

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

PUBLIC USE

Political Pulse

Adults aged 18-75 in GB

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 following statements does or does not apply to the Prime Minister Rishi Sunak?												
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He has a plan to make the country a better place	He is a capable leader	He understands 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 experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(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	279 26% BCGIJKL	164 16%	240 23% BIJ	290 27% BCGIJKL	281 27% BCGIJKL	284 27% BCGIJKL	231 22% B	354 34% ABCDEFGHIJKL	207 20% B	207 20% B	229 22% B	237 22% BIJ
Does not apply	538 51% H	756 72% ACDEFGHIJKL	658 62% ADEFHGH	591 56% AH	611 58% AH	625 59% ADGH	585 55% AH	498 47%	678 64% ADEFHGHKL	688 65% ADEFHGHKL	641 61% ADEFHGH	646 61% ADEFHGH
Don't know	238 23% BCDEFHIJKL	135 13%	156 15%	174 17% BF	162 15% B	145 14%	239 23% BCDEFHIJKL	203 19% BCDEFIJKL	170 16% B	160 15% B	185 18% BCFJ	172 16% BF

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

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	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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 31%	60 37%	57 18%	104 27%	118 34%	32 22%	61 19%	80 29%	107 34%	162 27%	117 26%	67 27%	85 31%	60 25%	35 23%	15 30%	17 19%	233 26%	46 28%	169 28%	71 22%	39 34%	89 27%	190 26%	114 31%	165 24%	174 24%	105 31%
Does not apply	538 51%	281 54%	250 47%	69 58%	126 63%	111 58%	99 51%	74 40%	59 36%	195 61%	210 55%	133 38%	86 58%	193 61%	143 52%	116 37%	318 52%	221 49%	131 53%	143 52%	117 49%	69 46%	25 50%	52 58%	453 51%	85 52%	312 51%	183 56%	43 37%	175 53%	363 50%	183 49%	355 52%	398 55%	140 42%
Don't know	238 23%	92 18%	144 27%	26 22%	41 20%	35 18%	37 19%	54 29%	45 27%	67 21%	71 19%	99 28%	30 20%	65 20%	55 20%	88 28%	126 21%	111 25%	50 20%	47 17%	62 26%	48 31%	10 20%	21 23%	205 23%	33 20%	129 21%	75 23%	34 29%	66 20%	172 24%	75 20%	163 24%	146 20%	92 27%

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		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact		
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)		
Unweighted 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	592		
Weighted 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	559		
Does apply	279	151	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	107		
	26%	48%	16%	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%	19%		
		CE		CE*	*			IJKLMNOPQ		I	ULMNQ	U	UQ	U	UUNQ	UUNQ	U	STUVWXYZabcdeghijklmno		SWago	STWragkmo	STUWXYabcd	S	STUWXYabcd	SW	STUWXYabcd	S	STWragkmo	STWragkmo	STWragkmo	STWragkmo	STUWXYabcd	S	STWragkmo	SWYago	STWragkmo	SWYago	STUWXYabcd	S	STUWXYabcd	STUWXYabcd	STUWXYabcd	STUWXYabcd	STUWXYabcd	STUWXYabcd
Does not apply	538	107	192	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	347		
	51%	34%	70%	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%	62%		
		BD		*	BD*	G		HJKLMNOPQ	HJKLMNOPQ	H	HKO	HK	HKMOP	H	H	HKMOP		RTUVWXYZabcde	RTUVWXYZabcde	RUVXZdefhijn	RVXZfn	Rf	RTUVWXYZabcde	RVZf	RUVXZdefhijn	Rf	RTUVWXYZabcde	RVXZfn	RUVXZfijn	RVXZfn	RVXZfijn	RTUVWXYZabcde	RVXZfn	RUVXZdefhijn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn	RVXZfn
Don't know	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	105		
	23%	19%	14%	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%		
				*	*													Wcgko	Wcgko						Wcgko									Wcgko											

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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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	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)			
Unweighted 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	592			
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Does apply	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	50			
	16%	25%	10%	17%	16%	15%	17%	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%	9%			
		c		*	*			UKLMNOPQ		I	IMNQ	IQ	I	I	IQ	UMNQ	I	STUWXYZabcdeghijklmno		SWYagimo	SWYagimo	STUWXYabcdeghijklmo	S	STUWYabcdeijklmo	So	STUWXYabcdeghijklmo		SWYagikmo	SWYagimo	STWYacgikmo	SWYagikmo	STUWXYabcdeghijklmo	S	STUWYacegijklmo	SWYago	SWYagimo	SWYagimo	STUWYabcdeghijklmo*	SWYago	STUWYabcdeghijklmo						
Does not apply	756	204	234	52	79	334	245	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	460			
	72%	64%	85%	77%	77%	76%	74%	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%	82%			
		B	B	*	B*			HKLMNOPQ	HKOP	H	HKP	HKP	HKP	HKOP	H	H	HKMOP		RTUVWXYZabcdeghijklmno	RTUVWXYZabcdeghijklmno	RVXZdfhijn	RVXZfhn	R	RTUVXYZbcdefghijklmn	RVZf	RTUVXZbcdefhijklmn	Rf	RTUVXYZbcdefhijklmn	RVXZfhn	RVXZfhn	RVXZfhn	RVXZfhn	RTUVXYZbcdefhijklmn	RVZfhn	RUVXZbcdefhijn	RVXZfhn	RUVXZbcdefhijn	Rf*	RUVXZbcdefhijn	Rf	RTUVXZbcdefhijklmn					
Don't know	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	48			
	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%	9%			
		c		*	*			UKLMNPQ		I	IULNQ		IIL		IULNQ	IL	I	STUWXYabcdeghijklmno		STWYabdegk	STWabdegk	STWabdegk	S	STWabg	SWag	STWYabdegk	S	STWag	STWYabdegk	S	STWYabdegk	S	STWYabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk	STWabdegk

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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% K	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% M	200 64% M	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%	105 15%	100 14%	57 17%	

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23-085423-06 - 16th - 19th February 2024
PUBLIC USE
Political Pulse
Adults aged 18-75 in GB

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

Table with 30 columns for various political parties and politicians, and 2 columns for Brexit impact. Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

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ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/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

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	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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%	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% I	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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Political Pulse
Adults aged 18-75 in GB

