23-085423-06 - 16th - 19th February 2024 PUBLIC USE Political Pulse

Adults aged 18-75 in GB

Adults aged 16-75 iii t

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - Summary All Adults aged 18-75 in Great Britain

		Q13A. Do	you think	each of the f	ollowing st	atements do	oes or does i	not apply to	the Prime I	Minister Rish	ni Sunak?	
	He is an honest person	He is in touch with ordinary people	He has a lot of personalit y	He has a plan to make the country a better place	He is a capable leader	He understan ds the problems facing Britain	He is good in a crisis	He pays attention to detail	He is a strong leader	He shares my values	I trust him to get the big decisions right	He is an
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)
Unweighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055
Weighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055
Does apply	279	164	240	290	281	284	231	354	207	207	229	237
	26% BCGIJKL	16%	23% BIJ	27% BCGIJKL	27% BCGIJKL	27% BCGIJKL	22% B	34% ABCDEFGIJKL	20% B	20% B	22% B	22% BIJ
Does not apply	538	756	658	591	611	625	585	498	678	688	641	646
	51% н	72% ACDEFGHIJKL	62% ADEFGH	56% AH	58% AH	59% ADGH	55% AH	47%	64% ADEFGHKL	65% ADEFGHKL	61% ADEGH	61% ADEGH
Don't know	238	135	156	174	162	145	239	203	170	160	185	172
	23% BCDEFHIJKL	13%	15%	17% BF	15% B	14%	23% BCDEFHIJKL	19% BCDEFIJL	16% B	15% B	18% BCFJ	16% BF

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Column Proportions~(5%): A/B/C/D/E/F/G/H/I/J/K/L ~~Minimum~Base:~30(**)~Small~Base:~100(*)

Column Means~(5%): A/B/C/D/E/F/G/H/I/J/K/L ~~Minimum~Base:~30(**)~Small~Base:~100(*)

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is an honest person All Adults aged 18-75 in Great Britain

																														Pres of ch	ildren HH				
	Total	Gei	nder				ge			Aggr	egated Age	Breaks		Gene	rations		Socia	grade			Re	gion			Urbar	n/Rural	N	/larital Sta	tus	(17 or	under)	Edu	cation	Employm	nent statu
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	e Working	Not workin
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	279 26%	144 28%	134 25%	24 20%	33 16%	47 24%	57 30%	58	60	57 18%	104	118 34%	32 22%	61 19%	80 29%	107 34%	162 27%	117 26%	67 27%	85	60 25%	35	15 30%	17 19%	233	46 28%	169 28%	71 22%	39	89 27%	190 26%	114 31%	165 24%	174 24%	105 31%
	20%	2070	23%	20%	10%	2470	50% E	31% DE	DEF	16%	2/76 J	34% J	22%	19%	29% N	54% MN	2/70	20%	2/70	31% X	25%	23%	*	19%	20%	2070	28%	2270	54% b*	2770	20%	31% g	24%	24%	51% h
Does not apply	538	281	250	69	126	111	99	74	59	195	210	133	86	193	143	116	318	221	131	143	117	69	25	52	453	85	312	183	43	175	363	183	355	398	140
	51%	54%	47%	58%	63%	58%	51%	40%	36%	61%	55%	38%	58%	61%	52%	37%	52%	49%	53%	52%	49%	46%	50%	58%	51%	52%	51%	56%	37%	53%	50%	49%	52%	55%	42%
		С		HI	GHI	HI	HI			L	L		Р	OP	Р								*	*			С	С	*					i	
Don't know	238	92	144	26	41	35	37	54	45	67	71	99	30	65	55	88	126	111	50	47	62	48	10	21	205	33	129	75	34	66	172	75	163	146	92
	23%	18%	27%	22%	20%	18%	19%	29%	27%	21%	19%	28%	20%	20%	20%	28%	21%	25%	20%	17%	26%	31%	20%	23%	23%	20%	21%	23%	29%	20%	24%	20%	24%	20%	27%

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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is an honest person All Adults aged 18-75 in Great Britain

	Total		General	Election 2	2019 Vote	e		dum 2016 ote					Favourable	e to parties																Favourable	to politicia	ns												n of Brexi act on the ountry
		Conse			iberal mocrat				Favourabl	Unfavoura	a Faurannahl	l Infa	Favourabl	Unfavoura		Unfavoura Fi	e to	Jnfavoura ble to	المستمين	Jnfavoura F	avourabl l	Unfavoura	Causaumahi	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavour	a Favourab	l Unfavour	a	Unfavou	a Favourab	l Unfavour	a Favourab	l Unfavoura	3 Courant	l Unfavoura		Unfavoura		Unfavour	a Desistru	e Nega
		Conse	rvati	De	mocrat	0.1	Remain		ravourabl	Die to	ravourabi	Uniavoura	e to Lib	DIE LO LID	e to Green	Green	Keloriii	Reioriii Fa	Vourabi	Summel.	e 10	Charman I	ravourabi	Die to	1-1	bie to	610	Die to	2	Die to	ravourab	n bie to	Classical	Classed to	e 10	bie to	ravourabi	Uniavoura		Die to	ravourabi	Die to	Positive	
	Total	VE	Labo	ur	S	Other	Kemain	Leave	e to Cons	Cons	e to Lab	DIE TO LAD	Dems	Dems	Party	Party	UK	UK e	o Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Jonnson	Jonnson	Cameron	Cameron	Keeves	Keeves	e to Dave	y Davey	Cleveriy	Cleverly	Farage	Farage	e to rice	bie to lice	e to Truss	Truss	e to iviay	May	impact	
	(A)	(В) (C		(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
ghted base	1055	30	1 28	3	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	5
ted base	1055	31	8 27	1	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
pply	279	15	1 44		23	18	117	106	122	73	76	149	60	119	75	111	75	109	138	53	66	150	110	66	119	101	106	78	62	114	47	121	79	67	91	117	62	88	38	170	102	81	90	1
	26%	48	% 16'	6	34%	18%	27%	32%	62%	13%	19%	40%	27%	32%	26%	36%	39%	25%	72%	9%	21%	36%	61%	14%	49%	17%	57%	15%	32%	34%	33%	32%	65%	15%	40%	22%	41%	24%	43%	24%	54%	16%	42%	
		CE			CE*	*			IJKLMNOPQ		1	IJLMNQ	IJ	ИQ	IJ	IJNQ	IJLNQ		JVWXYZab eghijklmno		SWago	STWYagikmo	STUWXYabcd eghijklmo	S	STUWYabcde ghikmo	SW	STUWYabcde ghijklmo	e S	STWYagikm	o STWYagikm	o STWYagikmi	o STWYagikn	o STUWXYabcı eghijklmno	d S	STWYaegikr o	SWYago	STWYaegikm o	SWYago	STWYagikmo *	SWYago	STUWYabcde ghijkmo	e S	q	
ot apply	538	10	7 19	2	31	66	245	152	45	404	260	162	123	181	172	142	91	256	28	426	191	197	43	335	81	380	47	357	101	181	75	195	19	310	93	325	64	235	36	416	53	353	79	3
	51%	34	% 70'	6	45%	64%	56%	46%	23%	70%	63%	44%	56%	49%	60%	45%	48%	58%	14%	73%	60%	48%	24%	72%	34%	64%	25%	69%	52%	54%	52%	52%	15%	70%	41%	60%	43%	63%	41%	58%	28%	69%	38%	6
			BC		•	BD*	G			HJKLMNOPQ	HKLMOPQ	н	нко	НК	НКМОР	н	Н	НКМОР		TUVXYZabcd Ri efghijklmno	UVXZbdefhjl n	RVXZfn	Rf	RTUVXYZbcde fhijklmn	RVZf	RUVXZbcdefh ijlmn	n Rf	RTUVXYZbcd fhijklmn	le RVXZfhn	RUVXZfhjln	RVXZfhn	RVXZfhjn		RTUVXYZbcc fhijklmn	de RVXZfn	RUVXZbcefhj n	I RVXZfn	RUVXZbcdefh jlmn	RVZfn*	RUVXZefhjln	Rf	RTUVXYZbcd fhijklmn	e	
now	238	60	39		14	19	78	74	29	97	73	59	35	67	41	60	26	75	27	103	62	65	27	67	41	109	32	84	32	43	22	58	24	66	43	99	24	52	14	130	33	76	43	1
	23%	19	% 14'	6	21%	18%	18%	22%	15%	17%	18%	16%	16%	18%	14%	19%	13%	17%	14%	18%	19%	16%	15%	14%	17%	19%	17%	16%	16%	13%	16%	16%	20%	15%	19%	18%	16%	14%	16%	18%	17%	15%	20%	19
	25,0	13			*	*	_0/0		2370	2770	2070		-5/0	2370	2770	22.0				Wcgko	Wcgko	_5/0	-5/0	2.70	/0	Wcgko			10/0	1370	1070	1070	2070	13,0	1370	Wcgko	2370	2170	*	Wcgko		_5/0	_0/0	

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 $Column Proportions (5%): A.B/C/D/E.F/G.H/IJ/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/a/b/c/d/e/f/g/h/Ij/N/J/m/n/o,p/q Minimum Base: 30(**) Small Base: 100(*) \\ Column Means (5%): A.B/C/D/E.F/G.H/IJ/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/a/b/c/d/e/f/g/h/Ij/N/J/m/n/o,p/q Minimum Base: 30(**) Small Base: 100(*) \\$

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																														Pres of chi	ildren HH				
	Total	Ger	nder				Age			Aggre	gated Age B	reaks		Gener	ations		Social	grade			Re	gion			Urban	n/Rural	N	/larital Stat	us	(17 or t	under)	Educa	ation	Employr	nent stat
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	children	Graduate	Non- graduate	Working	Not workir
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	164 16%	78 15%	86 16%	23 19% н	33 16%	37 19% GH	21 11%	17 9%	34 21% GH	55 17%	58 15%	51 15%	28 19%	55 17%	35 13%	46 15%	89 15%	75 17%	38 15%	51 19% x	33 14%	29 19% x	7 13% *	6 7% *	142 16%	22 14%	103 17%	43 13%	18 16% *	65 20% e	99 14%	71 19% g	93 14%	112 16%	52 15%
Does not apply	756 72%	392 76% c	356 67%	82 68%	137 69%	131 68%	148 77%	144 77%	114 69%	219 69%	279 72%	258 74%	103 70%	215 68%	209 75%	229 74%	455 75% R	301 67%	175 70%	190 69%	179 75%	103 68%	37 72% *	73 81% TV*	633 71%	123 75%	432 71%	238 73%	86 74% *	218 66%	538 74% d	262 70%	494 72%	516 72%	240 71%
Don't know	135 13%	46 9%	86 16% _B	15 13%	30 15%	25 13%	24 12%	25 13%	16 10%	45 14%	48 12%	41 12%	17 12%	48 15%	33 12%	36 12%	62 10%	73 16% Q	36 15%	34 12%	27 11%	19 13%	7 15% *	11 12% *	117 13%	18 11%	75 12%	47 14%	12 10% *	47 14%	88 12%	40 11%	95 14%	90 13%	45 13%

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	Total		General Ele	tion 2019 \	/ote	Refe	rendum 201 vote	16				Favourabl	e to nartie																Favourable	to politicia	ns											impa	ion of Bro pact on t country
				Liberal			1010		Unfavour	a		Favourab		Favourab	Unfavoura ble to	Favourabl e to	Unfavoura ble to	F	Unfavoura	Favourabl	Unfavoura	F	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura		I Unfavoura			a Favourab	I Unfavour	a Favourat	I Unfavour	a Favourah	h. I. I	a Favourab	Unfavour	a	Unfavour	ra	
	Total	Conserv	/ati Labour	Democra	Other	Rema	in Leav	e et	o Cons Cons	e to Lab	ble to Lab	e to Lib	Dems Dems	e to Greer	Party	UK	UK	e to Sunak	Sunak	e to Starmer	Starmer	e to Hunt	Hunt	e to Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	Die to	Cleverly	Cleverly	Farage	Farage		e ble to Tice			e to May	May	Positive	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)		(H) (I)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(R)	(S)	(T)	(U)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	
thted base	1055	301	288	78	107	466	306	5	197 582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	
ed base	1055	318	274	68	103	440	332	2	196 574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	1
pply	164	79	29	12	17	68	56		81 31	59	73	39	54	40	52	41	50	91	31	50	70	78	34	75	45	71	35	40	50	33	64	57	31	62	56	29	48	36	70	69	29	61	
	16%	25%	10%	17%	16%	15%	17%	6	41% 5%	14%	20%	18%	15%	14%	17%	22%	11%	47%	5%	16%	17%	43%	7%	31%	8%	39%	7%	20%	15%	23%	17%	47%	7%	27%	10%	19%	13%	41%	10%	37%	6%	29%	ó
		С		*	•			IJKL	MNOPQ	- I	IMNQ	IQ	1	1	IQ	IJMNQ	I	STUWXYZabc deghijkmno		SWYagimo	SWYagimo	STUWXYabcd eghijkmo	S	STUWYabcegi jkmo	So	STUWXYabcd eghijkmo		SWYagikmo	SWYagimo	STWYacgikm	o SWYagikmo	STUWXYabco eghijkmno	d S	STUWYaceg kmo	ij SWYago	SWYagimo) SWYagimo	STUWYabcde ghijkmo*	e SWYago	STUWYabcde ghijkmo	le	q	
apply	756	204	234	52	79	334	245	5	84 522	329	259	171	280	233	226	133	362	69	532	253	300	82	413	143	504	91	459	147	258	104	286	47	392	148	440	105	305	48	589	99	442	129	j
	72%	64%	85%	77%	77%	76%	74%	6	43% 91%	80%	70%	79%	76%	81%	72%	69%	82%	36%	91%	79%	73%	46%	88%	59%	85%	49%	88%	76%	76%	72%	77%	38%	89%	65%	81%	70%	81%	54%	82%	53%	87%	61%	6
			В	•	В*				HJKLMNOPO	д нкор	н	НКР	НКР	НКОР	Н	н	НКМОР		RTUVWXYZab cdefghijklmn o	RVXZdfhjln	RVXZfhIn	R	RTUVXYZbcde fhijklmn	RVZf	RTUVXZbcdef hijklmn	Rf	RTUVXYZbcde fhijklmn	e RVXZfhIn	RVXZfhln	RVXZfln	RVXZfhIn		RTUVXYZbcd fhijklmn	e RVZfin	RUVXZbcdef jln	n RVXZfin	RUVXZbcdefh jln	h Rf*	RUVXZbcdef jln	h Rf	RTUVXZbcde hijklmn		
w	135	35	11	4	7	38	31		30 20	22	39	8	34	15	35	18	28	32	20	15	42	20	21	24	41	22	26	8	30	7	24	18	20	16	46	16	22	5	57	20	38	21	
	13%	11%	4%	6%	7%	9%	9%		15% 3%	5%	10%	3%	9%	5%	11%	9%	6%	17%	3%	5%	10%	11%	4%	10%	7%	12%	5%	4%	9%	5%	6%	14%	4%	7%	8%	11%	6%	5%	8%	11%	8%	10%	6

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																														Pres of chi	dren HH				
	Total	Ge	nder				Age			Aggre	egated Age I	Breaks		Gener	ations		Socia	grade			Re	egion			Urbar	n/Rural	N	/larital Stat	us	(17 or u	nder)	Educa	ation	Employme	ent status
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single		At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	240 23%	125 24%	113 21%	37 31% GH	52 26%	40 21%	34 17%	36 19%	41 25%	90 28% κ	74 19%	77 22%	45 30% o	73 23%	55 20%	67 22%	128 21%	112 25%	60 24%	68 25%	46 19%	34 22%	15 30% *	16 18% *	198 22%	42 26%	142 23%	70 21%	28 24% *	87 26%	153 21%	95 26%	145 21%	160 22%	80 24%
Does not apply	658 62%	341 66% c	309 59%	63 52%	113 56%	122 64%	134 69% DE	122 66% D	104 63%	175 55%	257 67% J	226 65% J	79 53%	194 61%	186 67% м	200 64% м	398 66% R	260 58%	152 61%	177 64%	151 63%	82 54%	32 64% *	63 71% v*	566 63%	93 57%	386 63%	204 62%	68 59% *	192 58%	467 64%	226 61%	433 63%	458 64%	200 59%
Don't know	156 15%	50 10%	105 20% B	20 16%	35 17%	29 15%	25 13%	28 15%	19 12%	54 17%	54 14%	48 14%	24 16%	51 16%	37 13%	44 14%	79 13%	77 17%	37 15%	30 11%	41 17%	35 23% TWX	3 6% *	10 11% *	127 14%	29 18%	82 13%	55 17%	20 17% *	51 16%	105 14%	51 14%	105 15%	100 14%	57 17%

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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He has a lot of personality All Adults aged 18-75 in Great Britain

	Total		General E	lection 201	19 Vote			dum 2016 ote					Favourabl	e to parties																Favourable t	o politicians													n of Brex act on the ountry
				Libe						Unfavour	a		Favourabl			Unfavoura ble to	Favourabl U e to	Infavoura ble to	ι	Infavoura F	Favourabl	Unfavoura		Unfavoura Fa	avourabl L	Infavoura	Favourabl	Unfavoura					Favourabl	Unfavoura	Favourabl	Unfavoura			ι	Jnfavoura		Unfavoura		
		Conser	vati	Demo					Favourab	ol ble to	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform F	avourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura F	avourabl	ble to	Favourabl	ble to	Positive	e Ne
	Total	ve	Labou	ır s		Other	Remain	Leave	e to Con	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt J	ohnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice 6	to Truss	Truss	e to May	May	impact	ir
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	
ighted base	1055	301	1 288	78	3	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	
ited base	1055	318	3 274	68	3	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
apply	240	104	1 44	17	7	18	97	73	91	75	87	100	61	74	61	70	60	79	103	64	63	109	98	54	94	90	86	72	42	78	42	80	55	56	74	87	40	70	39	123	89	71	83	
	23%	339	6 16%	25	%	17%	22%	22%	46%	13%	21%	27%	28%	20%	21%	22%	31%	18%	54%	11%	20%	26%	54%	11%	39%	15%	47%	14%	22%	23%	29%	21%	45%	13%	33%	16%	27%	19%	44%	17%	47%	14%	39%	
		CE				•			UKLMNOPO	Q	1	IMQ	UMNQ	1	1	1	IJMNOQ		TUWXYabcd eghijkmo		SWYago	STWYaegikm o	STUWXYZabc defghijkmo		UWYabcde gijkmo	SWg S	STUWYabcde ghijkmo	SW	SWYagio	SWYagimo	STWYagikmo	SWYagimo	STUWYabcde ghijkmo		STWYabcegik mo	SWg	SWYagimo	SWYago S	TUWYabcde ghijkmo*	SWYago	STUWXYabcd eghijkmo	S	q	
not apply	658	188	3 200	43	3	73	293	224	85	449	283	237	145	252	205	204	119	318	65	464	225	270	63	375	126	436	76	408	137	232	85	260	47	359	131	391	98	269	44	517	81	398	112	
	62%	599	6 73%	63	%	71%	66%	67%	43%	78%	69%	64%	67%	69%	71%	65%	62%	72%	33%	80%	70%	65%	35%	80%	52%	74%	41%	78%	70%	68%	59%	70%	39%	81%	58%	72%	65%	72%	50%	72%	43%	78%	53%	
			В			В*				HJKLMNOPO	д н	н	Н	Н	НКР	н	Н	НКОР	F	TUVXYZbcde fhijklmn	RVXZdfhIn	RVXZfhIn		RTUVXYZbcde fhijklmn	RVZfn F	UVXZcdfhjln	R	RTUVXYZbcde fhijklmn	RVXZdfhIn	RVXZdfhln	RVZfn	RVXZdfhIn		RTUVXYZbcde fhijklmn	RVZfn	RUVXZdfhln	RVXZfln	RUVXZdfhln	RV*	RUVXZdfhln	RV	RTUVXYZbcde fhijklmn	е	
know	156	26	30	8		13	51	35	20	49	40	33	12	42	22	39	14	44	25	55	31	34	19	40	21	64	22	40	16	29	17	34	20	28	22	64	12	36	6	76	18	41	16	
	15%	8%	11%	12	%	12%	12%	11%	10%	9%	10%	9%	5%	11%	8%	12%	7%	10%	13%	9%	10%	8%	10%	9%	9%	11%	12%	8%	8%	9%	12%	9%	16%	6%	10%	12%	8%	10%	6%	11%	10%	8%	8%	
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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He has a plan to make the country a better place All Adults aged 18-75 in Great Britain

