

Public
Political Pulse - August
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+	18-75	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)	(g)		
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352		
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398		
Right direction (1)	210 18%	133 24% C	74 13%	100 32% EFG	61 16%	49 11%	203 19%	152 24% F	57 12% I	48 18%	49 17%	34 13%	54 34% JKLO	12 21% *	12 12% *	115 31% Q	95 12%	169 24% S	41 9%	14 7%	36 13%	53 18% T	104 36% TUV	155 16%	53 36% X	24 13%	136 40% Zbcde	12 17% c*	10 6%	4 5% *	2 6% *	125 28% g	37 9%		
Wrong direction (-1)	691 61%	330 60%	348 61%	129 41%	240 65% D	322 72% DG	640 60% D	356 55% H	335 68% H	173 64% M	182 61% M	175 68% M	70 44% H	35 61% *	56 58% *	165 44% P	526 69%	385 55%	306 71% R	131 69% W	187 67% W	196 65% W	125 43% Y	629 65% Y	54 36%	136 72% ab	135 39%	33 47% *	146 86% Zabc	54 75% ab*	31 70% ab*	218 48% f	320 80%		
Neither (0)	170 15%	73 13%	95 17%	61 19% FG	56 15%	53 12%	162 15%	104 16%	66 13%	43 16%	41 14%	38 15%	24 15%	5 8% *	19 19% *	69 18% Q	101 13%	112 16%	58 13%	27 15%	43 15%	40 13%	52 18%	134 14%	36 24% X	21 11%	61 18% c	23 32% Zacd*	13 8%	8 12% *	8 18% *	89 20% g	33 8%		
Don't know	65 6%	11 2%	53 9% B	26 8%	15 4%	23 5%	61 6%	30 5%	35 7%	5 2%	24 8% J	11 4%	9 6%	5 9% J*	10 11% J*	25 7%	39 5%	37 5%	28 6%	16 9% W	14 5%	11 4%	8 3%	55 6%	6 4%	8 4%	12 3%	3 5% *	1 1%	6 8% c*	3 7% c*	20 4%	9 2%		
Mean	-0.45	-0.37 C	-0.53	-0.10 EFG	-0.50 F	-0.65	-0.43 F	-0.33 I	-0.61	-0.47	-0.49	-0.57	-0.11 JKLO	-0.44 *	-0.51 *	-0.14 Q	-0.60	-0.33 S	-0.65	-0.68	-0.57	-0.50 T	-0.08 TUV	-0.52	-0.01 X	-0.62 c	* Zbcde	-0.31 Zcde*	-0.81	-0.76 *	-0.69 *	-0.22 g	-0.73		

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

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

24-089497-33 - 15th - 18th August 2025													
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Political Pulse - August													
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 Reform UK	Ed Davy, a new left-wing political party	Jeremy Corbyn, former leader of the Labour party and founder of a new left-wing political party	Zarah Sultana, former Labour MP and President of the United States of America	Donald Trump, President of the United States	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	A new left wing political party founded by Jeremy Corbyn and Zarah Sultana
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)
Unweighted base	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135
Weighted base	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135	1135
Very favourable (2)	80 7% BCX	33 3% BCX	50 4% ABCEFGHIL	161 14% ABCEFGHIL	59 5% B	85 8% BCGX	61 5% B	104 9% BCDEJL	99 9% ABCEJL	65 6% B	46 4% BCDEJL	89 8% ABCEFGHIL	201 18% BCGX
Fairly favourable (1)	174 15% GN	149 13% GN	178 16% GN	195 17% BFGN	229 20% ABCEFGHLMN	142 13% GN	105 9% GN	159 14% FGN	180 16% FGN	176 15% GN	236 21% ABCEFGHLMN	254 22% ABCEFGHLMN	185 16% FGN
Neither favourable nor unfavourable (0)	215 19% H	267 24% ADHLM	284 25% ADHLMN	186 16% ABCEFGHLMN	371 33% ABCEFGHLMN	249 22% DHLN	278 24% ADHLMN	157 14% N	193 22% DHLN	253 22% ABCEFGHIL	399 35% ABCEFGHLMN	331 29% ABCEFGHLMN	177 16% DHLN
Fairly unfavourable (-1)	196 17% DGHLM	175 15% DHLN	209 18% DGHLM	123 11% M	123 16% DHLN	178 15% DHLN	174 13% M	147 11% M	124 18% BOGHLM	210 19% BOGHLM	216 16% DHLN	176 13% M	92 8% DGHLM
Very unfavourable (-2)	415 37% CEGJL	422 37% CEGJL	322 28% EKL	415 37% CEGJL	190 17% CEGJL	405 36% CEGJL	323 28% EKL	541 48% ABCEFGHILMN	388 34% CEGJL	367 32% CEKL	199 18% CEKL	224 20% E	414 37% CEGJL
Don't know	55 5%	90 8%	91 8%	55 5%	109 10%	79 7%	221 19%	50 4%	64 6%	58 5%	78 7%	85 8%	146 13%

Net: Very/Fairly favourable	253 22% BGN	182 16% BGN	228 20% BGN	357 31% ABCEFGHLMN	288 25% BCEJL	228 20% BGN	166 15% BGN	262 23% BGN	280 25% ABCEJL	241 21% BGN	282 25% BCEJL	343 30% ABCEFGHLMN	386 34% ABCEFGHLMN
Net: Very/Fairly unfavourable	611 54% CEGJLHLMN	596 53% CEGJL	531 47% EKL	538 47% EKL	367 32% FGJL	579 51% FGJL	470 41% BCEFGHLMN	665 59% CEGJL	598 53% CEGJL	583 51% CEGJL	376 33% EKL	376 33% EKL	506 45% EKL
Net Difference	-358 -32% CEGJLHLMN	-415 -37% CEGJL	-303 -27% EKL	-182 -16% EKL	-79 -7% FGJL	-351 -31% FGJL	-304 -27% BCEFGHLMN	-402 -35% CEGJL	-318 -28% CEGJL	-342 -30% CEKL	-94 -8% EKL	-33 -3% EKL	-121 -11% EKL

Mean	-0.64 B	-0.77 B	-0.55 BH	-0.40 ABCEFGHLMN	-0.20 BCEJL	-0.64 BH	-0.62 BH	-0.77 ABH	-0.57 ABH	-0.60 BH	-0.23 ABCEFGHLMN	-0.16 ABCEFGHLMN	-0.31 ABCEFGHLMN
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Columns: Proportions (2N); A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30 (**); Small Base: 100 (*)

Columns: Means (2N); A/B/C/D/E/F/G/H/I/J/K/L/M/N Minimum Base: 30 (**); Small Base: 100 (*)

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - 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)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	80 7% c	51 9% c	28 5% c	43 13% efg	22 6% f	15 3% f	79 7% f	65 10% i	15 3% i	20 7% i	16 5% i	11 4% i	25 16% jklo	4 7% *	5 5% *	54 14% q	26 3% q	69 10% s	11 3% s	5 3% t	9 3% t	17 6% t	47 16% tuv	58 6% x	22 15% x	4 2% z	62 18% zbcd	3 5% *	2 1% *	- - *	2 5% *	52 12% g	14 3% g			
Fairly favourable (1)	174 15% g	94 17% g	79 14% g	61 19% g	52 14% g	61 14% g	162 15% g	123 19% i	51 10% i	44 16% i	42 14% i	33 13% i	31 20% o	15 26% lo*	8 8% *	85 23% q	89 12% q	117 17% q	56 13% q	14 8% t	55 19% t	51 17% t	50 17% t	142 15% x	32 21% x	13 7% z	115 33% zcd	17 24% zcd	7 4% z	4 5% *	3 6% *	112 25% g	25 6% g			
Neither favourable nor unfavourable (0)	215 19% f	89 16% f	121 21% f	70 22% g	77 21% g	69 15% g	207 19% f	128 20% i	87 18% i	51 19% i	59 20% i	49 19% i	31 20% o	8 15% *	17 17% *	81 22% q	134 18% q	144 21% q	71 16% q	44 23% t	44 16% t	47 16% t	68 24% uv	172 18% x	38 26% x	18 9% z	86 25% z	21 29% z	12 7% z	20 28% z	8 19% c*	106 24% g	39 10% g			
Fairly unfavourable (-1)	196 17% h	94 17% h	101 18% h	56 18% h	61 16% h	79 18% h	181 17% h	123 19% i	73 15% i	46 17% i	47 16% i	47 18% i	26 16% o	9 16% *	22 22% *	60 16% q	137 18% q	117 17% q	79 18% q	34 18% t	39 14% t	60 20% t	47 16% t	170 18% x	22 15% x	45 24% ac	40 12% ac	13 19% *	22 13% *	20 28% ac*	15 35% ac*	79 18% g	76 19% g			
Very unfavourable (-2)	415 37% i	211 39% i	196 34% i	59 19% i	141 38% d	215 48% deg	386 36% deg	177 28% h	238 48% h	100 37% m	119 40% m	109 42% m	33 21% o	18 31% *	36 37% m*	75 20% p	340 45% p	221 31% p	194 45% r	78 41% w	121 43% w	116 39% w	67 23% w	385 40% y	27 18% y	105 56% abde	36 10% abde	15 22% a*	127 75% zabde	26 36% a*	15 35% a*	94 21% g	235 59% f			
Don't know	55 5% j	9 2% j	46 8% b	29 9% fg	19 5% f	7 2% f	52 5% f	25 4% i	30 6% i	9 3% i	13 4% i	9 3% i	12 7% o	3 5% *	10 10% jl*	20 5% q	35 5% q	34 5% q	21 5% q	13 7% t	13 5% t	9 3% t	10 3% t	46 5% x	9 6% x	2 1% z	5 2% z	1 2% *	1 3% *	2 3% *	- - *	7 2% g	10 2% g			

Net: Very/Fairly favourable	253 22% c	144 26% c	107 19% c	104 33% efg	74 20% f	76 17% f	241 23% f	187 29% i	66 13% i	64 24% i	58 20% i	44 17% i	55 35% jklo	19 33% lo*	13 13% *	139 37% q	114 15% q	186 27% s	67 16% s	19 10% t	63 23% t	68 23% t	97 34% tuv	199 20% x	53 36% x	18 9% z	177 51% zbcde	21 29% zcd*	8 5% z	4 5% *	5 12% *	164 36% g	39 10% g
Net: Very/Fairly unfavourable	611 54% h	305 56% h	296 52% h	115 36% h	202 54% d	294 66% deg	567 53% deg	300 47% h	311 63% h	146 54% m	166 56% m	156 60% m	59 38% o	27 47% *	57 59% m*	135 36% p	477 63% p	338 48% r	273 63% r	112 60% w	160 57% w	176 58% w	114 39% w	555 57% y	49 33% y	150 80% abd	76 22% a*	29 41% abde	149 88% abde	46 64% ab*	31 70% ab*	174 39% g	311 78% f
Net Difference	-358 -32% j	-161 -29% j	-189 -33% j	-11 -3% fg	-129 -35% f	-218 -49% f	-326 -31% f	-113 -18% i	-245 -50% i	-82 -30% i	-107 -36% i	-112 -43% i	-3 -2% o	-8 -15% *	-44 -46% jl*	5 1% q	-362 -48% q	-152 -22% q	-206 -48% q	-93 -49% t	-97 -35% t	-108 -36% t	-16 -6% t	-356 -37% x	5 3% x	-133 -71% z	100 29% z	-8 -12% z	-141 -83% z	-42 -59% z	-25 -58% z	-10 -2% g	-272 -68% g

Mean	-0.64	-0.60	-0.68	-0.10 efg	-0.70 f	-0.95	-0.62 f	-0.37 i	-1.01	-0.62	-0.74	-0.85	-0.08 jklo	-0.41 l*	-0.86 *	-0.05 q	-0.93	-0.45 s	-0.95	-0.95	-0.78	-0.71	-0.13 tuv	-0.74 x	* x	-1.26 c	0.37 zbcde	-0.29 zcd*	-1.57	-0.98 c*	-0.87 c*	-0.12 g	-1.27
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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? - 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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	33 3%	22 4%	10 2%	16 5% F	9 2%	8 2%	33 3%	29 5% I	4 1%	8 3%	6 2%	5 2%	11 7% KL	1 2% *	2 2% *	26 7% Q	7 1%	28 4% S	6 1%	2 1%	4 1%	4 1%	22 8% TUV	24 2%	10 6% X	3 2%	25 7% Zc	1 1% *	* *	1 1% *	- - *	24 5% g	5 1%			
Fairly favourable (1)	149 13%	90 16% C	58 10%	70 22% EFG	44 12%	35 8%	145 14% F	106 16% I	43 9%	39 14%	34 12%	27 11%	35 22% KLO	7 12% *	6 6% *	74 20% Q	74 10%	114 16% S	35 8%	10 5%	25 9%	41 14% T	70 24% TUV	105 11%	38 25% X	13 7% Zbcde	91 26% Zc	6 8% *	7 4%	6 9% *	3 8% *	75 17% g	28 7%			
Neither favourable nor unfavourable (0)	267 24%	121 22%	145 25%	88 28% F	90 24%	90 20%	250 23%	165 26%	102 21%	68 25%	75 25%	53 20%	36 23%	11 20% *	25 26% *	102 27%	166 22%	181 26%	86 20%	39 21%	60 21%	75 25%	80 28%	222 23%	45 30%	29 16% c	115 33% Zc	22 31% Zc*	11 6%	26 36% Zc*	9 20% c*	146 32% g	52 13%			
Fairly unfavourable (-1)	175 15%	78 14%	93 16%	43 14%	60 16%	72 16%	158 15%	104 16%	71 14%	41 15%	43 14%	42 16%	26 17%	5 9% *	18 19% *	55 15%	120 16%	109 15%	66 15%	38 20%	48 17%	41 14%	38 13%	156 16%	19 13%	31 16%	53 15%	17 24% c*	17 10%	8 12% *	16 37% Zacd*	83 18%	55 14%			
Very unfavourable (-2)	422 37%	218 40%	193 34%	48 15% D	143 38% DEG	231 52% DEG	391 37% D	195 30%	226 46% H	96 35% M	115 39% M	118 46% MO	37 24%	25 44% M*	31 32% *	87 23%	335 44% P	210 30%	212 49% R	82 43% W	126 45% W	123 41% W	54 19%	391 40% Y	26 17%	111 59% abde	40 12%	23 32% a*	128 75% Zabde	28 40% a*	12 26% a*	99 22% g	244 61% f			
Don't know	90 8%	18 3%	71 12% B	52 16% EFG	27 7% F	11 3%	90 8% F	42 7%	48 10%	18 7%	24 8%	14 5%	11 7%	7 12% *	15 15% JL*	31 8%	58 8%	62 9%	28 6%	18 9%	17 6%	17 6%	25 8%	76 8%	13 9%	2 1%	20 6% Z	3 4% *	7 4%	2 3% *	4 9% Z*	25 5%	15 4%			
Net: Very/Fairly favourable	182 16%	112 20% C	68 12%	86 27% EFG	53 14%	43 10%	178 17% F	135 21% I	47 10%	47 17%	40 14%	33 13%	46 29% JKLO	8 15% *	8 8% *	100 27% Q	81 11%	141 20% S	40 9%	12 6%	29 10%	45 15% T	92 32% TUV	129 13%	47 32% X	16 8%	116 34% Zbcde	6 9% *	7 4%	7 10% *	3 8% *	99 22% g	33 8%			
Net: Very/Fairly unfavourable	596 53%	297 54%	287 50%	92 29% D	202 54% DEG	302 68% DEG	549 51% D	299 47% H	297 60% H	137 51% M	158 53% M	159 62% JM	63 40%	30 53% *	49 51% *	141 38% P	455 60% P	319 45% R	278 64% R	120 64% W	175 62% W	164 54% W	92 32% Y	546 56% Y	45 30%	141 75% abd	93 27%	40 56% a*	145 85% abde	37 51% a*	28 63% a*	182 40% g	298 75% f			
Net Difference	-415 -37%	-185 -34%	-219 -38%	-6 -2%	-149 -40%	-260 -58%	-371 -35%	-165 -26%	-250 -51%	-90 -33%	-117 -40%	-127 -49%	-17 -11%	-22 -38%	-42 -43%	-41 -11%	-374 -49%	-177 -25%	-237 -55%	-108 -57%	-146 -52%	-119 -40%	* *	-418 -43%	3 2%	-125 -67%	23 7%	-33 -47%	-138 -81%	-30 -41%	-24 -55%	-83 -18%	-266 -67%			
Mean	-0.77	-0.72	-0.80	-0.14 EFG	-0.82 F	-1.11	-0.75 F	-0.55 I	-1.06	-0.71 L	-0.83	-0.98	-0.30 JKLMO*	-0.91 *	-0.86 *	-0.30 Q	-1.00	-0.56 S	-1.10	-1.10	-1.02	-0.84	-0.12 TUV	-0.88	-0.10 X	-1.25 c	0.02 Zbcde	-0.81 Zc*	-1.63	-0.82 Zc*	-0.90 c*	-0.37 g	-1.32			

