

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 political parties? Summary Table	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 politicians and political parties? Andy Burnham, Incoming Prime Minister and Leader of the Labour Party	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 political parties? Kemi Badenoch, Leader of the Conservative party	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 political parties? Nigel Farage, Leader of Reform UK	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 political parties? Ed Davey, Leader of the Liberal Democrats	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 politicians and political parties? Zack Polanski, Leader of the Green party	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 politicians and political parties? John Healey, former Defence Secretary and Labour MP	Base: All adults aged 18+ in Great Britain
T9	Table 9	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 Restore Britain	Base: All adults aged 18+ in Great Britain
T10	Table 10	Q2 14 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Labour Party	Base: All adults aged 18+ in Great Britain
T11	Table 11	Q2 15 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Conservative Party	Base: All adults aged 18+ in Great Britain
T12	Table 12	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
T13	Table 13	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
T14	Table 14	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
T15	Table 15	Q2 19 - 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
T16	Table 16	Q2 13 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Restore Britain	Base: All adults aged 18+ in Great Britain
T17	Table 17	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
T18	Table 18	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
T19	Table 19	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
T20	Table 20	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
T21	Table 21	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
T22	Table 22	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
T23	Table 23	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? Reform UK	Base: All adults aged 18+ in Great Britain
T24	Table 24	Q4 6 - 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? Restore Britain	Base: All adults aged 18+ in Great Britain

T25	Table 25	Q6 - 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
T26	Table 26	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
T27	Table 27	Q15A - 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
T28	Table 28	Q15B - 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
T29	Table 29	Q15C - 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
T30	Table 30	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
T31	Table 31	QLABOURLEAD2 - How likely or unlikely do you think it is that Andy Burnham will win the next General Election?	Base: All adults aged 18+ in Great Britain
T32	Table 32	QFUTUREPRIM - In your opinion, how likely or not is it that ... will ever be Prime Minister?	Base: All adults aged 18+ in Great Britain
T33	Table 33	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
T34	Table 34	QFUTUREPRIM 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
T35	Table 35	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
T36	Table 36	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
T37	Table 37	Q12 JUN - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?	Base: All adults aged 18+ in Great Britain
T38	Table 38	Q12 JUN 1 - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Andy Burnham, Leader of the Labour party and Prime Minister	Base: All adults aged 18+ in Great Britain
T39	Table 39	Q12 JUN 2 - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Kemi Badenoch, Leader of the Conservative party	Base: All adults aged 18+ in Great Britain
T40	Table 40	Q12 JUN 3 - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Nigel Farage, Leader of Reform UK	Base: All adults aged 18+ in Great Britain
T41	Table 41	Q12 JUN 4 - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Ed Davey, Leader of the Liberal Democrats	Base: All adults aged 18+ in Great Britain
T42	Table 42	Q12 JUN 5 - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Zack Polanski, Leader of the Green Party	Base: All adults aged 18+ in Great Britain
T43	Table 43	Q18 NEW - Thinking ahead to the next general election, which of the following outcomes do you think is most likely?	Base: All adults aged 18+ in Great Britain



Table 1
Q1 - Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All adults aged 16+ in Great Britain																																							
	GENDER			AGE					SOCIAL GRADE				REGION					EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 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	2252	1126	1126	664	771	812	2157	103	1458	759	542	594	526	505	1215	167	193	1957	1276	881	1414	805	279	415	144	321	183	341	607	160	244	147	110	914	603				
WEIGHTED BASE	2252	1126	1126	664	771	812	2157	103	1458	759	542	594	526	505	1215	167	193	1957	1276	881	1414	805	279	415	144	321	183	341	607	160	244	147	110	914	603				
Right direction	38%	27%	12%	15%	18%	18%	18%	12%	20%	15%	18%	16%	16%	24%	24%	20%	12%	18%	24%	15%	20%	13%	16%	10%	17%	18%	22%	25%	17%	9%	41%	18%	0%	14%	9%	28%	9%		
Wrong direction	1299	548	702	298	442	559	1220	79	727	571	311	345	299	159	63	120	1116	369	930	776	523	197	261	336	377	115	1159	274	390	68	266	87	55	378	545				
	58%	54%	61%	48%	53%	62%	57%	63%	57%	58%	59%	59%	58%	52%	57%	62%	57%	50%	62%	60%	61%	61%	61%	54%	57%	43%	60%	33%	23%	51%	64%	36%	46%	40%	78%				
Neither	40%	18%	21%	10%	13%	14%	37%	24	204	19%	8%	10%	8%	6%	17	35	147	119	261	240	154	48	109	107	98	67	323	44	11%	27	9	23	22	15%	6%				
	18%	17%	18%	17%	20%	18%	18%	20%	17%	18%	17%	18%	17%	20%	16%	18%	18%	19%	17%	18%	18%	15%	23%	23%	15%	25%	17%	12%	10%	20%	3%	17%	21%	19%	9%				
Don't know	16%	5%	5%	5%	5%	5%	5%	7%	6%	7%	6%	7%	8%	6%	7%	7%	7%	7%	7%	6%	8%	8%	8%	6%	6%	6%	7%	7%	2%	7%	10%	*	5%	11%	7%	3%			
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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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base



25-061766-35 - POLITICAL PULSE - OCTOBER
9TH - 13TH OCTOBER 2026
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15 Oct 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	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	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257
WEIGHTED BASE	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257	2257
(2) Very favourable	303	181	247	69	100	46	154	199	147	67	141	271	136	171
	13%	8%	11%	3%	4%	2%	7%	9%	7%	3%	6%	12%	6%	8%
(1) Fairly favourable	583	450	321	352	256	287	209	493	393	407	347	321	243	206
	26%	20%	14%	16%	11%	13%	9%	22%	17%	18%	15%	14%	11%	9%
(0) Neither favourable nor unfavourable	529	546	312	807	482	852	462	514	542	749	514	326	500	448
	23%	24%	14%	36%	21%	38%	20%	23%	24%	33%	23%	14%	22%	20%
(-1) Fairly unfavourable	273	395	216	345	328	303	258	320	453	397	345	202	178	298
	12%	18%	10%	15%	15%	13%	11%	14%	20%	18%	15%	9%	8%	13%
(-2) Very unfavourable	433	502	1053	428	856	359	803	584	580	456	731	1011	471	832
	19%	22%	47%	19%	38%	16%	36%	26%	26%	20%	32%	45%	21%	37%
Mean	0.02	-0.28	-0.7	-0.35	-0.78	-0.35	-0.71	-0.28	-0.44	-0.37	-0.57	-0.64	-0.4	-0.72
NET: Very/ Fairly favourable	886	631	568	421	356	333	363	693	540	474	488	592	378	378
	39%	28%	25%	19%	16%	15%	16%	31%	24%	21%	22%	26%	17%	17%
NET: Very/ Fairly unfavourable	706	897	1269	772	1184	662	1061	904	1033	853	1077	1213	649	1131
	31%	40%	56%	34%	52%	29%	47%	40%	46%	38%	48%	54%	29%	50%
Don't know	136	184	108	256	234	410	372	146	141	181	178	126	730	301
	6%	8%	5%	11%	10%	18%	16%	6%	6%	8%	8%	6%	32%	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.



25-061766-35 - POLITICAL PULSE - OCTOBER
10th - 18th OCTOBER 2024
PUBLIC
P005

15 Oct 2024

Table 3
Q2_24 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Andy Burnham, Incoming Prime Minister and Leader of the 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 2016 VOTE		
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-25	26+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+ £5000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2257	1098	1154	664	771	822	2157	1035	1408	759	512	571	536	363	307	118	1037	5276	661	1404	802	218	825	564	274	321	1803	841	613	657	100	241	147	110	806	81		
WEIGHTED BASE	2117	1071	1046	613	711	771	2111	1170	1170	613	511	571	531	311	111	111	1011	511	512	111	111	211	811	511	111	111	111	111	111	111	111	111	111	111	111	111	111	111
(1) Very favourable	303	173	130	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111
(2) Fairly favourable	136	73	63	51	51	51	136	63	136	63	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	
(3) Fairly unfavourable	583	296	287	180	216	187	564	19	167	216	147	115	125	91	28	57	498	242	841	182	201	60	124	162	205	80	491	51	214	62	23	52	146	107	98	80		
(4) Neither favourable nor unfavourable	296	176	120	111	111	111	296	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	
(5) Fairly unfavourable	273	149	124	61	85	126	253	20	160	113	65	64	83	29	16	15	241	84	189	148	125	49	53	75	71	20	249	70	44	15	55	18	12	68	127	68		
(6) Very unfavourable	413	220	193	105	116	116	413	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	116	
Mean	0.02	0.05	*	0.39	0.01	0.13	0.05	-0.39	0.14	-0.13	0.14	-0.08	-0.08	0.17	0.07	0.01	0.02	0.35	-0.14	0.1	-0.1	-0.12	0.03	0.03	0.24	0.46	-0.03	-0.08	0.35	0.18	0.27	0.14	0.19	-0.07	0.19	-0.07	0.19	
NET: View/ Fairly favourable	886	469	413	251	289	268	853	33	552	335	237	202	191	137	44	75	767	377	509	575	312	101	191	234	311	125	748	69	415	79	33	63	45	491	149	149		
NET: View/ Fairly unfavourable	708	369	339	124	124	124	708	124	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	708	
Don't know	136	73	63	51	51	51	136	51	136	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51	51		

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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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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? Kemi Badenoch, 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 2024 VOTE					REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-35	36+	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	5225	508	1144	664	771	812	2157	100	1408	758	512	568	536	363	107	118	1037	1276	961	1404	801	218	815	164	774	111	1633	861	613	160	176	181	147	110	114	102			
WEIGHTED BASE	2257	508	1144	664	771	812	2157	100	1408	758	512	568	536	363	107	118	1037	1276	961	1404	801	218	815	164	774	111	1633	861	613	160	176	181	147	110	114	102			
(1) Very favourable	181	100	81	39	37	105	161	20	106	75	83	79	41	11	11	9	161	14	127	96	85	23	42	54	47	15	164	111	17	5	25	7	4	48	108	10			
(2) Fairly favourable	450	210	218	101	133	216	402	48	270	180	87	117	120	66	9	32	409	144	306	268	182	61	78	124	140	38	408	132	69	25	78	20	7	148	196	19			
(3) Neither favourable nor unfavourable	546	259	283	143	188	215	521	24	279	267	141	130	139	70	22	42	482	144	402	338	208	78	135	131	144	68	461	62	111	31	84	23	23	165	154	1			
(4) Fairly unfavourable	395	200	193	115	139	142	385	10	238	157	88	79	93	74	23	38	334	168	227	257	138	50	68	108	142	51	338	18	176	196	236	296	176	246	206	226			
(5) Very unfavourable	582	270	226	132	155	185	483	19	289	213	122	118	82	75	35	60	406	189	313	319	182	77	119	136	141	60	410	13	210	34	51	41	42	253	114	1			
Mean	-0.28	-0.29	-0.26	-0.18	-0.44	-0.1	-0.32	-0.34	-0.28	-0.28	-0.41	-0.05	-0.11	-0.46	-0.42	-0.23	-0.42	-0.21	-0.34	-0.19	-0.13	-0.32	-0.24	-0.31	-0.44	-0.26	-0.82	-0.84	-0.12	-0.08	-0.48	-0.14	-0.13	-0.13	-0.13	-0.13			
NET View/Fairly favourable	631	310	299	140	170	321	563	68	376	255	119	212	183	76	20	40	571	198	434	365	267	86	121	178	187	53	572	183	85	30	103	27	11	197	304	1			
NET View/Fairly unfavourable	897	470	418	246	323	327	868	29	527	370	220	241	175	149	54	98	741	367	540	577	320	127	187	234	281	111	769	32	197	102	78	62	439	215	1				
Don't know	184	10	144	50	62	32	179	4	88	95	50	50	41	13	11	13	140	16	148	116	67	32	38	44	45	34	142	1	26	6	5	8	1	32	24	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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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25-06/17/26-35 - POLITICAL PUBLIC - OCTOBER
19TH-18TH OCTOBER 2024
PUBLIC
FINDS

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 2024 VOTE					REFERENDUM 2016 VOTE			
		MAN	WOMAN	18-34	35-54	55+	18-35	36+	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	2257	1058	1144	664	771	812	2157	105	1438	759	512	538	536	363	107	118	1037	1276	101	1054	101	101	101	101	219	425	548	774	111	1003	101	101	101	101	101	101	101	101	
WEIGHTED BASE	2117	1117	1114	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	
(1) Very favourable	247	147	100	52	60	135	232	16	110	137	66	62	33	33	11	22	215	40	208	140	107	42	65	59	60	8	237	45	18	1	135	3	2	38	165				
11%	13%	9%	8%	8%	15%	11%	12%	9%	14%	12%	10%	10%	10%	10%	11%	10%	11%	11%	10%	14%	10%	12%	13%	14%	10%	13%	13%	13%	9%	4%	12%	13%	3%	1%	12%	2%	2%	5%	24%
(2) Fairly favourable	321	172	149	93	94	134	304	16	167	154	77	94	81	81	28	17	24	280	75	246	209	112	48	68	88	88	91	31	267	80	46	5	104	9	11	54	184		
14%	16%	13%	13%	13%	13%	13%	14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	14%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
(3) Neither favourable nor unfavourable	312	157	154	87	99	126	284	28	154	158	78	87	70	43	17	16	278	74	238	197	115	47	63	80	82	36	266	64	40	12	32	12	10	61	101				
14%	14%	13%	13%	14%	13%	14%	13%	13%	12%	16%	15%	15%	14%	14%	16%	8%	17%	17%	10%	16%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%
(4) Fairly unfavourable	218	105	107	60	73	82	204	12	123	93	52	60	51	35	6	12	194	74	142	138	77	28	51	55	67	28	181	49	42	9	13	19	4	54	69				
10%	10%	9%	10%	10%	9%	10%	9%	10%	9%	10%	9%	10%	10%	10%	11%	6%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
(5) Very unfavourable	1053	463	552	232	373	397	1021	51	664	369	220	253	237	167	55	111	887	460	593	638	414	138	216	281	333	139	894	119	419	100	10	92	71	613	180				
47%	45%	48%	46%	50%	44%	47%	41%	52%	39%	43%	43%	46%	15%	50%	58%	45%	45%	63%	39%	46%	48%	43%	45%	48%	43%	45%	48%	51%	52%	46%	1	88	88	74%	68%	73%	74%	23%	
Mean	-6.7	-0.58	-0.81	-0.74	-0.86	-0.54	-0.71	-0.54	-0.87	-0.48	-0.6	-0.63	-0.68	-0.8	-0.73	-0.9	-0.68	-1.16	-0.67	-0.7	-0.7	-0.56	-0.62	-0.73	-0.81	-1.06	-0.65	-0.13	-0.43	-1.58	1.16	-1.4	1.35	-1.4	0.18				
NET: View/ Fairly favourable	568	319	249	145	154	269	536	32	277	291	144	155	135	61	27	46	495	114	454	349	219	91	132	147	151	40	534	125	65	6	239	12	13	92	350				
26%	29%	22%	22%	23%	21%	29%	23%	22%	29%	27%	27%	26%	26%	20%	25%	24%	24%	24%	16%	30%	25%	25%	28%	28%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
NET: View/ Fairly unfavourable	1289	597	659	343	446	479	1306	63	787	482	282	311	288	202	61	123	1085	534	715	777	492	165	267	336	400	167	1075	168	461	109	21	112	75	686	229				
58%	54%	58%	55%	60%	54%	57%	60%	62%	49%	53%	53%	56%	64%	16%	46%	56%	56%	56%	73%	48%	54%	37%	51%	55%	57%	61%	63%	55%	47%	79%	81%	8%	83%	77%	80%	33%			
Don't know	108	25	83	44	44	21	105	3	52	56	29	33	25	8	5	8	95	13	95	73	36	20	19	26	25	24	9	14	6	-	-	-	-	-	-	-	-	-	
5%	2%	7%	6%	6%	2%	5%	2%	4%	6%	5%	6%	6%	5%	3%	5%	4%	5%	2%	6%	5%	4%	6%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%

