



25-061766-34 - POLITICAL PULSE - AUGUST

T1	Table 1	Q1 - Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?	Base: All adults aged 18+ in Great Britain
T2	Table 2	Q2 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and parties?	Base: All adults aged 18+ in Great Britain
T3	Table 3	Q2 24 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T4	Table 4	Q2 3 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and parties?	Base: All adults aged 18+ in Great Britain
T5	Table 5	Q2 4 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and parties?	Base: All adults aged 18+ in Great Britain
T6	Table 6	Q2 5 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and parties?	Base: All adults aged 18+ in Great Britain
T7	Table 7	Q2 20 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T8	Table 8	Q2 39 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T9	Table 9	Q2 42 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T10	Table 10	Q2 43 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T11	Table 11	Q2 44 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T12	Table 12	Q2 45 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T13	Table 13	Q2 46 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T14	Table 14	Q2 32 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T15	Table 15	Q2 14 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T16	Table 16	Q2 15 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T17	Table 17	Q2 16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T18	Table 18	Q2 17 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T19	Table 19	Q2 18 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T20	Table 20	Q2 19 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T21	Table 21	Q2 13 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politician?	Base: All adults aged 18+ in Great Britain
T22	Table 22	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 government is doing a good job or a bad job?	Base: All adults aged 18+ in Great Britain
T23	Table 23	Q4 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T24	Table 24	Q4 1 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T25	Table 25	Q4 2 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T26	Table 26	Q4 3 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T27	Table 27	Q4 4 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T28	Table 28	Q4 5 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T29	Table 29	Q4 6 - Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to vote for the following party?	Base: All adults aged 18+ in Great Britain
T30	Table 30	Q6 - Which, if any, of the following issues do you think will be very important to you in helping you decide who to vote for in the next General Election?	Base: All adults aged 18+ in Great Britain
T31	Table 31	Q15 - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?	Base: All adults aged 18+ in Great Britain

[illegible]

[illegible]

T102	Table 102	QQLEADERQUAL1 5 4 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T103	Table 103	QQLEADERQUAL1 5 5 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T104	Table 104	QQLEADERQUAL1 5 6 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T105	Table 105	QQLEADERQUAL1 5 7 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T106	Table 106	QQLEADERQUAL1 5 8 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T107	Table 107	QQLEADERQUAL1 5 9 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T108	Table 108	QQLEADERQUAL1 5 10 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T109	Table 109	QQLEADERQUAL1 5 11 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T110	Table 110	QQLEADERQUAL1 5 12 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T111	Table 111	QQLEADERQUAL1 5 13 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T112	Table 112	QQLEADERQUAL1 5 14 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T113	Table 113	QQLEADERQUAL1 5 15 - Do you think each of the following statements does or does not apply to the Leader	Base: All adults aged 18+ in Great Britain
T114	Table 114	QQLEADERQUAL1A-E - Leadership qualities apply - DERIVED	Base: All adults aged 18+ in Great Britain
T115	Table 115	QLEADERQUAL2 - Which of the following character traits, if any, do you think are most important in deciding	Base: All adults aged 18+ in Great Britain
T116	Table 116	QOPPOSITION - Which of the following parties, if any, do you consider to be the main opposition to the current	Base: All adults aged 18+ in Great Britain
T117	Table 117	QFUTUREPRIM - In your opinion, how likely or not is it that ... will ever be Prime Minister?	Base: All adults aged 18+ in Great Britain
T118	Table 118	QFUTUREPRIM 1 - In your opinion, how likely or not is it that Conservative leader, Kemi Badenoch will ever be	Base: All adults aged 18+ in Great Britain
T119	Table 119	QFUTUREPRIM 2 - In your opinion, how likely or not is it that Reform UK leader, Nigel Farage will ever be	Base: All adults aged 18+ in Great Britain
T120	Table 120	QFUTUREPRIM 3 - In your opinion, how likely or not is it that Liberal Democrat leader, Ed Davey will ever be	Base: All adults aged 18+ in Great Britain
T121	Table 121	QFUTUREPRIM 4 - In your opinion, how likely or not is it that Green Party leader, Zack Polanski will ever be	Base: All adults aged 18+ in Great Britain
T122	Table 122	QREFORMWINA - Which of the following, if any, do you think would be the main positives if Reform UK won	Base: All adults aged 18+ in Great Britain
T123	Table 123	QREFORMWINB - Which of the following, if any, do you think would be the main negatives if Reform UK won	Base: All adults aged 18+ in Great Britain



Table 1
Q3 - Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE					REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	ABC1	C2DE		NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	898	2177	1100	1393	717	511	599	536	309	651	101	105	1993	1328	949	1448	820	353	636	139	836	361	1817	140	108	217	123	98	972	137								
WEIGHTED BASE	2277	1113	1163	615	766	906	2187	1107	1379	706	503	593	522	314	1117	106	1093	1993	1401	869	1448	809	343	636	139	836	361	1813	139	108	213	124	97	963	134								
Right direction	176	248	131	132	181	127	367	13	284	115	101	81	95	71	11	20	148	192	284	203	128	81	40	75	107	135	20	288	37	211	39	14	11	8	205	81							
	176	276	141	246	176	146	176	106	216	176	106	146	186	106	106	106	106	106	206	126	186	176	116	106	106	106	206	206	106	106	106	106	106	106	106	106	106	106					
Wrong direction	136	89	827	479	620	779	1238	79	74	632	313	337	30	309	78	127	142	142	385	663	623	526	387	302	311	403	248	1182	271	267	36	244	79	37	433	138							
	136	89	827	479	620	779	1238	79	74	632	313	337	30	309	78	127	142	142	385	663	623	526	387	302	311	403	248	1182	271	267	36	244	79	37	433	138							
	136	89	827	479	620	779	1238	79	74	632	313	337	30	309	78	127	142	142	385	663	623	526	387	302	311	403	248	1182	271	267	36	244	79	37	433	138							
Neither	399	163	234	96	129	179	365	33	213	186	95	108	79	65	17	34	147	132	207	222	177	105	69	94	86	107	55	339	46	115	34	21	15	21	158	85							
	399	163	234	96	129	179	365	33	213	186	95	108	79	65	17	34	147	132	207	222	177	105	69	94	86	107	55	339	46	115	34	21	15	21	158	85							
	399	163	234	96	129	179	365	33	213	186	95	108	79	65	17	34	147	132	207	222	177	105	69	94	86	107	55	339	46	115	34	21	15	21	158	85							
Don't know	122	45	107	41	68	44	147	5	88	64	30	46	40	18	5	14	133	52	101	100	53	17	17	34	37	41	28	124	5	46	15	6	5	1	48	29							
	122	45	107	41	68	44	147	5	88	64	30	46	40	18	5	14	133	52	101	100	53	17	17	34	37	41	28	124	5	46	15	6	5	1	48	29							
	122	45	107	41	68	44	147	5	88	64	30	46	40	18	5	14	133	52	101	100	53	17	17	34	37	41	28	124	5	46	15	6	5	1	48	29							

Proportions/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 2

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

Base: All adults aged 18+ in Great Britain

	Andy Burnham, Prime Minister and Leader of the Labour Party	Kemi Badenoch, Leader of the Conservative party	Nigel Farage, Leader of Reform UK	Ed Davey, Leader of the Liberal Democrats	Zack Polanski, Leader of the Green party	John Healey, Chancellor of the Exchequer and Labour MP	Richard Tice, Deputy Leader of Reform UK and Reform UK MP	Robert Jenrick, Reform UK's Treasury Spokesperson and Reform UK MP	Suella Braverman, Reform UK's Spokesperson for Education, Skills, and Equality and Reform UK MP	Zia Yusuf, Reform UK's Spokesperson for Home Affairs	Lee Anderson, Chairman of Reform UK and Reform UK MP	Rupert Lowe, Leader of Restore Britain	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK	Your Party	Restore Britain
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
(2) Very favourable	287	175	259	105	151	76	137	99	112	145	160	171	197	134	96	180	277	156	182
	13%	8%	11%	5%	7%	3%	6%	4%	5%	6%	7%	8%	9%	6%	4%	8%	12%	7%	8%
(1) Fairly favourable	618	436	324	408	290	338	268	310	299	254	240	213	488	380	446	392	327	299	209
	27%	19%	14%	18%	13%	15%	12%	14%	13%	11%	11%	9%	21%	17%	20%	17%	14%	13%	9%
(0) Neither favourable nor unfavourable	590	571	331	788	524	816	428	416	423	432	417	413	507	550	777	577	324	557	451
	26%	25%	15%	35%	23%	36%	19%	18%	19%	19%	18%	18%	22%	24%	34%	25%	14%	24%	20%
(-1) Fairly unfavourable	280	408	214	319	310	312	221	289	319	264	235	283	371	479	366	286	198	154	282
	12%	18%	9%	14%	14%	14%	10%	13%	14%	12%	10%	12%	16%	21%	16%	13%	9%	7%	12%
(-2) Very unfavourable	343	454	1014	347	700	271	829	808	819	783	834	761	546	562	388	627	980	387	812
	15%	20%	45%	15%	31%	12%	36%	35%	36%	34%	37%	33%	24%	25%	17%	28%	43%	17%	36%
Mean	0.11	-0.26	-0.65	-0.2	-0.57	-0.2	-0.71	-0.73	-0.73	-0.68	-0.71	-0.68	-0.28	-0.45	-0.24	-0.38	-0.61	-0.2	-0.69
NET: Very/ Fairly favourable	905	611	583	513	441	414	405	409	411	399	400	384	685	514	542	572	604	455	392
	40%	27%	26%	23%	19%	18%	18%	18%	18%	17%	18%	17%	30%	23%	24%	25%	27%	20%	17%
NET: Very/ Fairly unfavourable	623	863	1227	666	1009	583	1050	1096	1138	1046	1069	1044	917	1041	754	913	1178	541	1094
	27%	38%	54%	29%	44%	26%	46%	48%	50%	46%	47%	46%	40%	46%	33%	40%	52%	24%	48%
Don't know	159	233	136	310	302	464	394	355	305	400	390	436	168	171	204	215	172	724	340
	7%	10%	6%	14%	13%	20%	17%	16%	13%	18%	17%	19%	7%	8%	9%	9%	8%	32%	15%

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.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 4
Q2_3 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Rami Bademeh, leader of the Conservative party

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE			REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2014 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	1154	606	773	819	717	517	1000	1300	717	551	595	536	1035	651	100	1665	1108	1169	1448	830	616	616	616	616	616	361	1817	140	808	140	217	131	131	98	972	167				
WEIGHTED BASE	2277	1123	1154	606	773	819	717	517	1000	1300	717	551	595	536	1035	651	100	1665	1108	1169	1448	830	616	616	616	616	616	361	1817	140	808	140	217	131	131	98	972	167				
Q2_3 Very Favourable	175	96	79	45	45	85	156	19	117	147	58	35	48	33	11	9	19	147	57	119	96	79	19	43	40	38	29	146	95	21	13	12	2	4	62	76	115					
Q2_3 Favourable	8%	9%	7%	7%	6%	9%	7%	13%	8%	1%	7%	8%	8%	8%	10%	8%	10%	7%	8%	8%	7%	8%	9%	9%	7%	8%	10%	7%	24%	3%	8%	6%	3%	5%	7%	11%	7%	11%				
Q2_3 Fairly Favourable	496	236	260	134	183	219	401	347	281	385	108	122	113	111	10	31	106	318	397	360	176	168	68	92	80	123	49	393	213	28	14	79	7	13	138	212	138	212				
Q2_3 Fairly Unfavourable	18%	21%	17%	18%	14%	14%	10%	10%	20%	19%	20%	21%	21%	22%	10%	9%	10%	20%	19%	19%	18%	20%	20%	20%	18%	10%	22%	10%	20%	43%	12%	15%	28%	7%	13%	15%	15%	30%	30%			
Q2_3 Neither favourable nor unfavourable	575	274	295	163	188	229	536	34	208	273	115	147	136	88	25	49	496	353	417	373	198	97	141	117	158	83	483	66	158	18	90	18	20	182	177	182	177					
Q2_3 Very Unfavourable	25%	25%	25%	26%	20%	24%	25%	20%	23%	27%	25%	25%	24%	28%	23%	23%	25%	25%	21%	27%	26%	23%	31%	28%	23%	23%	27%	25%	19%	26%	23%	32%	18%	21%	22%	22%	25%	25%				
Q2_3 Fairly Unfavourable	608	316	292	156	151	141	383	25	232	176	99	107	106	17	24	35	349	354	294	265	143	87	84	107	141	43	358	26	8	51	108	60	26	14	200	142	200	142				
Q2_3 Very Unfavourable	18%	19%	16%	18%	10%	10%	10%	19%	18%	18%	18%	18%	18%	20%	12%	12%	18%	18%	21%	17%	19%	16%	15%	17%	10%	21%	14%	18%	7%	22%	10%	21%	20%	17%	14%	14%	14%					
Q2_3 Very Unfavourable	654	337	317	164	89	158	207	437	17	287	187	113	104	86	78	30	43	381	176	278	242	213	57	103	129	114	63	387	8	206	13	36	42	30	120	113	120	113				
Q2_3 Very Unfavourable	10%	11%	10%	14%	14%	11%	11%	11%	11%	11%	11%	11%	11%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%				
Mean	6.26	6.25	6.27	6.17	6.42	6.13	6.12	6.12	6.24	6.28	6.1	6.18	6.23	6.28	6.28	6.1	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28	6.28			
NET: Very/ Fairly favourable	611	333	278	159	148	303	557	54	368	243	143	170	146	82	20	50	541	395	456	396	235	83	135	129	211	79	511	247	93	39	90	9	17	187	288	187	288					
NET: Very/ Fairly unfavourable	276	140	146	24%	20%	14%	20%	41%	29%	24%	27%	29%	28%	20%	20%	18%	21%	27%	26%	27%	25%	23%	27%	27%	23%	21%	28%	27%	60%	15%	23%	32%	9%	20%	22%	40%	22%	40%				
NET: Very/ Fairly favourable	883	433	450	205	309	348	821	42	693	344	212	211	182	114	54	79	739	530	532	507	318	104	187	237	235	106	785	35	344	84	95	68	44	430	235	430	235					
Don't know	233	113	120	58	50	101	173	-	114	119	51	64	58	29	12	19	102	61	172	172	61	41	29	44	38	64	19	105	10	18	9	7	8	6	43	14	43	14				
NET: Very/ Fairly favourable	18%	19%	16%	18%	14%	14%	11%	-	9%	12%	9%	11%	11%	11%	9%	11%	9%	10%	8%	11%	12%	7%	9%	9%	10%	9%	12%	10%	3%	3%	5%	3%	7%	7%	7%	7%	7%	7%				

Properties/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 5
Q2_4 - 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

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2014 VOTE	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	1154	606	773	819	819	1000	1000	717	551	595	536	505	651	100	1065	1108	1161	1448	820	621	616	510	836	561	1007	140	808	149	217	121	98	972	167								
WEIGHTED BASE	2277	1123	1154	605	768	796	796	1000	1000	717	551	595	536	505	651	100	1065	1108	1161	1448	820	621	616	510	836	561	1007	140	808	149	217	121	98	972	167								
Q2_Very Favourable	219	105	89	70	77	112	240	19	106	153	77	74	39	21	11	17	230	53	206	105	94	27	61	69	77	18	238	40	25	6	186	1	2	47	157								
Q2_Fairly Favourable	1156	576	85	115	205	176	115	125	85	176	140	125	115	76	105	96	126	76	115	125	115	76	115	115	96	115	115	45	45	45	45	15	25	65	225								
Q2_Fairly Unfavourable	238	118	120	84	101	119	204	31	187	117	73	81	75	30	14	30	280	90	210	110	110	40	78	77	107	38	208	30	20	30	30	30	30	30	30								
Q2_Very Unfavourable	146	76	70	17	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11								
Q2_Neither favourable nor unfavourable	331	147	184	107	95	118	315	15	166	165	68	78	97	50	11	27	203	81	250	201	130	72	78	82	88	50	274	70	58	17	48	6	8	81	113								
Q2_Fairly Unfavourable	214	101	112	67	64	93	197	17	128	85	41	67	58	23	9	30	185	59	155	143	71	39	52	50	76	26	184	18	12	12	10	8	64	89									
Q2_Very Unfavourable	1014	469	545	251	346	416	867	47	631	381	210	247	209	149	58	100	856	455	589	392	422	111	209	266	307	144	882	84	456	122	3	83	56	559	167								
Q2_Very Unfavourable	476	236	240	105	146	181	405	40	476	281	140	176	140	80	35	70	606	316	406	256	286	116	216	266	306	146	882	84	456	122	3	83	56	559	167								
Mean	0.65	0.67	0.63	0.59	0.74	0.63	0.67	0.62	0.62	0.64	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62	0.62							
NET: Very/ Fairly favourable	583	284	220	154	178	252	553	50	293	280	150	167	134	70	25	38	521	142	441	373	211	67	139	147	183	56	525	144	77	16	221	4	11	116	147								
NET: Very/ Fairly unfavourable	1227	570	650	308	410	508	1164	64	705	437	291	315	282	178	67	120	1040	464	743	735	492	150	261	316	383	170	1046	137	88	14	92	84	423	236									
Don't know	136	61	105	16	65	14	125	1	60	76	32	33	35	10	8	12	115	32	103	98	37	24	27	25	34	17	108	8	8	10	1	8	4	21	19								
	6%	3%	9%	9%	9%	2%	6%	1%	5%	8%	6%	6%	6%	7%	8%	6%	6%	4%	7%	7%	4%	8%	5%	5%	5%	9%	6%	2%	2%	1%	-	2%	5%	3%	2%								

Properties/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 6
Q2_5 - 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

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	1154	606	773	838	723	1100	1300	717	551	585	536	1035	111	200	1965	1108	160	1448	820	263	616	100	836	361	1807	140	808	180	217	123	98	972	557								
WEIGHTED BASE	2277	1123	1154	605	768	836	723	1107	1279	706	561	585	522	1141	113	200	1959	740	1137	1408	469	141	506	103	688	363	1803	109	813	180	203	104	977	843	554								
(2) Very Favourable	185	58	47	39	23	43	99	6	67	39	17	27	38	15	4	4	97	43	62	66	39	15	27	25	37	18	88	13	33	12	7	1	3	54	24								
	8%	7%	4%	6%	3%	7%	1%	0%	4%	4%	3%	5%	7%	1%	0%	2%	1%	6%	4%	3%	4%	1%	1%	1%	1%	6%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%							
(3) Fairly Favourable	688	312	355	113	122	160	183	132	179	139	96	100	97	40	17	33	238	395	213	249	128	47	84	100	148	48	300	39	188	79	32	10	234	89									
	18%	10%	17%	18%	18%	18%	18%	17%	22%	13%	18%	17%	18%	21%	15%	17%	18%	26%	14%	18%	18%	15%	17%	18%	21%	14%	18%	11%	13%	27%	47%	9%	23%	23%	28%	12%							
(5) Neither favourable nor unfavourable	788	391	393	228	260	300	242	46	455	332	189	203	165	122	36	73	678	264	523	487	290	122	167	191	227	121	660	116	265	45	58	36	32	338	189								
	35%	35%	34%	38%	35%	33%	35%	35%	36%	33%	35%	34%	32%	38%	32%	37%	34%	36%	34%	35%	33%	38%	33%	35%	35%	33%	40%	34%	32%	40%	27%	21%	35%	37%	40%	27%							
(1-2) Fairly/unfavourable	339	168	151	74	87	118	289	30	181	118	74	88	78	27	16	36	267	85	234	181	138	26	80	91	93	39	276	7	82	8	59	2	1	1	1								
	14%	15%	13%	12%	12%	18%	13%	23%	14%	14%	14%	15%	13%	9%	15%	18%	14%	11%	15%	13%	16%	8%	16%	16%	14%	13%	14%	24%	11%	5%	23%	27%	13%	12%	23%								
(1-2) Very unfavourable	347	211	135	50	102	102	26	154	153	92	82	81	81	42	17	33	297	76	151	193	155	57	80	88	94	25	320	78	45	1	118	8	14	88	62	203							
	15%	19%	12%	8%	14%	14%	21%	17%	17%	13%	17%	14%	15%	14%	10%	17%	15%	10%	14%	14%	10%	14%	14%	16%	14%	8%	16%	23%	7%	*	45%	17%	7%	20%									
Mean	-0.2	-0.25	-0.14	-0.04	-0.2	-0.04	-0.1	-0.1	-0.07	-0.18	-0.17	-0.2	-0.14	-0.08	-0.17	-0.15	-0.18	-0.07	-0.14	-0.16	-0.17	-0.12	-0.14	-0.12	-0.1	-0.03	-0.12	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1								
	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8								
NET: Very/ Fairly favourable	513	270	242	152	154	208	485	38	346	187	114	126	135	80	21	36	456	238	275	316	197	62	111	125	184	40	448	13	201	110	33	23	22	289	113								
	23%	24%	21%	24%	21%	23%	23%	22%	27%	17%	21%	21%	20%	28%	19%	19%	23%	32%	18%	22%	23%	20%	22%	23%	27%	20%	23%	15%	10%	60%	12%	21%	21%	14%	16%								
NET: Very/ Fairly unfavourable	868	377	286	124	182	131	811	56	383	131	166	170	138	70	33	69	164	161	506	273	283	83	160	179	185	64	595	185	113	9	177	36	26	159	353								
	38%	34%	29%	20%	23%	16%	43%	5%	30%	13%	31%	23%	20%	22%	20%	25%	20%	22%	33%	27%	34%	28%	32%	32%	27%	23%	38%	44%	18%	5%	62%	13%	30%	19%	49%								
Don't know	1010	73	237	122	142	47	102	1	143	147	72	93	64	42	23	18	271	77	233	89	221	89	47	69	56	91	57	249	36	13	15	8	8	56	39								
	14%	7%	20%	19%	19%	5%	14%	*	11%	17%	13%	16%	12%	13%	13%	9%	14%	10%	13%	10%	10%	15%	14%	10%	13%	8%	13%	7%	5%	3%	5%	8%	9%	7%	8%								

Proportions/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 7
Q2_20 - 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
Base: All adults aged 18+ in Great Britain

	GENDER			AGE							SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	£0 TO £1999	£2000 - £3499	£3500 - £4999	£5000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNREGISTERED BASE	2277	1123	1154	606	773	838	938	1007	1100	1100	1300	717	551	595	536	103	111	200	1065	1108	160	1448	820	263	616	100	836	161	1807	140	808	148	217	121	98	972	167							
REGISTERED BASE	2277	1123	1154	605	768	836	936	1006	1097	1100	1279	706	543	585	522	114	113	199	1050	1093	160	1448	820	263	616	100	836	161	1807	140	808	148	217	121	98	972	167							
Q21 Very favourable	151	81	70	85	50	17	150	1			80	62	40	28	35	28	8	12	131	67	84	111	40	11	27	33	84	31	120	8	53	12	8	33	8	77	22							
Q21 Very favourable	7%	7%	6%	14%	7%	2%	7%	1%			7%	6%	7%	5%	7%	7%	7%	6%	7%	5%	5%	8%	5%	6%	5%	6%	8%	10%	6%	2%	8%	7%	5%	14%	5%	9%	2%							
Q21 Fairly favourable	280	146	134	134	107	68	203	8			183	97	68	68	52	58	14	30	240	147	143	188	92	40	50	66	107	4	217	12	88	8	7	30	137	237	29							
Q21 Fairly favourable	12%	13%	12%	22%	12%	7%	13%	6%			15%	10%	12%	12%	10%	10%	13%	15%	12%	20%	14%	14%	11%	14%	10%	12%	17%	21%	12%	3%	21%	10%	1%	28%	13%	19%	4%							
Q21 Neither favourable nor unfavourable	528	254	266	180	186	178	501	24			201	234	109	158	118	79	22	37	465	188	336	345	179	79	124	142	134	100	421	47	182	51	36	20	17	211	109							
Q21 Neither favourable nor unfavourable	23%	23%	23%	30%	25%	20%	23%	18%			23%	23%	20%	27%	23%	20%	20%	19%	24%	25%	22%	21%	21%	25%	24%	20%	19%	13%	22%	13%	30%	10%	13%	20%	20%	25%	15%							
Q21 Fairly unfavourable	310	156	154	70	84	116	285	25			187	122	74	78	74	36	17	32	260	94	236	178	111	47	71	8	85	28	275	47	83	37	34	11	19	1	129	99						
Q21 Fairly unfavourable	14%	14%	13%	11%	11%	13%	17%	10%			15%	12%	14%	13%	14%	12%	10%	16%	13%	13%	14%	13%	13%	13%	14%	14%	14%	12%	9%	14%	13%	15%	22%	12%	10%	22%	15%	14%						
Q21 Very unfavourable	700	400	299	75	200	425	633	67			378	321	136	176	175	66	37	69	593	364	536	362	338	87	162	174	213	18	653	221	114	14	187	6	25	201	387							
Q21 Very unfavourable	31%	30%	26%	12%	17%	47%	57%	61%			30%	31%	12%	16%	14%	21%	12%	16%	16%	21%	19%	20%	19%	19%	19%	17%	13%	11%	13%	15%	10%	10%	66%	1%	33%	14%	14%							
Mean	6.97	6.83	6.51	6.36	6.48	6.58	6.52	6.52	6.5		6.5	6.55	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5						
NET: Very/ Fairly favourable	441	227	212	218	140	81	433	9			282	159	106	96	87	87	23	42	377	214	227	309	133	57	77	99	179	94	347	20	180	39	16	62	21	234	51							
NET: Very/ Fairly favourable	19%	20%	18%	36%	18%	9%	20%	7%			23%	16%	20%	16%	17%	20%	20%	21%	19%	19%	19%	19%	19%	18%	15%	14%	14%	13%	13%	18%	6%	29%	23%	6%	60%	24%	28%	7%						
NET: Very/ Fairly unfavourable	1009	506	493	145	283	581	913	82			568	444	249	252	249	103	55	102	833	258	752	540	469	134	233	252	238	69	927	287	287	71	221	16	44	160	496							
NET: Very/ Fairly unfavourable	44%	40%	39%	23%	38%	64%	63%	70%			44%	44%	44%	43%	43%	39%	40%	43%	43%	39%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%						
Don't know	382	174	227	102	133	61	200	8			140	161	70	86	68	45	12	16	174	80	222	83	44	73	57	77	43	258	25	45	8	10	5	4	66	39								
Don't know	17%	16%	20%	16%	18%	7%	14%	5%			11%	16%	14%	14%	13%	14%	11%	8%	14%	11%	14%	13%	10%	14%	14%	10%	11%	14%	13%	7%	7%	5%	4%	5%	5%	8%	8%							

Properties/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table B
Q2_20 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? John Hoadley, former Defence Secretary and Labour MP
Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE				REGION										EDUCATION				WORKING STATUS				INCOME					ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	Other	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAINS	LEAVE										
UNWEIGHTED BASE	2277	1123	1154	606	773	818	1100	1300	717	551	599	530	505	111	200	1965	1108	590	1448	820	1448	820	1448	213	616	110	836	361	1807	140	808	140	217	121	98	972	517											
WEIGHTED BASE	2277	1123	1154	615	766	796	1107	1276	706	561	595	522	514	113	200	1965	1108	590	1448	820	1448	820	1448	213	616	110	836	361	1807	140	813	140	217	121	98	972	517											
(2) Very Favourable	76	54	22	42	16	19	71	5	48	28	15	20	18	14	2	7	87	37	39	55	21	15	20	15	25	25	51	3	47	4	4	+	+	2	34	20												
(3) Fairly Favourable	38	26	12	21	7	9	45	4	24	15	8	10	9	4	1	4	16	7	10	16	6	7	6	6	4	10	10	1	15	2	1	+	+	2	6	5												
(4) Fairly Unfavourable	138	70	68	34	50	58	118	18	107	81	79	82	54	15	30	282	166	173	287	180	36	63	92	120	107	4	287	63	188	24	14	10	34	293	72													
(5) Neither Favourable nor Unfavourable	1326	658	668	348	450	479	782	108	610	470	516	454	425	146	270	1326	742	348	868	468	108	188	203	235	112	687	132	220	85	87	44	40	137	213														
(6) Very Unfavourable	365	195	170	10	20	20	60	38	33	34	36	34	37	42	35	36	39	34	32	48	14	14	17	17	16	17	16	17	16	17	16	17	16	17	16	17	16											
(7) Don't know	464	238	226	12	20	20	60	38	33	34	36	34	37	42	35	36	39	34	32	48	14	14	17	17	16	17	16	17	16	17	16	17	16	17	16	17	16											
Mean	0.2	0.18	0.22	0.18	0.21	0.20	0.19	0.12	0.18	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10											
NET: Very/Fairly Favourable	414	210	204	116	141	137	206	24	279	135	96	96	99	68	17	37	103	44	49	55	21	15	20	15	25	25	51	3	47	4	4	+	+	2	34	20												
NET: Fairly/Neither Unfavourable	188	94	94	47	61	68	138	22	107	76	79	82	54	15	30	282	166	173	287	180	36	63	92	120	107	4	287	63	188	24	14	10	34	293	72													
NET: Very/Neither Unfavourable	271	144	127	46	83	77	156	22	111	110	107	107	99	19	41	29	232	21	54	217	165	106	51	47	65	86	29	241	58	24	12	9	51	146	146													
NET: Very/Neither Unfavourable	1376	658	668	348	450	479	782	108	610	470	516	454	425	146	270	1326	742	348	868	468	108	188	203	235	112	687	132	220	85	87	44	40	137	213														
Mean	0.2	0.18	0.22	0.18	0.21	0.20	0.19	0.12	0.18	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10											

Properties/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 9
Q2_A2 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Richard Tice, Deputy leader of Reform UK and Reform UK MP

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	1154	606	773	818	717	1100	1300	717	551	595	536	1035	111	200	1065	1108	160	1448	820	162	353	616	510	836	361	1807	140	808	140	217	121	18	98	801	167						
WEIGHTED BASE	2277	1123	1154	605	768	796	718	1107	1278	706	561	595	522	1141	113	200	1065	740	1137	1408	809	161	350	613	506	836	361	1803	139	813	140	203	104	18	97	843	163						
Q2_Very Favourable	137	64	73	43	51	62	122	15	60	77	39	33	34	14	10	6	120	35	101	86	51	14	27	32	30	10	126	19	12	3	77	-	4	31	75								
Q2_Very Unfavourable	6%	6%	4%	7%	4%	7%	6%	12%	9%	7%	7%	6%	6%	5%	9%	1%	6%	5%	7%	6%	6%	1%	1%	1%	1%	1%	3%	6%	1%	2%	2%	-	1%	5%	6%	11%							
Q2_Fairly Favourable	288	148	140	101	128	135	128	207	123	138	74	76	70	32	6	21	242	75	193	172	96	38	59	76	80	28	238	37	36	10	56	6	5	50	100								
Q2_Fairly Unfavourable	12%	12%	9%	15%	11%	13%	12%	19%	10%	14%	11%	13%	13%	10%	5%	10%	12%	10%	13%	12%	11%	12%	12%	12%	14%	12%	9%	12%	20%	6%	6%	34%	6%	9%	6%	22%							
Q2_Neither Favourable nor Unfavourable	428	209	219	133	139	156	169	29	234	194	106	120	89	65	17	30	380	106	322	277	151	57	114	105	121	69	355	98	88	28	67	6	7	109	189								
Q2_Very Favourable	221	109	115	62	65	94	202	19	134	86	50	60	56	22	6	25	189	80	141	135	86	21	61	50	71	27	191	142	95	17	30	13	5	80	82								
Q2_Very Unfavourable	829	423	406	193	277	359	796	13	532	297	186	190	176	112	40	86	656	345	532	484	476	353	107	161	225	261	118	706	70	156	100	6	68	50	480	149							
Q2_Very Unfavourable	36%	36%	30%	52%	37%	40%	37%	20%	42%	30%	30%	32%	34%	40%	4%	14%	35%	48%	45%	35%	43%	41%	34%	12%	41%	38%	39%	36%	10%	2%	66%	16%	17%	21%									
Mean	6.75	6.6	6.83	6.58	6.8	6.72	6.74	6.3	6.87	6.5	6.58	6.68	6.65	6.65	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67	6.67					
NET: Very/ Fairly Favourable	405	201	143	111	112	182	370	35	102	213	98	107	110	46	16	27	362	111	294	217	147	52	86	108	129	37	362	90	48	13	174	6	9	81	235								
NET: Very/ Fairly Unfavourable	18%	18%	12%	18%	15%	20%	17%	27%	15%	21%	18%	18%	21%	15%	15%	14%	18%	15%	19%	18%	17%	17%	17%	17%	20%	19%	12%	19%	25%	8%	6%	6%	10%	10%	10%	10%							
Don't know	384	113	121	128	124	113	181	14	166	208	90	115	91	48	23	38	146	97	297	263	132	76	65	83	104	52	318	60	56	19	26	18	15	91	98								
	17%	10%	10%	21%	20%	21%	17%	11%	19%	21%	17%	19%	17%	15%	20%	14%	17%	13%	19%	19%	19%	19%	19%	19%	19%	17%	17%	17%	9%	6%	9%	10%	18%	11%	14%								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.