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	50 4%	32 6%	17 3%	27 8% efg	12 3%	11 3%	49 5% f	34 5%	16 3%	11 4%	9 3%	11 4%	9 6%	5 9% *	5 5% *	32 8% q	18 2%	40 6% s	10 2%	7 4%	9 3%	9 3%	25 9% uv	29 3%	20 14% x	20 11% abc	17 5%	1 1% *	5 3%	1 2% *	1 2% *	25 5%	15 4%			
Fairly favourable (1)	178 16%	98 18%	78 14%	55 17%	49 13%	75 17%	166 16%	107 17%	72 14%	44 16% n	57 19% n	31 12%	30 19%	3 5% *	13 14% *	63 17%	116 15%	109 16%	69 16%	17 9%	31 11%	63 21% tu	56 19% tu	154 16%	24 16%	68 36% abcde	42 12%	8 11% *	28 17% d	2 3% *	2 5% *	53 12%	87 22% f			
Neither favourable nor unfavourable (0)	284 25%	140 26%	142 25%	67 21%	89 24%	129 29% d	263 25%	152 24%	133 27%	63 23%	75 25%	71 27%	40 25%	18 32% *	18 18% *	77 21%	207 27% p	177 25%	107 25%	57 30%	69 25%	65 22%	73 25%	246 25%	37 25%	66 35% ade	60 18%	15 21% *	59 34% a	14 19% *	7 16% *	101 22%	111 28%			
Fairly unfavourable (-1)	209 18%	103 19%	106 19%	56 18%	64 17%	90 20%	198 19%	116 18%	93 19%	59 22%	57 19%	49 19%	22 14%	11 19% *	12 12% *	57 15%	152 20%	134 19%	75 17%	37 20%	61 22%	57 19%	47 16%	191 20%	19 13%	25 13%	74 21%	19 27% z*	36 21% z	22 31% z*	9 21% *	81 18%	94 24%			
Very unfavourable (-2)	322 28%	155 28%	156 27%	72 23% dfg	132 35% dfg	118 26%	305 29% d	194 30%	128 26%	76 28%	72 24%	79 31%	41 26%	16 28% *	38 39% k*	116 31%	206 27%	187 27%	135 31%	47 25%	90 32%	90 30%	71 25%	273 28%	39 26%	6 3%	136 40% zc	26 36% zc*	33 20% z	29 40% zc*	23 53% zc*	175 39% g	70 18%			
Don't know	91 8%	20 4%	71 12% b	41 13% efg	27 7%	24 5%	86 8% f	39 6%	52 11% h	17 6%	26 9%	17 6%	15 10%	5 8% *	12 12% *	30 8%	61 8%	55 8%	36 8%	23 12% w	21 7%	18 6%	17 6%	80 8%	10 6%	3 2%	15 4%	2 3% *	9 5%	3 4% *	1 2% *	16 4%	22 5%			
Net: Very/Fairly favourable	228 20%	130 24% c	96 17%	81 26% eg	61 16%	86 19%	215 20% e	141 22%	87 18%	55 20%	66 22%	42 16%	39 25%	8 14% *	18 19% *	94 25% q	134 18%	149 21%	79 18%	25 13%	39 14%	72 24% tu	81 28% tu	183 19%	45 30% x	88 47% abcde	58 17% d	9 13% *	33 20% d	4 5% *	3 7% *	77 17%	101 25% f			
Net: Very/Fairly unfavourable	531 47%	258 47%	262 46%	128 40%	195 53% dg	208 47%	502 47% d	310 48%	221 45%	135 50%	129 43%	128 50%	63 40%	26 47% *	50 51% *	173 46%	358 47%	321 46%	210 49%	84 45%	151 54% w	146 49%	118 41%	463 48%	58 39%	31 16%	210 61% zc	45 63% zc*	69 41% z	51 71% zc*	32 74% zc*	256 57% g	164 41%			
Net Difference	-303 -27%	-128 -23%	-166 -29%	-47 -15%	-134 -36%	-121 -27%	-287 -27%	-169 -26%	-134 -27%	-80 -30%	-62 -21%	-86 -33%	-24 -15%	-19 -33%	-32 -33%	-78 -21%	-224 -29%	-171 -24%	-131 -30%	-59 -31%	-111 -40%	-74 -25%	-37 -13%	-281 -29%	-14 -9%	57 30%	-152 -44%	-36 -50%	-36 -21%	-47 -66%	-29 -66%	-179 -40%	-63 -16%			
Mean	-0.55	-0.48	-0.61	-0.34 eg	-0.74	-0.54	-0.55 e	-0.55	-0.56	-0.58	-0.46	-0.64	-0.39 *	-0.56 *	-0.76 *	-0.47	-0.59	-0.49	-0.65	-0.60	-0.74	-0.55	-0.30 tu	-0.59	-0.23 x	0.39 abcde	-0.83	-0.87 *	-0.40 abde*	-1.08 *	-1.20 *	-0.76	-0.31 f			

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of 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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	161 14% C	109 20% C	52 9%	39 12%	42 11%	80 18% E	156 15% E	70 11%	92 19% H	30 11%	49 17%	40 15%	20 13%	10 18% *	13 13% *	37 10% P	125 16%	107 15%	55 13%	23 12%	45 16%	46 15%	37 13%	148 15%	14 9%	30 16% ade	11 3%	4 5% *	90 53% Zabde	2 2% *	* 1% *	21 5%	112 28% f			
Fairly favourable (1)	195 17%	109 20%	84 15%	48 15%	57 15%	90 20%	179 17%	109 17%	86 17%	52 19% O	50 17%	42 16%	36 23% O	7 12% *	8 8% *	66 18%	129 17%	129 18%	66 15%	25 13%	48 17%	55 18%	61 21%	171 18%	24 16%	45 24% d	61 18% d	9 12% *	51 30% abde	4 6% *	4 8% *	49 11%	114 29% f			
Neither favourable nor unfavourable (0)	186 16%	90 17%	95 17%	62 19%	60 16%	64 14%	168 16%	100 16%	86 17%	44 16% L	59 20% L	32 12%	20 13%	10 18% *	22 22% L*	68 18%	118 16%	123 18%	63 14%	39 20% V	36 13%	35 12%	66 23% UV	155 16%	30 20%	45 24% ab	42 12% c	7 9% *	24 14%	8 11% *	4 10% *	61 14%	70 17%			
Fairly unfavourable (-1)	123 11%	59 11%	63 11%	46 14% F	40 11%	38 8%	119 11%	81 13%	42 9%	27 10%	39 13%	31 12%	13 9%	3 5% *	10 10% *	41 11%	82 11%	80 11%	43 10%	16 9%	24 9%	46 15% U	30 10%	102 10%	19 12%	27 14% c	38 11% c	6 8% *	4 2%	9 12% c*	8 18% c*	43 10%	32 8%			
Very unfavourable (-2)	415 37%	171 31%	231 41% B	95 30%	151 41% D	169 38%	389 36% D	261 41% I	154 31%	103 38%	86 29%	106 41% K	59 38%	24 42% *	37 38% *	144 38%	271 36%	226 32%	190 44% R	72 38%	115 41% W	107 36%	86 30%	353 36%	53 36%	37 20% c	184 54% Zc*	44 61% Zc*	- -	47 65% Zc*	28 63% Zc*	266 59% g	59 15%			
Don't know	55 5%	9 2%	45 8% B	27 8% FG	22 6% F	5 1%	55 5% F	20 3%	34 7% H	14 5%	13 4%	9 3%	9 6%	3 4% *	8 8% *	19 5%	36 5%	37 5%	17 4%	14 7%	12 4%	12 4%	11 4%	45 5%	10 7%	2 1%	7 2%	3 4% *	1 *	2 3% *	- -	10 2%	11 3%			
Net: Very/Fairly favourable	357 31% C	218 40% C	136 24%	88 28%	99 27%	170 38% DEG	336 31% E	179 28%	177 36% H	82 30%	100 34%	81 31%	55 35% O	17 31% *	21 21% *	103 28%	253 33%	236 34%	121 28%	48 25%	93 33%	101 34%	97 34%	318 33%	38 25%	75 40% abde	72 21% d	12 17% *	141 83% Zabde	6 9% *	4 9% *	70 16%	227 57% f			
Net: Very/Fairly unfavourable	538 47%	230 42% B	294 52% B	141 44%	191 51%	207 46%	509 48%	342 53% I	196 40%	130 48%	126 42%	137 53% K	72 46%	27 47% *	47 48% *	184 49%	354 47%	306 44%	232 54% R	88 47%	139 50% W	153 51% W	116 40%	455 47%	72 48%	65 34% c	222 65% Zc	50 70% Zc*	4 2%	55 77% Zc*	35 81% Zc*	309 68% g	91 23%			
Net Difference	-182 -16%	-12 -2%	-158 -28%	-53 -17%	-92 -25%	-37 -8%	-173 -16%	-163 -25%	-19 -4%	-48 -18%	-26 -9%	-56 -22%	-17 -11%	-10 -17%	-26 -27%	-81 -22%	-101 -13%	-70 -10%	-112 -26%	-40 -21%	-46 -16%	-52 -17%	-18 -6%	-136 -14%	-34 -23%	11 6%	-150 -44%	-37 -52%	138 81%	-49 -69%	-31 -72%	-239 -53%	135 34%			
Mean	-0.40	-0.14 C	-0.64	-0.37	-0.58	-0.29 E	-0.40 E	-0.57	-0.18 H	-0.47	-0.22	-0.49	-0.38 *	-0.43 *	-0.56 *	-0.53	-0.34	-0.28 S	-0.59	-0.51	-0.43	-0.39	-0.24	-0.37	-0.53	0.02 abde	-0.96	-1.13 *	1.34 Zabde	-1.35 *	-1.33 *	-1.10	0.49 f			

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	59 5% c	42 8% c	16 3% EG	28 9% EG	10 3% F	21 5% E	52 5% E	37 6% I	22 5% I	15 5% KO	10 3% KO	16 6% KO	9 6% KO	5 8% O*	5 5% O*	30 8% Q	29 4% Q	38 5% P	21 5% P	5 3% T	13 5% U	17 6% V	23 8% W	45 5% X	14 10% X	2 1% Zc	25 7% Zc	20 29% Zacde*	2 1% Zc	4 5% Zc	2 4% Zc	39 9% g	9 2% g			
Fairly favourable (1)	229 20% c	124 23% c	102 18% c	65 21% EG	68 18% F	96 21% F	221 21% F	167 26% I	62 13% I	65 24% KO	44 15% KO	53 21% KO	46 29% KO	14 24% O*	7 7% O*	105 28% Q	123 16% Q	147 21% P	82 19% P	28 15% T	58 21% U	63 21% V	68 24% W	201 21% X	26 18% X	29 15% Zc	114 33% Zc	29 40% Zcde*	21 12% Zc	10 15% Zc	6 15% Zc	134 30% g	58 14% g			
Neither favourable nor unfavourable (0)	371 33% B	154 28% B	211 37% B	96 30% EG	131 35% F	144 32% F	337 32% F	219 34% I	152 31% I	81 30% KO	96 32% KO	91 35% KO	53 34% KO	14 25% O*	35 36% O*	117 31% Q	254 33% Q	227 32% P	144 33% P	69 37% T	90 32% U	87 29% V	100 35% W	313 32% X	55 37% X	72 39% bc	114 33% bc	11 15% Zc	31 18% Zc	39 55% abce*	13 30% Zc	150 33% g	116 29% g			
Fairly unfavourable (-1)	178 16% c	89 16% c	87 15% c	41 13% EG	53 14% F	83 19% F	166 16% F	87 14% I	91 18% I	46 17% KO	56 19% KO	34 13% KO	16 10% KO	14 24% O*	12 12% O*	41 11% Q	137 18% P	109 16% P	68 16% P	27 14% T	46 17% U	60 20% V	37 13% W	157 16% X	16 11% X	43 23% ab	43 12% ab	6 9% Zc	44 26% Zc	8 11% Zc	8 19% Zc	53 12% g	90 23% f			
Very unfavourable (-2)	190 17% c	109 20% c	77 14% c	41 13% EG	70 19% F	79 18% F	182 17% F	73 11% I	117 24% I	36 13% KO	64 22% KO	42 16% KO	21 13% KO	3 6% O*	23 24% O*	40 11% Q	150 20% P	111 16% P	78 18% P	35 19% T	49 18% U	46 15% V	40 14% W	168 17% X	19 13% X	37 20% ab	23 7% ab	1 2% Zc	69 40% Zabde	6 8% Zc	11 26% Zc	45 10% g	104 26% f			
Don't know	109 10% B	29 5% B	77 14% B	46 14% EG	39 11% F	24 5% F	108 10% F	58 9% I	50 10% I	28 10% KO	25 9% KO	22 8% KO	11 7% KO	7 13% O*	15 15% O*	41 11% Q	68 9% Q	70 10% P	39 9% P	24 13% T	24 9% U	27 9% V	20 7% W	89 9% X	19 13% X	5 3% Zc	25 7% Zc	4 5% Zc	4 2% Zc	4 6% Zc	3 7% Zc	30 7% g	23 6% g			

Net: Very/Fairly favourable	288 25% c	166 30% c	118 21% c	93 29% EG	78 21% F	117 26% F	273 26% F	204 32% I	84 17% I	79 29% KO	54 18% KO	69 27% KO	55 35% KO	18 32% KO*	12 12% O*	136 36% Q	152 20% Q	185 26% P	103 24% P	33 18% T	71 25% U	80 27% V	92 32% W	246 25% X	40 27% X	30 16% Zc	139 40% Zcde	49 69% Zacde*	23 13% Zc	14 20% Zc	8 19% Zc	173 38% g	66 17% g
Net: Very/Fairly unfavourable	367 32% c	198 36% c	164 29% c	82 26% EG	123 33% F	162 36% F	348 33% F	160 25% I	207 42% I	81 30% KO	120 41% KO	76 30% KO	37 24% KO	17 30% KO*	35 36% O*	81 22% Q	287 38% P	221 31% P	146 34% P	62 33% T	96 34% U	106 35% V	77 27% W	325 33% X	35 23% X	80 42% ab	66 19% ab	8 11% Zc	113 66% Zabde	14 20% Zc	20 45% Zc	99 22% g	194 49% f
Net Difference	-79 -7% c	-32 -6% c	-46 -8% c	11 3% EG	-45 -12% F	-45 -10% F	-75 -7% F	44 7% I	-123 -25% I	-2 -1% KO	-66 -22% KO	-7 -3% KO	18 12% KO	1 2% O*	-23 -24% O*	55 15% Q	-134 -18% P	-36 -5% P	-43 -10% P	-29 -15% T	-25 -9% U	-26 -9% V	15 5% W	-79 -8% X	6 4% X	-50 -26% Zc	73 21% Zc	42 59% Zc	-90 -53% Zc	* * Zc	-11 -26% Zc	74 16% g	-127 -32% f

Mean	-0.20	-0.19	-0.22	-0.01 fG	-0.31	-0.24	-0.21	0.01 I	-0.49	-0.09 KO	-0.44	-0.14 KO	0.05 KO*	0.05 KO*	-0.51 O*	0.14 Q	-0.37	-0.17	-0.26	-0.35	-0.24	-0.20	-0.01 TU	-0.23	0.01 O*	-0.46 c	0.24 Zce	0.90 Zacde*	-0.94	-0.04 Zc*	-0.51 O*	0.16 g	-0.59
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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 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 Minimum Base: 30(**) Small Base: 100(*)

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Corbyn, former leader of the Labour party and founder of a new left-wing political 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)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	85 8%	47 9%	34 6%	39 12% FG	29 8% F	17 4%	83 8% F	57 9%	28 6%	28 10%	20 7%	17 6%	13 8%	2 4% *	6 7% *	39 10% Q	46 6%	57 8%	29 7%	15 8%	15 5%	21 7%	30 10% U	69 7%	15 10%	3 2%	44 13% Zbc	2 3% *	* *	18 26% Zabc*	8 19% Zbc*	60 13% g	10 2%				
Fairly favourable (1)	142 13%	86 16% C	53 9%	69 22% EFG	49 13% F	24 5%	139 13% F	104 16% I	38 8%	38 14%	31 10%	27 10%	25 16%	10 17% *	12 12% *	87 23% Q	55 7%	105 15% S	38 9%	14 8%	23 8%	27 9%	70 24% TUV	99 10%	38 26% X	9 5%	80 23% Zbc	6 8% *	6 3%	11 15% Zc*	6 13% c*	84 19% g	20 5%				
Neither favourable nor unfavourable (0)	249 22%	116 21%	128 22%	90 28% EFG	74 20%	85 19%	235 22%	144 22%	105 21%	52 19%	72 24%	46 18%	46 30% JL	12 21% *	21 22% *	85 23%	165 22%	175 25% S	75 17%	52 27%	54 19%	61 20%	74 26%	206 21%	44 29%	26 14%	90 26% Z	15 21% *	33 19%	17 24% *	10 13% *	96 21% *	69 17%				
Fairly unfavourable (-1)	174 15%	78 14%	96 17%	42 13%	55 15%	77 17%	161 15%	99 15%	75 15%	56 21% K	38 13%	36 14%	20 13%	12 22% *	12 12% *	43 11% P	131 17% P	94 13%	80 19%	27 14%	50 18%	50 16%	41 14%	159 16%	15 10%	31 17%	52 15%	17 25% *	29 17%	12 16% *	4 8% *	65 14%	74 19%				
Very unfavourable (-2)	405 36%	206 38%	195 34%	40 13% D	130 35% D	234 53% DEG	369 35% D	197 31%	208 42% H	80 30%	116 39%	115 45% JM	44 28%	18 31% *	33 34% *	95 25% P	310 41% P	221 32%	183 42% R	66 35% W	121 43% W	122 40% W	61 21%	375 39% Y	24 16%	115 61% abde	65 19%	29 41% ad*	102 60% abde	8 12% *	13 28% *	125 28% *	213 53% f				
Don't know	79 7%	15 3%	64 11% B	36 11% FG	34 9% F	8 2%	79 7% F	39 6%	40 8%	16 6%	20 7%	17 7%	9 6%	3 5% *	13 13% *	26 7%	53 7%	51 7%	28 6%	14 8%	17 6%	21 7%	14 5%	66 7%	12 8%	4 2%	13 4%	2 2% *	1 8% *	5 8% c*	3 8% c*	20 4% *	12 3%				
Net: Very/Fairly favourable	228 20%	133 24% C	87 15%	109 34% EFG	78 21% F	41 9%	222 21% F	162 25% I	66 13%	66 24%	50 17%	43 17%	38 24%	12 21% *	18 19% *	126 34% Q	102 13%	161 23% S	67 15%	30 16%	38 14%	48 16%	100 35% TUV	167 17%	54 36% X	11 6%	124 36% Zbc	8 11% *	6 4%	29 41% Zbc*	14 33% Zbc*	144 32% g	30 8%				
Net: Very/Fairly unfavourable	579 51%	284 52%	291 51%	82 26% D	186 50% D	312 70% DEG	531 50% D	296 46% H	283 57% H	136 50%	154 52%	151 59% M	63 41%	30 53% *	45 46% *	138 37% P	441 58% R	316 45%	264 61% R	93 49% W	171 61% TW	171 57% W	102 35% Y	534 55% Y	40 27%	147 78% ade	117 34%	47 66% ade*	130 77% ade	20 *	16 37% *	190 42% *	287 72% f				
Net Difference	-351 -31%	-151 -28%	-204 -36%	27 8%	-108 -29%	-270 -61%	-309 -29%	-135 -21%	-216 -44%	-70 -26%	-103 -35%	-108 -42%	-25 -16%	-18 -32%	-27 -27%	-12 -3%	-340 -45%	-154 -22%	-197 -46%	-63 -34%	-133 -48%	-123 -41%	-2 -1%	-366 -38%	14 9%	-135 -72%	7 2%	-39 -55%	-124 -73%	9 13%	-2 -4%	-46 -10%	-257 -64%				
Mean	-0.64	-0.58	-0.72	0.09 EFG	-0.62 F	-1.11	-0.60 F	-0.46 I	-0.87	-0.48 L	-0.72	-0.86	-0.38 KL*	-0.62 *	-0.63 *	-0.19 Q	-0.85	-0.49 S	-0.87	-0.66	-0.91	-0.80	-0.12 TUV	-0.74 X	-1.35	-0.04 Zbc	-0.96 Zc*	-1.33	0.28 Zbc*	-0.15 Zbc*	-0.26 g	-1.19					