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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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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 Dawey, 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 2016 VOTE	
		MALE	FEMALE	WOMAN	18-34	35-54	55+	18-35	36+	76+	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	2252	2252	1148	664	712	822	2157	1070	1483	793	532	594	526	305	107	133	1957	1276	961	1414	803	1414	803	279	435	648	774	321	1103	341	617	505	241	147	110	514	602			
WEIGHTED BASE	2252	2252	1148	664	712	822	2157	1070	1483	793	532	594	526	305	107	133	1957	1276	961	1414	803	1414	803	279	435	648	774	321	1103	341	617	505	241	147	110	514	602			
(1) Very favourable	69	36	33	34	33	22	67	2	37	32	11	16	18	15	4	4	61	32	37	37	32	6	19	19	21	12	56	2	20	16	8	3	2	31	19					
	3%	3%	3%	5%	2%	3%	3%	2%	3%	3%	2%	3%	4%	5%	4%	2%	3%	4%	2%	3%	4%	2%	4%	3%	3%	4%	3%	1%	1%	3%	12%	12%	3%	2%	2%	4%	1%			
(11) Fairly favourable	312	190	162	94	109	149	110	22	214	138	67	86	95	57	19	28	305	161	191	213	139	49	76	96	107	47	302	41	138	57	19	22	19	191	66					
	13%	17%	14%	13%	13%	17%	13%	18%	17%	14%	13%	13%	13%	18%	17%	15%	16%	16%	17%	13%	16%	12%	16%	16%	16%	18%	18%	13%	11%	14%	6%	6%	10%	20%	23%	10%				
(2) Neither favourable nor unfavourable	887	379	419	217	296	294	775	32	476	311	186	192	170	129	36	84	687	287	520	517	290	102	168	199	262	103	681	129	247	43	48	60	43	358	193					
	36%	35%	37%	35%	40%	33%	36%	25%	37%	34%	37%	33%	33%	41%	32%	44%	35%	39%	34%	37%	34%	32%	35%	34%	40%	39%	35%	36%	43%	32%	10%	10%	44%	45%	43%	28%				
(31) Fairly unfavourable	340	185	157	89	108	148	119	26	207	138	87	94	71	38	18	16	290	116	229	201	143	59	77	90	100	26	116	75	83	12	59	25	15	120	133					
	15%	17%	14%	14%	17%	15%	15%	20%	16%	14%	16%	14%	13%	17%	13%	19%	15%	16%	15%	14%	17%	14%	14%	16%	15%	15%	10%	14%	9%	10%	13%	13%	16%	16%	14%	19%				
(32) Very unfavourable	428	244	182	75	121	234	188	46	201	216	106	125	101	52	18	27	383	83	345	257	170	77	95	113	98	35	389	100	52	2	146	11	14	76	244					
	19%	22%	16%	17%	16%	26%	18%	12%	16%	23%	20%	21%	19%	17%	16%	14%	20%	11%	21%	18%	20%	24%	20%	19%	15%	13%	20%	28%	9%	1%	10%	9%	15%	9%	35%	9%				
Mean	-0.35	-0.4	-0.31	-0.14	-0.13	-0.3	-0.34	-0.64	-0.28	-0.45	-0.45	-0.44	-0.31	-0.19	-0.28	-0.3	-0.37	-0.08	-0.49	-0.35	-0.36	-0.12	-0.35	-0.35	-0.25	-0.11	-0.39	-0.06	-0.02	0.57	1.18	-0.16	-0.11	-0.03	-0.83					
	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof			
NET View/ Fairly favourable	421	226	194	128	122	171	397	24	251	170	78	102	114	72	23	33	366	193	228	210	171	16	95	115	128	59	357	43	158	73	26	25	21	222	76					
	19%	21%	17%	21%	16%	19%	19%	19%	20%	17%	15%	17%	22%	21%	17%	19%	19%	26%	15%	18%	20%	17%	20%	20%	19%	22%	18%	12%	17%	16%	9%	11%	21%	27%	11%					
NET View/ Fairly unfavourable	772	430	340	162	220	382	707	65	408	364	193	216	172	105	36	63	671	199	574	439	314	136	172	203	198	61	705	175	135	14	205	16	29	196	177					
	34%	39%	30%	26%	31%	43%	31%	32%	37%	32%	36%	37%	31%	29%	18%	33%	34%	27%	38%	31%	36%	42%	36%	34%	30%	23%	36%	40%	23%	10%	10%	27%	30%	24%	14%					
Don't know	256	62	192	112	97	47	252	4	115	122	66	79	63	23	16	13	228	16	200	170	86	28	46	72	70	44	201	11	40	5	14	3	55	48						
	11%	6%	17%	18%	13%	5%	12%	3%	11%	12%	12%	13%	12%	7%	14%	7%	12%	8%	13%	12%	10%	9%	9%	12%	11%	17%	10%	3%	7%	3%	5%	10%	3%	7%	7%	7%				
	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof	dof			

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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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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 2024 VOTE						REFERENDUM 2016 VOTE		
		MAN	WOMAN	18-34	35-54	55+	18-35	36+	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		2257	2088	1144	664	775	822	100	79	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	
UNWEIGHTED BASE		2257	2088	1144	664	775	822	100	79	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	
WEIGHTED BASE		2257	2088	1144	664	775	822	100	79	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	
(1) Very favourable		100	43	53	64	31	6	100	4	39	24	22	15	24	4	12	85	54	46	84	37	12	21	27	35	27	71	3	24	3	4	35	5	42	8		
		4%	4%	5%	10%	4%	1%	5%	4%	5%	4%	3%	8%	4%	6%	4%	4%	7%	3%	5%	4%	4%	4%	5%	5%	10%	4%	1%	4%	2%	1%	26%	5%	1%	5%		
(11) Fairly favourable		256	123	130	130	78	48	249	7	145	111	69	51	44	17	31	207	118	140	170	86	50	52	54	90	45	207	54	110	19	4	37	25	152	21		
		11%	11%	11%	11%	11%	11%	11%	6%	11%	11%	9%	8%	14%	13%	16%	11%	16%	9%	12%	10%	11%	11%	9%	14%	17%	11%	4%	10%	3%	24%	26%	26%	26%	3%		
(5) Neither favourable nor unfavourable		482	223	254	147	101	144	475	7	283	199	104	134	117	72	15	40	426	162	320	331	151	58	105	128	151	76	395	59	130	35	29	30	23	182	100	
		21%	20%	22%	24%	26%	16%	22%	6%	22%	20%	20%	23%	23%	14%	21%	22%	22%	21%	24%	17%	18%	22%	22%	23%	29%	20%	16%	22%	26%	10%	22%	24%	23%	14%		
(11) Fairly unfavourable		328	168	158	82	105	141	306	22	198	130	81	78	74	52	19	25	284	131	197	209	119	53	59	86	96	35	282	45	128	26	20	17	13	167	84	
		13%	15%	14%	13%	14%	10%	14%	13%	15%	13%	15%	14%	10%	17%	13%	13%	15%	18%	13%	14%	10%	14%	14%	13%	15%	13%	13%	13%	10%	7%	13%	13%	20%	12%		
(12) Very unfavourable		856	465	369	97	212	306	772	84	465	391	180	237	221	281	41	67	748	215	641	414	382	117	187	233	212	41	875	216	143	43	238	13	19	232	438	
		38%	44%	32%	16%	34%	37%	36%	67%	37%	40%	36%	40%	43%	37%	37%	35%	38%	29%	42%	34%	44%	36%	59%	40%	55%	15%	41%	63%	25%	32%	78%	10%	30%	28%	63%	
Mean		-0.78	-0.89	-0.69	-0.04	-0.12	-0.29	-0.74	-1.11	-0.75	-0.83	-0.74	-0.87	-0.94	-0.55	-0.78	-0.59	-0.8	-0.69	-0.93	-0.89	-0.94	-0.73	-0.8	-0.84	-0.66	-0.08	-0.88	-1.38	-0.48	-0.7	-1.83	-0.49	-0.38	-0.5	-1.42	
		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		356	167	183	134	109	54	349	7	206	150	93	73	59	68	21	43	292	171	185	234	122	62	73	81	125	72	278	17	134	21	8	72	30	193	29	
		16%	15%	16%	11%	11%	6%	16%	6%	16%	15%	17%	12%	11%	22%	19%	23%	15%	23%	17%	17%	14%	19%	15%	16%	14%	19%	27%	14%	5%	23%	16%	3%	54%	11%	23%	4%
NET: Very/ Fairly unfavourable		1184	653	528	180	357	648	1078	108	684	511	271	315	294	153	60	92	1032	346	838	683	501	170	246	319	328	76	1087	271	271	69	230	10	42	896	522	
		52%	50%	46%	29%	48%	72%	51%	14%	52%	53%	33%	33%	37%	48%	14%	18%	53%	47%	55%	49%	38%	33%	51%	54%	56%	28%	56%	78%	47%	51%	48%	23%	41%	48%	75%	
Don't know		234	15	180	98	88	49	229	5	117	117	66	67	48	22	15	18	202	56	178	147	87	33	57	59	54	43	183	11	46	5	7	3	2	50	45	
		10%	5%	16%	16%	12%	5%	11%	4%	9%	12%	12%	11%	9%	7%	13%	9%	10%	8%	12%	11%	10%	10%	12%	10%	8%	16%	16%	3%	8%	7%	2%	2%	2%	6%	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/z - R/C/D/E/F/G - H/I
Odds/Odds: 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 - R/C/D/E/F/G - H/I
Odds/Odds: 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 - R/C/D/E/F/G - H/I

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Table 8
Q2_39 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? John Healey, 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 2024 VOTE						REFERENDUM 2025 VOTE					
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-25	26+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000 - £24999	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2252	1058	1194	664	771	817	2157	1000	1462	710	517	594	526	805	107	103	1917	1276	981	1614	803	279	425	548	774	321	1080	141	1080	100	617	100	241	147	110	114	103
WEIGHTED BASE	2252	1058	1194	664	771	817	2157	1000	1462	710	517	594	526	805	107	103	1917	1276	981	1614	803	279	425	548	774	321	1080	141	1080	100	617	100	241	147	110	114	103
(1) Very favourable	46	3	13	18	5	23	45	1	28	19	10	8	15	7	3	3	40	23	24	36	11	6	11	12	16	8	39	7	25	4	6	-	-	-	27	11	3
(2) Neither favourable nor unfavourable	26	3	13	18	5	23	45	1	28	19	10	8	15	7	3	3	40	23	24	36	11	6	11	12	16	8	39	7	25	4	6	-	-	-	27	11	3
(31) Fairly favourable	187	139	166	86	105	121	294	133	181	100	59	74	67	107	47	47	189	148	118	188	103	47	71	92	119	53	177	47	23	33	22	8	18	17	171	58	18
(32) Very unfavourable	187	139	166	86	105	121	294	133	181	100	59	74	67	107	47	47	189	148	118	188	103	47	71	92	119	53	177	47	23	33	22	8	18	17	171	58	18
(3) Neither favourable nor unfavourable	852	405	459	214	310	328	811	41	503	349	191	216	200	335	39	71	245	258	257	357	530	322	102	179	231	275	101	737	128	255	68	54	37	368	203	20	20
(31) Fairly favourable	185	139	166	86	105	121	294	133	181	100	59	74	67	107	47	47	189	148	118	188	103	47	71	92	119	53	177	47	23	33	22	8	18	17	171	58	18
(32) Very unfavourable	185	139	166	86	105	121	294	133	181	100	59	74	67	107	47	47	189	148	118	188	103	47	71	92	119	53	177	47	23	33	22	8	18	17	171	58	18
(4) Fairly unfavourable	103	59	143	76	82	143	278	25	255	148	74	93	83	28	15	29	258	86	217	186	176	227	36	68	95	76	25	204	61	41	28	6	28	8	241	61	24
(5) Very unfavourable	103	59	143	76	82	143	278	25	255	148	74	93	83	28	15	29	258	86	217	186	176	227	36	68	95	76	25	204	61	41	28	6	28	8	241	61	24
Mean	-0.35	-0.3	-0.4	-0.22	-0.38	-0.4	-0.33	-0.19	-0.25	-0.48	-0.31	-0.38	-0.38	-0.29	-0.29	-0.4	-0.34	-0.1	-0.47	-0.32	-0.4	-0.45	-0.37	-0.32	-0.23	-0.13	-0.37	-0.1	0.23	0.08	BCDFG	CD	CD	CD	CD	CD	CD
NET: View / Fairly favourable	333	223	110	104	85	144	319	14	209	124	83	82	67	54	17	30	286	162	171	220	113	49	73	85	112	54	276	40	24	18	14	16	17	198	69	10	
NET: View / Fairly unfavourable	292	185	207	104	119	152	612	52	141	318	148	163	152	84	31	64	567	377	495	396	265	103	147	176	165	97	588	847	144	19	144	19	134	134	10	10	
Don't know	410	114	292	149	150	111	392	18	233	177	112	107	99	41	23	354	111	299	249	181	67	82	97	107	55	343	28	76	22	23	27	7	117	83	10		
	185	105	246	149	150	111	392	18	233	177	112	107	99	41	23	354	111	299	249	181	67	82	97	107	55	343	28	76	22	23	27	7	117	83	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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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25-06/17-06-35 - POLITICAL PULSE - OCTOBER
17th - 18th OCTOBER 2022
PUBLIC
IPDS

Table 9
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 2016 VOTE			
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-25	26+	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	
UNREGISTERED BASE	2257	1058	1144	664	771	821	2137	1058	759	533	588	526	505	107	133	1917	1276	581	1464	581	1464	603	279	425	548	174	321	1803	181	617	100	241	147	113	515	944	103
REGISTERED BASE	2112	1019	1093	619	713	813	2112	1019	713	513	564	504	483	107	124	1817	1217	581	1414	581	1414	603	279	425	548	174	321	1803	181	617	100	241	147	113	515	944	103
(1) Very favourable	134	86	66	46	49	58	144	10	57	98	43	42	32	18	4	135	29	125	106	47	21	33	46	38	7	144	22	13	4	70	-	6	18	88	126		
	7%	8%	6%	7%	7%	7%	7%	8%	5%	10%	8%	7%	6%	4%	7%	7%	4%	8%	5%	6%	5%	6%	7%	8%	8%	7%	7%	6%	2%	12%	2%	24%	6%	2%	12%	15%	
(1) Fairly favourable	209	120	89	60	58	82	205	4	100	109	59	57	47	20	12	13	184	58	151	139	70	37	44	55	57	31	177	50	89	5	64	10	5	49	104	104	
	9%	12%	8%	12%	8%	9%	10%	3%	8%	12%	12%	10%	9%	6%	12%	7%	9%	9%	20%	10%	8%	12%	9%	9%	9%	12%	9%	14%	7%	4%	12%	7%	5%	8%	12%	15%	
(2) Neither favourable nor unfavourable	462	221	238	150	161	172	442	20	242	221	104	135	103	65	16	39	407	114	348	307	156	77	118	101	151	64	388	86	85	17	72	18	14	120	150	150	
	20%	20%	21%	21%	22%	19%	21%	16%	19%	22%	20%	23%	20%	21%	15%	20%	21%	16%	23%	23%	22%	18%	24%	25%	17%	20%	24%	20%	24%	15%	12%	24%	14%	15%	14%	22%	
(2) Fairly unfavourable	258	140	116	61	79	117	244	13	144	113	68	58	59	32	14	25	214	86	171	151	207	30	51	79	76	29	220	65	61	10	38	15	16	92	104	104	
	11%	13%	10%	10%	11%	13%	11%	11%	11%	11%	10%	11%	11%	10%	11%	13%	13%	11%	11%	11%	12%	9%	11%	13%	13%	11%	11%	11%	11%	7%	13%	16%	11%	15%	15%	15%	
(3) Very unfavourable	803	430	364	196	205	342	748	15	520	243	176	201	184	122	41	79	684	358	446	473	180	95	117	211	214	87	703	99	125	79	11	76	49	463	159	159	
	36%	39%	32%	32%	36%	38%	35%	44%	41%	29%	33%	34%	36%	39%	37%	41%	35%	49%	29%	34%	38%	29%	33%	33%	36%	33%	36%	28%	16%	59%	10%	16%	56%	50%	16%	23%	
Mean	-0.71	-0.71	-0.71	-0.58	-0.74	-0.78	-0.7	-0.99	-0.51	-0.46	-0.61	-0.65	-0.75	-0.85	-0.86	-0.83	-0.7	-1.06	-0.53	-0.63	-0.85	-0.54	-0.63	-0.72	-0.85	-0.73	-0.71	-0.12	-0.33	-1.86	0.38	-1.32	-1.07	-1.23	-0.24	0	
NET View/ Fairly favourable	363	207	155	115	107	140	349	13	157	206	103	99	78	39	16	28	319	87	276	246	117	58	77	101	95	38	322	72	52	9	114	10	11	67	191	191	
	16%	14%	14%	19%	14%	16%	16%	11%	12%	21%	19%	17%	15%	12%	15%	14%	16%	12%	14%	14%	14%	14%	14%	16%	17%	14%	14%	20%	17%	9%	7%	14%	7%	11%	8%	27%	
NET View/ Fairly unfavourable	1893	570	480	238	344	408	991	68	444	465	396	245	244	155	55	104	965	444	617	634	437	125	208	289	350	116	922	164	187	89	69	91	65	554	263	263	
	84%	52%	47%	42%	46%	52%	47%	44%	46%	44%	40%	46%	44%	47%	48%	56%	54%	46%	40%	43%	43%	39%	41%	40%	51%	44%	47%	46%	47%	66%	24%	67%	67%	67%	38%	38%	
Don't know	372	181	271	116	132	124	348	24	207	165	81	96	93	56	23	23	326	89	282	219	152	63	78	96	83	49	312	61	55	29	16	7	89	91	91		
	16%	9%	24%	10%	18%	14%	16%	19%	16%	17%	15%	16%	18%	18%	21%	12%	17%	12%	19%	16%	18%	20%	16%	16%	11%	18%	16%	10%	10%	15%	7%	12%	7%	11%	11%	11%	