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 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact		
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)		
Unweighted 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	592		
Weighted 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	559		
Does apply	290	164	39	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	102		
	27%	52% CDE	14%	28% C*	17% *	26%	35% F	67% IJKLMNOPQ	10%	18% I	41% ULMNQ	25% U	32% UQ	26% U	34% UUNQ	37% UUNQ	23% U	76% STUVWXYZabcdeghijklmno	8%	21% SWYago	36% STWYagikmo	66% STUWXYZabcdeghijklmno	12% S	56% STUWXYZabcdeghijklmno	16% SWg	62% STUWXYZabcdeghijklmno	14% SWg	29% STWYagiko	31% STWYagikmo	32% STWYagikmo	33% STWYagikmo	70% STUWXYZabcdeghijklmno	12% S	41% STWYabcdegikmo	22% SWYago	39% STWYagikmo	22% SWYago	39% STWYagikmo	22% SWYago	51% STUWXYZabcdeghijklmno*	23% SWYago	59% STUWXYZabcdeghijklmno	16% SWg	49% q	18%
Does not apply	591	120	211	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	384		
	56%	38% BD	77% BD	59% B*	69% B*	61% G	52%	26% HJKLMNOPQ	79% HKMOP	70% H	47% HKMOP	67% HK	57% HK	67% HKMOP	53% HK	53% H	67% HKMOP	15% RTUVWXYZabcdehijklmno	81% RTUVWXYZabcdehijklmno	68% RUVXZcefhjln	51% RVXZfn	25% R	79% RTUVWXYZabcdehijklmno	31% Rf	73% RTUVWXYZbcdefhijklmn	27% R	76% RUVXZfhjln	64% RUVXZfhln	60% RUVXZfhln	61% RUVXZfhln	59% RUVXZfhln	20% RTUVWXYZabcdehijklmno	80% RVXZfn	45% RUVXZcefhjln	67% RVXZfn	53% RVXZfn	71% RUVXZbcdefhijklmn	42% RVXZf*	66% RUVXZcefhjln	34% RVf	74% RTUVWXYZbcdefhijklmn	40% p	69% p		
Don't know	174	34	24	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	73		
	17%	11%	9%	13% *	14% *	13%	13%	7%	11% N	12% HN	12% HN	8% HN	11% HN	8% HN	13% HN	10% HN	10% HN	9% gk	11% gk	11% bk	13% Wabcegt	9% gk	9% gk	13% k	11% gk	10% gk	9% gk	7% gk	8% gk	7% gk	8% gk	10% gk	8% bcdegikn	13% bcdegikn	11% bcgk	8% gk	7% gk	7% *	11% gk	8% gk	10% k	11% k	13% k		

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

PUBLIC USE

Political Pulse

Adults aged 18-75 in GB

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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	281 27%	132 26%	145 28%	22 19%	42 21%	58 30% DE	50 26%	53 28%	57 35% DE	64 20%	108 28% J	109 31% J	31 21%	75 24%	79 28%	97 31% M	172 28%	109 24%	72 29%	73 26%	62 26%	39 26%	18 36% x*	18 20% *	238 27%	43 26%	170 28%	73 22%	38 33% b*	98 30%	183 25%	118 32% g	163 24%	181 25%	100 30%
Does not apply	611 58%	321 62% c	284 54%	74 62%	123 61%	106 55%	113 58%	104 56%	92 56%	196 61%	219 57%	196 56%	90 61%	189 59%	160 58%	173 55%	351 58%	260 58%	141 57%	165 60%	133 56%	82 54%	28 55% *	63 70% suv*	519 58%	92 56%	354 58%	199 61%	58 50% *	182 55%	429 59%	201 54%	410 60%	428 60%	183 54%
Don't know	162 15%	63 12%	98 19% b	24 20% i	35 18% i	28 14%	30 16%	30 16%	15 9%	59 19%	58 15%	45 13%	27 18%	55 17%	39 14%	42 13%	83 14%	80 18%	36 15%	38 14%	44 18%	31 20%	5 9% *	9 10% *	134 15%	28 17%	86 14%	56 17%	20 17% *	50 15%	113 16%	52 14%	110 16%	108 15%	54 16%

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All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion of Brexit's impact on the country				
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact		
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)		
Unweighted 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	592		
Weighted 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	559		
Does apply	281	150	44	22	18	125	98	131	66	79	132	67	101	69	97	67	97	148	42	66	125	117	54	115	99	101	78	56	96	48	101	79	47	81	117	49	78	45	157	97	74	95	99		
	27%	47%	16%	32%	18%	28%	29%	67%	11%	19%	36%	31%	28%	24%	31%	35%	22%	77%	7%	21%	30%	65%	12%	48%	17%	55%	15%	29%	28%	33%	27%	65%	11%	36%	22%	33%	21%	51%	22%	51%	15%	45%	18%		
		CDE		CE*	*			IJKLMNOPQ		I	UMNQ	UNQ	UQ	U	UQ	UMNQ	I	STUVWXYZabcde	STUVWXYZabcde	SWago	STWYagkmo	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde	STUVWXYZabcde
Does not apply	611	131	209	38	77	277	190	46	459	295	189	133	216	189	181	101	309	28	489	220	237	47	377	93	442	403	124	211	85	235	23	367	83%	48%	378	81	275	36	483	65	388	94	396		
	58%	41%	76%	56%	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	BD	B*	BD*			HJKLMNOPQ	HJKLMNOP	H	HK	HK	HKP	HK	H	HKLMDP	RTUVWXYZabcde	RTUVWXYZabcde	RUVXZdfhijn	RUVXZfhn	R	RTUVWXYZabcde	RTUVWXYZabcde	RVf	RTUVXZbcdefhijlmn	RVf	RTUVXZbcdefhijlmn	RVXZfhn	RUVXZfhn	RVXZfhn	RUVXZfhn	RTUVWXYZabcde	RTUVWXYZabcde	RVXZfn	RUVXZcdefhijn	RVXZfn	RUVXZcdefhijn	RV*	RUVXZcdefhijn	RVf	RTUVXZbcdefhijlmn	RTUVXZbcdefhijlmn	RTUVXZbcdefhijlmn	RTUVXZbcdefhijlmn	RTUVXZbcdefhijlmn
Don't know	162	37	21	8	8	39	45	18	49	36	49	18	51	30	34	24	34	17	51	33	51	16	37	33	50	21	39	15	32	11	38	20	29	36	47	20	21	7	76	26	48	23	63		
	15%	12%	8%	12%	8%	9%	13%	9%	8%	9%	13%	8%	14%	10%	11%	12%	8%	9%	9%	10%	12%	9%	8%	14%	8%	11%	7%	8%	9%	7%	10%	16%	7%	16%	9%	13%	6%	8%	11%	14%	9%	11%	11%		
				*	*					IQ		UQ					gk	gk	SWYacgk					RSWYabdgik	k	gk				gk	RSVWYabcdgiklo		RSTVWYabcdgiklo	k	agk		*	SWYagik	RSWYabdgik	agk					

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Political Pulse

Adults aged 18-75 in GB

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennial s (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non- graduate (g)	Working (h)	Not working (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	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%	23 19% I	33 17% I	33 17% I	23 12%	22 12%	10 6%	56 18% L	56 15% L	33 9%	26 17% P	59 19% OP	33 12%	27 9%	66 11%	80 18% Q	29 12%	30 11%	37 15%	32 21% ST	6 12%*	11 13%*	129 14%	17 10%	72 12%	58 18% a	15 13%*	50 15%	95 13%	46 12%	99 15%	94 13%	51 15%

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Political Pulse
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Table with 33 columns: Total, General Election 2019 Vote (Conservative, Labour, Liberal Democrats, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (Lib Dem, Green Party, Reform UK, Sunak, Starmer, Hunt, Johnson, Cameron, Reeves, Davey, Cleverly, Farage, Tice), Favourable to politicians (Truss, May), and Opinion of Brexit's impact on the country (Positive impact, Negative impact). Rows include Unweighted base, Weighted base, Does apply, Does not apply, and Don't know.

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Political Pulse

Adults aged 18-75 in GB

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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
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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% 5*	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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Table with 30 columns for 'Favourable to parties', 30 columns for 'Favourable to politicians', and 2 columns for 'Opinion of Brexit's impact on the country'. Rows include 'Unweighted base', 'Weighted base', 'Does apply', 'Does not apply', and 'Don't know'.

