CDPHK	DPHK		BCDFGHK	D	BCDFHK	D	BCDFHK	BCDFHK	DPH	R	LMNORSTU VWXY	LR	LMNORSTU VWXY	LNK	LNK			LMNORSTU VWXY	LNK	LNK	LNK	LNK	LNK	LNK	LNK	bdet	b	b	b	b	bdet	hjkp*	*	h	h	h*	**	**	**	**	**	**	hjkp*			
Don't know	94	8	33	12	22	4	15	15	10	11	28	11	27	2	6	13	26	-	-	2	15	7	53	1	22	6	23	22	12	16	14	12	4	10	2	4	4	2	-	-	2	1	-	-				
	8%	3%	6%	4%	4%	2%	4%	5%	3%	3%	5%	3%	5%	1%	2%	4%	5%	-	-	1%	3%	3%	7%	1%	3%	5%	6%	5%	5%	3%	4%	4%	4%	5%	4%	3%	3%	3%	3%	-	-	1%	3%	-	-			
			FI	F	F			F			FI	NRS	NORSTUX	S	S	NRSTX	NORSTUX			S	NRS	RKX	LMNORSTU VWXY	S	NRS																				*			

Net: Very/Fairly favourable	191	65	94	156	10	111	25	104	24	73	91	153	9	117	22	73	91	191	-	73	83	75	98	65	88	88	6	161	72	115	88	70	7	105	27	65	48	31	2	15	17	8	11	12		
	17%	23%	17%	40%	2%	41%	6%	36%	6%	23%	17%	47%	2%	43%	7%	22%	16%	100%	-	35%	17%	32%	14%	41%	13%	67%	2%	161	21%	31%	28%	19%	7	42%	46%	45%	41%	44%	16%	53%	10%	16%	32%	16%		
		CEGIK	EGI	BCDFGHK		BCDGJK	E	BCDGJK	E	CEGI	EGI	MOGKSTU VWXY	S	MOGKSTU VWXY	MS	MOGKSTU VWXY	MOGKSTU VWXY	LMNORSTU VWXY		MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	MOS	MOGKSTU VWXY	MOS	a	cdet	cdet	cdet	cdet	cdet	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	
Net: Very/Fairly unfavourable	566	152	287	43	450	78	299	90	288	194	262	52	435	91	264	200	283	-	566	104	276	113	389	72	383	10	316	75	209	135	122	232	55	48	17	36	36	23	9	7	136	31	16	55		
	50%	59%	51%	13%	86%	29%	76%	32%	78%	61%	49%	16%	83%	34%	78%	60%	51%	-	100%	50%	55%	48%	54%	46%	58%	7%	86%	18%	60%	36%	39%	62%	72%	19%	18%	27	36	30%	33%	60%	23%	77%	62%	48%	72%	
		DPHK	DFH		BCDFGHJK	D	BCDFHK	D	BCDFHK	CDPHK	DPH	R	LMNORSTU VWXY	LR	LMNORSTU VWXY	LNK	LNK			LMNORSTU VWXY	LNK	LNK	LNK	LNK	LNK	LNK	LNK	bdet	b	b	b	bdet	hjkp*	*	h	h*	**	**	**	**	**	**	**	hjkp*	**	hjkp*
Net Difference	-375	-87	-193	113	-440	33	-274	13	-265	-121	-171	101	-426	26	-342	-127	-192	191	-566	-31	-193	-38	-292	-7	-295	78	-311	86	-137	-20	-33	-162	-47	57	11	29	13	8	-6	9	-119	-23	-5	-43		
	-33%	-34%	-34%	35%	-84%	12%	-69%	5%	-72%	-38%	-32%	31%	-82%	10%	-72%	-38%	-35%	100%	-100%	-15%	-39%	-16%	-41%	-5%	-45%	59%	-85%	21%	-39%	-5%	-11%	-43%	-63%	23%	18%	20%	11%	11%	-44%	30%	-67%	-46%	-16%	-56%		

Mean	-0.69	-0.69	-0.70	0.42	-1.54	0.07	-1.32	-0.04	-1.34	-0.85	-0.60	0.36	-1.52	0.03	-1.37	-0.83	-0.65	1.18	-1.66	-0.44	-0.75	-0.45	-0.80	-0.31	-0.85	0.76	-1.68	0.23	-0.75	-0.18	-0.26	-0.88	-1.15	0.23	0.16	0.13	-0.01	-0.01	-0.94	0.44	-1.14	-0.56	-0.15	-0.98		
		EGI	EGI	BCDFGHK		BCDGJK	E	BCDGJK	E	EGI	CEGI	MOGKSTU VWXY	S	MOGKSTU VWXY	MS	MOS	MOGKSTU VWXY	LMNORSTU VWXY		MOGKSTU VWXY	MOGKSTU VWXY	MOGKSTU VWXY	MOS	MOGKSTU VWXY	MOS	a*	cdet	cdet	cdet	cdet	cdet	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*	gop*

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

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Political Pulse Week 11

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? - Kemi Badenoch, Leader of the Conservative party

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very favourable (2)	29	21	8	19	5	5	19	10	6	8	3	10	1	1	19	10	25	4	6	3	6	14	25	4	12	6	2	3	2	1	11	12	
	3%	4%	1%	6%	1%	1%	3%	2%	2%	3%	1%	7%	2%	1%	5%	1%	4%	1%	3%	1%	2%	6%	2%	3%	6%	2%	3%	2%	4%	2%	3%	3%	
Fairly favourable (1)	177	102	75	58	46	73	102	75	32	44	45	29	15	12	68	109	111	66	41	33	39	56	154	23	80	40	5	22	6	1	54	84	
	16%	19%	13%	19%	12%	16%	16%	15%	12%	15%	18%	19%	27%	12%	18%	14%	16%	15%	19%	11%	13%	23%	16%	17%	41%	12%	7%	16%	11%	2%	14%	22%	
Neither favourable nor unfavourable (0)	318	144	172	85	107	127	167	151	76	82	69	50	10	32	85	234	210	108	56	92	81	68	269	47	67	84	24	44	13	10	103	113	
	28%	26%	30%	27%	29%	28%	26%	30%	28%	28%	27%	32%	18%	33%	23%	31%	30%	25%	27%	29%	27%	28%	27%	35%	34%	25%	32%	23%	25%	26%	29%		
Fairly unfavourable (-1)	207	101	104	50	65	92	129	78	48	60	52	22	9	15	66	141	117	90	31	59	64	37	182	25	22	60	16	41	5	7	62	77	
	18%	19%	18%	16%	17%	21%	20%	16%	18%	20%	20%	14%	17%	16%	18%	18%	17%	21%	15%	19%	22%	16%	18%	18%	11%	18%	21%	30%	8%	18%	15%	20%	
Very unfavourable (-2)	293	153	131	66	107	120	166	128	69	78	64	36	17	29	107	187	172	122	52	84	82	55	261	29	11	132	24	19	26	18	142	83	
	26%	28%	23%	21%	29%	27%	26%	26%	26%	26%	25%	23%	30%	30%	29%	24%	25%	28%	25%	27%	28%	23%	26%	21%	5%	39%	31%	14%	45%	48%	35%	21%	
Don't know	108	25	80	35	42	30	53	55	37	26	25	8	3	8	24	83	61	47	23	40	23	10	98	7	5	18	5	6	5	2	30	21	
	9%	5%	14%	11%	11%	7%	8%	11%	14%	9%	9%	5%	6%	8%	7%	11%	9%	11%	11%	13%	8%	4%	10%	5%	3%	5%	6%	5%	9%	5%	7%	5%	
Net: Very/Fairly favourable	206	123	83	77	52	77	121	84	38	52	48	39	16	13	87	119	136	70	46	36	45	70	178	27	91	45	7	25	8	1	65	96	
	18%	23%	15%	25%	14%	17%	19%	17%	14%	17%	19%	25%	29%	13%	24%	16%	20%	16%	22%	12%	15%	29%	18%	20%	46%	13%	10%	18%	15%	4%	16%	25%	
Net: Very/Fairly unfavourable	500	254	235	116	172	212	294	206	117	138	117	57	26	44	173	328	289	211	83	144	146	92	443	54	33	192	40	60	30	25	204	160	
	44%	46%	41%	37%	46%	47%	46%	42%	44%	46%	45%	37%	47%	46%	47%	43%	42%	48%	40%	46%	49%	38%	45%	40%	17%	57%	53%	44%	54%	66%	51%	41%	
Net Difference	-294	-131	-152	-39	-120	-135	-173	-121	-79	-87	-69	-18	-10	-32	-86	-209	-153	-142	-37	-107	-101	-22	-265	-26	58	-147	-33	-35	-22	-24	-138	-64	
	-26%	-24%	-27%	-13%	-32%	-30%	-27%	-24%	-30%	-29%	-27%	-12%	-18%	-33%	-23%	-27%	-22%	-32%	-18%	-34%	-34%	-9%	-27%	-20%	30%	-43%	-43%	-26%	-39%	-62%	-34%	-16%	
Mean	-0.55	-0.50	-0.56	-0.31	-0.67	-0.60	-0.55	-0.54	-0.62	-0.58	-0.56	-0.30	-0.48	-0.67	-0.50	-0.57	-0.47	-0.67	-0.45	-0.70	-0.65	-0.27	-0.56	-0.40	0.31	-0.85	-0.76	-0.40	-0.89	-1.14	-0.72	-0.37	
				EF								I*	**	*			R					TU		Zabc	*	Zac*	*	**		e			

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

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Adults aged 18+ in GB																																															
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All Adults aged 18+ in Great Britain																																															
	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government										Next GE voting intention					2024 GE vote and next GE voting intention										
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Reform	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)			
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75			
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76			
Very favourable (2)	29	25	1	17	10	16	3	22	4	16	5	18	6	18	3	19	7	18	10	29	-	23	3	20	5	13	5	19	26	13	20	18	1	5	4	3	5	3	-	7	12	4	6	6			
	3%	10%	*	5%	2%	6%	1%	8%	1%	5%	1%	5%	1%	7%	1%	6%	1%	9%	2%	14%	-	10%	*	13%	1%	10%	1%	16%	7%	4%	7%	5%	1%	5	2%	6%	2%	4%	3	-	38%	7%	8%	19%	7%		
			CDEGHIK		CEGIK	CG		CEGIK	C	CEGIK	C	MOGSIWY	U	MOGSIWY	U	MOGSIWY	UW	LMNOQSIWY	UWY	LMNOQSIWY	-	LMNOQSIWY	U	LMNOQSIWY	U	a			d		d		*		*		*	**	**	*	**	*	**	*			
Fairly favourable (1)	177	132	18	61	100	62	60	52	70	100	36	58	100	58	48	101	41	55	93	177	-	80	72	57	78	38	62	64	138	56	50	101	6	33	24	22	14	25	-	11	80	15	14	38			
	16%	52%	3%	19%	19%	23%	15%	18%	19%	31%	7%	31%	8%	29%	14%	31%	8%	29%	17%	86%	-	34%	10%	37%	12%	29%	17%	16%	40%	15%	16%	77%	7%	13%	41%	15%	12%	36%	-	38%	45%	30%	40%	50%			
			CDEFGHIK	CK	CEG	CEGHIK	CEG	CEG	CEG	CDEFGHIK	C	QIWIY	OQSIWY	OQSIWY	QIWIY	LMNOQSIWY	LMNOQSIWY	QIWIY	QIWIY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	QIWIY	QIWIY	a			baef			ghik*			ghik*	**	**	ghik*	ghik*	**	ghik*	ghik*					
Neither favourable nor unfavourable (0)	318	65	98	63	145	66	97	54	96	92	115	65	141	67	85	100	116	30	163	-	-	61	184	42	144	20	102	81	121	119	75	122	35	43	22	40	31	26	4	8	59	23	8	22			
	28%	26%	17%	19%	28%	24%	25%	19%	26%	29%	21%	20%	27%	25%	25%	30%	21%	16%	29%	-	-	26%	26%	27%	22%	15%	28%	20%	20%	35%	32%	24%	33%	46%	17%	38%	27%	26%	37%	31%	26%	33%	45%	25%	29%		
			CH		CDHK	CDH	C	CEG	C	CDHK	C	TU	LQRTUY	LRTU	RTU	TU	TU	LQRTUY	LQRTUY			RTU	LQRTUY	RTU	RTU	TU	TVX		be	be	be	baef	hjk*	h*	h	h	h*	**	**	h	h*	**	*				
Fairly unfavourable (-1)	207	20	144	60	100	43	83	46	80	64	116	64	99	48	84	56	114	32	115	-	207	34	144	20	142	18	66	84	40	72	57	75	5	53	6	29	25	4	4	3	17	5	4	5			
	18%	8%	26%	18%	19%	16%	21%	16%	22%	20%	21%	20%	19%	18%	25%	17%	21%	17%	20%	-	41%	15%	20%	13%	21%	14%	18%	21%	12%	12%	19%	18%	20%	7%	21%	11%	20%	21%	6%	31%	11%	10%	10%	13%	6%		
			BDEFHK	B	B	B	B	B	B	B	B	B	B	B	B	T	T	T	TX		LMNOQRST	T	T	T	TVX			c		c	c	c	*	ghor	*	ghor	ghor	*	**	**	*	**	*	**	*		
Very unfavourable (-2)	293	8	271	109	137	73	134	93	106	33	238	104	142	70	112	35	244	51	161	-	293	23	258	14	258	36	105	139	10	96	96	40	24	104	3	47	42	10	5	*	5	2	1	2			
	26%	3%	48%	33%	26%	27%	34%	32%	29%	10%	44%	32%	27%	36%	33%	11%	44%	27%	28%	-	59%	10%	36%	9%	39%	27%	29%	34%	3%	26%	31%	11%	12%	42%	5%	32%	36%	14%	34%	2%	3%	4%	3%	2%			
			BDEFGHIK	BFI	BI	BI	BEU	BFI	BI	B	BDEFGHI	NPTVX	PTVX	PTVX	MPSTVX	T	LMNOQRSTV	PTVX	PTVX		LMNOQRST	LMNOQRST	LMNPSTVX	LMNPSTVX	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	
Don't know	108	5	33	17	32	10	18	20	12	14	30	16	33	8	5	18	28	6	23	-	-	14	58	2	33	7	27	22	13	16	13	19	5	8	-	5	1	3	1	-	5	2	-	4			
	9%	2%	6%	5%	6%	4%	4%	7%	3%	4%	6%	5%	6%	3%	2%	6%	5%	3%	4%	-	-	6%	8%	2%	5%	5%	7%	5%	5%	4%	4%	4%	5%	6%	3%	-	3%	1	4%	4%	-	3%	3%	-	5%		
		B		BI				BF			OTUX	OTUX	OTUX	TU	U	OTUX	OTU	TU	OTU			OTUX	LMNOQRSTUY	TU	OTU								*		*		*	*	*	*	*	*	*	*	*		
Net: Very/Fairly favourable	206	156	19	78	110	78	63	74	74	116	41	75	106	76	51	121	48	73	104	206	-	103	75	77	83	51	67	83	164	69	70	119	6	38	28	25	19	28	-	18	91	19	20	44			
	18%	61%	3%	24%	21%	29%	16%	26%	20%	36%	8%	3%	20%	28%	15%	37%	9%	38%	18%	100%	-	44%	10%	49%	13%	39%	18%	20%	47%	19%	23%	32%	9%	15%	47%	17%	16%	40%	-	61%	52%	38%	59%	57%			
			CDEFGHIK		CGK	CGK	CEGHIK	CK	CEG	CEG	CDEFGHIK	C	OQIWIY	OQIWIY	MOGSIWY	QIWIY	LMNOQSIWY	Y	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	a		baef		bde		ghik*			ghik*	**	**	ghik*	**	ghik*	ghik*	**	ghik*	ghik*		
Net: Very/Fairly unfavourable	500	28	415	170	237	116	216	138	186	96	353	168	241	118	196	91	358	83	276	-	500	58	402	35	400	54	171	224	51	168	153	114	29	157	9	76	67	14	9	4	22	7	6	6			
	44%	11%	74%	52%	45%	43%	55%	48%	50%	30%	66%	52%	66%	44%	58%	28%	65%	43%	49%	-	100%	24%	56%	35	61%	41%	47%	55%	15%	45%	49%	30%	39%	64%	15%	52%	57%	19%	65%	12%	12%	13%	16%	8%			
			BDEFGHIK	BFI	BI	BI	BEFI	BI	BI	B	BDEFGHI	NPTVX	PTVX	PTVX	MPNPSTVX	T	LMNOQRSTV	PTVX	PTVX		LMNOQRST	LMNOQRST	LMNPSTVX	LMNPSTVX	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV	LMNPSTV
Net Difference	-294	128	-396	-91	-127	-38	-154	-64	-112	19	-313	-93	-135	-42	-145	30	-310	-10	-172	206	-500	46	-327	42	-317	-2	-104	-141	113	-99	-83	5	-23	-119	19	-51	-48	15	-9	14	70	12	14	38			
	-26%	50%	-70%	-28%	-24%	-14%	-39%	-22%	-30%	6%	-58%	-29%	-26%	-15%	-43%	9%	-56%	-5%	-30%	100%	-100%	19%	-45%	27%	-48%	-2%	-28%	-34%	32%	-27%	-27%	1%	-30%	-48%	31%	-35%	-40%	21%	-65%	49%	14	39%	25%	42%	49%		
Mean	-0.55	0.58	-1.25	-0.59	-0.52	-0.37	-0.76	-0.51	-0.60	0.01	-1.07	-0.58	-0.56	-0.36	-0.77	0.04	-1.05	-0.23	-0.59	1.14	-1.59	0.20	-0.88	0.31	-0.91	-0.20	-0.60	-0.67	0.38	-0.51	-0.53	-0.05	-0.65	-0.92	0.32	-0.68	-0.72	0.12	-1.03	0.71	0.45	0.30	0.58	0.58			
		CDEFGHIK		CK	CGK	CDGK	CK	CGK	CGK	CDEFGHIK	C	QIWIY	OQIWIY	LMNOQSIWY	QIWIY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY	LMNOQSIWY

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Adults aged 18+ in GB																																
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All Adults aged 18+ in Great Britain																																
	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very favourable (2)	120 11%	82 15% C	38 7%	48 15% E	20 5%	53 12% E	59 9%	61 12%	37 14%	31 10%	22 9%	16 10% *	9 16% *	6 6% *	38 10%	83 11%	89 13% R	31 7%	27 13%	32 10%	23 8%	33 14%	103 10%	16 12%	20 10%	23 7%	2 2% *	54 40% Y2acd*	4 8% *	1 3% *	25 6%	74 19% e
Fairly favourable (1)	211 19%	117 21%	93 16%	51 16%	88 24% DF	72 16%	95 15%	116 23% G	47 18%	52 17%	50 19%	36 23% *	6 11% *	20 20% *	58 16%	153 20%	148 21% R	62 14%	46 22% T	38 12%	60 20%	53 22% T	184 19%	25 19%	53 27% Zac	49 14%	6 8% *	48 36% Zac*	4 7% *	8 20% *	44 11%	119 31% e
Neither favourable nor unfavourable (0)	187 16%	89 16%	98 17%	52 16%	68 18%	67 15%	105 16%	82 17%	56 21% JN	41 14%	42 16% N	29 19% N*	12 21% N*	5 6% *	52 14%	135 18%	103 15%	84 19%	37 18%	59 19%	40 13%	38 16%	155 16%	29 22%	42 21% d	55 16%	11 15% *	20 15% *	8 14% *	2 5% *	60 15%	62 16%
Fairly unfavourable (-1)	140 12%	58 11%	79 14%	42 13%	35 9%	62 14%	82 13%	57 12%	30 11%	41 14%	33 13%	15 10% *	4 7% *	17 17% *	44 12%	96 13%	79 11%	61 14%	27 13%	46 15%	35 12%	26 11%	121 12%	18 13%	29 15% b	41 12%	11 15% *	8 6% *	2 4% *	8 20% bc*	41 10%	42 11%
Very unfavourable (-2)	410 36%	183 34%	216 38%	99 32%	135 36%	175 39%	265 42% H	145 29%	80 30%	114 38%	99 38%	48 31% *	23 41% IL*	45 46% IL*	165 45% P	245 32%	239 34%	172 39%	59 28%	114 37%	123 42% S	82 34%	365 37%	42 31%	52 27% b	167 49%	44 58% Yb*	1 1% *	34 61% Yb*	20 52% Yb*	225 56% f	85 22%
Don't know	64 6%	17 3%	47 8% B	22 7%	26 7%	17 4%	30 5%	34 7%	16 6%	20 7%	12 5%	9 6% *	2 4% *	4 4% *	13 3%	52 7% O	38 5%	26 6%	12 6%	22 7%	15 5%	7 3%	60 6%	5 3%	- -	5 1%	1 2% *	4 3% *	4 6% Y2*	- *	6 2%	8 2%
Net: Very/Fairly favourable	331 29%	200 37% C	130 23%	99 31%	108 29%	124 28%	154 24%	177 36% G	84 32%	83 28%	72 28%	51 33% *	15 26% *	26 26% *	95 26%	236 31%	238 34% R	93 21%	73 35% T	70 22%	83 28%	86 36% T	287 29%	42 31%	73 37% Zac	72 21%	8 11% *	102 75% Y2acd*	8 14% *	9 23% *	69 17%	193 50% e
Net: Very/Fairly unfavourable	550 49%	241 44%	295 52% B	141 45%	171 46%	238 53%	347 55% H	203 41%	110 41%	155 52% I	132 51%	64 41% *	27 48% *	62 64% IL*	209 57% P	341 45%	317 46%	233 53% Q	86 41%	161 52%	158 53% S	109 45%	487 49%	60 44%	82 42% b	208 61% Yb	56 73% Yb*	9 7% *	36 65% Yb*	27 72% Yb*	266 66% f	126 32%
Net Difference	-219 -19%	-42 -8%	-165 -29%	-43 -14%	-63 -17%	-114 -25%	-194 -30%	-26 -5%	-26 -10%	-72 -24%	-60 -23%	-12 -8%	-12 -22%	-36 -37%	-114 -31%	-105 -14%	-80 -11%	-140 -32%	-13 -6%	-91 -29%	-75 -25%	-23 -9%	-200 -20%	-18 -13%	-9 -5%	-136 -40%	-48 -62%	93 68%	-28 -51%	-19 -49%	-197 -49%	67 17%
Mean	-0.48	-0.27 C	-0.66	-0.32	-0.52	-0.55	-0.66	-0.24 G	-0.28 N	-0.56	-0.56	-0.31 N*	-0.50 **	-0.81 *	-0.68	-0.38 O	-0.35 R	-0.68	-0.23 TU	-0.60	-0.62	-0.31 U	-0.50	-0.34	-0.21 Zacd	-0.84	-1.20 *	1.10 Y2acd*	-1.11 *	-0.99 *	-1.01	0.15 e

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

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Political Pulse Week 11

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	Favourable to parties														Favourable to politicians												Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention											
		Favourable to Cons		Unfavoura ble to Cons	Favourable to Lab	Unfavoura ble to Lab	Favourable to Lib Dems	Unfavoura ble to Lib Dems	Favourable to Green Party	Unfavoura ble to Green Party	Favourable to Reform UK	Unfavoura ble to Reform UK	Favourable to Keir Starmer	Unfavoura ble to Keir Starmer	Favourable to Ed Davey	Unfavoura ble to Ed Davey	Favourable to Nigel Farage	Unfavoura ble to Nigel Farage	Favourable to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourable to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourable to Donald Trump	Unfavoura ble to Donald Trump	Favourable to JD Vance	Unfavoura ble to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservati ve	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservati ve voter + Unlikely to vote Conservati ve	Conservati ve voter + Likely to vote Conservati ve	Conservati ve voter + Likely to vote Lib Dem	Conservati ve voter + Likely to vote Green	2024 Conservati ve voter + Likely to vote Reform			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75		
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76		
Very favourable (2)	120	52	35	33	74	36	59	40	54	108	6	36	71	41	47	120	-	30	71	53	30	77	25	54	39	28	64	35	55	35	35	113	6	17	14	15	7	19	3	7	17	5	7	20		
	11%	21% CDEFGHK	6% K	10% CK	14% CK	13% CK	15% CK	14% CK	15% CK	34% BCFGHKK	1% QUVWY	11% QUVWY	14% LQUVWY	15% LQUVWY	14% LMNOQRSTU WY	-	16% LQUVWY	13% QUVWY	26% LMNOQRSJ WY	6% QW	33% Q	35% LMNOQRSTU WY	6% QW	21% Q	17% QW	9%	16% bd	9%	11%	30% bcde	8% *	7%	23% ghijk*	10%	6%	27% ghijk*	23% **	26%	10%	10% *	22% **	27% ghijkp*				
Fairly favourable (1)	211	83	79	54	128	55	84	45	77	154	13	51	126	57	74	211	-	42	129	68	61	91	84	66	75	29	88	50	105	59	54	162	20	28	23	26	25	37	1	7	49	12	11	38		
	19%	32% CDEFGHK	14% K	17% CDHK	24% CHK	20% CK	21% BCFGHKK	16% CK	21% BCFGHKK	2% QY	16% QY	24% LQUVWY	21% QUVWY	22% LQUVWY	22% LMNOQRSTU WXY	-	22% LQUVWY	23% LMNOQRSJ Q	12% LMNOQRSJ WY	33% Q	12% LMNOQRSJ WY	39% LMNOQRSTU WY	12% Q	42% LMNOQRSTU WY	11% Q	22% PQ	24%	12%	30% bde	16% b	17% b	43% bcde	20% h*	12% hjkp* <td>39% h</td> <td>26% h</td> <td>21% ghijkp*</td> <td>7% **</td> <td>24% **</td> <td>18%<!-- **</td--><td>23% **</td><td>32% **</td><td>50% ghijkp*</td></td>	39% h	26% h	21% ghijkp*	7% **	24% **	18% **</td <td>23% **</td> <td>32% **</td> <td>50% ghijkp*</td>	23% **	32% **	50% ghijkp*			
Neither favourable nor unfavourable (0)	187	40	58	46	73	36	46	27	54	46	23	40	73	32	42	-	-	26	72	36	45	43	86	22	71	20	52	66	72	60	40	65	12	39	13	20	11	10	4	7	38	14	7	15		
	16%	16% HK	10% K	14% HK	13% CK	12% K	9% K	15% K	14% CK	4% HK	12% PQ	14% PQ	12% PQ	12% PQ	12% PQ	-	-	13% PQ	13% PQ	18% NPQY	9% PQ	18% NPQY	12% PQ	14% PQ	11% PQ</td <td>15%<!-- PQ</td--><td>14%<!--</td--><td>16%<!--</td--><td>21% e</td><td>16%<!--</td--><td>13%<!--</td--><td>17% *</td><td>15% k</td><td>16% k*</td><td>22% 14%<!--</td--><td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td></td></td></td></td></td></td>	15% PQ</td <td>14%<!--</td--><td>16%<!--</td--><td>21% e</td><td>16%<!--</td--><td>13%<!--</td--><td>17% *</td><td>15% k</td><td>16% k*</td><td>22% 14%<!--</td--><td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td></td></td></td></td></td>	14% </td <td>16%<!--</td--><td>21% e</td><td>16%<!--</td--><td>13%<!--</td--><td>17% *</td><td>15% k</td><td>16% k*</td><td>22% 14%<!--</td--><td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td></td></td></td></td>	16% </td <td>21% e</td> <td>16%<!--</td--><td>13%<!--</td--><td>17% *</td><td>15% k</td><td>16% k*</td><td>22% 14%<!--</td--><td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td></td></td></td>	21% e	16% </td <td>13%<!--</td--><td>17% *</td><td>15% k</td><td>16% k*</td><td>22% 14%<!--</td--><td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td></td></td>	13% </td <td>17% *</td> <td>15% k</td> <td>16% k*</td> <td>22% 14%<!--</td--><td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td></td>	17% *	15% k	16% k*	22% 14% </td <td>9%<!--</td--><td>14% *</td><td>26% **</td><td>23% **</td><td>21% jk*</td><td>29% **</td><td>19% *</td><td>19% *</td></td>	9% </td <td>14% *</td> <td>26% **</td> <td>23% **</td> <td>21% jk*</td> <td>29% **</td> <td>19% *</td> <td>19% *</td>	14% *	26% **	23% **	21% jk*	29% **	19% *	19% *			
Fairly unfavourable (-1)	140	31	71	43	61	29	58	27	63	8	99	44	64	32	59	-	140	28	77	26	62	10	111	6	103	11	45	48	49	48	29	23	8	29	5	17	11	3	2	1	28	6	2	3		
	12%	12% J	13% J	13% J	12% J	11% J	15% J	10% J	17% EFHJ	2% BCFGHJ	18% PVX	14% PVX	12% PVX	12% MPSTUVX	17% LMNOQRSTU WXY	-	25% PVX	15% PVX	14% PVX	13% PVX	12% PVX	4% P	15% PUVX	4% P	16% MPUVX	8% </td <td>12%<!--</td--><td>48</td><td>12%<!--</td--><td>14%<!-- f</td--><td>13% e</td><td>9% e</td><td>11% *</td><td>12% *</td><td>8%<!-- *</td--><td>11% *</td><td>9%<!-- *</td--><td>5% **</td><td>11% **</td><td>16% r</td><td>11% *</td><td>7% **</td><td>4% *</td></td></td></td></td></td>	12% </td <td>48</td> <td>12%<!--</td--><td>14%<!-- f</td--><td>13% e</td><td>9% e</td><td>11% *</td><td>12% *</td><td>8%<!-- *</td--><td>11% *</td><td>9%<!-- *</td--><td>5% **</td><td>11% **</td><td>16% r</td><td>11% *</td><td>7% **</td><td>4% *</td></td></td></td></td>	48	12% </td <td>14%<!-- f</td--><td>13% e</td><td>9% e</td><td>11% *</td><td>12% *</td><td>8%<!-- *</td--><td>11% *</td><td>9%<!-- *</td--><td>5% **</td><td>11% **</td><td>16% r</td><td>11% *</td><td>7% **</td><td>4% *</td></td></td></td>	14% f</td <td>13% e</td> <td>9% e</td> <td>11% *</td> <td>12% *</td> <td>8%<!-- *</td--><td>11% *</td><td>9%<!-- *</td--><td>5% **</td><td>11% **</td><td>16% r</td><td>11% *</td><td>7% **</td><td>4% *</td></td></td>	13% e	9% e	11% *	12% *	8% *</td <td>11% *</td> <td>9%<!-- *</td--><td>5% **</td><td>11% **</td><td>16% r</td><td>11% *</td><td>7% **</td><td>4% *</td></td>	11% *	9% *</td <td>5% **</td> <td>11% **</td> <td>16% r</td> <td>11% *</td> <td>7% **</td> <td>4% *</td>	5% **	11% **	16% r	11% *	7% **	4% *			
Very unfavourable (-2)	410	44	307	146	177	112	141	143	119	1	391	149	175	104	112	-	410	63	205	22	296	10	385	5	364	43	104	198	65	165	147	5	30	129	4	68	64	1	5	6	46	13	7	-		
	36%	17% J	54% BDEFGHJ	45% BEGJ	34% BEJ	42% BEJ	36% BEJ	50% BEFGJ	32% BJ	*	73% BCFGHJ	46% MNOPSTVX	34% PTVX	39% PTVX	33% PTVX	-	75% LMNOQRSTU WXY	33% PTVX	36% PTVX	11% PTVX	59% LMNOPSTV WXY	4% P	53% P	3% LMNOPSTV X	55% LMNOPSTV X	33% P	28% </td <td>48%<!--</td--><td>19%<!--</td--><td>44% f</td><td>47% e</td><td>1% e</td><td>40% ikp*</td><td>53% ikp*</td><td>7% ikp*</td><td>2% ikp*</td><td>2% ikp*</td><td>34% **</td><td>22% **</td><td>26% ik*</td><td>27% **</td><td>20% **</td><td>-</td></td></td>	48% </td <td>19%<!--</td--><td>44% f</td><td>47% e</td><td>1% e</td><td>40% ikp*</td><td>53% ikp*</td><td>7% ikp*</td><td>2% ikp*</td><td>2% ikp*</td><td>34% **</td><td>22% **</td><td>26% ik*</td><td>27% **</td><td>20% **</td><td>-</td></td>	19% </td <td>44% f</td> <td>47% e</td> <td>1% e</td> <td>40% ikp*</td> <td>53% ikp*</td> <td>7% ikp*</td> <td>2% ikp*</td> <td>2% ikp*</td> <td>34% **</td> <td>22% **</td> <td>26% ik*</td> <td>27% **</td> <td>20% **</td> <td>-</td>	44% f	47% e	1% e	40% ikp*	53% ikp*	7% ikp*	2% ikp*	2% ikp*	34% **	22% **	26% ik*	27% **	20% **	-			
Don't know	64	4	14	5	9	2	6	5	2	1	7	4	13	3	5	-	2	12	*	6	5	28	2	8	1	13	12	3	4	6	6	-	3	1	-	1	1	-	-	-	-	-	-			
	6%	2% UK	3% UK	2% UK	2% I	1% I	2% I	2% *	1% *	1% PQ	1% PQ	3% PQ	1% PQ	1% PQ	1% PQ	-	-	1% PQ	2% PQ	*	1% Q	2% PQ	4% LMNOPSTUV	1% PQ	1% Q	1% Q	1%	1%	3% </td <td>1%</td> <td>1%</td> <td>2%</td> <td>2%</td> <td>-</td> <td>1% j</td> <td>1% *</td> <td>-</td> <td>1% *</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>	1%	1%	2%	2%	-	1% j	1% *	-	1% *	-	-	-	-	-	-		
Net: Very/Fairly favourable	331	135	114	87	203	91	143	84	131	262	18	87	196	98	121	331	-	73	200	121	91	168	109	120	114	56	151	85	160	94	89	275	26	45	37	41	32	56	4	14	66	17	18	59		
	29%	53% CDEFGHK	20% K	27% CK	39% CDHK	34% CDK	36% CDK	29% CK	36% CDK	82% BCFGHKK	3% Q	27% QUVWY	38% QUVWY	36% LQUVWY	36% LQUVWY	100% LMNOQRSTU WXY	-	38% LQUVWY	35% QUVWY	59% LMNOQRSJ WY	18% QW	71% LMNOQRSTU WY	15% Q	77% LMNOQRSTU WY	17% QW	43%	41%	21%	46% bde	25% b	29% b	73% bcde	34% h*	18% h	62% ghijkp*	28% h	27% h	78% ghijkp*	30% **	37% **	33% h	54% **	77% ghijkp*			
Net: Very/Fairly unfavourable	550	76	379	189	238	142	199	170	183	9	490	193	239	137	170	-	550	91	283	48	358	20	496	12	468	54	149	246	114	212	176	28	38	159	9	84	75	5	6	8	73	19	9	3		
	49%	30% J	67% BDEFGHJ	58% BEJ	46% BEJ	52% BEJ	50% BEFGJ	59% BJ	3%	91% BCFGHJ	60% MNOPSTVX	60% PTVX	51% PTVX	50% PTVX	50% LMNOPSTU WXY	-	100% LMNOPSTU WXY	47% PTVX	50% PTVX	23% PTVX	72% LMNOPSTV X	8% P	69% LMNOPSTV X	8% LMNOPSTV X	71% LMNOPSTV X	41% P</td <td>41%<!--</td--><td>60%<!--</td--><td>33% e</td><td>57% f</td><td>56% e</td><td>8%<!-- ikp*</td--><td>51% ikp*</td><td>64% ikp*</td><td>15% ikp*</td><td>63% ikp*</td><td>7% *</td><td>45% **</td><td>27% **</td><td>42% ik*</td><td>38% **</td><td>27% **</td><td>4% *</td></td></td></td>	41% </td <td>60%<!--</td--><td>33% e</td><td>57% f</td><td>56% e</td><td>8%<!-- ikp*</td--><td>51% ikp*</td><td>64% ikp*</td><td>15% ikp*</td><td>63% ikp*</td><td>7% *</td><td>45% **</td><td>27% **</td><td>42% ik*</td><td>38% **</td><td>27% **</td><td>4% *</td></td></td>	60% </td <td>33% e</td> <td>57% f</td> <td>56% e</td> <td>8%<!-- ikp*</td--><td>51% ikp*</td><td>64% ikp*</td><td>15% ikp*</td><td>63% ikp*</td><td>7% *</td><td>45% **</td><td>27% **</td><td>42% ik*</td><td>38% **</td><td>27% **</td><td>4% *</td></td>	33% e	57% f	56% e	8% ikp*</td <td>51% ikp*</td> <td>64% ikp*</td> <td>15% ikp*</td> <td>63% ikp*</td> <td>7% *</td> <td>45% **</td> <td>27% **</td> <td>42% ik*</td> <td>38% **</td> <td>27% **</td> <td>4% *</td>	51% ikp*	64% ikp*	15% ikp*	63% ikp*	7% *	45% **	27% **	42% ik*	38% **	27% **	4% *			
Net Difference	-219	59	-265	-102	-36	-51	-55	-86	-52	253	-472	-106	-43	-39	-50	331	-550	-18	-83	73	-267	148	-387	109	-354	2	2	-162	46	-118	-87	247	-13	-113	28	-44	-43	51	-2	7	-8	-2	9	56		
	-19%	23%	-47%	-31%	-7%	-19%	-14%	-30%	-14%	79%	-88%	-33%	-8%	-14%	-15%	100%	-100%	-9%	-15%	35%	-53%	63%	-54%	69%	-54%	2%	1%	-40%	13%	-32%	-28%	66%	-17%	-46%	47%	-30%	-36%	71%	-15%	23%	-5%	-4%	27%	73%		
Mean	-0.48	0.27 CDEFGHK	-0.98 K	-0.67 CK	-0.27 CDHK	-0.48 CDHK	-0.35 CDHK	-0.67 CK	-0.32 CDHK	1.13 BCFGHKK	-1.61	-0.68 QUVWY	-0.29 LQUVWY	-0.38 LQUVWY	-0.34 LQUVWY	1.36 LMNOQRSTU WY	-1.75	-0.27 LQUVWY	-0.39 LQUVWY	0.51 LMNOQRSJ WY	-1.08 Q	0.93 LMNOQRSTU WY	-1.08 Q	1.02 LMNOQRSTU WY	-1.04 Q	-0.10	-0.11	-0.82	0.10 bde	-0.68 b	-0.65 b	0.96 bcde	-0.49 *	-0.93	0.64 ghijkp*	-0.67 h	-0.85	0.97 ghijkp*	-0.26 **	0.27 **	-0.21 hij	-0.21 ik*	0.28 **	1.00 ghijkp*		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 2052 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
Very favourable (2)	59	34	24	32	17	11	34	25	15	11	12	14	3	3	29	30	42	17	14	9	10	21	48	11	8	21	11	6	3	1	32	13			
	5%	6%	4%	10% EF	5%	2%	5%	5%	6%	4%	5%	9%	5%	3%	8%	4%	6%	4%	7%	3%	3%	9%	5%	8%	4%	6%	14% YZb*	5%	6%	3%	8%	3%			
Fairly favourable (1)	210	113	95	72	52	87	133	77	41	59	54	32	10	14	93	118	129	81	23	51	66	61	180	30	34	82	30	16	9	8	99	58			
	19%	21%	17%	23% E	14%	19%	21%	16%	15%	20%	21%	21%	18%	14%	25%	15%	19%	19%	11%	16%	22%	26%	18%	22%	17%	24% b	40% YZbc*	12%	16%	22%	25%	15%			
Neither favourable nor unfavourable (0)	377	183	191	85	139	153	213	163	84	94	83	58	19	39	119	258	219	157	61	115	104	64	324	50	80	128	23	27	18	17	141	124			
	33%	33%	34%	27%	37% D	34%	34%	33%	31%	32%	32%	37% *	34% *	40% *	32%	34%	31%	36%	29%	37% V	35%	27%	33%	37%	41% b	38% b	31% *	20% *	33% *	46% b*	35%	32%			
Fairly unfavourable (-1)	161	82	77	46	43	73	96	66	47	43	39	13	10	9	38	123	99	62	31	43	44	36	143	19	30	53	5	27	8	2	45	68			
	14%	15%	14%	15%	12%	16%	15%	13%	17% L	15%	15%	9%	18% *	10% *	10%	16% O	14%	14%	15%	14%	15%	15%	14%	14%	15%	16%	6% a*	20% *	15% *	5% *	11%	17% e			
Very unfavourable (-2)	176	105	66	30	68	78	82	94	37	47	45	20	6	22	48	128	116	60	50	49	33	36	164	10	30	29	3	46	8	8	44	94			
	16%	19% C	12%	10%	18% D	18% D	13%	19% G	14%	16%	17%	13% *	11% *	22% *	13%	17%	17%	14%	24% UV	16%	11%	15%	17% X	7%	15% Za	8% *	3% *	34% YZac*	14% *	20% Za*	11% 3%	24% 11%	24% e		
Don't know	149	29	116	50	54	45	78	71	44	44	26	17	8	11	43	106	91	58	30	46	38	21	131	15	14	26	4	15	9	1	41	32			
	13%	5%	20% B	16% F	14%	10%	12%	14%	16%	15%	10%	11% *	14% *	11% *	12%	14%	13%	13%	14%	15%	13%	9%	13%	11%	7%	8% *	6% *	11% *	17% *	3% *	10%	8%			
Net: Very/Fairly favourable	269	147	119	103	69	97	167	103	57	70	66	46	13	17	121	148	171	98	37	60	76	83	227	41	42	103	41	22	10	131	71				
	24%	27%	21%	33% EF	18%	22%	26%	21%	21%	24%	26%	30% *	23% *	17% *	33% P	19%	25%	23%	18%	19%	26%	34% ST	23%	30%	22%	30% b	54% YZbcd*	16% *	22% *	25% *	33% f	18%			
Net: Very/Fairly unfavourable	338	188	143	76	111	151	178	160	83	90	84	34	16	31	86	251	215	122	80	92	77	72	307	29	60	81	8	72	16	10	88	162			
	30%	34% C	25%	24%	30%	34% D	28%	32%	31%	30%	32%	22% *	28% *	32% *	23%	33% O	31%	28%	38%	29%	26%	30%	31% X	21%	30% a	24% a	10% *	53% YZacd*	29% a*	25% *	22% *	42% e			
Net Difference	-68	-41	-24	27	-42	-53	-11	-57	-27	-20	-17	13	-3	-14	35	-103	-44	-24	-43	-32	-1	11	-80	13	-18	22	34	-50	-4	*	42	-91			
	-6%	-7%	-4%	9%	-11%	-12%	-2%	-12%	-10%	-7%	-7%	8%	-5%	-15%	10%	-14%	-6%	-6%	-21%	-10%	*	5%	-8%	9%	-9%	6%	44%	-37%	-7%	*	11%	-23%			
Mean	-0.19	-0.22	-0.14	0.11 EF	-0.29	-0.30	-0.11 H	-0.30	-0.22	-0.22	-0.21	0.05 N*	-0.12 **	-0.38 *	0.05 P	-0.31	-0.19	-0.18	-0.44	-0.27	-0.09 S	-0.01 ST	-0.23	0.12 W	-0.22 b	0.04 Yb	0.58 YZbc*	-0.74 *	-0.18 b*	-0.18 **	0.09 f	-0.48			

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

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

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

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	Favourable to parties																Favourable to politicians														Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention																												
		2024																Likely to vote Labour				Likely to vote Conservative				Likely to vote Lib Dem				Likely to vote Reform				2024 Labour voter + Unlikely to vote Labour				2024 Labour voter + Likely to vote Labour				2024 Labour voter + Likely to vote Conservative				2024 Labour voter + Likely to vote Lib Dem				2024 Labour voter + Likely to vote Reform				2024 Conservati ve voter + Unlikely to vote Labour				2024 Conservati ve voter + Likely to vote Labour				2024 Conservati ve voter + Likely to vote Lib Dem				2024 Conservati ve voter + Likely to vote Reform			
		Total	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservati ve	Likely to vote Lib Dem	Likely to vote Reform	Likely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Reform	2024 Conservati ve voter + Unlikely to vote Labour	2024 Conservati ve voter + Likely to vote Labour	2024 Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Reform	2024 Conservati ve voter + Unlikely to vote Labour	2024 Conservati ve voter + Likely to vote Labour	2024 Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Reform																									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)																										
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75																									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76																									
Very favourable (2)	59	22	24	39	8	52	-	38	5	27	23	46	7	59	-	36	20	33	19	22	22	23	31	25	28	24	5	40	28	48	37	33	3	17	10	17	14	8	-	7	8	7	7																										
	5%	9%	4%	12%	2%	19%	-	13%	1%	9%	4%	14%	1%	22%	-	11%	4%	17%	3%	11%	4%	10%	4%	16%	4%	18%	1%	10%	8%	13%	12%	9%	4%	7%	16%	12%	12%	11%	-	26%	5%	14%	24%	10%																									
Fairly favourable (1)	210	60	107	117	53	138	16	100	37	51	121	111	37	210	-	62	117	84	72	54	96	49	135	38	134	50	26	118	75	144	91	63	9	70	16	59	42	23	-	11	34	21	11	13																									
	19%	23%	19%	36%	10%	51%	4%	35%	10%	16%	22%	34%	7%	78%	-	19%	21%	44%	13%	26%	19%	21%	19%	25%	20%	38%	7%	29%	22%	39%	29%	17%	12%	28%	27%	41%	35%	32%	-	38%	19%	43%	34%	18%																									
Neither favourable nor unfavourable (0)	377	86	179	104	153	61	65	86	90	92	177	98	158	-	-	84	191	49	162	71	150	60	249	30	220	34	96	138	113	120	97	95	28	92	15	44	34	12	9	6	68	20	11	27																									
	33%	34%	32%	32%	29%	23%	16%	30%	24%	29%	33%	30%	30%	-	-	25%	35%	26%	29%	34%	30%	25%	35%	19%	13%	26%	26%	34%	33%	32%	31%	25%	38%	37%	25%	30%	29%	17%	62%	22%	39%	40%	32%	35%																									
Fairly unfavourable (-1)	161	40	86	34	106	13	104	28	83	51	85	31	109	-	161	51	81	16	111	26	83	33	110	19	110	6	71	55	55	31	38	63	16	36	11	15	17	17	1	4	28	-	4	11																									
	14%	16%	15%	10%	20%	5%	26%	10%	23%	16%	16%	10%	21%	-	48%	15%	15%	8%	20%	13%	17%	14%	15%	12%	17%	5%	19%	13%	16%	8%	12%	17%	21%	15%	18%	10%	14%	23%	9%	13%	16%	-	11%	14%																									
Very unfavourable (-2)	176	37	105	14	143	-	169	12	133	73	80	21	146	-	176	70	90	6	153	25	113	55	101	42	110	12	120	20	58	5	19	86	16	13	8	1	3	10	1	*	27	-	-	10																									
	16%	15%	19%	4%	27%	-	43%	4%	36%	23%	15%	6%	28%	-	52%	21%	16%	3%	27%	12%	23%	23%	14%	27%	17%	9%	33%	2	9%	5%	17%	1%	6%	23%	21%	5%	14%	1%	3%	13%	9%	1%	-	-	13%																								
Don't know	149	10	64	19	61	6	40	23	21	25	52	17	65	-	28	52	3	49	8	36	17	92	2	58	6	48	38	20	24	30	34	4	18	1	10	8	2	3	-	12	2	-	8																										
	13%	4%	11%	6%	12%	2%	10%	8%	6%	8%	10%	5%	12%	-	8%	9%	1%	9%	4%	7%	7%	13%	1%	9%	4%	13%	9%	2	9%	6%	6%	10%	9%	5%	7%	1%	7%	7%	3%	20%	-	7%	3%	-	10%																								
Net: Very/Fairly favourable	269	82	131	156	62	189	16	138	42	79	144	157	44	269	-	98	137	117	91	76	118	72	166	63	162	74	30	158	103	191	138	97	12	87	25	75	56	31	-	18	42	28	19	21																									
	24%	32%	23%	48%	12%	70%	4%	48%	11%	25%	27%	49%	8%	100%	-	30%	25%	61%	16%	37%	24%	30%	30%	23%	40%	24%	56%	8%	39%	30%	52%	41%	26%	16%	35%	43%	52%	47%	43%	-	64%	24%	57%	58%	27%																								
Net: Very/Fairly unfavourable	338	77	190	48	248	13	273	40	216	123	165	52	255	-	338	121	170	22	264	51	196	87	212	61	221	18	192	75	113	36	56	149	31	49	19	16	20	26	3	4	55	-	4	21																									
	30%	30%	34%	15%	47%	5%	69%	14%	58%	39%	31%	16%	49%	-	100%	37%	31%	12%	47%	25%	39%	37%	29%	39%	33%	14%	52%	18%	32%	10%	18%	40%	42%	20%	32%	11%	17%	37%	18%	14%	31%	-	11%	27%																									
Net Difference	-68	5	-59	108	-187	176	-257	97	-173	-45	-22	105	-211	269	-338	-23	-34	95	-173	25	-78	-16	-46	2	-59	56	-161	84	-9	156	71	-53	-19	38	7	59	36	5	-3	14	-14	28	16	*																									
	-6%	2%	-11%	33%	-36%	65%	-65%	34%	-47%	-14%	-4%	33%	-40%	100%	-100%	-7%	-6%	50%	-31%	12%	-16%	-7%	-6%	1%	-9%	42%	-44%	20%	-3%	42%	23%	-14%	-25%	15%	11%	41%	30%	6%	-18%	50%	-8%	57%	47%	*																									
Mean	-0.19	-0.04	-0.28	0.43	-0.69	0.86	-1.20	0.47	-0.87	-0.30	-0.16	0.42	-0.77	1.22	-1.52	-0.19	-0.21	0.65	-0.59	0.11	-0.36	-0.22	-0.19	-0.10	-0.24	0.54	-0.87	0.28	-0.12	0.57	0.32	-0.31	-0.44	0.19	0.14	0.55	0.42	0.04	-0.33	0.75	-0.20	0.73	0.71	-0.04																									
		CEGI	EGI	BCDEGIK	GI	BCDEGHIK		BCDEGIK	G	EGI	CEGI	MOPOSTUVWXY	O	LMOPQSTUVWXY		MOS	MOGSIWVY	MO	MOGSIWVY	MOS	MOS	MOGSIWVY	MO	MOGSIWVY	MO	a*	-0.87	0.28	-0.12	0.57	0.32	-0.31	-0.44	0.19	0.14	0.55	0.42	0.04	-0.33	0.75	-0.20	0.73	0.71	-0.04																									

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

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y,Z/a,b/c,d/e,f/g,h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z/aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/ll/mm/nm/nn/oo/pp/qq/rr/ss/tt/uu/vv/ww/xx/yy/zz/aaa/bbb/ccc/ddd/eee/fff/ggg/hhh/iii/jjj/kkk/lll/mmm/nnn/ooo/ppp/qqq/rrr/ssss/tttt/uuu/vvv/yyy/zzz/aaaa/bbbb/ccccc/ddddd/eeee/ffffff/ggggg/hhhhh/iiii/jjjjj/kkkkk/lllll/mmmmm/nnnnn/oooo/ppppp/qqqqq/rrrrr/sssss/ttttt/uuuu/vvvv/wwww/xxxx/yyyy/zzzz/aaaaaaaa/bbbbbbbbbb/cccccccccc/dddddddddd/eeeeeeeeeeee/fffffftttt/gggggggggg/hhhhhhhhhh/iiiiiiiiiiii/jjjjjjjjjj/kkkkkkkkkk/llllllllll/mmmmmmmmm/nnnnnnnnnn/oooooooo/pppppppppp/qqqqqqqqqq/rrrrrrrrrr/ssssssssss/tttttttttt/uuuuuuuu/vvvvvvvv/wwwwwwww/xxxxxxxx/zzzzzzzz/aaaaaaaaaaaaaaaa/bbbbbbbbbbbb/cccccccccccccc/dddddddddddd/eeeeeeeeeeeeeeee/fffffftttttt/gggggggggggg/hhhhhhhhhhhh/iiiiiiiiiiiiiiii/jjjjjjjjjjjj/kkkkkkkkkkkkk/llllllllllllll/mmmmmmmmmmm/nnnnnnnnnnnn/oooooooooooo/pppppppppppp/qqqqqqqqqqqq/rrrrrrrrrrrr/ssssssssssss/tttttttttttt/uuuuuuuuuu/vvvvvvvvvv/wwwwwwwwww/xxxxxxxxxxxx/zzzzzzzzzz/aaaaaaaaaaaaaaaaaaaaaaaa/bbbbbbbbbbbbbb/cccccccccccccccccc/dddddddddddddddd/eeeeeeeeeeeeeeeeeeee/fffffftttttttttt/gggggggggggggg/hhhhhhhhhhhhhh/iiiiiiiiiiiiiiiiiiii/jjjjjjjjjjjjjj/kkkkkkkkkkkkkkk/llllllllllllllllll/mmmmmmmmmmmmm/nnnnnnnnnnnnnn/oooooooooooooooo/pppp

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

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? - Donald Trump, President of the United States of America

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very favourable (2)	88 8%	63 11% C	24 4%	41 13% EF	28 7%	20 4%	43 7%	44 9%	25 9%	18 6%	15 6%	23 15% JK*	1 2%	6 6% *	37 10%	51 7%	71 10% R	17 4%	18 9%	20 6%	15 5%	28 12% U	71 7%	17 13% W	17 9%	18 5%	3 4% *	31 23% YZacd*	4 6% *	2 5% *	21 5%	42 11% e	
Fairly favourable (1)	148 13%	96 18% C	52 9%	62 20% EF	49 13%	37 8%	83 13%	66 13%	42 16%	29 10%	34 13%	20 13% *	10 18% *	14 14% *	62 17% P	87 11%	115 16% R	34 8%	21 10%	33 10%	35 12%	52 22% STU	119 12%	26 19% W	28 14% a	49 15% a	2 3% *	28 21% a*	4 8% *	2 6% *	45 11%	61 16%	
Neither favourable nor unfavourable (0)	138 12%	80 15% C	56 10%	49 15% F	54 15% F	35 8%	76 12%	62 13%	33 12%	37 12%	19 8%	30 20% K*	10 19% K*	8 8% *	33 9%	105 14% O	88 13%	50 11%	28 13%	36 12%	38 13%	29 12%	106 11%	30 23% W	17 9%	33 10%	9 12% *	26 19% YZ*	6 11% *	3 7% *	36 9%	47 12%	
Fairly unfavourable (-1)	126 11%	71 13%	55 10%	30 10%	29 8%	67 15% E	62 10%	64 13%	41 15% M	38 13% M	27 11%	13 8% *	* 8% *	7 8% *	30 8% O	96 13% O	85 12%	41 9%	27 13%	43 14% V	29 10%	18 7%	111 11%	14 10% Zc	40 20% Zc	29 9%	10 13% *	16 11% *	2 3% *	3 8% *	34 8%	52 13%	
Very unfavourable (-2)	593 52%	229 42% B	352 62% B	124 40%	195 52% D	274 61% DE	353 55%	241 49%	117 44%	169 57% IL	156 60% IL	61 40% *	32 57% IL*	59 61% IL*	198 54%	396 52%	315 45%	278 64% Q	102 49%	170 54%	170 58% V	111 46%	548 55% X	44 32%	95 48% b	206 61% Yb	53 69% Yb*	31 23% *	39 69% Yb*	28 74% Yb*	258 64% f	184 47%	
Don't know	39 3%	8 1%	31 5% B	8 3%	18 5%	13 3%	19 3%	20 4%	10 4%	8 3%	8 3%	7 5% *	2 3% *	3 4% *	10 3%	29 4%	22 3%	17 4%	12 6% V	11 4%	7 2%	2 1%	34 3%	4 3%	- - -	3 1%	- - *	4 3% *	2 3% Y*	- - *	7 2%	4 1%	
Net: Very/Fairly favourable	236 21%	158 29% C	76 13%	102 33% EF	77 21% F	57 13%	126 20%	110 22%	67 25% J	47 16%	49 19%	43 28% J*	12 21% *	19 20% *	99 27% P	137 18%	185 27% R	51 12%	40 19%	52 17%	50 17%	80 33% STU	189 19%	43 32% W	45 23% a	68 20% a	5 6% *	58 43% YZacd*	8 14% *	4 11% *	66 16%	103 26% e	
Net: Very/Fairly unfavourable	719 64%	300 55% B	407 71% B	154 49%	224 60% D	341 76% DE	415 65%	304 61%	157 59%	207 69% IL	183 71% IL	74 48% *	32 57% *	66 68% L*	227 62%	492 64%	400 58%	319 73% Q	130 62%	213 68% V	200 68% V	129 54%	659 67% X	57 42%	134 68% b	235 69% b	62 82% b*	47 35% *	41 72% b*	31 82% b*	292 73% f	235 61%	
Net Difference	-483 -43%	-142 -26%	-331 -58%	-52 -17%	-147 -39%	-284 -64%	-289 -45%	-194 -39%	-91 -34%	-160 -54%	-135 -52%	-30 -20%	-20 -36%	-47 -48%	-128 -35%	-355 -46%	-215 -31%	-268 -61%	-90 -43%	-160 -51%	-150 -51%	-48 -20%	-469 -47%	-14 -11%	-89 -45%	-168 -50%	-57 -75%	12 9%	-33 -58%	-27 -71%	-226 -56%	-133 -34%	
Mean	-0.90	-0.57 C	-1.22	-0.45 EF	-0.89 F	-1.24	-0.97	-0.82	-0.71 JK	-1.07	-1.10	-0.46 JKN*	-0.94 **	-1.07 *	-0.80	-0.95	-0.68 R	-1.26	-0.88	-1.03	-1.06	-0.55 STU	-0.99	-0.31 W	-0.85 ad	-1.06	-1.40 *	0.08 YZacd*	-1.25 *	-1.40 *	-1.17	-0.71 e	

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

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? - Donald Trump, President of the United States of America
All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention															
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	Likely to vote Labour	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)													
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75													
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76													
Very favourable (2)	88	35	33	28	52	24	47	23	43	71	8	28	53	24	41	72	6	27	49	40	24	88	-	68	5	23	43	32	41	27	26	68	4	14	10	10	9	13	2	9	15	6	5	13													
	8%	14%	6%	9%	10%	9%	12%	8%	12%	22%	1%	9%	10%	9%	12%	22%	1%	14%	9%	19%	5%	37%	-	43%	1%	17%	12%	32	12%	7%	8%	18%	5%	6%	17%	8%	18%	13%	31%	8%	11%	15%	17%														
		CDFHK	K	K	Ck	K	Ck	K	Ck	BCDEFGHK		QUWY	QUWY	QUWY	QUWY	LMNQRSUWY	W	LNQUWY	QUWY	LMNQRSUWY	QWY	LMNOPQRSTUWY	-	LMNOPQRSTUWY	W			d					*	ghj*				**	**		*	**	ho*														
Fairly favourable (1)	148	56	49	60	65	46	51	49	43	85	21	55	68	48	47	97	14	48	64	63	33	148	-	69	32	40	52	67	72	53	51	99	11	38	23	28	19	31	1	9	27	11	15	19													
	13%	22%	9%	18%	12%	17%	13%	17%	12%	27%	4%	17%	13%	18%	14%	29%	3%	25%	11%	31%	7%	63%	-	44%	5%	30%	14%	16%	21%	14%	17%	26%	14%	15%	39%	19%	16%	43%	10%	32%	23%	43%	25%														
		CEGK	K	CEK	Ck	Ck	Ck	Ck	K	CDEFGHK		QUWY	QUWY	QUWY	QUWY	LMNQRSUWY	W	LMNQRSUWY	QUWY	LMNOPQRSTUWY	QWY	LMNOPQRSTUWY	-	LMNOPQRSTUWY	QW	a			d					ghj*				**	**		*	**	u*														
Neither favourable nor unfavourable (0)	138	34	35	30	55	28	42	28	44	52	28	28	56	27	38	48	29	17	59	28	38	-	-	15	35	16	35	40	49	36	35	59	14	16	13	8	10	9	3	3	14	5	2	8													
	12%	13%	6%	9%	10%	10%	11%	10%	12%	16%	5%	9%	11%	10%	11%	15%	5%	9%	10%	13%	8%	-	-	9%	5%	12%	10%	10%	14%	10%	11%	16%	19%	7%	22%	5%	9%	13%	21%	9%	8%	10%	5%	10%													
		Ck		K		Ck	Ck	Ck	Ck	Ck		QUWY	QUWY	QUWY	QUWY	LQRLUVWXY	VW	VW	QUWY	QUWY	QUWY	-	-	VW	VW			d				bd	16%	19%	7%	13%	9%	j*	**	**		*	**	*													
Fairly unfavourable (-1)	126	32	58	28	71	24	53	14	59	35	47	26	74	23	45	43	51	19	65	27	44	-	126	4	76	4	53	31	60	45	21	51	5	23	6	14	6	5	2	1	36	9	5	14													
	11%	12%	10%	9%	14%	9%	13%	5%	16%	11%	9%	8%	14%	8%	13%	13%	9%	10%	11%	13%	9%	-	18%	3%	12%	3%	15%	8%	17%	12%	7%	13%	7%	9%	10%	9%	5%	6%	6%	15%	4%	20%	18%	15%	18%												
		H	H	H	HK	H	HK		CDFHK	H	H	VX	LNQSUWY	VX	QUWY	LXV	LXV	VX	VX	VX	VX	-	LNQSUWY	V	QUWY				bd			bd			k	*	k	*	**	**	ghj	u*	**	k*													
Very unfavourable (-2)	593	97	384	176	275	141	200	165	179	71	430	193	266	143	167	66	445	79	325	48	358	-	593	*	512	49	175	234	124	206	175	93	41	154	7	85	75	14	6	7	86	19	8	23													
	52%	38%	68%	54%	53%	52%	51%	58%	49%	22%	80%	56%	51%	53%	50%	20%	81%	41%	57%	23%	72%	-	82%	*	78%	37%	48%	57%	36%	55%	56%	25%	55%	63%	12%	59%	63%	19%	41%	24%	48%	38%	23%	30%													
		J	BCDEFGHI	BI	BI	BI	BI	BI	BI		BCDEFGHI	PRTVX	PRTVX	PRTVX	PRTVX	VX	LMNOPRSTUWXY	PTVX	MONPRTVX	VX	LMNOPRSTVX	-	LMNOPRSTUWXY					cf	f	cf			bd		bc	*	bcpr	*	*	*	**	**	bc	j*	**	j*											
Don't know	39	2	5	5	6	7	1	7	1	5	5	4	5	5	-	5	6	1	4	-	2	-	-	-	-	1	8	4	2	4	4	5	-	1	-	-	-	-	-	-	-	-	-	-													
	3%	1%	1%	1%	1%	2%	*	3%	*	2%	1%	1%	1%	2%	-	2%	1%	1%	-	*	-	-	-	-	-	1%	2%	1%	1%	1%	1%	1%		*		-	*	-	-	-	-	-	-	-	-												
						CDK		CDK				OWY	OWY	OTVWY		OTVWY	OWY	WY	OWY		WY																							*	**	*											
Net: Very/Fairly favourable	236	91	82	88	117	70	98	72	85	156	29	82	121	72	87	168	20	75	113	103	58	236	-	137	37	63	95	100	114	80	77	167	15	52	33	38	28	44	3	18	42	17	20	32													
	21%	36%	15%	27%	22%	26%	25%	23%	49%	5%	25%	23%	27%	26%	51%	4%	39%	20%	12%	100%	12%	100%	-	88%	6%	48%	26%	24%	33%	22%	25%	45%	19%	19%	21%	26%	23%	61%	23%	18	63%	24%	34%	58%	41%												
		CDEFGHK	K	Ck	Ck	Ck	Ck	Ck	BCDEFGHK		QUWY	QUWY	QUWY	QUWY	QUWY	LMNQRSUWY	W	LMNQRSUWY	QUWY	LMNQRSUWY	QWY	LMNOPQRSTUWY	-	LMNOPQRSTUWY	QW	a			bd					*	ghj*					**	**		*	**	ghj*												
Net: Very/Fairly unfavourable	719	129	442	205	946	166	252	180	738	108	477	209	340	166	212	109	496	98	389	75	402	-	719	5	388	52	228	265	184	250	196	144	47	177	14	99	81	18	8	8	121	28	13	37													
	64%	50%	78%	62%	66%	61%	64%	63%	65%	33%	89%	65%	65%	62%	63%	33%	90%	51%	69%	36%	80%	-	100%	3%	89%	40%	62%	65%	53%	67%	63%	38%	62%	62%	63%	72%	23%	68%	68%	25%	56%	28%	56%	37%	48%												
		J	BCDEFGHI	BI	BI	BI	BI	BI	BI	BCDEFGHI	PRTVX	PRTVX	PRTVX	PRTVX	VX	LMNOPRSTUWVX	PTVX	LMNOPRSTUWVX	MONPRTVX	VX	LMNOPRSTUWVXY	-	LMNOPRSTUWVXY					cf	f	cf			bd		bc	*	bc	*	*	*	**	**	bc	j*	**	bc											
Net Difference	-483	-37	-359	-117	-229	-96	-154	-108	-153	50	-448	-127	-218	-94	-124	59	-476	-22	-276	29	-344	236	-719	132	-551	10	-133	-166	-71	-170	-119	23	-32	-125	19	-61	-53	25	-5	10	-79	-11	7	-5													
	-43%	-15%	-64%	-36%	-44%	-35%	-39%	-38%	-41%	16%	-83%	-39%	-42%	-35%	-37%	18%	-87%	-12%	-49%	14%	-69%	100%	-100%	84%	-84%	8%	-36%	-41%	-20%	-46%	-38%	6%	-43%	-51%	32%	-42%	-44%	36%	-33%	35%	-45%	-22%	21%	-7%													
Mean	-0.90	-0.39	-1.27	-0.82	-0.87	-0.81	-0.78	-0.89	-0.79	0.16	-1.63	-0.88	-0.83	-0.81	-0.74	0.20	-1.68	-0.39	-0.98	0.10	-1.36	1.37	-1.82	1.27	-1.60	-0.12	-0.74	-0.91	-0.44	-0.95	-0.87	*	-0.93	-1.08	0.37	-0.94	-1.00	0.35	-0.61	0.42	-0.85	-0.49	0.13	-0.20													
		CDEFGHK	K	Ck	Ck	Ck	Ck	Ck	Ck	BCDEFGHK		QUWY	QUWY	QUWY	QUWY	LMNQRSUWY	W	W	QUWY	QUWY	QUWY	LMNOPQRSTUWY		LMNOPQRSTUWY	QW	a								*	*					**	**		bc	**	bc	**	ghj*										

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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/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z - Minimum Base: 30(**) Small Base: 150(**)

ColumnMeans (5%): A,B/C/D/E/F/G,H/I/J/K,L,M/N/O/P/Q/R/S/T/U/V/W/X/Y,Z/a,b/c,d/e,f/g/h,i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/z - Minimum Base: 30(**) Small Base: 100(**)