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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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Table 10
Q2_34 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The 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 2016 VOTE		
		MAN	WOMAN	18-34	35-54	55+	18-25	26+	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	2257	1098	1144	664	771	812	2157	1035	1408	759	512	571	536	863	107	118	1077	1276	961	1404	812	219	825	164	774	121	1433	561	613	160	241	147	133	616	61								
WEIGHTED BASE	2257	1098	1144	664	771	812	2157	1035	1408	759	512	571	536	863	107	118	1077	1276	961	1404	812	219	825	164	774	121	1433	561	613	160	241	147	133	616	61								
(1) Very favourable	199	125	74	88	42	69	193	6	124	76	62	51	39	27	10	11	178	95	104	140	59	23	39	51	78	35	162	11	100	6	4	4	2	123	31								
	9%	11%	6%	14%	6%	8%	9%	1%	10%	8%	12%	9%	8%	9%	6%	6%	12%	13%	7%	10%	7%	7%	8%	9%	12%	13%	8%	3%	24%	1%	5%	1%	3%	2%	15%	4%							
(11) Fairly favourable	493	246	246	155	175	163	475	18	314	159	120	108	100	97	25	43	425	222	271	306	187	56	101	132	178	80	406	21	251	19	13	33	31	282	71								
	22%	22%	21%	23%	24%	20%	22%	2%	20%	21%	23%	18%	19%	22%	22%	22%	22%	22%	28%	22%	22%	17%	21%	23%	27%	30%	21%	6%	44%	20%	4%	25%	21%	24%	10%								
(5) Neither favourable nor unfavourable	514	233	275	152	174	189	492	23	285	229	115	127	122	73	29	49	437	164	350	328	186	63	128	130	142	65	434	57	98	52	30	48	18	187	106								
	23%	21%	24%	23%	23%	21%	23%	18%	22%	23%	22%	22%	24%	23%	26%	23%	22%	22%	23%	24%	22%	20%	27%	22%	22%	24%	24%	22%	16%	17%	38%	10%	35%	18%	17%	11%							
(11) Fairly unfavourable	320	159	158	75	118	128	302	18	180	140	67	86	79	63	13	31	276	102	219	201	119	54	62	80	97	24	289	82	42	19	51	25	19	100	129								
	14%	15%	14%	12%	16%	16%	14%	14%	13%	15%	13%	15%	14%	12%	16%	16%	14%	14%	14%	14%	14%	17%	11%	13%	14%	15%	9%	15%	21%	7%	14%	17%	18%	12%	10%								
(12) Very unfavourable	588	304	276	99	179	214	526	58	275	308	132	169	145	65	26	47	510	117	407	322	262	100	113	157	116	39	517	184	22	13	161	25	25	112	338								
	26%	28%	24%	15%	24%	26%	24%	48%	22%	31%	25%	29%	28%	23%	23%	24%	26%	17%	30%	23%	30%	11%	26%	27%	21%	15%	28%	51%	4%	9%	65%	18%	26%	13%	49%								
Mean	-0.28	-0.25	-0.31	0.14	-0.12	-0.13	-0.25	-0.84	-0.12	-0.49	-0.18	-0.4	-0.39	-0.07	-0.18	-0.34	-0.28	0.08	-0.47	-0.2	-0.42	-0.12	-0.29	-0.06	0.2	-0.35	0.15	0.83	0.05	1.48	-0.24	-0.36	0.26	-1									
	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd							
NET View/ Fairly favourable	693	371	320	241	217	232	668	24	458	234	182	159	139	124	36	54	603	317	375	447	246	78	140	183	256	116	568	32	403	45	17	38	33	406	102								
	31%	34%	28%	36%	28%	29%	31%	3%	30%	24%	34%	27%	27%	30%	32%	28%	31%	43%	25%	32%	29%	24%	29%	31%	30%	41%	39%	9%	60%	34%	6%	28%	34%	40%	15%								
NET View/ Fairly unfavourable	904	463	434	195	297	442	828	76	455	449	200	255	224	108	39	70	786	228	475	533	381	254	154	185	237	234	63	828	265	64	13	242	49	44	212	467							
	40%	42%	38%	27%	40%	49%	39%	40%	30%	45%	37%	43%	43%	34%	15%	41%	40%	31%	44%	37%	44%	46%	38%	40%	40%	33%	43%	14%	11%	24%	62%	37%	45%	25%	67%								
Don't know	146	30	115	50	55	31	143	9	72	24	37	48	33	10	7	12	127	25	121	98	48	18	28	38	27	24	113	9	15	6	5	1	9	28	20								
	6%	3%	10%	10%	7%	4%	7%	2%	6%	8%	7%	8%	6%	3%	6%	6%	7%	3%	8%	7%	6%	9%	6%	6%	6%	9%	1%	3%	4%	2%	1%	1%	3%	3%	3%								
	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd	sd							

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 - R/C/D/E/F/G - H/I
Odds/Odds: 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 - R/C/D/E/F/G - H/I
Odds/Odds: 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 - R/C/D/E/F/G - H/I

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Table 11
Q2_15 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The 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 2016 VOTE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
				18-34		35-54		55+		18-35		36+		ABC1		C2DE		NORTH		MIDLANDS		SOUTH		LONDON		WALES		SCOTLAND		ENGLAND		GRADUATES		NON GRADUATES		WORKING		NOT WORKING		UP TO £19999		£20000 - £34999		£35000 - £54999		£55000+		ETHNIC MINORITY GROUPS		WHITE ETHNIC GROUP		CONSERVATIVE		LABOUR		LIBERAL DEMOCRATS		REFORM UK		GREEN		OTHER		REMAIN		LEAVE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
				(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)	(n)	(%)

Proportions/Means: Column Totals (5% Min 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
Odds: 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 12
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 2016 VOTE			
	TOTAL	WOMAN	MAN	18-34	35-54	55+	18-35	36+	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	2257	1058	1198	664	775	822	2157	100	1482	759	537	598	526	805	107	193	1917	1276	581	1614	803	279	425	568	774	321	1080	41	637	100	241	147	110	104	103	
WEIGHTED BASE	2257	1058	1198	619	718	753	2157	100	1482	759	518	568	514	775	114	170	1817	1151	511	1614	803	279	425	568	774	321	1080	41	637	100	241	147	110	104	103	
(1) Very favourable	87	44	23	31	18	20	63	4	44	23	14	15	17	14	4	2	61	13	34	42	25	5	19	15	22	11	54	7	14	21	4	5	-	33	7	
	3%	4%	2%	5%	2%	2%	3%	3%	3%	2%	3%	3%	3%	5%	4%	1%	3%	5%	2%	3%	3%	2%	4%	3%	3%	4%	3%	2%	2%	15%	1%	4%	-	4%	1%	
(11) Fairly favourable	407	197	209	112	127	148	384	23	253	154	80	98	107	66	20	35	352	188	220	244	163	58	86	113	127	52	352	83	161	78	16	29	18	230	62	
	18%	18%	18%	21%	17%	17%	18%	18%	20%	15%	13%	17%	17%	21%	18%	18%	18%	26%	26%	24%	17%	19%	18%	18%	19%	19%	19%	18%	9%	28%	16%	6%	23%	12%	28%	9%
(2) Neither favourable nor unfavourable	749	353	391	188	279	282	716	34	445	305	184	187	187	112	34	66	649	264	485	481	268	95	134	193	251	97	629	124	240	28	43	47	37	321	183	
	33%	32%	34%	30%	38%	32%	34%	27%	35%	31%	34%	32%	32%	36%	31%	34%	33%	36%	37%	34%	31%	30%	28%	33%	38%	36%	32%	35%	41%	21%	15%	35%	38%	39%	20%	
(31) Fairly unfavourable	397	209	183	93	113	191	367	30	225	172	95	111	86	40	21	43	333	124	273	234	163	59	101	95	115	30	361	89	88	6	66	33	26	133	165	
	18%	19%	16%	15%	15%	17%	14%	24%	18%	17%	18%	19%	17%	13%	12%	12%	17%	17%	18%	17%	19%	18%	21%	16%	18%	13%	19%	20%	15%	6%	25%	27%	10%	14%		
(32) Very unfavourable	458	253	222	92	117	227	420	36	218	241	110	121	103	64	19	38	398	140	305	277	179	78	108	128	168	48	400	99	51	2	156	18	16	87	244	
	20%	23%	18%	15%	18%	25%	28%	28%	17%	24%	21%	21%	20%	20%	17%	20%	20%	12%	24%	20%	21%	24%	21%	21%	16%	16%	21%	28%	9%	1%	13%	13%	17%	10%	35%	
Mean	-0.37	-0.41	-0.33	-0.16	-0.34	-0.12	-0.36	-0.16	-0.27	-0.15	-0.43	-0.42	-0.31	-0.25	-0.31	-0.44	-0.37	-0.07	-0.32	-0.36	-0.38	-0.5	-0.4	-0.37	-0.26	-0.18	-0.4	-0.88	-1	0.82	-1.24	-0.22	-0.42	-0.01	-0.87	
	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	
NET View/ Fairly favourable	478	241	231	162	143	169	448	27	297	178	95	113	124	80	24	37	413	221	253	286	188	63	105	128	149	83	406	40	175	99	20	34	18	264	69	
	21%	22%	20%	26%	20%	19%	21%	21%	23%	18%	18%	19%	24%	24%	22%	19%	21%	30%	17%	20%	22%	10%	22%	22%	23%	24%	21%	11%	30%	7%	7%	21%	12%	32%	10%	
NET View/ Fairly unfavourable	853	462	386	185	250	418	787	66	440	413	205	232	189	104	41	81	731	214	419	511	342	137	201	219	223	72	770	188	139	7	222	51	43	220	408	
	38%	42%	38%	30%	34%	47%	37%	32%	35%	42%	39%	40%	37%	33%	17%	42%	42%	29%	42%	37%	40%	43%	43%	37%	34%	27%	40%	52%	28%	9%	70%	18%	44%	28%	50%	
	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	
Don't know	181	41	116	83	71	26	181	-	89	92	40	56	37	18	12	9	159	36	145	117	63	27	41	48	35	35	138	5	26	-	8	3	-	28	34	
	8%	4%	12%	13%	10%	3%	8%	-	7%	9%	9%	9%	7%	6%	11%	5%	8%	5%	10%	8%	7%	8%	9%	8%	5%	13%	7%	2%	4%	-	3%	2%	-	3%	5%	
	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	df	

Proportions/Means: Columns Tested [% 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.



Table 13
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 2016 VOTE	
		MAN	WOMAN	18-34	35-54	55+	18-35	36+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
TOTAL		2252	2252	1114	664	551	2252	1114	719	537	598	526	505	107	135	1917	1276	581	1614	803	279	425	548	774	321	1083	161	657	100	241	147	110	94	104	103	
UNWEIGHTED BASE		2252	2252	1114	664	551	2252	1114	719	537	598	526	505	107	135	1917	1276	581	1614	803	279	425	548	774	321	1083	161	657	100	241	147	110	94	104	103	
WEIGHTED BASE		2252	2252	1114	664	551	2252	1114	719	537	598	526	505	107	135	1917	1276	581	1614	803	279	425	548	774	321	1083	161	657	100	241	147	110	94	104	103	
(1) Very favourable	141	62	75	93	37	13	119	2	86	55	33	30	27	23	13	113	67	74	96	45	27	23	38	47	30	109	4	42	4	5	46	8	63	38	18	
8%	6%	7%	15%	5%	1%	1%	7%	1%	7%	6%	5%	5%	5%	7%	12%	8%	6%	9%	5%	7%	5%	8%	5%	6%	7%	11%	6%	1%	7%	11%	3%	34%	8%	8%	2%	
(2) Fairly favourable	347	162	182	136	122	89	332	14	211	135	91	74	64	68	17	33	297	161	185	219	128	48	79	81	120	62	278	22	138	22	11	48	33	197	45	
23%	15%	16%	23%	19%	20%	14%	24%	12%	17%	14%	17%	12%	12%	23%	15%	17%	19%	23%	10%	15%	15%	16%	16%	24%	18%	23%	14%	6%	24%	10%	35%	21%	24%	7%		
(3) Neither favourable nor unfavourable	514	238	274	142	211	161	504	11	294	220	113	139	122	80	18	42	454	177	187	362	153	63	114	126	158	69	427	59	162	46	24	19	15	212	103	
23%	22%	24%	23%	28%	28%	18%	34%	8%	23%	22%	21%	24%	24%	25%	18%	22%	23%	24%	22%	26%	18%	20%	24%	21%	24%	26%	22%	16%	28%	34%	8%	14%	15%	26%	15%	
(4) Fairly unfavourable	345	186	157	89	82	174	317	28	196	149	88	87	84	38	17	30	297	112	213	198	147	47	65	99	110	30	309	67	105	34	38	15	38	143	122	
15%	17%	14%	14%	11%	10%	12%	15%	12%	17%	15%	16%	16%	15%	12%	10%	16%	15%	15%	15%	14%	17%	10%	14%	14%	17%	11%	14%	18%	13%	13%	13%	13%	17%	14%		
(5) Very unfavourable	73	408	221	88	229	415	668	64	395	317	161	202	181	90	38	60	634	182	550	411	120	158	163	196	187	39	686	200	109	11	212	7	23	184	383	
32%	37%	28%	14%	11%	16%	31%	51%	11%	30%	34%	30%	34%	35%	20%	34%	31%	32%	25%	36%	29%	37%	33%	34%	33%	28%	15%	35%	16%	19%	23%	72%	5%	24%	22%	55%	
Mean	-0.57	-0.68	-0.46	0.1	-0.15	-0.03	-0.33	-0.18	-0.11	-0.64	0.52	-0.67	-0.68	-0.35	-0.49	-0.48	-0.58	-0.26	-0.72	-0.47	-0.72	-0.54	-0.6	-0.62	-0.44	0.07	-0.46	-0.34	-0.18	-0.43	-0.12	0.82	-0.19	-0.24	-1.21	
NET View/ Fairly favourable	488	223	257	229	159	100	471	16	298	190	124	103	92	91	30	48	410	228	259	315	173	77	102	119	167	92	387	26	180	26	16	94	39	259	61	
22%	20%	22%	27%	21%	11%	21%	23%	13%	23%	19%	23%	14%	18%	20%	11%	21%	21%	31%	17%	23%	20%	14%	21%	20%	25%	25%	20%	7%	31%	19%	5%	70%	40%	31%	9%	
NET View/ Fairly unfavourable	1877	595	478	177	311	589	885	92	591	486	250	289	265	128	56	90	931	284	781	659	467	155	227	296	297	68	998	267	214	54	210	21	41	327	506	
68%	54%	47%	29%	42%	66%	46%	51%	73%	46%	49%	47%	49%	51%	41%	56%	47%	48%	40%	51%	44%	48%	47%	50%	45%	26%	51%	71%	37%	60%	16%	16%	41%	39%	73%		
Don't know	178	45	136	72	63	44	171	7	88	90	46	58	39	15	7	13	118	35	143	69	69	28	37	47	37	37	134	6	24	8	4	-	3	33	25	
8%	4%	12%	12%	8%	5%	8%	6%	7%	7%	9%	9%	10%	8%	5%	6%	7%	8%	5%	9%	8%	8%	9%	8%	6%	14%	7%	2%	4%	6%	1%	-	3%	4%	4%		

Proportions/Means: Columns Tested [% 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

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Table 14
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

		GENDER		AGE					SOCIAL GRADE		REGION										EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE				
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-25	26+	70+	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	2252	1098	1154	664	772	817	2157	1035	1438	718	817	751	818	1037	1027	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	
WEIGHTED BASE	2252	1098	1154	664	772	817	2157	1035	1438	718	817	751	818	1037	1027	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037	1037
(1) Very favourable	27%	16%	10%	5%	10%	18%	12%	13%	9%	15%	13%	11%	13%	11%	12%	12%	12%	12%	5%	15%	11%	14%	14%	14%	13%	11%	4%	13%	13%	3%	1%	13%	13%	3%	1%	2%	2%	5%	26%	8%		
(1) Fairly favourable	32%	17%	14%	9%	8%	14%	10%	15%	17%	14%	18%	15%	16%	13%	14%	14%	14%	14%	7%	14%	10%	11%	10%	10%	10%	10%	8%	14%	14%	8%	7%	9%	9%	5%	18%	5%	18%	18%	18%			
(2) Neither favourable nor unfavourable	34%	14%	15%	15%	15%	14%	14%	12%	13%	17%	14%	16%	16%	14%	7%	8%	15%	10%	17%	15%	13%	14%	14%	14%	14%	17%	14%	17%	14%	17%	8%	10%	9%	12%	6%	9%	13%	8%	9%	13%		
(3) Fairly unfavourable	20%	9%	10%	6%	6%	8%	7%	10%	8%	9%	8%	8%	8%	10%	10%	7%	10%	10%	10%	9%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%		
(4) Very unfavourable	10%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%			
Mean	-0.64	-0.53	-0.74	-0.7	-0.79	-0.67	-0.65	-0.51	-0.81	-0.42	-0.51	-0.57	-0.62	-0.88	-0.72	-0.82	-0.62	-1.14	-0.39	-0.64	-0.64	-0.49	-0.59	-0.64	-0.75	-0.97	-0.59	-0.12	-0.38	-1.53	1.27	-1.47	-1.21	-1.34	0.25	8%						
NET View/ Fairly favourable	59%	33%	25%	14%	15%	28%	22%	28%	29%	29%	31%	27%	29%	25%	28%	28%	28%	18%	29%	21%	23%	20%	20%	20%	20%	18%	14%	14%	8%	7%	9%	9%	5%	18%	5%	18%	18%	18%				
NET View/ Fairly unfavourable	39%	57%	62%	33%	32%	40%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%			
Don't know	12%	10%	16%	4%	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%	10%			