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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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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
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Does apply	354 34%	171 33%	180 34%	28 23%	48 24%	68 36% DE	70 36% DE	67 36% DE	72 44% DE	76 24%	138 36% J	139 40% J	37 25%	90 28%	99 36% M	128 41% MN	216 36%	138 31%	87 35%	102 37%	79 33%	45 30%	15 30% *	25 28% *	282 32%	72 44% Y	213 35%	98 30%	42 37% *	109 33%	245 34%	146 39% g	208 30%	238 33%	115 34%
Does not apply	498 47%	252 49%	240 46%	71 59% FHI	109 55% HI	86 45%	94 48% I	81 44%	56 34%	181 57% KL	180 47%	138 39%	87 59% P	159 50% P	136 49% P	116 37%	292 48%	206 46%	121 49%	131 47%	106 44%	69 45%	26 52% *	46 51% *	435 49% Z	63 39%	287 47%	168 51% c	43 37% *	168 51%	330 46%	172 46%	326 48%	354 49%	144 43%
Don't know	203 19%	93 18%	107 20%	21 17%	42 21%	37 19%	30 15%	38 20%	35 22%	63 20%	67 17%	73 21%	23 16%	69 22% O	42 15%	68 22% O	98 16%	105 23% Q	40 16%	43 16%	54 23%	38 25% T	9 18% *	19 21% *	174 20%	29 18%	110 18%	62 19%	31 27% *	53 16%	150 21%	55 15%	148 22% f	126 18%	77 23%

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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

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		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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
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Does apply	207 20%	99 19%	107 20%	25 21%	41 20%	41 22%	37 19%	30 16%	33 20%	66 21%	78 20%	63 18%	37 25%	59 19%	57 21%	54 17%	107 18%	101 22%	50 20%	58 21%	43 18%	29 19%	16 31% x*	12 14% *	169 19%	39 24%	123 20%	62 19%	22 19% *	82 25% e	125 17%	83 22%	124 18%	142 20%	65 19%
Does not apply	678 64%	354 69% c	316 60%	72 60%	119 60%	121 63%	133 69%	124 66%	108 66%	191 60%	255 66%	232 66%	88 60%	196 62%	186 67%	208 67%	410 68% R	268 60%	165 66% w	174 63%	155 65%	90 59%	26 51% *	67 75% vw*	576 65%	102 62%	393 64%	215 65%	70 61% *	196 59%	482 67% d	240 64%	438 64%	473 66%	205 61%
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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

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
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Does apply	207 20%	92 18%	114 22%	22 18%	40 20%	43 22%	29 15%	30 16%	44 27% GH	61 19%	72 19%	74 21%	30 20%	63 20%	46 17%	67 22%	125 21%	83 18%	48 19%	53 19%	48 20%	32 21%	12 24% *	14 16% *	176 20%	32 19%	136 22% b	46 14%	26 22% *	83 25% e	125 17%	90 24% g	117 17%	134 19%	74 22%
Does not apply	688 65%	370 72% c	312 59%	82 68%	128 64%	125 65%	128 66%	126 67%	101 62%	209 66%	252 65%	227 65%	99 67%	207 65%	184 66%	199 64%	405 67%	283 63%	162 65%	181 66%	157 66%	93 61%	30 60% *	65 72% *	579 65%	109 67%	393 64%	218 66%	77 66% *	199 60%	489 68% d	232 62%	456 67%	480 67%	208 62%
Don't know	160 15%	55 11%	102 19% b	17 14%	32 16%	25 13%	37 19%	31 17%	18 11%	49 15%	62 16%	49 14%	19 13%	48 15%	47 17%	46 15%	77 13%	83 18% q	39 16%	41 15%	34 14%	26 17%	8 16% *	11 12% *	137 15%	23 14%	82 13%	64 20% a	14 12% *	49 15%	111 15%	50 13%	110 16%	104 15%	55 16%

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 All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country															
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact	
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted 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	592	
Weighted 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	559	
Does apply	207	123	29	16	18	85	82	123	23	54	103	47	80	45	82	55	68	117	27	48	103	101	34	93	62	94	41	41	78	38	83	73	35	74	72	39	54	39	99	78	54	78	62	
	20%	39%	11%	24%	18%	19%	25%	63%	4%	13%	28%	22%	22%	16%	26%	29%	16%	61%	5%	15%	25%	56%	7%	39%	11%	51%	8%	21%	23%	26%	22%	60%	8%	33%	13%	26%	15%	44%	14%	41%	11%	37%	11%	
		CDE		C*	*			IJKLMNOPQ		I	IUMNQ	IUNQ	IUNQ	I	IUMNQ	IUMNQ	I	STUVWXYZabcdeghijklmno		SWYago	STWYagikmo	STUVWXYZabcdeghijklmno	S	STUVWXYZabcdeghijklmno	SWag	STUVWXYZabcdeghijklmno	S	STWYagikmo	STWYagikmo	STWYagikmo	STWYagikmo	STUVWXYZabcdeghijklmno	S	STUVWXYZabcdeghijklmno	SWYago	STWYagikmo	SWYago	STUVWXYZabcdeghijklmno*	SWYago	STUVWXYZabcdeghijklmno	SWag	q		
Does not apply	688	157	232	46	78	308	213	56	506	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	432	
	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%	77%	
		BD	BD	B*	B*			HJKLMNOPQ		HKLMOP	H	HKO	HKO	HKLMOP	H	H	HKMOP		RTUVWXYZabcdeghijklmno		RUVXZbcdefhijl	RVXZfn	R	RTUVWXYZbcdeghijklmno	RVZf	RUVXZbcdefhijl	Rf	RTUVWXYZbcdeghijklmno	RUVXZfn	RUVXZfn	RVXZfn	RUVXZfn	RTUVWXYZbcdeghijklmno	RVXZfn	RUVXZbcdefhijl	RVXZfn	RUVXZbcdefhijl	RV*	RUVXZbcdefhijl	RVf	RUVXZbcdefhijl	RVf	20	64
Don't know	160	38	14	6	7	47	38	16	45	32	54	15	36	21	39	16	39	35	34	23	55	19	36	32	52	19	44	13	30	9	30	16	23	23	60	16	30	6	79	25	44	20	64	
	15%	12%	5%	9%	7%	11%	11%	8%	8%	8%	14%	7%	10%	7%	12%	9%	9%	18%	6%	7%	13%	11%	8%	13%	9%	10%	8%	7%	9%	6%	8%	13%	10%	10%	8%	6%	11%	10%	8%	13%	9%	9%	12%	
		c		*	*			HJKLMNOPQ		HJKLMNOPQ	H	HKO	HKO	HKLMOP	H	H	HKMOP		STUVWXYZabcdeghijklmno		STWYabdegk	St	St	STWYabdegk	St	St	St	St	St	St	St	St	St	St	St	St	St	St	St	St	St	St	St	St

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 ColumnMeans (5%): A,B/C/D/E,F,G,H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/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