																															ildren HH				
	Total	G	ender				Age			Aggr	egated Age	Breaks		Gene	rations		Socia	l grade			R	egion			Urba	n/Rural	r	Marital Sta	tus	(17 or	under)	Edu	cation	Employr	nent status
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennia s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	children	Graduate	Non- graduate	e Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	290 27%	134 26%	152 29%	30 25%	48 24%	47 24%	54 28%	50 27%	61 37% EF	78 24%	101 26%	111 32%	43 29%	66 21%	80 29% N	100 32% N	159 26%	131 29%	73 30% x	87 32% x	63 26%	36 24%	14 27% *	16 18% *	237 27%	53 32%	188 31% b	70 21%	31 27% *	98 30%	191 26%	115 31%	174 26%	192 27%	97 29%
Does not apply	591 56%	310 60% c	274 52%	70 58%	116 58%	117 61%	108 56%	102 55%	78 48%	185 58%	225 58%	180 51%	82 55%	194 61% P	157 57%	158 51%	359 59% R	232 52%	139 56%	153 56%	127 53%	82 54%	28 56% *	61 68% U*	504 57%	87 53%	332 54%	203 62% ac	56 48% *	180 55%	410 57%	211 57%	379 56%	420 59% i	171 51%
Don't know	174 17%	72 14%	101 19% B	20 17%	36 18%	27 14%	32 16%	35 19%	24 15%	57 18%	59 15%	59 17%	23 15%	58 18%	40 15%	53 17%	88 14%	87 19%	36 14%	35 13%	49 20% T	34 22% T	8 17% *	13 14% *	151 17%	24 14%	90 15%	56 17%	29 25% a*	52 16%	123 17%	46 12%	129 19% f	106 15%	69 20% h

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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He has a plan to make the country a better place All Adults aged 18-75 in Great Britain

	Total		General	Election	2019 Vot	e		dum 2016 ote					Favourable	e to parties																Favourable	to politiciar	ns												ct on the untry
					Liberal					Unfavoura			Favourabl	Unfavoura		Unfavoura ble to	Favourabl e to	Unfavoura ble to		Jnfavoura	Favourabl	Unfavoura		Unfavoura Fa	avourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura		Unfavour	a Favourabl	Unfavoura	Favourabl	Unfavoura	3		ı	Unfavoura		Unfavoura	3	
		Conse	rvati	D	emocrat				Favoural	l ble to	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform	Favourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura F	avourabl	ble to	Favourabl	ble to	Positive	Neg
	Total	ve	Lab	our	s	Other	Remain	Leave	e to Con	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt J	ohnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice 6	e to Truss	Truss	e to May	May	impact	im
	(A)	(B) (0	2)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	- (
eighted base	1055	30	1 28	38	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	5
hted base	1055	31	8 27	74	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
apply	290	16-	4 3	9	19	17	113	116	132	57	74	152	55	118	73	107	71	103	146	47	68	147	119	56	135	93	115	75	56	106	46	123	85	52	94	118	59	83	45	165	110	81	105	1
	27%	529	% 14	1%	28%	17%	26%	35%	67%	10%	18%	41%	25%	32%	26%	34%	37%	23%	76%	8%	21%	36%	66%	12%	56%	16%	62%	14%	29%	31%	32%	33%	70%	12%	41%	22%	39%	22%	51%	23%	59%	16%	49%	
		CDI	E		C*			F	IJKLMNOPO	ı	1	IJLMNOQ	IJ	IJQ	IJ	IJLNQ	IJLNQ		STUVWXYZab cdeghijklmno		SWYago	STWYagikmo	STUWXYabcd eghijklmno	S ST	UWYabcde ghijkmo	SWg	STUWYabcde ghijklmo	SWg	STWYagiko	STWYagikmo	STWYagikmo	STWYagikm	o STUWXYabcd eghijklmno	i S	STWYabcegik mo	SWYago	STWYabgikm o	SWYago S	STUWYabcde gijkmo*	SWYago	STUWYabcde ghijkmo	SWg	q	
not apply	591	12	0 2:	11	40	71	269	171	50	455	288	172	145	208	192	165	101	295	29	471	216	212	45	369	76	432	51	397	125	204	88	220	25	355	103	362	80	265	37	471	63	378	84	3
	56%	389	% 77	1%	59%	69%	61%	52%	26%	79%	70%	47%	67%	57%	67%	53%	53%	67%	15%	81%	68%	51%	25%	79%	31%	73%	27%	76%	64%	60%	61%	59%	20%	80%	45%	67%	53%	71%	42%	66%	34%	74%	40%	e
			В	D	В*	В*	G			HJKLMNOPQ	НКМОР	Н	НКМОР	HK	HKMOP	HK	Н	НКМОР		RTUVXYZabcd efhijklmno	RUVXZcefhjln	RVXZfn		RTUVXYZbcde fhijklmno	Rf	RTUVXZbcdef hijlmn	R	RTUVXYZbcde fhijklmn	RUVXZfhjIn	RUVXZfhln	RUVXZfhIn	RUVXZfhIn		RTUVXYZabcı efhijklmno	d RVXZfn	RUVXZcefhjlr	n RVXZfhn	RUVXZbcdefh ijlmn	RVXZf* R	RUVXZcefhjln	RVf	RTUVXZbcdef hijlmn	1	
know	174	34	1 2	4	9	15	58	45	14	62	48	45	18	41	22	42	19	43	18	65	35	53	16	44	30	65	19	48	14	29	10	31	12	36	30	61	12	27	6	80	15	51	23	
	17%	119	% 9	%	13%	14%	13%	13%	7%	11%	12%	12%	8%	11%	8%	13%	10%	10%	9%	11%	11%	13%	9%	9%	13%	11%	10%	9%	7%	8%	7%	8%	10%	8%	13%	11%	8%	7%	7%	11%	8%	10%	11%	1
					*						N	HN				HN				gk	bk	Wabcegk			k	gk									bcdegjkn	bek			*	gk		k		

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 $Column Proportions (5%): A.B/C/D/E.F/G.H/IJ/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/a/b/c/d/e/f/g/h/Ij/N/J/m/n/o,p/q Minimum Base: 30(**) Small Base: 100(*) \\ Column Means (5%): A.B/C/D/E.F/G.H/IJ/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/a/b/c/d/e/f/g/h/Ij/N/J/m/n/o,p/q Minimum Base: 30(**) Small Base: 100(*) \\$

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a capable leader All Adults aged 18-75 in Great Britain

																															Pres of ch					
	Total		Gender				Α	ige			Aggre	gated Age E	Breaks		Gener	ations		Social	grade			Re	egion			Urbar	/Rural	N	Marital Stat	us	(17 or	under)	Educ	ation	Employn	nent stat
	Total	Man	Woma	an 18	8-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated		No children present	Graduate	Non- graduate	Working	No:
	(A)	(B)	(C)	((D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(v)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	1	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	1	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	281	132	145	1	22	42	58	50	53	57	64	108	109	31	75	79	97	172	109	72	73	62	39	18	18	238	43	170	73	38	98	183	118	163	181	100
	27%	26%	28%	1	19%	21%	30% DE	26%	28%	35% DE	20%	28% J	31% J	21%	24%	28%	31% м	28%	24%	29%	26%	26%	26%	36% x*	20%	27%	26%	28%	22%	33% b*	30%	25%	32% g	24%	25%	30%
Does not apply	611 58%	321 62%	284		74 52%	123 61%	106 55%	113 58%	104 56%	92 56%	196	219 57%	196 56%	90	189 59%	160 58%	173 55%	351 58%	260 58%	141	165 60%	133 56%	82 54%	28 55%	63 70%	519 58%	92 56%	354	199	58 50%	182 55%	429	201 54%	410 60%	428	183 54%
	38%	62% C	54%	0.	0270	01%	55%	38%	30%	30%	01%	3/%	30%	61%	39%	36%	33%	36%	36%	5/%	60%	30%	54%	*	SUV*	36%	30%	58%	61%	*	33%	39%	54%	60%	60%	54%
Oon't know	162	63	98	2	24	35	28	30	30	15	59	58	45	27	55	39	42	83	80	36	38	44	31	5	9	134	28	86	56	20	50	113	52	110	108	54
	15%	12%	19% B	2	20% I	18%	14%	16%	16%	9%	19%	15%	13%	18%	17%	14%	13%	14%	18%	15%	14%	18%	20%	9%	10%	15%	17%	14%	17%	17%	15%	16%	14%	16%	15%	169

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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a capable leader All Adults aged 18-75 in Great Britain

							Reference	dum 2016																																				of Brexit ct on the
	Total		General I	lection 20	19 Vote		vo	ote					Favourabl	e to parties																Favourable	e to politicia	ins											со	untry
																Unfavoura	Favourabl	Unfavoura																										
				Lib						Unfavou	ra		Favourabl	Unfavoura	Favourabl	ble to	e to	ble to		Unfavoura	Favourabl	Unfavoura	1	Unfavour	a Favourab	I Unfavour	ra Favourab	Unfavour	ra Favourab	Unfavour	ra	Unfavoura	Favourabl	Unfavoura	a Favourabl	Unfavoura	1			Unfavoura	ı	Unfavoura	a	
		Cons	ervati	Dem	ocrat				Favourab	l ble to	Favourab	I Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform	Favourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourat	l ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	l ble to	Positive	Nega
	Total	١ ,	re Labo	ur	s C	Other	Remain	Leave	e to Con	Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameror	Cameron	n Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	imp
	(A)	(B) (C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	(q
				-	•	` '	. ,			.,,	.,	. ,		· ` '	` '	,	. ,	1-4	. ,	,	.,		· ` '	· ' '	,							,	٠,,	107		.,	- 0	` '	.,	· ' '	. ,			
Inweighted base	1055	3	01 288	3	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	592
					58					574				368	288															338														
Veighted base	1055	3	18 274	1 (58	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	559
Does apply	281	1	50 44		22	18	125	98	131	66	70	132	67	101	69	97	67	97	1/18	12	66	125	117	54	115	99	101	78	56	96	48	101	70	47	81	117	10	78	45	157	97	7/	95	99
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Name and America							277											309			220	227		277																183				
Does not apply	611		31 209		38	//	2//	190	46	459	295	189	133	216	189	181	101	309	28	489	220	237	4/	3//	93	442	62	403	124	211	85	235	23	367	110	3/8	81	275	36	483	65	388	94	396
	58%	4	1% 769	6 5	6%	75%	63%	57%	23%	80%	72%	51%	61%	59%	66%	58%	53%	70%	14%	84%	69%	57%	26%	81%	39%	75%	34%	78%	64%	62%	59%	63%	19%	83%	48%	70%	54%	73%	41%	67%	35%	76%	44%	71%
			BD		3*	BD*				HJKLMNOP	PQ HKLMNOP	Н	HK	HK	HKP	HK	Н	HKLMOP		RTUVWXYZab	RUVXZdfhjln	RVXZfhIn	R	RTUVXYZabo	d RVf	RTUVXZbcd	ef RVf	RTUVXZbcde	ef RVXZfhIn	RUVXZfhln	n RVXZfhIn	RUVXZfhjln		RTUVXYZabc	d RVXZfn	RUVXZcdefhjl	il RVXZfln	RUVXZbcdefh	RVf*	RUVXZcdefhj	l RVf	RTUVXZbcde	ef	р
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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He understands the problems facing Britain All Adults aged 18-75 in Great Britain

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	Total	,	Gender				-	ge			Aggr	egated Age	Breaks		Gene	rations		Socia	grade			Re	egion			Urbai	n/Rural	P	Marital Sta	tus	(17 or	under)	Edu	ıcation	Employn	nent statu
	Total	Man	Wom	an 18	8-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennia s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed, Divorced/ Separated	At least one child present		Graduate	Non-	e Working	Not workin
	(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	1	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	. 1	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	284 27%	132 26%	152 29%		26 21%	53 27%	45 23%	53 27%	54 29%	54 33%	79 25%	98 25%	108 31%	35 24%	78 25%	75 27%	96 31%	154 25%	131 29%	75 30%	81 30%	59 25%	38 25%	11 22% *	19 22% *	232 26%	53 32%	176 29%	80 24%	29 25% *	97 29%	188 26%	104 28%	180 26%	186 26%	99 29%
Does not apply	625 59%	324 63% c	293 56%		71 59%	113 57%	114 59%	117 61%	110 59%	100 61%	184 58%	231 60%	210 60%	87 59%	181 57%	168 61%	189 61%	386 64% R	239 53%	145 58%	164 59%	143 60%	81 53%	33 66% *	59 66% *	531 60%	94 58%	363 59%	191 58%	72 62% *	183 56%	442 61%	222 60%	404 59%	438 61%	187 55%
Don't know	145 14%	61 12%	82 16%	. 1	23 19%	33 17%	33 17%	23 12%	22 12%	10 6%	56 18%	56 15%	33 9%	26 17%	59 19% OP	33 12%	27 9%	66 11%	80 18%	29 12%	30 11%	37 15%	32 21%	6 12%	11 13%	129 14%	17 10%	72 12%	58 18%	15 13%	50 15%	95 13%	46 12%	99 15%	94 13%	51 15%

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	Total		General Elec	tion 2019 V	ote		ndum 2016 vote					Favourable	e to parties																Favourable	to politicia	ns											Opinion impa co	
				Liberal					Unfavoura			Favourabl	Unfavoura		Unfavoura ble to	Favourabl e to	Unfavoura		Unfavoura	Favourabl	Unfavoura	9	Unfavoura	Favourabl	Unfavoura	a Favourab	l Unfavour	a Favourab	l Unfavoura	1	Unfavoura	a Favourab	Unfavour	Favourab	Unfavoura	a			Unfavour	ra	Unfavoura	ra	
		Conserv	ati	Democra				Favourabl	ble to	Favourabl I	Jnfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform	Favourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourab	ble to	e to	ble to	e to	ble to	Favourabl	i Unfavoura	Favourab	l ble to	Favourab	ol ble to	Positive	e Ne
	Total	ve	Labour	s	Other	Remain	Leave	e to Cons	Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	y May	impact	t in
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
eighted base	1055	301	288	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	
hted base	1055	318	274	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
apply	284	157	40	18	23	118	114	138	60	81	145	55	115	66	105	71	97	143	53	56	150	114	65	115	99	110	73	54	102	48	110	78	53	93	118	60	80	43	166	105	80	90	
	27%	49%	15%	26%	22%	27%	34%	71%	10%	20%	39%	25%	31%	23%	34%	37%	22%	74%	9%	18%	36%	64%	14%	48%	17%	60%	14%	28%	30%	34%	29%	64%	12%	41%	22%	40%	21%	48%	23%	56%	16%	42%	
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ot apply	625	139	218	42	70	286	186	47	468	292	199	146	222	203	180	107	311	28	484	232	226	51	372	99	445	54	410	130	212	87	236	29	362	109	381	80	271	38	491	68	390	101	
	59%	44%	79%	62%	68%	65%	56%	24%	82%	71%	54%	67%	60%	71%	57%	56%	71%	14%	83%	73%	55%	28%	79%	41%	75%	29%	79%	66%	63%	60%	63%	24%	82%	48%	70%	53%	72%	43%	69%	36%	77%	48%	
			BDE	В*	В*	G			HJKLMNOPQ	НКМОР	н	НКОР	нк	HKMOP	н	н	НКМОР		RTUVWXYZab	RUVXZbcdefh	RVXZfln	R	RTUVXYZbcde	RVZf	RUVXZbcdefi	h R	RTUVXYZbcd	de RUVXZfhjlr	RUVXZfhjln	RVXZfhIn	RUVXZfhjln	R	RTUVXYZbcd	e RVZfn	RUVXZcdefhi	jl RVXZfn	RUVXZcdefh	I RVZf*	RUVXZcdefh	hjl RVf	RUVXZbcdefi	.fh	
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ow	145	22	17	8	10	35	32	10	46	37	26	17	31	19	28	14	32	22	46	30	37	15	31	27	47	20	37	11	24	9	28	14	28	25	43	9	23	8	60	16	40	20	
	14%	7%	6%	12%	9%	8%	10%	5%	8%	9%	7%	8%	8%	7%	9%	7%	7%	12%	8%	10%	9%	8%	7%	11%	8%	11%	7%	6%	7%	6%	7%	12%	6%	11%	8%	6%	6%	9%	8%	8%	8%	10%	

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

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is good in a crisis All Adults aged 18-75 in Great Britain

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	Total	Ge	ender				Age			Aggr	egated Age	Breaks		Gene	rations		Socia	grade			Re	egion			Urba	n/Rural	ı	Marital Stat	us	(17 or	under)	Edu	cation	Employn	ment status
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	children	Graduate	Non- graduate	e Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	231 22%	114 22%	117 22%	22 19%	41 21%	42 22%	45 23%	38 20%	42 26%	64 20%	87 23%	80 23%	26 18%	70 22%	64 23%	72 23%	128 21%	104 23%	68 27% vx	65 24%	49 20%	24 16%	12 24% *	13 15% *	186 21%	45 27%	139 23%	62 19%	30 26% *	78 24%	153 21%	95 25% g	137 20%	148 21%	83 25%
Does not apply	585 55%	311 60% c	268 51%	72 60%	122 61%	101 52%	108 56%	102 55%	81 49%	194 61% L	208 54%	183 52%	94 63% P	178 56%	154 55%	160 51%	353 58% R	232 52%	133 53%	153 55%	131 55%	81 53%	27 53% *	60 67% s*	494 55%	92 56%	342 56%	186 57%	58 50% *	185 56%	401 55%	202 54%	384 56%	418 58% i	168 50%
Don't know	239 23%	91 18%	143 27% B	26 21%	36 18%	49 26%	41 21%	46 25%	41 25%	62 19%	90 23%	87 25%	28 19%	71 22%	60 22%	79 25%	125 21%	114 25%	48 19%	58 21%	59 25%	46 31% st	12 23% *	16 18% *	211 24%	27 17%	129 21%	80 24%	29 25% *	67 20%	171 24%	76 20%	163 24%	153 21%	86 26%

