

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

	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	76+	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)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Right direction (1)	308	203	104	144	76	89	295	14	218	90	85	63	55	58	15	32	166	143	224	84	34	64	72	125	236	63	36	163	36	14	10	11	160	55
	14%	18%	9%	23%	10%	10%	14%	10%	17%	9%	16%	11%	10%	19%	14%	17%	23%	9%	16%	10%	9%	11%	13%	23%	12%	24%	9%	27%	22%	5%	9%	13%	19%	7%
		C		EF		EF	*	J		LM		LM	*			R		T										ade		*	d*	h		
Wrong direction (-1)	1506	709	785	323	508	675	1398	108	800	705	348	408	368	172	74	137	397	1109	898	608	243	417	383	336	1375	117	310	295	94	244	80	63	484	627
	67%	64%	68%	52%	68%	75%	66%	76%	63%	71%	65%	69%	71%	55%	67%	70%	54%	73%	64%	70%	64%	70%	68%	61%	70%	45%	79%	50%	56%	92%	76%	71%	59%	84%
				D	DEG	D	D*	I	N	N	N	N	N	*	N	Q		S			X	X		Z		bc		abcef	bc*	bc*	bc*	g		
Neither (0)	331	157	173	110	130	91	318	14	187	145	78	91	70	62	15	15	130	201	213	118	74	82	84	76	262	66	32	113	30	6	15	12	147	52
	15%	14%	15%	18%	17%	10%	15%	10%	15%	14%	16%	13%	20%	14%	8%	18%	13%	15%	14%	20%	14%	15%	14%	13%	25%	8%	19%	18%	2%	14%	14%	18%	7%	
				FG	FG	F	*	P	P	P		P	*			R		VX						Y	d	ad	ad	ad	d*	d*	h			
Don't know	116	31	85	47	30	40	111	6	66	50	26	26	29	20	5	10	42	75	62	55	26	29	25	18	96	15	12	24	7	1	2	35	16	
	5%	3%	7%	7%	4%	5%	5%	4%	5%	5%	5%	4%	6%	6%	5%	5%	6%	5%	4%	6%	7%	5%	4%	3%	5%	6%	3%	4%	1%	1%	3%	4%	2%	
		B	EF	EF			*							*						X						d	d		*	*	h			
Mean	-0.56	-0.47	-0.64	-0.31	-0.60	-0.69	-0.55	-0.70	-0.48	-0.65	-0.51	-0.61	-0.64	-0.39	-0.56	-0.57	-0.33	-0.66	-0.50	-0.65	-0.60	-0.63	-0.58	-0.39	-0.61	-0.22	-0.72	-0.23	-0.36	-0.87	-0.67	-0.60	-0.41	-0.78
		C		EF	F		EF	*	J		LM		LM		*		R		T							d	ade	ade		d*	d*	h		

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

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

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

Political Pulse - April  
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 Davey, Leader of the Liberal Democrats	Jeremy Corbyn, MP and Leader of the Green Party	Donald Trump, President of the United States of America	Zack Goldsmith, Leader of the Green Party	Ed Miliband, Secretary of State for Energy and Climate Change and Labour MP	Wes Streeting, Secretary of State for Health and Social Care and Mayor of Greater Manchester	Andy Burnham, Deputy Mayor of London and Labour MP	Angela Rayner, former Secretary of State for Foreign and Commonwealth Affairs and Labour MP	Yvette Cooper, Secretary of State for Health and Labour	Rupert Lowe, Leader of the Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK	Your Party	Restore Britain	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base		2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262
Weighted base		2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262	2262
Very favourable (2)		111	57	136	245	98	121	125	188	86	77	195	91	72	160	116	113	105	194	268	151	155
		5%	3%	6%	11%	4%	5%	6%	6%	4%	3%	9%	4%	3%	7%	5%	5%	5%	9%	12%	7%	7%
		BHM		BEHLM	ABCEFGHILMNOPQRSTU		BHM	BHLM	ABCEFGHILMNOP			ABCEFGHILMNOP			ABCEFGHILMNOP		BHM	BHM	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP
Fairly favourable (1)		314	219	418	362	377	289	210	356	309	300	477	310	300	257	345	386	388	450	349	268	264
		14%	10%	18%	16%	17%	13%	9%	16%	14%	13%	21%	14%	13%	11%	15%	17%	17%	20%	15%	12%	12%
		BHM		ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	BG		ABCEFGHILMNOP	BHM	BG	ABCEFGHILMNOP	BHM	BG	G	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP
Neither favourable nor unfavourable (0)		417	514	556	338	721	437	274	479	567	657	622	497	612	469	428	515	727	539	371	530	480
		18%	23%	25%	15%	32%	19%	12%	21%	25%	29%	28%	22%	27%	21%	19%	23%	32%	24%	16%	23%	21%
		DGS	ADHGS	ADHGS	ADHGS	G	ABCEFGHILMNOP	DGS	ADGS	ADHGS	ADHGS	ABCEFGHILMNOP	ADHGS	ADHGS	DGS	DGS	ADHGS	ABCEFGHILMNOP	ADHGS	ADHGS	ADHGS	ADGS
Fairly unfavourable (-1)		404	451	354	267	330	333	203	289	379	429	277	407	399	236	430	437	405	301	221	208	257
		18%	20%	16%	12%	15%	15%	9%	13%	17%	19%	12%	18%	18%	10%	19%	19%	18%	13%	10%	9%	11%
		DEFHKNMSTU	CEFGHKNMSTU	DGHKNMSTU	GST	DGHKNMSTU	DGHKNMSTU		GNST	DGHKNMSTU	CEFGHKNMSTU	GST	DEFHKNMSTU	DEFHKNMSTU		CEFGHKNMSTU	CEFGHKNMSTU	DEFHKNMSTU	GNST			GNST
Very unfavourable (-2)		922	827	591	944	437	893	1384	629	684	452	274	702	501	518	821	670	441	611	914	547	612
		41%	37%	26%	42%	19%	39%	61%	28%	30%	20%	12%	31%	22%	23%	36%	30%	20%	27%	40%	24%	27%
		BCEHKLMPNQRSTU	CEHKLMPNQRSTU	EKMNQ	BCEHKLMPNQRSTU	K	BCEHKLMPNQRSTU	ABCEFGHILMNOP	EKMNQ	CEHKLMPNQRSTU			CEHKLMPNQRSTU		EKQ	EKQ	CEHKLMPNQRSTU	CEHKLMPNQRSTU	K	EKMNQ	BCEHKLMPNQRSTU	EKQ
Don't know		94	194	207	107	300	190	66	321	237	347	416	354	378	623	122	141	195	167	139	558	495
		4%	9%	9%	5%	13%	8%	3%	14%	10%	15%	18%	11%	17%	28%	5%	6%	9%	7%	6%	25%	22%
		G	ADGOPS	ADGOPS	G	ABCEFGHILMNOP	ADGOPS		ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	LMNOPQRSTU	AG	ADGOPS	ADGOPS	ADGOPS	ADGOPS	ADGOPS	ABCEFGHILMNOP
Net: Very/Fairly favourable		424	276	554	607	474	410	334	544	395	377	672	401	372	417	461	499	493	644	617	419	419
		19%	12%	24%	27%	21%	18%	15%	24%	17%	17%	30%	18%	16%	18%	20%	22%	22%	28%	27%	19%	19%
		BHM		ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	BG		ABCEFGHILMNOP	BG	B	ABCEFGHILMNOP	BG	B	BG	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	BG	BG
Net: Very/Fairly unfavourable		1327	1278	946	1211	767	1226	1587	918	1063	881	552	1110	899	753	1251	1106	847	912	1135	755	868
		59%	57%	42%	54%	34%	54%	70%	41%	47%	39%	24%	49%	40%	33%	55%	49%	37%	40%	50%	33%	38%
		BCEFGHILMNOP	CEHKLMPNQRSTU	EKMNQ	CEHKLMPNQRSTU	K	CEHKLMPNQRSTU	ABCEFGHILMNOP	EKMNQ	CEHKLMPNQRSTU	EKMNQ	CEHKLMPNQRSTU	CEHKLMPNQRSTU	EKMNQ	K	CEHKLMPNQRSTU	CEHKLMPNQRSTU	CEHKLMPNQRSTU	EKMNQ	EKMNQ	CEHKLMPNQRSTU	K
Net Difference		-902	-1022	-392	-604	-292	-816	-1252	-374	-668	-504	121	-709	-527	-336	-790	-607	-354	-268	-518	-337	-449
		-40%	-44%	-17%	-27%	-13%	-36%	-55%	-17%	-30%	-22%	5%	-31%	-23%	-15%	-35%	-27%	-16%	-12%	-23%	-15%	-20%
Mean		-0.79	-0.86	-0.41	-0.60	-0.32	-0.77	-1.14	-0.42	-0.63	-0.46	0.02	-0.66	-0.51	-0.42	-0.70	-0.55	-0.33	-0.33	-0.55	-0.43	-0.51
		BG	G	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	BG		ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP	ABCEFGHILMNOP

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Public  
Political Pulse - April  
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total		Gender		Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very favourable (2)	111 5%	75 7%	35 3%	43 7%	30 4%	38 4%	104 5%	7 5%	74 6%	36 4%	28 5%	20 3%	17 3%	26 9%	10 10%	8 4%	62 8%	48 3%	80 6%	31 4%	14 4%	19 3%	20 4%	54 10%	87 4%	24 9%	10 3%	67 11%	8 5%	7 3%	1 1%	2 2%	63 8%	22 3%
Fairly favourable (1)	314 14%	170 15%	144 13%	127 20%	92 12%	95 11%	306 14%	7 5%	225 18%	89 9%	73 14%	64 11%	65 12%	64 20%	15 14%	32 17%	161 22%	153 10%	213 15%	101 12%	43 11%	70 12%	84 15%	97 18%	252 13%	57 22%	22 6%	181 30%	34 20%	5 2%	12 11%	6 7%	184 22%	49 6%
Neither favourable nor unfavourable (0)	417 18%	189 17%	226 20%	144 23%	128 17%	145 16%	393 19%	24 17%	259 20%	159 16%	95 18%	109 19%	102 20%	54 17%	24 22%	34 18%	161 22%	257 17%	275 20%	143 17%	66 17%	95 16%	106 19%	114 21%	354 18%	58 22%	44 11%	135 23%	43 26%	14 5%	26 25%	26 30%	178 22%	78 10%
Fairly unfavourable (-1)	404 18%	165 15%	236 21%	107 17%	145 20%	152 17%	375 18%	30 21%	242 19%	162 16%	91 17%	119 20%	94 18%	55 18%	12 11%	34 17%	134 18%	270 18%	246 18%	158 18%	67 18%	118 20%	92 16%	105 19%	365 19%	37 14%	91 23%	106 18%	50 30%	23 9%	24 22%	15 16%	182 22%	116 15%
Very unfavourable (-2)	922 41%	480 44%	437 38%	156 25%	311 42%	456 51%	851 40%	71 50%	427 34%	495 50%	232 43%	250 43%	224 43%	91 29%	43 39%	81 42%	185 25%	737 48%	517 37%	405 47%	166 44%	270 46%	241 43%	168 30%	841 43%	65 25%	221 57%	102 17%	29 17%	217 82%	43 40%	39 44%	203 25%	485 65%
Don't know	94 4%	22 2%	69 6%	46 7%	38 5%	10 1%	92 4%	2 1%	45 4%	49 5%	18 3%	25 4%	18 3%	22 7%	5 5%	5 3%	31 4%	63 4%	66 5%	27 3%	22 6%	20 3%	20 4%	17 3%	71 4%	22 8%	1 *	4 1%	3 2%	- -	* *	1 1%	16 2%	2 *
Net: Very/Fairly favourable	424 19%	244 22%	179 16%	170 27%	122 16%	133 15%	410 19%	14 10%	299 24%	125 13%	101 19%	84 14%	82 16%	90 29%	26 23%	40 21%	223 30%	201 13%	293 21%	131 15%	57 15%	89 15%	105 19%	152 27%	339 17%	81 31%	32 8%	249 42%	41 25%	12 5%	13 13%	8 9%	247 30%	70 9%
Net: Very/Fairly unfavourable	1327 59%	645 59%	673 59%	263 42%	456 61%	608 68%	1226 58%	101 71%	669 53%	657 66%	323 60%	369 63%	319 61%	146 47%	55 50%	115 59%	319 43%	1007 66%	763 55%	563 65%	233 62%	388 66%	333 59%	273 49%	1205 61%	102 39%	312 80%	208 35%	79 48%	240 90%	66 63%	54 60%	385 47%	601 80%
Net Difference	-902 -40%	-400 -36%	-494 -43%	-93 -15%	-334 -45%	-475 -53%	-816 -38%	-86 -61%	-370 -29%	-532 -54%	-221 -41%	-285 -48%	-236 -45%	-56 -18%	-30 -27%	-74 -38%	-96 -13%	-806 -53%	-470 -34%	-432 -50%	-176 -47%	-299 -51%	-228 -40%	-121 -22%	-866 -44%	-21 -8%	-280 -72%	41 7%	-38 -23%	-228 -86%	-53 -50%	-45 -51%	-138 -17%	-531 -71%
Mean	-0.79	-0.75	-0.83	-0.36 EFGH	-0.87	-1.01	-0.77 EFH	-1.08 *	-0.59 J	-1.05	-0.82	-0.92	-0.88	-0.42 KLM	-0.59 L*	-0.78	-0.31 R	-1.02	-0.68 T	-0.96	-0.92	-0.96	-0.82	-0.44 UVW	-0.85	-0.26 Y	-1.26 d	0.01 acdef	-0.36 adef	-1.65	-0.89 ad*	-0.93 ad*	-0.34 h	-1.33

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Public  
Political Pulse - April  
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

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Very favourable (2)	57 3%	38 3%	19 2%	28 4%	13 2%	16 2%	54 3%	3 2%	44 3%	14 1%	16 3%	12 2%	8 1%	13 4%	4 3%	4 2%	31 4%	26 2%	41 3%	16 2%	12 3%	8 1%	11 2%	26 5%	42 2%	15 6%	3 1%	32 5%	6 4%	4 2%	3 3%	3 3%	33 4%	9 1%	
Fairly favourable (1)	219 10%	132 12%	86 7%	90 15%	61 8%	68 8%	209 10%	10 7%	156 12%	63 6%	63 12%	42 7%	37 7%	49 16%	8 8%	20 10%	129 18%	90 6%	158 11%	61 7%	28 8%	44 7%	54 10%	87 16%	171 9%	45 17%	18 5%	119 20%	24 14%	10 4%	3 10%	3 3%	123 15%	35 5%	
Neither favourable nor unfavourable (0)	514 23%	250 23%	259 23%	187 30%	167 22%	160 18%	494 23%	20 14%	314 25%	199 20%	101 19%	130 22%	125 24%	80 26%	29 26%	49 25%	188 26%	326 21%	349 25%	165 19%	73 19%	118 20%	140 25%	142 26%	430 22%	78 30%	49 13%	202 34%	46 28%	14 5%	21 20%	27 30%	231 28%	96 13%	
Fairly unfavourable (-1)	451 20%	188 17%	258 22%	98 16%	160 22%	193 20%	415 20%	36 26%	245 19%	206 21%	106 20%	124 21%	103 20%	61 20%	24 22%	34 17%	140 19%	312 20%	254 18%	197 23%	79 21%	135 23%	113 20%	100 18%	413 21%	36 14%	97 25%	106 18%	51 30%	46 17%	28 26%	19 22%	187 23%	145 19%	
Very unfavourable (-2)	827 37%	436 40%	389 34%	118 19%	270 36%	439 49%	760 36%	67 48%	412 32%	415 42%	214 40%	225 38%	200 38%	81 26%	35 32%	73 37%	191 42%	635 42%	467 33%	360 42%	142 38%	242 41%	209 37%	153 28%	753 38%	57 22%	211 54%	107 18%	30 18%	188 71%	38 36%	35 39%	203 25%	448 60%	
Don't know	194 9%	56 5%	136 12%	102 16%	72 10%	20 2%	189 9%	5 3%	100 8%	93 9%	38 7%	54 9%	48 9%	27 9%	11 10%	16 8%	55 8%	138 9%	128 9%	66 8%	42 11%	44 7%	37 6%	48 9%	161 8%	32 12%	12 3%	29 5%	9 1%	3 5%	6 5%	2 3%	48 6%	17 2%	
Net: Very/Fairly favourable	276 12%	170 15%	105 9%	118 19%	74 10%	84 9%	263 12%	13 9%	200 16%	77 8%	79 15%	55 9%	44 9%	63 20%	12 11%	24 12%	160 22%	116 8%	199 14%	77 9%	40 11%	52 9%	65 12%	113 20%	213 11%	60 23%	20 5%	151 25%	30 18%	15 6%	14 13%	6 6%	156 19%	44 6%	
Net: Very/Fairly unfavourable	1278 57%	624 57%	647 56%	216 35%	430 58%	632 71%	1175 55%	103 73%	657 52%	621 63%	320 60%	349 59%	303 58%	142 45%	59 53%	106 55%	331 45%	947 62%	721 52%	557 64%	222 59%	378 64%	321 57%	253 45%	1166 59%	93 35%	308 79%	213 36%	81 49%	233 88%	65 62%	54 61%	470 59%	593 79%	
Net Difference	-1002 -44%	-454 -41%	-542 -47%	-98 -16%	-488 -61%	-356 -43%	-548 -25%	-912 -41%	-90 -6%	-458 -36%	-544 -45%	-241 -45%	-294 -50%	-259 -50%	-79 -25%	-46 -42%	-82 -42%	-171 -23%	-832 -54%	-522 -37%	-480 -55%	-181 -48%	-326 -55%	-256 -45%	-140 -25%	-953 -48%	-33 -13%	-288 -74%	-62 -10%	-51 -31%	-219 -82%	-52 -49%	-49 -55%	-234 -28%	-549 -73%
Mean	-0.86	-0.81	-0.90	-0.36	-0.91	-1.11	-0.84	-1.13	-0.71	-1.05	-0.88	-0.95	-0.95	-0.52	-0.78	-0.84	-0.49	-1.04	-0.75	-1.03	-0.93	-1.02	-0.86	-0.52	-0.92	-0.33	-1.32	-0.24	-0.48	-1.53	-0.86	-0.93	-0.52	-1.35	

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

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

Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 -£54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very favourable (2)	136 6%	77 7%	58 5%	48 8%	39 5%	49 5%	131 6%	5 3%	80 6%	56 6%	27 5%	31 5%	26 5%	29 9%	8 8%	15 8%	52 7%	84 5%	89 6%	47 5%	21 6%	36 6%	22 4%	49 9%	104 5%	28 11%	76 19%	19 3%	5 3%	12 5%	5 5%	3 4%	44 5%	67 9%	
Fairly favourable (1)	418 18%	235 21%	179 16%	91 15%	125 17%	202 23%	374 18%	44 31%	241 19%	177 18%	88 16%	118 20%	120 23%	50 16%	8 7%	34 17%	129 18%	289 19%	258 18%	160 19%	57 15%	108 18%	134 24%	96 17%	359 18%	28 21%	144 37%	83 14%	20 12%	79 30%	6 6%	9 10%	131 16%	208 28%	
Neither favourable nor unfavourable (0)	556 25%	274 25%	280 24%	145 23%	164 22%	246 28%	514 24%	41 29%	293 23%	263 27%	135 25%	151 26%	127 24%	78 25%	32 29%	33 17%	143 19%	412 27%	356 25%	200 23%	93 25%	159 27%	132 23%	126 23%	480 24%	65 25%	114 29%	121 20%	28 17%	79 30%	6 5%	17 19%	165 20%	216 29%	
Fairly unfavourable (-1)	354 16%	154 14%	198 17%	88 14%	112 15%	154 17%	330 16%	25 18%	187 15%	168 17%	93 17%	87 15%	89 17%	44 14%	19 17%	23 12%	124 17%	230 15%	201 14%	153 18%	62 16%	81 14%	101 18%	89 16%	327 17%	26 10%	33 8%	113 19%	42 25%	48 18%	30 28%	13 14%	148 18%	98 13%	
Very unfavourable (-2)	591 26%	305 28%	283 25%	155 25%	219 29%	218 24%	571 27%	21 15%	362 28%	230 23%	155 29%	138 23%	117 22%	80 26%	30 27%	72 37%	230 31%	362 24%	357 26%	235 27%	102 27%	159 27%	132 23%	151 27%	524 27%	59 23%	11 3%	238 40%	59 35%	44 16%	55 52%	45 50%	292 35%	137 18%	
Don't know	207 9%	56 5%	150 13%	96 15%	85 11%	26 3%	201 9%	6 4%	110 9%	97 10%	39 7%	63 11%	43 8%	31 10%	13 12%	18 9%	56 8%	151 10%	137 10%	70 8%	42 11%	50 8%	43 8%	45 8%	175 9%	30 11%	12 3%	21 4%	13 8%	3 1%	4 3%	2 2%	45 5%	24 3%	
Net: Very/Fairly favourable	554 24%	312 28%	237 21%	139 22%	164 22%	251 28%	505 24%	48 34%	321 25%	233 24%	115 21%	149 25%	146 28%	79 26%	17 15%	49 25%	181 25%	372 24%	346 25%	207 24%	78 21%	144 24%	156 28%	145 26%	463 24%	82 31%	220 56%	102 17%	25 15%	92 35%	11 11%	12 14%	175 21%	275 37%	
Net: Very/Fairly unfavourable	946 42%	459 42%	480 42%	243 39%	331 45%	372 42%	900 42%	45 32%	548 43%	397 40%	248 46%	224 38%	206 40%	123 40%	49 44%	95 49%	354 48%	592 39%	558 40%	388 45%	164 43%	239 40%	233 41%	240 43%	850 43%	85 33%	43 11%	351 59%	101 61%	91 34%	85 80%	58 64%	440 53%	235 31%	
Net Difference	-392 -17%	-147 -13%	-243 -21%	-104 -17%	-167 -22%	-121 -13%	-395 -19%	3 2%	-228 -18%	-164 -17%	-25 -25%	-134 -13%	-60 -12%	-44 -14%	-32 -29%	-47 -24%	-172 -23%	-220 -14%	-211 -15%	-181 -21%	-85 -23%	-95 -16%	-78 -14%	-96 -17%	-388 -20%	-3 -1%	177 45%	-248 -42%	-76 -46%	* *	-74 -70%	-45 -51%	-265 -32%	40 5%	
Mean	-0.41	-0.36	-0.47	-0.40	-0.53	-0.33	-0.43	-0.10	-0.44	-0.38	-0.53	-0.35	-0.32	-0.34	-0.55	-0.59	-0.52	-0.36	-0.38	-0.46	-0.50	-0.40	-0.36	-0.39	-0.45	-0.15	0.64	-0.81	-0.85	-0.12	-1.21	-1.00	-0.66	-0.04	

