

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Right direction (1)	170 16%	102 20% c	66 13%	22 20% g	38 21% g	24 14%	18 10%	25 15%	44 18%	59 21% k	42 12%	69 17%	28 21% o	52 18% o	23 9%	62 18% o	102 17%	68 15%	36 15%	38 14%	34 14%	38 26% STU	6 11% *	18 20% *	149 17%	21 14%	115 19% c	44 14%	11 9% *	73 22% e	97 14%	78 20% g	93 14%	113 17%	58 14%
Wrong direction (-1)	653 62%	321 63%	320 61%	62 58%	83 46%	101 59% E	124 71% DEF	121 71% DEF	161 66% E	145 50%	226 65% J	282 68% J	69 52%	150 52%	178 72% MN	233 68% MN	370 62%	283 62%	173 70%	165 61% v	153 64% v	72 49%	38 74% v*	51 57% *	557 62%	96 65%	370 60%	194 62%	89 73% a*	173 52%	480 67% d	233 60%	419 63%	389 60%	264 65%
Neither (0)	176 17%	73 14%	103 19%	19 18%	47 26% HI	31 18%	29 17%	19 11%	31 12%	66 23% L	60 17%	50 12%	33 25% OP	59 20% P	39 16%	36 11%	95 16%	81 18%	31 13%	53 20%	42 17%	25 17%	7 13% *	18 20% *	152 17%	23 16%	105 17%	57 18%	14 12% *	69 21% e	107 15%	57 15%	119 18%	118 18%	58 14%
Don't know	51 5%	11 2%	39 7% B	4 4%	13 7%	15 9% GH	5 3%	5 3%	9 4%	17 6%	19 6%	15 4%	4 3%	26 9% MOP	6 2%	10 3%	25 4%	26 6%	8 3%	16 6%	11 5%	13 9% s	1 1% *	3 3% *	44 5%	7 5%	25 4%	19 6%	7 6% *	18 5%	33 5%	20 5%	31 5%	25 4%	26 6%
Mean	-0.48	-0.44	-0.52	-0.39 G	-0.27 FGHI	-0.49	-0.62	-0.58	-0.50	-0.32 KL	-0.56	-0.53	-0.32 OP	-0.37 O	-0.64	-0.52	-0.47	-0.50	-0.57	-0.50	-0.52	-0.25 STUW	-0.64 *	-0.38 *	-0.47	-0.54	-0.43 c	-0.51	-0.68 *	-0.31 e	-0.56	-0.42	-0.52	-0.45	-0.54

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 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 Minimum Base: 30(**) Small Base: 100(*)