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	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very favourable (2)	45 4%	34 6% C	11 2%	17 6%	14 4%	14 3%	24 4%	21 4%	8 3%	12 4%	12 4%	11 7% UK*	* 1%	3 3% *	18 5%	27 4%	35 5%	11 2%	11 5%	9 3%	8 3%	15 6%	38 4%	7 5%	5 3%	10 3%	1 2% *	21 15% Y2acd*	1 1% *	- -	10 2%	27 7% e	
Fairly favourable (1)	111 10%	74 14% C	37 6%	55 17% EF	36 10% F	20 4%	66 10%	45 9%	23 9%	21 7%	21 8%	30 20% UK*	5 *	11 11% *	54 15% P	57 7%	91 13% R	20 5%	17 8%	19 6%	22 7%	47 20% STU	89 9%	20 15% W	21 11%	32 9%	6 8% *	25 19% z*	3 6% *	3 8%	36 9%	41 11%	
Neither favourable nor unfavourable (0)	198 17%	106 19%	91 16%	78 25% F	74 20% F	46 10%	97 15%	101 20%	57 21%	45 15%	37 14%	33 21% *	11 20% *	16 16% *	57 15%	141 18%	135 19%	63 15%	40 19%	52 17%	48 16%	44 18%	152 15%	44 33% W	31 16%	57 17%	6 8% *	25 19% *	9 16% *	3 7% *	52 13%	60 15%	
Fairly unfavourable (-1)	137 12%	81 15% C	54 10%	34 11%	26 7% DE	77 17% DE	87 14%	50 10%	42 16%	36 12%	29 11%	12 7% *	8 14% *	10 11% *	32 9%	105 14% O	78 11%	59 14%	24 12%	41 13%	41 14%	27 11%	117 12%	19 14%	29 15% c	37 11%	15 20% c*	20 15% c*	1 3% *	7 17% c*	49 12%	52 13%	
Very unfavourable (-2)	523 46%	222 41%	290 51% B	89 28% B	174 47% D	260 58% DE	307 48%	216 44%	110 41%	149 50% L	137 53% IL	49 32% *	28 50% L*	51 52% L*	178 48%	345 45%	277 40%	246 56% Q	92 44%	156 50% V	144 49%	94 39%	488 49% X	34 25%	104 53% b	180 53% b	44 57% b*	32 24% *	35 61% b*	25 67% b*	225 56% f	184 47%	
Don't know	118 10%	28 5%	88 15% B	41 13% F	48 13% F	29 7%	54 9%	64 13% G	27 10%	36 12%	23 9%	20 13% *	3 6% *	7 7% *	30 8%	88 12%	81 12%	37 9%	24 12%	35 11%	33 11%	14 6%	106 11%	10 8%	6 3%	23 7%	3 4% *	12 9% *	7 13% Yd*	- -	29 7%	25 7%	
Net: Very/Fairly favourable	156 14%	108 20% C	47 8%	72 23% EF	50 14% F	34 8%	90 14%	66 13%	32 12%	32 11%	33 13%	41 27% UKN*	5 10% *	13 14% *	72 20% P	84 11%	126 18% R	31 7%	29 14%	27 9%	30 10%	62 26% STU	127 13%	28 20% W	26 13%	41 12%	8 10% *	46 34% Y2acd*	4 7% *	3 8% *	46 11%	68 18% e	
Net: Very/Fairly unfavourable	660 58%	304 56%	344 60%	123 39%	200 54% D	337 76% DE	394 62% H	266 54%	151 57% L	185 62% L	166 64% L	60 39% *	36 65% L*	61 63% L*	210 57%	450 59%	355 51%	305 70% Q	116 56%	198 63% V	185 63% V	121 50%	605 61% X	53 39%	133 68% b	218 64% b	59 77% 2b*	52 39% *	36 64% b*	32 84% 2b*	275 68%	236 61%	
Net Difference	-504 -44%	-196 -36%	-297 -52%	-50 -16%	-150 -40%	-303 -68%	-304 -48%	-200 -40%	-120 -45%	-152 -51%	-134 -52%	-19 -12%	-31 -55%	-48 -49%	-138 -37%	-366 -48%	-230 -33%	-274 -63%	-87 -42%	-170 -55%	-155 -52%	-59 -24%	-478 -48%	-25 -19%	-107 -54%	-176 -52%	-51 -68%	-6 -5%	-32 -57%	-29 -76%	-229 -57%	-167 -43%	
Mean	-0.97	-0.74 C	-1.19	-0.45 EF	-0.95 F	-1.32	-1.01	-0.91	-0.92	-1.10	-1.10	-0.43 UKN*	-1.11 **	-1.07 *	-0.88	-1.01	-0.77 R	-1.28	-0.91	-1.15	-1.11	-0.61 STU	-1.05	-0.42 W	-1.08	-1.10	-1.29 *	-0.14 Y2acd*	-1.34 *	-1.43 *	-1.20	-0.89 e	

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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/-/d,e/f Minimum Base: 30(**) Small Base: 100(*)

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Adults aged 18+ in GB

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All Adults aged 18+ in Great Britain

	Total	Favourable to parties														Favourable to politicians														Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Unlikely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform					
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75					
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76					
Very favourable (2)	45	20	17	14	30	14	28	14	26	39	3	17	28	16	24	39	3	16	25	24	10	43	1	45	-	11	25	17	22	13	12	39	4	6	6	5	6	9	-	3	5	1	1	4					
	4%	8%	3%	4%	6%	5%	7%	5%	7%	12%	1%	5%	5%	6%	7%	12%	1%	9%	4%	12%	2%	18%	*	29%	-	8%	7%	4%	6%	3%	4%	10%	6%	2%	10%	4%	5%	13%	-	11%	3%	2%	3%	6%					
	CK	K	K	K	CK	K	CK	K	CK	BCDEFGHK		QUWY	QUWY	QUWY	QSUWY	LMNQSUIWY	WY	LQUWY	QUWY	LMNQSUIWY	QWY	LMNOPQRST UWY	Y	LMNOPQRST UWY					d																				
Fairly favourable (1)	111	48	31	53	44	45	42	46	33	75	10	45	49	47	37	82	9	48	47	53	24	93	4	111	-	39	37	56	64	43	46	84	5	25	22	16	14	23	4	15	18	10	13	16					
	10%	19%	6%	16%	8%	17%	11%	16%	9%	24%	2%	14%	17%	17%	11%	25%	2%	25%	8%	26%	5%	40%	1%	71%	-	30%	10%	14%	18%	11%	15%	22%	7%	10%	38%	11%	12%	32%	25%	51%	10%	19%	38%	21%					
	CEGK	K	K	CEIK	CK	CEIK	CK	CEGK	CK	CEFGHK		QUWY	QUWY	MOQSUIWY	QUWY	LMNQSUIWY	XY	WY	LMNQSUIWY	QUWY	LMNQSUIWY	QWY	LMNOPQRST UWY	Y	LMNOPQRST UWY					d																			
Neither favourable nor unfavourable (0)	198	44	66	55	70	40	56	41	48	72	36	41	77	34	46	69	42	33	77	38	47	52	65	-	-	25	53	69	65	68	59	80	17	37	12	31	27	13	3	2	27	7	6	18					
	17%	17%	12%	17%	13%	15%	14%	14%	13%	22%	7%	13%	15%	13%	14%	21%	8%	17%	14%	19%	9%	22%	9%	-	-	19%	14%	17%	18%	18%	19%	21%	23%	15%	20%	22%	23%	18%	24%	8%	15%	14%	17%	24%					
	CK	K	K	CK	K	K	K	K	K	CEFGHK		QWY	QUWXY	QWY	LMNQSUIWY	XY	XY	LQUWXY	QUWXY	LNGUWXY	XY	LMNQSUIWY	XY																										
Fairly unfavourable (-1)	137	36	70	32	77	26	52	15	65	38	67	36	73	31	58	42	66	19	70	28	63	20	90	-	137	9	41	39	54	46	23	55	11	25	9	12	7	10	-	2	29	13	2	11					
	12%	14%	12%	10%	15%	10%	13%	5%	18%	12%	12%	11%	14%	12%	17%	13%	12%	10%	12%	14%	13%	9%	12%	-	21%	7%	11%	9%	16%	12%	7%	15%	15%	10%	15%	8%	6%	15%	-	6%	17%	26%	7%	2%	15%				
	H	H	H	H	H	H	H		CEFGHK	H	H	X	VX	X	X	LQRSUWVX	VX	X	X	X	VX	X	X																										
Very unfavourable (-2)	523	94	342	153	266	131	198	148	185	72	387	168	251	130	163	72	401	70	314	55	337	16	498	-	523	42	176	198	126	183	151	88	35	135	8	74	62	12	7	7	91	19	9	23					
	46%	37%	61%	47%	51%	49%	50%	52%	50%	22%	72%	52%	48%	48%	48%	22%	73%	36%	55%	27%	67%	7%	69%	-	79%	31%	48%	48%	36%	49%	48%	23%	46%	55%	14%	51%	52%	17%	51%	24%	5%	52%	38%	28%	30%				
	J	BDEFGHI	BI	BI	BI	BI	BI	BI	BI	BCDEFGHI	PRTVX	PRTVX	PRTVX	PRTVX	VX	LMNOPQRSTU VWX	PRTVX	MOQPRTVX	VX	LMNOPQRSTV X	X	LMNOPQRSTV X																											
Don't know	118	13	38	21	36	13	18	22	13	23	34	18	43	11	10	28	28	5	33	8	18	11	61	-	-	6	34	31	17	20	20	29	3	18	2	6	3	4	-	-	6	-	2	4					
	10%	5%	7%	7%	7%	5%	5%	8%	3%	7%	6%	5%	8%	4%	3%	9%	5%	2%	6%	4%	4%	5%	8%	-	-	5%	9%	7%	5%	5%	7%	8%	3%	7%	3%	4%	3%	5%	-	-	3%	-	6%	5%	*				
		I			GI				I			RKY	NOQRSTUY	XY	XY	NORTUWXY	XY	XY	OUXY	XY	XY	XY	NOQRSTUY																										
Net: Very/Fairly favourable	156	69	48	67	74	59	71	60	59	115	14	62	77	63	61	120	12	65	72	77	35	137	5	156	-	50	62	73	86	56	58	123	10	31	28	21	30	32	4	18	23	11	14	20					
	14%	27%	9%	20%	14%	22%	18%	21%	16%	36%	3%	19%	15%	23%	18%	36%	2%	34%	12%	37%	7%	58%	1%	100%	-	38%	17%	18%	25%	15%	19%	33%	13%	13%	48%	15%	17%	45%	25%	62%	13%	22%	41%	27%					
	CEGK	K	K	CK	CK	CK	CK	CK	CK	BCDEFGHK		QUWY	QUWY	MOQSUIWY	QUWY	LMNQSUIWY	Y	WY	LMNQSUIWY	QUWY	LMNQSUIWY	QWY	LMNOPQRST UWY	Y	LMNOPQRST UWY																								
Net: Very/Fairly unfavourable	660	130	412	184	343	157	249	164	250	110	454	204	324	162	221	114	468	88	383	83	400	37	588	-	660	51	218	237	181	229	174	143	46	160	17	86	69	22	7	9	121	32	12	34					
	58%	51%	73%	56%	66%	58%	63%	57%	68%	34%	84%	63%	62%	60%	65%	34%	85%	46%	68%	68%	80%	16%	82%	-	100%	39%	59%	58%	52%	62%	56%	38%	61%	65%	29%	59%	58%	31%	51%	30%	68%	65%	35%	45%					
	J	BDEFGHI	J	BDEH	J	BI	J	BDPFI	BCDEFGHI	PRTVX	PRTVX	PRTVX	PRTVX	VX	LMNOPQRSTU VWX	PVX	MNPRTVX	VX	LMNOPQRSTV X	X	LMNOPQRSTV X																												
Net Difference	-504	-62	-364	-118	-269	-98	-179	-103	-191	5	-441	-142	-246	-99	-160	7	-456	-24	-311	-6	-365	100	-583	156	-660	-1	-155	-164	-94	-173	-115	-20	-36	-129	11	-65	-48	10	-4	9	-98	-21	2	-14					
	-44%	-24%	-64%	-36%	-51%	-36%	-45%	-36%	-52%	2%	-82%	-44%	-47%	-37%	-47%	2%	-83%	-12%	-55%	-3%	-73%	42%	-81%	100%	-100%	-1%	-42%	-40%	-27%	-47%	-37%	-5%	-48%	-53%	19%	-45%	-41%	14%	-26%	33%	-55%	-43%	7%	-18%					
Mean	-0.97	-0.56	-1.31	-0.84	-1.04	-0.84	-0.93	-0.90	-0.98	-0.09	-1.63	-0.96	-0.98	-0.82	-0.91	-0.09	-1.64	-0.41	-1.13	-0.18	-1.44	0.56	-1.64	1.29	-1.79	-0.25	-0.92	-0.91	-0.60	-0.97	-0.87	-0.20	-0.92	-1.14	0.16	-0.96	-0.90	0.10	-0.78	0.20	-1.08	-0.79	-0.19	-0.44					
	CEFGHK	K	CK	CK	CK	CK	CK	CK	CK	BCDEFGHK		QUWY	QUWY	QSUWY	QUWY	LMNQSUIWY	Y	Y	QUWY	LMNQSUIWY	QWY	LMNOPQRST UWY	Y	LMNOPQRST UWY																									

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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(*)

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Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
Very favourable (2)	86 8%	59 11% C	27 5%	55 18% EF	15 4%	15 3%	63 10% H	23 5%	24 9% N	15 5%	15 6%	19 12% JN*	10 17% JKN*	2 2% *	49 13% P	36 5%	65 9% R	21 5%	9 4%	18 6%	20 7%	36 15% STU	65 7%	21 15% W	10 5%	59 17% Yabcd	3 4% *	4 3% *	1 2% *	1 3% *	39 10%	21 5%			
Fairly favourable (1)	242 21%	105 19%	137 24%	79 25% E	67 18%	95 21%	159 25% H	83 17%	55 20%	60 20%	54 21%	45 29% *	8 14% *	19 20% *	104 28% P	137 18%	153 22%	88 20%	25 12%	69 22% S	66 22% S	68 28% S	199 20%	41 31% W	21 11% b	134 40% Yabd	16 21% b*	4 3% *	19 34% Ybd*	4 12% *	136 34% f	50 13%			
Neither favourable nor unfavourable (0)	228 20%	113 21%	113 20%	71 23% F	95 25% F	62 14%	134 21%	94 19%	49 18%	54 18%	53 21%	39 26% M*	5 8% *	27 28% M*	83 22% P	145 19%	153 22%	74 17%	39 19%	60 19%	53 18%	55 23%	189 19%	36 27% W	23 21% Yb	71 35% Yzb*	27 9% *	12 21% *	12 35% Yb*	13 27% f	91 23% f	47 12%			
Fairly unfavourable (-1)	212 19%	95 17%	112 20%	50 16%	64 17%	98 22%	118 19%	94 19%	52 19%	57 19%	49 19%	19 12% *	13 23% *	22 23% *	53 14% O	158 21% O	121 17%	91 21%	44 21%	61 20%	58 20%	38 16%	190 19%	21 16%	46 23% Z	35 10%	18 24% z*	31 23% z*	11 20% *	7 18% *	62 15%	79 20%			
Very unfavourable (-2)	312 28%	167 31% C	138 24%	42 13%	110 29% D	161 36% D	135 21%	176 36% G	73 27% L	97 33% L	75 29% L	25 16% *	19 33% L*	23 24% *	67 18% O	245 32% O	178 26%	134 31%	79 38% TV	86 28% V	84 29% V	39 16%	297 30% X	12 9% Zacd	97 49% Zacd	37 11%	9 12% *	82 61% Zacd*	10 18% *	10 27% z*	63 16%	185 48% e			
Don't know	54 5%	9 2%	43 8% B	17 5%	22 6%	15 3%	27 4%	26 5%	15 5%	15 5%	11 4%	7 4% *	2 4% *	4 4% *	12 3%	41 5%	26 4%	27 6%	13 6% V	17 6% V	13 5%	4 2%	49 5%	4 3%	- -	3 1%	3 3% Y*	2 2% *	3 5% YZ*	2 5% YZ*	10 3%	6 2%			
Net: Very/Fairly favourable	327 29%	163 30%	164 29%	135 43% EF	82 22%	111 25%	221 35% H	106 21%	79 30%	75 25%	70 27%	64 42% UKN*	18 32% *	21 22% *	154 42% P	174 23%	218 31%	109 25%	34 16%	87 28% S	86 29% S	104 43% STU	264 27%	62 46% W	31 16% b	193 57% Yabcd	19 26% b*	7 5% *	20 36% Yb*	6 15% *	175 44% f	72 18%			
Net: Very/Fairly unfavourable	523 46%	262 48%	250 44%	91 29%	173 47% D	259 58% DE	253 40%	270 54% G	125 47% L	155 52% L	125 48% L	43 28% *	31 56% L*	45 46% L*	120 33% O	403 53% O	298 43%	225 52% Q	122 59% TV	147 47% V	142 48% V	77 32% X	487 49% Zacd	33 24% Zacd	142 73% Zacd	27 36% z*	114 84% Zacd*	22 38% z*	17 45% z*	124 31% z*	265 68% e				
Net Difference	-196 -17%	-98 -18%	-86 -15%	43 14%	-91 -24%	-148 -33%	-32 -5%	-164 -33%	-46 -17%	-79 -27%	-55 -21%	21 14%	-14 -25%	-24 -24%	34 9%	-230 -30%	-80 -11%	-116 -27%	-89 -42%	-60 -19%	-57 -19%	27 11%	-223 -23%	29 22%	-111 -57%	121 36%	-8 -10%	-106 -78%	-1 -2%	-11 -30%	51 13%	-193 -50%			
Mean	-0.39	-0.38	-0.37	0.19 EF	-0.53	-0.68	-0.17 H	-0.68	-0.37	-0.57	-0.46	0.11 UKN*	-0.43 **	-0.48 *	0.05 P	-0.61	-0.29 R	-0.56	-0.81	-0.43 S	-0.43 S	0.10 STU	-0.48	0.29 W	-1.01 b	0.42 Yabc	-0.18 Yb*	-1.39 *	-0.20 Yb*	-0.57 **	0.07 f	-0.93			

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

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All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservati ve voter + Unlikely to vote Conservative	Conservati ve voter + Likely to vote Labour	Conservati ve voter + Likely to vote Lib Dem	Conservati ve voter + Likely to vote Green	Conservati ve voter + Likely to vote Reform											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)										
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75										
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76										
Very favourable (2)	86	37	34	86	-	52	9	50	12	34	35	74	3	51	10	41	31	59	7	40	34	46	30	35	32	59	1	80	36	52	43	38	-	59	17	32	22	18	-	8	8	9	9											
	8%	14%	6%	26%		19%	2%	17%	3%	11%	6%	23%	1%	19%	3%	12%	6%	31%	1%	19%	7%	19%	4%	30%	22%	5%	45%	*	12%	10%	14%	14%	10%	-	24%	28%	22%	19%	25%	-	26%	5%	16%	27%	11%									
		CEGJK	BCFGHIK	BCFGHIK		CEGJK	E	CEGJK	E	CEGI	EGJ	MOFGSUWXY		MOFGSUWXY	MS	MOGSUWY	MOGSW	LMNORQSTUVWXY		M	MOFGSUWY	MOGSWY	MOFGSUWXY	MS	MOGSUWY	MS		cdef						gor	gor*	gor*	gor*	gor*	gor*	**	**	gor*	**	gor*										
Fairly favourable (1)	242	41	162	242	-	109	44	109	46	43	161	174	17	105	38	47	158	97	36	38	135	42	174	32	152	56	4	204	57	126	105	48	4	129	19	66	52	21	-	12	21	10	7											
	21%	16%	29%	74%	-	40%	11%	38%	12%	14%	30%	54%	3%	39%	11%	14%	29%	51%	6%	19%	27%	18%	24%	20%	23%	43%	1%	50%	16%	34%	34%	13%	6%	52%	32%	46%	44%	29%	-	41%	12%	20%	29%	9%										
		E	BEGJIK	BCFGHIK		BCGHIK	E	BCGHIK	E	E	BEGJIK	LMNORQSTUVWXY		MOFGSUWXY	MS	MS	MOFGSUWY	LMNORQSTUVWXY		M	MOS	MOPSTWY	MOS	MOPS	MOPS	MOPS		cdef						glopr	gor*	gor*	gor*	gor*	gor*	**	**	gor*	**	gor*										
Neither favourable nor unfavourable (0)	228	25	98	-	-	49	43	47	39	34	116	60	34	49	38	38	114	23	65	15	90	30	149	13	124	11	20	96	51	81	52	50	13	48	10	26	17	9	5	7	17	6	4	7										
	20%	10%	17%	-	-	18%	11%	16%	11%	11%	22%	18%	6%	18%	11%	11%	21%	12%	11%	7%	18%	13%	21%	8%	19%	8%	5%	23%	15%	22%	17%	13%	18%	20	16%	18%	14%	13%	35%	**	**	12%	10%	10%										
		DE	BDEGJIK			BDEGJIK	DE	BDEGJIK	DE	DE	BCDEGHIJ	MOFGSTWXY		MOFGSTWXY	M	M	MOFGSTWXY	LMNORQSTUVWXY		M	MOFGSTWXY	MOFGSTWXY	MOFGSTWXY	MOFGSTWXY	MOFGSTWXY	MOFGSTWXY		cdef						g	gor*	gor*	gor*	gor*	gor*	**	**	gor*	**	gor*										
Fairly unfavourable (-1)	212	55	107	-	212	32	85	43	77	59	110	11	153	33	71	67	112	9	162	37	95	25	158	14	150	3	63	22	78	55	52	74	24	8	10	7	10	14	2	2	43	10	5	14										
	19%	21%	19%	-	40%	12%	21%	15%	21%	19%	20%	3%	29%	12%	21%	20%	4%	29%	18%	19%	10%	22%	19%	9%	23%	2%	17%	5%	22%	15%	17%	20%	32%	3%	17%	5%	9%	19%	14%	8%	24%	21%	15%	19%										
		DHFI	DFHI		BCDFGHIK	D	DF	D	DF	DF	DFHI	LMNORQSTUVWXY		LMNORQSTUVWXY	LK	LNR	LMNORQSTUVWXY	LMNORQSTUVWXY		LNR	LMNORQSTUVWXY	LNR	LNR	LNR	LNR	LNR		b	b	b	b	b	b	hjk*	hjk*	hjk*	hjk*	hjk*	**	**	hjk*	**	hjk*											
Very unfavourable (-2)	312	96	160	-	312	28	208	30	193	144	113	2	305	28	178	135	127	1	288	73	142	92	188	61	193	2	267	3	122	48	49	160	34	2	4	14	16	9	7	-	85	15	6	40										
	28%	38%	28%	-	60%	10%	53%	11%	52%	45%	21%	1%	58%	10%	53%	41%	23%	1%	51%	35%	28%	39%	26%	39%	29%	2%	73%	1%	35%	13%	16%	43%	45%	1%	6%	9%	14%	13%	51%	-	48%	30%	17%	52%										
		CDHIK	DHIK		BCDFGHIK	D	BCDFHIK	D	BCDFHIK	BCDFHIK	BCDFHIK	LMNORQSTUVWXY		LMNORQSTUVWXY	LK	LNR	LMNORQSTUVWXY	LMNORQSTUVWXY		LNR	LMNORQSTUVWXY	LNR	LNR	LNR	LNR	LNR		bde	bde	bde	bde	bde	hjk*	hjk*	hjk*	hjk*	hjk*	hjk*	**	**	hjk*	**	hjk*											
Don't know	54	1	3	-	-	-	4	7	2	4	4	3	10	3	3	4	8	1	8	3	3	2	20	3	8	1	12	4	5	9	10	4	-	-	-	-	1	-	-	-	-	-	-	-										
	5%	1%	1%	-	-	-	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	3%	1%	1%	3%	3%	1%	-	-	-	-	1%	-	-	-	-	-	-										
							E	CEGHIK	E	E	E		E	E	E	E	E	E	E	E	E	E	LOGHIK				*	cdef						*	*	*	*	*	*	**	**	*	*	*	*									
Net: Very/Fairly favourable	327	78	197	327	-	161	53	159	57	77	195	248	20	156	48	87	189	156	43	78	170	88	205	67	184	115	5	284	93	178	148	86	4	188	36	99	75	39	-	19	31	18	19	15										
	29%	31%	35%	100%	-	60%	14%	55%	16%	24%	36%	77%	4%	58%	14%	26%	34%	82%	8%	38%	34%	37%	28%	43%	28%	87%	1%	69%	27%	48%	48%	23%	6%	76%	68%	68%	63%	55%	-	67%	18%	36%	56%	20%										
		EGJ	EGJ	BCFGHIK		BEGJIK	E	BCGHIK	E	EGJ	EGJ	LMNORQSTUVWXY		MOFGSTWXY	MS	MOS	MOGSWY	MOGSWY	M	MOGSWY	MOGSWY	MOGSWY	MOGSWY	MOGSWY	MOGSWY	MOS		cdef					gor*	glopr	gor*	gor*	gor*	gor*	**	**	gor*	**	gor*	**	gor*									
Net: Very/Fairly unfavourable	523	151	267	-	523	60	293	74	270	204	223	13	458	62	248	203	238	10	490	110	237	117	346	74	343	5	330	25	200	103	102	235	58	10	14	21	27	23	9	2	128	26	11	54										
	46%	59%	47%	-	100%	22%	74%	26%	73%	64%	41%	4%	88%	23%	74%	61%	43%	5%	75%	53%	47%	50%	48%	48%	52%	4%	90%	6%	57%	28%	33%	63%	77%	4%	23%	14%	23%	32%	65%	8%	73%	51%	32%	70%										
		CDHIK	DHIK		BCDFGHIK	D	BCDFHIK	D	BCDFHIK	CDHIK	DHIK	LMNORQSTUVWXY		LMNORQSTUVWXY	LK	LMNORQSTUVWXY	LNR	LMNORQSTUVWXY	LMNORQSTUVWXY		LNR	LNR	LNR	LNR	LNR	LNR		z	bde	bde	bde	bde	hjk*	hjk*	hjk*	hjk*	hjk*	hjk*	**	**	hjk*	**	hjk*	**	hjk*									
Net Difference	-196	-73	-70	327	-523	101	-239	85	-213	-126	-28	235	-438	94	-200	-115	-49	146	-407	-32	-67	-29	-141	-8	-159	110	-325	259	-107	75	46	-149	-54	178	22	78	48	16	-9	17	-97	-7	8	-39										
	-17%	-28%	-12%	100%	-100%	37%	-61%	30%	-58%	-40%	-5%	73%	-84%	35%	-59%	-35%	-9%	77%	-72%	-15%	-13%	-12%	-20%	-5%	-24%	83%	-89%	63%	-31%	20%	15%	-40%	-71%	72%	37%	54%	40%	23%	-65%	58%	-55%	-15%	24%	-51%										
Mean	-0.39	-0.52	-0.35	1.26	-1.60	0.47	-1.12	0.37	-1.07	-0.75	-0.20	0.96	-1.45	0.44	-1.10	-0.64	-0.27	1.08	-1.23	-0.32	-0.35	-0.32	-0.43	-0.22	-0.49	1.27	-1.67	0.83	-0.56	0.22	0.13	-0.73	-1.16	0.96	0.59	0.67	0.45	0.35	-1.15	0.85	-0.98	-0.29	0.35	-0.91										

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

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24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very favourable (2)	56 5%	40 7%	16 3%	23 7%	10 3%	23 5%	30 5%	26 5%	9 3%	16 5%	11 4%	12 8%	3 5%	5 6%	25 7%	31 4%	35 5%	21 5%	14 7%	8 3%	10 3%	23 10%	51 5%	5 4%	38 19%	6 2%	1 1%	2 1%	3 6%	1 2%	17 4%	33 8%		
		C		E								*	*	*										Zabcd			*	*	*	*		e		
Fairly favourable (1)	199 18%	97 18%	102 18%	50 16%	60 16%	89 20%	117 18%	82 17%	33 12%	53 18%	59 23%	35 23%	13 24%	7 8%	68 18%	132 17%	133 19%	66 15%	41 20%	40 13%	46 15%	59 25%	171 17%	29 21%	90 46%	38 11%	6 7%	23 17%	6 10%	1 3%	51 13%	96 25%		
										N	IN	IN*	N*	*								TU		Zabcd			*	*	*	*		e		
Neither favourable nor unfavourable (0)	249 22%	122 22%	124 22%	69 22%	73 20%	106 24%	146 23%	103 21%	66 25%	56 19%	55 21%	41 27%	7 12%	24 25%	82 22%	167 22%	157 23%	92 21%	40 19%	81 26%	61 21%	54 22%	208 21%	40 29%	45 23%	53 16%	24 32% Zc*	46 34%	7 13%	7 19%	90 22%	85 22%		
												*	*	*										W			Zc*	Zc*	*	*				
Fairly unfavourable (-1)	228 20%	107 20%	121 21%	67 21%	66 18%	95 21%	133 21%	95 19%	59 22%	67 22%	49 19%	24 15%	13 24%	18 18%	73 20%	156 20%	141 20%	87 20%	34 16%	67 21%	69 23%	43 18%	201 20%	27 20%	19 9%	80 23% Y	20 27% Y*	35 26%	11 19%	8 21%	85 21%	62 16%		
												*	*	*												Y	Y*	Y*	Y*	*	*			
Very unfavourable (-2)	336 30%	166 30%	161 28%	83 26%	138 37% Df	115 26%	180 28%	156 31%	85 32%	88 30%	72 28%	36 23%	18 33%	37 38% L*	109 30%	227 30%	201 29%	136 31%	63 30%	95 31%	95 32%	57 24%	303 31% X	28 21%	2 1%	158 47% Yab	24 31% Y*	24 18%	26 47% Yb*	19 49% Yb*	148 37% f	104 27%		
												*	*	*												Y	Y*	Y*	Y*	*	*			
Don't know	63 6%	14 3%	47 8% B	21 7%	25 7%	17 4%	30 5%	33 7%	16 6%	20 7%	13 5%	7 4% *	2 3% *	5 5% *	13 3%	50 7% O	30 4%	33 8% Q	17 8% V	21 7% V	14 5%	4 2%	56 6%	6 5%	3 2%	3 1%	2 2% *	6 4% Z*	3 5% *	2 5% *	11 3%	9 2%		
Net: Very/Fairly favourable	255 23%	137 25%	118 21%	73 23%	70 19%	112 25%	147 23%	108 22%	42 16%	68 23%	70 27% IN	47 30% IN*	16 29% *	13 13% *	93 25%	163 21%	168 24%	87 20%	55 26% T	48 15%	56 19%	82 34% TU	221 22%	34 25%	127 65% Zabcd	44 13%	6 8% *	25 18% *	9 16% *	2 6% *	68 17%	129 33% e		
													*	*													*	*	*	*				
Net: Very/Fairly unfavourable	565 50%	272 50%	281 49%	150 48%	204 55%	211 47%	313 49%	252 51%	143 54% L	155 52% L	121 47%	59 38% *	31 56% *	55 57% L*	182 49%	383 50%	341 49%	223 51%	97 46%	162 52% V	164 56% V	99 41%	504 51% X	55 41%	21 11%	238 70% Yb	44 58% Y*	58 43% Y*	37 66% Yb*	27 71% Yb*	233 58% f	166 43%		
													*	*													Y*	Y*	Y*	Y*				
Net Difference	-309 -27%	-135 -25%	-163 -29%	-77 -25%	-134 -36%	-98 -22%	-166 -26%	-143 -29%	-102 -38%	-87 -29%	-51 -20%	-12 -8%	-15 -27%	-42 -43%	-89 -24%	-220 -29%	-173 -25%	-136 -31%	-42 -20%	-114 -37%	-108 -37%	-17 -7%	-283 -29%	-21 -16%	106 54%	-194 -57%	-38 -49%	-34 -25%	-28 -50%	-25 -65%	-165 -41%	-37 -9%		
Mean	-0.55	-0.49	-0.59	-0.47 E	-0.76	-0.44 E	-0.52	-0.59	-0.71	-0.57	-0.46 I	-0.24 IIN*	-0.57 **	-0.80 *	-0.49	-0.58	-0.51	-0.62	-0.47	-0.69	-0.69	-0.22 TU	-0.57	-0.34	0.73 Zabc	-1.03	-0.81 *	-0.43 Zac*	-0.96 *	-1.18 **	-0.76	-0.28 e		

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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 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 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? - The Conservative Party																																												
All Adults aged 18+ in Great Britain																																												
	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government					Next GE voting intention					2024 GE vote and next GE voting intention												
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Conservati ve voter + Unlikely to vote Conservative	2024 Conservati ve voter + Likely to vote Labour	2024 Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Green	2024 Conservati ve voter + Likely to vote Reform		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76
Very favourable (2)	56 5%	56 22%	- CDEFGHIK	15 C	35 GDGK	21 CDGK	15 C	21 CGK	20 C	25 CGK	16 C	18 QUW	31 QUW	23 OQJWY	14 U	30 OQJWY	16 U	35 QUW	43 LMNOPQRSU VWXY	7 1%	29 LMQDSUWY	21 U	19 LMOQSUWY	29 QUW	12 9%	24 7%	17 4%	54 bdef	20 5%	21 7%	28 b	1 8%	5 1%	5 2%	4 h*	4 3%	5 4%	5 h*	- **	6 **	38 ghjkl	11 ghjkl*	7 **	15 ghjkl*
Fairly favourable (1)	199 18%	199 78%	- CDEFGHIK	63 CK	116 GDGK	69 25%	61 15%	52 22%	89 24%	100 32%	56 10%	51 16%	108 21%	59 22%	63 19%	105 32%	60 11%	49 25%	117 21%	114 55%	21 4%	63 27%	107 15%	49 32%	101 15%	36 27%	70 19%	57 14%	172 49%	70 19%	50 16%	107 29%	11 14%	27 11%	31 53%	22 31%	- ghjkl*	13 45%	88 50%	24 48%	15 44%	41 ghjkl*		
Neither favourable nor unfavourable (0)	249 22%	- -	- BC	51 16%	94 18%	50 18%	72 19%	52 18%	75 20%	68 21%	86 16%	65 TU	96 18%	52 19%	66 19%	74 22%	89 16%	30 20%	111 14%	28 10%	51 23%	123 17%	36 23%	105 16%	26 20%	65 18%	72 18%	89 25%	78 21%	54 17%	101 27%	15 20%	33 13%	19 32%	19 13%	14 12%	20 hjl*	5 38%	8 29%	36 20%	11 23%	12 26%	15 **	
Fairly unfavourable (-1)	228 20%	- BDEFGHIK	228 40%	74 BFH	109 B	44 B	92 B	49 B	78 B	64 B	124 BFH	65 T	106 T	51 T	80 T	59 T	120 T	37 T	116 T	16 8%	135 27%	46 20%	156 22%	29 19%	143 17%	22 19%	68 c	93 23%	25 7%	80 21%	63 20%	70 19%	16 22%	59 24%	3 5%	26 21%	25 10%	10 14%	7 46%	2 7%	12 3%	4 7%	1 **	4 **
Very unfavourable (-2)	336 30%	- BDEFGHIK	336 60%	122 BEFJ	158 37%	85 31%	146 37%	107 37%	104 28%	55 17%	251 47%	123 38%	164 31%	80 30%	110 33%	54 16%	258 47%	58 30%	171 30%	3 2%	280 56%	36 15%	286 40%	19 12%	270 41%	35 26%	125 34%	163 40%	5 1%	116 31%	114 37%	60 16%	32 42%	121 49%	2 4%	63 44%	58 49%	14 19%	2 11%	- **	- **	- **	2 5%	1 c*
Don't know	63 6%	- -	- 1%	2 2%	12 1%	9 2%	5 2%	4 2%	5 1%	6 2%	5 1%	4 3%	16 1%	4 1%	8 2%	2 1%	17 3%	3 1%	5 1%	8 3%	26 4%	3 2%	8 4%	12 2%	2 1%	15 4%	8 2%	5 1%	8 2%	9 3%	8 2%	1 -	- 1%	- -	- -	- 5%	1 **	- **	2 1%	- **	- **	3 4%		
Net: Very/Fairly favourable	255 23%	255 100%	- CDEFGHIK	78 24%	151 29%	90 31%	75 19%	73 26%	108 29%	125 39%	72 13%	68 QU	139 QUWY	82 LQJWY	77 QUW	135 LMNOPQRSU Y	76 14%	65 34%	152 27%	156 76%	28 6%	91 39%	129 18%	69 44%	130 QU	47 36%	94 26%	73 18%	226 65%	90 24%	71 23%	136 36%	12 15%	32 13%	36 60%	26 18%	21 18%	27 38%	- **	19 65%	126 71%	35 70%	22 66%	56 74%
Net: Very/Fairly unfavourable	565 50%	- BDEFGHIK	565 100%	197 60%	267 51%	129 48%	238 60%	156 54%	182 49%	120 38%	375 70%	187 58%	270 52%	131 49%	190 56%	114 69%	379 69%	94 49%	287 51%	19 9%	415 83%	82 35%	442 61%	48 31%	412 62%	57 43%	193 53%	256 63%	29 8%	195 53%	178 57%	130 35%	48 64%	180 73%	5 69%	100 70%	83 70%	24 34%	8 57%	2 7%	12 7%	4 8%	3 **	5 7%
Net Difference	-309 -27%	255 100%	-565 -100%	-119 -36%	-116 -22%	-39 -14%	-162 -41%	-83 -29%	-74 -20%	6 2%	-303 -56%	-119 -37%	-130 -25%	-49 -18%	-114 -34%	21 6%	-303 -55%	-30 -16%	-135 -24%	137 67%	-387 -77%	9 4%	-313 -44%	20 13%	-282 -43%	-10 -7%	-99 -27%	-183 -45%	196 56%	-105 -28%	-107 -34%	5 1%	-37 -49%	-148 -60%	31 52%	-75 -52%	-62 -52%	3 4%	-8 -57%	17 58%	114 65%	31 63%	20 58%	51 68%
Mean	-0.55	1.22	-1.60	-0.69	-0.47	-0.38	-0.76	-0.60	-0.43	-0.08	-1.01	-0.70	-0.52	-0.40	-0.63	-0.01	-1.00	-0.38	-0.49	0.87	-1.33	*	-0.83	0.13	-0.81	-0.25	-0.57	-0.82	0.71	-0.55	-0.66	-0.07	-0.90	-1.08	0.55	-0.93	-0.97	-0.08	-0.72	0.78	0.87	0.85	0.74	0.90

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T/U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

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24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very favourable (2)	47 4%	32 6% C	15 3%	21 7% F	21 6%	4 1%	34 5%	13 3%	7 3%	9 3%	15 6%	10 6% *	3 5% *	3 3%	26 7% P	20 3%	35 5%	12 3%	9 4%	9 3%	4 1%	23 10% TU	37 4%	10 7%	4 2%	16 5% Y2bc*	12 16% *	7 5% *	2 3% *	1 2% *	23 6%	12 3%	
Fairly favourable (1)	223 20%	118 22%	102 18%	75 24%	67 18%	81 18%	143 22% H	80 16%	45 17%	61 21%	54 21%	34 22% *	12 21%	18 18% *	97 26% P	127 17%	141 20%	82 19%	29 14%	67 21%	64 22%	57 24% S	190 19%	32 24%	33 17% b	84 25% b	35 46% Y2bd*	8 6% *	20 35% Yb*	8 20% b*	117 29% f	50 13%	
Neither favourable nor unfavourable (0)	390 34%	168 31%	219 39% B	102 32%	123 33%	165 37%	231 36%	159 32%	101 38%	96 32%	87 34%	55 36% *	16 29% *	34 35% *	119 32%	271 36%	228 33%	162 37%	69 33%	100 32%	116 39%	76 32%	335 34%	53 39%	73 37% b	137 40% b	23 30% *	24 18% *	16 28% *	17 44% b*	138 34%	128 33%	
Fairly unfavourable (-1)	191 17%	90 16%	99 17%	41 13%	54 14%	97 22% DE	104 16%	88 18%	48 18%	50 17%	49 19%	22 14% *	8 14% *	15 15% *	51 14%	141 18%	117 17%	74 17%	38 18%	47 15%	51 17%	40 17%	168 17%	23 17%	49 25% ac	59 17% a	2 3% *	31 23% ac*	4 8% *	4 10% *	63 16%	74 19%	
Very unfavourable (-2)	202 18%	124 23% C	73 13%	50 16%	75 20%	77 17%	86 14%	116 23% G	43 16%	60 20%	39 15%	24 16% *	14 26% *	21 22% *	56 15%	147 19%	131 19%	71 16%	47 23% U	63 20%	40 14%	36 15%	189 19% X	10 7%	33 17% a	34 10%	3 3% *	58 43% Y2ac*	11 20% a*	9 23% Za*	48 12%	108 28% e	
Don't know	78 7%	15 3%	61 11% B	25 8%	33 9%	21 5%	39 6%	40 8%	23 8%	23 8%	14 5%	10 7% *	3 5% *	5 5% *	21 6%	58 8%	45 6%	34 8%	16 8%	26 8% V	20 7%	8 3%	69 7%	7 6%	5 3%	9 3%	1 2% *	8 6% *	3 6% *	- - *	12 3%	17 4%	
Net: Very/Fairly favourable	270 24%	150 27% C	117 21%	96 31% F	88 24%	86 19%	177 28% H	93 19%	52 19%	70 23%	69 27%	43 28% *	15 26% *	21 22% *	123 33% P	147 19%	176 25%	94 22%	38 18%	76 24%	69 23%	79 33% SU	227 23%	42 31% W	36 18%	100 30% Yb	47 62% Y2bcd*	15 11% *	22 38% Yb*	8 22% *	140 35% f	62 16%	
Net: Very/Fairly unfavourable	394 35%	214 39% C	172 30%	91 29%	129 35%	174 39% D	190 30%	204 41% G	91 34%	110 37%	88 34%	46 30% *	22 40% *	37 38% *	106 29% O	288 38% O	248 36%	146 33%	86 41% U	110 35%	91 31%	77 32%	358 36% X	33 24%	82 42% 2a	93 27% a	5 6% *	88 65% Y2acd*	16 28% a*	13 34% a*	111 28%	181 47% e	
Net Difference	-124 -11%	-64 -12%	-55 -10%	5 2%	-40 -11%	-89 -20%	-13 -2%	-111 -22%	-39 -15%	-40 -13%	-19 -7%	-2 -2%	-8 -14%	-16 -16%	17 5%	-141 -18%	-72 -10%	-52 -12%	-48 -23%	-34 -11%	-23 -8%	3 1%	-131 -13%	10 7%	-46 -23%	8 2%	43 56%	-73 -54%	6 10%	-4 -12%	29 7%	-119 -31%	
Mean	-0.27	-0.29	-0.22	-0.08 F	-0.28	-0.38	-0.11 H	-0.47	-0.31	-0.33	-0.17	-0.12 *	-0.36 **	-0.37 *	-0.04 P	-0.38	-0.26	-0.28	-0.45	-0.31	-0.21 S	-0.04 ST	-0.31	0.08 W	-0.39 b	-0.03 Yb	0.70 Y2bcd*	-0.97 *	-0.08 b*	-0.33 b*	0.01 f	-0.58	

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

Adults aged 18+ in GB

All Adults aged 18+ in Great Britain

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very favourable (2)	64 6%	29 5%	32 6%	37 12% EF	18 5%	9 2%	44 7%	20 4%	16 6%	18 6%	13 5%	9 6% *	5 10% *	2 2% *	34 9% P	31 4%	39 6%	25 6%	10 5%	16 5%	16 5%	19 8%	54 5%	9 7%	6 3%	18 5%	4 5% *	2 2% *	20 35% YZabd*	1 3% *	36 9% f	8 2%	
Fairly favourable (1)	222 20%	103 19%	118 21%	94 30% EF	70 19%	59 13%	145 23% H	77 16%	45 17%	56 19%	60 23%	40 26% *	8 15% *	13 14% *	104 28% P	118 15%	157 23% R	65 15%	37 18%	43 14%	63 21% T	69 29% ST	179 18%	41 30% W	23 12%	96 28% Yb	25 33% Yb*	11 8% *	25 44% YZbd*	6 15% *	110 27% f	46 12%	
Neither favourable nor unfavourable (0)	405 36%	191 35%	210 37%	100 32%	144 39%	162 36%	213 33%	192 39%	105 39%	105 35%	84 33%	55 35% *	22 40% *	33 34% *	127 34%	278 36%	257 37%	147 34%	69 33%	117 38%	111 38%	80 33%	353 36%	51 38%	65 33% c	134 40% c	28 37% c*	40 29% *	9 16% *	14 38% c*	153 38%	128 33%	
Fairly unfavourable (-1)	163 14%	82 15%	79 14%	29 9%	42 11%	92 21% DE	97 15%	65 13%	32 12%	48 16%	44 17%	18 12% *	6 10% *	15 15% *	37 10% O	126 16% O	80 12%	83 19% Q	31 15%	39 13%	48 16%	34 14%	146 15%	17 12%	51 26% Zac	46 14% c	9 12% c*	24 17% c*	- 11% *	6 16% c*	51 13%	73 19%	
Very unfavourable (-2)	206 18%	128 23% C	74 13%	34 11%	68 18% D	104 23% D	100 16%	106 21% G	45 17%	51 17%	48 18%	23 15% *	11 20% *	28 19% III*	48 13%	158 21% O	124 18%	82 19%	45 22% UV	73 23% UV	38 13%	32 13%	196 20% X	7 5%	47 24% Zac	39 11% c	8 11% c*	55 40% YZac*	- 11% *	11 28% Zac*	43 11%	120 31% e	
Don't know	72 6%	13 2%	57 10% B	20 6%	31 8%	21 5%	37 6%	35 7%	25 9% K	21 7%	10 4%	9 6% *	3 5% *	5 5% *	20 5%	53 7%	38 5%	34 8%	16 8% V	24 8% V	19 6%	6 2%	62 6%	10 7%	4 2%	6 2%	3 4% *	4 3% *	3 5% *	- - *	9 2%	14 4%	

Net: Very/Fairly favourable	287 25%	132 24%	150 26%	130 42% EF	88 24% F	68 15%	189 30% H	97 20%	61 23%	74 25%	73 28% N	49 32% N*	14 24% *	15 16% *	138 37% P	149 19%	196 28% R	90 21%	47 23%	59 19%	80 27%	88 37% STU	233 24%	51 37% W	29 15%	114 34% Yb	28 37% Yb*	13 10% *	44 79% YZabd*	7 18% *	145 36% f	54 14%
Net: Very/Fairly unfavourable	369 33%	210 39% C	153 27%	64 20%	109 29% D	196 44% DE	197 31%	172 35%	77 29%	99 33%	91 35%	41 27% *	17 31% *	43 45% II*	85 23% O	284 37% O	204 29%	165 38% Q	76 37%	113 36%	86 29%	66 28%	342 35% X	24 17%	98 50% Zac	85 25% c	17 22% c*	78 58% Zac*	- - *	17 44% Zac*	94 23%	193 50% e
Net Difference	-82 -7%	-78 -14%	-4 -1%	67 21%	-21 -6%	-128 -29%	-8 -1%	-75 -15%	-16 -6%	-24 -8%	-18 -7%	8 5%	-4 -6%	-28 -29%	53 14%	-135 -18%	-8 -1%	-74 -17%	-29 -14%	-54 -17%	-7 -2%	22 9%	-109 -11%	27 20%	-69 -35%	29 9%	11 15%	-65 -48%	44 79%	-10 -26%	51 13%	-139 -36%

Mean	-0.21	-0.33	-0.09 B	0.24 EF	-0.21 F	-0.52	-0.11 H	-0.35	-0.18 N	-0.20 N	-0.21 N	-0.04 N*	-0.18 **	-0.59 *	0.11 P	-0.37	-0.14 R	-0.33	-0.33	-0.39	-0.10 T	0.04 ST	-0.27	0.23 W	-0.58 b	0.03 Ybd	0.09 Ybd*	-0.89 *	1.19 YZabd*	-0.51 *	0.11 f	-0.67
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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 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 Minimum Base: 30(**) Small Base: 100(*)

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All Adults aged 18+ in Great Britain																																													
	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention															
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75	
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76	
Very favourable (2)	64	17	37	41	14	38	14	64	-	20	40	33	14	37	9	17	40	23	18	14	33	14	39	15	36	16	12	32	45	18	39	59	17	4	13	3	13	18	4	-	5	6	5	4	
	6%	7%	6%	12%	3%	14%	4%	22%	-	6%	7%	10%	3%	14%	3%	5%	7%	12%	3%	7%	6%	5%	9%	6%	12%	3%	11%	5%	10%	19%	5%	6%	5%	5%	9%	15%	5%	-	16%	3%	9%	17%	5%		
		EI		BCEGIJK	I	BCEGIJK	I	BCDEFGHIJK		EI	EGI	MOPSWY		MOPQSTUVWY			MOSWY	MOPQSTUVWY		MOS	MOS	M	MOS	MOPSV	MOS	a	cf	cf	cf	bcdf		*			hijo	*	**	**	*	**	*	*	*		
Fairly favourable (1)	222	56	119	118	60	116	34	222	-	55	137	111	56	100	31	67	130	80	73	60	105	58	141	46	127	48	30	136	61	124	142	60	7	83	18	56	66	24	1	12	22	9	13	10	
	20%	22%	21%	36%	11%	43%	9%	78%	-	17%	25%	34%	11%	37%	9%	20%	24%	42%	13%	29%	21%	24%	20%	29%	19%	36%	8%	33%	18%	33%	46%	16%	9%	34%	30%	39%	56%	33%	7%	43%	13%	18%	39%	13%	
		EGI	EGI	BCEGIJK	I	BCEGIJK	I	BCDEFGHIJK		EGI	CEGIJ	MOPQSTUVWY		MOPQSTUVWY		MOS	MOSWY	LMOPQSTUVWXY		MOS	MOS	MOS	MOPSWY	MOS	a	cf	cf	bcdf		*	gor	gor*	gopr	ghijopr	gor*	**	**	*	*	*	*	*	*		
Neither favourable nor unfavourable (0)	405	71	209	107	161	81	99	-	-	105	177	105	163	88	76	106	185	62	167	58	169	69	271	35	232	43	107	140	107	135	90	130	40	87	18	58	30	20	7	8	54	16	12	31	
	36%	28%	37%	33%	31%	30%	25%	-	-	33%	33%	32%	31%	33%	23%	32%	34%	32%	29%	28%	34%	29%	38%	22%	35%	33%	29%	34%	31%	36%	29%	35%	53%	35%	31%	40%	25%	27%	48%	29%	31%	33%	34%	40%	
		HI	BEFGHK	GHI	GHI	HI	HI			GHI	GHI	OK	OK	OK	OK	OK	OK	OK	O	OK	X	MOQSTVXY		OSX		e	e	e	hiko*	k	*	kl		*	*	*	*	*	*	*	*	*	*		
Fairly unfavourable (-1)	163	65	59	38	105	21	83	-	163	42	91	41	100	28	75	42	90	17	109	34	67	28	112	19	115	13	55	49	85	41	12	57	12	33	16	10	3	13	-	3	51	14	3	13	
	14%	25%	10%	12%	20%	8%	21%	-	44%	13%	17%	13%	19%	10%	13%	16%	9%	19%	16%	13%	12%	16%	12%	17%	10%	15%	12%	24%	11%	4%	15%	16%	14%	27%	7%	3%	18%	**	**	29%	28%	9%	**	**	**
		CDPHK	H	FH	CDPH	H	CDPH		BCDEFGHK	FH	CDPH		LNPRUVWX		LNPRUVWX		NRU		LNPRUVWX	NR			NR		LNPU		e	e	baef	e		l*	jk	hja*	k		jk*	**	**	hja*	hja*	hja*	hja*	hja*	
Very unfavourable (-2)	206	43	123	19	165	14	158	-	206	92	85	30	162	14	140	89	93	6	180	40	120	57	126	40	135	10	141	31	68	23	3	101	11	27	4	8	1	11	6	1	40	5	-	16	
	18%	17%	22%	6%	32%	5%	40%	-	56%	29%	16%	9%	31%	5%	42%	27%	17%	3%	32%	20%	24%	24%	18%	25%	20%	8%	38%	8%	20%	6%	1%	27%	15%	11%	6%	5%	1%	15%	42%	2%	23%	11%	-	20%	
		DFH	DFHK	H	BCDFHK	H	BCDFHK		BCDEFGHK	BCDFHK	DFH	NR	LNQRTUVWY		LNQRTUVWY		LNQR		LNQRTUVWY	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR
Don't know	72	3	18	4	19	1	5	-	-	4	9	4	26	1	5	9	12	2	21	-	6	10	31	2	14	1	22	9	9	9	5	9	1	3	1	-	-	1	-	4	1	-	3		
	6%	1%	3%	1%	4%	*	1%	-	-	1%	2%	1%	5%	1%	2%	3%	2%	1%	4%	-	1%	4%	4%	2%	2%	1%	6%	2%	3%	2%	1%	2%	1%	1%	1%	-	-	4%	-	2%	1%	-	4%	*	
		HI	DFGHIK	H	BFGHIK	I	I			HI	HI		LNQRTUY		NT				NOTUY			LNQRTUX	LNQRTUY	T			Z	Z	e	bae	e	bae	bae	bae	bae	bae	bae	bae	bae	bae	bae	bae	bae	bae	bae
Net: Very/Fairly favourable	287	73	156	159	74	154	48	287	-	75	177	144	71	138	40	84	170	104	90	74	138	72	180	60	164	64	43	180	80	163	202	77	11	96	21	69	84	28	1	17	28	13	19	14	
	25%	29%	28%	49%	14%	1	12%	100%	-	23%	33%	44%	14%	51%	12%	25%	31%	54%	16%	36%	28%	31%	25%	39%	25%	44%	12%	44%	23%	44%	65%	21%	15%	39%	35%	47%	71%	39%	7%	59%	16%	27%	56%	18%	
		EGI	EGI	BCEGIJK	I	BCEGIJK	I	BCDEFGHIJK		EGI	CEGIJ	MOPQSTUVWY		LMOPQSTUVWXY		MOS	MOSWY	LMOPQSTUVWXY		MO	MOPSWY	MOS	MOS	MOS	MOPSWUY	MOS	a	cf	cf	cf	bcdf		*	gor	gor*	ghopr	ghijopr	*	**	*	*	*	*	*	*
Net: Very/Fairly unfavourable	369	108	182	57	270	35	241	-	369	135	175	71	262	42	216	131	183	24	288	74	186	85	238	59	250	23	195	80	153	64	15	158	23	60	20	18	5	24	6	3	91	19	3	29	
	33%	42%	32%	18%	52%	13%	61%	-	100%	42%	33%	22%	50%	16%	64%	40%	33%	12%	51%	36%	37%	36%	33%	37%	38%	18%	53%	20%	44%	17%	5%	42%	31%	24%	13%	4%	34%	42%	12%	51%	39%	9%	38%		
		CDPHK	DFH	FH	BCDFHK	HI	BCDEFGHK		BCDEFGHK	CDPHK	DFH	NR	LNQRTUVWXY		LNQRTUVWXY		LNQR	LNQR	LNQRTUVWXY		LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR	LNQR
Net Difference	-82	-35	-26	101	-196	119	-192	287	-369	-60	2	73	-191	96	-175	-47	-12	80	-198	*	-48	-13	-59	2	-86	40	-153	100	-73	99	187	-81	-12	36	1	51	80	4	-5	14	-63	-6	16	-15	
	-7%	-14%	-5%	31%	-38%	44%	-49%	100%	-100%	-19%	*	22%	-37%	35%	-52%	-14%	-2%	42%	-35%	*	-10%	-6%	-8%	1%	-13%	31%	-42%	24%	-21%	27%	60%	-22%	-16%	15%	2%	35%	67%	5%	-35%	48%	-36%	-12%	47%	19%	
Mean	-0.21	-0.24	-0.20	0.38	-0.69	0.53	-0.87	1.22	-1.56	-0.42	-0.08	0.24	-0.68	0.44	-0.92	-0.37	-0.12	0.51	-0.13	-0.13	-0.27	-0.25	-0.21	-0.15	-0.29	0.35	-0.82	0.28	-0.36	0.32	0.79	-0.45	-0.26	0.09	0.01	0.38	0.81	-0.05	-0.80	0.61	-0.14	0.64	-0.36		

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Political Pulse Week 11

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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
Very favourable (2)	117 10%	79 14% C	38 7%	33 11%	31 8%	53 12%	53 8%	64 13% G	26 10%	34 11%	27 10%	18 12% *	7 13% *	6 6% *	25 7%	92 12% O	86 12% R	31 7%	33 16% U	32 10%	23 8%	22 9%	108 11%	9 7%	20 10% Za	12 4%	1 2% *	64 47% Y2acd*	1 3%	* 1%	23 6%	73 19% e			
Fairly favourable (1)	202 18%	116 21% C	84 15%	57 18%	79 21% F	65 15%	92 14%	110 22% G	53 20%	46 15%	44 17%	30 19% *	9 17% *	20 20% *	63 17%	138 18%	132 19%	70 16%	36 17%	47 15%	51 17%	54 23%	176 18%	24 18%	39 20%	55 16%	8 11% *	51 37% Y2acd*	6 10%	5 13% *	46 11%	104 27% e			
Neither favourable nor unfavourable (0)	203 18%	96 18%	105 18%	65 21%	63 17%	75 17%	114 18%	88 18%	58 22% N	45 15%	44 17%	34 22% *	12 21% *	10 10% *	58 16%	144 19%	122 18%	81 19%	45 21%	44 14%	54 18%	46 19%	169 17%	31 23%	51 26% Zab	49 15%	8 11% *	13 10% *	8 15% *	6 17% *	42 11%	80 21% e			
Fairly unfavourable (-1)	132 12%	57 10%	73 13%	39 12%	36 10%	58 13%	82 13%	50 10%	33 12%	41 14%	27 10%	13 9% *	4 7% *	14 14% *	49 13%	83 11%	80 12%	52 12%	11 5%	53 17% S	35 12% S	29 12% S	115 12%	16 12%	24 12% b	44 13% b	10 13% b*	4 3% *	8 13% b*	7 19% b*	54 13%	33 9%			
Very unfavourable (-2)	406 36%	182 33%	214 38%	100 32%	133 36%	173 39%	261 41% H	145 29%	80 30%	117 39%	98 38%	50 33% *	21 38% *	40 41% *	155 42% P	251 33%	233 33%	174 40%	66 32%	111 36%	120 41%	81 34%	355 36%	49 36%	58 29% b	170 50% Yb	46 60% Yb*	2 1% *	30 54% Yb*	16 43% b*	223 56% f	83 21%			
Don't know	72 6%	16 3%	55 10% B	19 6%	31 8%	23 5%	34 5%	38 8%	17 7%	16 5%	19 7%	9 6% *	2 4% *	8 8% *	18 5%	54 7%	43 6%	29 7%	17 8% V	25 8% V	13 4%	7 3%	66 7%	6 5%	5 2%	8 2%	3 4% *	2 2% *	3 5% *	3 7% *	14 3%	15 4%			
Net: Very/Fairly favourable	319 28%	195 36% C	122 21%	91 29%	110 30%	118 27%	145 23%	174 35% G	78 29%	80 27%	71 27%	48 31% *	16 30% *	26 26% *	88 24%	231 30% O	218 31% R	100 23%	69 33%	79 25%	73 25%	76 32%	284 29%	33 24%	59 30% Zac	67 20%	9 12% *	114 84% Y2acd*	7 13% *	5 14% *	68 17%	177 46% e			
Net: Very/Fairly unfavourable	539 48%	239 44%	287 50%	139 44%	169 45%	230 52%	343 54% H	196 39%	113 42%	158 53% I	125 48%	64 41% *	25 45% *	53 55% *	204 55% P	334 44%	313 45%	226 52%	78 37%	164 53% S	154 52% S	111 46%	470 48%	65 48%	82 42% b	215 63% Yb	55 73% Yb*	6 4% *	38 68% Yb*	24 62% Yb*	277 69% f	116 30%			
Net Difference	-220 -19%	-44 -8%	-165 -29%	-49 -15%	-59 -16%	-112 -25%	-198 -31%	-22 -4%	-35 -13%	-78 -26%	-54 -21%	-16 -10% *	-9 -16% *	-28 -29% *	-116 -32% *	-103 -14%	-95 -14%	-125 -29%	-9 -4%	-85 -27% *	-81 -27% *	-35 -14%	-186 -19%	-32 -24%	-23 -11%	-148 -44%	-46 -60% *	108 80%	-31 -55% *	-18 -49% *	-209 -52% *	61 16%			
Mean	-0.48	-0.28 C	-0.66	-0.39	-0.47	-0.55	-0.67	-0.22 G	-0.36	-0.57	-0.52	-0.33 *	-0.43 **	-0.69 *	-0.70	-0.37 O	-0.37 R	-0.66	-0.22 TU	-0.58	-0.63	-0.40	-0.47	-0.56	-0.31 Zac	-0.92	-1.24 *	1.28 Y2ac*	-1.13 *	-0.98 **	-1.05	0.14 e			

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/-/d,e/f 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/-/d,e/f Minimum Base: 30(**) Small Base: 100(*)

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Political Pulse Week 11

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	Favourable to parties																Favourable to politicians												Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)							
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75							
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76							
Very favourable (2)	117	48	40	16	89	23	65	29	58	117	-	25	84	28	52	112	-	18	85	45	32	68	40	46	42	12	77	17	52	22	27	109	7	5	8	6	5	9	3	4	17	4	5	20							
	10%	19%	7%	5%	17%	9%	17%	10%	16%	37%	-	8%	16%	10%	15%	34%	-	9%	15%	22%	6%	29%	4%	29%	6%	9%	21%	4%	15%	6%	9%	29%	9%	2%	14%	4%	5%	12%	23%	13%	10%	7%	14%	26%							
		CDHFH	K	K	CDHFH	DK	CDHFH	DK	CDFH	BCDEFGHJK		QW	LNQRIUWY	QUWY	LQIUWY	LMNQIRSTUWY		QW	LQIUWY	LMNQIRSTUWY	QW	LMNQIRSTUWY	Q	LMNQIRSTUWY	QW				bde		bd	bode	h*					hjk	**	**	h	*	**	ghijklp*							
Fairly favourable (1)	202	77	80	61	115	60	79	46	76	202	-	54	117	51	71	150	9	55	109	71	64	88	76	69	68	38	82	60	86	63	50	165	20	35	23	30	23	42	3	9	34	7	7	25							
	18%	30%	14%	19%	22%	22%	20%	16%	21%	63%	-	17%	23%	19%	21%	45%	2%	29%	19%	34%	13%	37%	11%	44%	10%	29%	22%	15%	25%	17%	16%	44%	26%	14%	39%	21%	19%	59%	18%	31%	19%	15%	22%	33%							
		CDFGHK	K	CK	CK	CHK	CK	K	CK	BCDEFGHJK		QWY	QUWY	QUWY	QUWY	LMNQIRSTUWVWY		QUWY	QUWY	LMNQIRSTUWY	QY	LMNQIRSTUWY	QY	LMNQIRSTUWY	QY				bde		bode		hijklp*	h			ghijklp*	**	**	*	**	**	hag*								
Neither favourable nor unfavourable (0)	203	53	56	49	79	37	45	30	52	-	-	38	75	46	44	46	37	24	91	45	41	45	103	27	80	18	55	67	92	59	49	70	11	35	17	19	14	12	1	5	47	15	10	22							
	18%	21%	10%	15%	15%	14%	11%	11%	14%	-	-	12%	14%	17%	13%	14%	7%	12%	16%	12%	8%	19%	14%	17%	12%	14%	15%	16%	26%	16%	16%	16%	19%	15%	14%	29%	13%	12%	17%	10%	18%	27%	30%	29%	29%						
		CEFGHJK	JK	CHK	CDJK	JK	JK	JK	CHK	-	-	Q	QUY	LQIUY	QUY	QUY	QUY	QUY	LMNQIRSTUWY	QUY	LMNQIRSTUWY	QUY	LOFGRIUY	QUY	QUY	QUY	QUY	QUY	QUY	bdef					*		hjk	**	**	*	**	hjk	**	hjk*							
Fairly unfavourable (-1)	132	28	71	41	53	36	48	32	53	-	132	44	55	32	55	13	95	18	63	17	67	14	98	8	93	10	34	52	43	51	32	18	4	37	7	21	12	4	2	2	22	8	3	6							
	12%	11%	13%	13%	10%	13%	12%	11%	14%	-	25%	13%	11%	12%	16%	4%	17%	9%	11%	8%	13%	6%	14%	5%	14%	8%	9%	13%	13%	12%	14%	10%	5%	5%	15%	12%	14%	11%	5%	11%	8%	13%	16%	10%	7%	7%					
		J	J	J	J	J	J	J	EJ		BCDEFGHI	PRVX	PVX	PVX	MPRSTVX		MPRSTUWXY	P	PVX	P	PVX							f	f	f	f	f		*		*		*	**	**	*	**	*	*							
Very unfavourable (-2)	406	44	304	154	170	111	148	145	123	-	406	158	166	112	111	5	395	73	199	24	286	15	379	6	361	50	96	203	68	167	147	11	32	130	4	69	64	4	5	9	52	16	9	3							
	36%	17%	54%	47%	32%	41%	38%	51%	33%	-	75%	49%	32%	42%	33%	1%	72%	38%	35%	12%	57%	6%	53%	4%	55%	38%	26%	50%	20%	45%	47%	3%	43%	53%	6%	48%	54%	6%	34%	31%	29%	31%	26%	4%	4%						
		J	BDEFGU	BEFGU	BEJ	BEJ	BEJ	BEFGU	BJ		BCDEFGHI	MNOPRSTVX	PTVX	MPTVX	MPTVX		LMNOPRSTUWVWY	PTVX	MPTVX	PVX	LMNOPRSTVWX	P	MNOPRSTVWX	P	MNOPRSTVWX	a			cf	f	cf	cf		ijklp*	ijklp*	*	klor	ijklp*	*	**	**	ij	ijklp*	*	*						
Don't know	72	5	14	6	18	2	9	4	7	-	-	6	24	1	5	4	14	3	19	4	9	7	34	1	16	4	24	10	9	9	6	2	1	5	1	-	-	-	1	-	4	1	-	1							
	6%	2%	2%	2%	3%	1%	2%	1%	2%	-	-	2%	5%	*	1%	1%	3%	2%	3%	2%	2%	3%	5%	1%	2%	3%	6%	2%	3%	3%	2%	2%	*	2%	2%	1%	-	-	-	4%	-	2%	1%	-	1%						
		JK	JK	JK	FK	K	JK	JK	JK			N	N				N	N	N	N									f	f	f		*	jk	*		*	*	**	*	**	*	*								