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							Reference	dum 2016																																					n of Brexit act on the
	Total		General E	lection 20	19 Vote		vo	ote					Favou	rable to pa	arties																Favourable	to politicia:	ns											C	ountry
																	ura Favou																												
				Libe						Unfavo	ura		Favou	ırabl Unfa	voura Favou	abl ble t	o et	to b	le to	Un	nfavoura Fa	avourabl I	Jnfavoura		Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	ı	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura				Unfavoura	а	Unfavour	а	
		Conse	rvati	Demo	crat				Favoura	ble to	Favoura	bl Unfavo	ura e to	Lib ble t	o Lib e to Gr	een Gree	n Refo	orm Re	eform Fav	ourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourab	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	ble to	Favourab	l ble to	Positive	e Negat
	Total	ve	Labo	ur s	- (Other	Remain	Leave	e to Co	ns Cons	e to La	b ble to	.ab Der	ms De	ms Part	y Part	y UI	K	UK e to	Sunak	Sunak S	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	t impa
	(A)	(B) (c)	(0)	(E)	(F)	(G)	(H)	(1)	(L)	(K)	(L	.) (1	VI) (N)	(0)	(P	2)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
eighted base	1055	30	1 288	3 7	3	107	466	306	197	582	420	359	23	2 3	53 313	303	17	79	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	592
ighted base	1055	31	8 274	6	3	103	440	332	196	574	410	370	21	.8 3	68 288	313	19	92	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	559
es apply	231	12	9 32	1	3	15	96	89	112	46	68	113	40	0 8	37 52	80	56	6	77	123	38	55	116	101	44	94	74	89	53	44	84	36	85	68	38	68	90	44	64	38	124	84	67	70	86
	22%	409	% 129	6 19	%	15%	22%	27%	57%	8%	17%	31%	18	% 2	189	26%	29	9% :	18%	64%	7%	17%	28%	56%	9%	39%	13%	48%	10%	23%	25%	25%	23%	56%	9%	30%	17%	30%	17%	42%	17%	45%	13%	33%	159
		CDI	E	'		*			IJKLMNOI	PQ	1	ULMNO	OQ I	I.	IQ I	IJNQ	IJLN	NQ		/WXYZab hijklmno		SWYago		STUWXYZabc deghijklmno	S	STUWYabcde ghijkmo	SWag	STUWXYabcd eghijkmo	S	STWYagikmo	STWYagikmo	STWYagikmo	SWYagikmo	STUWXYabcd eghijklmno	s	STWYaegikm 0	SWYago	STWYagikmo	SWYago	STUWYabcde ghijkmo*	SWYago	STUWYabco	e SWag	q	
s not apply	585	13	2 199) 3	3	70	263	181	52	436	280	180	13	9 2	18 191	171	10	01 :	292	36	456	216	220	45	362	97	416	55	387	126	204	86	230	27	341	108	352	81	256	42	457	63	372	96	368
	55%	419	% 739	6 56	%	68%	60%	55%	26%	76%	68%	49%	64	% 5	9% 669	55%	53	1% f	66%	19%	78%	68%	53%	25%	77%	40%	71%	30%	74%	64%	60%	60%	62%	23%	77%	47%	65%	54%	68%	47%	64%	33%	73%	45%	669
			BD	В	•	В*				HJKLMNO	PQ HKMOR	н	нко	OP H	нк нкмс	Р НК	н	н	кмор		UVXYZabcd RU fhijklmno	JVXZcdfhjln	RVXZfn	R	RTUVXYZbcde fhijklmno	RVZf	RUVXZcdefhijl mn	I R	RTUVXYZbcde fhijklmn	RUVXZfhjln	RUVXZfhln	RVXZfhIn	RUVXZfhIn		RTUVXYZbcde fhijklmno	e RVXZfn	RUVXZfhjln	RVXZfn	RUVXZcdefhjl mn	RVZfn*	RUVXZfhjln	RVf	RUVXZbcdef ijklmn	fh	p
n't know	239	57	43	1	7	18	81	62	32	92	61	77	39	9 6	3 44	62	35	5	71	34	88	47	76	33	63	50	100	40	80	25	50	22	58	26	63	52	99	25	55	9	135	41	71	45	104
	23%	189	% 169	6 26	%	17%	18%	19%	16%	16%	15%	21%	18	% 1	7% 159	20%	18	3% :	16%	18%	15%	15%	19%	18%	13%	21%	17%	22%	15%	13%	15%	15%	15%	22%	14%	23%	18%	17%	15%	10%	19%	22%	14%	21%	19%
						*						IIO											Wcgo			SWbcgklo		STWbcegklo						Wblo		STWahreeiklo	SWabeko				CTM-banks	STWabcgkl	.		

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 $Column Proportions (5\%): A.B/C/D/E.F/G,H//J/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/q/b/c/d/P/f/g/h//j/k//m/n/o_p/q Minimum Base: 30(**) Small Base: 100(*) \\ Column Means (5\%): A.B/C/D/E.F/G,H//J/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/q/b/c/d/P/f/g/h/i/j/k//m/n/o_p/q Minimum Base: 30(**) Small Base: 100(*) \\$

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He pays attention to detail All Adults aged 18-75 in Great Britain

																														Pres of ch	ildren HH				
	Total	Ge	nder				Age			Aggı	egated Age	Breaks		Gener	ations		Socia	grade			Re	gion			Urbar	n/Rural	N	/larital Stat	us	(17 or	under)	Educ	ation	Employ	ment sta
	Total	Man	Woman	18-24	25-34	35-4	4 45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	No g work
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	32
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	33
Does apply	354	171	180	28	48	68	70	67	72	76	138	139	37	90	99	128	216	138	87	102	79	45	15	25	282	72	213	98	42	109	245	146	208	238	11
	34%	33%	34%	23%	24%	36% DE		36% DE	44% DE	24%	36% J	40% J	25%	28%	36% M	41% MN	36%	31%	35%	37%	33%	30%	30%	28%	32%	44% Y	35%	30%	37% *	33%	34%	39% g	30%	33%	349
Does not apply	498	252	240	71	109	86	94	81	56	181	180	138	87	159	136	116	292	206	121	131	106	69	26	46	435	63	287	168	43	168	330	172	326	354	14
	47%	49%	46%	59% FHI	55% ні	45%	48% I	44%	34%	57% KL	47%	39%	59% P	50% P	49% P	37%	48%	46%	49%	47%	44%	45%	52% *	51% *	49% z	39%	47%	51% c	37% *	51%	46%	46%	48%	49%	439
on't know	203	93	107	21	42	37	30	38	35	63	67	73	23	69	42	68	98	105	40	43	54	38	9	19	174	29	110	62	31	53	150	55	148	126	77
	19%	18%	20%	17%	21%	19%	15%	20%	22%	20%	17%	21%	16%	22%	15%	22%	16%	23% 0	16%	16%	23%	25%	18%	21%	20%	18%	18%	19%	27%	16%	21%	15%	22% f	18%	239

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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He pays attention to detail All Adults aged 18-75 in Great Britain

						Refe	endum 201	16																																			impa	n of Brexit' act on the
	Total		General Ele	ction 2019	Vote		vote					Fav	vourable to p	arties																Favourable	to politicia	ns											Cr	ountry
				Libera	al				Unfav	oura		Fav	vourabl Unfa	voura Favoi		e to e	ourabl Ur e to	nfavoura ble to	Uni	favoura Favou	rabl Unfa	avoura	Ur	nfavoura F	avourabl	Jnfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	a	Unfavour	Favourab	Unfavoura	Favourabl	Unfavoura	1			Unfavoura	a	Unfavoura	ra	
		Conserv	ati	Democ	rat			Favo	ourabl ble	to Favou	rabl Unfav	oura e	to Lib ble	to Lib e to G	ireen Gr	reen Re	form F	Reform Favo	ourabl b	ole to e t	o bl	le to Fav	ourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourab	l ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	i ble to	Favourab	l ble to	Positive	e Nega
	Total	ve	Labou	s	Othe	r Rema	in Leav	e to	Cons Co	ns e to	ab ble to	Lab [Dems De	ems Pa	rty Pa	arty (UK	UK e to	Sunak S	unak Stari	ner Sta	armer e to	Hunt	Hunt J	ohnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	impa
	(A)	(B)	(C)	(D)	(E)	(F)	(G)) (1	H) (I) (1	(K	:)	(L) (M) (N	4) ((0)	(P)	(Q)	(R)	(S) (T) ((U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)
weighted base	1055	301	288	78	107	466	306	5 1	.97 58	2 42	35	9	232 3	153 31	13 3	303 1	179	457 1	199	584 33	5 3	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	592
eighted base	1055	318	274	68	103	440	332	2 1	.96 57	4 41	37	0	218 3	168 28	38 3	313 1	192	440 1	193	583 31	9 4	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	559
es apply	354	179	63	27	25	165	122	2 1	.32 12	0 12	3 15	1	77 1	.35 9	6 1	119	82	138 1	146	98 10	8 1	151	129	97	128	153	124	112	84	117	57	137	88	103	99	167	66	105	45	225	120	108	99	158
	34%	56%	23%	40%	24%	389	379	6 6	7% 21	% 30	6 41	%	35% 3	7% 33	% 3	8% 4	12%	31% 7	6%	17% 34	% 3	37%	72%	21%	53%	26%	67%	22%	43%	35%	39%	37%	73%	23%	44%	31%	44%	28%	51%	31%	64%	21%	47%	289
		CDE		CE*	*			IJKLM	MNOPQ	- 1	IJN	Q	1	U I		IIQ II	JNQ	I STUV	VXYZabc nijklmno	SWYa	gko SWY		WXYabcd ijklmno		'UWYabcde ghijkmo	SWao	STUWXYabcd eghijklmo	s	STWYagikmo	SWYagko	SWYagikmo	SWYagikmo	STUWXYabco	ı s	STUWYacegik mo	SWYago	STWYacgikmo	o SWago	STUWYacegik mo*	ik SWYago	STUWXYabo	d S	q	
es not apply	498	102	166	31	67	213	149	9 4	47 36	3 22	2 16	i3	112 1	.78 15	0 1	156	88	242	29	390 16	0 2	202	34	314	80	348	39	332	88	186	68	194	22	286	92	297	64	225	37	378	49	326	83	304
	47%	32%	61%	45%	65%	489	459	6 24	4% 63	% 54	6 44	%	52% 4	8% 52	% 5	0% 4	16%	55% 1	15%	67% 50	% 4	19%	19%	67%	33%	59%	21%	64%	45%	55%	48%	52%	18%	64%	40%	55%	42%	60%	41%	53%	26%	64%	39%	54%
			BD	В*	BD*				HJKLM	NOPQ H	н		н	н н	K	нк	н	нкм		VXYZbcde RVXZ	fhn RV	XZfhn		UVXYZbcde fhiiklmn	RVZf	RTUVXZbdefh	R	RTUVXYZbcde fhiilmn	RVXZfn	RUVXZbfhjln	RVXZfn	RVXZfhjn		RTUVXYZbcd fhiiklmn	e RVXZfn	RUVXZbfhjln	RVXZfn	RTUVXZbdefh iilmn	RVZfn*	RVXZbfhjn	RV	RTUVXYZbcde fhijlmn		р
n't know	203	38	45	10	11	62	61	. 1	17 9	0 65	56	6	29	54 4	2	38	23	60	18	94 5)	60	16	57	32	90	22	76	23	35	19	43	11	54	36	78	21	45	6	113	20	76	30	97
	19%	12%	16%	15%	10%	1/19	189	۷ ۵	16	% 16	۷ 15	94	13% 1	5% 14	% 1	2% 1	2%	1/19/	0%	16% 16	× 1	1.4%	9%	12%	13%	15%	12%	15%	12%	10%	13%	11%	9%	12%	16%	14%	14%	12%	7%	16%	10%	15%	14%	17%
	1570	12/0	10%	13/0	10%	, 14/	10/		//0 10	/0 10	. 13	70	13/0 1	3/0 14	70 1	.270 1	2/0	1470	370	Wcegkl RV	70 I	L-7/0	370	12/0	13/0	RVWcegk	12/0	13/0	12/0	10/6	13/0	11/0	370	12/0	RVcl	14/0	14/0	12/0	, 70	RVWcegk	10/0	13/0	14/0	1//0

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 $Column Proportions (5%): A.B/C/D/E.F/G.H/IJ/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/a/b/c/d/e/f/g/h/Ij/N/J/m/n/o,p/q Minimum Base: 30(**) Small Base: 100(*) \\ Column Means (5%): A.B/C/D/E.F/G.H/IJ/K/L/M/N/O/P/Q.R/S/T/U.V/W/X/Y/Z/a/b/c/d/e/f/g/h/Ij/N/J/m/n/o,p/q Minimum Base: 30(**) Small Base: 100(*) \\$

Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a strong leader All Adults aged 18-75 in Great Britain

										_																				Pres of ch					
	Total	G	ender				Age			Aggre	gated Age E	Breaks		Gener	ations		Social	grade			Re	gion			Urbar	n/Rural	N	Marital Stat	us	(17 or	under)	Edu	cation	Employr	nent sta
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-	Working	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
				· ` '								. ,	. ,	· ` '		. ,						· · ·	` '		. ,					,	V-7		107		
Jnweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	207	99	107	25	41	41	37	30	33	66	78	63	37	59	57	54	107	101	50	58	43	29	16	12	169	39	123	62	22	82	125	83	124	142	65
	20%	19%	20%	21%	20%	22%	19%	16%	20%	21%	20%	18%	25%	19%	21%	17%	18%	22%	20%	21%	18%	19%	31%	14%	19%	24%	20%	19%	19%	25%	17%	22%	18%	20%	199
																							Х*	*					*	e					
Does not apply	678	354	316	72	119	121	133	124	108	191	255	232	88	196	186	208	410	268	165	174	155	90	26	67	576	102	393	215	70	196	482	240	438	473	205
	64%	69%	60%	60%	60%	63%	69%	66%	66%	60%	66%	66%	60%	62%	67%	67%	68%	60%	66%	63%	65%	59%	51%	75%	65%	62%	64%	65%	61%	59%	67%	64%	64%	66%	619
		С															R		W				*	vw*					*		d				
on't know	170	64	105	22	40	29	23	32	23	62	53	55	23	63	34	50	90	80	33	44	41	33	9	10	147	23	94	52	24	52	117	49	121	103	67
	16%	12%	20%	19%	20%	15%	12%	17%	14%	20%	14%	16%	16%	20%	12%	16%	15%	18%	13%	16%	17%	22%	18%	11%	17%	14%	15%	16%	21%	16%	16%	13%	18%	14%	209
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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He is a strong leader All Adults aged 18-75 in Great Britain

	Total		General El	ection 201	9 Vote			dum 2016 ote					Favourabl	e to partie	.															Favourable	to politicia	ins												ion of Br pact on t country
		Conse	rvati	Libe					Favoural	Unfavour	a Favourab	Unfavoura	Favourabl e to Lib	Unfavour	a Favourab	Unfavoura ble to Green	e to Reform	Unfavoura ble to Reform	Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl e to	Unfavoura	a Favourab e to	Unfavour	a Favoural	Unfavou	ıra Favoura e to	bl Unfavou	ra Favoura e to	bl Unfavoura	:a Favoura	bl Unfavou	ra Favourab	Unfavoura	a Favourat	Unfavour	ra Positive	ive Ne
	Total	ve	Labou	r s	0	ther	Remain	Leave	e to Con	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	y Davey	Cleverl	y Cleverl	y Farage	Farage	e to Tic	a ble to Ti	e e to Truss	s Truss	e to May	May	impac	ct ir
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
ghted base	1055	30:	1 288	78		107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	2
ted base	1055	318	3 274	68		103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	L
ipply	207	109	9 30	14		11	80	65	109	40	66	86	42	65	52	62	50	62	115	30	58	85	87	37	91	65	83	51	45	64	35	68	61	31	53	84	33	58	37	106	84	54	73	
	20%	349	6 11%	219	6 :	1%	18%	20%	56%	7%	16%	23%	19%	18%	18%	20%	26%	14%	60%	5%	18%	21%	48%	8%	38%	11%	45%	10%	23%	19%	25%	18%	50%	7%	24%	16%	22%	16%	42%	15%	44%	11%	34%	ò
		CDI	Ē	C*		*			IJKLMNOP	a .	1	UMQ	IQ	ı	1	IQ	UMNQ		STUVWXYZab cdefghijklmn o		SWYago	SWYagikmo	STUWXYabcd eghijkmo	S :	STUWYabcde ghijkmo	SWg	STUWYabcde ghijkmo	e SWg	SWYagikmo	SWYagmo	STWYagikm	o SWYago	o STUWXYab eghijkmo	ocd S	SWYagikm	a SWYago	SWYagmo	o SWYago	STUWYabcde ghijkmo*	2 SWYago	STUWYabcde ghijkmo	de SWg	q	
ot apply	678	179	9 214	44		78	313	218	66	479	306	229	154	260	208	217	119	335	50	501	232	279	67	394	118	463	79	422	133	240	97	272	44	379	139	404	98	292	42	532	82	409	114	ı
	64%	569	6 78%	659	6 :	76%	71%	66%	34%	83%	75%	62%	71%	71%	72%	69%	62%	76%	26%	86%	73%	68%	37%	84%	49%	78%	43%	81%	68%	71%	67%	73%	36%	86%	61%	75%	65%	78%	48%	74%	43%	80%	54%	6
			BD			В*				HJKLMNOPO) НКР	н	нк	НКР	НКР	нк	н	HKMOP		RTUVXYZabcd	RVXZfhIn	RVXZfln	R	RTUVXYZabcd	RVf	RTUVXZbcdef	f R	RTUVXYZbcd	e RVXZfln	RVXZfhIn	RVXZfln	RUVXZfhl	In R	RTUVXYZal	cd RVXZfln	RUVXZbfhjl	ın RVXZfin	RTUVXZbcd	ef R*	RUVXZbfhjl	n R	RTUVXZbcde	ief	
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ow	170		. 50	9		13	47	49	20	55	38	55	21	43	28	35	23	43	28	52	29	48	26	38	32	63	23	47	17	34	12	35	17	32	34	54	19	25	9	78	23	47	25	
	16%	9%	11%	149	6 :	3%	11%	15%	10%	10%	9%	15%	10%	12%	10%	11%	12%	10%	14%	9%	9%	12%	14%	8%	13%	11%	12%	9%	9%	10%	8%	9%	14%	7%	15%	10%	12%	7%	10%	11%	12%	9%	12%	٥