		GENDER		AGE				SOCIAL GRADE				REGION				EDUCATION				WORKING STATUS				INCOME				ETHNICITY				GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE																																																																																																																																						
		TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65-74	75+	ABC1	C2DE	F	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000 - £29,999	£30,000 - £34,999	£35,000 - £39,999	£40,000 - £44,999	£45,000 - £49,999	£50,000 - £54,999	£55,000 - £59,999	£60,000 - £64,999	£65,000 - £69,999	£70,000 - £74,999	£75,000 - £79,999	£80,000 - £84,999	£85,000 - £89,999	£90,000 - £94,999	£95,000 - £99,999	£100,000 - £104,999	£105,000 - £109,999	£110,000 - £114,999	£115,000 - £119,999	£120,000 - £124,999	£125,000 - £129,999	£130,000 - £134,999	£135,000 - £139,999	£140,000 - £144,999	£145,000 - £149,999	£150,000 - £154,999	£155,000 - £159,999	£160,000 - £164,999	£165,000 - £169,999	£170,000 - £174,999	£175,000 - £179,999	£180,000 - £184,999	£185,000 - £189,999	£190,000 - £194,999	£195,000 - £199,999	£200,000 - £204,999	£205,000 - £209,999	£210,000 - £214,999	£215,000 - £219,999	£220,000 - £224,999	£225,000 - £229,999	£230,000 - £234,999	£235,000 - £239,999	£240,000 - £244,999	£245,000 - £249,999	£250,000 - £254,999	£255,000 - £259,999	£260,000 - £264,999	£265,000 - £269,999	£270,000 - £274,999	£275,000 - £279,999	£280,000 - £284,999	£285,000 - £289,999	£290,000 - £294,999	£295,000 - £299,999	£300,000 - £304,999	£305,000 - £309,999	£310,000 - £314,999	£315,000 - £319,999	£320,000 - £324,999	£325,000 - £329,999	£330,000 - £334,999	£335,000 - £339,999	£340,000 - £344,999	£345,000 - £349,999	£350,000 - £354,999	£355,000 - £359,999	£360,000 - £364,999	£365,000 - £369,999	£370,000 - £374,999	£375,000 - £379,999	£380,000 - £384,999	£385,000 - £389,999	£390,000 - £394,999	£395,000 - £399,999	£400,000 - £404,999	£405,000 - £409,999	£410,000 - £414,999	£415,000 - £419,999	£420,000 - £424,999	£425,000 - £429,999	£430,000 - £434,999	£435,000 - £439,999	£440,000 - £444,999	£445,000 - £449,999	£450,000 - £454,999	£455,000 - £459,999	£460,000 - £464,999	£465,000 - £469,999	£470,000 - £474,999	£475,000 - £479,999	£480,000 - £484,999	£485,000 - £489,999	£490,000 - £494,999	£495,000 - £499,999	£500,000 - £504,999	£505,000 - £509,999	£510,000 - £514,999	£515,000 - £519,999	£520,000 - £524,999	£525,000 - £529,999	£530,000 - £534,999	£535,000 - £539,999	£540,000 - £544,999	£545,000 - £549,999	£550,000 - £554,999	£555,000 - £559,999	£560,000 - £564,999	£565,000 - £569,999	£570,000 - £574,999	£575,000 - £579,999	£580,000 - £584,999	£585,000 - £589,999	£590,000 - £594,999	£595,000 - £599,999	£600,000 - £604,999	£605,000 - £609,999	£610,000 - £614,999	£615,000 - £619,999	£620,000 - £624,999	£625,000 - £629,999	£630,000 - £634,999	£635,000 - £639,999	£640,000 - £644,999	£645,000 - £649,999	£650,000 - £654,999	£655,000 - £659,999	£660,000 - £664,999	£665,000 - £669,999	£670,000 - £674,999	£675,000 - £679,999	£680,000 - £684,999	£685,000 - £689,999	£690,000 - £694,999	£695,000 - £699,999	£700,000 - £704,999	£705,000 - £709,999	£710,000 - £714,999	£715,000 - £719,999	£720,000 - £724,999	£725,000 - £729,999	£730,000 - £734,999	£735,000 - £739,999	£740,000 - £744,999	£745,000 - £749,999

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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



Table 11
Q2_A4 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nicola Brownson Reform UK's Spokesperson for Education Skills and Equality and Reform UK MP
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	45+	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	818	2177	1100	1100	717	551	599	530	1000	111	100	1065	1108	169	1448	820	162	313	616	110	836	161	1817	140	818	149	217	121	98	912	167							
WEIGHTED BASE	2277	1123	1154	615	766	766	2187	1107	1179	766	561	595	522	1141	113	100	1065	1108	169	1448	820	162	313	616	110	836	161	1817	140	818	149	217	121	98	912	167							
(2) Very favourable	113	80	31	38	32	41	102	10	32	60	39	22	25	9	10	6	95	32	79	78	34	16	26	22	41	19	93	15	12	7	53	-	4	27	53								
(3) Fairly favourable	176	77	99	65	45	76	176	86	45	145	76	46	76	176	95	15	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176							
(4) Fairly unfavourable	289	139	150	78	77	144	271	29	182	117	69	102	110	38	11	13	276	131	208	128	125	13	68	80	99	72	112	11	103	3	4	8	139	178									
(5) Neither favourable nor unfavourable	423	200	223	134	125	164	359	25	213	210	98	109	104	62	16	34	373	99	324	217	166	77	102	99	108	69	349	101	75	15	72	6	13	92	170								
(6) Fairly unfavourable	319	159	158	78	94	147	260	29	183	136	62	89	77	44	13	34	212	101	225	200	119	86	78	81	88	32	285	102	70	20	12	17	11	111	88								
(7-20) Very unfavourable	819	415	398	197	287	315	787	12	529	289	200	203	170	123	42	80	697	332	486	484	335	100	162	211	268	119	695	65	187	98	17	75	43	473	110								
Mean	6.73	6.64	6.82	6.6	6.86	6.71	6.79	6.36	6.86	6.18	6.44	6.71	6.68	6.28	6.72	6	6.7	6.81	6.82	6.7	6.77	6.67	6.65	6.77	6.79	6.76	6.79	6.7	6.8	6.22	6.34	6.18	6.18	6.18	6.18	6.18							
NET: Very/ Fairly favourable	411	253	157	116	109	185	372	39	213	197	112	110	101	47	21	20	370	123	287	212	119	48	94	102	140	48	318	88	64	17	118	3	8	95	226								
NET: Very/ Fairly unfavourable	186	170	116	199	156	181	415	17	176	200	112	146	136	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176							
Don't know	305	83	222	100	132	173	305	5	140	165	69	82	70	37	19	28	218	82	224	215	91	43	70	57	84	35	266	34	34	12	11	8	7	70	70								
	136	75	105	185	146	85	146	45	116	176	136	146	136	126	176	156	136	116	156	106	146	146	146	106	126	126	146	146	146	146	146	146	146	146	146	146							

Proportions/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 12
Q2_45 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? 21st Young Reform UK's Spokesperson for Home Affairs

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE			REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	818	2177	1100	1300	717	512	599	530	500	111	200	1065	1108	1169	1448	820	162	353	616	110	836	361	1817	140	808	149	217	121	98	972	167								
WEIGHTED BASE	2277	1123	1154	605	768	806	2187	1107	1379	796	561	595	522	514	113	200	1065	740	1137	1408	809	161	356	613	109	833	363	1813	140	813	149	215	121	97	977	163								
[2] Very Favourable	145	99	46	42	37	68	129	15	68	81	48	52	35	16	7	6	131	40	105	94	51	17	40	80	30	14	151	24	20	3	89	2	2	24	86									
[3] Fairly Favourable	6%	5%	4%	7%	5%	7%	6%	12%	5%	6%	5%	5%	7%	5%	6%	5%	7%	5%	7%	7%	4%	6%	5%	8%	6%	7%	4%	7%	7%	2%	25%	3%	2%	3%	12%									
	26a	16	84	81	77	96	209	21	121	133	62	70	54	34	11	20	118	67	187	177	77	30	52	12	80	29	211	37	40	11	85	4	4	61	124									
	11%	15%	7%	13%	10%	11%	11%	11%	9%	13%	11%	12%	10%	11%	10%	13%	11%	9%	12%	13%	9%	9%	10%	13%	12%	10%	10%	11%	10%	7%	6%	31%	3%	0%	7%	17%								
[5] Neither favourable nor unfavourable	432	200	231	137	126	170	405	27	230	202	103	103	109	70	18	28	385	127	305	270	162	60	122	98	121	73	353	103	86	23	60	9	13	113	164									
	19%	18%	20%	22%	17%	19%	19%	21%	18%	20%	19%	17%	21%	22%	16%	14%	20%	17%	20%	19%	19%	19%	19%	24%	18%	18%	24%	18%	22%	14%	14%	21%	9%	15%	13%	23%								
	26a	127	135	67	63	118	240	23	162	162	48	83	63	30	9	30	225	77	187	149	114	31	61	70	71	35	225	147	73	22	28	8	12	91	71									
[7-9] Very unfavourable	12%	11%	12%	13%	8%	13%	11%	18%	13%	10%	9%	14%	12%	10%	8%	15%	11%	10%	12%	11%	13%	11%	11%	12%	13%	10%	12%	12%	13%	10%	8%	14%	11%	10%										
	783	406	373	170	266	346	767	35	505	278	163	181	166	113	266	85	653	323	460	449	334	102	144	205	259	105	674	81	328	91	13	69	46	459	112									
	34%	37%	32%	17%	30%	38%	36%	17%	40%	24%	16%	15%	17%	16%	40%	43%	33%	44%	44%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%								
Mean	6.68	6.57	6.81	6.14	6.78	6.73	6.7	6.42	6.86	6.45	6.41	6.46	6.46	6.72	6.82	6.65	6.65	6.91	6.57	6.4	6.82	6.72	6.52	6.73	6.69	6.74	6.68	6.33	6.18	6.24	6.44	6.49	6.23	6.12	6.12									
NET: Very/ Fairly favourable	399	209	129	122	114	163	368	30	184	215	108	102	89	50	18	32	349	108	291	271	128	46	92	102	134	43	352	80	60	14	158	6	6	85	210									
	18%	14%	11%	20%	15%	18%	17%	23%	14%	21%	20%	17%	17%	16%	16%	16%	18%	15%	15%	15%	15%	15%	15%	18%	19%	20%	14%	18%	22%	10%	8%	6%	7%	10%	20%									
	26a	133	908	213	323	484	988	58	687	378	241	265	230	143	54	114	838	400	667	588	448	135	206	276	329	140	889	123	603	112	41	77	60	555	223									
NET: Very/ Fairly unfavourable	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%								
	400	109	290	114	179	107	360	14	188	203	88	123	95	50	22	106	107	107	295	200	151	72	87	75	103	47	349	52	65	18	24	12	8	89	118									
	18%	10%	25%	18%	24%	12%	18%	11%	15%	20%	16%	21%	18%	16%	20%	11%	18%	14%	14%	19%	19%	15%	23%	17%	14%	15%	15%	18%	15%	11%	15%	8%	11%	9%	11%	16%								

Properties/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t/u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 13
Q2_46 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Les Anderson, Chairmen of Reform UK and Reform UK MP

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	1154	606	773	819	819	1303	717	531	595	526	1035	526	1035	111	200	1065	1108	160	1448	820	1628	263	616	100	826	361	1807	140	808	140	217	123	98	972	167					
WEIGHTED BASE	2277	1121	1155	605	768	796	796	1307	717	501	565	522	1141	522	1141	113	200	1065	742	1137	1408	809	1141	306	613	100	826	361	1803	139	813	140	203	104	97	943	164					
[2] Very Favourable	160	112	48	37	42	82	146	15	61	99	42	44	46	12	8	7	145	33	127	103	38	19	36	42	34	10	150	20	15	8	88	1	3	31	38							
[3] Fairly Favourable	79	100	45	65	65	79	75	115	95	85	85	85	45	75	45	75	45	75	45	85	75	75	75	75	85	85	35	85	45	25	15	115	15	45	45	145						
[4] Fairly Unfavourable	240	118	122	83	68	91	114	16	120	115	115	115	62	70	40	32	9	19	113	71	9	58	42	72	29	212	58	37	6	25	4	4	42	142								
[5] Neither favourable nor unfavourable	126	126	95	136	95	105	105	136	105	126	126	95	105	75	105	116	105	116	116	95	105	116	116	116	116	85	116	105	105	35	35	45	45	55	205							
[6] Very Unfavourable	427	214	204	132	131	154	389	38	230	188	104	114	95	63	15	27	376	110	307	205	152	55	105	108	117	77	335	106	80	15	54	9	8	112	155							
[7] Don't know	185	190	185	215	185	176	185	225	185	190	190	185	190	135	145	195	155	195	155	205	195	176	185	215	205	176	176	255	176	205	105	95	105	85	95	135	225					
[8] NET: Very/ Fairly favourable	235	130	103	60	66	110	219	17	133	103	47	57	60	14	13	24	198	75	141	145	90	33	64	50	72	30	201	140	75	20	14	10	8	89	70							
[9] NET: Very/ Fairly unfavourable	190	126	95	105	95	126	105	136	105	190	95	105	126	115	126	126	105	105	105	105	115	115	115	95	115	105	105	115	126	105	55	105	95	115	105							
[10] NET: Very/ Fairly unfavourable	834	410	419	196	277	361	795	39	531	301	200	203	173	125	46	88	700	349	485	477	357	103	186	225	261	115	714	78	251	105	4	67	49	482	144							
[11] NET: Very/ Fairly unfavourable	179	176	165	115	176	405	176	105	476	305	176	145	136	405	615	415	105	476	115	105	476	115	115	415	105	185	176	176	176	615	15	615	145	176	205							
Mean	6.75	6.59	6.84	6.58	6.81	6.73	6.73	6.42	6.88	6.49	6.44	6.43	6.63	6.43	6.5	6.67	6.7	6.57	6.64	6.82	6.7	6.71	6.62	6.73	6.71	6.63	6.69	6.63	6.69	6.64	6.64	6.64	6.64	6.64	6.64	6.64	6.64					
NET: Very/ Fairly favourable	400	245	156	120	108	172	369	31	186	214	104	114	95	45	16	26	338	104	296	202	138	50	94	103	128	35	362	78	52	13	183	5	7	72	239							
NET: Very/ Fairly unfavourable	185	126	135	195	145	176	245	155	115	215	195	195	185	145	145	115	185	145	195	195	185	185	195	195	195	125	195	195	195	195	195	195	195	195	195	195						
Don't know	1000	540	522	255	344	470	1014	55	688	403	247	260	233	139	59	112	839	424	646	623	647	136	230	275	333	145	955	138	627	131	14	78	37	571	234							
Don't know	476	490	495	415	485	526	476	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485	485					
Don't know	300	113	277	118	105	107	175	15	187	193	85	105	95	47	22	33	336	102	288	297	132	72	77	65	110	45	340	57	54	9	28	12	15	86	106							
Don't know	179	160	245	195	225	176	176	125	195	145	145	185	195	155	205	165	176	145	195	185	155	235	155	125	165	155	176	165	95	65	105	115	176	105	155							

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 14
Q2_32 - 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 Reform Britain
Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1300	717	551	595	536	303	111	200	1665	1328	949	1848	820	101	62	616	100	836	361	1807	140	808	140	217	121	98	972	167			
WEIGHTED BASE	1111	561	550	293	366	419	1097	650	367	276	293	253	152	56	100	815	664	475	933	410	51	31	308	30	243	97	494	50	254	50	33	21	17	171	30			
(2) Very Favourable	171	111	60	55	63	53	166	5	76	45	40	46	15	6	20	145	35	136	135	36	17	39	43	59	18	153	20	17	4	76	2	6	30	87				
	8%	10%	5%	9%	8%	6%	8%	0%	10%	8%	7%	9%	5%	5%	20%	7%	5%	9%	10%	4%	6%	8%	6%	8%	6%	8%	5%	3%	3%	2%	27%	2%	6%	4%	12%			
(3) Fairly Favourable	232	134	99	79	79	69	203	10	109	103	49	66	41	32	9	147	187	69	148	63	28	43	37	66	37	175	12	49	9	45	5	2	48	108				
	10%	12%	9%	13%	10%	8%	9%	7%	11%	9%	5%	11%	8%	10%	8%	10%	9%	9%	11%	7%	9%	9%	10%	10%	12%	9%	13%	8%	5%	16%	5%	2%	6%	15%				
(4) Neither Favourable nor unfavourable	413	201	212	133	126	154	393	20	226	187	100	103	111	58	18	23	371	110	303	259	154	63	102	100	121	70	335	66	84	23	70	9	9	107	146			
	18%	18%	18%	21%	17%	17%	18%	15%	18%	19%	18%	17%	17%	17%	12%	19%	15%	20%	18%	18%	20%	20%	18%	18%	23%	17%	18%	14%	17%	25%	9%	11%	13%	20%				
(5) Fairly unfavourable	283	148	135	77	74	112	249	34	153	129	67	80	58	41	15	22	247	91	192	169	114	41	83	70	69	30	252	34	76	26	34	14	11	111	80			
	12%	13%	12%	12%	10%	13%	20%	12%	13%	12%	14%	11%	13%	13%	11%	13%	12%	13%	12%	13%	13%	13%	10%	10%	13%	10%	13%	13%	10%	10%	12%	14%	13%	13%	13%			
(6) Very unfavourable	761	430	336	185	247	349	713	48	503	258	185	177	159	111	45	84	632	317	444	422	339	85	150	203	261	95	681	103	159	85	30	58	49	442	166			
	33%	38%	29%	30%	31%	41%	33%	37%	39%	24%	14%	16%	16%	20%	41%	43%	37%	43%	39%	38%	39%	37%	37%	30%	37%	33%	34%	32%	32%	30%	11%	64%	17%	12%	21%			
Mean	6.68	-0.82	-0.14	-0.48	-0.64	-0.87	-0.58	-0.94	0.84	-0.45	-0.67	-0.62	-0.59	-0.79	-0.9	-0.65	-0.94	-0.55	-0.52	-0.55	-0.52	-0.52	-0.71	-0.7	-0.59	-0.69	-0.57	-0.56	-0.24	-0.4	-0.39	-0.23	-0.25	-0.23				
		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd				
NET: Very/ Fairly Favourable	384	245	139	133	132	118	369	15	185	199	94	105	87	46	15	37	332	105	279	285	99	45	84	99	126	55	328	73	67	12	121	7	7	78	192			
	17%	21%	12%	21%	18%	13%	17%	11%	14%	20%	17%	18%	17%	15%	14%	19%	17%	14%	18%	20%	11%	14%	17%	18%	18%	18%	17%	20%	11%	7%	40%	6%	8%	9%	27%			
NET: Very/ Fairly unfavourable	1046	568	471	242	323	481	962	82	657	388	212	257	217	132	60	106	879	409	635	591	413	126	213	273	329	125	954	137	185	111	64	72	81	552	261			
	46%	51%	41%	39%	43%	58%	42%	43%	39%	47%	43%	42%	40%	54%	54%	45%	55%	55%	43%	42%	42%	40%	40%	40%	48%	43%	47%	44%	44%	60%	23%	20%	70%	80%				
		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		sd		
Don't know	436	100	336	118	168	126	422	14	211	225	95	118	107	57	19	31	187	116	120	273	163	79	87	78	112	53	176	64	68	23	28	16	10	101	116			
	19%	9%	29%	19%	23%	17%	20%	10%	17%	23%	18%	22%	21%	18%	18%	16%	20%	16%	21%	19%	19%	25%	17%	14%	16%	17%	19%	18%	11%	14%	10%	13%	13%	12%	14%	16%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 17
Q2_16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Liberal Democrats
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	1154	606	773	818	818	2177	1100	1300	717	551	595	536	505	111	200	1065	1108	160	1448	820	162	263	616	100	836	361	1807	140	808	148	217	121	98	912	557						
WEIGHTED BASE	7777	3113	4664	615	766	766	766	2187	1107	1778	766	561	595	522	514	113	200	1065	743	1137	1408	408	161	306	513	688	363	1803	141	813	140	213	104	97	843	514							
(2) Very Favourable	96	53	43	37	29	30	38	3	54	42	21	19	36	36	18	2	1	93	43	53	64	32	8	27	20	40	14	80	8	25	40	2	7	1	59	38							
	4%	5%	4%	6%	4%	3%	6%	1%	4%	4%	4%	4%	3%	7%	7%	1%	1%	1%	3%	3%	3%	4%	3%	1%	1%	4%	1%	5%	4%	2%	4%	1%	7%	1%	7%	2%							
(3) Fairly Favourable	486	221	222	135	185	188	463	23	291	335	152	112	107	108	9	27	34	380	208	238	281	180	39	93	111	147	62	382	46	281	77	18	36	248	102								
	21%	19%	20%	12%	18%	18%	20%	1%	23%	16%	19%	19%	19%	20%	20%	23%	17%	20%	26%	16%	20%	19%	19%	18%	18%	20%	21%	20%	20%	13%	31%	40%	30	18	36	248	102						
(5) Neither Favourable nor Unfavourable	777	358	417	220	267	310	729	48	465	311	179	209	153	124	33	78	665	263	513	485	292	110	162	179	236	124	647	118	254	43	37	41	36	328	175								
	34%	32%	36%	31%	31%	34%	34%	30%	31%	33%	31%	29%	39%	30%	30%	40%	34%	36%	33%	33%	34%	34%	35%	32%	32%	34%	41%	31%	31%	42%	20%	11%	39%	41%	10%	24%							
(6-7) Fairly Unfavourable	366	180	179	77	112	176	323	33	1	202	156	80	91	94	6	23	82	311	94	272	209	157	46	88	92	106	81	319	82	78	8	72	18	38	109	164							
	16%	17%	15%	12%	15%	20%	16%	22%	16%	16%	15%	11%	11%	18%	15%	21%	16%	16%	13%	18%	15%	18%	15%	15%	17%	15%	14%	16%	20%	13%	2%	25%	23%	18%	13%	23%							
(8-9) Very Unfavourable	388	248	138	77	118	193	365	23	159	228	104	112	82	36	18	37	135	85	303	223	164	65	88	104	107	27	317	83	52	3	137	12	15	71	223								
	17%	17%	12%	12%	13%	16%	21%	17%	17%	18%	17%	21%	10%	10%	10%	17%	14%	19%	17%	11%	16%	16%	10%	17%	17%	19%	16%	19%	18%	10%	7%	46%	11%	17%	8%	10%							
Mean	6.28	-0.33	-0.15	-0.04	0.23	-0.38	-0.23	-0.38	0.11	-0.42	-0.1	-0.31	-0.31	0.27	-0.08	-0.34	-0.19	-0.25	0.08	-0.39	0.2	0.32	-0.32	-0.36	-0.3	0.25	-0.02	-0.37	-0.17	0.1	0.07	0.02	-0.14	-0.18	0.18	-0.17							
	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8	8							
NET: Very/ Fairly Favourable	542	276	265	172	172	188	516	26	345	196	123	131	142	82	29	35	478	250	292	345	197	68	120	131	187	76	462	54	216	117	32	25	16	307	120								
	24%	25%	23%	27%	21%	23%	24%	20%	27%	20%	23%	22%	17%	26%	20%	18%	24%	34%	19%	24%	23%	22%	27%	24%	24%	27%	23%	24%	15%	30%	11%	21%	19%	1%	1%	1%	17%						
NET: Very/ Fairly Unfavourable	734	433	317	154	230	376	888	56	369	385	185	204	176	82	39	69	646	178	575	483	321	111	176	197	213	68	676	175	131	3	208	15	30	180	388								
	33%	39%	27%	21%	31%	41%	41%	41%	39%	34%	14%	14%	14%	20%	20%	20%	20%	24%	37%	31%	37%	30%	30%	30%	31%	22%	39%	49%	21%	4%	79%	14%	31%	21%	14%								
Don't know	204	64	140	79	90	28	201	-	90	100	54	69	51	10	10	15	179	47	127	145	50	1	44	44	53	35	168	12	12	1	8	8	8	27	32								
	9%	4%	14%	13%	13%	3%	10%	-	8%	11%	10%	8%	10%	8%	9%	8%	9%	9%	6%	10%	10%	7%	8%	9%	8%	8%	12%	10%	3%	2%	1%	2%	2%	9%	3%	4%							

Properties/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 18
Q2_17 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Green Party
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	838	838	2177	1303	973	531	595	536	1035	111	200	1665	1328	949	1448	820	263	636	103	836	363	1817	140	808	180	217	123	98	972	157								
WEIGHTED BASE	2277	1123	1154	605	768	836	836	2187	1327	966	563	605	522	1143	113	200	1665	1328	949	1448	820	263	636	103	836	363	1817	140	808	180	217	123	98	972	157								
(2) Very favourable	180	84	92	102	96	21	179	1	105	75	44	51	36	35	12	23	145	74	106	123	56	17	32	40	70	43	135	6	55	12	9	43	12	87	23								
	8%	8%	8%	16%	12%	2%	8%	0%	8%	7%	8%	5%	7%	11%	11%	11%	7%	10%	7%	8%	6%	6%	6%	7%	10%	14%	7%	2%	7%	14%	7%	5%	44%	14%	10%	2%							
(3) Fairly favourable	282	136	145	153	157	33	283	10	268	135	83	105	77	79	18	31	143	109	193	268	128	37	70	96	9	147	74	218	17	82	8	57	127	238	50								
	12%	12%	12%	23%	18%	1%	23%	0%	21%	12%	15%	18%	13%	20%	18%	18%	17%	21%	13%	19%	14%	18%	14%	17%	21%	24%	16%	8%	30%	24%	1%	32%	13%	26%	7%								
(4) Neither favourable nor unfavourable	577	255	319	159	183	235	544	33	318	259	129	168	139	85	22	44	511	353	384	354	223	90	149	139	143	96	475	51	188	63	42	11	21	229	111								
	25%	23%	27%	2%	23%	28%	25%	20%	25%	26%	24%	28%	23%	27%	20%	22%	26%	26%	25%	25%	26%	26%	29%	29%	23%	21%	32%	24%	14%	11%	18%	15%	24%	27%	18%								
(5) Fairly unfavourable	286	157	129	57	92	117	265	21	173	113	72	73	77	26	16	22	248	88	198	169	117	33	64	78	84	24	256	58	82	73	42	9	9	17	117	102							
	12%	14%	11%	9%	12%	15%	12%	10%	14%	11%	13%	12%	13%	8%	14%	11%	13%	12%	13%	12%	13%	10%	12%	14%	12%	8%	13%	10%	13%	14%	15%	9%	20%	14%	14%								
(6) Very unfavourable	627	358	269	77	174	376	561	65	354	313	157	162	149	62	31	65	530	155	482	330	297	92	140	152	188	36	584	206	87	25	172	1	21	157	386								
	28%	32%	23%	12%	23%	43%	26%	3%	25%	21%	24%	17%	10%	20%	18%	17%	31%	18%	32%	23%	14%	23%	14%	18%	17%	11%	30%	17%	14%	11%	61%	1%	34%	19%	11%								
Mean	6.38	6.48	6.29	6.27	6.2	6.08	6.1	6.08	6.27	6.12	6.45	6.48	6.08	6	6.37	6.42	6.38	6.02	6.37	6.26	6.58	6.43	6.46	6.42	6.27	6.23	6.47	6.08	6.28	6.28	6.08	6.28	6.08	6.28	6.08	6.28							
	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6								
NET: Very/ Fairly favourable	532	281	257	257	280	124	562	10	373	199	127	136	113	113	30	54	489	274	299	381	181	75	102	136	218	116	451	33	236	54	17	76	24	302	74								
	23%	25%	22%	41%	33%	14%	26%	0%	29%	20%	23%	23%	22%	30%	27%	27%	25%	37%	33%	26%	21%	28%	20%	23%	23%	38%	23%	9%	30%	32%	6%	73%	27%	38%	10%								
NET: Very/ Fairly unfavourable	913	515	397	134	286	513	826	86	687	416	229	236	236	87	47	87	779	224	689	689	614	125	202	229	272	59	840	284	168	48	214	12	38	275	468								
	40%	46%	34%	23%	37%	57%	38%	41%	30%	43%	42%	40%	40%	28%	42%	44%	46%	30%	40%	40%	40%	40%	40%	42%	40%	20%	43%	14%	27%	28%	70%	11%	44%	33%	60%								
	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6								
Don't know	215	60	156	75	109	11	215	-	102	114	55	53	55	27	13	12	160	49	166	163	52	25	53	46	55	29	188	11	21	4	19	5	4	31	42								
	9%	5%	13%	12%	13%	2%	10%	-	8%	11%	10%	9%	10%	6%	11%	6%	10%	7%	11%	12%	6%	8%	11%	8%	8%	10%	10%	3%	3%	2%	3%	5%	4%	4%	6%								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

Q2_18 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

Base: All adults aged 18+ in Great Britain

[illegible]