Proportions/Means: Columns Tested [% 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

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Table 15
Q2_19 - 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 2016 VOTE	
		MAN	WOMAN	18-34	35-54	55+	18-35	36+	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	2252	1058	1144	664	775	822	2157	1058	1144	537	598	526	805	107	130	1917	1276	981	1614	803	279	425	548	774	121	1893	141	637	100	241	147	131	147	131	147	100				
WEIGHTED BASE	2252	1058	1144	664	775	822	2157	1058	1144	537	598	526	805	107	130	1917	1276	981	1614	803	279	425	548	774	121	1893	141	637	100	241	147	131	147	131	147	100				
(1) Very favourable	13%	8%	14%	5%	17%	13%	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%			
(1) Fairly favourable	24%	13%	10%	9%	17%	13%	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%			
(2) Neither favourable nor unfavourable	50%	22%	26%	26%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%			
(3) Fairly unfavourable	17%	10%	7%	5%	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%				
(3) Very unfavourable	4%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%				
Mean	-0.4	-0.5	-0.27	-0.01	-0.12	-0.10	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18	-0.18				
NET View/ Fairly favourable	37%	21%	15%	14%	17%	13%	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%			
NET View/ Fairly unfavourable	44%	38%	30%	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%	10%	10%	10%	10%	10%			
Don't know	7%	2%	4%	4%	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%				

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 - R/C/D/E/F/G - H/I
Overlap formulae used. * small base

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Table 16
Q2_13 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Restore Britain
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	18-34	35-54	55+	65+	75+	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	2252	1126	1126	114	64	71	82	217	108	793	532	520	1488	307	333	1957	1276	661	1414	601	219	415	164	774	311	1403	674	175	181	147	133	606	281	60	103							
WEIGHTED BASE	2117	1059	1058	114	64	71	82	217	108	793	532	520	1488	307	333	1957	1276	661	1414	601	219	415	164	774	311	1403	674	175	181	147	133	606	281	60	103							
(1) Very favourable	171	81	77	61	53	57	184	7	63	108	51	48	30	23	3	16	152	37	135	113	18	29	44	52	31	15	154	23	19	2	76	1	8	23	96							
(1) Fairly favourable	206	116	91	64	65	78	199	8	106	100	59	51	42	24	12	16	177	51	155	148	58	32	38	47	73	25	180	51	24	7	64	6	10	54	100							
(1) Neither favourable nor unfavourable	448	220	225	110	130	179	424	24	227	221	102	127	113	54	23	29	396	105	343	280	168	70	89	119	128	61	371	91	64	12	76	16	12	75	172							
(1) Fairly unfavourable	298	155	143	77	92	130	283	15	175	124	67	67	73	32	12	26	260	89	209	190	108	38	64	86	93	24	271	74	82	15	36	20	32	133	106							
(1) Very unfavourable	812	418	395	221	269	343	779	54	518	204	182	199	184	142	42	63	708	382	451	487	345	102	115	211	275	99	719	96	105	84	25	79	11	474	116							
Mean	-0.72	-0.71	-0.72	-0.63	-0.72	-0.79	-0.71	-0.93	-0.62	-0.47	-0.59	-0.66	-0.77	-0.89	-0.83	-0.85	-0.7	-1.1	-0.51	-0.65	-0.85	-0.55	-0.7	-0.69	-0.85	-0.74	-0.11	-0.11	-0.14	0.47	-0.4	-0.97	-1.19	-0.2	11							
NET View/ Fairly favourable	378	209	168	125	118	135	363	15	170	208	110	100	72	48	16	32	310	88	290	261	116	62	82	99	104	40	314	74	44	9	140	6	18	77	196							
NET View/ Fairly unfavourable	1331	591	526	298	361	472	1082	69	713	418	290	287	257	174	54	109	968	471	660	677	454	140	140	210	298	123	990	170	417	91	61	99	64	997	262							
Don't know	301	75	225	86	106	108	283	18	140	140	72	74	75	38	18	23	260	71	229	177	123	50	71	72	59	249	21	55	14	13	3	82	64	11	11							

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 - R/C/R2/P/G - H/I
Odds ratio formula used. * small base

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Table 17
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 2016 VOTE	
		MALE	WOMAN	18-34	35-54	55+	18-35	36+	18-75	76+	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		2267	2267	114	664	771	812	2157	1408	759	512	538	536	363	107	118	1037	1276	961	1404	801	219	215	241	274	731	111	1033	841	674	175	181	147	110	876	811	603	
WEIGHTED BASE		2267	2267	114	664	771	812	2157	1408	759	512	538	536	363	107	118	1037	1276	961	1404	801	219	215	241	274	731	111	1033	841	674	175	181	147	110	876	811	603	
Q3 - Very bad job		432	214	217	58	142	231	409	233	206	103	127	100	50	21	30	381	84	347	252	180	74	89	112	100	25	399	120	23	6	155	11	10	70	252	212		
		18%	10%	10%	9%	10%	20%	18%	18%	16%	23%	19%	22%	19%	16%	10%	15%	19%	11%	23%	18%	21%	23%	10%	10%	10%	15%	9%	21%	13%	4%	5%	13%	8%	11%	8%	36%	
1		75	44	29	10	21	44	57	18	48	28	17	14	28	8	4	3	67	17	58	34	41	8	30	14	19	3	71	20	5	2	19	4	4	14	39	39	
		2%	4%	3%	2%	3%	7%	3%	1%	4%	3%	2%	3%	3%	1%	0%	2%	3%	2%	4%	2%	3%	3%	1%	1%	1%	0%	4%	2%	1%	0%	3%	1%	1%	2%	6%	6%	
2		114	51	60	22	35	57	104	20	51	63	20	31	25	16	1	12	99	29	85	58	56	20	53	28	9	104	20	14	3	18	5	6	26	54	54		
		5%	3%	5%	4%	5%	8%	8%	4%	6%	8%	5%	6%	5%	3%	0%	0%	5%	4%	6%	4%	7%	8%	4%	5%	4%	3%	3%	8%	2%	2%	0%	4%	0%	6%	3%	8%	
3		187	78	105	31	73	83	166	22	119	68	42	51	41	27	8	18	161	57	130	120	87	38	32	53	67	14	168	34	19	14	28	16	11	58	76	76	
		8%	7%	9%	5%	10%	9%	8%	17%	9%	7%	8%	9%	8%	9%	7%	9%	8%	8%	9%	9%	8%	6%	6%	7%	9%	10%	5%	9%	15%	3%	11%	10%	11%	12%	7%	13%	11
4		151	67	84	49	56	45	150	*	81	69	34	38	31	23	8	16	127	51	99	103	48	17	29	39	53	20	129	32	20	12	13	14	6	53	41	41	
		7%	6%	7%	8%	8%	5%	7%	6%	6%	7%	6%	6%	6%	7%	6%	6%	6%	7%	7%	7%	6%	5%	6%	7%	8%	8%	9%	7%	3%	3%	9%	5%	10%	6%	6%	6%	
5		251	114	134	66	80	105	234	17	140	105	61	67	63	31	9	20	222	91	160	130	121	46	59	68	59	32	235	29	61	23	19	26	9	103	50	50	
		11%	10%	12%	11%	11%	12%	11%	14%	12%	11%	11%	11%	12%	10%	8%	11%	11%	12%	11%	9%	14%	14%	14%	12%	12%	9%	12%	11%	8%	11%	17%	7%	19%	19%	12%	7%	12%
6		288	145	141	94	98	96	279	9	167	120	50	66	73	40	17	33	218	107	180	177	110	31	66	83	84	38	243	21	86	15	11	31	23	162	53	53	
		13%	13%	12%	15%	13%	11%	13%	7%	13%	12%	11%	11%	14%	13%	15%	17%	12%	13%	12%	13%	13%	10%	14%	14%	14%	14%	14%	12%	6%	15%	23%	4%	23%	24%	17%	7%	7%
7		298	166	130	108	94	97	291	8	187	111	79	66	62	48	17	26	256	131	168	205	93	36	60	76	111	46	250	19	163	27	4	15	17	169	50	50	
		13%	13%	11%	17%	13%	11%	16%	6%	15%	11%	15%	11%	12%	15%	15%	13%	13%	18%	11%	15%	11%	11%	11%	11%	17%	13%	17%	13%	5%	28%	20%	1%	11%	17%	20%	7%	7%
8		405	117	88	72	58	75	195	10	137	68	51	53	39	34	12	16	178	87	118	135	70	23	41	53	77	29	174	20	114	6	10	6	116	34	34		
		9%	11%	8%	11%	8%	8%	9%	8%	11%	7%	10%	9%	8%	11%	10%	8%	9%	11%	8%	10%	8%	7%	9%	9%	12%	11%	9%	6%	15%	20%	5%	8%	6%	14%	1%	1%	1%
9		467	215	127	28	10	9	42	-	28	20	10	11	9	8	5	4	39	22	26	39	8	8	13	23	13	16	32	5	27	3	4	-	2	24	8	8	
		2%	3%	1%	5%	1%	1%	2%	-	2%	2%	2%	2%	2%	3%	4%	2%	2%	3%	2%	3%	1%	2%	3%	2%	2%	6%	2%	1%	5%	2%	1%	-	2%	3%	1%	1%	
10 - Very good job		47	27	19	23	11	12	45	2	26	21	13	15	12	4	1	1	44	23	23	36	11	10	8	10	14	13	33	3	28	1	6	1	-	24	11	11	
		2%	2%	2%	4%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	3%	2%	3%	1%	3%	2%	2%	2%	2%	3%	1%	3%	1%	2%	*	-	3%	2%	2%	
Mean		6.33	4.49	4.17	5.45	4.2	3.7	4.39	3.37	4.59	3.99	4.39	4.16	4.10	4.2	4.13	4.47	4.31	5.13	3.93	4.55	3.98	4.05	4.3	4.35	4.7	5.52	4.17	2.86	6.36	5.24	1.98	4.73	4.64	3.49	2.86	2.86	
		3	3	3	646	64	68	68	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
NET: Bad job		620	311	206	90	198	322	570	50	303	318	145	174	153	74	29	46	547	130	490	343	277	108	118	155	167	37	575	170	42	11	100	20	10	109	244	244	
		27%	28%	27%	15%	27%	37%	27%	40%	24%	32%	27%	30%	30%	24%	20%	23%	28%	18%	32%	25%	32%	13%	20%	20%	22%	14%	48%	7%	8%	65%	15%	21%	13%	50%	50%	50%	
NET: Good job		299	175	124	124	60	95	287	12	191	108	74	79	60	47	17	21	261	132	87	210	89	60	62	75	104	57	239	28	168	10	80	11	7	164	34	34	
		13%	16%	11%	20%	11%	11%	13%	10%	11%	14%	13%	12%	15%	15%	11%	13%	13%	18%	11%	13%	10%	12%	12%	13%	16%	21%	12%	8%	29%	7%	7%	8%	8%	20%	8%	8%	
Don't know		134	32	99	44	55	35	128	6	59	75	26	36	32	20	5	14	114	26	107	90	44	22	30	32	26	16	112	5	17	6	2	4	3	30	14	14	
		6%	3%	9%	7%	7%	4%	6%	3%	5%	6%	3%	6%	6%	6%	4%	7%	6%	4%	7%	6%	5%	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Prefer not to say		29	9	20	13	11	6	27	2	16	13	12	10	2	3	2	2	27	9	20	18	12	5	4	6	8	7	15	-	2	1	1	-	-	3	2	2	
		1%	1%	2%	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%	1%	1%	1%	1%	1%	1%	1%	

Proportions/Means. Columns 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

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.



25-061766-35 - POLITICAL PULSE - OCTOBER
9TH - 13TH OCTOBER 2026
PUBLIC
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15 Oct 2026

Table 18

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	2257	2257	2257	2257	2257	2257
WEIGHTED BASE	2257	2257	2257	2257	2257	2257
(4) Very likely to consider voting for	412	265	128	186	377	146
	18%	12%	6%	8%	17%	6%
(3) Fairly likely to consider voting for	457	417	411	331	297	276
	20%	18%	18%	15%	13%	12%
(2) Not very likely to consider voting for	393	543	652	488	242	370
	17%	24%	29%	22%	11%	16%
(1) Would not consider at all	800	843	870	1082	1196	1228
	35%	37%	39%	48%	53%	54%
Mean	2.23	2.05	1.9	1.82	1.93	1.67
NET: Very/ Fairly likely to consider voting for	870	682	539	516	674	422
	39%	30%	24%	23%	30%	19%
NET: Not very likely to/ Would not consider voting for	1193	1385	1522	1570	1437	1598
	53%	61%	67%	70%	64%	71%
Don't know	194	190	196	171	146	237
	9%	8%	9%	8%	6%	10%

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 10
Q6_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 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-25	26+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2257	1008	1144	664	771	822	2157	1070	1486	759	532	594	526	305	107	103	1057	1276	961	1454	803	279	435	584	774	321	1843	141	617	107	241	147	117	914	603		
WEIGHTED BASE	2257	1008	1144	664	771	822	2157	1070	1486	759	532	594	526	305	107	103	1057	1276	961	1454	803	279	435	584	774	321	1843	141	617	107	241	147	117	914	603		
(1) Very likely to consider voting for	412	232	178	159	150	144	400	12	271	141	125	101	72	73	19	22	371	100	222	271	142	55	76	102	159	48	336	12	305	15	8	9	5	250	63		
(2) Fairly likely to consider voting for	186	116	169	76	136	166	196	106	236	176	146	126	146	236	176	126	196	206	156	196	136	176	166	176	246	146	376	36	136	126	36	76	6	306	96		
(3) Fairly likely to consider voting for	457	218	237	169	140	128	442	16	284	173	180	100	101	79	24	47	386	194	264	304	153	44	99	231	144	80	361	31	264	42	18	45	28	223	75		
(4) Not very likely to consider voting for	206	106	106	76	126	146	216	136	226	186	206	176	206	256	216	236	206	276	186	226	176	146	96	106	126	326	196	96	86	46	66	336	296	276	126		
(5) Would not consider at all	393	195	193	106	130	157	369	24	220	173	77	104	110	98	40	22	331	110	263	252	142	53	96	107	118	33	354	72	60	42	40	41	14	145	110		
(6) Mean	176	186	176	176	186	186	176	196	176	186	146	186	216	176	136	206	206	176	186	186	176	186	186	186	186	126	186	186	206	316	146	116	146	176	186		
(7) Mean	800	387	408	132	240	408	729	71	397	403	174	226	191	102	34	72	693	178	622	444	356	141	171	199	200	57	711	235	29	25	223	36	42	166	417		
(8) Mean	356	195	365	216	306	406	146	506	316	416	336	386	376	336	316	376	366	246	416	446	366	146	166	146	306	216	186	666	5	196	786	276	436	206	606		
(9) Mean	2.23	2.29	2.18	2.61	2.18	2.01	2.26	1.75	2.37	2.06	2.38	2.14	2.11	2.42	2.28	2.11	2.24	2.57	2.06	2.32	2.1	2.04	2.18	2.25	2.42	2.68	2.17	1.49	1.33	1.35	1.35	1.37	2.71	1.67			
(10) NET: Very/Fairly likely to consider voting for	870	450	415	328	270	271	842	28	555	315	231	201	173	152	43	70	757	364	486	576	295	99	175	233	303	154	698	44	470	58	26	53	13	473	118		
(11) NET: Not very likely to/ Would not consider voting for	396	416	401	238	390	565	1098	95	617	576	251	330	301	143	57	112	1025	308	885	695	498	104	267	305	318	90	1085	307	89	66	263	78	56	111	527		
(12) Don't know	194	65	128	52	84	58	191	3	98	96	51	58	43	19	12	12	171	43	151	125	69	29	39	50	37	23	161	7	20	10	4	8	48	30			
(13) Don't know	96	66	128	52	84	58	191	3	98	96	51	58	43	19	12	12	171	43	151	125	69	29	39	50	37	23	161	7	20	10	4	8	48	30			

Proportions/Means: Column Totals (5% Min 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
Confidence Interval used: * small base