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										_																				Pres of ch					
	Total	G	ender				Age			Aggre	gated Age E	reaks		Gener	ations		Social	grade			Re	gion			Urbar	n/Rural	N	Marital Stat	us	(17 or	under)	Edu	cation	Employm	nent stat
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urhan	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child	No children	Graduate	Non- graduate	Working	No work
	(A)	(B)	(C)	(D)	(E)	(F)	(e)	(11)	(1)	(1)	(K)	(1)	(M)	(NI)	(0)	(D)	(Q)	(R)	(5)	(T)	(11)	(V)	(W)	(y)	(Y)	(7)	(a)	(h)	(c)	(d)	(0)	(f)	(a)	(h)	(i)
	(4)	(D)	(C)	(D)	(E)	(F)	(0)	(H)	(1)	(3)	(K)	(L)	(IVI)	(14)	(0)	(F)	(4)	(N)	(3)	(1)	(0)	(v)	(00)	(^)	(1)	(2)	(a)	(0)	(C)	(u)	(e)	(1)	(8)	(11)	(1)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	207	92	114	22	40	43	29	30	44	61	72	74	30	63	46	67	125	83	48	53	48	32	12	14	176	32	136	46	26	83	125	90	117	134	74
	20%	18%	22%	18%	20%	22%	15%	16%	27%	19%	19%	21%	20%	20%	17%	22%	21%	18%	19%	19%	20%	21%	24%	16%	20%	19%	22%	14%	22%	25%	17%	24%	17%	19%	22%
	2070	10/0	LE/0	2070	2070	22/0	1570	2070	GH	2570	2570	2270	2070	2070	27,70	EL/0	22/0	1070	1370	2370	2070	2270	*	*	2070	2570	b	2.70	*	25/0	2770	2170	2,70	2370	
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Does not apply	688	370	312	82	128	125	128	126	101	209	252	227	99	207	184	199	405	283	162	181	157	93	30	65	579	109	393	218	77	199	489	232	456	480	208
	65%	72%	59%	68%	64%	65%	66%	67%	62%	66%	65%	65%	67%	65%	66%	64%	67%	63%	65%	66%	66%	61%	60%	72%	65%	67%	64%	66%	66%	60%	68%	62%	67%	67%	62%
		С																					*	*					*		d				
Oon't know	160	55	102	17	32	25	37	31	18	49	62	49	19	48	47	46	77	83	39	41	34	26	8	11	137	23	82	64	14	49	111	50	110	104	55
	15%	11%	19%	14%	16%	13%	19%	17%	11%	15%	16%	14%	13%	15%	17%	15%	13%	18%	16%	15%	14%	17%	16%	12%	15%	14%	13%	20%	12%	15%	15%	13%	16%	15%	16%
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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - He shares my values All Adults aged 18-75 in Great Britain

Part		Total		General E	lection 20	19 Vote			ndum 2016 vote					Favourab	le to partie	i															Favourable	to politician	s												n of Bre act on th ountry
Interlabse Int			Conse	rvati						Favou		oura to Favour	abl Unfavour	Favourab a e to Lib	Unfavour			Favourabl e to Reform		Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura	a Favourabl e to	Unfavoura	a Favourab e to	Unfavoura	a Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura F		Unfavoura ble to	Favourabl	Unfavoura		e Neg
The dase 1055 301 288 78 107 466 306 197 582 420 359 232 353 313 303 179 457 199 584 335 392 186 474 227 606 197 519 215 323 159 359 128 447 207 567 137 399 87 726 190 515 192 190 140 140 140 140 140 140 140 140 140 14		Total	ve	Labou	ır s	5	Other	Remain	Leave	e to C	Cons Cor	s e to La	b ble to La	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice e	to Truss	Truss	e to May	May	impact	im
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20% 39% 11% 24% 18% 19% 25% 63% 44% 13% 28% 22% 16% 26% 29% 16% 61% 55% 51WYagkmo STWYagkmo STWY	base	1055	31	8 274	6	8	103	440	332	19	16 57	4 410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
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65% 49% 84% 68% 76% 70% 64% 29% 88% 79% 58% 71% 68% 77% 61% 63% 76% 21% 90% 78% 62% 33% 85% 48% 81% 39% 84% 72% 68% 67% 70% 26% 87% 57% 76% 64% 77% 50% 75% 45% 81% 54% 81% 54% 81% 81% 81% 81% 81% 81% 81% 81% 81% 81			CD	E	С	•	*			IJKLMN	NOPQ	1	IJMNQ	IJNQ	IJNQ	1	IJMNQ	IJMNQ				SWYago	STWYagikmo		S	STUWYabcde gijkmo	SWag	STUWXYabco eghijkmno	d S	STWYagikm	o STWYagikmo	STWYagikmo	STWYagikmo		S	a. a	SWYago	STWYagikmo	SWYago ST	UWYabcde ghijkmo*	SWYago S		SWag	q	
65% 49% 84% 68% 76% 70% 64% 29% 88% 79% 58% 71% 68% 77% 61% 63% 76% 21% 90% 78% 62% 33% 85% 48% 81% 39% 84% 72% 68% 67% 70% 26% 87% 57% 76% 64% 77% 50% 75% 45% 81% 54% 81% 54% 81% 81% 81% 81% 81% 81% 81% 81% 81% 81	apply	688	15	7 232	4	6	78	308	213	56	6 50	5 324	213	156	252	222	192	121	333	41	522	248	254	60	399	116	476	72	434	141	230	96	261	32	385	129	409	96	290	44	539	85	412	114	
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				BD	В	•	В*				HJKLMI	IOPQ HKLMO	Р Н	нко	НКО	HKLMOP	н	н	НКМОР			RUVXZbcdefh jln	RVXZfln	R		RVZf		h Rf		le RUVXZfhIn	RUVXZfhln	RVXZfhIn	RUVXZfhIn			RVXZfn	RUVXZcdefhjl n	RVXZfIn	RUVXZcdefhjl n	RVf* F	RUVXZcdefhjl n	RVf		h	
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		15%	12	% 5%	99	%	7%	11%	11%	8%	% 89	8%	14%	7%	10%	7%	12%	9%	9%	18%	6%	7%	13%	11%	8%	13%	9%	10%	8%	7%	9%	6%	8%	13%	5%	10%	11%	10%	8%	6%	11%	13%	9%	9%	

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Q13A. Do you think each of the following statements does or does not apply to the Prime Minister Rishi Sunak? - I trust him to get the big decisions right All Adults aged 18-75 in Great Britain

																														Pres of chil	ldren HH				
	Total	Ge	nder				Age			Aggre	egated Age I	Breaks		Gener	ations		Socia	grade			Re	egion			Urba	n/Rural	P	/larital Sta	tus	(17 or u	ınder)	Educa	ition	Employm	ent statu
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(٦)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	229 22%	112 22%	115 22%	26 22%	35 18%	46 24%	37 19%	37 20%	48 30% EG	61 19%	83 22%	85 24%	35 24%	57 18%	59 21%	78 25%	128 21%	101 23%	58 23%	59 21%	56 24%	30 19%	13 25% *	13 14% *	187 21%	42 26%	147 24% b	53 16%	29 25% *	81 24%	148 20%	93 25%	136 20%	150 21%	79 23%
Does not apply	641 61%	333 64% c	301 57%	73 61%	128 64%	113 59%	119 62%	112 60%	96 59%	201 63%	232 60%	208 59%	89 61%	204 64%	163 59%	185 59%	396 65% R	244 54%	145 58%	178 65%	133 56%	85 56%	31 62% *	68 76% suv*	547 61%	94 57%	369 60%	207 63%	65 56% *	199 60%	442 61%	222 60%	419 61%	449 63%	192 57%
Don't know	185 18%	71 14%	112 21% B	21 17%	36 18%	33 17%	37 19%	38 21%	19 12%	57 18%	70 18%	58 16%	23 16%	57 18%	55 20%	49 16%	82 14%	103 23% Q	45 18%	38 14%	49 20% x	37 25% TX	7 13% *	9 10% *	157 18%	28 17%	95 16%	69 21%	21 18% *	51 15%	134 19%	58 15%	127 19%	119 17%	66 20%

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	Total		General E	lection 20	019 Vote			ndum 2016 vote					Favoural	ble to parti	es															Favourable	e to politicia	ns											imp	ion of Br pact on t country
		Conse	ervati	Lib Dem					Favou	Unfav	oura to Favour	abl Unfavou	Favoural ra e to Lib	bl Unfavou	ra Favourab b e to Gree		Favourabl e to Reform	Unfavoura ble to Reform	Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura ble to	Favourabl e to	Unfavour	a Favourab e to	Unfavour	a Favourat	Unfavoura	a Favourab	Unfavour	a Favourabl	Unfavour	Favourable to	Unfavoura	a Favourabl	Unfavoura I		Unfavoura ble to	Favourab	Unfavour	ra Positiv	ive Ne
	Total	v	e Labo	ur	s	Other	Remain	Leave	e to C	Cons Cor	is e to L	ab ble to La	b Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameror	Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impa/	act in
	(A)	(E	3) (C)	(D)	(E)	(F)	(G)	(н) (1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p))
thted base	1055	30	01 288		78	107	466	306	19	7 58	2 420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	2
ed base	1055	31	18 274		58	103	440	332	19	6 57	4 410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	1
oply	229	13	33 33	:	17	18	112	79	12	7 38	68	116	46	98	53	86	53	84	132	29	51	113	109	39	101	76	100	52	51	82	35	98	76	39	68	96	43	70	42	127	91	57	80	,
	22%	42	!% 129	5 2	5%	18%	25%	24%	659	% 7%	17%	31%	21%	27%	19%	27%	28%	19%	68%	5%	16%	27%	61%	8%	42%	13%	54%	10%	26%	24%	25%	26%	62%	9%	30%	18%	28%	19%	47%	18%	48%	11%	38%	6
		CI	DE		C*	*			IJKLMN	IOPQ	1	IJLMNQ	1	IJNQ	1	IJNQ	IJNQ		STUVWXYZab cdeghijklmno		SWago	STWYagikmo	STUWXYabcd eghijklmno	S	STUWYabcde ghijkmo	e SWag	STUWXYabo eghijkmo	d S	STWYagikm	o STWYagikmo	o STWYagimo	STWYagikm	o STUWXYabco eghijklmno	d S	STWYagikmo	SWYago	STWYagikmo	SWYago 5	TUWYabcde ghijkmo*	SWYago	STUWYabcde ghijkmo	e SW	q	
ot apply	641	14	11 221		12	73	289	194	47	7 48	4 305	197	153	220	200	182	108	316	32	506	234	237	50	389	103	455	55	421	124	216	95	237	27	373	116	386	86	268	35	507	67	401	97	,
	61%		1% 819	6	2%	71%	66%	58%	249	% 849	6 74%	53%	70%	60%	69%	58%	56%	72%	17%	87%	73%	57%	28%	83%	43%	77%	30%	81%	64%	64%	66%	63%	23%	84%	51%	71%	57%	71%	40%	71%	35%	79%	46%	%
			BD	-	В*	В*				HJKLMN	IOPQ HKMNI	OP H	НКМОР	нк	НКМОР	н	н	НКМОР		RTUVWXYZab cdefghijklmn	RUVXZbcdefh jln	RVXZfln	R	RTUVXYZbcde fhijklmno	e RVZf	RUVXZbcdef ijklmn	fh R	RTUVXYZbcc fhijklmn	le RVXZfhln	RUVXZfhln	RVXZfhIn	RUVXZfhIn		RTUVXYZabo efhijklmno	d RVXZfn	RUVXZbcefhji n	njl RVXZfln	RUVXZbcefhjl n	RVf*	RUVXZbcefhjl n	RVf	RTUVXZbcde hijklmn		
now	185	4	5 20		9	12	39	59	21	1 52	37	57	19	50	35	46	30	40	29	48	34	63	20	41	37	59	30	47	20	40	14	39	18	30	43	59	21	38	11	82	31	52	34	
	18%	14	1% 7%	1	3%	12%	9%	18%	119	% 9%	9%	15%	9%	14%	12%	15%	16%	9%	15%	8%	11%	15%	11%	9%	15%	10%	16%	9%	10%	12%	10%	10%	15%	7%	19%	11%	14%	10%	13%	11%	16%	10%	16%	6
			:					F				ULQ		IJQ		IJLQ	IJLQ		SWYag		g	SWYacegikmo		g	SWYaego	Sg	STWYabdegi	ik g		Sg		g	SWag		STVWYabcde	Sg	Sg	g		SWag	STWYabegiko	o Sg		

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	Total	G	ender				Age			Aggre	gated Age E	reaks		Gener	ations		Social	grade			Re	gion			Urbar	/Rural	N	Marital Stat	us	(17 or	under)	Educ	ation	Employn	nent stat
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated		No children present	Graduate	Non- graduate	Working	Not worki
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(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)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Veighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	237	109	125	25	39	44	40	40	48	64	85	88	32	64	62	79	125	112	58	68	51	33	9	17	196	41	142	65	30	79	158	102	134	159	77
	22%	21%	24%	21%	20%	23%	21%	21%	29%	20%	22%	25%	22%	20%	22%	25%	21%	25%	23%	25%	21%	22%	18%	19%	22%	25%	23%	20%	25%	24%	22%	28% g	20%	22%	23%
Does not apply	646	346	295	73	118	111	120	122	102	191	231	224	91	188	170	198	391	256	163	160	147	79	34	62	547	99	376	205	66	191	455	220	427	447	200
	61%	67% c	56%	61%	59%	58%	62%	66%	62%	60%	60%	64%	62%	59%	61%	64%	65% R	57%	66% V	58%	62%	52%	68%	69% v*	61%	61%	62%	62%	57% *	58%	63%	59%	63%	62%	59%
on't know	172	62	108	21	42	37	33	25	14	63	70	39	25	67	46	34	90	82	27	47	40	39	7	11	149	23	93	59	21	60	112	50	122	112	60
	16%	12%	20% B	18%	21% HI	19%	17%	13%	9%	20%	18%	11%	17%	21%	17%	11%	15%	18%	11%	17%	17%	26% sx	15%	12%	17%	14%	15%	18%	18%	18%	15%	13%	18%	16%	18%

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	Total		General	Election	2019 Vote	te		ndum 2016 vote					Favourable	e to parties																Favourable	to politicia	ns												n or Bres act on th ountry
				L	iberal					Unfavoura			Favourabl	Unfavoura		Unfavoura ble to	Favourabl e to	Unfavoura ble to		Jnfavoura	Favourabl	Unfavoura		Unfavoura Fa	vourabl l	Jnfavoura I	avourabl	Unfavoura	Favourabl	Unfavoura	1	Unfavour	a Favourab	l Unfavour	a Favourab	I Unfavoura	3			Unfavoura		Unfavoura	a	
		Conse	rvati	De	mocrat				Favourab	l ble to	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform	Favourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourab	l ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura F	avourabl	ble to	Favourabl	ble to	Positive	e Neg
	Total	ve	Lab	our	s	Other	Remain	Leave	e to Con	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt J	ohnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	im
	(A)	(В) (c)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
eighted base	1055	30	1 28	8	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	5
ghted base	1055	31	8 27	4	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
apply	237	11	6 3	,	21	16	95	86	113	58	78	106	49	87	60	85	48	81	114	54	61	113	93	52	97	91	90	74	57	75	44	79	63	48	60	106	40	67	38	138	88	63	78	
	22%	36	% 14	%	31%	16%	22%	26%	58%	10%	19%	29%	23%	24%	21%	27%	25%	18%	59%	9%	19%	28%	52%	11%	40%	15%	49%	14%	29%	22%	31%	21%	52%	11%	26%	19%	27%	18%	43%	19%	47%	12%	37%	1
		CE			CE*	*			IJKLMNOPO	ı	ı	IJMNQ	ı	IQ	ı	IJQ	ı		STUVWXYZab cdeghijklmno		SWago	STWYacegikm o	STUWXYabcd eghijkmo		UWYabcde ghijkmo	SWgo S	TUWXYabcd eghijkmo	SWg	STWYaegikm o	SWYago	STWYacegikr o	n SWYago	STUWXYabcı eghijkmo	d	STWYagkm	SWYago	SWYagkmo	SWago S	STUWYabcde ghijkmo*	SWYago	STUWYabcde ghijkmo	S	q	
not apply	646	16	5 20	6	39	74	287	210	63	453	283	228	142	251	195	197	123	317	56	462	217	258	64	377	115	429	73	398	122	231	86	265	42	354	133	375	100	276	39	496	72	395	108	3
	61%	52	% 75	%	58%	72%	65%	63%	32%	79%	69%	62%	65%	68%	68%	63%	64%	72%	29%	79%	68%	63%	36%	81%	48%	73%	39%	77%	62%	68%	60%	71%	34%	80%	59%	69%	66%	74%	44%	69%	38%	78%	51%	7
			ВІ		*	В*				HJKLMNOPO	HK	Н	н	нко	Н	Н	н	HKLO	-	RTUVXYZabcd efhijklmn	RVXZdfhln	RVXZfln	R	RTUVXYZabcd efhijklmno	RVZfn	RUVXZbdfhil mn	R I	RTUVXYZbcde fhijlmn	RVXZfln	RUVXZfhIn	RVXZfln	RUVXZbdfh	In	RTUVXYZabo efhijklmn		RUVXZbdfhlr	n RVXZfhln	RTUVXZbdfhil mn	R*	RUVXZbdfhln	R	RTUVXYZbcde fhijlmn	e	
t know	172	37	7 2)	8	13	58	36	19	62	49	36	27	30	33	31	21	42	23	66	40	41	23	39	28	70	21	48	17	32	14	29	17	40	34	61	10	31	11	82	28	52	26	
	16%	12	% 11	%	11%	12%	13%	11%	10%	11%	12%	10%	12%	8%	11%	10%	11%	10%	12%	11%	13%	10%	13%	8%	12%	12%	12%	9%	9%	9%	9%	8%	14%	9%	15%	11%	7%	8%	12%	11%	15%	10%	12%	1
						*														Waegk	Wbegk					Waegk							oi.		UWabcegik	Wek				Waegk	Wabcegik			

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

23-085423-06 - 16th - 19th February 2024 PUBLIC USE

Political Pulse

Adults aged 18-75 in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - Summary All Adults aged 18-75 in Great Britain

					_		oes not app					
	He is an honest person	He is in touch with ordinary people	He has a lot of personalit y	He has a plan to make the country a better place	He is a capable leader	He understan ds the problems facing Britain	He is good in a crisis	He pays attention to detail	He is a strong leader	He shares my values	I trust him to get the big decisions right	He is ar
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)
Unweighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055
Weighted base	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055	1055
Does apply	363	368	248	427	396	495	247	394	329	311	336	371
	34%	35%	24%	40%	38%	47%	23%	37%	31%	30%	32%	35%
	CGJ	CGIJK		ABCEGIJKL	ACGIJK	ABCDEGHIJKL		CGIJK	CG	CG	CG	CGIJK
Does not apply	371	449	579	402	421	372	419	374	489	474	465	442
	35%	43%	55%	38%	40%	35%	40%	35%	46%	45%	44%	42%
		ADFH	ABDEFGHIJKL	AF	AFH		AFH		ABDEFGHL	ADEFGH	ADEFGH	ADFH
Don't know	322	237	228	226	237	189	389	287	237	270	255	241
	31%	23%	22%	21%	22%	18%	37%	27%	22%	26%	24%	23%
	BCDEFHIJKL	F	F	F	F		ABCDEFHIJKL	BCDEFIKL	F	BCDEFI	DF	F