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 20
Q2_18 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Your Party
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE				REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-75	76+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £29999	£30000 - £39999	£40000+	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAINS	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	898	2177	1100	1300	717	551	599	530	505	111	200	1065	1108	160	1448	820	160	353	616	510	836	361	1817	140	808	140	217	121	98	972	557							
WEIGHTED BASE	2277	1123	1154	605	768	906	2187	1107	1379	766	561	595	522	514	113	200	1065	740	1137	1408	809	161	360	511	608	363	1813	139	813	140	213	124	97	943	554								
(2) Very favourable	156	103	53	71	35	50	147	10	81	76	41	52	38	26	8	11	137	58	98	96	80	20	38	35	57	14	120	22	19	8	27	6	10	65	49								
7%	6%	9%	5%	11%	5%	6%	7%	6%	6%	8%	6%	6%	7%	8%	7%	6%	7%	8%	6%	7%	7%	6%	6%	7%	6%	8%	11%	6%	6%	10%	5%	6%	11%	8%	7%								
(3) Fairly favourable	289	168	121	158	86	108	278	30	174	135	55	82	68	55	12	36	261	115	184	179	120	40	58	70	94	40	217	46	103	32	33	16	10	148	75								
13%	15%	12%	17%	12%	12%	13%	18%	14%	13%	15%	10%	14%	13%	17%	10%	13%	13%	16%	12%	13%	14%	13%	11%	14%	14%	16%	20%	12%	13%	17%	10%	14%	17%	11%	11%								
(4) Neither favourable nor unfavourable	557	266	288	166	178	213	529	38	320	237	135	149	132	78	25	37	495	360	306	364	193	76	142	129	172	89	465	83	143	46	55	29	10	208	154								
24%	24%	25%	27%	24%	24%	25%	22%	25%	24%	25%	25%	25%	25%	22%	19%	25%	25%	22%	26%	26%	22%	26%	24%	28%	23%	29%	24%	24%	22%	27%	10%	28%	11%	25%	22%								
(5-7) Fairly unfavourable	154	77	74	43	52	59	142	11	84	70	36	35	27	30	12	13	128	56	9	9	9	31	63	21	26	47	44	30	118	6	14	7	14	62	47								
7%	7%	6%	7%	6%	7%	6%	9%	7%	7%	7%	7%	6%	5%	10%	11%	7%	7%	8%	6%	6%	7%	7%	5%	8%	6%	10%	6%	6%	6%	7%	9%	6%	7%	38%	7%	7%							
(8-21) Very unfavourable	387	249	138	53	109	226	343	45	219	160	93	84	92	44	21	54	113	132	216	205	182	54	92	87	127	23	113	364	91	94	28	73	11	21	146	175							
17%	17%	17%	12%	6%	15%	25%	16%	10%	17%	17%	17%	14%	18%	14%	18%	18%	16%	18%	18%	17%	15%	17%	17%	14%	16%	16%	7%	10%	25%	15%	10%	20%	11%	14%	17%	20%							
Mean	-0.2	-0.24	-0.16	-0.28	-0.25	-0.47	-0.18	-0.18	-0.21	-0.19	-0.11	-0.16	-0.18	-0.08	-0.11	-0.11	-0.16	-0.17	-0.17	-0.14	-0.1	-0.23	-0.32	-0.19	-0.18	-0.23	-0.38	-0.43	-0.07	-0.18	-0.37	-0.02	-0.36	-0.12	-0.45								
NET: Very/ Fairly favourable	455	266	189	179	122	154	425	30	255	200	96	114	106	81	20	38	308	174	282	276	180	61	96	114	151	95	317	68	182	40	60	22	22	211	124								
20%	24%	16%	16%	16%	15%	17%	20%	23%	20%	20%	18%	19%	20%	20%	18%	19%	20%	23%	18%	20%	21%	19%	19%	21%	22%	13%	18%	19%	20%	24%	21%	21%	26%	1	17%								
NET: Very/ Fairly unfavourable	543	327	212	96	181	284	485	56	363	236	129	120	138	74	35	67	441	188	354	298	245	70	118	134	173	13	482	112	137	43	90	18	35	208	222								
24%	29%	18%	15%	12%	21%	31%	23%	43%	28%	24%	24%	20%	23%	24%	23%	24%	22%	25%	23%	21%	28%	24%	23%	24%	23%	18%	25%	11%	22%	20%	12%	18%	40%	25%	31%								
Don't know	124	152	70	184	387	255	700	15	401	322	180	210	166	80	34	54	636	218	506	472	352	103	151	174	151	46	650	96	170	10	78	34	30	213	214								
5%	13%	6%	16%	28%	33%	28%	32%	11%	31%	32%	13%	15%	12%	26%	11%	28%	32%	29%	33%	34%	29%	32%	30%	32%	28%	22%	13%	27%	28%	23%	28%	33%	23%	25%	30%								

Properties/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 21
Q2_13 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Remain Britain
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2014 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £49999	£50000 - £59999	£60000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE								
UNWEIGHTED BASE	2277	1123	1154	606	773	838	838	2177	1000	1277	551	599	526	505	111	200	1065	1108	1169	1448	820	621	353	636	535	826	361	1897	140	808	149	217	121	98	972	137							
WEIGHTED BASE	2277	1123	1154	605	768	766	766	2187	1007	1278	561	595	522	514	113	200	1060	1108	1167	1448	820	621	353	636	535	826	361	1897	140	808	149	217	121	98	972	137							
(2) Very favourable	182	118	65	66	69	47	177	5	81	102	43	44	49	16	30	20	132	42	141	147	35	21	44	41	66	25	158	23	25	4	38	-	4	22	92								
(3) Fairly favourable	8%	11%	6%	11%	9%	7%	4%	6%	6%	10%	6%	7%	8%	7%	20%	8%	20%	6%	9%	20%	4%	7%	9%	7%	10%	8%	8%	4%	4%	2%	20%	-	7%	6%	12%								
(3) Fairly favourable	209	129	81	71	79	63	202	7	101	109	58	60	60	29	5	13	102	68	141	147	35	21	42	37	60	29	164	36	48	11	35	4	3	50	100								
(3) Fairly favourable	9%	12%	7%	11%	10%	7%	9%	6%	8%	11%	11%	10%	9%	9%	4%	7%	10%	9%	9%	11%	6%	10%	8%	10%	9%	8%	9%	10%	8%	7%	20%	4%	4%	6%	14%								
(5) Neither favourable nor unfavourable	451	208	242	149	125	177	428	23	233	218	108	120	118	59	18	27	406	121	330	279	173	63	127	117	110	74	372	81	88	31	70	7	9	106	105								
(5) Neither favourable nor unfavourable	20%	19%	21%	24%	17%	20%	20%	18%	18%	22%	20%	20%	21%	18%	14%	14%	21%	16%	22%	20%	20%	20%	20%	25%	21%	16%	24%	19%	22%	14%	18%	2%	6%	11%	13%	23%							
(5) Fairly unfavourable	282	140	137	69	76	117	292	30	154	128	67	76	8	42	10	21	251	80	208	144	138	41	77	83	80	41	217	17	79	38	32	13	11	118	80								
(5) Fairly unfavourable	12%	13%	12%	11%	10%	15%	12%	23%	12%	13%	12%	11%	13%	13%	9%	11%	13%	11%	13%	10%	10%	13%	15%	12%	12%	14%	12%	10%	11%	21%	11%	13%	13%	12%	14%	13%							
(7-21) Very unfavourable	812	432	375	170	264	378	755	57	531	280	187	199	148	128	55	95	682	341	471	408	354	195	148	148	204	277	99	708	117	355	75	23	70	51	462	180							
(7-21) Very unfavourable	36%	30%	32%	17%	35%	43%	35%	46%	47%	24%	15%	14%	10%	12%	12%	14%	36%	40%	31%	35%	41%	14%	14%	20%	17%	40%	13%	30%	13%	10%	44%	8%	68%	56%	11%	20%							
Mean	6.69	6.63	6.75	6.28	6.64	6.82	6.68	6.68	6.67	6.68	6.64	6.65	6.62	6.67	6.67	6.68	6.68	6.64	6.67	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68	6.68							
NET: Very/ Fairly favourable	382	247	145	137	144	111	379	12	182	210	100	104	95	45	15	33	344	110	282	302	90	52	86	88	131	49	342	58	72	15	13%	4	7	82	192								
NET: Very/ Fairly favourable	17%	22%	13%	22%	19%	16%	18%	10%	14%	17%	13%	14%	13%	14%	13%	17%	17%	15%	18%	16%	16%	17%	17%	18%	19%	18%	17%	14%	17%	1%	9%	4%	8%	10%	27%								
NET: Very/ Fairly unfavourable	1096	577	511	239	340	515	1007	47	688	408	253	275	215	170	65	117	913	421	673	602	492	148	225	208	337	140	945	174	406	111	56	83	81	580	270								
NET: Very/ Fairly unfavourable	48%	42%	46%	38%	46%	57%	47%	61%	54%	41%	47%	48%	41%	34%	34%	38%	48%	37%	44%	43%	37%	47%	44%	40%	32%	40%	48%	40%	40%	30%	20%	41%	71%	60%	38%								
Don't know	140	80	200	100	133	100	102	7	178	161	79	94	94	49	14	19	106	88	252	224	115	51	68	68	83	40	294	45	67	12	10	9	74	87									
Don't know	15%	7%	22%	16%	19%	11%	15%	5%	14%	14%	15%	16%	18%	13%	12%	10%	16%	12%	14%	16%	13%	16%	13%	13%	13%	13%	13%	13%	8%	7%	8%	9%	11%	9%	12%								

Properties/Means: Columns Tested (5% risk level): a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I

Overlap formulae used. * small base

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.



25-06-196 01: POLITICAL PULSE - AUGUST
2107 - 2170 AUGUST 2023
PUBLIC
PULSE

2 Sep 2023

Table 22
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?

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE				REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	IRELAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	839	939	1127	1100	1300	717	551	599	536	309	111	200	1096	1308	109	1448	820	263	636	836	103	363	1807	140	108	180	217	123	10	98	972	357							
WEIGHTED BASE	2277	1123	1154	605	768	836	938	1127	1100	1300	717	551	599	536	309	111	200	1096	1308	109	1448	820	263	636	836	103	363	1807	140	108	180	217	123	10	98	972	357							
Q = Very bad job	481	202	279	54	126	222	369	52	181	210	102	102	98	47	28	33	145	80	321	233	148	59	78	100	115	27	367	132	18	12	122	5	16	57	237	8								
1	18%	18%	17%	9%	17%	27%	39%	4%	18%	16%	17%	18%	17%	13%	11%	17%	18%	11%	21%	17%	17%	13%	13%	15%	18%	17%	9%	10%	11%	7%	6%	1%	3%	1%	10%	7%	10%							
2	3%	2%	3%	1%	3%	3%	3%	3%	2%	3%	1%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	2%	4%	2%	3%	3%	3%	3%	1%	+	5%	1%	8%	2%	4%									
3	11%	6%	14%	1%	3%	7%	10%	1%	4%	5%	1%	7%	6%	4%	5%	3%	4%	5%	3%	4%	4%	7%	4%	6%	6%	4%	4%	5%	3%	5%	5%	6%	8%	3%	5%	7%								
4	18%	8%	29%	2%	7%	13%	18%	2%	8%	8%	3%	6%	4%	3%	7%	7%	12%	8%	15%	10%	8%	8%	7%	9%	8%	7%	4%	9%	4%	11%	7%	9%	15%	12%	8%	11%								
5	18%	8%	29%	2%	7%	13%	18%	2%	8%	8%	3%	6%	4%	3%	7%	7%	12%	8%	15%	10%	8%	8%	7%	9%	8%	7%	4%	9%	4%	11%	7%	9%	15%	12%	8%	11%								
6	12%	6%	18%	1%	3%	7%	10%	1%	4%	5%	1%	7%	6%	4%	5%	3%	4%	5%	3%	4%	4%	7%	4%	6%	6%	4%	4%	5%	3%	5%	5%	6%	8%	3%	5%	7%								
7	12%	6%	18%	1%	3%	7%	10%	1%	4%	5%	1%	7%	6%	4%	5%	3%	4%	5%	3%	4%	4%	7%	4%	6%	6%	4%	4%	5%	3%	5%	5%	6%	8%	3%	5%	7%								
8	14%	6%	22%	2%	6%	11%	15%	2%	7%	7%	3%	5%	4%	3%	6%	6%	10%	7%	13%	9%	7%	7%	6%	8%	7%	6%	5%	4%	6%	6%	8%	10%	7%	9%	13%	10%								
9	4%	2%	6%	0%	1%	2%	3%	0%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%								
10 = Very good job	77	37	40	17	24	16	7%	2	44	33	18	15	19	19	3	3	71	32	45	39	18	14	17	17	27	24	52	5	46	4	9	1	1	29	28									
Mean	6.38	6.56	6.2	5.43	6.25	6.82	6.44	6.49	6.68	6.1	6.02	6.47	6.22	6.33	6.05	6.25	6.42	5.7	6.38	6.03	6.08	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03	6.03								
NET: Bad job	17%	18%	17%	9%	17%	27%	39%	4%	18%	16%	17%	18%	17%	13%	11%	17%	18%	11%	21%	17%	17%	13%	13%	15%	18%	17%	9%	10%	11%	7%	6%	1%	3%	1%	10%	7%	10%							
NET: Good job	77%	79%	79%	89%	82%	72%	60%	95%	81%	83%	87%	83%	84%	86%	92%	96%	87%	88%	83%	88%	88%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%	86%							
Don't know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%								
Prober net to see	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/a/b/c - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 23

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 Table

Base: All adults aged 18+ in Great Britain

	Labour Party	Conservative Party	Liberal Democrats	Green Party	Reform UK	Restore Britain
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277
(4) Very likely to consider voting for	410	258	165	228	393	184
	18%	11%	7%	10%	17%	8%
(3) Fairly likely to consider voting for	477	430	477	407	324	259
	21%	19%	21%	18%	14%	11%
(2) Not very likely to consider voting for	449	538	665	489	237	407
	20%	24%	29%	21%	10%	18%
(1) Would not consider at all	753	869	748	952	1157	1177
	33%	38%	33%	42%	51%	52%
Mean	2.26	2.04	2.03	1.96	1.98	1.73
NET: Very/ Fairly likely to consider voting for	887	687	642	634	717	442
	39%	30%	28%	28%	31%	19%
NET: Not very likely to/ Would not consider voting for	1202	1406	1413	1441	1394	1584
	53%	62%	62%	63%	61%	70%
Don't know	188	183	222	202	166	251
	8%	8%	10%	9%	7%	11%

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.



Table 24
Q4_1 - 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

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE				REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	1154	606	773	838	838	2177	1100	1177	1100	717	551	589	536	103	111	100	1065	1108	107	1448	839	101	263	416	103	101	1007	140	808	149	217	123	98	972	357							
WEIGHTED BASE	2277	1123	1154	615	766	796	796	2187	1107	1179	1096	561	593	522	114	113	106	1093	763	1137	1408	899	114	306	313	458	103	103	1003	109	613	160	203	164	87	843	264							
(K) Very likely to consider voting for	818	254	156	132	130	148	395	15	273	137	121	102	80	73	14	20	376	188	222	263	147	49	86	130	140	79	330	12	316	17	8	7	5	243	82									
(L) Fairly likely to consider voting for	186	236	136	216	176	166	186	126	216	146	1	169	9	102	176	236	126	106	196	256	146	196	176	166	176	206	206	266	176	36	106	36	76	06	296	126								
(M) Not very likely to consider voting for	477	226	251	179	149	149	461	16	268	179	507	114	106	87	23	40	414	215	262	307	170	54	113	118	156	90	385	37	180	55	26	28	15	232	76									
(N) Not likely to consider voting for	216	206	226	296	206	106	216	136	236	186	206	106	206	206	206	216	296	176	226	206	226	206	176	226	216	236	306	206	106	296	306	96	276	176	286	116								
(O) Not very likely to consider voting for	449	216	228	230	161	168	450	29	243	206	87	115	97	67	21	60	366	156	323	271	178	66	98	109	134	16	386	76	58	86	49	51	44	31	172	126								
(P) Not likely to consider at all	206	196	206	196	226	196	226	196	216	216	166	196	196	196	216	216	196	176	226	196	206	226	196	206	206	206	196	206	216	106	186	436	356	206	186									
(Q) Would not consider at all	713	370	343	123	227	364	691	63	370	364	174	214	195	63	42	65	646	164	1489	164	1489	485	318	118	160	179	212	52	680	238	37	60	184	137	95	160	403							
Mean	336	336	336	206	326	486	126	686	206	386	326	366	376	206	386	336	336	226	36	226	36	316	376	386	326	326	316	176	336	686	06	176	606	176	606	196	566							
NET: Very likely to consider voting for	887	479	408	310	280	297	855	31	571	316	228	216	186	161	36	80	791	403	484	570	317	100	199	228	296	108	791	48	496	72	35	95	20	475	158									
NET: Not very likely to consider voting for	396	426	376	106	176	376	406	246	406	1	476	366	366	126	336	306	406	146	316	416	366	416	366	376	396	416	416	506	146	876	476	126	136	216	166	226								
NET: Not very likely to consider voting for	1302	586	616	243	397	561	1110	92	613	589	261	328	292	130	65	125	1012	291	911	708	496	187	258	388	346	110	1078	304	95	89	245	61	66	332	529									
Don't know	188	46	142	72	71	47	163	7	95	93	53	49	46	23	10	12	167	46	142	131	57	24	49	35	46	24	142	17	22	8	1	8	1	34	28									
	86	46	126	116	96	56	36	56	76	96	96	86	86	76	96	66	86	96	96	76	76	86	106	86	86	76	86	86	26	46	56	16	76	16	46	46								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 25
Q4_2 - 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

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE			REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000 - £49,999	£50,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	1154	606	773	831	817	2177	1100	1100	717	551	595	530	100	111	200	1165	1108	969	1448	829	203	616	110	836	161	161	1807	140	808	180	217	123	98	97	267	167		
WEIGHTED BASE	2277	1123	1154	615	766	796	787	2187	1107	1176	796	561	595	522	114	113	109	1093	740	1137	1408	809	143	596	113	638	163	163	1803	119	613	160	203	164	97	163	216	164		
(0) Very likely to consider voting for	238	139	119	65	64	129	233	25	163	95	63	68	61	51	43	13	20	224	98	160	145	113	27	62	55	96	37	220	162	22	13	19	3	4	91	114				
(1) Fairly likely to consider voting for	116	136	106	106	96	146	116	196	136	96	126	116	106	146	126	106	116	116	136	106	106	136	96	126	106	146	126	116	126	46	86	76	36	46	116	166				
(2) Not very likely to consider voting for	430	225	204	120	113	187	302	37	270	160	93	121	115	53	12	36	382	140	289	278	152	58	85	85	161	60	365	142	79	22	78	6	15	131	161					
(3) Would not consider at all	109	206	186	106	106	226	186	296	216	166	176	206	226	176	116	186	196	196	196	196	206	176	196	176	156	236	206	196	106	136	176	276	66	176	166	276				
NET: Very likely to consider voting for	538	275	266	166	181	195	321	17	308	230	124	141	136	66	28	40	470	162	376	364	174	62	123	146	165	79	453	33	164	54	85	26	15	169	169					
NET: Not very likely to consider voting for	246	246	236	276	246	276	246	126	246	236	236	246	246	206	226	216	246	226	246	206	206	206	206	246	206	246	206	246	96	276	326	306	206	176	236	246				
NET: Would not consider at all	819	427	436	261	216	352	302	41	689	420	223	214	173	122	46	90	732	261	578	496	372	119	192	230	223	97	764	14	312	72	96	65	54	400	210					
NET: Don't know	38	38	38	38	42	39	41	38	38	42	41	38	38	38	42	40	37	38	38	38	38	42	40	38	42	38	38	42	38	42	38	42	38	42	38	42				
Mean	2.04	2.07	2.01	2.09	1.89	2.12	2.02	2.36	2.12	1.92	1.99	2.08	2.09	2.06	1.93	1.92	2.05	2.06	2.02	2.05	2.01	1.91	2.04	1.93	2.2	2.13	2.02	1.28	1.65	1.89	2.07	1.47	1.63	1.89	2.31					
NET: Very likely to consider voting for	687	305	323	185	177	325	625	62	683	255	156	189	166	96	26	56	606	238	449	423	265	85	147	140	257	97	586	164	101	35	97	9	18	223	305					
NET: Not very likely to consider voting for	306	326	286	306	246	346	286	486	346	286	296	326	326	306	236	286	316	326	296	306	306	276	296	256	376	326	306	206	366	216	346	86	216	286	426					
NET: Don't know	160	69	702	367	496	543	1346	60	757	649	347	355	330	190	74	111	1002	453	954	800	546	201	315	376	388	178	1217	48	496	126	181	91	68	590	379					
Don't know	183	49	134	73	74	36	175	6	89	94	38	49	47	27	12	10	161	49	134	125	59	27	44	35	43	30	110	8	18	8	5	3	1	30	30					
NET: Don't know	86	46	126	126	126	46	96	66	76	96	76	86	96	96	116	106	86	76	96	96	96	96	96	96	96	96	106	86	26	36	196	26	16	496	46					

Proportions/Means: Columns Total (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 26
Q4_3 - 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

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE			REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MALE	WOMAN	16-24	25-34	35-44	45-54	ABC1	DE	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1300	977	717	551	595	536	505	111	200	1665	1103	1170	1848	829	105	616	515	616	361	1807	345	808	188	217	121	98	972	557								
WEIGHTED BASE	2277	1123	1154	615	766	766	2187	1276	966	561	565	522	514	113	113	200	1665	1103	1170	1848	829	105	616	515	616	361	1807	345	813	188	217	121	97	972	557								
(1) Very likely to consider voting for	185	86	77	57	51	57	156	8	93	72	38	30	58	28	5	6	154	76	89	104	80	27	42	39	51	24	140	13	34	79	5	4	3	95	26								
(2) Fairly likely to consider voting for	75	35	75	9%	7%	6%	7%	6%	7%	7%	7%	5%	11%	0%	4%	3%	8%	10%	6%	7%	7%	9%	8%	7%	7%	8%	7%	4%	6%	47%	2%	4%	4%	11%	4%								
(3) Not very likely to consider voting for	477	241	234	135	173	169	458	19	322	155	300	113	111	86	20	47	410	206	271	300	178	54	97	130	157	75	398	53	103	74	19	30	22	266	97								
(4) Would not consider at all	21%	22%	20%	22%	23%	19%	21%	10%	26%	16%	18%	10%	21%	27%	18%	24%	21%	28%	18%	21%	20%	17%	19%	24%	23%	23%	20%	12%	11%	44%	7%	22%	25%	32%	14%								
NET: Not very likely to consider voting for	665	325	336	185	219	261	622	43	404	261	253	173	140	108	30	60	575	254	431	431	231	80	137	164	219	102	558	112	264	39	40	30	297	176									
(5) Would not consider at all	29%	29%	29%	30%	29%	29%	30%	13%	32%	26%	28%	29%	27%	34%	27%	30%	29%	32%	28%	31%	27%	26%	27%	30%	32%	34%	29%	11%	40%	6%	23%	38%	34%	35%	25%								
Mean	2.88	2.81	2.84	2.16	2.08	1.9	2.04	1.86	2.14	1.89	1.96	1.92	2.14	2.27	1.85	1.94	2.05	2.29	1.9	2.07	1.97	1.96	2.01	2.05	2.08	2.21	2	1.75	2.25	3.42	1.43	2.14	1.97	2.39	1.67								
NET: Very likely to consider voting for	642	327	312	192	224	226	615	27	415	227	138	143	170	114	25	53	564	283	359	404	238	81	139	169	208	99	538	87	227	128	24	34	25	361	123								
NET: Not very likely to consider voting for	28%	29%	27%	31%	30%	25%	28%	21%	32%	23%	25%	24%	33%	30%	22%	27%	29%	38%	23%	29%	27%	26%	27%	31%	30%	33%	28%	12%	37%	50%	9%	13%	28%	43%	17%								
NET: Not very likely to consider voting for	1413	726	683	347	438	628	1318	95	792	661	346	391	301	172	75	129	1209	396	1017	817	556	199	311	341	427	189	1132	280	359	10	254	65	61	442	550								
Don't know	222	104	118	67	85	90	214	8	112	110	57	58	52	28	12	14	196	61	161	147	75	34	56	40	53	34	183	12	27	6	5	5	3	38	41								
	10%	9%	14%	14%	11%	6%	10%	6%	9%	11%	11%	10%	10%	9%	11%	7%	10%	8%	10%	10%	9%	11%	11%	7%	8%	11%	9%	1%	4%	3%	2%	5%	2%	7%	6%								

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I

Overlap formulae used. * small base



Table 27
Q4_4 - 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

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE			REGION							EDUCATION		WORKING STATUS		INCOME						ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	1154	605	773	819	1177	1303	717	551	555	551	555	536	503	111	200	1065	1108	100	1448	829	353	616	515	638	363	363	1007	145	808	188	217	181	98	972	557				
WEIGHTED BASE	2277	1123	1154	605	768	796	1207	1279	706	563	563	555	522	514	113	200	1050	763	1137	1408	809	343	596	513	638	363	363	1003	159	613	169	203	164	977	563	563					
(K) Very likely to consider voting for	10%	10%	10%	13%	9%	3%	11%	*	10%	10%	10%	8%	8%	7%	16%	9%	13%	13%	9%	11%	10%	8%	11%	7%	11%	12%	19%	9%	2%	11%	10%	3%	64%	10%	12%	4%					
(L) Fairly likely to consider voting for	40%	40%	40%	46%	43%	37%	47%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%		
(M) Not very likely to consider voting for	48%	48%	48%	44%	44%	54%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	
(N) Would not consider at all	12%	12%	12%	11%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
Mean	1.96	1.92	1.98	2.35	1.97	1.58	1.99	1.42	2.03	1.85	1.93	1.87	1.88	2.34	1.95	1.91	1.96	2.21	1.83	2.07	1.78	1.9	1.87	1.97	2.05	2.53	1.87	1.39	2.22	2.34	1.32	1.47	1.89	2.35	1.46	1.46					
NET: Very/ fairly likely to consider voting for	50%	50%	50%	59%	52%	40%	58%	54%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%		
NET: Not very likely/ not/ would not consider voting for	48%	48%	48%	44%	44%	54%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	
Don't know	12%	12%	12%	11%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g/h - i/j/k/l/m/n/o/p/q - r/s - t/u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 28
Q4_5 - 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? Return UK

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000 - £29,999	£30,000 - £39,999	£40,000 - £49,999	£50,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	1154	606	773	838	818	2177	1303	717	531	595	520	1035	111	200	1065	1108	950	1448	820	353	436	133	836	363	363	1807	140	808	180	217	123	98	972	357						
WEIGHTED BASE	2277	1123	1154	605	768	837	818	2177	1303	717	531	595	522	1035	113	199	1093	740	1137	1408	809	343	426	143	836	363	363	1807	139	813	180	203	104	977	363							
(1) Very likely to consider voting for	893	242	151	101	131	161	163	301	166	227	106	114	91	39	20	23	350	80	313	261	132	42	89	112	118	32	358	74	34	7	104	1	6	69	237							
(2) Fairly likely to consider voting for	176	22%	13%	10%	18%	18%	17%	23%	13%	23%	13%	15%	17%	13%	18%	12%	18%	11%	20%	10%	15%	13%	18%	20%	17%	12%	10%	18%	21%	5%	4%	6%	1%	7%	8%	15%						
(3) Not very likely to consider voting for	14%	10%	13%	18%	11%	15%	14%	10%	14%	14%	13%	16%	16%	12%	8%	14%	15%	12%	15%	14%	15%	16%	15%	12%	15%	16%	14%	22%	11%	4%	23%	2%	9%	9%	22%							
(4) Not likely to consider voting for	237	109	118	63	72	82	77	201	102	152	52	52	50	47	5	11	201	72	166	158	80	30	56	60	73	45	185	61	58	14	24	6	4	74	73							
(5) Would not consider at all	10%	11%	10%	11%	10%	9%	10%	11%	10%	10%	11%	10%	10%	10%	10%	10%	10%	10%	11%	11%	10%	10%	11%	11%	11%	10%	10%	17%	9%	8%	5%	6%	5%	9%	10%							
Mean	1.98	2.12	1.84	2.04	1.93	1.97	1.96	1.98	2.29	1.83	2.17	2.02	2.04	2.05	1.82	1.83	1.83	2	1.7	2.11	2.03	1.9	1.91	2.02	2.01	1.98	1.83	2	2.33	1.48	1.31	3.62	1.12	1.44	1.53	2.62						
NET: Very/Fairly likely to consider voting for	717	415	302	202	216	286	262	543	353	364	179	208	175	76	29	30	638	171	546	407	260	94	164	176	223	79	635	164	99	14	200	3	14	149	398							
NET: Not very likely to/ Would not consider voting for	1560	708	852	403	552	550	556	1634	69	874	539	328	352	294	216	71	136	1188	550	805	862	552	193	303	342	425	203	1179	384	101	146	18	101	72	675	283						
Don't know	168	45	123	60	67	100	100	70	96	36	83	53	21	12	11	11	143	40	126	109	57	27	39	33	39	21	139	12	13	8	5	-	2	17	33							

Proportions/Means: Columns Total (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 25
Q4_8 - 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? Restate Britain

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	839	818	2177	100	1500	717	551	599	526	1000	111	200	1165	1108	160	1448	820	353	636	110	836	363	1887	140	618	180	217	123	98	972	357							
WEIGHTED BASE	2277	1123	1154	625	766	766	745	1917	100	1500	717	551	599	526	1000	111	200	1165	1108	160	1448	820	353	636	110	836	363	1887	140	618	180	217	123	98	972	357							
(0) Very likely to consider voting for	184	111	73	66	79	39	182	1	80	104	50	45	42	21	5	21	158	39	145	151	33	23	34	54	59	23	161	20	34	3	70	1	3	25	37								
	8%	10%	6%	11%	11%	4%	8%	1%	8%	10%	9%	8%	8%	8%	7%	5%	11%	8%	5%	9%	11%	4%	7%	7%	10%	9%	8%	8%	6%	9%	2%	29%	1%	4%	3%	14%							
(1) Fairly likely to consider voting for	259	154	104	108	76	75	245	14	131	127	63	75	51	44	11	15	233	82	177	187	72	39	62	54	92	40	215	40	48	10	64	9	3	54	78	95							
	11%	14%	9%	17%	10%	8%	11%	11%	10%	13%	12%	14%	10%	10%	7%	12%	11%	11%	11%	12%	8%	13%	12%	10%	13%	13%	11%	14%	8%	6%	23%	9%	4%	9%	13%								
(2) Not very likely to consider voting for	407	199	208	139	128	160	303	24	216	191	94	97	110	52	19	35	353	120	287	258	149	52	100	108	112	71	335	79	91	33	85	10	15	119	147								
	18%	18%	18%	19%	17%	18%	18%	19%	17%	19%	17%	16%	21%	17%	17%	18%	18%	16%	16%	19%	18%	17%	17%	20%	20%	16%	23%	17%	22%	15%	20%	13%	9%	17%	14%	21%							
(3) Would not consider at all	1177	582	589	243	382	572	1082	84	731	445	279	313	247	166	66	112	999	437	740	948	529	156	247	293	365	132	1032	138	625	7	115	68	77	64	180	305							
	52%	52%	51%	39%	48%	63%	55%	60%	57%	45%	50%	53%	47%	53%	59%	57%	51%	51%	59%	48%	48%	61%	50%	49%	53%	53%	44%	55%	68%	48%	24%	78%	73%	70%	45%								
Mean	1.78	1.8	1.65	1.99	1.8	1.51	1.75	1.46	1.62	1.87	1.77	1.8	1.72	1.75	1.72	1.56	1.69	1.74	1.59	1.8	1.87	1.5	1.74	1.73	1.74	1.75	1.83	1.72	1.7	1.69	1.39	2.51	1.32	1.37	1.44	1.88							
	h	h	h	def	def	def	def	def	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h						
NET: Very/ fairly likely to consider voting for	442	265	177	174	155	114	427	15	211	231	113	119	94	85	16	35	391	121	322	338	105	63	96	108	151	63	376	89	82	13	124	10	7	104	192								
	19%	24%	15%	28%	21%	15%	20%	12%	17%	23%	21%	20%	18%	21%	15%	18%	20%	16%	21%	21%	24%	12%	20%	19%	20%	22%	21%	39%	13%	13%	8%	47%	10%	8%	12%	27%							
NET: Not very/ likely not/ Would not consider voting for	1834	780	797	352	490	732	1476	109	968	636	367	411	357	218	84	147	1353	557	1027	908	678	207	347	401	477	203	1367	267	505	148	134	87	79	705	452								
	78%	70%	69%	58%	65%	83%	68%	84%	74%	64%	48%	69%	68%	70%	78%	75%	69%	62%	75%	67%	64%	78%	68%	65%	73%	69%	67%	70%	74%	82%	48%	47%	84%	84%	65%								
Don't know	211	66	184	90	103	17	245	6	120	133	61	83	72	31	11	14	226	62	188	164	87	44	63	41	60	37	210	23	25	8	15	7	2	33	30								
	11%	6%	16%	14%	14%	6%	11%	5%	9%	13%	11%	11%	14%	10%	7%	11%	11%	8%	12%	12%	10%	14%	12%	8%	9%	13%	11%	6%	4%	1%	3%	7%	2%	4%	10%								
	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h							

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/C/D/E/F/G - H/I

Overlap formulae used. * small base

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.