Table 20
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 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-35	36+	70+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
		(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNREGISTERED BASE	2257	1098	1159	664	771	812	2157	105	1408	758	512	538	536	363	107	118	1077	1276	961	1404	801	218	625	164	774	121	1439	841	613	389	141	147	138	914	632		
REGISTERED BASE	2215	1079	1136	647	754	795	2111	117	1370	749	511	537	535	361	107	117	1071	1270	957	1404	801	218	625	164	774	121	1439	841	613	389	141	147	138	914	632		
(1) Very likely to consider voting for	265	136	129	47	60	138	233	31	167	97	44	100	72	27	7	15	243	89	176	153	112	31	56	67	86	30	234	177	20	5	19	2	4	89	127		
(2) Fairly likely to consider voting for	417	212	193	102	137	168	377	40	249	189	89	122	100	58	15	28	373	133	284	253	164	60	83	109	112	47	363	231	65	27	78	21	7	239	284		
(3) Not very likely to consider voting for	185	20%	17%	16%	17%	22%	18%	22%	20%	17%	18%	21%	19%	19%	14%	15%	19%	18%	19%	18%	19%	19%	17%	19%	20%	18%	19%	17%	15%	20%	27%	16%	7%	16%	27%	91	
(4) Don't know	543	267	274	161	171	210	522	21	305	237	130	137	137	71	24	42	477	179	364	344	198	70	102	149	176	64	472	31	169	41	92	35	18	189	91		
Mean	2.65	2.08	2.03	1.91	2	2.18	2.01	2.64	2.11	1.97	1.92	2.27	2.17	1.95	1.75	1.77	2.1	2.02	2.07	2.02	2.09	1.96	1.99	2.06	2.12	2.05	2.06	1.93	1.64	1.86	2.08	1.64	1.47	1.9	2.39		
NET: Very likely to consider voting for	682	358	322	149	207	306	611	71	416	266	137	232	232	85	23	43	616	297	540	527	316	133	202	211	229	94	726	14	308	58	95	73	65	388	183		
NET: Not very likely to consider voting for	1385	679	695	407	460	518	1338	47	759	626	351	316	299	198	79	141	1165	476	910	871	514	203	304	361	405	158	1197	45	477	96	187	108	83	578	347		
Don't know	190	61	128	63	77	95	212	7	95	95	45	50	47	31	9	9	172	37	153	119	71	29	37	51	35	32	148	4	18	6	9	4	3	32	37		
Base	8%	6%	11%	10%	10%	10%	9%	8%	7%	10%	8%	9%	9%	10%	8%	4%	9%	1%	4%	9%	8%	9%	8%	4%	1%	1%	8%	1%	1%	1%	4%	3%	1%	1%	4%	1%	

Proportions/Means: Columns Totalled (5% Hls 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
Clarifying 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 21
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	MAN	WOMAN	18-34	35-54	55+	18-25	26+	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	2257	1098	1154	664	771	823	2157	105	1408	759	513	538	536	363	303	118	1037	1276	961	1404	803	218	425	164	291	731	361	101	89	674	175	181	171	103	808	81
WEIGHTED BASE	2114	1059	1114	617	724	776	2111	114	1408	759	513	538	536	363	303	118	1037	1276	961	1404	803	218	425	164	291	731	361	101	89	674	175	181	171	103	808	81
(1) Very likely to consider voting for	138	69	69	47	37	44	123	5	79	49	23	24	40	25	5	10	112	65	63	79	49	8	31	37	42	15	112	9	22	54	6	4	2	72	7	
(2) Fairly likely to consider voting for	411	198	210	141	136	133	382	18	262	148	81	98	108	68	19	35	358	190	211	262	148	68	19	35	358	190	211	62	338	43	254	17	29	19	207	84
(3) Not very likely to consider voting for	652	316	329	178	220	254	615	37	404	248	157	161	142	101	27	64	561	251	402	420	233	72	137	181	211	88	553	113	234	10	49	53	32	303	164	
(4) Would not consider at all	870	459	406	191	250	420	809	61	421	449	223	250	180	95	47	76	748	185	685	509	361	150	195	233	218	63	793	185	146	1	216	42	43	205	414	
Mean	1.9	1.88	1.92	2.08	1.93	1.76	1.91	1.73	2	1.77	1.8	1.81	2.02	2.08	1.83	1.89	1.91	2.19	1.75	1.93	1.86	1.75	1.87	1.88	2.02	2.12	1.87	1.64	2.09	3.33	1.35	1.96	1.8	2.19	1.53	
NET: Very/Fairly likely to consider voting for	539	267	269	188	174	177	515	23	341	198	104	112	148	93	24	46	469	255	284	341	198	71	106	132	187	77	410	52	176	116	23	33	21	278	92	
NET: Not very likely to/should not consider voting for	246	245	225	129	226	250	245	136	276	251	157	161	142	101	27	64	561	251	402	420	233	72	137	181	211	88	553	113	234	10	49	53	32	303	164	
Don't know	196	56	140	62	91	44	140	47	104	92	48	56	47	24	13	8	176	45	151	126	70	30	43	42	42	30	148	8	24	7	7	6	2	45	25	
	96	51	42	23	35	19	56	28	88	94	40	48	39	25	6	10	100	50	55	66	39	16	22	28	30	18	96	15	48	6	15	10	6	30	16	

Proportions/Means: Column Totals [5% Min 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
Clarification: Column total - "small base"

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Table 22
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

	GENDER			AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		
	2024	MAN	WOMAN	18-34	35-54	55+	18-25	26+	76+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2257	1098	1144	663	771	812	2157	105	1438	719	512	538	536	363	107	118	118	1037	2276	961	1404	811	219	625	104	774	121	1419	161	613	699	141	147	171	103	918	610
WEIGHTED BASE	2257	1098	1144	663	771	812	2157	105	1438	719	512	538	536	363	107	118	118	1037	2276	961	1404	811	219	625	104	774	121	1419	161	613	699	141	147	171	103	918	610
(1) Very likely to consider voting for	136	82	98	117	53	18	184	1	111	75	51	39	32	33	9	21	155	80	105	119	67	38	37	45	54	44	137	7	38	8	8	75	7	78	19		
(2) Fairly likely to consider voting for	232	149	179	249	130	80	284	6	299	132	83	68	66	58	19	26	275	155	178	219	121	43	81	75	114	51	263	16	88	28	14	36	18	187	41		
(3) Not very likely to consider voting for	488	248	239	141	172	175	467	21	298	190	107	136	124	69	18	35	435	211	126	106	136	139	139	176	139	216	149	76	229	139	56	276	209	1	239	66	
(4) Would not consider at all	1082	566	514	159	332	591	988	94	574	507	247	294	261	113	53	95	934	274	808	613	469	160	236	289	201	72	997	265	191	54	247	12	17	301	501		
Mean	1.82	1.76	1.86	2.39	1.83	1.44	1.85	1.3	1.87	1.75	1.88	1.72	1.73	1.97	1.83	1.92	1.81	2.06	1.7	1.88	1.72	1.86	1.82	1.77	1.89	2.31	1.75	1.36	2.03	1.9	1.24	1.29	2.06	2.05	1.37		
NET: Very/Fairly likely to consider voting for	518	231	273	257	163	96	509	7	310	206	134	107	98	92	28	57	431	235	281	338	178	81	118	121	169	99	402	13	168	34	21	111	16	265	60		
NET: Not very likely to/Should not consider voting for	1379	814	753	299	505	766	1455	115	872	698	353	430	384	202	71	130	1369	464	1106	949	621	219	324	425	456	134	1413	321	390	96	267	23	59	131	611		
Don't know	171	52	119	62	76	33	168	3	88	83	45	52	35	21	12	6	153	36	115	109	62	23	39	42	34	34	138	3	1	22	4	6	1	3	35	24	
	86	51	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105	105

Proportions/Means: Column Totals [5% Min level] - a/b - C(d)/f(g - h) - i(j)/k(m)/n(o/p - q/r - v) - x(y/z) - y(A - B/C/D)/f(G - H)
Confidence Interval 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 23
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? Perform UK
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	18-34	35-54	55+	18-25	26+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNWEIGHTED BASE	2257	1058	1144	664	771	822	2157	105	1408	759	537	594	526	305	107	107	1057	1276	1013	1614	803	279	425	548	774	323	1083	100	637	100	241	147	147	110	844	603
WEIGHTED BASE	2257	1058	1144	664	771	822	2157	105	1408	759	537	594	526	305	107	107	1057	1276	1013	1614	803	279	425	548	774	323	1083	100	637	100	241	147	147	110	844	603
(4) Very likely to consider voting for	377	227	151	70	104	203	355	22	174	204	100	94	91	40	26	27	324	59	318	227	105	66	90	93	99	17	359	64	27	3	103	4	6	35	246	
(5) Fairly likely to consider voting for	176	21%	13%	11%	14%	23%	17%	18%	14%	21%	10%	16%	18%	13%	24%	14%	17%	8%	21%	16%	17%	20%	10%	10%	16%	15%	6%	18%	5%	2%	20%	3%	7%	7%	35%	9
(6) Fairly likely to consider voting for	207	151	144	92	87	118	271	26	163	193	82	93	56	29	12	25	260	89	208	184	123	40	56	91	82	30	263	96	47	5	64	11	13	59	164	
(7) Not very likely to consider voting for	13%	14%	13%	15%	12%	13%	13%	20%	13%	13%	15%	16%	11%	9%	10%	13%	13%	12%	14%	10%	13%	13%	12%	12%	12%	11%	14%	17%	12%	8%	4%	22%	8%	13%	7%	24%
(8) Not very likely to consider voting for	242	125	113	83	77	82	212	9	142	100	49	70	69	26	9	18	214	74	168	174	68	36	54	60	75	46	189	55	46	9	13	14	10	63	68	
(9) Would not consider at all	11%	11%	10%	13%	10%	9%	11%	7%	12%	10%	9%	12%	11%	8%	8%	9%	11%	10%	11%	12%	8%	11%	11%	11%	10%	11%	17%	10%	13%	8%	7%	4%	10%	11%	8%	10%
(10) Would not consider at all	1256	544	641	331	400	455	1135	61	724	472	270	294	264	194	57	116	1022	480	705	716	480	158	249	312	377	156	1015	135	441	111	9	105	68	636	181	
Mean	53%	54%	56%	54%	55%	51%	53%	48%	57%	48%	51%	50%	51%	51%	50%	52%	47%	46%	51%	56%	52%	46%	52%	53%	57%	58%	52%	58%	70%	81%	33%	9	105	68	636	181
Mean	1.93	2.06	1.81	1.83	2.08	1.92	2.08	1.82	2.08	1.92	1.96	1.95	1.95	1.7	2.07	1.8	1.94	1.6	1.6	1.94	1.92	2.05	1.97	1.94	1.85	1.63	1.98	2.25	1.4	1.22	1.6	1.36	1.57	1.43	2.72	
NET: Very / Fairly likely to consider voting for	674	378	295	162	191	321	626	48	337	337	182	186	147	68	38	52	584	148	526	411	263	108	146	184	181	47	623	160	75	8	247	15	19	115	410	
NET: Not very likely to / would not consider voting for	30%	34%	26%	26%	26%	30%	29%	38%	27%	34%	34%	32%	28%	22%	34%	27%	30%	20%	35%	29%	31%	33%	30%	30%	31%	27%	18%	32%	43%	13%	6%	91%	11%	20%	14%	59%
NET: Not very likely to / Would not consider voting for	1497	669	754	414	487	537	1367	70	866	572	319	364	333	220	66	134	1237	564	875	890	547	104	303	372	452	202	1204	190	487	120	22	119	78	698	248	
Don't know	64%	61%	66%	67%	65%	60%	64%	56%	68%	58%	60%	62%	64%	70%	63%	60%	70%	67%	57%	64%	64%	64%	64%	63%	63%	60%	76%	62%	53%	84%	80%	7%	88%	80%	84%	36%
Don't know	146	50	57	28	43	66	37	118	7	67	78	31	38	38	25	7	132	23	123	95	51	22	32	32	26	18	118	8	18	6	5	91	82	1	36	
Don't know	6%	4%	6%	7%	9%	4%	6%	0%	5%	5%	6%	6%	6%	7%	0%	0%	3%	8%	7%	6%	7%	7%	7%	5%	4%	7%	0%	2%	3%	0%	2%	*	*	2%	1%	

Proportions/Means: Columns Totalled (5% Hls 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
Clarifying 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 24
Q4_6 - 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? Remain Britain
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		18-34	35-54	55+	18-25	26+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATE	NON GRADUATE	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	2257	1098	1159	664	771	822	2157	1005	1408	759	513	538	536	863	103	118	1037	1276	901	1404	801	219	435	164	774	774	321	1001	141	617	100	241	147	110	606	61
WEIGHTED BASE	2115	1019	1144	618	714	815	2111	1114	1414	759	513	538	536	863	103	118	1037	1276	901	1404	801	219	435	164	774	774	321	1001	141	617	100	241	147	110	606	61
(1) Very likely to consider voting for	146	82	64	43	56	47	141	5	56	90	40	41	30	21	2	12	133	31	115	98	48	28	30	40	32	12	132	21	15	4	45	3	6	26	83	
(2) Fairly likely to consider voting for	276	159	116	100	84	91	262	13	227	149	74	78	57	30	17	20	239	57	239	198	77	54	40	76	81	35	239	55	40	4	225	2%	6%	3%	12%	241
(3) Not very likely to consider voting for	125	14%	10%	10%	11%	10%	12%	10%	10%	10%	14%	13%	11%	10%	10%	11%	12%	8%	14%	9%	17%	10%	13%	12%	13%	12%	15%	7%	3%	10%	8%	12%	6%	10%	91	
(4) Would not consider at all	370	201	168	114	95	161	350	20	202	169	81	98	108	44	11	28	331	107	264	236	134	43	84	95	124	51	312	85	72	14	69	18	10	94	139	
Mean	1.67	1.74	1.61	1.81	1.68	1.58	1.68	1.52	1.55	1.64	1.73	1.72	1.68	1.6	1.51	1.59	1.69	1.46	1.78	1.74	1.56	1.81	1.65	1.69	1.62	1.68	1.68	1.76	1.36	1.29	2.38	1.38	1.55	1.36	2.04	
NET: Very/Fairly likely to consider voting for	422	241	180	143	141	138	404	18	183	218	114	119	87	52	19	32	371	88	334	296	125	82	79	116	113	47	371	76	55	9	134	14	18	80	223	
NET: Not very likely to/should not consider voting for	1998	786	799	405	496	697	1498	101	956	642	365	406	372	231	79	145	1374	591	1007	954	644	209	342	419	502	183	1385	262	495	115	116	114	78	701	420	
Don't know	237	70	165	71	107	59	230	7	111	106	54	63	59	31	14	16	207	86	181	145	92	32	60	53	11	43	37	188	19	30	11	14	7	1	50	52
	10%	6%	14%	11%	14%	7%	11%	6%	10%	11%	10%	11%	8%	10%	12%	8%	11%	8%	12%	10%	11%	10%	12%	9%	7%	14%	10%	1%	5%	5%	6%	5%	1%	6%	7%	

Proportions/Means: Column Totals (5% Min 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
Clarifying 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.

Base: All adults aged 18+ in Great Britain

Oct 2026

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.

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 26
 Q15 - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

All Adults aged 18+ in Great Britain																																															
	GENDER			AGE								SOCIAL GRADE								REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE	
	MALE (n)	WOMAN (n)		18-34 (n)	35-54 (n)	55+ (n)	18-25 (n)	26-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65+ (n)	ABC1 (n)	C2DE (n)	NORTH (n)	MIDLANDS (n)	SOUTH (n)	LONDON (n)	WALES (n)	SCOTLAND (n)	ENGLAND (n)	GRADUATES (n)	NON GRADUATES (n)	WORKING (n)	NOT WORKING (n)	UP TO £19999 (n)	£20000 - £34999 (n)	£35000 - £49999 (n)	£50000+ (n)	ETHNIC MINORITY GROUPS (n)	WHITE ETHNIC GROUP (n)	CONSERVATIVE (n)	LABOUR (n)	LIBERAL DEMOCRATS (n)	REFORM UK (n)	GREEN (n)	OTHER (n)	REMAIN (n)	LEAVE (n)								
UNIDENTIFIED BASE	2727	2598	1144	643	771	812	2157	105	1438	759	532	538	363	107	118	1937	2276	961	1494	811	219	825	164	774	111	1819	841	613	109	141	101	616	61	616	61	616	61	616	61	616	61	616	61				
REGISTERED VOTERS	2257	2143	1143	613	713	733	1817	93	1217	633	478	478	313	107	113	1733	2033	813	1213	613	213	813	163	713	113	1613	713	513	103	133	103	613	61	613	61	613	61	613	61	613	61	613	61				
The Labour Party led by Andy Burnham	1183	571	351	370	396	398	1117	46	736	477	281	270	256	198	55	103	1005	508	655	743	402	119	246	304	385	171	966	113	304	104	16	99	60	635	188	60	635	188	60	635	188	60	635	188			
	52%	52%	51%	60%	53%	64%	52%	17%	58%	43%	51%	46%	49%	63%	50%	53%	49%	63%	50%	53%	51%	69%	43%	53%	49%	43%	51%	52%	58%	64%	50%	32%	87%	77%	9%	73%	61%	76%	27%	61	27%	61	27%				
Reform UK led by Nigel Farage	646	317	289	238	284	344	383	18	238	310	160	175	169	63	32	48	565	117	519	377	269	38	143	9	109	4	182	182	42	33	263	81	81	21	16	87	87	21	16	87	87						
	28%	32%	25%	19%	25%	38%	42%	26%	30%	32%	30%	30%	33%	20%	29%	25%	29%	17%	34%	27%	31%	30%	30%	31%	24%	10%	32%	53%	7%	7%	89%	8%	16%	12%	59%	59%	16%	12%	59%	59%							
No preference	234	100	132	78	86	77	226	8	109	126	42	69	54	30	14	25	195	55	179	157	77	43	47	54	70	45	182	39	16	10	8	19	6	57	41	57	41	57	41	57	41						
	10%	9%	12%	13%	12%	8%	11%	7%	9%	13%	8%	12%	10%	10%	13%	13%	10%	8%	12%	11%	9%	13%	10%	9%	11%	17%	9%	11%	3%	7%	9%	14%	9%	7%	6%	12%	5%	8%	12%	5%	8%	12%	5%				
Don't know	213	71	143	53	78	83	197	16	99	114	50	75	40	23	9	17	187	45	168	118	95	42	45	47	44	24	181	24	18	11	7	6	33	43	54	43	54	43	54	43	54						
	9%	6%	17%	9%	10%	9%	9%	13%	8%	12%	9%	13%	8%	7%	8%	9%	10%	6%	11%	8%	11%	10%	10%	10%	9%	8%	9%	7%	3%	8%	2%	5%	14%	5%	8%	12%	5%	8%	12%	5%	8%	12%	5%				