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Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeter	Unfavourable to Streeter	Positive impact	Negative impact
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581	
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555	
Right direction (1)	170 16%	94 29% CE	22 8%	17 25% C*	18 16% C*	55 13%	79 22% F	106 52% IUKLMNOPQ	27 5%	51 14% I	80 20% IMQ	48 23% UMNQ	58 15% I	41 15% I	61 19% IQ	59 30% IUKMNOQ	58 12% I	108 49% STUWXYZabcdegijklnmo	19 3%	14% SWYgi	42 18% SWYgi	76 53% STUWXYZabcdegijklnmo	102 4% s	23 38% STUWYZabcdegijklnmo	79 7% SWg	36 19% STWYgi	46 18% SWYgi	52 25% STUWYdgio	43 20% SWYgio	69 16% SWYgi	43 19% SWYgio	74 53% STUWXYZabcdegijklnmo	79 5% s	22 50% STUWXYZabcdegijklnmo	60 6% s	21 46% STWYgi	46 20% SWYgio	61 21% STWYgi	33 18% SWYgi	54 29% STUWYZabcdegijklnmo	51 14% SWYgi	40 42% SWYgi	89 6%	33 6%
Wrong direction (-1)	653 62%	147 46%	227 83% BDE	42 59% *	77 69% B*	289 71% G	210 57% G	40 20% HKLMNOPQ	509 86% HKLOP	266 73% HKLOP	232 59% H	128 61% H	270 71% HKLOP	193 72% HKLOP	200 62% H	111 56% H	352 74% HKLOP	53 24% RTUVWXYZabcdeghijklmno	505 86% RTUVWXYZabcdeghijklmno	225 76% RUVXabcdehklmno	270 63% RVXth	51 27% RVXth	426 85% RTUVXZabcdeghijklmno	86 41% RVh	406 83% RTUVXZabcdeghijklmno	169 72% RUVXbhefklmno	191 67% RVXeth	105 62% RVXth	239 69% RUVXeth	197 75% RUVXabefhklmno	237 62% RVXth	31 21% RTUVXYZabcdeghijklmno	361 87% RTUVXYZabcdeghijklmno	30 25% RTUVXYZabcdeghijklmno	300 87% RTUVXYZabcdeghijklmno	176 74% RUVXbhefklmno	192 64% RVXth	108 67% RVXth	209 69% RUVXethk	107 60% RVXth	201 71% RUVXethk	79 37% RUVXethk	430 78% p	
Neither (0)	176 17%	65 20% C	19 7%	10 14% *	14 12% *	51 12% G	63 17% G	43 22% IULMNOPQ	42 7%	36 10% I	64 16% IUMNQ	30 14% I	46 12% I	29 11% I	49 15% IUQ	24 12% I	47 10% I	47 21% STWYZabcdegijklnmo	49 8% g	23 8% g	67 16% STWYZcdgijlnmo	32 17% STWYZcdgijlnmo	42 8% g	28 14% STWYZdgi	34 7% STWYZdgi	13 6% STWYZdgi	37 13% STWYZdgi	19 12% Zdgi	38 11% YZgi	16 6% STWYZcdgijlnmo	62 16% STWYZcdgijlnmo	30 20% STWYZcdgijlnmo	24 6% STWYZcdgijlnmo	22 19% STWYZcdgijlnmo	21 6% STWYZcdgijlnmo	14 6% STWYZdgi	40 13% STWYZdgi	15 9% YZgi	33 11% YZgi	15 9% STWYZdgi	34 12% SWYZdgi	34 16% SWYZdgi	71 13%	
Don't know	51 5%	13 4%	6 2%	1 2% *	3 3% *	14 4%	14 4%	13 6% IULMNP	12 2%	10 3%	19 5% IMN	4 2%	7 2%	5 2%	11 3%	5 3%	15 3%	13 6% Wabgijm	16 3% ci	7 2% j	14 3% ci	6 3%	13 3% ci	13 6% STUWVZabcdegijmno	16 3% cj	6 3% j	6 2%	1 1%	4 1%	7 3% j	12 3% c	10 7% STVWZabcdegijmno	10 2% bcij	7 6% bcij	4 1% bcij	2 1% bcij	10 3% ci	5 3% bj	6 2% bj	4 2% bj	7 2% bj	10 5% bj	21 4%	
Mean	-0.48	-0.17 CE	-0.77	-0.35 C*	-0.54 C*	-0.59	-0.37 F	0.35 IUKLMNOPQ	-0.83	-0.61 I	-0.41 IUMNQ	-0.39 IUMNQ	-0.57 I	-0.58 I	-0.45 IUMQ	-0.27 IUKMNOQ	-0.64 I	0.26 STUWXYZabcdegijklnmo	-0.85	-0.63 SWYgi	-0.47 STWYgio	0.28 STUWXYZabcdegijklnmo	-0.82	-0.03 STUWYZabcdegijklnmo	-0.78 SWg	-0.54 SWYgi	-0.50 STWYgio	-0.37 STWYZdgi	-0.49 STWYgi	-0.60 SWYgi	-0.44 STWYdgio	0.35 STUWXYZabcdegijklnmo	-0.83	0.27 STUWXYZabcdegijklnmo*	-0.82	-0.55 SWYgi	-0.45 STWYdgio	-0.48 STWYdgi	-0.52 SWYgi	-0.32 STWYZcdgijlnmo	-0.58 SWYgi	0.05 q	-0.74	