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Column Proportions~(5%): A/B/C/D/E/F/G/H/I/J/K/L ~~Minimum~Base:~30(**)~Small~Base:~100(*)

Column Means~(5%): A/B/C/D/E/F/G/H/I/J/K/L ~~Minimum~Base:~30(**)~Small~Base:~100(*)

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is an honest person All Adults aged 18-75 in Great Britain

																														Pres of chi	ildren HH				
	Total	Ger	nder				Age			Agg	regated Age	Breaks		Gener	ations		Socia	grade			Re	gion			Urban	n/Rural	N	/Iarital Stat	us	(17 or t	under)	Educ	ation	Employ	ment statu
	Total	Man	Woman	18-24	25-34	35-4	4 45-54	55-64	65-7	5 18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	363 34%	204 39% c	158 30%	32 27%	63 31%	65 34%	67 34%	72 39% D	64 39% D	95 30%	131 34%	137 39% J	43 29%	100 31%	101 37%	118 38%	223 37%	139 31%	73 29%	99 36%	73 30%	61 40% s	20 40% *	37 41% *	309 35%	54 33%	199 33%	104 32%	60 52% _{ab*}	129 39% e	233 32%	163 44% g	199 29%	248 35%	114 34%
Does not apply	371 35%	201 39% c	165 31%	50 42% н	78 39%	65 34%	69 36%	54 29%	55 34%	128 40% L	134 35%	109 31%	60 40%	117 37%	94 34%	100 32%	192 32%	179 40% Q	108 43% TVX	87 32%	93 39% v	42 28%	16 32% *	24 27% *	319 36%	52 31%	217 35% c	128 39% c	26 22% *	108 33%	263 36%	104 28%	266 39% f	251 35%	120 35%
Don't know	322 31%	112 22%	205 39% B	38 32%	59 30%	62 32%	58	60 32%	44 27%	97 30%	120 31%	105 30%	46 31%	101 32%	82 29%	93 30%	191 31%	131 29%	68 27%	89 32%	73 31%	49 32%	14 28% *	29 32% *	264 30%	58 36%	195 32%	97 29%	30 26% *	93 28%	229 32%	104 28%	217 32%	219 30%	103 31%

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is an honest person All Adults aged 18-75 in Great Britain

	Total		General E	ection 2019	Vote	F	Referend vo						Favourabl	e to parties	i															Favourable	to politician	s												n of Brex act on th ountry
				Libera						Unfavoura	a		Favourabl	Unfavoura		Unfavoura ble to	Favourabl L e to	Infavoura ble to	u	Infavoura	Favourabl	Unfavoura		Jnfavoura F	avourabl L	Jnfavoura	Favourabl	Unfavoura	Favourabl	I Unfavoura	1	Unfavoura	Favourabl	Unfavoura	a Favourabl	Unfavoura				Unfavoura		Unfavoura		
		Conser	rvati	Democr					Favourabl	l ble to	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform Fa	avourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura		ble to	Favourabl	ble to	Positive	e Ne
	Total	ve	Labou	r s	Oth	ner R	Remain	Leave	e to Cons	Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt .	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	t ir
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
eighted base	1055	301	1 288	78	10	17	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	
hted base	1055	318	3 274	68	10	13	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
apply	363	79	151	34	36	6	196	90	67	235	241	48	113	94	141	78	55	207	70	230	218	52	76	182	66	244	78	194	137	75	81	101	57	191	63	235	43	169	39	273	76	183	72	
	34%	259	6 55%	50%	35	%	45%	27%	34%	41%	59%	13%	52%	26%	49%	25%	29%	47%	36%	40%	69%	13%	42%	39%	27%	41%	42%	37%	70%	22%	56%	27%	47%	43%	28%	43%	28%	45%	45%	38%	40%	36%	34%	
			BE	В*			G		кмо	кмор	HIKLMNOPQ		HIKMOP	К	HIKMOP	К	К	HIKMOP	UXceh		RSUVWXYZac defghijklmno		UXcehj	UXcehj	U	UXacehjmo	UXcehj	UXcehj	RSUVWXYZac defghijklmno	c U	RSUVWXYZac eghijkmno	Uc	RUXacehjo	SUWXacehjn o	n U	SUWXacehjm o	u U	RSUWXacehj mo	UXcehj*	UXcehj	UXcehj	UXceh		
not apply	371	151	1 64	14	46	6	125	157	81	190	78	227	46	191	84	158	98	140	69	207	42	262	66	179	118	196	63	206	25	201	37	196	37	171	117	160	81	128	39	248	61	216	99	
	35%	479	6 24%	20%	45	%	28%	47%	42%	33%	19%	61%	21%	52%	29%	50%	51%	32%	36%	35%	13%	64%	37%	38%	49%	33%	34%	40%	13%	59%	26%	52%	31%	39%	52%	30%	54%	34%	44%	35%	32%	42%	47%	
		CD		*	CD	ja .		F	ULNQ	JL		HIJLMNOPQ		HULNQ	JL	HULNQ	HIJLNQ	JL	Tbd	Tbdi		RSTVWXYZab defghijklmno	Tbd	TYbdim RS	STVWYZabdf gikmn	Tbi	Tb	STYbdikm		RSTVWXYZab defghiklmno	o Tb	RSTVWYZabd gikmno	ТЪ	TYbdikm	RSTVWYZabd gikmno	f Tb	RSTVWYZabdf gikmno	Tbdi	Tbdfin*	Tbdi	Tb	STWYbdfikmr	n q	
know	322	89	59	20	20	0	119	85	47	148	91	95	58	82	62	77	38	93	55	146	58	98	37	107	58	150	43	120	33	63	26	77	27	80	46	146	26	78	11	195	52	111	41	
	31%	289	6 22%	29%	20	%	27%	26%	24%	26%	22%	26%	27%	22%	22%	25%	20%	21%	28%	25%	18%	24%	21%	23%	24%	25%	24%	23%	17%	19%	18%	21%	22%	18%	20%	27%	17%	21%	12%	27%	27%	22%	19%	
										JQ								TV	/bcdeghjkl	Tbcdgklo		cgl	1	gl	1	Tbcdegklo	1	Tbcgl					1			TWabcdegjkl				TWabcdeghjk	Tbcdgjl	gl		

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is in touch with ordinary people All Adults aged 18-75 in Great Britain

																														Pres of cl	hildren HH				
	Total	Ge	nder			, ,	Age			Aggr	egated Age	Breaks		Gene	rations		Socia	grade			Re	egion			Urbar	n/Rural	P	/larital Stat	us	(17 or	under)	Edu	cation	Employm	ent status
														Millennia		Baby											Married/ Living as		Widowed/ Divorced/	At least one child			Non-		Not
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	S	Gen X+	Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married	Single	Separated	present	present	Graduate	graduate	e Working	working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	368 35%	191 37%	175 33%	41 34%	67 33%	64 34%	69 36%	64 34%	63 39%	108 34%	134 35%	127 36%	54 37%	101 32%	102 37%	111 36%	223 37%	145 32%	74 30%	101 37%	79 33%	58 38%	20 39% *	36 40% *	311 35%	57 35%	209 34%	99 30%	60 52% _{ab*}	133 40% e	235 32%	152 41% g	217 32%	244 34%	124 37%
Does not apply	449 43%	231 45%	212 40%	49 41%	80 40%	77 40%	85 44%	83 44%	75 46%	129 40%	162 42%	158 45%	57 39%	128 40%	121 44%	143 46%	244 40%	205 46%	127 51% vx	118 43%	100 42%	53 35%	22 43% *	30 34% *	381 43%	68 42%	271 44% c	144 44% c	34 30% *	126 38%	323 45%	139 37%	310 45% f	306 43%	143 42%
Don't know	237 23%	94 18%	141 27% B	30 25%	53 27%	50 26%	39 20%	40 21%	25 15%	83 26% L	90 23%	65 19%	36 25%	89 28% OP	55 20%	57 18%	139 23%	98 22%	48 19%	57 21%	60 25%	40 27%	10 19% *	23 26% *	199 22%	38 23%	130 21%	86 26%	21 18% *	71 22%	166 23%	82 22%	156 23%	167 23%	70 21%

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is in touch with ordinary people All Adults aged 18-75 in Great Britain

							Referend																																				impa	of Brexit ct on the
	Total		General	Election 2	019 Vote		vo	te					Favourable	to parties															F	Favourable :	to politiciar	ns											cc	untry
																nfavoura F	Favourabl	Unfavoura																										
					beral					Unfavoura				Unfavoura Fa	avourabl	ble to	e to	ble to	u	nfavoura Fa	vourabl L	Unfavoura		Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	3	Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura				Unfavoura	1	Unfavour	а	
		Cons	ervati	Der	nocrat				Favourabl	ble to	Favourabl	Unfavoura	e to Lib	ble to Lib e	to Green	Green	Reform	Reform F	avourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to	Positive	Nega
	Total	V	re Labo	our	s	Other	Remain	Leave	e to Cons	Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak St	tarmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	imp
	(A)	(B) (C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q
weighted base	1055	3	01 28	8	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	59
eighted base	1055	3	18 27	4	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	55
es apply	368	7	78 15	9	31	30	195	88	64	253	260	33	117	79	145	81	52	195	65	242	233	44	65	180	67	249	69	197	127	68	80	95	50	185	62	231	41	166	39	272	70	197	70	23
	35%	2	5% 58	% 4	16%	29%	44%	27%	32%	44%	63%	9%	54%	22%	50%	26%	27%	44%	34%	41%	73%	11%	36%	38%	28%	42%	38%	38%	65%	20%	56%	26%	41%	42%	27%	43%	27%	44%	45%	38%	37%	39%	33%	42
			BE		BE*	*	G		км	HKMOP	HIKLMNOPQ		HIKMOPQ	K	HIKMOPQ	KM	К	НКМОР	Uce	UXacehjm RSU cde	IVWXYZab efghijklmn o		UXceh	UXcehj	Uc	RUWXacehjm o	u UXcehj		RSUVWXYZac defghijklmno		RSUVWXYZac efghijkmno	: Uc	UXcehj	UXacehjm	Uc	RUWXacehjm o	U	RUWXacehjm o	UXcehj*	UXcehj	UXceh	UXcehj		р
es not apply	449	2	00 70)	21	46	158	196	103	221	72	285	62	238	94	195	117	176	100	236	40	320	87	210	139	239	88	247	39	229	47	237	53	198	135	206	93	157	39	315	86	231	121	18
	43%	6	3% 26	% :	31%	45%	36%	59%	53%	38%	18%	77%	29%	65%	33%	62%	61%	40%	52%	40%	12%	78%	49%	45%	58%	41%	48%	48%	20%	68%	32%	63%	44%	45%	59%	38%	62%	42%	44%	44%	46%	45%	57%	339
	-1370		DE E		*	C*	5070	F .	IJLNQ	JLN	2070	HIJLMNOPO	23,0	HIIINO	1	HILINO	IIINO	IIN	STYhdikm	Thd	12/0	RSTVWXYZab	Thdi	STYbdi	STVWYZabdfe	Thd	Thdi	STVhdikm	т т	RSTVWXYZab	n Th	RSTV/M/V7ahdf	Thd	STYbdi	STVWYZahdfe	Th	STVWYZabdfg	Thdi	Thd*	STYbdi	Tbd	STYbdi	0	337
			52						BLIVE	2514		THE ENTROP Q	,	mound		mute	BLITQ	32.11	J. r. Guinin	100		cdefghijklmn	1501	311501	iklmno	100	1001	STIDUM		dfghiklmno		giklmno	100	311001	iklmno		iklmno	1001	100	511001	100	311001	4	
n't know	237	4	10 45	5	15	26	88	48	29	100	77	52	39	50	48	37	23	69	28	105	46	49	27	79	34	102	27	76	29	41	17	41	18	61	31	104	17	53	10	130	32	82	20	13
	23%	12	2% 16	% :	23%	26%	20%	14%	15%	17%	19%	14%	18%	14%	17%	12%	12%	16%	14%	18%	14%	12%	15%	17%	14%	17%	15%	15%	15%	12%	12%	11%	15%	14%	14%	19%	11%	14%	11%	18%	17%	16%	10%	25
					R*	В*				0	MOP									Uacegjk				Uceg		Uacegk		P								TUacdegiko				Uacdegjk		Uce		

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

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He has a lot of personality All Adults aged 18-75 in Great Britain

	Total	G	ender				Age			Aggre	egated Age I	Breaks		Gene	rations		Social	grade			Re	egion			Urba	n/Rural	ı	Marital Sta	tus		nildren HH under)	Edu	cation	Employn	nent stat
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not worki
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Inweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Veighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	248	137	107	41	62	41	40	34	30	103	81	64	50	85	58	55	131	117	55	61	63	37	9	24	212	36	142	74	32	108	140	94	154	173	75
	24%	27%	20%	34%	31%	21%	21%	18%	18%	32%	21%	18%	34%	27%	21%	18%	22%	26%	22%	22%	26%	24%	18%	26%	24%	22%	23%	23%	28%	33%	19%	25%	23%	24%	22%
		С		FGHI	FGHI					KL			OP	P									*	*					*	e					
Ooes not apply	579	297	278	43	79	99	124	124	110	122	223	234	50	149	169	211	349	230	147	157	126	71	31	46	484	95	353	170	56	146	433	207	372	389	189
	55%	58%	53%	36%	40%	52%	64%	67%	67%	38%	58%	67%	34%	47%	61%	68%	58%	51%	59%	57%	53%	47%	62%	52%	54%	58%	58%	52%	48%	44%	60%	56%	54%	54%	56%
						DE	DEF	DEF	DEF		J	JK		М	MN	MN			V				*	*					*		d				
Oon't know	228	82	143	36	58	51	30	28	24	94	82	52	47	85	50	46	125	103	47	57	50	44	10	20	195	33	116	84	28	77	151	71	157	156	73
	22%	16%	27%	30%	29%	27%	16%	15%	15%	30%	21%	15%	32%	27%	18%	15%	21%	23%	19%	21%	21%	29%	20%	22%	22%	20%	19%	26%	24%	23%	21%	19%	23%	22%	22%
			В	GHI	GHI	GHI				KL	L		OP	OP								S	*	*				a	*						

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He has a lot of personality All Adults aged 18-75 in Great Britain

	Total		General Ele	ction 2019	/ote		endum 2010 vote	i				Favourab	le to partie	s															Favourable	to politicia	ns												n of Brexi oct on the ountry
		Conser	vati	Libera Democr	nt			Favour	Unfavou	ıra Favoural	ol Unfavoura	Favourab e to Lib	Unfavou	ra Favourat		e to Reform	Unfavoura ble to Reform		Unfavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura	Favourabl e to	Unfavoura ble to	Favourabl e to	Unfavoura ble to	a Favourab e to	Unfavoura	a Favourab	Unfavou	ra Favourabl e to	Unfavoura	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura	Favourabl	Unfavoura ble to	Favourabl	Unfavoura ble to	a Positive	e Nega
	Total	ve	Labour	s	Other	Rema	in Leave	e to Co	ns Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	imp
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	(q
veighted base	1055	301	288	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	59
ghted base	1055	318	274	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	55
s apply	248	51	94	22	32	113	62	54	138	182	25	78	54	90	59	40	112	50	148	158	30	54	99	59	141	58	116	74	47	55	63	39	98	53	122	36	92	38	156	52	120	59	1:
	24%	169	34%	33%	31%	26%	19%	28%	24%	44%	7%	36%	15%	31%	19%	21%	25%	26%	25%	49%	7%	30%	21%	25%	24%	32%	22%	38%	14%	38%	17%	32%	22%	24%	22%	24%	24%	43%	22%	28%	23%	28%	2
			В	В*	В*	G		кмо	кмо	HIKLMNOP	Q	IKMOPQ	К	IKMOPQ	KM	KM	KMO	Uce	UWacegim	RSUVWXYZab cdefghijkmno		UWacegim	Uc	Uce	Uce	UWYaceghim	Uce	RSUWXYace _i hijkmno	g U	RSUWXYace hijkmno	g U	UWacegim	Uce	Uce	Uce	Uce		RSUVWXYZac eghijkmno*	Uce	Uce	Uce		
s not apply	579	241	119	35	50	245	224	118	328	148	316	103	271	148	225	132	257	117	324	103	342	110	286	153	332	109	321	86	258	60	272	66	281	149	307	99	225	40	437	115	302	135	29
	55%	769	44%	52%	49%	56%	68%	61%	57%	36%	85%	47%	74%	51%	72%	69%	58%	61%	56%	32%	83%	61%	61%	64%	56%	59%	62%	44%	76%	41%	73%	54%	63%	66%	57%	66%	60%	45%	61%	61%	59%	64%	53
		CDE					F	JLN	JLN		HIJLMNOPO		HIJLNQ	1	HIJLNQ	IJLNQ	JLN	Tbdl	Tbd		RSTVWXYZab cdefghijklmn	Tbdl	STYbdil	STbdfl	Tbd	Tbdl	STYbdil	Т	RSTVWXYZab dfghijklmno	т	RSTVWXYZ dfghiklmr	ab Td	STYbdilo	STYbdfil	Tbd	STYbdfl	Tbdl	Т*	STYbdil	Tbdl	STbdl	q	
																					0																						
't know	228	25	61	10	21	82	45	23	108	80	30	37	43	50	29	20	72	26	110	58	40	16	84	29	117	17	82	35	34	29	39	17	64	24	112	16	59	11	123	21	88	17	12
	22%	8%	22%	15%	20%	19%	14%	12%	19%	20%	8%	17%	12%	17%	9%	11%	16%	13%	19%	18%	10%	9%	18%	12%	20%	9%	16%	18%	10%	20%	10%	14%	15%	11%	21%	11%	16%	12%	17%	11%	17%	8%	23

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He has a plan to make the country a better place All Adults aged 18-75 in Great Britain

																														Pres of chi	dren HH				
	Total	Ge	nder				Age			Aggre	egated Age I	Breaks		Gener	ations		Social	grade			Re	egion			Urba	n/Rural	P	/larital Stat	us	(17 or u	nder)	Educa	ition	Employm	ent status
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	427 40%	216 42%	207 39%	51 42%	79 40%	79 41%	80 41%	74 40%	64 39%	130 41%	159 41%	138 39%	66 44%	128 40%	114 41%	118 38%	257 42%	170 38%	92 37%	119 43%	92 39%	64 42%	17 34% *	42 47% *	362 41%	64 39%	234 38%	129 39%	63 55% ab*	146 44%	281 39%	172 46% g	254 37%	294 41%	132 39%
Does not apply	402 38%	204 39%	197 37%	39 33%	72 36%	66 34%	74 38%	77 41%	75 46%	112 35%	139 36%	151 43% J	48 32%	109 34%	107 38%	139 44% MN	219 36%	184 41%	111 45% TX	94 34%	94 39%	51 34%	24 48% *	27 30% *	337 38%	66 40%	246 40%	120 36%	37 32% *	115 35%	288 40%	119 32%	283 42% f	269 37%	134 40%
Don't know	226 21%	97 19%	124 24%	30 25%	48 24%	47 24%	40 21%	36 19%	25 15%	78 24% L	87 23%	61 17%	34 23%	81 25% P	56 20%	55 18%	131 22%	95 21%	45 18%	62 23%	52 22%	37 24%	9 18% *	20 23% *	192 22%	34 21%	130 21%	80 24% c	16 14% *	70 21%	156 22%	81 22%	145 21%	155 22%	71 21%