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/C/D/E/F/G - H/I
 Ordering: Alphabetical 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 27
Q15A - 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 2016 VOTE	
	TOTAL	WOMAN	MAN	18-34	35-44	45-54	55-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2257	1108	1149	664	771	822	2137	100	1498	719	532	598	526	801	193	1957	1216	1031	1614	803	279	421	548	574	217	1801	341	617	100	247	147	115	914	602				
WEIGHTED BASE	2257	1108	1149	664	771	822	2137	100	1498	719	532	598	526	801	193	1957	1216	1031	1614	803	279	421	548	574	217	1801	341	617	100	247	147	115	914	602				
The Labour Party led by Andy Burnham	40%	45%	42%	36%	37%	38%	95%	0	61%	37%	25%	21%	20%	38%	1%	81%	42%	36%	65%	42%	34%	113	216	283	238	35%	15%	82%	5%	12%	67%	58%	64%	22%				
The Conservative Party led by Rishi Sunak	32%	33%	32%	36%	28%	29%	61%	98	10	28%	37%	37%	37%	24%	24%	32%	26%	33%	28%	35%	28%	27%	34%	31%	15%	33%	84%	7%	16%	60%	13%	13%	21%	56%				
No preference	34%	14%	16%	18%	16%	12%	16%	7%	13%	20%	17%	13%	14%	17%	20%	13%	15%	10%	18%	15%	15%	23%	18%	13%	11%	20%	14%	5%	5%	14%	24%	15%	14%	9%	13%			
Don't know	23%	8%	10%	6%	8%	8%	8%	10%	11%	13%	11%	13%	14%	17%	13%	13%	15%	5%	18%	14%	9%	46%	45%	50%	56%	20%	21%	12%	5%	6%	13%	6%	14%	50%	62%			

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/C/D/E/F/G - H/I
Credible 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
Q158 - If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

All adults aged 18+ in Great Britain																																							
	GENDER			AGE					SOCIAL GRADE				REGION							EDUCATION		WORKING STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 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 £10999	£10000 - £14999	£15000 - £19499	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2257	1098	1159	663	771	823	2157	105	1438	719	512	538	536	363	107	118	1037	1276	901	1404	801	218	425	161	774	121	1439	161	613	109	141	147	110	914	610				
WEIGHTED BASE	2257	1098	1159	663	771	823	2157	105	1438	719	512	538	536	363	107	118	1037	1276	901	1404	801	218	425	161	774	121	1439	161	613	109	141	147	110	914	610				
The Conservative Party led by Rishi Sunak	45%	45%	45%	40%	45%	45%	40%	45%	52%	36%	39%	44%	51%	51%	39%	45%	46%	58%	39%	46%	43%	35%	40%	48%	40%	51%	48%	45%	70%	54%	67%	8%	62%	1%	39%	59%	38%		
Reform UK led by Nigel Farage	51%	29%	22%	12%	14%	24%	48%	28%	23%	22%	13%	12%	12%	5%	2%	4%	4%	44%	93	42%	32%	10%	11%	14%	12%	11%	47%	7%	5%	4%	5%	24%	8%	17%	70%	32%			
No preference	4%	21%	22%	14%	12%	14%	20%	14%	19%	18%	11%	11%	11%	5%	2%	4%	5%	14%	20%	20%	19%	17%	13%	14%	14%	9%	14%	19%	19%	21%	7%	21%	27%	22%	9%				
Don't know	27%	10%	16%	7%	12%	11%	11%	14%	10%	16%	12%	15%	10%	10%	18%	11%	12%	9%	14%	11%	14%	17%	13%	11%	9%	11%	12%	3%	11%	17%	10%	17%	17%	10%	9%				

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 - 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.



Table 29
Q15C - 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 2016 VOTE	
	TOTAL	WOMAN	MAN	18-34	35-64	65+	18-35	36-54	55+	ABC1	C2DE	NORTH (E)	MIDLANDS (E)	SOUTH (E)	LONDON (E)	WALES (E)	SCOTLAND (E)	ENGLAND (E)	GRADUATES (E)	NON GRADUATES (E)	WORKING (E)	NOT WORKING (E)	UP TO £10999 (E)	£10000 - £14999 (E)	£15000 - £19999 (E)	£20000+ (E)	ETHNIC MINORITY GROUPS (E)	WHITE ETHNIC GROUP (E)	CONSERVATIVE (E)	LABOUR (E)	LIBERAL DEMOCRATS (E)	REFORM UK (E)	GREEN (E)	OTHER (E)	REMAIN (E)	LEAVE (E)								
UNWEIGHTED BASE	2257	1088	1169	144	668	771	622	2137	105	1408	758	512	538	536	363	107	118	1937	1276	961	1404	801	218	625	941	774	121	1439	161	613	109	141	147	110	914	610								
WEIGHTED BASE	2257	1088	1169	144	668	771	622	2137	105	1408	758	512	538	536	363	107	118	1937	1276	961	1404	801	218	625	941	774	121	1439	161	613	109	141	147	110	914	610								
The Labour Party led by Andy Burnham	1150	622	528	73	280	384	476	1086	63	745	405	280	290	267	163	55	95	1000	448	702	738	412	133	227	322	381	137	995	162	488	98	102	29	48	577	295								
The Green Party led by Zack Polanski	285	125	160	18	52	68	87	211	10	146	60	64	64	50	16	3	238	113	172	167	118	60	68	68	74	59	218	20	46	14	19	86	26	111	47									
No preference	508	240	268	31	106	136	169	408	25	251	114	130	122	71	26	46	436	108	400	321	288	76	114	126	159	48	449	127	23	13	128	14	11	81	238									
Don't know	114	56	58	7	25	31	39	96	5	58	26	29	27	16	6	11	126	53	84	70	41	15	16	16	18	11	54	12	4	7	41	12	11	13	115									

Proportions/Mean: 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/C/D/E/F/G - H/I
Credible 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 30
QDVQ1001 - 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 2016 VOTE	
	TOTAL	MAN	WOMAN	18-34	35-54	55+	18-35	36+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
UNWEIGHTED BASE	2257	1098	1159	664	771	812	2157	105	1498	759	532	554	526	365	307	103	1957	1276	801	1454	205	625	144	774	321	1439	561	109	141	147	117	147	103	616	61	
WEIGHTED BASE	2257	1098	1159	664	771	812	2157	105	1498	759	532	554	526	365	307	103	1957	1276	801	1454	205	625	144	774	321	1439	561	109	141	147	117	147	103	616	61	
The Conservatives	778	375	403	215	255	323	678	40	364	351	277	273	273	116	99	34	624	340	257	440	277	202	170	289	255	47	663	257	275	24	239	24	18	283	363	
	35%	35%	35%	31%	27%	39%	36%	34%	41%	36%	33%	37%	38%	37%	19%	28%	30	36%	44%	30%	33%	33%	29%	29%	35%	43%	33%	33%	35%	40%	41%	11%	29%	32%	44%	11%
Reform UK	718	375	342	171	203	343	678	40	366	351	304	388	362	67	45	61	611	340	257	440	277	202	170	289	255	47	663	257	275	24	239	24	18	283	363	
	32%	34%	30%	28%	27%	38%	32%	32%	29%	36%	38%	32%	31%	22%	41%	31%	31%	25%	35%	32%	32%	32%	32%	32%	32%	30%	18%	34%	30%	29%	18%	81%	20%	18%	23%	53%
The Green party	104	41	58	57	25	22	104	-	58	46	24	19	14	32	5	10	89	39	65	68	36	21	24	31	26	33	65	2	31	1	6	41	3	53	25	
	5%	4%	5%	9%	3%	2%	5%	-	5%	5%	4%	4%	3%	10%	5%	5%	5%	5%	4%	5%	4%	7%	5%	5%	4%	12%	3%	1%	6%	2%	30%	3%	6%	6%	2%	
The Liberal Democrats	92	42	48	35	24	34	88	4	61	31	18	22	25	20	1	6	85	44	48	62	31	14	18	20	32	20	69	5	29	20	2	1	1	32	12	
	4%	4%	4%	6%	3%	4%	4%	3%	5%	3%	3%	4%	3%	6%	1%	3%	4%	4%	3%	4%	3%	4%	4%	4%	3%	7%	4%	1%	5%	12%	1%	1%	1%	4%	2%	
The SNP	33	16	17	18	8	7	33	-	12	21	1	5	2	1	-	24	10	16	17	23	11	6	11	11	4	4	28	-	5	2	1	17	10	5		
	1%	1%	2%	3%	1%	1%	2%	-	1%	2%	*	1%	*	*	-	12%	*	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	-	1%	*	1%	1%	17%	2%	1%	
Riad Cyrus	9	6	2	4	3	2	9	-	4	5	-	-	1	-	9	1	4	5	7	3	-	-	-	2	2	1	8	-	1	-	-	-	-	8	1	
	*	1%	*	1%	*	*	*	-	*	*	-	-	*	-	8%	-	*	1%	*	*	*	-	-	1%	*	*	*	-	*	-	-	-	-	7%	*	*
Another party	44	10	14	21	9	14	43	1	10	14	9	14	9	10	*	2	41	10	34	30	14	11	7	13	10	11	33	-	16	-	3	1	4	11	8	
	2%	1%	1%	3%	1%	2%	2%	1%	1%	1%	2%	2%	2%	3%	*	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	4%	2%	-	3%	-	1%	1%	4%	1%	1%	
Don't know	478	161	314	144	182	153	452	26	241	218	109	125	109	68	30	37	412	117	361	234	204	71	107	117	105	59	402	31	78	25	9	25	17	133	70	
	21%	15%	27%	23%	24%	17%	21%	21%	19%	24%	20%	21%	21%	22%	17%	19%	21%	16%	24%	20%	24%	22%	22%	20%	16%	22%	21%	6%	14%	10%	3%	13%	17%	10%	10%	

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/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 31
QLABOURLEAD2 - How likely or unlikely do you think it is that Andy Burnham will win the next General Election?

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	18-34	35-54	55+	65+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNWEIGHTED BASE	2217	1008	1184	822	715	822	2157	100	1408	715	512	508	526	305	107	131	1917	1276	981	1414	613	270	425	588	774	321	1803	141	617	460	241	147	110	914	602		
WEIGHTED BASE	2217	1008	1184	822	715	822	2157	100	1408	715	512	508	526	305	107	131	1917	1276	981	1414	613	270	425	588	774	321	1803	141	617	460	241	147	110	914	602		
(1) Very likely	215	120	85	69	56	69	205	10	142	71	55	52	41	40	12	189	97	118	146	69	31	10	56	65	35	174	14	118	21	5	14	8	134	35			
(2) Fairly likely	789	427	357	289	261	289	763	26	470	319	193	184	187	123	33	78	677	295	404	521	268	86	158	219	275	111	665	85	288	58	60	49	39	361	158		
(3) Fairly unlikely	439	207	226	101	143	101	405	32	237	201	111	119	120	40	15	33	990	133	206	240	180	39	74	92	122	119	47	385	121	67	20	84	29	24	122	204	
(4) Very unlikely	295	136	159	76	106	76	278	17	140	117	63	69	71	40	20	34	945	60	235	188	133	48	64	74	76	38	278	107	18	2	108	10	5	52	168		
Mean	2.53	2.6	2.46	2.7	2.47	2.46	2.54	2.34	2.64	2.39	2.57	2.46	2.45	2.68	2.71	2.53	2.52	2.73	2.43	2.57	2.46	2.37	2.53	2.54	2.62	2.78	2.49	2.11	3.03	2.96	1.86	2.65	2.68	2.86	2.1		
NET: Very/ fairly likely	1004	53%	44%	33%	33%	33%	33%	33%	61%	39%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%		
NET: Very/ fairly unlikely	734	35%	35%	16%	16%	16%	16%	16%	23%	20%	23%	20%	20%	23%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%		
Don't know	519	190	327	120	177	122	478	40	292	237	110	148	118	61	37	45	436	150	369	298	222	91	117	117	123	56	445	16	89	33	38	33	21	162	130		
	239	17%	20%	10%	24%	25%	12%	33%	23%	23%	21%	25%	21%	11%	20%	24%	23%	22%	20%	24%	21%	20%	20%	20%	20%	21%	23%	16%	15%	25%	15%	24%	22%	10%	10%		

Proportions/Means: Columns Tested (3% risk level): a/b - U/a/b/t/fg; h/j - j/a/j/m/n/o/p - q/r - u/v/w/x - y/A - R/C/D/U/V/G - H/I
Owing 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.



25-061766-35 - POLITICAL PULSE - OCTOBER
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS

15 Oct 2026

Table 32

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	2257	2257	2257	2257
WEIGHTED BASE	2257	2257	2257	2257
(4) Very likely	129 6%	175 8%	43 2%	43 2%
(3) Fairly likely	582 26%	564 25%	142 6%	150 7%
(2) Not very likely	732 32%	593 26%	703 31%	497 22%
(1) Not at all likely	407 18%	575 25%	1050 47%	1276 57%
Mean	2.23	2.18	1.58	1.47
NET: Very/fairly likely	711 32%	739 33%	186 8%	193 9%
NET: Not at all/not very likely	1139 50%	1168 52%	1753 78%	1773 79%
Don't know	407 18%	350 16%	318 14%	291 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.



Table 33
Q1UTUPREPRM3_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 2016 VOTE	
	WOMAN	MAN	TOTAL	18-34	35-64	65+	18-25	26-44	45-64	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE					
UNWEIGHTED BASE	2257	2257	4514	664	771	822	2157	100	1498	719	537	594	536	505	107	103	1917	1276	983	1614	803	2179	425	548	548	774	323	1803	341	617	100	241	147	110	814	603					
WEIGHTED BASE	2257	2257	4514	611	1144	1759	812	2157	1005	1418	758	512	538	362	107	118	1937	1276	961	1404	811	218	425	941	774	121	1433	141	109	171	147	123	406	81	174	212					
(4) Very likely	129	76	205	27	13	13	124	6	124	6	21	23	23	21	3	3	118	41	31	51	28	11	22	27	21	45	17	111	74	22	5	6	4	3	46	58					
(5) Fairly likely	282	205	283	151	178	253	541	41	356	216	120	121	148	78	25	37	520	300	392	355	227	66	105	154	106	57	319	234	124	30	100	32	11	174	212						
(2) Not very likely	732	371	355	201	246	282	699	32	437	294	178	152	163	148	24	29	76	627	268	464	455	277	93	160	198	228	89	633	73	245	55	9	50	44	330	283					
(1) Not at all likely	407	230	230	110	137	161	309	9	203	204	105	96	78	55	32	42	334	227	280	284	144	78	90	113	100	50	348	11	149	26	68	30	29	184	117						
Mean	2.23	2.22	2.25	2.25	2.18	2.27	2.21	2.64	2.28	2.17	2.15	2.16	2.15	2.14	2.06	2.02	2.26	2.23	2.23	2.21	2.27	2.12	2.18	2.19	2.23	2.19	2.24	2.19	2.22	2.1	2.08	1.86	2.11	2.42							
NET: Very/Fairly likely	711	371	336	193	200	309	655	56	428	283	164	227	186	82	31	41	638	332	479	433	278	87	132	180	241	73	630	228	136	34	115	36	14	220	111						
NET: Not at all/not very likely	1339	652	528	311	375	451	1078	46	989	904	483	284	297	200	75	89	1310	812	509	627	334	125	265	343	270	132	764	71	154	81	20	10	140	417							
Don't know	407	230	240	110	137	161	309	28	202	205	106	104	92	52	19	34	933	508	299	244	163	65	99	97	90	55	332	45	50	19	20	19	10	97	85						