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

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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%	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%	53 16%	29 25%	81 24%	148 20%	93 25%	136 20%	150 21%	79 23%
Does not apply	641 61%	333 64%	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%	244 54%	145 58%	178 65%	133 56%	85 56%	31 62%	68 76%	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%	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%	45 18%	38 14%	49 20%	37 25%	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 Election 2019 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion of Brexit's impact on the country					
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact			
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)			
Unweighted 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	592			
Weighted 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	559			
Does apply	229	133	33	17	18	112	79	127	38	68	116	46	98	53	86	53	84	132	29	51	113	109	39	101	76	100	52	82	35	98	76	39	68	96	43	70	42	127	91	57	80	74				
	22%	42%	12%	25%	18%	25%	24%	65%	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%	13%			
		CDE		C*	*			IJKLMNOPQ		I	ULMNQ	I	UNQ	I	UNQ	UNQ	I	STUVWXYZabcdeghijklmno		SWago	STWYagkmo	STUWXYZabcdeghijklmno	S	STUWXYZabcdeghijklmno	SWag	STUWXYZabcdeghijklmno	S	STWYagkmo	STWYagkmo	STWYagimo	STWYagikmo	STUWXYZabcdeghijklmno	S	STWYagkmo	SWYago	STWYagkmo	SWYago	STWYagkmo	SWYago	STUWXYZabcdeghijklmno*	SWYago	STUWXYZabcdeghijklmno	SW	q		
Does not apply	641	141	221	42	73	289	194	47	484	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	418			
	61%	44%	81%	62%	71%	66%	58%	24%	84%	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%	75%			
		BD	B*	B*				HJKLMNOPQ	HKMNOP	H	HKMOP	HK	HKMOP	H	H	HKMOP		RTUVWXYZabcdeghijklmno		RUUVXZbcdefhijl	RVXZfln	R	RTUVWXYZbcdeghijklmno	RVZf	RUUVXZbcdefhijklmno	R	RTUVWXYZbcdeghijklmno	RVXZfln	RVXZfln	RVXZfln	RVXZfln	RVXZfln	RTUVWXYZbcdeghijklmno	RVXZfln	RUUVXZbcdefhijl	RVXZfln	RVXZfln	RVXZfln	RV*	RUUVXZbcdefhijl	RVf	RTUVWXYZbcdefhijklmno		p		
Don't know	185	45	20	9	12	39	59	21	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	67			
	18%	14%	7%	13%	12%	9%	18%	11%	9%	9%	15%	9%	14%	12%	15%	16%	9%	15%	8%	11%	15%	9%	15%	10%	16%	9%	10%	12%	10%	10%	15%	7%	19%	11%	14%	10%	13%	11%	16%	10%	16%	12%				
		C		*	*	F			IILQ	IILQ	IILQ	IILQ	IILQ	IILQ	IILQ	IILQ	SWYag		g	SWYagkmo	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g	SWYagkmo	g

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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 experienced leader

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
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Does apply	237 22%	109 21%	125 24%	25 21%	39 20%	44 23%	40 21%	40 21%	48 29%	64 20%	85 22%	88 25%	32 22%	64 20%	62 22%	79 25%	125 21%	112 25%	58 23%	68 25%	51 21%	33 22%	9 18%*	17 19%*	196 22%	41 25%	142 23%	65 20%	30 25%*	79 24%	158 22%	134 20%	159 22%	77 23%	
Does not apply	646 61%	346 67% c	295 56%	73 61%	118 59%	111 58%	120 62%	122 66%	102 62%	191 60%	231 60%	224 64%	91 62%	188 59%	170 61%	198 64%	391 65% R	256 57%	163 66% v	160 58%	147 62%	79 52%	34 68%*	62 69% v*	547 61%	99 61%	376 62%	205 62%	66 57%*	191 58%	455 63%	220 59%	427 63%	447 62%	200 59%
Don't know	172 16%	62 12%	108 20% B	21 18% I	42 21% HI	37 19% I	33 17% I	25 13%	14 9%	63 20% L	70 18% L	39 11%	25 17%	67 21% P	46 17%	34 11%	90 15%	82 18%	27 11%	47 17%	40 17%	39 26% SX	7 15%*	11 12%*	149 17%	23 14%	93 15%	59 18%	21 18%*	60 18%	112 15%	122 18%	112 16%	60 18%	

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted 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	592	
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Does apply	237	116	39	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	88	
	22%	36% CE	14%	31% CE*	16% *	22%	26%	58% IJKLMNOPQ	10%	19%	29% IUMNQ	23% I	24% IQ	21% I	27% IUQ	25% I	18% I	59% STUVWXYZabcdeghijklmno	9%	19% SWago	28% STWYacegikmo	52% STUWXYZabcdeghijklmo	11%	40% STUWXYZabcdeghijklmo	15% SWago	49% STUWXYZabcdeghijklmo	14% SWg	29% STWYacegikmo	22% SWYago	31% STWYacegikmo	21% SWYago	52% STUWXYZabcdeghijklmo	11%	26% STWYagkmo	19% SWYago	27% SWYagkmo	18% SWago	43% STUWXYZabcdeghijklmo*	19% SWYago	47% STUWXYZabcdeghijklmo	12% S	37% q	16%	
Does not apply	646	165	206	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	398	
	61%	52%	75% BD	58% *	72% B*	65%	63%	32%	79% HJKLMNOPQ	69% HK	62% H	65% H	68% HKO	68% H	63% H	64% H	72% HKLO	29%	79% RTUVWXYZabcdehijklmno	68% RVXZdfhin	63% RVXZfln	36% R	81% RTUVWXYZabcdehijklmno	48% RVZfln	73% RUVXZbdfhilmn	39% R	77% RTUVWXYZbcdefhijlmn	62% RVXZfln	68% RUVXZhln	60% RUVXZbdfhin	71% RVXZfln	34% RTUVWXYZabcdehijklmno	80% RVXZfln	59% RUVXZbdfhin	69% RVXZfln	66% RUVXZbdfhin	74% RTUVXZbdfhilmn	44% R*	69% RUVXZbdfhin	38% R	78% RTUVWXYZbcdehijlmn	51% p	71% p	
Don't know	172	37	29	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	40	29	17	40	34	61	10	31	11	82	28	52	26	73
	16%	12%	11%	11% *	12% *	13%	11%	10%	11%	12%	10%	12%	8%	11%	10%	11%	10%	12%	11% Waegk	13% Wbegk	10%	13%	8%	12%	12%	12%	9%	9%	9%	9%	8%	14% ej	9%	15% UWabegiklo	11% Wek	7%	8%	12% *	11% Waegk	15% Wabegik	10%	12%	13%	

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

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	He is in touch with ordinary people	He has a lot of personality	He has a plan to make the country a better place	He is a capable leader	He understands 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 experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(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 34% CGJ	368 35% CGIJK	248 24%	427 40% ABCEGIJKL	396 38% ACGIJK	495 47% ABCDEFGHIJKL	247 23%	394 37% CGIJK	329 31% CG	311 30% CG	336 32% CG	371 35% CGIJK
Does not apply	371 35%	449 43% ADFH	579 55% ABDEFGHIJKL	402 38% AF	421 40% AFH	372 35%	419 40% AFH	374 35%	489 46% ABDEFGHL	474 45% ADEFHGH	465 44% ADEFHGH	442 42% ADFH
Don't know	322 31% BCDEFHIJKL	237 23% F	228 22% F	226 21% F	237 22% F	189 18%	389 37% ABCDEFHIJKL	287 27% BCDEFIKL	237 22% F	270 26% BCDEFI	255 24% DF	241 23% F