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

Public  
Political Pulse - April  
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region					Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
		Male (A)	Female (B)	(C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very favourable (2)	245 11%	163 15% c	82 7%	47 8%	76 10%	121 14%	232 11%	13 9%	106 8%	139 14%	63 12%	62 11%	53 10%	37 12%	16 14%	14 7%	57 8%	188 12%	154 11%	91 10%	39 10%	70 12%	67 12%	56 10%	226 11%	16 6%	36 9%	33 6%	2 1%	137 52%	3 3%	4 5%	42 5%	169 23%	
Fairly favourable (1)	362 16%	210 19% c	151 13%	100 16%	111 15%	151 17%	334 16%	28 20%	193 15%	169 17%	88 16%	115 19%	77 15%	49 16%	14 13%	19 10%	107 15%	255 17%	246 18%	116 13%	65 17%	78 13%	105 19%	91 16%	312 16%	46 18%	93 24%	73 12%	13 8%	80 30%	2 2%	10 11%	81 10%	199 26%	
Neither favourable nor unfavourable (0)	338 15%	164 15%	171 15%	98 16%	109 15%	131 15%	317 15%	21 15%	173 14%	165 17%	80 15%	95 16%	78 15%	47 15%	14 13%	23 12%	90 12%	248 16%	204 15%	134 15%	48 13%	109 18%	80 14%	77 14%	282 14%	48 18%	86 22%	65 11%	13 8%	23 9%	11 10%	14 15%	80 10%	130 17%	
Fairly unfavourable (-1)	267 12%	113 10%	153 13% b	75 12%	89 12%	103 11%	249 12%	18 13%	153 12%	114 12%	62 11%	59 10%	65 13%	48 15%	9 8%	24 13%	77 11%	190 12%	174 12%	93 11%	45 12%	73 12%	71 13%	66 12%	228 12%	37 14%	76 19%	59 10%	18 11%	10 4%	5 5%	7 8%	92 11%	83 11%	
Very unfavourable (-2)	944 42%	417 38%	517 45% b	250 40%	322 43%	372 42%	887 42%	57 40%	603 47%	341 34%	222 41%	225 38%	219 42%	115 37%	52 48%	110 klmn	373 56% r	571 51% q	548 39%	396 46% s	153 40%	235 40%	218 39%	248 45%	839 43% z	90 34%	92 24% d	360 61% ad	115 69% ad	12 5%	84 80% abcd*	54 61% ad*	519 63% h	159 21%	
Don't know	107 5%	33 3%	72 6% b	52 8% efg	37 5% f	18 2%	103 5%	4 3%	44 3%	63 6% i	22 4%	32 5%	28 5%	16 5%	5 4%	4 2%	30 4%	77 5%	71 5%	36 4%	28 7%	27 5%	24 4%	18 3%	82 4%	24 9%	7 2%	4 1%	6 3%	3 1%	- -	- -	13 2%	11 2%	
Net: Very/Fairly favourable	607 27%	373 34% c	233 20%	148 24%	187 25%	272 30% deg	566 27%	41 29%	299 23%	308 31% i	151 28% p	177 30% p	130 25%	85 27% p	30 27% *	33 17%	164 22%	442 29% q	400 29% t	207 24%	104 28%	148 25%	172 31%	147 27%	538 27%	62 24%	129 33% bcdf	107 18% ce	14 9%	217 82% abcef	5 *	14 16% e*	123 15%	368 49% g	
Net: Very/Fairly unfavourable	1211 54%	530 48% b	670 58%	325 52%	411 55%	475 53%	1136 54%	75 53%	756 59%	455 46%	284 53%	285 48%	284 55%	163 52%	61 55% *	134 69% klmno	450 61% r	722 50%	489 52%	197 57%	308 52%	288 51%	313 56%	1067 54%	127 49%	168 43% d	419 70% ad	134 80% abd	23 9%	90 85% abcd*	61 69% ad*	611 74% h	242 32%		
Net Difference	-604 -27%	-157 -14%	-437 -38%	-178 -29%	-224 -30%	-203 -23%	-570 -27%	-34 -24%	-457 -36%	-147 -15%	-133 -25%	-108 -18%	-154 -30%	-78 -25%	-31 -28%	-101 -52%	-286 -39%	-318 -21%	-322 -23%	-282 -33%	-94 -25%	-160 -27%	-116 -21%	-166 -30%	-529 -27%	-65 -25%	-39 -10%	-312 -53%	-119 -71%	194 73%	-84 -80%	-47 -53%	-488 -59%	126 17%	
Mean	-0.60	-0.39 c	-0.81	-0.67	-0.66	-0.52	-0.61	-0.57 *	-0.78	-0.38 i	-0.57 p	-0.49 p	-0.65 p	-0.53 p	-0.64 p*	-1.03	-0.85	-0.48 q	-0.54 t	-0.71	-0.60	-0.57	-0.49	-0.66	-0.60	-0.58	-0.25 bcdf	-1.08 ce	-1.45	1.22 abcef	-1.57 *	-1.08 ce*	-1.19	0.18 g	

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

Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)		
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	98 4%	59 5%	39 3%	40 6%	21 3%	38 4%	92 4%	6 4%	73 6%	25 3%	27 5%	21 4%	24 5%	13 4%	5 5%	8 4%	42 6%	56 4%	63 4%	35 4%	18 5%	18 3%	26 5%	29 5%	80 4%	17 7%	7 2%	34 6%	31 19%	3 1%	5 5%	2 3%	58 7%	22 3%		
Fairly favourable (1)	377 17%	193 18%	180 16%	109 17%	119 16%	149 17%	359 17%	17 12%	245 19%	131 13%	96 18%	85 14%	92 18%	61 20%	12 11%	31 16%	180 25%	197 13%	227 16%	150 17%	53 14%	89 15%	93 17%	119 21%	325 17%	46 18%	46 12%	156 26%	75 45%	12 5%	20 19%	14 16%	210 25%	81 11%		
Neither favourable nor unfavourable (0)	721 32%	343 31%	372 32%	197 32%	246 33%	278 31%	665 31%	55 39%	407 32%	313 32%	161 30%	188 32%	157 30%	105 34%	42 38%	67 35%	234 32%	486 32%	467 33%	254 29%	111 29%	180 30%	191 34%	188 34%	615 31%	97 37%	142 36%	228 38%	42 25%	40 15%	36 34%	37 41%	277 34%	202 27%		
Fairly unfavourable (-1)	330 15%	169 15%	156 14%	79 13%	100 13%	150 17%	304 14%	26 18%	187 15%	143 14%	80 15%	82 14%	71 14%	48 15%	13 12%	35 18%	101 14%	228 15%	193 14%	137 16%	54 14%	95 16%	92 16%	63 11%	298 15%	31 12%	75 19%	74 12%	10 6%	56 21%	14 13%	17 19%	127 15%	127 17%		
Very unfavourable (-2)	437 19%	253 23%	183 16%	69 11%	134 18%	235 26%	409 19%	28 20%	197 15%	240 22%	116 22%	126 21%	104 20%	47 15%	19 18%	24 13%	91 12%	346 23%	260 19%	177 20%	81 21%	129 22%	107 19%	83 15%	398 20%	25 10%	92 24%	55 9%	1 1%	147 55%	20 19%	12 13%	74 9%	277 37%		
Don't know	300 13%	82 7%	216 19%	130 21%	124 17%	46 5%	292 14%	8 6%	163 13%	137 14%	57 11%	86 15%	72 14%	38 12%	18 17%	29 15%	86 12%	214 14%	188 13%	113 13%	60 16%	81 14%	54 10%	73 13%	252 13%	46 17%	28 7%	48 8%	8 5%	7 3%	11 10%	7 8%	80 10%	41 5%		
Net: Very/Fairly favourable	474 21%	252 23%	219 19%	148 24%	139 19%	186 21%	451 21%	23 17%	318 25%	156 16%	123 23%	105 18%	116 22%	74 24%	17 16%	39 20%	222 30%	253 17%	290 21%	185 21%	71 19%	107 18%	120 21%	148 27%	405 21%	64 24%	52 13%	190 32%	106 64%	6 6%	25 24%	16 18%	268 32%	103 14%		
Net: Very/Fairly unfavourable	767 34%	423 38%	339 30%	148 24%	234 31%	385 43%	712 34%	54 39%	384 30%	383 39%	196 37%	208 35%	176 34%	94 30%	32 29%	59 31%	192 26%	575 38%	453 32%	314 36%	135 36%	224 38%	199 35%	146 26%	696 35%	56 21%	168 43%	129 22%	11 7%	203 76%	33 32%	29 29%	201 24%	404 54%		
Net Difference	-292 -13%	-171 -16%	-120 -10%	1 *	-94 -13%	-199 -22%	-261 -12%	-31 -22%	-66 -5%	-227 -23%	-74 -14%	-103 -18%	-60 -11%	-20 -7%	-15 -14%	-20 -10%	30 4%	-322 -21%	-163 -12%	-129 -15%	-64 -17%	-117 -20%	-79 -14%	2 *	-291 -15%	8 3%	-116 -30%	62 10%	95 57%	-188 -71%	-9 -8%	-12 -14%	67 8%	-301 -40%		
Mean	-0.32	-0.36	-0.28	-0.06 EFGH	-0.34	-0.47	-0.32 F	-0.40 *	-0.17 J	-0.52	-0.34	-0.42	-0.31	-0.20 L	-0.32 *	-0.22	-0.03 R	-0.47	-0.30	-0.36	-0.40	-0.45	-0.31	-0.11 UVW	-0.36	* Y	-0.56 d	0.07 adef	0.79 abdef	-1.28	-0.24 ad*	-0.26 ad*	0.07 h	-0.78		

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

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

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

Public  
Political Pulse - April  
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? - Jeremy Corbyn, MP and parliamentary leader of Your 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very favourable (2)	121 5%	67 6%	53 5%	51 8%	47 6%	23 3%	121 6%	- -	75 6%	46 5%	38 7%	29 5%	15 3%	21 7%	4 3%	14 7%	63 9%	58 4%	83 6%	38 4%	26 7%	25 4%	18 3%	45 8%	86 4%	34 13%	5 1%	55 9%	14 8%	2 1%	16 15%	4 5%	68 8%	15 2%
Fairly favourable (1)	289 13%	158 14%	128 11%	132 21%	94 13%	62 7%	283 13%	5 4%	196 15%	93 9%	76 14%	64 11%	56 11%	54 17%	15 13%	25 13%	132 18%	157 10%	205 15%	84 10%	48 13%	77 10%	55 10%	93 17%	228 12%	56 21%	18 5%	133 22%	24 14%	16 6%	16 15%	16 17%	157 19%	41 6%
Neither favourable nor unfavourable (0)	437 19%	212 19%	220 19%	169 27%	152 20%	116 13%	421 20%	16 11%	256 20%	180 18%	85 16%	119 20%	100 19%	74 24%	31 28%	28 14%	152 21%	285 19%	318 23%	119 14%	61 16%	102 17%	128 23%	116 21%	360 18%	69 26%	47 12%	140 24%	34 21%	27 10%	29 27%	22 24%	175 21%	96 13%
Fairly unfavourable (-1)	333 15%	141 13%	191 17%	69 11%	133 18%	130 15%	313 15%	20 14%	183 14%	150 15%	81 15%	88 15%	62 12%	48 15%	16 15%	36 19%	124 17%	209 14%	201 14%	132 15%	58 15%	82 14%	91 16%	89 16%	295 15%	33 13%	48 12%	116 19%	30 18%	21 8%	16 15%	19 21%	149 18%	85 11%
Very unfavourable (-2)	893 39%	465 42%	425 37%	106 17%	247 33%	539 60%	797 38%	95 68%	468 37%	425 43%	215 40%	236 40%	233 45%	92 30%	36 33%	80 41%	211 29%	682 45%	475 34%	417 48%	141 37%	263 44%	235 42%	175 32%	843 43%	37 14%	259 66%	130 22%	56 34%	195 74%	27 31%	27 31%	240 29%	496 66%
Don't know	190 8%	56 5%	131 11%	95 15%	70 9%	25 3%	185 9%	5 3%	93 7%	97 10%	42 8%	52 9%	54 10%	22 7%	9 8%	11 6%	53 7%	137 9%	115 8%	75 9%	44 12%	42 7%	37 7%	37 7%	156 8%	33 12%	13 3%	21 4%	9 5%	5 2%	3 3%	2 2%	37 5%	16 2%
Net: Very/Fairly favourable	410 18%	225 20%	181 16%	183 29%	141 19%	85 10%	404 19%	5 4%	272 21%	138 14%	114 21%	93 16%	71 14%	75 24%	18 17%	39 20%	195 27%	215 14%	287 21%	122 14%	74 20%	102 17%	73 13%	138 25%	314 16%	90 34%	23 6%	188 32%	37 22%	18 7%	31 29%	20 22%	225 27%	56 8%
Net: Very/Fairly unfavourable	1226 54%	607 55%	616 54%	176 28%	380 51%	669 75%	1111 52%	115 82%	650 51%	575 58%	296 55%	325 55%	296 57%	140 45%	52 47%	116 60%	335 46%	891 58%	677 48%	549 63%	199 53%	345 58%	326 58%	265 48%	1138 58%	71 27%	307 79%	245 41%	86 52%	216 81%	43 40%	46 52%	389 47%	581 77%
Net Difference	-816 -36%	-382 -35%	-435 -38%	7 1%	-239 -32%	-584 -65%	-706 -33%	-110 -78%	-379 -30%	-437 -44%	-182 -34%	-232 -39%	-225 -43%	-66 -21%	-34 -31%	-78 -40%	-139 -19%	-676 -44%	-389 -28%	-427 -49%	-125 -33%	-243 -41%	-253 -45%	-127 -23%	-824 -42%	19 7%	-284 -73%	-57 -10%	-49 -29%	-198 -75%	-12 -11%	-27 -30%	-164 -20%	-525 -70%
Mean	-0.77	-0.75	-0.79	-0.09	-0.65	-1.26	-0.71	-1.51	-0.65	-0.91	-0.73	-0.82	-0.95	-0.47	-0.65	-0.78	-0.42	-0.94	-0.61	-1.02	-0.72	-0.87	-0.89	-0.50	-0.87	0.07	-1.43	-0.23	-0.58	-1.50	-0.22	-0.57	-0.43	-1.37

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

Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 -£54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	125 6%	91 8%	34 3%	47 8%	41 5%	37 4%	125 6%	- -	58 5%	67 7%	36 7%	28 5%	22 4%	26 8%	3 3%	9 5%	43 6%	82 5%	86 6%	39 5%	28 7%	26 4%	25 4%	39 7%	100 5%	23 9%	17 4%	22 4%	3 2%	51 19%	1 1%	5 6%	28 3%	71 9%		
Fairly favourable (1)	210 9%	130 12%	80 7%	81 13%	70 9%	59 7%	202 10%	8 *	116 9%	94 9%	49 9%	53 9%	37 7%	44 14%	10 *	17 9%	68 9%	142 9%	156 11%	54 6%	26 7%	58 10%	48 8%	70 13%	170 9%	39 15%	33 8%	44 7%	12 7%	63 24%	6 5%	5 *	50 6%	91 12%		
Neither favourable nor unfavourable (0)	274 12%	146 13%	127 11%	96 15%	88 12%	90 10%	265 13%	9 *	136 11%	139 14%	58 11%	72 12%	69 13%	44 14%	17 15%	15 8%	75 10%	200 13%	184 13%	91 10%	44 12%	73 12%	88 16%	51 9%	222 11%	43 16%	63 16%	54 9%	10 6%	48 18%	6 5%	5 *	67 8%	115 15%		
Fairly unfavourable (-1)	203 9%	113 10%	90 8%	57 9%	72 10%	75 8%	198 9%	5 *	109 9%	95 10%	54 10%	52 9%	47 9%	28 9%	7 6%	16 8%	63 9%	140 9%	133 10%	70 8%	35 9%	61 10%	54 10%	39 7%	178 9%	26 10%	57 14%	40 7%	13 8%	20 8%	3 3%	3 *	64 8%	72 10%		
Very unfavourable (-2)	1384 61%	595 54%	776 68%	310 50%	452 61%	622 69%	1270 60%	114 81%	821 65%	563 57%	325 61%	367 62%	331 64%	160 51%	68 62%	131 67%	463 63%	921 60%	799 57%	585 68%	230 61%	358 61%	336 60%	345 62%	1248 63%	117 45%	217 56%	432 73%	128 77%	80 30%	91 86%	71 80%	609 74%	395 53%		
Don't know	66 3%	25 2%	40 3%	33 5%	21 3%	12 1%	62 3%	5 *	33 3%	34 3%	15 3%	15 3%	16 3%	9 3%	5 5%	5 3%	23 3%	43 3%	40 3%	26 3%	15 4%	16 3%	12 2%	11 2%	51 3%	15 6%	3 1%	4 1%	1 *	3 1%	- *	- *	7 1%	6 1%		
Net: Very/Fairly favourable	334 15%	221 20%	114 10%	128 21%	111 15%	96 11%	327 15%	8 5%	174 14%	161 16%	85 16%	82 14%	59 11%	70 23%	13 12%	26 13%	111 15%	224 17%	241 17%	93 11%	53 14%	84 14%	73 13%	209 20%	270 14%	62 24%	50 13%	66 11%	16 9%	114 43%	6 6%	10 11%	78 9%	162 22%		
Net: Very/Fairly unfavourable	1587 70%	708 64%	866 75%	367 59%	523 70%	697 78%	1467 69%	119 85%	929 73%	657 66%	379 71%	419 73%	378 61%	189 61%	75 68%	148 76%	526 72%	1061 69%	932 67%	655 76%	265 70%	419 71%	390 69%	385 69%	1426 72%	142 54%	274 70%	471 79%	141 84%	100 38%	94 89%	74 83%	673 82%	467 62%		
Net Difference	-1252 -55%	-487 -44%	-752 -66%	-239 -38%	-412 -55%	-601 -67%	-1141 -54%	-112 -79%	-756 -59%	-497 -50%	-294 -55%	-337 -57%	-319 -61%	-118 -38%	-62 -57%	-121 -62%	-415 -56%	-838 -55%	-691 -49%	-562 -65%	-212 -56%	-335 -57%	-317 -56%	-276 -50%	-1156 -59%	-80 -31%	-224 -57%	-406 -68%	-125 -75%	13 5%	-88 -83%	-64 -72%	-595 -72%	-305 -41%		
Mean	-1.14	-0.92 c	-1.35	-0.85 EFGH	-1.14 FH	-1.34 H	-1.11 FH	-1.66 *	-1.23	-1.04 I	-1.12	-1.18	-1.24	-0.83 KLMOP	-1.22 *	-1.29	-1.17	-1.13	-1.03 T	-1.32	-1.14	-1.16	-1.14	-1.07	-1.20	-0.70 Y	-1.10 bcef	-1.38 e	-1.50	-0.06 abcef	-1.68 *	-1.46 *	-1.44	-0.84 g		

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

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

Public  
Political Pulse - April  
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? - Zack Polanski, Leader of 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	188 8%	96 9%	88 8%	95 15% EFGH	62 8%	31 3%	187 9%	1 1%	129 10%	59 6%	44 8%	45 7%	38 10%	31 10%	6 6%	23 12%	89 12%	99 6%	132 9%	56 6%	31 8%	40 7%	36 6%	62 11%	155 8%	27 10%	8 2%	63 11% ad	15 9%	4 2%	40 38% abcdf*	9 10%	98 12%	16 2%		
Fairly favourable (1)	356 16%	179 16%	173 15%	142 23% EFGH	124 17%	90 10%	346 16%	10 7%	241 19%	115 12%	98 18%	78 13%	80 15%	51 17%	17 15%	32 16%	169 23%	187 12%	237 17%	119 14%	55 14%	79 13%	90 16%	112 20%	292 15%	60 23%	24 6%	155 26% ad	36 22%	6 2%	40 38% abcd*	27 31%	190 23%	55 7%		
Neither favourable nor unfavourable (0)	479 21%	235 21%	241 21%	147 24%	152 21%	179 20%	448 21%	31 22%	277 22%	201 20%	111 21%	129 22%	97 19%	71 23%	29 26%	42 21%	171 23%	307 20%	308 22%	171 20%	79 21%	122 21%	128 23%	120 22%	393 20%	79 30%	73 19%	147 25% de	55 33%	26 10%	12 11% *	22 25%	210 25%	111 15%		
Fairly unfavourable (-1)	289 13%	158 14%	129 11%	63 10%	86 12%	140 16% DEG	267 13% D	23 16% *	152 12%	137 14%	59 11%	73 12%	70 13%	51 16%	18 16% *	19 10%	75 10%	214 14% Q	166 12%	123 14%	47 12%	73 12%	72 13%	79 14%	264 13%	26 10%	50 13%	99 17% e	25 15%	35 13%	8 7% *	7 8%	111 13%	107 14%		
Very unfavourable (-2)	629 28%	363 33% C	264 23%	73 12% D	187 25% FH	368 14% DEG	572 27% D	56 40% DEG*	301 24%	327 29%	155 29%	172 29%	160 31%	62 20%	24 22% *	55 28%	141 19%	488 32% Q	345 25%	284 33% S	91 24%	195 33% UX	175 31% UX	113 20%	592 30% Z	24 9%	184 47% bcef	79 13% e	19 11%	185 70% abcef	5 4% *	16 18% e*	137 17%	389 52% g		
Don't know	321 14%	69 6%	250 22% B	103 17% F	131 18% FG	87 10%	301 14% F	20 14% *	171 13%	151 15%	70 13%	91 15%	77 15%	44 14%	16 15% *	23 12%	89 12%	232 15%	209 15%	112 13%	75 20% VWX	82 14%	62 11%	70 13%	273 14%	47 18%	50 13% de	53 10% de	17 3%	9 2% *	2 2% *	8 9% e*	80 10%	72 10%		
Net: Very/Fairly favourable	544 24%	275 25%	261 23%	237 38% EFGH	186 25% FH	121 14%	533 25% FH	11 8% *	370 29% J	174 18%	142 26%	123 21%	118 23%	83 27%	23 21% *	55 28%	258 35% R	286 19%	369 26% T	175 20%	85 23%	120 20%	126 22%	174 31% UVW	447 23% Y	87 33% *	32 8% ad	218 37% ad	51 31% ad	10 4%	80 76% abcdf*	36 40% ad*	288 35% h	72 10%		
Net: Very/Fairly unfavourable	918 41%	521 47% C	394 34%	136 22% D	273 37% D	508 57% DEG	839 40% DEG*	79 56% DEG*	453 36%	465 47% I	214 40%	245 42%	230 44%	114 36%	42 38% *	75 38%	216 29%	702 46% Q	510 37%	407 47% S	138 37%	268 45% UX	247 44% X	191 34%	855 43% Z	50 19%	234 60% bcef	178 30% e	44 26% e	220 83% abcef	12 12% *	23 26% e*	248 30%	497 66% g		
Net Difference	-374 -17%	-247 -22%	-132 -12%	101 16%	-87 -12%	-387 -43%	-306 -14%	-68 -48%	-83 -7%	-291 -29%	-72 -13%	-121 -21%	-112 -22%	-31 -10%	-19 -17%	-19 -10%	42 6%	-416 -27% R	-141 -10%	-233 -27%	-53 -14%	-149 -25%	-121 -21%	-17 -3%	-408 -21%	38 14%	-202 -52% de	40 7%	8 5%	-209 -79% de	68 64% de	13 14%	40 5%	-425 -57%		
Mean	-0.42	-0.50	-0.34 B	0.23 EFGH	-0.35 FH	-0.90	-0.38 FH	-1.02 *	-0.23 J	-0.67	-0.39	-0.50	-0.53	-0.23 LM	-0.39 *	-0.30	-0.02 R	-0.62	-0.30 T	-0.61	-0.37	-0.59	-0.52	-0.14 UVW	-0.50	0.19 Y	-1.11 d	0.04 ad	0.03 ad	-1.52	0.99 abcdf*	0.06 ad*	* h	-1.18		