Net: Very/Fairly favourable	319	125	120	77	204	83	144	75	135	319	-	79	202	79	123	262	9	73	194	116	96	156	106	115	110	49	158	77	137	85	78	274	26	40	31	36	28	51	6	12	51	11	12	45	
	28%	49%	21%	24%	39%	31%	37%	26%	36%	100%	-	24%	39%	29%	37%	79%	2%	38%	34%	56%	19%	66%	15%	73%	17%	37%	43%	19%	39%	39%	23%	25%	72%	35%	16%	52%	25%	24%	71%	41%	43%	29%	22%	36%	59%
		CDFGHK	K	K	CDFHK	CDK	CDHK	K	CDHK	BCDEFGHJK		QWY	LNQISUWY	QUWY	LQIUWY	LMNQIRSTUWVWY		LNQIUWY	LQIUWY	LMNQIRSTUWY	QW	LMNQIRSTUWY	Q	LMNQIRSTUWY	QW				bde		b	bode	h*		hijklp*	h		ghijklp*	**	**	h	*	**	ghijklp*	
Net: Very/Fairly unfavourable	539	72	375	195	223	147	196	177	175	-	539	201	221	144	165	18	490	91	262	41	353	29	477	14	454	60	129	255	111	218	179	29	36	166	11	90	77	8	6	11	74	24	12	9	
	48%	28%	66%	60%	43%	55%	50%	62%	48%	-	100%	62%	42%	53%	49%	6%	89%	47%	46%	20%	71%	12%	66%	9%	69%	46%	35%	62%	32%	59%	57%	8%	48%	68%	18%	62%	65%	11%	45%	39%	42%	47%	36%	12%	
		J	BDEFGU	BEGU	BEJ	BEJ	BEJ	BEFGU	BJ		BCDEFGHI	MNOPRSTVX	PTVX	MPTVX	MPTVX		LMNOPRSTUWVWY	PTVX	MPTVX	PVX	LMNOPRSTVWX	P	MNOPRSTVWX		LMNOPRSTVWX				cf	f	cf	cf		ijklp*	ghlor	*	klor	ghlor	*	**	**	ij	ijklp*	**	*
Net Difference	-220	53	-255	-118	-20	-64	-51	-103	-41	319	-539	-122	-20	-65	-42	244	-481	-18	-68	75	-257	127	-371	101	-345	-11	29	-178	26	-132	-102	245	-10	-126	20	-53	-48	43	-1	1	-23	-13	*	36	
	-19%	21%	-45%	-36%	-4%	-24%	-13%	-36%	-11%	100%	-100%	-38%	-4%	-24%	-13%	74%	-87%	-9%	-12%	37%	-51%	54%	-52%	64%	-52%	-8%	8%	-43%	8%	-36%	-33%	65%	-13%	-51%	34%	-37%	-41%	60%	-4%	4%	-13%	-26%	*	47%	

Mean	-0.48	0.23	-0.94	-0.80	-0.20	-0.57	-0.35	-0.78	-0.29	1.37	-1.75	-0.80	-0.20	-0.55	-0.30	1.07	-1.63	-0.39	-0.33	0.48	-1.04	0.79	-1.05	0.91	-1.03	-0.39	0.03	-0.91	0.03	-0.76	-0.72	0.92	-0.48	-1.04	0.42	-0.80	-0.90	0.67	-0.16	-0.14	-0.33	-0.50	-0.12	0.70	
		CDSEGHK	K	K	CDFGHK	CDHK	CDHK	K	CDFGHK	BCDEFGHJK		QUWY	LNQISUWY	LQIUWY	LQIUWY	LMNQIRSTUWVWY		LQIUWY	LQIUWY	LMNQIRSTUWY	Q	LMNQIRSTUWY	Q	LMNQIRSTUWY	Q		2		bde	b	b	bode	h*		ghijklp*	h		ghijklp*	**	**	hjk	h*	**	**	ghijklp*

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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,j/k/l/m/n/o/p/q/r Minimum Base: 30(**) Small Base: 100(*)

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

24-089497-11 - 14th - 17th March 2025
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Political Pulse Week 11
Adults aged 18+ in GB

Q3. On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?
All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote				Referendum 2016 vote			
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrat (aa)	Reform UK (bb)	Green Party (cc)	Other (dd)	Remain (ee)	Leave (ff)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
0 = Very bad job (0)	217 19%	110 20%	102 18%	35 11%	73 20%	109 24%	88 14%	129 26%	52 19%	71 24%	51 20%	13 8%	11 20%	19 11%	42 23%	175 23%	121 17%	96 22%	57 27%	71 23%	52 18%	22 9%	204 21%	11 8%	44 22%	25 8%	5 6%	59 44%	7 12%	10 25%	41 10%	122 31%
1	57 5%	34 6%	23 4%	7 2%	23 6%	26 6%	27 4%	30 6%	19 6%	13 4%	12 5%	4 2%	4 7%	6 3%	12 3%	45 6%	36 5%	22 5%	13 6%	15 5%	18 6%	9 4%	53 5%	4 3%	17 9%	9 3%	1 1%	10 8%	2 4%	3 7%	17 4%	31 8%
2	92 8%	41 8%	50 9%	20 6%	33 9%	40 9%	45 7%	47 10%	17 6%	22 7%	31 12%	7 5%	4 7%	11 12%	18 5%	75 10%	53 8%	39 9%	17 8%	29 9%	24 8%	17 7%	87 9%	4 3%	32 16%	12 4%	8 10%	12 9%	5 9%	3 9%	21 5%	45 12%
3	104 9%	36 7%	67 12%	19 6%	39 10%	47 10%	51 8%	53 11%	25 9%	15 5%	22 9%	21 13%	8 14%	13 9%	32 9%	72 9%	56 8%	48 11%	17 8%	27 12%	35 12%	14 6%	94 9%	10 8%	32 16%	19 6%	4 5%	15 11%	9 16%	1 1%	35 9%	40 10%
4	98 9%	53 10%	44 8%	22 7%	23 6%	53 12%	46 7%	52 10%	25 9%	27 9%	22 8%	11 7%	5 10%	8 9%	26 7%	72 9%	60 9%	38 9%	23 11%	29 9%	27 9%	14 6%	85 9%	10 8%	17 9%	28 8%	6 8%	16 12%	2 3%	5 13%	27 7%	41 10%
5	133 12%	53 10%	77 14%	45 14%	50 13%	38 9%	95 15%	38 12%	30 11%	35 12%	39 15%	19 12%	2 4%	9 13%	48 11%	86 17%	81 12%	52 13%	28 14%	26 12%	35 12%	27 11%	114 14%	19 14%	11 6%	38 26%	19 8%	11 14%	8 14%	6 15%	54 14%	26 7%
6	96 9%	37 7%	59 10%	31 10%	33 9%	32 7%	73 11%	33 15%	24 5%	19 7%	30 10%	19 7%	16 10%	3 5%	10 11%	41 17%	55 12%	66 13%	30 12%	11 8%	31 10%	22 10%	83 8%	13 10%	16 8%	42 12%	7 9%	2 1%	2 4%	8 21%	42 10%	27 7%
7	140 12%	82 15%	58 10%	47 15%	46 12%	47 10%	95 15%	45 11%	30 14%	42 14%	29 11%	26 17%	7 13%	6 10%	62 17%	77 10%	84 13%	56 12%	17 8%	32 10%	30 10%	56 23%	113 11%	26 19%	11 23%	77 19%	14 4%	5 17%	9 1%	1 1%	79 20%	23 6%
8	68 6%	40 7%	28 5%	23 7%	15 4%	30 7%	46 7%	22 4%	18 7%	10 3%	15 6%	15 10%	4 7%	5 5%	36 15%	32 4%	46 7%	22 5%	4 2%	19 6%	23 8%	21 9%	52 5%	16 12%	2 1%	46 14%	6 8%	1 1%	3 5%	1 4%	37 9%	17 4%
9	35 3%	28 5%	7 1%	26 8%	6 2%	3 1%	21 3%	14 3%	8 2%	7 2%	4 2%	8 5%	4 8%	2 2%	23 6%	12 2%	30 4%	5 1%	2 1%	6 2%	7 2%	18 8%	27 3%	8 6%	8 7%	24 1%	1 7%	- 4%	2 b*	* b*	22 f	7 2%
10 = Very good job (10)	29 3%	15 3%	14 2%	17 5%	10 3%	2 1%	18 3%	11 2%	5 2%	7 2%	5 2%	10 7%	1 1%	1 1%	17 5%	12 2%	25 4%	4 1%	3 1%	5 2%	8 3%	11 4%	34 2%	5 4%	8 4%	14 4%	2 2%	1 1%	1 1%	- 3%	13 2%	8 2%
Don't know	50 4%	12 2%	37 6%	17 5%	17 5%	15 3%	29 4%	21 4%	14 5%	13 4%	10 4%	5 3%	2 3%	5 6%	11 3%	39 5%	29 4%	21 5%	14 7%	16 5%	5 2%	9 4%	44 4%	4 3%	* 1%	4 5%	3 2%	2 10%	5 2%	1 4%	14 f	3 1%
Prefer not to say	13 1%	5 1%	5 1%	5 2%	4 1%	3 1%	3 *	9 2%	5 2%	6 2%	1 *	- *	- *	* *	1 *	11 1%	8 1%	5 1%	2 1%	5 2%	- -	- -	8 1%	4 3%	- -	- -	- *	- *	* *	- *	- *	1 *
NET: Bad job	366 32%	185 34%	174 31%	63 20%	129 35%	175 39%	160 25%	207 42%	87 33%	106 36%	94 36%	23 15%	20 35%	36 37%	72 20%	294 39%	210 30%	156 36%	87 42%	115 37%	94 32%	48 20%	345 35%	18 14%	92 47%	47 14%	14 18%	82 60%	14 25%	16 41%	79 20%	199 51%
NET: Good job	132 12%	84 15%	48 8%	65 21%	31 8%	35 8%	85 13%	47 9%	32 12%	24 8%	24 9%	34 22%	9 16%	9 9%	76 21%	56 7%	101 15%	31 7%	9 4%	31 10%	38 13%	50 21%	103 10%	29 21%	17 9%	83 25%	9 11%	3 2%	6 10%	2 5%	71 18%	31 8%
Mean	4.04	4.20	3.92	5.19 EF	3.83	3.42	4.58 H	3.33	3.92	3.84	3.80	5.31 UN*	3.96 **	3.54 *	5.13 P	3.49	4.30 R	3.61	3.11	3.70	4.05 S	5.37 STU	3.85	5.46 W	3.22 b	5.69 Ybc	5.00 yb*	2.02 *	4.26 yb*	3.35 **	5.07 f	2.91

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

Adults aged 18+ in GB

All Adults aged 18+ in Great Britain

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Summary

All Adults aged 18+ in Great Britain

	Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?				
	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1132	1132	1132	1132	1132
Weighted base	1132	1132	1132	1132	1132
Very likely to consider voting for (4)	168 15% CD	130 11% CD	73 6% ABDE	95 8% ABE	190 17% BCD
Fairly likely to consider voting for (3)	242 21% E	219 19% E	299 26% ABE	217 19% AC	184 16% ACD
Not very likely to consider voting for (2)	212 19% E	244 22% E	328 29% ABE	308 27% ABE	180 16% ACD
Would not consider at all (1)	424 37% C	449 40% C	329 29% AC	406 36% C	488 43% ACD
Don't know	87 8%	91 8%	104 9%	107 9% A	90 8%

NET: Very/ Fairly Likely to consider voting for	409 36% BD	349 31% D	371 33% D	311 28% D	375 33% D
NET: Not very/ Not at all likely to consider voting for	636 56% A	692 61% A	657 58% AC	714 63% AC	668 59% ACD

Mean	2.15 D	2.03	2.11 D	2.00	2.07
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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(*)

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservati ve	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very likely to consider voting for (4)	168 15%	104 19% C	64 11%	75 24% EF	38 10%	55 12%	118 19% H	50 10%	38 14%	41 14%	28 11%	41 26% IUKN*	11 19% *	8 9% *	82 22% P	86 11%	113 16%	55 13%	16 8%	44 14%	48 16% S	57 24% ST	126 13%	40 30% W	2 1%	132 39% Yabcd	11 14% Ybc*	3 2% *	1 1% *	2 5% *	89 22% f	37 9%		
Fairly likely to consider voting for (3)	242 21%	103 19%	135 24%	93 30% F	89 24% F	59 13%	163 26% H	79 16%	61 23%	57 19%	62 24%	36 23% *	8 15% *	18 19% *	105 28% P	137 18%	170 24% R	72 16%	30 15%	51 16%	64 22%	78 32% STU	201 20%	39 29% W	27 14% b	114 34% Ybd	19 25% Yb*	6 5% *	22 40% Ybd*	4 10% *	124 31% f	39 10%		
Not very likely to consider voting for (2)	212 19%	107 20%	101 18%	55 18%	70 19%	86 19%	108 17%	103 21%	51 19%	52 17%	45 17%	28 18% *	12 21% *	25 25% *	65 18%	146 19%	127 18%	84 19%	52 25% UV	61 20%	42 14%	38 16%	188 19%	22 16%	40 20% z	42 12% Zac	25 33% YZb*	25 19% *	15 27% z*	10 27% Zac*	79 20%	72 19%		
Would not consider at all (1)	424 37%	210 39%	208 36%	65 21%	139 37% D	220 49% DE	197 31%	228 46% G	98 37% L	119 40% L	106 41% L	38 24% *	24 43% L*	40 42% L*	92 25%	332 44% O	236 34%	188 43% Q	92 44% V	128 41% V	124 42% V	55 23%	399 40% X	22 16%	127 65% Zac	33 10%	13 17% *	99 73% Zacd*	14 25% z*	19 51% Zac*	85 21%	228 59% e		
Don't know	87 8%	22 4%	63 11% B	25 8%	35 10%	27 6%	51 8%	36 7%	19 7%	31 10%	18 7%	13 8% *	1 2% *	5 5% *	25 7%	61 8%	50 7%	37 9%	17 8%	28 9%	16 6%	12 5%	75 8%	12 9%	* *	17 5% Y	8 11% Yb*	2 2% *	4 7% Y*	3 7% Y*	25 6%	13 3%		
NET: Very/ Fairly Likely to consider voting for	409 36%	207 38%	199 35%	168 54% EF	127 34% F	114 26%	280 44% H	129 26%	99 37%	98 33%	90 35%	76 50% IUKN*	19 34% *	27 27% *	186 51% P	223 29%	283 41% R	126 29%	47 22%	95 31%	112 38% S	135 56% STU	327 33%	79 59% W	29 15%	246 73% Yabcd	30 39% Ybd*	9 7% *	23 41% Ybd*	5 14% *	213 53% f	76 19%		
NET: Not very/ Not at all likely to consider voting for	636 56%	317 58%	308 54%	120 38%	210 56% D	306 69% DE	305 48%	331 67% G	148 56% L	170 57% L	151 58% L	65 42% *	36 64% L*	65 67% L*	157 43% O	479 63%	363 52%	273 63% Q	145 69% UV	189 60% V	166 56% V	93 39%	587 59% X	44 32%	167 85% Zac	75 22%	38 50% Z*	124 92% Zac*	29 51% Z*	30 78% Zac*	164 41%	300 77% e		
Mean	2.15	2.19	2.11	2.62 EF	2.08 F	1.88	2.34 H	1.89	2.16	2.07	2.05	2.56 IUKN*	2.10 **	1.94 *	2.51 P	1.97	2.25 R	1.98	1.85	2.04	2.13 S	2.60 STU	2.06	2.79 W	1.50	3.07 Yabc	2.41 Yb*	1.35 *	2.19 Yb*	1.66 **	2.58 f	1.69		

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party
All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	Likely to vote Labour	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform							
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75							
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76							
Very likely to consider voting for (4)	168	31	111	153	4	79	26	75	35	37	104	141	8	81	24	38	103	100	21	39	96	46	108	35	99	77	1	168	38	91	72	36	-	132	24	-	2	2	1	1	2										
	15%	12%	20%	47%	1%	29%	7%	26%	10%	11%	19%	43%	1%	19%	7%	11%	19%	52%	4%	19%	19%	20%	15%	22%	15%	58%	14%	*	41%	11%	24%	23%	10%	-	53%	40%	45%	40%	24	-	6%	1%	3%	2%							
	EG	BEGU	BCEFGHIK	BCEGIJK	E	BCEGIJK	EG	BCEGIJK	EG	EG	BEGU	LMNOPQRSTU VWXY	LMNOPQRSTU VWXY	MS	MS	MS	MOPSWY	LMNOPQRSTU VWXY	M	MOPS	MOPSWY	MOPS	MOS	MOPSWY	MOS	a	cdf	168	38	91	72	36	*	gijklopr	gopr*	gopr	gopr	gopr*	**	**	*	**	*								
Fairly likely to consider voting for (3)	242	42	145	131	21	84	59	106	45	41	151	119	31	78	50	47	143	61	54	43	127	53	158	38	137	43	8	242	70	127	109	60	-	114	15	52	43	20	3	27	25	14	16	15							
	21%	17%	26%	40%	4%	31%	15%	37%	12%	13%	28%	37%	6%	29%	15%	14%	26%	32%	10%	21%	25%	23%	22%	24%	21%	33%	2%	59%	20%	34%	35%	16%	*	47%	26%	36%	36%	28%	18%	94%	14%	27%	47%	19%							
	E	BEGU	BCEFGHIK	BCEGIJK	E	BCEGIJK	E	BCEGIJK	E	E	BEGU	MNOPQRSTU VWXY	MOPSTWY	MS	MS	MS	MOPSWY	MOPSTWXY	M	MPS	MOPSWY	MOPS	MOPS	MOPS	MOPS	a	cdf	242	70	127	109	60	-	gijklopr	g*	gor	gor	gor*	**	**	g	gopr*	g*								
Not very likely to consider voting for (2)	212	43	104	26	110	43	62	37	62	62	102	39	101	52	52	61	95	21	107	29	85	27	144	14	136	6	43	-	75	73	59	74	42	-	16	12	11	16	3	-	36	12	7	15							
	19%	17%	18%	8%	21%	16%	10%	13%	17%	20%	19%	12%	19%	19%	19%	16%	19%	17%	11%	19%	14%	17%	12%	20%	9%	21%	5%	12%	-	22%	20%	19%	20%	56%	-	28%	8%	9%	22%	23%	-	20%	24%	20%	20%						
	D	DH	DH	D	DGH	D	D	D	D	DH	D	DH	D	DH	X	LNR	LNR	LNR	LNR	X	LNR	LNR	LQRIUVX	LQRIUVX	LQRIUVX	LQRIUVX	LQRIUVX	5%	12%	-	22%	20%	19%	b	hijklopr*	-	28%	h	h	hjk*	**	**	hjk	hjk*	h*						
Would not consider at all (1)	424	137	178	8	377	50	236	49	222	175	150	13	366	48	204	178	172	6	368	90	173	102	266	66	255	6	303	-	166	72	63	202	33	-	4	10	14	11	9	-	114	23	10	45							
	37%	53%	32%	2%	72%	18%	60%	17%	60%	55%	28%	4%	70%	18%	60%	54%	31%	3%	376	44%	35%	43%	73%	63%	39%	4%	83%	-	47%	19%	20%	24%	34%	44%	-	6%	7%	12%	15%	60%	-	65%	47%	30%	59%						
	CDPHK	DFHK	BCEFGHIJK	D	CDPHK	D	CDPHK	CDPHK	CDPHK	CDPHK	DPH	LMNOPQRSTU VWXY	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	83%	-	166	72	63	202	hjk*	-	h*	h	h	hjk*	**	**	ghijklp	hjk*	**	hjk**						
Don't know	87	2	26	10	12	14	11	21	5	4	31	12	16	12	6	7	37	3	16	4	19	7	44	3	32	-	12	-	-	9	8	3	-	-	-	5	4	-	-	-	-	-	-	-							
	8%	1%	5%	3%	2%	5%	3%	7%	1%	1%	6%	4%	3%	4%	2%	2%	7%	2%	3%	2%	4%	3%	6%	3%	3%	2%	5%	-	3%	-	3%	3%	1%	*	-	-	3%	3%	-	-	-	-	-	-	-						
	BEU	BEU	BCE	BCE	BEU	BEU	BCEGIJ	BCEGIJK	E	BCEGIJK	BCEGIJK	BCEGIJK	BCEGIJK	R	R	R	LMNOPSTU VWXY	LMNOPSTU VWXY	M	MOPS	MOPS	MOPS	MOPSTU VWXY	MOPSTU VWXY	MOPS	MOPS	MOPS	3%	-	-	bef	bef	1%	*	*	ho	ho	*	*	*	*	*	*	*	*	*					
NET: Very/ Fairly Likely to consider voting for	409	71	256	284	25	163	85	180	80	77	255	259	39	158	75	85	246	161	75	83	224	100	265	73	237	120	9	409	108	217	181	96	-	246	39	118	90	44	3	29	26	15	17	16							
	36%	29%	45%	87%	5%	60%	22%	63%	22%	24%	47%	80%	7%	59%	22%	26%	45%	84%	13%	83	40%	45%	42%	37%	47%	36%	91%	2%	100%	31%	59%	58%	26%	-	100%	66%	81%	76%	43%	18%	100%	15%	30%	51%	21%						
	E	BEGU	BCEFGHIK	BCEGIJK	E	BCEGIJK	E	BCEGIJK	E	E	BEGU	MNOPQRSTU VWXY	MS	MOPSTU VWXY	MS	MS	MOPSWY	MNOPQRSTU VWXY	M	MOPS	MOPSWY	MOPS	MOPS	MOPS	MOPS	MOPS	a	cdf	409	108	217	181	96	-	gijklopr	gopr*	glopr	gopr	gopr*	**	**	g	gopr*	**	g*						
NET: Not very/ Not at all likely to consider voting for	636	180	282	33	487	93	298	86	284	237	252	52	467	99	257	239	267	27	475	119	257	129	410	80	391	12	346	-	241	145	122	276	75	-	20	22	25	27	12	-	150	35	17	60							
	56%	70%	50%	10%	93%	34%	76%	30%	77%	74%	47%	16%	90%	37%	76%	72%	49%	14%	84%	58%	51%	55%	57%	51%	59%	9%	94%	-	69%	39%	39%	74%	100%	-	34%	15%	21%	38%	82%	-	85%	70%	49%	79%							
	CDPHK	DFHK	BCEFGHIK	BCEGIJK	D	CDPHK	D	CDPHK	D	CDPHK	DPH	LMNOPQRSTU VWXY	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	2	-	bde	b	b	bde	hijklopr*	-	hjk*	h	h	hjk*	**	**	hlopr	hlopr*	**	hjk**						
Mean	2.15	1.87 EG	2.35 BEGU	3.35 BCEFGHIK	1.32	2.75 BCEGIJK	1.68 E	2.77 BCEGIJK	1.71 E	1.81 E	2.41 BEGU	3.24 MNOPQRSTU VWXY	1.37	2.74 MOPSTU VWXY	1.68 MS	1.83 MS	2.35 MOPSWY	3.36 LMNOPQRSTU VWXYZ	1.51 M	2.16 MOPS	2.31 MOPSWY	2.19 MOPS	2.16 MOPS	2.27 MOPS	2.13 MOPS	3.45 a	1.17	3.41 cdf	1.94 f	2.65 ct	2.62 ct	1.81	1.56 *	3.53 gijklopr	3.00 gopr*	3.24 glopr	3.07 glopr	2.81 gopr*	1.58 **	3.06 **	1.51	1.85 o*	2.24 **	1.64 *							

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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/j,k/l/m/n/o/p/q/r/ Minimum Base: 30(**) Small Base: 100(**)

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000- £34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservati ve	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very likely to consider voting for (4)	130 11%	62 11%	67 12%	36 11%	32 9%	62 14%	75 12%	55 11%	21 8%	40 13% N	36 14% IN	24 15% IN*	6 11% *	4 4% *	43 12%	87 11%	79 11%	51 12%	28 14%	29 9%	28 10%	38 16% T	116 12%	13 10%	93 47% Zabcd	11 3%	4 5% *	5 4% *	4 7% *	- *	36 9%	72 18% e		
Fairly likely to consider voting for (3)	219 19%	116 21%	101 18%	61 19%	57 15%	101 23% E	128 20%	91 18%	50 19%	50 17%	54 21%	38 25% *	9 16% *	18 19% *	89 24% P	130 17%	155 22% R	64 15%	36 17%	48 15%	52 18%	69 29% STU	184 19%	32 24%	83 42% Zabcd	48 14%	9 12% *	33 24% z*	7 12% *	4 9% *	72 18%	99 25% e		
Not very likely to consider voting for (2)	244 22%	123 23%	119 21%	80 25%	74 20%	90 20%	143 23%	100 20%	54 20%	65 22%	54 21%	32 21% *	14 26% *	25 25% *	76 21%	168 22%	154 22%	90 21%	40 19%	58 19%	85 29% ST	49 20%	210 21%	34 25%	11 6%	65 19% Y	27 35% Yz*	52 38% Yz*	12 22% Y*	10 25% Yb*	78 20%	81 21%		
Would not consider at all (1)	449 40%	219 40%	219 39%	114 36%	176 47% DF	159 36%	239 38%	209 42%	120 45%	115 39%	92 35%	51 33% *	26 46% *	44 45% *	138 38%	310 41%	256 37%	193 44% Q	82 39%	148 47% V	116 39%	74 31%	401 41%	43 32%	3 1%	205 61% Yab	30 39% Y*	39 29% Y*	31 56% Yb*	21 56% Yb*	192 48% f	121 31%		
Don't know	91 8%	26 5%	63 11% B	24 8%	33 9%	34 8%	50 8%	41 8%	22 8%	29 10%	23 9%	9 6% *	1 1% *	7 7% *	23 6%	68 9%	52 8%	38 9%	22 11% UV	29 9%	13 4%	11 5%	77 8%	13 10%	5 3%	9 3%	7 9% z*	2 5% *	3 4% *	23 9% *	15 4%			
NET: Very/ Fairly Likely to consider voting for	349 31%	179 33%	168 30%	97 31%	90 24%	162 36% E	203 32%	146 29%	71 26%	90 30%	90 35%	62 40% IN*	15 26% *	22 23% *	131 36% P	217 28%	234 34% R	115 26%	64 31%	76 25%	81 27%	107 44% STU	300 30%	46 34%	177 90% Zabcd	59 18%	13 17% *	38 28% Zd*	10 18% *	4 9% *	108 27%	171 44% e		
NET: Not very/ Not at all likely to consider voting for	692 61%	342 63%	338 59%	193 62%	250 67% F	250 56%	383 60%	310 62%	174 65%	180 60%	145 56%	84 54% *	40 72% *	68 70% KL*	214 58%	478 63%	410 59%	283 65%	122 59%	206 66% V	201 68% V	122 51%	611 62%	76 56%	14 7% Yb	270 80% Yb	56 74% Y*	91 67% Y*	44 78% Y*	31 82% Y*	270 67% f	203 52%		
Mean	2.03	2.04	2.03	2.06 E	1.84	2.16 E	2.07	1.98	1.88	2.05	2.15 IN	2.23 IN*	1.90 *	1.80 *	2.10	1.99	2.09	1.93	2.06	1.85	1.97	2.31 STU	2.02	2.13	3.40 Zabc	1.59	1.82 *	2.03 Zc*	1.68 *	1.49 **	1.88	2.32 e		

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party
All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)									
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76									
Very likely to consider voting for (4)	130	112	5	30	91	37	43	33	65	43	53	29	84	35	39	52	55	24	85	89	34	44	71	26	78	17	55	35	130	45	38	57	3	8	11	7	9	-	15	93	24	18	30										
	11%	44%	1%	9%	17%	14%	11%	11%	18%	13%	10%	9%	16%	13%	12%	16%	10%	13%	15%	43%	16	19%	10%	16%	12%	13%	15%	9%	bdef	37%	12%	12%	15%	4%	3%	19%	5%	6%	13%	-	53%	53%	49%	53%	40%								
Fairly likely to consider voting for (3)	219	113	25	63	110	56	72	47	88	94	58	59	113	69	73	108	59	47	124	75	37	69	113	61	102	37	67	73	219	87	61	126	17	31	48	26	18	32	-	11	83	24	12	38									
	19%	44%	4%	19%	21%	21%	18%	16%	24%	30%	11%	18%	22%	26%	22%	33%	11%	25%	22%	37%	7%	29%	16%	39%	15%	28%	18%	18%	63%	23%	20%	34%	22%	13%	81%	18%	16%	44%	-	38%	47%	48%	36%	50%									
Not very likely to consider voting for (2)	244	15	126	63	115	58	85	67	78	96	100	66	109	57	66	88	94	40	118	29	100	61	128	38	118	29	79	84	-	84	75	102	15	50	-	31	29	16	11	3	-	1	3	6									
	22%	6%	22%	19%	22%	22%	21%	23%	21%	30%	19%	20%	21%	21%	20%	27%	17%	21%	21%	14%	20%	26%	18%	25%	18%	22%	22%	21%	c	-	23%	24%	27%	20%	20%	-	21%	24%	22%	80%	9%	-	3%	9%	8%								
Would not consider at all (1)	449	8	397	161	187	104	182	123	130	76	307	155	197	95	153	71	313	71	220	5	337	50	362	24	331	48	147	214	-	149	132	80	39	157	-	79	65	14	3	-	-	-	-	-									
	40%	3%	70%	49%	36%	39%	46%	43%	35%	24%	57%	48%	38%	35%	45%	21%	31%	37%	39%	2%	67%	21%	50%	15%	50%	36%	40%	52%	-	40%	42%	21%	51%	64%	-	55%	55%	20%	20%	-	-	-	-	-									
Don't know	91	7	12	10	21	15	12	17	7	9	21	14	19	14	5	12	29	7	19	8	13	11	45	7	30	1	18	3	-	7	6	10	1	-	-	1	-	-	-	-	-	-	1	2									
	8%	3%	2%	3%	4%	6%	3%	6%	2%	3%	4%	4%	4%	5%	2%	4%	5%	4%	3%	4%	3%	5%	6%	5%	5%	1%	5%	1%	1%	-	2%	2%	3%	2%	-	-	1%	-	-	-	-	-	2%	2%									
NET: Very/ Fairly Likely to consider voting for	349	226	29	93	200	93	115	80	153	137	111	88	197	103	113	160	114	72	209	164	51	114	184	86	181	54	122	108	349	131	99	183	20	39	59	33	25	41	-	26	177	48	30	69									
	31%	68%	5%	28%	38%	34%	29%	28%	42%	43%	21%	27%	38%	38%	33%	48%	21%	38%	37%	80%	10%	48%	26%	55%	27%	41%	33%	28%	100%	35%	32%	49%	27%	36%	100%	23%	21%	58%	-	91%	100%	97%	89%	90%									
NET: Not very/ Not at all likely to consider voting for	692	23	523	224	302	162	267	190	209	173	407	221	306	152	220	159	407	112	338	34	437	111	490	62	450	77	226	298	-	233	207	182	54	207	-	111	94	30	14	3	-	1	3	6									
	61%	9%	93%	68%	58%	60%	68%	66%	57%	54%	76%	68%	59%	57%	65%	48%	74%	58%	60%	17%	87%	47%	68%	40%	68%	58%	62%	73%	-	63%	66%	48%	71%	84%	-	76%	79%	42%	100%	9%	-	3%	9%	8%									
Mean	2.03	3.33	1.34	1.88	2.21	2.10	1.94	1.96	2.24	2.34	1.72	1.88	2.17	2.17	2.00	2.44	1.72	2.14	2.14	3.25	1.44	2.48	1.84	2.59	1.89	2.17	2.08	1.83	3.37	2.07	2.02	2.44	1.79	1.55	3.19	1.73	1.72	2.51	1.80	3.45	3.53	3.46	3.46	3.33									
		CDEFGHIK		CK	CDGHIK	CDHIK	CK	CK	CDGHIK	CDGHIK	C	QU	LOQIWIY	LOQIWIY	QUWY	LMNOQRSUVWY	U	LOQIWIY	LOQIWIY	LMNOQRSUVVWXY		LMNOQRSUVWY	QU	LMNOQRSUVWY	QU	QU			bdef	b	2.02	bde	*		3.19ghijklr*	h	h	2.51ghjkl*	**	**	3.53ghijklr*	3.46ghjkl*	**	3.33ghijklr*									

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z. Minimum Base: 30(**) Small Base: 100(**)

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very likely to consider voting for (4)	73 6%	39 7%	33 6%	31 10% F	30 8% F	11 3%	41 6%	32 6%	13 5%	18 6%	19 7%	11 7% *	4 8% *	7 7% *	30 8%	43 6%	47 7%	25 6%	12 6%	14 4%	21 7%	22 9%	62 6%	11 8%	8 4%	24 7%	26 34% Yzbcd*	2 1% *	5 9% b*	1 3% *	37 9% f	18 5%		
Fairly likely to consider voting for (3)	299 26%	151 28%	143 25%	109 35% EF	87 23%	103 23%	191 30% H	108 22%	67 25%	69 23%	76 29%	49 32% *	16 29% *	22 22% *	127 35% P	171 22%	196 28%	103 24%	33 16%	78 25% S	86 29% S	83 35% ST	248 25%	48 36% W	41 21% b	121 36% Yb	42 55% Yzbd*	12 9% *	24 42% Yb*	12 31% b*	143 36% f	69 18%		
Not very likely to consider voting for (2)	328 29%	141 26%	183 32% B	76 24%	100 27%	152 34% D	189 30%	139 28%	73 27%	91 30%	80 31%	46 30% *	14 24% *	25 26% *	102 28%	226 30%	186 27%	142 32%	62 29%	91 29%	103 35% V	61 25%	285 29%	43 31%	83 42% ac	109 32% a	2 3% *	42 31% a*	12 21% a*	10 25% a*	110 27%	131 34%		
Would not consider at all (1)	329 29%	192 35% C	132 23%	73 23%	108 29%	149 33% D	161 25%	168 34% G	86 32%	89 30%	63 24%	35 23% *	18 33% *	39 40% KL*	85 23%	244 32% O	206 30%	123 28%	79 38% UV	99 32% U	61 21%	63 26%	301 30% X	24 18%	59 30% a	71 21% a	- * *	70 52% YZac*	12 22% a*	13 34% a*	86 21%	150 38% e		
Don't know	104 9%	24 4%	78 14% B	25 8%	47 13% F	32 7%	55 9%	49 10%	28 11%	33 11%	21 8%	14 9% *	3 6% *	5 5% *	25 7%	79 10%	61 9%	43 10%	23 11% V	31 10%	25 8%	11 5%	93 9%	10 7%	5 2%	14 4%	6 8% *	9 7% *	3 6% *	3 7% *	25 6%	21 5%		
NET: Very/ Fairly Likely to consider voting for	371 33%	190 35%	176 31%	140 45% EF	117 31%	114 26%	232 36% H	139 28%	80 30%	87 29%	95 37%	60 39% *	21 37% *	28 29% *	157 43% P	214 28%	243 35%	128 29%	45 22%	92 29%	107 36% S	105 44% ST	310 31%	59 43% W	50 25% b	145 43% Yb	68 89% Yzbcd*	14 10% *	29 51% Yb*	13 34% b*	180 45% f	87 22%		
NET: Not very/ Not at all likely to consider voting for	657 58%	332 61%	316 55%	148 47%	208 56% D	300 67% DE	350 55%	307 62% G	159 59%	180 60%	142 55%	81 52% *	32 57% *	64 66% *	187 51%	470 62% O	392 56%	265 61%	140 67% UV	189 61%	164 55%	124 52%	586 59% X	66 49%	142 72% Zac	180 53% a	2 3% *	112 83% Zacd*	24 43% a*	22 59% a*	196 49%	280 72% e		
Mean	2.11	2.07	2.15	2.34 EF	2.12 F	1.94	2.19 H	2.01	2.03	2.06	2.22	2.26 *	2.12 **	1.96 *	2.30 P	2.02	2.13	2.08	1.88	2.02	2.25 ST	2.28 ST	2.08	2.36 W	1.99 b	2.30 Yb	3.33 Yzbcd*	1.57 *	2.40 Yb*	2.03 **	2.35 f	1.88		

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	Favourable to parties														Favourable to politicians														Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																																															
		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 Keir Starmer		Unfavourable to Keir Starmer		Favourable to Ed Davey		Unfavourable to Ed Davey		Favourable to Nigel Farage		Unfavourable to Nigel Farage		Favourable to Rachel Reeves		Unfavourable to Rachel Reeves		Favourable to Kemi Badenoch		Unfavourable to Kemi Badenoch		Favourable to Donald Trump		Unfavourable to Donald Trump		Favourable to JD Vance		Unfavourable to JD Vance		NET Good job		NET Bad job		Likely to vote Labour		Likely to vote Conservative		Likely to vote Lib Dem		Likely to vote Green		Likely to vote Reform		2024 Labour voter + Unlikely to vote Labour		2024 Labour voter + Likely to vote Labour		2024 Labour voter + Likely to vote Conservative		2024 Labour voter + Likely to vote Lib Dem		2024 Labour voter + Likely to vote Green		2024 Labour voter + Unlikely to vote Reform		2024 Conservative voter + Likely to vote Labour		2024 Conservative voter + Likely to vote Conservative		2024 Conservative voter + Likely to vote Lib Dem		2024 Conservative voter + Likely to vote Green		2024 Conservative voter + Likely to vote Reform	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)																																								
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75																																									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76																																									
Very likely to consider voting for (4)	73	19	39	35	18	58	3	38	15	16	46	37	18	54	6	23	40	28	26	16	32	18	45	16	44	17	9	42	26	73	40	30	6	17	11	24	17	9	-	6	8	5	6																																										
	6%	7%	7%	11%	3%	21%	1%	13%	4%	5%	9%	11%	4%	20%	2%	7%	7%	14%	5%	8%	6%	8%	6%	10%	7%	13%	2%	10%	7%	20%	13%	8%	8%	7%	19%	16%	14%	13%	-	20%	5%	17%	14%	8%																																									
		EG	EG	CEGU	G	BCDEGHUK		BCEGUJK	G	G	EGI	MOPQSUWY	O	LMOPQRSTU VWXY		MO	MOS	MOPQRSTU WY	O	MO	MO	MO	MO	MO	MOS	MOS	a	2%	10%		bcd		cf	*		ho*	ho	ho	*	**	**	o*	**	*																																									
Fairly likely to consider voting for (3)	299	71	157	143	85	150	21	125	49	69	171	132	81	138	30	71	173	88	109	53	136	63	205	39	185	62	57	175	105	299	155	83	16	101	22	121	58	32	1	9	40	41	16	12																																									
	26%	28%	28%	44%	16%	56%	5%	44%	13%	22%	32%	41%	16%	51%	9%	21%	31%	46%	19%	26%	27%	26%	29%	25%	28%	47%	15%	17%	43%	30%	80%	50%	22%	21%	41%	37%	84%	49%	45%	10%	32%	23%	83%	49%	15%																																								
		EGI	EGI	BCEGUJK	G	BCDEGHUK		BCEGUJK	G	EGI	CEGU	MOPQRSTU WXY	O	LMOPQRSTU WXY		MO	MOPSUWY	MOPQRSTU WXY		MO	MOS	MOPS	MOPS	MO	MOS	MOPS	a	11%	15%		f	bcd	bcd	*	gor	r*	ghklor	ghor	gor*	**	**	ghklor*	**	*																																									
Not very likely to consider voting for (2)	328	94	155	90	158	42	107	69	105	101	156	91	156	58	82	103	153	52	169	79	142	51	219	33	205	32	95	116	122	-	76	118	27	76	15	-	32	17	9	13	74	-	9	36																																									
	29%	37%	28%	27%	30%	16%	27%	24%	29%	32%	29%	28%	30%	22%	24%	31%	28%	27%	30%	28%	28%	22%	30%	30%	21%	31%	24%	26%	28%	35%	-	25%	32%	36%	31%	25%	-	27%	23%	65%	46%	42%	-	27%	47%																																								
		CFGHK	F	F	F	F	F	F	F	FH	F	N	NOVX		NOVX	31%	28%	27%	30%	28%	28%	22%	30%	30%	21%	31%	24%	26%	28%	bde		d	de	jd*	jp	jd*		jd*	**	**	jd*	*	**	hjkp*																																									
Would not consider at all (1)	329	66	182	47	230	5	256	35	191	120	140	49	232	7	213	119	151	17	236	49	168	94	196	62	196	19	183	64	90	-	32	132	23	49	11	-	10	13	3	1	52	-	2	21																																									
	29%	26%	32%	14%	44%	2%	65%	12%	38%	26%	15%	44%	3%	63%	63%	36%	27%	9%	42%	24%	34%	40%	27%	39%	30%	14%	50%	16%	26%	-	10%	35%	30%	20%	18%	-	9%	18%	22%	3%	30%	-	7%	28%																																									
		DFH	DFHK	F	BCDFHK		BCDEGHUK	F	BCDEGHUK	BDPHK	DFH	NR	LNOPQRSTU WXY		LMNOPQRSTU VWXY		LNQRTW	LNQRTW	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY																																					
Don't know	104	6	32	13	33	15	6	20	9	12	25	15	34	12	7	14	33	7	27	10	22	10	53	6	30	2	24	12	5	-	8	12	3	4	1	-	2	1	*	-	2	-	1	1																																									
	9%	2%	6%	4%	6%	5%	2%	7%	2%	4%	5%	5%	6%	4%	2%	4%	6%	4%	5%	5%	4%	4%	7%	4%	5%	2%	6%	3%	2%	-	3%	3%	5%	1%	1%	-	1%	1%	3%	-	1%	-	2%	2%																																									
		GI			BGI	BG		BGI			G	OS				DI		O		O			OSUJ		O			d	d		d	d	j*	j	*		j	*	**	**	*	**	*																																										

NET: Very/ Fairly Likely to consider voting for	371	90	195	178	103	208	24	163	64	85	218	170	100	191	36	94	212	115	135	69	168	80	250	56	229	79	65	217	131	371	195	113	22	118	33	145	75	41	1	15	48	50	21	18				
	33%	35%	35%	54%	20%	77%	6%	57%	17%	27%	40%	52%	19%	71%	11%	28%	39%	60%	24%	33%	34%	34%	35%	36%	35%	60%	18%	53%	38%	100%	63%	30%	30%	48%	56%	100%	63%	58%	10%	51%	27%	100%	63%	23%				
		EGUJ	EGUJ	BCEGUJK	G	BCDEGHUK		BCEGUJK	G	EGI	CEGUJ	MOPQRSTU WXY	O	LMOPQRSTU VWXY		MO	MOPSUWY	LMOPQRSTU WXY		MO	MOS	MOS	MOPS	MOS	MOPS	MOS	a	cf	f	bcd	bcd	*	gor	gor*	ghklor	ghor	gor*	**	**	ghklor*	**	*						
NET: Not very/ Not at all likely to consider voting for	657	160	337	136	388	47	363	104	296	221	296	140	388	66	295	222	304	69	405	127	310	145	416	94	401	51	278	180	212	-	108	250	50	125	25	-	42	30	12	14	126	-	12	57				
	58%	62%	60%	42%	74%	17%	92%	36%	80%	69%	55%	43%	74%	24%	87%	67%	55%	36%	71%	62%	62%	58%	60%	61%	39%	76%	44%	61%	-	35%	67%	66%	51%	43%	-	35%	42%	87%	49%	71%	-	35%	75%					
		DFH	DFHK	F	BCDFHK		BCDEGHUK	F	BCDEGHUK	BCDFHK	DFH	NR	LNOPQRSTU WXY		LMNOPQRSTU VWXY		LNQRW	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY	LNQRTUWY

Mean	2.11	2.17	2.10	2.53	1.78	3.02	1.41	2.62	1.69	1.94	2.24	2.51	1.77	2.92	1.48	1.99	2.20	2.68	1.86	2.18	2.07	2.02	2.15	2.07	2.12	2.59	1.68	2.49	2.20	3.20	2.67	2.03	2.08	2.36	2.57	3.16	2.70	2.53	1.87	2.68	2.02	3.17	2.72	2.04
		EGUJ	EGUJ	BCEGUJK	G	BCDEGHUK		BCEGUJK	G	EGI	CEGUJ	MOPQRSTU WXY	O	LMOPQRSTU VWXY		MOS	MOPSUWY	LMOPQRSTU WXY	MO	MOPS	MOS	MOS	MOPS	MOS	MOS	MOPS	a	cf	f	bcd	bcd	*	cf	bcd	cf	cf	ghklor	ghor	gor*	**	**	ghklor*	**	*

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very likely to consider voting for (4)	95 8%	42 8%	49 9%	53 17% EF	34 9% F	8 2%	65 10% H	30 6%	23 9%	25 8%	19 7%	16 11% *	7 13% *	4 4% *	50 14% P	45 6%	66 10%	28 7%	16 8%	19 6%	27 9%	29 12% T	82 8%	13 9%	9 4%	28 8% b	3 5% *	1 1% *	34 60% YZab*	* 1% *	48 12% f	15 4%	
Fairly likely to consider voting for (3)	217 19%	107 20%	107 19%	87 28% EF	68 18%	61 14%	126 20%	91 18%	46 17%	57 19%	48 19%	46 30% UKN*	8 14% *	12 12% *	92 25% P	124 16%	144 21%	72 17%	37 18%	57 18%	61 21%	53 22%	173 18%	41 30% W	25 13%	91 27% Yb	23 30% Yb*	17 12% *	18 32% Yb*	8 22% *	98 24% f	50 13%	
Not very likely to consider voting for (2)	308 27%	152 28%	152 27%	70 22%	102 27%	136 30% D	172 27%	136 27%	66 25%	88 30% L	81 31% L	29 19% *	20 35% *	25 26% *	107 29%	201 26%	194 28%	114 26%	61 29%	71 23%	85 29%	70 29%	264 27%	44 33%	67 34% bc	112 33% bc	24 31% bc*	24 17% *	3 5% *	11 28% c*	126 31%	100 26%	
Would not consider at all (1)	406 36%	226 41% C	177 31%	71 23%	124 33% D	210 47% DE	220 35%	186 38%	102 38%	95 32%	91 35%	48 31% *	19 34% *	50 52% JKL*	92 25%	314 41% O	227 33%	178 41% Q	77 37%	128 41% V	99 33%	75 31%	374 38% X	27 20%	92 47% Zac	92 27% c	18 24% c*	88 65% YZacd*	- - *	16 41% c*	104 26%	199 51% e	
Don't know	107 9%	21 4%	84 15% B	32 10%	43 12%	31 7%	54 8%	53 11%	31 11%	33 11%	20 8%	16 10% *	2 4% *	6 6% *	28 8%	79 10%	64 9%	43 10%	18 9%	38 12% V	23 8%	13 6%	96 10% 10%	11 8%	4 2%	16 5%	8 11% Y*	6 4% *	2 3% *	3 8% *	26 6%	24 6%	

NET: Very/ Fairly Likely to consider voting for	311 28%	148 27%	156 27%	140 45% EF	102 28% F	69 16%	191 30%	121 24%	69 26%	82 28%	67 26%	62 40% UUN*	15 27% *	16 16% *	142 39% P	169 22%	211 30% R	101 23%	53 26%	75 24%	89 30%	82 34% T	255 26% 26%	53 39% W	34 17%	119 35% Yb	26 34% Yb*	18 13% *	52 92% YZabd*	9 23% *	146 36% f	65 17%
NET: Not very/ Not at all likely to consider voting for	714 63%	377 69% C	329 58%	141 45%	226 61% D	346 77% DE	391 62%	322 65%	168 63% L	184 61%	172 66% L	76 50% *	39 69% *	75 78% JUL*	199 54% O	515 67% O	421 61%	292 67%	138 66%	199 64%	184 62%	144 60%	638 64% X	71 53% 53%	159 81% Zac	204 60% c	42 55% c*	112 82% Zac*	3 5% *	26 69% c*	230 57%	299 77% e

Mean	2.00	1.93	2.06	2.43 EF	2.04 F	1.68	2.06	1.92	1.96 N	2.05 N	1.98 N	2.22 N*	2.06 **	1.67 *	2.29 P	1.85	2.08 R	1.88	1.96	1.88	2.06	2.16 T	1.96	2.31 W	1.74 b	2.17 Yb	2.17 Yb*	1.47 *	3.57 YZab*	1.82 **	2.24 f	1.67
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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 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 Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Conservative	Conservative voter + Likely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)											
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75											
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76											
Very likely to consider voting for (4)	95	24	56	46	34	37	26	79	4	25	58	33	36	32	23	30	55	22	40	25	51	28	57	21	60	22	24	55	32	59	95	29	8	19	9	20	28	11	-	6	9	7	9	7											
	8%	10%	10%	14%	6%	14%	7%	28%	1%	8%	11%	10%	7%	12%	7%	9%	10%	12%	7%	12%	10%	12%	8%	13%	9%	16%	7%	13%	9%	16%	30%	8%	10%	8%	15%	14%	23%	15%	-	20%	5%	14%	26%	9%	*										
Fairly likely to consider voting for (3)	217	46	122	102	68	93	49	122	11	53	121	94	65	96	33	59	121	66	82	45	102	49	139	38	114	39	41	126	67	136	217	68	17	71	16	55	91	23	3	11	21	15	25	8											
	19%	18%	22%	31%	13%	34%	12%	43%	3%	17%	22%	29%	12%	36%	10%	18%	22%	35%	14%	22%	20%	21%	19%	24%	17%	30%	11%	31%	19%	37%	70%	18%	23%	29%	28%	38%	77%	32%	20%	39%	12%	29%	74%	10%	*										
Not very likely to consider voting for (2)	308	74	161	106	117	85	81	55	61	82	155	105	119	92	76	81	156	72	118	65	133	54	262	28	200	47	68	133	107	104	-	94	19	86	20	46	-	21	4	10	62	14	-	29											
	27%	29%	28%	32%	22%	32%	21%	19%	17%	26%	29%	32%	23%	24%	22%	24%	28%	38%	21%	32%	27%	23%	205	18%	30%	36%	19%	133	33%	31%	28%	-	25%	26%	35%	33%	32%	-	30%	31%	34%	35%	29%	-	38%										
Would not consider at all (1)	406	105	195	52	279	33	228	10	288	147	178	72	271	38	199	145	183	23	307	66	192	94	262	65	255	19	210	80	136	58	-	168	28	63	13	22	-	17	6	2	82	12	-	30											
	36%	41%	34%	16%	53%	12%	58%	3%	78%	46%	33%	22%	52%	14%	59%	44%	33%	12%	54%	32%	38%	40%	36%	41%	39%	14%	57%	20%	39%	16%	-	45%	37%	26%	22%	15%	-	23%	42%	6%	47%	25%	-	40%											
Don't know	107	5	31	21	26	21	9	20	5	12	27	20	31	12	6	16	35	8	19	5	22	10	56	5	31	5	23	15	6	15	-	16	3	6	1	2	-	-	1	-	2	2	-	2											
	9%	2%	6%	6%	5%	8%	2%	7%	1%	4%	5%	6%	6%	4%	2%	5%	6%	4%	3%	2%	4%	4%	8%	3%	5%	4%	6%	4%	4%	4%	2%	4%	3%	3%	2%	2%	-	-	7%	-	1%	3%	-	3%											
NET: Very/ Fairly Likely to consider voting for	311	28%	31%	45%	19%	48%	19%	70%	4%	24%	33%	39%	19%	47%	17%	27%	32%	46%	21%	34%	31%	33%	27%	37%	26%	46%	18%	44%	28%	52%	100%	26%	33%	37%	42%	52%	100%	47%	20%	60%	17%	43%	100%	20%											
		EGI	EGU	BCGEUK	I	BCGEUK	I	BCDEFGUK		I	EGU	MOFGSUWY	LMOPGQTUVWXY	MO	MOSWY	LMOPGQTUVWXY	MO	MOSWY	LMOPGQTUVWXY	O	MOPSY	MOSY	MOPS	MOS	MOPSWY	MOS	a	18%	cf	28%	bct	bctf		or	or	ghor	ghjlop	or*	**	**	1.7%	or*	**	*											
NET: Not very/ Not at all likely to consider voting for	714	179	355	159	396	119	310	65	349	229	333	177	390	275	226	339	95	425	131	325	149	467	93	455	66	278	213	243	162	-	262	47	149	33	68	-	38	10	12	144	27	-	59												
	63%	DFHK	DFH	H	CDPHK	H	BCDPHK	23%	BCDEFGHK	CDPHK	DFH	N	LNPGRTUUVWXY	LMNPGRTUUVWXY	LNPK	LNR	50%	LNPGRTUUVWXY	LNR	LNR	LNR	LNR	LNR	NR	LNGBRWX	50%	76%	52%	70%	44%	-	63%	61%	55%	47%	-	53%	73%	40%	82%	54%	-	78%												
Mean	2.00	1.96	2.07	2.46	1.71	2.54	1.67	3.02	1.26	1.85	2.12	2.29	1.72	2.47	1.64	1.92	2.09	2.48	1.73	2.15	2.03	2.05	1.99	2.09	1.97	2.50	1.65	2.39	1.98	2.55	3.30	1.89	2.06	2.19	2.36	2.51	3.23	2.39	1.77	2.74	1.75	2.33	3.26	1.88											
		EGI	EGU	BCGEUK	I	BCGEUK	I	BCDEFGUK		EGI	EGU	MOFGSUWY	LMOPGQTUVWXY	MOS	MOPSWY	LMOPGQTUVWXY	MOS	MOPSWY	LMOPGQTUVWXY	MOS	MOS	MOPS	MOS	MOPS	MOS	a*	1.65	cf	1.98	bct	bctf		*	or	or*	ghor	ghjlop	or*	**	**	1.75	or*	**	*											

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very likely to consider voting for (4)	190 17%	115 21% C	76 13%	49 16%	50 14%	91 20% E	82 13%	109 22% G	47 18%	56 19%	44 17%	18 12% *	10 17% *	16 16% *	39 10%	152 20% O	132 19% R	58 13%	51 24% TU	45 15%	39 13%	38 16%	172 17%	17 12%	29 15% Za	26 8%	4 5% *	90 67% YZacd*	3 5% *	3 9% *	30 7%	116 30% e
Fairly likely to consider voting for (3)	184 16%	106 19% C	77 14%	59 19% F	69 18%	56 13%	90 14%	94 19%	55 21% J	30 10%	47 18% J	32 21% J*	9 17% *	11 11% *	62 17%	122 16%	131 19% R	53 12%	31 15%	42 13%	59 20%	50 21%	162 16%	22 16%	47 24% Zc	45 13%	12 16% *	31 23% Zc*	3 6% *	3 8% *	40 10%	97 25% e
Not very likely to consider voting for (2)	180 16%	88 16%	90 16%	66 21% F	57 15%	57 13%	111 17%	68 14%	38 14%	50 17%	39 15%	27 17% *	9 17% *	16 17% *	60 16%	119 16%	117 17%	63 14%	32 15%	46 15%	47 16%	48 20%	150 15%	28 21%	45 23% ab	57 17% ab	3 4% *	5 23% *	9 16% ab*	6 15% ab*	59 15%	55 14%
Would not consider at all (1)	488 43%	215 39%	261 46%	112 36%	157 42%	220 49% D	305 48% H	183 37%	101 38%	137 46%	111 43%	63 41% *	25 45% *	51 52% I*	187 51% P	301 39%	272 39%	216 50% Q	69 33%	157 50% SV	136 46% S	94 39%	430 43%	56 41%	69 35% b	196 58% Yb	53 70% Yb*	4 3% *	36 65% Yb*	24 63% Yb*	259 64% f	97 25%
Don't know	90 8%	22 4%	66 12% B	27 9%	40 11% F	23 5%	48 7%	42 8%	25 9%	26 9%	17 7%	14 9% *	2 4% *	4 4% *	20 5%	69 9% O	44 6%	46 11% Q	25 12% UV	22 7%	15 5%	9 4%	76 8%	12 9%	6 3%	15 4%	4 6% *	5 4% *	4 8% *	2 4% *	14 3%	23 6%

NET: Very/ Fairly Likely to consider voting for	375 33%	221 40% C	153 27%	109 35%	119 32%	147 33%	172 27%	203 41% G	102 38% J	86 29%	91 35%	50 33% *	19 34% *	26 27% *	101 27%	274 36% O	264 38% R	111 25%	82 39% T	87 28%	98 33%	88 37%	333 34%	39 29%	76 39% Zacd	71 21%	16 20% *	122 90% YZacd*	6 11% *	6 17% *	70 17%	213 55% e
NET: Not very/ Not at all likely to consider voting for	668 59%	304 56%	351 62%	177 57%	213 57%	277 62%	416 65% H	251 51%	140 52%	187 62% I	151 58%	89 58% *	35 62% *	67 69% I*	248 67% P	420 55%	389 56%	279 64% Q	102 49%	203 65% S	182 62% S	143 60% S	580 59%	84 62%	114 58% b	253 75% Yb	56 74% Yb*	9 7% *	46 81% Yb*	30 79% Yb*	318 79% f	152 39%

Mean	2.07	2.23 C	1.94	2.16	2.04	2.04	1.91	2.28 G	2.20	2.02	2.10	2.04 *	2.06 **	1.91 *	1.86	2.18 O	2.19 R	1.88	2.34 TU	1.92	2.00	2.14	2.08	2.00	2.19 Zac	1.70	1.52 *	3.59 YZacd*	1.48 *	1.60 **	1.59	2.64 e
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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 Minimum Base: 30(**) Small Base: 100(*)

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Political Pulse Week 11

Adults aged 18+ in GB

Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)									
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76									
Very likely to consider voting for (4)	190	66	79	29	139	30	106	34	95	169	11	34	140	44	86	169	6	28	131	58	69	100	62	74	69	18	112	28	80	42	41	190	15	11	16	12	10	26	3	7	26	8	8	29									
	17%	26%	14%	9%	26%	11%	27%	12%	26%	53%	2%	11%	27%	16%	26%	51%	1%	14%	23%	28%	14%	42%	9%	47%	11%	14%	31%	7%	23%	11%	13%	51%	20%	5%	27%	8%	8%	37%	23%	25%	15%	17%	24%	39%									
Fairly likely to consider voting for (3)	184	70	52	57	96	52	64	44	63	104	18	48	95	53	63	106	22	43	101	61	45	67	82	49	73	37	73	68	104	71	57	184	12	33	25	29	24	45	3	9	42	7	47										
	16%	27%	9%	17%	18%	19%	16%	15%	17%	33%	3%	15%	18%	20%	19%	32%	4%	22%	18%	30%	9%	28%	32%	49%	32%	11%	28%	20%	30%	19%	18%	49%	16%	13%	42%	20%	20%	63%	18%	31%	24%	19%	20%	61%									
Not very likely to consider voting for (2)	180	49	81	59	70	41	54	37	59	29	62	53	70	37	52	34	67	37	80	44	58	38	100	21	86	21	40	73	70	58	42	-	10	45	13	24	11	-	4	4	41	14	10	-									
	16%	19%	14%	18%	13%	15%	14%	13%	16%	9%	12%	16%	13%	14%	16%	10%	12%	20%	14%	21%	12%	16%	14%	13%	13%	16%	11%	18%	20%	16%	14%	-	13%	18%	22%	16%	9%	-	26%	15%	23%	30%	-										
Would not consider at all (1)	488	64	331	175	192	139	159	159	141	8	441	181	186	130	123	11	436	79	229	34	312	18	434	6	408	52	116	231	88	194	165	-	34	153	5	77	74	-	5	8	63	18	9	-									
	43%	25%	59%	53%	37%	51%	40%	56%	38%	3%	82%	56%	36%	48%	37%	3%	79%	41%	40%	17%	62%	8%	60%	4%	62%	39%	32%	57%	25%	52%	53%	-	46%	62%	8%	53%	62%	-	34%	29%	36%	37%	26%	-									
Don't know	90	7	22	7	26	9	10	13	11	8	6	7	30	6	13	11	19	4	25	8	15	13	41	7	24	4	26	9	7	7	7	-	4	4	1	3	1	-	-	-	4	-	-	-									
	8%	3%	4%	2%	5%	3%	3%	5%	3%	2%	1%	2%	6%	2%	4%	3%	4%	2%	4%	4%	3%	5%	6%	4%	4%	3%	7%	2%	2%	2%	2%	-	6%	2%	1%	2%	1%	-	-	-	2%	-	-										
NET: Very/ Fairly Likely to consider voting for	375	136	130	86	235	82	170	77	158	274	29	83	236	97	149	275	28	232	119	114	167	144	123	143	55	185	96	183	113	98	375	27	44	41	41	33	71	6	16	69	18	15	76										
	33%	53%	53%	26%	45%	30%	43%	27%	43%	86%	5%	26%	45%	36%	44%	83%	5%	37%	41%	58%	23%	71%	20%	79%	22%	42%	50%	23%	53%	30%	31%	100%	36%	18%	69%	28%	28%	100%	40%	57%	39%	36%	44%	100%									
NET: Not very/ Not at all likely to consider voting for	668	113	412	234	262	179	214	196	200	37	503	234	256	167	176	45	502	116	309	78	371	56	534	27	493	73	156	305	158	252	207	-	44	197	18	101	84	-	9	12	104	32	19	-									
	59%	44%	73%	71%	50%	66%	54%	68%	54%	12%	93%	72%	49%	62%	52%	14%	91%	61%	55%	38%	74%	24%	74%	17%	75%	55%	43%	74%	45%	68%	66%	-	59%	80%	30%	70%	71%	-	60%	43%	59%	64%	56%	-									
Mean	2.07	2.56	1.77	1.81	2.37	1.90	2.30	1.82	2.31	3.40	1.25	1.80	2.39	2.04	2.35	3.35	2.10	2.25	2.72	1.73	3.11	1.66	3.28	1.69	2.17	2.53	1.73	2.51	1.89	1.91	3.51	2.10	1.60	2.89	1.83	1.74	3.37	2.29	2.53	2.18	2.16	2.41	3.39										
		CDFGHK	K	K	CDFGHK	K	CDFGHK	K	CDFGHK	BCDEFGHK		QW	LNQSRUWY	LQJWY	LNQJRWY	LMNQSRUWY	LQJWY	LNQJWY	LMNQSRUWY	Q	3.11	1.66	3.28	1.69	Q	2.17	2.53	2	bde	b	b	bde	hk*		ghjklp*	h		ghjklp*	**	**	hjk	h*	**										

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q5. Which, if any, of the following issues do you think will be very important to you in helping you decide which party to vote for at the next General Election?
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade			Region					Education			Employment status			Income					White ethnic group		Minority ethnic group		General Election 2024 Vote										Referendum 2016	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Workless (Q)	Not workless (R)	UP TO £10,000 (S)	£10,001-£19,999 (T)	£20,000-£24,999 (U)	£25,000-£34,999 (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative vs Labour (Y)	Liberal Democrat (Z)	Reform UK (AA)	Green Party (AB)	Other (AC)	Remain (AD)	Leave (AE)										
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348									
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389									
Healthcare/ NHS/ hospitals	685	293	385	138	220	327	386	299	173	189	155	88	42	58	226	460	398	287	113	203	193	137	616	67	120	229	55	69	38	27	269	248									
	61%	53%	68%	48%	59%	73%	61%	60%	57%	73%	61%	60%	60%	57%	62%	60%	54%	65%	65%	57%	62%	50%	61%	68%	72%	51%	68%	73%	67%	64%											
Inflation/ rising cost of living	566	273	284	142	188	236	301	265	135	133	131	85	32	51	377	389	339	227	101	160	147	125	496	67	101	189	34	78	25	22	203	220									
	50%	50%	50%	49%	51%	53%	47%	53%	50%	48%	51%	48%	51%	48%	51%	48%	51%	48%	51%	50%	52%	50%	49%	51%	56%	45%	57%	45%	57%	53%	57%										
Immigration	493	253	237	90	156	247	237	256	125	129	123	58	20	38	120	373	294	199	101	140	138	82	438	52	120	118	16	110	15	10	122	263									
	44%	48%	42%	29%	42%	55%	37%	52%	47%	43%	47%	38%	35%	39%	33%	49%	42%	40%	48%	45%	47%	34%	44%	38%	61%	35%	22%	81%	28%	26%	30%	68%									
Manage the economy/ economic situation	450	213	212	86	138	206	264	167	102	91	113	59	25	40	161	260	251	179	66	113	117	104	381	47	88	118	43	66	21	19	172	160									
	38%	39%	37%	28%	37%	46%	41%	34%	38%	31%	43%	39%	45%	41%	44%	35%	36%	41%	41%	31%	36%	40%	43%	38%	35%	45%	35%	56%	49%	38%	50%	43%	41%								
Crime and anti-social behaviour/ law and order	398	196	198	89	124	185	216	182	90	103	96	58	16	34	102	295	242	156	73	100	100	96	348	47	79	114	21	68	19	16	133	174									
	33%	30%	33%	20%	33%	41%	34%	37%	34%	33%	37%	34%	33%	37%	38%	29%	33%	28%	33%	30%	33%	34%	40%	40%	34%	27%	50%	50%	34%	41%	33%	43%	43%								
Care for older and disabled people	377	170	200	58	96	222	210	166	100	95	92	34	23	33	99	277	203	173	68	106	107	69	347	28	74	113	28	53	16	18	140	161									
	33%	31%	35%	18%	26%	50%	33%	34%	37%	32%	33%	32%	33%	34%	34%	27%	36%	29%	40%	33%	34%	36%	29%	33%	21%	38%	33%	37%	39%	29%	40%	35%	41%								
Taxation	362	208	150	92	109	160	200	162	83	82	92	52	18	34	114	247	331	131	69	94	97	83	308	51	85	108	17	59	10	15	139	156									
	32%	38%	26%	29%	29%	36%	31%	33%	31%	28%	36%	34%	33%	35%	31%	30%	33%	30%	33%	30%	33%	35%	31%	38%	43%	32%	23%	44%	18%	40%	30%	40%									
Public services generally	358	175	178	71	115	172	203	155	92	88	92	37	14	35	118	240	203	155	60	83	107	77	319	37	45	130	30	58	14	18	156	121									
	32%	32%	31%	23%	31%	39%	32%	31%	34%	29%	36%	29%	36%	32%	31%	29%	36%	29%	37%	36%	39%	37%	36%	37%	37%	33%	38%	33%	37%	39%	29%	43%	39%	33%							
Poverty/ inequality	316	148	161	101	104	111	176	140	87	69	66	48	12	34	107	209	187	129	48	97	86	63	272	43	26	134	23	30	21	15	126	103									
	28%	27%	28%	32%	28%	25%	28%	28%	33%	23%	26%	32%	31%	22%	35%	29%	27%	27%	30%	23%	31%	29%	26%	27%	32%	13%	40%	30%	22%	38%	39%	31%	27%								
Pensions	311	150	159	36	77	189	155	156	89	80	82	29	13	17	71	239	160	151	64	79	98	48	289	20	81	85	19	56	6	10	108	149									
	27%	28%	28%	11%	21%	45%	24%	31%	35%	27%	32%	10%	23%	18%	10%	13%	23%	15%	31%	31%	25%	31%	25%	33%	20%	28%	15%	41%	25%	25%	41%	10%	26%	27%	38%						
Defence/ security/ foreign affairs	299	145	152	49	70	180	180	119	73	64	85	32	11	34	78	221	156	143	39	107	72	60	281	18	69	75	26	53	9	17	134	140									
	26%	26%	27%	16%	19%	40%	28%	24%	23%	22%	33%	21%	10%	36%	21%	29%	24%	23%	38%	34%	24%	25%	38%	13%	33%	22%	33%	39%	17%	41%	28%	36%									
Housing	287	144	138	94	83	110	153	134	68	71	72	39	16	21	90	197	181	106	58	77	70	61	236	50	33	91	15	45	22	11	110	99									
	25%	28%	24%	30%	22%	25%	24%	27%	25%	24%	28%	26%	28%	21%	24%	26%	26%	24%	28%	25%	24%	26%	24%	37%	17%	27%	19%	33%	39%	30%	27%	25%									
Protecting the environment/ climate change	278	129	142	79	90	109	181	97	52	83	75	27	31	19	115	163	171	107	39	68	84	70	242	35	48	102	31	14	38	7	149	69									
	23%	24%	23%	23%	24%	24%	24%	20%	20%	23%	23%	20%	21%	20%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%								
Lack of faith in politicians/ political parties/ system of government	277	134	139	53	105	119	146	131	70	65	69	33	11	29	74	203	175	101	44	69	86	58	252	23	47	77	19	53	10	11	86	129									
	24%	24%	24%	17%	28%	27%	23%	26%	26%	22%	27%	21%	20%	30%	20%	27%	25%	23%	21%	21%	22%	29%	24%	25%	17%	24%	23%	25%	39%	18%	29%	21%	33%								
Education/ schools	252	105	138	80	80	83	142	110	68	61	59	30	13	21	108	143	160	91	39	55	73	64	214	37	25	89	25	22	22	7	108	66									
	22%	19%	24%	26%	24%	19%	22%	22%	23%	20%	21%	20%	21%	20%	21%	20%	20%	23%	21%	21%	24%	21%	20%	24%	19%	22%	26%	13%	26%	32%	16%	40%	19%	27%	17%						
Public transport/ roads	247	130	108	45	76	126	145	102	56	71	66	30	6	18	69	178	144	103	43	62	72	45	215	29	50	63	25	42	11	8	98	96									
	22%	19%	24%	26%	24%	19%	22%	22%	23%	20%	21%	20%	21%	20%	21%	21%	21%	24%	21%	20%	24%	19%	22%	22%	26%	19%	33%	31%	20%	21%	24%	25%									
Benefits	244	114	125	67	90	88	115	129	68	63	53	29	10	21	68	176	139	105	51	68	65	41	215	27	35	75	18	28	13	13	87	95									
	22%	21%	22%	21%	24%	20%	21%	21%	20%	19%	18%	22%	18%	23%	20%	24%	24%	24%	22%	22%	17%	22%	20%	18%	22%	24%	20%	24%	33%	22%	24%										
Europe/ EU/ Brexit	229	144	84	55	71	102	142	86	66	46	55	24	14	24	74	154	147	81	21	71	69	53	206	22	24	80	21	32	14	9	130	67									
	20%	26%	15%	18%	19%	29%	32%	17%	33%	15%	21%	16%	20%	24%	20%	20%	23%	19%	10%	23%	22%	11%	12%	16%	12%	24%	28%	24%	24%	27%	17%										
Unemployment	212	110	98	77	69	66	110	102	52	48	50	36	6	20	80	132	123	88	46	60	42	168	43	27	63	20	31	8	5	78	61										
	19%	20%	17%	24%	19%	15%	17%	21%	19%	16%	19%	23%	13%	20%	22%	17%	18%	20%	22%	15%	20%	18%	17%	32%	14%	19%	26%	28%	15%	14%	19%	15%	18%								
Issues affecting families/ children/ childcare	197	91	101	57	74	65	102	95	50	49	45	27	9	16	63	133	127	70	29	42	62	48	174	32	20	61	19	29	12	6	81	57									
	17%	17%	18%	18%	20%	15%	16%	19%	19%	16%	17%	18%	16%	16%	17%	17%	18%	16%	14%	13%	21%	15%	18%	16%	10%	18%	24%	21%	22%	16%	20%	15%									
Animal welfare	139	53	83	36	49	54	80	59	24	26	45	15	10	42	98	85	54	24	28	37	34	130	9	19	38	8	15	11	9	42	43										
	12%	16%	15%	11%	13%	12%	13%	12%	9%	9%	17%	9%	18%	20%	12%	11%	13%	12%	11%	9%	13%	14%	13%	7%	10%	11%	11%	10%	10%	11%	13%	15%	15%								
Foreign/ overseas aid	137	72	63	33	43	61	65	72	35	34	43	12	3	10	30	145	116	145	11%	14%	11%	13%	1																		

All Adults aged 18+ in Great Britain

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.