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Zarah Sultana, former Labour MP and founder of a new left-wing political 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)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	61 5%	29 5%	28 5%	31 10% FG	23 6% F	8 2% F	61 6% F	43 7% I	19 4% I	17 6% J	16 5% K	9 3% L	13 8% M	4 6% N	3 3% O	30 8% Q	31 4% Q	42 6% R	19 4% S	9 5% T	9 3% U	12 4% V	26 9% W	42 4% X	17 11% Y	2 1% Z	31 9% Zc	2 3% *	1 1% *	10 15% Zc*	6 14% Zc*	37 8% g	10 3% g				
Fairly favourable (1)	105 9%	52 9%	49 9%	58 18% FG	33 9% F	14 3% F	102 10% F	74 12% I	31 6% I	30 11% J	23 8% K	16 6% L	20 13% M	3 6% N	12 13% O	64 17% Q	41 5% Q	80 11% R	24 6% S	12 6% T	12 4% U	22 7% V	53 18% W	75 8% X	30 20% Y	8 4% Z	55 16% Zbc	3 4% *	3 2% *	16 22% Zbc*	5 11% c*	63 14% g	14 4% g				
Neither favourable nor unfavourable (0)	278 24%	151 28% C	122 21%	95 30% FG	98 26% F	85 19%	266 25% F	162 25% I	116 24% I	64 24% J	77 26% K	50 20% L	49 31% M	15 26% N	23 23% O	102 27% Q	176 23% Q	195 28% R	82 19% S	51 27% T	59 21% U	68 23% V	93 32% W	229 24% X	48 32% Y	37 20% Z	95 28% Zc	21 30% *	31 18% *	20 28% *	10 22% *	126 28% g	73 18% g				
Fairly unfavourable (-1)	147 13%	71 13%	76 13%	35 11% FG	37 10% EG	76 17% EG	132 12% EG	92 14% I	55 11% I	47 17% K	29 10% L	29 11% M	23 15% N	4 7% O	16 16% P	40 11% Q	107 14% Q	83 12% R	64 15% S	15 8% T	52 19% U	46 15% V	29 10% W	132 14% X	13 9% Y	21 11% Z	49 14% Zc	15 21% d*	34 20% d	3 5% *	5 11% *	52 11% g	60 15% g				
Very unfavourable (-2)	323 28% C	178 33% C	142 25%	41 13% D	106 28% D	177 40% DEG	296 28% D	150 23% H	173 35% H	61 23% J	102 34% J	84 33% J	38 24% K	17 30% L	21 22% M	76 20% P	247 33% P	183 26% R	140 32% S	61 33% W	88 31% W	96 32% W	50 17% W	296 30% Y	22 15% Y	87 46% abde	58 17% abde	21 29% ad*	85 50% abde	7 10% *	8 18% *	102 23% f	167 42% f				
Don't know	221 19%	66 12%	153 27% B	58 18% B	76 20% B	87 20% B	210 20% B	120 19% B	101 21% B	51 19% M	50 17% M	69 27% KM	15 9% N	14 25% M*	22 22% M*	63 17% Q	158 21% Q	119 17% R	103 24% R	39 21% T	60 21% U	57 19% V	38 13% W	199 20% X	19 13% Y	32 17% Z	56 16% Zc	8 12% *	16 10% *	15 21% c*	10 24% c*	72 16% g	74 19% g				
Net: Very/Fairly favourable	166 15%	81 15%	77 13%	89 28% FG	56 15% F	21 5% F	163 15% F	117 18% I	49 10% I	46 17% L	39 13% L	25 10% L	33 21% L	7 12% *	16 16% *	94 25% Q	72 9% Q	122 17% S	44 10% S	22 11% T	21 7% U	34 11% V	79 27% TUV	116 12% X	47 31% X	10 5% Z	86 25% Zbc	5 8% *	5 3% *	26 37% Zbc*	11 25% Zbc*	100 22% g	24 6% g				
Net: Very/Fairly unfavourable	470 41% C	249 45% C	218 38%	75 24% D	142 38% D	253 57% DEG	428 40% D	243 38% H	227 46% H	108 40% J	130 44% J	114 44% K	60 39% L	21 36% *	37 38% *	116 31% P	354 47% P	266 38% R	204 47% R	77 41% W	140 50% W	142 47% W	79 27% Y	428 44% Y	35 23% Z	109 58% ade	107 31% d	36 50% ad*	118 70% abde	10 14% *	13 29% *	153 34% f	227 57% f				
Net Difference	-304 -27%	-168 -31%	-142 -25%	14 4%	-87 -23%	-232 -52%	-265 -25%	-126 -20%	-178 -36%	-61 -23%	-92 -31%	-89 -34%	-27 -18%	-14 -24%	-21 -22%	-22 -6%	-282 -37%	-144 -21%	-160 -37%	-55 -29%	-120 -43%	-108 -36%	*	-312 -32%	12 8%	-98 -52%	-21 -6%	-31 -43%	-114 -67%	16 22%	-2 -4%	-53 -12%	-202 -51%				
Mean	-0.62	-0.66	-0.61	0.01 FG	-0.57 F	-1.12	-0.58 F	-0.45 I	-0.85	-0.49 L	-0.72	-0.87	-0.37 KL*	-0.63 *	-0.52 *	-0.22 Q	-0.83	-0.49 S	-0.85	-0.72 *	-0.90	-0.78	-0.10 TUV	-0.73	0.05 X*	-1.17	-0.17 Zbc	-0.78 Zc*	-1.28 *	0.34 Zabc*	-0.12 **	-0.31 g	-1.11				

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	104 9%	67 12% C	35 6%	45 14% EFG	31 8%	28 6%	104 10% F	57 9%	46 9%	20 7%	30 10%	20 8%	20 13%	6 10% *	8 8% *	44 12% Q	60 8%	88 13% S	16 4%	12 6%	13 5%	27 9%	44 15% TU	82 8%	21 14%	13 7%	30 9%	3 4% *	37 22% Zabde	2 3% *	1 2% *	35 8%	47 12%				
Fairly favourable (1)	159 14%	112 21% C	43 8%	60 19% FG	46 12%	53 12%	153 14%	99 15%	60 12%	36 14%	44 15%	23 9%	34 22% L	7 12% *	14 14% *	66 18% Q	93 12%	119 17% S	40 9%	17 9%	41 15%	33 11%	64 22% TUV	132 14%	26 17%	36 19% b	41 12%	3 4% *	46 27% abde	6 8% *	3 6% *	54 12%	72 18% f				
Neither favourable nor unfavourable (0)	157 14%	82 15%	75 13%	39 12%	55 15%	63 14%	139 13%	81 13%	76 15%	44 16%	43 15%	29 11%	17 11%	5 9% *	18 18% *	40 11%	117 15% P	99 14%	58 13%	35 19% U	29 10%	49 16%	38 13%	135 14%	19 13%	40 21% abd	37 11%	5 7% *	29 17%	4 6% *	4 10% *	43 10%	61 15% f				
Fairly unfavourable (-1)	124 11%	51 9%	72 13%	23 7%	41 11%	59 13% D	117 11% D	68 11%	56 11%	33 12%	41 14% O	30 11%	13 9%	2 3% *	4 4% *	39 10%	85 11%	73 10%	51 12%	28 15%	33 12%	27 9%	32 11%	109 11%	14 9%	33 17%	36 10%	10 13% *	16 9%	4 6% *	3 7% *	33 7%	62 16% f				
Very unfavourable (-2)	541 48%	224 41%	304 53% B	128 40% D	180 48%	234 52% DG	504 47% D	315 49%	226 46%	126 47%	122 41%	152 59% JLM	64 41%	31 55% *	46 47% *	172 46%	369 49%	293 42%	248 57% R	89 47% W	154 55% W	155 52% W	101 35%	472 48%	62 42%	64 34% c	197 57% Zc	49 69% Zc*	36 21%	55 77% Zac*	33 74% Zc*	282 62% g	140 35%				
Don't know	50 4%	10 2%	40 7% B	22 7% F	18 5%	10 2%	49 5% F	20 3%	30 6%	10 4%	17 6% L	4 1%	7 4%	5 10% L*	8 8% L*	13 3%	37 5%	30 4%	20 5%	7 4%	11 4%	10 3%	10 4%	43 4%	8 5%	3 1%	3 1%	1 2% *	5 3%	* 1% *	- - *	4 1% *	15 4% f				
Net: Very/Fairly favourable	262 23%	180 33% C	79 14%	104 33% EFG	77 21%	81 18%	257 24% F	156 24%	106 21%	56 21%	73 25%	43 17%	55 35% JL	13 22% *	22 23% *	110 29% Q	152 20%	207 29% S	55 13%	29 15%	54 19%	61 20%	108 37% TUV	215 22%	47 31% X	49 26% bde	71 21% b	6 9% *	83 49% Zabde	8 11% *	4 9% *	89 20%	119 30% f				
Net: Very/Fairly unfavourable	665 59%	276 50% B	376 66% B	151 48%	221 59% D	292 66% DG	621 58% D	383 60%	282 57%	159 59%	163 55%	182 70% JLM	78 50%	33 59% *	50 51% *	211 56%	454 60%	366 52%	299 69% R	117 62% W	187 67% W	182 60% W	133 46%	580 60%	76 51%	96 51% c	232 68% Zc	59 82% Zac*	52 30%	59 83% Zac*	36 82% Zc*	314 70% g	203 51%				
Net Difference	-402 -35%	-96 -17%	-298 -52%	-47 -15%	-144 -39%	-212 -47%	-364 -34%	-227 -35%	-176 -36%	-103 -38%	-90 -30%	-138 -54%	-23 -15%	-21 -36%	-28 -28%	-101 -27%	-302 -40%	-158 -23%	-244 -56%	-88 -47%	-133 -48%	-121 -40%	-26 -9%	-365 -38%	-29 -19%	-48 -25%	-161 -47%	-52 -73%	32 19%	-52 -72%	-32 -73%	-225 -50%	-83 -21%				
Mean	-0.77	-0.47 C	-1.07	-0.44 EFG	-0.83	-0.96	-0.75 F	-0.78	-0.77	-0.80	-0.65 L	-1.06	-0.45 JL	-0.90 *	-0.73 *	-0.63 Q	-0.84	-0.54 S	-1.16	-0.91	-1.02	-0.86	-0.30 TUV	-0.81	-0.50 X	-0.53 abde	-0.96 bd	-1.40 *	0.20 Zabde*	-1.47 *	-1.45 *	-1.06	-0.46 f				

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	99 9%	68 12% C	30 5%	48 15% EFG	33 9% F	19 4% F	98 9% F	82 13% I	17 3%	25 9%	23 8%	16 6%	27 17% JKLO	3 5% *	7 7% *	67 18% Q	33 4%	85 12% S	14 3%	3 2%	16 6%	15 5%	61 21% TUV	71 7%	29 19% X	4 2%	75 22% Zbcde	*	3 2%	2 3% *	1 2% *	55 12% g	21 5%				
Fairly favourable (1)	180 16%	84 15%	94 16%	71 22% EFG	50 13%	60 13%	168 16%	135 21% I	46 9%	46 17%	38 13%	38 15%	35 23% KO	14 24% O*	10 10% *	88 24% Q	92 12%	115 16%	65 15%	16 8%	49 17% T	45 15%	58 20% T	140 14%	39 26% X	15 8%	108 31% Zcde	15 21% Zc*	7 4%	7 10% *	6 14% *	117 26% g	23 6%				
Neither favourable nor unfavourable (0)	193 17%	83 15%	108 19%	58 18%	65 17%	70 16%	180 17%	110 17% I	83 17%	47 18%	46 15%	48 18%	24 15%	10 17% *	19 20% *	71 19% Q	122 16%	124 18%	69 16%	40 21%	44 16%	50 17%	53 18%	162 17%	25 17%	17 9%	81 24% Zc	16 22% Zc*	8 5%	14 20% c*	9 20% c*	92 20% g	38 10%				
Fairly unfavourable (-1)	210 18%	98 18%	107 19%	49 15%	73 20%	88 20%	198 19%	116 18% I	94 19%	53 20%	55 19%	52 20%	21 13%	10 17% *	19 20% *	60 16% P	150 20%	124 18%	86 20%	35 19%	56 20%	60 20%	45 15%	193 20% Y	16 10%	40 21%	54 16%	18 25% *	28 17%	21 29% a*	14 31% a*	99 22% g	70 17%				
Very unfavourable (-2)	388 34%	202 37%	182 32%	57 18% D	130 35% DEG	202 45% DEG	361 34% D	169 26% H	219 44% H	87 32%	118 40% M	98 38% M	39 25%	16 29% *	30 31% *	68 18% P	320 42% P	212 30%	176 41% R	82 44% W	102 36% W	117 39% W	56 19%	358 37% Y	27 18%	107 57% abde	22 6%	20 28% a*	121 71% Zabde	25 35% a*	11 24% a*	83 18% g	231 58% f				
Don't know	64 6%	13 2%	49 9% B	35 11% EFG	22 6% F	8 2%	61 6% F	28 4% I	36 7%	12 4%	17 6%	8 3%	12 7%	4 8% *	12 13% JKL*	20 5% Q	44 6%	41 6%	23 5%	12 6%	13 5%	13 4%	17 6%	49 5%	14 9%	5 3%	4 1%	3 4% *	2 1%	2 3% *	4 9% ac*	6 1% g	16 4% f				
Net: Very/Fairly favourable	280 25%	152 28%	124 22%	118 37% EFG	82 22%	79 18%	267 25% F	217 34% I	62 13%	71 26%	61 20%	53 21%	62 40% JKLO	17 29% *	16 17% *	155 41% Q	125 16%	201 29% S	79 18%	19 10%	65 23% T	60 20% T	119 41% TUV	210 22% X	68 46% X	19 10%	183 53% Zbcde	15 22% Zc*	10 6%	9 13% *	7 16% g	172 38% g	44 11%				
Net: Very/Fairly unfavourable	598 53%	300 55%	289 51%	106 33% D	203 55% DEG	289 65% DEG	560 52% D	286 45% H	312 63% H	140 52% M	173 58% M	150 58% M	59 38%	26 46% *	49 51% *	128 34% P	470 62% P	336 48% R	262 61% R	117 62% W	158 56% W	177 59% W	100 35% Y	551 57% Y	42 28%	147 78% abe	75 22% a*	38 53% abde	150 88% abde	46 64% a*	24 56% a*	182 40% g	301 75% f				
Net Difference	-318 -28%	-148 -27%	-166 -29%	12 4%	-121 -32%	-210 -47%	-293 -27% F	-68 -11% I	-250 -51%	-70 -26%	-113 -38%	-97 -37%	3 2%	-10 -17%	-33 -34%	27 7%	-345 -45%	-136 -19%	-183 -42%	-98 -52%	-92 -33%	-117 -39%	19 6%	-341 -35%	26 17%	-128 -68%	108 31%	-22 -31%	-139 -82%	-37 -51%	-17 -40%	-10 -2%	-257 -64%				
Mean	-0.57	-0.53	-0.61	0.01 EFG	-0.62 F	-0.90	-0.55 F	-0.25 I	-0.99	-0.51	-0.74	-0.71	-0.06 JKLO	-0.43 *	-0.66 *	0.07 Q	-0.88	-0.40 S	-0.84	-1.00	-0.67 T	-0.76	0.09 TUV	-0.68 X	0.21 X	-1.27 c	0.48 Zbcde	-0.61 Zc*	-1.54	-0.86 Zc*	-0.68 Zc*	-0.09 g	-1.22				

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	65 6%	36 7%	27 5%	31 10% FG	20 5%	14 3%	61 6% F	44 7%	21 4%	14 5%	14 5%	17 6%	11 7%	4 7% *	6 6% *	37 10% Q	28 4%	50 7% S	16 4%	9 5%	10 4%	15 5%	32 11% TUV	48 5%	18 12% X	37 19% abcde	14 4%	1 2% *	3 2%	2 3% *	1 3% *	29 6%	24 6%				
Fairly favourable (1)	176 15%	99 18%	76 13%	61 19% E	44 12%	71 16%	167 16% E	107 17%	69 14%	31 12%	57 19% J	36 14%	31 20%	10 17% *	11 11% *	75 20% Q	101 13%	114 16%	61 14%	20 11%	28 10%	61 20% TU	58 20% TU	141 14%	32 22% 39% abcde	74 12% 39% abcde	41 12%	6 8% *	22 13%	5 6% *	1 2% *	62 14%	74 19%				
Neither favourable nor unfavourable (0)	253 22%	128 23%	124 22%	59 18%	67 18%	128 22% DEG	229 22% DEG	132 21%	121 25%	64 24%	67 23% J	62 24%	37 23%	8 13% *	15 16% *	68 18% Q	185 24% P	145 21%	108 25%	56 30%	57 20%	62 21%	67 23%	221 23%	32 21%	60 32% ade	58 17%	15 22% e*	50 29% ae	12 16% *	2 4% *	71 16%	116 29% f				
Fairly unfavourable (-1)	216 19%	100 18%	113 20%	46 15% D	83 22% D	87 19%	205 19% D	123 19%	93 19%	48 18%	57 19%	51 20%	31 20%	13 23% *	15 15% *	67 18% Q	149 20%	134 19%	81 19%	34 18%	64 23% W	56 19%	44 15%	193 20%	22 15%	15 8%	68 20% Z	21 30% Z*	51 30% Za	15 20% Z*	7 17% *	87 19%	82 21%				
Very unfavourable (-2)	367 32%	175 32%	183 32%	93 29% FG	138 37%	137 31%	349 33% f	207 32%	160 32%	102 38% M	86 29%	86 33% M	35 22%	18 32% *	40 42% M*	106 28%	261 34%	225 32%	143 33%	59 31%	109 39% W	95 32%	77 27%	323 33% Y	36 24%	1 1%	158 46% Zc	25 35% Z*	43 25% Z	37 52% Zc*	32 73% Zabc*	196 43% g	92 23%				
Don't know	58 5%	8 2%	49 9% B	28 9% FG	21 6% F	9 2%	55 5% f	27 4%	31 6%	10 4%	15 5%	7 3%	12 8%	4 8% *	10 10% L*	21 6%	37 5%	35 5%	23 5%	12 6%	12 4%	12 4%	11 4%	48 5%	10 6%	1 1%	5 2%	3 4% *	1 4% *	2 3% *	- 3% *	6 1%	10 3%				
Net: Very/Fairly favourable	241 21% C	135 25% C	103 18% EFG	92 29% EFG	64 17%	86 19%	228 21% E	152 24%	89 18%	45 17%	71 24%	52 20%	42 27% J	14 24% *	17 17% *	111 30% Q	129 17%	164 23%	77 18%	29 15%	38 14%	75 25% TU	90 31% TU	188 19%	50 34% X	110 59% abcde	55 16%	7 10% *	25 15%	7 9% *	3 6% *	91 20%	98 25%				
Net: Very/Fairly unfavourable	583 51%	276 50%	295 52%	139 44% DFG	221 59%	223 50%	555 52% D	331 52%	252 51%	150 56% M	143 48%	137 53%	66 42%	31 55% *	55 57% *	174 46% P	409 54%	359 51%	224 52%	92 49%	173 62% TVW	151 50%	121 42%	516 53% Y	58 39%	16 9%	226 66% Z	46 65% Z*	94 56% Z	51 72% Z*	39 90% Zabc*	284 63% g	174 44%				
Net Difference	-342 -30%	-140 -26%	-193 -34%	-47 -15% FG	-157 -42%	-138 -31%	-327 -31% f	-179 -28%	-163 -33%	-105 -39%	-72 -24%	-85 -33%	-24 -15%	-18 -31%	-39 -40%	-62 -17%	-280 -37%	-195 -28%	-147 -34%	-64 -34%	-135 -48%	-76 -25%	-31 -11%	-328 -34%	-8 -5%	94 50%	-171 -50%	-39 -55%	-69 -41%	-45 -63%	-37 -84% *	-193 -43% *	-76 -19%				
Mean	-0.60	-0.52	-0.67	-0.38 EG	-0.78	-0.60	-0.61 E	-0.56	-0.65	-0.74	-0.51	-0.61 JO	-0.33 JO	-0.61 *	-0.84 *	-0.37 Q	-0.71	-0.55	-0.67	-0.64	-0.87	-0.54 U	-0.27 TUV	-0.65	-0.18 X	0.69 abcde	-0.93 e	-0.92 e*	-0.64 ade	-1.14 *	-1.54 *	-0.81	-0.37 f				