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

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L 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? - He is an honest person

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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% h	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%	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 30%	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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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i 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? - He is an honest person

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country															
		Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact
Unweighted 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	592	
Weighted 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	559	
Does apply	363	79	151	34	36	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	224	
	34%	25%	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%	45%	45%	38%	40%	36%	34%	40%			
			BE	B*	*	G		KMO	KMOP	HKLMNOPQ		HKMOP	K	HKMOP	K	K	HKMOP	UXceh	UXceho	RSUVWXYZacdefghijklmno		UXcehj	UXcehj	U	UXcehymo	UXcehj	UXcehj	RSUVWXYZacdefghijklmno		U	RSUVWXYZacdefghijklmno	Uc	RUXacehjo	SUWXacehjm	U	SUWXacehjm	U	RSUWXacehjm	UXcehj*	UXcehj	UXcehj	UXceh		
Does not apply	371	151	64	14	46	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	157	
	35%	47%	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%	28%	
		CD		*	CD*	F		IJLNQ	JL	HUJLMNOPQ		HUJLNQ	JL	HUJLNQ	JL	JL	Tbd	Tbd	Tbd	Tbd	RSUVWXYZabdefghijklmno	Tbd	Tbdim	RSUVWXYZabdfgiklmno	Tbi	Tb	STVbdikm	RSUVWXYZabdefghijklmno	Tb	RSUVWXYZabdfgiklmno	Tb	RSUVWXYZabdfgiklmno	Tb	Tybdikm	RSUVWXYZabdfgiklmno	Tb	RSUVWXYZabdfgiklmno	Tbdi	Tbdfin*	Tbdi	Tb	STVWbdfiklmn	q	
Don't know	322	89	59	20	20	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	178	
	31%	28%	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%	32%	
				*	*			JQ									TVbcdeghjkl	Tbcdgklo				cgf	l	gf	l	Tbcdgklo	l	Tbcgl															p	

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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? - He is in touch with ordinary people
 All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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%l	50 26%l	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

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact	
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted 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	592	
Weighted 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	559	
Does apply	368	78	159	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	234		
	35%	25%	58%	46%	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%	42%		
			BE	BE*	*	G		KM	HKMOP	HKLMNOPQ		HIKMOPQ	K	HIKMOPQ	KM	K	HKMOP	Uce	UXacehjm	RSUVWXYZabcdefghijklmno		UXceh	UXcehj	Uc	RUWXacehjmno	UXcehj	UXcehj	RSUVWXYZabcdefghijklmno	U	RSUVWXYZabcdefghijklmno	Uc	UXcehj	UXacehjm	Uc	RUWXacehjmno	UXcehj*	UXcehj	UXceh	UXcehj	UXcehj				
Does not apply	449	200	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	187	
	43%	63%	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%	33%	
		CDE		*	C*	F		ULNQ	JLN		HULMNOPQ	J	HULNQ	J	HULNQ	ULNQ	JLN	STYbdikm	Tbd		RSUVWXYZabcdefghijklmno	Tbdi	STYbdi	STVWYZabdfgijklmno	Tbd	Tbdi	STYbdikm	T	RSUVWXYZabcdefghijklmno	Tb	RSUVWXYZabdfgijklmno	Tbd	STYbdi	STVWYZabdfgijklmno	Tb	STVWYZabdfgijklmno	Tbd*	STYbdi	Tbd	STYbdi	q			
Don't know	237	40	45	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	138	
	23%	12%	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%	11%	14%	11%	11%	11%	18%	17%	16%	10%	25%
				B*	B*			O	MOP								Uacegik		Uacegik			Uceg		Uacegk																				

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ColumnProportions (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q Minimum Base: 30(**) Small Base: 100(*)
 ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q,R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/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? - He has a lot of personality

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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	248 24%	137 27% C	107 20%	41 34% FGHI	62 31% FGHI	41 21%	40 21%	34 18%	30 18%	103 32% KL	81 21%	64 18%	50 34% OP	85 27% P	58 21%	55 18%	131 22%	117 26%	55 22%	61 22%	63 26%	37 24%	9 18% *	24 26% *	212 24%	36 22%	142 23%	74 23%	32 28% *	108 33% e	140 19%	94 25%	154 23%	173 24%	75 22%
Does not apply	579 55%	297 58%	278 53%	43 36%	79 40%	99 52% DE	124 64% DEF	124 67% DEF	110 67% DEF	122 38%	223 58% J	234 67% JK	50 34%	149 47% M	169 61% MN	211 68% MN	349 58%	230 51%	147 59% V	157 57%	126 53%	71 47%	31 62% *	46 52% *	484 54%	95 58%	353 58%	170 52%	56 48% *	146 44%	433 60% d	207 56%	372 54%	389 54%	189 56%
Don't know	228 22%	82 16%	143 27% B	36 30% GHI	58 29% GHI	51 27% GHI	30 16%	28 15%	24 15%	94 30% KL	82 21% L	52 15%	47 32% OP	85 27% OP	50 18%	46 15%	125 21%	103 23%	47 19%	57 21%	50 21%	44 29% S	10 20% *	20 22% *	195 22%	33 20%	116 19%	84 26% a	28 24% *	77 23%	151 21%	71 19%	157 23%	156 22%	73 22%

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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 Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country														
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted 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	592
Weighted 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	559
Does 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	134
	24%	16%	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%	24%	
			B	B*	B*	G	KMO	KMO	KMO	HKLMNOPQ		IKMOPQ	K	IKMOPQ	KM	KM	KMO	Uce	UWacegim	RSUVWXYZabcdefghijklmno	7%	UWacegim	Uc	Uce	Uce	Uce	UWYaceghimno	Uce	RSUVWXYZaceghijklmno	U	RSUVWXYZaceghijklmno	U	UWacegim	Uce	Uce	Uce	Uce	Uce	Uce	Uce	Uce	Uce	Uce
Does 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	296
	55%	76%	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	JLN		HJKLMNO	J	HJLNQ	J	HJLNQ	UJLNQ	JLN	Tbdl	Tbd	32%	RSUVWXYZabcdefghijklmno	Tbdl	STYbdll	STYbdll	Tbd	Tbd	Tbd	STYbdll	T	RSUVWXYZabcdfghijklmno	T	RSUVWXYZabcdfghijklmno	Td	STYbdll	STYbdll	Tbd	STYbdll	Tbd	T*	STYbdll	Tbd	STYbdll	q
Don'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	129
	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%	11%	16%	12%	17%	11%	17%	8%	23%	
		B		*	B*				HKMOP	HKMOP		KO	K	KMOP			KMO	V	UVXZaceghijn	UVXZcehjn			UVXZceghijn			UVZce	UVZcehn		UVXZceghijn		UVXZceghijn			UVZce		UVZce		UVZce		UVZce		UVZce	p