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Public  
Political Pulse - April  
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 Milliband, Secretary of State for Energy and Climate Change 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very favourable (2)	86 4%	61 5%	25 2%	43 7%	22 3%	21 2%	80 4%	6 4%	61 5%	25 2%	19 4%	21 4%	15 3%	20 6%	4 4%	7 3%	47 6%	39 3%	66 5%	20 2%	11 3%	15 3%	20 4%	39 7%	63 3%	19 7%	11 3%	54 9%	9 5%	2 1%	1 1%	1 1%	45 5%	18 2%
Fairly favourable (1)	309 14%	174 16%	133 12%	114 18%	101 14%	94 10%	301 14%	8 6%	225 18%	84 8%	77 14%	71 12%	62 12%	59 19%	15 14%	25 13%	163 22%	146 10%	224 16%	85 10%	44 12%	61 10%	89 16%	104 19%	241 12%	63 24%	20 5%	150 25%	31 19%	9 3%	26 25%	18 20%	188 23%	38 5%
Neither favourable nor unfavourable (0)	567 25%	241 22%	323 28%	177 28%	199 27%	191 21%	532 25%	35 25%	342 27%	226 23%	127 24%	141 24%	122 24%	80 26%	34 31%	63 KM	208 R	359 28%	348 25%	219 25%	89 24%	149 25%	126 22%	160 29%	491 25%	71 27%	87 22%	177 30%	56 34%	27 10%	25 23%	32 36%	244 30%	128 17%
Fairly unfavourable (-1)	379 17%	152 14%	223 19%	87 14%	130 18%	161 18%	352 17%	27 19%	202 16%	177 18%	94 17%	113 19%	80 15%	44 14%	13 12%	35 18%	111 15%	267 18%	215 15%	164 19%	70 19%	109 18%	89 16%	83 15%	343 17%	33 13%	65 17%	87 15%	40 24%	39 15%	27 26%	14 16%	141 17%	125 17%
Very unfavourable (-2)	684 30%	398 36%	284 25%	89 14%	199 27%	396 44%	625 29%	59 42%	327 26%	357 36%	171 32%	175 30%	181 35%	73 23%	33 30%	50 26%	135 18%	549 36%	392 28%	293 34%	106 28%	207 35%	188 33%	122 22%	637 32%	34 13%	193 50%	84 14%	19 11%	185 70%	18 17%	21 23%	157 19%	412 55%
Don't know	237 10%	74 7%	158 14%	113 18%	91 12%	33 4%	231 11%	6 4%	115 9%	122 12%	49 9%	67 11%	60 12%	36 12%	11 10%	14 7%	70 9%	167 11%	152 11%	85 10%	57 15%	50 8%	52 9%	48 9%	194 10%	42 16%	14 4%	44 7%	12 2%	4 9%	9 3%	3 4%	50 6%	30 4%
Net: Very/Fairly favourable	395 17%	234 21%	159 14%	158 25%	123 17%	114 13%	381 18%	14 10%	286 22%	109 11%	96 18%	92 16%	77 15%	79 25%	19 17%	32 16%	210 29%	184 12%	290 21%	105 12%	55 15%	76 13%	109 19%	143 26%	304 15%	82 31%	31 8%	204 34%	40 24%	10 4%	27 25%	19 21%	233 28%	56 7%
Net: Very/Fairly unfavourable	1063 47%	550 50%	507 44%	176 28%	329 44%	558 62%	977 46%	86 61%	529 42%	534 54%	265 49%	288 49%	261 50%	117 37%	46 42%	86 44%	246 34%	817 53%	607 43%	456 53%	176 47%	316 53%	277 49%	205 37%	980 50%	67 26%	258 66%	170 29%	59 35%	224 84%	46 43%	35 39%	298 36%	536 71%
Net Difference	-668 -30%	-315 -29%	-348 -30%	-18 -3%	-206 -28%	-444 -50%	-596 -28%	-72 -51%	-243 -19%	-425 -43%	-169 -31%	-196 -33%	-184 -35%	-38 -12%	-27 -25%	-54 -28%	-36 -5%	-632 -41%	-317 -23%	-351 -41%	-121 -32%	-196 -41%	-240 -30%	-167 -11%	-62 -34%	15 6%	-227 -58%	34 6%	-20 -12%	-81 -81%	-19 -18%	-16 -18%	-65 -8%	-480 -64%
Mean	-0.63	-0.64	-0.61	-0.13 EFGH	-0.59 FH	-0.95	-0.60 FH	-0.93 *	-0.44 J	-0.87	-0.66	-0.67	-0.76	-0.33 KLM	-0.57 *	-0.54	-0.19 R	-0.84	-0.52 T	-0.80	-0.68	-0.80	-0.65	-0.29 UVW	-0.70	* Y	-1.09 d	0.01 def	-0.19 ad	-1.52	-0.37 ad*	-0.42 ad*	-0.23 h	-1.21

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

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

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Wes Streeting, Secretary of State for Health and Social Care 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	77 3%	48 4% c	29 3%	32 5% EG	18 2%	27 3%	72 3%	5 4%	46 4%	30 3%	21 4%	19 3%	11 2%	12 4%	7 6%	7 3%	43 6% R	34 2%	54 4%	23 3%	15 4%	11 2%	17 3%	32 6% v	61 3%	15 6% Y	8 2% ad	44 7% ad	6 4%	6 2%	2 2% *	4 5% *	45 5% h	19 3%		
Fairly favourable (1)	300 13%	159 14%	140 12%	95 15% E	78 11%	127 14%	286 13% E	14 10% *	198 16% J	101 10%	70 13%	73 12%	66 13%	58 18% UP	14 13% *	19 10%	141 19% R	159 10%	197 14%	102 12%	42 11%	68 11%	91 16%	83 15%	240 12%	56 21% Y	50 13% d	136 23% adef	38 23% adef	15 6%	8 8% *	9 10% *	158 19% h	72 10%		
Neither favourable nor unfavourable (0)	657 29%	308 28%	344 30%	177 28% E	224 30%	256 29%	616 29% E	42 30% *	385 30% J	273 28%	150 28%	167 28%	158 30%	91 29%	32 29% *	59 30%	216 29% R	442 29%	406 29%	251 29%	106 28%	179 30%	157 28%	168 30%	566 29%	79 30% d	114 29% d	203 34% d	51 31% d	51 19%	31 30% *	27 30% *	264 32% h	199 26%		
Fairly unfavourable (-1)	429 19%	223 20%	204 18%	93 15% EG	126 17% D	210 23% DGH	376 18% D	53 38% DEFG*	245 19% I	184 19% I	99 19% N	124 21%	101 19%	55 18%	19 17% *	31 16% *	126 17% Q	303 20%	242 17%	187 22% s	64 17% Wx	123 21%	110 20%	114 21%	383 19%	41 16% Z	96 25% b	86 14% d	34 20% d	74 28% b	21 20% *	21 23% *	143 17% g	173 23% g		
Very unfavourable (-2)	452 20%	257 23% c	192 17%	82 13% D	156 21% D	214 24% DGH	432 20% D	19 14% *	222 17% I	230 23% I	127 19% N	112 19%	100 19%	49 16%	20 18% *	44 22% *	108 15% Q	344 23% Q	270 19%	182 21%	78 21% x	128 22% x	112 20%	84 15%	420 21% z	25 10% Z	89 23% bc	66 11% d	17 10% d	111 42% abcef	24 23% bc*	20 23% bc*	126 15% g	229 31% g		
Don't know	347 15%	105 10% B	239 21% B	145 23% FGH	140 19% FGH	62 7% FH	339 16% FH	8 6% *	175 14% I	172 17% I	69 13% I	92 16% I	85 16% I	47 15% I	19 17% *	35 18% *	101 14% R	247 16% R	228 16% T	119 14% T	73 19% Wx	83 14% Wx	77 14% Wx	74 13% Wx	300 15% Y	46 18% Y	33 8% d	61 10% d	21 13% d	9 3% d	19 18% abef*	9 10% d*	90 11% h	59 8% h		
Net: Very/Fairly favourable	377 17%	207 19% c	168 15%	126 20% EG	96 13% E	154 17% E	358 17% E	19 13% *	245 19% J	132 13% J	91 17% LMP	92 16% LMP	77 15% LMP	70 22% LMP	21 19% *	25 13% *	184 25% R	192 13% R	252 18% R	125 14% S	57 15% S	79 13% V	108 19% V	115 21% V	301 15% Y	70 27% Y	58 15% d	180 30% adef	44 26% ade	21 8% ade	10 10% *	13 14% *	203 25% h	91 12% h		
Net: Very/Fairly unfavourable	881 39%	480 44% c	396 35%	175 28% D	282 38% DEG	424 47% DEG	809 38% DEG*	72 51% DEG*	467 37% I	413 42% I	226 42% N	236 40% N	201 39% N	104 33% N	39 35% *	75 38% *	234 32% Q	646 42% Q	511 37% Q	369 43% S	142 38% x	251 42% x	222 39% z	199 36% z	803 41% z	67 25% bc	185 47% bc	151 30% bc	51 70% abcef	184 43% b*	41 46% bc*	269 33% g	402 54% g			
Net Difference	-504 -22%	-272 -25%	-228 -20%	-48 -8% EGH	-185 -25% FGH	-270 -30% DGH	-451 -21% FH	-53 -38% *	-222 -17% I	-282 -28% I	-136 -25% N	-144 -24% N	-123 -11% N	-34 -16% N	-18 -16% *	-49 -25% *	-50 -7% R	-454 -30% Q	-260 -19% Q	-244 -28% S	-85 -23% x	-173 -29% x	-115 -20% z	-84 -15% z	-502 -25% z	4 1% Z	-127 -33% bc	28 5% bc	-7 -4% d	-163 -62% d	-35 -33% d	-28 -31% d	-67 -8% h	-311 -41% h		
Mean	-0.46	-0.48	-0.43	-0.21 EFGH	-0.54	-0.55	-0.46 EF	-0.50 *	-0.36 J	-0.59	-0.52	-0.48	-0.49	-0.27 KLMP	-0.34 *	-0.54	-0.18 R	-0.60	-0.41 T	-0.54	-0.49	-0.57	-0.43	-0.28 UV	-0.52	-0.03 Y	-0.58 d	0.01 adef	-0.12 adef	-1.05	-0.66 d*	-0.55 d*	-0.20 h	-0.75		

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

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

Public  
Political Pulse - April  
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? - Andy Burnham, Mayor of Greater Manchester  
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	
		Male (A)	Female (B)	(C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	195 9%	114 10%	81 7%	52 8%	54 7%	89 10%	185 9%	10 7%	120 9%	75 8%	80 15%	45 8%	23 4%	21 7%	8 7%	19 10%	91 12%	104 7%	120 9%	75 9%	30 8%	52 9%	43 8%	59 11%	171 9%	19 7%	18 5%	110 18%	10 6%	2 1%	13 12%	10 12%	112 14%	47 6%		
Fairly favourable (1)	477 21%	254 23%	222 19%	124 20%	140 19%	213 24%	445 21%	32 23%	310 24%	167 17%	141 26%	106 18%	89 17%	73 23%	28 25%	41 21%	209 28%	269 18%	308 22%	170 20%	74 20%	101 17%	139 25%	138 25%	396 20%	80 30%	65 17%	177 30%	61 37%	45 17%	23 22%	27 30%	241 29%	131 17%		
Neither favourable nor unfavourable (0)	622 28%	306 28%	310 27%	158 25%	210 28%	254 27%	574 27%	48 34%	331 26%	291 29%	138 26%	156 28%	147 29%	90 29%	31 28%	60 31%	184 25%	439 29%	369 26%	253 29%	107 29%	172 29%	151 27%	146 26%	545 28%	68 26%	117 30%	147 25%	44 26%	61 23%	31 29%	34 38%	226 27%	199 27%		
Fairly unfavourable (-1)	277 12%	151 14%	125 11%	63 10%	80 11%	134 15%	259 12%	19 13%	150 12%	127 13%	54 10%	76 13%	72 14%	42 13%	15 14%	19 10%	73 10%	204 13%	164 12%	113 13%	40 11%	96 16%	62 11%	57 10%	251 13%	26 10%	71 18%	60 10%	22 13%	60 23%	10 10%	4 5%	79 10%	138 18%		
Very unfavourable (-2)	274 12%	162 15%	112 10%	47 8%	95 13%	132 15%	256 12%	19 13%	143 11%	131 13%	62 11%	76 13%	78 15%	27 9%	14 13%	17 9%	63 14%	211 14%	174 12%	100 12%	47 12%	77 13%	74 13%	55 10%	244 12%	17 7%	73 19%	32 5%	2 1%	81 31%	10 9%	6 7%	59 7%	164 22%		
Don't know	416 18%	114 10%	297 26%	179 26%	165 22%	72 8%	403 19%	13 9%	218 17%	198 20%	63 12%	129 19%	112 21%	59 19%	14 13%	39 20%	115 16%	302 20%	263 19%	153 18%	78 21%	93 16%	95 17%	100 18%	362 18%	52 20%	44 11%	69 12%	28 17%	17 7%	19 18%	8 9%	110 13%	72 10%		
Net: Very/Fairly favourable	672 30%	367 33%	303 26%	176 28%	194 26%	303 34%	630 30%	42 30%	430 34%	242 24%	220 41%	151 26%	112 22%	93 30%	36 32%	60 31%	300 41%	372 24%	428 31%	245 28%	105 28%	153 26%	182 32%	197 35%	567 29%	99 38%	84 21%	287 48%	71 43%	46 17%	36 34%	37 41%	353 43%	178 24%		
Net: Very/Fairly unfavourable	552 24%	313 28%	237 21%	110 18%	175 24%	266 30%	514 24%	37 26%	293 23%	259 26%	116 22%	152 26%	150 29%	69 22%	29 26%	36 18%	136 19%	415 27%	338 24%	213 25%	87 23%	173 29%	136 24%	112 20%	495 25%	43 17%	144 37%	93 16%	23 14%	141 53%	10 19%	10 12%	137 17%	302 40%		
Net Difference	121 5%	55 5%	66 6%	66 11%	19 3%	36 4%	115 5%	5 4%	137 11%	-16 -2%	105 20%	-1 -7%	-23 -8%	0.07 8%	* 6%	0.17 12%	0.31 22%	-0.12 -3%	0.03 6%	0.01 4%	0.01 5%	-0.09 -3%	0.03 8%	0.20 15%	* 4%	0.28 21%	-0.33 -16%	0.52 33%	0.40 29%	-0.70 -36%	0.23 15%	0.38 30%	0.37 26%	-0.36 -17%		
Mean	0.02	0.01	0.04	0.16	-0.04	-0.01	0.03	-0.03	0.11	-0.09	0.26	-0.07	-0.23	0.07	*	0.17	0.31	-0.12	0.03	0.01	0.01	-0.09	0.03	0.20	*	0.28	-0.33	0.52	0.40	-0.70	0.23	0.38	0.37	-0.36		

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, former Deputy Leader of the Labour Party 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very favourable (2)	91 4%	63 6%	27 2%	33 5%	30 4%	29 3%	87 4%	4 3%	62 5%	29 3%	23 4%	24 4%	14 3%	15 5%	7 6%	8 4%	54 7%	37 2%	67 5%	25 3%	15 4%	17 3%	20 4%	36 6%	75 4%	15 6%	3 1%	55 9%	8 5%	4 2%	4 4%	4 4%	62 7%	13 2%	
Fairly favourable (1)	310 14%	169 15%	139 12%	128 21%	91 12%	91 10%	298 14%	12 8%	211 17%	99 10%	83 16%	60 10%	57 11%	69 11%	6 6%	34 18%	163 22%	147 10%	213 15%	97 11%	41 11%	78 13%	79 14%	99 18%	242 12%	63 24%	22 6%	154 26%	35 21%	8 3%	18 17%	12 13%	169 20%	53 7%	
Neither favourable nor unfavourable (0)	497 22%	236 21%	258 22%	156 25%	174 23%	167 19%	471 22%	26 19%	299 23%	198 20%	122 23%	134 23%	103 20%	64 20%	31 28%	44 23%	170 23%	327 21%	326 23%	171 20%	88 23%	113 19%	128 23%	140 25%	431 22%	61 23%	62 16%	177 30%	38 23%	21 8%	24 23%	24 27%	215 26%	106 14%	
Fairly unfavourable (-1)	407 18%	180 16%	225 20%	99 16%	117 16%	192 21%	382 18%	25 18%	216 17%	192 19%	86 16%	107 18%	105 20%	52 17%	21 19%	36 19%	118 16%	289 19%	244 17%	164 19%	68 18%	105 18%	103 18%	95 17%	363 18%	42 16%	61 16%	99 17%	50 30%	47 18%	28 27%	22 25%	146 18%	140 19%	
Very unfavourable (-2)	702 31%	385 35%	315 27%	83 13%	232 31%	387 43%	636 30%	66 47%	350 28%	352 36%	171 32%	188 32%	182 35%	78 25%	31 28%	53 27%	154 21%	548 36%	384 27%	318 37%	115 31%	216 37%	177 31%	130 31%	643 33%	42 16%	221 57%	63 11%	22 13%	179 68%	23 22%	23 25%	168 20%	409 54%	
Don't know	254 11%	67 6%	182 16%	124 20%	99 13%	31 3%	247 12%	7 5%	134 11%	120 12%	52 10%	75 13%	59 11%	34 11%	14 13%	19 10%	75 10%	179 12%	163 12%	90 10%	51 13%	62 10%	57 10%	56 10%	215 11%	38 15%	20 5%	47 8%	12 7%	5 2%	8 7%	5 6%	66 8%	30 4%	
Net: Very/Fairly favourable	401 18%	232 21%	166 15%	161 26%	121 16%	119 13%	385 18%	16 11%	273 21%	128 13%	106 20%	84 14%	71 14%	84 13%	13 12%	42 22%	217 30%	185 12%	280 20%	121 14%	55 15%	95 16%	99 18%	135 24%	317 16%	79 30%	26 7%	209 35%	44 26%	13 5%	22 21%	16 18%	230 28%	66 9%	
Net: Very/Fairly unfavourable	1110 49%	565 51%	540 47%	182 29%	349 47%	579 65%	1018 48%	92 65%	566 45%	544 55%	257 48%	295 50%	287 55%	130 42%	52 47%	89 46%	273 37%	837 55%	628 45%	482 56%	183 49%	321 54%	280 50%	224 40%	1006 51%	84 32%	282 72%	162 43%	72 85%	226 49%	51 45%	45 31%	314 38%	549 73%	
Net Difference	-709 -31%	-333 -30%	-374 -33%	-21 -3%	-228 -31%	-459 -51%	-633 -30%	-76 -54%	-293 -23%	-416 -42%	-151 -28%	-210 -36%	-216 -41%	-46 -15%	-39 -35%	-47 -24%	-56 -8%	-653 -43%	-348 -25%	-361 -42%	-128 -34%	-226 -38%	-181 -32%	-89 -16%	-689 -35%	-5 -2%	-256 -66%	46 8%	-29 -17%	-213 -80%	-29 -27%	-29 -33%	-84 -10%	-483 -64%	
Mean	-0.66	-0.63	-0.69	-0.14 EFGH	-0.67 FH	-0.95	-0.63 FH	-1.03 *	-0.51 J	-0.85	-0.62 M	-0.73	-0.83	-0.39 LM	-0.65 *	-0.52 M	-0.24 R	-0.86	-0.54 T	-0.85	-0.70	-0.80	-0.67	-0.36 UVW	-0.72	-0.14 Y	-1.28 d	0.07 acdef	-0.28 ad	-1.49	-0.48 ad*	-0.57 ad*	-0.25 h	-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/h Minimum Base: 30 (\*\*) Small Base: 100 (\*\*)

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Yvette Cooper, Secretary of State for Foreign and Commonwealth Affairs 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	72 3%	46 4% c	26 2%	31 5% EG	14 2%	28 3%	66 3%	6 4%	53 4%	20 2%	23 4%	12 2%	17 3%	14 4%	2 2%	5 3%	37 5%	36 2%	49 4%	23 3%	11 3%	8 1%	19 3%	31 6%	57 3%	14 5%	6 2%	47 8%	4 3%	4 1%	1 1%	3 3%	51 6%	10 1%		
Fairly favourable (1)	300 13%	162 15%	137 12%	97 16% EG	72 10%	131 15%	278 13%	22 16%	204 16%	96 10%	71 13%	65 11%	66 13%	64 KLM	17 16%	17 9%	152 21%	148 10%	184 13%	117 13%	46 12%	67 11%	88 16%	83 15%	237 12%	59 23%	38 10%	147 25%	29 17%	10 4%	13 12%	14 15%	168 20%	59 8%		
Neither favourable nor unfavourable (0)	612 27%	293 27%	315 27%	173 28% EG	215 29%	224 25%	584 28%	29 20%	356 28%	257 26%	137 25%	151 26%	139 27%	86 28%	31 28%	68 35%	216 29%	396 26%	416 30%	196 23%	89 24%	155 26%	163 29%	171 31%	538 27%	70 27%	102 26%	194 33%	70 42%	25 10%	30 28%	33 37%	260 31%	164 22%		
Fairly unfavourable (-1)	399 18%	201 18%	195 17%	86 14% DG	125 17%	187 21%	359 17%	40 28%	228 18%	171 17%	96 18%	118 20%	85 16%	51 16%	18 16%	32 16%	119 16%	280 18%	219 16%	179 21%	54 14%	128 22%	96 17%	95 17%	350 18%	43 17%	98 25%	68 11%	33 20%	60 b	28 26%	17 19%	148 18%	155 21%		
Very unfavourable (-2)	501 22%	293 27% c	207 18%	79 13% D	156 21% D	266 30% DEG	465 22% D	35 25% D*	237 19%	264 27% I	138 26% N	130 22% N	123 24% N	50 16%	22 20%	37 19%	105 14%	396 26% Q	289 21%	212 25%	95 25% X	141 24% X	124 22% X	87 16%	461 23%	25 10%	110 28%	67 11%	11 7%	153 57% abcef	18 17% c*	16 18% c*	102 12% h	296 39% g		
Don't know	378 17%	106 10% B	268 23% B	158 25% FGH	161 22% FGH	59 7% FH	369 17% FH	9 6% *	195 15%	183 19%	73 14%	112 19%	91 17%	48 15%	20 18%	35 18%	106 14%	272 18% Q	240 17%	138 16%	81 21% W	94 16%	74 13%	89 16%	325 17%	51 19%	36 9%	73 12% d	19 11%	15 5%	16 15% d*	7 8% *	97 12% h	66 9%		
Net: Very/Fairly favourable	372 16% c	208 19% c	163 14%	128 21% EG	86 12%	159 18% E	344 16% E	28 20% E*	257 20% J	115 12% J	93 17%	77 13% KLM	83 16% K	77 25% KLM	19 18% *	22 12% R	189 26% R	184 12% R	233 17% R	139 16% S	58 15% S	75 13% V	107 19% V	114 20% V	294 15% Y	73 28% Y	44 11% d	194 33% acdef	33 20% ad	13 5% ad	14 13% d*	16 18% d*	220 27% h	69 9%		
Net: Very/Fairly unfavourable	899 40% c	493 45% c	402 35%	165 26% D	281 38% D	454 51% DEG	824 39% D	75 53% DEG*	465 37% I	435 44% I	234 44% N	248 42% N	208 40% N	101 32% N	40 36% *	69 35% Q	223 30% Q	676 44% Q	508 36% S	391 45% S	149 40% X	269 45% X	220 39% Z	182 33% Z	811 41% Z	69 26% bef	208 53% bef	134 23% ad	44 27% ad	212 80% abcef	46 43% bc*	34 38% b*	249 30% g	451 60% g		
Net Difference	-527 -23%	-286 -26%	-239 -21%	-37 -6% -26%	-195 -26%	-295 -33%	-480 -23%	-47 -33%	-208 -16%	-319 -32%	-141 -26%	-171 -29%	-125 -24%	-23 -7%	-21 -19%	-46 -24%	-35 -5%	-492 -32%	-275 -20%	-252 -29%	-91 -24%	-194 -33%	-113 -20%	-68 -12%	-517 -26%	4 2%	-164 -42%	59 10%	-11 -7%	-199 -75%	-32 -30%	-17 -19%	-30 -4%	-382 -51%		
Mean	-0.51	-0.54	-0.48	-0.18 EFGH	-0.58	-0.64	-0.50 F	-0.58 *	-0.36 J	-0.70	-0.55	-0.61	-0.54	-0.22 KLM	-0.45 *	-0.49	-0.16 R	-0.68	-0.44 T	-0.61	-0.59	-0.66	-0.45 V	-0.27 UVW	-0.56	-0.03 Y	-0.76 d	0.07 adef	-0.12 ade	-1.39	-0.54 d*	-0.38 ad*	-0.11 h	-0.98		