Proportions/Means: Columns Totalled (25/100/100) - a/b - c/d/e/f/g - h/i - j/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 34
CPUTUREPRIMA_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 2016 VOTE			
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-35	36+	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	2257	1098	1159	664	771	822	2157	100	1483	759	537	558	536	365	307	333	1917	1276	981	1614	811	219	435	548	774	321	1693	561	107	181	147	131	816	816	81		
WEIGHTED BASE	2257	1098	1159	613	771	812	2157	100	1408	759	512	538	536	343	307	318	1917	1276	961	1494	811	218	825	949	774	321	1619	561	107	181	147	137	816	816	81		
(1) Very likely	100%	40%	51%	27%	33%	40%	36%	30%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%
(2) Fairly likely	27%	10%	6%	8%	6%	9%	8%	10%	7%	9%	7%	9%	8%	8%	11%	7%	8%	5%	5%	9%	6%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
(3) Not at all likely	7%	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%	1%	1%	1%	1%	1%	1%	1%	1%		
Mean	2.18	2.24	2.12	2.11	2.12	2.13	2.18	2.07	2.11	2.17	2.1	2.22	2.19	2.1	2.29	2.03	2.19	1.98	2.28	2.22	2.12	2.19	2.11	2.16	2.2	2.1	2.19	2.11	1.9	2.13	2.13	1.93	1.87	1.85	2.14		
NET: Very/Fairly likely	73%	39%	34%	24%	28%	31%	28%	21%	33%	30%	28%	33%	32%	31%	40%	28%	33%	31%	37%	37%	30%	30%	32%	34%	32%	30%	30%	34%	23%	23%	23%	23%	23%	23%	23%	23%	
NET: Not at all/not very likely	16%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%		
Don't know	16%	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 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/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 35
CPUTUREPRIMA_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 2016 VOTE	
	WOMAN	MAN	WOMAN	18-34	35-54	55+	18-35	36+	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		
TOTAL	1000	1000	1000	100	300	300	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	
UNWEIGHTED BASE	2257	2257	2257	111	771	812	2157	105	1408	759	532	538	536	363	307	318	1937	1276	961	1404	807	1454	800	218	825	941	774	321	1838	861	674	105	181	147	533	878	871		
WEIGHTED BASE	1000	1000	1000	48%	31%	21%	77%	33%	48%	48%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	
(1) Very likely	43	24	20	26	12	6	40	3	29	14	3	12	8	16	1	1	42	20	24	32	12	4	6	16	12	16	25	5	10	6	5	1	12	13	13	13	13		
	2%	2%	2%	4%	2%	1%	7%	1%	2%	3%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
(2) Fairly likely	142	82	61	81	28	33	239	3	80	62	30	34	29	26	8	15	119	53	90	103	39	25	33	29	75	46	33	109	23	38	18	15	10	10	74	22			
Mean	6%	7%	5%	13%	4%	4%	7%	2%	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%		
(3) Not very likely	705	301	395	202	241	260	657	36	412	291	170	174	172	302	31	54	618	260	443	438	265	84	145	192	223	87	602	97	236	66	49	48	33	324	169	169			
(4) Not at all likely	1050	606	439	180	341	530	875	75	606	444	252	276	237	213	56	97	898	326	724	680	421	164	213	279	302	76	955	226	259	31	220	56	47	354	437	437			
Mean	47%	53%	38%	29%	40%	50%	40%	40%	40%	40%	47%	47%	46%	42%	50%	50%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%	46%		
(1) Not at all likely	138	104	81	108	40	39	180	6	110	76	35	47	37	42	8	16	161	72	113	135	51	29	39	46	58	50	134	27	48	24	21	15	10	86	30	30			
NET: Very/Fairly likely	8%	7%	5%	13%	4%	4%	7%	2%	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: Not at all/not very likely	1753	907	814	382	582	790	1642	111	1038	736	421	450	409	234	87	151	1516	1068	1167	1068	686	248	359	470	524	163	1557	123	107	495	101	259	104	80	677	677			
	78%	80%	73%	62%	78%	88%	77%	88%	80%	75%	79%	76%	79%	75%	78%	78%	78%	80%	77%	76%	78%	76%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%	75%		
Don't know	118	87	229	130	122	66	309	9	143	175	76	92	71	38	16	26	276	76	242	193	125	48	88	72	76	54	253	7	17	9	14	16	7	68	34				
Mean	14%	8%	20%	21%	16%	7%	15%	7%	11%	18%	14%	16%	14%	12%	14%	13%	14%	10%	10%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%		

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



Table 36
C/FUTUREPRISM_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 2016 VOTE	
		MAN (M)	WOMAN (F)	18-34 (S)	35-54 (M)	55+ (O)	18-25 (S)	26-34 (M)	35-54 (M)	C2DE (M)	NORTH (M)	MIDLANDS (M)	SOUTH (M)	LONDON (M)	WALES (M)	SCOTLAND (M)	ENGLAND (M)	GRADUATES (M)	NON GRADUATES (M)	WORKING (M)	NOT WORKING (M)	UP TO £19,999 (M)	£20,000 - £29,999 (M)	£30,000 - £39,999 (M)	£40,000 - £49,999 (M)	£50,000+ (M)	ETHNIC MINORITY GROUPS (M)	WHITE ETHNIC GROUP (M)	CONSERVATIVE (M)	LABOUR (M)	LIBERAL DEMOCRATS (M)	REFORM UK (M)	GREEN (M)	OTHER (M)	REMAIN (M)	LEAVE (M)			
UNWEIGHTED BASE	TOTAL	2257	1098	1144	664	771	822	2157	1005	1408	759	532	534	526	305	307	1937	1276	661	1404	801	219	425	561	774	321	1493	561	100	471	241	147	110	616	611				
WEIGHTED BASE	TOTAL	2257	1098	1144	664	771	822	2157	1005	1408	759	532	534	526	305	307	1937	1276	661	1404	801	219	425	561	774	321	1493	561	100	471	241	147	110	616	611				
(0) Very likely	TOTAL	10%	12%	11%	21%	17%	42%	66%	45%	24%	7%	21%	21%	14%	10%	17%	17%	12%	11%	27%	12%	11%	14%	17%	21%	27%	12%	11%	1%	17%	1%	4%	1%	11%	1%				
	TOTAL	2%	2%	2%	5%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	3%	6%	1%	1%	2%	2%	7%	1%	2%	1%			
(1) Fairly likely	TOTAL	15%	8%	7%	37%	36%	17%	147%	3%	91%	59%	37%	34%	24%	33%	8%	14%	128%	59%	92%	104%	46%	33%	31%	40%	40%	46%	104%	22%	39%	8%	11%	34%	6%	67%	22%			
	TOTAL	7%	6%	7%	16%	5%	2%	7%	2%	7%	6%	7%	6%	5%	11%	8%	7%	7%	8%	6%	7%	5%	10%	6%	7%	6%	17%	5%	6%	7%	6%	4%	25%	6%	8%	3%			
(2) Not very likely	TOTAL	48%	20%	29%	20%	16%	12%	46%	16%	29%	20%	33%	121%	114%	62%	21%	49%	427%	196%	301%	345%	152%	61%	103%	115%	177%	73%	417%	45%	170%	35%	33%	35%	32%	220%	99%			
	TOTAL	2%	2%	2%	18%	23%	14%	23%	13%	23%	20%	25%	21%	22%	20%	19%	23%	22%	27%	20%	25%	18%	19%	22%	20%	27%	27%	21%	13%	29%	26%	11%	20%	32%	26%	14%			
(3) Not at all likely	TOTAL	12%	7%	9%	5%	12%	11%	43%	69%	73%	58%	70%	34%	32%	10%	17%	6%	10%	108%	368%	87%	33%	34%	172%	260%	357%	361%	167%	47%	160%	281%	23%	21%	47%	80%	133%			
	TOTAL	57%	60%	48%	28%	55%	78%	55%	78%	58%	55%	53%	58%	54%	56%	58%	53%	57%	54%	58%	53%	63%	52%	54%	61%	55%	31%	60%	59%	56%	59%	55%	51%	56%	7%	7%			
(4) Not at all likely	TOTAL	1.47	1.4	1.53	1.37	1.44	1.2	1.49	1.19	1.49	1.45	1.4	1.58	1.4	1.55	1.47	1.55	1.43	1.53	1.37	1.53	1.47	1.43	1.52	1.38	1.41	1.38	1.11	1.48	1.27	1.34	1.53	1.53	1.24	1.4				
	TOTAL	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%			
NET: Very/Fairly likely	TOTAL	15%	9%	9%	12%	47%	20%	190%	3%	117%	77%	45%	48%	31%	41%	8%	20%	165%	78%	116%	136%	58%	39%	39%	51%	57%	63%	128%	25%	50%	11%	18%	41%	7%	84%	27%			
	TOTAL	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: Not at all/not very likely	TOTAL	77%	84%	74%	61%	79%	81%	76%	87%	77%	79%	74%	79%	82%	79%	77%	79%	77%	81%	77%	77%	81%	72%	76%	80%	82%	59%	87%	61%	86%	85%	80%	60%	83%	83%	91%			
	TOTAL	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%			
Don't know	TOTAL	28%	8%	20%	11%	13%	9%	28%	9%	12%	16%	7%	7%	6%	11%	21%	25%	64%	22%	18%	110%	50%	78%	66%	61%	48%	23%	7%	13%	9%	11%	11%	9%	9%	58%	36%			
	TOTAL	13%	8%	18%	18%	16%	7%	13%	7%	10%	17%	14%	13%	12%	12%	16%	13%	13%	9%	15%	13%	13%	16%	16%	11%	10%	18%	12%	2%	6%	7%	4%	8%	8%	7%	5%			

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.



**25-061766-35 - POLITICAL PULSE - OCTOBER
9TH - 13TH OCTOBER 2026
PUBLIC
IPSOS**

15 Oct 2026

Table 37

Q12_JUN - Now thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not?

Base: All adults aged 18+ in Great Britain

	Andy Burnham, Leader of the Labour party and Prime Minister	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
UNWEIGHTED BASE	2257	2257	2257	2257	2257
WEIGHTED BASE	2257	2257	2257	2257	2257
(4) Very clear	451 20%	343 15%	728 32%	118 5%	250 11%
(3) Fairly clear	839 37%	867 38%	706 31%	573 25%	549 24%
(2) Not very clear	418 19%	501 22%	274 12%	709 31%	563 25%
(1) Not clear at all	306 14%	230 10%	309 14%	458 20%	556 25%
Mean	2.71	2.68	2.92	2.19	2.26
NET: Very/ fairly clear	1289 57%	1210 54%	1434 64%	691 31%	800 35%
NET: Not at all/ not very clear	723 32%	731 32%	583 26%	1167 52%	1119 50%
Don't know	244 11%	316 14%	240 11%	398 18%	338 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.



Table 38
Q12_R01_3 - How thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Andy Burnham, Leader of the Labour party and 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 2016 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 £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNWEIGHTED BASE	2257	1098	1159	171	671	414	2157	105	1408	749	512	538	536	963	107	118	1077	1276	961	1404	801	278	278	615	164	774	111	1003	101	613	109	141	147	100	101			
WEIGHTED BASE	2117	1077	1040	157	644	377	2111	105	1377	717	512	538	536	947	107	118	1077	1276	961	1404	801	278	278	615	164	774	111	1003	101	613	109	141	147	100	101			
(1) Very clear	451	250	198	153	137	161	428	22	293	157	123	103	94	68	27	36	388	189	261	111	139	50	92	126	150	40	382	46	340	39	25	22	18	243	104			
20%	21%	18%	17%	25%	18%	20%	20%	18%	21%	16%	23%	18%	18%	22%	25%	18%	20%	20%	17%	22%	16%	16%	10%	21%	23%	22%	20%	13%	41%	22%	8%	8%	16%	18%	29%	15%		
(2) Fairly clear	839	428	405	253	269	317	799	40	567	332	195	203	203	120	43	74	721	815	523	521	318	91	191	226	271	116	710	123	239	77	61	62	52	382	190			
37%	39%	35%	42%	35%	31%	37%	37%	32%	40%	34%	37%	34%	39%	28%	37%	39%	37%	43%	34%	37%	37%	28%	40%	38%	42%	43%	37%	23%	42%	17%	11%	46%	14%	40%	27%			
(3) Not very clear	418	187	226	92	135	101	393	38	257	138	29	112	95	58	17	59	362	124	294	228	189	83	87	115	102	36	372	95	62	19	60	31	17	115	188			
19%	17%	20%	15%	18%	22%	18%	23%	28%	18%	20%	18%	19%	18%	15%	20%	19%	19%	17%	29%	16%	22%	26%	18%	19%	15%	14%	27%	11%	14%	28%	20%	17%	14%	14%	27%			
(4) Not clear at all	306	153	151	51	97	158	282	24	137	169	65	94	72	37	12	26	268	57	248	171	134	57	65	62	82	18	280	78	16	4	112	13	8	49	273			
14%	14%	13%	8%	13%	18%	13%	19%	11%	17%	12%	12%	16%	14%	12%	11%	13%	14%	8%	16%	12%	16%	18%	14%	14%	10%	7%	38%	22%	3%	3%	38%	10%	8%	6%	23%			
Mean	2.71	2.76	2.66	2.92	2.7	2.58	2.72	2.53	2.82	2.56	2.78	2.62	2.69	2.77	2.87	2.69	2.71	2.83	2.6	2.79	2.59	2.48	2.71	2.79	2.81	2.94	2.68	2.4	3.26	3.02	2	2.73	2.85	3.04	2.35			
NET: Very/ fairly clear	1289	678	653	406	406	478	1227	62	850	489	318	306	297	188	70	110	1109	1605	785	832	457	145	282	352	421	176	1082	170	480	107	86	84	70	624	294			
57%	62%	53%	66%	53%	53%	58%	49%	63%	63%	50%	60%	57%	60%	63%	57%	57%	60%	69%	52%	60%	51%	48%	58%	60%	66%	56%	47%	83%	79%	39%	62%	72%	75%	42%				
NET: Not at all/ not very clear	723	340	378	143	232	348	670	53	361	363	162	206	167	95	29	65	610	141	542	400	323	140	152	175	184	56	652	114	78	23	193	44	24	164	109			
32%	31%	33%	23%	31%	39%	31%	42%	28%	37%	30%	31%	31%	32%	30%	28%	34%	32%	25%	36%	29%	38%	48%	32%	30%	28%	21%	49%	13%	17%	60%	32%	25%	20%	52%				
Don't know	244	80	164	70	106	68	234	11	109	135	53	77	54	31	12	18	214	40	196	164	81	41	46	61	53	35	200	14	22	5	15	3	43	41				
11%	7%	14%	11%	14%	8%	12%	9%	9%	14%	10%	13%	10%	10%	11%	9%	11%	11%	7%	13%	12%	9%	13%	10%	10%	8%	13%	10%	4%	4%	3%	5%	5%	3%	5%	8%			

Proportion/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 33
Q12_JUN_2 - How thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? **Kemi Badenoch, Leader of the Conservative party**

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	18-34	35-54	55+	65+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNREPRESENTED BASE	2257	1098	1159	164	771	812	2537	100	1470	719	612	104	105	307	131	1197	1276	101	1494	801	278	418	815	164	774	311	1033	341	614	109	141	171	351	408	81				
REPRESENTED BASE	2217	1071	1146	119	644	418	211	211	1170	111	511	170	111	101	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111			
(1) Very clear	343	178	163	78	86	179	299	44	211	130	68	107	83	41	38	26	299	122	221	190	153	41	69	95	104	29	309	150	69	18	39	12	12	141	141				
15%	16%	14%	14%	13%	12%	20%	20%	10%	17%	13%	13%	13%	18%	18%	14%	14%	15%	17%	15%	14%	18%	14%	14%	14%	14%	11%	18%	12%	12%	10%	13%	9%	12%	17%	20%				
(2) Fairly clear	867	447	412	199	274	394	816	51	518	138	185	217	209	117	35	83	748	801	561	543	321	112	176	239	256	87	765	156	242	63	126	51	41	947	302				
28%	42%	30%	32%	37%	37%	44%	38%	42%	42%	35%	37%	40%	44%	32%	43%	38%	41%	41%	37%	39%	39%	35%	17%	42%	42%	39%	32%	39%	44%	42%	47%	43%	38%	43%	42%	42%			
(3) Not very clear	581	293	289	139	177	285	487	13	281	221	137	117	121	70	21	34	445	164	187	224	177	67	121	118	158	71	421	29	145	42	74	45	20	184	117				
22%	21%	22%	26%	24%	18%	23%	23%	12%	22%	22%	20%	20%	23%	22%	20%	17%	23%	22%	22%	23%	21%	21%	22%	21%	24%	27%	22%	8%	25%	31%	23%	33%	8%	20%	22%	20%			
(4) Not clear at all	230	113	97	70	78	82	224	6	108	122	60	56	36	30	21	27	181	75	155	141	89	50	51	48	63	32	180	11	82	6	42	12	42	91	71				
10%	12%	8%	11%	11%	9%	11%	11%	5%	9%	12%	11%	10%	7%	9%	19%	14%	9%	10%	10%	10%	10%	10%	10%	11%	8%	10%	12%	10%	3%	14%	5%	14%	9%	23%	11%	10%			
Mean	2.68	2.67	2.7	2.56	2.6	2.82	2.65	3.15	2.75	2.59	2.58	2.76	2.76	2.68	2.51	2.63	2.7	2.71	2.67	2.65	2.73	2.56	2.63	2.75	2.69	2.51	2.71	3.28	2.55	2.67	2.58	2.52	2.45	2.71	2.79				
NET: Very/ fairly clear	1210	626	575	277	360	573	1115	95	742	468	251	334	292	178	55	109	1047	425	784	734	476	157	245	334	361	115	1074	307	311	76	165	63	53	488	444				
58%	57%	50%	45%	48%	48%	52%	51%	58%	47%	47%	47%	55%	58%	57%	48%	57%	54%	54%	52%	53%	50%	49%	51%	57%	55%	43%	55%	48%	54%	57%	56%	47%	53%	59%	64%				
NET: Not at all/ not very clear	711	183	146	229	216	287	711	21	388	344	197	173	157	100	44	61	626	219	402	465	266	117	172	171	221	105	611	40	227	48	115	57	42	275	208				
32%	35%	30%	37%	34%	28%	33%	31%	17%	31%	35%	37%	29%	30%	32%	40%	32%	32%	33%	32%	33%	31%	36%	36%	36%	29%	31%	31%	11%	39%	36%	39%	43%	43%	33%	30%				
Don't know	116	89	224	113	138	75	308	10	141	175	83	91	68	37	14	23	279	70	246	197	119	48	64	83	77	47	258	11	42	10	13	15	7	69	43				
14%	8%	20%	18%	17%	8%	14%	14%	8%	11%	18%	16%	16%	13%	12%	13%	12%	14%	10%	16%	14%	14%	15%	11%	14%	12%	18%	13%	3%	7%	8%	9%	11%	13%	2%	8%	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. * small base