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 18+ in Great Britain

	Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?														
	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and anti-social behaviour	Strengthening Britain's defence and armed forces	Setting the right level of tax	Improving education	Dealing with climate change	Building more affordable housing	Improving public transport	Improving the benefits system	Boosting international trade and encouraging investment	Supporting British businesses	Reducing poverty and inequality in Britain
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Weighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Very good job (2)	40 4%	46 5%	53 4%	40 4%	49 4%	59 5%	35 3%	52 5%	44 4%	39 3%	41 4%	53 5%	44 4%	42 4%	35 3%
Fairly good job (1)	186 16%	111 10%	234 21%	160 14%	177 16%	280 25%	170 15%	161 14%	167 15%	183 16%	171 15%	159 14%	234 21%	197 17%	134 12%
Neither (0)	246 22%	226 20%	290 26%	213 19%	293 26%	318 28%	255 23%	351 31%	391 35%	322 28%	383 34%	284 25%	315 28%	285 25%	291 26%
Fairly bad job (-1)	296 26%	327 32%	226 20%	232 20%	253 22%	165 15%	287 25%	235 21%	187 17%	250 22%	227 20%	258 23%	208 18%	239 21%	288 25%
Very bad job (-2)	291 26%	360 32%	235 21%	394 35%	247 22%	175 15%	270 24%	185 16%	177 16%	193 17%	194 17%	258 23%	180 16%	236 21%	278 25%
Don't know	73 6%	62 5%	93 8%	94 8%	113 10%	136 12%	114 10%	148 13%	167 15%	145 13%	115 10%	120 11%	151 13%	132 12%	106 9%

NET: Good job	226 20%	157 14%	287 25%	199 18%	226 20%	339 30%	205 18%	213 19%	210 20%	222 19%	213 19%	212 19%	278 25%	239 21%	170 15%
NET: Bad job	586 52%	687 61%	461 41%	625 55%	500 44%	340 30%	558 49%	420 37%	364 32%	443 39%	421 37%	516 46%	388 34%	475 42%	565 50%

Mean	-0.58	-0.79	-0.34	-0.75	-0.46	-0.12	-0.58	-0.35	-0.30	-0.38	-0.36	-0.50	-0.25	-0.43	-0.62
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ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O Minimum Base: 30(**) Small Base: 100(*)

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing the economy

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	40 4%	31 6% C	9 2%	32 10% EF	7 2% F	1 *	32 5% H	8 2%	10 4%	10 3%	7 3%	11 7% *	- * *	2 2% *	27 7% P	13 2%	34 5% R	7 2%	5 2%	4 1%	9 3%	21 9% STU	34 3%	7 5%	8 4%	20 6%	3 * *	3 2% *	3 5% *	1 2% *	18 4%	12 3%
Fairly good job (1)	186 16%	108 20% C	78 14%	77 24% EF	54 14%	55 12%	129 20% H	56 11%	44 16%	40 13%	45 17%	40 26% JN*	9 16% *	8 8% *	89 24% P	96 13%	128 18%	58 13%	21 10%	46 15%	55 19% S	58 24% ST	140 14%	46 34% W	15 7%	103 30% Ybcd	17 23% Yb*	6 5% *	7 13% *	3 7% *	103 26% f	29 8%
Neither (0)	246 22%	114 21%	131 23%	62 20%	94 25%	90 20%	143 22%	103 21%	61 23%	66 22%	44 17%	38 25% *	11 20% *	26 27% *	88 24%	158 21%	163 23%	83 19%	41 20%	78 25%	56 19%	54 23%	207 21%	36 27%	25 13%	103 30% Yb	22 29% Yb*	14 10% *	11 19% *	14 36% Yb*	101 25% f	70 18%
Fairly bad job (-1)	296 26%	136 25%	154 27%	63 20%	85 23%	148 33% DE	166 26%	129 26%	66 25%	87 29%	74 29%	31 20% *	13 24% *	24 24% *	69 19%	226 30% O	160 23%	136 31% Q	49 23%	89 29%	88 30% V	50 21%	272 28% X	22 16%	80 41% Z	58 17%	21 28% *	38 28% Z*	14 24% *	11 30% *	84 21%	124 32% e
Very bad job (-2)	291 26%	149 27%	135 24%	49 15%	104 28%	138 31% D	130 20%	161 32% G	74 28% L	78 26% L	72 28% L	22 14% *	15 26% *	29 30% L*	71 19%	220 29% O	171 25%	120 27%	74 35% TUV	77 25%	74 25%	43 18%	267 27% X	21 15%	66 33% Za	43 13%	9 12% *	69 51% YZacd*	11 19% *	7 19% *	68 17%	143 37% e
Don't know	73 6%	9 2%	61 11% B	31 10% F	28 7% F	15 3%	35 6%	38 8%	12 5%	17 6%	17 6%	12 8% *	8 14% J*	8 8% *	24 7%	49 6%	40 6%	33 8%	19 9%	18 6%	13 4%	14 6%	69 7%	4 3%	2 1%	11 3%	4 5% *	5 4% *	11 19% YZab*	3 7% *	26 7% f	10 2%
NET: Good job	226 20%	139 25% C	87 15%	109 35% EF	61 16%	56 13%	161 25% H	65 13%	54 20%	50 17%	52 20%	51 33% JKN*	9 16% *	10 10% *	117 32% P	109 14%	162 23% R	64 15%	26 12%	50 16%	64 22% S	79 33% STU	173 18%	53 39% W	23 12%	123 36% Ybcd	20 26% Yb*	9 7% *	10 18% b*	4 9% *	121 30% f	41 11%
NET: Bad job	586 52%	285 52%	289 51%	112 36%	189 51%	286 64% DE	297 47%	290 58% G	140 53% L	166 55% L	146 56% L	53 34% *	28 50% *	53 55% L*	140 38%	446 58% O	331 48%	256 59% Q	123 59%	166 53% V	162 55% V	92 39%	539 55% X	42 31%	146 74% Zacd	101 30%	31 40% *	107 79% Zacd*	24 43% *	18 48% Z*	153 38%	268 69% e
Mean	-0.58	-0.49	-0.64	-0.07 EF	-0.65 F	-0.85	-0.39 H	-0.82	-0.59	-0.66	-0.65	-0.09 JKN*	-0.71 **	-0.78 *	-0.19 P	-0.76	-0.47 R	-0.76	-0.87	-0.64	-0.58 S	-0.16 STU	-0.65	-0.03 W	-0.93 b	* Ybc	-0.24 Yb*	-1.26 *	-0.48 Yb*	-0.60 **	-0.22 f	-0.94

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

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing the economy
All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention													
		Favourable to parties					Unfavourable to parties					Favourable to politicians					Unfavourable to politicians					Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																							
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform														
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)									
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76									
Very good job (2)	40	26	7	32	4	26	5	27	3	22	12	32	3	32	1	25	8	30	5	24	6	29	5	25	5	27	2	33	26	25	28	24	4	17	9	11	11	9	-	6	8	6	7	7									
	4%	10%	1%	10%	1%	9%	1%	9%	1%	7%	2%	10%	1%	12%	*	8%	2%	16%	1%	12%	1%	12%	1%	16%	1%	20%	1%	33	26	7%	9%	6%	5%	7%	15%	7%	9%	9	13%	-	21%	4%	12%	22%	9%	*							
Fairly good job (1)	186	39	108	142	9	90	32	92	31	43	111	137	14	93	29	50	108	93	21	44	98	47	110	43	150	53%	1%	152	50	106	89	48	3	100	19	56	46	21	2	8	13	5	7										
	16%	15%	19%	44%	2%	32%	8%	32%	8%	13%	21%	42%	3%	35%	9%	15%	20%	49%	4%	22%	19%	20%	15%	28%	15%	53%	1%	37%	14%	29%	28%	13%	4%	41%	32%	38%	38%	29%	15%	28%	7%	10%	14%	9%	*								
		EGU	EGU	BCDFGHK		BCDEGK	E	BCDEGK	E	EGU	EGU	LMNOPSTUV WXY		MOQPSUWY	MS	MOS	MOSHY	LMNOPQRSTU WXYZ		MOQPSUWY	MOQPSUWY	MOQPSUWY	LMNOPQSUWY		LMNOPQSUWY			adef	cf	cf	cf		gopq	gopq	gopq	gopq	gopq	**	**	*	**	**	*	*									
Neither (0)	246	37	133	101	45	75	48	65	52	48	133	102	48	66	37	39	130	51	64	30	15%	108	35	160	13	151	24	19	130	58	96	65	56	15	81	12	43	29	10	1	7	23	8	5	13								
	22%	15%	24%	31%	9%	28%	12%	28%	14%	15%	25%	31%	9%	25%	11%	12%	24%	27%	11%	15%	22%	15%	22%	8%	23%	19%	5%	32%	17%	26%	21%	15%	19%	33%	20%	30%	24%	14%	6%	25%	13%	16%	14%	17%	*								
		E	BCDEGHK	BCDEGHK		BEGHI	E	BEGHI	E	E	LMNOPSTUV WXY	MOQPSUV		MOQPSUV	MS	MOQPSUV	MOQPSUV	LMNOPSTUV WXYZ		MOQPSUV	MOQPSUV	MOQPSUV	LMNOPSTUV WXYZ		LMNOPSTUV WXYZ			adef	cf	cf	f		ghij	ghij	ghij	ghij	ghij	*	klmn	klmn	klmn	klmn	klmn	klmn	klmn	klmn	klmn						
Fairly bad job (-1)	296	68	143	33	186	51	111	53	112	82	137	40	179	50	96	96	142	11	202	54	124	39	225	18	202	4	108	60	103	76	62	109	20	33	9	14	15	20	6	7	74	24	14	24									
	26%	27%	25%	10%	35%	19%	28%	19%	30%	26%	25%	12%	34%	18%	28%	29%	26%	6%	36%	26%	25%	17%	31%	12%	31%	3%	29%	15%	30%	21%	20%	29%	27%	13%	16%	10%	13%	28%	41%	24%	42%	48%	41%	32%	14%	32%							
		DFHI	DFHI		BCDFGHK	D	DFHI	D	DFHI	DFHI	DFHI	R	LMNOPSTUV WXY	LMN	LMN	LMN	LMN		LMNOPSTUV WXYZ	LMN	LMN	LMN	LMN	LMN	R	LMNOPSTUV WXYZ		bde	b	b	b	bde	hijk	*	*	*	*	*	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop						
Very bad job (-2)	291	79	146	7	262	23	183	32	163	119	116	8	262	21	168	112	133	4	259	51	144	82	175	55	171	6	227	15	103	51	44	129	34	9	9	18	14	11	5	-	57	5	3	23									
	26%	31%	26%	2%	50%	8%	46%	12%	44%	37%	21%	2%	50%	8%	50%	34%	24%	2%	46%	25%	29%	35%	24%	35%	26%	4%	62%	4%	29%	14%	14%	35%	44%	4%	15%	12%	12%	15%	33%	-	32%	11%	9%	31%									
		DFHI	DFHI	BCDFGHK	D	BCDFGHK	D	BCDFGHK	CDHIK	DFHI	DFHI	LMNOPSTUV WXY	LMN	LMN	LMN	LMN	LMN	LMN	LMNOPSTUV WXYZ	LMN	LMN	LMN	LMN	LMN	LMN	LMN		bde	b	b	b	bde	hijk	*	*	*	*	*	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop	lmnop						
Don't know	73	6	28	12	18	6	15	17	8	6	28	5	16	7	7	7	10	29	3	16	2	21	3	44	2	31	1	7	20	9	16	23	8	-	8	1	4	4	-	1	1	2	2	-	2								
	6%	2%	5%	4%	3%	2%	4%	6%	2%	2%	5%	2%	3%	3%	2%	3%	5%	1%	3%	1%	4%	1%	6%	1%	5%	1%	2%	5%	3%	4%	7%	2%	-	3%	1%	3%	4%	-	5%	2%	1%	3%	-	2%	*								
		EGU	DFHI		BCDFGHK		BCDFGHK	BFI			DFHI		LMNOPSTUV WXY		LMORSTV		LMNOPSTUV WXYZ		LMNOPSTUV WXYZ	LOV			LMNOPSTUV WXYZ		LMORSTV			f			cd		*	*	*	*	*	*	*	*	*	*	*	*	*								
NET: Good job	226	65	114	175	13	115	37	119	34	64	124	169	17	125	30	75	116	122	25	68	104	76	115	68	106	97	6	185	75	131	117	72	7	116	28	66	56	30	2	14	20	11	12	14									
	20%	25%	20%	EGU	3%	43%	9%	42%	9%	20%	23%	52%	3%	46%	30	23%	21%	64%	4%	33%	21%	32%	16%	43%	16%	73%	2%	45%	22%	35%	37%	19%	9%	47%	48%	46%	48%	42%	15%	49%	12%	22%	36%	18%	*								
		EGU	BCDFGHK	BCDFGHK		BCDEGK	E	BCDEGK	E	EGU	LMNOPSTUV WXY	MOQPSUV	MS	MOQPSUV	MS	MOQPSUV	MOQPSUV	LMNOPSTUV WXYZ		MOQPSUV	MOQPSUV	MOQPSUV	MOQPSUV	MOQPSUV	MOQPSUV	MOQPSUV	MOQPSUV	adef	cf	cf	cf	cf	*	gopq	gopq	gopq	gopq	gopq	**	**	**	**	o*	**	*	*							
NET: Bad job	586	147	289	40	448	73	294	86	275	200	253	48	441	71	264	207	275	15	461	105	268	121	400	73	373	10	334	75	206	127	106	239	54	42	18	32	25	44%	11	7	131	29	17	48									
	52%	58%	51%	12%	86%	27%	75%	30%	75%	63%	47%	15%	85%	26%	78%	63%	50%	8%	81%	51%	53%	51%	56%	47%	56%	8%	91%	18%	59%	34%	34%	64%	71%	17%	31%	22%	25%	44%	**	**	24%	74%	58%	50%	63%	hijk							
		DFHI	DFHI		BCDFGHK	D	BCDFGHK	D	BCDFGHK	CDHIK	DFHI	R	LMNOPSTUV WXY	LMN	LMN	LMN	LMN	LMN	LMNOPSTUV WXYZ	LMN	LMN	LMN	LMN	LMN	LMN	LMN		bde	b	b	bde	hijk	*	*	*	*	*	*	*	*	*	*	*	*	*	*							
Mean	-0.58	-0.54	-0.58	0.51	-1.37	0.17	-1.15	0.10	-1.11	-0.74	-0.46	0.46	-1.35	0.24	-1.21	-0.68	-0.54	0.71	-1.25	-0.32	-0.63	-0.42	-0.67	-0.23	-0.69	0.82	-1.54	0.33	-0.61	-0.06	-0.02	-0.74	-1.02	0.34	0.18	0.19	0.21	-0.04	-0.97	0.46	-0.91	-0.36	-0.01	-0.67									
		EGU	EGU	BCDFGHK		BCDEGK	E	BCDEGK	E	EGU	CDHI	LMNOPSTUV WXY		LMNOPSTUV WXY	M	MOS	MOQHY	LMNOPSTUV WXYZ	M	MOQPSUV	MOS	MOQPSUV	MOS	MOQPSUV	MOS	MOQPSUV	a	adef	cf	cf	cf	*	gopq	gopq	gopq	gopq	gopq	**	**	**	gopq	gopq	gopq	gopq	gopq	gopq							

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,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the cost of living

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
Very good job (2)	46	34	12	32	11	3	33	12	10	10	8	13	4	1	29	16	41	5	3	6	9	25	34	12	9	20	5	3	2	1	21	14			
	4%	6% C	2%	10% EF	3% F	1%	5% H	2%	4%	3%	3%	8% *	7% *	1% *	8% P	2%	6% R	1%	2%	2%	3%	11% STU	3%	9% W	5%	6%	7% *	3% *	4% *	3% *	5%	4%			
Fairly good job (1)	111	69	41	56	31	25	76	35	25	25	28	23	4	7	61	51	79	32	9	25	37	36	84	27	12	62	8	3	1	2	57	21			
	10%	13% C	7%	18% EF	8% G	6%	12% H	7%	9%	8%	11%	15% *	6% *	7% *	16% P	7%	11%	7%	4%	8%	13% S	15% ST	8% W	20% X	6% Ybc	18% Ybc	10% b*	2% *	2% *	5% *	14% f	5%			
Neither (0)	226	115	110	64	86	77	152	74	51	63	53	38	7	14	88	138	140	86	50	67	45	56	187	38	22	96	17	21	18	4	97	62			
	20%	21%	19%	20%	23%	17%	24% H	15%	19%	21%	20%	25% *	13% *	14% *	24% P	18%	20%	20%	24% U	21%	15%	23% U	19%	28% W	11% Ybd	28% Ybd	22% *	15% *	31% Ybd*	10% *	24% f	16%			
Fairly bad job (-1)	327	141	182	73	102	152	176	151	78	82	67	45	13	41	93	234	198	129	50	87	97	70	298	27	72	90	24	28	11	12	114	111			
	29%	26%	32%	23%	27%	34% D	28%	30%	29%	27%	26%	29% *	23% *	43% UK*	25%	31%	28%	30%	24%	28%	33%	29%	30% X	20% X	36% b	27% Za	32% *	21% *	20% *	31% *	28%	29%			
Very bad job (-2)	360	174	177	67	123	170	161	200	87	99	91	26	26	31	80	280	200	160	85	107	93	46	329	28	75	58	17	78	16	19	87	177			
	32%	32%	31%	22% D	33% D	38% D	25% G	40% G	33% L	33% L	35% L	17% *	47% L*	32% L*	22%	37% O	29%	37%	41% V	34% V	31% V	19%	33% X	21% X	38% Za	17% Za	22% *	57% YZac*	29% *	50% Za*	22% *	46% e			
Don't know	62	14	47	22	19	21	38	25	16	21	12	8	2	3	18	44	38	25	12	20	14	7	57	3	5	12	6	2	8	-	26	4			
	5%	3%	8% B	7%	5%	5%	6%	5%	6%	7%	5%	5% *	4% *	3% *	5%	6%	5%	6%	6%	6%	5%	3%	6%	2%	3%	3%	7% *	1% *	13% YZbd*	- *	6% f	1%			
NET: Good job	157	103	53	88	42	27	109	48	34	34	36	36	7	8	90	67	120	37	12	31	46	61	118	39	22	82	13	7	3	3	77	35			
	14%	19% C	9%	28% EF	11% F	6%	17% H	10%	13%	11%	14%	24% UKN*	13% *	8% *	24% P	9%	17% R	8%	6%	10%	16% S	25% STU	12% W	11% Ybcd	24% Ybcd	17% b*	5% *	6% *	8% *	19% f	9%				
NET: Bad job	687	315	359	140	225	322	336	350	166	181	158	71	39	72	173	513	398	288	135	194	190	117	627	55	147	148	41	106	28	31	201	288			
	61%	58%	63%	45% D	60% DE	72% DE	53% G	71% G	62% L	60% L	61% L	46% *	70% L*	75% JKL*	47% O	67% O	57%	66% Q	65% V	62% V	64% V	49%	63% X	41% Zac	75% Zac	44% *	54% Zac*	78% Zac*	49% *	81% Zac*	50%	74% e			
Mean	-0.79	-0.66 C	-0.90	-0.30 EF	-0.84 F	-1.08	-0.59 H	-1.04	-0.83	-0.85	-0.82	-0.33 UKN*	-1.02 **	-0.99 *	-0.38 P	-0.99	-0.67 R	-0.99	-1.04	-0.90	-0.81	-0.33 STU	-0.86	-0.25 W	-1.00 b	-0.32 Ybcd	-0.56 Ybd*	-1.30 *	-0.79 b*	-1.20 *	-0.51 f	-1.08			

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

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the cost of living
All Adults aged 18+ in Great Britain

	Total	Favourable to parties												Favourable to politicians												Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention													
		Favourable to parties						Favourable to politicians						Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention																									
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform					
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)					
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75				
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76				
Very good job (2)	46	27	9	33	5	30	6	32	4	21	13	30	7	35	4	29	8	31	21	27	7	32	4	31	6	14	6	37	32	35	33	32	4	16	10	15	10	10	-	9	9	6	7	8				
	4%	10%	2%	10%	1%	11%	2%	11%	1%	7%	2%	9%	1%	13%	1%	9%	2%	16%	11%	13%	1%	20%	1%	20%	1%	18%	2%	9%	9%	9%	11%	8%	5%	6%	17%	10%	9%	14%	-	32%	5%	12%	22%	10%				
		CEGIK		CEGIK		CEGIK		CEGIK		CEGIK		MOQSUWY		LMOQSUWY		MOQSUWY	W	LMOQSUWY	W	MOQSUWY		W	MOQSUWY		LMNOQSTUVWY			a					*		gpo*													
Fairly good job (1)	111	31	51	85	6	53	16	54	16	33	55	83	6	57	12	40	52	62	33	21	32	47	37	54	34	52	49	89	39	66	51	41	1	61	19	40	29	21	3	5	10	4	7					
	10%	12%	9%	26%	1%	20%	4%	19%	4%	10%	10%	26%	1%	21%	4%	12%	9%	33%	21%	16%	9%	37	16%	8%	34	22%	8%	22%	11%	13%	18%	11%	1	25%	32%	28%	25%	30%	19%	5%	8%	13%	9%					
		EGJ		BCFGHIK		BCDEGJK		BCDEGJK		EGJ		MOQSTUVWY		MOQSUWY		MS	MOQSUWY	LMNOQSTUVWY	W	MOQSUWY		MOQSUWY		MOQSUWY		MOQSUWY		MOQSUWY		cdef		c	c		gpo*		gpo*	gpo*	gpo*	**	**	*	*	*				
Neither (0)	226	31	121	113	40	69	63	72	55	44	130	110	45	66	46	44	134	52	57	33	116	33	145	22	134	35	17	136	49	85	84	51	12	80	12	35	33	14	4	8	18	9	11	10				
	20%	12%	21%	35%	8%	26%	16%	25%	15%	14%	24%	34%	9%	24%	14%	13%	24%	27%	10%	16%	23%	14%	20%	14%	20%	27%	5%	33%	14%	23%	27%	14%	16%	33%	20%	24%	28%	20%	24%	27%	28%	10%	18%	33%	13%			
		E	BEGU	BCFGHIK		BEGU	E	BEGU	E	E	24%	34%	9%	24%	14%	13%	24%	27%	10%	16%	23%	14%	20%	M	MOQSUWY		MOQSUWY		cdef		c	c		gpo*		gpo*	gpo*	gpo*	**	**	*	*	*					
Fairly bad job (-1)	327	75	171	59	171	67	102	69	112	75	174	62	162	66	91	83	173	26	195	46	146	33	251	11	222	7	80	91	112	98	69	90	25	55	11	29	26	14	3	4	68	21	9	19				
	29%	30%	30%	18%	33%	25%	26%	24%	30%	23%	32%	19%	31%	24%	27%	25%	31%	14%	34%	22%	29%	14%	33%	7%	32%	6%	22%	22%	32%	36%	22%	24%	34%	34%	19%	20%	20%	18%	15%	39%	42%	28%	25%					
		D	DHI		DGHJ	D	D	D	DI	DGHJ	RK	LPRTUV	LNKX	LNKX	LNKX	LNKX	LNKX	X	LMNOQSTUVWY	X	LNKX	X	LNNOQSTUVWY	X	LNNOQSTUVWY		LNNOQSTUVWY		bef		b	b	j*		22%	22%	24%	24%	24%	24%	24%	24%	24%	24%				
Very bad job (-2)	360	89	188	23	291	38	203	43	178	143	144	26	295	37	182	132	159	11	287	65	171	96	229	57	220	13	256	39	108	73	60	159	33	24	8	24	16	12	5	1	66	8	2	31				
	32%	35%	33%	7%	56%	14%	20%	15%	48%	45%	27%	8%	57%	14%	54%	40%	29%	6%	51%	32%	34%	41%	91	32%	36%	33%	10%	70%	40%	10%	31%	20%	19%	42%	44%	10%	13%	17%	14%	16%	35%	44%	37%	17%	5%	41%		
		DFHK	DFHK		BCDFGHK	D	BCDFHK	D	BCDFHK	BCDFHK	DFH	LNNOQSTUVWY	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX		bde	b	b	bde	hijkp*		h		*	**	**	hijkp	*	**	hijkp*				
Don't know	62	2	24	14	9	13	2	17	4	3	23	13	6	9	1	4	23	8	6	2	14	5	35	1	26	3	4	17	9	14	14	1	-	10	-	2	4	-	-	1	5	2	-	1				
	5%	1%	4%	4%	2%	5%	1%	6%	1%	1%	4%	4%	1%	3%	*	1%	4%	4%	1%	1%	3%	2%	5%	1%	4%	3%	1%	4%	4%	3%	4%	4%	*	-	4%	-	1%	4%	-	-	2%	3%	3%	-	2%			
		BEGU		BGU	G	BEGU		BEGU		BEGU	MOQSTX		MOQSTX		OCT		MOQSTU	MOQSTX		MOQSTU		MOQSTU		MOQSTU		MOQSTU		f	f	f	f		*	j	*	*	*	*	*	*	*	*	*	*				
NET: Good job	157	58	60	118	12	84	23	86	20	54	68	112	13	92	17	68	61	93	22	59	54	69	59	65	58	73	10	125	71	100	84	72	5	77	29	55	40	31	3	14	19	10	12	15				
	14%	23%	11%	36%	2%	31%	6%	30%	5%	17%	13%	35%	2%	34%	5%	21%	11%	49%	4%	29%	11%	29%	8%	41%	9%	55%	3%	31%	20%	27%	27%	19%	6%	31%	49%	38%	33%	44%	20%	50%	11%	20%	35%	19%				
		CEGIK		BCFGHIK		BCDEGJK		BCDEGJK	E	CEGI		MOQSUWY		MOQSUWY		LNKX	MOQSUWY	LMNOQSTUVWY		MOQSUWY		MOQSUWY		MOQSUWY		MOQSUWY		LNKX		cf		cf		*	go	gpo*	gpo*	gpo*	*	**	**	*	**	u*				
NET: Bad job	687	164	359	82	463	105	306	112	290	217	317	88	458	102	274	215	331	38	482	112	317	129	481	68	442	20	335	130	220	171	129	250	59	79	53	42	26	8	6	135	29	11	50					
	61%	64%	64%	25%	88%	39%	78%	39%	79%	68%	59%	27%	88%	38%	81%	65%	60%	20%	85%	54%	63%	55%	67%	44%	67%	15%	91%	32%	63%	46%	41%	67%	78%	32%	37%	35%	36%	54%	19%	76%	59%	32%	66%					
		DFH		DFHK		BCDFGHK	D	BCDFHK	D	BCDFHK	DFHK	R	LNNOQSTUVWY	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX	LNKX		bde	b	b	bde	hijkp*	*	*	*	*	*	**	**	hijkp*	hijk*	**	**	hijk*			
Mean	-0.79	-0.67	-0.89	0.15	-1.43	-0.11	-1.23	-0.14	-1.22	-0.90	-0.74	0.09	-1.42	-0.04	-1.30	-0.76	-0.80	0.41	-1.31	-0.44	-0.88	-0.53	-0.95	-0.19	-0.94	0.49	-1.59	-0.02	-0.66	-0.30	-0.24	-0.82	-1.11	-0.04	0.21	-0.06	-0.07	0.05	-0.69	0.60	-1.01	-0.46	0.19	-0.78				

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,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U/V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the NHS

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	53	43	10	36	11	7	37	17	12	10	15	13	-	3	29	24	45	8	9	9	13	20	40	13	7	28	4	4	2	2	24	12		
	5%	8% C	2%	11% EF	3%	2%	6%	3%	4%	3%	6%	9%*	- *	3% *	8% P	3%	6% R	2%	4%	3%	4%	8%	4%	10% W	4%	8%	5% *	3% *	3% *	4% *	6%	3%		
Fairly good job (1)	234	135	98	84	58	93	156	78	59	56	52	38	10	19	99	135	154	80	29	69	62	63	192	42	37	115	17	6	9	8	119	61		
	21%	25% C	17%	27% E	15%	21%	25% H	16%	22%	19%	20%	25% *	18% *	19% *	27% P	18%	22%	18%	14%	22%	21%	26% S	19%	31% W	19%	34% Ybc	22% b*	5% *	15% b*	22% b*	30%	16%		
Neither (0)	290	146	144	62	104	125	173	117	69	76	64	45	18	18	92	199	176	114	51	82	85	60	253	35	62	95	21	33	20	8	116	109		
	26%	27%	25%	20%	28% D	28% D	27%	24%	26%	25%	25%	29% *	32% *	18% *	25%	26%	25%	26%	25%	26%	29%	25%	26%	26%	32%	28%	28% *	24% *	35% *	21% *	29%	28%		
Fairly bad job (-1)	226	94	126	59	80	87	118	108	46	59	63	25	13	20	71	154	146	80	41	64	61	43	201	23	49	45	19	25	9	8	58	81		
	20%	17%	22%	19%	21%	19%	18%	22%	17%	20%	24%	16% *	24% *	20% *	19%	20%	21%	18%	20%	21%	21%	18%	20%	20%	25% z	13%	19%	25% z*	19% *	17% *	21% *	14%	21% e	
Very bad job (-2)	235	110	118	43	86	106	109	126	60	69	46	14	13	33	53	182	137	98	50	65	56	45	218	15	38	40	10	53	10	10	60	106		
	21%	20%	21%	14%	23% D	24% D	17% G	25% L	22% L	23% L	18%	9% *	23% *	34% IKL*	14%	24% O	20%	23%	24%	21%	19%	19%	22% X	11%	19%	12%	13% *	39% YZac*	18% *	25% Z*	15%	27% e		
Don't know	93	19	73	30	34	29	43	50	21	29	19	18	2	4	24	69	38	55	28	24	18	9	86	6	3	15	6	15	7	2	25	19		
	8%	3%	13% B	10%	9%	6%	7%	10%	8%	10%	7%	12% *	3% *	4% *	7%	9%	5%	13% Q	14% UV	8%	6%	4%	9%	4%	1%	4%	8% Y*	11% YZ*	12% YZ*	6% *	6%	5%		
NET: Good job	287	178	108	119	68	100	193	95	70	66	67	51	10	22	128	159	199	89	38	78	76	82	231	55	45	144	21	10	10	10	142	73		
	25%	33% C	19%	38% EF	18%	22%	30% H	19%	26%	22%	26%	33% J*	18% *	23% *	35% P	21%	29% R	20%	18%	25%	26%	34% ST	23%	41% W	23% b	42% Yabc	27% b*	8% *	18% *	26% b*	35% f	19%		
NET: Bad job	461	204	243	102	166	193	227	234	106	128	109	39	26	53	125	336	283	178	91	129	117	88	419	38	87	85	28	78	20	18	118	188		
	41%	37%	43%	33%	45% D	43% D	36% G	47% L	40% L	43% L	42% L	25% *	46% L*	55% IL*	34%	44% O	41%	41%	43%	41%	40%	37% X	42% X	28%	44% z	25%	37% *	58% Zac*	35% *	46% Z*	29%	48% e		
Mean	-0.34	-0.18 C	-0.49	0.03 EF	-0.51	-0.46	-0.18 H	-0.56	-0.34	-0.45	-0.30 N	0.08 IKN*	-0.52 **	-0.66 *	-0.06 P	-0.48	-0.27 R	-0.47	-0.52	-0.37	-0.30	-0.13 S	-0.40	0.12 W	-0.38 b	0.14 Yabc	-0.19 b*	-0.96 *	-0.36 b*	-0.44 **	-0.03 f	-0.57		

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

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the NHS
All Adults aged 18+ in Great Britain

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																																															
		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 Keir Starmer		Unfavourable to Keir Starmer		Favourable to Ed Davey		Unfavourable to Ed Davey		Favourable to Nigel Farage		Unfavourable to Nigel Farage		Favourable to Rachel Reeves		Unfavourable to Rachel Reeves		Favourable to Kemi Badenoch		Unfavourable to Kemi Badenoch		Favourable to Donald Trump		Unfavourable to Donald Trump		Favourable to JD Vance		Unfavourable to JD Vance		NET Good job		NET Bad job		Likely to vote Labour		Likely to vote Conservative		Likely to vote Lib Dem		Likely to vote Green		Likely to vote Reform		2024 Labour voter + Unlikely to vote Labour		2024 Labour voter + Likely to vote Labour		2024 Labour voter + Likely to vote Conservative		2024 Labour voter + Likely to vote Lib Dem		2024 Labour voter + Likely to vote Green		2024 Labour voter + Likely to vote Reform		2024 Conservative voter + Unlikely to vote Conservative		2024 Conservative voter + Likely to vote Labour		2024 Conservative voter + Likely to vote Lib Dem		2024 Conservative voter + Likely to vote Green		2024 Conservative voter + Likely to vote Reform	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)																																	
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75																																	
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76																																	
Very good job (2)	53	22	21	46	*	31	10	28	8	21	22	45	4	29	9	28	18	34	8	22	18	32	17	26	18	32	2	47	26	31	32	27	2	27	10	15	13	11	-	7	7	6	5	6																																	
	5%	9%	4%	14%	*	12%	3%	10%	2%	7%	4%	14%	1%	11%	3%	8%	3%	18%	1%	11%	4%	14%	2%	17%	3%	25%	1%	12%	8%	8%	10%	7%	2%	11%	16%	10%	11%	15%	-	24%	4%	12%	16%	8%																																	
	CEGIK	E	BCEGHJK	CEGIK	E	CEGIK	E	EGJ	E	EGJ	E	MOPQSUWY	M	MOPQSUWY	M	MOS	MOSWY	MNOQRSTUWY	M	MOPS	MOS	MOS	MOPQSUWY	M	MOPQSUWY	MOS	a	1%	cdf	7%	3%	8%	10%	7%	2%	11%	16%	10%	11%	15%	-	24%	4%	12%	16%	8%																															
Fairly good job (1)	234	58	124	164	28	102	46	101	54	58	135	159	28	112	41	63	134	94	53	57	248	51	149	42	139	68	11	165	84	115	88	67	10	101	28	55	42	27	5	17	32	11	18	14																																	
	21%	23%	22%	50%	5%	38%	12%	35%	15%	18%	25%	49%	5%	41%	12%	61%	24%	49%	9%	28%	21%	22%	21%	27%	21%	51%	3%	40%	24%	31%	28%	18%	13%	41%	47%	38%	35%	38%	35%	58%	18%	23%	55%	18%	18%																																
	EGJ	EGJ	BCEFGHIK	BCEGIK	E	BCEGIK	E	EGJ	EGJ	EGJ	EGJ	MNOQRSTUWY	M	MOPQSUWY	M	MOS	MOSWY	MNOQRSTUWY	M	MOPS	MOS	MOS	MOPQSUWY	M	MOPQSUWY	MOS	a	cdf	7%	3%	8%	10%	7%	2%	11%	16%	10%	11%	15%	-	24%	4%	12%	16%	8%																																
Neither (0)	290	61	140	67	126	64	91	60	80	76	132	76	123	54	77	83	127	42	134	62	115	49	183	25	171	21	80	109	87	98	81	87	16	71	5	42	33	16	4	2	56	13	5	29																																	
	26%	24%	25%	20%	24%	24%	23%	21%	22%	24%	24%	23%	24%	20%	24%	23%	23%	22%	24%	30%	23%	21%	25%	16%	26%	16%	22%	27%	25%	26%	26%	23%	21%	19%	9%	29%	28%	22%	29%	9%	32%	26%	16%	39%	1%																																
Fairly bad job (-1)	226	55	120	26	143	43	86	50	81	50	111	22	137	44	77	49	124	16	150	31	103	29	173	12	151	4	80	41	71	70	58	75	22	20	7	18	20	9	-	2	47	10	5	13																																	
	20%	21%	21%	8%	27%	16%	22%	18%	22%	16%	21%	7%	26%	16%	22%	15%	22%	8%	26%	15%	21%	12%	24%	8%	23%	3%	22%	10%	20%	20%	19%	19%	20%	20%	13%	12%	17%	13%	-	6%	26%	21%	14%	17%	1%																																
Very bad job (-2)	235	52	135	12	203	20	146	29	131	98	108	10	209	16	123	90	115	3	193	31	126	69	140	49	137	3	178	23	69	39	34	102	25	15	8	12	9	9	5	-	32	7	-	13																																	
	21%	20%	24%	4%	39%	7%	37%	10%	36%	31%	20%	3%	40%	6%	36%	27%	21%	2%	34%	15%	25%	29%	19%	41%	21%	3%	49%	6%	20%	11%	11%	27%	33%	6%	14%	8%	7%	13%	35%	-	18%	15%	-	17%	1%																																
	DFH	DFH	DFHK	BCEFGHIK	D	BCEFGH	D	BCEFGH	BCEFGH	DFH	DFH		LNPRQSTUV	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR																													
Don't know	93	8	24	13	23	10	14	19	15	16	30	12	20	15	11	18	32	3	29	3	22	6	57	1	44	3	16	24	12	17	18	17	1	12	1	2	2	-	1	3	2	-	1	1																																	
	8%	3%	4%	4%	4%	4%	4%	7%	4%	5%	6%	4%	4%	5%	3%	5%	6%	1%	5%	1%	4%	2%	8%	1%	7%	2%	4%	6%	4%	4%	5%	6%	4%	1%	5%	1%	2%	2%	-	3%	2%	4%	-	1%	1%																																
NET: Good job	287	80	145	210	29	133	56	129	62	79	157	204	32	141	50	91	152	127	61	79	135	83	166	69	157	100	13	212	110	147	120	93	11	128	38	70	55	37	5	24	39	17	24	19																																	
	25%	31%	26%	64%	5%	49%	14%	45%	17%	25%	29%	63%	6%	52%	15%	27%	28%	67%	11%	39%	27%	35%	23%	44%	24%	100	13	52%	31%	40%	39%	25%	15%	52%	63%	49%	46%	52%	35%	82%	22%	34%	70%	25%	1%																																
	EGJ	EGJ	BCEFGHIK	BCEGIK	E	BCEGIK	E	BCEGIK	E	EGJ	EGJ	MNOQRSTUWY	M	MOPQSUWY	M	MOS	MOSWY	MNOQRSTUWY	M	MOPQSUWY	MOS	MOS	MOPQSUWY	MOS	MOS	MOS	a	cdf	7%	3%	8%	10%	7%	2%	11%	16%	10%	11%	15%	-	24%	4%	12%	16%	8%	1%																															
NET: Bad job	461	107	255	37	346	64	232	79	212	148	220	32	347	60	200	140	239	19	342	62	229	98	314	62	288	8	258	64	140	109	92	178	47	35	16	30	29	18	5	2	78	18	5	26																																	
	41%	42%	45%	11%	66%	24%	59%	28%	58%	46%	41%	10%	66%	22%	59%	42%	43%	10%	60%	30%	46%	41%	44%	39%	44%	6%	70%	16%	40%	29%	30%	47%	63%	14%	26%	21%	24%	25%	35%	6%	44%	35%	14%	35%	1%																																
	DFH	DFHK	BCEFGHIK	D	BCEFGH	D	BCEFGH	D	BCEFGH	DFH	DFH		LNPRQSTUV	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR	LNPR																													
Mean	-0.34	-0.23	-0.41	0.66	-1.04	0.31	-0.82	0.18	-0.77	-0.48	-0.30	0.67	-1.04	0.37	-0.81	-0.36	-0.35	0.74	-0.87	0.04	-0.42	-0.23	-0.41	-0.10	-0.41	0.94	-1.20	0.45	-0.22	0.08	0.09	-0.45	-0.79	0.45	0.39	0.30	0.26	0.29	-0.35	1.04	-0.37	-0.04	0.72	-0.20																																	
	EGJ	EGJ	EGJ	BCEFGHIK	BCEGIK	BCEGIK	E	BCEGIK	E	EGJ	CEGI	MNOQRSTUWY		MNOQRSTUWY	M	MOS	MOS	MNOQRSTUWY	M	MOPQSUWY	MOS	MOS	MOS	MOPQSUWY	MOS	a	cdf	cdf	f	cf	cf	cf	*	gkopr	gor*	gor	gor	gor	gor*	**	1.04	g	g*	0.72	-0.20																																

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Column Proportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

Column Means (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing immigration and asylum

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	40	31	9	26	11	3	28	12	13	8	10	8	1	1	22	17	33	6	4	5	9	19	35	5	9	16	4	5	2	1	19	8		
	4%	6% C	2%	8% EF	3% F	1%	4%	2%	5%	3%	4%	5% *	1% *	1% *	6% P	2%	5% R	1%	2%	2%	3%	8%	3% STU	3%	4%	4%	5%	5% *	3% *	4% *	2% *	5%	2%	
Fairly good job (1)	160	95	63	74	45	41	119	41	35	42	31	36	8	7	81	79	117	43	17	40	40	57	118	41	15	94	11	2	8	2	85	28		
	14%	17% C	11%	24% EF	12%	9%	19% H	8%	13%	14%	12%	23% UKN*	15% *	7% *	22% P	10%	17% R	10%	8%	13%	14%	24% STU	12%	30% W	8% b	28% Yabd	14% b*	1% *	14% b*	5% *	21% f	7%		
Neither (0)	213	99	110	61	81	71	134	79	59	50	46	29	11	20	85	128	121	92	47	51	55	46	168	42	21	89	23	7	11	9	99	44		
	19%	18%	19%	19%	22%	16%	21%	16%	22%	17%	18%	19% *	19% *	20% *	23% P	17%	17%	21%	23%	16%	19%	19%	17%	31% W	10% Yb	26% Yb	30% Yb*	5% *	19% b*	25% Yb*	25% f	11%		
Fairly bad job (-1)	232	101	129	53	67	112	135	96	50	61	52	38	11	19	70	162	141	91	23	70	77	43	214	17	58	62	18	19	14	10	92	71		
	20%	19%	23%	17%	18%	25% DE	21%	19%	19%	20%	20%	25% *	20% *	19% *	19%	21%	20%	21%	11%	23% S	26% SV	18%	22% X	13%	30% Zb	18%	23% *	14% *	25% *	26% *	23%	18%		
Very bad job (-2)	394	202	184	64	129	200	167	227	97	114	100	29	17	37	75	318	225	168	100	119	92	56	369	23	92	59	14	100	8	11	71	227		
	35%	37%	32%	21%	35% D	45% DE	26% G	46% L	36% L	38% L	39% L	18% *	31% *	38% L*	20%	42% O	32%	39%	48%	38%	31%	23%	37% X	17%	47% Zac	18%	18% *	74% YZacd*	15% *	30% *	18%	58%		
Don't know	94	18	74	35	40	20	52	42	14	24	20	15	7	14	35	59	58	36	17	26	21	19	87	7	2	19	8	2	13	5	36	11		
	8%	3%	13% B	11% F	11% F	4%	8%	8%	5%	8%	8%	10% *	13% *	14% I*	9%	8%	8%	8%	8%	8%	7%	8%	9%	5%	1%	6% Y	10% Yb*	2% *	22% YZb*	13% Yb*	9% Yb*	3%		
NET: Good job	199	126	71	100	55	44	147	52	48	50	41	44	9	8	103	96	151	49	22	45	50	77	152	46	24	110	15	6	10	3	104	36		
	18%	23% C	13%	32% EF	15%	10%	23% H	10%	18%	17%	16%	28% UKN*	16% *	8% *	28% P	13%	22% R	11%	10%	14%	17%	32% STU	15%	34% W	12%	32% Yabd	19% b*	5% *	18% b*	7% *	26% f	9%		
NET: Bad job	625	304	314	118	196	312	302	323	147	175	152	66	29	56	145	480	366	259	123	189	169	99	583	40	150	121	31	119	23	21	162	298		
	55%	56%	55%	37% D	53% DE	70% DE	47% G	65% G	55%	59% L	59% L	43% *	51% *	57% *	39%	63% O	53%	59%	59% V	61% V	57% V	41% X	59% 29%	77% Zacd	36%	41% *	88% YZacd*	40% *	55% Z*	40%	77% e			
Mean	-0.75	-0.66 C	-0.84	-0.20 EF	-0.78 F	-1.09	-0.50 H	-1.07	-0.73	-0.84	-0.84	-0.31 UKN*	-0.75 **	-0.99 *	-0.28 P	-0.97	-0.64 R	-0.93	-1.03	-0.90	-0.74 S	-0.26 STU	-0.85	-0.09 W	-1.08 b	-0.17 Yb	-0.38 Yb*	-1.57 *	-0.42 Yb*	-0.88 **	-0.30 f	-1.27		

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

All Adults aged 18+ in Great Britain

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with crime and anti-social behaviour

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very good job (2)	49	36	13	31	15	3	34	15	12	13	5	12	4	3	32	17	43	6	1	7	14	26	36	13	6	31	2	2	3	1	26	10	
	4%	7% C	2%	10% EF	4% F	1%	5%	3%	5%	4%	2%	8% K*	7% *	3% *	9% P	2%	6% R	1%	*	2%	5% S	11% STU	4%	10% W	3%	9% Yb	3% *	1% *	6% *	2% *	6% f	3%	
Fairly good job (1)	177	105	72	70	54	53	121	56	44	52	40	28	4	10	77	101	129	49	21	47	48	56	143	35	29	83	14	9	8	2	88	41	
	16%	19% C	13%	22% EF	15% 12%	12%	19% H	11%	16%	17%	15%	18% *	8% *	11% *	21% P	13%	18% R	11%	10%	15%	16%	23% ST	14% 26% W	15% 25% Ybd	25% 18% Ybd	15% 25% Ybd	18% 18% b*	7% 7% *	15% 15% *	6% 6% *	22% 22% f	10%	
Neither (0)	293	149	144	76	101	117	173	120	64	72	64	41	18	36	112	182	182	111	61	78	73	68	253	38	46	107	30	18	10	17	132	80	
	26%	27%	25%	24%	27%	26%	27%	24%	24%	24%	25%	26% *	32% *	37% UK*	30% P	24%	26%	25%	29%	25%	25%	28%	26%	28%	23%	32% b	39% Ybc*	14% 14% *	17% 17% *	45% Ybc*	33% f	21%	
Fairly bad job (-1)	253	101	148	58	74	120	142	111	63	65	64	41	10	12	57	196	135	118	41	72	84	38	231	19	58	60	14	37	12	2	62	117	
	22%	19%	26% B	18%	20%	27% D	22% 22%	22%	24% N	22%	25% N	26% N*	17% *	12% *	16% O	27% 27% Q	19%	19%	19%	23%	29% SV	16%	23% X	14% 23% Zd	14% 18% *	18% 18% *	37 27% d*	21% 21% *	5% 5% *	15% 15% Za*	30% 30% e		
Very bad job (-2)	247	130	109	43	87	117	110	137	63	65	60	20	12	27	58	189	141	106	57	74	57	37	224	21	49	35	6	64	11	12	54	127	
	22%	24%	19%	14%	23% D	26% D	17% 17%	28% G	23% L	22%	23% L	13% *	22% *	28% L*	16% O	25% 25% O	20%	24%	27% V	24% V	19%	15%	23%	16%	25% Za	10% 10% Za	7% 7% *	47% 47% YZac*	20% 20% *	33% 33% Za*	13% 13% Za*	127 127 e	
Don't know	113	25	84	35	40	37	56	57	22	33	27	13	8	10	33	79	66	46	28	35	19	15	103	8	7	23	11	5	12	3	41	14	
	10%	5%	15% B	11%	11%	8%	9%	12%	8%	11%	10%	8% *	14% *	10% *	9%	10%	10%	11%	13% UV	11% 11% UV	6% 6% UV	6%	10% 10% UV	6% 6% UV	4% 4% UV	7% 7% UV	14% 14% Yb*	4% 4% *	21% 21% YZb*	9% 9% *	10% 10% f	4% 4% f	
NET: Good job	226 20%	141 26% C	85 15%	102 32% EF	69 19% F	55 12%	155 24% H	71 14%	56 21%	64 21%	45 17%	40 26% *	8 15% *	13 13% *	108 29% P	118 15%	172 25% R	55 13%	22 10%	54 17%	63 21% S	82 34% STU	178 18%	48 35% W	36 18% b	114 34% Ybd	16 21% b*	11 8% *	12 21% b*	3 9% *	113 28% f	51 13%	
NET: Bad job	500 44%	231 42%	256 45%	101 32%	162 43% D	237 53% DE	251 40%	248 50% G	125 47%	130 43%	124 48%	61 40% *	22 39% *	38 39% *	115 31%	385 50% O	276 40%	224 51% Q	98 47% V	146 47% V	141 48% V	75 31%	455 46% X	41 30%	107 55% Za	95 28%	20 26% *	101 75% YZacd*	23 41% *	14 38% *	116 29%	244 63% e	
Mean	-0.46	-0.35 C	-0.55	-0.04 EF	-0.50 F	-0.72	-0.30 H	-0.68	-0.49	-0.44	-0.57	-0.21 K*	-0.45 **	-0.57 *	-0.10 P	-0.64	-0.32 R	-0.69	-0.73	-0.57	-0.44 S	-0.02 STU	-0.52	-0.01 W	-0.60 b	0.05 Ybc	-0.11 Yb*	-1.17 *	-0.42 b*	-0.66 **	-0.09 f	-0.83	

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

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Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with crime and anti-social behaviour

All Adults aged 18+ in Great Britain

	Total	Favourable to parties														Favourable to politicians														Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																																
		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 Keir Starmer		Unfavourable to Keir Starmer		Favourable to Ed Davey		Unfavourable to Ed Davey		Favourable to Nigel Farage		Unfavourable to Nigel Farage		Favourable to Rachel Reeves		Unfavourable to Rachel Reeves		Favourable to Kemi Badenoch		Unfavourable to Kemi Badenoch		Favourable to Donald Trump		Unfavourable to Donald Trump		Favourable to JD Vance		Unfavourable to JD Vance		NET Good job		NET Bad job		Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)																									
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75																										
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76																										
Very good job (2)	49 4%	26 10%	17 3%	44 13%	2 *	30 CEGIJ	6 11%	6 1%	33 CEGIJ	6 2%	21 CEGIJ	14 6%	35 3%	4 1%	31 11%	3 1%	31 9%	11 2%	29 15%	7 1%	26 13%	11 2%	32 14%	10 1%	31 20%	9 1%	35 26%	3 1%	46 11%	31 9%	33 9%	30 10%	27 7%	3 *	28 o	16 ghjor*	17 o	13 o	14 go*	- *	6 **	6 10%	5 19%	6 21%	6 7%	6 *																								
Fairly good job (1)	177 16%	49 19%	84 15%	107 33%	23 4%	79 CEGIJK	32 8%	77 18%	28 CEGIJ	52 16%	92 EGI	118 17%	27 36%	83 10%	32 MS	51 MOS	91 MODSWY	75 17%	31 39%	46 5%	22% MOS	15% MOS	77 MOS	45 MOS	102 MOS	34 22%	94 14%	48 37%	15 4%	126 31%	62 18%	94 25%	58 15%	5 6%	75 31%	13 21%	44 31%	36 31%	20 28%	3 20%	7 25%	27 15%	8 18%	16 21%																										
Neither (0)	293 26%	47 18%	145 24%	97 30%	89 17%	91 CEGHIK	66 12%	75 34%	72 17%	45 20%	165 J	87 14%	83 31%	56 17%	166 31%	61 32%	112 MOS	52 24%	118 20%	42 25%	202 MOPXV	18 24%	202 MOS	23 14%	177 27%	30 23%	38 10%	126 cef	83 f	109 df	76 f	58 15%	23 30%	77 31%	17 29%	44 30%	32 27%	18 25%	3 18%	4 25%	51 25%	18 18%	9 16%	12 *																										
Fairly bad job (-1)	253 22%	60 23%	136 24%	46 14%	156 30%	34 CDFHK	105 12%	51 27%	97 18%	75 F	123 DF	47 23%	153 R	44 16%	88 26%	72 LNR	119 LNR	17 3%	173 9%	36 17%	127 25%	17 13%	189 X	13 9%	170 LNR	7 2%	91 25%	57 14%	82 b	72 b	65 b	96 bd	17 *	39 *	9 *	17 12%	18 15%	10 *	4 **	5 **	5 18%	18 30%	10 18%	22 hjk*																										
Very bad job (-2)	247 22%	62 24%	132 23%	9 14%	217 30%	20 BCDFHK	159 D	25 40%	146 9%	117 D	92 BCDFHK	9 3%	221 LNR	14 5%	144 43%	106 32%	105 19%	5 3%	212 37%	41 20%	125 LNR	83 LNR	137 LNR	53 LNR	148 22%	6 4%	200 55%	17 4%	77 bde	35 b	32 b	127 bde	27 hjkp*	9 *	5 h	13 h	9 b*	9 12%	9 12%	2 **	44 25%	7 14%	4 13%	19 25%																										
Don't know	113 10%	11 4%	51 9%	24 7%	36 J	16 7%	26 J	26 9%	19 5%	10 3%	52 10%	17 5%	29 6%	13 5%	14 4%	15 4%	57 2%	3 6%	31 2%	4 2%	43 1%	3 11%	80 11%	2 1%	62 9%	5 4%	19 5%	38 9%	15 4%	29 8%	31 10%	9 2%	2 7%	18 *	- *	9 8%	10 *	- *	1 4%	1 2%	5 3%	2 4%	1 2%	2 2%																										
NET: Good job	226 20%	75 30%	101 18%	150 46%	26 5%	109 CEGIJK	37 40%	110 E	35 CEGIJ	73 E	106 EGI	153 MOPRSTUV WY	31 6%	114 MOPRSTUV Y	35 MS	82 19%	102 MODSWY	105 19%	38 7%	72 35%	87 17%	77 33%	112 16%	66 42%	103 16%	83 63%	18 5%	172 cef	92 26%	127 cf	107 24%	85 23%	8 *	103 go*	29 48%	61 42%	49 42%	34 48%	3 20%	14 **	33 19%	14 27%	13 **	22 29%																										
NET: Bad job	500 44%	121 48%	268 48%	56 17%	373 71%	54 20%	264 67%	76 26%	243 66%	192 60%	215 40%	55 17%	374 72%	58 22%	232 69%	178 54%	224 41%	22 12%	385 68%	77 38%	252 50%	114 48%	326 45%	66 42%	318 48%	13 10%	291 79%	74 18%	159 46%	107 29%	97 31%	223 59%	43 58%	48 20%	14 23%	31 21%	27 23%	19 *	8 **	7 24%	95 54%	25 hjkp*	14 hjkp*	41 54%																										
Mean	-0.46	-0.33 EGI	-0.55 EGI	0.43 BCFGHIK	-1.15	0.26 CEGIJK	-1.03 E	0.16 CEGIJ	-0.99 E	-0.70 EGI	-0.39 CEGIJ	0.41 MOPRSTUV WXY	-1.14 MOPRSTUV WXY	0.28 MOPRSTUV WXY	-1.04	-0.54 MOS	-0.44 MODSWY	0.57 LMNOPRSTUV WXYZ	-1.03 M	-0.10 MOPRSTUV Y	-0.61 MOS	-0.38 MOPRSTUV	-0.53 MOSEY	-0.14 MOPRSTUV Y	-0.59 MOS	0.78 a*	-1.35	0.34 cef	-0.34 f	0.05 cf	0.03 cf	-0.65	-0.80 *	0.32 goqr	0.44 goqr*	0.25 goqr	0.25 goqr*	0.28 goqr*	-0.70 **	0.39 **	-0.58	-0.28 *	0.01 **	-0.43 *																										

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,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U/V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Strengthening Britain's defence and armed forces

All Adults aged 18+ in Great Britain

	Total	Gender		Age		Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	59	35	24	31	16	12	44	15	21	4	14	13	4	2	30	29	46	13	5	13	15	21	47	12	12	29	4	3	2	1	29	14
	5%	6%	4%	10% EF	4%	3%	7% H	3%	8% J	1%	6% J	8% J*	6%	3% *	8% P	4%	7% R	3%	2%	4%	5%	9%	5%	9%	6%	8% b	5% *	2% *	4% *	4% *	7%	4%
Fairly good job (1)	280	152	127	89	76	115	175	104	62	80	46	53	16	23	115	164	178	102	37	70	77	78	238	39	49	134	23	19	14	6	141	79
	25%	28%	22%	28% E	20%	26%	28% H	21%	23%	27% K	18%	35% JK*	28% *	24% *	31% P	22%	26%	23%	18%	22%	26%	33% ST	24%	29%	25% b	40% Ybd	30% b*	14% *	25% *	25% *	16% *	35% f
Neither (0)	318	157	159	76	101	141	188	129	77	77	77	35	17	35	94	223	189	128	61	100	74	67	279	38	64	100	24	35	9	18	120	119
	28%	29%	28%	24%	27%	32%	30%	26%	29%	26%	30%	23% *	30% *	36% *	26%	29%	27%	29%	29%	32%	25%	28%	28%	28%	33% c	29%	31% *	25% *	15% *	48% Zbc*	30%	31%
Fairly bad job (-1)	165	79	85	43	54	69	80	85	40	45	45	23	9	4	45	120	96	69	28	42	60	29	147	16	34	28	11	28	13	2	38	71
	15%	14%	15%	14%	14%	15%	13%	17%	15% N	15% N	17% N	15% N*	16% N*	4% *	12%	16%	14%	16%	14%	13%	20% v	12%	15%	12%	17% z	8%	15% *	21% z*	23% z*	6% *	10% e	18%
Very bad job (-2)	175	88	80	35	66	74	75	99	44	54	41	11	7	17	40	135	103	71	50	51	35	24	154	19	31	17	5	44	8	6	34	83
	15%	16%	14%	11% D	18% D	17%	12% G	20% G	17% L	18% L	16% L	7% *	13% *	17% L*	11% O	18% O	15%	16%	24% UV	16%	12%	10%	16%	14%	16% z	5% *	6% YZac*	33% z*	15% z*	15% z*	8% e	21%
Don't know	136	37	95	39	60	36	72	63	22	39	36	18	3	17	44	91	83	52	28	36	34	21	124	12	6	31	10	7	10	5	40	22
	12%	7%	17% B	13% F	16% F	8%	11% H	13%	8%	13%	14%	12% *	6% *	17% J*	12%	12%	12%	12%	13%	12%	11%	9%	13%	9%	3%	9% Y	13% Y*	5% *	18% Yb*	12% Y*	10%	6%
NET: Good job	339 30%	186 34% C	152 27%	120 38% EF	92 25%	127 28%	220 35% H	119 24%	83 31%	84 28%	60 23%	66 43% JKH*	19 34% *	25 26% *	145 39% P	193 25%	224 32%	115 26%	42 20%	83 27%	92 31% S	99 41% STU	285 29%	51 37%	61 31% b	163 48% Ybcd	26 34% b*	21 16% *	16 29% *	7 19% *	170 42% f	93 24%
NET: Bad job	340 30%	166 30%	164 29%	78 25% G	120 32%	142 32%	156 24% G	184 37% G	84 31%	99 33%	85 33%	35 22% *	16 29% *	20 21% *	85 23% O	255 33% O	199 29%	141 32%	79 38% v	93 30%	95 32% v	53 22%	301 30%	35 26%	65 33% z	46 13%	16 21% *	72 53% YZad*	22 38% z*	8 20% *	72 18%	154 40% e
Mean	-0.12	-0.07	-0.14	0.14 EF	-0.25	-0.19	0.06 H	-0.35	-0.10	-0.25	-0.23	0.25 UK*	-0.02 **	-0.11 *	0.16 P	-0.25	-0.05	-0.22	-0.46	-0.17 S	-0.08 S	0.19 STU	-0.14	0.07	-0.12 b	0.42 Ybc	0.13 b*	-0.72 *	-0.25 *	-0.14 **	0.26 f	-0.35

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

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

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All Adults aged 18+ in Great Britain