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

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

Public  
Political Pulse - April  
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? - Rupert Lowe, Leader of Restore Britain  
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region						Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	160 7%	102 9% c	58 5%	45 7%	62 8%	53 6%	156 7%	5 3%	89 7%	71 7%	37 7%	49 8%	34 6%	26 8%	6 5%	9 4%	42 6%	118 8%	107 8%	53 6%	19 5%	49 8%	31 5%	52 9%	148 7%	9 3%	24 6%	23 4%	5 3%	62 23% abcef	2 2%	3 3%	28 3%	92 12% g		
Fairly favourable (1)	257 11%	163 15% c	94 8%	93 15% efg	78 11%	86 10%	247 12%	10 7%	128 10%	129 13%	73 14% o	65 11%	57 11%	36 12%	6 5%	19 10%	83 11%	174 11%	174 12%	83 10%	44 12%	54 9%	70 12%	75 13%	210 11%	44 17%	49 13% e	57 10%	13 8%	25% abcef	2 2%	6 7%	59 7%	120 16% g		
Neither favourable nor unfavourable (0)	469 21%	242 22%	223 19%	140 22%	150 20%	179 20%	449 21%	20 14%	240 19%	229 23% i	114 21%	122 21%	98 19%	71 23%	32 29% mp*	32 16%	129 18%	339 22% q	301 22%	168 19%	86 23%	129 22%	129 23%	97 17%	375 19%	88 33% y	96 25% be	105 18%	33 20%	56 21%	12 12% *	25 28% be*	157 19%	159 21%		
Fairly unfavourable (-1)	236 10%	127 12%	107 9%	68 11%	64 9%	104 12%	218 10%	17 12%	130 10%	105 11%	61 11%	55 9%	50 10%	34 11%	14 13% *	21 11%	75 10%	161 11%	141 10%	95 11%	39 10%	55 9%	67 12%	56 10%	212 11%	21 8%	40 10%	74 12%	20 12%	25 9%	12 11% *	6 7% *	98 12%	76 10%		
Very unfavourable (-2)	518 23%	287 26% c	228 20%	122 20%	169 23%	227 25% d	488 23% d	29 21% *	331 26% j	186 19%	132 25%	126 21%	115 22%	60 19%	20 18% *	65 33% klmno	217 29% r	301 20%	324 23%	193 22%	74 20%	135 23%	118 21%	147 27% u	458 23%	47 18%	75 19% d	190 32% ad	49 30% ad	19 7%	43 40% ad*	36 40% ad*	268 32% h	138 18%		
Don't know	623 28%	179 16%	437 38% b	155 25%	220 30% g	248 28%	563 27% defg*	60 42% defg*	352 28%	271 27%	121 23%	171 29% k	166 32% k	84 27%	32 29% *	49 25%	189 26%	434 28%	350 25%	273 25% s	113 30% x	170 29%	149 26%	129 23%	566 29% z	54 20%	105 27% df	145 24% d	46 28% df	38 14%	34 32% df*	13 15% *	216 26%	165 22%		
Net: Very/Fairly favourable	417 18% c	265 24% c	152 13%	138 22% fgh	140 19%	139 16%	402 19% f	15 10% *	218 17%	199 20% o	109 20% o	114 19%	91 17%	63 20%	12 11% *	28 14%	125 17%	292 19%	281 20% t	136 16%	64 17%	103 17%	100 18%	126 23%	357 18%	53 20%	73 19% e	80 13% e	18 11% abcef	128 48% *	5 4% *	9 10% *	87 11% g	212 28% g		
Net: Very/Fairly unfavourable	753 33% c	414 38% c	335 29%	190 30%	233 31%	330 37% deg	707 33% *	46 33% j	462 36% j	292 29%	193 36%	180 31%	166 32%	94 30%	34 31% *	86 44% lmn	291 40% r	462 30%	465 33%	288 33%	114 30%	190 32%	185 33%	204 37%	671 34% z	69 26%	115 29% d	265 44% ad	70 42% ad	44 16% ad	55 52% ad*	42 47% ad*	366 44% h	214 29%		
Net Difference	-336 -15%	-149 -14%	-183 -16%	-52 -8%	-93 -13%	-191 -21%	-305 -14%	-32 -22%	-244 -19%	-92 -9%	-84 -16%	-66 -11%	-75 -14%	-31 -10%	-22 -20%	-58 -30%	-166 -23%	-170 -11%	-184 -13%	-152 -18%	-50 -13%	-87 -15%	-85 -15%	-78 -14%	-314 -16%	-16 -6%	-42 -11%	-185 -31%	-52 -31%	85 32%	-50 -47%	-33 -37%	-279 -34%	-3 *		
Mean	-0.42	-0.36	-0.50	-0.27 fgh	-0.38 f	-0.56	-0.41 f	-0.69 *	-0.53	-0.29 i	-0.43 p	-0.34 p	-0.44 p	-0.29 p	-0.46 *	-0.78	-0.62	-0.32 q	-0.38	-0.49	-0.40	-0.41	-0.42	-0.41	-0.45	-0.26	-0.32 bcf	-0.78 e	-0.80 e*	0.56 abcef	-1.26 *	-0.87 *	-0.85	-0.08 g		

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

Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)		
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	116 5%	82 7%	33 3%	53 8%	30 4%	33 4%	109 5%	7 5%	84 7%	32 3%	25 5%	25 4%	12 2%	32 10%	13 12%	9 5%	67 9%	49 3%	89 6%	27 3%	15 4%	23 4%	26 5%	50 9%	91 5%	25 10%	6 2%	84 14%	6 4%	4 2%	2 2%	1 1%	68 8%	19 3%		
Fairly favourable (1)	345 15%	175 16%	169 15%	141 23%	105 14%	100 11%	335 16%	11 8%	234 18%	112 11%	93 17%	78 13%	71 14%	64 20%	12 11%	28 14%	188 26%	157 10%	235 17%	111 13%	49 13%	70 12%	80 14%	126 23%	268 14%	72 28%	15 4%	215 36%	34 20%	4 1%	13 12%	9 11%	212 26%	43 6%		
Neither favourable nor unfavourable (0)	428 19%	190 17%	234 20%	144 23%	150 20%	134 15%	413 19%	15 11%	268 21%	160 16%	94 18%	106 18%	105 20%	56 18%	22 20%	46 24%	152 21%	276 18%	283 20%	145 17%	73 19%	117 20%	106 19%	94 17%	373 19%	48 18%	48 12%	122 21%	52 31%	9 3%	25 24%	25 29%	175 21%	88 12%		
Fairly unfavourable (-1)	430 19%	179 16%	248 22%	113 18%	135 18%	182 20%	393 19%	37 26%	234 18%	196 20%	101 19%	119 20%	85 16%	58 19%	25 23%	41 21%	132 18%	298 20%	250 18%	180 21%	71 19%	107 18%	112 20%	112 20%	386 20%	41 16%	92 24%	95 16%	48 29%	36 14%	25 24%	22 25%	171 21%	134 18%		
Very unfavourable (-2)	821 36%	443 40%	373 33%	116 19%	269 36%	436 49%	751 35%	70 50%	387 30%	433 44%	201 37%	229 39%	221 43%	81 26%	30 27%	58 30%	158 22%	662 43%	452 32%	369 43%	143 38%	247 42%	213 38%	148 27%	753 38%	53 20%	222 57%	71 12%	24 15%	208 78%	41 39%	30 34%	181 22%	458 61%		
Don't know	122 5%	32 3%	88 8%	57 9%	53 7%	11 1%	120 6%	2 1%	64 5%	58 6%	23 4%	31 5%	26 5%	21 7%	8 7%	13 7%	37 5%	85 6%	89 6%	33 4%	27 7%	29 5%	25 5%	26 5%	98 5%	22 8%	7 2%	7 1%	2 1%	3 1%	- -	1 1%	19 2%	8 1%		
Net: Very/Fairly favourable	461 20%	256 23%	203 18%	193 31%	135 18%	133 15%	444 21%	17 12%	318 25%	144 15%	117 22%	102 17%	84 16%	96 31%	26 23%	37 19%	255 35%	206 13%	324 23%	138 16%	64 17%	92 16%	106 19%	176 32%	359 18%	98 37%	22 6%	299 50%	40 24%	8 3%	15 14%	11 12%	280 34%	62 8%		
Net: Very/Fairly unfavourable	1251 55%	622 57%	622 54%	229 37%	404 54%	618 69%	1144 54%	107 76%	622 49%	629 64%	302 56%	349 59%	307 59%	139 45%	56 50%	99 51%	290 40%	960 63%	701 50%	550 64%	213 57%	354 60%	326 58%	260 47%	1139 58%	95 36%	314 81%	166 28%	73 44%	245 92%	66 63%	52 59%	352 43%	592 79%		
Net Difference	-790 -35%	-365 -33%	-419 -37%	-35 -6%	-269 -36%	-485 -54%	-700 -33%	-89 -63%	-304 -24%	-486 -49%	-185 -34%	-246 -42%	-223 -43%	-43 -14%	-30 -27%	-62 -32%	-35 -5%	-754 -49%	-378 -27%	-412 -48%	-150 -40%	-262 -44%	-220 -39%	-84 -15%	-780 -40%	3 1%	-293 -75%	133 22%	-33 -20%	-236 -89%	-52 -49%	-42 -47%	-72 -9%	-530 -71%		
Mean	-0.70	-0.68	-0.72	-0.17 EFGH	-0.74 FH	-1.00	-0.67 FH	-1.10 *	-0.50 J	-0.95	-0.70	-0.81	-0.87	-0.31 KLMP	-0.46 UM*	-0.62 M	-0.18 R	-0.95	-0.57 T	-0.91	-0.79	-0.86	-0.76	-0.34 UVW	-0.77	-0.10 Y	-1.33 d	0.25 acdef	-0.31 adef	-1.68	-0.86 ad*	-0.80 ad*	-0.23 h	-1.31		

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

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

Public  
Political Pulse - April  
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	
	(A)	(B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very favourable (2)	113 5%	69 6%	44 4%	40 6%	33 4%	40 4%	106 5%	7 5%	75 6%	39 4%	31 6%	27 5%	21 4%	21 7%	4 3%	9 4%	44 6%	70 5%	74 5%	40 5%	18 5%	36 6%	19 3%	35 6%	86 4%	23 9%	71 18%	13 2%	4 3%	8 3%	2 2%	1 2%	42 5%	48 6%
Fairly favourable (1)	386 17%	215 20%	170 15%	108 17%	97 13%	182 20%	349 16%	37 26%	221 17%	165 17%	71 13%	118 20%	112 22%	49 16%	8 7%	29 15%	131 18%	255 17%	243 17%	143 17%	46 12%	93 16%	107 19%	118 21%	324 16%	59 23%	175 45%	64 11%	18 11%	46 17%	7 6%	5 5%	125 15%	179 24%
Neither favourable nor unfavourable (0)	515 23%	240 22%	273 24%	122 20%	169 23%	224 25%	465 22%	50 35%	281 22%	234 24%	114 21%	147 25%	113 22%	89 29%	25 23%	27 14%	129 18%	387 25%	320 23%	196 23%	95 25%	126 21%	136 24%	116 21%	451 23%	51 20%	103 27%	92 15%	29 17%	80 30%	6 6%	14 16%	128 15%	211 28%
Fairly unfavourable (-1)	437 19%	209 19%	224 20%	115 18%	128 17%	194 22%	409 19%	28 20%	244 19%	193 19%	124 23%	106 18%	115 22%	38 12%	28 25%	26 13%	140 19%	296 19%	244 17%	193 22%	70 19%	118 20%	117 21%	99 18%	397 20%	38 15%	27 7%	152 26%	44 26%	69 26%	28 26%	20 22%	181 22%	137 18%
Very unfavourable (-2)	670 30%	326 30%	338 30%	177 28%	259 35%	234 26%	652 31%	17 12%	375 30%	294 30%	169 32%	156 27%	130 25%	89 29%	37 34%	87 45%	248 34%	422 28%	419 30%	251 29%	121 32%	185 31%	154 27%	153 28%	599 30%	61 23%	7 2%	260 44%	69 42%	59 22%	63 60%	48 54%	325 39%	160 21%
Don't know	141 6%	42 4%	97 8%	61 10%	57 8%	22 2%	139 7%	2 1%	76 6%	65 7%	28 5%	34 6%	29 6%	25 8%	8 8%	17 9%	43 6%	98 6%	98 7%	43 5%	28 7%	34 6%	30 5%	34 6%	111 6%	29 11%	7 2%	13 2%	2 1%	3 1%	- -	1 1%	25 3%	15 2%
Net: Very/Fairly favourable	499 22%	284 26%	214 19%	148 24%	130 17%	221 25%	455 21%	44 32%	296 23%	204 21%	102 19%	145 25%	134 26%	70 23%	11 10%	37 19%	175 24%	325 21%	317 23%	182 21%	63 17%	129 22%	126 22%	153 28%	411 21%	83 32%	246 63%	78 13%	23 14%	54 20%	9 8%	6 7%	167 20%	227 30%
Net: Very/Fairly unfavourable	1106 49%	535 49%	562 49%	292 47%	387 52%	428 48%	1062 50%	45 32%	619 49%	487 49%	293 55%	262 45%	246 47%	127 41%	65 59%	113 58%	388 53%	718 47%	663 47%	444 51%	192 51%	303 51%	271 48%	253 45%	996 51%	99 38%	34 9%	412 69%	113 68%	128 48%	91 86%	68 76%	506 61%	297 40%
Net Difference	-607 -27%	-251 -23%	-349 -30%	-144 -23%	-257 -35%	-206 -23%	-607 -29%	* *	-324 -25%	-283 -29%	-191 -36%	-118 -20%	-112 -21%	-57 -18%	-54 -49%	-76 -39%	-213 -29%	-394 -26%	-346 -25%	-261 -30%	-128 -34%	-174 -29%	-146 -26%	-100 -18%	-586 -30%	-16 -6%	212 54%	-335 -56%	-90 -54%	-74 -28%	-82 -78%	-62 -69%	-339 -41%	-70 -9%
Mean	-0.55	-0.48 c	-0.61	-0.50 E	-0.70	-0.46 EG	-0.58 E	-0.07 DEFG*	-0.52	-0.58	-0.65	-0.45 KOP	-0.45 KOP	-0.44 OP	-0.86 *	-0.87	-0.60	-0.52	-0.53	-0.58	-0.66	-0.58	-0.53	-0.42 U	-0.59	-0.23 Y	0.72 bcdef	-1.00 e	-0.94 e	-0.48 bcdf	-1.35 *	-1.22 *	-0.78	-0.25 g

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

Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very favourable (2)	105 5%	58 5%	47 4%	44 7%	29 4%	32 4%	99 5%	6 4%	76 6%	29 3%	30 6%	22 4%	21 4%	14 4%	8 7%	10 5%	44 6%	61 4%	74 5%	31 4%	16 4%	21 4%	20 4%	41 7%	83 4%	22 8%	11 3%	25 4%	37 22%	3 1%	5 5%	2 3%	65 8%	16 2%	
Fairly favourable (1)	388 17%	185 17%	203 18%	118 19%	127 17%	143 16%	373 18%	15 10%	272 21%	115 12%	92 17%	84 14%	97 19%	66 21%	14 12%	34 18%	188 26%	199 13%	252 18%	136 16%	55 15%	86 14%	102 18%	124 22%	332 17%	51 20%	42 11%	156 26%	83 50%	10 4%	20 19%	21 23%	213 26%	77 10%	
Neither favourable nor unfavourable (0)	727 32%	346 31%	373 33%	219 35%	233 31%	275 31%	674 32%	53 38%	414 33%	313 32%	156 29%	206 35%	159 30%	100 32%	36 33%	70 36%	242 33%	485 32%	438 31%	289 33%	115 30%	189 32%	169 30%	195 35%	619 31%	99 38%	134 34%	233 39%	34 20%	31 12%	40 37%	33 37%	292 35%	195 26%	
Fairly unfavourable (-1)	405 18%	193 18%	210 18%	97 16%	114 15%	195 22%	367 17%	38 27%	212 17%	193 20%	100 19%	100 17%	99 19%	51 17%	22 20%	34 17%	106 14%	300 20%	242 17%	164 19%	64 17%	133 23%	113 20%	71 13%	369 20%	34 13%	106 27%	108 18%	9 5%	61 23%	20 19%	13 14%	130 16%	170 23%	
Very unfavourable (-2)	441 20%	265 24%	174 15%	64 10%	157 21%	220 25%	419 20%	22 16%	197 16%	244 25%	122 11%	122 21%	101 19%	53 17%	17 16%	26 13%	99 13%	342 22%	267 19%	174 20%	76 20%	119 20%	121 22%	84 15%	401 20%	27 10%	85 22%	49 8%	2 1%	153 57%	20 19%	16 18%	85 10%	269 36%	
Don't know	195 9%	53 5%	139 12%	81 13%	83 11%	31 3%	189 9%	7 5%	99 8%	96 10%	36 7%	54 9%	44 9%	28 9%	13 12%	20 10%	55 8%	140 9%	124 9%	71 8%	50 13%	43 7%	38 7%	41 7%	164 8%	29 11%	12 3%	22 4%	3 2%	8 3%	1 1%	4 5%	42 5%	24 3%	
Net: Very/Fairly favourable	493 22%	243 22%	250 22%	162 26%	156 21%	175 20%	472 22%	21 15%	349 27%	144 15%	122 23%	106 18%	118 23%	80 26%	22 20%	45 23%	233 32%	260 17%	326 23%	166 19%	71 19%	107 18%	122 22%	165 30%	415 21%	73 28%	53 14%	182 31%	119 72%	13 5%	25 24%	23 26%	277 34%	92 12%	
Net: Very/Fairly unfavourable	847 37%	458 42%	384 34%	161 26%	271 37%	414 46%	786 37%	60 43%	430 32%	437 44%	223 41%	221 38%	200 38%	104 33%	39 36%	60 31%	205 28%	642 42%	509 36%	338 39%	141 37%	253 43%	234 42%	155 28%	770 39%	61 23%	192 49%	157 26%	11 80%	213 38%	40 29%	29 32%	215 26%	439 59%	
Net Difference	-354 -16%	-216 -20%	-134 -12%	1 *	-115 -16%	-240 -27%	-314 -15%	-39 -28%	-61 -5%	-293 -30%	-100 -19%	-115 -20%	-81 -16%	-25 -8%	-17 -16%	-15 -8%	28 4%	-382 -25%	-182 -13%	-172 -20%	-69 -18%	-146 -25%	-112 -20%	10 2%	-355 -18%	12 5%	-139 -36%	24 4%	109 65%	-200 -76%	-15 -14%	-6 -6%	62 8%	-347 -46%	
Mean	-0.33	-0.40	-0.26	-0.04	-0.37	-0.49	-0.33	-0.41	-0.15	-0.57	-0.38	-0.40	-0.34	-0.22	-0.27	-0.18	-0.04	-0.48	-0.29	-0.40	-0.40	-0.45	-0.41	-0.07	-0.37	0.03	-0.56	*	0.88	-1.36	-0.28	-0.23	0.05	-0.83	

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

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

Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)		
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665		
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750		
Very favourable (2)	194 9%	97 9%	93 8%	108 17% EFGH	55 7% FH	31 3% FH	193 9% FH	1 1% *	126 10% J	68 7% J	41 8% K	53 9% L	49 9% M	22 7% N	8 7% *	21 11% P	86 12% R	108 7% R	124 9% S	70 8% T	39 10% U	41 7% V	42 8% W	55 10% X	161 8% Y	32 12% Z	2 1% a	76 13% ad	14 9% ad	3 1% ad	46 43% abcdf*	10 12% ad*	104 13% h	15 2% h		
Fairly favourable (1)	450 20%	203 18%	243 21%	180 29% EFGH	150 20% FH	120 13% H	441 21% FH	9 6% *	318 25% J	132 13% L	112 21% L	91 16% M	94 18% M	86 28% LM	25 23% *	41 21% P	214 29% R	236 15% R	315 23% T	135 16% T	64 17% U	99 17% V	113 20% W	140 25% UV	363 18% Y	80 31% Y	36 9% d	175 29% ad	50 30% ad	11 4% ad	41 39% ad*	36 40% ad*	247 30% h	67 9% h		
Neither favourable nor unfavourable (0)	539 24%	258 23%	278 24%	152 24% FG	177 24% FG	209 23% FH	495 23% FH	43 31% *	293 23% J	245 25% L	131 24% L	153 26% M	116 22% M	75 24% N	26 23% *	38 20% P	173 24% R	365 24% R	336 24% T	203 23% T	89 24% U	143 24% V	137 24% W	139 25% X	458 23% Y	72 28% Z	85 22% de	159 27% de	58 35% adef	32 12% ad	12 12% ad*	17 19% ad*	206 25% h	138 18% h		
Fairly unfavourable (-1)	301 13%	152 14%	148 13%	55 9% D	98 13% D	148 13% DG	270 13% D	31 22% DEG*	173 14% J	128 13% L	72 13% L	85 15% M	65 12% M	37 12% N	20 18% *	22 11% P	90 12% R	211 14% R	166 12% T	135 16% S	57 15% U	84 14% V	68 12% W	71 13% X	277 14% Z	22 8% Y	69 18% e	92 15% e	20 12% e	36 14% e	1 1% *	8 8% e*	103 12% h	126 17% g		
Very unfavourable (-2)	611 27%	348 32% c	260 23% c	68 11% D	186 25% D	357 40% DEG	562 26% D	49 35% D*	278 22% I	333 34% I	145 27% K	158 27% L	157 30% M	69 22% N	22 20% *	60 31% P	121 17% R	489 32% Q	345 25% S	265 31% S	89 24% U	185 31% UX	168 30% X	117 21% Z	575 29% Z	23 9% Y	177 45% bcef	77 13% e	19 11% e	179 67% abcef	6 5% *	18 20% e*	131 16% h	379 51% g		
Don't know	167 7%	42 4%	124 11% B	60 10% FG	77 10% FG	30 3% F	159 8% F	8 5% *	83 7% J	84 8% L	37 7% K	47 8% L	40 8% M	22 7% N	10 9% *	11 6% P	50 7% R	117 8% R	110 8% T	57 7% T	40 10% Wx	41 7% V	35 6% W	33 6% X	135 7% Y	32 12% Y	21 5% d	16 3% d	6 3% d	4 1% d	1 * *	1 1% *	35 4% h	25 3% h		
Net: Very/Fairly favourable	644 28%	299 27%	337 29%	288 46% EFGH	206 28% FH	151 17% H	635 30% FH	9 7% *	444 35% J	201 20% L	153 28% L	144 24% M	144 28% M	109 35% L	33 29% *	62 32% R	299 41% R	345 23% T	440 31% T	205 24% T	102 27% U	140 24% V	155 28% UV	196 35% UVW	523 27% Y	113 43% Y	38 10% a	252 42% ad	64 38% ad	14 5% ad	86 82% abcdf*	46 52% ad*	351 42% h	82 11% h		
Net: Very/Fairly unfavourable	912 40%	500 45% c	408 36% c	123 20% D	284 38% D	505 56% DEG	832 39% D	81 57% DEG*	451 35% I	461 47% I	217 40% K	243 41% L	222 43% L	106 34% M	42 38% *	82 42% P	212 29% R	701 46% Q	512 37% S	401 46% S	146 39% U	269 45% X	236 42% X	188 34% X	853 43% Z	46 17% Y	246 63% bcef	169 28% e	39 23% e	216 81% abcef	7 6% *	25 28% e*	234 28% h	506 67% g		
Net Difference	-268 -12%	-201 -18%	-71 -6%	164 26% FG	-79 -11% FG	-354 -40% FH	-197 -9% FH	-71 -51% *	-8 -1% J	-260 -26% L	-64 -12% L	-99 -17% M	-78 -15% M	3 1% N	-9 -9% *	-20 -10% P	88 12% R	-356 -23% T	-72 -5% T	-196 -23% T	-44 -12% U	-129 -22% V	-81 -14% W	8 1% X	-329 -17% Y	67 26% Y	-208 -53% d	83 14% d	25 15% d	-202 -76% d	80 75% abcdf*	21 24% ad*	117 14% h	-423 -56% g		
Mean	-0.33	-0.43	-0.23 B	0.36 EFGH	-0.31 FH	-0.79	-0.29 FH	-0.90 *	-0.13 J	-0.58	-0.34	-0.38	-0.39	-0.15	-0.24 *	-0.32	0.08 R	-0.52	-0.23 T	-0.48	-0.28 V	-0.50	-0.39	-0.10 VW	-0.41	0.33 Y	-1.04 d	0.14 ad	0.13 ad	-1.44	1.13 abcdf*	0.16 ad*	0.11 h	-1.08		