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The state of the s		Total		Gener	al Electio	n 2019 Vo	ote		endum 201 vote	6				Favou	ırable to pa	arties															Favourable	e to politicia	ns											imp	on of Bro pact on t country
C				ervati						Favo		avoura e to Favo	urabl Unfav					ura Favour e to n Refor			Unfavour	a Favourabl e to	Unfavoura	Favourabl	Unfavoura F	avourable e to	Unfavoura ble to	Favourabl e to	Unfavoura					ra Favourab e to	I Unfavour	a Favourat e to	I Unfavoura	a Favourab	l Unfavoura		Unfavoura	Favourabl	Unfavoura		
## relighted base		Total	ve	e La	abour	s	Other	Remain	n Leav	e e to	Cons C	ons e t	Lab ble to	Lab Der	ms De	ms Pa	rty Part	y UK	UK	e to Suna	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impac	ct in
thred base 105 318 274 68 103 440 332 196 574 410 370 218 368 288 313 192 440 193 583 319 412 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 469 241 590 185 519 195 338 144 374 121 443 227 542 150 375 88 716 188 510 21 180 475 188 510 21 180 475 180 4		(A)	(В	4)	(C)	(D)	(E)	(F)	(G)	(1	H)	(1)	J) (K) (L	.) (1	v1) (I	N) (O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	
Sapply A27 80 192 39 40 234 98 60 299 299 37 146 99 176 87 58 228 65 286 254 52 67 231 77 285 82 231 144 87 266 496 296 296 299 37 466 496	ed base	1055	30	1	288	78	107	466	306	15	97 5	582 4	20 35	9 23	2 3	53 3	13 303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	!
40% 25% 70% 58% 39% 53% 30% 31% 52% 73% 10% 67% 27% 61% 28% 39% 52% 34% 49% 80% 13% 37% 49% 80% 13% 37% 49% 80% 13% 37% 49% 80% 13% 37% 49% 80% 13% 37% 49% 80% 13% 37% 49% 80% 13% 80	base	1055	31	8	274	68	103	440	332	19	96	574 4	10 37) 21	.8 3	58 2	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
Ray	ly	427	80	0	192	39	40	234	98	6	50 2	299 2	99 37	14	6 9	9 1	76 87	58	228	65	286	254	52	67	231	77	285	82	231	144	87	93	106	49	217	74	266	44	186	42	317	72	228	72	
Not apply According to the plant apply According to the		40%	25	%	70%	58%	39%	53%	30%	31	1% 5	2% 7	3% 10	67	% 27	7% 6	1% 289	30%	52%	34%	49%	80%	13%	37%	49%	32%	48%	45%	45%	74%	26%	65%	28%	41%	49%	33%	49%	29%	50%	48%	44%	38%	45%	34%	
38% 61% 16% 23% 47% 30% 55% 58% 30% 13% 76% 20% 60% 24% 59% 60% 34% 51% 34% 56% 33% 45% 40% 14% 64% 23% 60% 46% 37% 57% 32% 66% 34% 48% 40% 58% 58% 50% 50% 50% 50% 50% 50% 50% 50% 50% 50					BE	BE*	В*	G			K H	MOP HIKLI	INOPQ	HIKM	OPQ I	K HIKN	10PQ K	К	HKMOF	Uc		cdefghijklmn		Uce	RUVXacehjm no	U		RUXcehj	RUXcehj		o U			Ucej	RUVXacehjr no	n Uc	RUVXacehjm no	· U	RUVXacehjm no	RUXcehj*	RUXcehj	Uce	RUXcehj		
88% 61% 16% 23% 47% 30% 55% 58% 30% 13% 76% 20% 60% 24% 59% 60% 34% 51% 34% 55% 58% 30% 13% 76% 20% 60% 24% 59% 60% 34% 55% 58% 51% 34% 56% 33% 45% 40% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51	apply	402	19	15	45	16	48	133	181	1:	13	169	5 28	1 4	4 2:	20 6	8 186	116	150	99	195	27	307	93	158	135	197	83	209	26	217	34	226	56	164	129	176	99	128	41	273	91	202	124	
mo cdefeyilylidirin mo kmo dfgiklimio giklimio giklimio giklimio dfgiklimio mo kmo mo mo kmo mo m			61	% :	16%	23%	47%	30%	55%	5 58	8% 3	0% 1	3% 76	6 20	% 60)% 2-	1% 599	60%	34%	51%	34%	8%	75%	52%	34%	56%	33%	45%	40%	14%	64%	23%	60%	46%	37%	57%	32%	66%	34%	46%	38%	48%	40%	58%	
			CD	E		*	CD*		F	IJL	.NQ	ILN	HULMN	OPQ J	UL	NQ	J IJLNO	I IJLNO) IJLN	STWYabdgil mo	Tbd				Tbd S	TWYZabdfgi kmo	Tbd	STWYbdik	STWYbdik	Т		ab Tb	RSTVWYZat giklmno	df STWYbdik	STWYbdi	J. W. Lubui	ji Tbd		, Tbd	STWYbdik*	STWYbdik	STWYbdgikm	STWYbdik	q	
21% 14% 19% 14% 19% 14% 17% 16% 12% 18% 14% 13% 13% 15% 13% 10% 14% 15% 13% 11% 15% 13% 10% 12% 11% 14% 14% 14% 10% 18% 5% 16% 6% 18% 13% 16% 7%	w	226	44	4	38	13	14	73	52	2	23 :	105	66 52	2	7 4	8 4	4 40	19	63	28	102	39	53	19	79	29	108	19	79	24	34	17	42	16	61	23	100	7	60	5	126	25	80	16	
		21%	14	% :	14%	19%	14%	17%	16%	12	2% 1	.8% 1	1% 14	6 13	% 13	3% 1	5% 139	10%	14%	15%	17%	12%	13%	11%	17%	12%	18%	11%	15%	13%	10%	12%	11%	14%	14%	10%	18%	5%	16%	6%	18%	13%	16%	7%	

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																														Pres of ch	ildren HH				
	Total	Gei	nder				Age			Aggr	egated Age E	Breaks		Gener	ations		Socia	grade			Re	gion			Urbar	n/Rural	N	Aarital Stat	us	(17 or	under)	Educa	ation	Employr	nent staf
	Total	Man	Woman	18-24	25-34	35-4	4 45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single		At least one child present	children	Graduate	Non- graduate	Working	No work
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Ooes apply	396 38%	212 41% C	181 34%	45 38%	70 35%	84 44%	74 38%	67 36%	56 34%	116 36%	157 41%	123 35%	60 41%	121 38%	108 39%	108 35%	249 41% R	147 33%	84 34%	114 41%	86 36%	55 36%	20 40% *	37 41% *	335 38%	61 37%	222 36%	120 37%	54 47% *	148 45% e	248 34%	167 45% g	230 34%	274 38%	122 369
Ooes not apply	421 40%	213 41%	205 39%	40 34%	71 35%	63 33%	85 44% F	82 44% F	80 49% DEF	111 35%	148 39%	162 46% JK	49 33%	109 34%	118 43%	145 47% MN	221 36%	201 45% Q	120 48% TUV	103 38%	91 38%	53 35%	21 41% *	34 38% *	353 40%	69 42%	268 44% bc	120 36%	34 29% *	118 36%	303 42%	118 32%	303 44% f	281 39%	14: 429
Don't know	237 22%	92 18%	142 27% B	34 28% GI	59 29% GHI	45 23%	35 4 18%	37 20%	27 17%	93 29% KL	80 21%	65 18%	39 26%	89 28% OP	52 19%	58 19%	136 23%	101 22%	45 18%	58 21%	62 26% s	44 29% s	9 19% *	19 22% *	203 23%	34 21%	121 20%	89 27% a	28 24% *	64 19%	173 24%	87 23%	150 22%	163 23%	74 229

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	Total		General	Election	2019 Vot	te		ndum 2016 vote					Favourab	e to parties																Favourable	to politicia	ns											imp	on of Brea act on the country
		Conse			Liberal emocrat				Favoural	Unfavou	ra Favourab	I Unfavoura				Unfavoura ble to Green	Favourabl e to Reform	Unfavoura ble to Reform	Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura ble to	Favourabl	Unfavoura ble to	Favourabl e to	Unfavoura	Favourab e to	I Unfavour		Unfavoura			ra Favourab e to	I Unfavour	ra Favoura e to	ol Unfavour	a Favoura	ol Unfavoura	Favourabl	Unfavoura	a Favourabl	Unfavoura		
	Total	ve	Lab	our	s	Other	Remain	Leave	e to Con	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK	e to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameror	Reeves	Reeves	e to Dave	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impac	t im
	(A)	(B)) (0	:)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
eighted base	1055	30:	1 28	38	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	5
hted base	1055	318	3 27	74	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
apply	396	76	17	4	39	38	223	84	73	263	279	31	129	89	159	86	57	213	68	253	252	39	65	201	74	265	82	208	139	75	86	103	52	195	62	255	45	185	43	293	72	206	71	
	38%	249	64	%	58%	37%	51%	25%	37%	46%	68%	8%	59%	24%	55%	28%	30%	48%	35%	43%	79%	9%	36%	43%	31%	45%	44%	40%	71%	22%	60%	27%	43%	44%	28%	47%	30%	49%	49%	41%	38%	40%	34%	
			В	E	BE*	В*	G		кмо	кмор	HIKLMNOPO	ı	HIKMOPQ	К	HIKMOPQ	К	К	НКМОР	Uce	UXacehj	RSUVWXYZab cdefghijklmn o		Uceh	UXcehj	Uc	RUVXacehjm o	n RUVXcehj	UXcehj	RSUVWXYZa defghijklmn	o U	RSUVWXYZa efghijkmno	c Uc	UXcehj	RUXacehj	U	RSUVWXace jmno	h U	RSUVWXYace ghjmno	RUVXcehj*	UXcehj	Uceh	UXcehj		
not apply	421	204	4 5	3	13	49	137	199	105	196	60	294	46	237	73	191	118	159	104	207	27	330	96	180	141	203	82	226	31	230	35	233	56	184	140	177	91	137	42	290	95	209	117	
	40%	649	6 19	1%	19%	48%	31%	60%	54%	34%	15%	79%	21%	64%	26%	61%	61%	36%	54%	36%	8%	80%	54%	38%	59%	34%	44%	44%	16%	68%	24%	62%	46%	42%	62%	33%	61%	37%	47%	40%	50%	41%	55%	3
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know	237	39	4	7	15	15	81	49	18	116	71	46	43	42	55	35	17	68	21	122	40	44	18	87	26	122	21	85	24	33	23	38	13	64	24	110	14	53	4	134	22	95	23	1
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	Total	Ge	nder				Age				Aggre	gated Age E	reaks		Gener	ations		Social	grade			Re	gion			Urbar	n/Rural	ı	Marital Stat	tus	(17 or	under)	Educ	ation	Employ	ment stat
	Total	Man	Woman	18-24	25-34	35	5-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not workir
	(A)	(B)	(C)	(D)	(E)	((F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	1	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	1	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	495 47%	249 48%	239 45%	54 45%	90 45%	46	89 16%	98 51%	91 49%	73 44%	144 45%	187 49%	164 47%	70 47%	143 45%	140 51%	142 46%	306 51% R	189 42%	105 42%	128 46%	112 47%	83 55% s	23 45% *	44 49% *	419 47%	76 46%	287 47%	144 44%	64 55% b*	171 52% e	324 45%	200 54% g	295 43%	342 48%	153 45%
Does not apply	372 35%	193 37%	176 33%	36 30%	62 31%		63 33%	73 38%	71 38%	66 41%	99 31%	136 35%	137 39% J	44 30%	99 31%	105 38%	124 40% N	191 32%	181 40% Q	103 41% V	98 36%	77 32%	42 27%	22 42% *	31 34% *	307 34%	65 40%	228 37%	111 34%	32 28% *	105 32%	266 37%	112 30%	259 38% f	256 36%	116 34%
Don't know	189 18%	74 14%	112 21% B	29 24% GH	47 24% GH		40 21% G	22 12%	25 13%	25 15%	77 24% KL	62 16%	50 14%	35 23% OP	76 24% OP	32 12%	46 15%	109 18%	80 18%	41 16%	50 18%	49 21%	27 18%	6 12% *	15 17% *	166 19%	23 14%	96 16%	74 22% a	19 17% *	54 16%	135 19%	60 16%	129 19%	121 17%	68 20%

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	Total	Part Part																																										
									_		voura	- k. I 11-6			a Favourab	Unfavoura I ble to	e to		F	Jnfavoura	Favourabl	Unfavoura		Unfavoura F	avourabl l	Unfavoura	Favourabl	Unfavoura	Favourab	l Unfavoura		Unfavoura	Favourabl	Unfavoura	Favourab	Unfavoura	-					Unfavour	a Desirie	
	Total		ervati re L	abour	s	Other	Remain	Leave	e to C	ons Co	ns etol	abi Uniavou	b Dems	Dems	Party	Party	UK	UK 6	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davev	Davey	Cleverly	Cleverly	Farage	Farage	. arou.as.				e to May	May	impac	
			в)	(C)	(D)	(E)	(F)	(G)	(H)) (n (n)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(R)	(S)	(T)	(u)	(V)	(w)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(o)	(p)	
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ghted base	1055	3	18	274	68	103	440	332	196	5 57	74 410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
s apply	495	1	17	204	45	41	258	128	83	32	28 320	68	147	117	181	110	72	254	86	314	275	82	90	253	90	324	104	254	152	108	99	131	64	241	89	305	56	216	46	361	90	249	92	3
	47%	3	7%	75% BE		40%	59% G	38%	429 KM	% 57 HKN	7% 789 MOP HIKLMN	5 18% DPQ	67% нікморо	32% K	63% нікмор	35% к	38% K	58% нкмор	45% UXce			20%	50% UXcehj	54% RUXacehjmo	37% U	55% RUXacehjmo	56% RUXcehjn	49% UXcehj	78% RSUVWXYZa defghijklmno	32% U		35% U	52% UXcehj	54% RUXacehjmo	39% Uc	56% RUXacehjmno	37% o U	58% RUXacehjmn	52% o UXcehj*	50% UXcehj	48% UXcehj	49% UXcehj	44%	!
not apply	372	1	71	46	13	48	121	171	95	16	67 49	255	38	214	69	174	107	141	82	188	23	284	73	158	128	176	63	199	28	200	33	210	49	162	119	158	83	121	36	251	79	196	108	
			4%	17%	19%	47%	28%	51%	489	6 29	9% 129	69%	17%	58%	24%	56%	56%	32%	43%	32%	7%	69%	41%	34%	53%	30%	34%	38%	15%	59%	23%	56%	40%	37%	52%	29%	55%	32%	41%	35%	42%	38%	51%	
		C	:D		*	CD*		F	ULN	Q JL	N	HIJLMNOR	Q J	HIJLNQ	JL	IJLNQ	IJLNQ	JLN :	STWYZbdikm	Tbd					STVWYZabdf giklmno	Tb	Tbd	STWYbdikm	Т	RSTVWYZabd giklmno	if Tb	RSTVWYZabd giklmno	f TYbdi	STYbdik	II.STV VV I EUDO	f Tb		Jf Tbd	TYbdi*	STYbdi	STYZbdik	STWYbdikm	q	
't know	189	3	30	24	10	14	61	34	18	7	9 41	47	33	37	37	29	12	45	25	81	21	47	16	57	23	90	18	67	15	30	11	33	9	40	20	78	11	38	7	104	19	66	11	:
	18%	9	1%	9%	15%	14%	14%	10%	9%	5 14	1% 109	13%	15%	10%	13%	9%	6%	10%	13%	14%	7%	11%	9%	12%	9%	15%	10%	13%	8%	9%	8%	9%	7%	9%	9%	14%	7%	10%	7%	15%	10%	13%	5%	1
										JMC	OPQ	OP	HJOPQ		P				Tf	Tbcdeghjk		Т		Tbg	1	TUVWXZabcd efghiko		Tbceg								Tbcdefghjk		Т	*	TUVXbcdefgl	nj	Tbceg		

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	Total		Gender				A	ge			Aggre	egated Age	Breaks		Gener	ations		Social	grade			Re	gion			Urbar	n/Rural	N	/Iarital Stat	us	(17 or	under)	Edu	cation	Employn	ient stati
	Total	Man	Woma	n 18-	24 2:	5-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated		No children present	Graduate	Non-	Working	Not workir
	(A)	(B)	(C)	(D		(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(w)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	12	5 1	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	12) 2	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	247 23%	138 27%	107 20%	30	6 2	58 29%	50 26%	45 23%	33 18%	31 19%	88 28%	95 25%	63 18%	40 27%	86 27%	65 24%	56 18%	152 25%	95 21%	52 21%	72 26%	54 23%	36 24%	13 25%	21 23%	215 24%	32 19%	146 24%	66 20%	35 30%	104 32%	142 20%	101 27%	145 21%	180 25%	67 20%
	25/0	C	2070	25	2	HI	2070	2370	1070	1370	L	L	1070	P	P	2470	10/0	2570	21/0	21/0	2070	2370	2470	*	*	2470	1570	2470	2070	b*	e	2070	g g	2170	2570	2070
Does not apply	419	213	203	46		70	70	80	83	71	115	150	154	60	107	112	140	214	206	115	98	94	58	23	31	352	67	253	127	39	127	292	125	294	287	132
	40%	41%	39%	389	6 3	35%	36%	41%	44%	44%	36%	39%	44%	41%	34%	40%	45% N	35%	46% Q	46% T	35%	40%	38%	45%	35%	39%	41%	42%	39%	34%	38%	40%	34%	43% f	40%	39%
Oon't know	389	166	217	44		72	72	69	71	62	116	140	133	48	125	100	116	241	148	82	106	90	58	15	38	324	64	211	136	42	99	290	145	243	251	138
	37%	32%	41% B	379	% 3	36%	37%	36%	38%	38%	36%	36%	38%	32%	39%	36%	37%	40% R	33%	33%	38%	38%	38%	29%	42% *	36%	39%	35%	41%	36%	30%	40% d	39%	36%	35%	41%