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																	
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform				
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		
Unweighted base		1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75		
Weighted base		1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76		
Very good job (2)		59	23	18	40	1	36	6	35	5	22	28	46	3	37	5	28	21	34	12	20	20	25	21	21	22	28	1	45	30	36	25	25	3	25	12	16	8	10	2	8	10	8	6	7		
		5%	9%	3%	12%	*	13%	2%	12%	1%	7%	5%	14%	1%	14%	1%	9%	4%	18%	2%	10%	4%	10%	3%	13%	3%	21%	*	11%	9%	10%	8%	7%	4%	10%	20%	11%	7%	15%	16%	27%	5%	15%	17%	10%		
		CEGIJ	E	CEGIJK	CEGIJK	E	CEGIJK	E	CEGIJ	CEGIJ	CEGIJ	MOPQSUYW	MOPQSUYW	MOQSUYW	MOS	MOQSUYW	MOS	MOQSUYW	MOS	MOQSUYW	MOS	MOQSUYW	M	MOQSUYW	MO	a	73	31	180	100	139	105	87	18	115	23	38%	67	57	32	2	14	47	15	12	16	
		280	66	157	160	63	100	63	105	73	79	145	170	54	109	54	87	148	97	94	67	123	65	183	46	174	73	31	180	100	139	105	87	18	115	23	38%	67	57	32	2	14	47	15	12	16	
Fairly good job (1)		25%	26%	28%	49%	12%	37%	16%	10%	20%	25%	14%	52%	10	40%	16%	26%	27%	51%	17%	33%	25%	68	28%	40	26%	56%	81	44%	29%	37%	34%	23%	24%	47%	23%	46%	48%	34	2	50%	27%	30%	17%	37%	22%	
		EG	EG	BCEGHJK	BCEGIJK	E	BCEGIJK	E	EG	EG	EG	MNORSTUVWXY	MOPQSUYW	M	MOS	MOS	MOS	MNORSTUVWXY	M	MOS	MOS	MOS	MOS	MOS	MOS	a	73	31	180	100	139	105	87	18	115	23	38%	67	57	32	2	14	47	15	12	16	
		318	67	149	76	145	74	108	60	107	77	152	67	148	67	82	83	151	43	153	62	130	56	210	35	190	20	91	107	98	90	77	99	22	69	17	32	26	18	4	4	57	11	9	29		
		28%	26%	26%	23%	28%	27%	27%	21%	29%	24%	28%	21%	28%	25%	24%	25%	27%	22%	27%	30%	26%	24%	29%	22%	29%	15%	25%	26%	28%	24%	25%	26%	29%	28%	29%	22%	22%	25%	29%	15%	33%	23%	26%	38%	jk*	
Fairly bad job (-1)		165	45	76	19	116	24	77	28	67	51	80	12	112	27	73	51	78	8	122	23	82	27	120	17	102	4	68	23	54	51	41	67	15	11	3	11	7	7	1	1	32	12	5	13		
		15%	18%	14%	6%	22%	9%	19%	10%	18%	16%	15%	4%	22%	10%	22%	16%	14%	4%	22%	11%	16%	11%	17%	11%	15%	3%	18%	6%	15	14%	13%	18%	16%	20%	4%	4%	7%	6%	10%	10%	3%	18%	25%	15%	17%	
		DFHJ	DF	CDPHK	CDPHK	D	CDPHK	D	CDPHK	DFHJ	DFHJ	DFHJ	LNPORTUVWXY	LR	LNPORTUVWXY	LNPRV	LR	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	LNPRV	
Very bad job (-2)		175	46	97	3	156	14	120	23	103	74	70	5	162	10	108	65	82	*	150	29	87	57	94	36	102	3	152	8	53	20	25	79	13	4	3	5	6	4	4	-	25	1	1	8		
		15%	18%	17%	1%	30%	5%	30%	8%	28%	23%	13%	2%	31%	4%	32%	20%	15%	*	24%	14%	17%	24%	13%	23%	16%	2%	41%	8	2%	15%	5%	8%	8%	21%	17%	2%	6%	5	4	4	-	25	1	1	8	
		DFHJ	DFHJK	BCEPHK	BCEPHK	D	BCEPHK	DF	BCEPHK	CDPHK	DFHJ	DFHJ	R	LNPORTUVWXY	LR	LNPORTUVWXY	LNBTW	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	
Don't know		136	8	67	30	43	22	20	37	13	16	65	25	43	19	16	117	70	9	35	5	58	7	91	1	69	4	24	46	13	36	39	17	5	22	1	14	15	-	-	1	5	3	1	3		
		12%	3%	12%	9%	8%	8%	5%	13%	3%	5%	12%	8%	8%	7%	5%	5%	13%	5%	6%	2%	12%	3%	13%	1%	10%	3%	7%	11%	4%	10%	13%	5%	6%	9%	2%	10%	12%	-	-	4%	3%	6%	4%	4%	4%	
		BEGIJ	BI	BGI	BI	BEGIJ	BEGIJ	BEGIJ	BEGIJ	BEGIJ	BEGIJ	BEGIJ	RTVX	RTVX	TXV	X	X	LMNOPQRSTVXY	X	TX	LNPRV	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	
NET: Good job		339	89	175	200	64	137	69	140	78	100	172	215	57	146	59	115	169	131	106	87	143	90	203	67	196	101	32	225	131	174	130	113	21	140	35	83	65	42	4	22	56	22	18	24		
		30%	35%	31%	61%	12%	51%	18%	49%	21%	31%	172	66%	11%	54%	17%	35%	31%	69%	19%	42%	29%	38%	28%	67	43%	30%	77%	9%	55%	37%	47%	42%	30%	28%	21	57%	55%	59%	31%	78%	32%	45%	54%	31%		
		EGJ	EGJ	BCEGHJK	BCEGIJK	E	BCEGIJK	E	EGJ	EGJ	EGJ	MNORSTUVWXY	MOPQSUYW	M	MOS	MOS	MOS	MOS	MNORSTUVWXY	M	MOPQSUYW	MOS	MOSUYW	MOS	MOS	MOS	MOS	MOS	a	73	31	174	130	113	21	140	35	83	65	42	4	22	56	22	18	24	
NET: Bad job		340	91	173	21	271	37	197	51	171	125	149	17	274	37	181	117	160	8	272	51	169	83	214	54	205	7	220	31	107	71	65	146	28	15	6	15	13	11	6	1	57	13	6	21		
		30%	35%	31%	7%	52%	14%	50%	18%	46%	39%	28%	5%	53%	14%	54%	35%	29%	4%	48%	25%	34%	35%	30%	30%	34%	31%	5%	60%	8%	31%	19%	21%	39%	37%	6%	10%	11%	11%	16%	40%	3%	32%	27%	17%	28%	
		DFHJK	DFHJ	BCEPHJK	BCEPHJK	D	BCEPHJK	D	BCEPHJK	CDPHK	DFHJ	LNPORTUVWXY	LR	LNPORTUVWXY	LNBT	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR	LNR
Mean		-0.12	-0.10	-0.16	0.73	-0.75	0.49	-0.64	0.41	-0.54	-0.26	-0.04	0.80	-0.78	0.55	-0.70	-0.12	-0.11	0.86	-0.57	0.14	-0.21	-0.11	-0.13	-0.01	-0.15	0.93	-0.99	0.63	*	0.36	0.24	-0.24	-0.23	0.65	0.65	0.61	0.53	0.52	-0.23	1.06	-0.10	0.33	0.54	0.03		
		EGJ	EGJ	BCEGHJK	BCEGHJK	E	BCEGIJK	E	EGJ	EGJ	EGJ	CEGIJ	MNORSTUVWXY	-0.78	0.55	-0.70	-0.12	-0.11	0.86	-0.57	0.14	-0.21	-0.11	-0.13	-0.01	-0.15	0.93	-0.99	0.63	*	0.36	0.24	-0.24	-0.23	0.65	0.65	0.61	0.53	0.52	-0.23	1.06	-0.10	0.33	0.54	0.03		

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,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r Minimum Base: 30(**) Small Base: 100(*)

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Setting the right level of tax

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very good job (2)	35 3%	31 6% C	4 1%	24 8% EF	9 2%	3 1%	24 4%	11 2%	6 2%	11 4%	3 1%	12 8% IKN*	3 5% *	1 6% *	20 24% P	15 2%	30 4% R	5 1%	5 2%	2 1%	10 3%	19 8% STU	27 3%	8 6%	7 4%	19 5%	3 3% *	3 2% *	2 3% *	- - *	13 3%	15 4%	
Fairly good job (1)	170 15%	93 17%	76 13%	82 26% EF	43 12%	44 10%	122 19% H	48 10%	45 17%	41 14%	34 13%	33 21% N*	8 13% *	9 10% *	88 24% P	82 11%	123 18% R	46 11%	15 7%	42 13%	46 16% S	61 25% STU	140 14%	30 22% W	16 8%	91 27% Ybcd	13 17% *	10 7% *	3 6% *	3 8% *	90 22% f	27 7%	
Neither (0)	255 23%	114 21%	142 25%	64 20%	90 24%	102 23%	144 23%	111 22%	60 22%	55 19%	60 23%	42 27% *	11 19% *	28 28% *	80 22%	175 23%	161 23%	94 22%	45 22%	78 25%	56 19%	62 26%	213 22%	39 29%	28 14%	109 32% Yb	23 30% Yb*	17 13% *	14 25% *	11 28% *	109 27%	77 20%	
Fairly bad job (-1)	287 25%	145 27%	137 24%	59 19%	84 23%	144 32% DE	162 26%	125 25%	68 25%	77 26%	80 31% L	27 17% *	13 24% *	23 23% *	75 20%	212 28% O	152 22%	135 31% Q	55 27%	84 27%	81 27%	50 21%	257 26%	28 21%	79 40% Zabc	60 18%	19 25% *	27 20% *	12 22% *	11 28% *	90 22%	107 27%	
Very bad job (-2)	270 24%	140 26%	123 22%	47 15%	100 27% D	123 27% D	121 19%	149 30% G	69 26% L	80 27% L	61 23%	22 15% *	14 25% *	25 26% *	69 19%	201 26% O	164 24%	107 24%	61 29% V	77 25% V	72 24% V	34 14%	246 25% X	22 16%	58 29% Za	42 12%	12 15% *	68 50% YZacd*	11 20% *	10 26% Z*	64 16%	147 38% e	
Don't know	114 10%	23 4%	88 15% B	38 12% F	45 12% F	31 7%	62 10%	52 11%	20 8%	35 12%	21 8%	19 12% *	7 13% *	12 12% *	36 10%	79 10%	66 9%	49 11%	27 13% V	29 9%	31 10%	15 6%	105 11%	9 6%	8 4%	19 6%	7 9% *	10 7% *	14 24% YZab*	4 10% *	37 9% f	16 4%	
NET: Good job	205 18%	124 23% C	81 14%	106 34% EF	52 14%	47 10%	146 23% H	59 12%	51 19%	52 17%	37 14%	44 29% JKN*	11 19% *	10 10% *	108 29% P	97 13%	154 22% R	51 12%	20 10%	44 14%	56 19% S	79 33% STU	167 17%	37 28% W	23 12%	109 32% Ybcd	16 20% *	13 10% *	5 9% *	3 8% *	102 26% f	42 11%	
NET: Bad job	558 49%	285 52%	259 46%	106 34%	185 50% D	267 60% DE	283 45%	274 55% G	136 51% L	157 52% L	140 54% L	49 32% *	27 49% *	48 49% L*	144 39%	413 54% O	316 45%	242 55% Q	117 56% V	161 52% V	153 52% V	84 35%	503 51% X	50 37%	137 70% Zac	102 30%	31 40% *	95 70% Zac*	24 42% *	21 54% Z*	153 38%	254 65% e	
Mean	-0.58	-0.52	-0.62	-0.09 EF	-0.68	-0.82	-0.41 H	-0.80	-0.60	-0.66	-0.68	-0.11 IKN*	-0.57 **	-0.72 *	-0.25 P	-0.73	-0.47 R	-0.75	-0.84	-0.68	-0.61	-0.09 STU	-0.63	-0.21 W	-0.87 b	-0.05 Ybc	-0.35 Yb*	-1.17 *	-0.68 b*	-0.81 **	-0.28 f	-0.92	

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

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Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Setting the right level of tax																																												
All Adults aged 18+ in Great Britain																																												
	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention														
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Unlikely to vote Reform	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Unlikely to vote Reform		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	105	43	32	75
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76
Very good job (2)	35 3%	22 8%	9 2%	25 7%	8 2%	26 10%	5 1%	26 9%	4 1%	19 6%	10 2%	23 7%	6 1%	31 11%	3 1%	21 6%	10 2%	27 4%	6 1%	24 12%	3 1%	26 11%	4 1%	24 15%	5 1%	20 15%	2 1%	28 7%	24 7%	26 7%	24 8%	22 6%	4 5%	15 6%	11 19%	14 10%	12 15%	11 15%	- 18%	5 30%	7 4%	6 12%	4 12%	5 7%
Fairly good job (1)	170 15%	43 17%	90 16%	127 39%	16 3%	76 28%	32 8%	70 25%	29 8%	42 13%	96 18%	121 37%	18 3%	82 31%	29 9%	42 13%	93 17%	80 4%	23 22%	46 20%	83 17%	48 20%	98 14%	37 24%	89 13%	70 53%	5 1%	139 34%	52 15%	98 27%	74 24%	54 14%	2 3%	88 36%	17 28%	52 36%	39 33%	17 24%	2 15%	9 30%	14 8%	7 14%	7 14%	11 g*
Neither (0)	255 23%	42 16%	128 23%	102 31%	61 12%	76 28%	63 16%	69 24%	76 21%	54 17%	132 25%	106 33%	64 12%	65 24%	55 16%	58 18%	129 24%	49 15%	84 16%	33 22%	109 15%	36 23%	168 15%	23 22%	148 21%	35 9%	131 32%	63 18%	87 24%	75 17%	62 21%	21 34%	83 28%	17 34%	39 27%	37 31%	20 9%	1 23%	7 15%	26 12%	6 21%	7 14%	11 a*	
Fairly bad job (-1)	287 25%	69 27%	140 25%	37 11%	162 31%	61 22%	101 26%	57 20%	99 27%	74 23%	143 26%	47 15%	151 23%	63 23%	80 24%	87 26%	147 13%	24 32%	180 32%	49 24%	122 24%	28 12%	228 32%	13 8%	200 30%	5 4%	86 23%	64 16%	99 28%	81 22%	63 20%	95 25%	16 14%	35 11%	6 25%	16 11%	12 10%	14 19%	7 4%	7 49%	23 39%	13 32%	27 35%	
Very bad job (-2)	270 24%	72 28%	142 25%	12 4%	237 45%	20 7%	165 42%	37 13%	150 41%	115 21%	113 21%	10 3%	244 8%	23 4%	158 32%	105 22%	120 3%	6 4%	236 22%	47 23%	141 39%	93 30%	150 21%	58 37%	163 25%	6 4%	214 58%	18 4%	94 27%	53 14%	45 34%	126 41%	31 41%	11 5%	6 16%	16 10%	12 10%	9 27%	4 2%	52 29%	6 12%	3 8%	21 28%	
Don't know	114 10%	8 3%	55 10%	25 8%	39 7%	12 4%	27 7%	27 9%	11 3%	15 5%	45 8%	16 5%	38 7%	6 2%	12 4%	18 5%	50 9%	5 2%	37 6%	7 3%	41 8%	6 2%	71 10%	1 1%	55 8%	3 2%	25 7%	31 7%	16 5%	25 10%	31 4%	16 2%	2 4%	14 6%	2 4%	7 5%	8 7%	2 2%	- 18%	1 2%	8 4%	2 1%	- 1%	1 a*
NET: Good job	205 18%	64 25%	99 17%	151 46%	25 5%	101 38%	37 9%	96 34%	32 9%	61 19%	106 20%	145 45%	25 5%	113 42%	33 10%	63 19%	103 15%	107 56%	29 5%	70 34%	87 17%	73 31%	102 14%	61 39%	94 14%	90 69%	8 2%	166 41%	76 22%	125 34%	98 31%	76 20%	6 8%	103 42%	28 47%	66 45%	50 42%	28 39%	2 15%	14 48%	21 12%	13 26%	11 32%	16 21%
NET: Bad job	558 49%	141 55%	282 50%	49 15%	399 76%	81 30%	267 68%	94 33%	249 68%	189 59%	255 47%	57 18%	395 76%	86 32%	238 71%	192 58%	268 49%	30 16%	416 73%	96 46%	263 53%	121 51%	379 53%	71 45%	363 55%	11 8%	299 82%	82 20%	193 55%	134 36%	108 35%	221 59%	47 62%	46 19%	12 21%	33 23%	24 20%	22 31%	11 76%	8 27%	121 68%	29 58%	16 47%	48 63%
Mean	-0.58	-0.52 EGI	-0.62 EGI	0.38 BCFGHIK	-1.24	0.10 BCFGIK	-1.07 E	-0.03 BCFGIK	-1.02 E	-0.74 EGI	-0.51 CEGIK	0.33 MNOPQJUVWXY	-1.26	0.13 MODPQJUVWXY	-1.11 M	-0.68 MODPSTUVWXY	-0.55 MODPSTUVWXY	0.53 LMOPQJUVWXY	-1.16 M	-0.24 MODPQJUVWXY	-0.68 MODPSTUVWXY	-0.50 MODPSTUVWXY	-0.65 MODPSTUVWXY	-0.28 MODPQJUVWXY	-0.71 MODPSTUVWXY	0.73 a	-1.47	0.25 cdf	-0.56	-0.10 cdf	-0.11 cdf	-0.69	-0.91 *	0.26 gor	0.36 gor*	0.23 gor	0.24 gor*	0.11 gor*	-0.88 **	0.38 **	-0.86 go*	-0.33 go*	-0.11 **	-0.64 *

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

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving education

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	52	42	9	39	10	2	37	15	11	9	5	16	8	3	34	18	46	6	5	2	16	26	40	11	7	33	4	4	1	1	27	16
	5%	8% C	2%	12% EF	3% F	1%	6%	3%	4%	3%	2%	11% UK*	15% UKN*	3% *	9% P	2%	7% R	1%	2%	1%	5% T	11% STU	4% W	8%	4%	10% Yb	5% *	3% *	3% *	3% *	7%	4%
Fairly good job (1)	161	102	59	69	46	46	102	59	45	44	36	26	2	9	70	92	118	43	22	43	46	48	124	37	22	84	6	7	6	1	77	29
	14%	19% C	10%	22% EF	12%	10%	16%	12%	17%	15%	14%	17% *	4% *	9% *	19% P	12%	17% R	10%	10%	14%	16%	20% S	13%	28% W	11%	25% Yabd	8% *	5% *	12% *	3% *	19% f	8%
Neither (0)	351	159	190	71	115	165	210	141	68	91	80	53	18	41	111	240	207	144	58	112	94	68	305	43	67	118	27	39	13	19	136	134
	31%	29%	33%	23%	31% D	37% D	33%	28%	26%	30%	31%	34% *	32% *	42% I*	30%	31%	30%	33%	28%	36%	32%	28%	31%	32%	34%	35%	36% *	28% *	23% *	49% bc*	34%	34%
Fairly bad job (-1)	235	113	117	58	78	98	128	107	62	55	55	27	14	22	67	168	135	100	40	61	71	48	217	17	56	46	17	31	11	9	61	101
	21%	21%	21%	19%	21% D	22%	20%	22%	23%	18%	21%	17% *	24% *	23% *	18%	22%	19%	23%	19%	20%	24%	20%	22% X	12%	29% z	14%	22% *	23% z*	19% *	23% *	15%	26% e
Very bad job (-2)	185	92	87	37	73	75	83	103	52	58	44	14	5	13	43	142	112	73	48	49	41	27	169	15	30	25	9	45	12	4	43	83
	16%	17%	15%	12% D	20% D	17%	13%	21% G	19% L	19% L	17%	9% *	9% *	13% *	12%	19% O	16%	17%	23% UV	16%	14%	11%	17%	11%	15% z	7%	12% *	33% YZad*	21% z*	11% *	11%	21% e
Don't know	148	39	106	39	50	60	77	72	29	43	40	18	9	9	45	103	78	70	37	46	27	23	134	12	14	32	14	11	13	4	58	26
	13%	7%	19% B	12%	13%	13%	12%	14%	11%	14%	15%	12% *	16% *	10% *	12%	14%	11%	16%	18% Q	15%	9%	9%	14%	9%	7%	10%	18% y*	8% *	23% YZb*	10% *	14% f	7%
NET: Good job	213 19%	144 26% C	69 12%	108 35% EF	56 15%	49 11%	139 22% H	74 15%	55 21%	52 18%	41 16%	42 27% KN*	10 19% *	12 12% *	103 28% P	110 14%	164 24% R	49 11%	26 13%	45 14%	62 21% S	74 31% STU	164 17%	49 36% W	29 15%	117 35% Yabcd	10 12% *	10 8% *	8 14% *	3 7% *	104 26% f	45 12%
NET: Bad job	420 37%	205 37%	204 36%	95 30%	151 41% D	174 39% D	211 33%	209 42% G	114 43% L	113 38%	99 38%	41 27% *	18 33% *	35 36% *	110 30%	311 41% O	247 35%	173 40%	87 42% V	110 35%	112 38%	75 31%	386 39% X	31 23%	86 44% Z	71 21%	26 34% z*	76 56% Zad*	22 40% z*	13 34% *	104 26%	184 47% e
Mean	-0.35	-0.22 C	-0.46	0.05 EF	-0.49	-0.51	-0.21 H	-0.53	-0.42	-0.43	-0.44	0.03 UKN*	-0.10 **	-0.37 *	-0.05 P	-0.49	-0.24 R	-0.52	-0.61	-0.42	-0.28 S	-0.01 STU	-0.41	0.11 W	-0.44 b	0.17 Yabc	-0.34 b*	-0.86 *	-0.57 *	-0.39 **	-0.04 f	-0.57

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

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

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving education
All Adults Aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention											
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Badenoch	Unfavourable to Keir Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform							
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)					
Unweighted base		1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75					
Weighted base		1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76					
Very good job (2)		52	29	15	43	6	31	7	29	4	24	13	34	5	29	4	29	11	36	6	30	8	35	9	26	8	30	4	41	30	36	28	26	5	28	15	23	15	13	-	4	6	3	5	2					
		5%	11%	3%	13%	1%	11%	2%	10%	1%	8%	2%	11%	1%	11%	1%	9%	2%	19%	1%	15%	2%	15%	1%	17%	1%	1%	23%	1%	10%	9%	10%	9%	7%	5	11%	26%	16%	12%	18%	-	13%	3%	6%	16%	3%				
			CEGIK	E	CEGIK		CEGIK		CEGIK		CEGIK		MODSUWY		MODSUWY		MODSUWY	Y	LMNOPQSUWY		MODSUWY		MODSUWY		LMNOPQSUWY		LMNOPQSUWY		a		10%	9%			*		o	ghijkl*	or		or		gopr*	**	**	*				
Fairly good job (1)		161	41	80	112	13	66	40	76	33	46	88	118	17	75	31	47	81	73	24	45	78	47	82	36	84	62	8	133	51	71	73	51	1	83	17	36	36	21	2	12	20	8	7	13					
		14%	16%	14%	34%	3%	24%	10%	26%	9%	14%	26%	36%	3%	28%	9%	14%	15%	38%	4%	22%	16%	20%	11%	23%	13%	47%	2%	32%	15%	19%	23%	14%	1%	34%	29%	25%	30%	30%	20	15%	41%	11%	16%	20%	17%				
			EGI	EGI	BCDFGHJK		BCDEGHIK	E	BCDEGHIK	E	EI	EGI	MODQSTUVWY		MS	MOS	MOSW	LMNOPQSTUVWY		MODQSUWY		MODQSUWY		MODQSUWY		MS	a		cdef		f	cf		*	gopr	gopr*	go	go	gopr*	**	**	g	g*	**	g*					
Neither (0)		351	74	165	97	148	90	96	74	112	93	167	105	136	89	81	103	169	49	167	59	148	57	242	29	226	24	82	122	108	118	84	110	34	74	17	43	37	25	4	6	61	18	10	26					
		31%	29%	29%	30%	28%	33%	24%	26%	31%	29%	31%	32%	26%	33%	24%	31%	31%	26%	29%	29%	24%	34%	18%	34%	18%	34%	18%	22%	30%	31%	32%	27%	29%	45%	30%	29%	30%	31%	35%	28%	20%	35%	37%	29%	35%				
						GH				G		GH	ORWX		ORWX		ORWX		MODRUWX		X	ORWX	X	MODRUWX		MODRUWX				12%	13%	24%	21%	18%	23%	21%	11%	8%	16%	12%	9%	**	**	hijkl	hijk*	**	hijk*			
Fairly bad job (-1)		235	52	124	32	145	44	85	48	84	63	108	26	153	51	81	68	115	18	161	38	112	33	171	25	138	5	86	52	84	77	57	88	16	26	5	23	14	7	3	4	51	15	10	23					
		21%	20%	22%	10%	28%	16%	22%	17%	23%	20%	20%	8%	29%	19%	24%	21%	21%	10%	28%	18%	22%	14%	24%	16%	21%	4%	24%	13%	24%	21%	18%	23%	21%	11%	8%	16%	12%	9%	24%	15%	29%	30%	29%	30%					
			D	DFH		BCDFGHJK	D	D	D	D	D	D		LMNOPRTUWXY	LR	LRUX	LRV	LRV	LRV	LNOPRTUWXY	LR	LRV	L	LRQRY	LR	LRV		2		14	48	30	27	80	17	9	3	9	6	4	5	*	25	4	-	8				
Very bad job (-2)		185	43	114	7	163	16	127	23	109	73	90	9	166	10	112	66	95	1	156	22	103	59	110	39	111	4	153	14	48	30	27	80	17	9	3	9	6	4	5	*	25	4	-	8					
		16%	17%	20%	2%	31%	6%	32%	8%	29%	23%	9%	3%	32%	4%	33%	20%	17%	1%	17%	11%	21%	25%	15%	25%	17%	3%	42%	3%	14%	8%	9%	91	21%	22%	3%	6%	6%	5%	4%	32%	2%	14%	9%	-	11%				
			DHF	DFHK		BCDFHK	D	BCDFHK	D	BCDFHK	BDHF	DFH	R	LMNOPRTUWXY	R	LNOPRTUWXY	LNMT	LNMT	LNMT	LNQRTWY	LNMT	LNQRTWY	LNMT	LNQRTWY	LNMT	LNQRTWY	LNMT		2	bde	b	b	bde	hijk*		3	6	9	6	5	*	**	hjk	*	**	hjk*				
Don't know		148	17	66	36	49	23	38	26	19	71	31	44	15	28	18	79	13	52	12	51	5	105	1	93	7	34	48	29	39	42	20	3	26	2	11	12	1	-	3	13	2	2	3						
		13%	7%	12%	11%	9%	9%	10%	13%	7%	6%	13%	10%	9%	6%	8%	6%	14%	7%	9%	6%	10%	2%	15%	1%	14%	5%	9%	12%	8%	10%	14%	5%	4%	10%	3%	8%	10%	1%	-	10%	8%	3%	7%	4%					
				U	J				BEFU			NPVX	VX	VX	VX	VX	VX	LMNOPRTUWXY	VX	PVX			LMNOPRTUWXY	VX					f	f	f	cf		*	i	*	j	i	*	**	*	*	*	*						
NET: Good job		213	70	95	155	19	97	48	104	37	70	102	152	22	104	35	76	92	109	30	75	86	82	91	62	91	92	12	174	81	107	101	77	6	111	33	59	50	34	2	15	26	11	12	15					
		19%	27%	17%	47%	4%	36%	12%	36%	10%	22%	19%	47%	4%	39%	10%	23%	17%	57%	5%	36%	17%	35%	31	40%	14%	70%	3%	42%	42%	23%	29%	32%	20%	8	45%	55%	41%	42%	48%	15%	53%	15%	22%	36%	20%				
			CEGIK	EGI	BCDFGHJK		BCGEJK	E	BCGEJK	E	EGI	MODQSTUVWY		MODQSUWY		MS	MODSWY	MODSWY	LMNOPQSTUVWXY		MODQSUWY		MODQSUWY		MS	MS	a		cdef		f	cf		*	gopr	gopr*	gopr	gopr	gopr*	**	**	*	*	*	*					
NET: Bad job		420	95	238	39	308	60	212	71	193	136	198	36	319	62	193	134	209	20	317	60	215	92	281	64	249	9	239	65	131	108	84	168	33	35	8	32	20	11	8	5	76	19	10	31					
		37%	37%	42%	12%	59%	22%	54%	25%	52%	43%	37%	11%	61%	23%	57%	41%	38%	10%	56%	29%	43%	39%	39%	41%	38%	7%	65%	16%	38%	29%	27%	45%	43%	14%	14%	22%	17%	16%	57%	16%	43%	38%	29%	41%					
			DFH	DFHK		BCDFGHJK	D	BCDFHK	D	BCDFHK	DFH	DFH		LNOPRTUWXY	LR	LNQRTWY	LNMT	LNMT	LNMT	LNQRTWY	LNMT	LNQRTWY	LNMT	LNMT	LNMT	LNMT			bde	b	b	bde	hijk*		h	*	h	*	*	**	**	hijk	hijk*	*	**	hijk*				
Mean		-0.35	-0.17	-0.48	0.52	-0.94	0.21	-0.80	0.16	-0.76	-0.38	-0.37	0.48	-0.96	0.24	-0.86	-0.30	-0.43	0.70	-0.85	0.12	-0.50	-0.15	-0.47	-0.10	-0.46	0.88	-1.13	0.37	-0.21	0.01	0.07	-0.41	-0.54	0.44	0.63	0.31	0.37	0.45	-0.74	0.53	-0.43	-0.20	0.25	-0.29					
			CEGIK	EGI	BCDFGHJK		BCGEJK	E	BCGEJK	E	EGI	CEGI	LMNOPQSTUVWY		MODQSUWY		MODQSUWY	MOS	LMNOPQSTUVWXY	M	MODQSUWY	MOS	MODQSUWY	MOS	MODQSUWY	MOS	a*	-1.13	cdef	f	cf	cf		*	gopr	gopr*	gopr	gopr*	gopr*	**	**	*	*	*	*	*				

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Dealing with climate change

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very good job (2)	44	30	13	33	8	3	31	12	13	10	7	12	-	2	21	22	35	9	5	6	13	18	32	11	8	22	3	4	3	1	22	8	
	4%	6% C	2%	10% EF	2%	1%	5%	2%	5%	3%	3%	8% *	- *	2% *	6% P	3%	5% R	2%	2%	2%	5%	7% ST	3%	8% W	4%	6%	4% *	3% *	5% *	2% *	6% f	2%	
Fairly good job (1)	167	110	55	71	52	44	111	56	42	36	35	33	11	9	87	80	122	44	20	36	45	61	131	35	21	78	14	7	5	4	74	35	
	15%	20% C	10%	23% EF	14%	10%	17% H	11% H	16%	12%	14%	21% JN*	20% *	9% *	24% P	10%	18% R	10%	9%	12%	15%	26% STU	13% W	26% W	11% Ybc	23% Ybc	18% b*	5% *	9% *	12% *	18% f	9%	
Neither (0)	391	172	218	80	133	178	215	177	89	107	90	47	25	33	116	275	225	166	76	119	100	72	346	41	79	143	25	47	19	13	149	156	
	35%	31%	38% B	25% D	36% D	40% D	34% H	36% H	33%	36%	35%	31% *	45% *	34% *	31%	36%	32%	38%	37%	38%	34%	30%	35%	31%	40%	42%	33% *	35% *	34% *	33% *	37%	40%	
Fairly bad job (-1)	187	92	93	51	55	82	122	65	38	43	49	27	9	21	57	130	106	82	31	55	46	42	162	24	49	39	11	16	14	11	63	66	
	17%	17%	16%	16%	15%	18%	19% H	13% H	14%	14%	19%	18% *	15% *	22% *	15%	17%	15%	19%	15%	17%	16%	18%	16%	18%	25% Zb	11%	14%*	12% *	25% Z*	30% Zb*	16%	17%	
Very bad job (-2)	177	93	76	45	63	69	78	99	45	49	44	16	8	15	48	129	107	70	41	44	52	27	160	15	25	29	11	42	8	4	48	70	
	16%	17%	13%	14%	17%	15%	12% G	20% G	17%	16%	17%	10% *	14% *	15% *	13%	17%	15%	16%	20% V	14%	18%	11%	16%	11%	13%	9%	14% *	31% YZad*	15% *	10% *	12% *	18%	
Don't know	167	50	114	34	61	72	80	87	40	53	34	19	3	17	41	126	101	66	36	51	38	20	158	9	14	29	13	20	7	5	45	54	
	15%	9%	20% B	11% B	16%	16%	13% G	18% G	15%	18%	13%	12% *	6% *	18% *	11%	17% O	14%	15%	17% V	16% V	13%	8%	16% X	7%	7%	9%	17% YZ*	14% *	13% *	13% *	11%	14%	
NET: Good job	210 19%	140 26% C	68 12%	104 33% EF	60 16% F	46 10%	142 22% H	68 14%	55 21%	46 15%	42 16%	45 29% JKN*	11 20% *	11 11% *	108 29% P	102 13%	157 23% R	53 12%	25 12%	43 14%	58 20% S	79 33% STU	163 16%	46 34% W	29 15%	99 29% Ybc	17 22% b*	11 8% *	8 14% *	5 14% *	96 24% f	43 11%	
NET: Bad job	364 32%	184 34%	169 30%	96 30%	118 32%	150 34%	199 31%	164 33%	83 31%	92 31%	93 36%	43 28% *	17 30% *	36 37% *	104 28%	260 34%	213 31%	151 35%	72 34%	99 32%	99 34%	69 29%	322 33%	39 29%	75 38% Z	68 20%	22 29% *	58 43% Z*	23 40% Z*	15 40% Z*	111 28%	136 35%	
Mean	-0.30	-0.22	-0.36	-0.01 EF	-0.36	-0.45	-0.19 H	-0.45	-0.27	-0.35	-0.39	-0.01 JKN*	-0.26 **	-0.47 *	-0.07 P	-0.41	-0.21 R	-0.43	-0.48	-0.36	-0.31	* STU	-0.35	0.03 W	-0.34 b	0.08 Ybc	-0.21 b*	-0.73 *	-0.42 *	-0.39 **	-0.12 f	-0.46	

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

All Adults aged 18+ in Great Britain

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Building more affordable housing

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very good job (2)	39 3%	27 5% C	12 2%	27 9% EF	7 2%	5 1%	30 5% H	9 2%	13 5%	8 3%	5 2%	10 7% *	- * *	2 3% *	23 6% P	16 2%	34 5% R	5 1%	3 1%	6 2%	13 4%	15 6% ST	31 3%	8 6%	9 5% b	20 6% b	3 4% b*	- * *	2 4% b*	1 3% *	22 6% f	9 2%	
Fairly good job (1)	183 16%	102 19%	81 14%	76 24% EF	52 14%	55 12%	120 19% H	63 13%	34 13%	35 12%	47 18%	41 27% U*	11 19% *	14 14% *	94 25% P	89 12%	127 18% R	56 13%	19 9%	43 14%	53 18% S	64 27% STU	148 15%	34 25% W	22 11%	100 30% Yabcd	12 16% *	9 7% *	4 7% *	3 9% *	87 22% f	45 12%	
Neither (0)	322 28%	149 27%	171 30%	75 24%	115 31%	132 30%	195 31% H	127 26%	86 32% N	79 26%	81 31%	41 27% *	15 28% *	19 20% *	96 26%	226 30%	195 28%	128 29%	58 28%	103 33%	76 26%	67 28%	276 28%	43 32%	68 35%	96 28%	28 36% *	36 27% *	19 35% *	9 23% *	130 32%	106 27%	
Fairly bad job (-1)	250 22%	122 22%	125 22%	72 23%	63 17%	115 26% E	151 24%	100 20%	45 17%	79 27% IK	45 18%	28 18% *	20 35% IK*	32 33% IKL*	69 19%	181 24%	144 21%	106 24%	46 22%	63 20%	73 25%	50 21%	226 23%	24 18%	55 28% z	62 18%	15 20% *	35 25% *	16 28% *	11 29% *	72 18%	100 26% e	
Very bad job (-2)	193 17%	102 19%	85 15%	38 12%	76 21% D	79 18%	70 11%	123 25% G	53 20%	55 19%	42 16%	17 11% *	6 11% *	20 21% *	43 12%	151 20% O	111 16%	83 19%	50 24% V	50 16%	48 16%	26 11%	175 18%	15 11%	27 14%	32 9%	7 9% *	45 33% YZac*	9 16% *	10 27% Za*	44 11%	93 24% e	
Don't know	145 13%	45 8%	96 17% B	26 8% D	58 16% D	61 14%	71 11%	74 15%	36 13%	43 14%	37 14%	16 11% *	4 7% *	9 9% *	44 12%	100 13%	86 12%	59 13%	33 16% V	47 15% V	32 11%	17 7%	134 14%	10 7%	15 8%	30 9%	11 15% *	11 8% *	6 11% *	3 9% *	46 12%	36 9%	
NET: Good job	222 20%	129 24% C	93 16%	103 33% EF	59 16%	60 13%	150 24% H	72 15%	48 18%	43 14%	53 20%	52 33% UKN*	11 19% *	16 17% *	116 32% P	105 14%	161 23% R	61 14%	22 10%	49 16%	66 22% S	80 33% STU	179 18%	42 31% W	31 16% b	120 35% Yabcd	15 20% b*	9 7% *	6 11% *	5 12% *	109 27% f	54 14%	
NET: Bad job	443 39%	224 41%	210 37%	110 35%	140 37%	194 44% D	220 35%	223 45% G	98 37%	135 45% KL	87 34%	45 29% *	26 46% *	53 54% IKL*	112 30%	332 43% O	255 37%	189 43%	97 46% V	113 36%	121 41%	76 32%	400 40% X	39 29%	83 42% Z	94 28%	22 29% *	80 59% YZa*	24 43% Z*	21 56% Za*	115 29%	193 50% e	
Mean	-0.38	-0.34	-0.40	-0.06 EF	-0.48	-0.54	-0.20 H	-0.63	-0.39	-0.54	-0.32	* UKN*	-0.41 **	-0.61 *	-0.05 P	-0.54	-0.28 R	-0.54	-0.69	-0.41 S	-0.34 S	-0.03 STU	-0.43	-0.03 W	-0.39 b	0.05 Ybc	-0.16 b*	-0.93 *	-0.49 b*	-0.75 **	-0.08 f	-0.64	

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

Adults aged 18+ in GB

All Adults aged 18+ in Great Britain

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving public transport

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	41	28	13	27	10	4	31	10	12	6	6	14	-	3	19	22	34	7	6	7	9	17	30	11	6	23	6	*	-	*	16	14		
	4%	5% C	2%	9% EF	3%	1%	5% H	2%	4%	2%	2%	9% JK*	- *	3% *	5%	3%	5% R	2%	3%	2%	3%	7% T	3% W	8% W	3%	7% b	8% b*	*	- *	1%	4%	4%		
Fairly good job (1)	171	103	69	78	53	40	117	54	38	38	41	31	11	13	93	78	129	42	16	38	50	60	132	38	24	89	9	9	8	5	90	29		
	15%	19% C	12%	25% EF	14%	9%	18% H	11%	14%	13%	16%	20% *	20% *	13% *	25% P	10%	19% R	10%	8%	12%	17% S	25% STU	13% W	28% W	12% Yab	26% *	12% *	7% *	15% *	14% f	23% f	8%		
Neither (0)	383	170	211	79	123	182	221	162	92	96	79	64	20	32	113	270	221	162	78	98	109	82	338	41	80	126	30	46	18	13	144	149		
	34%	31%	37%	25% D	33% D	41% D	35% H	33%	34%	32%	30%	42% *	36% *	33% *	31%	35%	32%	37%	37%	31%	37%	37%	34%	34%	30%	41%	37%	39% *	34% *	31% *	33% *	36% f	38%	
Fairly bad job (-1)	227	101	122	63	71	94	127	100	50	56	70	18	14	18	65	162	134	93	32	80	59	41	204	23	42	45	13	30	15	11	67	83		
	20%	19%	21%	20%	19%	21%	20%	20%	19%	19%	27% UL	12% *	25% *	18% *	18%	21%	19%	21%	15%	26% SV	20%	17%	21%	23	21%	21% z	13%	17% *	22% z*	27% z*	30% z*	17% 11%	21%	
Very bad job (-2)	194	104	83	40	72	81	84	110	53	61	38	13	8	21	46	148	113	81	49	51	47	27	174	18	35	27	8	41	10	7	44	88		
	17%	19%	15%	13% D	19% D	18%	13% G	22% G	20% L	20% L	15%	8% *	13% *	22% L*	12%	19% O	16%	19%	24% V	16%	16%	11%	18%	13%	18% z	8% *	11% YZa*	30% YZa*	17% *	19% *	11% 11%	23% e		
Don't know	115	40	72	27	43	45	57	59	22	41	24	14	3	11	32	83	65	50	27	38	21	13	110	5	10	29	10	9	5	1	40	25		
	10%	7% B	13% B	9%	12%	10%	9%	12%	8%	14%	9%	9% *	5% *	11% *	9%	11%	9%	12%	13% V	12% V	7% V	5%	11% X	3% X	5%	9%	13% Y*	6% *	9% *	3% *	10% 10%	7% 7%		
NET: Good job	213 19%	130 24% C	82 14%	105 33% EF	63 17% F	44 10%	148 23% H	65 13%	50 19%	44 15%	47 18%	45 29% UKN*	11 20% *	15 16% *	112 30% P	101 13%	164 23% R	49 11%	22 11%	45 14%	59 20% S	77 32% STU	163 16%	49 36% W	30 15%	112 33% Yabcd	15 20% b*	9 7% *	8 15% *	6 15% *	106 27% f	44 11%		
NET: Bad job	421 37%	206 38%	205 36%	103 33%	143 38%	175 39%	211 33%	210 42% G	103 39% L	118 39% L	109 42% L	31 20% *	22 39% L*	39 40% L*	111 30%	310 41% O	247 35%	175 40%	81 39% V	131 42% V	106 36%	68 28%	378 38%	41 30%	77 39% z	71 21%	21 28% *	71 52% Za*	25 45% Z*	18 49% Za*	111 28%	171 44% e		
Mean	-0.36	-0.30	-0.39	-0.04 EF	-0.43	-0.52	-0.20 H	-0.56	-0.39	-0.50	-0.40	0.11 UKN*	-0.35 **	-0.49 *	-0.08 P	-0.49	-0.26 R	-0.52	-0.57	-0.48	-0.31 S	-0.01 STU	-0.41	0.01 W	-0.40 b	0.12 Ybc	-0.12 b*	-0.80 *	-0.52 *	-0.53 **	-0.09 f	-0.55		

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Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving public transport

All Adults aged 18+ in Great Britain

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																	
							2024										2024									2024				2024				2024													
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform				
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)				
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75			
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76			
Very good job (2)	41	16	13	31	3	19	7	20	8	15	18	28	6	23	6	18	14	22	11	15	9	21	11	19	13	21	2	32	21	29	26	25	2	21	10	14	12	11	-	4	6	5	4	5			
	4%	6%	2%	9%	1%	7%	2%	7%	2%	5%	3%	9%	1%	9%	2%	6%	3%	12%	2%	7%	2%	9%	1%	12%	2%	16%	*	8%	6%	8%	8%	7%	3%	2%	9%	17%	10%	10%	15%	-	15%	4%	10%	13%	6%		
Fairly good job (1)	171	53	75	121	17	85	30	82	29	61	69	119	12	82	21	64	73	87	20	64	57	62	78	51	64	65	8	134	64	91	69	59	8	80	21	48	35	25	2	14	22	9	8	14			
	15%	21%	13%	27%	3%	31%	8%	28%	8%	19%	13%	37%	2%	30%	6%	19%	13%	45%	4%	31%	11%	26%	11%	33%	10%	49%	2%	33%	18%	25%	22%	16%	11%	33%	35%	33%	29%	34%	15%	50%	12%	18%	25%	18%			
Neither (0)	383	89	179	105	162	90	112	86	119	94	185	120	159	87	95	109	183	48	188	73	158	59	257	26	252	29	94	140	131	121	105	115	29	88	21	44	39	23	2	4	75	20	14	30			
	34%	35%	32%	32%	31%	33%	28%	30%	32%	29%	34%	37%	31%	32%	28%	33%	33%	25%	33%	36%	32%	25%	36%	16%	38%	22%	26%	34%	38%	33%	34%	31%	38%	36%	35%	30%	33%	33%	16%	14%	42%	41%	42%	40%			
Fairly bad job (-1)	227	41	135	36	141	30	102	53	88	59	123	24	141	39	84	56	125	18	156	25	124	27	181	17	160	3	84	51	64	63	53	81	13	27	4	12	11	8	6	3	36	8	4	11			
	20%	16%	24%	11%	27%	11%	26%	19%	24%	19%	23%	8%	27%	15%	25%	17%	23%	10%	28%	12%	25%	12%	25%	11%	17%	11%	24%	13%	18%	17%	17%	22%	17%	11%	7%	8%	9%	11%	8	4	12	11	8	14%	9%	20%	17%
Very bad job (-2)	194	45	112	9	164	17	123	21	105	77	90	5	168	18	113	70	97	2	160	24	109	59	118	41	113	4	150	17	49	29	31	82	19	8	4	12	9	3	4	3	29	2	2	15			
	17%	18%	20%	3%	31%	6%	31%	7%	29%	24%	17%	2%	32%	7%	34%	21%	18%	1%	28%	12%	22%	25%	16%	26%	17%	3%	41%	4%	14%	8%	10%	22%	25%	3%	6%	9%	8%	5%	28%	9%	16%	5%	7%	20%			
Don't know	115	11	51	25	36	29	19	26	20	14	54	27	34	20	18	13	57	14	31	4	43	8	74	3	58	9	29	35	19	38	27	14	4	22	-	14	13	1	-	1	10	5	-	1			
	10%	4%	9%	8%	7%	11%	5%	9%	5%	4%	10%	8%	7%	8%	5%	4%	10%	7%	6%	2%	9%	3%	10%	2%	9%	7%	8%	8%	5%	10%	10%	9%	4%	6%	9%	-	10%	11%	1%	-	2%	5%	10%	-	1%		
NET: Good job	213	69	88	152	20	103	37	101	37	76	87	147	19	105	27	83	88	109	31	79	66	82	89	70	77	86	9	166	85	120	95	83	11	101	31	63	47	36	2	19	28	14	13	19			
	19%	27%	16%	46%	4%	38%	9%	35%	10%	24%	16%	46%	4%	39%	8%	25%	16%	57%	5%	38%	13%	35%	12%	45%	12%	65%	3%	166	24%	32%	30%	30%	22%	14%	41%	52%	43%	40%	50%	15%	65%	16%	28%	38%	25%		
NET: Bad job	421	86	246	45	305	48	225	74	193	136	213	30	309	57	197	126	222	20	316	49	233	87	299	57	273	7	235	69	114	91	85	163	32	35	8	24	20	11	10	5	64	11	7	26			
	37%	34%	44%	14%	58%	18%	17%	53%	43%	39%	40%	9%	59%	21%	58%	38%	40%	11%	56%	24%	47%	37%	42%	37%	41%	5%	64%	17%	33%	25%	27%	43%	42%	14%	13%	8	17%	16%	16%	69%	19%	36%	21%	20%	34%		
Mean	-0.36	-0.19	-0.50	0.43	-0.92	0.24	-0.81	0.10	-0.73	-0.40	-0.41	0.47	-0.93	0.21	-0.87	-0.30	-0.44	0.62	-0.81	0.10	-0.58	-0.19	-0.49	-0.06	-0.49	0.79	-1.11	0.30	-0.17	0.09	0.02	-0.38	-0.52	0.35	0.48	0.31	0.29	0.46	-0.82	0.53	-0.35	0.13	0.24	-0.23			
		CEGIK	EGI	BCFGHIK		BCGSIK	E	BCGSIK	E	EGI	CEGI	MNOPQSTUVWXY		MOGSIWVXY		MOGSIWY	MOGSIWY	LMNOPQSTUVWXY	M	MOGSIWVXY		MOGSIWY		MOGSIWY		MOGSIWY		a*	cd	f	cd	cd															

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

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the benefits system

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	53	42	10	38	11	4	35	18	9	12	11	13	4	3	30	23	50	3	5	7	15	26	41	12	7	30	4	6	1	1	27	15
	5%	8% C	2%	12% EF	3%	1%	5%	4%	3%	4%	4%	8% *	8% *	3% *	8% P	3%	7% R	1%	2%	2%	5%	11% STU	4%	9% W	4%	9%	5% *	4% *	2% *	2% *	7%	4%
Fairly good job (1)	159	95	65	69	44	46	107	53	35	29	43	29	11	12	82	77	110	49	14	47	38	55	131	28	19	73	15	5	11	5	72	37
	14%	17% C	11%	22% EF	12%	10%	17% H	11%	13%	10%	17% J	19% J*	20% *	13% *	22% P	10%	16%	11%	7%	15% S	13%	23% STU	13%	21% W	10%	22% Yb	19% b*	3% *	20% b*	12% *	18%	10%
Neither (0)	284	131	150	73	87	124	170	114	69	71	56	47	19	21	93	191	166	118	53	69	85	66	232	49	43	94	20	30	14	10	113	89
	25%	24%	26%	23%	23%	28%	27%	23%	26%	24%	22%	31% *	34% *	22% *	25%	25%	24%	27%	25%	22%	29%	28%	23%	36% W	22%	28%	26% *	22% *	25% *	27% *	28%	23%
Fairly bad job (-1)	258	115	139	56	84	117	148	109	55	70	64	30	11	27	69	189	159	98	46	70	70	49	238	18	63	62	18	31	9	7	83	98
	23%	21%	24%	18%	23%	26% D	23%	22%	21%	23%	25%	20% *	21% *	27% *	19%	25% O	23%	23%	22%	22%	24%	20%	24% X	13%	32% Zc	18%	23%	23% *	16% *	20% *	21%	25%
Very bad job (-2)	258	128	124	48	102	108	105	153	69	79	62	19	7	23	57	202	136	122	67	82	56	30	237	18	46	48	13	57	15	14	58	128
	23%	23%	22%	15%	27% D	24% D	16% G	31% G	26% L	26% L	24% L	12% *	13% *	23% *	15%	26% O	20%	28% Q	32% UV	26% V	19%	13%	24% X	14%	23% Z	14%	17% *	42% YZa*	27% Z*	36% Za*	15%	128 33% e
Don't know	120	36	83	29	45	46	72	49	31	38	22	16	2	11	39	81	74	46	25	37	31	14	110	10	18	32	7	8	6	1	49	22
	11%	7%	14% B	9%	12%	10%	11%	10%	12%	13%	9%	10% *	4% *	11% *	11%	11%	11%	11%	12%	12% V	11%	6%	11% W	7%	9%	9%	10% *	6% *	11% *	3% *	12% f	6%
NET: Good job	212 19%	137 25% C	75 13%	107 34% EF	54 15%	50 11%	142 22% H	70 14%	44 16%	41 14%	54 21%	42 27% U*	16 28% J*	15 16% *	112 30% P	100 13%	160 23% R	52 12%	19 9%	54 17% S	53 18% S	81 34% STU	172 17%	40 30% W	27 14%	103 31% Yb	18 24% b*	10 7% *	12 22% b*	5 14% *	99 25% f	52 13%
NET: Bad job	516 46%	242 44%	263 46%	104 33%	186 50% D	225 50% D	253 40%	263 53% G	124 46% L	149 50% L	126 49% L	49 32% *	19 33% *	49 51% L*	125 34%	391 51% O	296 42%	220 50% Q	113 54% UV	152 49% V	126 43% V	79 33%	475 48% X	36 27%	109 55% Z	110 32%	31 40% *	88 65% Zac*	24 42% *	21 56% Z*	141 35%	226 58% e
Mean	-0.50	-0.37 C	-0.62	-0.02 EF	-0.68	-0.70	-0.32 H	-0.73	-0.60	-0.66	-0.52	-0.10 UKN*	-0.10 **	-0.62 *	-0.12 P	-0.69	-0.36 R	-0.74	-0.85	-0.63	-0.43 S	-0.01 STU	-0.57	-0.02 W	-0.68 b	-0.08 Yb	-0.31 Yb*	-1.01 *	-0.51 b*	-0.78 **	-0.21 f	-0.78

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Improving the benefits system
All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Boosting international trade and encouraging investment

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region							Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati- ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	44	29	14	35	7	2	33	11	14	10	5	12	-	2	26	18	39	4	4	4	14	19	32	12	7	22	3	3	3	1	15	13		
	4%	5% C	3%	11% EF	2%	*	5% H	2%	5%	3%	2%	8% K*	- *	3% *	7% P	2%	6% R	1%	2%	1%	5% T	8% ST	3%	9% W	4%	6%	4% *	2% *	6% *	4% *	4%	3%		
Fairly good job (1)	234	122	110	81	69	84	155	78	53	56	52	45	9	19	105	129	159	75	21	63	73	66	197	35	35	113	27	10	9	3	127	44		
	21%	22%	19%	26% EF	19%	19%	24% H	16%	20%	19%	20%	29% J*	17% *	19% *	28% P	17%	23%	17%	10%	20% S	25% S	28% S	20%	26%	18% b	33% Ybcd	35% Ybcd*	8% *	16% *	9% *	32% f	11%		
Neither (0)	315	153	161	73	113	129	181	134	73	84	64	48	17	29	101	214	194	121	60	92	72	78	271	43	55	111	17	33	14	22	109	129		
	28%	28%	28%	23%	30%	29%	28%	27%	27%	28%	25%	31% *	31% *	30% *	27%	28%	28%	28%	29%	29%	24%	32%	27%	32%	28%	33%	22% *	24% *	24% *	58% YZabc*	27%	33%		
Fairly bad job (-1)	208	99	103	52	56	100	115	92	47	58	58	18	13	14	53	155	106	102	43	56	58	29	189	17	58	30	10	34	13	5	48	97		
	18%	18%	18%	16%	15%	22% E	18%	19%	18%	19%	22% L	12% *	23% *	14% *	14%	20% O	15%	23% Q	21% V	18%	20% V	12%	19%	13%	29% Za	9%	14% *	25% Z*	22% Z*	13% *	12% e	25%		
Very bad job (-2)	180	103	73	30	68	82	82	98	45	49	41	14	8	23	40	140	107	74	42	51	45	30	164	14	30	32	7	44	5	5	50	79		
	16%	19% C	13%	10%	18% D	18% D	13%	20% G	17%	16%	16%	9% *	14% *	23% L*	11%	18% O	15%	17%	20%	16%	15%	13%	17%	10%	15%	9%	9% *	32% YZac*	10% *	14% *	13% *	13% e	20%	
Don't know	151	40	108	42	60	49	69	82	35	41	39	17	9	10	44	108	91	60	38	46	33	17	136	14	12	31	13	11	12	1	52	28		
	13%	7%	19% B	14%	16%	11%	11%	17% G	13%	14%	15%	11% *	15% *	11% *	12%	14%	13%	14%	18% V	15% V	11%	7%	14%	10%	6%	9%	16% Y*	8% *	22% YZbd*	3% *	13% f	7%		
NET: Good job	278 25%	151 28%	125 22%	116 37% EF	76 20%	85 19%	188 30% H	89 18%	66 25%	66 22%	57 22%	58 37% UXNMN*	9 17% *	21 22% *	131 36% P	146 19%	198 28% R	79 18%	25 12%	68 22% S	87 30% S	86 36% ST	229 23%	47 35% W	42 21% b	134 40% Ybcd	29 39% Ybd*	13 10% *	12 21% *	5 13% *	143 36% f	57 15%		
NET: Bad job	388 34%	202 37%	176 31%	82 26% D	124 33%	182 41% D	197 31%	191 38% G	93 35% L	107 36% L	99 38% L	32 21% *	21 37% *	36 37% L*	93 25%	295 39% O	213 31%	175 40% Q	85 41% V	107 34% V	103 35% V	59 25%	353 36% X	31 23%	88 45% Za	62 18%	18 23% *	78 58% Zacd*	18 32% Z*	10 27% *	98 25%	175 45% e		
Mean	-0.25	-0.25	-0.24	0.14 EF	-0.35	-0.45	-0.10 H	-0.46	-0.25	-0.31	-0.36	0.18 UXN*	-0.41 **	-0.41 *	0.07 P	-0.41	-0.13 R	-0.44	-0.57	-0.32 S	-0.18 S	0.07 STU	-0.30	0.12 W	-0.37 b	0.20 Yb	0.12 Yb*	-0.84 *	-0.19 b*	-0.26 **	0.03 f	-0.51		

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

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Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Boosting international trade and encouraging investment

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform										
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76									
Very good job (2)	44 4%	27 10%	11 2%	38 11%	3 *	28 CEGIK	3 1%	26 CEGIK	6 2%	24 CEGIK	11 2%	23 MOGSUWY	3 *	28 MOGSUWY	6 M	31 MOGSUWY	7 1%	29 15%	5 1%	25 12%	10 2%	28 12%	8 1%	29 18%	7 1%	30 23%	- a	38 9%	30 8%	30 8%	29 9%	25 7%	3 5%	18 7%	12 ghjka*	12 9%	11 10%	11 16%	- gho*	7 **	7 **	5 10%	6 17%	5 7%									
Fairly good job (1)	234 21%	50 20%	130 23%	152 46%	33 6%	104 BCGEJK	51 1%	104 BCEGJK	47 13%	51 13%	146 BCEGJK	165 51%	29 6%	111 41%	36 11%	55 17%	141 26%	95 50%	59 10%	47 23%	120 24%	54 20%	147 23%	36 23%	144 20%	65 50%	12 3%	171 42%	67 32%	118 29%	91 16%	58 16%	5 7%	108 44%	17 28%	55 38%	42 35%	18 26%	5 34%	14 48%	29 17%	13 26%	10 29%	17 22%									
Neither (0)	315 28%	61 24%	150 27%	87 27%	120 23%	74 28%	93 24%	63 22%	142 24%	84 26%	142 26%	78 X	129 X	70 VX	75 VX	86 VX	145 VX	48 25%	146 26%	60 29%	133 27%	45 30%	215 X	22 LMQDXK	193 14%	27 20%	85 23%	117 29%	97 28%	103 28%	78 25%	107 28%	23 31%	76 33%	19 32%	35 29%	27 38%	2 11%	5 17%	54 30%	9 19%	8 22%	22 29%										
Fairly bad job (-1)	208 18%	55 22%	102 18%	21 6%	152 29%	23 8%	97 25%	43 15%	94 26%	58 18%	96 18%	14 4%	149 29%	26 10%	88 26%	62 19%	98 18%	7 4%	155 19%	40 18%	91 15%	151 21%	22 14%	138 21%	2 2%	93 25%	28 7%	72 21%	47 13%	47 15%	74 20%	12 31%	16 3%	2 5%	8 6%	2 3%	3 20%	2 8%	52 29%	13 26%	9 13%	18 24%											
Very bad job (-2)	180 16%	45 17%	105 19%	4 1%	164 31%	17 6%	120 31%	18 6%	105 28%	81 25%	78 14%	7 2%	163 31%	13 5%	111 33%	75 21%	85 15%	5 3%	153 27%	27 13%	97 19%	63 27%	96 13%	47 30%	105 16%	3 40%	148 Z	9 2%	56 16%	35 9%	27 23%	86 34%	26 34%	6 3%	9 15%	12 8%	7 16%	12 16%	5 35%	- hja*	24 13%	7 13%	1 2%	10 14%									
Don't know	151 13%	17 7%	67 12%	26 8%	52 10%	24 9%	29 7%	32 11%	27 7%	21 7%	122 BDGJ	65 RTX	26 ORTVX	49 RTX	21 X	21 TX	22 X	74 14%	8 4%	49 9%	6 3%	50 10%	10 14%	103 *	1 11%	73 3%	5 11%	29 8%	46 11%	28 8%	39 10%	40 13%	25 7%	6 8%	22 9%	1 1%	11 13%	16 1%	- j*	1 **	11 6%	3 6%	1 2%	3 4%									
NET: Good job	278 25%	77 30%	141 25%	190 58%	36 7%	132 BCGEJK	54 E	130 BCEGJK	53 E	75 EGJ	158 CEGI	198 MNOPSTUV WXY	32 6%	139 52%	42 M	86 MOS	147 27%	124 65%	63 11%	73 35%	129 26%	82 35%	155 22%	65 42%	151 22%	95 72%	12 3%	209 cdf	97 f	147 cf	130 cf	83 22%	8 11%	126 gor	28 47%	68 47%	53 45%	30 42%	5 34%	21 73%	36 21%	18 36%	16 47%	22 29%									
NET: Bad job	388 34%	100 39%	207 37%	25 8%	316 60%	40 15%	218 55%	61 21%	199 54%	138 43%	174 32%	22 7%	312 60%	40 15%	199 59%	137 41%	183 33%	308 6%	67 54%	188 33%	99 42%	247 34%	69 44%	242 37%	5 4%	241 66%	37 9%	127 bde	82 b	74 b	160 43%	38 51%	22 9%	11 19%	20 14%	15 13%	14 20%	8 55%	2 8%	75 43%	19 39%	10 29%	38 38%										
Mean	-0.25	-0.17	-0.32	0.66	-0.94	0.42	-0.77	0.30	-0.72	-0.40	-0.17	0.68	-0.93	0.46	-0.83	-0.31	-0.24	0.74	-0.76	0.02	-0.32	-0.23	-0.29	-0.14	-0.32	0.93	-1.12	0.56	-0.18	0.18	0.18	-0.39	-0.75	0.52	0.33	0.36	0.41	0.22	-0.55	0.92	-0.34	-0.06	0.34	-0.16									

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,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Supporting British businesses

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	42	29	13	30	10	2	26	16	9	9	6	11	4	2	29	13	36	7	2	6	10	22	28	14	5	28	3	3	1	1	23	11		
	4%	5% C	2%	10% EF	3% F	*	4%	3%	3%	3%	2%	7% *	8% *	2% *	8% P	2%	5% R	2%	1%	2%	4%	9% STU	3%	10% W	2%	8% Y	5% *	2% *	1% *	3% *	6%	3%		
Fairly good job (1)	197	118	79	82	53	62	137	60	54	41	38	42	11	12	95	102	135	62	21	48	59	61	159	39	29	98	17	5	13	4	109	38		
	17%	22% C	14%	26% EF	14%	14%	22% H	12%	20%	14%	15%	27% JKN*	20% *	13% *	26% P	13%	19%	14%	10%	15%	15%	20%	16%	29%	15%	29%	23% Ybd	4% b*	4% *	22% b*	10% *	27% f	10%	
Neither (0)	285	136	147	70	106	109	157	128	65	75	63	41	13	27	89	197	183	102	52	92	72	59	240	40	44	113	20	16	9	11	105	95		
	25%	25%	26%	22%	28%	25%	25%	26%	24%	25%	25%	27% *	23% *	28% *	24%	26%	26%	23%	25%	29%	24%	25%	24%	30%	22%	33% Ybc	27% b*	12% *	15% *	28% b*	26%	24%		
Fairly bad job (-1)	239	108	129	52	65	122	151	88	51	63	61	31	12	22	67	172	131	108	36	69	67	52	220	20	63	42	19	36	12	10	73	93		
	21%	20%	23%	17%	18%	27% DE	24% H	18%	19%	21%	23%	20% *	21% *	23% *	18%	23%	19%	25%	17%	22%	23%	22%	22%	15%	32% z	12% z*	25% z*	27% z*	21% *	27% z*	18%	13%	24%	
Very bad job (-2)	236	132	97	40	81	115	99	137	62	71	59	14	13	18	50	186	137	99	62	66	58	31	220	13	48	30	9	65	12	7	52	123		
	21%	24% C	17%	13%	22% D	26% D	16% G	28% L	23% L	24% L	23% L	9% *	23% L*	18% *	14%	24% O	20%	23%	29% UV	21% V	20%	13%	22% X	10%	24% z	9% *	12% YZacd*	48% YZacd*	21% z*	18% *	13% e	32%		
Don't know	132	24	104	39	58	36	65	67	26	41	31	15	3	16	39	93	73	58	36	32	28	14	122	9	7	28	7	10	11	5	39	29		
	12%	4%	18% B	12%	15% F	8%	10%	14%	10%	14%	12%	10% *	5% *	16% *	11%	12%	11%	13%	17% UV	10%	10%	6%	12%	7%	4%	8%	9% *	8% *	19% YZ*	13% Y*	10%	7%		
NET: Good job	239 21%	147 27% C	93 16%	112 36% EF	63 17%	64 14%	163 26% H	76 15%	64 24%	49 17%	44 17%	53 34% JKN*	16 28% *	14 15% *	124 34% P	115 15%	171 25% R	69 16%	24 11%	54 17%	70 24% S	84 35% STU	187 19%	53 39% W	34 17% b	125 37% Ybd	21 27% b*	8 6% *	13 24% b*	5 13% *	132 33% f	49 13%		
NET: Bad job	475 42%	240 44%	226 40%	93 30%	146 39% D	237 53% DE	251 39%	225 45%	113 42% L	133 45% L	120 46% L	45 29% *	24 44% *	40 41% *	117 32%	359 47% O	269 39%	206 47% Q	97 47% V	134 43%	125 42%	83 35%	440 44% X	33 24%	111 57% Za	72 21%	28 37% Z*	101 75% YZacd*	24 42% Z*	17 45% Z*	125 31%	216 56% e		
Mean	-0.43	-0.38	-0.47	0.03 EF	-0.49 F	-0.70	-0.28 H	-0.63	-0.42	-0.57	-0.57	0.03 IJKN*	-0.33 **	-0.50 *	-0.04 P	-0.62	-0.32 R	-0.61	-0.77	-0.50 S	-0.39 S	-0.04 STU	-0.51	0.17 W	-0.63 b	0.16 Yabc	-0.19 Yb*	-1.23 *	-0.47 b*	-0.54 **	-0.06 f	-0.78		

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

All Adults aged 18+ in Great Britain

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

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24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing poverty and inequality in Britain

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	35 3%	23 4%	12 2%	28 9% EF	7 2% F	- -	25 4%	11 2%	10 4%	8 3%	6 2%	11 7% N*	- -	1 1% *	24 6% P	12 2%	31 4% R	5 1%	3 2%	4 1%	11 4% ST	15 6%	26 3%	9 7% W	6 3%	15 4%	2 3% *	3 2% *	2 3% *	1 3% *	14 3%	8 2%		
Fairly good job (1)	134 12%	85 16% C	49 9%	59 19% EF	36 10%	39 9%	99 16% H	35 7%	30 11%	28 9%	37 14%	23 15% *	7 13% *	9 10% *	69 19% P	66 9%	102 15% R	33 7%	14 7%	28 9%	38 13%	49 20% STU	103 10%	31 23% W	17 9%	66 19% Ybc	12 15% b*	7 5% *	3 6% *	4 10% *	62 15% f	32 8%		
Neither (0)	291 26%	140 26%	151 27%	71 23%	89 24%	131 29%	178 28%	113 23%	74 28%	73 24%	51 20%	56 37% JKN*	17 31% *	20 20% *	99 27%	192 25%	175 25%	116 27%	57 28%	71 23%	80 27%	65 27%	250 25%	38 28%	49 25%	121 36% Yb	20 26% *	23 17% *	14 25% *	8 22% *	119 30%	94 24%		
Fairly bad job (-1)	288 25%	130 24%	154 27%	74 24%	93 25%	121 27%	160 25%	127 26%	56 21%	76 26%	77 30% IL	28 18% *	16 29% *	33 34% IL*	84 23%	203 27%	172 25%	116 27%	46 22%	84 27%	80 27%	64 27%	260 26%	25 19%	68 35% Z	62 18%	23 30% Z*	38 28% *	15 27% *	7 19% *	107 27%	101 26%		
Very bad job (-2)	278 25%	141 26%	126 22%	58 18% D	103 28% D	117 26% D	115 18% G	163 33% G	75 28% L	82 27% L	62 24% L	21 14% *	13 23% *	25 26% L*	59 16% O	219 29%	159 23%	119 27%	70 33% UV	84 27% V	61 21%	37 15%	255 26% X	21 15%	44 23%	50 15%	10 13% *	56 42% YZa*	16 29% Z*	17 44% YZa*	61 15%	134 35% e		
Don't know	106 9%	27 5%	78 14% B	24 8%	44 12%	38 9%	59 9%	47 9%	22 8%	32 11%	25 10%	15 10% *	2 4% *	10 10% *	34 9%	71 9%	58 8%	48 11%	18 9%	40 13% V	26 9%	9 4%	96 10%	10 8%	12 6%	25 7%	9 12% *	9 6% *	5 10% *	1 2% *	38 10%	21 5%		
NET: Good job	170 15%	108 20% C	61 11%	87 28% EF	43 12%	39 9%	124 19% H	46 9%	40 15%	36 12%	43 17%	34 22% J*	7 13% *	10 10% *	92 25% P	77 10%	132 19% R	37 9%	18 8%	32 10% S	49 17% STU	64 27% STU	129 13%	41 30% W	23 12%	81 24% Ybc	14 18% b*	10 7% *	5 9% *	5 13% *	76 19% f	39 10%		
NET: Bad job	565 50%	271 50%	279 49%	132 42%	196 53% D	238 53% D	275 43% G	290 59% G	132 49% L	158 53% L	139 54% L	49 32% *	29 52% *	58 60% L*	143 39%	422 55% O	330 47%	235 54%	115 55% V	168 54% V	141 48%	101 42%	515 52% X	46 34%	113 57% Z	111 33%	33 44% *	94 69% Za*	32 56% Z*	24 63% Z*	169 42%	235 60% e		
Mean	-0.62	-0.54	-0.67	-0.26 EF	-0.76	-0.77	-0.42 H	-0.88	-0.64	-0.73	-0.65	-0.19 IJKN*	-0.64 **	-0.83 *	-0.26 P	-0.80	-0.51 R	-0.80	-0.86	-0.80	-0.53 ST	-0.25 STU	-0.69	-0.13 W	-0.70 b	-0.21 Ybc	-0.41 b*	-1.08 *	-0.81 *	-0.92 **	-0.39 f	-0.88		