25-06-196 01: POLITICAL PULSE - AUGUST
2107 - 27TH AUGUST 2015
PUBLIC
PULSE

2 Sep 2015

Table 30
Q8- 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?
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE					REGION					EDUCATION					WORKING STATUS					INCOME					ETHNICITY					GENERAL ELECTION 2015 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE													
Unsettled base	2277	1111	1166	606	773	810	717	551	330	551	505	536	303	1101	1103	100	1448	829	303	203	416	510	826	303	1017	140	1018	140	217	123	08	912	157																	
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238	438	112	148	65	57	573	401																
Healthcare/ NHS/ hospitals	1279	608	670	320	443	458	428	323	172	323	302	315	160	68	119	1171	489	881	806	373	175	209	300	414	166	1202	238																							



Table 31
Q15 - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE			SOCIAL GRADE			REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MALE	FEMALE	18-24	25-34	35+	45+	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	2296	606	773	838	2177	1100	1100	1100	717	551	595	536	309	111	200	1165	1108	1169	1048	839	313	616	110	836	361	1887	145	108	217	121	98	972	137					
WEIGHTED BASE	2277	2296	606	773	838	2177	1100	1100	1100	717	551	595	536	309	111	200	1165	1108	1169	1048	839	313	616	110	836	361	1887	145	108	217	121	98	972	137					
The Labour Party led by Andy Burnham	1146	1150	312	384	430	1101	44	722	424	269	281	242	192	53	109	884	488	658	706	440	146	212	278	372	185	956	82	124	126	24	80	53	610	202					
	50%	50%	50%	50%	51%	45%	51%	14%	56%	42%	50%	47%	46%	61%	48%	55%	50%	46%	43%	50%	51%	46%	50%	50%	54%	61%	49%	22%	86%	75%	8%	77%	61%	72%	28%				
Reform UK led by Nigel Farage	654	374	280	208	315	595	99	320	314	166	197	159	58	31	43	580	312	522	405	249	82	150	173	190	46	601	202	46	10	247	3	8	116	411					
	29%	16%	24%	21%	26%	37%	26%	40%	25%	21%	21%	21%	18%	26%	22%	29%	28%	28%	29%	29%	26%	30%	30%	31%	28%	15%	32%	24%	7%	9%	87%	9%	14%	15%					
No preference	243	130	113	66	70	87	234	8	130	123	60	59	54	36	14	19	200	69	174	128	85	46	63	50	70	46	284	47	16	17	2	10	11	51	53				
	11%	6%	10%	9%	10%	11%	10%	6%	8%	12%	11%	10%	10%	12%	11%	10%	11%	9%	12%	11%	10%	10%	12%	11%	10%	10%	11%	10%	12%	10%	10%	10%	10%	10%	10%				
Don't know	235	65	169	64	88	92	217	18	117	118	46	55	67	28	13	26	136	51	184	139	96	38	41	50	57	24	201	12	6	6	2	11	10	54	49				
	10%	6%	15%	9%	12%	10%	10%	14%	9%	12%	8%	9%	13%	9%	12%	11%	10%	7%	12%	10%	11%	12%	9%	8%	9%	8%	9%	10%	8%	6%	6%	2%	11%	12%	6%	7%			

Proportions/Means: Column Total (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 32
Q3A - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE				REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL		MAN	WOMAN	16-24	25-34	35+	16-24	25-34	35+	ABC1	C2DE		NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND		GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
Unweighted base	2277	683	1123	1147	606	773	838	2177	1103	1274	737	531	589	530	309	111	200	1065	1308	1108	1587	1448	830	263	456	533	635	361	1007	140	80	217	133	98	972	357							
Weighted base	2277	683	1123	1147	605	768	904	2176	1103	1275	706	541	595	522	343	113	200	1093	1327	1108	1587	1448	808	263	456	533	635	361	1003	139	81	216	133	97	977	361							
The Labour Party led by Andy Burnham	3038	527	1671	1643	329	329	348	1600	808	395	134	619	389	234	238	215	161	80	886	420	594	320	623	303	128	213	280	305	388	362	23	117	108	32	63	41	308	333					
	45%	47%	42%	54%	34%	46%	40%	46%	40%	28%	48%	40%	47%	40%	43%	52%	44%	48%	44%	57%	39%	46%	40%	45%	40%	42%	51%	46%	58%	43%	7%	86%	61%	18%	48%	48%	64%	27%					
The Conservative Party led by Rishi Sunak	451	343	343	362	149	149	168	368	368	271	149	183	168	136	136	36	51	566	309	479	412	380	271	79	140	140	227	30	381	267	3	12	13	174	383								
	29%	31%	31%	28%	12%	25%	27%	36%	27%	33%	12%	16%	12%	13%	22%	23%	26%	29%	24%	33%	36%	27%	31%	23%	23%	28%	29%	33%	18%	80%	82%	6%	12%	56%	9%	21%	21%	40%					
	22%	17%	17%	10%	12%	12%	10%	12%	10%	8%	10%	17%	10%	11%	8%	4%	4%	25	290	209	83	206	222	62	207	62	69	64	87	27	23	54	20	28	14	36							
No preference	140	14%	14%	15%	10%	16%	15%	12%	16%	15%	13%	10%	12%	14%	12%	13%	15%	11%	10%	15%	16%	10%	12%	10%	17%	12%	13%	15%	14%	7%	4%	13%	19%	19%	18%	10%	18%						
Don't know	284	84	197	197	88	88	105	88	88	111	131	134	88	88	38	34	24	240	58	208	184	100	87	85	60	54	34	243	18	32	5	8	82	82	58	18							
	12%	8%	17%	13%	12%	12%	14%	10%	13%	15%	13%	13%	13%	12%	13%	12%	13%	12%	12%	8%	13%	13%	12%	13%	13%	13%	13%	8%	13%	12%	1%	9%	8%	12%	12%	7%	13%						

Proportions/Means: Column Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 33
Q33B - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	45+	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1300	1300	551	559	536	809	111	200	1965	1968	1968	1968	1648	839	263	263	445	535	836	363	1887	140	888	188	217	133	98	972	567		
WEIGHTED BASE	2277	1123	1154	606	773	838	2177	1300	1300	551	559	536	809	111	200	1965	1968	1968	1968	1648	839	263	263	445	535	836	363	1887	140	888	188	217	133	98	972	567		
The Conservative Party led by Rishi Sunak	364	179	185	27	51	59	168	296	296	121	128	116	189	24	46	451	301	134	676	323	133	205	212	362	129	833	246	809	100	82	51	48	678	252				
Reform UK led by Nigel Farage	124	63	61	18	28	38	87	18	18	7	10	10	18	1	3	68	1	48	362	172	87	119	136	158	36	478	76	70	8	229	5	7	81	838				
No preference	461	222	239	139	155	167	444	17	208	102	105	111	89	78	28	39	36	362	208	282	216	205	216	206	199	100	38	181	35	15	30	27	191	80				
Don't know	138	67	71	38	51	59	138	17	17	7	10	10	18	1	3	68	1	48	362	172	87	119	136	158	36	478	76	70	8	229	5	7	81	838				

Proportions/Means: Columns Totals (5% risk level) a/b - c/d/e/f/g h/i - j/k/l/m/n/o/p q/r - s/t u/v/w/x y/A B/C/D/E/F/G H/I
Overlap formulae used. * small base

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.

[Return to Index](#)



25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 34
QQLEADERQUAL1 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham

Base: All adults aged 18+ in Great Britain

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader	Is a likeable person	Has sound judgement	Acts with integrity
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Does apply	926	1173	1168	792	1008	1155	651	815	940	782	596	840	1228	885	1008
	41%	52%	51%	35%	44%	51%	29%	36%	41%	34%	26%	37%	54%	39%	44%
Does not apply	494	563	522	680	510	583	514	506	542	750	579	780	468	551	494
	22%	25%	23%	30%	22%	26%	23%	22%	24%	33%	25%	34%	21%	24%	22%
Don't know	857	541	588	805	759	539	1112	956	795	745	1103	656	581	842	775
	38%	24%	26%	35%	33%	24%	49%	42%	35%	33%	48%	29%	26%	37%	34%

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



Table 35
QQIAZKXQJAL1_1 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, An honest person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION				WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MALE	FEMALE	18-24	25-34	35+	45-54	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	606	773	898	2177	1100	1100	717	531	531	595	536	1029	111	200	1955	1108	160	1448	820	353	616	148	63	76	651	1807	140	808	180	217	121	98	972	167		
WEIGHTED BASE	2277	1123	625	768	766	2187	1107	1179	796	563	563	595	522	1141	1137	186	1959	743	1137	1408	808	343	596	153	68	76	651	1803	139	813	180	203	124	97	941	164		
Does not apply	826	526	268	266	302	867	59	572	354	237	234	285	205	139	41	70	815	376	550	563	383	120	207	240	291	136	780	138	380	100	76	40	28	468	226			
	41%	47%	34%	43%	38%	48%	40%	40%	40%	31%	44%	38%	38%	40%	37%	38%	41%	51%	30%	40%	42%	30%	41%	44%	42%	41%	40%	31%	44%	19%	27%	39%	31%	16%	32%			
Does not apply	498	275	227	126	138	230	460	28	248	248	113	139	198	106	23	41	430	120	314	311	183	64	114	130	163	40	448	120	16	155	17	20	108	241				
	21%	24%	20%	16%	16%	23%	21%	21%	21%	13%	13%	15%	13%	2%	3%	2%	22%	16%	24%	21%	16%	6%	10%	10%	12%	10%	21%	10%	1%	1%	1%	1%	1%	1%				
Don't know	857	330	525	231	324	302	814	43	460	396	191	220	209	104	48	85	724	243	613	103	324	130	186	195	235	118	725	130	183	52	73	47	39	260	287			
	38%	30%	45%	37%	41%	35%	38%	32%	36%	40%	35%	37%	40%	35%	33%	43%	41%	37%	33%	40%	38%	37%	42%	37%	36%	34%	39%	37%	31%	27%	31%	26%	45%	32%	35%			

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used: * email base



Table 36
QQZAEZQJAL_1_2 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, in touch with ordinary people
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-75	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
TOTAL	50	50	25	25	25	25	25	30	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20			
UNREGISTERED BASE	2277	1123	1154	606	773	819	2177	1100	1100	717	551	595	536	100	111	200	1065	59	1448	839	263	616	510	836	361	1807	140	808	180	217	123	98	972	517				
REGISTERED BASE	7777	1111	1120	615	766	766	7817	1107	1179	766	561	595	522	1141	1117	186	1063	743	1117	1408	808	1141	506	513	636	361	1807	140	808	180	217	123	98	972	517			
Does apply	1179	599	572	325	381	487	1111	63	718	455	309	293	239	363	55	84	1024	465	708	710	463	141	268	289	378	163	1008	144	473	717	95	53	39	575	282			
Does not apply	12%	54%	49%	12%	48%	54%	12%	48%	90%	45%	17%	48%	90%	12%	10%	48%	12%	61%	46%	10%	12%	41%	12%	12%	10%	54%	12%	48%	17%	69%	14%	48%	44%	58%	42%			
Does not include	282	313	348	112	181	200	282	1	19	27%	120	183	120	79	22	30	480	120	427	334	229	86	112	138	16	19	302	156	15	142	11	24	128	283				
Don't know	28%	28%	21%	19%	24%	20%	24%	23%	28%	22%	22%	27%	23%	24%	20%	26%	23%	18%	28%	24%	28%	28%	24%	23%	24%	18%	26%	43%	30%	19%	50%	20%	27%	15%	40%			
Don't know	541	109	118	178	206	156	513	38	272	209	112	137	131	75	34	52	455	119	402	364	177	87	117	124	144	86	445	19	81	29	45	32	25	119	119			
Don't know	24%	18%	29%	20%	28%	17%	24%	21%	27%	21%	21%	21%	21%	24%	11%	26%	21%	10%	26%	26%	20%	28%	23%	22%	21%	28%	17%	13%	17%	16%	11%	28%	16%	19%				

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 37
QQIAZ8E9QIAJL_3 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, has a lot of personality
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	2277	1123	1154	606	773	818	2177	531	595	536	1019	111	200	1955	1108	1169	1448	820	263	616	110	836	161	161	1807	140	808	180	217	121	98	972	167					
WEIGHTED BASE	2277	2277	1123	1154	615	768	796	2187	561	605	522	1141	1137	186	1959	740	1137	1408	808	1141	506	111	618	161	161	1803	167	811	160	203	1647	877	841	214					
Does apply	1108	630	318	340	512	1082	75	718	412	307	292	163	50	97	1020	458	709	895	472	151	276	279	370	158	1003	187	462	114	110	44	46	559	315						
	15%	5.7%	46%	52%	5.7%	14%	58%	60%	43%	1.7%	48%	45%	5.2%	45%	50%	5.2%	4.2%	60%	68%	54%	48%	14%	11%	54%	5.2%	12%	48%	75%	68%	39%	4.2%	5.2%	60%	46%					
Does not apply	1223	508	219	112	176	287	1105	100	461	78	22	39	461	121	401	108	208	70	451	318	80	119	130	180	80	401	119	85	22	114	12	36	118	200					
	22%	20%	21%	18%	24%	20%	23%	27%	21%	25%	20%	26%	23%	25%	20%	16%	26%	22%	24%	25%	22%	22%	22%	24%	20%	40%	23%	14%	11%	19%	47%	21%	18%	14%	36%				
Don't know	188	201	385	198	222	158	109	19	295	293	127	147	142	72	39	61	488	160	427	307	191	83	120	152	154	84	500	89	85	32	39	38	26	105	140				
	8%	18%	33%	12%	11%	18%	20%	12%	23%	24%	25%	2.7%	35%	31%	25%	2.5%	3.1%	28%	28%	23%	23%	26%	24%	22%	28%	26%	10%	14%	10%	14%	10%	20%	20%	20%					

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used: * small base



Table 18
QQIAZ8R9QJIAJL_4 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, has the right plans for Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	18-75	76+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	585	595	599	2177	1100	1100	717	551	599	536	1019	111	200	1993	1108	599	1848	839	353	616	110	836	361	1807	140	808	180	217	123	98	972	517					
WEIGHTED BASE	7777	3113	615	766	796	7247	3807	1778	796	561	593	522	1141	1137	199	1993	742	1137	3608	409	1141	306	513	638	303	1803	119	613	180	283	1647	877	843	214	180				
Does apply	782	430	352	283	241	270	756	86	485	308	225	201	174	111	30	52	711	327	465	519	273	98	185	188	264	133	658	50	389	71	50	93	21	180	146				
Does not apply	856	390	316	496	657	306	286	385	317	426	344	336	355	271	263	385	445	308	276	326	273	315	176	145	645	345	145	405	626	180	145	145	245	495	205				
Does not know	680	300	315	340	327	336	363	283	199	140	184	128	89	31	89	180	385	315	389	280	70	115	168	209	12	608	100	160	31	178	178	30	180	312					
Don't know	805	321	481	328	300	398	756	49	442	363	167	207	191	113	50	76	678	248	557	489	316	125	166	194	216	108	687	106	148	67	55	49	33	271	218				
	35%	29%	42%	32%	40%	34%	35%	38%	25%	36%	31%	32%	37%	36%	40%	39%	34%	33%	36%	35%	36%	37%	40%	33%	32%	36%	35%	29%	24%	39%	19%	67%	38%	32%	32%	30%			

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table 35
QQIAZ8E9QIAJL1_3_5 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, A capable leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	1147	606	773	810	1100	1177	531	595	536	1039	111	200	1065	1108	595	1448	839	353	616	148	631	361	1807	140	808	180	217	123	98	972	557			
WEIGHTED BASE	7777	1111	1110	615	766	766	7187	1307	561	595	522	1141	1117	186	1069	740	1117	1408	808	341	506	151	658	363	1803	159	811	180	203	1047	877	841	214	230		
Doesn't apply	1008	523	484	308	389	382	953	55	417	464	448	223	147	48	83	883	411	587	825	384	119	234	253	328	145	880	97	408	111	82	44	34	513	230		
Does not apply	48%	47%	42%	49%	41%	41%	41%	46%	41%	40%	41%	47%	39%	41%	45%	50%	39%	49%	44%	38%	46%	49%	47%	48%	48%	27%	71%	69%	29%	41%	39%	51%	12%			
Don't know	110	217	230	111	120	124	478	12	207	213	118	147	116	68	28	37	647	118	304	312	188	68	119	134	16	40	441	140	141	19	10	93	212	212		
Don't know	22%	25%	20%	19%	21%	20%	22%	24%	20%	23%	22%	22%	23%	19%	23%	16%	26%	22%	23%	21%	25%	23%	22%	20%	44%	23%	14%	39%	8%	9%	50%	18%	11%	38%		
Don't know	759	311	444	197	284	278	716	43	430	328	159	197	185	98	42	78	639	213	545	471	288	129	147	173	212	98	652	129	43	60	45	37	237	213		
Don't know	33%	28%	38%	32%	38%	35%	33%	33%	34%	33%	33%	31%	38%	40%	31%	29%	31%	31%	33%	40%	29%	31%	31%	32%	33%	34%	21%	25%	43%	43%	42%	28%	30%			

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used: * small base



Table 60
QQ4ADEQUJAL1_1_5 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, Understands the problems facing Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION				WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-75	75+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	606	773	898	2177	1100	1193	717	531	595	536	309	111	200	1955	1108	109	1448	830	353	616	510	836	361	1807	140	808	180	217	123	98	972	107							
WEIGHTED BASE	2277	1123	605	768	906	2187	1107	1178	706	563	593	522	314	113	200	1959	743	1137	1408	808	343	596	513	838	363	1803	139	813	180	215	124	97	943	104							
Does apply	1135	573	343	354	435	1088	67	681	465	306	296	282	162	47	82	1016	457	688	700	455	146	260	278	369	171	980	128	497	700	111	84	59	36	573	276						
Does not apply	1142	550	263	414	463	1099	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1							
Don't know	285	130	111	128	171	345	38	380	285	120	140	120	78	24	18	500	138	405	343	230	87	130	140	168	30	118	174	102	12	38	28	118	100								
Don't know	539	215	323	182	205	171	515	24	289	250	103	137	139	74	40	47	452	145	304	364	175	81	116	123	151	82	445	56	86	38	37	33	23	155	118						
Don't know	245	105	140	80	90	100	240	10	215	250	100	120	120	70	30	40	450	140	300	360	170	80	110	120	150	80	440	50	80	30	30	30	20	150	110						

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used: * small base



Table 01
QQZAEERQJIAJL_3_7 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, Good is a crisis
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	695	773	810	810	1303	717	531	595	536	303	111	200	1955	1448	820	1448	820	263	636	155	836	363	363	1807	140	808	180	217	123	98	972	357					
WEIGHTED BASE	2277	1123	695	773	810	810	1303	717	531	595	536	303	111	200	1955	1448	820	1448	820	263	636	155	836	363	363	1807	140	808	180	217	123	98	972	357					
Does apply	851	345	303	235	265	265	385	265	172	188	141	308	27	36	388	271	380	437	214	76	146	138	234	345	120	580	63	302	19	214	46	31	31	16	135	127			
	37%	31%	26%	41%	26%	27%	30%	37%	32%	28%	27%	34%	24%	28%	30%	27%	37%	31%	23%	21%	23%	24%	29%	29%	34%	40%	27%	14%	40%	37%	16%	30%	18%	40%	18%				
Does not apply	236	208	226	127	137	239	239	479	36	297	297	128	148	112	63	24	41	460	124	390	112	180	37	117	136	16	16	413	140	157	14	148	16	10	103	278			
	20%	20%	20%	19%	29%	29%	20%	24%	24%	24%	23%	22%	20%	22%	21%	23%	37%	23%	23%	22%	18%	25%	23%	22%	18%	18%	23%	14%	39%	9%	52%	13%	21%	12%	38%				
Don't know	112	478	630	233	384	405	405	1042	70	636	476	241	277	289	144	61	119	931	345	767	949	463	181	213	256	306	128	970	154	254	96	90	57	53	403	115			
	49%	42%	54%	41%	51%	50%	50%	48%	45%	47%	52%	40%	55%	61%	47%	47%	47%	47%	50%	46%	46%	58%	40%	40%	44%	42%	30%	41%	41%	57%	32%	55%	80%	48%	44%				

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formulae used: * email base



Table 02
QQ4ADERQJAL1_3 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, *Pay attention to detail*
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	45+	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	606	773	819	2177	1100	1100	717	531	599	536	1039	111	200	1093	1108	109	1448	839	353	616	110	836	361	1807	140	808	180	217	121	98	972	107						
WEIGHTED BASE	2277	1123	615	768	796	2187	1107	1178	796	561	603	522	1141	113	199	1093	743	1137	1408	408	343	506	103	836	363	1803	119	813	180	203	104	87	943	104						
Does apply	815	433	280	236	299	775	40	480	325	221	201	181	113	33	66	717	327	488	511	303	107	181	202	273	131	681	74	381	75	65	40	20	407	180						
	36%	41%	31%	46%	37%	36%	31%	80%	31%	41%	34%	32%	30%	22%	31%	30%	64%	32%	38%	32%	34%	30%	17%	40%	43%	25%	21%	42%	64%	22%	34%	29%	60%	25%						
Does not apply	1460	790	336	532	520	1412	1167	697	392	310	398	355	926	78	134	376	781	609	937	705	246	118	140	563	49	1126	136	427	105	116	140	20	124	128						
	64%	59%	69%	54%	63%	64%	69%	19%	69%	59%	65%	68%	68%	78%	69%	69%	36%	68%	68%	68%	66%	69%	69%	59%	55%	55%	75%	59%	39%	35%	60%	65%	70%	36%	34%					
Don't know	956	386	566	232	312	353	903	53	529	427	204	245	228	136	54	88	814	285	671	596	380	118	196	211	209	126	859	142	184	78	78	48	41	321	276					
	42%	35%	40%	37%	39%	39%	42%	42%	41%	41%	38%	41%	40%	40%	45%	41%	38%	44%	42%	42%	40%	40%	39%	39%	42%	42%	40%	30%	40%	28%	40%	47%	38%	30%						

Proportions/Means: Columns Totalled (5% risk level) - $\alpha/\beta = \frac{C(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N} - \frac{N(A) \cap (B)}{N}$
Overlap formulae used: * small base



Table 43
QQ4ADERQJAL1_3 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, A strong leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	35+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	531	595	536	1029	111	200	1955	1108	160	1448	820	1668	263	636	110	836	161	1807	140	808	180	217	121	98	972	167		
WEIGHTED BASE	2277	1123	605	768	766	2167	1107	1179	766	561	595	522	1141	113	195	1959	740	1137	1408	808	1641	263	636	110	836	161	1807	140	808	180	217	121	97	977	164		
Does not apply	940	479	285	281	363	884	46	374	366	262	237	196	136	38	71	830	376	563	107	343	121	217	230	302	130	807	98	387	89	78	38	36	465	210			
Does not apply	415	426	445	389	405	426	426	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405		
Don't know	795	350	441	219	202	268	768	46	425	370	165	201	203	101	46	80	669	211	563	464	301	123	172	185	220	114	670	105	152	54	69	47	33	250	224		
	35%	32%	38%	26%	35%	35%	21%	33%	37%	30%	34%	30%	32%	42%	42%	34%	31%	33%	35%	35%	30%	34%	34%	32%	38%	34%	29%	25%	32%	24%	65%	38%	30%	31%			

Proportions/Means: Column Total (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 04
QQ4ADERQJAL1_1_30 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, Shames my values
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2024 VOTE			
	MAN	WOMAN	18-24	25-34	35+	35+	18-75	76+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	1123	606	773	819	819	2177	1100	1300	717	531	599	536	309	111	200	1993	1308	969	1448	839	263	636	110	836	361	1897	140	898	189	217	123	98	972	137	
WEIGHTED BASE	7777	3113	615	766	766	766	7247	3307	3776	206	561	665	522	114	1137	106	1993	743	1337	2408	409	143	306	513	688	363	1893	119	613	169	283	1647	877	843	283	
Does apply	782	413	270	240	272	272	755	27	475	307	224	192	139	123	32	52	608	331	451	513	269	93	179	203	252	127	683	48	409	64	55	30	30	24	433	155
	18%	17%	32%	31%	33%	33%	21%	2%	12%	13%	41%	32%	20%	20%	28%	27%	37%	45%	29%	38%	12%	30%	35%	17%	17%	42%	12%	13%	47%	10%	10%	29%	26%	49%	22%	
Does not apply	750	402	345	533	547	547	699	107	302	342	307	407	397	92	95	74	19	37	517	437	326	311	164	174	234	74	600	232	487	104	188	23	107	179	182	
	33%	36%	24%	24%	24%	24%	32%	32%	32%	34%	30%	35%	33%	29%	32%	38%	33%	26%	30%	30%	37%	35%	32%	32%	34%	27%	34%	62%	32%	20%	66%	22%	38%	37	179	182
Don't know	745	308	443	204	276	295	700	45	308	340	154	195	182	99	44	70	630	215	510	468	277	110	163	173	202	95	659	88	144	61	40	51	29	248	178	
	33%	27%	38%	13%	35%	29%	34%	1%	31%	35%	29%	33%	33%	32%	40%	36%	32%	29%	33%	32%	32%	35%	32%	32%	32%	29%	32%	33%	16%	23%	30%	14%	69%	34%	29%	25%

Proportions/Means: Columns Totalled (3% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 65
QQ4ADEQUJAL1_11 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, Gets the big decisions right
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	695	773	810	810	1303	717	531	595	536	1035	111	205	1955	1108	165	1448	820	263	616	515	836	361	1857	145	895	185	217	123	98	972	357			
WEIGHTED BASE	2277	1123	695	773	810	810	1303	717	531	595	536	1035	111	205	1955	1108	165	1448	820	263	616	515	836	361	1857	145	895	185	217	123	98	972	357			
Does apply	85%	81%	87%	89%	91%	91%	87%	89%	81%	89%	87%	91%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%	87%		
Does not apply	15%	19%	13%	11%	9%	9%	13%	11%	19%	11%	13%	9%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%		
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/DE/FG - H/I
Overlap formula used: * small base



Table 66
QQIAZ8E9QJUAL_1_12 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, An experienced leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION							EDUCATION				WORKING STATUS				INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	595	536	1039	111	200	1065	1108	109	1448	839	103	103	416	110	836	101	10	1007	140	100	100	217	121	98	972	107					
WEIGHTED BASE	2277	1113	615	768	796	2187	1107	1178	706	581	522	1141	113	199	1063	743	1137	1408	808	104	104	414	109	833	103	10	1003	139	101	101	216	121	97	961	104					
Does apply	840	447	288	276	287	791	49	498	344	216	210	183	139	33	59	749	375	465	529	312	121	185	199	273	142	685	83	161	40	71	36	31	417	188						
	37%	40%	34%	34%	34%	36%	4%	40%	30%	35%	35%	40%	30%	30%	38%	51%	30%	28%	30%	30%	30%	30%	40%	47%	30%	21%	10%	47%	20%	11%	33%	10%	20%							
Does not apply	780	425	364	138	245	398	723	17	626	354	173	112	182	100	169	640	344	597	493	120	37	192	109	224	14	709	102	100	100	100	100	100	100	100						
	34%	37%	31%	22%	31%	40%	34%	33%	36%	32%	38%	30%	32%	32%	39%	34%	25%	39%	32%	37%	31%	38%	38%	33%	14	30%	10%	10%	10%	10%	10%	10%	10%	10%						
Don't know	656	249	405	210	246	200	613	24	107	300	152	171	137	75	40	61	556	181	475	423	233	96	110	142	191	95	553	75	118	39	43	39	23	109	144					
	29%	22%	35%	34%	31%	25%	30%	28%	30%	28%	29%	30%	24%	30	31%	28%	24%	31%	30%	27%	30%	20%	20%	28%	33%	28%	21%	10%	23%	15%	10%	10%	10%	10%	10%					

Proportions/Means: Columns Texted (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 07
QQIAZQRJUAL_1_13 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, is a likeable person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	45+	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1113	585	595	589	593	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595		
WEIGHTED BASE	2277	1113	585	595	589	593	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595		
Does apply	1228	647	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374	346	374		
Does not apply	1049	466	239	221	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219	243	219		
Don't know	20	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 08
QQ4ADEQUJAL1_1_34 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, has sound judgement
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	2277	1123	1154	606	773	819	819	531	599	536	1039	111	200	1993	1108	999	1448	829	263	616	519	836	361	1897	140	898	189	217	123	98	972	357						
WEIGHTED BASE	2277	2277	1123	1154	615	768	796	796	563	655	522	1143	113	199	1993	743	1137	1408	809	263	616	519	836	361	1897	140	898	189	217	123	98	972	357						
Does not apply	885	483	402	272	288	325	325	528	358	237	229	188	427	38	71	778	362	522	500	334	113	210	234	288	132	780	98	389	85	89	38	25	454	381					
	39%	43%	35%	44%	37%	39%	39%	34%	44%	38%	32%	37%	40%	33%	36%	39%	49%	34%	39%	38%	30%	42%	39%	42%	44%	38%	23%	40%	19%	24%	17%	29%	54%	25%					
Does not apply	551	285	263	138	149	168	168	261	173	123	125	107	26	28	47	479	134	448	322	288	77	122	136	161	62	447	247	64	57	149	17	26	145	252					
	24%	25%	23%	26%	23%	25%	25%	27%	28%	27%	28%	26%	12%	13%	24%	33%	17%	28%	27%	28%	6%	10%	11%	13%	26%	13%	24%	13%	13%	13%	13%	13%	13%	13%					
Don't know	82	347	404	218	210	212	212	306	46	477	365	181	212	211	109	51	79	712	243	108	124	174	200	236	103	728	122	108	66	68	68	68	68						
	37%	16%	40%	33%	42%	33%	37%	33%	37%	37%	37%	32%	60%	41%	40%	35%	33%	40%	35%	40%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%					

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 03
QQZAEQRJUAL_1_35 - Do you think each of the following statements does or does not apply to the Prime Minister, Andy Burnham, Acts with integrity
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	18-75	76+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2277	1123	606	773	818	818	2177	1100	1300	717	531	595	536	309	111	200	1065	1328	949	1448	820	263	636	510	836	361	1807	140	808	180	217	121	98	972	137		
WEIGHTED BASE	2277	1123	605	768	796	796	2187	1107	1378	796	561	595	522	314	113	199	1065	740	1137	1408	808	263	636	510	836	361	1803	139	813	180	203	104	87	843	214		
Does apply	1008	535	295	284	413	413	953	55	882	406	232	261	235	154	41	84	882	405	683	821	387	136	230	246	319	129	875	113	481	115	82	86	32	508	230		
	44%	48%	41%	47%	50%	50%	44%	5%	47%	41%	47%	44%	42%	49%	37%	43%	47%	55%	39%	64%	44%	43%	45%	45%	40%	43%	45%	11%	70%	60%	29%	84%	30%	60%	12%		
Does not apply	686	283	130	148	238	238	463	31	263	349	309	342	322	63	23	49	438	121	374	298	186	68	111	136	124	56	430	132	89	128	16	21	249	208			
	22%	23%	20%	20%	25%	22%	24%	2%	20%	24%	20%	24%	22%	20%	22%	23%	22%	16%	24%	21%	23%	21%	22%	21%	22%	18%	22%	34%	11%	7%	40%	13%	24%	12%	35%		
Don't know	775	316	456	214	305	255	711	44	426	340	180	189	195	97	47	67	661	214	161	488	286	112	165	189	215	118	648	124	113	42	73	52	34	229	236		
	34%	28%	39%	34%	41%	28%	34%	34%	31%	35%	33%	32%	37%	32%	42%	34%	34%	29%	31%	32%	33%	36%	33%	34%	31%	39%	33%	32%	38%	25%	32%	30%	29%	27%	33%		