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Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?																	
	Keir Starmer, Leader of the Labour party	Rishi Sunak, Leader of the Conservative Party and Prime Minister	Jeremy Hunt, Chancellor of the Exchequer	Lord David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Prime Minister	Rachel Reeves, Shadow Chancellor of the Exchequer	Ed Davey, Leader of the Liberal Democrats	James Cleverly, Home Secretary	Angela Rayner, Deputy Leader of the Labour Party and Shadow Secretary of State for Levelling Up, Housing and Communities	Victoria Atkins, Secretary of State for Health and Social Care	Yvette Cooper, Shadow Home Secretary	David Lammy, Shadow Secretary of State for Foreign, Commonwealth and Development Affairs	Wes Streeting, Shadow Secretary of State for Health and Social Care	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Unweighted base	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050
Weighted base	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050
Very favourable (2)	87 8% BCDFGHIKLN O	52 5% CFI	33 3% I	56 5% CFGI	65 6% CFGKLO	30 3% I	36 3% I	88 8% BCDFGHIKLN O	14 1% I	64 6% CFGKLO	43 4% I	38 4% I	126 12% ABCDEFGHIJK LNOPQ	54 5% CFGI	41 4% I	72 7% CFGKLO	85 8% BCDFGHIKLN O
Fairly favourable (1)	210 20% BCDFGHIKLN NOQ	169 16% GIKQ	157 15% GIKQ	151 14% GIQ	169 16% GIKQ	138 13% I	114 11% I	176 17% FGIKLQ	105 10% I	174 17% FGIKLQ	118 11% I	139 13% I	236 22% BCDFGHIKLN NOQ	147 14% GIQ	169 16% FGIKQ	195 19% CDFGIKLNQ	114 11% I
Neither favourable nor unfavourable (0)	257 24% BN	191 18% BN	249 24% BN	266 25% BN	316 30% ABCDFHLMN OPQ	373 36% ABCDFHLMN OPQ	289 27% BCMNQ	256 24% BN	290 28% BCMNQ	293 28% BCMNQ	344 33% ABCDEFGHIJMN OPQ	317 30% ABCDFHLMN OPQ	228 22% B	197 19% ABCDFHLMN OPQ	375 36% ABCDFHLMN OPQ	371 35% ABCDFHLMN OPQ	234 22% BN
Fairly unfavourable (-1)	187 18% EHIKLPQ	183 17% EHIKLPQ	202 19% EFGHIKLPQ	191 18% EHIKLPQ	127 12% I	158 15% I	167 16% EH	131 12% I	150 14% I	156 15% E	149 14% I	139 13% I	184 17% EHIKLPQ	171 16% EHP	199 19% EFGHIKLPQ	133 13% I	140 13% I
Very unfavourable (-2)	240 23% EFHKLMPQ	406 39% ACDFGHIKLN MOPQ	303 29% AEFGHIKLM OP	300 29% AEFGHIKLM OP	160 15% I	192 18% EJL	250 24% EFHKLMP	253 24% EFHKLMP	196 19% EJKL	146 14% I	153 15% I	143 14% I	211 20% EJKLO	419 40% ACDFGHIKLN MOPQ	181 17% JKL	187 18% JKL	334 32% AEFGHIKLM OP
Don't know	70 7% B	49 5% B	106 10% ABDMNO	86 8% BMN	213 20% ABCDFHLMN OPQ	160 15% ABCDFHLMN OPQ	194 18% ABCDFHLMN OPQ	145 14% ABCDFHLMN OPQ	294 28% ABCDFGHLM NOPQ	217 21% ABCDFGHLM NOPQ	243 23% ABCDFGHI MNOPQ	275 26% ABCDFGHIK MNOPQ	65 6% B	61 6% B	84 8% BMN	91 9% ABMN	144 14% ABCDFHLMN OPQ
Net: Very/Fairly favourable	297 28% BCDFGHIKLN NOQ	222 21% CFGIK	190 18% GI	207 20% FGIK	234 22% CFGKLO	168 16% I	151 14% I	264 25% CDFGHIKLN NOQ	119 11% I	238 23% CFGKLO	161 15% I	177 17% I	362 34% ABCDEFGHIJK LNOPQ	201 19% GIK	210 20% FGIK	268 26% BCDFGHIKLN O	199 19% GI
Net: Very/Fairly unfavourable	427 41% EFHKLMPQ	589 56% ACDFGHIKLN MOPQ	504 48% AEFGHIKLM OP	492 47% AEFGHIKLM OP	287 27% I	349 33% EJL	417 40% EFHKLMP	385 37% EJKL	346 33% EJKL	302 29% I	302 29% I	282 27% I	395 38% EFHKLMP	590 56% ACDFGHIKLN MOPQ	381 36% EFHKLMP	320 31% EFGHIKLM OP	473 45% EFGHIKLM OP
Net Difference	-130 -12%	-367 -35%	-314 -30%	-284 -27%	-53 -5%	-182 -17%	-266 -25%	-121 -11%	-227 -22%	-65 -6%	-142 -13%	-105 -10%	-33 -3%	-388 -37%	-170 -16%	-52 -5%	-274 -26%
Mean	-0.29 BCDFGINQ	-0.72 BN	-0.62 BN	-0.55 BN	-0.18 ABCDFGHKLN NOQ	-0.39 BCDGINQ	-0.56 BN	-0.32 BCDGINQ	-0.54 BN	-0.18 ABCDFGHKLN NOQ	-0.31 BCDGINQ	-0.27 BCDGINQ	-0.12 ABCDFGHIKLN NOQ	-0.76 BCDGINQ	-0.32 BCDGINQ	-0.17 ABCDFGHKN OQ	-0.58 BN