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Public  
Political Pulse - April  
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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very favourable (2)	268 12%	173 16%	94 8%	47 8%	83 11%	137 15%	255 12%	13 9%	114 9%	154 16%	71 13%	72 12%	57 11%	35 11%	17 16%	15 8%	59 8%	209 14%	166 12%	102 12%	43 11%	74 13%	72 13%	66 12%	252 13%	14 5%	37 9%	33 6%	4 2%	153 58%	* *	4 5%	42 5%	190 25%	
Fairly favourable (1)	349 15%	199 18%	149 13%	98 16%	104 14%	147 16%	322 15%	28 20%	195 15%	154 16%	79 15%	101 17%	78 15%	51 16%	15 14%	25 13%	107 15%	242 16%	228 16%	121 14%	55 14%	81 14%	104 19%	87 16%	293 15%	54 21%	101 26%	72 12%	11 7%	72 27%	4 4%	11 12%	82 10%	181 24%	
Neither favourable nor unfavourable (0)	371 16%	173 16%	196 17%	111 18%	127 17%	132 15%	346 16%	26 18%	190 15%	181 18%	88 16%	105 18%	88 17%	54 17%	14 13%	22 11%	101 14%	270 18%	230 16%	141 16%	67 18%	108 18%	85 15%	82 15%	305 15%	57 22%	99 25%	67 11%	11 6%	23 9%	10 10%	12 14%	88 11%	140 19%	
Fairly unfavourable (-1)	221 10%	97 9%	122 11%	62 10%	74 10%	85 10%	204 10%	17 12%	133 10%	88 9%	62 11%	55 9%	48 9%	30 10%	9 8%	18 9%	71 10%	150 10%	145 10%	77 9%	35 9%	59 10%	68 12%	52 9%	194 10%	25 9%	55 14%	61 10%	21 12%	9 3%	6 5%	11 12%	82 10%	63 8%	
Very unfavourable (-2)	914 40%	414 38%	490 43%	242 39%	307 41%	365 41%	860 41%	53 38%	573 45%	341 34%	214 40%	211 36%	217 42%	118 38%	49 45%	104 53%	357 49%	556 36%	535 38%	379 44%	145 38%	230 39%	204 36%	239 43%	812 41%	90 34%	85 22%	352 59%	114 69%	6 2%	82 78%	49 55%	507 61%	154 20%	
Don't know	139 6%	43 4%	95 8%	62 10%	48 6%	28 3%	134 6%	4 3%	67 5%	72 7%	24 4%	45 8%	31 6%	24 8%	6 5%	10 5%	39 5%	100 7%	94 7%	45 5%	32 8%	38 6%	30 5%	29 5%	114 6%	23 9%	13 3%	10 2%	6 3%	3 1%	3 3%	2 2%	26 3%	23 3%	
Net: Very/Fairly favourable	617 27%	373 34%	243 21%	145 23%	187 25%	285 32%	577 27%	40 29%	309 24%	308 31%	150 28%	172 26%	136 26%	86 28%	32 29%	40 21%	166 23%	451 30%	394 28%	223 26%	98 26%	156 26%	176 31%	152 27%	544 28%	68 26%	138 35%	105 18%	9 9%	225 85%	5 *	15 17%	124 15%	371 49%	
Net: Very/Fairly unfavourable	1135 50%	511 46%	612 53%	304 49%	380 51%	450 50%	1064 50%	71 50%	706 56%	428 43%	276 51%	266 45%	266 51%	147 47%	58 53%	122 63%	428 58%	707 46%	679 49%	456 53%	180 48%	290 49%	272 48%	292 52%	1006 51%	114 44%	140 36%	413 69%	135 81%	14 5%	88 83%	60 67%	588 71%	217 29%	
Net Difference	-518 -23%	-138 -13%	-369 -32%	-159 -26%	-193 -26%	-166 -18%	-487 -23%	-31 -22%	-398 -31%	-120 -12%	-126 -23%	-93 -16%	-130 -25%	-61 -20%	-26 -24%	-82 -42%	-262 -36%	-256 -17%	-285 -20%	-233 -27%	-82 -22%	-134 -23%	-96 -17%	-139 -25%	-461 -23%	-46 -18%	-2 -1%	-308 -52%	-120 -72%	210 79%	-83 -79%	-45 -50%	-465 -56%	154 21%	
Mean	-0.55	-0.36 c	-0.73	-0.63	-0.60	-0.45	-0.55	-0.52 *	-0.71	-0.33 i	-0.52 p	-0.43 p	-0.59 p	-0.50 p	-0.56 *	-0.93	-0.80	-0.42 q	-0.50	-0.62	-0.53	-0.52	-0.43	-0.59	-0.55	-0.51	-0.13 bcef	-1.07 ce	-1.43	1.36 abcef	-1.60 *	-1.03 ce*	-1.16	0.26 g	

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

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

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

Public  
Political Pulse - April  
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? - Your 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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very favourable (2)	151 7%	89 8%	61 5%	64 10%	38 5%	49 5%	140 7%	11 8%	93 7%	58 6%	34 6%	43 7%	17 3%	27 9%	13 12%	17 9%	56 6%	95 8%	107 8%	43 5%	26 7%	40 7%	27 5%	48 9%	124 6%	23 9%	26 7%	48 8%	14 8%	14 5%	7 6%	13 15%	70 8%	37 5%
Fairly favourable (1)	268 12%	146 13%	119 10%	119 19%	65 9%	84 9%	256 12%	12 9%	171 13%	97 10%	77 14%	62 11%	54 10%	44 14%	7 7%	23 12%	99 14%	169 11%	166 12%	102 12%	37 10%	62 10%	77 14%	72 13%	211 11%	51 19%	29 8%	100 17%	20 12%	18 7%	7 18%	7 8%	122 15%	58 8%
Neither favourable nor unfavourable (0)	530 23%	260 24%	265 23%	168 27%	195 26%	167 19%	505 24%	25 18%	293 23%	238 24%	113 21%	155 26%	124 24%	75 24%	28 25%	34 18%	173 24%	357 23%	362 26%	168 19%	97 26%	129 22%	136 24%	135 24%	447 23%	77 29%	90 23%	137 23%	40 24%	43 16%	30 29%	28 31%	195 24%	146 19%
Fairly unfavourable (-1)	208 9%	120 11%	89 8%	63 10%	60 8%	86 10%	191 9%	17 12%	115 9%	93 9%	53 10%	54 9%	40 8%	35 11%	4 3%	22 12%	73 10%	135 9%	121 9%	87 10%	40 11%	57 10%	56 10%	40 7%	172 9%	34 13%	19 5%	78 13%	23 14%	20 8%	14 13%	8 9%	93 11%	51 7%
Very unfavourable (-2)	547 24%	307 28%	238 21%	72 12%	183 25%	292 33%	507 24%	40 28%	302 24%	245 25%	140 26%	114 19%	142 27%	71 23%	26 23%	55 28%	156 21%	391 26%	318 23%	229 26%	78 21%	161 27%	135 24%	128 23%	508 26%	32 12%	133 34%	109 18%	32 19%	120 45%	19 18%	21 21%	171 21%	287 38%
Don't know	558 25%	178 16%	376 33%	138 22%	202 27%	218 24%	523 25%	35 25%	298 23%	260 26%	120 22%	159 27%	144 28%	59 19%	33 30%	42 22%	177 24%	381 25%	323 23%	235 27%	98 26%	143 24%	133 24%	133 24%	506 26%	46 17%	93 24%	122 21%	37 22%	50 19%	17 16%	15 17%	176 21%	172 23%
Net: Very/Fairly favourable	419 19%	235 21%	179 16%	182 29%	103 14%	133 15%	396 19%	23 16%	264 21%	154 16%	111 21%	106 18%	71 14%	71 23%	20 18%	41 21%	155 17%	264 20%	273 20%	146 17%	64 17%	102 17%	104 18%	120 22%	335 17%	74 28%	55 14%	148 25%	34 21%	32 12%	26 24%	20 23%	192 23%	94 13%
Net: Very/Fairly unfavourable	755 33%	427 39%	326 28%	135 22%	243 33%	378 42%	698 33%	57 41%	417 33%	339 34%	193 36%	168 29%	181 35%	106 34%	30 27%	77 40%	230 31%	525 34%	439 31%	316 37%	118 31%	218 37%	191 34%	168 30%	680 35%	66 25%	152 39%	187 31%	55 33%	140 53%	33 31%	26 30%	263 32%	338 45%
Net Difference	-337 -15%	-192 -17%	-147 -13%	48 8%	-140 -19%	-245 -27%	-302 -14%	-34 -24%	-153 -12%	-184 -19%	-82 -15%	-62 -11%	-111 -21%	-35 -11%	-10 -9%	-37 -19%	-75 -17%	-262 -17%	-166 -12%	-170 -20%	-54 -14%	-116 -20%	-87 -15%	-48 -9%	-345 -17%	8 3%	-97 -25%	-39 -6%	-21 -13%	-108 -41%	-7 -7%	-6 -7%	-72 -9%	-244 -32%
Mean	-0.43	-0.44	-0.42	0.08 EFGH	-0.53 F	-0.72	-0.42 EF	-0.60 *	-0.37	-0.51	-0.45	-0.31 M	-0.63	-0.32 M	-0.29 *	-0.49	-0.32 R	-0.49	-0.35 T	-0.56	-0.38	-0.53	-0.45	-0.30 V	-0.50	-0.01 Y	-0.69 d	-0.21 ad	-0.31 ad	-1.00	-0.22 ad*	-0.16 ad*	-0.27 h	-0.85

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

Public  
Political Pulse - April  
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? - Restore Britain

All Adults aged 18+ in Great Britain

	Total		Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity			General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very favourable (2)	155 7%	104 9% c	50 4%	52 8%	55 7%	47 5%	152 7%	3 2%	85 7%	70 7%	39 7%	44 8%	32 6%	26 8%	8 7%	6 3%	44 6%	111 7%	112 8%	43 5%	24 6%	45 8%	34 6%	46 8%	136 7%	14 6%	28 7%	26 4%	7 4%	56 21%	2 2%	4 4%	33 4%	89 12%	
Fairly favourable (1)	264 12%	163 15% c	101 9%	87 14%	86 12%	91 10%	251 12%	13 10%	130 10%	135 14%	66 12%	72 12%	62 12%	45 15%	6 5%	13 7%	85 12%	179 12%	181 13%	83 10%	54 14%	64 11%	66 12%	69 12%	220 11%	42 16%	51 13%	57 10%	10 6%	71 27%	4 4%	7 8%	61 7%	129 17%	
Neither favourable nor unfavourable (0)	480 21%	235 21%	243 21%	155 25%	147 20%	179 20%	459 22%	21 15%	241 19%	240 24%	112 21%	141 24%	96 18%	64 21%	34 31%	33 17%	127 17%	353 23%	301 22%	179 21%	84 22%	117 20%	129 23%	112 20%	402 26%	69 26%	91 23%	101 17%	25 15%	64 24%	13 12%	24 27%	136 16%	167 22%	
Fairly unfavourable (-1)	257 11%	113 10%	141 12%	57 9%	78 11%	121 14%	237 11%	20 14%	143 11%	113 11%	69 13%	51 9%	64 12%	37 12%	12 10%	24 12%	78 11%	178 12%	146 10%	111 13%	45 12%	70 12%	70 12%	58 10%	226 11%	30 11%	54 14%	83 14%	27 16%	19 7%	8 8%	9 10%	102 12%	90 12%	
Very unfavourable (-2)	612 27%	332 30% c	278 24%	150 24%	204 27%	257 29%	574 27%	38 27%	386 30%	226 23%	150 28%	155 26%	129 25%	80 26%	27 25%	70 36%	244 33%	368 33%	374 27%	238 28%	90 24%	162 27%	143 25%	164 30%	537 27%	65 25%	79 20%	217 37%	67 40%	23 9%	56 53%	33 36%	324 39%	140 19%	
Don't know	495 22%	153 14%	335 29% b	122 20%	173 23%	201 22%	449 21%	46 32%	287 23%	207 21%	103 19%	124 21%	137 19%	58 21%	24 21%	48 25%	157 21%	338 22%	284 20%	211 24%	80 21%	134 23%	123 22%	107 19%	449 23%	42 16%	87 22%	111 19%	30 18%	33 12%	23 22%	13 15%	171 21%	136 18%	
Net: Very/Fairly favourable	419 19%	268 24% c	150 13%	140 22% FGH	141 19%	138 15%	403 19%	16 12%	215 17%	204 21%	104 19%	117 20%	94 18%	71 23%	14 12%	19 10%	129 18%	290 19%	293 21%	126 15%	78 21%	109 18%	99 18%	115 21%	356 18%	56 22%	79 20% bce	83 14% e	18 11%	127 48% abcef	6 6%	11 12%	93 11%	218 29% g	
Net: Very/Fairly unfavourable	868 38%	445 40%	419 36%	207 33%	283 38%	378 42%	810 38%	58 41%	529 42%	339 34%	218 41%	206 35%	194 37%	118 38%	94 35%	322 44%	546 36%	519 37%	349 40%	135 36%	232 39%	213 38%	222 40%	763 39%	95 36%	133 34%	300 50% ad	94 56% ad	42 16% ad	64 60% ad*	41 46% d*	426 52% h	230 31%		
Net Difference	-449 -20%	-177 -16%	-268 -23%	-68 -11%	-141 -19%	-240 -27%	-408 -19%	-41 -29%	-314 -25%	-135 -14%	-114 -21%	-89 -15%	-100 -19%	-46 -15%	-25 -23%	-75 -38%	-193 -26%	-257 -17%	-227 -16%	-222 -26%	-57 -15%	-123 -21%	-114 -20%	-107 -19%	-407 -21%	-38 -15%	-54 -14%	-217 -36%	-77 -46%	85 32%	-57 -54%	-30 -34%	-332 -40%	-12 -2%	
Mean	-0.51	-0.43 c	-0.61	-0.33 EFGH	-0.51	-0.65	-0.50 F	-0.80 *	-0.63	-0.37 I	-0.52 P	-0.43 P	-0.51 P	-0.40 P	-0.51 P*	-0.95	-0.68	-0.43 Q	-0.44 T	-0.64	-0.41	-0.52	-0.51	-0.50	-0.53	-0.40	-0.35 bcef	-0.84 e	-1.00	0.51 abcef	-1.34 *	-0.78 e*	-0.95	-0.10 g	

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25-061766-16 - 17th - 21st April 2026

Public  
Political Pulse - April  
Adults aged 18+ in GB

QEUIIMPACT. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

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)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000-£34,999 (V)	£35,000-£54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservative (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)				
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665					
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750					
Very positive (2)	154 7%	113 10% C	41 4%	38 6%	45 6%	71 8%	149 7%	6 4% *	76 6%	79 8%	44 8% P	36 6%	31 6%	33 4% MP	5 3%	6 7%	54 7%	101 7%	97 7%	58 7%	25 7%	48 8% W	25 4%	52 9% W	130 7%	24 9%	40 10% bcef	28 5%	3 2%	52 20% abcef	3 3% *	1 1% *	24 3%	108 14% g					
Fairly positive (1)	279 12%	171 16% C	106 9%	91 15% EG	67 9%	121 14%	246 12%	32 23% EFG*	161 13%	118 12%	68 13%	72 12%	68 13% P	42 13%	15 14% *	13 7%	89 12%	190 12%	174 12%	105 12%	41 11%	79 13%	88 16% X	61 11%	229 12%	45 17% Y	72 18% bce	52 9%	10 6%	67 25% bcef	6 5% *	8 9% *	52 6%	161 21% g					
Made no difference (0)	469 21%	235 21%	231 20%	117 19%	155 21%	196 22%	442 21%	27 19% *	220 17%	249 25% I	115 21%	139 24% N	108 21%	50 16%	17 15% *	40 21%	104 14%	365 24% Q	301 22%	168 19%	91 24% X	126 21%	116 21%	99 18%	407 21%	54 21%	107 27% bcef	87 15%	19 11%	90 34% bcef	12 11% *	10 12% *	76 9%	239 32% g					
Fairly negative (-1)	540 24%	217 20%	321 28% B	143 23%	195 26%	201 22%	503 24%	36 26% *	299 23%	241 24% I	131 24%	127 22%	141 27%	79 25%	25 23% *	37 19%	173 24%	367 24%	335 24%	205 24%	79 21%	137 23%	152 27%	139 25%	481 24%	54 21%	101 26% d	160 27% d	47 28% d	27 10% d	28 27% d*	15 17% *	226 27% h	139 18%					
Very negative (-2)	642 28%	308 28%	326 28%	171 28%	223 30%	248 28%	615 29%	28 20% *	435 34% J	208 21% J	144 27%	152 26%	140 27%	79 25%	41 37% LN*	87 45% KLMN	272 37% R	370 24%	398 28%	245 28%	96 25%	160 27%	151 27%	177 32%	565 29%	68 26%	48 12% d	252 42% ad	74 44% ad	13 5% ad	53 50% ad*	52 58% abd*	427 52% h	47 6%					
Don't know	178 8%	56 5%	121 11% B	63 10% FG	58 8%	57 6%	166 8%	12 8% *	82 6% I	97 10% I	35 7%	61 10% KM	34 6%	28 9%	8 7% *	12 6%	43 6%	135 9% Q	92 7%	86 10% S	46 12% VWX	43 7%	32 6%	28 5%	157 8%	17 7%	22 6% d	16 3% ad	14 8% b	16 6% b	4 4% *	4 4% *	20 2% h	55 7% g					
NET: Very/ Fairly positive	433 19%	284 26% C	148 13%	128 21% E	112 15%	193 22%	395 19%	38 27% E*	236 19%	197 20%	111 21% P	109 18% P	99 19% P	75 24% P	20 18% *	19 10%	142 19%	291 19%	271 19%	162 19%	66 17%	127 21%	112 20%	113 20%	359 18%	69 26% Y	112 29% bcef	80 13% b	13 8%	120 45% abcef	8 8% *	9 10% *	76 9%	270 36% g					
NET: Very/ Fairly negative	1182 52%	525 48% B	647 56% B	315 50% FG	418 56% FG	450 50%	1118 53%	64 45% *	733 45% J	448 45%	275 51%	279 47%	280 54%	158 51% L*	66 60% KLN	123 63% R	445 61%	736 48%	733 52%	449 52%	175 46%	296 50%	304 54%	316 57% UV	1046 53%	122 47%	149 38% d	411 69% ad	121 72% ad	40 15% ad	81 77% ad*	67 75% ad*	653 79% h	186 25%					
Mean	-0.59	-0.42 C	-0.76	-0.57	-0.71	-0.52 EG	-0.61 E	-0.37 E*	-0.72	-0.43 I	-0.53 P	-0.54 P	-0.60 P	-0.45 P	-0.81 *	-1.02	-0.75	-0.51 Q	-0.58	-0.61	-0.54	-0.51	-0.60	-0.62	-0.62	-0.40 Y	-0.12 bcef	-0.96 f	-1.17	0.47 abcef	-1.21 *	-1.27 *	-1.22	0.21 g					

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

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

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

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	
	Total	Male	Female	18-34	35-54	55+	18-75	76+	A1C1	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							
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665							
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750							
0 = Very bad job (0)	682	338	341	89	229	364	618	64	299	382	170	182	168	73	36	52	127	555	386	295	134	197	168	121	632	36	163	70	21	189	21	25	140	391							
	30%	31%	30%	14%	31%	41%	29%	45%	24%	39%	32%	31%	32%	24%	33%	27%	17%	36%	28%	34%	35%	33%	30%	22%	32%	14%	42%	12%	13%	71%	20%	27%	17%	52%							
1	98	46	52	20	30	48	95	3	55	43	21	27	30	9	2	8	24	74	59	38	13	32	28	22	87	10	25	13	5	11	9	4	26	47							
	4%	4%	5%	3%	4%	5%	4%	2%	4%	4%	4%	5%	3%	2%	4%	3%	5%	5%	4%	4%	3%	5%	5%	4%	4%	4%	7%	2%	3%	4%	8%	5%	3%	6%	6%						
2	184	83	99	40	60	83	174	9	91	92	38	49	43	26	5	22	49	135	100	83	30	56	46	40	170	13	51	22	13	18	7	11	66	61							
	8%	8%	9%	6%	8%	9%	8%	7%	7%	9%	7%	8%	8%	8%	5%	11%	7%	9%	7%	10%	8%	9%	8%	7%	9%	5%	13%	4%	8%	7%	7%	12%	8%	8%	8%						
3	204	79	121	61	64	80	189	16	118	86	50	56	45	16	14	23	75	130	121	84	35	51	59	45	183	20	43	48	18	14	16	11	74	60							
	9%	7%	11%	10%	9%	9%	11%	9%	9%	9%	9%	10%	9%	9%	10%	12%	10%	9%	9%	11%	9%	11%	8%	9%	8%	9%	8%	11%	8%	15%	12%	9%	9%	8%	8%						
4	168	78	89	52	56	60	153	15	106	62	33	49	46	19	7	14	57	110	105	63	29	41	39	44	149	19	19	44	31	4	10	7	81	34							
	7%	7%	8%	8%	8%	7%	7%	11%	8%	6%	6%	8%	9%	6%	6%	7%	8%	7%	8%	7%	8%	7%	7%	8%	8%	7%	5%	7%	19%	2%	9%	7%	10%	4%							
5	268	118	151	79	107	82	253	15	161	108	67	68	54	49	18	13	95	174	177	91	35	70	67	74	234	32	36	96	23	11	16	10	112	58							
	12%	11%	13%	13%	14%	9%	12%	13%	11%	12%	12%	10%	16%	16%	7%	13%	11%	13%	11%	11%	9%	12%	12%	13%	12%	12%	16%	14%	4%	15%	11%	14%	14%	8%							
6	192	87	103	74	58	60	190	2	134	59	48	39	46	33	2	25	88	104	122	70	27	41	48	62	160	31	20	90	21	4	12	7	104	32							
	9%	8%	9%	7%	8%	7%	9%	2%	11%	6%	9%	7%	9%	11%	2%	13%	12%	7%	9%	8%	7%	7%	8%	11%	8%	12%	5%	15%	13%	1%	12%	7%	13%	4%							
7	170	107	63	65	51	55	164	7	119	51	35	42	35	31	9	19	87	84	111	59	26	43	37	56	134	32	10	99	19	5	8	8	100	20							
	8%	10%	6%	7%	6%	6%	8%	5%	9%	5%	6%	7%	10%	8%	10%	12%	5%	8%	7%	7%	7%	7%	7%	10%	7%	12%	2%	17%	12%	2%	7%	9%	12%	3%							
8	92	66	25	45	22	25	86	6	67	25	31	17	14	21	4	5	55	37	67	26	17	14	26	31	68	24	8	53	10	3	3	1	56	14							
	4%	6%	2%	7%	3%	3%	4%	4%	5%	3%	6%	3%	3%	7%	4%	3%	8%	2%	5%	3%	4%	2%	5%	6%	3%	9%	2%	9%	6%	1%	2%	1%	7%	2%							
9	39	29	10	20	14	5	39	1	31	8	9	11	10	6	-	4	23	17	33	6	1	5	15	17	29	10	4	23	2	3	1	1	27	7							
	2%	3%	1%	3%	2%	1%	2%	*	2%	1%	2%	2%	2%	2%	-	2%	3%	1%	2%	1%	*	1%	3%	3%	1%	4%	1%	4%	1%	1%	1%	1%	3%	1%							
10 = Very good job (10)	53	30	23	22	15	16	50	3	36	17	12	14	5	14	5	3	31	22	42	11	8	10	10	24	40	13	9	30	1	4	1	1	26	17							
	2%	3%	2%	4%	2%	2%	2%	*	3%	2%	2%	2%	1%	4%	2%	4%	1%	3%	1%	2%	2%	2%	4%	2%	5%	2%	5%	2%	5%	1%	1%	1%	3%	2%							
Don't know	90	33	53	50	27	13	90	-	44	45	16	29	22	8	9	5	18	72	58	32	20	26	18	15	67	19	2	6	1	-	1	4	11	6							
	4%	3%	5%	8%	4%	2%	4%	-	3%	5%	3%	5%	4%	3%	8%	3%	2%	5%	4%	4%	5%	4%	3%	3%	3%	7%	*	1%	*	-	1%	5%	1%	1%							
Prefer not to say	21	5	16	6	11	4	21	-	9	12	7	4	3	7	-	-	6	15	15	6	5	6	1	2	16	4	-	*	*	-	1	-	3	2							
	1%	*	1%	1%	2%	*	1%	-	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	*	*	1%	-	*	*	-	1%	-	*	*								
NET: Bad job	963	467	492	149	318	495	887	76	446	517	229	258	241	109	44	82	199	764	546	417	176	285	243	183	890	59	239	105	39	218	36	40	232	499							
	43%	42%	43%	24%	43%	55%	42%	54%	35%	52%	43%	44%	46%	35%	40%	42%	27%	50%	39%	48%	47%	48%	43%	33%	45%	22%	61%	18%	23%	82%	34%	45%	28%	66%							
NET: Good job	185	125	58	87	52	46	175	10	135	50	52	42	29	49	9	12	109	76	142	43	26	29	51	73	137	47	21	106	14	10	5	3	108	39							
	8%	11%	5%	14%	7%	5%	8%	7%	11%	5%	10%	7%	6%	13%	8%	6%	15%	5%	10%	5%	7%	5%	9%	13%	7%	18%	5%	18%	8%	4%	5%	3%	13%	5%							
Mean	3.28	3.50	3.07	4.49	3.21	2.57	3.34	2.49	3.81	2.60	3.30	3.13	2.98	4.04	3.17	3.37	4.43	2.72	2.54	2.86	2.92	2.88	3.27	4.09	3.10	4.91	2.30	5.13	4.25	1.16	3.50	3.04	4.35	1.97							
		C		EFHG	FH		JH	*	J				KLMOP	*	*	R	T	T	T	2.86	2.92	2.88	3.27	4.09	3.10	4.91	2.30	5.13	4.25	1.16	3.50	3.04	4.35	1.97							

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.