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	46 4%	32 6% C	13 2%	19 6% F	16 4%	11 2%	43 4%	33 5%	13 3%	7 3%	9 3%	13 5%	11 7%	3 5% *	4 4% *	31 8% Q	15 2%	31 4%	15 3%	5 3%	12 4%	8 3%	21 7% V	33 3%	13 9% X	4 2%	16 5%	20 28% Zacde*	1 1%	2 3% *	1 3% *	34 8% g	6 2%			
Fairly favourable (1)	236 21%	112 20%	121 21%	65 20%	78 21%	93 21%	227 21%	173 27% I	63 13%	55 21%	53 18%	61 24% O	43 28% KO	13 23% *	10 10% *	100 27% Q	136 18%	149 21%	87 20%	25 13%	62 22%	57 19%	75 26% T	199 20%	34 23%	22 12%	118 34% Zce	33 46% Zcde*	21 12%	15 20% *	6 13% *	140 31% g	50 12%			
Neither favourable nor unfavourable (0)	399 35%	188 34%	205 36%	115 36%	124 33%	160 36%	364 34%	220 34%	180 36%	117 43% KL	98 33%	72 28%	58 37%	17 30% *	37 38% *	122 32%	278 37%	238 34%	161 37%	86 46% VW	98 35%	98 33%	94 32%	342 35%	55 37%	75 40% bc	129 38% bc	14 20% *	34 20%	34 48% bc*	18 41% bc*	161 36%	125 31%			
Fairly unfavourable (-1)	176 16%	88 16%	86 15%	38 12%	53 14%	86 19% DG	163 15%	101 16%	75 15%	36 13%	50 17% M	49 19% M	12 8%	14 24% M*	15 16% *	54 14%	123 16%	112 16%	65 15%	19 10%	49 18%	61 20% T	41 14%	160 16%	15 10%	51 27% ab	41 12% b	1 2% *	36 21% ab	10 14% b*	13 31% ab*	62 14% f	85 21% f			
Very unfavourable (-2)	199 18%	112 20% C	85 15%	46 15%	72 19%	81 18%	192 18%	79 12%	120 24% H	39 14%	65 22%	47 18%	22 14%	6 10% *	21 22% *	45 12%	154 20% P	120 17%	79 18%	39 20%	44 16%	57 19%	41 14%	173 18%	20 14%	31 17% ab	23 7%	* 1% *	75 44% Zabde	7 10% b*	5 12% b*	38 9%	116 29% f			
Don't know	78 7%	17 3%	60 11% B	35 11% FG	29 8% F	15 3%	78 7% f	36 6%	43 9%	15 6%	22 7%	16 6%	11 7%	5 8% *	9 10% *	23 6%	55 7%	53 8%	25 6%	14 7%	14 5%	19 6%	17 6%	65 7%	12 8%	5 3%	17 5%	3 4% *	2 1%	4 5% *	- - *	15 3%	17 4%			
Net: Very/Fairly favourable	282 25%	143 26%	134 24%	84 26%	94 25%	104 23%	270 25%	206 32% I	76 15%	62 23%	62 21%	74 29% O	54 35% JKO	16 28% *	14 14% *	131 35% Q	151 20%	180 26%	102 24%	30 16% T	74 27% T	65 22%	96 33% TV	232 24%	47 31%	26 14%	134 39% Zcde	53 74% Zacde*	22 13%	17 23% *	7 16% *	174 39% g	56 14%			
Net: Very/Fairly unfavourable	376 33%	199 36%	171 30%	84 26%	125 34%	167 37% D	354 33% D	180 28%	195 40% H	75 28%	115 39% JM	96 37% M	34 22%	20 34% *	37 38% M*	99 26%	277 36% P	232 33%	144 33%	58 31%	94 33%	118 39% W	83 29%	333 34% Y	35 24%	82 44% abd	64 19% b	2 3% *	112 66% Zabde	17 14% b*	18 42% ab*	100 22% f	201 50% f			
Net Difference	-94 -8%	-56 -10%	-37 -6%	* *	-31 -8%	-63 -14%	-84 -8%	25 4%	-119 -24%	-13 -5%	-53 -18%	-22 -9%	21 13%	-4 -6%	-23 -23%	32 9%	-126 -17%	-52 -7%	-42 -10%	-27 -14%	-19 -7%	-53 -18%	13 5%	-100 -10%	11 8%	-57 -30%	70 20%	51 71%	-89 -53%	-1 -1%	-11 -26%	73 16%	-146 -37%			
Mean	-0.23	-0.26	-0.21	-0.10 FG	-0.25	-0.31	-0.24	-0.03 I	-0.50	-0.18	-0.40	-0.23	0.07 KLO*	-0.12 *	-0.45 *	0.05 Q	-0.38	-0.22	-0.26	-0.35	-0.19	-0.37	-0.03 TV	-0.26	0.03 X	-0.46 c	0.19 Zce	1.02 Zacde*	-0.97	-0.08 Zc*	-0.34 c*	0.16 g	-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/g 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 Minimum Base: 30(**) Small Base: 100(*)

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	89 8%	41 8%	41 7%	54 17% EFG	24 6% F	11 3% F	87 8% F	56 9%	32 7%	22 8%	25 9%	18 7%	7 4%	7 13% *	10 10% *	47 12% Q	42 6%	56 8%	33 8%	24 13% UV	10 3%	12 4%	33 11% UV	69 7%	16 11%	4 2%	25 7% Zc	3 4% *	2 1%	36 50% Zabca*	3 7% *	52 12% g	10 3%				
Fairly favourable (1)	254 22%	113 21%	132 23%	100 31% FG	88 24% F	66 15% F	245 23% F	166 26% I	88 18%	62 23%	56 19%	74 29% KNO	43 28% NO	7 12% *	12 12% *	115 31% Q	139 18%	167 24%	86 20%	22 12% T	62 22% T	72 24% T	84 29% T	207 21%	45 30% X	26 14% Zbc	120 35% Zbc	14 19% *	19 11%	26 36% Zc*	11 24% *	131 29% g	56 14%				
Neither favourable nor unfavourable (0)	331 29%	146 27%	184 32%	75 24% FG	98 26% F	158 35% DEG	299 28% F	192 30%	139 28%	94 35% L	88 30% L	50 19% L	56 36% L	18 32% *	24 25% *	97 26%	234 31%	211 30%	119 28%	73 39% UVW	75 27% T	82 27% T	82 28% T	282 29%	47 32% X	53 28% d	124 36% cd	26 36% cd*	30 18%	8 12% *	20 46% cd*	151 34% g	97 24%				
Fairly unfavourable (-1)	152 13%	71 13%	79 14%	25 8% D	51 14% D	76 17% DG	139 13% D	85 13%	67 14%	35 13%	31 10%	39 15%	16 10% KM*	14 24% *	17 17% *	46 12%	106 14%	83 12%	68 16%	22 12%	42 15%	48 16%	33 11%	142 15% Y	10 7% abcd	52 28% abcd	33 10%	9 13% d*	27 16% d	2 2% *	5 12% *	48 11% f	73 18% f				
Very unfavourable (-2)	224 20%	156 28% C	69 12%	30 9% D	83 22% D	112 25% DG	211 20% D	102 16%	123 25% H	40 15%	69 23% JM	62 24% JM	21 14%	8 14% *	24 25% *	41 11%	183 24% P	129 18%	95 22%	31 16% TW	74 26% TW	67 22% W	38 13%	207 21% Y	14 10% ad	44 24% ad	26 7% d	16 22% ad*	86 51% Zabde	- - *	5 11% d*	49 11% f	141 35% f				
Don't know	85 8%	20 4%	65 11% B	35 11% F	28 8% F	22 5% F	85 8% F	40 6%	46 9%	17 6%	27 9%	15 6%	13 8%	3 5% *	11 11% *	28 8%	57 7%	55 8%	30 7%	16 9%	18 6%	20 7%	19 6%	66 7%	16 11%	8 4%	16 5%	4 6% *	6 4%	* 1% *	- - *	20 5% *	20 5%				
Net: Very/Fairly favourable	343 30%	154 28%	173 30%	154 48% EFG	112 30% F	77 17% F	332 31% F	223 35% I	120 24%	84 31%	81 27%	92 36% O	50 32%	14 24% *	22 22% *	162 43% Q	181 24%	223 32%	119 28%	46 25%	71 25%	84 28%	117 41% TUV	276 28%	61 41% X	30 16%	145 42% Zbc	17 23% *	21 13%	61 85% Zabca*	14 31% c*	183 40% g	67 17%				
Net: Very/Fairly unfavourable	376 33%	227 41% C	148 26%	54 17% D	134 36% D	188 42% DG	350 33% D	187 29% H	190 38%	75 28%	100 34%	101 39% JM	37 24%	22 38% *	41 42% JM*	88 23% P	289 38%	213 30%	163 38% R	53 28%	115 41% TW	115 38% W	72 25% Y	349 36% Y	24 16% ade	97 52% d	59 17% d	25 35% ad*	113 66% Zabde	2 2% *	10 23% d*	97 21% f	214 54% f				
Net Difference	-33 -3%	-73 -13%	25 4%	99 31%	-22 -6%	-111 -25%	-18 -2%	36 6%	-70 -14%	9 3%	-19 -6%	-9 -4%	13 8%	-8 -14%	-19 -20%	74 20%	-107 -14%	11 2%	-44 -10%	-7 -4%	-44 -16%	-31 -10%	46 16%	-73 -7%	37 25%	-67 -35%	86 25%	-9 -12%	-91 -54%	86 83%	-9 9%	60 19%	4 5%	86 19%	-147 -37%		
Mean	-0.16	-0.35	* B	0.44 EFG	-0.24 F	-0.50	-0.14 F	-0.02 I	-0.36	-0.04 O	-0.23	-0.22	-0.01 O*	-0.15 *	-0.39 *	0.23 Q	-0.35	-0.10	-0.26	-0.08 U	-0.41	-0.31	0.15 UV	-0.23	0.29 X	-0.59 c	0.26 Zbc	-0.32 c*	-1.07 *	1.34 Zabca*	0.04 Zc*	0.21 g	-0.74				

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

Public
Political Pulse - August
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 (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)			
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352			
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398			
Very favourable (2)	201 18%	125 23% C	75 13%	51 16%	51 14%	99 22% EG	192 18% E	88 14%	112 23% H	44 16%	62 21%	45 18%	22 14%	13 23% *	14 15% *	45 12% P	156 21% P	131 19%	70 16%	31 17%	52 18%	54 18%	53 18%	186 19% Y	15 10%	35 19% abde	18 5%	4 5% *	112 66% Zabde	2 3% *	1 3% *	34 8%	133 33% f			
Fairly favourable (1)	185 16%	107 20% C	76 13%	53 17%	62 17%	70 16%	171 16%	114 18%	71 14%	40 15%	51 17%	41 16%	32 21%	9 16% *	11 11% *	74 20% Q	111 15%	123 18%	61 14%	20 10%	49 18%	45 15%	61 21% T	155 16%	30 20%	42 22% de	54 16% e	9 13% e*	43 25% ade	5 7% *	- *	46 10%	98 25% f			
Neither favourable nor unfavourable (0)	177 16%	87 16%	89 16%	55 17%	54 14%	68 15%	158 15%	90 14%	87 18%	50 19% L	48 16%	28 11%	25 16%	7 13% *	18 18% *	59 16%	118 16%	118 17%	59 14%	39 21% U	27 10%	53 18% U	53 18% U	151 15%	26 18%	46 24% cd	55 16% c	8 12% *	12 7%	6 9% *	6 15% *	56 12%	67 17%			
Fairly unfavourable (-1)	92 8%	41 7%	51 9%	25 8%	31 8%	36 8%	86 8%	62 10%	30 6%	20 8%	25 9%	23 9%	11 7%	4 7% *	8 9% *	30 8%	62 8%	55 8%	37 8%	12 7%	26 9%	25 8%	23 8%	79 8%	11 8%	22 12% c	22 6% c*	6 9% c*	2 1%	9 12% c*	7 17% ac*	43 9%	27 7%			
Very unfavourable (-2)	414 37%	174 32%	227 40% B	105 33%	150 40%	160 36%	393 37%	260 40% I	155 31%	103 38%	91 31%	109 42% K	56 36%	21 37% *	35 36% *	146 39%	268 35%	233 33%	182 42% R	73 39%	115 41% W	111 37%	83 29%	347 36%	57 38%	38 20% c	186 54% Zc	41 58% Zc*	- -	47 66% Zc*	29 66% Zc*	262 58% g	59 15%			
Don't know	66 6%	13 2%	53 9% B	29 8% FG	24 6%	14 3%	66 6% F	27 4%	39 8% H	13 5%	18 6%	12 5%	10 6%	3 5% *	11 11% *	21 6%	45 6%	42 6%	24 5%	14 7%	12 4%	14 5%	15 5%	55 6%	10 7%	6 3%	8 2%	3 4% *	1 3% *	2 3% *	- *	11 2%	14 3%			
Net: Very/Fairly favourable	386 34%	233 42% C	151 26%	104 33%	113 31%	168 38%	363 34%	202 32%	183 37%	84 31%	114 38%	87 34%	54 35%	22 39% *	25 26% *	118 32%	267 35%	254 36%	131 30%	51 27%	101 36%	98 33%	114 39% T	340 35%	44 30%	77 41% abde	73 21% e	13 18% e*	155 91% Zabde	8 11% *	1 3% *	80 18%	231 58% f			
Net: Very/Fairly unfavourable	506 45%	214 39% B	278 49% B	130 41%	181 49%	196 44%	479 45%	322 50% I	185 37%	123 46%	117 39%	131 51% K	67 43%	25 43% *	44 45% *	177 47%	330 43%	288 41%	218 50% R	85 45%	140 50% W	136 45%	107 37%	427 44%	68 46%	60 32% c	208 61% Zc	48 67% Zc*	2 1%	56 78% Zac*	36 83% Zac*	305 67% g	86 22%			
Net Difference	-121 -11%	18 3%	-127 -22%	-26 -8%	-68 -18%	-27 -6%	-116 -11%	-119 -19%	-2 *	-39 -14%	-3 -1%	-45 -17%	-13 -8%	-3 -4%	-19 -19%	-59 -16%	-62 -8%	-34 -5%	-87 -20%	-34 -18%	-39 -14%	-38 -13%	7 2%	-86 -9%	-24 -16%	17 9%	-135 -39%	-35 -49%	154 90%	-48 -67%	-35 -80%	-224 -50%	145 36%			
Mean	-0.31	-0.06 C	-0.54	-0.28	-0.48	-0.20 E	-0.32 E	-0.47	-0.10 H	-0.38	-0.11	-0.44	-0.32 *	-0.19 *	-0.46 *	-0.45	-0.24 P	-0.21 S	-0.49	-0.43	-0.38	-0.33	-0.09 T	-0.27	-0.48	0.08 abde	-0.90 de	-1.06 *	1.57 Zabde	-1.34 *	-1.44 *	-1.03	0.57 f			