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formulae used: * small base

25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 50

QQLEADERQUAL2 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Kemi Badenoch

Base: All adults aged 18+ in Great Britain

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader	Is a likeable person	Has sound judgement	Acts with integrity
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Does apply	693	508	773	589	827	791	474	714	825	568	488	607	760	689	733
	30%	22%	34%	26%	36%	35%	21%	31%	36%	25%	21%	27%	33%	30%	32%
Does not apply	705	1025	821	902	722	838	716	682	715	977	874	942	843	788	748
	31%	45%	36%	40%	32%	37%	31%	30%	31%	43%	38%	41%	37%	35%	33%
Don't know	878	744	684	785	728	648	1087	881	738	732	915	728	674	799	796
	39%	33%	30%	34%	32%	28%	48%	39%	32%	32%	40%	32%	30%	35%	35%

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



Table 51
QQ4ADEQUAI_2_1 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, an honest person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE							
	MAN	WOMAN	18-24	25-34	35-44	45-54	55+	18-24	25-34	78+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
Unweighted base	2277	2277	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111	1111		
Weighted base	7777	7777	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	3333	
Does not apply	785	785	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374	374
Does apply	692	692	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308	308
Don't know	878	878	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336	336

Proportions/Means: Column Total (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 12
QQ4ADEQUAI_2_2 - Do you think each of the following statements does or does not apply to the leader of the Conservative Party, Rishi Sunak, in touch with ordinary people
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	55+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	55+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
Unweighted base	2277	1121	1156	696	773	810	810	2177	1100	1177	531	595	536	1039	111	200	1955	1108	1161	1448	820	263	636	110	836	361	1807	140	808	180	217	121	98	972	137				
Weighted base	2277	1121	1156	695	768	796	796	2187	1107	1179	503	565	522	1143	1137	199	1953	743	1137	1408	809	263	636	110	836	361	1803	139	813	180	215	124	97	977	141	134			
Does not apply	825	558	468	282	338	428	428	872	53	395	268	248	217	351	58	91	880	373	552	802	428	144	217	298	308	91	133	884	78	487	115	60	54	298	487	279			
Does apply	1452	563	888	414	435	382	382	1305	1067	782	263	347	319	688	53	109	1075	735	609	646	402	119	419	802	538	445	646	121	721	102	102	61	38	674	893	89			
Don't know	744	273	467	216	222	255	255	706	37	385	171	203	183	88	41	58	644	195	549	496	247	106	166	149	223	88	646	101	115	52	75	31	20	203	203				
	33%	25%	40%	31%	28%	32%	32%	32%	31%	35%	32%	34%	33%	28%	37%	29%	33%	30%	30%	32%	28%	34%	33%	27%	32%	29%	33%	30%	30%	32%	32%	32%	32%	32%	32%	32%			

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * small base



Table 13
QQIAZ8E9QIAJL_2_3 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, Has a lot of personality
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-24	25-34	35+	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
Unregistered Base	2277	1113	1147	606	773	818	1100	1100	717	531	595	536	100	111	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Registered Base	7777	1113	1139	615	766	766	1137	1137	766	561	615	572	114	113	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	106	
Does not apply	821	440	380	213	270	337	778	43	482	338	205	208	187	121	48	75	702	285	535	473	348	119	188	235	227	75	112	700	51	112	78	99	51	42	391	205
Does apply	779	684	338	197	213	382	713	81	440	332	177	303	170	119	30	79	670	301	508	466	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	684	237	442	215	264	205	658	36	357	327	158	181	184	74	38	48	508	100	494	478	205	91	138	149	204	91	583	75	121	40	55	28	19	180	172	
	30%	21%	38%	34%	31%	25%	20%	28%	31%	29%	31%	33%	24%	34%	25%	30%	30%	32%	34%	24%	20%	27%	27%	30%	30%	30%	21%	20%	24%	20%	27%	22%	22%	24%	24%	

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * email base



Table 54
QQ4ADEQUAI_2_4 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, Has the right plans for Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE							REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
			MAN		WOMAN		18-34	35-54	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+	55+

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table 55
QQZAEQJIAJL_2_5 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, A capable leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2016 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+ £35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	606	773	818	818	1303	717	531	599	536	939	111	200	1993	1328	949	1448	839	353	636	539	836	831	363	1887	140	888	140	217	123	98	972	357		
WEIGHTED BASE	2277	1123	605	768	796	796	1278	706	503	593	522	914	113*	199	1993	1287	949	1408	808	343	628	533	838	831	363	1883	139	873	140	215	124*	97*	943	354		
Does not apply	827	408	213	232	268	268	483	345	179	223	195	339	32	83	713	260	487	495	332	123	196	190	269	106	719	237	187	60	140	23	36	275	358			
	36%	40%	33%	34%	33%	43%	35%	37%	38%	37%	37%	36%	29%	62%	42%	38%	35%	37%	38%	38%	38%	30%	39%	33%	33%	72%	27%	36%	1	49%	21%	43%	13%	58%		
	82%	80%	82%	82%	83%	82%	80%	83%	83%	87%	87%	80%	79%	82%	80%	80%	87%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	
Does not apply	32%	32%	32%	34%	33%	29%	30%	30%	31%	34%	33%	34%	37%	33%	31%	36%	30%	30%	34%	27%	33%	30%	31%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	
	72%	77%	65%	73%	78%	72%	71%	77	38%	34%	34%	38	15	63%	21%	51%	52	48	21%	107	144	162	209	87	630	76	80%	9	48	32	33	238	270			
Don't know	328	24%	30%	23%	25%	30%	13%	16%	20%	28%	34%	25%	32%	29%	32%	29%	33%	30%	30%	28%	34%	28%	29%	30%	29%	23%	22%	36%	17%	17%	32%	22%	27%	26%		

Proportions/Means: Columns Totalled (5% risk level) - a/b = C(d)/N(y) - b/c = J(A)/m/n/d/p - g/h = x/z = u/v/w/x - y/A - B/CD/E/F/G - H/I
Overlap formulae used: * small base



Table 56
Q24A2EQUJAL_2_5 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, in understanding the problems facing Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE							SOCIAL GRADE		REGION								EDUCATION				WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-24	25-34	35-44	45-54	55-64	65+	ABC1	DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE									
UNWEIGHTED BASE	2277	1154	606	773	838	838	717	1100	1100	717	551	555	536	1035	111	200	1055	1108	1165	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035			
WEIGHTED BASE	2277	1154	606	773	838	838	717	1100	1100	717	551	555	536	1035	111	200	1055	1108	1165	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035	1035		
Does not apply	838	463	220	288	330	330	282	386	386	282	229	230	227	435	37	83	219	303	335	405	343	112	171	235	242	121	305	42	109	75	93	58	58	42	235	401	205	401	205					
	37%	42%	32%	31%	31%	31%	30%	35%	35%	30%	22%	22%	22%	41%	3%	4%	17%	41%	37%	37%	40%	30%	34%	43%	37%	40%	30%	12%	35%	64%	10%	64%	10%	64%	10%	64%	10%	64%	10%	64%	10%			
Does apply	791	412	377	189	245	278	278	235	714	714	235	322	325	309	600	74	117	836	805	830	630	692	923	864	864	864	864	864	864	864	864	864	864	864	864	864	864	864	864	864	864	864		
	35%	37%	33%	31%	32%	33%	33%	33%	33%	33%	31%	31%	31%	33%	3%	6%	32%	34%	34%	33%	33%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%			
Don't know	648	336	409	206	247	260	260	205	214	214	124	125	127	399	34	113	219	230	235	305	342	95	154	200	200	95	225	48	134	45	48	25	22	182	182	182	182	182	182					
	28%	29%	35%	30%	31%	32%	32%	29%	19%	19%	20%	21%	20%	24%	3%	5%	27%	28%	28%	30%	29%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%			

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 17
QQIAZBQJIAJL_2_7 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, in a crisis
Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	65+	ABC1	DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	1154	696	773	838	2177	1303	717	551	595	536	939	111	200	1955	1328	959	1448	839	353	636	539	836	363	1857	145	888	188	217	123	98	972	357				
WEIGHTED BASE	2277	1123	1154	695	768	794	2187	1327	706	563	593	522	943	113	205	1959	1343	969	1458	849	363	643	549	843	363	1863	159	893	189	219	124	97	983	363				
Does not apply	718	405	313	213	230	275	679	410	305	172	183	152	308	38	63	615	262	454	429	288	94	163	191	213	63	583	36	279	63	93	52	34	330	184				
Does apply	1559	718	841	483	538	563	1508	913	412	379	412	384	631	73	137	1340	1066	505	1019	551	259	473	348	623	299	1274	109	609	125	124	71	642	173					
Don't know	1087	495	592	301	335	356	989	594	406	202	202	180	321	34	92	385	199	394	360	260	100	180	190	280	74	308	140	100	25	28	13	121	193					
Don't know	489	245	244	142	153	162	445	272	186	100	100	87	165	16	29	274	107	187	179	100	39	107	118	163	74	308	140	100	25	28	13	121	193					
Don't know	489	245	244	142	153	162	445	272	186	100	100	87	165	16	29	274	107	187	179	100	39	107	118	163	74	308	140	100	25	28	13	121	193					

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 18
QQZADZQJAL_2_8 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, Pay attention to detail
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2016 VOTE				
	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	16-24	25-34	35-44	45-54	55+	ABC1	DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	2277	1123	1154	606	773	838	1127	1303	717	531	589	536	1039	111	200	1093	1108	200	1093	1108	1108	1169	1448	839	161	616	519	836	161	161	1807	140	808	180	217	123	98	972	567	
WEIGHTED BASE	7777	7777	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113
Does apply	714	368	368	368	184	287	322	459	55	414	300	339	397	130	116	30	62	62	246	468	438	278	94	181	162	230	82	97	615	235	154	42	123	20	27	162	282				
Does not apply	8	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Don't know	883	342	536	536	235	235	235	235	37	400	402	207	242	231	85	46	70	755	254	628	564	317	126	178	205	254	95	775	118	181	73	73	37	22	275	247					
	39%	31%	46%	46%	38%	41%	36%	39%	28%	37%	40%	35%	41%	27%	35%	30%	35%	34%	42%	40%	36%	40%	35%	37%	37%	32%	32%	32%	30%	30%	40%	26%	36%	25%	33%	35%					

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * email base



Table 19
QQIAZ8E9QIAJL1_2_3 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, A strong leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION							EDUCATION				WORKING STATUS				INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	2277	606	773	818	818	1303	717	531	595	536	1039	111	200	1955	1328	949	1448	820	353	636	535	836	831	363	1807	140	808	180	217	123	98	972	357						
WEIGHTED BASE	7777	7777	635	768	768	768	1278	768	503	555	522	1143	113	200	1955	1403	1137	1408	808	343	506	515	688	688	363	1803	139	813	180	213	124	97	943	353						
Does apply	825	825	211	228	286	286	483	342	198	222	176	419	35	78	715	277	547	511	314	223	121	180	194	269	105	720	247	195	13	137	31	31	193	267						
	825	825	39%	33%	34%	30%	43%	30%	47%	30%	34%	38%	28%	46%	38%	37%	38%	30%	38%	38%	35%	38%	35%	39%	33%	37%	37%	60%	32%	31%	46%	30%	38%	34%	51%					
	825	825	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3						
Does not apply	715	715	400	312	196	240	278	676	39	417	278	143	175	120	109	41	56	618	262	463	421	338	56	165	180	211	118	589	39	27%	66	91	45	34	111	185				
	715	715	31%	23%	17%	21%	37%	51%	10%	33%	37%	16%	20%	15%	12%	10%	14%	38%	16%	26%	26%	16%	5%	16%	18%	21%	11%	58%	37%	16%	37%	16%	20%	16%	20%					
Don't know	738	738	27%	40%	40%	218	281	230	708	30	379	350	140	135	196	86	38	451	137	476	261	97	162	171	208	84	644	73	142	50	55	28	20	228	183					
	738	738	32%	25%	40%	30%	38%	23%	30%	23%	30%	35%	30%	33%	32%	27%	27%	35%	30%	30%	31%	32%	30%	28%	23%	30%	23%	20%	8%	27%	27%	23%	27%	23%	27%	23%				

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * small base



Table 02
QQIAZQRJUAL_2_30 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, Shares my values
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+ BENEFIT	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	695	773	810	810	1300	977	531	595	536	1035	111	200	1955	1108	1169	1448	820	263	636	148	836	361	1807	145	1005	145	117	121	98	972	157				
WEIGHTED BASE	2277	1123	695	773	810	810	1300	977	531	595	536	1035	111	200	1955	1108	1169	1448	820	263	636	148	836	361	1807	145	1005	145	117	121	98	972	157				
Does not apply	977	529	254	317	385	385	568	409	216	231	202	336	58	98	826	368	569	595	382	131	213	236	289	135	882	45	408	45	113	62	52	475	288				
Does apply	1300	594	441	456	425	425	732	568	315	364	334	699	53	102	1129	740	600	853	438	132	423	112	647	226	922	100	597	100	104	59	497	169					
Don't know	722	357	471	200	270	295	432	358	184	207	180	87	34	57	641	372	398	475	237	100	169	159	207	85	639	87	121	45	64	32	26	200	194				
	32%	23%	41%	26%	33%	33%	25%	35%	32%	35%	33%	28%	32%	29%	33%	25%	30%	30%	30%	33%	33%	33%	29%	20%	28%	23%	47%	20%	20%	24%	32%	24%	24%	28%			

Proportions/Means: Columns Totalled (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table E1
QQIAZ8E9QIAJL1_2_11 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Kemi Badenoch, Girls the big decisions right
Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNREGISTERED BASE	2277	1123	1154	606	773	838	2177	1100	1100	717	551	595	536	305	111	200	1055	1108	595	1448	835	263	616	515	836	361	1807	145	808	188	217	121	98	912	167			
REGISTERED BASE	7777	3113	4664	615	766	766	7187	3187	4590	561	595	532	1141	1117	106	1055	743	1117	2408	468	1141	306	515	688	361	1807	145	808	188	217	121	98	912	167				
Does not apply	824	467	357	236	287	351	825	49	301	373	238	206	134	155	47	83	744	49	516	557	516	357	113	209	227	244	137	724	37	363	72	105	59	48	400	238		
Does apply	888	456	432	370	486	487	892	399	496	344	313	389	402	150	64	121	359	606	1332	431	1124	349	572	641	375	1807	145	808	188	217	121	98	912	167				
Don't know	915	459	456	279	389	487	915	420	495	373	337	409	438	155	69	118	360	511	1336	431	1124	349	572	641	375	1807	145	808	188	217	121	98	912	167				
Don't know	406	203	203	139	189	187	406	160	246	173	139	189	203	70	29	57	203	203	406	203	203	139	279	279	139	203	139	139	139	139	139	139	139	139	139			

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 02
QQIAZQRJUAL_2_12 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Kemi Badenoch, An experienced leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE							
	MAN	WOMAN	16-24	25-34	35+	35+	35+	45+	55+	65+	75+	85+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	1123	696	773	810	810	1303	717	531	595	536	309	111	200	1955	1328	950	1448	830	263	636	535	836	361	1897	140	898	180	217	123	98	972	357	97	351	351	351	351	351	351
WEIGHTED BASE	2277	1123	695	768	796	796	1279	706	503	555	522	314	113	199	1959	1401	949	1458	809	263	636	535	836	361	1893	139	873	180	215	124	97	963	356	96	350	350	350	350	350	350
Does not apply	942	538	247	288	407	407	587	355	233	246	189	131	43	80	809	333	609	504	388	151	207	242	275	132	802	84	350	80	128	57	43	424	288	288	288	288	288	288	288	
	41%	48%	35%	40%	38%	47%	46%	41%	42%	44%	39%	43%	41%	38%	42%	38%	42%	38%	40%	41%	42%	41%	44%	40%	44%	41%	23%	17%	47%	40%	33%	30%	50%	50%	50%	50%	50%	50%	50%	
Does apply	687	385	281	188	334	334	712	361	266	309	347	178	68	120	1146	995	341	370	230	112	429	293	561	37	109	187	102	92	66	66	54	54	54	54	54	54	54	54	54	
	27%	29%	24%	27%	22%	50%	50%	27%	27%	27%	27%	27%	23%	25%	27%	28%	26%	27%	27%	27%	28%	28%	31%	29%	53%	52%	22%	22%	25%	32%	18%	33%	20	230	230	230	230	230	230	
Don't know	728	290	473	210	207	221	221	286	347	223	246	176	85	40	18	639	338	308	480	349	99	157	173	199	84	631	89	131	47	63	29	15	108	187	187	187	187	187	187	
	32%	26%	41%	34%	40%	28%	28%	30%	35%	30%	35%	34%	27%	38%	30%	32%	27%	34%	34%	28%	32%	31%	31%	29%	28%	32%	25%	21%	28%	22%	28%	17%	24%	24%	24%	24%	24%	24%	24%	

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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



Table 64
QQIAZ8E9UJAL_2_34 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Rishi Sunak, this sound judgement
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
	MAN	WOMAN	18-24	25-34	35-44	45-54	55+	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
Does not apply	2277	1123	606	773	838	1110	1303	717	531	555	536	505	111	200	1065	1328	595	1448	839	1448	839	353	636	535	836	363	165	1807	145	808	188	217	123	98	972	357				
Does not apply	788	428	204	277	307	349	458	330	157	164	158	139	42	77	669	208	451	471	317	357	353	168	230	230	138	658	32	329	73	93	57	38	389	196						
Does apply	689	355	351	326	331	369	623	844	387	174	191	178	166	71	123	636	219	474	367	291	391	391	36	168	137	236	39	168	242	138	45	120	17	25	240	302				
Does apply	30%	32%	31%	30%	31%	32%	60%	31%	29%	30%	31%	30%	30%	19%	31%	31%	30%	31%	31%	31%	29%	31%	31%	27%	33%	33%	28%	34%	67%	22%	20%	62%	18%	29%	28%	62%				
Don't know	799	397	207	200	241	200	208	772	27	424	375	179	216	208	92	47	57	695	227	572	526	273	126	173	174	232	92	699	87	148	55	70	31	24	212	218				
Don't know	35%	37%	30%	30%	33%	30%	30%	31%	33%	38%	33%	33%	33%	40%	29%	40%	29%	33%	33%	37%	37%	37%	40%	34%	32%	34%	30%	30%	24%	24%	32%	25%	29%	27%	25%	30%				

Proportions/Means: Column Total (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 05
QQIAZ8E9QIAJL_2_35 - Do you think each of the following statements does or does not apply to the Leader of the Conservative Party, Kemi Badenoch, Acts with integrity
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-24	25-34	35+	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	2277	606	773	819	819	1100	1100	717	531	595	536	1039	111	200	1955	1108	1161	1448	839	353	616	515	836	361	1887	145	818	185	217	121	98	972	187				
WEIGHTED BASE	7777	7777	615	766	766	766	7187	1778	766	561	655	572	1141	1137	200	1955	742	1137	1458	869	341	566	515	688	361	1887	145	818	185	217	121	98	972	187				
Does not apply	748	387	221	274	314	314	421	32	187	181	153	153	285	37	68	643	272	476	467	361	355	165	200	213	120	618	31	367	67	79	54	37	342	176				
Does apply	1329	736	385	521	543	543	1096	1100	690	344	414	383	754	74	132	1312	836	685	372	478	398	260	350	323	745	140	801	148	238	92	64	630	111					
Don't know	796	491	234	302	300	300	775	21	420	377	193	212	195	91	48	57	691	224	572	517	280	301	179	192	228	102	685	78	139	51	76	29	24	213	215			
	35%	42%	30%	34%	30%	34%	30%	31%	29%	36%	33%	31%	29%	36%	33%	33%	37%	34%	33%	33%	33%	33%	33%	33%	34%	35%	32%	30%	27%	26%	28%	28%	28%	30%				

Proportions/Means: Columns Texted (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 66

QQLEADERQUAL3 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage

Base: All adults aged 18+ in Great Britain

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader	Is a likeable person	Has sound judgement	Acts with integrity
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Does apply	453	737	1075	675	742	877	529	593	827	633	533	853	610	566	489
	20%	32%	47%	30%	33%	39%	23%	26%	36%	28%	23%	37%	27%	25%	21%
Does not apply	1286	1165	877	1169	1087	1073	1081	1097	1013	1264	1174	1001	1262	1228	1277
	56%	51%	38%	51%	48%	47%	47%	48%	44%	56%	52%	44%	55%	54%	56%
Don't know	538	375	325	433	448	327	667	587	438	380	570	423	405	483	511
	24%	16%	14%	19%	20%	14%	29%	26%	19%	17%	25%	19%	18%	21%	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.



Table 07
QQIAZKXJIAJL_3_1 - Do you think each of the following statements does or does not apply to the leader of Reform UK, Nigel Farage, An honest person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-75	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	1154	606	773	819	2177	1100	1100	717	551	595	536	536	309	111	200	1065	1108	99	1448	839	263	616	519	836	361	1807	140	808	180	217	121	98	972	157
WEIGHTED BASE	2277	1123	615	768	796	2247	1107	1178	766	561	595	522	522	314	113	200	1065	743	1137	1408	868	314	506	513	658	363	1803	159	613	160	203	164	87	843	214
Does not apply	1286	626	333	433	517	1225	63	784	492	333	329	272	184	67	121	1097	497	788	777	508	366	271	330	414	184	1094	186	483	128	37	87	85	630	286	
	56%	56%	56%	53%	58%	57%	57%	67%	62%	49%	54%	52%	56%	60%	62%	54%	67%	51%	55%	55%	53%	53%	51%	54%	60%	61%	56%	44%	79%	79%	13%	64%	34%	73%	60%
Does apply	453	289	160	198	186	452	41	1	111	137	120	64	17	11	605	117	338	283	170	62	309	111	144	39	399	91	82	82	118	9	8	249	217		
	20%	25%	19%	23%	21%	19%	31%	17%	24%	21%	21%	20%	20%	20%	15%	16%	21%	16%	22%	20%	20%	20%	21%	20%	18%	20%	28%	18	28%	11%	61%	5%	10%	12%	32%
Don't know	538	192	346	135	203	201	550	39	273	265	117	137	147	66	27	44	467	126	432	348	180	85	111	129	131	64	464	98	66	23	73	11	14	107	201
	24%	17%	30%	22%	27%	25%	24%	22%	21%	23%	22%	23%	28%	21%	25%	24%	17%	27%	25%	21%	27%	20%	22%	19%	21%	24%	27%	11%	14%	10%	11%	14	10%	13%	28%
	6	4	6	4	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * email base



Table 08
QQIAZ8E9QJAL1_3_2 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage, in touch with ordinary people
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-75	75+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNREGISTERED BASE	1123	1154	585	695	889	2177	1100	1100	717	551	595	536	309	111	200	1065	1108	109	1448	829	263	616	510	836	361	1807	140	808	180	217	121	98	972	357						
REGISTERED BASE	1313	1465	615	768	906	2387	1207	1278	796	563	595	522	314	113	205	1069	740	1137	1408	868	314	506	515	688	363	1863	159	613	160	283	164	87	841	284						
Does not apply	578	584	322	386	457	1113	52	721	445	288	286	227	180	61	122	982	454	731	888	478	156	255	291	358	183	973	131	443	122	30	81	81	587	230						
Does apply	545	564	284	387	441	1264	608	557	472	263	309	309	129	50	78	1083	654	358	560	451	107	361	215	445	180	934	138	365	158	111	16	16	404	127						
Don't know	113	262	112	161	105	360	15	184	191	87	85	106	48	22	27	126	94	281	270	105	56	81	80	106	51	317	44	39	23	25	13	11	71	98						
	10%	23%	18%	23%	12%	17%	12%	14%	14%	10%	14%	10%	13%	18%	14%	17%	13%	18%	10%	12%	18%	16%	14%	15%	17%	18%	12%	6%	14%	9%	12%	12%	8%	14%						

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table B3
QQIAAEQIAJAL_3_3 - Do you think each of the following statements does or does not apply to the leader of Reform UK, Nigel Farage, has a lot of personality
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	45+	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND		GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	606	773	818	2177	1100	1100	717	551	595	536	909	111	200	195	1955	1108	99	1448	839	1448	353	436	155	836	91	91	1807	140	898	180	217	121	98	972	157			
WEIGHTED BASE	2277	1123	615	766	796	2187	1107	1179	796	561	595	522	1141	113	195	195	1959	740	1137	1408	868	1448	343	436	155	836	91	91	1807	140	898	180	217	121	98	972	157			
Does apply	87%	90%	42%	47%	53%	47%	40%	49%	49%	45%	48%	50%	47%	42%	45%	48%	47%	47%	48%	40%	48%	42%	49%	47%	52%	30%	49%	64%	42%	38%	89%	81%	43%	43%	41%	89%				
Does not apply	13%	10%	58%	53%	47%	53%	60%	51%	51%	55%	52%	50%	53%	58%	55%	52%	53%	53%	53%	60%	52%	51%	51%	53%	48%	70%	51%	36%	58%	11%	11%	59%	57%	57%	59%	11%				
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
TOTAL	325	325	101	124	128	325	161	164	161	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144	144			
Does not apply	87%	87%	42%	47%	53%	47%	40%	49%	49%	45%	48%	50%	47%	42%	45%	48%	47%	47%	48%	40%	48%	42%	49%	47%	52%	30%	49%	64%	42%	38%	89%	81%	43%	43%	41%	89%				
Don't know	13%	13%	58%	53%	47%	53%	60%	51%	51%	55%	52%	50%	53%	58%	55%	52%	53%	53%	53%	60%	52%	51%	51%	53%	48%	70%	51%	36%	58%	11%	11%	59%	57%	57%	59%	11%				

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 70
QQ4ADEQUJAL_8_4 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage, Has the right plans for Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNREGISTERED BASE	1123	1154	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595			
REGISTERED BASE	1313	1464	696	773	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810	810			
Does not apply	571	537	327	383	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435	435			
Does apply	402	277	177	283	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296	296			
Don't know	198	235	121	162	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149	149			
	10%	12%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%			

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table T1
QQIAZKXQJIAJL_3_5 - Do you think each of the following statements does or does not apply to the leader of Reform UK, Nigel Farage, a capable leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	18-75	96+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	1154	606	773	898	2177	1100	1100	717	551	595	536	505	111	200	1055	1108	595	1448	835	1448	253	616	515	836	361	1897	145	808	180	217	121	98	972	157			
WEIGHTED BASE	2277	1123	1154	615	766	906	2187	1107	1178	766	561	595	522	514	113	200	1055	742	1137	1408	808	141	506	515	688	361	1893	159	813	180	203	164	87	841	214				
Does not apply	1087	518	569	300	382	425	1084	43	875	412	273	276	225	167	54	93	940	428	660	800	427	145	233	287	332	161	918	126	454	104	17	76	57	287	144	189			
	48%	47%	49%	48%	48%	47%	49%	13%	41%	41%	50%	48%	43%	12%	48%	47%	48%	58%	42%	47%	49%	40%	46%	48%	46%	13%	47%	13%	71%	61%	6%	94%	46%	61%	28%				
Does apply	1190	605	589	316	391	473	1103	1057	1303	755	278	319	311	338	57	107	1115	680	535	648	378	108	174	231	234	20	979	131	454	176	103	19	17	295	188				
	52%	53%	51%	52%	52%	53%	50%	87%	59%	59%	50%	50%	57%	88%	52%	53%	52%	42%	58%	53%	51%	60%	54%	52%	54%	87%	53%	87%	29%	39%	22%	82%	15%	20%	23%	54%			
Don't know	448	195	253	127	160	181	421	27	211	217	101	104	120	53	27	43	378	123	124	285	163	75	99	102	121	57	380	62	68	27	33	12	12	107	127				
	20%	14%	25%	20%	21%	18%	20%	21%	18%	22%	19%	17%	23%	17%	24%	22%	19%	17%	18%	20%	19%	1	24%	20%	19%	18%	19%	28%	17%	11%	10%	12%	12%	14%	13%	18%			

Proportions/Means: Columns Totalled (5% risk level) - a/b = C(d)/N/V/g - h/i - j/k/N/m/n/p/q - r/s - t/u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table T2
QQZAE8QJIAJL_8_5 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage, Understands the problems facing Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	65+	75+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2277	1123	606	773	818	2177	1100	1100	717	595	536	1035	111	200	1065	1108	165	1448	839	1448	263	616	110	836	161	1051	140	808	180	217	111	98	972	167		
WEIGHTED BASE	2277	1113	615	766	806	2187	1107	1176	561	595	522	1141	1137	199	1069	740	1137	1408	808	1411	306	613	103	836	163	1053	139	813	180	213	1047	877	1641	216		
Does not apply	1078	532	300	387	416	1029	43	683	405	265	266	230	174	58	104	916	437	636	638	435	155	229	296	322	172	895	130	426	120	24	79	54	576	389		
	47%	48%	48%	48%	48%	48%	12%	41%	40%	41%	40%	30%	40%	13%	40%	50%	42%	40%	50%	43%	40%	43%	47%	57%	46%	11%	40%	71%	8%	90%	42%	58%	24%			
Does apply	877	478	210	283	388	868	10	443	210	248	228	110	35	1	1	1	1	1	800	160	127	110	304	218	277	80	702	140	140	13	211	19	20	188	482	
	38%	43%	33%	36%	43%	38%	20%	41%	30%	42%	48%	20%	32%	34%	38%	20%	43%	30%	38%	38%	40%	40%	37%	40%	20%	42%	58%	24%	10%	89%	13%	23%	23%	67%		
Don't know	327	101	206	105	124	98	309	18	171	157	66	79	84	48	24	26	277	85	242	220	108	59	74	61	88	51	205	40	43	16	8	9	13	68	85	
	14%	9%	20%	17%	17%	12%	14%	14%	13%	16%	12%	13%	10%	15%	11%	14%	12%	10%	10%	11%	10%	15%	11%	13%	17%	14%	11%	7%	10%	3%	1%	11%	23%	8%	8%	

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used. * email base



Table T3
QQIAZKXQJAL_3_7 - Do you think each of the following statements does or does not apply to the leader of Reform UK, Nigel Farage, Good in a crisis
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	18-75	76+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNREGISTERED BASE	10266	987	581	385	369	2177	993	261	430	591	595	595	309	100	200	1955	1108	160	1448	839	263	616	519	836	161	161	1807	140	808	180	217	121	98	912	167				
REGISTERED BASE	22777	22777	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111	11111				
Does not apply	1081	532	542	347	380	411	1087	44	671	410	268	264	222	173	55	100	927	430	671	847	434	137	231	279	338	171	901	123	480	110	17	78	37	550	187				
Does apply	476	491	476	497	485	469	469	345	103	413	302	431	426	136	60	110	476	585	426	465	1026	445	445	1116	495	546	465	245	705	676	626	946	465	616	286				
Don't know	329	338	213	181	184	223	466	44	259	270	135	147	110	72	21	39	473	112	397	382	178	69	130	131	180	34	470	114	87	14	189	10	10	137	282				
Don't know	667	303	404	155	155	242	270	625	42	348	319	117	182	182	69	35	62	570	178	489	489	258	111	145	141	185	75	581	122	100	41	77	16	20	165	236			
Don't know	296	246	305	236	236	417	625	276	324	256	316	256	226	326	316	256	246	326	296	306	111	145	141	185	75	581	122	100	41	77	16	20	165	236					