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

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

25-061766-16 - 17th - 21st April 2026

Public

Political Pulse - April

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Q4. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties?				
	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)
Unweighted base	2262	2262	2262	2262	2262
Weighted base	2262	2262	2262	2262	2262
Very likely to consider voting for (4)	248 11% C	225 10% C	159 7% C	260 11% C	378 17% ABCD
Fairly likely to consider voting for (3)	366 16% AE	472 21% AE	456 20% AE	423 19% AE	352 16%
Not very likely to consider voting for (2)	442 20% E	439 19% E	625 28% ABDE	453 20% E	288 13%
Would not consider at all (1)	1026 45% BCD	934 41% C	784 35% C	920 41% C	1059 47% BCD
Don't know	180 8%	192 8%	237 10% ABDE	206 9% A	186 8%

NET: Very/ Fairly likely to consider voting for	614 27% AC	697 31% AC	615 27% AC	683 30% AC	729 32% AC
NET: Not very likely to/ Would not consider voting for	1467 65% BDE	1373 61% BDE	1410 62% BDE	1373 61% BDE	1347 60% BDE

Mean	1.92	1.99	1.99 A	2.01 A	2.02 A
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to the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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

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

Public

Political Pulse - April  
Adults aged 18+ in GB

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

	Total	Gender			Age				Social grade		Region						Education		Employment status				Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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)	(h)			
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665			
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750			
Very likely to consider voting for (4)	248 11%	158 14%	90 8%	99 16%	67 9%	83 9%	239 11%	10 7%	172 14%	77 8%	67 12%	60 10%	40 8%	45 14%	19 17%	19 10%	131 18%	117 8%	167 12%	82 9%	34 9%	59 10%	59 10%	86 16%	198 10%	48 18%	4 1%	197 33%	9 6%	5 2%	3 3%	2 2%	156 19%	33 4%			
Fairly likely to consider voting for (3)	366 16%	171 16%	191 17%	153 25%	131 18%	82 9%	352 17%	14 10%	251 20%	114 12%	86 16%	86 15%	74 14%	72 23%	11 10%	36 18%	188 26%	178 12%	264 19%	102 12%	54 14%	69 12%	96 17%	118 21%	286 15%	73 28%	23 6%	194 33%	42 25%	6 2%	18 17%	14 15%	192 23%	62 8%			
Not very likely to consider voting for (2)	442 20%	207 19%	232 20%	127 20%	144 19%	170 19%	426 20%	16 11%	256 20%	186 19%	99 18%	98 17%	105 20%	68 22%	23 21%	49 25%	153 21%	288 19%	277 20%	165 19%	74 20%	109 18%	114 20%	112 20%	379 19%	58 22%	98 25%	92 16%	57 34%	18 7%	18 38%	23 25%	200 24%	108 14%			
Would not consider at all (1)	1026 45%	520 47%	501 44%	172 28%	331 44%	523 58%	930 44%	96 68%	496 39%	530 53%	255 48%	298 51%	256 49%	94 30%	46 41%	77 40%	215 29%	811 53%	576 41%	450 52%	168 45%	318 54%	261 46%	195 35%	954 48%	57 22%	259 66%	95 16%	51 31%	232 88%	43 41%	50 56%	242 29%	528 70%			
Don't know	180 8%	45 4%	133 12%	72 12%	71 10%	38 4%	175 8%	5 3%	97 8%	84 8%	30 6%	46 8%	46 9%	33 11%	12 11%	14 7%	47 6%	134 9%	113 8%	67 8%	46 12%	36 6%	34 6%	43 8%	152 8%	26 10%	6 2%	17 3%	8 5%	3 1%	2 2%	1 2%	35 4%	18 2%			
NET: Very/ Fairly likely to consider voting for	614 27%	328 30%	281 24%	252 40%	197 27%	165 18%	590 28%	24 17%	423 33%	191 19%	153 29%	146 25%	114 22%	117 37%	30 27%	54 28%	320 44%	295 19%	431 31%	183 21%	88 23%	128 22%	155 28%	205 37%	484 25%	121 46%	27 7%	391 66%	51 31%	11 4%	21 20%	15 17%	348 42%	96 13%			
NET: Not very likely to/ Would not consider voting for	1467 65%	727 66%	733 64%	299 48%	475 64%	693 77%	1356 64%	112 79%	752 59%	716 72%	354 66%	396 67%	361 69%	162 52%	68 62%	126 65%	368 50%	1099 72%	853 61%	615 71%	242 64%	428 72%	375 66%	308 55%	1333 68%	115 44%	357 91%	187 31%	108 6%	251 94%	83 78%	72 81%	443 54%	637 85%			
Mean	1.92	1.97	1.87	2.32	1.90	1.68	1.95	1.55	2.08	1.71	1.93	1.83	1.78	2.24	2.03	1.98	2.34	1.71	2.02	1.77	1.86	1.76	1.91	2.19	1.85	2.47	1.41	2.85	2.06	1.17	1.82	1.63	2.33	1.46			

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

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

Public

Political Pulse - April

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely to consider voting for (4)	225 10%	107 10%	116 10%	53 8%	63 8%	109 12% DEG	198 9%	27 19% DEG*	147 12% J	77 8%	47 9%	66 11%	54 10%	35 11%	7 6% *	16 8%	75 10%	149 10%	131 9%	94 11%	28 8%	67 11%	49 9%	64 12%	192 10%	30 11%	165 42% bcdef	16 3%	9 5%	11 4%	1 1% *	2 2% *	78 9%	111 15% g
Fairly likely to consider voting for (3)	472 21%	252 23% C	217 19%	122 20%	135 18%	216 24% EG	418 20%	54 38% DEFG*	266 21%	207 21%	97 18%	137 23% KO	120 23% O	74 24% O	13 12% *	31 16%	146 20%	326 21%	298 21%	174 20%	60 16%	117 20%	141 25% U	127 23% U	392 20%	73 28% Y	173 44% bcdef	94 16% ef	21 12% f	58 22% cef	8 7% *	3 4% *	139 17% g	217 29% g
Not very likely to consider voting for (2)	439 19%	239 22% C	199 17%	107 17%	150 20%	182 20% EG	419 20%	19 14% *	243 19%	195 20%	125 12% LNP	100 17%	114 15%	48 18%	25 22% *	28 14%	142 19%	296 19%	283 20%	156 18%	75 20%	103 17%	120 21% U	108 19%	383 19%	46 18%	32 8% ae	139 23% ae	39 23% a	94 35% abcef	14 13% *	15 17% a*	142 17% g	169 22% g
Would not consider at all (1)	934 41%	441 40%	486 42%	267 43% H	325 44% H	342 38% H	896 42% FH	38 27% *	521 41%	413 42%	240 45% M	229 39%	188 36%	119 38%	54 49% M*	103 53% LMN	323 44%	611 40%	564 40%	370 43%	167 44%	264 45% X	222 39% X	208 37% Z	844 43% Z	81 31%	9 2% ad	338 57% ad	93 56% ad	93 35% a	80 76% abcd*	67 75% abcd*	437 53% h	222 30% h
Don't know	192 8%	60 5%	129 11% B	75 12% FGH	71 10% FH	46 5% FH	190 9% FH	2 1% *	95 7%	98 10%	28 5%	55 9% K	45 9%	36 11% K	11 10% *	17 9%	145 9% Q	47 9%	71 8%	121 8%	121 12% VW	46 7% VW	41 6% VW	48 9%	158 8%	32 12% Y	8 3%	5 1%	10 3% a	3 4% ad*	2 2% *	31 4% h	31 4% g	
NET: Very/ Fairly likely to consider voting for	697 31%	359 33%	333 29%	175 28%	197 27%	325 36% DEG	616 29%	81 58% DEFG*	413 32%	284 29%	143 27%	204 35% KOP	174 33% KOP	109 35% KOP	20 18% *	46 24%	222 30%	475 31%	429 31%	268 31%	89 24%	184 31% U	190 34% U	192 35% U	584 30%	103 39% Y	338 87% bcdef	110 18% ef	29 18% ef	69 26% bef	8 8% *	5 6% *	217 26% g	328 44% g
NET: Not very likely to/ Would not consider voting for	1373 61%	681 62%	685 60%	374 60% H	475 64% H	525 59% H	1315 62% FH	58 41% *	764 60%	609 61%	365 68% LMN	329 56%	302 58%	167 54%	79 71% LMN*	131 67% LN	466 63%	907 59%	847 61%	526 61%	242 64%	367 62% Z	341 61% Z	316 57% Z	1227 62% Z	128 49%	41 11% ad	477 80% ad	132 79% a	187 70% a	94 89% ad*	82 92% abcd*	579 70% h	391 52% g
Mean	1.99	2.02	1.96	1.93	1.90	2.11 DEG	1.96	2.50 DEFG*	2.03	1.94	1.90	2.08 KOP	2.08 KOP	2.09 KOP	1.73 *	1.77	1.96	2.01	2.00	1.99	1.85	1.98	2.03 U	2.09 U	1.96	2.22 Y	3.30 bcdef	1.64 ef	1.66 ef	1.95 bcdef	1.31 *	1.31 *	1.82	2.30 g

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Public

Political Pulse - April

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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)	(h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very likely to consider voting for (4)	159 7%	75 7%	84 7%	53 9%	43 6%	62 7%	150 7%	9 6%	112 9%	47 5%	37 7%	31 5%	51 10%	21 7%	8 5%	11 9%	64 6%	95 6%	95 7%	64 7%	22 6%	37 6%	31 6%	55 10%	141 7%	18 7%	15 4%	32 5%	73 44%	5 2%	6 6%	3 3%	97 12%	21 3%	
Fairly likely to consider voting for (3)	456 20%	221 20%	230 20%	162 26%	157 21%	138 15%	427 20%	29 21%	298 23%	158 16%	115 21%	112 19%	107 21%	80 26%	11 10%	31 16%	208 28%	248 16%	290 21%	166 19%	67 18%	95 16%	120 21%	141 25%	364 19%	85 32%	52 13%	178 30%	71 43%	15 6%	35 33%	10 11%	224 27%	92 12%	
Not very likely to consider voting for (2)	625 28%	307 28%	315 27%	168 27%	197 27%	260 29%	576 27%	50 35%	380 30%	245 25%	135 25%	166 28%	146 28%	86 28%	27 24%	64 33%	221 30%	404 26%	383 27%	242 28%	98 26%	153 26%	163 29%	165 30%	548 28%	71 27%	137 35%	232 39%	9 5%	47 18%	34 32%	32 36%	253 31%	209 28%	
Would not consider at all (1)	784 35%	422 38%	359 31%	150 24%	254 34%	381 42%	734 35%	51 36%	356 28%	428 43%	213 40%	204 35%	160 31%	86 28%	50 45%	72 37%	181 25%	604 40%	474 34%	310 36%	139 37%	258 44%	199 35%	136 24%	714 36%	57 22%	168 43%	126 21%	3 2%	191 72%	29 27%	40 45%	200 24%	396 53%	
Don't know	237 10%	75 7%	160 14%	90 14%	122 12%	56 6%	235 11%	3 2%	126 10%	111 11%	37 7%	74 13%	56 11%	39 12%	15 14%	16 8%	60 8%	177 12%	154 11%	83 10%	50 13%	50 8%	59 9%	59 11%	202 10%	32 12%	18 5%	26 4%	11 7%	8 3%	2 2%	4 4%	51 6%	32 4%	
NET: Very/ Fairly likely to consider voting for	615 27%	296 27%	313 27%	215 35%	200 27%	200 22%	577 27%	38 27%	409 32%	206 21%	152 28%	143 24%	158 30%	101 32%	19 17%	42 22%	273 37%	342 22%	385 28%	229 27%	89 24%	132 22%	151 27%	196 35%	505 26%	102 39%	67 17%	210 35%	144 86%	20 8%	41 39%	13 14%	321 39%	113 15%	
NET: Not very likely to/ Would not consider voting for	1410 62%	729 66%	674 59%	319 51%	451 61%	640 71%	1309 62%	100 71%	736 58%	674 68%	348 65%	371 63%	306 59%	172 55%	77 69%	136 70%	402 55%	1008 66%	857 61%	552 64%	238 63%	410 69%	363 64%	301 54%	1262 64%	128 49%	305 78%	358 60%	12 7%	237 89%	63 59%	73 81%	453 55%	605 81%	
Mean	1.99	1.95	2.04	2.22 EFGH	1.98 F	1.86	2.00 F	1.97 *	2.14 J	1.80	1.95	1.94	2.11 KLOP	2.13 KLOP	1.76 *	1.89	2.23 R	1.88	2.00	1.98	1.91	1.84	1.97	2.23 UVW	1.96	2.28 Y	1.77 d	2.21 adff	3.37 abdef	1.36	2.18 adff*	1.70 d*	2.28 h	1.63	

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Public  
Political Pulse - April  
Adults aged 18+ in GB

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

	Total	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	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely to consider voting for (4)	260 11%	122 11%	133 12%	140 22% EFGH	81 11%	39 4%	258 12%	2 1%	166 13%	94 10%	67 13%	71 12%	62 12%	37 12%	7 6%	15 8%	115 16%	144 9%	170 12%	89 10%	52 14%	65 11%	58 10%	69 12%	211 11%	47 18%	9 2%	90 15% adf	21 13% adf	5 2%	73 69% abcd*	3 4%	134 16% h	23 3%
Fairly likely to consider voting for (3)	423 19%	199 18%	222 19%	175 28% EFGH	143 19%	105 12%	412 19%	11 8%	295 23%	128 13%	108 20%	89 15%	85 16%	75 24%	20 18%	47 24%	198 27%	225 15%	301 22%	122 14%	61 16%	82 14%	112 20%	138 25%	346 18%	71 27%	28 7%	171 29% ad	53 32% ad	17 6%	22 20% ad*	31 35% ade*	226 27% h	64 9%
Not very likely to consider voting for (2)	453 20%	233 21%	218 19%	105 17% DG	144 19%	204 23% DG	415 20%	38 27% D*	263 21%	189 19%	105 20%	114 19%	101 19%	67 21%	28 25% *	38 19%	169 23%	284 19%	275 20%	178 21%	72 19%	117 20%	115 20%	114 20%	376 19%	70 27% Y	91 23% de	161 27% de	44 26% de	32 12% e	4 3% *	23 26% de*	193 23%	149 20%
Would not consider at all (1)	920 41%	488 44% C	427 37%	123 20% D	295 40% DEG	503 56% DEG	832 39% D	88 63% DEG*	442 35% I	478 48% I	221 41% N	257 44% N	217 42% N	100 32% N	43 39% *	83 43% N	204 28% Q	716 47% Q	517 37% S	403 47% S	151 40%	279 47% X	236 42% X	187 34% Z	862 44% Z	45 17% bcdf	247 63% e	152 26% e	40 24% e	205 77% abcef	4 4% *	29 33% e*	237 29%	488 65% g
Don't know	206 9%	58 5% B	146 13% FGH	80 13% FGH	81 11% FH	45 5% FH	204 10% FH	3 2% *	106 8%	100 10%	36 7%	57 10%	56 11% K	33 11%	13 11% *	12 6%	49 7% Q	158 10% Q	133 10% T	73 8%	42 11%	49 8%	44 8%	47 8%	173 9%	29 11% Y	15 4% d	21 3% ad	8 5% ad	7 3% ad	4 4% *	2 3% *	37 4%	28 4%
NET: Very/ Fairly likely to consider voting for	683 30%	321 29%	355 31%	315 51% EFGH	224 30% FH	144 16% FH	671 32% FH	12 9% *	460 36% J	222 22% J	175 33% K	160 27% L	147 28% L	112 36% L	27 24% *	62 32% R	313 43% R	370 24% T	472 34% T	211 24%	113 30%	147 25%	170 30%	208 37% UVW	557 28% Y	118 45% Y	37 9% ad	261 44% ad	74 45% ad	22 8% ad	94 89% abcd*	35 39% ad*	360 44% h	87 12%
NET: Not very likely to/ Would not consider voting for	1373 61%	721 66% C	646 56%	228 37% D	438 59% D	707 79% DEG	1247 59% D	126 89% DEG*	705 67% I	667 61% I	326 61% N	371 63% N	318 61% N	166 53% N	71 64% *	121 62% Q	373 51% Q	1000 65% Q	792 57% S	581 67% S	222 59%	396 67% UX	350 62% X	301 54% Z	1238 63% Z	115 44% bcdf	338 87% e	314 53% e	84 50% e	237 89% bcdf	7 7% *	52 58% e*	430 52%	636 85% g
Mean	2.01	1.96	2.06	2.61 EFGH	2.02 FH	1.62	2.05 FH	1.46 *	2.16 J	1.82	2.04	1.95	1.98	2.18 L	1.91 *	1.96	2.33 R	1.85	2.10 T	1.87	2.04	1.88	1.98	2.18 VW	1.95	2.52 Y	1.46 d	2.35 ad	2.35 ad	1.31	3.61 abcd*	2.10 ad*	2.33 h	1.48

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Public

Political Pulse - April

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely to consider voting for (4)	378 17%	236 21% C	141 12% C	68 11% D	112 15% D	197 22% DEG	350 17% D	27 19% D*	167 13% I	211 21% I	93 17% P	110 19% P	93 18% P	43 14% P	20 18% *	19 10% *	84 11% Q	294 19% Q	238 17% Q	140 16% Q	54 14% Q	106 18% UX	116 21% UX	83 15% Z	353 18% Z	21 8% Z	61 16% bcef	56 9% ce	5 3% abcef	196 74% abcef	1 1% *	5 6% *	54 7% *	266 35% g
Fairly likely to consider voting for (3)	352 16%	192 17% C	157 14% C	116 19% EG	104 14% EG	132 15% DEG	329 16% D	22 16% D*	185 15% I	166 16% I	88 16% P	103 18% P	76 15% P	44 14% P	15 13% *	26 13% *	104 14% Q	247 16% Q	218 16% Q	134 15% Q	60 16% Q	75 13% UX	98 17% UX	97 17% UX	297 15% Z	49 19% Z	101 26% bce	74 12% bce	14 9% bce	49 19% bce	6 6% *	15 16% e*	101 12% e*	153 20% g
Not very likely to consider voting for (2)	288 13%	138 13% C	150 13% C	80 13% EG	103 14% EG	105 12% DEG	268 13% D	19 14% D*	165 13% I	122 12% I	63 12% P	66 11% P	81 15% P	52 17% O	5 4% *	22 12% *	91 12% Q	197 13% Q	194 14% Q	94 11% Q	42 11% Q	96 16% X	72 13% X	60 11% X	232 12% Y	51 19% Y	99 26% bdef	61 10% d	15 9% d	6 7% d*	12 11% d*	6 7% *	81 10% g	118 16% g
Would not consider at all (1)	1059 47%	478 43% B	571 50% B	290 46% FGH	350 47% FGH	419 47% FGH	992 48% F	67 48% F*	664 52% J	395 40% J	264 49% O	254 43% O	229 44% O	138 44% O	62 56% LM*	113 58% LMN	417 57% R	642 42% R	623 45% S	436 50% S	176 47% S	275 47% W	243 43% W	270 49% W	930 47% Y	115 44% Y	115 29% d	390 66% ad	125 75% abd	3 3% abd*	86 81% abd*	62 69% ad*	561 68% h	181 24% h
Don't know	186 8%	56 5% B	127 11% B	69 11% FGH	74 10% FGH	42 5% F	181 9% F	5 3% *	91 7% J	95 10% J	30 6% O	55 9% O	43 8% O	34 11% K	9 8% *	15 8% *	38 5% Q	148 10% Q	125 9% Q	61 7% Q	46 12% VW	39 7% W	35 6% W	45 8% W	157 8% Z	28 11% Z	14 3% Z	15 2% Z	7 4% Z	7 3% Z	1 1% *	2 2% *	29 4% g	33 4% g
NET: Very/ Fairly likely to consider voting for	729 32%	428 39% C	298 26% C	184 30% EG	216 29% EG	329 37% DEG	680 32% D	50 35% D*	352 28% I	377 38% I	181 34% P	213 36% P	169 32% P	88 28% P	35 32% *	44 23% *	188 26% Q	541 35% Q	456 33% Q	273 32% Q	113 30% Q	181 31% UX	214 38% UX	180 32% Z	650 33% Z	69 26% Z	162 42% bcef	130 22% ce	20 12% abcef	245 92% abcef	7 7% *	20 22% e*	155 19% g	419 56% g
NET: Not very likely to/ Would not consider voting for	1347 60%	616 56% B	721 63% B	370 59% FGH	453 61% FGH	524 59% DEG	1260 59% D	86 61% D*	829 65% J	518 52% I	326 61% P	320 55% P	309 59% P	189 61% O	67 60% *	135 69% LM	509 69% R	838 55% R	817 58% R	530 61% R	217 58% Q	372 63% W	314 56% W	331 60% W	1162 59% Y	165 63% Y	214 55% d	450 76% ad	140 84% abd	14 5% abd*	98 92% abd*	68 76% ad*	642 78% h	299 40% h
Mean	2.02	2.18 C	1.87	1.93	1.97	2.13 DEG	2.02	2.07 *	1.88	2.22 I	2.02 P	2.13 P	2.07 P	1.98 P	1.93 *	1.72	1.79	2.14 Q	2.06	1.97	1.97	2.02	2.17 UX	1.99	2.04	1.89	2.29 bcef	1.65 ce	1.37	3.68 abcef	1.25 *	1.58 e*	1.56	2.70 g