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q7. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing poverty and inequality in Britain
All Adults aged 18+ in Great Britain

	Total	Favourable to parties														Favourable to politicians												Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Conservative	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)			
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75			
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76			
Very good job (2)	35	24	7	32	1	26	3	23	1	24	5	26	3	24	4	25	6	25	6	21	7	24	5	23	7	24	15	18	30	25	26	23	23	2	13	9	10	8	7	-	6	6	5	6	5		
	3%	10%	1%	10%	*	10%	1%	8%	*	7%	1%	8%	1%	9%	1%	7%	13%	1%	10%	1%	10%	1%	10%	15%	1%	18%	7%	7%	7%	7%	7%	7%	6%	3%	5	16%	7%	8%	10%	-	19%	3%	9%	17%	6%		
		E		CEGIK	*	CEGIK	E	CEGIK		CEGIK		MODSUWY		MODSUWY		MODSUWY		MODSUWY		MODSUWY		MODSUWY		LMOPQSUWY		a	5	105	45	70	65	49	1	65	18	37	32	22	3	10	14	4	6	10			
	12%	16%	12%	30%	2%	24%	6%	24%	5%	14%	12%	90%	2%	77%	6%	48	14%	62	11%	22%	12%	60	47	63	41	99%	54	105	26%	13%	19%	21%	13%	1	26%	31%	26%	27%	31%	22%	36%	8%	7%	19%	13%		
		EGJ	EGJ	BCDFGHIK	E	BCDFGHIK	E	BCDFGHIK	E	EGJ		MODQSUWY		MODQSUWY	MS	MODSWY	MODSWY	LMOPQSTUVWXY		MODQSUWY		MODQSUWY		MS	MODS	a	1%	cde	105	13%	19%	21%	13%	1	26%	31%	26%	27%	31%	22%	36%	8%	7%	19%	13%		
Neither (0)	291	58	142	104	87	69	76	71	94	52	164	117	82	75	68	64	156	57	112	47	133	34	200	17	183	26	45	142	84	93	72	83	19	94	15	43	37	16	2	5	44	11	4	22			
	26%	23%	25%	32%	17%	25%	19%	25%	26%	16%	30%	36%	16%	28%	20%	19%	28%	30%	20%	23%	26%	15%	28%	11%	28%	20%	12%	35%	24%	25%	23%	22%	26%	38%	26%	30%	31%	22%	11%	17%	25%	23%	11	4	22		
		EJ	EGJ	BCDFGHI	E	EJ	EGJ	EGJ	EGJ		BCFGHI	MNOPQRSTUWVWXY		MODSVX	MX	VX	LNRTX	MODSVX	MODSVX	MAX	MODSVX		MODSVX		MODSVX		cde	105	24%	25%	23%	22%	26%	38%	26%	30%	31%	22%	11%	17%	25%	23%	11	4	22		
Fairly bad job (-1)	288	69	136	47	168	56	116	60	96	72	146	39	165	57	88	80	148	22	188	48	112	46	211	20	187	10	88	69	31	100	71	87	21	35	11	24	19	16	4	3	63	19	9	21			
	25%	27%	24%	14%	32%	21%	29%	21%	26%	23%	27%	12%	32%	21%	26%	24%	27%	12%	33%	23%	22%	20%	29%	13%	28%	8%	24%	17%	109	107	100	71	87	21	35	11	24	19	16	4	3	63	19	9	21		
		D	D	CDPHK	D	CDPHK	D	D	D	D	DFH		LNOPRTUVX	LRX	LRX	LRX	LRX	LNQRTUVXY		LNQRTUVXY	LRX	LRX	LRX	LMRLVX		LMRLVX		2	69	109	100	71	87	21	35	11	24	19	16	4	3	63	19	9	21		
Very bad job (-2)	278	56	172	19	229	37	155	44	142	110	120	17	237	27	143	101	136	7	223	41	157	76	177	52	172	8	209	30	72	58	60	116	30	19	5	22	16	9	4	2	39	8	6	15			
	25%	22%	30%	6%	44%	14%	38%	15%	38%	35%	DFH	5%	45%	10%	42%	30%	25%	4%	39%	20%	31%	32%	25%	33%	26%	6%	57%	7%	21%	16%	19%	31%	40%	19	8%	5	22	16	9	4	2	39	8	6	15		
		DFH	BDPHK		BCDFHIK	D	BCDFHIK	D	BCDFHK	BDPHK	DFH		LNOPRTUVWXY	LR	LNOPRTUVWY	LNRT	LNR		LNOPRTUVWY	LNR	LNQRTWY	LNRT	LNRT	LNRT		LNRT		8	30	72	58	60	116	30	19	5	22	16	9	4	2	39	8	6	15		
	106	6	42	26	26	16	20	21	18	16	42	27	23	12	16	14	44	9	24	3	33	8	64	3	51	9	19	33	14	25	21	16	2	20	1	8	7	2	1	3	10	3	2	2			
	9%	3%	7%	8%	5%	6%	5%	7%	5%	5%	8%	8%	4%	5%	5%	4%	8%	5%	4%	2%	7%	3%	9%	2%	8%	7%	5%	8%	4%	7%	7%	4%	2%	8	1%	6%	6%	2%	5%	10%	6%	7%	3%	2			
		B	B	B	B	B	B	B	B	B	BE	BE	BE	BE	BE	BE	BE	BE	BE	BE	STX		LNOPRSTUVX		LNOPRSTUVX		LNOPRSTUVX		cde	105	14	25	21	16	2	20	1	8	7	2	1	3	10	3	2	2	
NET: Good job	170	65	73	131	13	92	26	91	19	68	67	123	14	98	23	72	67	96	19	67	67	72	68	64	67	78	5	135	70	95	87	72	4	78	27	47	40	29	3	16	19	8	12	15			
	15%	25%	13%	40%	3%	34%	7%	32%	5%	21%	13%	38%	3%	36%	7%	22%	12%	50%	3%	33%	13%	30%	68	64	78	5	135	70	95	87	72	4	78	27	47	40	29	3	16	19	8	12	15				
		CEGIK	EGJ	BCDFGHIK	CEGIK	E	CEGIK	E	CEGIK	E	CEGIK	MODQSUWY		MODQSUWY	MS	MODSWY	MODSWY	LMOPQSUWVWXY		MODQSUWY		MODQSUWY		MS		MS	1%	135	70	95	87	72	4	78	27	47	40	29	3	16	19	8	12	15			
NET: Bad job	565	126	308	66	398	94	271	104	238	183	266	56	402	84	231	181	283	29	411	89	268	122	388	72	359	18	297	99	180	158	131	204	51	54	16	46	35	25	9	5	103	27	16	37			
	50%	49%	55%	20%	76%	35%	69%	36%	64%	57%	49%	17%	77%	31%	68%	55%	52%	15%	73%	43%	54%	52%	54%	46%	54%	14%	81%	99	180	158	131	204	51	54	16	46	35	25	9	5	103	27	16	37			
		DFH	DFHK		BCDFGHJK	D	BCDFPHK	D	BCDFPHK	BDPHK	DFH		LNOPRTUVWXY		LNOPRTUVWXY	LNRT	LNR		LNOPRTUVWXY	LNR	LNRT	LNRT	LNRT	LNRT	LNRT	LNRT	2	99	180	158	131	204	51	54	16	46	35	25	9	5	103	27	16	37			
					BCDFGHJK	D	BCDFPHK	D	BCDFPHK	BDPHK	DFH		LNOPRTUVWXY		LNOPRTUVWXY	LNRT	LNR		LNOPRTUVWXY	LNR	LNRT	LNRT	LNRT	LNRT	LNRT	LNRT	2	99	180	158	131	204	51	54	16	46	35	25	9	5	103	27	16	37			
Mean	-0.62	-0.37	-0.76	0.26	-1.23	-0.05	-1.06	-0.13	-1.03	-0.67	-0.63	0.26	-1.25	-1.08	-0.58	-0.68	0.47	-1.12	-0.21	-0.75	-0.45	-0.75	-0.24	-0.75	0.62	-1.44	0.09	-0.47	-0.27	-0.28	-0.63	-1.02	0.07	0.27	-0.08	-0.03	0.03	-0.72	0.55	-0.70	-0.48	-0.12	-0.44				
		CEGIK	EGJ	BCDFGHIK		BCGIK	E	BCGIK	E	EGJ	CEJ	MODQSTUVWXY		M	MODSW	MODSW	LMOPQSTUVWXY	M	MODQSUWVY	MODS	MODSUWY	MODS	MODQSUWVY	MODS	a*	-1.44	cde	cde	f	cde	cde		*	gop	gop*	gop	gop*	gop*	**	**	g*	**	gop*				

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z
Minimum Base: 30 (***) Small Base: 100 (*)

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Adults aged 18+ in GB															
Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Summary															
All Adults aged 18+ in Great Britain															
	Q8. Which party, if any, do you trust most to deliver on each of the following issues?														
	Managing the economy	Reducing the cost of living	Improving the NHS	Managing immigration and asylum	Dealing with crime and anti-social behaviour	Strengthening Britain's defence and armed forces	Setting the right level of tax	Improving education	Dealing with climate change	Building more affordable housing	Improving public transport	Improving the benefits system	Boosting international trade and encouraging investment	Supporting British businesses	Reducing poverty
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Weighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
The Conservative party	204 18% BCDEFGHIJ KLO	148 13% CDIJKLO	117 10% IJO	104 9% CDIJKLO	156 14% CDHIJKLO	173 15% CDHIJKLO	168 15% CDHIJKLO	142 13% CDIJKLO	95 8% CDHIJKLO	92 8% CDHIJKLO	98 9% CDHIJKLO	105 9% BCDEFGHIJ KLO	186 16% BCDEFGHIJ KLO	201 18% BCDEFGHIJ KLO	87 8% BCDEFGHIJ KLO
The Labour party	224 20% DEGI	201 18% I	276 24% ABDEFGHIJ KLO	191 17% I	199 18% I	257 23% ABDEFGHIJ KLO	179 16% I	238 21% BDEGI	146 13% BDEGI	268 24% ABDEFGHIJ KLO	245 22% BDEGIJLNO	211 19% GI	226 20% DGI	215 19% GI	214 19% GI
The Liberal Democrats	57 5% ABCD	54 5% F	63 6% F	50 4% F	58 5% F	43 4% F	78 7% ABDHI	71 6% F	53 5% F	60 5% F	62 5% F	79 7% ABDEFI	63 6% F	59 5% F	87 8% ABCD EFGHIJ KLMN
Reform UK	151 13% CHIK	152 13% CHIK	129 11% I	267 24% ABCEFGHIJ KLMNO	188 17% ABCEFGHIJ KLMNO	179 16% ABCEFGHIJ KLMNO	146 13% IJK	130 11% I	104 9% F	122 11% F	114 10% F	147 13% IJK	157 14% CHIK	173 15% CGHIJKLO	141 12% IK
The Green party	32 3% F	39 3% F	42 4% F	37 3% F	33 3% F	20 2% F	44 4% FM	41 4% F	278 25% ABCEFGHIJ KLMNO	40 4% F	82 7% ABCEFGHIJ KLMNO	44 4% FM	30 3% F	39 3% F	49 4% AEFM
The Scottish National Party (SNP)	14 1% FN	11 1% N	18 2% FIN	12 1% F	14 1% FN	6 1% F	16 1% FN	15 1% FN	10 1% F	14 1% FN	12 1% F	15 1% FN	13 1% FN	6 1% F	16 1% FN
Plaid Cymru	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Another party	17 2% BE	15 1% BE	23 2% BE	22 2% BE	13 1% BE	19 2% BE	21 2% BE	27 2% BE	19 2% BE	23 2% BE	21 2% BE	17 1% BE	16 1% BE	17 1% BE	23 2% BE
None of these	224 20% N	285 25% ACEFGHIJMN	244 22% FMN	264 23% AEFGHMN	237 21% FMN	205 18% FMN	252 22% AFMN	235 21% FMN	236 21% FMN	251 22% FMN	260 23% AFMN	280 25% ACEFGHIJMN	206 18% FMN	193 17% FMN	274 24% ACEFGHMN
Don't know	211 19% D	227 20% DI	220 19% DI	183 16% DI	235 21% DI	230 20% DI	226 20% DI	233 21% DI	191 17% DI	263 23% ABCEFGHIJ LMN	236 21% DI	234 21% DI	236 21% ADI	229 20% DI	241 21% ADI

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

24-089497-11 - 14th - 17th March 2025
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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Managing the economy
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	204 18%	98 18%	103 18%	28 9%	58 16% D	117 26% DE	118 19%	85 17%	35 13%	59 20%	59 23% I	29 19% *	9 16% *	13 13% *	66 18%	138 18%	117 17%	86 20%	40 19%	57 18%	48 16%	52 22%	183 18%	20 15%	132 67% Zabcd	22 7%	4 6% *	16 12% *	5 8% *	5 14% *	59 15%	111 29% e			
The Labour party	224 20%	131 24% C	93 16%	90 29% EF	63 17%	71 16%	151 24% H	73 15%	55 21%	49 16%	46 18%	47 31% JKN*	15 9% *	13 27% *	116 31% P	109 14%	148 21%	77 18%	24 12%	55 18%	66 22% S	72 30% ST	182 18%	43 32% W	6 3%	166 49% Yabcd	13 17% Yb*	3 2% *	13 23% Yb*	3 7% *	137 34% f	38 10%			
The Liberal Democrats	57 5%	27 5%	28 5%	24 8% F	16 4%	17 4%	35 6%	22 4%	7 2%	17 6%	17 7%	14 9% IN*	1 1% *	1 1% *	20 6%	36 5%	36 5%	21 5%	12 6%	11 4%	18 6%	13 5%	46 5% 5%	10 8%	7 4%	15 4% b	20 27% YZbcd*	- *	4 7% b*	2 4% b*	24 6%	14 4%			
Reform UK	151 13%	88 16% C	62 11%	37 12%	49 13%	65 15%	62 10%	89 18% G	40 15%	33 11%	43 17%	15 10% *	8 14% *	12 12% *	25 7%	126 17% O	101 14%	50 11%	36 17%	42 13%	41 14%	25 10%	141 14% X	7 5%	11 5%	12 4%	3 3% *	76 56% YZacd*	3 5% *	5 12% Z*	17 4%	90 23% e			
The Green party	32 3%	15 3%	15 3%	19 6% EF	10 3%	3 1%	20 3%	11 2%	4 2%	10 3%	5 2%	11 7% IK*	1 1% *	1 1% *	13 4%	18 2%	19 3%	13 3%	8 4%	7 2%	9 3%	5 2%	21 2% W	10 8% W	3 1%	7 2%	1 1% *	* *	12 22% YZabd*	- *	11 3%	6 2%			
The Scottish National Party (SNP)	14 1%	4 1%	10 2%	2 1%	6 2%	5 1%	12 2%	2 *	- -	- -	- -	- -	- -	14 14% UKLM*	10 3% P	4 *	10 1%	4 1%	1 *	3 1%	7 3%	2 1%	13 1%	1 1%	- -	1 *	- -	- *	1 2% *	10 27% YZabc*	8 2%	4 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- *	- *	- -	- -			
Another party	17 2%	9 2%	8 1%	7 2%	4 1%	6 1%	8 1%	9 2%	5 2%	3 1%	5 2%	2 1% *	* 1% *	1 1% *	3 1%	14 2%	10 1%	7 2%	6 3%	4 1%	2 1%	4 2%	13 1%	5 3%	5 3%	2 *	1 1% *	3 2% *	- *	- *	5 1%	6 2%			
None of these	224 20%	121 22%	98 17%	36 12%	98 26% D	90 20% D	118 19%	106 21%	63 24% L	63 21% L	47 18% L	14 9% *	12 22% *	24 25% L*	66 18%	158 21%	134 19%	90 21%	41 20%	73 23% V	55 19%	33 14%	200 20%	22 17%	24 12%	66 20%	14 18% *	18 13% *	7 13% *	7 17% *	71 18%	78 20%			
Don't know	211 19%	54 10%	153 27% B	69 22%	69 19%	73 16%	111 18%	99 20%	57 21%	64 21%	37 14%	22 14% *	10 19% *	20 20% *	50 14%	161 21% O	122 17%	89 20%	41 20%	60 19%	49 16%	35 14%	191 19%	17 12%	9 5%	48 14% Y	21 27% YZb*	19 14% Y*	11 20% Y*	7 19% Y*	69 17% f	40 10%			

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

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Managing the economy

[illegible]

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

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

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24-089497-11 - 14th - 17th March 2025
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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Reducing the cost of living
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	148 13%	70 13%	77 14%	29 9%	38 10%	81 18% DE	85 13%	63 13%	22 8%	45 15% IN	41 16% IN	29 19% IN*	6 10% *	6 6% *	51 14%	97 13%	84 12%	64 15%	30 15%	31 10%	44 15%	37 15%	134 14%	14 10%	103 52% Zabcd	13 4%	3 4% *	8 6% *	3 5% *	2 6% *	45 11%	76 20% e			
The Labour party	201 18%	116 21% C	84 15%	81 26% EF	55 15%	65 15%	136 21% H	65 13%	53 20% N	42 14%	35 14%	49 32% UKN*	12 10% *	9 22% *	91 25% P	110 14%	131 19%	70 16%	27 13%	55 17%	55 19%	57 24% S	153 15%	48 35% W	6 3%	148 44% Yabcd	9 11% Yb*	2 1% *	8 14% Yb*	2 6% *	102 25% f	41 10%			
The Liberal Democrats	54 5%	28 5%	25 4%	25 8% F	17 4%	12 3%	30 5%	24 5%	8 3%	13 4%	21 8% I	9 6% *	- 3% *	3 7% P	25 4%	28 4%	37 5%	17 4%	4 2%	17 6%	15 5%	13 6%	46 5%	8 6%	7 3%	16 5%	16 21% YZbd*	2 2% *	5 9% *	1 3% *	25 6%	14 4%			
Reform UK	152 13%	90 16% C	61 11%	36 11% EF	50 13%	66 15%	65 10%	87 17% G	45 17% JL	30 10%	45 17% JL	13 8% *	9 17% *	10 11% *	24 6% O	128 17% O	105 15%	46 11%	34 16%	42 13%	39 13%	30 13%	142 14% X	7 5%	15 8%	19 6%	3 4% *	68 50% YZacd*	3 6% *	4 10% *	21 5%	90 23% e			
The Green party	39 3%	18 3%	19 3%	27 9% EF	9 3%	3 1%	25 4%	15 3%	5 2%	11 4%	9 4%	7 5% *	5 9% I*	2 2% *	20 5% P	20 3%	22 3%	17 4%	6 3%	4 1%	15 5% T	13 5% T	30 3% W	9 7% W	2 1%	11 3%	1 2% *	4 3% *	15 27% YZabd*	- - *	22 6% f	5 1%			
The Scottish National Party (SNP)	11 1%	3 1%	8 1%	1 * *	5 1%	5 1%	9 1%	2 *	- - *	- - *	- - *	- - *	- - *	11 12% UKLM*	10 3% P	2 *	7 1%	4 1%	1 *	3 1%	4 2%	3 1%	10 1%	1 1%	- - *	- - 1%	1 1% *	- - *	- - *	9 24% YZabc*	7 2%	2 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- - *	- -	- -				
Another party	15 1%	11 2%	4 1%	5 2%	5 1%	5 1%	9 1%	6 1%	4 1%	4 1%	3 1%	2 1% *	* 1% *	1 1% *	4 1%	10 1%	9 1%	6 1%	3 1%	3 1%	1 1%	5 2%	12 1%	2 2%	3 2%	- 2% z*	1 4% z*	5 2% z*	- 4% z*	- - *	- 1% *	2 7%			
None of these	285 25%	144 26%	136 24%	46 15%	122 33% D	118 26% D	152 24%	133 27%	76 28% L	78 26% L	70 27% L	18 12% *	15 27% L*	29 30% L*	84 23%	202 26%	169 24%	117 27%	55 26%	84 27%	70 24%	47 19%	254 26%	30 22%	42 21%	78 23%	20 27% *	25 18% *	9 17% *	14 36% b*	94 24%	102 26%			
Don't know	227 20%	66 12% B	156 27% B	64 20%	71 19%	91 20%	127 20%	100 20%	55 21% K	76 25% K	34 13%	28 18% *	8 14% *	26 27% K*	60 16% O	166 22% O	132 19%	95 22%	49 23% V	73 23% V	52 18%	35 15%	207 21% X	16 12%	18 9%	54 16%	23 30% YZb*	22 16% *	13 23% Y*	6 15% *	83 21% f	53 14%			

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

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Reducing the cost of living
All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform							
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75								
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76								
The Conservative party	148 13%	110 43%	10 2%	27 8%	102 20%	33 12%	58 15%	33 12%	72 20%	51 16%	57 11%	32 10%	92 18%	34 13%	46 14%	52 16%	65 12%	25 13%	105 19%	83 40%	17 3%	40 17%	92 13%	28 18%	95 14%	22 17%	60 16%	34 8%	130 37%	39 11%	32 10%	64 17%	5 *	8 3%	10 17%	8 6%	7 6%	8 11%	3 21%	15 52%	100 57%	16 33%	15 44%	39 51%								
The Labour party	201 18%	28 11%	142 25%	157 48%	8 2%	77 29%	42 11%	75 26%	43 12%	38 12%	129 24%	146 45%	21 4%	76 28%	39 11%	39 12%	123 22%	97 51%	35 6%	35 17%	122 24%	45 19%	134 19%	28 18%	119 18%	68 51%	2 *	177 43%	40 11%	93 25%	81 26%	36 10%	5 7%	141 57%	22 36%	65 45%	52 43%	22 31%	- *	5 17%	6 4%	2 4%	2 6%	4 5%								
The Liberal Democrats	54 5%	16 6%	25 4%	25 8%	11 2%	35 13%	7 2%	23 8%	15 4%	11 4%	31 6%	24 7%	37 2%	4 14%	19 6%	31 6%	16 8%	22 4%	11 5%	12 5%	25 5%	35 5%	11 5%	27 7%	9 4%	7 2%	30 7%	18 5%	46 12%	24 8%	14 4%	2 3%	14 6%	5 8%	13 9%	5 5%	6 9%	- *	2 5%	7 4%	6 11%	4 12%	1 1%									
Reform UK	152 13%	36 14%	83 15%	16 5%	117 22%	23 9%	90 23%	21 7%	74 20%	130 41%	7 1%	19 6%	118 23%	20 7%	78 37%	122 37%	8 1%	10 5%	105 18%	31 15%	12 33%	79 47%	47 36%	56 36%	54 8%	5 4%	97 26%	15 4%	35 10%	24 6%	28 9%	11 36%	11 15%	8 3%	5 8%	8 5%	7 7%	16 22%	3 23%	1 2%	9 5%	5 11%	5 15%	11 15%								
The Green party	39 3%	6 2%	28 5%	16 5%	19 4%	12 5%	15 4%	29 10%	5 1%	7 2%	28 3%	9 3%	19 4%	11 4%	12 3%	9 5%	25 5%	10 5%	16 3%	6 3%	28 4%	9 4%	27 4%	5 3%	28 4%	10 7%	10 3%	21 5%	8 2%	17 5%	31 10%	11 3%	4 5%	7 3%	2 3%	8 5%	10 9%	2 3%	- 8%	2 1%	2 4%	2 7%	2 3%									
The Scottish National Party (SNP)	11 1%	- -	11 2%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%	3 1%							
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -							
Another party	15 1%	5 2%	6 1%	4 1%	6 1%	4 1%	7 2%	4 1%	5 1%	4 1%	9 2%	4 1%	8 2%	6 2%	8 2%	4 1%	7 1%	4 2%	7 1%	3 1%	8 2%	4 1%	8 1%	5 3%	7 1%	2 2%	6 2%	4 1%	7 2%	5 1%	7 2%	7 2%	7 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -					
None of these	265 25%	32 13%	159 28%	35 11%	164 31%	38 14%	115 29%	47 17%	100 29%	35 11%	166 31%	38 12%	105 27%	46 17%	104 31%	40 12%	176 32%	14 7%	178 32%	26 13%	151 30%	26 11%	218 30%	12 8%	208 32%	4 3%	123 34%	67 16%	61 18%	80 21%	57 18%	55 15%	29 38%	42 17%	8 14%	31 22%	20 17%	10 14%	7 51%	3 11%	33 19%	13 26%	4 13%	11 14%								
Don't know	227 20%	23 9%	102 18%	45 14%	91 17%	44 16%	56 14%	51 18%	46 12%	41 13%	103 19%	48 15%	82 16%	36 13%	42 12%	45 14%	104 19%	14 7%	90 16%	10 5%	79 16%	21 9%	150 21%	10 7%	112 17%	12 9%	57 15%	58 14%	50 14%	62 17%	49 14%	54 14%	19 25%	27 11%	8 14%	12 9%	15 13%	8 11%	- *	1 2%	17 10%	4 8%	1 2%	7 9%								

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z Minimum Base: 30(**) Small Base: 100(*)

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24-089497-11 - 14th - 17th March 2025
INTERNAL USE ONLY
Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the NHS
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	117 10%	65 12%	51 9%	33 11%	42 11%	42 9%	74 12%	43 9%	17 6%	31 10%	31 12% I	25 16% I*	7 13% *	6 6% *	39 11%	78 10%	76 11%	41 9%	26 12% T	18 6%	29 10%	39 16% T	102 10%	14 10%	70 36% Zabcd	16 5%	3 4% *	7 5% *	3 5% *	2 5% *	33 8%	58 15% e			
The Labour party	276 24%	157 29% C	119 21%	85 27% E	70 19%	121 27% E	178 28% H	98 20%	67 25%	67 22%	58 22%	56 36% JKN*	11 20% *	17 17% P	118 32%	158 21%	173 25%	103 24%	35 17%	81 26% S	77 26% S	73 31% S	228 23%	48 35% W	29 15% b	185 55% Yabcd	19 24% b*	3 2% *	9 16% b*	4 10% *	158 39% f	57 15%			
The Liberal Democrats	63 6%	29 5%	31 5%	23 7%	19 5%	20 5%	36 6%	27 5%	10 4%	12 4%	22 9%	13 9% J	3 5% *	3 3% *	27 7%	36 5%	41 6%	22 5%	6 3%	13 4%	25 9% S	16 6% S	54 5% S	8 6%	8 4%	11 3%	17 22% YZbd*	4 3% *	8 14% YZb*	2 4% *	25 6%	19 5%			
Reform UK	129 11%	75 14%	54 9%	36 12%	38 10%	55 12%	57 9%	73 15% G	38 14%	32 11%	31 12%	12 8% *	7 13% *	11 11% *	21 6%	108 14% O	91 13%	39 9%	27 13%	42 13%	37 12%	19 8%	123 12% X	6 4%	10 5%	18 5%	4 5% *	57 42% YZacd*	2 4% *	3 9% *	19 5%	71 18% e			
The Green party	42 4%	21 4%	19 3%	26 8% EF	10 3%	6 1%	25 4%	17 3%	9 3%	15 5%	7 3%	8 5% *	1 1% *	2 2% *	18 5%	24 3%	22 3%	19 4%	8 4%	4 1% T	18 6% T	10 4%	29 3% W	12 9% W	2 1%	13 4%	4 6% *	5 4% *	9 15% YZbd*	- * *	18 5% f	3 1%			
The Scottish National Party (SNP)	18 2%	7 1%	11 2%	1 * EF	10 3% D	7 2%	14 2%	4 1%	- -	- -	- -	- - *	- - *	18 19% JKLM*	10 3%	8 1%	11 2%	7 2%	1 *	7 2%	7 2%	4 2%	17 2% Z	1 1%	- -	1 * *	- - *	- - *	- - *	16 42% YZabc*	10 3%	6 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -			
Another party	23 2%	13 2%	10 2%	9 3%	6 2%	8 2%	15 2%	8 2%	6 2%	6 2%	2 1%	2 1% *	* 1% *	6 6% K*	10 3%	13 2%	15 2%	9 2%	6 3%	2 1%	3 1%	11 5% TU	18 2%	6 4%	4 2%	7 2%	2 3% *	5 4% *	1 1% *	* 1% *	8 2%	9 2%			
None of these	244 22%	117 21%	121 21%	37 12% D	103 28% D	104 23% D	126 20%	118 24%	61 23% L	70 23% L	60 23% L	17 11% *	13 23% *	22 22% *	71 19%	173 23%	149 21%	94 22%	44 21%	85 27% V	58 20%	32 13%	220 22%	22 16%	47 24%	57 17%	10 13% *	25 18% *	10 19% *	6 16% *	68 17%	103 26% e			
Don't know	220 19%	63 11%	155 27% B	64 20%	74 20%	83 19%	112 18%	108 22%	59 22%	66 22%	47 18%	21 14% *	14 24% *	13 14% *	56 15%	164 22% O	118 17%	103 24% Q	56 27% UV	61 19%	42 14%	37 16%	197 20%	19 14%	27 14%	32 9%	18 23% Z*	30 22% Z*	15 26% Z*	5 13% *	62 15%	63 16%			

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

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the NHS

[illegible]

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

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

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24-089497-11 - 14th - 17th March 2025
INTERNAL USE ONLY
Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Managing immigration and asylum
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	104 9%	51 9%	53 9%	28 9%	33 9%	43 10%	62 10%	43 9%	23 9%	26 9%	24 9%	22 14% *	5 8% *	5 5% *	35 9%	69 9%	64 9%	41 9%	18 8%	22 7%	27 9%	31 13%	94 10%	9 6%	66 34% Zabcd	12 4%	2 3% *	2 1% *	5 9% b*	3 7% *	30 7%	48 12%			
The Labour party	191 17%	112 21% C	76 13%	78 25% EF	51 14%	62 14%	139 22% H	52 11%	48 18%	44 15%	38 15%	39 25% JKN*	10 18% *	11 11% *	94 26% P	97 13%	131 19%	60 14%	16 8%	50 16% S	56 19% S	61 25% ST	152 15%	39 29% W	3 2%	140 41% Yabcd	13 17% Yb*	4 3% *	6 10% Y*	3 8% *	104 26% f	38 10%			
The Liberal Democrats	50 4%	27 5%	22 4%	27 9% EF	14 4%	10 2%	24 4%	27 5%	8 3%	10 3%	14 5%	15 10% U*	- 10% *	4 4% *	20 5%	30 4%	34 5%	16 4%	12 6% T	5 2%	18 6% T	13 5% T	35 4%	15 11% W	6 3%	14 4%	11 14% YZb*	2 1% *	4 7% *	1 3% *	21 5%	11 3%			
Reform UK	267 24% C	160 29%	105 18%	49 16% D	87 24% D	130 29% D	105 17% G	162 33% G	71 27% L	77 26% L	66 26% L	21 14% *	11 20% *	21 21% *	49 13% O	218 29% O	172 25%	95 22%	65 31% V	74 24%	69 23%	44 19%	250 25% X	14 10%	43 22% Z	41 12%	11 14% *	107 79% YZacd*	8 14% *	5 12% *	43 11%	167 43% e			
The Green party	37 3%	18 3%	18 3%	20 7% F	12 3%	5 1%	28 4% H	9 2% H	2 1%	8 3%	6 2%	12 8% UK*	5 9% I*	4 4% *	21 6% P	16 2%	24 3%	13 3%	6 3%	7 2%	11 4%	9 4%	26 3% W	10 8%	2 1%	5 2%	2 3% *	1 1% *	16 28% YZabd*	* 1% *	20 5% f	1 *			
The Scottish National Party (SNP)	12 1%	4 1%	8 1%	1 * *	5 1%	5 1%	9 1%	3 1%	- -	- -	- -	- - *	- - *	12 12% UKLM*	9 2% P	3 *	7 1%	5 1%	1 *	5 2%	5 2%	1 *	12 1% *	- -	- -	1 * *	* 1% *	- 2% *	1 1% *	10 26% YZabc*	9 2%	3 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -			
Another party	22 2%	9 2%	13 2%	11 3%	4 1%	7 2%	13 2%	9 2%	5 2%	11 4%	3 1%	2 1% *	2 3% *	- - *	4 1%	18 2%	11 2%	11 3%	9 4% U	7 2%	3 1%	3 1%	16 2% Z	6 4%	8 4% Z	3 1%	* 1% *	3 2% *	- - *	* 1% *	7 2%	6 1%			
None of these	264 23%	113 21%	146 26%	43 14% D	98 26% D	123 28% D	153 24%	112 22%	62 23%	72 24%	68 26%	26 17% *	14 24% *	22 23% *	87 24%	177 23%	144 21%	120 28% Q	48 23%	82 26% V	71 24%	43 18%	234 24%	30 22%	54 28% b	75 22% b	16 21% b*	11 8% *	10 18% *	8 22% b*	97 24%	87 22%			
Don't know	183 16%	51 9%	128 22% B	56 18%	67 18%	61 14%	103 16%	80 16%	49 18%	50 17%	38 15%	18 12% *	10 17% *	18 19% *	49 13%	134 18%	109 16%	75 17%	35 17%	59 19%	36 12%	35 15%	170 17% X	12 9%	13 7%	47 14% Yb	20 27% YZb*	7 5% *	7 13% *	8 20% Yb*	70 17% f	29 7%			

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

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24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Managing immigration and asylum

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention											
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24-089497-11 - 14th - 17th March 2025
INTERNAL USE ONLY
Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with crime and anti-social behaviour
All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)				
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348				
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389				
The Conservative party	156 14%	76 14%	79 14%	34 11%	49 13%	72 16%	95 15%	61 12%	26 10%	52 17% I	39 15%	23 15% *	7 13% *	9 9% *	54 15%	102 13%	95 14%	61 14%	32 15%	35 11%	42 14%	40 17%	139 14%	16 12%	90 46% Zabcd	22 6%	8 11% *	5 4% *	4 7% *	6 17% Zb*	46 11%	71 18% e				
The Labour party	199 18%	123 23% C	75 13%	82 26% EF	56 15%	61 14%	135 21% H	64 13%	48 18%	51 17%	43 17%	38 24% N*	11 5% *	8 20% *	94 25% P	105 14%	136 20%	63 14%	25 12%	52 17%	58 20%	60 25% ST	159 16%	40 30% W	9 5%	146 43% Yabcd	8 11% *	5 4% *	8 15% Yb*	2 6% *	114 28% f	40 10%				
The Liberal Democrats	58 5%	35 6%	22 4%	24 8% F	20 5%	14 3%	32 5%	26 5%	7 3%	14 5%	17 6%	16 10% IN*	3 5% *	2 2% *	28 8% P	30 4%	43 6%	15 4%	13 6%	12 4%	14 5%	17 7%	45 5%	13 10% W	8 4%	15 4%	16 21% YZbd*	2 1% *	5 9% b*	- *	21 5%	18 5%				
Reform UK	188 17%	116 21% C	70 12%	39 13%	61 16%	87 20% D	73 11%	115 23% G	57 21% JL	41 14%	48 18%	16 10% *	11 19% *	15 15% *	33 9%	154 20% O	128 18%	60 14%	40 19%	50 16%	48 16%	36 15%	176 18% X	10 8%	25 13% Za	22 6%	1 2% *	90 67% YZacd*	4 7% *	5 12% a*	31 8%	119 31% e				
The Green party	33 3%	14 2%	18 3%	21 7% EF	9 2%	4 1%	25 4%	8 2%	2 1%	10 3%	6 2%	10 6% I*	5 9% I*	1 2% *	22 6% P	11 1%	24 3%	9 2%	4 2%	6 2%	11 4%	10 4%	26 3%	6 4%	1 1%	8 3%	1 1% *	2 1% *	14 24% YZabd*	1 2% *	15 4% f	2 1%				
The Scottish National Party (SNP)	14 1%	3 1%	10 2%	* * EF	8 2% D	5 1%	11 2%	3 1%	- -	- -	- -	- - *	- - *	14 14% UKLM*	9 2% P	5 1%	9 1%	5 1%	1 *	4 1%	6 2%	3 1%	12 1%	1 1%	- -	- -	- - *	- - *	- - *	12 31% YZabc*	8 2%	4 1%				
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -				
Another party	13 1%	6 1%	6 1%	6 2%	1 *	5 1%	3 *	10 2% G	6 2%	2 1%	2 1%	1 1% *	* 1% *	* 1% *	3 1%	9 1%	6 1%	6 1%	3 2%	4 1%	1 *	1 *	8 1%	4 3% W	* *	* *	- - *	4 3% Z*	- - *	1 1% *	2 *	5 1%				
None of these	237 21%	104 19%	127 22%	43 14% D	89 24% D	104 23% D	130 20%	107 22%	60 23%	59 20%	54 21%	30 19% *	11 19% *	22 23% *	66 18%	171 22%	125 18%	112 26% Q	50 24% V	79 25% V	56 19%	32 13%	207 21%	27 20%	44 22% b	64 19% b	17 22% b*	9 7% *	8 14% *	6 17% *	73 18%	82 21%				
Don't know	235 21%	68 12%	163 29% B	63 20%	80 21%	93 21%	133 21%	103 21%	61 23%	70 24% L	49 19%	21 14% *	8 15% *	25 26% L*	60 16%	175 23% O	130 19%	105 24%	41 20%	70 22%	59 20%	41 17%	216 22% X	18 13%	19 10%	62 18% Y	25 32% YZb*	18 13% Y*	5 14% *	92 23% f	48 12%					

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

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with crime and anti-social behaviour

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)											
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75											
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76											
The Conservative party	156 14%	101 40%	19 3%	28 8%	95 18%	41 11%	43 11%	32 11%	73 20%	52 16%	67 12%	39 12%	88 17%	36 14%	43 13%	47 14%	72 13%	30 16%	95 17%	74 36%	32 6%	31 13%	98 14%	24 15%	107 16%	19 14%	54 15%	39 9%	125 36%	49 13%	32 10%	62 17%	10 13%	12 5%	14 24%	7 5%	7 6%	10 15%	5 33%	14 47%	85 48%	22 44%	8 23%	30 39%											
The Labour party	199 18%	32 13%	140 25%	165 50%	10 2%	87 32%	41 11%	88 31%	39 10%	33 10%	134 25%	146 45%	16 3%	81 30%	39 11%	37 11%	134 24%	96 50%	33 6%	35 17%	122 24%	40 17%	138 19%	28 18%	124 19%	74 56%	2 1%	179 44%	42 12%	106 29%	82 26%	35 9%	5 7%	140 57%	21 35%	76 52%	53 44%	23 32%	- -	3 10%	9 5%	1 2%	4 11%	2 2%											
The Liberal Democrats	58 5%	15 6%	25 4%	20 6%	16 3%	35 13%	10 3%	25 9%	11 3%	12 4%	31 6%	24 7%	14 3%	39 14%	1 *	23 7%	25 5%	15 8%	26 5%	12 6%	23 5%	23 9%	21 4%	30 10%	16 10%	28 4%	7 5%	29 7%	22 6%	50 14%	32 10%	24 6%	4 4%	3 5%	12 11%	7 9%	14 6%	7 12%	8 -	- -	3 10%	4 4%	19 13%	5 18%	21 5%										
Reform UK	188 17%	51 20%	91 16%	18 6%	144 28%	23 9%	116 29%	26 9%	92 25%	154 48%	11 2%	24 7%	145 28%	29 11%	95 28%	150 45%	12 2%	14 8%	146 26%	43 21%	75 15%	92 39%	69 10%	64 41%	71 11%	10 8%	120 33%	19 5%	55 16%	28 8%	33 11%	164 44%	12 16%	8 3%	3 6%	11 8%	8 7%	20 14%	4 30%	4 12%	4 11%	5 10%	5 15%	21 28%											
The Green party	33 3%	4 2%	26 5%	13 4%	14 3%	10 4%	16 4%	24 8%	6 2%	6 2%	23 4%	7 2%	17 3%	9 3%	11 3%	7 2%	23 4%	7 4%	14 2%	5 3%	24 2%	9 3%	22 3%	5 3%	21 3%	7 3%	5 1%	18 4%	4 1%	12 3%	26 8%	5 1%	1 1%	7 3%	1 1%	5 4%	8 7%	1 1%	- -	1 4%	1 1%	1 2%	1 1%	1 1%											
The Scottish National Party (SNP)	14 1%	- -	12 2%	2 1%	5 1%	3 1%	4 1%	3 1%	1 *	- -	10 2%	3 1%	8 1%	3 1%	5 1%	1 *	13 2%	2 1%	6 1%	- -	11 2%	1 *	13 2%	1 1%	13 2%	13 2%	- -	8 2%	2 1%	4 1%	2 1%	5 1%	3 1%	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -									
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -										
Another party	13 1%	- -	9 2%	3 1%	8 2%	1 *	7 2%	- -	6 2%	6 2%	4 1%	4 *	11 2%	3 1%	7 2%	3 1%	5 1%	3 2%	9 1%	2 1%	11 2%	5 2%	6 1%	2 2%	3 1%	- -	7 2%	2 *	4 1%	5 1%	2 1%	6 2%	- -	4 *	- -	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -								
None of these	237 21%	30 12%	135 24%	30 9%	139 27%	28 10%	100 25%	33 11%	94 25%	22 7%	150 37%	37 11%	132 25%	33 12%	90 27%	25 7%	154 28%	12 6%	144 26%	29 14%	120 24%	18 8%	101 25%	6 4%	174 26%	4 3%	101 27%	54 13%	52 15%	51 14%	50 16%	27 7%	27 36%	34 14%	6 10%	16 11%	16 14%	6 8%	5 37%	4 13%	36 20%	11 22%	8 25%	7 9%											
Don't know	235 21%	21 8%	107 19%	48 15%	92 18%	42 16%	56 14%	55 19%	46 12%	35 11%	109 20%	44 13%	91 17%	36 13%	47 14%	38 11%	113 21%	12 7%	94 17%	7 3%	84 17%	19 8%	161 22%	9 6%	120 18%	10 8%	61 17%	67 16%	45 13%	64 17%	53 17%	52 14%	17 23%	34 14%	8 13%	15 11%	19 16%	9 13%	- -	1 4%	19 11%	4 8%	4 4%	14 14%											

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

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

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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Strengthening Britain's defence and armed forces
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	173 15%	77 14%	93 16%	37 12%	35 9%	101 23% DE	100 16%	73 15%	33 13%	50 17%	39 15%	29 19% *	7 13% *	14 15% *	64 17%	109 14%	92 13%	80 18%	33 16%	42 13%	50 17%	43 18%	157 16%	15 11%	100 51% Zabcd	21 6%	11 15% Zb*	6 5% *	5 9% *	6 16% b*	53 13%	85 22% e			
The Labour party	257 23%	147 27% C	110 19%	81 26% E	70 19%	106 24%	176 28% H	81 16%	62 23%	68 23%	55 21%	46 30% N*	14 25% *	14 14% *	110 30% P	147 19%	163 23%	94 22%	32 16%	77 25% S	60 20%	75 31% SU	214 22%	43 32% W	24 12% b	168 50% Yabcd	18 23% Yb*	3 2% *	12 21% b*	5 14% b*	147 37% f	63 16%			
The Liberal Democrats	43 4%	26 5%	17 3%	24 8% EF	11 3%	8 2%	25 4%	18 4%	5 2%	8 3%	12 5%	12 8% I*	3 5% *	2 2% *	17 5%	25 3%	33 5%	10 2%	9 4%	5 1%	16 5% T	13 5% T	30 3% W	13 10% W	8 4%	11 3% Y	11 15% YZbcd*	2 1% *	1 2% *	1 - *	11 - *	14 3% 4%			
Reform UK	179 16%	116 21% C	62 11%	41 13%	62 17%	75 17%	74 12%	105 21% G	50 19%	40 14%	49 19%	19 12% *	8 15% *	12 12% *	30 8%	149 19% O	124 18% R	54 12%	41 20%	50 16%	42 14%	36 15%	169 17% X	10 7%	15 8%	25 7%	2 2% *	89 66% YZacd*	5 9% *	4 10% *	19 5%	114 29% e			
The Green party	20 2%	9 2%	11 2%	12 4% F	8 2% F	* * *	13 2%	7 1%	5 2%	5 2%	2 1%	7 4% K*	1 1% *	1 2% *	11 3% P	9 1%	14 2%	6 1%	4 2%	3 1%	8 3%	5 2%	12 1% W	7 6% W	3 1%	4 1%	1 1% *	- - *	8 14% YZab*	1 3% *	11 3% f	1 * *			
The Scottish National Party (SNP)	6 1%	2 *	4 1%	1 *	1 *	4 1%	5 1%	1 *	- -	- -	- -	- - *	- - *	6 6% IUKL*	6 2% P	- -	2 *	4 1%	1 *	2 1%	3 1%	* *	6 1%	- -	- -	1 *	* 1% *	- - *	- - *	5 13% YZabc*	5 1%	1 * *			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- - *	- -	- -			
Another party	19 2%	12 2%	7 1%	7 2%	7 2%	5 1%	10 2%	9 2%	3 1%	3 1%	5 2%	6 4% *	2 3% *	- - *	9 3%	10 1%	15 2%	4 1%	4 2%	7 2%	3 1%	5 2%	15 2%	4 3%	3 1%	6 2%	- - *	3 2% *	- - *	- - *	9 2% *	6 2%			
None of these	205 18%	90 16%	109 19%	43 14%	89 24% DF	74 16%	112 18%	93 19%	53 20%	52 17%	46 18%	16 11% *	12 21% *	26 27% L*	62 17%	144 19%	125 18%	81 19%	39 19%	59 19%	58 20%	30 13%	179 18%	23 17%	26 13%	49 14%	14 18% *	16 12% *	10 17% *	9 23% *	69 17%	59 15%			
Don't know	230 20%	69 13%	157 28% B	67 21%	90 24% F	73 16%	121 19%	109 22%	56 21%	72 24% L	50 19%	20 13% *	10 17% *	22 23% *	59 16%	171 22% O	128 18%	103 24%	47 22% V	67 21% V	56 19%	33 14%	208 21%	20 15%	18 9%	53 16%	20 26% Yb*	16 12% *	16 28% Yb*	8 21% *	78 20% f	46 12%			

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Strengthening Britain's defence and armed forces

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government			Next GE voting intention					2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)							
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75							
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76							
The Conservative party	173 15%	107 42%	24 4%	28 8%	116 22%	42 16%	66 17%	34 12%	87 24%	59 18%	77 14%	33 10%	113 22%	37 14%	54 16%	57 17%	84 15%	20 11%	125 22%	79 38%	38 8%	35 15%	122 17%	24 15%	121 18%	19 14%	72 20%	32 8%	138 40%	55 15%	37 12%	66 18%	11 14%	10 4%	15 25%	10 7%	6 5%	11 16%	3 21%	9 32%	95 54%	19 39%	9 27%	37 49%							
The Labour party	257 23%	35 14%	173 31%	179 55%	30 6%	96 36%	63 16%	102 36%	63 17%	38 12%	175 33%	181 6%	56 36%	31 9%	97 16%	55 13%	43 13%	173 31%	100 53%	70 12%	37 18%	156 31%	51 22%	182 25%	31 20%	178 27%	79 60%	10 3%	205 50%	54 15%	115 31%	99 30%	7 10%	154 62%	23 38%	74 51%	60 51%	23 32%	2 11%	10 34%	22 13%	8 15%	10 30%	6 8%							
The Liberal Democrats	43 4%	19 7%	11 2%	30 9%	4 1%	27 10%	4 1%	20 7%	9 3%	12 4%	15 3%	19 6%	15 1%	9 9%	24 *	22 7%	13 2%	20 10%	11 2%	17 2%	87 36%	11 17%	17 17%	14 15%	15 11%	4 4%	27 5%	20 6%	35 9%	25 8%	25 6%	23 6%	2 2%	10 4%	1 11%	8 7%	6 9%	- *	- 12%	4 4%	7 11%	6 11%	6 16%	4 5%							
Reform UK	179 16%	35 14%	93 17%	15 5%	132 25%	21 8%	106 27%	20 7%	90 24%	149 47%	9 2%	23 7%	133 25%	27 10%	90 27%	138 42%	10 7%	13 7%	128 36%	31 36%	73 15%	85 14%	62 36%	59 9%	65 38%	4 10%	110 3%	21 5%	44 13%	26 7%	29 9%	158 42%	16 21%	9 4%	4 6%	9 7%	6 5%	19 27%	2 4%	2 6%	10 5%	3 6%	4 12%	13 17%							
The Green party	20 2%	5 2%	13 2%	7 2%	9 2%	6 2%	8 2%	12 4%	4 1%	2 1%	15 3%	7 2%	10 2%	5 2%	9 3%	6 2%	12 3%	6 2%	7 1%	5 2%	12 3%	6 2%	11 3%	4 1%	11 2%	25 6%	7 1%	1 3%	12 5%	5 1%	7 2%	13 4%	5 1%	2 2%	3 1%	- *	- 1%	1 3%	- *	- 8%	2 2%	3 2%	2 4%	2 7%	2 3%						
The Scottish National Party (SNP)	6 1%	- -	6 1%	1 *	3 1%	2 1%	3 1%	1 *	1 *	- -	6 1%	2 1%	4 1%	2 1%	3 1%	5 1%	* *	4 1%	- -	5 1%	1 *	5 1%	1 *	5 1%	5 1%	- -	3 1%	1 *	- -	2 1%	1 *	1 *	- -	1 *	- -	1 *	- -	- *	- *	- *	- *	- *	- *	- *							
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -							
Another party	19 2%	4 2%	11 2%	6 2%	7 1%	5 2%	9 2%	4 1%	8 2%	4 1%	11 2%	4 1%	9 2%	5 2%	8 2%	7 2%	9 2%	5 3%	8 1%	6 3%	7 1%	10 4%	6 1%	8 5%	7 1%	3 2%	8 2%	8 2%	8 2%	8 2%	5 2%	10 3%	* *	6 1%	4 2%	5 4%	3 3%	5 7%	- *	- 2%	1 2%	3 1%	2 3%	1 2%	1 1%						
None of these	205 18%	27 11%	120 21%	15 5%	130 25%	29 11%	91 23%	33 11%	78 21%	21 6%	124 23%	18 6%	132 25%	34 13%	77 23%	20 6%	131 24%	7 4%	127 22%	18 9%	115 23%	15 7%	152 21%	8 5%	145 22%	3 2%	98 27%	37 9%	41 12%	50 14%	42 14%	26 7%	24 32%	22 9%	7 11%	16 11%	13 11%	3 4%	6 40%	* 2%	* 2%	20 11%	7 14%	1 3%	3 4%						
Don't know	230 20%	24 9%	113 20%	45 14%	91 17%	43 16%	41 10%	62 21%	30 8%	35 11%	107 20%	37 11%	85 16%	38 14%	39 12%	37 11%	112 20%	19 15%	86 17%	12 6%	84 17%	16 7%	163 23%	8 5%	113 17%	7 5%	60 16%	67 16%	39 11%	73 20%	59 19%	49 13%	13 18%	32 13%	1 1%	18 13%	19 16%	3 4%	- 4%	1 9%	17 8%	4 4%	1 4%	10 13%							

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

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

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24-089497-11 - 14th - 17th March 2025
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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Setting the right level of tax
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	168 15%	83 15%	83 15%	36 11%	42 11%	90 20% DE	103 16%	65 13%	31 12%	39 13%	52 20% IN	25 16% *	13 23% N*	7 7% *	61 17%	106 14%	94 13%	74 17%	30 14%	36 11%	50 17%	47 19% T	149 15%	19 14%	111 57% Zabcd	17 5%	7 10% *	11 8% *	3 6% *	2 6% *	51 13%	87 22% e			
The Labour party	179 16%	107 20% C	71 12%	69 22% EF	52 14%	58 13%	121 19% H	57 12%	52 19% N	40 13%	33 13%	38 25% JKN*	8 14% *	8 8% *	88 24% P	91 12%	121 17%	57 13%	16 7%	46 15% S	53 18% S	58 24% ST	143 15%	35 26% W	7 3%	132 39% Yabcd	7 9% b*	1 1% *	9 15% Yb*	3 7% b*	106 26% f	32 8%			
The Liberal Democrats	78 7%	43 8%	34 6%	35 11% EF	23 6%	19 4%	42 7%	36 7%	14 5%	23 8%	21 8%	14 9% *	1 2% *	5 5% *	26 7%	52 7%	52 7%	26 6%	17 8%	17 5%	22 8%	16 7%	59 6%	19 14% W	9 5%	26 8%	20 26% YZbcd*	6 4% *	3 5% *	1 2% *	35 9%	21 5%			
Reform UK	146 13%	98 18% C	48 8%	32 10%	51 14%	63 14%	65 10% G	82 16% G	41 15%	36 12%	37 14%	11 7% *	6 12% *	14 14% *	24 6%	123 16% O	105 15% R	41 9%	33 16%	43 14%	36 12%	26 11%	138 14% X	6 5%	16 8%	15 4%	3 4% *	68 50% YZacd*	3 5% *	5 13% Z*	16 4%	90 23% e			
The Green party	44 4%	22 4%	21 4%	25 8% EF	13 3%	6 1%	33 5% H	12 2%	3 1%	13 4% I	9 4%	11 7% I*	6 11% I*	2 2% *	26 7% P	18 2%	30 4%	15 3%	8 4%	4 1%	16 5% T	14 6% T	35 4% *	9 7%	* 4% Y	13 5% Y*	4 3% Y*	3 3% *	16 28% YZabd*	- - *	24 6% f	5 1%			
The Scottish National Party (SNP)	16 1%	7 1%	10 2%	2 1%	7 2%	7 2%	12 2%	4 1%	- -	- -	- -	- - *	- - *	16 17% UKLM*	8 2%	8 1%	8 1%	8 2%	1 *	7 2%	6 2%	2 1%	14 1%	2 2%	- -	- -	- - *	- - *	- - *	14 36% YZabc*	8 2%	6 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -			
Another party	21 2%	8 2%	13 2%	10 3% E	2 *	10 2%	11 2%	11 2%	3 1%	6 2%	5 2%	3 2% *	* 1% *	5 5% *	6 2%	15 2%	15 2%	6 1%	5 3%	5 1%	4 1%	7 3%	18 2%	4 3%	3 1%	5 1%	- - *	4 3% *	1 2% *	1 3% *	6 2%	6 2%			
None of these	252 22%	109 20%	138 24%	43 14%	100 27% D	110 25% D	132 21%	120 24%	67 25%	65 22%	59 23%	26 17% *	13 23% *	23 23% *	68 18%	185 24% O	144 21%	109 25%	49 24%	82 26% V	58 20%	37 15%	231 23% X	20 15%	34 17%	80 24%	13 17% *	21 16% *	9 16% *	9 24% *	80 20%	93 24%			
Don't know	226 20%	69 13%	152 27% B	62 20%	81 22%	83 19%	117 18%	109 22%	56 21%	76 26% K	42 16%	26 17% *	9 16% *	17 18% *	62 17%	165 22%	126 18%	100 23%	50 24% V	73 23% V	49 16%	33 14%	203 21%	20 15%	16 8%	52 15% Y	22 29% YZd*	21 16% *	13 23% Y*	3 9% *	76 19%	49 13%			

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

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Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Setting the right level of tax																																																
All Adults aged 18+ in Great Britain																																																
	Total	Favourable to parties														Favourable to politicians														Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention										
	Total	Favourable to Cons	Unfavoura ble to Cons	Favourable to Lab	Unfavoura ble to Lab	Favourable to Lib Dems	Unfavoura ble to Lib Dems	Favourable to Green Party	Unfavoura ble to Green Party	Favourable to Reform UK	Unfavoura ble to Reform UK	Favourable to Keir Starmer	Unfavoura ble to Keir Starmer	Favourable to Ed Davey	Unfavoura ble to Ed Davey	Favourable to Nigel Farage	Unfavoura ble to Nigel Farage	Favourable to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourable to Kemi Badenoch	Unfavoura ble to Kemi Badenoch	Favourable to Donald Trump	Unfavoura ble to Donald Trump	Favourable to JD Vance	Unfavoura ble to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservati ve	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservati ve	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	2024 Conservati ve voter + Unlikely to vote Labour	2024 Conservati ve voter + Likely to vote Labour	2024 Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Green	2024 Conservati ve voter + Likely to vote Reform					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)				
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	105	43	32	75				
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76				
The Conservative party	168 15%	109 43% CDEFGHIK	13 2%	29 9% C	117 22% CDEFGHIK	40 15% CDH	55 14% C	28 22% C	83 10% CDEFGHK	43 12% C	72 13% CD	25 11% U	103 20% LOGRUW	44 16% URU	50 15% U	55 17% U	75 14% U	17 9% LMNOPQRUWVWXY	127 23% LMNOPQRUWVWXY	85 41% LMNOPQRUSUWVWXY	28 6%	46 19% URU	98 14% U	25 16% RU	111 17% LOGRUW	19 14% URU	67 18% URU	35 8%	144 41% bdef	52 14% b	38 12% b	63 17% b	6 *	11 4% *	14 24% ghijk*	9 6%	7 6%	9 13% ij*	4 26% **	12 40% **	107 61% ghijkl	25 50% ghijk*	15 43% **	37 48% ghijk*				
The Labour party	179 16%	30 12% E	126 7% BCDEFGHIK	153 47% BCDEFGHIK	7 1% BCDEGIK	81 30% BCDEGIK	42 11% E	79 28% BCDEGIK	35 10% E	35 11% E	118 22% BCDEGIK	145 45% BCDEGIK	11 2% MO	77 29% LMNOPQRSTUWVWXY	36 11% MS	37 11% MS	114 21% MOPSYWY	98 52% LMNOPQRSTUWVWXY	18 3% M	29 14% MOPSTWY	110 22% MOPSTWY	40 17% MOPSTWY	118 16% MOPSTWY	30 19% MOPSTWY	110 61% a	80 2%	2 41% cdef	166 5%	36 10% cf	95 25% cf	77 10% cf	37 10% cf	4 5% ghijk*	128 52% ghijk*	23 38% ghijk*	66 45% ghijk*	49 41% ghijk*	22 31% ghijk*	- **	7 23% **	7 4% **	4 9% **	4 12% **	6 7% **				
The Liberal Democrats	78 7%	17 4% EG	42 7% EGI	32 10% BCDEFGHIK	14 3% BCDEGIK	43 10% BCDEGIK	37 13% BCDEGIK	11 6% EG	19 9% EG	46 5% MO	28 5% MO	24 17% LMNOPQRSTUWVWXY	5 2% MOY	47 6% MOY	6 6% MOY	19 8% MOPSY	42 11% MOPSY	22 6% O	32 7% O	14 7% O	35 8% O	16 7% MOY	55 8% MOY	14 6% MOY	40 7% a	9 3%	38 9%	27 8%	65 18% bcdf	41 6% bcf	24 6% bcf	7 9%	17 7% *	4 7% *	21 14% ho	13 11% h	7 10% *	- **	4 9% **	9 17% or*	8 21% **	7 5% **	4 7% **					
Reform UK	146 13%	40 16% DFHK	74 13% DFHK	9 3% K	119 23% BCDFHK	19 7% DK	93 24% BCDFHK	16 6% DK	79 40% BCDFGHK	128 40% BCDFGHK	4 1% Q	12 22% LMNOPRSWY	114 6% Q	15 23% LMNOPQRSTUWVWY	78 4% Q	116 35% Q	8 1% Q	9 5% Q	109 19% LMNOPRSWY	34 17% LMNOPRSWY	57 32% LMNOPRSWY	76 46% Q	46 36% Q	56 8% LMNOPQRSTUWVWY	51 5% LOW	3 2%	100 27% Z	14 3%	43 12% bde	20 5% b	24 36% bcde	134 11% hjk*	3 1% h*	4 7% h	5 3% h	3 2%	15 21% hijkl*	4 27% **	2 8% **	11 6% h	2 4% *	2 13% **	2 4% **	4 12% hijk*				
The Green party	44 4%	6 2% I	31 5% I	16 4% I	21 5% BI	15 5% I	19 11% BCDEFGHIK	32 2% I	6 3% I	10 3% I	30 6% I	9 3% I	23 4% I	12 4% I	13 4% I	10 3% L	30 5% L	9 5% L	21 4% LPSW	8 3% L	32 6% L	7 3% L	32 4% L	4 3%	31 5%	9 7%	9 3%	25 6% cf	5 1% cf	19 5% bcdf	34 11% bcdf	9 2% bcf	2 2% bcf	10 4% o	2 3% o	8 5% o	12 10% ghijkl	2 3% **	- **	- **	- **	- **	- **	- **	- **			
The Scottish National Party (SNP)	16 1%	- 2% EI	12 2% EI	2 1% I	5 1% I	3 1% I	3 1% I	4 1% I	- 1% I	13 2% BDEI	5 1% I	7 1% I	5 2% PT	5 1% PT	5 1% PT	1 3% PSTV	15 1% PSTV	7 1% PSTV	- 2% PV	12 1% PV	1 2% PV	16 1% P	1 2% P	15 2%	- 2%	7 2%	2 *	- *	5 1% bcf	3 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f	- 1% f				
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
Another party	21 2%	5 2%	8 1%	6 2%	12 2%	5 2%	12 3%	4 1%	10 3%	9 3%	7 1%	6 2%	12 2%	5 2%	13 3%	12 1%	8 2%	6 1%	12 3%	6 1%	7 1%	13 3%	6 1%	11 3%	7 1%	2 2%	5 1%	5 1%	10 3%	2 1%	4 1%	4 1%	12 3%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	4 1%	
None of these	252 22%	26 10%	152 27% BOFHJ	36 11% BOFHJ	139 27% BOFHJ	25 9% BOFHJ	108 11% BOFHJ	32 11% BOFHJ	99 27% BOFHJ	34 11% BOFHJ	146 27% BOFHJ	41 13% RVX	146 28% LNPRTVX	32 12% X	90 27% LNPRTVX	40 12% VX	153 28% LNPRTVX	16 8% LNPRTVX	154 27% LNPRTVX	21 10% X	141 28% LNPRTVX	18 8% LNPRTVX	198 28% LNPRTVX	7 5% LNPRTVX	189 29% LNPRTVX	3 3%	108 30% Z	65 16%	44 13%	52 14%	39 13%	45 12%	26 35% hijkl*	49 20% I	7 12% *	23 16% *	17 14% *	7 9% *	7 47% **	2 6% **	25 14% **	6 13% **	1 3% **	12 16% **				
Don't know	226 20%	23 9%	107 19% BOGU	43 13% BGI	89 17% BGI	39 14% B	51 13% BOFGU	56 20% B	42 11% BOFGU	41 13% B	102 19% BOGI	44 14% RTVX	81 16% RTVX	32 12% RTX	46 12% RTVX	41 19% RTVX	106 19% Y	12 6% Y	85 15% RTVX	10 5% RTVX	78 16% RTVX	19 8% LAMPQRSTUWVWXY	151 21% Y	8 5% RTVX	108 16% RTVX	7 5%	60 16%	59 15%	39 11%	59 16%	52 17%	51 14%	16 21% ijkl*	28 11% I	1 2% *	14 9% I	17 15% IJ	5 7% *	- **	1 4% **	15 8% **	3 6% **	1 4% **	4 5% **				

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z. Minimum Base: 30(**) Small Base: 100(**)

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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving education
All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)				
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348				
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389				
The Conservative party	142 13%	72 13%	69 12%	36 12%	39 11%	66 15%	88 14%	53 11%	28 11%	34 11%	36 14%	29 19% N*	9 16% *	6 6% *	46 12%	96 13%	83 12%	59 13%	28 13%	26 8%	44 15% T	38 16% T	124 13%	17 13%	90 46% Zabcd	25 7%	1 2% *	6 5% *	3 6% *	1 3% *	39 10%	75 19% e				
The Labour party	238 21%	142 26% C	94 17%	83 26% E	63 17%	92 21%	150 24% H	87 18%	67 25% N	61 21% N	46 18%	44 29% KN*	10 17% *	10 10% *	104 28% P	133 17%	153 22%	85 19%	33 16%	65 21%	58 20%	74 31% STU	192 19%	44 32% W	15 8%	160 47% Yabcd	9 12% b*	4 3% *	12 7% Yb*	3 21% *	126 31% f	53 14%				
The Liberal Democrats	71 6%	42 8%	28 5%	20 6%	25 7%	26 6%	41 6%	30 6%	13 5%	20 7%	20 8%	13 9% *	3 5% *	3 3% *	25 7%	47 6%	43 6%	28 6%	9 4%	20 6%	25 9%	12 5%	63 6%	8 6%	9 5%	20 6%	23 30% YZbcd*	6 4% *	4 7% *	* 1% *	30 7%	22 6%				
Reform UK	130 11%	75 14%	53 9%	37 12%	41 11%	51 11%	56 9%	74 15% G	38 14% J	20 7%	40 16% J	15 9% *	6 11% *	10 10% *	25 7%	105 14% O	97 14% R	33 7%	33 16%	36 12%	31 11%	23 10%	121 12%	8 6%	7 4%	14 4%	3 4% *	68 50% YZacd*	2 4% *	4 10% *	14 4%	80 21% e				
The Green party	41 4%	21 4%	18 3%	25 8% EF	10 3%	6 1%	29 5%	13 3%	4 2%	11 4%	7 3%	12 8% I*	6 11% IK*	2 2% *	23 6% P	18 2%	28 4%	14 3%	6 3%	2 1%	17 6% T	13 5% T	31 3%	10 7% W	2 1%	8 2%	4 6% *	4 3% *	4 26% YZabd*	15 3% *	1 6% *	23 6% f	4 1%			
The Scottish National Party (SNP)	15 1%	6 1%	10 2%	1 * EF	10 3% D	5 1%	12 2%	3 1%	- -	- -	- -	- - *	- - *	15 16% UKLM*	9 2%	7 1%	12 2%	4 1%	1 *	3 1%	7 2%	5 2%	14 1%	1 1%	- -	1 * *	- - *	- - *	- - *	- 35% YZabc*	13 8% f	8 2%	5 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- - *	- -	- -				
Another party	27 2%	11 2%	16 3%	12 4%	5 1%	10 2%	17 3%	10 2%	4 2%	10 3%	8 3%	2 2% *	* 1% *	2 2% *	6 2%	21 3%	17 2%	10 2%	8 4%	7 2%	6 2%	4 2%	21 2%	6 5%	5 2%	4 1%	1 2% *	8 6% Z*	1 1% *	- 1% *	4 1%	9 2%				
None of these	235 21%	110 20%	119 21%	33 11% D	96 26% D	106 24% D	126 20%	108 22%	60 23% L	65 22% L	57 22% L	15 10% *	12 21% *	26 27% L*	71 19%	164 21%	142 20%	92 21%	40 19%	78 25% V	57 19%	34 14%	212 21%	21 16%	43 22%	56 17%	15 19% *	16 12% *	9 16% *	6 17% *	84 21%	77 20%				
Don't know	233 21%	67 12% B	162 29% B	67 21%	82 22%	85 19%	116 18%	117 24%	52 20%	78 26% KL	44 17%	24 16% *	10 18% *	24 25% *	60 16% O	173 23% O	122 17%	112 26% Q	50 24% V	76 24% V	50 17%	37 15%	209 21%	20 15%	25 13%	51 15%	19 25% Y*	25 18% *	11 19% *	9 24% *	73 18%	63 16%				