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	Total		General	Election 2	019 Vote	e		dum 2016 ote					Favourable	e to parties																Favourable	to politician	s											impa	on of Brea act on the country
					eral					Unfavoura	a		Favourabl			Unfavoura ble to	Favourabl L e to	Jnfavoura ble to	ι	Infavoura I	avourabl	Unfavoura		Jnfavoura F	Favourabl L	Jnfavoura	Favourabl	Unfavoura					Favourabl	Unfavoura	Favourabl	Unfavoura			ι	Jnfavoura		Unfavoura		
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	Total	ve	Lab	ur	s	Other	Remain	Leave	e to Con	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	to Truss	Truss	e to May	May	impact	t i
	(A)	(B) (0) (D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
ghted base	1055	30	1 28	8	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	
ited base	1055	31	8 27	4	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
apply	247	39) 11	5	24	26	139	50	37	165	192	13	94	52	103	49	39	134	46	156	166	27	42	130	40	159	48	135	94	47	58	61	36	121	34	154	25	118	27	166	40	127	53	
	23%	129	% 42	% 3	5%	25%	32%	15%	19%	29%	47%	4%	43%	14%	36%	16%	21%	31%	24%	27%	52%	7%	23%	28%	17%	27%	26%	26%	48%	14%	41%	16%	30%	27%	15%	28%	17%	31%	30%	23%	21%	25%	25%	
			В		В*	В*	G		К	НКМОР	HIKMNOPQ		HIKMNOPQ	К	HIKMOPQ	к	KM	НКМОР	UXceh		tSUVWXYZac defghijklmno		UXceh	UXcehjm	U	UXcehjm	UXcehj	UXcehjm	RSUVWXYZa efghijklmno	c U	RSUVWXYZac efghijkmno	U	UXcehjn	UXcehjm	U	UXcehjmno	U	RSUVXYacegh jmno	UXcehj*	UXceh	Uc	UXcehj		
not apply	419	19	7 5) :	18	46	141	189	113	185	73	271	53	223	82	190	116	164	102	211	42	300	96	178	152	200	83	219	32	216	42	230	53	186	136	178	98	142	46	280	93	215	124	
	40%	629	% 22	% 2	6%	45%	32%	57%	58%	32%	18%	73%	25%	61%	29%	61%	61%	37%	53%	36%	13%	73%	54%	38%	63%	34%	45%	42%	16%	64%	29%	61%	43%	42%	60%	33%	65%	38%	52%	39%	50%	42%	59%	
		CDI	E		•	CD*		F	IJLNQ	JL		HIJLMNOPQ	1	IJLNQ	1	IJLNQ	IJLNQ	IJLN ST	TWYZabdfgi kmo	Tbi		RSTVWXYZab cdefghiklmno	STWYZabdfgi kmo	TYbdi R	STVWYZabdf giklmno	Tb	STYbdi	STWYbdim		RSTVWYZabd giklmno	if Tb	RSTWYZabdfg ikmno	TYbdi	STWYbdi	STWYZabdfgi kmno	Tb	RSTVWYZabdf giklmno	TYbdi	TWYbdikm*	STYbdi	STWYbdikm	STWYbdi	q	
know	389	83	3 10	0 :	26	31	161	93	45	224	145	86	71	93	102	74	36	142	46	216	111	85	41	161	49	231	54	165	70	75	43	83	32	136	57	210	27	115	16	271	55	168	34	
	37%	269	% 36	% 3	8%	30%	37%	28%	23%	39%	35%	23%	33%	25%	35%	24%	19%	32%	24%	37%	35%	21%	23%	34%	20%	39%	29%	32%	36%	22%	30%	22%	27%	31%	25%	39%	18%	31%	18%	38%	29%	33%	16%	
			В		•	•	G			HKLMOPQ	НКМОР		НКОР		HKMOP			HKMOP	R	UVXZacefghj klno	RUVXcehjl			RUVXceghjl	F	RUVWXZacde fghiklno	UXjI	RUVXcejl	RUVXcehjl		UXjI			UXcejl	j	RUVWXZacde fghiklno		UXcejl		RUVWXZacef ghiklno	UXjI	RUVXcehjl		

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																														Pres of chi	ldren HH				
	Total	Ger	nder				Age			Aggre	gated Age B	reaks		Gener	ations		Social	grade			Re	gion			Urbar	n/Rural	N	/larital Stat	us	(17 or u	ınder)	Educa	ation	Employn	nent stat
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	children	Graduate	Non- graduate	Working	Not worki
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	394 37%	224 43% C	168 32%	47 39%	73 37%	74 38%	77 40%	65 35%	59 36%	120 37%	151 39%	124 35%	59 40%	115 36%	110 40%	110 35%	231 38%	164 36%	91 37%	105 38%	81 34%	59 39%	19 37% *	40 44% *	329 37%	65 40%	219 36%	129 39%	47 40% *	148 45% e	247 34%	155 42% g	239 35%	272 38%	122 36%
Does not apply	374 35%	197 38%	174 33%	43 36%	69 35%	61 32%	77 40%	63 34%	60 37%	113 35%	138 36%	123 35%	55 37%	105 33%	104 38%	110 35%	196 32%	178 40% Q	96 39%	95 34%	88 37%	54 36%	15 30% *	26 29% *	317 36%	57 35%	231 38% c	113 34%	30 26% *	105 32%	268 37%	116 31%	258 38% f	261 36%	113 34%
Don't know	287 27%	95 18%	186 35% B	30 25%	57 29%	57 30% G	39 20%	58 31% G	45 27%	87 27%	96 25%	103 29%	33 23%	99 31% 0	63 23%	92 29%	179 30%	108 24%	62 25%	75 27%	70 29%	39 26%	16 32% *	24 27% *	245 28%	41 25%	160 26%	87 26%	39 34% *	77 23%	209 29%	101 27%	186 27%	185 26%	102 30%

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	Total		General	Election	2019 Vot	:e		ndum 2016 vote					Favourable	e to parties	i															Favourable	to politicians	s												n of Brex act on th ountry
				ı	iberal					Unfavou	ra		Favourabl	Unfavoura		Unfavoura ble to	Favourabl e to	Unfavoura ble to		Unfavoura	Favourabl	Unfavoura		Unfavoura	Favourabl	Unfavoura	Favourabl	Unfavoura	a Favourab	I Unfavoura		Unfavoura	Favourabl	Unfavoura	a Favourabl	Unfavoura	1			Unfavoura		Unfavoura		
		Conse	rvati	De	mocrat				Favoura	ıbl ble to	Favourab	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform F	avourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	Favourabl	Unfavoura	Favourabl	ble to	Favourabl	ble to	Positive	e Ne
	Total	V	e Lab	our	s	Other	Remain	Leave	e to Co	ns Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	im
	(A)	(B	i) (C	:)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	
ghted base	1055	30	1 28	8	78	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	5
nted base	1055	31	.8 27	4	68	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
apply	394	8-	4 16	i8	37	45	218	92	62	265	272	51	123	98	154	90	63	216	62	261	234	58	70	197	65	262	78	209	137	84	85	113	50	206	70	253	45	198	39	299	78	200	73	2
	37%	26	% 61	%	54%	44%	50%	28%	32%	46%	66%	14%	56%	27%	54%	29%	33%	49%	32%	45%	74%	14%	39%	42%	27%	44%	42%	40%	70%	25%	59%	30%	42%	47%	31%	47%	30%	53%	44%	42%	42%	39%	35%	
			В	E	В*	В*	G		К	нкмог	HIKLMNOPO		HIKMOPQ	К	HIKMOP	К	К	НКМОР	U	RUXacehjmo	RSUVWXYZac defghijklmno		RUXce	RUXcehj	U	RUXacehjmo	RUXcehj	RUXcehj	RSUVWXYZa defghijklmno	c U	RSUVWXYZac efghijlmno	Uc	RUXcehj	RUWXacehjm o	n U	RUWXacehjm o	n U	RSUVWXYZac efghijmno	RUXcehj*	RUXcehj	RUXcehj	UXcehj		
not apply	374	17	3 4	8	13	40	120	163	96	176	53	244	48	206	71	171	111	135	88	185	33	278	77	170	131	179	72	205	32	191	37	205	49	164	125	154	89	119	42	243	73	199	107	1
	35%	54	% 17	%	19%	39%	27%	49%	49%	31%	13%	66%	22%	56%	25%	55%	58%	31%	46%	32%	10%	67%	43%	36%	54%	30%	39%	40%	16%	57%	26%	55%	41%	37%	55%	28%	59%	32%	47%	34%	39%	39%	50%	2
		CD	E		*	CD*		F	IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLNQ	JLN S	TWYbdgikm	Tbi		RSTVWXYZab cdefghiklmno		STYbdik I	RSTVWYZabdf gikmno	Tb	TYbdi	STWYbdikm	Т	RSTVWYZabd gikmno	if Tb	RSTVWYZabdf gikmno	TYbdi	STYbdik	RSTVWYZabd gikmno	f Tb	RSTVWYZabdf giklmno	ТЪ	STYbdikm*	TYbdi	TYbdi	STYbdikm	q	
know	287	6	2 5	8	18	17	103	76	38	133	85	75	47	64	63	53	18	89	43	137	52	77	33	102	45	150	35	105	26	63	22	56	22	73	31	135	17	58	8	174	37	111	32	1
	27%	19	% 21	%	26%	17%	23%	23%	20%	23%	21%	20%	22%	18%	22%	17%	10%	20%	22%	23%	16%	19%	18%	22%	19%	25%	19%	20%	13%	19%	15%	15%	18%	16%	14%	25%	11%	16%	9%	24%	20%	22%	15%	3
						*			P	MOP	P	P	P	Р	P	P		P	behjkl	TUabcdeghjkl		ejl	jl	Tbeghjkl	jl	TUWabcdeghj klo	j jl	beghjkl		jI			- 1			TUabcdeghjk	ı			TUabcdeghjk	l ji	Tbeghjkl		

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																														Pres of chi	ldren HH				
	Total	Ger	nder				Age			Aggre	egated Age B	reaks		Gener	ations		Socia	grade			Re	gion			Urbar	n/Rural	N	Narital Stat	tus	(17 or t	ınder)	Educa	ition	Employr	ment statu
	Total	Man	Woman	18-24	25-34	35-4	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	children	Graduate	Non- graduate	Working	Not g worki
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	329 31%	188 36% c	138 26%	47 40% I	67 33%	66 34%	55 28%	55 29%	40 24%	114 36% L	121 31%	94 27%	60 40% OP	108 34%	80 29%	83 27%	195 32%	134 30%	70 28%	96 35% w	72 30%	51 34%	9 18% *	30 33% *	284 32%	45 28%	192 31%	100 30%	38 33% *	135 41% e	195 27%	136 36% g	194 28%	227 32%	103 31%
Does not apply	489 46%	242 47%	241 46%	40 33%	84 42%	80 42%	98 51% D	95 51% D	92 56% DEF	123 39%	178 46%	187 53% J	53 36%	127 40%	141 51% MN	167 54% MN	270 45%	219 49%	134 54% TV	112 41%	114 48%	63 41%	29 56% *	37 42% *	406 46%	83 51%	298 49%	142 43%	48 42% *	128 39%	361 50% d	151 41%	338 49% f	332 46%	157 47%
Don't know	237 22%	87 17%	149 28% B	33 27%	49 25%	46 24%	40 21%	37 20%	32 20%	82 26%	86 22%	69 20%	35 24%	84 26%	57 20%	61 20%	141 23%	96 21%	45 18%	67 24%	52 22%	38 25%	13 25% *	23 25% *	201 23%	36 22%	120 20%	87 26% a	30 26% *	68 20%	169 23%	85 23%	151 22%	160 22%	77 23%

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All Adults aged 18-75 in Great Britain	

	Total		General E	ection 201) Vote		Referend						Favourabl	e to parties																Favourable	to politiciai	15											imp	ion of Bre pact on th country
				Libe	al			-		Unfavoura						Unfavoura ble to	Favourabl e to	Unfavoura ble to		Unfavour	Favourabl	Unfavoura		Unfavoura F	avourabl L	Jnfavoura	Favourabl	Unfavoura					Favourabl	Unfavoura	Favourabl	Unfavoura	-			Unfavoura	a	Unfavoura	ra	
	Total	Conse	rvati Labo	Demo	rat	ner I	Remain	Leave	Favourabl e to Cons	ble to	Favourabl e to Lah	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform	Favourabl e to Sunak	ble to	e to Starmer	ble to Starmer	Favourabl e to Hunt	ble to	e to Iohnson	ble to	e to Cameron	ble to	e to Reeves	ble to Reeves	e to Dave	ble to	e to Cleverly	ble to Cleverly	e to	ble to	Favourab e to Tice		a Favourab		e to May	ble to May	Positiv	
	(A)	(B	(C)	. (D	(1	1	(F)	(G)	(H)	(1)	(1)	(K)	(1)	(M)	(N)	(0)	(P)	(0)	(R)	(5)	(T)	(II)	(V)	(W)	(X)	(Y)	(7)	(a)	(h)	(c)	(d)	(e)	(f)	(a)	(h)	(i)	(i)	(k)	(1)	(m)	(n)	(0)	(p)	
				(5		,	(.,	(0)	(,	(.,	(3)	(1.7)	(-)	(,	(,	(0)	(,)	(4)	(1.9	(5)	(.,	(0)	(-,	(**)	(**)	(.,	(-)	(0)	(5)	(0)	(4)	(0)	(.,	167	(,	(-)	- 07	(11)	(-)	(,	(,	(0)		
weighted base	1055	30	1 288	78	10	17	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	! 5
ghted base	1055	31	3 274	68	10	13	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
s apply	329	6	133	38	3	7	173	76	59	215	237	21	108	82	133	69	52	170	59	206	220	35	55	155	66	203	75	159	125	59	75	89	42	159	61	191	35	148	36	224	67	157	61	1
	31%	21	6 48%	56	36	%	39%	23%	30%	37%	58%	6%	50%	22%	46%	22%	27%	39%	31%	35%	69%	9%	31%	33%	27%	34%	41%	31%	64%	17%	52%	24%	35%	36%	27%	35%	23%	39%	41%	31%	36%	31%	29%	6 3
			BE	BE	В		G		KMO	кмор	HIKLMNOPQ		HIKMOPQ	К	HIKMOPQ	К	К	HKMOP	Uc	UXacehjmi	RSUVWXYZac defghijklmno		Uc	Ucej	Uc	Uacehjmo	RUVXacehjm o	Uce	RSUVWXYZa defghijklmno	U	RSUVWXYZa efghijkmno	Uc	Ucej	UXacehjmo	Uc	UXacehjmo	U	RUVWXYace ijmo	h UXcehj*	Uce	UXcehj	Uce		
es not apply	489	22	3 83	18	4	4	177	212	120	238	88	305	69	241	99	206	124	187	108	247	46	341	106	219	153	248	89	267	36	239	48	242	68	204	144	222	103	159	43	341	97	254	137	, 2
	46%	70	6 30%	27	43	%	40%	64%	62%	41%	21%	82%	32%	65%	34%	66%	65%	42%	56%	42%	14%	83%	59%	47%	63%	42%	48%	51%	18%	71%	34%	65%	56%	46%	64%	41%	69%	42%	49%	48%	52%	50%	65%	6 3
		CD	Ē	•	CI	*		F	IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLNQ	JLN	STWYZbdgik m	Tbd		RSTVWXYZal cdefghijklmr o	STWYZbdgik mo	STYbdi R	TWYZabdgi klmno	Tbd	Tbd	STWYbdgikn	n	RSTVWXYZab defghiklmno		RSTWYZabdg klmno	i STYbdik	STYbdi	STWYZabdgik mno	і Ть	RSTWYZabd iklmno	ifg Tbd	Tbd*	STYbdik	STYbdik	STYbdik	q	
't know	237	25	58	12	2	2	90	44	16	121	85	44	41	45	56	38	16	83	26	130	53	36	19	95	22	139	20	93	34	40	20	43	11	80	21	128	12	68	9	151	24	99	14	:
	22%	99	21%	18	21	%	21%	13%	8%	21%	21%	12%	19%	12%	19%	12%	8%	19%	13%	22%	17%	9%	10%	20%	9%	24%	11%	18%	18%	12%	14%	12%	9%	18%	9%	24%	8%	18%	10%	21%	13%	19%	6%	. 2
			В	В*	В		G			НКМОР	НКМОР		НКМОР		HKMOP			HKMOP		RTUVXZacd	f UVXefhi			RUVXZcefhiln	F	RTUVWXZabc		UVXZcefhj	UVXZefhi	U				UVXZcefhj		RTUVWXZabo	JC	UVXZcefhi	*	RTUVXZacde	ef	UVXZcefhjl	4	

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Column Proportions~(5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k//m/n/o,p/q~Minimum~Base:~30(**)~Small~Base:~100(*)~Small~Base:~1

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He shares my values All Adults aged 18-75 in Great Britain

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	Total	Gei	nder				Age			Agg	egated Age I	Breaks		Gener	ations		Socia	grade			Re	gion			Urbar	n/Rural	N	Aarital Stat	us	(17 or	under)	Educa	ation	Employn	ent stat
	Total	Man	Woman	18-24	25-34	35-4	4 45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not worki
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
Does apply	311 30%	168 33% c	139 26%	45 38% н	57 28%	58 30%	62 32%	47 25%	43 26%	102 32%	120 31%	90 26%	58 40% NP	84 26%	86 31%	83 27%	192 32%	119 27%	62 25%	88 32%	71 30%	49 32%	14 27% *	27 30% *	266 30%	45 28%	172 28%	93 28%	46 40% ab*	122 37% e	189 26%	128 34% g	183 27%	217 30%	94 28%
Does not apply	474 45%	238 46%	231 44%	43 36%	78 39%	76 40%	94 49% D	93 50% D	90 55% DEF	121 38%	170 44%	182 52% JК	53 36%	125 39%	133 48% MN	162 52% MN	259 43%	215 48%	124 50% V	121 44%	115 48% v	56 37%	23 45% *	35 39% *	390 44%	84 52%	291 48% c	142 43%	41 36% *	128 39%	346 48% d	144 39%	330 48% f	323 45%	151 45%
Don't know	270 26%	110 21%	158 30% B	32 27%	65 32% GI	58 30% GI	37 19%	47 25%	31 19%	97 30% L	95 25%	78 22%	36 25%	109 34% OP	58 21%	66 21%	155 26%	114 25%	62 25%	66 24%	53 22%	47 31%	14 28% *	27 30% *	236 26%	34 21%	147 24%	94 29%	28 24% *	80 24%	190 26%	100 27%	170 25%	178 25%	92 27%

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He shares my values All Adults aged 18-75 in Great Britain