Table 40
Q12_JAN_3 - How thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? 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 2024 VOTE						REFERENDUM 2016 VOTE	
		TOTAL	MAN	WOMAN	18-34	35-54	55+	18-35	36+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE		
UNREPRESENTED BASE	2257	1098	1159	664	771	823	2157	1005	1408	759	512	538	536	363	103	118	1037	1276	661	1404	603	219	635	164	774	111	861	101	103	141	147	111	101	106	81			
REPRESENTED BASE	2215	1070	1145	651	759	811	2111	1000	1397	757	511	535	533	361	102	117	1031	1272	659	1397	601	217	638	165	776	112	864	102	104	142	148	112	102	107	82			
(1) Very clear	728	366	364	178	228	322	686	42	430	208	181	179	182	92	36	56	635	226	501	442	266	112	341	187	231	49	669	122	187	38	178	34	25	270	299	436		
(2) Fairly clear	706	355	346	214	212	280	671	35	416	290	161	185	158	105	31	66	610	236	470	464	242	68	180	204	212	83	610	141	179	35	94	43	32	243	247	246		
(3) Not very clear	274	138	136	80	91	103	252	22	162	113	67	76	67	32	12	18	244	106	189	157	117	47	58	73	75	40	232	89	90	32	11	21	6	122	98			
(4) Not clear at all	126	63	63	15	12	12	12	12	13	11	13	13	13	10	11	9	12	14	15	15	14	10	12	12	11	15	12	11	10	4	15	6	1	1	1	1		
Mean	2.92	2.91	2.92	2.9	2.89	2.96	2.92	2.84	2.96	2.86	2.95	2.91	2.88	2.87	2.81	2.82	2.93	2.83	2.96	2.94	2.88	2.84	2.88	2.96	2.97	2.96	2.87	2.99	2.83	2.56	1.53	2.73	2.53	2.8	3.18			
NET: Very/ fairly clear	1454	721	699	392	440	602	1357	77	846	588	344	364	340	197	67	122	1245	462	972	906	527	180	301	391	441	132	1279	262	366	68	272	81	36	513	547			
NET: Not at all/ not very clear	283	138	145	80	91	103	252	22	162	113	67	76	67	32	12	18	244	107	190	157	117	47	58	73	75	40	232	89	90	32	11	21	6	122	98			
Don't know	240	78	162	60	108	63	213	8	104	136	53	73	49	37	10	19	212	49	191	156	84	39	54	56	55	40	188	14	27	6	3	7	4	46	31			

Proportion/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 41
Q12_JUN_4 - How thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? Ed Davey, Leader of the Liberal Democrats

All adults aged 16+ in Great Britain																																							
	GENDER			AGE					SOCIAL GRADE		REGION								EDUCATION		WORKING STATUS		INCOME					ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE			
	TOTAL	MAN	WOMAN	18-34	35-54	55+	65+	75+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £9999	£10000 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE			
UNREPRESENTED BASE	2257	1008	1149	684	771	822	2037	1030	1478	759	512	508	526	303	107	133	1017	1276	661	1454	611	279	425	144	774	111	161	103	10	171	147	111	101	101	101	101	101		
REPRESENTED BASE	2257	278	1149	614	614	614	1111	128	1111	128	111	108	111	103	111	111	1111	1111	1122	136	411	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111	111		
(1) Very clear	138	66	118	47	47	47	28	19	71	28	19	29	21	21	6	10	99	52	66	79	45	12	39	26	33	14	102	40	37	22	9	8	7	18	22	1			
5%	6%	4%	4%	8%	4%	5%	5%	5%	5%	5%	3%	6%	6%	7%	8%	5%	5%	7%	7%	4%	5%	5%	4%	8%	4%	5%	5%	5%	3%	6%	17%	3%	6%	7%	7%	3%			
(2) Fairly clear	573	301	270	181	180	212	544	29	340	233	117	157	134	92	24	50	500	228	346	388	186	59	108	168	106	77	489	89	204	62	51	34	23	276	134	114			
25%	27%	24%	24%	24%	24%	24%	26%	23%	27%	24%	22%	27%	24%	20%	25%	20%	24%	21%	23%	20%	22%	18%	10%	12%	18%	10%	29%	23%	23%	10%	17%	23%	23%	23%	23%	20%			
(3) Not very clear	709	361	343	173	226	310	670	39	421	268	182	173	160	95	38	61	609	254	455	439	289	100	455	136	178	211	71	624	126	206	30	10	47	47	200	234	114		
25%	31%	30%	28%	30%	30%	31%	31%	31%	33%	29%	34%	29%	31%	30%	34%	32%	31%	35%	30%	30%	34%	30%	33%	33%	30%	32%	27%	32%	30%	30%	32%	35%	48%	30%	34%				
(4) Not clear at all	458	251	204	95	143	221	421	37	244	215	106	123	107	57	25	40	393	184	355	265	194	81	100	124	112	43	405	145	72	9	115	30	14	107	228	114			
20%	23%	18%	15%	19%	19%	25%	20%	30%	19%	22%	20%	21%	21%	18%	22%	21%	20%	14%	23%	19%	22%	20%	21%	19%	17%	16%	21%	29%	12%	7%	39%	22%	15%	13%	13%	13%			
Mean	2.19	2.19	2.19	2.36	2.16	2.1	2.2	2.06	2.21	2.15	2.15	2.15	2.2	2.3	2.18	2.18	2.19	2.16	2.1	2.24	2.11	2	2.21	2.22	2.27	2.3	2.18	2.01	2.4	2.79	1.83	2.16	2.25	2.39	1.92	1.92			
				del																																			
NET: Very/ fairly clear	691	367	320	228	208	255	655	37	407	285	144	177	163	115	35	60	599	279	412	481	211	71	147	184	228	91	591	99	241	84	61	41	30	334	136	114			
32%	31%	28%	37%	28%	29%	31%	29%	32%	32%	29%	27%	30%	32%	37%	29%	31%	31%	38%	27%	31%	27%	22%	31%	33%	35%	34%	30%	28%	42%	43%	31%	31%	31%	40%	23%	23%			
NET: Not at all/ not very clear	1167	612	547	248	349	531	1091	76	665	503	288	296	267	152	63	102	1003	318	610	684	481	188	257	232	123	415	115	1028	211	278	39	208	77	61	108	462	114		
58%	56%	48%	43%	50%	50%	59%	61%	61%	52%	51%	54%	50%	52%	48%	57%	53%	51%	49%	51%	49%	56%	16%	16%	13%	10%	43%	53%	65%	48%	29%	71%	57%	63%	48%	67%	67%			
Don't know	398	119	277	123	146	108	385	13	199	200	101	115	88	47	16	32	351	98	300	211	148	63	77	102	108	61	324	18	60	11	25	17	6	100	76	114			
18%	11%	24%	20%	20%	22%	17%	18%	10%	16%	20%	19%	20%	17%	15%	14%	16%	18%	11%	20%	18%	17%	20%	16%	17%	16%	23%	17%	8%	30%	8%	9%	13%	7%	12%	11%	11%			

Proportion/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

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 42
Q12_R01_3 - How thinking about the following political leaders, to what extent would you say it is clear what each leader stands for, or not? 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 2024 VOTE						REFERENDUM 2016 VOTE		
		TOTAL	MAN	WOMAN	18-34	35-54	55+	65+	18-35	36+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£10000 - £14999	£15000 - £19999	£20000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE	
UNREPRESENTED BASE	2257	1098	1144	664	771	822	2157	107	1483	793	532	524	526	505	107	133	1197	1276	61	1414	803	1414	803	278	425	546	774	32	118	141	617	105	241	147	111	110	114	103
REPRESENTED BASE	2257	1098	1144	664	771	822	2157	107	1483	793	532	524	526	505	107	133	1197	1276	61	1414	803	1414	803	278	425	546	774	32	118	141	617	105	241	147	111	110	114	103
(1) Very clear	250	121	121	156	75	59	238	12	159	92	64	58	42	46	15	26	209	114	136	166	84	32	50	87	86	13	39	210	21	74	36	28	45	17	113	95	86	
(2) Fairly clear	540	274	274	204	246	180	535	34	309	240	234	131	138	140	63	27	47	214	335	311	179	78	112	148	174	80	432	73	104	42	53	47	30	249	134	134		
(3) Not very clear	563	272	289	204	246	180	535	34	309	240	234	131	138	140	63	27	47	214	335	311	179	78	112	148	174	80	432	73	104	42	53	47	30	249	134	134		
(4) Not clear at all	256	125	131	156	75	59	238	12	159	92	64	58	42	46	15	26	209	114	136	166	84	32	50	87	86	13	39	210	21	74	36	28	45	17	113	95	86	
Mean	2.26	2.19	2.32	2.71	2.28	1.95	2.28	1.91	2.29	2.21	2.27	2.18	2.2	2.41	2.24	2.35	2.25	2.47	2.15	2.35	2.11	2.18	2.22	2.29	2.35	2.55	2.22	1.89	2.46	2.41	1.9	2.95	2.5	2.44	1.95	1.95		
NET: Very/ Fairly clear	80%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	
NET: Not at all/ not very clear	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	
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%	1%	

Proportion/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 43
Q18_NEW - Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

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	18-34	35-64	65+	18-35	36-64	65+	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	ENGLAND	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10999	£11000 - £14999	£15000 - £19999	£20000 - £24999	£25000+	ETHNIC MINORITY GROUP	WHITE ETHNIC GROUP	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	GREEN	OTHER	REMAIN	LEAVE						
UNREGISTERED BASE	2257	1058	1199	111	661	771	812	2157	1008	759	512	538	536	363	307	1017	1276	961	1404	871	219	425	561	561	774	711	321	1403	141	147	133	616	616	616									
REGISTERED BASE	2257	1058	1199	111	661	771	812	2157	1008	759	512	538	536	363	307	1017	1276	961	1404	871	219	425	561	561	774	711	321	1403	141	147	133	616	616	616									
A hung parliament with Labour as the biggest party	481	269	209	119	156	205	454	27	315	166	113	116	103	69	28	51	401	210	271	283	188	59	97	131	166	49	425	64	184	41	35	34	30	244	119								
	21%	25%	18%	19%	21%	23%	21%	21%	25%	17%	21%	20%	20%	22%	26%	26%	21%	29%	18%	20%	23%	18%	20%	22%	25%	18%	22%	18%	32%	31%	12%	25%	31%	29%	17%								
A Labour majority government	427	243	183	129	140	158	410	16	267	160	117	97	83	71	22	36	368	172	255	390	127	45	87	112	151	62	355	25	235	29	12	18	20	227	86								
	19%	22%	16%	21%	19%	18%	13%	13%	22%	16%	22%	17%	16%	23%	20%	19%	23%	23%	17%	21%	15%	14%	18%	19%	23%	18%	22%	18%	7%	40%	22%	4%	13%	21%	27%	12%							
A hung parliament with Reform UK as the biggest party	212	116	94	46	70	96	207	6	114	99	48	59	55	20	13	17	182	52	160	135	78	32	43	64	61	14	196	41	26	4	79	16	7	45	126								
	9%	11%	8%	7%	9%	11%	10%	4%	9%	10%	9%	10%	11%	6%	12%	9%	9%	7%	11%	10%	9%	10%	9%	11%	9%	5%	10%	12%	5%	3%	27%	12%	7%	5%	18%								
A Reform UK majority government	164	88	76	55	47	62	149	15	71	93	45	46	31	19	8	15	141	23	141	100	64	21	42	46	38	11	151	26	11	2	80	2	4	29	80								
	7%	8%	7%	9%	6%	7%	7%	12%	6%	9%	8%	8%	6%	6%	7%	8%	7%	3%	9%	7%	7%	7%	9%	8%	6%	4%	8%	7%	2%	1%	27%	2%	4%	4%	12%								
A hung parliament with the Conservatives as the biggest party	131	66	64	27	37	67	120	11	79	52	27	37	37	40	13	5	9	116	45	86	79	51	15	19	34	53	11	113	64	17	2	13	6	3	44	58							
	6%	6%	6%	4%	5%	7%	6%	8%	6%	5%	5%	6%	8%	4%	5%	5%	6%	6%	6%	6%	6%	5%	4%	6%	8%	4%	6%	18%	3%	2%	5%	4%	3%	5%	8%								
A Conservative majority government	99	52	46	30	39	29	95	4	53	46	12	32	27	16	5	7	87	28	71	69	30	16	23	25	30	17	81	50	8	2	9	-	4	29	39								
	4%	5%	4%	5%	5%	4%	3%	4%	5%	5%	2%	5%	5%	5%	4%	4%	4%	4%	5%	5%	3%	5%	5%	4%	5%	6%	4%	17%	1%	2%	3%	-	4%	4%	6%								
A hung parliament where no party has overall control	96	39	55	13	30	52	90	5	58	37	23	31	25	10	1	6	88	38	57	51	45	18	14	30	19	6	88	29	17	4	23	7	2	33	46								
	4%	4%	5%	2%	4%	6%	4%	4%	5%	4%	4%	5%	5%	3%	1%	3%	5%	5%	4%	4%	5%	6%	3%	5%	3%	2%	5%	6%	3%	3%	8%	5%	3%	4%	7%								
A Green party majority government	26	10	15	19	7	1	26	-	11	15	5	4	6	6	-	5	21	14	13	19	8	3	8	9	5	10	14	1	3	-	1	9	1	4	3								
	1%	1%	1%	3%	1%	-	1%	-	1%	2%	1%	1%	1%	2%	-	3%	1%	2%	1%	1%	1%	1%	2%	1%	1%	4%	3%	-	1%	-	-	7%	1%	1%	-								
A hung parliament with the Lib Dems as the biggest party	23	15	8	12	6	5	23	-	10	12	5	2	6	6	-	4	19	7	15	15	7	2	8	9	4	6	16	2	3	3	3	-	4	8	4								
	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	-	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	2%	1%	-	4%	1%	1%								
A hung parliament with the Green party as the biggest party	17	8	7	12	4	-	17	-	10	7	7	2	5	3	-	-	17	7	10	14	3	5	2	2	8	9	8	-	1	1	1	9	-	8	2								
	1%	1%	1%	2%	1%	-	1%	-	1%	1%	1%	-	1%	1%	-	-	1%	1%	1%	1%	-	2%	-	-	1%	3%	-	-	-	-	-	1%	-	7%	-	1%	-						
A Lib Dem Majority government	16	10	6	5	7	3	15	1	9	7	6	2	5	2	-	1	15	8	7	12	3	2	2	8	4	3	13	-	3	8	1	-	-	-	10	2							
	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	-	-	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	-	1%	6%	1%	-	-	1%	-							
NET: Party majority government	731	404	326	237	241	254	695	36	410	321	185	181	152	114	34	65	612	246	486	499	232	90	161	198	228	103	617	111	260	42	103	29	28	301	210								
	32%	37%	28%	28%	32%	28%	31%	29%	32%	33%	35%	31%	29%	36%	31%	34%	32%	33%	32%	36%	27%	28%	28%	34%	34%	35%	39%	32%	31%	40%	31%	35%	22%	29%	36%	30%							
NET: hung parliament	425	217	416	176	304	424	910	48	585	373	221	248	234	121	47	87	823	360	599	577	382	133	183	268	311	94	853	193	268	56	154	72	47	352	355								
	42%	47%	38%	37%	41%	47%	41%	38%	40%	38%	42%	42%	45%	38%	43%	43%	42%	49%	39%	41%	44%	41%	41%	38%	46%	35%	44%	54%	43%	42%	52%	54%	49%	46%	51%								
Some other result	48	14	34	21	17	10	43	2	19	29	13	10	9	3	4	8	36	13	34	26	21	9	17	10	7	6	40	4	7	-	3	-	6	13	9								
	2%	1%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	1%	3%	4%	2%	2%	2%	2%	2%	3%	3%	3%	2%	1%	2%	1%	1%	-	1%	-	7%	2%	1%								
Don't know	320	168	149	111	183	205	480	39	256	263	114	150	122	75	25	33	461	116	454	293	226	92	120	111	112	64	436	49	64	36	34	33	15	117	121								
	23%	15%	10%	21%	23%	23%	23%	11%	20%	27%	23%	26%	24%	24%	23%	17%	24%	16%	27%	21%	26%	29%	25%	10%	17%	24%	22%	14%	11%	27%	12%	21%	16%	16%	17%								

Proportions/Means: Columns Texted (5% min 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
Overall formulae used: * = not 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.