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

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	87 8%	52 10% c	33 6%	6 6%	24 13% i	14 8%	11 7%	18 10%	14 6%	30 10%	26 7%	31 8%	11 8%	30 10%	17 7%	26 8%	64 11% R	24 5%	25 10%	21 8%	12 5%	22 15% TU	4 7% *	5 6% *	81 9%	7 4%	60 10% c	25 8%	2 2% *	42 13% e	45 6%	46 12% g	42 6%	66 10% i	21 5%
Fairly favourable (1)	210 20%	119 23% c	89 17%	18 17%	29 16%	33 19%	39 22%	36 21%	54 22%	47 16%	72 21%	90 22%	22 17%	46 16%	60 24% N	69 20%	136 23% R	74 16%	52 21%	46 17%	50 21%	26 18%	15 28% *	21 23% *	173 19%	37 25%	123 20%	58 18%	29 24% *	63 19%	147 20%	90 23%	119 18%	127 20%	83 20%
Neither favourable nor unfavourable (0)	257 24%	112 22%	144 27%	26 24%	45 25%	53 31% H	42 24%	34 20%	57 23%	70 24%	95 27%	92 22%	34 25%	82 29%	54 22%	78 23%	142 24%	114 25%	59 24%	65 24%	60 25%	38 26%	13 24% *	22 25% *	222 25%	34 23%	153 25%	83 26%	21 17% *	88 26%	169 24%	102 26%	155 23%	159 25%	98 24%
Fairly unfavourable (-1)	187 18%	91 18%	92 17%	24 22% E	23 13%	30 18%	29 16%	30 18%	51 21%	47 16%	59 17%	81 19%	26 20%	44 15%	44 18%	65 19%	111 19%	76 17%	51 21%	50 18%	45 19%	18 12%	8 16% *	14 16% *	162 18%	25 17%	100 16%	58 19%	29 24% *	58 17%	129 18%	68 17%	119 18%	116 18%	71 18%
Very unfavourable (-2)	240 23%	118 23%	117 22%	18 17%	33 18%	25 15%	48 27% DF	48 28% DEF	68 28% DF	50 17%	73 21%	116 28% J	22 16%	47 16%	62 25% N	100 29% MN	115 19%	125 27% Q	45 18%	73 27% S	56 23%	29 20%	13 25% *	24 26% *	203 23%	36 25%	144 23%	60 19%	36 29% *	56 17%	184 26% d	72 19%	168 25% f	133 21%	107 26%
Don't know	70 7%	16 3%	54 10% B	15 14% GHI	27 15% GHI	14 8% HI	7 4% I	4 2%	1 *	42 15% KL	22 6% L	5 1%	19 14% OP	38 13% OP	9 4% P	3 1%	23 4% Q	46 10% Q	16 6%	18 6%	18 7%	14 9%	- -	4 5% *	62 7%	8 5%	35 6%	30 10% a	5 4% *	26 8%	44 6%	11 3%	59 9% f	44 7%	26 6%
Net: Very/Fairly favourable	297 28%	171 34% c	122 23%	25 23%	53 29%	47 28%	51 29%	54 32%	67 28%	77 27%	98 28%	121 29%	33 24%	76 26%	77 31%	95 28%	199 34% R	97 21%	77 31%	67 24%	62 26%	48 33%	18 35% *	26 28% *	253 28%	44 30%	182 30%	83 26% *	32 26% *	105 32%	192 27%	136 35% g	161 24%	193 30%	104 26%
Net: Very/Fairly unfavourable	427 41%	209 41%	209 40%	42 39%	56 31%	56 33%	76 43% E	78 46% EF	119 49% EF	98 34%	132 38%	197 47% JK	48 36%	91 32%	107 43% N	164 48% MN	227 38%	200 44%	97 39%	123 45% V	101 42%	47 32%	21 41% *	38 42% *	365 40%	62 42%	245 40%	118 38%	64 53% ab*	115 34%	312 44% d	140 36%	287 43% f	249 39%	178 44%
Net Difference	-130 -12%	-38 -7%	-87 -17%	-17 -16%	-3 -2%	-9 -5%	-26 -15%	-24 -14%	-52 -21%	-20 -7%	-34 -10%	-76 -18%	-16 -12%	-15 -5%	-30 -12%	-69 -20%	-27 -5%	-103 -22%	-20 -8%	-56 -21%	-40 -17%	1 *	-3 -6%	-12 -14%	-112 -12%	-18 -12%	-62 -10%	-35 -11%	-32 -27%	-9 -3%	-121 -17%	-4 -1%	-126 -19%	-56 -9%	-75 -18%
Mean	-0.29	-0.21	-0.36	-0.31 *	-0.08 i	-0.13 i	-0.37	-0.33	-0.44	-0.16	-0.25	-0.39	-0.24	-0.13 P	-0.32	-0.42	-0.14 R	-0.50	-0.17	-0.42	-0.38	-0.05 TU	-0.23 *	-0.36 *	-0.28	-0.34	-0.25	-0.25	-0.56 *	-0.08 e	-0.39	-0.08 g	-0.42	-0.20 i	-0.42