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

All Adults aged 18+ in Great Britain

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

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24-089497-11 - 14th - 17th March 2025
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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Dealing with climate change
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	95 8%	49 9%	44 8%	26 8%	33 9%	36 8%	56 9%	39 8%	23 9% N	31 10% N	17 7% N*	18 12% N*	5 9% *	1 1% *	32 9%	63 8%	63 9%	31 7%	19 9%	19 6%	18 6%	33 14% TU	84 8%	11 8%	60 31% Zabcd	16 5%	- * *	5 4% *	2 4% *	2 6% a*	30 7%	42 11%			
The Labour party	146 13%	98 18% C	47 8%	63 20% EF	45 12%	38 8%	91 14%	55 11%	34 13%	33 11%	29 11%	26 17% *	12 21% *	11 12% *	69 19% P	77 10%	109 16% R	37 8%	20 10%	41 13%	35 12%	44 19% S	111 11%	35 26% W	5 2% Yabcd	111 33% Ybcd	8 11% Yb*	1 1% *	4 7% b*	3 7% b*	88 22% f	26 7%			
The Liberal Democrats	53 5%	35 6% C	19 3%	20 6%	19 5%	15 3%	34 5%	19 4%	11 4%	9 3%	20 8% J	12 8% *	1 2% *	1 1% *	23 6%	30 4%	34 5%	19 4%	7 4%	10 3%	18 6%	15 6%	46 5%	7 5%	7 3%	13 4%	17 23% YZbcd*	4 3% *	1 1% *	* 1% *	23 6%	13 3%			
Reform UK	104 9%	62 11% C	41 7%	36 11%	33 9%	35 8%	46 7%	58 12% G	35 13% J	18 6%	28 11%	10 7% *	6 11% *	6 6% *	16 4%	87 11% O	78 11% R	25 6%	20 9%	29 9%	28 9%	21 9%	94 10%	9 6%	6 3%	10 3%	1 1% *	53 39% YZacd*	3 6% *	4 10% a*	16 4%	57 15% e			
The Green party	278 25%	121 22%	149 26%	81 26%	82 22%	114 26%	157 25%	121 24%	53 20%	85 28% I	74 29% I	39 25% *	10 18% *	17 17% *	102 28%	176 23%	160 23%	118 27%	47 23%	71 23%	84 28%	58 24%	239 24%	36 27%	43 22% b	90 26% Ybd*	28 37% *	18 13% *	37 66% YZabd*	6 15% *	122 30% f	75 19%			
The Scottish National Party (SNP)	10 1%	2 *	8 1%	1 *	4 1%	5 1%	8 1%	2 *	- -	- -	- -	- -	- -	10 10% UKL*	8 2% P	2 *	6 1%	4 1%	1 *	3 1%	5 2%	1 *	10 1%	* *	- -	1 *	- -	- -	- -	9 25% YZabc*	6 1%	4 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- *	- *	- -	- -			
Another party	19 2%	8 2%	11 2%	10 3% E	2 *	8 2%	8 1%	11 2%	6 2%	7 2%	4 2%	1 1% *	- * *	1 1% *	4 1%	15 2%	12 2%	7 2%	7 3%	5 2%	3 1%	3 1%	15 1%	5 4%	7 3% Z	2 * *	- * *	3 2% *	1 1% *	1 2% *	- -	12 3% e			
None of these	236 21%	105 19%	127 22%	30 9%	96 26% D	110 25% D	136 21%	100 20%	52 19%	56 19%	55 21%	30 19% *	15 26% *	29 29% *	74 20%	162 21%	129 18%	107 25% Q	49 24% V	74 24% V	60 20%	34 14%	215 22%	19 14%	50 25% Zc	56 16%	10 14% *	23 17% *	4 8% *	9 22% *	59 15%	102 26% e			
Don't know	191 17%	65 12%	124 22% B	47 15%	58 16%	86 19%	100 16%	91 18%	54 20% K	60 20% K	32 12%	18 12% *	7 12% *	21 21% *	41 11%	151 20% O	104 15%	87 20%	38 18%	61 19%	43 15%	31 13%	176 18% X	12 9%	20 10%	41 12%	12 15% *	29 21% YZc*	4 7% *	5 12% *	57 14%	58 15%			

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

All Adults aged 18+ in Great Britain

ColumnProportions (5%): A,B,C/D,E/F,G/H,I/J,K/L,M/N,O/P,Q/R,S/T,U/V,W/X,Y,Z,a,b,c/d,e/f,g,h/i,j/k,l/m/n,o/p/q/r Minimum Base: 30Q(**) Small Base: 10Q(**)

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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Building more affordable housing
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	92 8%	49 9%	43 8%	25 8%	33 9%	35 8%	52 8%	40 8%	23 9%	23 8%	19 7%	18 12% *	5 8% *	5 5% *	37 10%	55 7%	57 8%	35 8%	20 9%	16 5%	21 7%	28 12% †	84 8%	8 6%	60 30% Zabcd	8 3%	1 1% *	6 4% *	3 5% *	2 5% *	31 8%	41 10%			
The Labour party	268 24%	149 27% c	117 20%	91 29% E	67 18%	110 25%	182 29% H	86 17%	68 25%	58 19%	59 23%	48 31% J*	14 25% *	21 22% *	115 31% P	153 20%	169 24%	99 23%	28 13%	82 26% S	73 25% S	74 31% S	219 22%	48 36% W	25 13% b	169 50% Yabcd	24 31% Yb*	5 4% *	13 23% b*	7 18% b*	155 39% f	57 15%			
The Liberal Democrats	60 5%	34 6%	24 4%	26 8% E	14 4%	20 4%	39 6%	21 4%	7 3%	16 5%	21 8% I	11 7% *	1 2% *	3 3% *	31 8% P	29 4%	37 5%	23 5%	9 4%	14 5%	12 4%	21 9%	47 5% 9%	12 9%	12 6%	19 5%	12 15% YZb*	2 2% *	3 5% *	2 5% *	19 5%	22 6%			
Reform UK	122 11%	75 14% c	45 8%	37 12%	43 12%	42 9%	53 8%	69 14% G	41 15% J	24 8%	27 10%	13 8% *	6 11% *	10 10% *	20 5%	102 13% O	91 13% R	31 7%	23 11%	29 9%	36 12%	25 10%	111 11%	10 8%	6 3%	15 4%	1 1% *	58 43% YZacd*	4 7% *	4 10% a*	13 3%	69 18% e			
The Green party	40 4%	18 3%	18 3%	16 5%	8 2%	16 3%	24 4%	16 3%	5 2%	12 4%	9 4%	11 7% J*	1 2% *	1 1% *	19 5%	21 3%	20 3%	20 5%	11 5% V	10 3%	13 5% V	2 1%	29 3% W	11 8% W	4 2%	13 4%	4 5% b*	- * *	10 18% YZabd*	* 1% *	17 4%	8 2%			
The Scottish National Party (SNP)	14 1%	4 1%	10 2%	1 * D	8 2% D	5 1%	9 1%	5 1%	- -	- -	- -	- - *	- - *	14 15% UKLM*	8 2%	6 1%	9 1%	5 1%	1 * *	4 1%	6 2%	3 1%	13 1%	1 1%	- -	- -	- - *	- - *	1 2% Z*	12 31% YZabc*	10 2%	3 1%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- - *	- -	- -			
Another party	23 2%	9 2%	14 2%	9 3%	7 2%	7 2%	14 2%	9 2%	6 2%	7 2%	7 3%	1 1% *	2 3% *	- - *	5 1%	17 2%	15 2%	8 2%	5 2%	8 3%	4 1%	5 2%	20 2%	3 2%	5 3% z	1 * *	1 2% *	7 5% z*	- - *	* 1% *	5 1%	10 2%			
None of these	251 22%	125 23%	121 21%	43 14% D	102 28% D	105 24% D	129 20%	122 25%	57 21%	70 24%	66 25% L	23 15% *	13 23% *	22 22% *	72 19%	179 24%	149 21%	102 23%	51 24%	73 23%	69 23%	42 17%	223 23%	26 20%	54 27% d	63 19%	11 15% *	23 17% *	8 14% *	4 10% *	72 18%	102 26% e			
Don't know	263 23%	83 15% B	177 31% B	66 21% B	89 24% B	107 24% B	134 21%	128 26%	60 22%	88 30% K	51 20%	29 19% *	14 25% *	21 21% *	62 17%	201 26% O	149 21%	114 26%	62 30% UV	76 24%	59 20%	41 17%	244 25% X	15 11%	30 16%	50 15%	23 30% YZ*	35 26% Z*	16 28% Z*	7 19% *	79 20%	77 20%			

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Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Building more affordable housing

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
		Favourable to Lib Dems					Favourable to Green Party					Favourable to Reform UK					Favourable to Keir Starmer					Favourable to Ed Davey					Favourable to Nigel Farage					Favourable to Rachel Reeves					Favourable to Kemi Badenoch					Favourable to Donald Trump					Favourable to JD Vance					Favourable to Net Good job					Favourable to Net Bad job					Likely to vote Labour					Likely to vote Conservative					Likely to vote Lib Dem					Likely to vote Reform					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to vote Labour					Likely to 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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/j,k,l,m,n,o/p,q,r/s,t/u/v/w/x/y/z. Minimum Base: 300** Small Base: 100**

ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J,K,L,M/N/O/P/Q/R/S/T/U/V/W/X/Y,Z/a,b/c,d,e,f,g,h,i/j,k,l,m,n,o/p,q,r/s,t/u/v/w/x/y/z. Minimum Base: 300** Small Base: 100**

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24-089497-11 - 14th - 17th March 2025
INTERNAL USE ONLY
Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving public transport
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	98 9%	55 10%	43 8%	30 10%	30 8%	38 8%	59 9%	39 8%	16 6%	27 9%	25 10%	20 13% N*	7 12% *	3 3% *	36 10%	63 8%	64 9%	34 8%	21 10%	18 6%	19 6%	34 14% TU	82 8%	15 11%	59 30% Zabcd	14 4%	2 2% *	5 4% *	5 8% *	1 4% *	28 7%	46 12%			
The Labour party	245 22%	140 26% C	102 18%	85 27% EF	72 19%	88 20%	163 26% H	82 17%	66 25%	53 18%	45 17%	56 36% UKN*	12 21% *	13 14% *	114 31% P	131 17%	163 23%	82 19%	28 13%	69 22% S	66 22% S	73 30% S	196 20%	48 36% W	16 8%	168 50% Yabcd	14 18% Yb*	4 3% *	8 14% b*	5 13% b*	131 33% f	55 14%			
The Liberal Democrats	62 5%	33 6%	28 5%	26 8% E	14 4%	21 5%	35 5%	28 6%	10 4%	19 6%	16 6%	11 7% *	1 1% *	7 7% *	18 5%	44 6%	36 5%	27 6%	16 8%	10 3%	23 8% T	10 4%	50 5%	12 9%	10 5%	22 6%	11 15% YZb*	5 4% *	3 6% *	1 3% *	24 6%	23 6%			
Reform UK	114 10%	65 12%	48 8%	30 9%	38 10%	47 10%	50 8%	64 13% G	38 14% J	17 6%	29 11% J	13 9% *	7 12% *	10 11% *	20 6%	94 12% O	88 13% R	26 6%	22 11%	37 12%	28 9%	22 9%	108 11% X	5 4%	9 5%	8 2%	4 5% *	51 38% YZacd*	2 4% *	5 12% Z*	14 4%	69 18% e			
The Green party	82 7%	42 8%	37 7%	37 12% EF	25 7%	20 5%	53 8%	29 6%	7 3%	29 10% I	24 9% I	12 8% I*	6 12% I*	4 4% *	39 11% P	43 6%	51 7%	31 7%	9 4%	18 6%	26 9%	23 9%	71 7% *	11 8%	9 5%	24 7%	6 7% *	8 6% *	23 42% YZabd*	1 1% *	42 11% f	15 4%			
The Scottish National Party (SNP)	12 1%	6 1%	5 1%	- -	4 1%	7 2%	10 2%	2 *	- -	- -	- -	- *	- *	12 12% UKLM*	7 2%	5 1%	6 1%	6 1%	1 *	5 1%	3 1%	3 1%	11 1%	1 1%	- -	- -	- *	- *	- *	10 26% YZabc*	6 1%	4 1%			
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Another party	21 2%	7 1%	14 3%	7 2%	2 1%	12 3%	14 2%	8 2%	4 2%	7 2%	3 1%	2 1% *	1 2% *	4 4% *	6 2%	15 2%	17 2%	4 1%	4 2%	8 3%	2 1%	6 2%	19 2% X	2 2%	6 3%	6 2%	1 2% *	3 2% *	- *	- *	11 3%	5 1%			
None of these	260 23%	116 21%	138 24%	36 11%	107 29% D	118 26% D	141 22%	120 24%	68 25% L	72 24%	62 24%	23 15% *	13 23% *	23 23% *	75 20%	186 24%	150 22%	110 25%	48 23%	81 26% V	71 24%	40 17%	238 24% X	21 16%	53 27% Z	52 15%	17 23% *	27 20% *	9 16% *	7 18% *	77 19%	97 25%			
Don't know	236 21%	82 15% B	152 27% B	62 20%	79 21%	95 21%	111 18%	125 25% G	59 22% L	75 25% L	54 21% L	17 11% *	10 17% *	21 22% *	54 15%	182 24% O	121 17%	115 26% Q	59 28% V	66 21% V	58 20% V	28 12%	215 22% Z	19 14%	33 17%	44 13%	21 28% Zc*	33 24% Z*	6 11% *	8 22% *	69 17%	75 19%			

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

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving public transport

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention													
	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform										
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)								
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75								
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76								
The Conservative party	98 9%	73 29%	5 1%	19 6%	64 2%	23 9%	31 8%	21 7%	44 12%	39 12%	36 7%	18 6%	62 12%	27 10%	29 9%	41 12%	34 6%	18 9%	60 11%	55 27%	12 2%	32 14%	53 7%	20 13%	53 8%	13 10%	36 10%	23 6%	25 25%	29 8%	22 7%	49 13%	7 10%	6 3%	11 19%	6 4%	4 4%	9 13%	3 21%	8 28%	55 31%	14 28%	6 17%	28 36%								
The Labour party	245 22%	41 16%	162 29%	181 55%	18 3%	98 36%	52 13%	93 32%	53 14%	44 14%	153 55%	179 5%	24 37%	100 13%	46 15%	51 28%	154 60%	115 23%	56 10%	47 28%	23 10%	140 28%	53 23%	162 23%	41 27%	148 22%	83 63%	12 3%	210 51%	58 17%	117 32%	92 30%	51 14%	8 11%	158 64%	28 47%	74 51%	52 44%	29 41%	- -	11 38%	16 9%	6 11%	7 21%	7 9%							
The Liberal Democrats	62 5%	15 6%	32 6%	26 8%	15 3%	32 12%	8 2%	23 8%	20 3%	11 3%	37 7%	20 6%	20 4%	30 11%	4 1%	18 6%	38 7%	8 4%	34 6%	10 5%	25 5%	12 5%	47 7%	8 5%	41 6%	5 4%	8 2%	26 6%	19 5%	54 14%	28 9%	13 4%	18 11%	12 5%	4 6%	21 14%	10 9%	5 6%	- -	2 7%	10 6%	6 12%	6 17%	11 1%								
Reform UK	114 10%	26 10%	63 11%	7 2%	91 17%	17 6%	71 18%	17 6%	55 15%	102 32%	3 1%	11 3%	88 17%	12 4%	57 17%	89 27%	5 1%	8 4%	80 14%	18 9%	45 25%	58 5%	34 27%	42 27%	36 6%	5 4%	79 22%	13 3%	25 7%	16 4%	19 20%	100 27%	6 1%	2 1%	1 3%	4 10%	5 23%	7 4%	3 3%	1 3%	5 14%	1 21%	2 9%	7 9%								
The Green party	82 7%	17 7%	52 9%	29 9%	35 7%	26 10%	31 8%	55 19%	11 3%	19 6%	59 6%	20 11%	36 7%	21 8%	22 7%	20 6%	55 10%	11 6%	34 6%	16 8%	55 11%	14 6%	63 9%	8 5%	61 9%	10 7%	20 6%	39 10%	14 4%	39 10%	62 20%	18 5%	3 3%	20 8%	- -	13 9%	19 16%	2 3%	- -	3 10%	9 5%	7 14%	7 21%	7 9%								
The Scottish National Party (SNP)	12 1%	- -	10 2%	1 *	6 1%	2 1%	4 1%	3 1%	4 1%	- -	10 2%	4 1%	6 1%	3 1%	6 2%	2 1%	10 2%	- -	6 1%	- -	8 2%	2 1%	10 1%	1 1%	11 *	- 2%	- -	6 *	1 *	- -	4 1%	3 1%	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -								
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Another party	21 2%	5 2%	9 2%	6 2%	12 2%	3 1%	12 3%	4 1%	9 2%	9 3%	6 1%	8 2%	12 2%	4 1%	12 3%	7 2%	7 1%	5 3%	11 2%	5 3%	4 1%	10 4%	7 1%	12 8%	7 1%	2 1%	4 1%	6 1%	14 4%	4 1%	3 1%	11 3%	4 6%	2 1%	5 9%	1 1%	1 1%	5 8%	1 5%	1 3%	6 25%	- -	1 22%	1 8%	2 2%							
None of these	260 23%	44 17%	138 25%	21 7%	176 34%	30 11%	121 31%	31 11%	116 31%	44 14%	144 27%	27 8%	167 32%	37 14%	109 32%	46 14%	151 27%	11 6%	172 30%	36 17%	132 26%	26 11%	194 27%	11 7%	191 29%	5 4%	124 34%	43 11%	71 20%	54 14%	40 13%	62 17%	25 33%	25 10%	7 12%	15 10%	14 12%	9 13%	7 51%	2 6%	44 25%	11 22%	3 8%	13 17%								
Don't know	236 21%	34 13%	93 16%	35 11%	107 20%	39 14%	63 16%	41 14%	55 15%	52 16%	90 17%	38 12%	106 20%	37 14%	53 16%	56 17%	98 18%	15 8%	113 20%	19 9%	79 16%	28 12%	150 21%	14 9%	110 17%	8 6%	76 21%	48 12%	61 17%	55 15%	43 14%	69 18%	14 18%	21 8%	4 6%	10 7%	13 11%	5 6%	- -	1 4%	32 18%	5 10%	3 8%	13 17%								

ColumnProportions (5%): A,B/C/D/E,F,G,H/I/J,K,L,M/N/O/P/Q/R/S/T/U/V/W/X/Y,Z/a,b/c,d,e,f,g,h,i/j,k,l,m,n,o/p,q,r/s,t/u/v/w/x/y/z. Minimum Base: 300** Small Base: 100**

ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J,K,L,M/N/O/P/Q/R/S/T/U/V/W/X/Y,Z/a,b/c,d,e,f,g,h,i/j,k,l,m,n,o/p,q,r/s,t/u/v/w/x/y/z. Minimum Base: 300** Small Base: 100**

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Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the benefits system
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	105 9%	62 11%	44 8%	27 9%	33 9%	45 10%	66 10%	39 8%	21 8%	29 10%	26 10%	19 13% *	5 8% *	6 6% *	37 10%	69 9%	67 10%	39 9%	21 10%	22 7%	22 8%	34 14% TU	90 9%	16 12%	67 34% Zabcd	13 4%	2 2% *	6 5% *	2 4% *	2 4% *	29 7%	53 14% e			
The Labour party	211 19%	128 24% C	82 14%	81 26% EF	53 14%	77 17%	141 22% H	70 14%	58 22%	51 17%	45 17%	36 23% *	10 18% *	11 11% *	103 28% P	108 14%	140 20%	71 16%	23 11%	54 17%	58 20% S	68 28% STU	166 17%	43 32% W	16 8% b	146 43% Yabcd	14 18% yb*	1 1% *	9 15% b*	3 7% *	124 31% f	39 10%			
The Liberal Democrats	79 7%	38 7%	38 7%	24 8%	26 7%	28 6%	44 7%	35 7%	10 4%	26 9%	22 8%	15 10% *	3 5% *	4 4% *	30 8%	49 6%	47 7%	31 7%	12 6%	23 7%	26 9%	14 6%	69 7%	9 7%	11 5%	20 6%	24 31% YZbcd*	5 3% *	7 12% *	1 3% *	37 9%	22 6%			
Reform UK	147 13%	95 17% C	50 9%	41 13%	42 11%	63 14%	66 10% G	81 16% G	48 18% JL	28 9%	41 16% JL	11 7% *	7 13% *	11 12% *	24 7%	122 16% O	108 16% R	39 9%	29 14%	36 12%	40 13%	33 14%	139 14% X	7 5%	18 9%	18 5%	2 2% *	68 51% YZacd*	1 3% *	2 5% *	20 5%	85 22% e			
The Green party	44 4%	20 4%	22 4%	24 8% EF	12 3%	8 2%	28 4%	16 3%	7 3%	9 3%	9 4%	10 6% *	6 10% *	3 3% P	23 22% P	22 3%	28 4%	17 4%	8 4%	7 2%	14 5%	14 6%	34 3% W	11 8% W	*	16 5% Y	- *	- *	1 1% *	14 25% YZabd*	2 4% Y*	24 6% f	3 1%		
The Scottish National Party (SNP)	15 1%	6 1%	9 2%	1 *	6 2%	8 2%	11 2%	4 1%	- -	- -	- -	- - *	- - *	15 16% UKLM*	9 2% P	6 1%	8 1%	8 2%	1 *	8 3%	5 2%	*	15 1%	*	- -	- -	- -	- *	1 1% *	14 36% YZabc*	8 2%	6 2%			
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- *	- *	- -	- -			
Another party	17 1%	10 2%	7 1%	7 2%	6 2%	4 1%	11 2%	6 1%	3 1%	4 1%	5 2%	4 2% *	*	1 1% *	7 2%	10 1%	11 2%	6 1%	7 3%	2 1%	3 1%	4 2%	13 1%	4 3%	4 2%	2 *	1 1% *	6 5% Z*	1 2% *	- *	3 1%	7 2%			
None of these	280 25%	117 21%	158 28% B	43 14%	119 32% D	118 26% D	152 24%	128 26%	66 25%	75 25%	65 25%	32 21% *	15 27% *	28 29% *	80 22%	200 26%	163 23%	117 27%	51 24%	86 28% V	74 25%	42 18%	249 25% b	30 22%	54 27% b	79 23%	14 19% *	19 14% *	8 15% *	10 26% *	87 22%	109 28%			
Don't know	234 21%	70 13%	159 28% B	63 20%	75 20%	96 21%	117 18%	116 23%	55 20%	77 26%	47 18%	27 18% *	10 17% *	19 20% *	57 15%	177 23% O	125 18%	109 25% Q	57 27% UV	74 24% V	52 18%	31 13%	214 22% X	15 11%	26 13%	46 13%	20 26% YZ*	28 21% *	13 24% *	6 15% *	69 17%	64 16%			

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

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

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Improving the benefits system

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention									
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		Favourable to parties								Favourable to politicians								Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention																									

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

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

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24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Boosting international trade and encouraging investment

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)				
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348				
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389				
The Conservative party	186 16%	89 16%	95 17%	38 12%	44 12%	103 23% DE	101 16%	85 17%	30 11%	51 17%	54 21% I	29 19% *	10 19% *	10 11% *	63 17%	123 16%	98 14%	87 20% Q	33 16%	48 16%	49 17%	46 19%	166 17%	19 14%	109 55% Zabcd	22 6%	11 15% 2*	16 12% *	5 8% *	3 7% *	58 15%	95 24% e				
The Labour party	226 20%	130 24% C	96 17%	76 24% E	62 17%	88 20%	154 24% H	72 15%	64 24% K	52 17%	41 16%	45 16% JK*	8 15% *	16 16% *	99 27% P	127 17%	148 21%	78 18%	28 13%	60 19%	66 22% S	63 26% S	187 19%	39 29% W	11 6%	158 47% Yabcd	15 20% yb*	4 3% *	5 10% *	4 11% *	124 31% f	42 11%				
The Liberal Democrats	63 6%	40 7% C	21 4%	35 11% EF	20 5% F	8 2%	41 6%	22 4%	9 3%	12 4%	15 6%	18 11% U*	4 7% *	6 6% *	32 9% P	31 4%	46 7%	17 4%	10 5%	8 3%	18 6%	25 11% ST	46 5% W	17 13% W	5 2%	24 7% YZbd*	12 16% 4*	6 4% *	3 5% *	- - *	23 6%	18 5%				
Reform UK	157 14%	99 18% C	57 10%	37 12%	46 12%	74 17%	66 10%	91 18% G	45 17%	35 12%	45 17% L	13 9% *	8 15% *	11 11% *	25 7%	132 17% O	110 16% R	47 11%	42 20% V	42 13%	38 13%	27 11%	146 15% X	9 7%	21 11% a	18 5%	1 1% *	74 55% YZacd*	3 5% *	4 10% a*	18 4%	105 27% e				
The Green party	30 3%	11 2%	16 3%	15 5% F	11 3% F	4 1%	17 3%	12 2%	3 1%	9 3%	9 3% *	7 5% *	1 1% *	1 1% *	12 3%	18 2%	18 3%	12 3%	5 2%	7 2%	8 3%	7 3%	24 2% *	5 4%	2 1%	6 2%	1 1% *	1 * *	10 17% YZabd*	- - *	12 3% f	2 1%				
The Scottish National Party (SNP)	13 1%	4 1%	9 2%	1 * *	7 2% *	6 1%	11 2%	2 *	- - *	- - *	- - *	- - *	- - *	13 13% UKLM*	9 2% P	4 *	9 1%	4 1%	2 1%	3 1%	7 2%	2 1%	12 1% *	1 1% *	- - *	- - 1%	1 1% *	- - *	1 1% *	10 27% YZabc*	7 2%	5 1%				
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -				
Another party	16 1%	8 1%	8 1%	8 2%	5 1%	3 1%	11 2%	5 1%	7 3%	5 2%	4 1%	- - *	* 1% *	- - *	7 2%	10 1%	11 2%	5 1%	6 3%	4 1%	2 1%	4 2%	11 1%	5 3% W	- -	2 1%	- - *	5 3% y*	1 2% *	- - *	1 * *	5 1%				
None of these	206 18%	91 17%	109 19%	34 11%	93 25% DF	79 18% D	114 18%	92 18%	51 19%	62 21%	41 16%	18 12% *	11 20% *	23 24% L*	58 16%	147 19%	123 18%	82 19%	37 18%	66 21% V	55 19%	29 12%	181 18%	21 16%	28 14%	51 15%	14 18% b*	9 7% *	12 21% b*	8 21% b*	67 17%	65 17%				
Don't know	236 21%	75 14%	158 28% B	69 22%	85 23%	82 18%	121 19%	115 23%	58 22%	74 25%	50 19%	24 15% *	13 23% *	17 17% *	64 17%	172 23%	132 19%	104 24%	47 23%	75 24% V	53 18%	37 15%	216 22% X	19 14%	20 10%	59 17%	22 29% YZb*	16% *	17 30% y*	9 24% y*	92 23% f	51 13%				

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

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All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
	Favourable to Cons	Unfavoura ble to Cons	Favourable to Lab	Unfavoura ble to Lab	Favourable to Lib Dems	Unfavoura ble to Lib Dems	Favourable to Green Party	Unfavoura ble to Green Party	Favourable to Reform UK	Unfavoura ble to Reform UK	Favourable to Keir Starmer	Unfavoura ble to Keir Starmer	Favourable to Nigel Farage	Unfavoura ble to Nigel Farage	Favourable to Rachel Reeves	Unfavoura ble to Rachel Reeves	Favourable to Boris Johnson	Unfavoura ble to Boris Johnson	Favourable to Donald Trump	Unfavoura ble to Donald Trump	Favourable to Joe Biden	Unfavoura ble to Joe Biden	NET Good	NET Bad	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservati ve voter + Unlikely to vote Conservative	2024 Conservati ve voter + Likely to vote Labour	Conservati ve voter + Likely to vote Lib Dem	2024 Conservati ve voter + Likely to vote Green	Conservati ve voter + Likely to vote Reform														
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)								
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76									
The Conservative party	186	111	20	29	130	44	66	33	93	58	83	34	117	37	67	19	64	86	18	139	83	30	44	116	26	120	13	70	35	149	57	36	73	9	12	13	10	8	9	3	13	46	22	15	39								
	16%	43%	3%	9%	25%	16%	17%	12%	25%	18%	15%	10%	10%	14%	20%	15%	19%	16%	10%	24%	40%	6%	19%	16%	17%	18%	10%	19%	9%	43%	15%	12%	19%	12%	5%	22%	7%	7%	13%	21%	46%	44%	44%	51%									
		CEDEFGHIK		C	CEDEFGHIK	CDH	CD	CEDEFGHIK	CDH	CD	U	LNQORWVY	U	LRU	LNQORWVY	U	LRU	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY							
The Labour party	226	28	156	168	13	88	47	85	56	41	153	170	22	95	38	46	147	107	87	34	140	47	156	34	147	76	4	197	42	114	86	45	6	149	20	72	50	23	2	9	9	5	6	6									
	20%	11%	28%	51%	2%	33%	12%	12%	15%	13%	28%	52%	4%	35%	11%	14%	27%	56%	8%	17%	28%	20%	22%	22%	22%	28%	1%	48%	12%	31%	28%	12%	18%	61%	34%	49%	42%	32%	16%	30%	5%	10%	17%	8%									
		E	BEGU	BCDEFGHIK		BEGU	E	BEGU	E	BEGU	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY							
The Liberal Democrats	63	24	24	32	16	37	13	28	9	19	26	24	13	40	9	28	25	23	24	16	23	21	32	20	23	20	7	36	24	48	34	26	4	19	13	20	13	15	-	1	4	4	-										
	6%	9%	CEIG	CEIG	10%	3%	14%	3%	10%	2%	6%	5%	26	3%	15%	3%	28	5%	12%	4%	MO	MO	MO	MO	MO	MO	MO	2%	9%	9%	7%	13%	11%	7%	6%	8%	22%	14%	11%	21%	-	4%	3%	9%	12%	-							
						CEDEFGHIK		CEDEFGHIK	EI		MOQWY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY							
Reform UK	157	36	82	10	122	11	110	16	86	130	11	14	127	17	88	125	11	6	122	34	67	73	64	54	66	3	108	12	47	17	24	141	13	5	6	7	7	12	4	2	14	3	5	19									
	14%	14%	DFHK	DFHK	BCDFHK	K	BCDEFGHIK	DK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK	BCDEFGHIK							
The Green party	30	8	19	12	13	13	10	22	3	7	18	10	16	8	10	7	18	9	12	7	19	9	16	6	15	6	7	16	5	12	21	6	2	4	1	4	6	1	-	2	2	2	2	2									
	3%	3%	3%	4%	2%	5%	2%	8%	1%	2%	3%	3%	3%	3%	2%	3%	3%	5%	2%	4%	4%	4%	2%	4%	2%	5%	2%	4%	2%	3%	3%	7%	2%	2%	1%	3%	5%	2%	-	8%	1%	4%	6%	3%	3%								
		I	I	I	I	I	I	BCDEFGHIK		I							WY				WY								c				*		*			*			*		*	*	*								
The Scottish National Party (SNP)	13	-	13	3	5	3	4	4	2	-	12	4	7	3	6	1	12	-	6	-	12	1	12	1	12	1	7	2	-	5	4	-	-	-	-	-	-	-	-	-	-	-	-	-									
	1%	-	2%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	2%	*	2%	-	1%	-	2%	*	2%	*	2%	1%	2%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
			BEU		J		J		J		BU	R		P		PR					PRV												*		*		*		*		*		*	*	*								
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
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Another party	16	1	7	3	7	6	5	5	4	7	4	7	4	8	2	7	4	9	4	6	5	8	5	5	5	1	6	8	3	5	5	6	1	2	-	1	1	1	-	-	-	-	-	-	-								
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%							
None of these	206	28	121	17	129	24	86	32	76	21	123	17	127	29	72	22	128	8	123	15	108	20	153	5	152	1	96	36	39	52	42	31	23	22	5	18	15	6	5	*	22	10	1	6									
	18%	11%	21%	5%	25%	9%	22%	11%	21%	7%	23%	5%	24%	11%	21%	7%	23%	4%	22%	7%	22%	8%	21%	3%	23%	1%	26%	36	39	52	42	31	23	22	5	18	15	6	5	*	22	10	1	6									
		DI	BDGHI		BDGHI	D	BDGHI	DI	BDGHI		LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY						
Don't know	236	20	122	53	89	44	54	62	38	39	106	48	86	36	41	36	114	16	85	12	96	16	163	5	120	10	61	68	39	61	61	47	17	32	1	13	20	4	-	1	19	3	1	4									
	21%	8%	22%	16%	17%	16%	14%	22%	10%	12%	20%	15%	16%	13%	12%	11%	21%	8%	15%	6%	19%	7%	23%	3%	18%	8%	17%	17%	11%	16%	20%	13%	22%	13%	2%	9%	16%	6%	-	4%	11%	6%	4%	6%									
		BDGHI	B	B	BU	B	BDGHI	B	BDGHI	B	BDGHI	RTVX	BDGHI	RTVX	RTVX	RTVX	RTVX	RTVX	RTVX	RTVX	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY	LNQORWVY						

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

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INTERNAL USE ONLY
Political Pulse Week 11
Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Supporting British businesses
All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)			
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348			
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389			
The Conservative party	201 18%	102 19%	98 17%	35 11%	54 14%	112 25% DE	113 18%	88 18%	33 12%	63 21% IN	57 22% IN	29 19% N*	11 20% *	7 8% *	70 19%	131 17%	106 15%	95 22% Q	38 18%	56 18%	54 18%	44 18%	181 18%	19 14%	112 57% Zabcd	27 8%	11 14% *	17 12% *	5 9% *	4 11% *	65 16%	102 26% e			
The Labour party	215 19%	119 22%	95 17%	87 28% EF	52 14%	76 17%	153 24% H	62 12%	56 21% J	39 13%	49 19%	46 30% JKN*	11 21% *	14 14% *	108 29% P	107 14%	143 20%	72 17%	24 12%	58 19%	58 20% S	64 27% S	172 17%	43 32% W	9 5%	149 44% Yabcd	14 19% Yb*	3 2% *	8 15% Yb*	2 6% *	124 31% f	42 11%			
The Liberal Democrats	59 5%	33 6%	25 4%	20 6%	21 6%	18 4%	39 6%	20 4%	7 2%	17 6%	13 5%	15 10% I*	2 3% *	6 6% *	21 6%	38 5%	41 6%	18 4%	6 3%	13 4%	19 6%	17 7%	48 5%	11 8%	8 4%	20 6%	16 21% YZb*	3 2% *	5 9% *	3 7% *	25 6%	18 5%			
Reform UK	173 15% C	110 20% C	61 11%	36 12%	48 13%	88 20% DE	73 11%	100 20% G	52 20% L	44 15%	43 16%	14 9% *	6 11% *	14 14% *	25 7%	148 19% O	117 17%	56 13%	48 23% UV	48 15%	37 12%	32 13%	161 16% X	10 7%	21 11%	19 6%	3 4% *	82 61% YZacd*	3 6% *	3 8% *	21 5%	109 28% e			
The Green party	39 3%	20 4%	17 3%	22 7% EF	13 3% F	4 1%	26 4%	13 3%	3 1%	12 4%	9 3%	6 4% *	6 10% I*	4 4% *	18 5%	21 3%	24 3%	15 4%	7 3%	5 1%	17 6% T	8 3%	32 3%	7 5%	*	11 3%	1 1% *	4 3% *	14 25% YZabd*	2 6% Y*	20 5% f	5 1%			
The Scottish National Party (SNP)	6 1%	2 *	5 1%	* *	2 1%	3 1%	6 1%	-	-	-	-	-	-	6 6% IJKL*	6 2% P	-	3 *	3 1%	-	2 1%	4 1%	* *	5 *	1 1%	-	-	-	-	-	6 16% YZabc*	4 1%	1 *			
Plaid Cymru	- -	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
Another party	17 1%	6 1%	11 2%	7 2%	4 1%	6 1%	9 1%	8 2%	5 2%	5 2%	5 2%	-	1 2% *	-	4 1%	13 2%	10 1%	7 2%	5 2%	4 1%	7 2%	2 1%	13 1%	4 3%	1 1%	2 1%	1 2% *	4 3% *	1 1% *	-	1 *	7 2%			
None of these	193 17%	91 17%	97 17%	40 13%	81 22% D	72 16%	103 16%	90 18%	54 20% L	54 18%	40 16%	15 10% *	8 15% *	22 23% L*	59 16%	134 18%	125 18%	69 16%	41 19%	55 18%	41 14%	35 15%	170 17%	21 15%	25 13%	51 15% b	11 14% *	9 7% *	8 15% *	7 17% *	59 15%	59 15%			
Don't know	229 20%	63 11%	163 29% B	65 21%	96 26% F	68 15%	114 18%	115 23%	58 22%	66 22%	43 17%	28 18% *	10 18% *	24 25% *	57 15% O	172 23% O	129 19%	100 23%	40 19%	72 23% V	59 20%	36 15%	209 21%	19 14%	19 10%	60 18% Y	20 26% Yb*	14 10% *	11 20% *	11 30% Yb*	82 21% f	47 12%			

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

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Supporting British businesses

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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42-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Reducing poverty

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income					Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)				
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348				
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389				
The Conservative party	87 8%	48 9%	39 7%	24 8%	30 8%	34 8%	49 8%	38 8%	16 6%	27 9%	20 8%	17 11% *	4 7% *	3 3% *	30 8%	57 8%	57 8%	30 7%	17 8%	23 7%	16 5%	27 11% U	77 8%	10 8%	52 27% Zabcd	12 3%	4 5% *	4 3% *	3 5% *	2 4% *	20 5%	47 12% e				
The Labour party	214 19%	126 23% C	88 15%	79 25% EF	59 16%	75 17%	141 22% H	72 15%	57 21% N	47 16%	43 17%	45 23% JKLN*	13 23% *	9 9% *	99 27% P	115 15%	141 20%	73 17%	24 11%	56 18%	61 21% S	65 27% ST	170 17%	42 31% W	14 7%	152 45% Yabcd	10 13% b*	3 2% *	8 14% b*	3 9% *	119 30% f	44 11%				
The Liberal Democrats	87 8%	47 9%	38 7%	38 12% EF	19 5%	29 7%	56 9%	31 6%	15 6%	21 7%	27 11%	16 11% *	1 2% *	6 6% *	38 10% P	49 6%	55 8%	32 7%	14 7%	15 5%	29 10%	23 10%	71 7%	16 12%	9 5%	32 9%	25 33% YZbcd*	6 5% *	5 8% *	1 4% *	42 10%	26 7%				
Reform UK	141 12%	83 15% C	57 10%	40 13%	44 12%	57 13%	55 9%	86 17% G	43 16% J	27 9%	38 15%	14 9% *	7 12% *	11 12% *	24 7%	117 15% O	99 14% R	42 10%	29 14%	41 13%	36 12%	24 10%	131 13% X	7 5%	20 10% Z	9 3%	3 4% *	63 46% YZacd*	2 4% *	3 8% *	22 6%	75 19% e				
The Green party	49 4%	19 3%	27 5%	22 7% F	20 5% F	7 1%	32 5%	17 3%	7 3%	16 5%	10 4%	6 4% *	8 14% IKLN*	3 3% P	23 6% P	26 3%	29 4%	20 5%	10 5%	8 3%	16 5%	12 5%	39 4%	9 7%	1 *	14 4% Y	1 2% *	1 1% *	19 34% YZabd*	- - *	24 6% f	6 2%				
The Scottish National Party (SNP)	16 1%	3 1%	13 2%	3 1%	8 2%	5 1%	9 1%	7 1%	- -	- -	- -	- - *	- - *	16 17% UKLM*	11 3% P	6 1%	10 1%	6 1%	1 *	5 2%	6 2%	3 1%	15 2%	1 1%	- -	1 *	- - *	- - *	- - *	15 40% YZabc*	12 3%	4 1%				
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- - *	- - *	- - *	- -	- -				
Another party	23 2%	13 2%	9 2%	11 4% E	3 1%	8 2%	13 2%	10 2%	4 1%	7 2%	4 1%	3 2% *	1 2% *	5 5% *	6 2%	16 2%	14 2%	8 2%	6 3%	3 1%	4 1%	9 4%	17 2%	5 4%	4 2%	8 2%	* 1% *	3 2% *	* 1% *	- - *	8 2%	5 1%				
None of these	274 24%	134 25%	135 24%	42 13%	101 27% D	132 29% D	149 23%	125 25%	63 23%	72 24%	70 27%	30 19% *	12 22% *	28 29% *	81 22%	193 25%	160 23%	115 26%	56 27%	79 25%	68 23%	44 18%	250 25%	23 17%	59 30% Z	61 18%	13 17% *	31 23% *	9 16% *	10 25% *	75 19%	119 31% e				
Don't know	241 21%	73 13%	163 29% B	55 17%	87 23%	100 22%	132 21%	110 22%	63 23%	82 27% KL	47 18%	23 15% *	10 18% *	17 17% *	57 15%	185 24% O	131 19%	110 25% Q	52 25% V	81 26% V	59 20%	32 14%	218 22%	21 16%	38 19%	50 15%	19 25% *	24 18% *	11 19% *	4 10% *	78 19%	63 16%				

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24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q8. Which party, if any, do you trust most to deliver on each of the following issues? - Reducing poverty

All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention													
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Unlikely to vote Reform	2024 Conservative voter + Unlikely to vote Conservative	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform							
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	41	32	75								
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76								
The Conservative party	87 8%	62 24% CDEFGHIK	5 1%	16 5% C	56 11% C	17 6%	31 8% C	22 11% C	40 15% C	32 10% C	27 5% C	17 5%	52 10% U	22 8%	32 10% U	32 10% U	29 5%	16 8% U	55 10% U	53 26% LMNOPQTVWXY	8 2%	28 12% LQIWIY	41 6%	18 11% U	47 7% QJW	14 11%	28 8%	23 6%	79 23% baf	23 6%	23 7%	41 11% bd	8 10% hj*	4 2%	10 17% hjk*	4 3%	4 4%	7 10% hjk*	2 15% **	10 35% **	50 28% ghij	8 16% hjk*	9 25% **	21 27% ghjk*								
The Labour party	214 19%	34 13% E	149 26% BCDEFGHIK	171 52% BCDEFGHIK	12 2% BCDEFGHIK	88 32% BCDEFGHIK	45 11% BCDEFGHIK	89 31% E	54 15% E	41 13% BCDEFGHIK	140 26% MNOPQSTUVWXY	165 51% MNOPQSTUVWXY	17 3%	85 24% MS	41 12% MS	47 14% MS	134 24% MNOPQSTUVWXY	103 54% M	40 7%	41 20% MOP	125 25% MOP	51 22% MOP	143 20% MOP	36 23% MOP	134 20% MOP	75 57% MOP	3 1% cdf	196 48% cdf	47 13% cf	106 29% cf	77 25% cf	44 12% *	5 6% ghijklmnp	146 59% go*	21 36% gop	67 46% gor	47 40% gor	26 36% go*	- -	7 26% go*	14 8% go*	10 21% go*	6 7% **	6 7% **								
The Liberal Democrats	87 8%	25 10%	45 8%	35 11%	22 4%	54 20% BCDEFGHIK	11 3% BCDEFGHIK	36 13% G	22 6% G	17 5% G	53 10% LMOPQSTUVWXY	38 12% LMOPQSTUVWXY	19 4%	60 22% MS	8 2%	31 9%	48 9% MO	26 13% MO	40 7% MO	20 8% MO	25 10% MO	39 8% MO	21 9% MO	58 11% MO	17 7% MO	49 14% MO	18 2% f	8 11% boaf	46 8% f	29 19% f	72 12% f	39 9% f	23 15% f	7 9% hor	23 15% hor	9 16% hor	15 12% hor	12 16% **	- -	4 16% **	9 5% go*	8 15% go*	6 18% **	3 4% **								
Reform UK	141 12%	33 13% DFHK	72 13% DFHK	15 4% K	107 20% BCDFHIK	22 8% DK	81 21% BCDFHIK	19 6% K	63 17% DFHK	123 38% BCDEFGHIK	8 1% G	14 4% Q	108 21% LNQIWRVXY	22 8% LQ	65 19% LNQIWRVXY	107 32% LNQIWRVXY	9 7% Q	13 15% LNQIWRVXY	97 17% LNQIWRVXY	30 11% LNQIWRVXY	58 30% LNQIWRVXY	71 30% LNQIWRVXY	48 7% Q	49 32% Q	49 32% Q	6 7% Z	93 4% 25z	12 3%	40 11% bd	26 9% b	27 9% b	124 33% bde	6 8% h*	4 1% h	6 2% h	4 3% hjk*	8 12% hjk*	4 2% **	1 19% **	15 10% h	5 16% h	6 20% h	15 20% hijk*									
The Green party	49 4%	4 2%	38 7% BEI	17 5% BU	23 4% BU	14 5% U	17 4% BCDEFGHIK	36 13% U	3 1% BCDEFGHIK	4 1% BCDEFGHIK	36 7% BU	12 5% P	25 9% P	9 3% P	16 5% P	4 1% LNMPSTWY	37 7% LNMPSTWY	8 4% P	22 4% P	5 2% LNMPSTWY	35 7% LNMPSTWY	8 3% P	38 5% P	6 4% P	35 4% P	5 4% P	13 4% cf	25 6% cf	4 1% cf	23 6% cf	40 13% cf	8 2% cf	4 6% o*	9 4% o	- -	7 5% hijkor	13 11% *	2 3% *	- -	1 1% **	1 2% **	1 2% **	- -									
The Scottish National Party (SNP)	16 1%	- -	14 2% BDI	2 1%	7 1% BDI	3 1% BDI	5 1% BDI	4 1% BDI	4 1% BDI	12 2% BDI	3 1% BDI	11 2% BDI	4 2% BDI	5 1% BDI	1 1% BDI	15 3% LNMPSTWY	- -	10 2% LNMPSTWY	- -	15 3% LNMPSTWY	1 1% LNMPSTWY	15 2% LNMPSTWY	1 2% LNMPSTWY	15 1% LNMPSTWY	1 2% LNMPSTWY	- -	8 1% LNMPSTWY	2 1% LNMPSTWY	- -	5 1% LNMPSTWY	4 1% LNMPSTWY	4 1% LNMPSTWY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -										
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -						
Another party	23 2%	3 1%	9 2%	3 1%	13 2%	2 1%	15 4% CDF	7 2%	9 2%	7 2%	12 2%	2 1%	14 3%	5 2%	13 4%	7 2%	12 2%	3 2%	16 3%	3 1%	5 1%	12 5% LNMPRTUVWXY	6 1% LTUVWY	7 4% LNMPRTUVWXY	7 1% LNMPRTUVWXY	1 1%	7 2%	9 2%	9 2%	6 2%	8 3%	12 3%	7 3%	2 9% hjo*	6 10% hjk*	1 1% h	4 4% h	6 9% h	1 6% h	3 11% **	3 2% **	3 2% **	2 5% **	1 2% **	2 5% **	18 23% h*						
None of these	274 24%	55 22% DFH	138 24% DFHJ	21 6%	179 34% BCDFHIK	29 11% D	125 32% BCDFHJ	28 10% D	120 34% BCDFHIK	52 16% DFH	149 28% DFHJ	32 10% R	176 34% LNOPRTUVW	33 12% R	110 33% LNMPRTUXX	56 17% LRUX	157 29% LNMPRTUX	6 3% LNMPRTUXX	183 32% LNMPRTUXX	37 18% LRUX	134 27% LNMPRTUX	28 12% R	211 39% LNMPRTUX	16 10% R	204 31% LNMPRTUXX	2 1%	135 37% Z	38 9%	78 22% bde	55 15% b	39 13% be	71 19% be	30 40% hja*	26 11% *	7 12% h	23 16% h	15 13% h	7 10% *	7 47% **	2 6% **	49 27% hiji	11 21% *	2 5% **	18 23% h*								
Don't know	241 21%	38 15%	94 17%	47 14%	106 20%	41 15%	63 16%	46 16%	48 13%	41 13%	102 19%	42 13%	100 19%	29 11%	47 14%	46 14%	109 20%	17 9%	104 18%	18 9%	81 16%	18 8%	158 22% LNOPRTUVVY	8 5%	120 18% LNRTUX	11 8%	71 19%	59 15%	64 18% f	56 15% f	54 17% f	49 13% f	9 12% *	33 13% i	4 7% *	14 9% *	16 14% i	3 4% *	- -	1 4% **	36 20% ij	6 13% *	4 12% **	11 15% *								

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

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

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Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Summary

All Adults aged 18+ in Great Britain

	Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either?									
	Kemi Badenoch (A)	Robert Jenrick (B)	James Cleverly (C)	Rishi Sunak (D)	Priti Patel (E)	Liz Truss (F)	Boris Johnson (G)	Theresa May (H)	David Cameron (I)	Penny Mordaunt (J)
Unweighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Weighted base	1132	1132	1132	1132	1132	1132	1132	1132	1132	1132
Very good job (2)	38 3% F	43 4% F	41 4% F	65 6% ACEF	35 3% F	17 2% 	111 10% ABCDEFHU	46 4% F	59 5% EF	57 5% EF
Fairly good job (1)	158 14% EF	126 11% F	139 12% F	201 18% ABCEFI	124 11% F	81 7% 	167 15% BEF	169 15% BEF	213 19% ABCEFGHU	156 14% EF
Neither good nor bad (0)	276 24% DEFGH	256 23% FG	290 26% DEFGHI	231 20% FG	228 20% FG	147 13% 	189 17% F	247 22% FG	229 20% FG	276 24% DEFGH
Fairly bad job (-1)	154 14% 	129 11% 	150 13% 	211 19% ABCGJ	189 17% ABCI	180 16% BJ	167 15% B	226 20% ABCFGJ	228 20% ABCFGJ	135 12%
Very bad job (-2)	293 26% BCJ	255 23% C	229 20% 	326 29% BCIJ	401 35% ABCDHIJ	602 53% ABCDEGHIJ	429 38% ABCDHIJ	338 30% ABCIJ	288 25% BCJ	238 21%
Don't know	212 19% DEFGHI	322 28% ACDEFGHIJ	284 25% ADEFGHI	97 9% G	156 14% DFGHI	105 9% G	68 6% 	105 9% G	115 10% G	270 24% ADEFGHI

NET: Good job	196 17% EF	169 15% F	179 16% F	266 24% ABCEFHJ	159 14% F	98 9% 	279 25% ABCEFHJ	215 19% BCEF	272 24% ABCEFHJ	213 19% BCEF
NET: Bad job	448 40% BCJ	384 34% 	379 33% 	537 47% ABCIJ	590 52% ABCDIJ	782 69% ABCDEGHIJ	597 53% ABCDIJ	565 50% ABCIJ	516 46% ABCIJ	373 33%

Mean	-0.55 EF	-0.53 EF	-0.46 AEFGH	-0.51 EFH	-0.82 F	-1.24 	-0.60 EF	-0.63 EF	-0.47 EFGH	-0.40 ABDEFGH
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ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Kemi Badenoch

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	38 3%	26 5% C	12 2%	20 6% EF	10 3%	8 2%	26 4%	12 2%	6 2%	7 2%	16 6% I	7 4% *	2 4% *	1 1% *	23 6% P	15 2%	32 5% R	7 1%	6 3%	3 1%	5 2%	19 8% STU	30 3%	8 6%	12 6%	10 3%	3 3% *	10 7% *	3 5% *	- - *	13 3%	19 5%
Fairly good job (1)	158 14%	96 18% C	62 11%	46 15%	40 11%	72 16%	92 14%	66 13%	32 12%	45 15%	29 11%	33 21% IKN*	10 18% *	9 9% *	60 16%	98 13%	101 14%	57 13%	36 17%	32 10%	42 14%	43 18% T	133 13%	24 18%	73 37% Zabcd	31 9%	6 8% *	22 16% *	5 9% *	3 7% *	45 11%	83 21% e
Neither good nor bad (0)	276 24%	119 22%	156 27%	70 22%	90 24%	117 26%	155 24%	121 24%	63 23%	70 23%	63 24%	39 25% *	16 29% *	26 27% *	74 20%	202 26% O	177 25%	100 23%	46 22%	84 27%	67 23%	58 24%	239 24%	34 25%	63 32% z	68 20%	21 28% *	33 24% *	9 16% *	12 31% *	91 23%	99 25%
Fairly bad job (-1)	154 14%	90 16% C	62 11%	41 13%	37 10%	77 17% E	78 12%	76 15%	34 13%	38 13%	47 18%	17 11% *	4 7% *	13 14% *	51 14%	103 13%	89 13%	65 15%	23 11%	46 15%	41 14%	36 15%	139 14%	15 11%	23 12%	43 13%	13 17% *	30 22% YZd*	6 10% *	1 4% *	48 12%	67 17%
Very bad job (-2)	293 26%	155 28%	128 23%	70 22%	111 30% D	113 25%	176 28%	118 24%	69 26%	85 28%	61 24%	39 25% *	14 25% *	26 27% *	102 28%	192 25%	173 25%	121 28%	54 26%	84 27%	83 28%	51 21%	257 26%	33 25%	10 5%	136 40% Yb	22 29% Y*	24 18% Y*	23 41% Yb*	16 43% Yb*	139 35% f	80 21%
Don't know	212 19%	61 11%	149 26% B	67 21% F	85 23% F	60 13%	109 17%	103 21%	64 24% L	54 18%	42 16%	20 13% *	10 18% *	22 23% *	59 16%	153 20%	125 18%	87 20%	44 21%	62 20%	56 19%	34 14%	190 19%	20 15%	16 8%	51 15%	11 15% *	17 12% *	10 18% *	6 15% *	65 16%	41 11%
NET: Good job	196 17%	122 22% C	74 13%	66 21% E	50 13%	80 18%	118 19%	78 16%	38 14%	52 17%	45 17%	40 26% IN*	12 21% *	10 10% *	83 23% P	113 15%	133 19%	63 15%	42 20% T	35 11%	48 16%	62 26% TU	163 17%	33 24% W	85 43% Zabcd	42 12%	9 11% *	32 23% Z*	8 14% *	3 7% *	58 15%	102 26% e
NET: Bad job	448 40%	245 45% C	190 33%	111 35%	147 40%	190 43%	254 40%	194 39%	103 39%	123 41%	108 42%	56 36% *	18 32% *	39 41% *	153 41%	295 39%	262 38%	186 43%	77 37%	131 42%	125 42%	86 36%	396 40%	48 36%	33 17%	179 53% Yb	35 46% Y*	54 40% Y*	29 51% Y*	18 47% Y*	187 47% f	147 38%
Mean	-0.55	-0.52	-0.55	-0.38 E	-0.69	-0.56	-0.54	-0.56	-0.63	-0.61	-0.50	-0.36 *	-0.39 **	-0.73 *	-0.48	-0.59	-0.47 R	-0.68	-0.51	-0.71	-0.65	-0.27 TU	-0.58	-0.35	0.30 Zabc	-0.91	-0.71 *	-0.31 Zc*	-0.88 *	-0.97 **	-0.76	-0.31 e

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Kemi Badenoch

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																																			
		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 Keir Starmer		Unfavourable to Keir Starmer		Favourable to Ed Davey		Unfavourable to Ed Davey		Favourable to Nigel Farage		Unfavourable to Nigel Farage		Favourable to Rachel Reeves		Unfavourable to Rachel Reeves		Favourable to Kemi Badenoch		Unfavourable to Kemi Badenoch		Favourable to Donald Trump		Unfavourable to Donald Trump		Favourable to JD Vance		Unfavourable to JD Vance		NET Good job		NET Bad job		Likely to vote Labour		Likely to vote Conservative		Likely to vote Lib Dem		Likely to vote Green		Likely to vote Reform		2024 Labour voter + Unlikely to vote Labour		2024 Labour voter + Likely to vote Labour		2024 Labour voter + Likely to vote Conservative		2024 Labour voter + Likely to vote Lib Dem		2024 Labour voter + Likely to vote Green		2024 Labour voter + Likely to vote Reform		2024 Conservative voter + Unlikely to vote Conservative		2024 Conservative voter + Likely to vote Labour		2024 Conservative voter + Likely to vote Lib Dem		2024 Conservative voter + Likely to vote Green		2024 Conservative voter + Likely to vote Reform	
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)																																
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75																																	
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76																																	
Very good job (2)	38 3%	28 11%	4 1%	17 5%	16 3%	16 6%	11 3%	19 7%	13 4%	27 8%	7 1%	19 6%	16 3%	21 8%	7 2%	28 9%	6 1%	17 9%	33 3%	2 *	24 10%	9 1%	24 15%	11 2%	14 11%	12 3%	20 5%	33 10%	17 4%	19 6%	21 8%	31 8%	- *	10 4%	10 17%	7 5%	6 5%	8 12%	- **	4 14%	12 7%	3 6%	4 11%	8 11%																																	
Fairly good job (1)	158 14%	108 42%	23 4%	49 15%	92 18%	48 14%	54 18%	49 17%	65 18%	81 25%	38 7%	40 12%	86 17%	52 19%	43 13%	85 26%	4 1%	94 33%	114 55%	6 1%	60 26%	77 11%	46 29%	76 11%	34 26%	54 15%	48 12%	127 36%	55 15%	47 15%	90 24%	8 11%	23 9%	32 32%	29 14%	21 11%	14 11%	20 28%	2 17%	50 40%	71 44%	14 29%	16 41%	31 41%																																	
Neither good nor bad (0)	276 24%	61 24%	85 15%	62 19%	133 25%	59 22%	83 21%	58 20%	80 22%	89 28%	104 19%	78 24%	131 25%	59 22%	74 27%	89 30%	104 39%	39 20%	139 25%	42 11%	54 26%	145 20%	41 19%	126 24%	32 19%	86 23%	76 19%	101 29%	90 24%	68 22%	110 29%	25 34%	40 16%	19 31%	29 20%	29 25%	20 28%	2 14%	5 19%	57 32%	16 33%	6 18%	22 29%																																		
Fairly bad job (-1)	154 14%	29 11%	97 17%	42 13%	74 14%	39 14%	72 18%	28 10%	68 15%	48 15%	81 15%	42 13%	78 15%	40 15%	74 22%	54 16%	78 13%	24 16%	85 15%	11 5%	109 22%	39 10%	102 14%	24 15%	99 15%	8 6%	51 15%	63 15%	45 13%	54 14%	38 12%	56 13%	8 10%	32 11%	6 13%	17 12%	15 12%	5 4%	4 29%	14 10%	18 17%	10 20%	6 17%	6 22%																																	
Very bad job (-2)	293 26%	10 4%	259 46%	109 33%	127 24%	77 16%	116 29%	90 29%	101 31%	141 27%	227 42%	109 34%	126 24%	78 29%	100 30%	33 10%	235 43%	53 28%	159 28%	* *	274 55%	26 11%	347 34%	16 10%	249 38%	34 25%	96 26%	137 33%	12 3%	106 29%	93 30%	47 13%	22 29%	108 44%	3 5%	54 37%	42 35%	11 4%	- **	4 2%	1 3%	- **	1 1%																																		
Don't know	212 19%	20 8%	97 17%	49 15%	80 12%	31 12%	58 15%	44 15%	82 11%	34 11%	84 15%	35 11%	84 16%	20 7%	40 12%	41 12%	87 16%	16 8%	73 13%	6 3%	55 11%	25 11%	140 20%	6 4%	100 15%	11 8%	68 16%	65 9%	31 14%	51 15%	47 11%	41 16%	12 16%	33 13%	2 3%	18 12%	7 10%	2 11%	1 3%	14 8%	5 10%	3 8%	7 10%																																		
NET: Good job	196 17%	137 54%	27 5%	65 20%	108 21%	64 24%	65 16%	68 24%	78 21%	108 34%	45 8%	59 18%	102 20%	73 27%	50 15%	113 34%	46 8%	58 31%	111 20%	147 71%	8 2%	84 36%	85 12%	70 45%	86 13%	48 36%	66 18%	68 17%	160 46%	71 19%	66 21%	121 32%	8 11%	34 14%	30 50%	27 19%	20 17%	29 40%	2 17%	18 64%	83 47%	17 34%	19 57%	39 51%																																	
NET: Bad job	448 40%	38 15%	356 63%	151 46%	202 39%	116 43%	188 48%	117 41%	169 46%	88 28%	308 57%	151 47%	204 39%	118 44%	173 51%	87 26%	313 57%	77 40%	244 43%	12 6%	383 77%	65 28%	348 48%	40 25%	348 53%	41 31%	147 40%	200 49%	57 16%	160 43%	130 42%	103 27%	30 40%	140 57%	9 16%	70 49%	56 47%	16 22%	8 58%	4 14%	23 13%	11 23%	6 17%	7 10%																																	
Mean	-0.55	0.50	-1.25	-0.64	-0.46	-0.48	-0.68	-0.49	-0.55	0.02	-1.06	-0.63	-0.48	-0.41	-0.73	0.07	-1.07	-0.32	-0.56	0.84	-1.45	0.08	-0.86	0.25	-0.89	-0.11	-0.55	-0.72	0.39	-0.56	-0.52	*	-0.69	-0.96	0.48	-0.71	-0.68	0.17	-0.78	0.66	0.42	0.15	0.56	0.57																																	

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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,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Robert Jenrick

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very good job (2)	43 4%	28 5%	15 3%	23 7% EF	8 2%	12 3%	27 4%	17 3%	6 2%	4 1%	21 8% U	7 4% *	3 6% *	2 2% *	22 6% P	21 3%	33 5%	10 2%	8 4% T	2 1%	6 2%	23 10% STU	33 3%	10 7% W	6 3%	12 3%	2 2% *	12 9% Z*	2 4% *	1 3% *	9 2%	20 5%	
Fairly good job (1)	126 11%	79 15% C	47 8%	36 11%	47 13%	43 10%	83 13% H	43 9%	26 10%	29 10%	30 12%	25 16% *	5 9% *	10 11% *	46 12%	80 11%	102 15% R	24 6%	25 12%	21 7%	33 11%	46 19% TU	109 11%	17 13%	48 25% Zac	27 8%	8 10% *	28 21% Zc*	2 4% *	3 8% *	44 11%	60 15%	
Neither good nor bad (0)	256 23%	131 24%	125 22%	73 23%	68 18%	115 26% E	143 22%	114 23%	66 25% K	71 24% K	39 15%	46 30% KN*	19 34% K*	15 16% *	76 21%	180 24%	146 21%	111 25%	43 20%	80 26%	62 21%	53 22%	217 22%	37 27%	60 30% Zd	66 19%	18 23% *	26 19% *	13 22% *	3 7% *	81 20%	95 25%	
Fairly bad job (-1)	129 11%	69 13%	58 10%	33 11%	36 10%	59 13%	64 10%	65 13%	34 13%	31 10%	29 11%	17 11% *	5 10% *	13 14% *	38 10%	91 12%	80 11%	49 11%	24 11%	41 13%	30 10%	25 11%	112 11%	17 12%	23 12%	48 14%	5 7% *	18 14% *	4 6% *	5 12% *	46 12%	50 13%	
Very bad job (-2)	255 23%	138 25% C	111 19%	56 18%	92 25% D	107 24%	152 24%	103 21%	59 22%	64 22%	65 25%	30 20% *	14 25% *	22 23% *	84 23%	171 22%	148 21%	107 25%	46 22%	73 23%	80 27% V	37 15%	226 23%	26 19%	11 6%	113 33% Yb	26 34% Yb*	19 29% Y*	16 29% Yb*	16 43% Yb*	123 31% f	73 19%	
Don't know	322 28%	100 18% B	215 38%	92 29%	120 32% F	110 25%	167 26%	155 31%	76 29%	99 33% L	75 29%	30 19% *	9 17% *	34 35% L*	103 28%	219 29%	187 27%	135 31%	63 30%	95 31%	85 29%	57 24%	292 29%	28 21%	48 24%	72 21%	18 24% *	32 23% *	20 35% *	10 27% *	98 24%	91 23%	
NET: Good job	169 15%	108 20% C	62 11%	59 19% F	55 15%	55 12%	110 17% H	60 12%	32 12%	33 11%	51 20% U	32 21% J*	9 16% *	12 13% *	68 18% P	102 13%	135 19% R	34 8%	33 16% T	23 7%	38 13%	68 29% STU	143 14%	27 20%	55 28% Zac	39 11%	9 12% *	41 30% Zacd*	4 8% *	4 11% *	54 13%	80 21% e	
NET: Bad job	384 34%	208 38% C	168 30%	89 28%	129 35%	166 37% D	216 34%	168 34%	93 35%	96 32%	94 36%	47 30% *	19 34% *	35 37% *	122 33%	262 34%	228 33%	156 36%	70 33%	113 36% V	110 37% V	62 26%	338 34%	43 32%	35 18%	162 48% Yb	31 40% Y*	37 28% *	20 35% Y*	21 55% Yb*	169 42% f	123 32%	
Mean	-0.53	-0.47	-0.57	-0.28 EF	-0.62	-0.61	-0.49	-0.57	-0.59	-0.61	-0.47	-0.31 *	-0.45 **	-0.69 *	-0.44	-0.57	-0.41 R	-0.73	-0.51	-0.74	-0.70	-0.04 STU	-0.56	-0.30 *	0.10 Zac*	-0.84	-0.78 *	-0.04 Zac*	-0.80 *	-1.14 **	-0.75	-0.33 e	