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

Public  
Political/Polar: April  
Adults aged 18+ in GB

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

	Total		Gender		Age					Social grade					Region					Education					Employment status					Income					Ethnicity					General Election 2024 Vote										Referendum 2016 vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)	(bs)	(bt)	(bu)	(bv)	(bw)	(bx)	(by)	(bz)	(ca)	(cb)	(cc)	(cd)	(ce)	(cf)	(cg)	(ch)	(ci)	(cj)	(ck)	(cl)	(cm)	(cn)	(co)	(cp)	(cq)	(cr)	(cs)	(ct)	(cu)	(cv)	(cw)	(cx)	(cy)	(cz)	(da)	(db)	(dc)	(dd)	(de)	(df)	(dg)	(dh)	(di)	(dj)	(dk)	(dl)	(dm)	(dn)	(do)	(dp)	(dq)	(dr)	(ds)	(dt)	(du)	(dv)	(dw)	(dx)	(dy)	(dz)	(ea)	(eb)	(ec)	(ed)	(ee)	(ef)	(eg)	(eh)	(ei)	(ej)	(ek)	(el)	(em)	(en)	(eo)	(ep)	(eq)	(er)	(es)	(et)	(eu)	(ev)	(ew)	(ex)	(ey)	(ez)	(fa)	(fb)	(fc)	(fd)	(fe)	(ff)	(fg)	(fh)	(fi)	(fj)	(fk)	(fl)	(fm)	(fn)	(fo)	(fp)	(fq)	(fr)	(fs)	(ft)	(fu)	(fv)	(fw)	(fx)	(fy)	(fz)	(ga)	(gb)	(gc)	(gd)	(ge)	(gf)	(gg)	(gh)	(gi)	(gj)	(gk)	(gl)	(gm)	(gn)	(go)	(gp)	(gq)	(gr)	(gs)	(gt)	(gu)	(gv)	(gw)	(gx)	(gy)	(gz)	(ha)	(hb)	(hc)	(hd)	(he)	(hf)	(hg)	(hh)	(hi)	(hj)	(hk)	(hl)	(hm)	(hn)	(ho)	(hp)	(hq)	(hr)	(hs)	(ht)	(hu)	(hv)	(hw)	(hx)	(hy)	(hz)	(ia)	(ib)	(ic)	(id)	(ie)	(if)	(ig)	(ih)	(ii)	(ij)	(ik)	(il)	(im)	(in)	(io)	(ip)	(iq)	(ir)	(is)	(it)	(iu)	(iv)	(iw)	(ix)	(iy)	(iz)	(ja)	(jb)	(jc)	(jd)	(je)	(jf)	(jg)	(jh)	(ji)	(jj)	(jk)	(jl)	(jm)	(jn)	(jo)	(jp)	(jq)	(jr)	(js)	(jt)	(ju)	(jv)	(jw)	(jx)	(jy)	(jz)	(ka)	(kb)	(kc)	(kd)	(ke)	(kf)	(kg)	(kh)	(ki)	(kj)	(kl)	(km)	(kn)	(ko)	(kp)	(kq)	(kr)	(ks)	(kt)	(ku)	(kv)	(kw)	(kx)	(ky)	(kz)	(la)	(lb)	(lc)	(ld)	(le)	(lf)	(lg)	(lh)	(li)	(lj)	(lk)	(ll)	(lm)	(ln)	(lo)	(lp)	(lq)	(lr)	(ls)	(lt)	(lu)	(lv)	(lw)	(lx)	(ly)	(lz)	(ma)	(mb)	(mc)	(md)	(me)	(mf)	(mg)	(mh)	(mi)	(mj)	(mk)	(ml)	(mn)	(mo)	(mp)	(mq)	(mr)	(ms)	(mt)	(mu)	(mv)	(mw)	(mx)	(my)	(mz)	(na)	(nb)	(nc)	(nd)	(ne)	(nf)	(ng)	(nh)	(ni)	(nj)	(nk)	(nl)	(nm)	(nn)	(no)	(np)	(nq)	(nr)	(ns)	(nt)	(nu)	(nv)	(nw)	(nx)	(ny)	(nz)	(oa)	(ob)	(oc)	(od)	(oe)	(of)	(og)	(oh)	(oi)	(oj)	(ok)	(ol)	(om)	(on)	(oo)	(op)	(oq)	(or)	(os)	(ot)	(ou)	(ov)	(ow)	(ox)	(oy)	(oz)	(pa)	(pb)	(pc)	(pd)	(pe)	(pf)	(pg)	(ph)	(pi)	(pj)	(pk)	(pl)	(pm)	(pn)	(po)	(pp)	(pq)	(pr)	(ps)	(pt)	(pu)	(pv)	(pw)	(px)	(py)	(pz)	(qa)	(qb)	(qc)	(qd)	(qe)	(qf)	(qg)	(qh)	(qi)	(qj)	(qk)	(ql)	(qm)	(qn)	(qo)	(qp)	(qq)	(qr)	(qs)	(qt)	(qu)	(qv)	(qw)	(qx)	(qy)	(qz)	(ra)	(rb)	(rc)	(rd)	(re)	(rf)	(rg)	(rh)	(ri)	(rj)	(rk)	(rl)	(rm)	(rn)	(ro)	(rp)	(rq)	(rr)	(rs)	(rt)	(ru)	(rv)	(rw)	(rx)	(ry)	(rz)	(sa)	(sb)	(sc)	(sd)	(se)	(sf)	(sg)	(sh)	(si)	(sj)	(sk)	(sl)	(sm)	(sn)	(so)	(sp)	(sq)	(sr)	(ss)	(st)	(su)	(sv)	(sw)	(sx)	(sy)	(sz)	(ta)	(tb)	(tc)	(td)	(te)	(tf)	(tg)	(th)	(ti)	(tj)	(tk)	(tl)	(tm)	(tn)	(to)	(tp)	(tq)	(tr)	(ts)	(tt)	(tu)	(tv)	(tw)	(tx)	(ty)	(tz)	(ua)	(ub)	(uc)	(ud)	(ue)	(uf)	(ug)	(uh)	(ui)	(uj)	(uk)	(ul)	(um)	(un)	(uo)	(up)	(uq)	(ur)	(us)	(ut)	(uu)	(uv)	(uw)	(ux)	(uy)	(uz)	(va)	(vb)	(vc)	(vd)	(ve)	(vf)	(vg)	(vh)	(vi)	(vj)	(vk)	(vl)	(vm)	(vn)	(vo)	(vp)	(vq)	(vr)	(vs)	(vt)	(vu)	(vv)	(vw)	(vx)	(vy)	(vz)	(wa)	(wb)	(wc)	(wd)	(we)	(wf)	(wg)	(wh)	(wi)	(wj)	(wk)	(wl)	(wm)	(wn)	(wo)	(wp)	(wq)	(wr)	(ws)	(wt)	(wu)	(wv)	(ww)	(wx)	(wy)	(wz)	(xa)	(xb)	(xc)	(xd)	(xe)	(xf)	(xg)	(xh)	(xi)	(xj)	(xk)	(xl)	(xm)	(xn)	(xo)	(xp)	(xq)	(xr)	(xs)	(xt)	(xu)	(xv)	(xw)	(xx)	(xy)	(xz)	(ya)	(yb)	(yc)	(yd)	(ye)	(yf)	(yg)	(yh)	(yi)	(yj)	(yk)	(yl)	(ym)	(yn)	(yo)	(yp)	(yq)	(yr)	(ys)	(yt)	(yu)	(yv)	(yw)	(yx)	(yy)	(yz)	(za)	(zb)	(zc)	(zd)	(ze)	(zf)	(zg)	(zh)	(zi)	(zj)	(zk)	(zl)	(zm)	(zn)	(zo)	(zp)	(zq)	(zr)	(zs)	(zt)	(zu)	(zv)	(zw)	(zx)	(zy)
Unweighted base	2262	1108	1149	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	172	125	162	636	1933	308	360	658	170	230	118	96	886	665																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Weighted base	2262	1108	1147	623	743	896	2131	141	1272	990	537	588	521	312	110	194	735	1527	1497	865	377	192	164	556	1969	262	300	595	167	265	106	89	826	750																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Healthcare/NHS/hospitals	1381	633	755	321	457	602	1272	108	824	557	326	359	328	178	76	114	479	901	813	567	223	135	143	365	1243	129	245	413	112	139	70	56	560	456																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Inflation/ rise in cost of living	1277	587	681	296	426	555	1186	91	725	532	293	340	311	157	71	105	402	875	796	521	199	130	114	309	1149	115	241	344	95	166	66	58	501	461																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Immigration	1139	534	582	180	269	379	1053	87	593	546	277	296	274	139	59	95	386	653	670	469	177	118	265	368	1038	89	202	250	53	235	30	38	219	171																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Manage the economy/ economic situation	948	456	503	191	308	450	867	81	576	372	215	237	235	114	44	83	338	611	540	408	128	238	241	258	852	84	212	253	84	118	48	32	398	338																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Taxation	851	429	416	194	298	358	791	59	494	357	203	222	195	117	38	75	281	370	353	297	106	203	226	243	739	99	186	218	60	122	39	26	315	321																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Crime and anti-social behaviour/ law and order	845	371	468	167	269	429	772	74	448	397	183	230	208	133	27	64	229	616	458	387	110	214	216	209	740	89	199	183	67	147	30	30	286	372																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Defence/ security/ foreign affairs	782	413	366	114	229	440	702	80	442	340	189	192	205	94	33	69	231	551	410	372	134	208	198	191	714	59	206	191	67	141	23	24	283	364																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Public services generally	738	324	408	156	243	339	667	71	467	271	171	198	177	97	36	59	290	444	317	102	182	205	174	674	62	107	236	72	97	51	35	311	228																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Care for older and disabled people	711	290	417	156	207	388	638	74	394	318	173	190	165	84	43	56	219	493	366	345	115	202	184	160	648	57	122	218	67	71	41	27	314	237																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Pensions	643	297	342	74	189	380	589	55	336	308	165	180	143	64	41	51	177	466	361	282	106	176	159	149	604	37	144	154	55	98	24	28	240	283																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Public transport/ roads	641	299	335	132	212	297	596	45	373	268	143	180	154	86	27	50	311	430	373	268	109	158	141	173	571	64	113	160	64	81	40	33	244	233																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Housing	628	313	308	212	207	208	608	21	351	277	142	146	119	129	34	57	226	402	416	212	106	144	146	173	526	95	76	200	54	51	38	35	244	169																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Poverty/ inequality	608	256	352	126	219	345	285	239	295	156	285	178	125	126	33	61	316	396	309	146	186	146	106	316	376	306	196	246	106	376	276	276	276	276	276																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
Education/ schools	597	266	323	180	236	182	512	25	392	205	120	133	103	30	17	257	341	387	210	87	108	154	102	514	78	60	281	59	47	29	20	256	157																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Europe/EU/ Brexit	580	312	263	128	199	253	543	37	318	223	144	185	139	82	32	50	223	357	339	242	89	135	142	162	515	60	93	174	61	62	32	27	289	155																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Lack of faith in politicians/ political parties/ system of government	570	280	286	188	183	280	559	61	330	260	139	111	133	70	28	40	274	366	288	277	83	159	136	136	517	46	108	141	48	84	26	25	209	234																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Protect the environment/ climate change	544	247	289	148	180	216	508	36	344	200	125	139	138	69	29	44	230	314	320	228	86	122	120	156	491	48	73	180	62	25	59	29	278	124																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Benefits	508	248	256	118	171	218	459	49	265	243	130	122	113	82	24	37	155	353	293	215	91	127	115	129	449	57	105	135	37	72	25	11	183	201																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Unemployment	478	210	265	181	157	140	409	19	282	196	127	108	98	91	18	36	176	301	280	183	81	110	109	113	392	83	69	144	31	45	17	15	181	124																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Issues affecting families/ children/ childcare	404	154	244	126	174	204	381	23	243	161	87	97	88	67	21	34	160	243	261	143	58	85	99	119	356	45	55	125	40	24	28	21	182	89																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Animal welfare	342	128	210	86	122	134	330	12																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

Public

Political Pulse - April  
Adults aged 18+ in GB

Q15. If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

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	76+	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)	(h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
The Labour Party led by Keir Starmer	904 40%	447 41%	450 39%	312 50% EFGH	291 39% F	301 34% FH	865 41% *	99 28% J	609 48% I	295 30% L	216 40% L	194 33% L	205 39% L	139 45% *	48 44% KLM	101 52% R	422 57% R	482 32% R	582 42% S	322 37% S	127 34% X	204 35% X	211 37% X	282 51% UVW	762 39% Y	132 50% Y	55 14% d	448 75% acdf	110 66% adf	9 3% ad*	72 68% ad**	42 47% ad*	537 65% h	125 17% h	
Reform UK led by Nigel Farage	706 31%	396 36% C	307 27% C	114 18% D	218 29% D	374 42% DEG	642 30% D	65 46% DEG*	317 25% I	389 39% I	174 32% NP	217 37% NP	177 34% NP	63 20% NP	34 31% *	41 21% *	146 20% Q	560 37% Q	410 29% S	297 34% S	119 32% X	205 35% X	195 35% X	140 25% Z	657 33% Z	41 15% Z	194 50% bcef	83 14% ce	11 7% abcef	241 91% *	5 5% *	14 16% ce*	124 15% ce*	446 59% g	
No preference	366 16%	177 16% B	185 16% B	122 20% FG	130 17% F	114 13% F	341 16% F	24 17% *	191 15% F	174 18% F	93 17% F	95 16% F	73 14% F	60 19% F	11 10% *	33 17% *	96 13% Q	269 18% Q	236 17% Q	129 15% Q	68 18% Q	100 17% Q	102 18% Q	75 14% Q	301 15% Y	60 23% Y	95 24% bde	35 6% bd	18 18% bd	4 4% bd	9 12% bd*	13 12% bd*	19 22% bd*	106 13% bd*	101 13% bd*
Don't know	286 13%	80 7% B	204 18% B	75 12% B	104 14% B	107 12% B	273 13% B	13 9% *	155 12% B	131 13% B	54 10% B	81 14% B	66 13% B	49 16% B	17 16% *	19 10% *	70 10% Q	216 14% Q	169 12% Q	117 13% Q	63 17% WX	83 14% Q	56 10% Q	58 10% Q	249 13% bd	30 12% bd	45 12% bd	28 5% d	15 9% d	7 3% d	16 15% bd*	14 15% bd*	59 7% bd*	78 10% g	

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

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

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

Public

Political Pulse - April  
Adults aged 18+ in GB

QLABOURLEAD2. How likely or unlikely do you think it is that Keir Starmer will win the next General Election?

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	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely (4)	104 5%	67 6%	36 3%	48 8%	34 5%	22 3%	100 5%	4 3%	66 5%	38 4%	25 5%	16 3%	15 3%	29 9%	6 5%	12 6%	57 8%	48 3%	79 6%	25 3%	17 5%	23 4%	15 3%	49 9%	69 4%	35 13%	11 3%	60 10%	6 3%	2 1%	5 5%	- -	52 6%	21 3%
Fairly likely (3)	308 14%	180 16%	126 11%	152 24%	86 12%	70 8%	297 14%	12 8%	201 16%	108 11%	72 13%	74 13%	48 9%	71 23%	11 10%	32 16%	147 20%	162 11%	217 16%	92 11%	49 13%	71 12%	75 13%	100 18%	230 12%	76 29%	30 8%	140 24%	26 16%	15 6%	14 13%	19 22%	152 18%	56 7%
Fairly unlikely (2)	615 27%	261 24%	354 31%	168 27%	196 26%	251 28%	582 27%	34 24%	366 29%	249 25%	128 24%	166 28%	160 31%	74 24%	31 28%	57 29%	200 27%	416 27%	374 27%	241 28%	95 25%	148 25%	166 29%	151 27%	556 28%	49 19%	128 33%	175 46%	36 13%	29 28%	25 28%	273 33%	167 22%	
Very unlikely (1)	920 41%	488 44%	425 37%	155 25%	310 42%	454 51%	843 40%	76 54%	450 35%	469 47%	246 46%	254 43%	226 43%	85 27%	44 40%	64 33%	210 29%	709 46%	533 38%	387 45%	155 41%	268 45%	245 43%	187 34%	846 43%	59 22%	210 54%	133 22%	35 21%	207 78%	43 41%	32 36%	224 27%	460 61%
Don't know	314 14%	105 10%	207 18%	100 16%	116 16%	98 11%	299 14%	15 11%	189 15%	126 13%	65 12%	78 13%	71 14%	52 17%	18 17%	30 15%	121 17%	193 13%	194 14%	120 14%	62 16%	83 14%	63 11%	69 12%	266 14%	43 17%	11 3%	88 15%	23 14%	5 2%	14 14%	13 14%	124 15%	46 6%
NET: Very/ Fairly Likely	413 18%	247 22%	162 14%	200 32%	120 16%	93 10%	397 19%	16 11%	267 21%	146 15%	97 18%	90 15%	64 12%	101 32%	17 15%	44 23%	203 28%	209 14%	296 21%	117 14%	66 17%	94 16%	90 16%	149 27%	300 15%	111 42%	41 11%	200 34%	32 19%	17 6%	19 18%	19 22%	205 25%	77 10%
NET: Very/ Fairly unlikely	1535 68%	748 68%	778 68%	323 52%	507 68%	705 79%	1425 67%	110 78%	816 64%	719 73%	374 70%	420 71%	386 74%	158 51%	75 68%	121 62%	410 56%	1125 74%	907 65%	628 73%	250 66%	415 70%	410 73%	338 61%	1403 71%	108 41%	338 87%	307 52%	111 67%	243 92%	73 69%	57 64%	497 60%	627 84%
Mean	1.79	1.83	1.76	2.18 EFGH	1.75 F	1.57	1.81 FH	1.56 *	1.89 J	1.67	1.74	1.71	1.67	2.18 KLMO	1.76 *	1.95 KLM	2.08 R	1.66	1.87 T	1.67	1.77	1.70	1.72	2.02 UVW	1.72	2.40 Y	1.59 d	2.25 acdef	2.02 ad	1.28	1.79 ad*	1.83 ad*	2.05 h	1.49

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

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

25-061766-16 - 17th - 21st April 2026

Public

Political Pulse - April

Adults aged 18+ in GB

QLABOURLEAD3: In your opinion, how likely or not is it that ... will ever be Prime Minister? - Summary

All Adults aged 18+ in Great Britain

QLABOURLEAD3: In your opinion, how likely or not is it that ... will ever be Prime Minister?				
	Conservative leader, Kemi Badenoch	Reform UK leader, Nigel Farage	Liberal Democrat leader, Ed Davey	Green party leader, Zack Polanski
	(A)	(B)	(C)	(D)
Unweighted base	2262	2262	2262	2262
Weighted base	2262	2262	2262	2262
Very likely (4)	97 4% CD	262 12% ACD	49 2% B	60 3% B
Fairly likely (3)	467 21% CD	632 28% ACD	255 11% B	285 13% B
Not very likely (2)	754 33% BD	504 22% BD	761 34% BD	652 29% B
Not at all likely (1)	517 23% B	458 20% B	841 37% AB	908 40% ABC
Don't know	427 19% CD	406 18% CD	357 16% B	356 16% B

NET: Very/ Fairly Likely	564 25% CD	894 40% ACD	304 13% B	345 15% B
NET: Not very/ Not at all likely	1271 56% B	962 43% B	1601 71% AB	1560 69% AB

Mean	2.08 CD	2.38 ACD	1.74 B	1.74 B
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ColumnProportions (5%): A/B/C/D Minimum Base: 30(\*\*) Small Base: 100(\*)

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

Public  
Political Pulse - April  
Adults aged 18+ in GB

QLEABOURLEAD3A. In your opinion, how likely or not is it that Conservative leader, Kemi Badenoch will ever be Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely (4)	97 4%	63 6% C	34 3%	43 7% EFG	26 4%	28 3%	92 4%	5 3%	56 4%	41 4%	31 6% M	23 4%	13 3%	20 6%	5 4%	5 3%	45 6% R	53 3%	63 4%	34 4%	18 5%	20 3%	21 4%	36 7% V	73 4%	24 9% Y	46 12% bcdf	21 4%	3 2%	3 1%	7 6% d*	1 1%	34 4%	44 6%
Fairly likely (3)	467 21%	233 21%	231 20%	143 23%	145 20%	178 20%	432 20%	35 25% *	262 21%	205 21%	94 17%	138 24% KP	129 25% KP	57 18%	19 17% *	30 16%	150 20%	317 21%	318 23% T	149 17%	52 14%	132 22% U	144 26% U	112 20% U	398 20%	63 39% bcdef	121 20% ef	25 15%	60 23% ef	11 10% *	9 10% *	158 19%	194 26% g	
Not very likely (2)	754 33%	383 35%	366 32%	205 33%	229 31%	321 36%	704 33%	50 36% *	420 34%	334 34%	185 34% LMN	187 32% P	182 35% P	110 35% P	31 28% *	60 31% LMN	222 30%	532 35% Q	448 32% T	306 35%	134 36%	184 31% U	191 34% U	199 36% U	675 34% Z	70 27%	113 29%	211 36% ad	60 36% a	119 45% ab	41 39% *	32 36% *	266 32%	272 36%
Not at all likely (1)	517 23%	286 26% C	227 20%	112 18% DH	190 26% DH	215 24% DH	496 23% D	21 15% *	309 24%	209 21%	147 27% LMN	112 19% P	97 19%	62 20% P	34 31% LM*	66 34% LMN	195 27% R	322 21%	310 22%	207 24%	83 22%	131 22% U	123 22% U	141 25% U	457 23% Z	53 20%	21 5% ad	186 31% ad	51 30% a	61 23% a	43 40% ad*	36 40% ad*	253 31% h	145 19%
Don't know	427 19%	135 12% B	290 25% B	120 19% B	153 21% B	154 17% B	397 19% B	30 21% *	225 18% B	202 20% B	81 15% K	128 22% K	99 19% K	63 20% K	22 20% *	33 17% K	122 17% K	305 20% K	257 18% K	169 20% K	89 24% WX	126 21% WX	85 15% WX	67 12% WX	365 19% WX	53 20% WX	59 15% bde	55 9% bde	28 17% bde	22 8% bde	5 5% *	12 13% *	115 14% *	96 13%
NET: Very/ Fairly Likely	564 25%	296 27%	265 23%	186 30% EFG	172 23%	206 23%	525 25%	39 28% *	318 25%	246 25%	125 23% P	161 27% P	143 27% P	77 25%	24 21% *	36 18% P	195 27% T	369 24% T	381 27% T	183 21%	71 19%	151 26% U	165 29% U	148 27% U	471 24% Y	87 33% Y	197 51% bcdef	142 24% f	28 17% f	64 24% f	17 16% *	10 11% *	192 23% g	238 32% g
NET: Not very/ Not at all likely	1271 56%	669 61% C	592 52%	317 51% C	419 56% D	536 60% D	1200 57% D	71 51% *	729 55%	543 55%	331 62% LM	299 51% LM	279 54% LM	172 55% LM	65 59% *	126 65% LM	418 57% LM	854 56% LM	759 54% LM	513 59% S	217 58% S	315 53% S	314 56% S	340 61% V	1133 58% Z	122 47% Z	134 34% a	398 67% a	111 66% a	180 68% a	84 79% abc*	68 76% a*	519 63% h	417 56%
Mean	2.08	2.08	2.08	2.23 EFG	2.01	2.03	2.07	2.21 *	2.06	2.10	2.02	2.16 KP	2.14 P	2.14 P	1.94 *	1.85	2.07	2.08	2.12 T	2.02	2.02	2.09	2.13	2.09	2.05	2.28 Y	2.67 bcdef	1.96 f	1.86	2.03 ef	1.82 *	1.67 *	1.96	2.21 g

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

25-061766-16 - 17th - 21st April 2026

Public

Political Pulse - April  
Adults aged 18+ in GB

QLEABOURLEAD3B. In your opinion, how likely or not is it that Reform UK leader, Nigel Farage will ever be Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely (4)	262 12%	176 16% C	84 7% C	63 10% D	70 9% E	130 14% DEG	247 12% E	15 11% *	122 10% I	140 14% I	72 13% K	74 13% L	60 11% M	26 8% N	14 13% *	16 8% P	60 13% Q	202 19% R	148 11% S	114 13% T	48 13% U	81 14% V	66 12% W	55 10% X	242 12% Z	17 6% bc	53 14% bce	33 6% bc	9 5% cd	117 44% abcef	6 5% *	5 6% *	55 7% g	166 22% g
Fairly likely (3)	632 28%	327 30% C	300 26% C	193 31% D	204 27% E	235 26% DEG	599 28% E	33 23% *	336 26% I	296 30% I	160 30% K	171 29% L	156 30% M	80 26% N	30 27% *	35 18% P	198 27% Q	434 28% R	406 29% S	226 26% T	89 24% U	146 25% V	174 31% UV	176 32% UV	541 27% Y	83 32% Z	137 35% bc	166 28% bc	33 20% cd	105 39% bc	22 21% *	18 21% *	189 23% g	265 35% g
Not very likely (2)	504 22%	244 22% C	257 22% C	122 20% D	175 23% E	207 23% DEG	457 22% E	47 33% DEG*	321 25% J	183 18% J	105 20% K	138 24% L	103 20% M	86 28% N	24 22% *	47 24% P	182 25% Q	322 21% R	319 23% S	185 21% T	88 20% U	132 20% V	132 23% W	121 22% X	440 22% Y	54 21% Z	114 29% d	144 24% d	41 24% d	25 9% e	24 23% f	31 34% f	26% 30% h	146 19% h
Not at all likely (1)	458 20%	208 19% B	248 22% B	119 19% D	148 20% E	191 21% F	435 18% F	23 16% *	271 21% I	187 19% I	101 19% K	105 18% L	107 21% M	58 19% N	28 26% *	59 31% KLMN	173 23% R	286 19% R	281 20% S	177 20% T	75 20% U	120 20% V	112 20% W	121 22% X	395 20% Y	59 22% Z	45 11% d	188 32% ad	52 31% ad	4 2% e	27 26% ad*	20 23% ad*	246 30% h	82 11% h
Don't know	406 18%	145 13% B	258 22% B	126 20% F	148 20% F	132 15% F	383 18% F	16% 16% *	222 17% I	184 19% I	100 19% K	99 17% L	95 18% M	61 20% N	14 13% *	37 19% KLMN	121 17% R	284 19% R	243 17% S	163 19% T	77 20% WX	113 19% V	79 14% W	82 15% X	350 18% Y	50 19% Z	41 11% d	64 11% d	32 19% abd	15 6% e	27 25% abd*	15 16% d*	125 15% g	92 12% g
NET: Very/ Fairly Likely	894 40%	503 46% C	384 34% C	256 41% D	273 37% E	365 41% E	846 40% E	48 34% *	458 36% I	436 44% I	231 43% NP	246 42% P	216 41% P	106 34% P	44 40% P*	51 26% Q	259 35% Q	635 42% Q	554 40% R	340 39% R	137 36% S	226 38% S	240 43% T	231 42% T	783 40% Y	100 38% Z	190 49% bc	199 33% bc	42 25% cd	222 84% abcef	28 26% *	24 27% *	244 30% g	431 57% g
NET: Not very/ Not at all likely	962 43%	452 41% C	505 44% C	241 39% D	322 43% E	398 44% E	892 42% E	70 49% *	592 47% J	370 37% J	206 38% K	243 41% L	210 40% M	144 46% N	52 47% *	107 55% KLM	354 48% R	608 40% R	600 43% S	362 42% T	162 43% U	252 43% V	245 43% W	242 44% X	835 42% Y	113 43% Z	159 41% d	332 56% ad	93 56% ad	29 11% e	52 49% d*	51 57% ad*	457 55% h	228 30% h
Mean	2.38	2.49 C	2.25	2.40	2.33	2.40	2.38	2.35 *	2.30	2.48 I	2.46 P	2.44 P	2.40 P	2.30 P	2.31 *	2.05	2.24	2.44 Q	2.37	2.39	2.37	2.39	2.40	2.35	2.39	2.27	2.57 bc	2.08	1.98	3.34 abcef	2.08 *	2.12 *	2.08	2.78 g