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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? - He has a plan to make the country a better place
 All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact			
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)			
Unweighted 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	592			
Weighted 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	559			
Does apply	427	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	93	106	49	217	74	266	44	186	42	317	72	228	72	277			
	40%	25%	70%	58%	39%	53%	30%	31%	52%	73%	10%	67%	27%	61%	28%	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%	50%			
		BE	BE*	BE*	B*	G	K	HKMOP	HKLMNOPQ	HKLMNOPQ	HKLMNOPQ	HIKLMNOPQ	K	HKMOPQ	K	K	HKMOP	Uc	RUVKacehjmno	RSUVWXYZabcdehijklmno		Uce	RUVKacehjmno	U	RUVKacehjmno	RUXcehj	RUXcehj	RSUVWXYZabcdehijklmno	U	RSUVWXYZabcdehijklmno	U	Ucej	RUVKacehjmno	Uc	RUVKacehjmno	U	RUVKacehjmno	RUXcehj*	RUXcehj	Uce	RUXcehj					
Does not apply	402	195	45	16	48	133	181	113	169	55	281	44	220	68	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	157			
	38%	61%	16%	23%	47%	30%	55%	58%	30%	13%	76%	20%	60%	24%	59%	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%	28%			
		CDE		*	CD*	F	UJLNQ	JLN	JLN		HJLMNOPQ	J	UJLNQ	J	UJLNQ	UJLN	UJLN	STWYabdgikmo	Tbd		RSTVWXYZabcdehijklmno	STWYabdgikmo	Tbd	STWYZabdfgikmo	Tbd	STWYbdk	STWYbdk	T	RSTVWXYZabcdehijklmno	Tb	RSTVWXYZabdfgiklmmno	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk	STWYbdk
Don't know	226	44	38	13	14	73	52	23	105	56	52	27	48	44	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	125			
	21%	14%	14%	19%	14%	17%	16%	12%	18%	14%	14%	13%	13%	15%	13%	10%	14%	15%	17%	12%	13%	11%	17%	12%	18%	11%	15%	13%	10%	12%	11%	14%	10%	18%	5%	16%	6%	18%	13%	16%	7%	22%				
				*	*			HUKLMNOPQ	HUKLMNOPQ								jl	TUVZceghj	j	j	j	i	TUZceghj	j	TUVZabcdeghj	j	cejl	j	j	j	j	j	jl	jl	cejl	*	TUVZabcdeghj	jl	cejl		cehl		p			

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		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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	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 36%
Does 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%	141 42%
Don't know	237 22%	92 18%	142 27% B	34 28% GI	59 29% GHI	45 23%	35 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 22%

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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? - He is a capable leader

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																		
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact			
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)			
Unweighted 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	592			
Weighted 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	559			
Does apply	396	76	174	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	253			
	38%	24%	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%	45%			
			BE	BE*	B*	G		KMO	KMOP	HKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	Uce	UXacehj	RSUVWXYZabcdefghijklmno		Uceh	UXcehj	Uc	RUVXacehjmo	RUVXcehj	UXcehj	RSUVWXYZabcdefghijklmno	U	RSUVWXYZabcdefghijklmno	Uc	UXcehj	RUXacehj	U	RSUVWXYZabcdefghijklmno	U	RSUVWXYZabcdefghijklmno	RUVXcehj*	UXcehj	Uceh	UXcehj					
Does not apply	421	204	53	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	37%	42	290	95	209	117	170		
	40%	64%	19%	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%	30%			
		CDE		*	CD*	F		IJLNQ	IJLN		HILMNOPQ	J	HILNQ	J	IJLNQ	IJLNQ	IJLN	STWVXYZabgkmo	Tbd		RSTVWXYZabcdefghijklmno	STWVZabgkmo	TYbdi	STWVZabdfgijklmno	Tbd	STYbdi	STWVZabdfgijklmno	T	RSTVWXYZabcdefghijklmno	Tb	RSTVWXYZabdfgijklmno	STYbdi	STYbdi	STWVZabdfgijklmno	Tbd	STWVZabdfgijklmno	STYbdi*	STYbdi	STWVZabdfgijklmno	STYbdi	STWVZabdfgijklmno	STYbdi	STWVZabdfgijklmno	STYbdi	STYbdi	STYbdi
Don't know	237	39	47	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	136			
	22%	12%	17%	23%	15%	18%	15%	9%	20%	17%	12%	20%	11%	19%	11%	9%	16%	11%	21%	13%	11%	10%	19%	11%	21%	11%	16%	12%	10%	16%	10%	11%	14%	11%	20%	9%	14%	4%	19%	11%	19%	11%	24%			
				B*	*				HKMOPQ	HMOP		HKMOP		HKMOP		HMP	I	RTUVXZabcefgijklmno	I		RTUVXZabcefgijklmno	I	RTUVXZabcefgijklmno	I	RTUVXZabcefgijklmno	I	UVXcehji	I	RTUVXZabcefgijklmno	ci		I	Ucel	I	RTUVXZabcefgijklmno		cel	*	RTUVXZabcefgijklmno	I	RTUVXZabcefgijklmno		p			

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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? - He understands the problems facing Britain

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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	495 47%	249 48%	239 45%	54 45%	90 45%	89 46%	98 51%	91 49%	73 44%	144 45%	187 49%	164 47%	70 47%	143 45%	140 51%	142 46%	306 51%	189 42%	105 42%	128 46%	112 47%	83 55%	23 45%	44 49%	419 47%	76 46%	287 47%	144 44%	64 55%	171 52%	324 45%	200 54%	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%	44 30%	99 31%	105 38%	124 40%	191 32%	181 40%	103 41%	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%	256 36%	116 34%
Don't know	189 18%	74 14%	112 21%	29 24%	47 24%	40 21%	22 12%	25 13%	25 15%	77 24%	62 16%	50 14%	35 23%	76 24%	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%	19 17%	54 16%	135 19%	60 16%	129 19%	121 17%	68 20%

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	Total	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties																Favourable to politicians																Opinion of Brexit's impact on the country			
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted 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	592
Weighted 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	559
Does apply	495	117	204	45	41	258	128	83	328	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	307
	47%	37%	75% BE	67% BE*	40% *	59% G	38%	42% KM	57% HKMOP	78% HKLMNOPQ	18%	67% HIKMOPQ	32% K	63% HKMOP	35% K	38% K	58% HKMOP	45% UXce	54% RUXacehjmo	86% RSUVWXYZabcdefghijklmno	20%	50% UXcehj	54% RUXacehjmo	37% U	55% RUXacehjmo	56% RUXcehjn	49% UXcehj	78% RSUVWXYZabcdefghijklmno	32% U	69% RSUVWXYZabcdefghijklmno	35% U	52% UXcehj	54% RUXacehjmo	39% Uc	56% RUXacehjmo	37% U	58% RUXacehjmo	52% UXcehj*	50% UXcehj	48% UXcehj	49% UXcehj	44%	55% p
Does not apply	372	171	46	13	48	121	171	95	167	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	146
	35%	54% CD	17%	19% *	47% CD*	28% F	51% F	48% IULNQ	29% JLN	12% HJLMNOPQ	69% HJLMNOPQ	17% J	58% HJLNQ	24% JL	56% IULNQ	56% IULNQ	32% JLN	43% STWVYZbdikm	32% Tbd	7% RSTVWXYZabcdehijklmno	69% STVWXYZabcdehijklmno	41% STYbdik	34% TYbdi	53% RSTVWXYZabdfgiklmno	30% Tb	34% Tbd	38% STWYbdikm	15% T	59% RSTVWXYZabdfgiklmno	23% Tb	56% RSTVWXYZabdfgiklmno	40% TYbdi	37% STYbdik	52% RSTVWXYZabdfgiklmno	29% Tb	55% RSTVWXYZabdfgiklmno	32% Tbd	41% TYbdi*	35% STYbdi	42% STYZbdik	38% STWYbdikm	51% q	26%
Don't know	189	30	24	10	14	61	34	18	79	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	107
	18%	9%	9%	15% *	14% *	14% F	10% F	9% JMOPQ	14% JMOPQ	10% OP	13% HIOPQ	15% HIOPQ	10% P	13% P	9% P	6% P	10% Tf	13% Tf	14% Tbcdeghjk	7% T	47% T	12% Thg	9% T	15% TUVWXYZabcd efghjiko	10% T	13% Tbcg	8% Tbcg	9% T	8% T	9% T	7% T	9% T	9% T	14% Tbcdeghjk	7% T	10% T	7% T	15% TUVWXYZbcdefghj k	10% T	13% Tbcg	5% T	19% p	