	Total		Gener	al Electic	on 2019 Vo	ote		endum 2010 vote	6				Favou	ırable to pa	rties																Favourable	to politici	ians											imp	ion of Bre pact on the country
		Conse	ervati		Liberal Democrat				Favou		voura e to Favo	urabl Unfav			oura Favo			urabl Unfav to ble orm Refo		Unfav	oura Favou	rabl Unfa	avoura e to Fav	Ur	nfavoura Fav	ourabl Ui	Infavoura F	Favourabl e to	Unfavoura					ura Favoura	ol Unfavour ble to	a Favoura e to	ol Unfavour ble to	ra Favoura	abl Unfavou	ra Favourabl	Unfavour ble to	a Favourab	Unfavoura		
	Total	ve	e La	bour	s	Other	Remaii	n Leave	e eto 0	Cons C	ons e to	Lab ble to	Lab Der	ns De	ms Pa	rty Pari	ty U	K UI	K e to Su	nak Sur	ak Starn	ner Star	rmer e t	Hunt	Hunt Jo	nnson J	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dav	ey Dave	y Cleverl	Cleverly	Farage	Farage	e to Tio	ce ble to Tic	ce e to Truss	Truss	e to May	May	impa	ict in
	(A)	(B	3)	(C)	(D)	(E)	(F)	(G)	(H	i)	(1)) (K	(L) (1	1) (1	N) (O) (F	P) (0	(R)	(5	i) (T)) (1	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p))
ighted base	1055	30	01	288	78	107	466	306	19	97 5	82 4	20 35	23	2 3	33 3	13 30:	3 17	79 45	7 199	58	34 335	5 39	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	2
ited base	1055	31	18	274	68	103	440	332	19	96 5	74 4	10 37) 21	8 3	58 2	88 31	3 19	92 44	0 193	58	33 319	9 4:	112	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	1
apply	311	5:	1	148	33	27	168	68	44	4 2	19 2	1 21	10	9 7	2 1:	19 69) 4	5 16	7 48	2:	10 210) 2	29	51	165	56	212	55	179	114	58	74	75	37	162	50	198	33	149	36	224	54	162	65	
	30%	16	i% !	54%	49%	26%	38%	21%	22	% 3	8% 5	% 6%	50	% 20	0% 41	1% 229	% 24	1% 38	% 25%	36	669	6 7	7%	28%	35%	23%	36%	30%	34%	59%	17%	51%	20%	31%	37%	22%	37%	22%	40%	40%	31%	29%	32%	31%	6
				BE	BE*	В*	G		К	НК	MOP HIKLN	NOPQ	HIKMN	IOPQ I	C HKN	MOP K	k	с нкм	IOP Uc	RUXo	ehjmo RSUVWX cdefghij o			Uce Ri	tUXcehjmo	Uc R	RUXcehjmo	Uce	RUXcehjm	RSUVWXYZa efghijklmno	ac U	RSUVWXYZ efghijkmr		Uce	RUXcehjm	D U	RUVXcehjm o	nn U	RUVWXZace jmno	eh RUVXZcehjn*	UXcehj	Uce	UXcehj		
not apply	474	22	21	60	16	61	175	207	12	24 2	15 7	4 30	59	9 24	15 10	08 20	7 12	23 18	7 112	2	37 42	3:	336	100	201	153	236	103	240	39	240	44	243	64	201	141	220	101	159	47	327	100	244	129	9
	45%	69	9%	22%	24%	59%	40%	62%	63	% 3	7% 1	% 829	6 27	% 67	'% 37	7% 669	% 64	1% 42	% 58%	41	.% 139	6 82	2%	56%	43%	64%	40%	56%	46%	20%	71%	31%	65%	53%	45%	62%	41%	67%	42%	53%	46%	53%	48%	61%	6
		CI	D		*	CD*		F	ULN	NQ.	JL	HIJLMN	OPQ J	UL	NQ J	IL IJEN	Q IJLI	NQ IJI	. STWYab mo	dgik Tt	d		WXYZab STV shijklmn o	/Yabdgik m	Tbd STVV	VYabdfgi mno	Tbd 5	STWYabdgik m	STYbdi	T	RSTVWXYZa defghiklmn		STVWYZa	bdfg STYbdik	STYbdi	STWYabdg mno	ik Tbd	STVWYZatiklmno	8	STYbdi*	STYbdi	STWYbdikm	n STWYbdik	q	
now	270	4	7	66	18	15	97	57	28	8 1	40 9	6 45	50) 5	1 6	51 37	2	4 8	7 33	13	36 67	4	47	29	102	31	142	27	101	42	40	26	55	20	80	36	124	17	67	6	165	34	103	17	
	26%	15	5%	24%	27%	15%	22%	17%	14	% 2	4% 2	% 129	6 23	% 14	1% 21	1% 129	% 13	3% 20	% 17%	23	% 219	6 1:	1%	16%	22%	13%	24%	15%	19%	22%	12%	18%	15%	17%	18%	16%	23%	11%	18%	7%	23%	18%	20%	8%	,
				В	В*	*				HKM	MOPQ HK	10P	нкм	IOP	HKN	МОР		KM	OP UI	UVXZa	eghjkl UXZc	ejl		1 (UXZcegjkl	RU	UVXZaceghj	1	UXcejl	UXZcejl		UI	UI	1	Ucl	1	UVXZaceghj	jkl	Ucl		UVXZaceghj	kl Ucl	UXcejl		

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - I trust him to get the big decisions right All Adults aged 18-75 in Great Britain

																															Pres of ch					
	Total		Gender				A	ge			Aggre	egated Age	Breaks		Gener	ations		Social	grade			Re	egion			Urbar	n/Rural		Marital Sta	tus	(17 or	under)	Edu	cation	Employm	nent stat
															Millennial		Baby											Married/ Living as		Widowed/ Divorced/	At least one child	No children		Non-		Not
	Total	Man				25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	S	Gen X+	Boomer	ABC1	CZDE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married	Single	Separated	present	present	Graduate	graduate		worki
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
nweighted base	1055	502	542	12	5	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327
eighted base	1055	516	528	12	0	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337
oes apply	336	187	145	42	2	70	58	61	58	47	112	119	105	54	103	87	92	201	134	74	97	74	50	16	24	288	47	192	93	51	127	209	129	206	227	108
	32%	36%	28%	359	%	35%	30%	31%	31%	29%	35%	31%	30%	36%	32%	32%	29%	33%	30%	30%	35%	31%	33%	31%	27%	32%	29%	31%	28%	44%	38%	29%	35%	30%	32%	32%
		С																						*	*					ab*	e					
es not apply	465	233	225	43	3	82	69	91	91	89	125	160	180	55	120	128	162	249	216	124	117	109	55	23	36	383	81	284	146	35	122	343	138	327	313	151
	44%	45%	43%	369	%	41%	36%	47%	49%	54%	39%	42%	51%	37%	38%	46%	52%	41%	48%	50%	42%	46%	36%	46%	40%	43%	50%	47%	44%	30%	37%	47%	37%	48%	44%	45%
								F	DF	DEF			JK				MN		Q	v				*	*			с	с	*		d		f		
on't know	255	96	158	35	5	48	65	41	38	28	83	106	66	40	95	62	58	156	99	50	62	56	46	11	30	220	35	135	90	30	82	173	105	149	178	77
	24%	19%	30%	299	%	24%	34%	21%	20%	17%	26%	28%	19%	27%	30%	22%	19%	26%	22%	20%	22%	23%	30%	22%	33%	25%	21%	22%	27%	26%	25%	24%	28%	22%	25%	23%
			В	1			GHI				L	L			P								S	*	S*					*			g			

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Adults aged 18-75 in GB

Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - I trust him to get the big decisions right All Adults aged 18-75 in Great Britain

	Total	Referendum 2016 Total General Election 2019 Vote vote Favourable to parties Unfavoura Favourabl Unfavoura Unfavoura Favourabl Unfavoura																						Favourable	to politiciar	ns											impa	n of Brex act on the ountry						
				Libe						Unfavoura	ra		Favourabl	Unfavoura		Unfavoura l	Favourabl l e to	Jnfavoura ble to	ı	Jnfavoura	Favourabl	Unfavoura		Jnfavoura Fa	vourabl L	Unfavoura	Favourabl	Unfavoura	a Favourab	l Unfavoura	a .	Unfavour	a Favourab	l Unfavour	a Favourat	l Unfavoura	à			Unfavoura		Unfavoura	a	
		Conse	rvati	Demo	ocrat				Favourab	l ble to	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform F	avourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourabl	l ble to	e to	ble to	e to	ble to	Favourab		Favourabl	ble to	Favourabl	l ble to	Positive	e Neg
	Total	V	Labo	ır s	0	ther	Remain	Leave	e to Cons	s Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt Jo	ohnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Davey	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	t in
	(A)	(B) (C)	(0)	(E)	(F)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(I)	(m)	(n)	(o)	(p)	
veighted base	1055	30	1 288	7	8 1	107	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	
ghted base	1055	31	8 274	6	8 1	103	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	
s apply	336	5	1 164	3	6	27	188	70	45	236	266	17	118	68	136	60	54	186	53	224	242	27	56	173	54	232	69	183	140	56	88	80	43	182	64	209	40	157	40	240	62	167	64	1
	32%	16	% 60%	53	% 2	27%	43%	21%	23%	41%	65%	4%	54%	19%	47%	19%	28%	42%	27%	38%	76%	7%	31%	37%	23%	39%	38%	35%	72%	17%	61%	21%	36%	41%	28%	39%	27%	42%	45%	33%	33%	33%	30%	
			BE	BE	•	В*	G		К	НКМОР	HIKLMNOPQ		HIKMNOPQ	К	HIKMOP	К	KMO	НКМОР	Uc	RUXacehjmo	RSUVWXYZac defghijklmno		UXce	RUXcehjmo	Uc F	RUVXacehjm o	RUXcehj	UXceh	RSUVWXYZa defghijklmno	c U	RSUVWXYZao efghijklmno	c Uc	RUXce	RUVWXaceh mo	nj Uce	RUXcehjmo	Uc	RUVWXacehj mno	RUVXcehjmn o*	UXce	UXce	UXce		
s not apply	465	22	7 55	1	6	52	158	210	123	210	61	313	53	250	91	208	123	175	110	236	30	348	104	199	160	220	90	243	27	244	37	250	64	186	137	213	100	153	40	325	103	238	132	1
	44%	71	% 20%	24	% 5	51%	36%	63%	63%	37%	15%	84%	24%	68%	32%	67%	64%	40%	57%	41%	9%	85%	58%	43%	66%	37%	49%	47%	14%	72%	26%	67%	52%	42%	60%	39%	67%	41%	45%	45%	55%	47%	63%	3
		CD	E			CD*		F	IJLNQ	JL		HIJLMNOPQ	J	IJLNQ	JL	IJLNQ	IJLNQ	JLN ST	WYZabdgikl mo	TYbd		RSTVWXYZab cdefghijklmn o	STWYZabdgikl mo	TYbd RST	TVWYZabdf giklmno	Tbd	STYbdi	STWYbdgik	Т	RSTVWYZabd efghiklmno	н ть	RSTVWYZabi giklmno	ff STYbdik	TYbd	STWYZabdgi mo	kl Tbd	STWYZabdfg klmno	j Tbd	Tbd*	STYbdik	STWYbdgikm	n STWYbdgik	q	
t know	255	4	54	1	6	23	94	52	27	127	83	41	46	49	61	45	15	79	30	122	47	37	20	96	27	138	25	94	29	38	18	44	14	75	27	120	10	64	9	152	23	105	15	:
	24%	12	% 20%	24	% 2	23%	21%	16%	14%	22%	20%	11%	21%	13%	21%	14%	8%	18%	16%	21%	15%	9%	11%	20%	11%	23%	14%	18%	15%	11%	13%	12%	12%	17%	12%	22%	7%	17%	10%	21%	12%	21%	7%	2
			В	В	٠	В*			P	HKMOPQ	КМОР		HKMOP	P	HKMOP	P		KMP	Uj 1	TUVXZabcdef ghjkln	Uj			TUVXZbcdefg hjln		RSTUVWXZab cdefghjklmn	j	UVXcehj	Uj					UXcej	j	RTUVXZabcde fghjkln	2	UXcej	*	TUVXZabcde ghjkln	f	TUVXZbcdefg hiln	š	

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	Total	Ge	Gender		Gender				Age			Aggr	egated Age	Breaks		Gene	ations		Socia	grade			Re	egion			Urba	n/Rural		Marital Sta	tus		hildren HH under)	Edu	cation	Employ	ment status
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated			Graduate	Non- graduate		Not		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(x)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1055	502	542	125	193	188	207	205	137	318	395	342	151	310	293	301	654	401	257	278	238	137	52	93	889	166	613	332	110	330	725	550	505	728	327		
Weighted base	1055	516	528	120	200	192	193	187	164	319	385	350	148	318	277	312	606	449	249	276	239	152	51	90	891	164	610	329	116	330	725	372	683	718	337		
Does apply	371 35%	183 36%	185 35%	40 33%	78 39%	72 37%	81 42%	59 32%	42 26%	118 37%	153 40%	101 29%	51 34%	123 39%	109 39%	88 28%	240 40%	132 29%	70 28%	105 38%	81 34%	63 42%	17 33%	35 39%	315 35%	57 35%	220 36%	101 31%	50 44%	148 45%	223 31%	163 44%	209 31%	269 37%	103 31%		
					I	I	н			L	L			P	P		R			S		S	*	*					b*	e		g		i			
Does not apply	442 42%	236 46% c	203 38%	36 30%	68 34%	69 36%	81 42%	91 49% DEF	96 59% DEFG	105 33%	150 39%	187 53% JK	45 30%	111 35%	118 43% м	168 54% MNO	231 38%	211 47% Q	123 50% TV	111 40%	100 42%	47 31%	26 50% v*	36 40% *	365 41%	78 47%	264 43%	132 40%	46 40% *	106 32%	336 46% d	133 36%	309 45% f	288 40%			
Don't know	241 23%	97 19%	140 27% B	43 36% GHI	54 27% GI	51 26% GI	32 16%	37 20%	25 15%	97 30% KL	82 21%	62 18%	52 35% OP	84 26% OP	50 18%	55 18%	135 22%	106 24%	55 22%	60 22%	58 24%	41 27%	8 17% *	19 21% *	212 24%	29 18%	125 21%	96 29% ac	19 17% *	76 23%	165 23%	76 21%	165 24%	162 23%	79 24%		

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Q13B. Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? - He is an experienced leader All Adults aged 18-75 in Great Britain

	Total	Unfavoura Favourabl Unfavoura																	Opinion of Bres impact on th country																									
				Libe						Unfavoura	ı		Favourabl	Unfavoura	Favourabl	Unfavoura l	Favourabl I e to	Jnfavoura ble to	ı	Jnfavoura	Favourabl	Unfavoura		Unfavoura F	avourabl	Unfavoura	a Favourabl	Unfavoura	a Favourab	l Unfavour	a	Unfavour	a Favourab	Unfavoura	Favourab	Unfavoura	a			Unfavoura	1	Unfavoura	a	
		Conser	vati	Demo	crat				Favourab	l ble to	Favourabl	Unfavoura	e to Lib	ble to Lib	e to Green	Green	Reform	Reform F	avourabl	ble to	e to	ble to	Favourabl	ble to	e to	ble to	e to	ble to	e to	ble to	Favourab	l ble to	e to	ble to	e to	ble to	Favourab		Favourabl		Favourab	ble to	Positive	e Neg
	Total	ve	Labou	r s	Otl	her	Remain	Leave	e to Cons	Cons	e to Lab	ble to Lab	Dems	Dems	Party	Party	UK	UK e	to Sunak	Sunak	Starmer	Starmer	e to Hunt	Hunt	Johnson	Johnson	Cameron	Cameron	Reeves	Reeves	e to Dave	y Davey	Cleverly	Cleverly	Farage	Farage	e to Tice	ble to Tice	e to Truss	Truss	e to May	May	impact	im
	(A)	(B)	(C)	(D)	(1	E)	(F)	(G)	(H)	(1)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	
veighted base	1055	301	288	78	10	07	466	306	197	582	420	359	232	353	313	303	179	457	199	584	335	392	186	474	227	606	197	519	215	323	159	359	128	447	207	567	137	399	87	726	190	515	192	!
ghted base	1055	318	3 274	68	10	03	440	332	196	574	410	370	218	368	288	313	192	440	193	583	319	412	180	469	241	590	185	519	195	338	144	374	121	443	227	542	150	375	88	716	188	510	211	5
s apply	371	84	144	38	4	16	206	87	79	227	251	46	121	88	150	85	59	193	78	223	214	56	73	171	70	241	91	185	132	66	85	94	55	172	76	227	52	157	45	257	80	180	72	:
	35%	269	6 53%	569	6 45	5%	47%	26%	40%	40%	61%	12%	56%	24%	52%	27%	31%	44%	40%	38%	67%	14%	41%	36%	29%	41%	49%	36%	68%	19%	59%	25%	45%	39%	33%	42%	34%	42%	51%	36%	42%	35%	34%	
			В	В*	В	3*	G		кмор	КМОР	HIKMNOPQ		HIKMOPQ	К	HIKMOPQ	К	KM	IKMOP	UXce		RSUVWXYZac defghijklmno		UXce	Uce	Uc	UWXacehmo	RSUVWXYace ghjmo	e Uce	RSUVWXYZa defghijklmn	o U	RSUVWXYZa efghijkmno	c Uc	UXceh	UXce	Uce	SUWXacehmo	no Uce	UWXacehmo	SUWXaceghj mo*	UXce	UXceh	Uce		
s not apply	442	195	73	20	4	10	151	196	99	225	83	280	61	236	90	192	108	187	89	239	53	306	90	207	137	227	71	244	35	234	42	230	50	201	134	208	88	162	35	321	80	233	118	1
	42%	619	6 27%	299	6 39	9%	34%	59%	51%	39%	20%	76%	28%	64%	31%	61%	56%	42%	46%	41%	17%	74%	50%	44%	57%	38%	39%	47%	18%	69%	29%	62%	41%	45%	59%	38%	59%	43%	39%	45%	42%	46%	56%	3
		CDE			C	*		F	IJĹŇ	JLN		HIJLMNOPQ	J	HIJLNPQ	J	HIJLNQ	IJLNQ	JLN	TZbdi	Tbd		RSTVWXYZab cdefghijklmn o	STYZbdfi	TYbdi R	STWYZabdfg iklmno	Tbd	Tbd	STYbdi		RSTVWXYZa defghijklmn		RSTVWYZabo giklmno	df Tbd	STYbdi	RSTVWYZabo giklmno	f Tbd	RSTWYZabdf iklmno	lfg TYbdi	Tb*	STYbdi	Tbd	STYbdi	q	
't know	241	39	57	10	1	16	83	49	18	122	77	44	35	43	47	36	24	60	26	120	52	50	16	90	33	122	22	90	28	39	17	49	17	69	17	107	11	56	9	138	29	96	21	:
	23%	129	6 21%	159	6 16	6%	19%	15%	9%	21%	19%	12%	16%	12%	16%	11%	13%	14%	14%	21%	16%	12%	9%	19%	14%	21%	12%	17%	15%	11%	12%	13%	14%	16%	8%	20%	7%	15%	10%	19%	15%	19%	10%	2
			В			*				HKMNOPQ	HKMOQ		Н		Н				hj F	TUVXZabcde ghjkl	Vhj	h		UVZcdeghjkl	hj l	RTUVXZabcde ghjkl	е	UVcehj	hj			hj	hj	Vchj		RUVZcdeghjk	tl .	hj		RUVXZcdegh	j Vhj	UVZcdeghjk		

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.

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