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

Adults 65 and over: 11.5%

All Adults aged 18+ in Great Britain

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - James Cleverly

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	41	31	10	20	12	8	25	16	7	12	7	10	4	1	28	13	32	9	7	4	6	22	30	10	12	16	4	6	1	-	14	19
	4%	6% C	2%	6% F	3%	2%	4%	3%	3%	4%	3%	6% *	7% *	1% *	8% P	2%	5%	2%	4%	1%	2%	9%	3% STU	8% W	6%	5%	5% *	4% *	1% *	- *	3%	5%
Fairly good job (1)	139	76	62	42	32	65	95	44	25	31	42	29	6	6	57	82	89	50	22	31	39	42	117	21	58	27	11	20	4	3	47	68
	12%	14%	11%	14%	9%	14% E	15% H	9%	9%	10%	16% IN	19% UN*	11% *	7% *	15% P	11%	13%	11%	11%	10%	13%	18% T	12%	16%	30% Zabcd	8%	14%	15%	6%	9%	12%	17%
Neither good nor bad (0)	290	151	138	73	81	135	160	130	63	76	63	39	17	32	76	214	174	116	45	92	73	57	255	33	68	75	20	33	12	14	102	108
	26%	28%	24%	23%	22%	30% E	25%	26%	24%	25%	24%	25% *	31% *	33% *	21%	28% O	25%	27%	21%	29%	25%	24%	26%	25%	35% z	22%	26%	24%	21%	36%	25%	28%
Fairly bad job (-1)	150	80	68	36	43	70	85	64	52	29	31	19	6	12	46	104	93	56	34	34	35	35	126	23	20	52	8	18	10	4	59	43
	13%	15%	12%	12%	12%	16%	13%	13%	19% JK	10%	12%	12% *	11% *	13% *	12%	14%	13%	13%	16%	11%	12%	15%	13%	17%	10%	15%	11% *	13% *	18% *	10% *	15%	11%
Very bad job (-2)	229	121	99	51	84	94	129	101	54	67	49	30	11	18	77	153	137	92	45	69	69	33	204	22	8	101	20	30	12	8	100	76
	20%	22%	17%	16%	23%	21%	20%	20%	20%	23%	19%	20% *	20% *	19% *	21%	20%	20%	21%	22%	22% V	23% V	14%	21%	17%	4%	30% Y	26% Y*	22% Y*	22% Y*	22% Y*	25%	19%
Don't know	284	88	191	90	119	74	143	141	66	84	68	27	11	27	85	199	172	112	55	82	73	51	256	25	30	68	13	29	17	9	79	76
	25%	16%	34% B	29% F	32% F	17%	22%	28%	25%	28% L	26%	18% *	20% *	28% *	23%	26%	25%	26%	27%	26%	25%	21%	26%	19%	15%	20%	17% *	22% *	31% Y*	24% *	20%	19%
NET: Good job	179 16%	107 20% C	72 13%	62 20% E	44 12%	73 16%	119 19% H	60 12%	32 12%	42 14%	49 19% N	39 25% UN*	10 18% *	8 8% *	85 23% P	94 12%	120 17%	59 13%	30 14%	35 11%	46 15%	64 27% STU	148 15%	31 23% W	70 36% Zabcd	43 13%	15 19% *	26 19% *	4 8% *	3 9% *	61 15%	87 22% e
NET: Bad job	379 33%	201 37% C	168 29%	88 28%	127 34%	164 37% D	214 34%	165 33%	106 40%	97 32%	80 31%	49 32% *	17 31% *	30 31% *	122 33%	257 34%	230 33%	149 34%	79 38%	103 33%	104 35%	68 28%	330 33%	45 33%	28 14% Y	153 45% Y	28 37% Y*	48 35% Y*	23 40% Y*	12 32% Y*	160 40% f	118 30%
Mean	-0.46	-0.40	-0.49	-0.25 E	-0.61	-0.48	-0.40	-0.53	-0.60	-0.51	-0.38	-0.24 I*	-0.32 **	-0.57 *	-0.30 P	-0.54	-0.41	-0.53	-0.57	-0.58	-0.55	-0.08 STU	-0.49	-0.24 *	0.28 Zabc	-0.72	-0.46 *	-0.43 *	-0.77 *	-0.60 **	-0.58	-0.28 e

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - James Cleverly

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention													
		2024								2024										2024					2024					2024					2024																			
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	Unfavourable to Lib Dem	Unfavourable to Lib Dem	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Reform	2024 Conservative voter + Unlikely to vote Labour	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform	2024 Conservative voter + Likely to vote Labour	2024 Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform						
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75										
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76										
Very good job (2)	41 4%	31 12%	2 *	21 6%	10 2%	22 8%	10 3%	23 8%	9 3%	25 8%	11 2%	24 8%	6 1%	27 10%	9 3%	28 10%	8 1%	26 14%	11 2%	26 13%	4 1%	22 9%	13 2%	22 14%	13 2%	19 15%	6 2%	28 7%	35 10%	27 7%	21 7%	29 8%	1 1%	16 6%	12 8%	15 28%	9 7%	15 21%	- 22%	6 39%	12 7%	5 9%	6 17%	4 5%										
Fairly good job (1)	139 12%	77 30%	24 4%	54 17%	64 12%	51 19%	38 10%	46 16%	60 16%	58 18%	50 9%	52 16%	64 12%	46 10%	53 18%	42 13%	59 10%	53 10%	37 20%	78 14%	71 35%	24 5%	49 21%	70 10%	42 22%	69 10%	27 20%	39 11%	55 13%	102 29%	61 16%	42 14%	71 19%	6 8%	21 8%	17 28%	16 11%	14 12%	15 21%	2 15%	39 39%	56 32%	12 25%	9 26%	22 29%									
Neither good nor bad (0)	290 26%	77 30%	101 18%	76 23%	134 26%	74 27%	87 22%	61 21%	85 23%	85 27%	109 20%	88 27%	131 25%	71 26%	71 21%	98 30%	109 20%	49 26%	138 24%	71 35%	79 16%	72 31%	158 22%	40 25%	150 23%	39 30%	96 26%	88 21%	121 35%	94 25%	68 22%	110 29%	119 24%	52 21%	14 22%	31 23%	28 23%	12 16%	3 22%	7 26%	63 36%	19 38%	8 24%	35 46%										
Fairly bad job (-1)	150 13%	30 12%	95 17%	46 14%	72 14%	35 13%	61 15%	31 11%	53 14%	45 14%	75 14%	39 12%	77 15%	36 13%	63 19%	47 14%	77 17%	28 15%	87 16%	13 6%	87 17%	29 12%	103 14%	22 14%	94 14%	16 12%	40 11%	58 14%	39 11%	49 13%	45 14%	54 14%	11 14%	40 16%	10 16%	21 14%	18 15%	11 16%	3 2%	16 9%	6 11%	6 18%	9 12%											
Very bad job (-2)	229 20%	8 3%	202 36%	64 20%	127 24%	45 17%	117 30%	55 19%	102 28%	48 15%	164 31%	69 21%	125 24%	47 17%	94 28%	39 12%	174 32%	28 15%	149 26%	3 1%	199 40%	30 13%	181 25%	18 12%	186 28%	19 14%	99 27%	94 23%	9 3%	70 19%	64 20%	50 13%	23 30%	73 30%	3 24%	35 26%	31 12%	9 23%	3 1%	5 3%	- 3%	- 1%	1 *											
Don't know	284 25%	33 13%	141 25%	66 20%	116 22%	44 16%	81 21%	71 25%	60 16%	58 18%	128 24%	52 16%	120 23%	36 13%	58 17%	60 18%	129 23%	22 12%	102 18%	21 10%	33 21%	194 14%	13 27%	147 8%	127 22%	12 9%	86 24%	44 13%	71 19%	71 23%	60 16%	16 21%	5 18%	4 9%	27 18%	19 14%	10 22%	3 10%	3 3%	25 14%	8 17%	5 16%	6 8%											
NET: Good job	179 16%	108 42%	25 4%	75 23%	74 14%	73 27%	48 12%	69 24%	69 19%	83 26%	61 11%	76 24%	70 13%	80 30%	51 15%	87 26%	61 11%	63 23%	89 16%	97 47%	28 6%	72 30%	83 12%	64 41%	82 12%	46 35%	45 12%	83 20%	136 39%	88 24%	64 20%	101 27%	7 9%	36 15%	28 48%	31 21%	23 19%	30 42%	2 15%	18 61%	68 38%	17 34%	14 22%	26 34%										
NET: Bad job	379 33%	38 15%	297 53%	110 34%	199 38%	79 29%	178 45%	85 30%	155 42%	92 29%	240 45%	108 33%	201 39%	82 31%	157 47%	86 26%	251 46%	56 29%	237 42%	16 8%	59 25%	285 40%	40 25%	280 42%	35 27%	139 38%	152 37%	48 14%	119 32%	109 35%	104 28%	33 44%	113 46%	11 19%	56 39%	49 42%	20 28%	6 41%	1 3%	21 11%	6 18%	5 13%	10 13%											
Mean	-0.46	0.41 CDEFGHIK	-1.12	-0.30 CEGIK	-0.59 CGK	-0.13 CDEGIK	-0.76 C	-0.22 CEGIK	-0.58 CGK	-0.12 CEGIK	-0.81 C	-0.28 MOGSIWY	-0.62 QU	-0.09 LMOGSIWY	-0.69 QU	-0.03 LMOGSIWY	-0.84 U	0.03 LMOGSIWY	-0.62 QU	0.57 LMNOPRSTVWXY	-1.15	0.03 LMOGSIWY	-0.70 QU	0.20 LMNOPRSTVWXY	-0.72 QU	0.09 a*	-0.67	-0.41	0.37 bdef	-0.25 b	-0.36	-0.08 be	-0.81 *	-0.67	0.50 ghjkor*	-0.38 h*	-0.50 *	0.26 ghjkor*	-0.63 **	0.87 **	0.36 ghjkor*	0.39 **	0.49 **	0.28 ghjkor*										

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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,j/k/l,m/n/o/p/q/r Minimum Base: 30(**) Small Base: 100(*)

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Rishi Sunak

All Adults aged 18+ in Great Britain

	Total	Gender		Age		Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	65	42	23	30	14	22	44	22	11	8	21	15	7	3	31	34	52	14	18	5	12	28	47	18	35	17	4	3	2	1	24	26
	6% C	8% C	4%	10% EF	4%	5%	7%	4%	4%	3%	8% J	10% J*	12% J*	3% *	8% P	4%	7% R	3%	9% T	2%	4%	12% TU	5% W	13% W	18% Zabcd	5%	5% *	2% *	3% *	2% *	6%	7%
Fairly good job (1)	201	113	89	57	60	84	118	84	42	54	42	32	13	19	83	118	127	75	41	52	42	59	173	29	78	41	9	23	6	8	70	91
	18%	21%	16%	18%	16%	19%	19%	17%	16%	18%	16%	21% *	23% *	19% *	23% P	15%	18%	17%	20%	17%	14%	24% U	17% U	21%	40% Zabc	12%	12% *	17% *	11% *	22% *	18%	24%
Neither good nor bad (0)	231	111	119	51	78	102	144	87	55	70	50	26	9	21	67	164	151	80	35	64	60	53	200	30	43	69	19	23	6	9	84	77
	20%	20%	21%	16%	21%	23%	23%	18%	21%	23%	19%	17% *	16% *	21% *	18%	22%	22%	18%	17%	20%	20%	22%	20%	23%	22%	21%	26% c*	17% *	10% *	23% *	21%	20%
Fairly bad job (-1)	211	97	114	53	68	91	108	104	48	52	56	32	8	15	59	152	123	88	31	72	61	35	192	19	21	68	21	43	7	3	72	71
	19%	18%	20%	17%	18%	20%	17%	21%	18%	17%	22%	21% *	15% *	15% *	16%	20%	18%	20%	15%	23% V	21%	15%	19%	14%	11%	20% Y	27% Yd*	32% YZcd*	13% *	9% *	18%	18%
Very bad job (-2)	326	156	157	89	116	121	178	148	84	84	75	33	15	35	104	222	194	132	61	93	99	54	294	27	14	124	20	33	30	15	135	105
	29%	28%	28%	28%	31%	27%	28%	30%	31%	28%	29%	21% *	27% *	36% L*	28%	29%	28%	30%	29%	30%	33% V	23%	30% X	20%	7%	37% Yb	26% Y*	24% Y*	53% YZab*	41% Y*	34% Y*	27%
Don't know	97	28	68	34	36	28	45	52	26	31	14	17	4	5	24	73	50	47	22	27	22	11	84	12	6	19	3	10	5	1	17	18
	9%	5%	12% B	11%	10%	6%	7%	11%	10%	10%	5%	11% *	8% *	5% *	7%	10%	7%	11%	11% V	9%	7%	5%	8% 9%	9%	3%	6%	4% *	7% *	9% *	3% *	4%	5%
NET: Good job	266 24%	155 28% C	112 20%	87 28% E	74 20%	106 24%	161 25%	105 21%	54 20%	61 21%	64 25%	46 30% *	19 35% *	22 22% *	114 31% P	152 20%	178 26%	88 20%	59 28% TU	57 18%	54 18%	87 36% TU	220 22%	47 35% W	113 58% Zabcd	58 17%	13 18% *	26 19% *	8 14% *	9 25% *	94 24%	118 30%
NET: Bad job	537 47%	253 46%	271 48%	142 45%	184 49%	211 47%	286 45%	251 51%	132 49%	136 46%	131 51%	65 42% *	23 42% *	50 51% *	163 44%	374 49%	317 46%	220 51%	92 44%	165 53% V	160 54% V	89 37%	485 49% X	46 34%	35 18%	193 57% Y	41 53% Y*	76 56% Y*	38 67% Y*	19 50% Y*	206 51%	176 45%
Mean	-0.51	-0.41	-0.58	-0.41	-0.63	-0.49	-0.44	-0.61	-0.63	-0.56	-0.50	-0.27 I*	-0.23 **	-0.65 *	-0.35 P	-0.59	-0.43 R	-0.65	-0.41 TU	-0.69	-0.71	-0.13 TU	-0.57	-0.06 W	0.52 Zabc	-0.76	-0.58 c*	-0.64 c*	-1.13 *	-0.65 **	-0.58	-0.37

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

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

NET: Good job	266 24%	150 COEFQNHK	41 7%	97 CGK	119 CGK	94 CEGK	72 C	88 CEGK	119 CGK	89 CEGK	102 MOOSUWY	108 U	90 MOOSUWY	63 U	123 MOOSUWY	95 U	80 LMNOOSUWY	126 QUW	131 LMNOOSUWY	44 VWXY	98 LMNOOSUWY	133 U	69 LMNOOSUWY	133 QU	60 a	72 20%	106 26%	181 bdaf	109 25%	78 ba	128 be	8 *	50 20%	30 ghj*	38 gh	25 e	40 ghj*	10 **	58 **	29 ghjk	60 ghj*	52 ghji*	
NET: Bad job	537 47%	46 BDEFGHJK	724 BFJ	164 BJ	257 B	112 BDEFHI	232 BFI	138 BFJ	190 BFJ	129 B	331 BDEFHI	157 PRTX	275 NPRTX	118 TX	196 LMNPSTUX	125 T	335 LMNPSTVX	74 T	290 NPRTX	28 LMNOPQRSTVWXY	366 T	86 LMNPSTUX	402 T	50 LMNPSTVX	386 36%	48 Z	202 cdf	210 51%	69 20%	163 c	154 cdf	141 c	54% lqpr*	58% lqpr	7% *	49% lqpr	62 lqpr	22 s*	3 **	31 **	9 *	7 **	10 *

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Priti Patel

All Adults aged 18+ in Great Britain

	Total	Gender		Age		Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	35 3%	24 4%	11 2%	15 5%	9 2%	11 2%	15 2%	20 4%	7 3%	7 2%	7 3%	9 6% *	2 4% *	2 5% *	17 5% P	17 2%	27 4%	7 2%	9 4%	10 3%	3 1%	12 5% U	29 3%	6 4%	7 4%	11 3%	1 1% *	11 8% *	2 4% *	1 2% *	11 3%	19 5%
Fairly good job (1)	124 11% C	81 15% C	44 8%	55 17% EF	43 12% F	27 6%	82 13% H	42 8%	34 13%	29 10%	30 11%	23 15% N*	4 8% *	5 5% *	52 14% P	72 9%	99 14% R	25 6%	20 10%	25 8%	28 9%	41 17% STU	95 10%	29 22% W	35 18% Z	33 10%	8 11% *	18 13% *	6 10% *	2 6% *	36 9%	54 14%
Neither good nor bad (0)	228 20%	114 21%	114 20%	62 20%	65 18%	100 22%	130 20%	98 20%	56 21%	56 19%	40 15%	42 27% K*	18 32% K*	17 18% *	60 16%	168 22% O	134 19%	93 21%	42 20%	64 22%	64 22%	45 19%	200 20%	26 19%	68 35% Zac	50 15%	11 15% *	34 25% Z*	6 10% *	8 20% *	60 15%	99 26% e
Fairly bad job (-1)	189 17%	93 17%	94 16%	42 14%	49 13%	98 22% DE	96 15%	93 19%	42 16%	62 21% L	46 18%	17 11% *	9 17% *	12 13% *	49 13%	140 18% O	113 16%	76 17%	36 17%	58 19%	49 17%	38 16%	172 17%	17 12%	34 17%	51 15%	16 21% d*	29 21% d*	7 12% *	1 3% *	66 17%	65 17%
Very bad job (-2)	401 35%	187 34%	200 35%	86 28%	143 39%	171 38% D	235 37%	166 33%	91 34%	105 35%	95 37%	46 30% *	19 33% *	44 46% L*	151 41% P	250 33%	233 33%	168 38%	76 36%	110 35%	109 37%	80 34%	355 36%	40 30%	37 19%	164 48% Yb	34 45% Yb*	28 21% *	32 56% Yb*	24 62% Yb*	190 47% f	116 30%
Don't know	156 14%	48 9%	107 19% B	53 17% F	63 17% F	40 9%	79 12%	77 16%	38 14%	39 13%	41 16%	18 11% *	3 6% *	17 17% *	40 11%	116 15%	89 13%	67 15%	26 13%	46 15%	41 14%	23 10%	138 14%	18 13%	14 7%	31 9%	6 7% *	15 11% *	4 8% *	2 6% *	38 10%	35 9%
NET: Good job	159 14%	104 19% C	55 10%	70 22% EF	52 14% F	38 8%	97 15%	62 12%	41 15%	36 12%	36 14%	32 21% N*	7 12% *	6 7% *	70 19% P	89 12%	126 18% R	33 7%	29 14%	35 11%	31 11%	53 22% STU	124 13%	35 26% W	42 22% Z	44 13%	9 12% *	29 21% *	8 14% *	3 8% *	47 12%	73 19% e
NET: Bad job	590 52%	281 51%	294 52%	129 41%	192 52% D	269 60% DE	331 52%	259 52%	133 50%	168 56% L	142 55% L	63 41% *	28 50% *	57 59% L*	200 54%	390 51%	346 50%	243 56%	112 53%	167 54%	158 54%	118 49%	527 53% X	57 42%	71 36%	215 63% Yb	50 66% Yb*	57 42% *	38 68% Yb*	25 66% Yb*	257 64% f	181 47%
Mean	-0.82	-0.68 C	-0.93	-0.50 EF	-0.89	-0.96	-0.81	-0.82	-0.77 N	-0.88	-0.89	-0.49 JKN*	-0.72 **	-1.16 *	-0.80	-0.82	-0.70 R	-1.00	-0.82	-0.87	-0.92	-0.62 U	-0.86	-0.48 W	-0.33 Zac	-1.05	-1.05 *	-0.38 Zac*	-1.15 *	-1.25 **	-1.07	-0.58 e

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

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Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Priti Patel

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
		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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	Conservative voter + Likely to vote Green	Conservative voter + Likely to vote Reform										
	Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)								
Unweighted base		1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75								
Weighted base		1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76								
Very good job (2)		35	19	7	15	17	15	9	14	11	29	1	15	17	17	8	28	3	13	19	22	5	26	4	23	6	12	15	15	26	12	15	27	3	8	9	6	7	7	1	1	6	2	3	7								
		3%	8%	1%	5%	3%	5%	2%	5%	3%	9%	*	5%	3%	6%	2%	9%	*	7%	3%	11%	3%	11%	*	15%	1%	9%	4%	4%	4%	3%	5%	3%	3%	15%	4%	6%	11%	7%	5%	3%	5%	8%	9%	9%								
		CEGKH	K	CK	CK	CK	K	CK	CK	CEGKH		QUWY	QUWY	QOQUWY	QWY	LMNOQUWY	QOQUWY	QUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY	LMNOQUWY								
Fairly good job (1)		124	73	18	51	53	52	39	53	41	64	28	47	52	51	35	74	26	43	52	67	17	59	41	53	42	40	33	53	85	56	48	82	7	26	24	21	15	25	2	10	33	9	20									
		11%	29%	3%	16%	10%	19%	10%	18%	11%	20%	5%	15%	10%	19%	10%	22%	5%	23%	9%	33%	3%	25%	6%	34%	6%	30%	9%	13%	24%	15%	15%	22%	9%	11%	24%	15%	13%	35%	19%	18%	8%	24%	27%									
		CEGFKH	CK	CK	CK	CK	CK	CK	CK	CK	CK	CK	QUWY	QUWY	QUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY	LMNOQUWY	QUWY							
Neither good nor bad (0)		228	76	67	50	118	37	73	34	79	82	60	48	117	41	63	87	61	37	120	70	48	61	105	39	95	25	84	63	105	61	50	110	13	35	10	23	22	11	3	8	63	13	6	38								
		20%	30%	12%	15%	23%	14%	19%	12%	21%	26%	11%	15%	22%	15%	19%	26%	11%	19%	21%	34%	10%	26%	15%	25%	14%	19%	23%	15%	30%	17%	16%	29%	17%	14%	16%	18%	15%	24%	29%	35%	26%	17%	51%	ghijkl								
		CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY						
Fairly bad job (-1)		189	39	97	43	106	48	82	36	74	53	101	45	96	51	76	51	99	29	112	25	90	35	140	18	128	5	63	52	61	72	48	68	17	32	11	20	17	16	2	4	31	13	9	6								
		17%	15%	17%	13%	20%	18%	21%	12%	20%	17%	19%	14%	18%	19%	12%	16%	18%	15%	20%	12%	18%	15%	19%	12%	19%	4%	17%	13%	18%	19%	15%	18%	18%	23%	13%	18%	14%	15%	22%	15%	13%	18%	27%	28%	7%	*						
		CEGFKH	H	CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	CEGFKH	CK	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY						
Very bad job (-2)		401	30	321	136	174	98	155	123	135	60	302	144	182	94	128	55	319	59	218	38	10	307	38	338	18	337	38	131	183	49	141	128	60	30	124	4	64	54	8	4	31	8	5	3								
		35%	12%	57%	41%	33%	36%	39%	43%	37%	19%	56%	45%	35%	35%	38%	17%	58%	31%	318	5%	61%	16%	38	47%	12%	51%	29%	36%	45%	14%	38%	41%	16%	40%	50%	7%	44%	45%	12%	29%	15%	18%	16%	10%	3%							
		BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY						
Don't know		156	18	55	33	54	22	35	27	28	31	46	24	58	16	29	36	42	11	45	13	33	16	92	4	52	11	40	43	23	29	22	27	5	21	3	11	4	1	1	13	4	3	2									
		14%	7%	10%	10%	10%	8%	9%	9%	8%	10%	8%	7%	11%	6%	8%	11%	8%	6%	8%	6%	7%	13%	3%	7%	13%	3%	8%	8%	11%	11%	7%	8%	7%	7%	7%	9%	4%	7%	3%	5%	7%	3%	7%	8%	3%	*						
		CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY					
NET: Good job		159	92	25	66	70	66	67	53	93	30	62	69	68	42	102	29	56	72	89	22	85	45	76	48	52	49	68	110	68	63	109	10	34	33	27	22	33	4	12	39	11	11	28									
		14%	36%	4%	20%	13%	25%	23%	14%	29%	5%	19%	13%	25%	13%	31%	5%	29%	13%	43%	4%	36%	6%	49%	7%	40%	13%	17%	32%	18%	20%	29%	14%	14%	14%	14%	14%	14%	25%	40%	22%	23%	32%	32%	36%								
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NET: Bad job		590	69	417	179	281	145	238	159	209	113	403	190	278	145	204	106	418	87	329	34	397	74	478	37	466	43	194	235	110	213	177	129	47	156	15	84	71	24	6	8	62	21	15	8								
		52%	27%	74%	55%	54%	60%	55%	57%	36%	75%	59%	53%	54%	60%	32%	32%	76%	46%	58%	17%	79%	31%	66%	23%	71%	33%	53%	57%	32%	57%	57%	34%	63%	63%	25%	58%	60%	34%	45%	27%	35%	43%	43%	11%	*							
		BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	BDGFKHJ	CK	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY						
Mean		-0.82	0.05	-1.39	-0.79	-0.78	-0.65	-0.77	-0.82	-0.18	-1.37	-0.86	-0.81	-0.61	-0.91	-0.10	-1.39	-0.44	-0.87	0.35	-1.45	*	-1.22	0.29	-1.23	-0.13	-0.80	-0.91	-0.07	-0.80	-0.78	-0.15	-0.90	-1.06	0.41	-0.87	-0.84	0.11	-0.45	0.03	-0.30	-0.34	-0.22	0.32									
		CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	CEGFKHJ	CK	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY	QUWY						

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Liz Truss

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Very good job (2)	17	12	5	8	7	1	14	3	4	2	5	6	*	1	13	4	16	1	4	1	2	10	12	5	4	6	2	3	1	-	8	6	
	2%	2%	1%	3% F	2% F	*	2%	1%	1%	1%	2%	4% *	1% *	1% *	4% P	1%	2% R	*	2%	*	1% TU	4% TU	1% W	4% W	2% TU	2% TU	2% TU	2% TU	1% TU	- *	2% TU	2%	
Fairly good job (1)	81	53	27	42	20	19	54	27	23	19	16	18	2	5	40	41	61	20	14	15	19	31	63	18	17	22	6	14	3	1	26	29	
	7%	10% C	5%	13% EF	5%	4%	9%	5%	8%	6%	6%	11% *	3% *	5% *	11% P	5%	9% R	5%	7%	5%	6%	13% TU	6% W	14% W	9% TU	7% TU	8% TU	10% TU	5% TU	4% TU	6% TU	7%	
Neither good nor bad (0)	147	83	62	65	46	36	86	61	28	45	26	32	10	6	49	97	99	48	33	30	30	42	111	34	28	42	8	23	4	2	38	54	
	13%	15%	11%	21% EF	12%	8%	13%	12%	10%	15% N	10%	21% IKN*	18% *	6% *	13% K*	13%	14% TU	11% TU	16% TU	10% TU	10% TU	17% TU	11% W	25% W	14% TU	12% TU	10% TU	17% TU	8% TU	4% TU	9% TU	14% TU	
Fairly bad job (-1)	180	76	102	37	53	90	89	91	48	44	31	24	11	22	47	132	116	63	29	45	55	41	163	16	43	49	5	29	5	3	58	67	
	16%	14%	18%	12%	14%	20% D	14%	18%	18%	15%	12%	16% *	19% *	22% K*	13% TU	17% TU	17% TU	15% TU	14% TU	15% TU	19% TU	17% TU	17% TU	11% TU	22% a	14% TU	7% TU	21% a*	9% TU	9% TU	14% TU	17% TU	
Very bad job (-2)	602	288	301	128	200	274	339	263	141	160	153	60	31	57	191	412	341	261	110	189	165	99	549	48	97	204	52	59	40	31	253	210	
	53%	53%	53%	41%	54% D	61% D	53%	53%	53% L	54% L	59% L	39% *	55% *	59% L*	52% TU	54% TU	49% Q	60% Q	53% V	60% V	56% V	41% TU	55% X	36% TU	50% b	60% b	69% yb*	44% *	71% yb*	80% yb*	63% f	54% TU	
Don't know	105	33	72	34	46	26	54	51	25	28	28	15	2	7	29	77	63	42	19	32	25	17	92	14	6	17	3	8	3	1	19	23	
	9%	6%	13% B	11% F	12% F	6%	9%	10%	9%	9%	11%	10% *	4% *	7% *	8%	10% TU	9% TU	10% TU	9% TU	10% TU	8% TU	7% TU	9% TU	10% TU	3% TU	5% TU	4% TU	6% TU	5% TU	3% TU	5% TU	6% TU	
NET: Good job	98 9%	66 12% C	32 6%	50 16% EF	27 7%	21 5%	68 11% H	30 6%	26 10%	21 7%	21 8%	23 15% J*	2 4% *	5 5% *	53 14% P	45 6%	76 11% R	22 5%	18 9%	15 5%	21 7%	41 17% STU	74 8%	24 18% W	21 11%	28 8%	8 10% *	17 13% *	4 7% *	1 4% *	34 8%	35 9%	
NET: Bad job	782 69%	364 67%	404 71%	165 53%	254 68% D	364 81% DE	428 67%	354 71%	189 71% L	205 68% L	184 71% L	84 54% *	41 74% *	79 81% JL*	238 65%	544 71% O	457 66%	325 74% Q	139 66%	234 75% V	220 74% V	140 58%	712 72% X	64 47%	140 71%	253 75%	58 75% *	88 65% *	45 80% *	34 89% yb*	311 78%	277 71%	
Mean	-1.24	-1.12 C	-1.34	-0.84 EF	-1.28 F	-1.46	-1.18	-1.31	-1.24	-1.26	-1.35	-0.83 IKN*	-1.29 **	-1.45 *	-1.07 P	-1.32	-1.12 R	-1.43	-1.19 T	-1.45	-1.34	-0.84 STU	-1.31	-0.69 W	-1.12 c	-1.31	-1.37 *	-0.99 Zac*	-1.52 *	-1.71 **	-1.37	-1.22	

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Liz Truss
All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention					2024 GE vote and next GE voting intention																																																																																																																																																																																																																																																																																																																																																													
	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely to vote Labour	Likely 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Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Boris Johnson

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
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Very good job (2)	111 10%	63 11%	49 9%	25 8%	25 7%	61 14% DE	51 8%	60 12%	22 8%	37 12% N	29 11% N	14 9% *	6 10% *	3 3% *	33 9%	79 10%	69 10%	42 10%	40 19% TU	18 6%	18 6%	28 12% T	97 10%	14 11%	63 32% Zabcd	17 5%	2 2% *	20 15% Zad*	3 5% *	* 1% *	16 4%	83 21% e	
Fairly good job (1)	167 15%	95 17%	71 13%	58 18% F	56 15%	53 12%	94 15%	74 15%	43 16%	35 12%	44 17%	35 23% JMN*	3 5% *	7 8% *	67 18% P	100 13%	113 16%	55 13%	19 9%	44 14%	51 17% S	49 20% S	147 15%	20 15%	51 26% Zacd	36 11%	10 13% *	27 20% Z*	6 10% *	3 8% *	53 13%	72 19%	
Neither good nor bad (0)	189 17%	82 15%	106 19%	57 18%	67 18%	65 15%	107 17%	82 17%	44 16%	49 17%	43 16%	31 20% *	12 21% *	10 10% *	51 14%	138 18%	126 18%	62 14%	38 18%	57 18%	45 15%	37 15%	151 15%	36 27% W	31 16%	41 12%	14 18% d*	35 26% Zcd*	5 9% *	1 3% *	45 11%	80 21% e	
Fairly bad job (-1)	167 15%	80 15%	85 15%	52 16%	49 13%	67 15%	82 13%	85 17%	43 16%	37 12%	34 13%	24 16% *	8 15% *	20 21% *	53 14%	115 15%	104 15%	63 14%	26 12%	45 14%	48 16%	37 15%	150 15%	16 12%	20 10%	53 16%	16 21% y*	23 17% *	6 11% *	7 19% *	66 16%	44 11%	
Very bad job (-2)	429 38%	212 39%	206 36%	96 31%	149 40% D	184 41% D	268 42% H	162 33%	102 38% L	115 39% L	97 38% L	40 26% *	24 43% *	51 53% UKL*	149 41%	280 37%	247 36%	182 42%	72 34%	127 41%	116 39%	83 34%	385 39%	41 30%	27 14% Yb	182 54% Yb*	34 44% Yb*	28 21% *	35 63% Yb*	26 68% Yab*	214 53% f	101 26%	
Don't know	68 6%	15 3%	53 9% B	26 8% F	26 7%	16 4%	35 5%	33 7%	14 5%	26 9%	11 4%	9 6% *	3 5% *	5 5% *	16 4%	52 7%	37 5%	31 7%	13 6%	22 7% V	16 5%	6 2%	60 6%	9 6%	4 2%	10 3%	1 2% *	3 2% *	1 2% *	1 2% *	9 2%	8 2%	
NET: Good job	279 25%	157 29% C	120 21%	83 26%	81 22%	115 26%	145 23%	134 27%	64 24% N	72 24% N	73 28% N	50 32% N*	9 16% *	11 11% *	100 27%	179 23%	182 26%	97 22%	59 28%	62 20%	69 23%	77 32% T	244 25%	34 25%	115 58% Zabcd	53 16%	12 15% *	47 35% Zacd*	9 15% *	4 9% *	68 17%	156 40% e	
NET: Bad job	597 53%	292 53%	290 51%	148 47%	198 53%	251 56% D	349 55%	247 50%	145 54% L	152 51%	132 51%	64 42% *	32 58% *	72 74% UKL*	202 55%	395 52%	351 50%	245 56%	98 47%	172 55%	164 56%	120 50%	534 54% X	57 42%	47 24%	234 69% Yb	49 65% Yb*	51 37% Y*	41 73% Yb*	33 86% Yab*	280 70% f	145 37%	
Mean	-0.60	-0.53	-0.63	-0.47	-0.70	-0.60	-0.70	-0.47 G	-0.63 N	-0.58 N	-0.51 N	-0.27 IN*	-0.78 **	-1.18 *	-0.62	-0.59	-0.53	-0.71	-0.36 TU	-0.76	-0.69	-0.42 T	-0.62	-0.39	0.54 Zabc	-1.05	-0.93 *	-0.09 Zac*	-1.18 *	-1.46 **	-1.05	-0.02 e	

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Boris Johnson

All Adults aged 18+ in Great Britain

	Total	Favourable to parties														Favourable to politicians														Opinion on Labour government		Next GE voting intention					2024 GE vote and next GE voting intention																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Theresa May

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	46	27	19	17	19	10	38	8	13	7	10	8	5	2	27	19	42	4	4	6	12	23	36	10	13	17	3	4	1	1	23	17
	4%	5%	3%	5%	5%	2%	6% H	2%	5%	2%	4%	5% *	10% *	2% *	7% P	2%	6% R	1%	2%	2%	4%	9% STU	4%	8% W	7%	5%	4% *	3% *	1% *	3% *	6%	4%
Fairly good job (1)	169	93	76	66	50	53	103	66	34	41	39	33	11	12	78	91	116	53	24	43	38	55	140	29	55	54	12	12	6	7	70	60
	15%	17%	13%	21% EF	14%	12%	16%	13%	13%	14%	15%	22% *	20% *	12% *	21% P	12%	17%	12%	11%	14%	13%	23% STU	14%	21% W	28% Zbc	16%	15% *	9% *	11% *	18% *	17%	15%
Neither good nor bad (0)	247	120	125	70	69	108	128	119	58	69	48	38	12	22	77	170	152	96	60	58	50	58	211	34	50	65	21	26	9	10	84	83
	22%	22%	22%	22%	19%	24%	20%	24%	22%	23%	19%	24% *	22% *	23% *	21%	22%	22%	22%	29% TU	18%	17%	24%	21%	25%	26%	19%	28% *	19% *	16% *	26% *	21%	21%
Fairly bad job (-1)	226	105	120	45	71	110	129	97	55	59	57	27	10	18	68	158	128	98	36	68	66	43	203	22	48	70	15	35	7	5	77	89
	20%	19%	21%	14%	19%	25% D	20%	20%	21%	20%	22%	18% *	18% *	19% *	18%	21%	18%	22%	17%	22%	22%	18%	20%	16%	24%	21%	20% *	26% *	12% *	14% *	19%	23%
Very bad job (-2)	338	175	153	83	127	129	181	157	83	93	83	32	10	37	91	247	205	133	64	105	101	47	306	28	22	117	19	48	26	14	126	116
	30%	32%	27%	26%	34%	29%	28%	32%	31%	31%	32% L	21% *	18% *	38% L*	25%	32% O	29%	31%	31% V	34% V	34% V	20%	31% X	21%	11%	137 Y	25% Y*	36% Y*	46% Ya*	36% Y*	136 30%	
Don't know	105	27	76	34	36	35	57	48	24	30	22	17	7	6	28	77	54	51	21	32	27	14	94	11	8	16	6	9	7	1	22	24
	9%	5%	13% B	11%	10%	8%	9%	10%	9%	10%	9%	11% *	13% *	6% *	8%	10%	8%	12%	10%	10%	9%	6%	10%	8%	4%	5%	8% *	6% *	13% YZ*	3% *	5%	6%
NET: Good job	215 19%	120 22%	95 17%	83 26% EF	69 19%	63 14%	141 22% H	74 15%	47 18%	48 16%	49 19%	41 26% J*	16 29% *	14 15% *	105 28% P	110 14%	157 23% R	58 13%	28 13%	50 16%	50 17%	77 32% STU	176 18%	39 29% W	68 35% Zabc	71 21%	14 19% *	17 12% *	7 13% *	8 21% *	92 23%	77 20%
NET: Bad job	565 50%	280 51%	273 48%	128 41%	197 53% D	239 54% D	310 49%	254 51%	139 52% L	152 51% L	139 54% L	59 38% *	20 36% *	55 57% L*	159 43%	405 53% O	333 48%	231 53%	100 48%	173 56% V	167 57% V	90 38%	508 51% X	50 37%	70 35%	187 55% Y	34 45% *	84 62% Ya*	33 58% Y*	19 50% *	203 50%	205 53%
Mean	-0.63	-0.59	-0.63	-0.40 EF	-0.70	-0.72	-0.54 H	-0.74	-0.66	-0.70	-0.69	-0.31 IJKN*	-0.18 **	-0.82 *	-0.35 P	-0.76	-0.53 R	-0.79	-0.70	-0.79	-0.77	-0.17 STU	-0.67	-0.23 W	-0.05 Zabc	-0.67	-0.52 c*	-0.88 *	-1.04 *	-0.64 **	-0.56	-0.62

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Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Theresa May
All Adults aged 18+ in Great Britain

	Total	Favourable to parties															Favourable to politicians															Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
	Total	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform								
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)							
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75							
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76							
Very good job (2)	46 4%	27 11%	5 1%	24 7%	12 2%	22 8%	8 2%	24 8%	10 3%	18 6%	20 4%	21 6%	12 2%	30 11%	6 2%	22 7%	19 3%	22 11%	14 2%	23 11%	9 2%	21 9%	16 2%	18 12%	20 3%	14 11%	6 2%	27 7%	30 9%	26 7%	18 6%	25 7%	1 1%	16 7%	15 15%	14 10%	10 8%	10 15%	2 11%	4 14%	12 7%	6 13%	3 8%	7 9%							
Fairly good job (1)	169 15%	73 29%	51 9%	75 23%	58 11%	58 26%	31 8%	59 21%	41 11%	72 23%	67 13%	76 24%	57 11%	72 27%	29 9%	69 21%	57 10%	55 29%	74 13%	65 31%	50 10%	86 25%	86 12%	45 29%	86 13%	43 33%	36 10%	79 19%	95 27%	84 23%	59 19%	73 19%	10 14%	43 40%	24 40%	30 21%	23 19%	20 28%	6 39%	13 44%	13 28%	18 36%	13 39%	25 33%							
Neither good nor bad (0)	247 22%	67 26%	90 16%	63 19%	98 19%	55 20%	61 16%	55 19%	69 19%	60 18%	96 23%	74 18%	91 25%	66 15%	52 22%	73 20%	113 22%	42 18%	101 30%	61 12%	58 10%	47 20%	152 21%	30 19%	132 20%	28 21%	67 18%	82 20%	94 27%	82 22%	57 18%	88 23%	15 20%	45 18%	13 23%	29 20%	23 20%	13 18%	- 23%	7 23%	42 27%	18 18%	9 19%	7 13%	23 31%						
Fairly bad job (-1)	226 20%	50 20%	124 22%	63 19%	121 23%	51 19%	95 24%	44 15%	89 24%	67 21%	110 20%	57 18%	117 22%	46 17%	76 23%	68 21%	105 19%	39 20%	125 22%	33 16%	110 22%	47 20%	152 21%	25 16%	142 22%	20 15%	70 19%	83 20%	72 21%	73 20%	59 21%	78 21%	13 17%	52 21%	9 15%	26 18%	17 14%	14 20%	3 13%	4 24%	42 28%	14 28%	9 28%	14 31%							
Very bad job (-2)	338 30%	27 10%	262 46%	80 24%	193 37%	58 21%	173 44%	83 29%	141 38%	85 27%	214 40%	141 26%	85 40%	89 18%	207 45%	47 23%	152 41%	29 15%	216 38%	18 9%	240 25%	50 21%	257 36%	35 22%	238 36%	17 13%	160 28%	114 12%	42 24%	89 31%	98 25%	95 42%	32 33%	81 33%	1 1%	40 27%	43 36%	11 16%	3 23%	1 4%	18 10%	1 1%	6 8%								
Don't know	105 9%	11 4%	33 6%	22 7%	40 8%	13 5%	26 7%	21 7%	19 5%	17 5%	31 6%	11 4%	36 7%	8 3%	23 7%	23 6%	29 5%	5 3%	36 6%	5 3%	34 7%	14 6%	58 8%	3 2%	42 6%	9 7%	27 7%	24 6%	17 5%	18 5%	20 6%	16 4%	4 5%	9 4%	4 7%	6 4%	4 3%	2 3%	1 7%	* 2%	7 4%	2 5%	1 4%	* 1%							
NET: Good job	215 19%	100 39%	56 10%	99 30%	71 14%	93 34%	39 10%	83 29%	51 14%	90 28%	88 16%	97 30%	69 13%	102 38%	35 10%	92 28%	76 14%	77 40%	88 16%	88 43%	59 12%	80 34%	102 14%	63 41%	106 16%	57 43%	42 11%	107 26%	125 36%	110 30%	77 25%	98 26%	11 15%	59 24%	32 55%	44 31%	32 27%	31 43%	7 50%	17 58%	61 34%	24 48%	16 47%	32 42%							
NET: Bad job	565 50%	77 30%	386 68%	143 44%	315 60%	109 41%	268 68%	127 44%	230 62%	152 48%	324 60%	140 43%	325 62%	93 35%	228 68%	145 44%	332 60%	68 35%	341 60%	51 25%	349 70%	96 41%	409 57%	60 38%	380 58%	37 28%	230 63%	197 48%	114 33%	161 43%	157 50%	173 46%	45 60%	133 54%	9 16%	66 45%	60 50%	26 36%	6 43%	5 18%	61 34%	15 29%	10 29%	20 27%							
Mean	-0.63	0.10	-1.10	-0.32	-0.88	-0.20	-1.07	-0.39	-0.89	-0.43	-0.85	-0.34	-0.93	-0.03	-1.08	-0.35	-0.89	0.01	-0.86	0.20	-1.12	-0.20	-0.83	-0.09	-0.80	0.13	-1.01	-0.46	*	-0.32	-0.55	-0.41	-0.91	-0.59	0.56	-0.34	-0.54	0.06	-0.04	0.51	-0.04	0.32	0.25	0.16							

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy,zz Minimum Base: 30(**) Small Base: 100(*)

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - David Cameron

All Adults aged 18+ in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Very good job (2)	59 5%	37 7%	22 4%	21 7%	14 4%	23 5%	44 7% H	15 3%	17 7%	13 4%	10 4%	11 7% *	4 8% *	3 3% *	28 8% P	31 4%	46 7% R	13 3%	7 4%	12 4%	21 7%	16 7%	50 5%	9 7%	28 14% Zabc	16 5%	2 3% *	3 2% *	- - *	2 6% *	28 7%	19 5%
Fairly good job (1)	213 19%	115 21%	98 17%	64 20%	72 19%	78 17%	134 21%	79 16%	47 18%	54 18%	56 22%	34 22% *	8 15% *	14 14% *	87 24% P	126 17%	139 20%	74 17%	32 15%	52 17%	53 18%	66 28% STU	182 18%	31 23%	74 38% Zbc	51 15%	23 31% Zbc*	21 16% *	6 11% *	8 21% *	93 23%	72 18%
Neither good nor bad (0)	229 20%	122 22%	105 19%	72 23%	70 19%	87 20%	132 21%	97 19%	55 20%	63 21%	43 17%	38 24% *	14 25% *	16 17% *	72 19%	157 21%	141 20%	88 20%	38 18%	66 21%	51 17%	60 25%	188 19%	39 29% W	38 19%	57 17%	20 26% *	27 20% *	10 19% *	4 11% *	71 18%	75 19%
Fairly bad job (-1)	228 20%	101 19%	123 22%	52 17%	59 16%	117 26% DE	124 19%	105 21%	44 16%	59 20%	58 22%	31 20% *	10 18% *	26 27% I*	64 17%	164 21%	131 19%	97 22%	46 22%	58 18%	68 23%	42 18%	211 21% X	15 11%	37 19%	81 24%	15 19% *	32 24% *	13 24% *	4 11% *	82 20%	85 22%
Very bad job (-2)	288 25%	141 26%	138 24%	66 21%	113 30% D	109 24%	152 24%	135 27%	70 26%	74 25%	74 29%	29 19% *	11 25% *	30 31% *	88 24%	200 26%	179 26%	109 25%	59 28% V	91 29% V	77 26% V	38 16%	257 26%	26 20%	14 7% Ya	115 34% Ya	13 18% Y*	44 32% Ya*	20 35% Ya*	17 46% Ya*	107 27%	116 30%
Don't know	115 10%	29 5%	84 15% B	40 13% F	44 12% F	31 7%	49 8%	66 13% G	34 13%	36 12%	18 7%	12 8% *	8 14% *	7 7% *	30 8% P	85 11%	60 9%	55 13%	26 13%	33 11%	26 9%	17 7%	101 10%	14 10%	5 3%	19 6%	2 3% *	8 6% *	7 12% Y*	2 5% *	20 5%	22 6%
NET: Good job	272 24%	152 28% C	120 21%	85 27%	86 23%	101 23%	178 28% H	94 19%	64 24%	67 22%	66 25%	45 29% *	13 23% *	17 18% *	115 31% P	157 21%	185 27% R	87 20%	40 19%	64 20%	74 25%	82 34% STU	232 23%	40 30%	102 52% Zabcd	67 20%	26 33% Zbc*	25 18% *	6 11% *	10 27% *	121 30%	91 23%
NET: Bad job	516 46%	243 44%	260 46%	117 37%	172 46% D	226 51% D	276 43%	240 48%	114 43%	133 44%	132 51%	60 39% *	21 38% *	57 59% UL*	152 41%	364 48%	311 45%	206 47%	104 50% V	149 48% V	144 49% V	80 33%	468 47% X	42 31%	51 26% Ya	196 58%	28 37% *	76 56% Ya*	33 59% Ya*	22 57% Y*	189 47%	201 52%
Mean	-0.47	-0.38	-0.53	-0.28 EF	-0.56	-0.51	-0.35 H	-0.62	-0.44	-0.49	-0.54	-0.22 N*	-0.31 **	-0.74 *	-0.28 P	-0.56	-0.41	-0.56	-0.64	-0.59	-0.47	-0.09 STU	-0.50	-0.16 W	0.34 Zabc	-0.72	-0.19 Zbc*	-0.72 *	-0.95 *	-0.75 **	-0.38	-0.56

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

24-089497-11 - 14th - 17th March 2025

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - David Cameron
All Adults aged 18+ in Great Britain

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

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

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q9. Do you think the following Conservative Party politicians would do a good or bad job as Prime Minister in the future, if either? - Penny Mordaunt

All Adults aged 18+ in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348		
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389		
Very good job (2)	57	45	12	15	19	23	38	19	10	10	22	9	3	3	26	31	40	17	14	12	10	21	51	6	23	8	6	9	2	1	25	27		
	5%	8% C	2%	5%	5%	5%	6%	4%	4%	3%	8% J	6% *	6% *	3% *	7% P	4%	6%	4%	7%	4%	3%	9%	5%	5%	12% Z	2%	8% Z*	7% *	4% *	2% *	6%	7%		
Fairly good job (1)	156	85	70	46	41	70	107	49	34	36	41	29	3	12	67	89	101	55	22	34	42	48	136	19	65	30	14	15	5	7	51	72		
	14%	16%	12%	15%	11%	16%	17% H	10%	13%	12%	16%	19% *	6% *	13% *	18% P	12%	15%	13%	11%	11%	14%	20% ST	14%	14%	33% Zabc	9%	19% Z*	11% *	8% *	13% *	19%			
Neither good nor bad (0)	276	131	145	80	87	109	157	119	69	70	48	43	22	24	84	193	173	103	48	80	67	63	229	46	51	84	13	41	14	7	90	102		
	24%	24%	25%	26%	23%	25%	25%	24%	26%	23%	19%	28% *	40% K*	24% *	23%	25%	25%	24%	23%	26%	23%	26%	23%	34% W	26%	25%	17% *	30% *	25% *	19% *	23%	26%		
Fairly bad job (-1)	135	78	55	43	30	63	64	71	35	35	37	15	4	11	41	94	86	49	26	39	35	27	118	17	20	40	14	23	4	2	47	46		
	12%	14% C	10%	14% E	8%	14% E	10%	14%	13%	12%	14%	10% *	6% *	11% *	11%	12%	12%	11%	13%	13%	12%	11%	12%	12%	10%	12%	19% *	17% *	7% *	5% *	12%	12%		
Very bad job (-2)	238	123	104	50	94	94	132	106	55	66	55	27	11	25	77	161	141	97	47	68	70	35	210	25	11	108	14	19	17	15	110	70		
	21%	23%	18%	16%	25% D	21%	21%	21%	21%	22%	21%	17% *	20% *	25% *	21%	21%	20%	22%	22%	22%	24% V	15%	210	18%	5%	32% Yab	18% Y*	14% Y*	30% Yb*	39% Yab*	27% f	18%		
Don't know	270	83	184	80	102	87	139	131	64	83	57	31	12	23	75	195	154	116	52	79	72	46	245	22	27	68	14	28	14	7	78	71		
	24%	15%	32% B	26%	27% F	20%	22%	26%	24%	28%	22%	20% *	22% *	24% *	20%	26%	22%	27%	25%	25%	24%	19%	25% X	17%	14%	20%	19% *	21% *	25% *	17% *	19%	18%		
NET: Good job	213 19%	131 24% C	81 14%	60 19%	60 16%	93 21%	144 23% H	69 14%	44 17%	45 15%	63 24% J	39 25% J*	7 12% *	15 16% *	93 25% P	120 16%	141 20%	72 16%	36 17%	46 15%	52 18%	69 29% STU	187 19%	26 19%	88 45% Zabcd	38 11%	21 27% Z*	25 18% *	7 12% *	8 20% *	76 19%	99 25%		
NET: Bad job	373 33%	201 37% C	159 28%	92 29%	124 33%	157 35%	195 31%	178 36%	90 34%	101 34%	91 35%	41 27% *	15 26% *	35 36% *	118 32%	255 33%	227 33%	146 33%	73 35%	107 34%	105 35% V	62 26%	328 33%	41 31%	31 16%	149 44% Yb	28 37% Y*	41 31% Y*	21 37% Y*	17 44% Y*	157 39% f	116 30%		
Mean	-0.40	-0.32	-0.44	-0.29	-0.52	-0.37	-0.29 H	-0.54	-0.45	-0.52	-0.31	-0.16 J*	-0.35 **	-0.57 *	-0.26 P	-0.47	-0.34	-0.48	-0.44	-0.51	-0.50	-0.04 STU	-0.40	-0.30	0.41 Zabc	-0.78	-0.25 Z*	-0.24 Z*	-0.68 *	-0.72 **	-0.51	-0.19 e		

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

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All Adults aged 18+ in Great Britain

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

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Political Pulse Week 11

Adults aged 18+ in GB

Q10A. 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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389
Keir Starmer	371 33%	205 37% C	164 29%	122 39% E	103 28%	146 33%	247 39% H	124 25%	80 30%	96 32%	76 29%	68 44% IJK*	21 37% *	31 32% *	170 46% P	201 26%	243 35%	128 29%	48 23%	98 31%	96 32%	111 46% STU	313 32%	57 42% W	31 16%	214 63% Yabcd	36 48% Yb*	13 9% *	18 32% Yb*	12 32% Yb*	201 50% f	81 21%
Kemi Badenoch	181 16%	99 18%	80 14%	39 12%	53 14%	89 20% D	98 15%	83 17%	32 12%	50 17%	48 19%	30 20% *	8 14% *	13 13% *	52 14%	129 17%	117 17%	64 15%	37 18%	35 11%	51 17%	47 20% T	165 17%	16 12%	86 44% Zabcd	18 5%	7 9% *	38 28% Zacd*	5 9% *	2 4% *	43 11%	106 27% e
No difference between the two	187 17%	76 14%	108 19%	55 18%	73 20% F	59 13%	103 16%	84 17%	46 17%	55 18%	36 14%	23 15% *	8 14% *	19 19% *	50 14%	137 18%	108 15%	79 18%	45 21%	49 16%	46 16%	40 17%	156 16%	31 23% W	34 17%	43 13%	13 17% *	20 14% *	13 23% *	10 25% *	61 15%	65 17%
Neither would make a good Prime Minister	295 26%	142 26%	145 26%	63 20%	107 29% D	124 28% D	130 20%	165 33% G	84 32% L	75 25% L	74 29% L	19 13% *	15 26% *	28 29% L*	70 19%	225 29% O	172 25%	122 28%	60 29% V	98 32% V	81 28% V	29 12%	266 27%	25 19%	39 20%	45 13%	13 17% *	60 44% YZac*	11 19% *	13 35% Z*	70 17%	119 31% e
Don't know	97 9%	25 4%	72 13% B	33 11%	36 10%	28 6%	58 9%	39 8%	24 9%	24 8%	24 9%	13 9% *	5 8% *	7 7% *	26 7%	71 9%	55 8%	42 10%	19 9%	32 10%	21 7%	13 5%	89 9%	6 5%	7 4%	19 6%	7 9% *	6 4% *	9 16% YZb*	1 4% *	27 7%	17 4%

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

Q10A. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Favourable to parties																Favourable to politicians																Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention											
		Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Conservative	Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform									
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)									
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75									
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76									
Keir Starmer	371	46	255	235	40	149	70	154	77	56	265	252	34	155	55	71	255	135	88	43	239	61	286	41	275	94	13	279	67	186	142	63	10	198	22	105	76	30	2	17	29	13	12	11									
	33%	18%	45%	72%	8%	55%	18%	54%	21%	18%	48%	78%	7%	58%	16%	21%	46%	71%	16%	21%	48%	26%	40%	26%	42%	72%	3%	68%	19%	50%	46%	17%	13%	80%	37%	73%	64%	43%	11%	59%	16%	25%	36%	14%									
		E	BCEGU	BCEGHK		BCEGU		BCEGU	E	E	BCEGU	LMNOPQSTUVWXY		LMNOPQSTUVWXY	M	MS	LMNOPQSTUVWXY	LMNOPQSTUVWXY	LM	M	LMNOPQSTUVWXY	MOS	LMNOPQSTUVWXY	MOS	LMNOPQSTUVWXY	a	3	cdef				*	g	ghijk	ghijk	ghijk	ghijk	ghijk	ghijk	ghijk	ghijk	ghijk	ghijk	ghijk									
Kemi Badenoch	181	116	36	20	148	30	89	26	107	91	45	20	141	38	71	100	55	18	142	109	16	60	98	43	95	13	97	24	130	40	37	107	7	10	12	8	9	12	1	6	86	17	9	37									
	16%	45%	6%	6%	28%	11%	23%	9%	29%	29%	8%	6%	27%	14%	21%	30%	10%	10%	25%	53%	3%	25%	14%	28%	14%	10%	26%	6%	37%	11%	12%	28%	10%	4%	21%	6%	7%	16%	5%	21%	49%	33%	28%	49%	37%								
		CDEFGHIK			CDEFGHK	CD	CDHK		CDEFGHK	CDHK	C	U	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY	LMNOPQRVWXY						
No difference between the two	187	49	59	30	85	40	54	41	52	68	57	31	74	43	56	62	63	21	95	34	47	45	92	29	79	16	57	54	77	62	53	79	25	16	17	13	13	19	2	5	31	10	8	12									
	17%	19%	11%	9%	16%	15%	14%	14%	21%	11%	10%	14%	16%	16%	17%	17%	19%	11%	11%	17%	9%	19%	12%	19%	12%	12%	16%	13%	22%	17%	17%	17%	21%	33%	6%	29%	9%	11%	11%	15%	17%	20%	24%	16%	16%								
		CDK			CDK	CDK			CDEFGHK			U	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU	LMNU							
Neither would make a good Prime Minister	295	33	181	26	216	35	159	44	116	94	139	10	240	25	142	87	144	12	207	18	182	61	185	40	175	4	181	32	61	62	60	109	28	13	7	16	16	13	8	9	1	26	7	4	12								
	26%	13%	32%	8%	41%	13%	40%	15%	32%	29%	26%	3%	46%	9%	42%	26%	26%	6%	37%	9%	36%	26%	40%	26%	27%	3%	49%	8%	18%	17%	19%	29%	37%	28%	5%	12%	11%	13%	12%	60%	3%	15%	14%	12%	16%								
		BDFHK			BCDFHK	BDH	BDHF	BDHF	BDHF	BDHF	BDHF		LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY	LMNOPQRSTVWXY					
Don't know	97	12	32	16	35	16	21	21	16	10	10	33	10	33	8	14	10	33	5	34	1	16	9	58	3	36	4	19	19	13	21	20	16	5	10	*	3	6	2	1	-	5	3	-	4								
	9%	5%	6%	5%	7%	6%	5%	7%	4%	3%	6%	3%	6%	3%	4%	3%	6%	3%	6%	1%	3%	4%	8%	3%	2%	5%	3%	19	5%	4%	6%	6%	4%	7%	4%	1%	2%	5%	2%	8%	-	3%	7%	-	5%								
					J			J				T	PTUX	T	T		TU		PTU		T		LMNOPQRSTVWXY											*	*	*	*	*	*	*	*	*	*	*	*	*							

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

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

24-089497-11 - 14th - 17th March 2025
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Political Pulse Week 11
Adults aged 18+ in GB

Q10B. 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			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	
Unweighted base	1132	546	570	343	400	389	670	462	268	293	267	156	53	95	568	564	707	425	211	283	286	275	965	158	184	350	85	118	60	42	428	348	
Weighted base	1132	546	570	314	372	446	636	496	267	299	259	154	56	97	369	763	696	436	209	312	295	240	989	135	196	339	76	135	56	38	401	389	
Keir Starmer	411 36%	213 39%	193 34%	134 43% E	121 33%	156 35%	288 45% H	123 25%	85 32%	105 35%	95 37%	68 44% I*	19 34% *	39 40% *	200 54% P	211 28%	268 39%	143 33%	47 23%	121 39% S	109 37% S	112 47% S	347 35% W	63 47% W	42 21% b	214 63% Ybd	49 64% Yb*	4 3% *	28 50% Yb*	17 44% Yb*	233 58% f	81 21%	
Nigel Farage	286 25%	168 31% C	117 20%	61 19%	91 24%	134 30% D	114 18% G	172 35% G	76 28%	66 22%	68 26%	37 24% *	14 25% *	25 25% *	54 15% O	232 30% O	189 27%	96 22%	68 33% U	73 23%	66 23%	60 25%	264 27% X	19 14%	66 34% Zac	41 12%	8 10% *	103 76% YZacd*	4 7% *	8 22% *	45 11%	184 47% e	
No difference between the two	106 9%	43 8%	62 11%	37 12% F	44 12% F	26 6%	62 10%	45 9%	23 9%	34 11% N	23 9%	21 13% N*	3 5% *	3 3% *	31 8% O	75 10%	69 10%	37 9%	16 8%	27 9%	36 12%	23 10%	84 9%	22 16% W	29 15% Zb	26 8%	5 6% *	8 6% *	6 10% *	3 9% *	37 9%	25 6%	
Neither would make a good Prime Minister	256 23%	106 19%	143 25%	59 19%	92 25%	106 24%	125 20%	132 27% G	64 24% L	71 24% L	59 23% L	18 12% *	19 33% L*	26 27% L*	69 19%	187 25% O	139 20%	117 27% Q	53 25% V	77 25% V	70 24% V	37 15%	230 23% Zb	24 18%	55 28% Zb	45 13%	12 15% *	13 10% *	14 25% b*	10 25% b*	73 18%	85 22%	
Don't know	72 6%	17 3%	54 10% B	23 7%	24 7%	25 6%	48 8%	24 5%	20 7%	22 7%	13 5%	11 7% *	1 2% *	5 5% *	14 4%	58 8% O	30 4%	42 10% Q	24 11% TUV	14 4%	14 5%	8 3%	64 6% S	7 5%	4 2%	13 4%	3 4% *	7 5% *	4 8% *	- - *	13 3%	14 4%	

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

24-089497-11 - 14th - 17th March 2025

INTERNAL USE ONLY

Political Pulse Week 11

Adults aged 18+ in GB

Q108. Which of the following, if either, do you think would make a better Prime Minister?
All Adults aged 18+ in Great Britain

	Total	Favourable to parties										Favourable to politicians										Opinion on Labour government				Next GE voting intention				2024 GE vote and next GE voting intention															
		2024																																											
		Favourable to Cons	Unfavourable to Cons	Favourable to Lib	Unfavourable to Lib	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 Keir Starmer	Unfavourable to Keir Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Donald Trump	Unfavourable to Donald Trump	Favourable to JD Vance	Unfavourable to JD Vance	NET Good job	NET Bad job	Likely to vote Labour	Likely to vote Conservative	Likely to vote Lib Dem	Likely to vote Green	Likely to vote Reform	2024 Labour voter + Unlikely to vote Labour	2024 Labour voter + Likely to vote Labour	2024 Labour voter + Likely to vote Conservative	2024 Labour voter + Likely to vote Lib Dem	2024 Labour voter + Likely to vote Green	2024 Labour voter + Likely to vote Reform	Conservative voter + Unlikely to vote Conservative	Conservative voter + Likely to vote Labour	Conservative voter + Likely to vote Lib Dem	2024 Conservative voter + Likely to vote Green	2024 Conservative voter + Likely to vote Reform		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		
Unweighted base	1132	251	571	355	480	315	358	330	328	301	559	357	484	298	320	317	573	229	517	216	503	254	707	177	651	152	338	452	352	400	347	359	66	266	66	160	141	76	13	35	165	43	32	75	
Weighted base	1132	255	565	327	523	270	394	287	369	319	539	324	522	269	338	331	550	191	566	206	500	236	719	156	660	132	366	409	349	371	311	375	75	246	59	145	119	71	14	29	177	50	34	76	
Keir Starmer	411 36%	55 22% EJ	267 47% BEGU	238 73% BCEFGHIK	60 11% BCFGU	153 57% BCEGU	86 22% EJ	168 59% BCEGU	84 23% EJ	42 13% BCFGU	313 58% MNOPQRSTU VWXYZ	257 79% MNOPQRSTU VWXYZ	49 9% MOPSTUVWXY	156 58% MOPSTUVWXY	71 21% MP	45 15% M	312 57% MOPSTUVWXY	130 68% MNOPQRSTU VWXYZ	19% 19% M	25% 25% MP	44% 45% MOPSTUVWXY	26% 46% MPS	321 45% MPS	62 27% MPS	43 46% MOPSTUVWXY	303 70% a	42 9% cdf	16 29% f	294 72% f	89 26% f	202 54% cef	152 49% cf	49 13% *	13 18% *	194 79% gijklmnpqr	26 44% go*	26 68% glopr	98 64% glopr	76 34% g*	24 11% **	2 72% **	21 22% h	39 31% i*	16 33% **	11 14% *
Nigel Farage	286 25%	99 39% CDEFHIK	115 20% DHIK	33 10% K	217 42% CDEFHIK	43 16% DK	152 39% CDEFHIK	37 13% K	146 40% CDEFHIK	219 69% BCDEFGHIK	13 2% Q	34 10% Q	211 40% LMNOPQRSTU VWXYZ	53 20% LQ	127 38% LMNOPQRSTU VWXYZ	229 69% LMNOPQRSTU VWXYZ	18 3% LQ	30 16% LQ	213 38% LMNOPQRSTU VWXYZ	79 18% LMNOPQRSTU VWXYZ	92 52% LMNOPQRSTU VWXYZ	122 17% LMNOPQRSTU VWXYZ	120 52% LMNOPQRSTU VWXYZ	81 17% LMNOPQRSTU VWXYZ	115 16% LQ	21 16% 2	166 45% 2	34 8% bde	124 36% b	53 14% b	48 15% b	244 65% bcde	23 30% hjk*	18 7% hjk*	19 32% h	17 12% h	12 10% ghijk*	33 47% ghijk*	6 43% **	3 12% **	57 32% hjk	15 30% hjk*	11 32% **	48 64% ghijklmnpqr*	
No difference between the two	106 9%	38 15% CDEFHIK	24 4% CDEFHIK	23 7% C	41 8% C	25 9% C	32 8% C	27 9% C	27 8% C	25 8% C	41 6% C	18 8% U	44 9% U	23 8% U	27 8% U	28 8% U	15 7% U	41 15% LMNOPQRSTU VWXYZ	31 4% U	21 9% U	21 4% U	48 10% U	15 7% U	40 10% U	14 11% 10%	36 9% 13%	37 13% bf	47 11% bf	40 12% bf	37 9% bf	35 10% 13%	10 6% *	15 14% h*	9 1% h*	11 8% h	12 10% 10%	9 13% *	3 21% **	4 13% **	26 15% h	6 13% 15%	7 21% **	7 9% *		
Neither would make a good Prime Minister	256 23%	56 22% DFHI	135 24% DFHI	23 7% BCDEFGHIK	186 35% DI	39 14% DFHI	106 27% DI	41 14% DFHI	98 26% DI	24 8% DFHI	159 30% BCDFHI	7 2% LMNOPQRSTU VWXYZ	204 39% LMNOPQRSTU VWXYZ	29 11% LPR	102 30% LNPRTVX	19 6% L	170 32% LNPRTVXWXY	12 6% L	182 32% LNPRTVXWXY	42 20% LNPRX	126 25% LNPRX	23 10% LP	196 27% LNPRX	14 9% L	177 2% LNPRX	3 2% 2	134 37% 2	29 7% bf	80 23% bf	66 18% bf	61 20% bf	39 10% hijklm*	29 38% hijklm*	11 5% j	6 10% *	18 12% h	17 14% H	5 6% *	4 25% **	1 3% **	51 29% hijkl	11 22% N*	5 14% **	9 12% *	
Don't know	72 6%	7 3% K	22 4% K	11 3%	20 4%	10 4%	18 5%	14 4%	14 4%	9 3%	13 2%	8 3%	14 3%	8 3%	10 3%	6 2%	14 3%	4 2%	21 4%	2 1%	16 3%	8 4%	35 5% T	4 2% MPQRSTUWXY	25 4% Q	2 2% Q	14 4% 4%	15 4%	9 2%	10 3%	14 4%	9 2%	1 1%	8 3% j	- - *	1 1% *	2 2% *	- - *	- - **	- - **	3 2% *	2 4% **	- - **	1 2% *	

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

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

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