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
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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	247 23%	138 27% C	107 20%	30 25%	58 29% H	50 26%	45 23%	33 18%	31 19%	88 28% L	95 25% L	63 18%	40 27% P	86 27% P	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% b*	104 32% e	142 20%	101 27% g	145 21%	180 25%	67 20%
Does not apply	419 40%	213 41%	203 39%	46 38%	70 35%	70 36%	80 41%	83 44%	71 44%	115 36%	150 39%	154 44%	60 41%	107 34%	112 40%	140 45% N	214 35%	206 46% Q	115 46% T	98 35%	94 40%	58 38%	23 45% *	31 35% *	352 39%	67 41%	253 42%	127 39%	39 34% *	127 38%	292 40%	125 34%	294 43% f	287 40%	132 39%
Don't know	389 37%	166 32%	217 41% B	44 37%	72 36%	72 37%	69 36%	71 38%	62 38%	116 36%	140 36%	133 38%	48 32%	125 39%	100 36%	116 37%	241 40% R	148 33%	82 33%	106 38%	90 38%	58 38%	15 29% *	38 42% *	324 36%	64 39%	211 35%	136 41%	42 36% *	99 30%	290 40% d	145 39%	243 36%	251 35%	138 41%

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		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact		
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)		
Unweighted 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	592		
Weighted 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	559		
Does apply	247	39	115	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	149		
	23%	12%	42%	35%	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%	27%			
		BE		B*	B*	G		K	HKMOP	HKMNO	HIJMN	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ	4%	HKMNO	OPQ
Does not apply	419	197	59	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	162		
	40%	62%	22%	26%	45%	32%	57%	58%	32%	18%	73%	25%	61%	29%	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%	29%			
		CDE		*	CD*	F		IJLNQ	JL	HIJLMN	OPQ	J	IJLNQ	J	IJLNQ	IJLNQ	STVW	XYZab	cd	efghijklmno	STVW	XYZab	cd	efghijklmno	STVW	XYZab	cd	efghijklmno	STVW	XYZab	cd	efghijklmno	STVW	XYZab	cd	efghijklmno	STVW	XYZab	cd	efghijklmno	STVW	XYZab	cd	efghijklmno	
Don't know	389	83	100	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	248		
	37%	26%	36%	38%	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%	44%		
		B		*	*	G		HKLM	OPQ	HKMOP		HKOP		HKMOP		HKMOP		RUVW	XZace	fg	hijklmno	RUVW	XZace	fg	hijklmno	RUVW	XZace	fg	hijklmno	RUVW	XZace	fg	hijklmno	RUVW	XZace	fg	hijklmno	RUVW	XZace	fg	hijklmno	RUVW	XZace	fg	hijklmno

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ColumnMeans (5%): A,B,C/D,E,F/G,H/I/J,K/L,M/N/O,P/Q,R/S,T/U,V/W,X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/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? - He pays attention to detail

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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% o	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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 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? - He pays attention to detail
 All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country														
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted 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	592
Weighted 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	559
Does apply	394	84	168	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	252
	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%	45%
		BE		B*	B*	G		K	HKMOP	HKLMNOPQ		HIKMOPQ	K	HKMOP	K	K	HKMOP	U	RUXacehjmo	RSUVWXYZacdefghijklmno		RUXce	RUXcehj	U	RUXacehjmo	RUXcehj	RUXcehj	RSUVWXYZacdefghijklmno	U	RSUVWXYZacdefghijklmno	Uc	RUXcehj	RUXacehjmo	U	RUXacehjmo	RSUVWXYZacdefghijklmno	RUXcehj*	RUXcehj	RUXcehj	UXcehj			
Does not apply	374	173	48	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	137
	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%	50%	25%	
		CDE		*	CD*	F		ILNQ	JLN		HJKLMNOPL	J	ILNQ	J	ILNQ	JLN	STWYbdgikm	Tbi		RSTVWXYZabdefghijklmno		STYbdikm	STYbdik	RSTVWXYZabdefghijklmno	Tb	TYbdi	STWYbdikm	T	RSTVWXYZabdefghijklmno	Tb	RSTVWXYZabdefghijklmno	TYbdi	STYbdik	RSTVWXYZabdefghijklmno	Tb	RSTVWXYZabdefghijklmno	STYbdikm*	TYbdi	TYbdi	TYbdi	STYbdikm	q	
Don't know	287	62	58	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	169
	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%	18%	16%	14%	25%	11%	16%	9%	24%	20%	22%	15%	30%	
				*	*		P	MOP	P	P	P	P	P	P	P	P	behjkl	TUabcdceghjkl		ejl		ji	Tbeghijkl	ji	TUWabcdceghjkl	ji	beghijkl		ji		l		TUabcdceghjkl	*	TUabcdceghjkl	jl	Tbeghijkl						

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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? - He is a strong leader

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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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		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact	
(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)		
Unweighted 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	592	
Weighted 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	559	
Does apply	329	67	133	38	37	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	196		
	31%	21%	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%	35%	
			BE	BE*	B*	G		KMO	KMOP	HKLMNOPQ		HIKMOPQ	K	HIKMOPQ	K	K	HKMOP	Uc	UXacehjm	RSUVWXYZacehjkimno		9%	Uc	Ucej	Uc	Uacehjm	RUVXacehjm	Uce	RSUVWXYZacehjkimno	U	RSUVWXYZacehjkimno	Uc	Ucej	UXacehjm	Uc	UXacehjm	U	RUVWXacehjkimno	UXcehj*	Uce	UXcehj	Uce	UXcehj	Uce
Does not apply	489	223	83	18	44	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	206	
	46%	70%	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%	69%	49%	48%	52%	50%	65%	37%
		CDE		*	CD*	F		IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	J	IJLNQ	IJLNQ	JLN	STWYZbdgikm	Tbd		83%	59%	47%	63%	42%	48%	51%	18%	71%	34%	65%	56%	46%	64%	41%	69%	42%	69%	49%	48%	52%	50%	65%	37%
Don't know	237	29	58	12	22	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	156	
	22%	9%	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%	28%	
		B	B*	B*	B*	G		HKMOP	HKMOP	HKMOP	HKMOP	HKMOP	HKMOP	HKMOP	HKMOP	HKMOP	HKMOP	RTUVWXYZacehjkimno	UVXcehj		9%	10%	20%	9%	24%	11%	18%	18%	12%	14%	12%	9%	18%	9%	24%	8%	18%	10%	21%	13%	19%	6%	28%	

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 ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/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? - He shares my values

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non- graduate (g)	Working (h)	Not working (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% H	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% JK	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% GI	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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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

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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? - He shares my values
All Adults aged 18-75 in Great Britain

Table with 30 columns for 'Favourable to parties', 30 columns for 'Favourable to politicians', and 2 columns for 'Opinion of Brexit's impact on the country'. Rows include 'Unweighted base', 'Weighted base', 'Does apply', 'Does not apply', and 'Don't know'.