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

Table with 30 columns for politicians/parties and 2 columns for 'Opinion of Brexit's impact on the country'. Rows include 'Unweighted base', 'Weighted base', 'Very favourable (2)', 'Fairly favourable (1)', 'Neither favourable nor unfavourable (0)', 'Fairly unfavourable (-1)', 'Very unfavourable (-2)', 'Don't know', 'Net: Very/Fairly favourable', 'Net: Very/Fairly unfavourable', 'Net Difference', and 'Mean'.

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	52 5%	33 7% C	16 3%	8 7% F	16 9% FG	4 2%	5 3%	8 4%	13 5%	24 8% K	8 2%	20 5%	12 9% O	15 5%	6 2%	18 5%	31 5% R	22 5%	16 7%	7 3%	11 5%	12 8% T	1 1% *	5 5% *	49 5% 2%	4 2%	33 5% c	19 6% c	* *	20 6% *	32 4%	22 6% 6%	31 5% 5%	34 5% 5%	18 5%
Fairly favourable (1)	169 16%	76 15%	93 18%	12 11%	31 17%	23 13%	20 11%	29 17%	55 23% DG	43 15%	43 12%	84 20% K	14 11%	47 16%	26 11%	61 18% O	113 19% R	56 12%	25 10%	57 21% S	32 13%	29 19% S	12 23% S*	16 17% *	134 15% Y	35 23% Y	109 18% b	37 12% *	23 19% *	57 17% 17%	112 16% 16%	74 19% 14%	95 14% 15%	98 15% 18%	71 18%
Neither favourable nor unfavourable (0)	191 18%	88 17%	102 19%	23 22%	34 19%	39 23% H	33 19%	24 14%	37 15%	57 20%	73 21%	61 15%	31 24%	54 19%	49 20%	53 16%	104 18% R	87 19%	39 16%	48 18%	51 21%	34 23%	5 9% *	14 15% *	171 19% 13%	19 13%	104 17% 17%	61 19% *	26 21% *	74 22% e	117 16% 16%	118 18% 18%	135 21% i	56 14%	
Fairly unfavourable (-1)	183 17%	79 16%	103 19%	17 16%	20 11%	36 21% E	35 20% E	35 21% E	40 16%	37 13%	71 20% J	75 18%	18 13%	49 17%	48 20%	63 18%	104 18% R	79 17%	30 12%	59 22% sw	53 22% sw	25 17% w	2 4% *	14 15% *	150 17% 17%	33 22%	116 19% 19%	47 15% 17% *	20 17% *	51 15% 15%	131 18% 18%	66 17% 17%	117 18% 17%	112 17% 17%	71 18%
Very unfavourable (-2)	406 39%	216 43% C	180 34%	42 40%	58 32%	54 32%	79 45% EF	72 42% F	100 41%	101 35%	133 38%	172 41%	48 36%	90 32%	112 45% N	144 42% N	229 39% R	177 39%	125 50% TUV	90 33%	79 33%	38 26%	33 63% TUV*	41 46% v*	352 39% 36%	53 36%	221 36% 36%	135 43% 41% *	50 41% *	106 32% 32%	300 42% d	148 38% 39%	258 39% 36%	229 36% 44% h	177 44% h
Don't know	49 5%	15 3%	34 6% B	5 4% I	22 12% DGHI	15 9% GHI	4 3% I	3 2%	- -	27 9% L	19 6% L	3 1%	10 8% OP	31 11% OP	6 2%	2 1%	12 2% Q	37 8% Q	14 6%	12 4%	14 6%	9 6%	- -	1 1% *	46 5% 5%	4 2% 2%	31 5% 5%	15 5% 5%	2 2% *	25 8% e	24 3% 3%	6 1% 1%	43 7% f	37 6% 6%	13 3%
Net: Very/Fairly favourable	222 21%	109 22%	109 21%	20 18%	46 26% FG	27 16%	24 14%	36 21%	68 28% FG	66 23% K	51 15%	104 25% K	26 20%	62 22% O	32 13%	79 23% O	143 24% R	78 17%	41 16%	64 23%	43 18%	41 28% s	12 24% *	20 23% *	183 20% 26%	38 26%	143 23%	56 18% 19% *	23 19% *	78 23% 20%	144 20% 25% g	96 19% 19%	126 19% 20%	132 20% 20%	90 22%
Net: Very/Fairly unfavourable	589 56%	295 58%	283 54%	60 56%	78 43%	90 53%	114 65% EF	107 63% E	140 57% E	138 48%	204 59% J	247 59% J	66 49%	139 49%	160 65% MN	207 61% MN	333 56% R	256 56%	155 62% v	149 55% v	132 55% v	63 43%	35 67% v*	55 61% v*	502 56% 59%	86 59%	337 58% 55%	182 58% 57% *	70 47% *	157 47% 47%	432 60% d	214 55% 57%	375 57% 53%	341 53% 53%	248 61% h
Net Difference	-367 -35%	-185 -37%	-174 -33%	-40 -37%	-32 -18%	-64 -37%	-89 -51%	-71 -42%	-72 -29%	-72 -25%	-153 -44%	-143 -34%	-39 -29%	-77 -27%	-128 -52%	-127 -37%	-189 -32%	-178 -39%	-114 -46%	-85 -31%	-89 -37%	-23 -16%	-22 -43%	-35 -38%	-319 -35% -33%	-48 -33%	-195 -32% -40% -38%	-126 -40% -38%	-46 -38% -24%	-79 -24% -40%	-288 -40% -30% -38%	-118 -30% -38%	-249 -38% -32%	-209 -32% -39%	-158 -39%
Mean	-0.72	-0.75	-0.68	-0.73	-0.47 GH	-0.73	-0.95	-0.81	-0.65 G	-0.57 K	-0.85	-0.71	-0.61 O	-0.60 O	-0.97	-0.75	-0.67	-0.79	-0.95	-0.64 S	-0.69	-0.35 SUWX	-1.05 *	-0.80 *	-0.73	-0.68	-0.66	-0.81	-0.80 *	-0.53 e	-0.80	-0.64	-0.77	-0.66	-0.81