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana

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)	18-75 (G)	ABC1 (H)	C2DE (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000- £34,999 (U)	£35,000 - £54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)				
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352				
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398				
Very favourable (2)	82 7%	35 6%	43 7%	38 12% FG	30 8% F	14 3%	80 8% F	53 8%	29 6%	27 10%	16 5%	16 6%	11 7%	5 8% *	7 8% *	35 9%	47 6%	54 8%	28 6%	16 9%	12 4%	17 6%	33 11% UV	57 6%	22 14% X	2 1%	35 10% Zc	2 3% *	2 1%	18 25% Zabc*	8 19% Zbc*	57 13% g	7 2%				
Fairly favourable (1)	106 9%	58 11%	46 8%	53 17% EFG	36 10% F	17 4%	102 10% F	77 12% I	29 6%	28 10%	23 8%	19 7%	24 15% KL	5 9% *	7 8% *	65 17% Q	42 5%	74 11%	32 7%	13 7%	30 11% V	14 5%	42 14% TV	80 8%	25 17% X	10 6%	54 16% Zc	6 9% *	4 2%	8 12% c*	3 8% *	55 12% g	22 6%				
Neither favourable nor unfavourable (0)	241 21%	115 21%	118 21%	81 26% F	82 22%	77 17%	229 21% F	152 24%	88 18%	59 22%	58 19%	51 20%	41 26%	17 29% *	16 16% *	97 26% Q	144 19%	165 23%	76 17%	48 25%	45 16%	61 20%	79 27% U	196 20%	42 28% X	24 13%	103 30% Zc	16 22% *	20 12%	16 23% *	9 20% *	112 25% g	61 15%				
Fairly unfavourable (-1)	184 16%	92 17%	92 16%	57 18%	46 12%	81 18%	169 16% E	107 17%	78 16%	58 21% LN	49 17%	30 11%	27 17%	5 8% *	17 17% *	43 12% P	141 19% P	109 15%	76 18%	28 15%	52 18%	54 18%	46 16%	161 17%	21 14%	30 16%	56 16%	10 14% *	32 19%	10 14% *	8 18% *	69 15% g	66 17%				
Very unfavourable (-2)	376 33%	203 37% C	171 30%	31 10% D	127 34% D	218 49% DEG	343 32% D	181 28%	195 39% H	75 28%	108 37%	106 41% JM	41 26%	18 32% *	28 28% *	90 24% P	286 38% P	207 29%	169 39% R	62 33% W	107 38% W	119 39% W	59 20% TU	351 36% Y	22 15%	106 56% ade	60 17%	30 42% ade*	101 60% abde	10 14% *	8 18% *	112 25% f	210 53%				
Don't know	146 13%	44 8%	101 18% B	56 18% FG	51 14%	39 9%	144 13% F	71 11%	75 15%	24 9%	42 14%	37 14%	13 9%	7 13% *	22 23% JM*	45 12% P	101 13%	94 13%	52 12%	22 12%	34 12%	37 12%	31 11%	128 13%	17 11%	15 8%	35 10%	7 10% *	11 6%	9 13% *	7 17% *	46 10% g	32 8%				
Net: Very/Fairly favourable	188 17%	93 17%	89 16%	91 29% EFG	66 18% F	31 7%	182 17% F	130 20% I	58 12%	54 20%	39 13%	35 14%	35 22% K	10 18% *	15 15% *	99 27% Q	89 12%	128 18%	60 14%	29 15%	42 15%	30 10%	74 26% TUV	137 14%	47 31% X	12 6%	90 26% Zbc	8 12% *	7 4%	26 37% Zbc*	12 27% Zc*	112 25% g	29 7%				
Net: Very/Fairly unfavourable	561 49%	295 54% C	263 46%	89 28% D	173 47% D	299 67% DEG	512 48% D	288 45%	273 55% H	132 49%	157 53%	136 52%	68 43%	23 40% *	45 46% *	134 36% P	427 56% P	316 45%	245 57% R	90 48% W	158 57% W	173 57% W	104 36% Y	512 53% Y	43 29%	136 72% abde	116 34%	40 56% ad*	133 78% abde	20 27% *	16 36% *	181 40% f	276 69%				
Net Difference	-372 -33%	-202 -37%	-174 -30%	2 1%	-107 -29%	-268 -60%	-329 -31%	-157 -25%	-215 -44%	-78 -29%	-118 -40%	-100 -39%	-33 -21%	-13 -23%	-30 -31%	-34 -9%	-338 -44%	-188 -27%	-185 -43%	-61 -33%	-116 -42%	-142 -47%	-30 -10%	-375 -39%	4 2%	-124 -66%	-26 -8%	-32 -45%	-126 -74%	7 10%	-4 -9%	-70 -15% g	-248 -62%				
Mean	-0.67	-0.73	-0.64	0.03 EFG	-0.63 F	-1.16	-0.64 F	-0.50 I	-0.91	-0.51 KL	-0.83	-0.86	-0.44 KL*	-0.54 *	-0.66 *	-0.27 Q	-0.87	-0.56 S	-0.86	-0.65	-0.86	-0.93	-0.22 TUV	-0.79	0.02 X*	-1.32	-0.16 Zbc	-0.92 Zc*	-1.41 *	0.24 Zbc*	-0.09 **	-0.31 g	-1.23				

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

24-089497-33 - 15th - 18th August 2025																																		
Public																																		
Political Pulse - August																																		
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)	18-75 (G)	ABC1 (H)	CD2E (I)	North (J)	Midlands (K)	South (L)	London (M)	Wales (N)	Scotland (O)	Graduate (P)	Non-graduate (Q)	Working (R)	Not working (S)	UP TO £19,999 (T)	£20,000-£34,999 (U)	£35,000-£54,999 (V)	£55,000+ (W)	White ethnic group (X)	Minority ethnic group (Y)	Conservative (Z)	Labour (a)	Liberal Democrats (b)	Reform UK (c)	Green Party (d)	Other (e)	Remain (f)	Leave (g)	
Unweighted base	1135	552	566	344	398	393	1085	741	394	275	294	255	160	55	96	662	473	763	372	162	259	261	374	954	169	180	390	73	142	73	44	499	352	
Weighted base	1135	548	570	317	372	446	1067	641	494	270	296	258	157	57	97	374	761	702	433	189	280	301	289	973	149	188	344	71	170	72	44	451	398	
0 = Very bad job (0)	315 28%	157 29%	156 27%	41 13%	105 28%	168 38%	286 27%	132 21%	183 37%	76 28%	91 31%	77 30%	27 18%	14 25%	28 29%	58 15%	257 34%	161 23%	154 36%	58 31%	94 34%	82 27%	51 18%	289 30%	19 12%	80 42%	23 7%	10 15%	107 63%	12 17%	7 16%	60 13%	191 48%	
1	60 5%	27 5%	31 5%	9 3%	22 6%	29 7%	58 13%	33 5%	27 6%	9 3%	20 7%	24 9%	4 3%	2 4%	2 2%	8 2%	52 7%	35 5%	26 6%	13 7%	10 4%	24 8%	11 4%	55 6%	5 4%	16 2%	3 1%	2 3%	12 7%	14 19%	3 7%	21 5%	30 7%	
2	70 6%	29 5%	37 6%	11 3%	22 6%	37 8%	66 15%	39 6%	31 6%	19 7%	14 5%	16 6%	10 6%	3 3%	9 9%	17 5%	52 7%	41 6%	28 7%	16 9%	20 7%	19 6%	10 3%	65 7%	4 3%	17 9%	11 3%	4 6%	8 5%	12 17%	5 12%	30 7%	28 7%	
3	96 8%	46 8%	50 9%	20 6%	35 9%	41 9%	88 20%	54 8%	42 8%	26 10%	24 10%	21 8%	11 8%	6 11%	9 9%	26 7%	70 8%	58 9%	38 10%	18 7%	20 12%	36 7%	19 5%	88 9%	7 5%	25 13%	26 7%	8 12%	10 6%	4 5%	9 19%	39 9%	36 9%	
4	91 8%	38 7%	51 9%	23 7%	31 8%	37 8%	86 19%	50 8%	41 8%	20 7%	23 8%	23 9%	11 7%	7 12%	8 8%	30 8%	61 8%	52 7%	39 9%	22 12%	21 8%	21 7%	22 8%	81 8%	7 5%	15 8%	37 11%	6 8%	7 4%	4 6%	1 2%	50 11%	25 6%	
5	128 11%	56 10%	70 12%	38 13%	50 13%	40 9%	121 28%	79 12%	48 10%	28 10%	28 9%	34 13%	21 9%	3 6%	13 14%	52 12%	76 10%	85 12%	43 10%	22 12%	32 11%	32 10%	30 11%	108 13%	19 5%	10 13%	55 24%	17 23%	9 25%	16 25%	11 15%	65 15%	27 27%	
6	74 7%	37 7%	35 6%	22 7%	28 8%	24 5%	68 16%	54 10%	20 4%	26 10%	15 5%	9 3%	13 9%	3 5%	8 8%	35 9%	39 5%	43 6%	31 7%	12 6%	21 8%	13 4%	21 7%	67 7%	8 5%	1 1%	14% Z	6% Zac*	2% Zac*	2% Zac*	7% Zac*	9% Zac*	41 8%	15 4%
7	106 9%	62 11%	44 8%	48 15%	26 7%	32 7%	103 24%	72 11%	34 10%	27 10%	29 10%	25 10%	14 9%	5 8%	6 6%	46 11%	60 8%	77 11%	29 7%	10 5%	26 9%	29 10%	37 11%	82 13%	23 15%	7 3%	62 18%	9 12%	8 11%	1 4%	2 4%	49 11%	18 5%	
8	71 6%	50 9%	22 4%	32 10%	18 5%	21 5%	71 17%	55 9%	16 3%	13 5%	16 5%	12 5%	17 11%	5 9%	8 8%	41 11%	30 4%	54 8%	17 4%	5 3%	15 5%	19 6%	31 11%	56 6%	16 11%	7 4%	49 14%	6 8%	2 1%	2 3%	1 10%	45 3%	13 3%	
9	31 3%	16 3%	12 2%	21 7%	5 1%	5 1%	31 3%	21 3%	10 2%	8 3%	9 3%	5 2%	7 5%	1 2%	- 5%	19 12%	12 2%	29 4%	2 4%	- 1%	4 1%	3 1%	24 8%	15 2%	16 11%	7 4%	16 5%	- 2%	3 2%	1 2%	1 3%	18 4%	8 2%	
10 = Very good job (10)	33 3%	22 4%	10 2%	22 7%	9 3%	1 *	33 3%	29 5%	4 1%	6 2%	9 3%	3 1%	9 6%	2 4%	3 3%	27 7%	7 1%	32 5%	1 *	1 *	4 1%	7 2%	21 7%	15 2%	17 11%	3 2%	20 6%	1 2%	- 2%	1 2%	1 5%	22 5%	4 1%	
Don't know	48 4%	5 1%	42 7%	26 8%	16 4%	5 1%	45 13%	16 3%	31 6%	11 4%	15 4%	9 5%	6 3%	5 4%	2 3%	14 23%	33 6%	29 4%	19 4%	8 4%	12 4%	13 4%	11 4%	41 4%	6 1%	2 2%	8 1%	3 5%	- 3%	2 3%	- 2%	11 2%	4 1%	
Prefer not to say	13 1%	3 1%	10 2%	4 1%	4 1%	5 1%	12 1%	7 1%	6 1%	1 *	4 1%	- 3%	4 3%	2 3%	2 2%	3 1%	10 1%	7 1%	6 1%	3 2%	1 *	2 1%	2 1%	10 1%	2 1%	- 1%	1 *	- 1%	- 1%	- 1%	- 1%	- 1%	1 *	
NET: Bad job	445 39%	212 39%	224 39%	61 19%	149 40%	234 53%	410 38%	203 32%	241 49%	104 39%	125 42%	117 45%	41 26%	19 33%	39 40%	83 22%	361 48%	237 34%	208 48%	87 46%	124 44%	125 42%	72 25%	410 42%	28 19%	112 60%	37 11%	16 23%	126 74%	38 53%	15 35%	110 24%	249 62%	
NET: Good job	135 12%	88 16%	43 8%	76 24%	32 9%	27 6%	135 13%	105 16%	30 6%	27 12%	34 12%	20 8%	34 22%	9 15%	11 11%	86 23%	49 6%	115 16%	21 5%	6 3%	23 8%	29 10%	75 26%	86 9%	48 32%	17 9%	85 25%	7 10%	5 3%	5 7%	3 8%	86 19%	24 6%	
Mean	3.59	3.85	3.30	5.25	3.35	2.68	3.67	4.24	2.71	3.60	3.39	3.15	4.69	3.80	3.48	5.01	2.88	4.10	2.76	2.76	3.20	3.32	5.00	3.28	5.70	2.32	5.71	4.29	1.53	2.93	3.62	4.68	2.17	

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.

ColumnPopations (%) A,B,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 Minimum Base: 30 (**) Small Base: 100 (*)

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

	QPLANA-F. How confident, if at all, are you that the following parties have a good long-term economic plan for Britain?					
						A new left wing political party founded by Jeremy Corbyn and Sarah Sultana
	Labour party	Conservative party	Reform UK	Liberal Democrats	Green party	
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1085	1085	1085	1085	1085	1085
Weighted base	1085	1085	1085	1085	1085	1085
Very confident (4)	94 9% DE	73 7% D	153 14% ABDEF	50 5% C	59 5% C	79 7% D
Fairly confident (3)	223 21% F	215 20% F	220 20% F	255 23% F	244 22% F	148 14% F
Not very confident (2)	289 27% CF	322 30% CF	210 19% C	297 27% CF	286 26% CF	198 18% F
Not at all confident (1)	392 36% DE	364 34% DE	390 36% DE	276 25% ABC	305 28% ABC	456 42% ABCDE
Don't know	86 8%	111 10% A	112 10% A	207 19% ABC	191 18% ABC	204 19% ABC

NET: Very/ fairly confident	318 29% F	288 27% F	373 34% ABDEF	305 28% F	303 28% F	227 21% F
NET: Not very/ at all confident	682 63% CDE	686 63% CDE	600 55% C	573 53% C	591 54% C	654 60% CDE

Mean	2.02 F	2.00 F	2.14 ABF	2.09 ABF	2.06 F	1.83 F
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with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportion (5N): A/B/C/D/E/F Minimum Base: 30***) Small Base: 100**)

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

	QPLANA-F. How confident, if at all, are you that the following parties have a good plan for changing Britain generally?					
						A new left wing political party founded by Jeremy Corbyn and Sarah Sultana
	Labour party	Conservative party	Reform UK	Liberal Democrats	Green party	
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1085	1085	1085	1085	1085	1085
Weighted base	1085	1085	1085	1085	1085	1085
Very confident (4)	89 8% D	69 6% ABDEF	170 16% ABDEF	64 6% CF	67 6% CF	70 6% CD
Fairly confident (3)	212 20% D	191 18% BF	245 23% BF	248 23% BF	240 22% BF	183 17% ABCDE
Not very confident (2)	307 28% CF	340 31% CDEF	174 16% DE	293 27% CF	293 27% CF	187 17% CD
Not at all confident (1)	388 36% DE	369 34% DE	392 36% DE	275 25% ABCE	309 28% ABC	450 41% ABC
Don't know	89 8%	116 11% A	104 10%	205 19%	176 16%	195 18%

NET: Very/ fairly confident	301 28% F	259 24% ABDEF	415 38% ABDEF	312 29% BF	308 28% BF	253 23% CD
NET: Not very/ at all confident	695 64% CDEF	710 65% CDEF	566 52% DE	568 52% ABCE	602 55% ABC	637 59% ABC

Mean	2.00 F	1.96	2.20 ABEF	2.11 ABF	2.07 BF	1.86
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	QPLANA: How confident, if at all, are you that the Labour party...	
	have a good long-term economic plan for Britain?	have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
Very confident (4)	94 9%	89 8%
Fairly confident (3)	223 21%	212 20%
Not very confident (2)	289 27%	307 28%
Not at all confident (1)	392 36%	388 36%
Don't know	86 8%	89 8%

NET: Very/ fairly confident	318 29%	301 28%
NET: Not very/ at all confident	682 63%	695 64%

Mean	2.02	2.00
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ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLANA. How confident, if at all, are you that the Labour party... - have a good long-term economic plan for Britain?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320			
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371			
Very confident (4)	94	63	29	51	27	15	74	21	25	16	15	29	4	5	64	30	80	14	5	9	16	62	61	32	9	65	3	4	3	1	64	11			
	9%	12%	5%	17%	8%	4%	12%	4%	10%	6%	6%	19%	8%	5%	18%	4%	12%	3%	3%	3%	6%	22%	7%	22%	5%	20%	4%	2%	4%	2%	14%	3%			
		C		EF	F		H					UKN*	*	*	P		R					STU		W	*	Yabcd	*	*	*	*	f				
Fairly confident (3)	223	125	96	88	73	63	156	67	67	64	37	31	8	17	100	123	154	70	30	53	71	63	175	47	17	127	12	16	11	7	115	41			
	21%	24%	18%	29%	20%	15%	26%	14%	26%	23%	15%	21%	15%	18%	28%	17%	23%	17%	17%	20%	25%	23%	19%	32%	9%	38%	18%	10%	17%	18%	26%	11%			
		C		EF			H		K			*	*	*	P									W	*	Yabcd	*	*	*	*	f				
Not very confident (2)	289	116	166	72	92	126	173	117	61	63	77	43	19	27	85	204	178	111	40	83	73	66	252	33	59	89	30	22	19	19	147	79			
	27%	22%	30%	24%	26%	30%	28%	25%	23%	22%	31%	29%	34%	29%	24%	28%	27%	27%	23%	31%	26%	24%	27%	22%	32%	27%	46%	13%	28%	45%	33%	21%			
		B										*	*	*											b*	b	Zb*	*	b*	Zb*	f				
Not at all confident (1)	392	199	187	58	127	208	174	218	86	119	103	34	19	32	80	312	203	190	86	105	102	68	367	21	97	30	15	121	31	13	88	224			
	36%	38%	34%	19%	36%	49%	28%	46%	33%	42%	42%	23%	34%	34%	22%	43%	30%	46%	49%	39%	36%	25%	40%	14%	53%	9%	23%	75%	46%	31%	20%	60%			
					D	DE		G		L	L	*	*	*	O			Q	UV	V	V		X		Zad*		Z*	YZacd*	Za*	Z*		e			
Don't know	86	19	66	35	37	14	36	49	20	21	15	13	5	12	29	57	57	29	16	17	23	18	70	14	2	21	6	-	4	2	27	17			
	8%	4%	12%	12%	10%	3%	6%	10%	8%	7%	6%	9%	9%	13%	8%	8%	8%	7%	9%	6%	8%	6%	8%	10%	1%	6%	9%	-	6%	4%	6%	4%			
			B	F	F			G				*	*	*											*	Yb	Yb*	*	b*	b*					

NET: Very/ fairly confident	318 29%	188 36% C	125 23%	139 46% EF	100 28% F	78 18%	230 38% H	88 19%	91 35% K	80 28%	52 21%	60 40% KN*	12 23% *	22 23% *	164 46% P	154 21%	234 35% R	84 20%	35 20%	62 23%	88 31% S	125 45% STU	236 25%	79 54% W	26 14% *	192 58% Yabcd	15 22% *	20 12% *	14 21% *	8 20% *	179 41% f	52 14%
NET: Not very/ at all confident	682 63%	315 60%	353 65%	129 43%	218 61% D	334 78% DE	347 57% G	335 71% G	147 57%	182 64% L	180 73% IL	77 51% *	37 68% *	59 63% *	165 46%	516 71% O	381 57%	301 73% Q	126 71% V	188 70% V	174 61% V	134 48% X	620 67% X	54 37%	156 85% Za*	119 36%	45 69% Z*	143 88% Zac*	50 73% Z*	31 76% Z*	234 53%	303 82% e

Mean	2.02	2.10 C	1.93	2.49 EF	2.00 F	1.72	2.22 H	1.74	2.13 K	1.92	1.84	2.40 JKMN*	1.96 *	1.94 *	2.45 P	1.81	2.18 R	1.76	1.71 *	1.87	2.01 S	2.46 STU	1.92	2.67 W	1.66 b*	2.73 Yabcd	2.04 Yb*	1.40 *	1.78 b*	1.92 b*	2.38 f	1.54
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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(*)