Proportions/Means: Columns Totals (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * small base



Table 74
QQZADZQJUAL_8 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage. Pays attention to detail
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	18-24	25-34	35+	35+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1100	1100	717	591	599	536	309	111	200	1993	1328	949	1448	839	263	636	148	63	361	1897	140	898	189	217	123	98	972	137		
WEIGHTED BASE	2277	1123	1154	605	768	796	2187	1107	1178	796	561	593	522	314	113	206	1993	1401	968	1468	868	263	636	148	63	361	1893	139	873	189	217	123	97	963	136		
Does not apply	1097	542	549	300	382	435	1082	45	683	414	270	271	230	164	65	101	935	433	664	668	448	152	229	270	344	164	923	148	458	128	26	75	53	563	236		
	48%	49%	47%	48%	48%	49%	49%	33%	41%	30%	46%	46%	32%	34%	32%	47%	59%	43%	48%	52%	49%	45%	49%	50%	54%	47%	41%	48%	74%	9%	23%	41%	67%	30%			
Does apply	280	254	229	116	140	149	337	1	364	289	148	164	142	78	20	43	530	238	434	383	211	70	137	130	193	73	318	131	107	137	108	11	34	139	209		
	28%	32%	21%	19%	20%	20%	20%	28%	28%	27%	28%	27%	25%	18%	22%	27%	22%	38%	27%	27%	24%	22%	27%	27%	28%	24%	31%	38%	17%	10%	66%	11%	34	139	209		
Don't know	587	215	371	130	216	220	559	18	201	295	125	157	150	72	31	52	504	147	439	376	210	92	140	131	154	65	514	80	90	27	71	18	21	142	199		
	26%	19%	32%	22%	27%	28%	26%	21%	17%	30%	23%	26%	29%	23%	28%	26%	20%	20%	27%	24%	24%	20%	28%	24%	22%	22%	26%	22%	33%	10%	17%	17%	24%	14%	28%		

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table T5
QQ4ADEKQJAL_3 - Do you think each of the following statements does or does not apply to the leader of Reform UK, Nigel Farage, A strong leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	65-74	75+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	551	595	536	309	111	200	1065	1108	160	1448	830	263	616	510	836	361	1867	140	808	188	217	123	98	972	157					
WEIGHTED BASE	2277	1113	615	768	796	2187	1107	1179	766	563	595	522	314	113	200	1065	742	1137	1408	808	263	616	510	836	361	1863	139	813	188	218	124	97	941	158					
Does not apply	1013	498	293	328	382	969	48	618	396	248	252	213	155	51	97	885	350	618	814	388	141	203	261	308	171	885	107	408	108	19	69	56	508	182					
Does apply	827	477	323	447	456	1208	1	491	382	307	343	323	154	60	103	285	758	979	634	220	374	413	528	665	190	980	40	390	78	100	104	37	47	464	427				
Don't know	438	196	242	192	233	218	1001	35	491	382	307	343	323	154	60	103	285	758	979	634	220	374	413	528	665	190	980	40	390	78	100	104	37	47	464	427			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table 76
QQIAZERIGUALI_8_30 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage, Shams your values
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION				WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MALE	FEMALE	18-24	25-34	35+	45+	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNREGISTERED BASE	2277	2291	595	695	769	819	895	995	1303	717	531	599	536	309	111	200	1993	1328	949	1448	839	353	436	539	836	363	1897	149	109	217	133	98	972	357					
REGISTERED BASE	7777	7777	1511	1511	1511	1511	1511	1511	1777	999	563	633	522	313	113	200	1993	1423	633	1448	839	353	436	539	836	363	1897	149	109	217	133	98	972	357					
Does not apply	1284	1284	634	634	634	634	634	634	780	444	303	338	280	187	67	119	1078	497	787	780	504	368	266	338	394	189	1087	152	484	133	22	93	87	642	238				
Does apply	630	630	319	319	319	319	319	319	1023	322	234	262	256	122	44	89	883	831	166	669	335	189	266	338	394	189	1087	152	484	133	22	93	87	642	238				
Don't know	380	380	198	192	197	214	209	205	286	194	133	146	136	67	20	32	328	196	284	239	142	66	90	86	104	55	316	46	18	25	7	10	73	105					
	17%	17%	15%	15%	15%	15%	15%	15%	25%	15%	15%	16%	16%	16%	16%	16%	17%	13%	18%	17%	16%	25%	21%	26%	12%	18%	26%	12%	7%	12%	9%	7%	12%	9%	12%				

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base



Table 77
QQIAZBQJUAL_8_11 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage. Gets the big decisions right
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
	MALE	FEMALE	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
Does not apply	2277	1123	606	773	818	818	1303	717	531	536	505	111	200	1065	1328	565	1848	839	1848	263	636	519	836	361	1857	185	808	188	217	121	98	972	167						
REGISTERED BASE	7777	3113	635	768	766	766	1278	766	561	555	522	514	1137	188	1063	743	1337	2408	488	1848	143	506	513	638	363	1853	185	813	188	217	121	98	972	167					
Does not apply	1128	571	327	387	460	460	718	415	270	302	280	184	60	117	996	458	718	713	483	154	246	295	375	186	977	132	462	118	17	82	82	86	587	222					
	12%	51%	12%	12%	12%	12%	9%	4%	10%	11%	10%	7%	5%	6%	11%	6%	11%	4%	10%	12%	4%	4%	4%	4%	6%	11%	10%	12%	12%	12%	12%	12%	12%	12%	12%				
Does apply	233	134	144	133	137	137	463	148	1	363	133	142	120	71	24	33	478	138	338	120	68	114	136	168	34	478	134	72	20	104	6	8	124	168					
	23%	29%	28%	26%	24%	23%	21%	24%	25%	24%	24%	23%	23%	22%	17%	24%	19%	26%	24%	22%	22%	22%	25%	24%	19%	24%	14%	12%	12%	12%	6%	7%	9%	15%	40%				
Don't know	570	216	354	208	227	227	555	35	200	280	118	150	151	59	27	46	407	143	427	309	211	92	136	120	145	60	501	103	79	31	72	14	14	111	207				
	25%	19%	31%	22%	28%	25%	27%	23%	26%	26%	25%	25%	19%	24%	21%	25%	19%	28%	25%	24%	20%	27%	22%	21%	20%	20%	20%	13%	18%	12%	14%	14%	16%	16%	20%				

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table 78
QQIAZ8EQUJAL_3_12 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage. An experienced leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNREGISTERED BASE	2277	1123	606	773	819	2177	1100	1100	717	551	595	536	309	111	200	1065	1108	165	1448	839	203	636	510	836	361	1897	140	808	180	217	111	98	972	167				
REGISTERED BASE	7777	3113	815	1066	1296	7287	3738	3738	2401	1801	1922	1541	1117	386	1069	743	1117	2408	408	341	1006	813	688	303	3893	109	613	160	283	1647	877	841	214					
Does not apply	3003	1508	298	317	418	954	46	818	384	248	248	204	154	49	96	835	381	618	1097	404	117	203	239	303	165	828	141	364	104	22	73	35	493	208				
Does apply	878	479	110	223	398	788	30	1	408	197	219	288	117	37	104	603	523	330	217	194	212	287	39	704	140	187	49	219	13	34	249	108						
Don't know	423	128	204	124	176	123	405	18	217	206	95	119	110	124	25	31	367	107	116	288	135	60	110	79	118	53	361	58	62	20	26	8	8	99	110			
	19%	12%	25%	20%	24%	14%	14%	17%	21%	18%	20%	21%	13%	23%	16%	19%	14%	21%	20%	16%	10%	22%	14%	17%	17%	18%	68%	10%	12%	9%	7%	9%	12%	15%				

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used. * small base



Table 79
QQIAAEQIAAL_3_13 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage, is a likeable person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-64	65+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNREGISTERED BASE	2277	1123	606	773	818	2177	1100	1100	717	551	595	536	1019	111	200	1065	1108	160	1448	839	261	616	110	836	161	161	1807	140	808	180	217	121	98	912	167					
REGISTERED BASE	2777	1313	615	768	766	2187	1187	1179	766	561	595	522	1141	113	186	1063	740	1117	1408	868	314	506	111	618	161	161	1803	119	611	180	211	121	97	941	161					
Does not apply	1282	601	335	420	507	1210	61	778	484	292	340	261	189	80	120	1082	482	780	713	510	169	266	122	190	181	1074	138	473	131	33	85	85	80	819	282					
Does apply	610	382	228	119	170	268	553	10	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
	27%	34%	20%	28%	23%	30%	26%	42%	24%	31%	28%	27%	28%	25%	23%	25%	27%	21%	29%	27%	28%	23%	32%	14%	28%	16	161	140	82	18	11%	77%	8%	13%	17%	46%				
Don't know	485	128	277	118	158	139	382	21	109	206	97	90	118	47	26	27	351	99	306	272	133	71	80	85	108	56	118	57	49	19	33	10	14	77	121					
	18%	12%	24%	19%	21%	14%	17%	16%	21%	21%	18%	15%	23%	12%	24%	14%	18%	13%	20%	19%	15%	23%	16%	15%	16%	18%	17%	16%	8%	12%	12%	9%	16%	9%	17%	11				

Proportions/Means: Columns Texted (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used. * small base



Table B0
QQZADZBQJAL1_3_34 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage. Has sound judgement
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-75	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2277	1154	606	773	819	2177	1100	1100	717	551	595	536	309	111	200	1065	1108	59	1448	839	263	616	519	836	361	1807	140	808	180	217	121	98	972	157		
WEIGHTED BASE	7777	3113	615	766	796	7777	3776	3999	2451	195	212	1141	1117	106	1065	740	1117	2408	408	1141	306	515	688	303	3853	159	613	160	283	164	87	841	214			
Does not apply	1228	608	313	388	487	1174	54	793	465	290	315	295	161	62	115	1051	482	746	731	495	169	264	298	391	182	1038	153	469	130	28	84	84	620	243		
	14%	53%	51%	51%	60%	61%	90%	47%	54%	51%	49%	61%	50%	59%	53%	60%	49%	52%	57%	54%	52%	54%	57%	60%	52%	44%	77%	77%	10%	61%	71%	74%	34%			
Does apply	548	349	217	187	128	245	1103	31	281	343	139	130	71	18	39	100	241	428	363	203	62	148	143	176	49	408	134	80	18	210	7	9	123	313		
	23%	31%	19%	27%	21%	27%	24%	22%	23%	24%	27%	28%	23%	18%	20%	26%	19%	28%	26%	23%	20%	29%	20%	26%	22%	40%	30%	14%	10%	74%	6%	11%	15%	44%		
Don't know	483	154	328	125	102	166	457	35	239	244	107	119	131	52	32	42	409	118	305	311	171	81	96	110	121	56	417	82	58	21	44	13	13	97	158	
	21%	14%	28%	20%	26%	18%	21%	19%	24%	20%	20%	20%	21%	16%	21%	21%	16%	24%	22%	20%	27%	24%	19%	20%	18%	22%	23%	9%	12%	16%	12%	14%	12%	22%		

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used. * small base

Table B1
QQIAZQRJUAL_8_15 - Do you think each of the following statements does or does not apply to the Leader of Reform UK, Nigel Farage. Acts with integrity
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	2277	606	773	810	2177	1100	1100	717	551	595	536	309	111	200	1050	1108	59	1448	839	203	616	109	836	361	1807	140	100	180	217	121	98	972	137			
WEIGHTED BASE	2277	2277	615	768	796	2187	1107	1176	561	555	522	1141	1137	186	1050	740	1137	1408	406	1141	306	103	638	303	1803	109	613	160	203	1647	877	843	214				
Does not apply	1277	618	651	334	421	520	1256	60	789	468	308	333	285	180	65	119	1093	456	781	763	514	168	267	330	610	185	1083	162	481	126	37	86	86	629	276		
	56%	56%	56%	53%	56%	58%	57%	47%	62%	45%	58%	56%	55%	67%	59%	68%	55%	67%	51%	54%	59%	54%	51%	51%	60%	61%	59%	44%	79%	79%	12%	61%	71%	71%	38%		
Does apply	489	309	180	130	180	469	50	238	251	123	133	120	79	34	34	140	122	367	300	179	68	123	137	7	58	427	110	73	16	112	4	9	111	204			
	21%	28%	24%	23%	25%	28%	18%	25%	23%	22%	22%	22%	13%	17%	22%	16%	24%	22%	22%	20%	24%	23%	21%	14%	19%	22%	13%	12%	9%	61%	4%	30%	13%	36%			
Don't know	911	184	328	141	196	176	492	19	252	259	114	127	142	54	32	43	436	122	389	305	176	82	117	113	135	59	443	84	56	27	74	14	13	101	184		
	22%	17%	28%	22%	25%	22%	22%	20%	26%	21%	21%	27%	17%	28%	22%	21%	17%	25%	24%	20%	26%	23%	21%	20%	20%	20%	23%	2%	9%	10%	14%	15%	12%	26%			

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/DE/FG - H/I
Overlap formula used: * small base



Table 82

QQLEADERQUAL4 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey

Base: All adults aged 18+ in Great Britain

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader	Is a likeable person	Has sound judgement	Acts with integrity
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Does apply	798	698	727	481	656	717	359	501	508	517	350	730	862	578	747
	35%	31%	32%	21%	29%	31%	16%	22%	22%	23%	15%	32%	38%	25%	33%
Does not apply	494	670	655	686	632	646	616	584	706	759	686	605	564	634	544
	22%	29%	29%	30%	28%	28%	27%	26%	31%	33%	30%	27%	25%	28%	24%
Don't know	984	909	895	1110	989	914	1302	1192	1062	1001	1241	942	851	1065	986
	43%	40%	39%	49%	43%	40%	57%	52%	47%	44%	54%	41%	37%	47%	43%

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.



Table B3
QQIAZ8RQJIAJL_6_3 - Do you think each of the following statements does or does not apply to the leader of the Liberal Democrats, Ed Davey. An honest person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE		
	MAN	WOMAN	16-24	25-34	35+	35+	45+	55+	65+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND		GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	2277	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	1123	
WEIGHTED BASE	7777	7777	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	3113	
Does apply	788	788	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	449	
Does not apply	835	835	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	
Does not know	686	686	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	369	
Don't know	884	884	363	518	280	380	315	563	41	541	443	214	272	230	120	57	91	836	208	687	634	351	148	190	229	284	138	836	138	205	36	91	48	33	303	287	303	287			
	426	426	195	231	65	116	155	245	18	426	445	405	405	405	385	25	45	426	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405	405

Proportions/Means: Column Total (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * small base



25-06-196 04 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2023
PUBLIC
IPSS

2 Sep 2023

Table 04
QQ4ADEQJIAJL_e_2 - Do you think each of the following statements does or does not apply to the leader of the Liberal Democrats, Ed Davey, in touch with ordinary people
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE				REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE		NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+		ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1100	1100	717	531	599	536	1039	111	200	1993	1108	1169	1448	839	353	636	539	836	361	161	1807	140	808	188	217	123	98	972	167					
WEIGHTED BASE	2277	1123	1154	605	768	766	2167	1107	1179	766	563	605	522	1143	113*	199	1993	743	1137	1408	868	343	596	515	638	363	163	1803	139	813	188	203	124*	97*	943	164					
Does apply	838	369	468	195	388	338	667	53	441	257	160	176	189	308	33	53	634	290	468	409	289	88	161	174	217	58	167	102	273	139	44	32	32	30	380	163					
	83%	37%	28%	31%	27%	37%	30%	29%	86%	24%	30%	30%	32%	27%	30%	26%	33%	39%	27%	29%	33%	28%	32%	32%	33%	33%	32%	28%	46%	79%	10%	61%	34%	63%	23%						
Does not apply	670	631	297	144	212	234	628	44	341	339	375	189	121	90	39	19	381	385	505	430	280	39	161	170	200	69	194	130	168	107	171	31	27	348	188						
	28%	37%	22%	23%	28%	35%	29%	34%	27%	33%	32%	28%	28%	29%	27%	30%	30%	23%	33%	29%	30%	30%	32%	31%	29%	49	30%	42%	24%	10%	61%	20%	31%	20%	46%						
Don't know	909	332	573	287	348	274	875	34	406	413	206	251	222	115	48	87	778	285	624	589	320	111	184	206	271	119	762	107	195	33	68	51	30	290	221						
	40%	30%	40%	40%	47%	30%	42%	20%	39%	41%	38%	42%	39%	37%	43%	44%	39%	39%	42%	42%	37%	42%	36%	37%	39%	40%	38%	30%	32%	19%	24%	49%	30%	35%	32%						

Proportions/Means: Columns Totalled (3% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formulae used: * small base



Table B5
QQIAZERQIAJL_e_3 - Do you think each of the following statements does or does not apply to the leader of the Liberal Democrats, Ed Davey. Has a lot of personality
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	531	595	536	1039	111	200	1955	1108	109	1448	839	353	636	535	836	361	1657	140	1017	140	217	123	98	972	107			
WEIGHTED BASE	7777	3113	615	766	796	7247	3726	3726	2451	169	170	170	328	35	57	637	283	443	416	311	100	177	176	214	50	632	120	278	416	59	37	29	360	206			
Does apply	82%	80%	27%	27%	28%	10%	38%	80%	27%	31%	28%	32%	61%	20%	23%	32%	30%	29%	30%	30%	32%	32%	31%	30%	32%	31%	30%	32%	31%	40%	19%	21%	61%	31%	61%	20%	
Does not apply	18%	19%	73%	73%	72%	90%	62%	20%	73%	69%	68%	68%	39%	80%	77%	68%	70%	71%	70%	70%	68%	68%	68%	69%	70%	68%	69%	60%	79%	79%	39%	69%	39%	39%	39%		
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formulae used: * small base



Table B5
QQZADZKQJAL1_6_4 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. Has the right plans for Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35-44	45-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNREGISTERED BASE	2277	2277	606	773	898	1100	1193	1217	1177	717	531	595	536	303	111	200	1955	1108	99	1448	839	30	353	636	535	836	361	1807	345	808	188	217	123	98	972	357					
REGISTERED BASE	7777	7777	1417	1547	1657	1767	1877	1987	2097	1197	897	947	997	597	247	447	4477	2497	1497	3497	2497	1497	2497	3497	4497	5497	6497	7497	8497	9497	10497	11497	12497	13497	14497	15497					
Does not apply	886	886	417	467	517	567	617	667	717	317	217	267	317	117	67	117	585	178	507	380	286	95	160	183	218	75	585	188	137	17	180	180	22	29	183	380					
	80%	38%	23%	24%	24%	26%	28%	30%	32%	31%	32%	31%	29%	25%	31%	34%	30%	24%	30%	28%	34%	30%	32%	32%	30%	27%	31%	44%	27%	10%	64%	21%	33%	22%	68%						
Does apply	481	481	205	215	225	235	245	255	265	150	103	113	123	85	38	53	420	262	279	311	170	67	121	136	149	79	402	197	182	39	26	34	17	253	328						
	21%	22%	27%	27%	27%	27%	27%	27%	27%	23%	23%	23%	23%	27%	17%	17%	22%	27%	27%	22%	22%	21%	24%	21%	22%	26%	22%	18%	31%	55%	10%	23%	20%	30%	14%						
Don't know	110	110	49	67	86	105	124	143	162	47	67	83	97	28	10	19	95	35	73	707	403	152	226	272	321	149	947	138	284	39	5	6	4	401	272						
	4%	3%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	5%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	3%	2%	2%	4%	4%	4%							

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formulae used: * small base



Table B7
QQIAZBQJIAJL_6_5 - Do you think each of the following statements does or does not apply to the leader of the Liberal Democrats, Ed Davey. A usable leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	45+	55+	65+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	531	595	536	309	111	200	1955	1108	109	1448	839	303	616	616	836	361	1807	140	808	180	217	123	98	972	107						
WEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	531	595	536	309	111	200	1955	1108	109	1448	839	303	616	616	836	361	1807	140	808	180	217	123	98	972	107						
Does apply	856	375	281	389	486	1356	688	688	451	325	368	328	195	68	129	1262	645	64	812	407	209	417	152	168	203	95	561	87	256	695	125	545	315	415	225					
Does not apply	1421	748	325	384	352	822	412	412	266	206	230	211	114	43	71	683	463	45	636	432	104	209	464	648	633	266	946	53	552	111	583	88	627	557	557					
Don't know	89	30	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10				

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A-B/C/D/E/F/G - H/I
Overlap formula used: * email base



Table B8
QQ4ADEQUJAL_E_5 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. Understands the problems facing Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	18-75	76+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	606	773	898	2177	1100	1193	717	531	599	536	1019	111	200	1993	1108	109	1848	829	353	616	519	836	361	1807	140	808	188	217	121	98	912	167					
WEIGHTED BASE	7777	3113	1526	1925	2326	7287	3587	3778	2266	1601	1805	1521	3141	1117	206	1993	740	1137	2408	868	1141	306	513	658	303	1803	119	613	160	283	1647	877	843	216					
Does apply	717	371	196	205	316	670	47	689	268	167	184	170	318	29	50	638	305	412	618	298	89	180	171	220	100	616	100	273	418	115	48	40	27	178	172				
Does not apply	836	376	210	270	382	1017	1053	878	279	115	115	106	381	200	215	1276	415	277	805	345	285	365	315	1276	119	121	285	486	685	179	895	1276	615	249					
Don't know	640	396	140	200	210	500	111	121	316	163	164	147	79	28	68	540	126	408	380	280	39	119	172	180	79	364	140	110	17	171	10	30	283	128					
Don't know	28%	36%	21%	22%	26%	35%	39%	25%	31%	30%	28%	28%	24%	25%	35%	28%	20%	32%	27%	31%	30%	27%	31%	28%	24%	29%	41%	21%	10%	60%	19%	36%	19%	46%					
Don't know	914	344	505	289	351	274	883	11	508	407	211	245	205	120	54	79	781	286	629	600	305	112	191	206	273	111	773	110	209	37	65	44	28	303	8				
Don't know	40%	35%	40%	46%	47%	30%	41%	24%	40%	41%	39%	41%	39%	38%	40%	40%	40%	39%	41%	41%	35%	42%	40%	38%	40%	43%	40%	31%	38%	22%	23%	62%	32%	36%	30%				

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used. * small base



Table B3
QQIAZ8RQIAJL_e_7 - Do you think each of the following statements does or does not apply to the leader of the Liberal Democrats, Ed Davey, Good in a crisis
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNREGISTERED BASE	2277	1154	606	773	819	819	1303	717	531	595	536	303	111	200	1065	593	1448	839	303	263	616	519	836	361	1897	145	898	189	217	121	98	912	357			
REGISTERED BASE	2777	1464	635	768	764	764	1278	766	561	635	522	314	113	206	1093	743	1137	1408	869	314	263	514	506	813	363	1893	159	913	189	203	104	97	843	264		
Does not apply	818	439	141	180	205	205	323	293	151	162	139	76	30	57	329	363	453	877	239	79	141	180	192	46	545	130	138	15	159	20	24	168	280			
	27%	14%	20%	21%	24%	23%	25%	23%	28%	27%	27%	24%	27%	27%	27%	23%	29%	27%	28%	23%	23%	28%	29%	23%	28%	28%	23%	9%	9%	18%	28%	20%	42%			
Does apply	189	95	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148	148			
	18%	10%	13%	24%	14%	12%	12%	12%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%			
Don't know	1302	521	778	463	503	503	111	349	295	306	68	113	1121	427	875	768	514	381	283	208	380	108	1120	184	184	184	184	184	184	184	184	184	184			
	57%	47%	67%	54%	56%	57%	58%	57%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%	58%			

Proportions/Means: Column Total (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * email base



Table 90
QQIAZ8RQJIAJL_6_8 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. *Page attention to detail*
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE				REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
Unregistered Base	2277	1123	1154	695	773	810	810	1300	717	531	595	536	303	111	200	1955	1108	595	1448	839	353	636	535	836	363	1807	145	895	180	217	123	98	972	357				
Registered Base	7777	3113	4664	615	766	766	766	1278	766	563	635	522	314	113	205	1955	743	1137	1408	808	343	506	513	636	363	1803	159	613	180	203	164	87	843	263				
Does not apply	184	95	89	23	38	29	29	24	24	10	14	13	7	3	5	53	14	24	33	23	7	13	17	17	7	50	14	14	15	147	16	26	153	276				
Does apply	293	148	145	112	125	121	121	204	293	121	141	121	89	23	32	640	396	203	306	125	72	130	126	143	72	429	61	263	38	42	36	34	303	114				
Don't know	1192	672	714	130	141	141	141	244	203	106	121	121	89	23	32	640	396	203	306	125	72	130	126	143	72	429	61	263	38	42	36	34	303	114				
Don't know	1192	672	714	130	141	141	141	244	203	106	121	121	89	23	32	640	396	203	306	125	72	130	126	143	72	429	61	263	38	42	36	34	303	114				

Proportions/Means: Column Total (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/DE/FG - H/I
Overlap formula used: * small base



Table 91
QQIAZ8ERQIAJL_6_3 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. A strong leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNREGISTERED BASE	2277	1154	695	773	810	810	1393	717	511	595	536	303	111	200	1993	160	1448	839	313	616	519	836	361	161	1807	145	895	180	217	123	98	972	357						
REGISTERED BASE	7777	4664	615	768	766	766	7247	1307	561	595	522	114	1137	166	1953	743	1137	3495	408	143	306	313	638	363	1613	159	613	160	283	1647	877	843	284						
Does not apply	766	428	277	349	349	668	59	375	311	175	193	132	86	35	85	608	194	532	413	295	95	166	186	214	85	78	627	187	159	23	170	25	31	217	337				
	83%	79%	24%	22%	29%	39%	3%	40%	29%	33%	32%	33%	29%	32%	31%	29%	30%	29%	34%	29%	33%	34%	31%	24%	32%	44%	20%	14%	60%	24%	38%	29%	47%						
Does apply	288	145	228	189	194	462	20	125	193	134	119	127	94	19	39	454	262	106	180	72	129	126	126	80	7	129	16	38	30	37	34	363	113						
	22%	21%	23%	22%	27%	22%	22%	20%	25%	19%	23%	20%	22%	30%	17%	18%	23%	29%	19%	23%	25%	23%	22%	20%	43%	22%	17%	34%	52%	11%	28%	38%	3	363	113				
Don't know	1082	678	654	556	556	668	361	1017	45	588	474	242	280	254	134	57	96	910	334	728	676	386	311	211	240	320	150	898	129	268	58	83	52	40	363	266			
	47%	36%	56%	51%	51%	40%	47%	46%	47%	45%	47%	49%	40%	55%	49%	46%	45%	47%	46%	44%	46%	42%	44%	47%	49%	40%	30%	40%	34%	29%	62%	46%	40%	43%	37%				

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formulae used: * small base



Table 92
QQIAZ8R9QIAJL_K_38 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. Show me values
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	55-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	2277	696	773	818	2177	1100	1100	717	599	536	103	111	200	1993	1108	116	1448	829	161	616	110	836	161	161	1807	140	898	180	217	121	98	972	157				
WEIGHTED BASE	7777	7777	615	706	766	7247	3307	3307	201	165	152	343	1137	186	1993	743	1137	3408	408	143	506	101	688	161	161	1807	140	898	180	217	121	98	972	157				
Does not apply	759	462	295	180	223	376	688	81	395	165	108	172	93	28	72	639	200	559	436	323	101	172	201	229	46	667	179	165	20	191	27	32	214	364				
	83%	82%	79%	84%	80%	82%	82%	81%	84%	84%	81%	83%	80%	79%	87%	83%	87%	86%	81%	87%	82%	84%	87%	83%	88%	84%	84%	84%	87%	82%	87%	87%	87%	82%				
Does apply	217	66	148	179	140	442	188	121	114	118	121	120	97	26	29	146	208	201	188	161	67	118	134	160	36	431	161	180	111	25	91	20	279	208				
	22%	24%	21%	29%	28%	21%	23%	23%	19%	22%	20%	23%	31%	23%	13%	24%	31%	19%	23%	23%	21%	21%	24%	23%	36	431	161	180	111	25	91	20	279	208				
Don't know	1001	381	615	287	379	310	960	41	561	218	263	219	124	57	100	844	313	688	800	311	146	206	216	300	111	855	128	38	67	55	35	148	246					
	44%	34%	55%	46%	51%	37%	46%	32%	44%	44%	44%	42%	39%	55%	51%	43%	42%	45%	46%	40%	40%	47%	41%	39%	44%	43%	44%	46%	40%	23%	24%	51%	40%	41%	34%			

Proportions/Means: Columns Totalled (5% risk level) - a/b = C(d)/N/V/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/C/D/E/F/G - H/I
Overlap formulae used: * small base



Table 93
QQ4AEQJIAJL_E_13 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. Get the big decisions right
Base: All adults aged 18+ in Great Britain

	GENDER		AGE		SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE		
	MAN	WOMAN	16-24	25-34	35+	45+	55+	65+	ABCL	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	2277	1123	1154	606	773	838	2177	1100	1300	717	531	595	536	309	105	59	1448	839	263	616	110	836	361	1607	140	808	180	217	121	98	912	367	367	0	
WEIGHTED BASE	7777	7777	3113	4664	615	768	794	7247	3807	4779	266	561	595	522	314	113	200	1050	743	141	306	515	658	303	1603	119	613	160	283	164	87	841	241	241	0	
Does not apply	886	423	261	164	281	332	635	53	387	328	174	187	148	84	30	83	304	352	494	409	277	96	162	164	215	74	587	139	152	19	177	19	27	190	320	
Does apply	390	390	18%	23%	24%	27%	17%	30%	20%	28%	11%	12%	12%	10%	27%	27%	21%	10%	20%	12%	12%	30%	12%	12%	15%	23%	12%	44%	25%	11%	60%	19%	30%	21%	40%	
	12%	18%	13%	21%	21%	12%	17%	14%	17%	14%	12%	15%	18%	20%	13%	13%	16%	20%	13%	17%	13%	17%	17%	17%	22%	23%	14%	10%	22%	41%	7%	21%	11%	9	21%	11%
Don't know	1245	487	749	311	467	463	1284	56	708	533	302	317	291	153	89	110	1082	403	838	761	480	183	260	295	368	161	1005	165	328	83	86	63	51	465	318	
	14%	14%	16%	13%	16%	15%	15%	4%	9%	10%	14%	13%	16%	16%	12%	16%	14%	15%	15%	14%	15%	12%	13%	14%	13%	13%	15%	16%	14%	16%	10%	10%	10%	10%	10%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 04
QQ4ADEQUJAL_E_12 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey, An experienced leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	35+	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	606	773	839	2177	1100	1100	1100	717	551	551	595	536	309	111	200	1955	1108	1169	1448	839	353	636	110	836	361	1807	140	808	180	217	123	98	972	157				
WEIGHTED BASE	7777	3113	615	766	796	7247	3807	3770	3770	2401	1611	1611	1655	1521	914	317	585	5655	3401	4276	5408	408	1641	306	111	658	303	1803	119	613	160	283	164	87	843	254				
Does apply	730	412	177	178	208	344	55	476	254	153	188	171	116	35	73	627	302	429	400	310	111	161	181	238	94	634	121	287	100	44	34	34	373	204						
Does not apply	826	370	273	276	285	386	33	426	376	285	323	325	325	325	269	79	122	1388	767	740	1338	529	190	475	170	164	658	686	681	119	613	160	283	164	87	843	254			
Don't know	942	379	508	305	395	276	508	33	431	227	432	432	432	432	376	645	305	425	371	671	630	312	126	104	222	268	141	786	129	44	75	53	287	81	238					
Don't know	942	379	508	305	395	276	508	33	431	227	432	432	432	432	376	645	305	425	371	671	630	312	126	104	222	268	141	786	129	44	75	53	287	81	238					

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I

Overlap formulae used: * email base

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.