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rishi Sunak, Leader of the Conservative party and Prime Minister
All Adults aged 18+ in Great Britain

Table with 30 columns for politicians and parties, and 2 columns for 'Opinion of Brexit's impact on the country'. Rows include Unweighted base, Weighted base, and various opinion categories (Very favourable, Fairly favourable, etc.) with counts and percentages.

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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	33 3%	19 4%	12 2%	8 7% FH	8 4%	2 1%	4 2%	3 2%	9 4%	15 5% K	6 2%	13 3%	8 6% O	9 3%	4 2%	8 2%	22 4%	11 2%	6 2%	11 4%	8 3%	6 4%	- *	3 3% *	29 3%	4 3%	18 3%	12 4%	4 3% *	15 4%	19 3%	17 4%	16 2%	20 3%	14 3%
Fairly favourable (1)	157 15%	82 16%	75 14%	5 5%	29 16% D	24 14% D	21 12%	26 15% D	51 21% DG	34 12%	45 13%	77 19% J	11 8%	43 15%	27 11%	60 18% M	100 17%	57 12%	35 14%	44 16%	31 13%	25 17%	5 10% *	17 18% *	130 14%	27 18%	106 17% b	29 9%	22 18% b*	52 16%	105 15%	68 18%	89 13%	93 14%	64 16%
Neither favourable nor unfavourable (0)	249 24%	115 23%	133 25%	26 24%	44 24%	38 22%	47 27%	36 21%	58 24%	70 24%	85 24%	94 23%	31 23%	69 24%	60 24%	82 24%	138 23%	111 24%	50 20%	69 25%	63 26%	44 30%	8 15% *	15 17% *	222 25%	27 18%	144 23%	68 22%	36 30% *	84 25%	165 23%	158 24%	158 25%	91 22%	
Fairly unfavourable (-1)	202 19%	104 20%	97 18%	23 22%	25 14%	43 25% E	32 18%	36 21%	43 17%	48 17%	75 22%	78 19%	27 20%	52 18%	50 20%	63 18%	124 21%	77 17%	38 15%	52 19%	54 23% v	19 13%	17 33% sv*	21 24% *	161 18%	41 28% y	113 18%	70 22%	19 15% *	74 22%	128 18%	83 22%	118 18%	132 20%	70 17%
Very unfavourable (-2)	303 29%	156 31%	138 26%	17 16%	38 21%	45 26%	59 34% DE	60 35% DE	83 34% DE	55 19%	104 30% J	143 35% J	21 16%	67 23%	87 35% MN	121 35% MN	160 27%	143 31%	100 40% TUV	66 24%	55 23%	35 24%	20 39% u*	26 29% *	266 29%	37 25%	178 29%	90 29%	34 28% *	64 19%	239 33% d	110 28%	192 29%	171 27%	131 32%
Don't know	106 10%	32 6%	74 14% B	27 26% FGHI	37 21% FGHI	19 11% I	13 7% I	10 6% I	- -	65 22% KL	32 9% L	10 2% I	36 27% NOP	47 16% OP	17 7% P	7 2%	47 8%	60 13% Q	20 8%	30 11%	29 12%	19 13%	2 3% *	8 9% *	95 11%	11 8%	55 9%	44 14% ac	7 6% *	45 14% e	61 9%	18 5%	88 13% f	70 11%	36 9%