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

25-061766-16 - 17th - 21st April 2026

Public

Political Pulse - April  
Adults aged 18+ in GB

QLEABOURLEAD3C. In your opinion, how likely or not is it that Liberal Democrat leader, Ed Davey will ever be Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Very likely (4)	49 2%	29 3%	19 2%	33 5% EFG	8 1%	7 1%	47 2%	1 1%	32 3%	17 2%	14 3%	8 1%	13 3%	9 3%	2 2%	3 1%	23 3%	25 2%	38 3%	11 1%	13 3%	8 1%	9 2%	18 3%	36 2%	12 5%	5 1%	17 3%	12 7%	2 1%	3 3%	* *	27 3%	3 *
Fairly likely (3)	255 11%	131 12%	124 11%	125 20% EFGH	63 8%	67 7%	240 11%	15 10%	165 13%	90 9%	62 12%	60 10%	49 9%	47 15%	11 10%	24 13%	103 14%	151 10%	172 12%	83 10%	38 10%	46 8%	72 13%	86 15%	196 10%	58 22%	34 9%	78 13%	41 25%	15 6%	17 16%	7 7%	96 12%	64 9%
Not very likely (2)	761 34%	349 32%	404 35%	205 33%	254 34%	301 34%	694 33%	66 47% DEFG*	456 36%	305 31%	158 29%	204 35%	195 37%	112 36%	34 31%	57 29%	266 36%	495 32%	441 32%	319 37%	131 35%	201 34%	190 34%	188 34%	667 33%	85 39%	152 39%	250 42%	65 39%	59 22%	28 27%	35 39%	333 40%	213 28%
Not at all likely (1)	841 37%	489 44%	348 30%	130 21% D	283 38% D	428 48% DEG	787 37% D	53 38% D*	435 34%	406 41%	226 42%	222 38%	179 34%	87 28%	45 41%	81 42% N*	235 32%	605 40%	507 36%	334 39%	126 33%	240 40%	219 39%	192 35%	763 39%	62 24%	170 44%	199 33%	23 14%	180 68%	47 44%	42 47%	273 33%	415 55% g
Don't know	357 16%	102 9%	252 22% B	129 21% FGH	136 18% FH	92 10% H	352 17% FH	5 4% *	184 14%	173 17%	77 14%	93 16%	84 16%	57 18%	17 15% *	29 15%	107 15%	250 16%	239 17%	118 14%	68 18%	97 16%	74 13%	71 13%	307 16%	45 17%	29 7%	51 9%	9 16%	8 3%	11 10%	6 6% *	96 12% h	55 7%
NET: Very/ Fairly Likely	304 13%	160 15%	143 13%	158 25% EFGH	71 10%	74 8%	288 14% EF	16 11% *	197 15% J	107 11%	76 14%	68 12%	62 12%	56 18% L	14 13% *	27 14%	127 17% R	177 12%	210 15% T	94 11%	51 14%	54 9%	81 14% v	105 19% v	231 12% Y	70 27% Y	39 10%	95 16% ad	54 32% abdef	17 7%	20 19% ad*	7 8% *	123 15% h	67 9%
NET: Not very/ Not at all likely	1601 71%	838 76% C	752 66%	335 54% D	537 72% D	729 81% DEG	1482 70% D	120 85% DEG*	891 70%	711 72%	384 72%	426 72%	374 72% N	199 64% N	80 72% *	139 71%	501 68%	1100 72%	948 68%	653 76% s	258 68%	441 74% x	409 72%	380 68%	1430 73% z	148 56%	322 83% bce	449 75% c	87 52%	240 90% abce	75 71% c*	77 86% ce*	606 73%	629 84% g
Mean	1.74	1.70	1.79 B	2.13 EFGH	1.66 F	1.57	1.74 EF	1.73 F*	1.81 J	1.65	1.70	1.70	1.76	1.91 KLMP	1.69 *	1.69	1.86 R	1.68	1.78	1.69	1.80 v	1.64	1.74	1.86 vw	1.70	2.09 Y	1.65 d	1.84 adff	2.31 abdef	1.37	1.75 d*	1.59 d*	1.83 h	1.50

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

Public  
Political Pulse - April  
Adults aged 18+ in GB

QLEABOURLEAD3D. In your opinion, how likely or not is it that Green party leader, Zack Polanski will ever be Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age				Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote		
		Total	Male	Female	18-34	35-54	55+	18-75	76+	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)	(h)	
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665	
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750	
Very likely (4)	60 3%	27 2%	31 3%	38 6% EFGH	15 2%	6 1%	60 3%	- -	44 3%	16 2%	16 3%	13 2%	11 2%	13 4%	2 2%	6 3%	32 4%	28 2%	41 3%	19 2%	12 3%	9 1%	15 3%	22 4%	41 2%	18 7%	6 2%	21 4%	5 3%	2 1%	5 5%	2 2%	27 3%	3 *	
Fairly likely (3)	285 13%	150 14%	132 12%	168 27% EFGH	72 10%	45 5%	281 13%	4 3%	190 15%	95 10%	72 13%	75 13%	56 11%	50 16%	14 13%	19 10%	117 16%	168 11%	205 15%	79 9%	52 14%	54 9%	74 13%	86 16%	212 11%	71 27%	12 3%	113 19%	36 22%	9 3%	35 33%	9 11%	135 16%	43 6%	
Not very likely (2)	652 29%	315 29%	334 29%	167 27%	233 31%	253 28%	606 29%	47 33%	368 29%	285 29%	141 26%	169 29%	157 30%	114 37%	27 24%	44 22%	225 31%	428 28%	405 29%	248 29%	106 28%	184 31%	155 28%	164 29%	572 29%	73 28%	115 29%	206 35%	45 27%	59 22%	34 32%	27 31%	274 33%	194 26%	
Not at all likely (1)	908 40%	505 46%	399 35%	120 19%	283 38%	506 56%	823 39%	85 60%	487 38%	421 43%	228 42%	242 41%	212 41%	81 26%	52 47%	94 48%	249 34%	659 43%	509 36%	399 46%	133 35%	251 42%	243 43%	216 39%	843 43%	51 19%	230 59%	198 33%	58 35%	182 69%	18 17%	41 46%	302 37%	451 60%	
Don't know	356 16%	104 9%	250 22%	131 21% FGH	140 19%	86 10%	351 17%	5 4%	184 14%	173 17%	80 15%	88 15%	85 16%	54 17%	16 14%	32 17%	111 15%	245 16%	237 17%	120 14%	73 19%	94 16%	77 14%	68 12%	300 15%	49 19%	27 7%	56 9%	22 13%	13 5%	14 13%	9 11%	87 11%	59 8%	
NET: Very/ Fairly Likely	345 15%	177 16%	163 14%	206 33% EFGH	88 12% FH	51 6%	341 16% EFH	4 3% *	234 18% J	111 11%	88 16%	88 15%	66 13%	62 20% M	16 15% *	25 13%	149 20% R	196 13% T	246 18% T	99 11% V	64 17% V	63 11% V	89 20% V	109 20% V	253 13% Y	90 34% Y	18 5% ad	134 23% ad	42 25% adf	11 4% g	41 38% abcd*	11 13% ad*	162 20% h	46 6%	
NET: Not very/ Not at all likely	1560 69%	819 74%	733 64%	286 46% D	516 69%	758 85%	1429 67%	132 93% DEFG*	854 67%	706 71%	369 69%	411 70%	369 71%	195 63%	79 71% *	138 71%	474 65% Q	1086 71% Q	914 65% S	646 75% S	240 64% U	435 74% U	398 71% U	379 68% Z	1416 72% Z	123 47% bcdf	345 88% e	404 68% e	103 62% bcdf	241 91% bcdf	52 49% *	68 77% ce*	577 70% h	646 86% g	
Mean	1.74	1.70	1.77	2.25 EFGH	1.70 FH	1.45	1.76 EFH	1.41 *	1.81 J	1.64	1.73	1.72	1.69	1.98 KLMOP	1.64 *	1.61	1.89 R	1.66	1.81 T	1.62	1.81 V	1.64	1.71	1.83 V	1.67	2.27 Y	1.43	1.92 adf	1.92 adf	1.33	2.30 abcd*	1.65 ad*	1.85 h	1.42	

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

QLABOURLEAD4. To what extent do you think Keir Starmer should continue as Prime Minister and Leader of the Labour party, or should he stand down and let someone else takeover?

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	76+	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)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
Definitely should continue – none of the alternatives would do a better job	220 10%	113 10%	106 9%	47 7%	72 10%	101 11%	208 10%	12 9%	136 11%	84 8%	47 9%	42 7%	50 10%	47 15%	9 8%	24 12%	112 15%	108 7%	136 10%	84 10%	35 9%	63 11%	48 8%	63 11%	193 10%	24 9%	30 8%	118 20%	21 12%	7 3%	14 13%	8 9%	123 15%	59 8%
Probably should continue – unlikely one of the alternatives would do a better job	591 26%	297 27%	293 26%	168 27%	197 27%	226 25%	549 26%	42 30%	402 32%	190 19%	110 21%	166 K	155 K	87 K	24 *	48 25%	236 R	355 23%	382 27%	210 24%	83 22%	147 25%	135 24%	180 32%	505 26%	82 31%	91 d	217 ad	60 ad	37 14%	34 d*	24 26%	271 d*	157 21%
Probably should stand down – likely one of the alternatives would do a better job	506 22%	229 21%	273 24%	165 27%	162 22%	179 20%	474 22%	32 23%	305 24%	201 20%	125 23%	142 M	92 M	80 M	24 *	43 22%	149 20%	357 23%	316 23%	189 22%	82 22%	113 19%	149 26%	132 24%	429 22%	73 28%	104 27%	128 21%	43 26%	57 21%	28 26%	17 19%	206 25%	157 21%
Definitely should stand down – one of the alternatives would do a better job	615 27%	338 31%	274 24%	115 19%	199 27%	301 34%	573 27%	42 30%	278 22%	338 34%	179 33%	166 28%	137 26%	50 16%	32 29%	51 26%	149 20%	466 31%	371 27%	244 28%	113 30%	170 29%	154 27%	125 23%	564 29%	43 16%	136 35%	84 14%	21 13%	145 55%	18 17%	30 34%	144 17%	311 41%
Don't know	330 15%	123 11%	200 17%	128 20%	113 15%	89 10%	317 15%	13 9%	151 12%	179 18%	75 14%	72 12%	87 17%	47 15%	21 19%	28 14%	88 12%	242 16%	192 14%	138 16%	64 17%	100 17%	78 14%	55 10%	278 14%	40 15%	29 7%	49 8%	21 13%	19 7%	13 12%	11 12%	82 10%	67 9%
NET: Definitely/ Probably should continue	811 36%	410 37%	400 35%	215 34%	270 36%	327 37%	757 36%	54 38%	538 42%	273 28%	158 29%	209 36%	205 39%	135 43%	33 30%	72 37%	348 47%	463 30%	518 37%	293 34%	118 31%	209 35%	183 32%	243 44%	698 35%	106 40%	121 31%	335 56%	81 49%	45 17%	47 45%	32 36%	394 48%	216 29%
NET: Definitely/ Probably should stand down	1121 50%	567 52%	547 48%	281 45%	361 49%	480 54%	1047 49%	74 52%	583 46%	538 54%	304 57%	307 52%	229 44%	130 42%	56 51%	94 49%	298 41%	823 54%	687 49%	434 50%	195 52%	283 48%	303 54%	257 46%	993 50%	116 44%	240 61%	211 36%	65 39%	202 76%	46 43%	47 53%	350 42%	468 62%

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

25-061766-16 - 17th - 21st April 2026

Public

Political Pulse - April

Adults aged 18+ in GB

QLABOURLEADS. Thinking about the next General Election, do you think Labour are more likely to win with Keir Starmer as leader and Prime Minister, more likely to win with someone else as leader and Prime Minister, or would it make no difference?

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	76+	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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750
More likely to win with Keir Starmer as leader and Prime Minister	283 12%	169 15%	113 10%	124 20%	78 10%	81 9%	269 13%	14 10%	191 15%	92 9%	65 12%	54 9%	54 10%	63 20%	14 13%	33 17%	154 21%	128 8%	192 14%	91 11%	45 12%	57 10%	64 11%	103 19%	215 11%	64 25%	35 9%	144 24%	23 14%	12 4%	13 12%	8 9%	137 17%	67 9%
More likely to win with someone else as leader and Prime Minister	821 36%	415 38%	403 35%	240 38%	289 39%	293 33%	778 37%	43 31%	495 39%	326 33%	218 41%	231 39%	165 32%	109 35%	39 36%	59 30%	269 37%	552 36%	531 38%	290 34%	116 31%	190 32%	244 43%	222 40%	715 36%	95 36%	158 40%	246 41%	53 32%	72 27%	44 41%	34 38%	331 40%	247 33%
It would make no difference	831 37%	404 37%	421 37%	160 26%	248 33%	423 47%	769 36%	62 44%	403 32%	428 43%	179 33%	225 38%	210 40%	98 32%	42 38%	77 40%	214 29%	617 40%	475 34%	356 41%	147 39%	258 44%	193 34%	175 31%	758 38%	69 26%	177 45%	144 24%	55 33%	168 63%	31 30%	44 49%	255 31%	387 52%
Don't know	327 14%	113 10%	210 18%	99 16%	129 17%	99 11%	305 14%	22 16%	183 14%	144 15%	75 14%	78 13%	92 18%	42 13%	14 13%	26 13%	97 13%	230 15%	199 14%	128 15%	69 18%	87 15%	63 11%	56 10%	282 14%	34 13%	21 5%	61 10%	35 21%	14 5%	18 17%	4 4%	103 13%	50 7%

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

Public  
Political Pulse - April  
Adults aged 18+ in GB

QLABOURLEAD6. If Keir Starmer was no longer leader of the Labour party, which of the above, if any, would you MOST prefer to become the next 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		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	White ethnic group (Y)	Minority ethnic group (Z)	Conservat ve (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)						
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665							
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750							
Andy Burnham	385	212	171	52	113	221	359	26	230	155	139	88	64	43	18	33	137	248	231	154	46	114	104	101	350	33	57	148	38	40	22	22	209	124							
Angela Rayner	116	65	49	45	41	30	112	4	67	49	28	29	24	14	8	13	51	65	82	34	18	34	26	29	103	8	6	61	14	5	6	5	62	26							
Wes Streeting	95	55	40	18	27	50	83	12	58	37	26	26	15	15	8	4	34	61	52	43	11	19	37	21	89	6	25	31	6	17	4	1	41	38							
Ed Miliband	63	38	25	22	24	18	62	1	46	17	11	16	15	12	7	3	31	32	53	10	7	9	16	29	53	10	12	26	6	*	7	3	34	16							
Yvette Cooper	54	24	31	9	17	29	50	4	36	18	9	8	24	10	1	21	33	27	27	10	6	17	17	44	9	19	14	8	1	4	1	32	12								
Sadiq Khan	51	33	18	29	16	6	51	-	29	23	11	11	14	11	1	2	23	28	35	17	8	17	9	14	31	20	5	20	12	-	3	*	30	4							
Shabana Mahmood	50	29	20	16	10	24	43	6	32	18	11	15	8	6	3	6	14	35	27	23	5	15	18	9	41	9	16	12	1	12	-	3	14	29							
Rachel Reeves	48	29	18	26	17	5	47	1	34	14	8	13	14	11	-	2	26	22	38	9	5	5	12	26	36	12	7	24	3	7	-	2	20	15							
David Lammy	22	17	5	12	6	4	21	1	15	7	5	3	3	8	-	3	12	10	18	4	2	3	10	6	15	7	5	8	4	2	-	2	10	5							
Darren Jones	16	11	6	6	5	5	16	*	11	5	5	1	3	6	-	2	9	8	11	5	3	3	6	4	14	2	5	5	1	-	-	2	5	7							
Lucy Powell	16	6	9	12	2	1	16	-	12	4	3	2	4	3	-	4	9	6	9	7	4	*	5	5	10	6	3	4	3	1	-	1	4	4							
Al Carrs	14	10	4	5	5	4	12	2	8	6	-	6	5	1	-	2	5	10	7	8	1	4	4	4	11	3	5	3	3	3	-	-	4	7							
Liz Kendall	14	10	4	8	1	5	14	-	14	-	1	1	2	6	2	1	5	9	10	4	-	7	2	4	7	7	3	7	1	-	-	1	3	5							
John Healey	13	10	4	5	2	7	11	2	10	4	-	3	4	5	1	-	7	7	7	7	*	4	4	5	12	1	6	3	1	-	1	-	6	5							
Pat McFadden	11	6	5	6	2	2	11	-	6	5	7	1	-	1	1	1	3	7	8	3	-	4	1	5	7	4	4	2	-	1	-	1	4	1							
Bridget Phillipson	10	7	3	7	3	-	10	-	9	1	2	1	3	4	-	-	8	2	8	2	*	-	3	6	8	2	1	5	2	-	1	*	5	2							
Lisa Nandy	9	7	3	4	4	1	9	-	6	3	3	1	3	3	-	5	4	6	3	1	2	4	2	5	4	1	2	2	-	1	-	4	2								
Other (Please specify)	30	23	7	12	7	11	30	-	15	15	7	7	11	4	-	5	25	17	13	1	10	10	4	29	1	1	8	1	11	1	1	2	14								
None of them	636	311	321	132	211	293	594	42	298	338	146	178	164	65	23	61	142	494	374	262	142	195	132	117	570	55	132	71	19	135	27	20	147	292							
Don't know	607	196	404	197	229	181	568	40	336	272	116	178	137	82	38	56	187	421	378	230	112	140	144	148	534	62	76	139	43	30	28	25	190	141							

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.

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

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

25-061766-16 - 17th - 21st April 2026

Public  
Political Pulse - April  
Adults aged 18+ in GB

QLABOURLEAD7. To what extent, if at all, would you support or oppose Angela Rayner returning to serve as a Government Minister?

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Social grade		Region					Education				Employment status				Income				Ethnicity			General Election 2024 Vote						Referendum 2016	
		Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55+ (F)	18-75 (G)	76+ (H)	ABC1 (I)	C2DE (J)	North (K)	Midlands (L)	South (M)	London (N)	Wales (O)	Scotland (P)	Graduate (Q)	Non-graduate (R)	Working (S)	Not working (T)	UP TO £19,999 (U)	£20,000- £34,999 (V)	£35,000 - £54,999 (W)	£55,000+ (X)	White ethnic group (Y)	Minority ethnic group (Z)	Conservati ve (a)	Labour (b)	Liberal Democrats (c)	Reform UK (d)	Green Party (e)	Other (f)	Remain (g)	Leave (h)				
Unweighted base	2262	1108	1139	687	793	782	2164	98	1320	942	551	600	508	308	108	187	1187	1075	1452	810	372	525	562	636	1923	308	360	658	170	230	118	96	886	665					
Weighted base	2262	1100	1147	623	743	896	2121	141	1272	990	537	588	521	312	110	194	735	1527	1397	865	377	592	564	556	1969	262	390	595	167	265	106	89	826	750					
Strongly support (2)	137 6%	88 8% C	48 4%	43 7%	53 7% F	41 5%	131 6% F	6 4% *	86 7% J	51 5%	42 8% L	29 5% 9%	26 5% 10%	20 6% LMO	6 5% *	13 7% LMO	73 10% R	64 4%	101 7% T	36 4%	15 4%	42 7% UW	26 5%	50 9% UW	119 6%	15 6%	6 1%	84 14% acd	11 6% ad	5 2%	9 8% ad*	5 6% a*	87 11% h	25 3%					
Tend to support (1)	277 12%	161 15% C	114 10%	116 19% EFGH	83 11% DEFGH	78 9%	265 12% F	12 8% *	194 15% J	83 8%	74 14% L	54 9% 9%	54 10% 10%	52 17% LMO	7 7% *	35 18% LMO	127 17% R	149 10%	185 13%	91 11%	43 11%	63 11% 13%	73 15% 15%	84 13%	225 11%	51 20% Y	18 5%	133 22% ad	26 15% ad	19 7% 7%	20 19% ad*	16 18% ad*	155 19% h	43 6%					
Neither support nor oppose (0)	507 22%	266 24%	239 21%	177 28% EFG	152 20% 20%	179 20% 23%	30 21% *	296 23% 21%	211 21% 21%	114 21% KMP	159 18% 27% M	93 18% 18%	84 27% 18%	20 19% *	36 19% 19%	188 26% R	319 21%	334 24%	174 20%	80 21%	119 20% 24%	137 24% 25%	137 25%	419 21%	82 31% Y	78 20% d	159 27% ad	50 30% ad	28 11% 11%	26 24% d*	27 30% d*	194 24% h	132 18%						
Tend to oppose (-1)	299 13%	116 11% B	182 16% B	69 11% 11%	92 12% 12%	138 15% 13%	274 17% 13%	25 13% 14%	162 13% 14%	136 14% 14%	76 14% 11%	66 14% 14%	71 14% 14%	42 14% 19%	21 12% L*	22 14% 14%	103 13% 13%	196 13% 13%	185 13% 13%	114 14%	54 14%	75 13% 14%	80 14% 14%	76 14% 14%	259 13% 15%	39 15% 16%	64 13% 13%	75 21% bf	35 13% 13%	35 13% 13%	20 19% *	9 10% *	127 15% 15%	117 16%					
Strongly oppose (-2)	672 30%	357 32% C	311 27% 27%	65 10% 10%	207 28% D	400 45% DEG	613 29% D	59 42% DEG*	333 26% I	339 34% I	160 30% N	172 29% 29%	176 34% N	69 22% 32%	35 32% *	60 31% 31%	135 18% 18%	537 35% Q	369 26%	303 35% S	120 X	212 36% WX	159 28% X	113 20%	630 32% Z	28 11% 11%	199 51% bcef	71 12% 12%	28 17% 17%	170 64% abcef	16 15% *	26 29% bce*	171 21% 21%	389 52% g					
Don't know	370 16%	112 10% B	252 22% B	154 25% FGH	156 21% FGH	60 7% 7%	360 17% FH	10 7% *	200 16% 17%	170 17% 17%	71 13% 13%	106 18% K	100 19% K	45 14% 19%	21 19% *	27 14% 14%	108 15% 15%	262 17% 17%	223 16% 16%	147 17%	65 17%	82 14% 14%	89 16% 17%	96 17%	318 16% 16%	47 18% 18%	26 7% 7%	74 12% ad	18 11% 11%	8 3% 3%	15 15% ad*	6 7% *	91 11% h	45 6%					
NET: Strongly/ Tend to support	414 18%	249 23% C	163 14%	158 25% EFGH	136 18% F	119 13% 13%	396 19% F	17 12% *	280 22% J	134 14% 14%	116 22% LMO	84 14% 14%	80 15% 15%	72 23% LMO	13 12% *	48 25% LMO	200 27% R	213 14% 14%	286 20% T	127 15%	58 15%	105 18% 18%	99 18% 18%	134 24% UVW	344 17% 17%	66 25% Y	24 6% 6%	216 36% acdf	36 22% ad	24 9% 9%	28 27% ad*	22 24% ad*	242 29% h	67 9%					
NET: Strongly/ Tend to oppose	971 43%	473 43% 43%	493 43% 43%	135 22% 22%	299 40% D	537 60% DEG	888 42% D	83 59% DEG*	495 39% 39%	476 48% I	235 44% 44%	239 41% 41%	247 47% LN	111 36% 36%	56 51% N*	83 43% 43%	237 32% 32%	733 48% 48%	554 40% 40%	417 48% S	174 X	286 X	239 X	189 34%	889 45% 45%	67 26% 26%	263 67% bcef	146 25% 25%	62 37% b	204 77% abcef	36 34% *	34 39% b*	299 36% 36%	506 67% g					
Mean	-0.58	-0.50 C	-0.66	* EFGH	-0.54 FH	-0.93	-0.55 FH	-0.91 *	-0.43 J	-0.77	-0.51 M	-0.62	-0.75	-0.33 LMO	-0.80 *	-0.49	-0.16 R	-0.79	-0.46 T	-0.78	-0.71	-0.69	-0.57	-0.26 UVW	-0.64	-0.07 Y	-1.19	0.16 acdf	-0.29 ad	-1.34	-0.17 ad*	-0.40 ad*	-0.19 h	-1.14					

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

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