Table 95
QQ4ADEQUAII_E_13 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey, is a likeable person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	606	773	838	2177	1100	1100	717	531	599	536	1039	111	200	1993	1108	99	1448	839	100	263	636	110	836	361	1807	140	808	180	217	123	98	972	167				
WEIGHTED BASE	2277	1123	605	768	766	2167	1107	1179	766	561	595	522	1141	113	199	1993	742	1137	1408	808	100	263	636	110	836	361	1803	139	813	180	215	124	97	941	164				
Does not apply	882	485	208	242	430	799	83	338	324	211	203	204	333	38	73	751	837	525	499	383	426	100	212	230	259	106	751	130	382	128	68	42	38	458	225				
Does not apply	385	429	32%	33%	32%	37%	45%	37%	36%	42%	37%	38%	36%	42%	34%	38%	45%	34%	34%	33%	42%	38%	42%	38%	38%	35%	38%	36%	37%	32%	40%	1	44%	13%	31%				
Does not apply	385	429	21%	21%	13%	23%	28%	50%	42	29%	27%	14%	13%	12%	43	49%	12%	42%	35%	30%	12%	12%	14%	17%	6%	40%	13%	14%	14%	14%	15%	14	22%	14%	28%				
Does not apply	385	429	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%				
Doesn't know	851	398	549	284	342	225	825	36	451	400	198	220	192	112	48	80	722	266	185	174	277	125	165	199	250	129	710	99	187	32	64	49	27	251	209				
Doesn't know	376	27%	47%	40%	40%	23%	38%	20%	3	35%	60%	37%	37%	30%	63%	42%	37%	30%	38%	67%	27%	40%	33%	30%	43%	30%	34%	20%	27%	13%	62%	47%	31%	30%	30%				

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * small base



Table 95
QQ4ADERQJAL_K_34 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey. Has sound judgement
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35-44	45-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
Unregistered base	2277	1123	695	773	810	2177	1100	1193	717	531	595	535	303	111	200	1955	1108	99	1448	839	353	616	515	836	361	1887	145	888	188	217	121	98	972	357					
Registered base	7777	3113	615	768	794	7347	3837	1778	796	561	655	522	343	113	205	1953	743	1137	3458	432	143	306	313	658	363	3853	159	613	168	283	164	87	843	254					
Does not apply	834	379	254	136	182	568	46	328	305	172	180	139	79	32	52	350	168	385	249	89	137	186	197	62	565	138	133	19	178	13	25	163	335						
	28%	14%	22%	22%	26%	34%	27%	20%	20%	11%	12%	21%	27%	27%	20%	27%	28%	23%	30%	27%	27%	28%	27%	29%	29%	20%	29%	28%	27%	11%	60%	13%	29%	19%	46%				
Does apply	218	108	147	175	160	217	140	38	361	217	223	153	136	98	22	48	508	234	8	362	226	68	112	137	185	94	483	11	217	108	37	90	25	321	127				
	22%	10%	21%	28%	22%	20%	25%	29%	28%	22%	23%	26%	26%	31%	20%	24%	26%	32%	22%	20%	26%	22%	30%	25%	30%	25%	27%	31%	23%	20%	37%	63%	13%	29%	29%	38%			
Don't know	1085	493	608	384	381	360	1000	45	381	476	246	280	248	137	58	97	911	338	728	671	395	157	217	248	305	147	905	148	253	47	68	60	37	359	271				
	47%	16%	17%	10%	12%	12%	40%	32%	46%	46%	45%	47%	46%	46%	52%	49%	46%	46%	47%	46%	45%	50%	43%	45%	44%	49%	46%	43%	42%	28%	24%	12%	42%	43%	38%				

Proportions/Means: Columns Texted (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I

Overlap formula used: * small base

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.



Table 97
QQIAZ8R9QJIAJL_K_35 - Do you think each of the following statements does or does not apply to the Leader of the Liberal Democrats, Ed Davey, Acts with integrity
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	2277	1123	695	773	810	810	1300	717	531	595	536	305	111	200	1955	1328	595	1448	835	1448	263	636	515	836	363	363	1807	145	808	180	217	123	98	972	357				
WEIGHTED BASE	2277	1123	695	773	810	810	1300	717	531	595	536	305	111	200	1955	1328	595	1448	835	1448	263	636	515	836	363	363	1807	145	808	180	217	123	98	972	357				
Does apply	747	420	326	182	245	245	477	270	161	186	195	105	34	53	663	315	432	448	248	54	165	197	234	53	648	135	278	123	61	37	30	400	193						
Does not apply	1530	703	513	557	565	565	823	447	370	409	341	200	77	147	1292	1013	160	1000	587	1399	100	471	281	302	366	128	128	1607	145	808	180	217	123	98	972	357			
Don't know	86	41	45	20	24	25	20	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10				

Proportions/Means: Column Totals (2% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * small base

[Return to Index](#)



25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 98

QQLEADERQUALS - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski

Base: All adults aged 18+ in Great Britain

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader	Is a likeable person	Has sound judgement	Acts with integrity
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Does apply	515	543	601	472	447	579	302	403	430	491	325	318	524	421	523
	23%	24%	26%	21%	20%	25%	13%	18%	19%	22%	14%	14%	23%	18%	23%
Does not apply	871	973	896	975	970	956	924	925	992	1049	988	1116	967	1002	925
	38%	43%	39%	43%	43%	42%	41%	41%	44%	46%	43%	49%	42%	44%	41%
Don't know	891	760	780	829	860	742	1051	949	855	738	964	843	786	855	829
	39%	33%	34%	36%	38%	33%	46%	42%	38%	32%	42%	37%	35%	38%	36%

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.



Table 95
QQIAZKXQJIAJL_5_1 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, An honest person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	35+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	1123	606	773	818	2177	1100	1100	717	551	595	536	309	111	200	1055	1108	169	1448	839	263	616	110	836	361	1807	140	808	180	217	121	98	972	167	
WEIGHTED BASE	2277	1123	615	768	796	2187	1107	1178	561	555	522	1141	1137	186	1059	740	1137	1408	808	1141	306	611	108	836	361	1803	139	813	180	1647	877	841	214	167	
Does not apply	871	459	153	250	468	799	73	482	385	209	217	238	105	42	80	750	228	482	489	381	113	195	233	275	71	790	224	182	15	183	14	36	280	463	
	38%	41%	32%	24%	31%	52%	5%	17%	10%	38%	37%	42%	34%	17%	41%	18%	31%	42%	33%	44%	30%	18%	19%	40%	23%	46%	42%	12%	60%	13%	41%	11%	16%		
Does apply	1406	664	453	518	350	1378	1127	1196	1132	111	111	90	96	26	44	446	233	203	358	127	69	113	120	187	109	413	91	211	46	17	87	26	268	83	
	61%	59%	68%	76%	69%	48%	95%	93%	90%	20%	20%	18%	31%	23%	22%	23%	30%	19%	20%	18%	35%	22%	22%	27%	34%	22%	9%	34%	24%	11%	55%	32%	32%	11%	
Don't know	891	329	509	297	214	119	867	44	477	414	198	255	209	112	44	73	774	287	604	160	331	140	199	215	226	129	751	102	210	74	69	33	23	250	211
	39%	30%	46%	38%	45%	35%	39%	34%	37%	41%	37%	43%	40%	36%	40%	37%	35%	39%	40%	38%	40%	33%	34%	33%	43%	38%	28%	34%	48%	24%	32%	27%	35%	32%	

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I

Overlap formulae used: * email base

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.



Table 100
Q24AEQ2UAI1_5_2 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, in touch with ordinary people
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNWEIGHTED BASE	1272	1272	155	395	562	560	891	251	591	591	301	591	591	591	591	251	591	591	591	101	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251				
WEIGHTED BASE	1272	1272	155	395	562	560	891	251	591	591	301	591	591	591	591	251	591	591	591	101	251	251	251	251	251	251	251	251	251	251	251	251	251	251	251				
Does not apply	973	557	416	180	280	333	893	80	524	449	233	264	238	109	46	84	843	249	725	533	441	137	219	231	299	76	843	280	205	69	214	14	38	233	113	474			
	43%	50%	28%	37%	40%	40%	41%	41%	42%	44%	44%	40%	20%	42%	41%	43%	34%	47%	38%	52%	44%	44%	42%	43%	29%	45%	27%	34%	41%	76%	13%	41%	27%	66%					
Does apply	1483	566	938	426	488	485	1294	1207	682	518	602	593	305	122	214	44	485	349	1123	317	124	180	68	117	140	180	139	429	30	223	46	28	70	21	279	80			
	24%	26%	21%	40%	22%	24%	25%	12%	26%	20%	20%	24%	21%	20%	38%	19%	27%	19%	27%	19%	20%	23%	20%	27%	41%	22%	8%	37%	27%	10%	68%	23%	10%	11%					
Don't know	760	205	494	222	203	245	727	34	416	145	177	204	182	84	68	648	246	535	486	264	115	170	178	203	108	649	68	183	54	40	20	28	253	380					
	33%	24%	42%	34%	41%	27%	34%	20%	33%	23%	13%	14%	20%	27%	40%	20%	13%	33%	33%	20%	30%	1	37%	34%	31%	29%	34%	33%	10%	30%	12%	14%	19%	22%	20%	22%			

Proportions/Means: Columns Tested (5% risk level) - a/b - (a/b)/(g - h) - (a/b)/(m/n)/p - a/r - x/y - x/y/n/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



25-06-1961-01 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2023
PUBLIC
IPSS

2 Sep 2023

Table 101
QQIAZKQJIAJL_5_3 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, has a lot of personality
Base: All adults aged 18+ in Great Britain

	GENDER		AGE			SOCIAL GRADE			REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	16-24	25-34	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2277	1123	606	773	898	319	454	1100	1593	717	531	599	536	309	111	200	1993	1328	949	1448	839	353	636	139	836	363	363	1897	149	899	189	217	131	98	972	357	
WEIGHTED BASE	2277	1123	606	773	898	319	454	1100	1593	717	531	599	536	309	111	200	1993	1328	949	1448	839	353	636	139	836	363	363	1897	149	899	189	217	131	98	972	357	
Does not apply	88%	89%	84%	84%	84%	75%	75%	86%	81%	81%	84%	81%	81%	81%	84%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%	81%
Does apply	12%	11%	16%	16%	16%	25%	25%	14%	19%	19%	16%	19%	19%	19%	16%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used: * email base



Table 102
QQZAEZQJUAL_6_4 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Has the right plans for Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE			SOCIAL GRADE			REGION							EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	18-25	36+	76+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2277	1123	1154	606	773	898	2177	1100	1100	717	531	595	536	309	111	200	200	1955	1108	99	1448	829	303	616	519	836	361	1807	140	808	180	217	121	98	972	167	
WEIGHTED BASE	7777	3113	4664	615	766	796	7247	3307	1779	796	563	635	522	314	113	206	206	1959	743	1137	2408	469	141	306	313	638	363	1803	119	613	160	283	164	87	843	214	
Does not apply	975	500	474	161	288	526	881	88	547	418	247	247	232	116	48	89	848	257	718	561	435	131	215	245	301	83	880	238	207	68	211	13	40	319	487		
	43%	50%	47%	24%	38%	58%	12%	8%	43%	41%	40%	42%	40%	37%	30%	45%	43%	33%	47%	38%	50%	42%	42%	45%	44%	27%	45%	22%	34%	19%	74%	13%	41%	38%	64%		
Does apply	472	3	218	237	1	377	464	8	283	187	75	111	96	99	21	44	407	214	3	338	133	1	39	93	130	173	100	308	34	184	24	33	89	21	239	67	
	21%	23%	19%	38%	21%	8%	22%	6%	22%	19%	19%	19%	18%	32%	19%	22%	21%	29%	17%	24%	13%	37%	19%	22%	23%	34%	19%	7%	30%	21%	12%	83%	23%	28%	9%		
Don't know	829	311	517	238	301	301	792	38	467	383	191	235	195	99	46	64	719	269	161	529	300	128	196	186	215	117	706	77	222	67	40	25	26	289	191		
	38%	28%	40%	38%	40%	38%	17%	29%	25%	38%	35%	40%	37%	31%	42%	31%	37%	36%	30%	38%	35%	42%	39%	34%	31%	39%	30%	21%	38%	39%	14%	24%	30%	34%	27%		
		6					4				20							2		1		2	1			A		BE	BE	BE	BE	BE	BE	BE	BE		

Proportions/Means: Columns Texted (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/DE/FG - H/I
Overlap formula used: * small base



Table 103
QQZAEZQJIAJL_5_5 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, A capable leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION						EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE		
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	12726	12726	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	12726	12726	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Does not apply	970	506	413	164	281	315	885	85	318	454	242	246	237	108	47	83	833	252	518	545	425	137	228	236	298	82	838	248	210	64	218	12	37	307	488	284		
	43%	50%	36%	26%	36%	37%	57%	41%	60%	40%	45%	40%	34%	42%	46%	42%	34%	47%	28%	40%	44%	45%	43%	43%	27%	45%	49%	34%	38%	77%	13%	43%	30%	64%				
Does apply	647	238	217	183	523	1302	1302	287	146	108	100	90	303	17	34	396	303	244	308	139	88	93	106	160	106	343	33	176	36	30	62	25	332	62				
	28%	22%	17%	35%	18%	20%	20%	22%	16%	19%	17%	17%	32%	15%	17%	20%	30%	27%	16%	22%	18%	35%	18%	19%	24%	34%	18%	6%	29%	22%	7%	60%	29%	28%	9%			
Don't know	880	305	502	244	319	297	824	477	383	105	247	195	104	48	71	741	285	575	505	305	117	187	208	226	117	713	88	227	69	46	29	25	303	334				
	38%	27%	48%	39%	45%	33%	38%	37%	33%	34%	42%	37%	33%	43%	38%	38%	30%	37%	28%	33%	37%	17%	17%	28%	33%	39%	38%	23%	27%	42%	14%	28%	24%	30%	27%			

Proportions/Means: Columns Tested (5% risk level) - a/b - (a/b)/(g-h) - (a/b)/(m/n/a/p - a/r - x/y - a/b/a/b/a - y/A - B/C/D/E/F/G - H/I)
Overlap formulae used. * small base



Table 104
QQ4ADEQJUAL_5_5 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Understands the problems facing Britain
Base: All adults aged 18+ in Great Britain

	GENDER		AGE		SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
							NORTH		MIDLANDS		SOUTH		LONDON		WALES		SCOTLAND		ENGLAND		GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35-75	76+	ABC1	CD2E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1100	1100	717	531	595	536	1029	111	200	1955	1108	160	1448	820	303	616	510	836	361	1887	140	888	180	217	121	98	972	357				
WEIGHTED BASE	2277	1113	1165	615	768	796	2187	1107	1179	796	563	593	522	1143	1137	199	1959	742	1137	1408	809	314	506	513	688	363	1883	159	813	180	203	1647	877	843	263				
Does not apply	956	539	416	156	283	308	878	78	319	437	240	243	229	111	48	89	824	244	712	539	437	132	204	242	299	80	887	236	201	65	206	10	37	358	468				
	42%	49%	36%	25%	37%	36%	41%	68%	41%	44%	44%	41%	44%	36%	33%	45%	42%	33%	46%	38%	48%	42%	46%	44%	43%	20%	44%	21%	32%	38%	70%	8%	43%	37%	54%				
Does apply	1321	584	739	459	495	530	1309	1022	860	280	291	352	307	918	163	111	1035	864	895	809	366	182	412	266	537	298	1444	189	687	180	111	175	101	614	299				
	58%	51%	64%	75%	63%	64%	59%	32%	59%	56%	56%	59%	60%	64%	67%	55%	58%	67%	54%	60%	62%	58%	54%	48%	55%	80%	56%	79%	68%	62%	30%	92%	57%	46%	46%				
Don't know	742	300	442	190	275	260	800	60	219	284	176	242	229	124	35	110	646	270	803	389	262	68	123	130	206	134	449	42	212	64	32	76	37	292	84				
	32%	26%	30%	30%	35%	30%	38%	10%	19%	20%	32%	30%	36%	37%	27%	25%	23%	37%	37%	30%	28%	22%	22%	24%	23%	41%	23%	12%	38%	20%	11%	73%	37%	34%	12%				

Proportions/Means: Columns Totalled 100% (n=1000)
Overlap formula used: * email base



25-06-1961 04: POLITICAL PULSE: AUGUST
21ST - 27TH AUGUST 2023
PUBLIC
IPSS

2 Sep 2023

Table 105
Q24A02Q1A1A1_5_7 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Good in a crisis
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	12726	12726	100	100	100	100	100	100	100	100	100	100	100	100	100	201	89	393	191	191	267	267	561	561	101	101	101	101	101	101	101	101	101	101	101	101	
WEIGHTED BASE	12726	12726	100	100	100	100	100	100	100	100	100	100	100	100	100	201	89	393	191	191	267	267	561	561	101	101	101	101	101	101	101	101	101	101	101	101	101
Does not apply	824	533	169	168	410	410	504	420	239	234	226	108	41	76	806	201	685	525	321	108	203	203	231	288	77	838	236	218	63	185	16	34	295	489			
	41%	48%	34%	37%	57%	57%	25%	47%	44%	38%	43%	34%	37%	35%	41%	32%	40%	27%	40%	40%	40%	42%	42%	23%	44%	44%	30%	17%	60%	14%	30%	33%	62%				
Does apply	1453	863	511	490	325	325	974	286	312	361	308	195	70	124	257	593	1448	839	1609	263	636	535	836	363	161	1807	345	898	189	217	123	98	912	367			
	63%	52%	74%	63%	43%	43%	75%	53%	56%	62%	57%	66%	63%	65%	59%	68%	59%	68%	58%	60%	60%	60%	58%	58%	77%	56%	56%	66%	83%	80%	76%	83%	86%	60%	67%		
Don't know	100	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10		

Proportions/Means: Columns Tested (25 risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 105
QQIAZBQZUJAL_5_8 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Pays attention to detail
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-24	25-34	35+	35-75	76+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	1272	1277	222	272	265	92	99	261	215	551	595	536	1019	111	200	1955	1108	160	1448	839	263	616	110	836	161	1017	140	818	180	217	121	98	972	167					
WEIGHTED BASE	1272	1277	222	272	265	92	99	261	215	551	595	536	1019	111	200	1955	1108	160	1448	839	263	616	110	836	161	1017	140	818	180	217	121	98	972	167					
Does not apply	41%	52%	15%	20%	18%	4%	4%	13%	10%	24%	26%	23%	45%	5%	9%	43%	41%	33%	64%	27%	40%	40%	41%	41%	27%	44%	64%	33%	49%	70%	17%	44%	30%	100%					
Does apply	86%	48%	80%	80%	82%	96%	96%	87%	90%	76%	73%	77%	55%	95%	91%	57%	67%	67%	36%	33%	59%	60%	59%	59%	73%	56%	36%	7%	26%	10%	9%	47%	23%	22%	9%				
Don't know	9%	0%	5%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 107
QQZAEZQJIAJL_5_3 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, A strong leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	1154	606	773	818	2177	1303	717	531	589	536	309	111	200	1955	1328	949	1448	820	263	636	133	836	361	1817	140	888	188	217	123	98	972	357					
WEIGHTED BASE	2277	1123	1154	605	768	796	2187	1279	706	503	555	522	314	113	200	1955	1328	949	1448	809	263	636	133	836	361	1817	140	888	188	217	123	98	972	357					
Does not apply	982	560	421	175	284	328	909	83	328	464	256	230	237	115	48	86	838	267	725	504	438	138	225	246	302	88	888	246	220	61	210	21	38	312	484				
	48%	50%	37%	28%	37%	40%	42%	64%	41%	47%	42%	40%	27%	42%	44%	44%	30%	47%	28%	32%	44%	44%	45%	44%	29%	46%	44%	30%	30%	74%	20%	41%	17%	85%					
Does apply	480	248	232	113	121	97	623	11	288	142	80	103	79	94	18	40	373	389	261	309	121	54	90	94	187	300	829	38	187	24	26	56	20	217	63				
	18%	22%	16%	18%	16%	12%	29%	21%	40%	18%	13%	15%	26%	16%	20%	19%	29%	26%	22%	14%	17%	18%	17%	24%	33%	17%	11%	26%	20%	9%	54%	23%	26%	8%					
Don't know	855	311	540	218	312	285	820	36	481	372	180	240	236	105	46	70	739	284	571	544	311	121	182	210	218	115	731	76	236	75	67	27	29	313	100				
	38%	28%	47%	38%	40%	37%	38%	3%	21%	17%	13%	40%	35%	41%	38%	38%	30%	33%	17%	28%	30%	30%	30%	30%	38%	17%	21%	35%	44%	17%	26%	34%	17%	27%					

Proportions/Means: Columns Tested (5% risk level) - a/b - (a/b)/(g - h) - (a/b)/(m/n)/p - a/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 108
QQZAEZQJIAJL_X_30 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Sharns my values
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE									
	MAN	WOMAN	16-24	25-34	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	1274	1293	227	251	355	360	251	23	551	595	536	305	111	200	1955	595	1448	835	1513	263	636	515	836	363	1657	145	895	185	217	123	98	972	357				
WEIGHTED BASE	1274	1293	227	251	355	360	251	23	551	595	536	305	111	200	1955	595	1448	835	1513	263	636	515	836	363	1657	145	895	185	217	123	98	972	357				
Does not apply	1049	553	404	176	304	345	959	585	488	262	267	248	126	48	98	902	270	779	575	473	145	235	298	317	98	940	287	240	78	220	11	45	345	480			
	45%	41%	39%	25%	41%	53%	45%	45%	45%	48%	45%	48%	40%	45%	50%	45%	38%	54%	41%	54%	40%	46%	46%	48%	46%	31%	48%	24%	30%	60%	78%	11%	52%	41%	57%		
Does apply	682	365	219	232	265	265	718	249	309	328	288	179	23	102	1053	226	973	360	1040	180	391	280	468	360	179	145	185	107	195	112	83	627	263				
	22%	28%	19%	17%	21%	21%	22%	7%	25%	18%	20%	19%	13%	22%	20%	31%	17%	24%	17%	14%	18%	18%	22%	27%	30%	17%	9%	33%	23%	9%	65%	24%	31%	9%			
Don't know	728	258	479	227	285	235	1057	31	385	373	372	86	40	59	638	238	580	489	249	111	181	182	182	95	634	75	185	52	37	25	21	231	174				
	32%	23%	41%	10%	38%	29%	24%	3%	30%	30%	33%	27%	26%	30	32%	12%	33%	25%	25%	32%	36%	29%	29%	12%	12%	20%	28%	12%	11%	24%	24%	7%	27%	24%			

Proportions/Means: Columns Tested (5% risk level) - a/b - (a/b)/(g - h) - (a/b)/(m/n) - a/p - a/t - a/(m/n) - x/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 103
QQZAEZQJUAL_5_11 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Get the big decisions right
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35-44	45-54	55-64	65+	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNREGISTERED BASE	2277	1123	695	773	810	2177	1100	1100	717	551	595	536	1019	111	200	1055	1108	110	1448	839	301	616	110	836	161	1007	140	1018	180	217	111	98	972	117					
REGISTERED BASE	7777	3113	615	706	766	7247	3107	3176	796	561	595	522	1141	1137	106	1053	743	1137	2408	408	1141	306	111	616	161	1007	140	1018	180	217	111	98	972	117					
Does not apply	888	561	172	286	520	803	85	339	448	245	237	236	114	42	84	832	263	576	500	439	155	217	248	308	45	832	257	222	72	206	9	39	123	486					
	43%	50%	37%	27%	40%	58%	62%	60%	42%	47%	40%	43%	40%	30%	38%	48%	47%	32%	47%	38%	50%	43%	43%	40%	40%	28%	46%	27%	30%	43%	70%	8%	44%	38%	16%				
Does apply	133	107	145	134	89	42	321	4	129	135	73	72	63	72	18	29	278	146	240	83	73	70	120	82	138	107	236	20	118	18	45	19	150	43					
	14%	16%	13%	12%	17%	13%	12%	11%	14%	13%	12%	12%	12%	10%	10%	13%	14%	10%	10%	10%	14%	14%	13%	13%	29%	12%	9%	10%	11%	6%	43%	22%	18%	6%					
Don't know	964	373	588	696	862	342	696	696	41	500	414	223	264	223	128	52	74	838	312	632	618	346	116	216	212	261	111	825	82	273	78	59	49	29	369	216			
	42%	34%	51%	42%	48%	38%	40%	32%	43%	41%	41%	45%	43%	42%	47%	38%	43%	40%	42%	44%	40%	40%	43%	42%	38%	43%	42%	22%	40%	40%	22%	47%	34%	44%	30%				

Proportions/Means: Columns Texted (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/DE/FG - H/I
Overlap formula used: * small base



Table 130
QQ4AE9QJUAL_5_12 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, An experienced leader
Base: All adults aged 18+ in Great Britain

	GENDER		AGE				SOCIAL GRADE		REGION							EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	ABCL	CJOW	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272		
WEIGHTED BASE	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272	1272		
Does not easily	1138	625	488	193	319	403	1022	93	628	490	285	285	230	139	55	303	958	323	792	621	154	215	281	337	99	1008	238	269	82	224	29	45	387	500				
	48%	56%	42%	31%	41%	51%	46%	27%	49%	49%	48%	52%	49%	49%	52%	49%	64%	52%	43%	50%	49%	46%	51%	49%	33%	52%	27%	46%	69%	70%	28%	52%	40%	70%				
Does easily	1138	507	629	412	454	416	1165	107	472	272	266	369	170	274	348	106	869	376	1047	325	249	278	242	501	362	599	162	539	98	22	60	53	535	40				
	50%	44%	58%	31%	37%	50%	54%	73%	51%	51%	52%	48%	51%	50%	48%	51%	36%	48%	57%	50%	51%	54%	51%	49%	67%	48%	73%	54%	31%	28%	72%	39%	14%	19%	6%			
Don't know	842	299	541	210	215	216	850	16	401	182	107	241	192	67	63	78	727	279	565	504	289	122	185	198	225	120	714	81	215	63	39	35	29	298	309			
	37%	27%	47%	33%	28%	36%	26%	36%	34%	36%	41%	37%	32%	39%	37%	37%	38%	39%	41%	39%	39%	36%	36%	39%	39%	37%	23%	85%	38%	14%	18%	84%	71%	24%				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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.



Table 111
QQ4AE8QJUAL_5_13 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, is a likeable person
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
Unweighted base	2277	2277	606	773	819	2177	1100	1300	717	551	595	309	111	200	1065	1328	590	1448	839	263	616	510	836	361	1607	140	808	180	217	121	98	972	557							
Weighted base	2277	2277	615	768	796	2187	1107	1379	766	561	595	522	314	113	200	1065	590	1468	869	263	616	510	836	361	1607	140	811	180	217	121	97	961	561							
Does not apply	987	548	154	275	158	879	88	330	417	226	252	240	155	45	83	838	248	739	531	438	153	216	241	292	83	838	873	235	212	19	210	19	39	309	487					
	42%	49%	25%	37%	20%	41%	68%	41%	44%	42%	41%	47%	27%	12%	42%	43%	33%	47%	28%	30%	42%	42%	44%	42%	28%	49%	21%	30%	33%	74%	18%	44%	17%	80%						
Does apply	238	209	240	293	297	1107	1012	1049	347	325	337	297	169	76	102	660	360	398	370	154	54	117	134	183	119	430	91	288	47	32	62	20	270	79						
	22%	23%	39%	38%	37%	53%	30%	26%	20%	24%	21%	18%	57%	34%	19%	22%	32%	18%	26%	18%	17%	23%	22%	28%	37%	21%	9%	34%	28%	12%	60%	28%	32%	11%						
Don't know	786	269	514	225	304	298	757	29	422	364	184	214	180	93	45	71	871	253	534	507	279	127	173	186	203	107	669	72	192	64	40	22	24	262	388					
	35%	24%	44%	36%	41%	41%	35%	23%	28%	33%	14%	16%	14%	30%	60%	36%	34%	34%	30%	32%	12%	42%	34%	23%	20%	33%	20%	32%	38%	14%	22%	27%	11%	24%						

Proportions/Means: Columns Tested (5% risk level) - a/b - C(d/e)/(f/g - h/i) - j(k)/m(n/v)/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 132
QQIAZ8R9QJAL1_5_34 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, has sound judgement
Base: All adults aged 18+ in Great Britain

	GENDER		AGE						SOCIAL GRADE		REGION								EDUCATION				WORKING STATUS				INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	18-34	35-54	55+	18-75	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE											
UNREGISTERED BASE	10266	981	350	395	369	1095	99	1005	100	55	50	360	100	50	50	160	100	55	55	55	100	50	50	50	100	100	100	100	100	100	100	100	100	100	100	100									
REGISTERED BASE	2277	1123	1154	695	773	810	2177	1100	1393	717	531	595	536	111	200	1993	1328	950	1448	820	263	636	155	836	361	1807	140	898	180	217	121	98	972	517											
Does not apply	1002	576	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100										
Does apply	621	327	191	219	273	337	75	411	10	250	171	106	92	47	10	58	160	163	176	100	125	40	97	149	94	100	100	100	100	100	100	100	100	100	100										
Don't know	855	309	543	240	329	286	821	34	464	390	203	240	194	98	48	75	735	281	574	500	305	125	188	196	227	110	729	72	232	59	48	36	25	288	186										
	385	208	476	205	282	245	125	385	205	385	205	376	325	625	385	376	385	376	385	376	385	385	385	385	385	385	385	385	385	385	385	385	385	385	385										

Proportions/Means: Column Totals (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - R/CD/EF/G - H/I
Overlap formula used: * small base



Table 133
QQIADEKQIAU1_5_15 - Do you think each of the following statements does or does not apply to the Leader of the Green Party, Zack Polanski, Acts with integrity
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	35+	45+	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE				
UNWEIGHTED BASE	2277	1154	606	773	818	2177	1100	1100	717	551	595	536	585	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535	535		
WEIGHTED BASE	2277	1113	615	768	794	2187	1107	1174	766	561	593	522	570	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517	517		
Does not apply	825	512	153	286	367	866	81	325	400	226	225	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232	232			
	36%	44%	25%	37%	45%	39%	7%	19%	24%	13%	13%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%				
Does apply	1452	642	453	482	431	1321	1019	849	366	335	368	304	353	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305	305			
	22%	26%	40%	22%	22%	24%	10%	24%	22%	23%	22%	18%	34%	22%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%				
Don't know	829	542	153	119	285	793	36	467	382	190	237	197	100	41	61	724	269	559	528	301	118	188	179	214	111	704	75	217	69	54	39	19	277	197	197					
	36%	28%	44%	36%	43%	35%	37%	28%	35%	38%	35%	40%	38%	32%	38%	32%	37%	36%	36%	37%	35%	46%	37%	32%	31%	37%	30%	21%	25%	45%	19%	28%	21%	33%	28%					

Proportions/Means: Columns Totalled 100% (risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formula used. * small base



25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS

2 Sep 2026

Table 114
QQLEADERQUAL1A-E - Leadership qualities apply - DERIVED

Base: All adults aged 18+ in Great Britain

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Britain	A capable leader	Understands the problems facing Britain	Good in a crisis	Pays attention to detail	A strong leader	Shares my values	Gets the big decisions right	An experienced leader	Is a likeable person	Has sound judgement	Acts with integrity
UNWEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277	2277
Andy Burnham	926	1173	1168	792	1008	1155	651	815	940	782	596	840	1228	885	1008
	41%	52%	51%	35%	44%	51%	29%	36%	41%	34%	26%	37%	54%	39%	44%
Kemi Badenoch	693	508	773	589	827	791	474	714	825	568	488	607	760	689	733
	30%	22%	34%	26%	36%	35%	21%	31%	36%	25%	21%	27%	33%	30%	32%
Nigel Farage	453	737	1075	675	742	877	529	593	827	633	533	853	610	566	489
	20%	32%	47%	30%	33%	39%	23%	26%	36%	28%	23%	37%	27%	25%	21%
Ed Davey	798	698	727	481	656	717	359	501	508	517	350	730	862	578	747
	35%	31%	32%	21%	29%	31%	16%	22%	22%	23%	15%	32%	38%	25%	33%
Zack Polanski	515	543	601	472	447	579	302	403	430	491	325	318	524	421	523
	23%	24%	26%	21%	20%	25%	13%	18%	19%	22%	14%	14%	23%	18%	23%

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.