Net: Very/Fairly favourable	190 18%	101 20%	87 16%	13 12%	36 20%	26 15%	25 14%	29 17%	61 25% DG	49 17%	51 15%	90 22% K	18 14%	53 18%	31 13%	68 20% O	122 21% R	68 15%	41 16%	56 20%	39 16%	31 21%	5 10% *	19 22% *	159 18%	31 21%	124 20% b	41 13%	26 21% *	67 20%	124 17% g	85 22% g	105 16%	113 18%	78 19%
Net: Very/Fairly unfavourable	504 48%	260 51%	235 44%	40 38%	63 35%	88 51% DE	91 52% DE	96 56% DE	126 51% DE	104 36%	179 52% J	221 53% J	48 36%	119 41%	137 56% MN	184 54% MN	284 48%	220 48%	138 55% TV	118 43%	109 46%	54 37%	37 72% TUV*	47 53% v*	426 47%	78 53%	292 47%	160 51%	53 43% *	138 41%	366 51% d	194 50%	311 47%	303 47%	201 50%
Net Difference	-314 -30%	-158 -31%	-148 -28%	-27 -26%	-27 -15%	-62 -36%	-67 -38%	-66 -39%	-65 -27%	-54 -19%	-128 -37%	-131 -32%	-30 -22%	-66 -23%	-106 -43%	-115 -34%	-162 -27%	-152 -33%	-97 -39%	-62 -23%	-71 -29%	-24 -16%	-32 -63%	-28 -31%	-267 -30%	-47 -32%	-168 -27%	-119 -38%	-27 -22%	-71 -21%	-243 -34%	-108 -28%	-206 -31%	-190 -30%	-124 -30%
Mean	-0.62	-0.62	-0.60	-0.46 *	-0.40 FGH	-0.69	-0.74	-0.77	-0.57	-0.42 KL	-0.72	-0.65	-0.44 O*	-0.52 O	-0.82	-0.68	-0.55	-0.71	-0.84	-0.48 SW	-0.56 SW	-0.42 SW*	-1.05 *	-0.62 *	-0.62	-0.59	-0.59	-0.73	-0.51 *	-0.42 e	-0.71	-0.55	-0.66	-0.60	-0.65

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Jeremy Hunt, Chancellor of the Exchequer
All Adults aged 18+ in Great Britain

Table with 30 columns: Total, General Election 2019 Vote (Conservative, Labour, Liberal Democrats, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (Favourable to Conservatives, Favourable to Labour, Favourable to Lib Dems, Favourable to Lib Dems, Favourable to Green Party, Favourable to Green Party, Favourable to Reform UK, Favourable to Reform UK, Favourable to Sunak, Favourable to Sunak, Favourable to Starmer, Favourable to Starmer, Favourable to Hunt, Favourable to Hunt, Favourable to Cameron, Favourable to Cameron, Favourable to Reeves, Favourable to Reeves, Favourable to Davey, Favourable to Davey, Favourable to Rayner, Favourable to Rayner, Favourable to Cleverly, Favourable to Cleverly, Favourable to Atkins, Favourable to Atkins, Favourable to Cooper, Favourable to Cooper, Favourable to Lammy, Favourable to Lammy, Favourable to Streeting, Favourable to Streeting), Opinion of Brexit's impact on the country (Positive impact, Negative impact).