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

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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? - I trust him to get the big decisions right

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65-75	18-34	35-54	55-75	Gen Z	Millennials	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
	(A)	(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)
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	336 32%	187 36% c	145 28%	42 35%	70 35%	58 30%	61 31%	58 31%	47 29%	112 35%	119 31%	105 30%	54 36%	103 32%	87 32%	92 29%	201 33%	134 30%	74 30%	97 35%	74 31%	50 33%	16 31% *	24 27% *	288 32%	47 29%	192 31%	93 28%	51 44% ab*	127 38% e	209 29%	129 35%	206 30%	227 32%	108 32%
Does not apply	465 44%	233 45%	225 43%	43 36%	82 41%	69 36%	91 47% F	91 49% DF	89 54% DEF	125 39%	160 42%	180 51% JK	55 37%	120 38%	128 46%	162 52% MN	249 41%	216 48% Q	124 50% V	117 42%	109 46%	55 36%	23 46% *	36 40% *	383 43%	81 50%	284 47% c	146 44% c	35 30% *	122 37%	343 47% d	138 37%	327 48% f	313 44%	151 45%
Don't know	255 24%	96 19%	158 30% B	35 29% I	48 24%	65 34% GHI	41 21%	38 20%	28 17%	83 26% L	106 28% L	66 19%	40 27%	95 30% P	62 22%	58 19%	156 26%	99 22%	50 20%	62 22%	56 23%	46 30% S	11 22% *	30 33% S*	220 25%	35 21%	135 22%	90 27%	30 26% *	82 25%	173 24%	105 28% g	149 22%	178 25%	77 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? - I trust him to get the big decisions right
 All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians															Opinion of Brexit's impact on the country				
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted 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	592
Weighted 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	559
Does apply	336	51	164	36	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	210
	32%	16%	60%	53%	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%	38%
			BE	BE*	B*	G		K	HKMOP	HKLMNOPQ		HKLMNOPQ	K	HKMOP	K	KMO	HKMOP	Uc	RUXacehjmo	RSUVWXYZacdefghijklmno		UXce	RUXcehjmo	Uc	RUVXacehjmo	RUXcehj	UXceh	RSUVWXYZacdefghijklmno	U	RSUVWXYZacdefghijklmno	Uc	RUXce	RUVXacehjmo	Uce	RUXcehjmo	Uc	RUVXacehjmo	RUVXcehjmo*	UXce	UXce	UXce		
Does not apply	465	227	55	16	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	188
	44%	71%	20%	24%	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%	34%
		CDE		*	CD*	F		IJLNQ	JL		HIJLMNOPQ	J	IJLNQ	JL	IJLNQ	IJLNQ	IJLN	STWYZabdgiklmo	Tybd		STVWXYZabdgiklmno	STWYZabdgiklmo	Tybd	STVWXYZabdgiklmno	Tbd	STYbdi	STWYbdgik	T	STVWXYZabdgiklmno	Tb	STVWXYZabdgiklmno	STYbdik	Tybd	STWYZabdgiklmo	Tbd	STWYZabdgiklmo	Tbd	Tbd*	STYbdik	STWYbdgikm	STWYbdgik	q	
Don't know	255	40	54	16	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	160
	24%	12%	20%	24%	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%	29%
		B	B*	B*	B*		P		HKMOPQ	KMOP		HKMOP	P	HKMOP	P	KMP	Uj	TUVZabcdehghijkl	Uj		TUVWXYZabdgiklmno	TUVWXYZabdgiklmno	Uj	TUVWXYZabdgiklmno	Uj	UVXcehj	Uj		Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj	Uj

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

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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? - He is an experienced leader

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennial s (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non- graduate (g)	Working (h)	Not working (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% I	72 37% I	81 42% HI	59 32%	42 26%	118 37% L	153 40% L	101 29%	51 34%	123 39% P	109 39% P	88 28%	240 40% R	132 29%	70 28%	105 38% S	81 34%	63 42% S	17 33% *	35 39% *	315 35%	57 35%	220 36%	101 31%	50 44% b*	148 45% e	223 31%	163 44% g	209 31%	269 37% i	103 31%
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% M	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%	155 46%
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	General Election 2019 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion of Brexit's impact on the country																
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Hunt	Unfavourable to Hunt	Favourable to Johnson	Unfavourable to Johnson	Favourable to Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Farage	Unfavourable to Farage	Favourable to Tice	Unfavourable to Tice	Favourable to Truss	Unfavourable to Truss	Favourable to May	Unfavourable to May	Positive impact	Negative impact	
	(A)	(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)	(l)	(m)	(n)	(o)	(p)	(q)	
Unweighted 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	592	
Weighted 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	559	
Does apply	371	84	144	38	46	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	224	
	35%	26%	53%	56%	45%	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%	40%		
			B	B*	B*	G	KMOP	KMOP	HIKMNOPQ	HIKMNOPQ	12%	HIKMNOPQ	K	HIKMNOPQ	K	KM	IKMOP	UXce	UXce	RSUVWXYZacdefghijklmno	14%	UXce	Uce	Uc	UWfacehmo	RSUVWXYZaceghijmo	Uce	RSUVWXYZacdefghijklmno	U	RSUVWXYZacefghijklmno	Uc	UXceh	UXce	Uce	SUVfacehmo	Uce	UWfacehmo	SUVfaceghjmo*	UXce	UXceh	Uce			
Does not apply	442	195	73	20	40	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	194	
	42%	61%	27%	29%	39%	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%	35%	
		CDE		*	C*	F	IULN	IJLN		HIJLMNOPQ	J	HIJLNQ	J	HIJLNQ	IULNQ	IJLN	TZbdi	Tbd	STVWXYZabcdefghijklmno	17%	STVZbdfi	TYbdi	TYbdi	STVWXYZabdfgiklmno	Tbd	Tbd	STVbdi	18%	STVWXYZabcdefghijklmno	Tb	STVWXYZabdfgiklmno	Tbd	STVbdi	STVWXYZabdfgiklmno	Tbd	STVbdi	STVWXYZabdfgiklmno	Tbd	STVbdi	STVWXYZabdfgiklmno	Tbd	STVbdi	q	
Don't know	241	39	57	10	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	141	
	23%	12%	21%	15%	16%	19%	15%	9%	21%	19%	12%	16%	12%	16%	11%	13%	14%	14%	14%	16%	12%	9%	19%	14%	21%	12%	17%	15%	11%	12%	13%	14%	16%	8%	20%	7%	15%	10%	19%	15%	19%	10%	25%	
		B	*	*	*			HKMNOQ	HKMOQ	12%	H	H	H	H	H	H	h	h	RTUVZabcdeghijkl	Vhj	h	UVZcdeghijkl	h	RTUVZabcdeghijkl	UVcehj	h	UVcehj	h	11%	12%	13%	14%	16%	8%	RUVZcdeghijkl	h	h	10%	RUVZcdeghijkl	Vhj	UVZcdeghijkl	p		

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

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