25-06-196 01: POLITICAL FAITH: AUGUST
21ST - 27TH AUGUST 2015
PUBLIC
IPSS

2 Sep 2025

Table 135
QUADERQ2-2 - Which of the following character traits, if any, do you think are most important in deciding what makes a good Prime Minister?
Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE			REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2014 VOTE										REFERENDUM 2016 VOTE		
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-74	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £1999	£2000 - £4999	£5000 - £9999	£10000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE									
UNWEIGHTED BASE	2277	1123	1154	606	773	839	727	1100	1000	1100	1177	551	595	536	509	111	200	1665	1328	160	1448	820	263	263	436	836	363	1807	140	808	180	217	123	18	08	912	357								
WEIGHTED BASE	2277	1123	1154	615	768	836	728	1107	1007	1100	1177	561	593	522	514	113	200	1665	1328	160	1448	820	263	263	436	836	363	1807	140	808	180	217	123	18	08	912	357								
Understanding the problems facing Britain	1051	717	828	347	493	603	711	1462	99	885	666	372	400	371	197	70	141	1341	512	1039	889	662	203	354	378	462	177	1384	251	424	121	205	62	61	599	524									
	68%	64%	71%	56%	68%	79%	68%	70%	69%	67%	67%	69%	68%	73%	63%	63%	72%	68%	69%	68%	63%	75%	65%	354	69%	67%	58%	70%	69%	67%	58%	70%	69%	67%	58%	70%	69%	67%	58%						
Having the right plans for Britain	1475	693	778	323	464	608	1385	90	809	616	313	391	356	191	73	129	1273	477	908	862	613	195	316	359	460	170	1293	247	393	115	212	61	50	569	522										
	65%	62%	67%	52%	65%	79%	65%	69%	67%	62%	62%	66%	68%	62%	65%	68%	65%	64%	65%	63%	61%	71%	62%	62%	65%	67%	58%	68%	68%	64%	68%	65%	75%	59%	68%	68%	65%								
Being in touch with ordinary people	1408	604	799	313	448	627	1123	86	781	625	319	366	342	177	76	129	1204	450	958	834	575	190	315	358	399	173	1220	207	406	102	174	67	54	551	476										
	62%	54%	69%	53%	60%	69%	62%	60%	62%	63%	55%	62%	60%	60%	55%	68%	63%	63%	63%	62%	59%	6%	62%	62%	60%	58%	57%	63%	58%	6%	60%	62%	60%	63%	62%	60%	63%								
Being an honest person	1388	640	744	229	429	630	1302	86	780	608	321	365	327	180	64	121	1183	461	927	780	608	200	318	336	403	171	1207	211	411	154	143	73	59	539	458										
	61%	58%	64%	53%	57%	70%	62%	60%	61%	61%	55%	61%	63%	57%	58%	67%	63%	62%	60%	60%	54%	64%	63%	63%	59%	58%	62%	62%	60%	60%	60%	60%	60%	60%	60%	60%									
Only the law decides right	1373	657	713	301	448	624	1288	86	800	601	323	338	337	184	66	124	1183	461	912	808	600	173	299	342	429	154	1210	234	379	111	187	54	53	529	475										
	60%	59%	62%	48%	60%	69%	60%	60%	63%	57%	60%	57%	60%	59%	60%	63%	60%	62%	59%	57%	63%	55%	55%	59%	62%	62%	51%	62%	62%	61%	66%	66%	53%	61%	61%	61%									
Acts with integrity	1354	649	699	315	411	607	1287	87	791	562	317	355	324	173	57	127	1170	462	872	801	532	173	290	333	414	176	1189	205	407	121	154	60	54	564	418										
	59%	58%	60%	50%	58%	67%	60%	51%	62%	56%	55%	60%	62%	62%	55%	51%	64%	58%	60%	57%	54%	55%	57%	60%	60%	58%	58%	60%	58%	60%	58%	58%	58%	62%	67%	58%									
Being good in a crisis	1280	584	701	266	396	569	1208	82	736	554	330	341	305	187	68	111	1113	444	846	752	538	178	279	322	375	147	1134	220	384	113	151	53	52	510	481										
	57%	53%	61%	49%	61%	65%	56%	63%	58%	54%	57%	54%	58%	53%	60%	57%	57%	60%	59%	58%	52%	62%	57%	55%	59%	54%	49%	58%	61%	59%	67%	51%	51%	59%	61%	60%									
Being a strong leader	1227	599	626	298	394	548	1158	89	697	530	302	324	286	160	59	96	1072	461	826	751	478	147	281	288	392	157	1062	215	332	108	182	36	39	465	404										
	54%	54%	54%	48%	53%	59%	54%	53%	54%	53%	56%	55%	55%	55%	55%	54%	54%	54%	54%	53%	53%	55%	47%	55%	52%	57%	52%	54%	60%	54%	61%	64%	33%	45%	55%	59%									
Being a capable leader	1197	566	628	292	371	534	1116	82	688	509	274	313	284	157	71	99	1028	406	791	711	486	165	257	302	357	158	1030	195	341	109	150	43	46	451	394										
	53%	51%	54%	47%	50%	59%	52%	63%	54%	51%	51%	53%	54%	50%	61%	52%	52%	52%	51%	51%	50%	50%	51%	51%	52%	52%	52%	52%	54%	50%	50%	50%	50%	50%	50%										
Having sound judgement	1134	567	563	235	340	509	1082	72	673	481	268	287	262	148	50	99	960	411	722	601	483	151	232	281	359	137	988	188	328	112	142	42	47	480	380										
	50%	51%	46%	38%	46%	62%	46%	50%	53%	46%	40%	48%	44%	34%	40%	40%	50%	50%	47%	46%	40%	36%	48%	46%	51%	52%	45%	51%	52%	46%	50%	46%	54%	57%	55%										
Pay no attention to detail	879	449	429	208	271	399	852	47	461	385	200	236	209	122	49	73	757	365	574	519	380	128	194	206	276	122	748	139	259	75	110	32	34	356	296										
	39%	40%	37%	33%	36%	44%	39%	39%	39%	39%	37%	38%	40%	39%	44%	37%	38%	41%	37%	37%	37%	41%	41%	38%	37%	40%	40%	38%	38%	42%	44%	39%	31%	40%	42%	41%									
Shares my values	711	342	368	220	214	278	684	28	375	316	157	164	125	104	31	60	619	214	497	433	279	101	170	175	202	100	604	99	136	49	217	38	19	224	243										
	31%	31%	32%	21%	29%	31%	32%	21%	29%	34%	30%	28%	28%	31%	29%	31%	29%	31%	32%	31%	32%	32%	34%	34%	31%	29%	33%	31%	31%	41%	37%	27%	27%	27%	27%										
Being an environmental leader	585	299	295	119	218	234	46	19	321	241	148	133	120	94	21	46	407	312	393	305	210	78	112	141	184	106	461	87	187	10	79	18	16	207	181										
	26%	24%	29%	16%	26%	25%	27%	2%	26%	24%	27%	21%	23%	20%	24%	24%	25%	29%	29%	29%	20%	24%	25%	24%	25%	22%	26%	27%	24%	24%	26%	18%	18%	25%	25%										
Being a flexible person	471	210	261	154	131	186	448	35	258	215	129	120	94	68	26	36	409	141	328	291	181	53	109	110	156	73	897	55	148	41	57	22	10	166	112										
	21%	19%	23%	10%	18%	21%	20%	20%	20%	22%	24%	20%	18%	18%	21%	19%	21%	21%	19%	21%	21%	17%	21%	21%	23%	24%	20%	15%	24%	20%	22%	11%	20%	20%	21%										
Having a lot of personality	389	154	154	88	87	134	293	16	187	142	73	82	66	49	14	25	271	94	235	184	135	48	65	87	90	50	257	41	86	10	54	11	9	109	105										
	14%	14%	13%	14%	12%	13%	14%	12%	13%	14%	14%	14%	13%	13%	13%	13%	14%	13%	14%	14%	13%	13%	13%	13%	13%	13%	13%	13%	14%	13%	14%	10%	10%	10%	10%										
Sometimes also follow crowd	43	16	27	6	11	26	40	2	20	22	14	3	13	8	2	1	39	11	31	24	10	17	5	5	13	1	41	8	7	4	4	7	4	4	12	17									
	2%	1%	2%	1%	1%	3%	2%	2%	2%	2%	3%	1%	3%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	4%	4%	1%	2%										
None of these	18	9	10	6	10	3	18	-	5	13	4	7	3	4	-	-	18	1	17	9	9	6	6	2	4	-	18	3	6	-	-	-	-	-	7	2									
	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%									
Don't know	66	39	27	19	28	19	94	-	30	30	20	21	17	1	3	2	62	6	55	47	18	5	11	22	14	5	56	8	1	3	4	-	5	20	26										
	3%	4%	2%	3%	4%	2%	3%	2%	3%	4%	4%	4%	3%	1%	1%	1%	3%	1%	4%	3%	2%	2%	2%	2%	4%	2%	3%	3%	1%	1%	1%	1%	1%	1%	1%										

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/z - A/B/C/D/E/F/G - H/I
Overlap formulae used. * small base



Table 135
QOPPOSITION - Which of the following parties, if any, do you consider to be the main opposition to the current Labour government in Westminster?

Base: All adults aged 18+ in Great Britain

	GENDER			AGE			SOCIAL GRADE			REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE								
Unweighted base	2277	1123	1154	606	773	898	100	100	531	589	536	100	111	200	1065	1108	1169	1448	820	353	436	100	836	361	1007	140	1007	140	100	100	100	100	100	100	100	100	100					
Weighted base	2277	1123	1154	606	773	898	100	100	531	589	536	100	111	200	1065	1108	1169	1448	820	353	436	100	836	361	1007	140	1007	140	100	100	100	100	100	100	100	100	100	100				
Reform UK	841	406	435	206	265	370	40	40	242	241	192	74	29	83	740	240	601	610	322	19	180	234	253	67	767	132	100	100	100	100	100	100	100	100	100	100	100					
The Conservatives	838	351	487	147	213	298	585	32	417	201	129	143	138	104	35	48	535	262	356	379	239	80	128	133	231	93	524	184	211	42	25	24	24	27	288	103						
The Green party	118	54	62	21	30	27	118	-	72	46	27	22	24	3	14	100	45	71	78	40	21	26	44	37	80	1	36	4	2	13	4	54	10	13	13	2						
The Liberal Democrats	107	58	50	23	38	26	107	4	68	43	24	16	28	28	3	9	96	41	66	81	46	22	22	29	31	34	87	4	87	36	1	5	4	64	15							
The SNP	26	9	17	3	11	12	25	1	11	15	1	2	1	-	-	23	4	13	13	17	10	2	9	5	4	8	23	3	1	-	1	-	13	13	2							
Fixed Centre	18	9	12	6	10	8	18	-	8	9	4	8	-	-	10	7	2	15	15	8	-	5	8	-	18	-	18	-	1	1	3	-	6	8	-							
Another party	29	24	15	14	14	11	39	-	12	27	7	6	13	9	1	3	35	9	30	35	4	8	12	8	8	3	37	1	5	-	11	-	10	6	13							
Don't know	131	154	106	190	187	189	483	27	253	235	106	155	108	74	35	37	443	128	383	305	208	76	132	110	105	81	419	38	98	49	11	15	10	147	90							
	2277	1123	1154	606	773	898	100	100	531	589	536	100	111	200	1065	1108	1169	1448	820	353	436	100	836	361	1007	140	1007	140	100	100	100	100	100	100	100	100	100	100				

Proportions/Means: Columns Totalled (25/100 base) a/b - c/d/e/f/g h/i - j/k/l/m/n/o/p q/r - s/t u/v/w/x-y/z A B/C/D/E/F/G H/I
Overlap formulae used. * small base

[Return to Index](#)



**25-061766-34 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2026
PUBLIC
IPSOS**

2 Sep 2026

Table 117

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

Base: All adults aged 18+ in Great Britain

	Conservative leader, Kemi Badenoch	Reform UK leader, Nigel Farage	Liberal Democrat leader, Ed Davey	Green Party leader, Zack Polanski
UNWEIGHTED BASE	2277	2277	2277	2277
WEIGHTED BASE	2277	2277	2277	2277
(4) Very likely	153 7%	300 13%	44 2%	62 3%
(3) Fairly likely	657 29%	568 25%	204 9%	203 9%
(2) Not very likely	679 30%	538 24%	755 33%	534 23%
(1) Not at all likely	399 18%	529 23%	930 41%	1176 52%
Mean	2.3	2.33	1.67	1.57
NET: Very/fairly likely	811 36%	868 38%	248 11%	265 12%
NET: Not at all/not very likely	1078 47%	1067 47%	1685 74%	1710 75%
Don't know	388 17%	342 15%	343 15%	302 13%

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.



25-06-196 01: POLITICAL PULSE - AUGUST
2197 - 27th AUGUST 2025
PUBLIC
IPSS

2 Sep 2025

Table 138
QFUTUREPRIM_1 - In your opinion, how likely or not is it that Conservative leader, Kemi Badenoch will ever be Prime Minister?

Base: All adults aged 18+ in Great Britain

	GENDER			AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE		
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £29999	£30000 - £39999	£40000 - £49999	£50000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2277	1123	1154	606	773	818	2177	1100	1300	717	531	599	530	309	111	200	1965	1108	99	1448	820	353	616	109	616	361	187	140	808	149	217	121	98	972	557							
WEIGHTED BASE	2277	1123	1154	615	766	796	2187	1107	1279	796	561	619	522	341	117	206	1969	742	1137	1408	899	341	596	911	616	361	189	113	811	149	217	121	98	972	557							
161 Very likely	153	75	78	43	59	62	147	6	80	64	32	33	32	14	7	13	131	14	97	88	61	27	36	38	45	18	125	87	29	9	14	5	5	14	29							
101 Fairly likely	657	308	347	179	218	240	618	40	399	238	147	180	172	89	22	48	588	215	442	412	225	83	148	146	232	75	180	178	148	52	88	17	21	210	250							
201 Not very likely	279	152	125	161	236	278	664	35	372	307	174	185	149	99	35	57	387	247	431	623	237	77	142	145	222	80	354	67	245	59	52	41	26	291	209							
101 Not at all likely	399	213	184	87	128	164	390	28	213	186	96	104	87	47	26	39	316	125	274	212	187	71	98	9	9	61	311	17	135	31	79	28	20	167	123							
Mean	2.3	2.27	2.33	2.44	2.27	2.23	2.3	2.22	2.34	2.25	2.26	2.29	2.34	2.41	2.12	2.24	2.31	2.31	2.29	2.35	2.32	2.25	2.29	2.29	2.38	2.36	2.3	2.89	2.13	2.26	2.16	1.98	2.21	2.24	2.38							
NET: Very/Fairly likely	811	403	405	242	257	212	765	46	468	222	179	213	208	123	29	63	719	271	540	525	286	110	184	145	277	113	805	245	176	82	122	22	29	288	310							
NET: Not at all/not very likely	1466	720	746	373	509	584	1422	84	811	495	352	386	328	186	82	143	1240	837	391	603	311	137	256	241	444	148	485	143	240	67	139	149	149	149								
Don't know	388	188	200	86	110	144	312	15	201	184	91	111	82	45	22	37	129	97	291	248	140	54	81	87	93	49	333	30	57	17	16	13	12	93	73							
	17%	13%	13%	21%	17%	17%	14%	1%	18%	18%	17%	18%	18%	14%	10%	10%	17%	13%	14%	18%	18%	17%	14%	14%	13%	14%	14%	17%	8%	9%	10%	6%	13%	14%	13%	10%						

Proportions/Means: Columns Totals (5% risk level) a/b - c/d/e/f/g h/i - j/k/l/m/n/o/p q/r - s/t u/v/w/x-y/z A B/C/D/E/F/G H/I
Overlap formulae used. * small base



25-06-196 01 - POLITICAL PULSE - AUGUST
21st - 27th AUGUST 2023
PUBLIC
PULSE

2 Sep 2023

Table 133
Q1FUTUREPRIM_2 - In your opinion, how likely or not is it that Reform UK leader, Nigel Farage will ever be Prime Minister?

Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE					REGION								EDUCATION				WORKING STATUS				INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE								REFERENDUM 2024 VOTE	
	MAN	WOMAN	16-24	25-34	35+	45+	55+	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE									
	TOTAL	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)	(60)							
UNWEIGHTED BASE	2277	1123	1147	605	773	818	818	1100	1300	717	581	589	536	1039	111	200	1965	1108	109	1448	820	353	636	510	836	631	361	1807	140	808	188	217	123	98	972	357									
WEIGHTED BASE	2277	1123	1154	615	766	796	788	1087	1278	596	561	555	522	1141	1137	206	1959	742	742	1437	808	409	341	506	913	658	363	1803	159	813	188	203	1047	977	843	284									
161 Very likely	1303	649	654	315	375	346	346	657	846	449	316	316	271	649	137	26	270	176	176	325	176	72	121	77	176	176	113	676	77	276	7	116	157	457	176	176									
161 Not at all likely	1380	674	706	291	391	472	472	443	432	267	265	268	265	492	98	194	985	332	913	483	644	281	515	339	660	464	248	1131	631	532	181	117	69	520	181	181									
161 Neither likely	568	311	257	187	203	180	180	355	322	361	228	247	188	147	74	23	37	507	395	373	376	192	65	118	137	203	83	479	111	185	22	92	21	10	170	226									
161 Not very likely	236	106	130	58	68	72	72	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100								
161 Not at all likely	138	73	65	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41									
Mean	2.33	2.38	2.27	2.5	2.33	2.21	2.32	2.54	2.25	2.43	2.43	2.41	2.37	2.17	2.09	2.09	2.37	2.22	2.39	2.4	2.21	2.23	2.3	2.3	2.41	2.19	2.35	2.44	2.08	1.87	1.84	1.95	1.79	2.08	2.05										
NET: Very/likely likely	868	409	459	215	281	266	266	502	646	409	258	258	258	646	137	26	277	261	607	514	284	208	101	188	287	208	751	158	203	39	227	24	17	242	381										
NET: Not at all/not very likely	1409	714	695	391	485	530	530	605	632	308	429	431	278	392	84	174	678	387	483	384	344	145	235	348	449	430	210	1129	655	505	179	100	239	526	526										
Don't know	142	73	69	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40									

Proportions/Means: Columns Totalled (5% risk level) a/b - c/d/e/f/g h/i - j/k/l/m/n/o/p q/r - s/t u/v/w/x-y/z A B/C/D/E/F/G/H/I
Overlap formulae used. * small base



25-06-196 01 - POLITICAL PULSE - AUGUST
21ST - 27TH AUGUST 2023
PUBLIC
IPSS

2 Sep 2023

Table 130
QFUTUREPRIM_3 - In your opinion, how likely or not is it that Liberal Democrat leader, Ed Davey will ever be Prime Minister?

Base: All adults aged 18+ in Great Britain

	GENDER			AGE			SOCIAL GRADE			REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE		
	TOTAL	MAN	WOMAN	16-24	25-34	35+	ABC1	C2DE		NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £49999	£50000 - £64999	£65000 - £84999	£85000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE								
UNWEIGHTED BASE	2277	1123	1154	606	773	898	1303	717	51	531	599	526	939	111	200	1093	1328	949	1448	820	353	636	539	836	361	1807	340	808	188	217	123	68	972	357									
WEIGHTED BASE	2277	1123	1154	615	768	894	1307	706	50	541	593	522	941	113	206	1093	1337	948	1448	809	341	636	531	836	361	1803	339	813	188	203	124	67	977	341									
161 Very likely	10%	14%	11%	27%	17%	14%	20%	11%	14%	18%	22%	17%	24%	10%	7%	10%	17%	12%	27%	18%	14%	23%	10%	17%	11%	23%	17%	17%	27%	7%	12%	15%	45%	17%	13%	13%							
161 Very likely	4%	3%	1%	4%	2%	1%	2%	1%	2%	1%	1%	2%	4%	1%	1%	2%	3%	2%	3%	1%	1%	2%	2%	2%	2%	4%	1%	2%	3%	3%	4%	2%	3%	2%	3%	1%							
121 Fairly likely	20%	16%	10%	10%	17%	18%	16%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%							
121 Fairly likely	9%	9%	9%	17%	8%	4%	10%	8%	8%	8%	7%	9%	10%	5%	8%	9%	12%	8%	10%	7%	7%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%							
121 Not very likely	75%	74%	80%	63%	65%	68%	64%	65%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%	64%							
121 Not at all likely	13%	10%	9%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%								
Mean	1.67	1.62	1.73	2	1.68	1.67	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68							
NET: Very/Fairly likely	24%	19%	11%	37%	22%	22%	36%	25%	28%	27%	36%	31%	38%	21%	17%	24%	31%	24%	41%	28%	21%	30%	17%	24%	17%	37%	27%	24%	41%	24%	37%	24%	41%	24%	37%	24%							
NET: Not at all/not very likely	76%	81%	89%	63%	78%	78%	64%	75%	72%	73%	64%	69%	62%	79%	83%	76%	69%	76%	59%	71%	79%	83%	80%	80%	83%	63%	73%	76%	59%	76%	76%	59%	76%	76%	59%								
Don't know	14%	11%	10%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%								

Proportions/Means: Columns Totalled (5% risk level) a/b - c/d/e/f/g h/i - j/k/l/m/n/o/p q/r - s/t u/v/w/x-y/z A B/C/D/E/F/G H/I
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 26562 and with the Ipsos Terms and Conditions.



Table 121
QFUTUREPRIM_4 - In your opinion, how likely or not is it that Green Party leader, Zack Polanski will ever be Prime Minister?

Base: All adults aged 18+ in Great Britain

	GENDER			AGE				SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2024 VOTE		
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£11,000 - £14,999	£15,000 - £19,999	£20,000 - £24,999	£25,000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE							
UNWEIGHTED BASE	2277	1123	1154	606	773	838	2177	1303	974	551	589	530	939	111	200	1665	1108	960	1448	829	353	436	539	836	913	1037	340	808	188	217	123	98	972	557									
WEIGHTED BASE	2277	1123	1154	615	786	866	2187	1307	996	561	593	522	941	113	206	1667	1117	971	1458	869	361	441	556	851	928	1051	359	813	189	218	124	99	977	561									
161 Very likely	62	40	22	63	16	4	62	33	29	9	12	35	17	2	7	53	23	39	36	7	9	18	30	19	15	47	8	25	3	4	15	2	36	13									
	3%	4%	2%	7%	2%	+	3%	3%	3%	2%	2%	3%	7%	2%	4%	3%	3%	3%	4%	1%	1%	3%	3%	2%	3%	5%	2%	1%	4%	2%	2%	14%	2%	4%	2%								
101 Fairly likely	209	109	91	126	59	18	203	-	112	92	50	49	25	54	7	19	178	88	116	146	58	21	38	59	73	78	123	15	66	13	15	21	10	95	24								
	9%	10%	8%	20%	8%	2%	9%	5%	9%	9%	9%	8%	5%	17%	6%	9%	9%	12%	8%	10%	7%	7%	8%	11%	11%	20%	6%	4%	11%	7%	5%	21%	11%	11%	3%								
120 Not very likely	158	238	297	182	152	509	25	323	211	139	112	138	73	34	42	458	218	317	389	186	67	106	141	174	72	463	50	200	46	34	14	17	231	323									
	7%	21%	26%	29%	27%	17%	24%	20%	21%	24%	22%	23%	22%	21%	23%	25%	20%	25%	20%	18%	22%	21%	21%	20%	24%	24%	18%	18%	27%	12%	11%	19%	27%	14%									
151 Not at all likely	1176	620	556	161	384	671	1077	99	867	279	321	292	134	51	206	1039	389	837	882	546	169	280	272	341	87	1076	279	389	32	223	24	51	438	532									
	52%	50%	45%	26%	46%	74%	50%	77%	52%	51%	51%	54%	56%	43%	46%	54%	52%	46%	54%	40%	63%	54%	55%	49%	50%	29%	55%	78%	47%	55%	78%	24%	58%	52%	76%								
Mean	1.57	1.55	1.58	1.1	1.59	1.28	1.59	1.2	1.57	1.57	1.56	1.52	1.48	1.83	1.58	1.58	1.57	1.69	1.51	1.69	1.39	1.51	1.52	1.6	1.62	2.09	1.7	1.53	1.28	2.28	1.53	1.45	1.28	1.1									
				date			ex							8m			1										96		80		81		6										
NET: Very/Fairly likely	265	149	113	189	74	22	265	-	145	120	58	61	40	71	9	28	230	111	154	200	85	30	54	89	93	96	168	17	81	18	19	36	12	128	38								
	12%	13%	10%	27%	10%	2%	12%	11%	12%	11%	10%	8%	20%	8%	13%	12%	15%	10%	14%	7%	10%	11%	13%	13%	18%	31%	9%	5%	15%	9%	7%	15%	11%	5%									
				84%			84%																																				
NET: Not at all/not very likely	1710	884	822	846	844	823	1588	125	990	720	412	453	408	205	85	148	1477	556	1154	993	717	236	386	411	515	150	1538	329	688	138	217	18	464	655									
	75%	80%	71%	53%	73%	91%	76%	56%	77%	72%	76%	76%	78%	85%	76%	76%	75%	75%	71%	82%	75%	75%	76%	75%	75%	52%	79%	62%	80%	82%	81%	56%	78%	75%									
				64%			64%																																				
				CPD			CPD																																				
Don't know	382	78	224	114	129	59	297	5	144	138	70	80	74	18	17	23	262	72	229	209	93	48	68	68	80	50	246	13	33	13	7	10	8	51	44								
	18%	7%	19%	18%	17%	7%	14%	4%	13%	14%	13%	13%	14%	12%	11%	13%	10%	13%	13%	11%	11%	13%	13%	12%	17%	13%	4%	5%	9%	2%	9%	9%	6%	8%									

Proportions/Means: Columns Totals (5%/risk level) a/b - c/d/e/f/g h/i - j/k/l/m/n/o/p q/r - s/t u/v/w/x-y/z A B/C/D/E/F/G H/I
Overlap formulae used. * small base

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.

Base: All adults aged 18+ in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i - j/k/l/m/n/o/p - q/r - s/t - u/v/w/x - y/A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base

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



Table 123
Q26FORMING - Which of the following, if any, do you think would be the main negatives if Reform UK won the next General Election and formed a government?
Base: All adults aged 18+ in Great Britain

	GENDER		AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE										REFERENDUM 2016 VOTE	
	TOTAL	MAN	WOMAN	16-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £24999	£25000 - £29999	£30000 - £34999	£35000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUPS	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
Unweighted base	2277	1123	1154	606	773	818	717	1100	1300	717	551	595	526	509	111	200	1950	1108	590	1848	820	353	616	100	836	361	101	1007	140	217	123	98	972	567	81					
Weighted base	2277	1111	1166	615	766	796	704	1097	1279	696	561	605	522	514	117	199	1950	742	1187	808	809	344	596	101	688	361	101	1007	140	217	123	98	972	567	81					
They would make the country more divided	1002	473	524	218	345	437	364	668	868	318	235	258	227	345	66	102	835	413	569	361	413	123	202	153	829	129	872	126	402	115	26	68	50	547	220					
Agree I might would make a bad Prime Minister	918	423	495	229	297	391	372	672	945	382	213	225	211	133	48	86	782	387	569	501	385	118	278	238	292	129	794	88	381	125	12	67	58	519	156					
They are too close to US President Donald Trump	879	402	471	216	270	350	330	630	49	560	193	218	203	130	51	84	744	325	554	487	392	109	173	237	274	103	771	93	342	93	48	64	44	453	209					
Their policies are unrealistic and cannot be delivered	823	414	406	179	260	385	426	545	636	145	193	188	165	129	41	76	706	338	485	457	368	117	167	208	249	103	716	114	311	104	21	51	54	452	185					
They would make public services like the NHS worse	816	387	423	210	278	328	382	518	508	300	217	188	164	118	48	81	687	337	479	470	346	107	172	196	272	98	714	80	361	59	23	81	51	462	154					
They would change the country for the worse	813	388	415	195	277	341	376	535	279	217	187	171	123	43	71	688	344	466	475	338	108	155	220	258	111	689	67	308	108	8	10	48	460	125						
There is not enough talent in Reform UK to form a competent government	800	402	395	183	281	398	760	55	527	273	186	210	161	121	41	82	678	317	483	442	358	103	171	186	258	92	698	111	292	54	44	48	42	425	194					
The economy would set worse	757	388	364	205	252	300	727	30	468	261	187	171	160	116	47	76	635	328	430	401	308	99	150	189	254	101	652	81	118	83	17	57	45	430	128					
Their immigration policies would damage Britain	726	339	395	214	246	280	706	34	460	251	173	165	168	123	38	74	628	332	408	439	301	90	150	182	254	122	615	48	115	89	6	66	40	438	96					
They do not care about the poor	718	364	357	213	228	286	702	26	444	284	182	163	143	124	44	72	612	294	433	409	318	107	144	184	219	111	615	49	118	90	10	56	40	402	136					
Britain would be more isolated abroad	716	361	357	170	237	300	689	19	478	219	179	163	163	100	35	75	606	310	407	430	357	85	165	176	230	71	618	59	618	22	54	37	428	130						
Their policies would favour the rich too much	714	365	344	203	228	283	689	25	437	278	175	160	140	114	48	77	589	289	425	419	290	100	146	181	218	99	613	45	115	77	17	49	45	385	127					
They do not represent modern British culture	680	315	360	183	215	262	657	13	431	228	153	148	151	106	33	69	558	288	372	384	276	85	126	172	214	94	562	46	291	80	11	54	40	391	90					
They are out of touch with what real people think	638	294	339	182	187	259	613	25	401	237	158	125	144	111	36	64	538	251	388	383	275	80	113	160	195	107	527	47	275	72	13	49	45	353	106					
They would reverse net zero policies	584	302	279	130	199	236	566	18	381	199	142	121	134	96	34	57	493	360	324	342	242	68	119	152	195	68	514	36	257	74	17	52	40	346	89					
People like me would pay more tax	437	203	230	126	176	188	588	18	368	148	102	99	95	5	5	5	176	240	240	236	180	61	91	102	133	74	342	41	82	82	14	24	27	224	79					
Other (please specify)	52	29	24	11	17	24	52	*	52	21	11	11	20	7	1	2	49	3	24	28	24	13	7	13	12	2	8	17	8	5	5	1	27	8	12					
None of these	281	177	103	57	82	152	257	34	113	178	77	83	62	32	14	22	255	62	228	176	135	38	68	72	85	23	266	84	33	5	116	2	3	49	173					
Don't know	186	113	73	56	121	89	289	16	141	164	71	72	84	30	16	10	240	64	242	186	109	48	75	63	72	45	253	46	28	10	24	3	5	47	89					

Proportions/Means: Columns Tested (5% risk level) - a/b - <44/n1/g - h/i - j/k/n/m/v/d/p - q/r - u/v - w/x/y/z - A - B/C/D/E/F/G - H/I
Overlap formulae used. * small base