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLANA. How confident, if at all, are you that the Labour party... - have a good plan for changing Britain generally?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	89	62	26	50	23	17	70	19	27	17	13	23	4	5	58	31	76	13	7	8	18	54	62	26	4	67	2	3	2	1	62	6		
	8%	12%	5%	16%	6%	4%	11%	4%	11%	6%	5%	16%	7%	5%	16%	4%	11%	3%	4%	3%	6%	20%	7%	18%	2%	20%	4%	2%	4%	2%	14%	2%		
		C		EF			H					JKN*	*	*	P		R					STU		W	*	Yabcd	*	*	*	*	f			
Fairly confident (3)	212	114	95	84	68	60	155	57	58	52	42	36	8	16	104	108	156	56	16	59	60	70	157	53	19	125	16	14	8	5	116	41		
	20%	22%	17%	28%	19%	14%	25%	12%	22%	19%	17%	24%	15%	17%	29%	15%	23%	14%	9%	22%	21%	25%	17%	36%	10%	37%	25%	9%	12%	13%	26%	11%		
				EF			H					*	*	*	P		R		S	S	S		W	*	Ybcd	Yb*	*	*	*	*	f			
Not very confident (2)	307	132	168	81	96	130	179	128	73	77	70	43	20	25	92	215	179	128	53	81	79	69	269	34	71	93	25	18	20	20	146	85		
	28%	25%	31%	27%	27%	31%	29%	27%	28%	27%	28%	28%	36%	27%	26%	30%	27%	31%	30%	30%	28%	25%	29%	39%	28%	38%	11%	30%	48%	33%	23%			
												*	*	*										b*	b	b*	*	b*	Zb*	f				
Not at all confident (1)	388	194	187	54	127	207	171	216	83	113	106	34	18	34	75	313	205	183	82	101	106	65	365	19	88	27	15	127	33	14	88	221		
	36%	37%	34%	18%	36%	49%	28%	46%	32%	40%	43%	23%	33%	36%	21%	43%	30%	44%	47%	38%	37%	24%	39%	13%	48%	8%	23%	78%	49%	33%	20%	60%		
					D	DE		G		L	IL	*	*	*	O			Q	V	V	V		X		Za*	Z*	YZacd*	Za*	Z*			e		
Don't know	89	21	68	35	41	13	38	51	17	24	16	13	5	14	29	59	56	33	18	19	21	18	73	14	2	21	7	-	4	2	27	18		
	8%	4%	12%	11%	12%	3%	6%	11%	6%	8%	6%	9%	9%	15%	8%	8%	8%	8%	10%	7%	7%	7%	8%	10%	1%	6%	10%	-	6%	4%	6%	5%		
			B	F	F			G				*	*	IK*										*	Yb	Yb*	*	b*	b*					

NET: Very/ fairly confident	301 28%	176 34% C	121 22%	134 44% EF	91 26% F	76 18%	225 37% H	77 16%	85 33% K	70 25%	55 22%	60 40% JKN*	12 22% *	20 22% *	162 45% P	139 19%	232 34% R	70 17%	23 13%	67 25% S	79 28% S	124 45% STU	219 24%	79 54% W	23 13% *	192 58% Yabcd	19 28% Yb*	17 10% *	11 16% *	6 15% *	178 41% f	47 13%
NET: Not very/ at all confident	695 64%	326 62%	356 65%	135 44%	223 63% D	337 79% DE	351 57% H	344 73% G	156 61%	190 67% L	176 71% IL	77 51% *	38 69% *	59 63% *	167 47%	528 73% O	384 57%	311 75% Q	135 76% UV	182 68% V	185 65% V	134 49%	633 68% X	53 36%	159 86% Za*	120 36%	40 61% Z*	145 90% Za*	53 79% Z*	34 81% Z*	234 53% f	306 83% e

Mean	2.00	2.09 C	1.92	2.48 EF	1.96 F	1.72	2.21 H	1.71	2.12 JK	1.90	1.83	2.36 JKMN*	1.95 *	1.89 *	2.44 P	1.79	2.17 R	1.74	1.67 *	1.90 S	1.97 S	2.43 STU	1.90	2.65 W	1.67 b*	2.75 Yabcd	2.10 Ybc*	1.34 *	1.69 b*	1.84 b*	2.37 f	1.52
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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(*)

	QPLANB. How confident, if at all, are you that the Conservative party...	
	have a good long-term economic plan for Britain?	have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
Very confident (4)	73 7%	69 6%
Fairly confident (3)	215 20%	191 18%
Not very confident (2)	322 30%	340 31%
Not at all confident (1)	364 34%	369 34%
Don't know	111 10%	116 11%

NET: Very/ fairly confident	288 27% B	259 24%
NET: Not very/ at all confident	686 63%	710 65% A

Mean	2.00 B	1.96
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nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

24-089497-33 - 15th - 18th August 2025
Public
Political Pulse - August
Adults aged 18-75 in GB

QPLAN8. How confident, if at all, are you that the Conservative party... - have a good long-term economic plan for Britain?
All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	73	54	19	38	22	13	49	24	15	20	10	19	3	6	39	34	57	16	14	8	7	44	49	24	31	23	2	5	4	-	37	20		
	7%	10%	4%	13%	6%	3%	8%	5%	6%	7%	4%	12%	6%	7%	11%	5%	8%	4%	8%	3%	2%	16%	5%	16%	17%	7%	3%	3%	6%	-	8%	5%		
		C		EF								K*	*	*	P		R		U			STU		W	Zabcd*	*	*	*	*	*				
Fairly confident (3)	215	110	103	68	57	91	129	86	44	64	42	45	9	12	81	135	139	76	28	46	66	64	171	41	82	45	12	37	3	3	65	98		
	20%	21%	19%	22%	16%	21%	21%	18%	17%	22%	17%	30%	17%	12%	22%	19%	21%	18%	16%	17%	23%	23%	18%	28%	44%	13%	18%	23%	5%	7%	15%	26%		
												IKM*	*	*										W	Zabcd*		c*	Zc*	*	*		e		
Not very confident (2)	322	157	163	73	98	151	177	145	83	86	76	39	16	22	90	231	199	123	54	76	104	69	291	30	52	99	22	62	20	11	123	126		
	30%	30%	30%	24%	27%	35%	29%	31%	32%	30%	31%	26%	29%	24%	25%	32%	30%	30%	30%	29%	36%	25%	31%	21%	28%	30%	33%	39%	30%	26%	28%	34%		
						D						*	*	*		O							X		*		*	*	*	*				
Not at all confident (1)	364	175	177	85	140	139	205	159	92	85	97	32	22	37	117	247	212	152	64	116	80	78	321	36	5	152	26	50	36	26	186	100		
	34%	33%	32%	28%	39%	33%	33%	34%	35%	30%	39%	21%	40%	40%	33%	34%	32%	37%	36%	43%	28%	28%	35%	24%	2%	46%	40%	31%	53%	63%	42%	27%		
					D				L		L	*	L*	L*					UV				X		*	Yb	Y*	Y*	Yb*	Yab*	f			
Don't know	111	27	84	39	39	33	53	58	25	29	22	15	4	16	31	80	64	47	18	21	29	21	94	16	15	14	4	8	4	2	29	27		
	10%	5%	15%	13%	11%	8%	9%	12%	10%	10%	9%	10%	8%	18%	9%	11%	10%	11%	10%	8%	10%	8%	10%	10%	8%	4%	6%	5%	6%	4%	7%	7%		
			B									*	*	*										*		*	*	*	*	*				

NET: Very/ fairly confident	288 27%	163 31% C	122 22%	106 35% EF	78 22%	104 24%	178 29%	110 23%	59 23%	84 30%	52 21%	64 43% UKMN*	12 22% *	18 19% *	120 33% P	168 23%	196 29%	92 22%	41 23%	54 20%	72 25%	108 39% STU	220 24%	65 44% W	113 61% Zabcd*	68 20%	13 21% *	42 26% cd*	7 11% *	3 7% *	101 23%	118 32% e
NET: Not very/ at all confident	686 63%	332 64%	339 62%	159 52%	238 67% D	289 68% D	382 62%	304 64%	175 68% L	171 60% L	172 70% L	71 47% *	38 70% L*	59 63% *	207 58%	478 66% O	411 61%	275 66%	118 67% V	192 72% V	183 64% V	147 53%	612 66% X	66 45%	56 31% *	251 75% Y	48 73% Y*	112 69% Y*	56 83% Y*	37 89% Yb*	309 70% f	226 61%

Mean	2.00	2.09 C	1.92	2.22 EF	1.87	1.94	2.04	1.94	1.92	2.07 K	1.85	2.38 UKMN*	1.86 *	1.83 *	2.13 P	1.93	2.07 R	1.88	1.94 *	1.78	2.00 T	2.29 STU	1.94	2.41 W	2.82 Zabcd*	1.81 d	1.82 d*	1.98 cd*	1.61 *	1.41 *	1.88	2.11 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(*)

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLAN8. How confident, if at all, are you that the Conservative party... - have a good plan for changing Britain generally?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	69	44	23	38	16	15	51	18	16	16	8	17	5	7	43	25	52	17	13	6	11	40	44	23	28	27	*	1	3	-	32	20		
	6%	8%	4%	13%	4%	3%	8%	4%	6%	5%	3%	11%	8%	7%	12%	3%	8%	4%	7%	2%	4%	14%	5%	16%	15%	8%	1%	1%	4%	-	7%	5%		
		C		EF			H					K*	*	*	P				T			STU		W	Zabcd*	b	*	*	*	*				
Fairly confident (3)	191	97	92	67	57	67	108	82	40	66	38	33	5	9	76	114	137	54	18	38	63	60	149	39	71	46	9	31	6	2	58	81		
	18%	19%	17%	22%	16%	16%	18%	17%	15%	23%	15%	22%	9%	9%	21%	16%	20%	13%	10%	14%	22%	22%	16%	26%	38%	14%	14%	19%	8%	6%	13%	22%		
										MN		N*	*	*	P		R			S	S		W	Zabcd*		*	*	*	*	*				
Not very confident (2)	340	179	159	71	101	168	183	157	76	88	88	51	16	22	94	246	207	134	58	90	95	74	310	30	64	94	29	65	18	9	129	142		
	31%	34%	29%	23%	28%	40%	30%	33%	30%	31%	36%	34%	30%	23%	26%	34%	31%	32%	33%	33%	34%	27%	34%	20%	35%	28%	44%	40%	27%	21%	29%	38%		
						DE						*	*	*		O							X		*		Zd*	Z*	*	*				
Not at all confident (1)	369	176	181	90	142	137	216	153	96	82	94	34	26	37	116	253	211	158	65	111	87	80	324	38	5	149	25	55	39	26	191	96		
	34%	34%	33%	30%	40%	32%	35%	32%	37%	29%	38%	23%	48%	40%	32%	35%	31%	38%	37%	41%	31%	29%	35%	26%	2%	45%	37%	34%	58%	63%	44%	26%		
					D				L		L	*	JL*	L*					UV						*	Y	Y*	Y*	Yb*	Yab*	f			
Don't know	116	26	90	38	40	39	54	62	30	31	19	14	2	19	28	88	64	52	23	23	28	22	98	17	17	17	3	10	2	4	29	32		
	11%	5%	16%	12%	11%	9%	9%	13%	12%	11%	8%	10%	4%	20%	8%	12%	10%	12%	13%	9%	10%	8%	11%	11%	9%	5%	5%	6%	3%	10%	7%	9%		
			B									*	*	KM*		O									*		*	*	*	*				

NET: Very/ fairly confident	259 24%	141 27%	115 21%	105 34% EF	73 20%	82 19%	159 26%	100 21%	56 22%	82 29% K	46 19%	50 34% IKM*	9 17% *	16 17% *	120 33% P	139 19%	189 28% R	70 17%	31 17%	44 17%	74 26% T	100 36% STU	194 21%	62 42% W	99 54% Zabcd*	73 22% d	9 14% *	32 20% *	8 12% *	2 6% *	90 21%	102 27%
NET: Not very/ at all confident	710 65%	356 68%	340 62%	161 53%	243 68% D	306 72% D	399 65%	310 66%	172 67%	170 60%	181 74% JL	85 57% *	43 78% JL*	58 63% *	210 59%	499 69% O	418 62%	291 70% Q	123 70% V	201 75% UV	183 64%	154 56%	634 69% X	68 46%	68 37% *	243 73% Y	53 81% Y*	120 74% Y*	57 84% Y*	35 85% Y*	321 73% f	238 64%

Mean	1.96	2.02	1.91	2.20 EF	1.83	1.90	1.99	1.91	1.89	2.06 K	1.83	2.25 IKMN*	1.76 *	1.81 *	2.14 P	1.86	2.05 R	1.80	1.86 *	1.75	1.99 T	2.23 STU	1.90	2.36 W	2.74 Zabc*	1.84	1.77 *	1.85 *	1.57 *	1.36 **	1.83	2.08 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(*)

	QPLANC. How confident, if at all, are you that Reform UK...	
	have a good long-term economic plan for Britain?	have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
Very confident (4)	153 14%	170 16%
Fairly confident (3)	220 20%	245 23%
Not very confident (2)	210 19% II	174 16%
Not at all confident (1)	390 36%	392 36%
Don't know	112 10%	104 10%

NET: Very/ fairly confident	373 34%	415 38% A
NET: Not very/ at all confident	600 55% II	566 52%

Mean	2.14	2.20 A
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24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLANC. How confident, if at all, are you that Reform UK... - have a good long-term economic plan for Britain?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320	
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371	
Very confident (4)	153	104	49	59	40	54	83	71	35	46	29	17	14	13	43	110	108	45	19	32	44	54	126	26	25	28	1	81	3	1	39	86	
	14%	20%	9%	20%	11%	13%	13%	15%	14%	16%	12%	11%	25%	14%	12%	15%	16%	11%	11%	12%	15%	19%	14%	18%	14%	8%	2%	50%	4%	3%	9%	23%	
		C		EF								*	KL*	*								ST			a*	*	YZacd*	*	*		e		
Fairly confident (3)	220	123	94	76	63	81	116	104	53	61	42	39	8	17	79	141	164	56	29	44	61	74	187	31	44	62	9	54	7	6	61	99	
	20%	24%	17%	25%	18%	19%	19%	22%	20%	22%	17%	26%	15%	19%	22%	19%	24%	13%	16%	16%	21%	27%	20%	21%	24%	19%	14%	33%	10%	14%	14%	27%	
		C		E								*	*	*			R					ST			*	*	Zacd*	*	*		e		
Not very confident (2)	210	97	111	50	68	92	119	90	51	56	46	37	10	10	61	148	119	90	42	55	61	42	185	24	55	55	13	17	9	5	67	85	
	19%	18%	20%	16%	19%	22%	19%	19%	20%	20%	18%	25%	18%	11%	17%	20%	18%	22%	24%	21%	21%	15%	20%	16%	30%	16%	20%	11%	13%	13%	15%	23%	
												N*	*	*										Zbc*			*	*	*	*	e		
Not at all confident (1)	390	170	208	85	147	159	242	148	91	95	107	44	21	33	145	245	211	179	66	111	97	83	331	52	51	171	32	6	45	28	243	69	
	36%	33%	38%	28%	41%	37%	39%	31%	35%	34%	44%	29%	38%	35%	40%	34%	31%	43%	37%	41%	34%	30%	36%	36%	28%	51%	49%	4%	6%	67%	55%	19%	
				D	D		H				L	*	*	*	P			Q		V					b*	Yb	Yb*	*	Yb*	Yb*	f		
Don't know	112	29	83	34	38	40	53	59	28	25	23	13	2	20	30	82	68	44	21	27	22	23	96	14	9	18	10	4	5	2	29	31	
	10%	5%	15%	11%	11%	9%	9%	13%	11%	9%	9%	9%	4%	21%	8%	11%	10%	11%	12%	10%	8%	8%	10%	9%	5%	5%	15%	2%	7%	4%	7%	8%	
			B									*	*	UKLM*											*	YZb*	*	*	*				

NET: Very/ fairly confident	373 34%	227 43% C	143 26%	135 45% EF	102 29%	136 32%	199 32%	175 37%	88 34%	107 38%	71 29%	56 37% *	22 40% *	30 33% *	122 34%	251 35%	273 41% R	100 24%	48 27%	75 28%	105 37%	128 46% ST	314 34%	58 39%	69 38% acd*	90 27%	10 16% *	135 83% YZacd*	10 14% *	7 17% *	101 23%	185 50% e
NET: Not very/ at all confident	600 55%	267 51%	319 59% B	134 44%	215 60% D	251 59% D	361 59% H	238 51%	142 55%	151 53%	153 62% N	81 54% *	30 56% *	43 46% *	206 58%	394 54%	330 49%	269 65% Q	108 61% V	166 62% V	158 55%	125 45%	516 56%	76 52%	105 57% b*	225 68% b	45 69% b*	23 14% *	53 79% Yb*	33 79% Yb*	310 71% f	155 42%

Mean	2.14	2.33 C	1.97	2.41 EF	1.99	2.08	2.07	2.23	2.14	2.22 K	1.97	2.21 *	2.28 *	2.14 *	2.06	2.18	2.28 R	1.91	2.01 *	1.98	2.20	2.39 ST	2.13	2.24 *	2.25 Zacd*	1.83 c	1.63 *	3.32 YZacd*	1.48 *	1.51 *	1.75	2.59 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(*)

24-089497-33 - 15th - 18th August 2025

Public

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)		
Unweighted base	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	170	116	53	58	44	68	94	76	43	47	32	20	12	15	47	123	114	56	20	39	56	48	148	20	32	34	1	81	2	1	40	99		
	16%	22%	10%	19%	12%	16%	15%	16%	17%	17%	13%	14%	23%	16%	13%	17%	17%	14%	11%	14%	20%	18%	16%	13%	17%	10%	1%	50%	3%	3%	9%	27%		
		C		E								*	*	*											acd*		*	YZacd*	*	*				
Fairly confident (3)	245	134	108	74	70	101	126	119	52	74	49	44	10	15	85	160	170	76	38	60	59	79	207	38	52	65	12	63	6	3	69	123		
	23%	26%	20%	24%	20%	24%	21%	25%	20%	26%	20%	30%	19%	16%	24%	22%	25%	18%	22%	22%	21%	28%	22%	26%	28%	19%	19%	39%	9%	8%	16%	33%		
												*	*	*			R								cd*		*	Zacd*	*	*				
Not very confident (2)	174	85	86	49	64	61	96	78	41	38	48	24	12	11	58	116	113	62	26	42	52	47	144	27	47	48	6	10	9	10	55	67		
	16%	16%	16%	16%	18%	14%	16%	17%	16%	13%	19%	16%	21%	12%	16%	16%	17%	15%	15%	15%	18%	17%	16%	19%	26%	15%	9%	6%	13%	23%	13%	18%		
												*	*	*											Zab*	b	*	*	*	b*				
Not at all confident (1)	392	165	217	87	140	164	244	148	90	104	99	48	18	34	143	250	214	179	76	104	97	82	334	51	44	170	36	4	45	26	248	57		
	36%	32%	40%	29%	40%	39%	40%	31%	35%	37%	40%	32%	32%	37%	40%	34%	32%	43%	43%	39%	34%	30%	36%	34%	24%	51%	55%	3%	67%	62%	56%	15%		
			B		D	D	H					*	*	*				Q	V	V					b*	Yb	Yb*	*	YZb*	Yb*	f			
Don't know	104	23	80	34	38	32	53	51	31	20	20	13	2	18	26	78	62	41	17	24	21	21	92	11	9	15	10	3	6	2	29	25		
	10%	4%	15%	11%	11%	8%	9%	11%	12%	7%	8%	9%	4%	19%	7%	11%	9%	10%	10%	9%	7%	7%	10%	8%	5%	4%	16%	2%	9%	4%	7%	7%		
			B									*	*	JKM*											*		YZb*	*	*	*				

NET: Very/ fairly confident	415 38%	250 48% C	161 30%	132 44% E	113 32%	169 40%	220 36%	195 41%	96 37%	122 43% K	80 32%	65 43% *	23 42% *	30 32% *	132 37%	283 39%	283 42% R	132 32%	58 33%	98 37%	115 40%	127 46% S	355 38%	58 39%	84 46% Zacd*	99 30% cd	13 20% *	144 89% YZacd*	8 12% *	5 11% *	108 25%	222 60% e
NET: Not very/ at all confident	566 52%	250 48%	303 56% B	137 45% D	204 58% D	225 53%	340 56% H	226 48%	131 51%	142 50%	147 60%	72 48% *	29 54% *	45 49% *	201 56%	366 50%	326 49%	240 58% Q	102 58%	146 54%	149 52%	128 47%	478 52%	78 53%	91 49% b*	219 66% Yb	42 64% b*	15 9% *	54 80% Yb*	35 85% YZab*	303 69% f	124 33%

Mean	2.20	2.40 C	1.99	2.38 E	2.05	2.18	2.12	2.29	2.22	2.25	2.06	2.27 *	2.34 *	2.14 *	2.11	2.24	2.30 R	2.03	2.01 *	2.13	2.28	2.37 ST	2.20	2.20	2.41 Zacd*	1.88 c	1.61 *	3.39 YZacd*	1.43 *	1.50 *	1.76	2.76 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(*)

	QPLAND. How confident, if at all, are you that the Liberal Democrats...	
	have a good long-term economic plan for Britain?	have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
Very confident (4)	50 5%	64 6%
Fairly confident (3)	255 23%	248 23%
Not very confident (2)	297 27%	293 27%
Not at all confident (1)	276 25%	275 25%
Don't know	207 19%	205 19%

NET: Very/ fairly confident	305 28%	312 29%
NET: Not very/ at all confident	573 53%	568 52%

Mean	2.09	2.11
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nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLAND. How confident, if at all, are you that the Liberal Democrats... - have a good long-term economic plan for Britain?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320			
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371			
Very confident (4)	50	36	14	31	11	8	30	20	12	11	9	11	4	3	33	17	41	9	8	5	9	28	33	17	8	22	9	3	1	1	29	11			
	5%	7%	3%	10%	3%	2%	5%	4%	5%	4%	3%	8%	8%	3%	9%	2%	6%	2%	5%	2%	3%	10%	4%	12%	4%	7%	14%	2%	2%	2%	6%	3%			
		C		EF								*	*	*	P		R					TU		W	*		Ybc*	*	*	*					
Fairly confident (3)	255	130	119	83	86	85	179	75	70	59	48	55	8	14	103	152	173	81	34	65	74	72	208	45	26	120	30	31	15	7	145	56			
	23%	25%	22%	27%	24%	20%	29%	16%	27%	21%	19%	37%	16%	15%	29%	21%	26%	20%	19%	24%	26%	26%	23%	30%	14%	36%	47%	19%	22%	16%	33%	15%			
							H					JKMN*	*	*	P									*	Ybd	Ybcd*	*	*	*	f					
Not very confident (2)	297	139	153	71	87	139	169	128	81	78	72	27	15	24	100	197	177	120	56	86	68	76	258	37	70	91	10	19	28	19	125	96			
	27%	27%	28%	23%	25%	33%	28%	27%	31%	28%	29%	18%	27%	26%	28%	27%	26%	29%	31%	32%	24%	24%	28%	25%	38%	27%	16%	12%	41%	45%	29%	26%			
						DE			L			*	*	*										ab*	b	*	*	ab*	Zab*						
Not at all confident (1)	276	162	110	47	102	127	131	145	55	81	64	28	18	30	66	210	161	115	48	68	77	58	253	19	50	46	6	96	8	10	62	157			
	25%	31%	20%	16%	29%	30%	21%	31%	21%	29%	26%	18%	34%	32%	19%	29%	24%	28%	27%	25%	27%	21%	27%	13%	27%	14%	9%	60%	12%	25%	14%	42%			
		C			D	D		G				*	*	*	O								X		Za*	*	YZacd*	*	*	*	e				
Don't know	207	55	149	72	69	66	104	103	40	54	54	28	9	22	56	151	119	88	32	44	57	42	173	29	30	54	9	13	15	5	78	50			
	19%	11%	27%	24%	19%	16%	17%	22%	16%	19%	22%	19%	16%	24%	16%	21%	18%	21%	18%	17%	20%	15%	19%	19%	16%	16%	14%	8%	22%	11%	18%	14%			
			B	F								*	*	*										*		*	*	b*	*						

NET: Very/ fairly confident	305 28%	166 32% C	134 25%	114 38% EF	98 27%	93 22%	209 34% H	95 20%	82 32% N	70 25%	57 23%	66 44% UKMN*	13 23% *	17 18% *	136 38% P	169 23%	215 32% R	90 22%	42 24%	70 26%	83 29%	100 36% ST	241 26% W	62 42% W	35 19% *	142 43% Ybcd	40 60% YZbcd*	34 21% *	16 24% *	8 19% *	174 40% f	67 18%
NET: Not very/ at all confident	573 53%	301 58% C	263 48%	118 39%	189 53% D	266 62% DE	300 49%	273 58% G	136 53% L	159 56% L	136 55% L	55 37% *	33 61% L*	54 58% L*	167 47% O	406 56% O	338 50%	235 57%	103 58%	154 57%	145 51%	134 49%	512 55% X	57 38%	119 65% Za*	137 41% a	17 25% *	115 71% Zac*	36 54% a*	29 70% Za*	188 43%	253 68% e

Mean	2.09	2.09	2.10	2.42 EF	2.03	1.93	2.21 H	1.92	2.18 N	2.00	2.01	2.41 JKMN*	1.97 *	1.86 *	2.34 P	1.96	2.17 R	1.95	2.02 *	2.03	2.06	2.30 STU	2.03	2.50 W*	1.95 b*	2.42 Yb	2.76 YZbc*	1.60 *	2.17 b*	1.96 **	2.39 f	1.75
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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(*)

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLAND. How confident, if at all, are you that the Liberal Democrats... - have a good plan for changing Britain generally?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320			
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371			
Very confident (4)	64	45	19	43	13	7	42	23	22	13	7	12	7	4	40	24	52	12	7	5	14	37	44	19	10	31	9	3	4	1	37	8			
	6%	9%	3%	14%	4%	2%	7%	5%	8%	5%	3%	8%	12%	4%	11%	3%	8%	3%	4%	2%	5%	13%	5%	13%	6%	9%	13%	2%	6%	2%	8%	2%			
		C		EF					K			*	K*	*	P		R			S		STU		W	*	b	b*	*	*	f					
Fairly confident (3)	248	127	116	68	85	95	171	77	61	55	57	52	8	15	99	149	164	84	28	74	64	70	205	43	28	115	34	26	11	8	139	58			
	23%	24%	21%	22%	24%	22%	28%	16%	24%	20%	23%	35%	14%	16%	28%	20%	24%	20%	16%	27%	23%	25%	22%	15%	35%	52%	16%	17%	19%	32%	16%				
							H					JMN*	*	*	P				S		S			*	Ybc	YZbcd*	*	*	*	f					
Not very confident (2)	293	140	148	65	93	134	165	128	78	74	74	30	14	23	99	194	178	115	57	83	77	68	259	32	71	87	8	29	26	18	119	109			
	27%	27%	27%	22%	26%	32%	27%	27%	30%	26%	30%	20%	25%	25%	28%	27%	27%	28%	32%	31%	27%	24%	28%	39%	26%	12%	18%	39%	43%	27%	29%				
						D						*	*	*										Zab*	a	*	*	ab*	ab*						
Not at all confident (1)	275	159	113	53	100	122	131	144	51	87	60	29	18	31	67	208	159	116	51	64	77	57	247	23	45	46	5	95	9	9	61	151			
	25%	30%	21%	18%	28%	29%	21%	31%	20%	31%	24%	19%	33%	33%	19%	29%	24%	28%	29%	24%	27%	21%	27%	16%	24%	14%	7%	59%	13%	23%	14%	41%			
		C			D	D		G		IL		*	*	I*	O								X		Za*	*	YZacd*	*	a*		e				
Don't know	205	52	149	74	63	67	104	101	46	54	49	27	9	20	53	152	118	87	34	43	52	44	171	30	29	54	10	9	18	6	83	44			
	19%	10%	27%	24%	18%	16%	17%	21%	18%	19%	20%	18%	16%	22%	15%	21%	18%	21%	19%	16%	18%	16%	18%	20%	16%	16%	15%	5%	26%	14%	19%	12%			
			B	F								*	*	*	O									b*	b	*	*	b*	*	f					

NET: Very/ fairly confident	312 29%	172 33% C	135 25%	111 37% EF	98 28%	103 24%	213 35% H	99 21%	83 32%	69 24%	64 26%	64 43% JKN*	14 26% *	19 20% *	139 39% P	173 24%	216 32% R	96 23%	35 20%	79 29%	78 27%	107 39% STU	248 27%	62 42% W	38 21% *	146 44% Ybcd	43 65% YZbcd*	29 18% *	15 22% *	9 21% *	176 40% f	66 18%
NET: Not very/ at all confident	568 52%	299 57% C	261 48%	119 39%	194 54% D	256 60% D	297 48% G	272 58% G	129 50%	161 57% L	134 54% L	59 39% *	32 58% *	54 58% L*	166 46% O	403 55% O	337 50%	231 56%	108 61% V	147 55%	154 54%	125 45%	506 55% X	55 38%	116 63% Za*	133 40% a	13 19% *	125 77% YZac*	35 51% a*	27 65% Za*	181 41%	260 70% e

Mean	2.11	2.12	2.10	2.44 EF	2.04	1.97	2.24 H	1.94	2.25 JN	1.98	2.05	2.38 JKN*	2.07 *	1.90 *	2.37 P	1.98	2.20 R	1.97	1.94 *	2.09	2.06	2.37 STU	2.06	2.50 W*	2.02 b*	2.47 Yb	2.85 YZbc*	1.58 *	2.21 b*	2.01 **	2.43 f	1.77
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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(*)

	QPLANF. How confident, if at all, are you that the Green party.....	
	have a good long-term economic plan for Britain?	have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
Very confident (4)	59 5%	67 6%
Fairly confident (3)	244 22%	240 22%
Not very confident (2)	286 26%	293 27%
Not at all confident (1)	305 28%	309 28%
Don't know	191 18% B	176 16%

NET: Very/ fairly confident	303 28%	308 28%
NET: Not very/ at all confident	591 54%	602 55%

Mean	2.06	2.07
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24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QPLANF. How confident, if at all, are you that the Green party..... have a good long-term economic plan for Britain?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320			
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371			
Very confident (4)	59	37	21	39	15	5	36	24	16	16	6	12	5	5	33	26	45	14	12	5	12	28	43	16	6	26	1	7	12	1	34	10			
	5%	7%	4%	13% EF	4% F	1%	6%	5%	6%	6%	2%	8% K*	9% K*	5% *	9% P	4%	7%	3%	7% T	2%	4%	10% TU	5% W	11% W	3% *	8%	2% *	4% *	17% YZab*	3% *	8% f	3%			
Fairly confident (3)	244	119	112	113	78	52	163	80	68	62	49	43	7	15	107	137	170	74	35	42	65	90	187	52	28	102	11	19	34	10	126	42			
	22%	23%	21%	37% EF	22% F	12%	27% H	17%	26%	22%	20%	29% *	14% *	17% *	30% P	19%	25% R	18%	20%	16%	23%	33% STU	20% W	35% W	15% *	31% Yb	17% *	11% *	50% YZabd*	25% *	29% f	11%			
Not very confident (2)	286	131	154	73	88	124	153	133	65	76	64	42	16	23	90	196	185	101	46	96	76	54	253	32	59	100	20	26	12	16	129	83			
	26%	25%	28%	24%	25%	29%	25%	28%	25%	27%	26%	28% *	29% *	25% *	25%	27%	28%	24%	26%	36% V	27%	20%	27%	27%	22%	32% b*	30% b	30% *	16% *	17% *	38% bc*	29%	22%		
Not at all confident (1)	305	181	122	33	105	167	155	150	57	79	84	37	16	32	77	228	163	142	49	80	89	65	285	20	66	52	23	97	2	10	85	180			
	28%	35% C	22%	11%	30% D	39% DE	25%	32%	22%	28%	34% I	24% *	30% *	34% *	22%	31% O	24%	34%	28%	30%	31%	23%	31% X	14%	36% Zc*	16% c	36% Zc*	60% YZacd*	3% *	24% c*	19%	48%			
Don't know	191	55	135	45	68	77	105	85	51	50	45	17	10	18	51	140	108	83	34	45	43	40	158	27	25	53	10	14	9	4	67	57			
	18%	10%	25% B	15%	19%	18%	17%	18%	20%	18%	18%	11% *	18% *	19% *	14%	19% O	16%	20%	19%	17%	15%	14%	17%	19%	14% *	16%	15% *	9% *	13% *	10% *	15%	15%			

NET: Very/ fairly confident	303 28%	156 30%	134 25%	153 50% EF	93 26% F	57 13%	199 33% H	104 22%	84 33% K	78 27%	54 22%	55 37% KN*	12 23% *	20 22% *	140 39% P	163 22%	215 32% R	88 21%	47 27%	48 18%	78 27% T	118 43% STU	230 25%	68 46% W	34 18% *	128 38% Yab	12 19% *	25 16% *	46 67% YZabd*	11 27% *	159 36% f	52 14%
NET: Not very/ at all confident	591 54%	312 60% C	276 51%	106 35%	194 54% D	291 68% DE	309 50%	283 60% G	123 48%	155 55%	148 60% I	78 52% *	32 59% *	55 59% *	168 47%	424 58% O	348 52%	243 59%	95 54%	176 66% V	164 58% V	119 43%	537 58% X	52 35%	125 68% Zc*	152 46% c	43 66% Zc*	123 76% Zc*	13 20% *	26 62% c*	213 49%	262 71% e

Mean	2.06	2.03	2.08	2.62 EF	2.01 F	1.70	2.16 H	1.94	2.21 KN	2.06	1.88	2.23 K*	2.02 *	1.91 *	2.31 P	1.94	2.17 R	1.88	2.07 *	1.88	2.00	2.34 STU	1.98	2.53 W*	1.84 b*	2.36 Yab	1.83 *	1.57 *	2.94 YZab*	2.07 **	2.29 f	1.63
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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(*)

24-089497-33 - 15th - 18th August 2025
Public
Political Pulse - August
Adults aged 18-75 in GB

QPLANF. How confident, if at all, are you that the Green party..... have a good plan for changing Britain generally?
All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	67	39	27	45	19	4	40	27	19	17	9	14	4	5	39	28	49	19	14	8	12	30	52	15	8	28	2	4	17	2	42	13		
	6%	7%	5%	15% EF	5% F	1% F	7%	6%	8%	6%	4%	9% *	7% *	5% *	11% P	4%	7%	4%	8%	3%	4%	11% TU	6%	10%	4% *	9% b	3% *	2% *	25% YZabd*	4% *	10% f	4%		
Fairly confident (3)	240	108	121	99	85	57	174	67	63	58	51	46	9	14	112	128	168	73	31	46	60	88	188	48	31	94	10	18	37	9	119	48		
	22%	21%	22%	33% EF	24% F	13% F	28% H	14%	24%	21%	20%	31% N*	17% *	15% *	31% P	18%	25% R	18%	17%	21%	32% STU	20%	32% W	17% *	28% Yb	16% *	11% *	55% YZabd*	23% *	27% f	13%			
Not very confident (2)	293	141	150	81	80	132	149	144	78	71	61	44	13	27	88	205	186	107	47	91	80	64	253	38	56	109	24	26	5	18	133	80		
	27%	27%	28%	27%	23%	31% E	24%	30%	30%	25%	25%	29% *	24% *	29% *	25%	28%	28%	26%	26%	34% V	28%	23%	27%	26%	31% bc*	33% bc	37% bc*	16% *	8% *	42% bc*	30% f	21%		
Not at all confident (1)	309	181	126	33	109	166	156	153	55	88	84	30	19	32	72	237	169	140	54	77	94	61	286	20	66	52	21	101	2	8	80	180		
	28%	35% C	23%	11%	31% D	39% D	25%	32% G	21%	31% I	34% IL	20% *	35% *	35% IL*	20%	33% O	25%	34% Q	30%	29%	33% V	22%	31% X	14%	36% Zc*	16% c	32% Zc*	62% YZacd*	2% *	20% c*	18% f	48% e		
Don't know	176	55	121	45	63	67	94	81	43	49	42	16	10	16	46	129	101	75	31	46	39	33	147	26	23	49	9	13	7	5	66	51		
	16%	10%	22% B	15%	18%	16%	15%	17%	17%	17%	17%	11% *	18% *	17% *	13%	18% O	15%	18%	18%	17%	14%	12%	16%	18%	12% *	15%	13% *	8% *	10% *	11% *	15%	14%		

NET: Very/ fairly confident	308 28%	146 28%	147 27%	144 47% EF	103 29% F	61 14%	214 35% H	94 20%	82 32%	75 27%	60 24%	60 40% JKN*	13 24% *	18 20% *	152 42% P	156 21%	216 32% R	91 22%	45 26%	54 20%	72 25%	118 43% STU	240 26%	62 42% W	39 21% *	122 37% Yab	12 18% *	22 13% *	54 80% YZabd*	11 27% *	161 37% f	61 16%
NET: Not very/ at all confident	602 55%	322 61% C	277 51%	114 38%	189 53% D	298 70% DE	305 50%	297 63% G	132 51%	159 56%	145 59%	74 50% *	32 59% *	59 63% *	160 45%	441 61% O	354 53%	247 60%	100 57% V	168 63% V	174 61% V	125 45%	539 58% X	59 40%	122 67% Zc*	161 48% c	45 68% Zc*	127 78% Zc*	7 10% *	26 62% c*	213 48% f	259 70% e

Mean	2.07	2.01	2.11	2.60 EF	2.04 F	1.72	2.19 H	1.92	2.22 KN	2.01	1.93	2.32 JKN*	1.94 *	1.88 *	2.38 P	1.91	2.17 R	1.91	2.04 *	1.93	1.96	2.36 STU	2.01	2.47 W*	1.88 b*	2.35 Yab	1.88 b*	1.49 *	3.14 YZab*	2.12 **	2.33 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(*)

	QPLANE. How confident, if at all, are you that a new left-wing political party founded by Jeremy Corbyn and Sarah Sultana...	
	have a good long-term economic plan for Britain?	have a good plan for changing Britain generally?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
Very confident (4)	79 7%	70 6%
Fairly confident (3)	148 14%	183 17% A
Not very confident (2)	198 18%	187 17%
Not at all confident (1)	456 42%	450 41%
Don't know	204 19%	195 18%

NET: Very/ fairly confident	227 21%	253 23% A
NET: Not very/ at all confident	654 60%	637 59%

Mean	1.83	1.86
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24-089497-33 - 15th - 18th August 2025
Public
Political Pulse - August
Adults aged 18-75 in GB

QPLANE. How confident, if at all, are you that a new left-wing political party founded by Jeremy Corbyn and Zarah Sultana... - have a good long-term economic plan for Britain?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	79	51	23	43	27	9	49	30	26	21	10	12	4	6	37	42	56	22	15	8	18	37	52	24	6	30	4	2	19	6	46	14		
	7%	10%	4%	14%	7%	2%	8%	6%	10%	7%	4%	8%	7%	6%	10%	6%	8%	5%	9%	3%	6%	13%	6%	17%	3%	9%	6%	1%	28%	15%	10%	4%		
		C		EF	F				K			*	*	*	P				T			TU		W	*	b	*	*	YZab*	Yb*	f			
Fairly confident (3)	148	74	71	75	42	31	99	49	37	33	27	34	5	11	72	76	110	38	19	26	42	54	115	32	20	72	5	13	12	6	83	29		
	14%	14%	13%	25%	12%	7%	16%	10%	14%	12%	11%	23%	8%	12%	20%	11%	16%	9%	11%	10%	15%	20%	12%	22%	11%	22%	8%	8%	17%	15%	19%	8%		
				EF			H					JK*	*	*	P		R					ST		W	*	Yab	*	*	*	*	f			
Not very confident (2)	198	99	95	76	54	68	124	74	55	58	34	27	9	14	77	121	129	69	31	53	46	59	161	36	27	64	12	27	12	10	71	59		
	18%	19%	18%	25%	15%	16%	20%	16%	21%	21%	14%	18%	17%	16%	22%	17%	19%	17%	17%	20%	16%	21%	17%	25%	15%	19%	18%	17%	18%	24%	16%	16%		
				EF								*	*	*										*	*	*	*	*	*	*				
Not at all confident (1)	456	231	223	48	150	259	224	232	97	124	127	49	23	37	106	350	254	202	77	128	128	83	422	29	112	104	25	114	12	11	149	230		
	42%	44%	41%	16%	42%	61%	36%	49%	37%	44%	52%	33%	42%	39%	30%	48%	38%	49%	43%	48%	45%	30%	46%	19%	61%	31%	38%	70%	17%	26%	34%	62%		
				D	D	DE		G			IL	*	*	*	O			Q	V	V	V		X		Zacd*		c*	Zacd*	*	*		e		
Don't know	204	68	132	62	83	59	117	87	42	47	48	28	14	25	66	138	122	82	35	54	52	44	176	26	18	63	19	6	13	8	90	39		
	19%	13%	24%	20%	23%	14%	19%	18%	16%	16%	19%	19%	26%	27%	18%	19%	18%	20%	20%	20%	18%	16%	19%	18%	10%	19%	29%	3%	20%	20%	20%	20%	11%	
			B		F							*	*	*										*	Yb	Yb*	*	b*	b*	f				

NET: Very/ fairly confident	227 21%	125 24% C	94 17%	118 39% EF	68 19% F	40 9%	148 24% H	79 17%	64 25% K	55 19%	38 15%	46 31% JK*	8 15% *	17 18% *	109 30% P	118 16%	166 25% R	61 15%	35 20%	33 12%	60 21% T	91 33% STU	167 18%	56 38% W	27 15% *	102 31% Yab	9 14% *	15 9% *	31 46% Yab*	13 30% Yb*	129 29% f	43 12%
NET: Not very/ at all confident	654 60%	330 63%	319 58%	124 41%	204 57% D	327 77% DE	348 57%	306 65% G	152 59%	182 64% L	161 65% L	76 51% *	32 59% *	51 55% *	183 51%	471 65% O	383 57%	271 66% Q	107 61%	181 67% V	173 61%	141 51%	583 63% X	65 44%	139 75% Zacd*	168 50%	37 57% c*	141 87% YZacd*	24 35% *	21 50% *	221 50%	289 78% e

Mean	1.83	1.88	1.74	2.47 EF	1.80 F	1.43	1.95 H	1.68	1.97 K	1.80	1.60	2.07 K*	1.73 **	1.80 *	2.14 P	1.68	1.94 R	1.64	1.81 *	1.59	1.78	2.19 STU	1.73	2.43 W*	1.53 *	2.11 Yab	1.74 b*	1.38 *	2.70 YZab*	2.24 **	2.07 f	1.48
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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(*)

24-089497-33 - 15th - 18th August 2025
Public
Political Pulse - August
Adults aged 18-75 in GB

QPLANE. How confident, if at all, are you that a new left-wing political party founded by Jeremy Corbyn and Zarah Sultana... - have a good plan for changing Britain generally?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
Very confident (4)	70	40	25	41	19	10	44	26	22	16	10	16	2	4	37	33	49	21	14	6	15	32	50	19	4	32	4	-	15	5	43	10		
	6%	8%	5%	13% EF	5%	2%	7%	5%	9%	5%	4%	11% K*	4% *	4% *	10% P	5%	7%	5%	8% T	2%	5%	12% TU	5%	13% W	2% *	10% Yb	6% b*	- *	22% YZab*	12% Yb*	10% f	3%		
Fairly confident (3)	183	99	80	94	55	34	129	54	44	47	35	33	12	14	88	96	134	50	22	38	47	68	130	51	26	82	8	16	19	10	97	33		
	17%	19%	15%	31% EF	16% F	8%	21% H	12%	17%	17%	14%	22% *	21% *	15% *	25% P	13%	20% R	12%	13%	14%	16%	25% STU	14%	35% W	14% *	25% Yb	12% *	10% *	28% Yb*	24% b*	22% f	9%		
Not very confident (2)	187	87	96	60	59	69	107	80	57	51	31	26	7	15	68	119	130	57	30	49	45	53	162	24	29	61	9	26	9	9	68	62		
	17%	17%	18%	20%	17%	16%	17%	17%	22% K	18%	13%	17% *	12% *	16% *	19%	16%	19%	14%	17%	18%	16%	19%	18%	17%	16% *	18%	13% *	16% *	19% *	22% *	16%	17%		
Not at all confident (1)	450	224	224	49	150	251	226	224	93	125	120	52	22	38	105	345	246	204	79	120	129	83	413	32	104	102	30	112	12	10	150	225		
	41%	43%	41%	16% D	42% DE	59%	37% G	47% G	36%	44%	49% IL	35% *	40% *	41% *	29% O	47% O	37%	49% Q	45% V	45% V	45% V	30%	45% X	22%	56% Zcd*	31% Zc*	47% Zacd*	69% Zacd*	17% *	25% *	34% f	61% e		
Don't know	195	72	120	60	72	62	108	87	42	45	51	22	12	22	61	134	113	81	32	54	49	39	171	21	22	57	15	8	13	7	82	42		
	18%	14%	22% B	20%	20%	15%	18%	18%	16%	16%	21%	15% *	22% *	23% *	17%	18%	17%	20%	18%	20%	17%	14%	18%	15%	12% *	17% b	23% b*	5% *	19% b*	17% b*	19% f	11%		

NET: Very/ fairly confident	253 23%	140 27% C	105 19%	135 44% EF	74 21% F	44 10%	173 28% H	80 17%	66 26%	62 22%	44 18%	49 33% K*	14 25% *	18 20% *	124 35% P	129 18%	182 27% R	71 17%	36 21%	45 17%	62 22%	101 36% STU	180 19%	69 47% W	29 16% *	114 34% Yab	12 18% *	16 10% *	34 51% YZab*	15 35% Yb*	139 32% f	43 12%
NET: Not very/ at all confident	637 59%	312 60%	320 59%	109 36%	209 59% D	320 75% DE	332 54%	304 65% G	149 58%	176 62%	151 61%	78 52% *	29 53% *	53 57% *	173 48%	464 64% O	376 56%	261 63%	109 61% V	169 63% V	174 61% V	136 49%	575 62% X	56 38%	133 72% Zcd*	162 49% c	39 60% c*	138 85% YZacd*	21 30% *	20 47% *	219 50%	286 77% e

Mean	1.86	1.90	1.78	2.52 EF	1.80 F	1.46	1.98 H	1.69	1.98 K	1.80	1.66	2.10 JK*	1.86 *	1.78 *	2.19 P	1.69	1.97 R	1.66	1.80 *	1.68	1.78	2.21 STU	1.76	2.45 W*	1.56 *	2.16 Yab	1.70 b*	1.37 *	2.68 YZab*	2.27 **	2.09 f	1.48
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	QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country...	
	... properly, competently and seriously?	... with integrity?
	(A)	(B)
Unweighted base	1085	1085
Weighted base	1085	1085
A great deal (4)	92 8%	90 8%
A fair amount (3)	254 23%	264 24%
Not very much (2)	332 31% 8	297 27%
Not at all (1)	345 32%	361 33%
Don't know	61 6%	73 7%

NET: A great deal/ fair amount	346 32%	354 33%
NET: Not very much/ Not at all	678 62%	658 61%

Mean	2.09	2.08
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ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country... - ... properly, competently and seriously?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
A great deal (4)	92 8%	59 11% C	29 5%	55 18% EF	26 7% F	11 2%	66 11% H	25 5%	23 9%	22 8%	15 6%	21 14% KN*	9 16% KN*	3 3% *	61 17% P	31 4%	78 12% R	14 3%	5 3%	7 3%	20 7%	57 20% STU	59 6% W	31 21% W	12 7% *	52 16% Yab	2 3% *	8 5% *	6 10% *	2 4% *	57 13% f	15 4%		
A fair amount (3)	254 23%	136 26%	116 21%	87 29%	78 22%	89 21%	191 31% H	63 13%	63 24%	62 22%	55 22%	44 29% *	10 19% *	19 21% *	126 35% P	128 18%	161 24%	93 22%	27 15%	63 23%	66 23%	92 33% STU	202 22% W	52 35% W	20 11% *	147 44% Ybcd	25 38% Ybc*	13 8% *	10 14% *	7 17% *	143 33% f	46 12%		
Not very much (2)	332 31%	150 29%	180 33%	92 30%	98 28%	142 33%	172 28%	161 34%	78 30%	91 32%	80 32%	38 25% *	12 22% *	34 36% *	86 24%	247 34% O	206 31%	126 31%	67 38% V	85 32% V	91 32% V	57 21%	293 32%	34 23%	78 42% Zb*	87 26% b*	24 37% b*	26 16% *	22 33% b*	20 47% Zb*	135 31%	113 31%		
Not at all (1)	345 32%	166 32%	171 31%	49 16%	121 34% D	175 41% D	154 25% G	191 40% G	83 32%	93 33%	88 36%	37 24% *	19 35% *	25 27% *	69 19%	276 38% O	183 27%	163 39% Q	64 36% V	99 37% V	94 33% V	57 21%	318 34% X	23 16%	72 39% Za*	33 10%	10 15% *	114 70% YZacd*	26 39% Za*	10 23% Z*	83 19%	189 51% e		
Don't know	61 6%	11 2%	48 9% B	20 7% F	32 9% F	9 2%	30 5%	32 7%	10 4%	16 5%	9 4%	11 7% *	4 8% *	12 13% UK*	16 4%	46 6%	44 7%	18 4%	14 8%	14 5%	12 4%	14 5%	53 6%	8 6%	2 1% *	13 4%	5 7% Yb*	* *	3 5% b*	3 8% Yb*	23 5%	9 2%		

NET: A great deal/ fair amount	346 32%	195 37% C	145 27%	142 47% EF	105 29%	99 23%	257 42% H	89 19%	86 33%	84 30%	70 28%	65 43% JKN*	19 35% *	22 24% *	187 52% P	158 22%	239 36% R	107 26%	32 18%	70 26%	87 30% S	148 54% STU	261 28%	82 56% W	31 17% *	199 60% Yabcd	27 41% Yb*	22 13% *	16 24% *	9 22% *	200 45% f	60 16%
NET: Not very much/ Not at all	678 62%	317 61%	351 64%	142 47%	219 61% D	318 75% DE	326 53% G	352 74% G	162 63% L	184 65% L	168 68% L	74 50% *	31 57% *	59 63% *	155 43%	523 72% O	388 58%	289 70% Q	131 74% V	185 69% V	186 65% V	114 41%	612 66% X	57 38%	150 82% Za*	120 36%	34 51% *	140 87% Zacd*	48 72% Z*	29 70% Z*	217 49%	302 81% e

Mean	2.09	2.17 C	2.01	2.52 EF	2.03 F	1.84	2.29 H	1.83	2.10	2.05	1.98	2.35 JKN*	2.17 *	2.01 *	2.52 P	1.87	2.21 R	1.89	1.84	1.91	2.05	2.56 STU	2.00	2.65 W	1.84 b*	2.68 Yabc	2.32 Yb*	1.48 *	1.94 b*	2.03 **	2.42 f	1.68
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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K/L,M/N,O/P,Q,R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f 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(*)

24-089497-33 - 15th - 18th August 2025

Public

Political Pulse - August

Adults aged 18-75 in GB

QCONFIDENCE. How much confidence, if any, do you have that the UK Government is running the country... - ... with integrity?

All Adults aged 18-75 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	55-75	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	1085	527	541	344	398	343	709	376	260	281	243	155	53	93	643	442	759	326	151	243	246	368	905	169	165	380	68	133	70	42	485	320		
Weighted base	1085	523	545	303	355	426	613	472	258	283	247	150	54	93	358	727	672	413	177	268	285	276	926	147	184	333	65	162	68	42	440	371		
A great deal (4)	90 8%	56 11% C	30 6%	55 18% EF	20 6%	15 4%	70 11% H	19 4%	28 11%	15 5%	14 6%	23 15% JKN*	6 10% *	4 4% *	62 17% P	27 4%	76 11% R	14 3%	5 3%	6 2%	22 8% T	54 19% STU	63 7%	25 17% W	12 6% *	59 18% Yabc	3 5% *	5 3% *	1 2% *	2 4% *	60 14% f	14 4%		
A fair amount (3)	264 24%	140 27%	121 22%	89 29% F	87 25%	88 21%	183 30% H	81 17%	67 26%	70 25%	49 20%	45 30% *	16 29% *	17 18% *	120 34% P	144 20%	184 27% R	80 19%	23 13%	69 26% S	69 24% S	94 34% SU	207 22% W	56 38% W	27 14% *	141 42% Ybcd	20 30% Yb*	22 13% *	15 22% *	6 13% *	141 32% f	51 14%		
Not very much (2)	297 27%	138 26%	155 29%	65 21%	95 27%	138 32% D	168 27% G	129 27%	60 23%	79 28%	78 32%	37 25% *	13 24% *	29 31% *	90 25%	207 28%	176 26%	121 29%	57 32% V	80 30% V	87 30% V	54 20%	262 28%	31 21%	76 41% Zbc*	86 26% b	25 38% bc*	21 13% *	13 19% *	21 51% Zbc*	122 28%	105		
Not at all (1)	361 33%	175 33%	179 33%	66 22% D	122 34% D	173 41% D	159 26% G	201 43% G	88 34%	100 35% L	92 37% L	34 23% *	18 32% *	29 31% *	69 19%	291 40% O	188 28%	173 42% Q	71 40% V	99 37% V	97 34% V	58 21%	328 35% X	28 19%	67 37% Za*	31 9% *	11 17% *	114 71% YZacd*	34 50% Zad*	10 25% Z*	94 21% *	188 51% e		
Don't know	73 7%	15 3%	59 11% B	30 10% F	32 9% F	12 3%	32 5%	41 9%	15 6%	18 6%	13 5%	11 7% *	2 4% *	14 15% UK*	16 4%	57 8% O	47 7%	26 6%	20 12% U	14 5%	10 3%	17 6%	65 7%	8 6%	3 1% *	16 5%	6 10% Yb*	1 * *	5 7% b*	3 7% b*	23 5%	13 4%		

NET: A great deal/ fair amount	354 33%	196 37% C	152 28%	144 47% EF	107 30%	103 24%	253 41% H	100 21%	95 37% JN	86 30%	63 26%	68 45% JKN*	21 39% *	21 23% *	183 51% P	171 24%	260 39% R	94 23%	29 16%	75 28% S	91 32% S	147 53% STU	270 29%	81 55% W	38 21% *	200 60% Yabcd	23 35% b*	27 16% *	16 24% *	7 18% *	202 46% f	65 18%
NET: Not very much/ Not at all	658 61%	312 60%	334 61%	130 43%	217 61%	311 73% DE	327 53%	331 70% G	148 58%	179 63% L	170 69% IL	71 48% *	31 57% *	58 62% *	160 45%	498 69% O	364 54%	294 71% Q	128 72% V	179 67% V	183 64% V	112 41%	591 64% X	58 40%	143 78% Za*	117 35%	36 55% Z*	135 83% Za*	47 69% Z*	31 75% Z*	215 49%	293 79% e

Mean	2.08	2.15	2.01	2.48 EF	2.01	1.87	2.28 H	1.81	2.14	2.00	1.94	2.41 JKN*	2.17 *	1.95 *	2.51 P	1.86	2.24 R	1.83	1.76 *	1.93	2.06 S	2.55 STU	2.00	2.56 W	1.90 b*	2.72 Yabcd	2.26 Ybc*	1.49 *	1.74 *	1.97 b*	2.40 f	1.70
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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(*)