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Lord David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Conservative Party leader and Prime Minister

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	56 5%	36 7% c	19 4%	9 8%	13 7%	8 5%	6 4%	6 3%	14 6%	22 8%	14 4%	20 5%	12 9%	17 6%	9 3%	14 4%	35 6%	21 5%	12 5%	16 6%	14 6%	10 7%	1 1%	4 5%	47 5%	9 6%	37 6%	16 5%	3 3%	29 9%	28 4%	31 8%	25 4%	39 6%	18 4%
Fairly favourable (1)	151 14%	82 16%	69 13%	19 18%	32 18%	26 15%	17 9%	20 12%	37 15%	51 18%	43 12%	57 14%	25 18%	48 17%	24 10%	45 13%	92 16%	59 13%	29 12%	39 14%	39 16%	31 21%	3 5%	11 12%	129 14%	21 15%	80 13%	51 16%	20 16%	53 16%	97 14%	67 17%	84 13%	101 16%	49 12%
Neither favourable nor unfavourable (0)	266 25%	119 23%	147 28%	22 21%	44 24%	46 27%	53 30%	38 22%	64 26%	66 23%	99 28%	101 24%	26 19%	78 27%	67 27%	82 24%	159 27%	107 23%	54 22%	66 24%	63 26%	41 28%	10 19%	30 34%	232 26%	34 23%	165 27%	70 22%	31 26%	89 27%	177 25%	93 24%	173 26%	169 26%	97 24%
Fairly unfavourable (-1)	191 18%	93 18%	96 18%	21 19%	22 12%	35 20%	29 17%	39 23%	45 18%	43 15%	64 19%	84 20%	25 19%	43 15%	44 18%	74 22%	109 19%	82 18%	45 18%	56 21%	44 18%	15 10%	20 38%	11 13%	155 17%	36 25%	125 20%	49 16%	17 14%	64 19%	127 18%	71 18%	120 18%	112 17%	79 19%
Very unfavourable (-2)	300 29%	156 31%	134 25%	22 20%	38 21%	40 23%	61 35%	59 35%	81 33%	59 21%	101 29%	140 34%	23 17%	63 22%	90 37%	114 34%	160 27%	141 31%	90 36%	68 25%	57 24%	39 26%	18 34%	29 32%	261 29%	39 27%	164 27%	96 31%	40 33%	65 20%	235 33%	111 29%	189 29%	162 25%	139 34%
Don't know	86 8%	21 4%	64 12%	15 14%	32 17%	16 9%	10 5%	9 5%	5 2%	46 16%	26 7%	14 3%	23 17%	38 13%	13 5%	12 4%	36 6%	50 11%	18 7%	27 10%	23 9%	12 8%	1 2%	5 5%	78 9%	7 5%	44 7%	32 10%	9 8%	34 10%	52 7%	15 4%	70 11%	61 10%	24 6%
Net: Very/Fairly favourable	207 20%	117 23% c	88 17%	28 26%	46 25%	34 20%	23 13%	26 15%	51 21%	74 26%	57 17%	76 18%	36 27%	65 23%	33 13%	59 17%	127 21%	80 17%	41 16%	54 20%	53 22%	40 27%	3 6%	15 17%	176 20%	31 21%	117 19%	67 21%	23 19%	82 25%	125 17%	98 25%	109 17%	140 22%	67 17%
Net: Very/Fairly unfavourable	492 47%	250 49%	230 43%	42 40%	60 33%	75 44%	91 52%	98 58%	126 51%	102 35%	165 48%	224 54%	48 36%	106 37%	134 54%	188 55%	269 46%	222 48%	135 55%	124 46%	101 42%	53 36%	38 72%	40 44%	416 46%	75 51%	289 47%	145 46%	57 47%	129 39%	362 51%	182 47%	309 47%	274 43%	217 54%
Net Difference	-284 -27%	-132 -26%	-142 -27%	-14 -13%	-14 -8%	-40 -24%	-68 -38%	-73 -43%	-75 -31%	-28 -10%	-108 -31%	-148 -36%	-12 -9%	-41 -14%	-101 -41%	-129 -38%	-142 -24%	-142 -31%	-95 -38%	-70 -26%	-48 -20%	-13 -9%	-34 -66%	-25 -28%	-240 -27%	-44 -30%	-172 -28%	-78 -25%	-34 -28%	-48 -14%	-237 -33%	-84 -22%	-200 -30%	-134 -21%	-150 -37%
Mean	-0.55	-0.52	-0.55	-0.29 GH*	-0.26 GHI	-0.47 H	-0.74	-0.78	-0.59	-0.27 KL	-0.61	-0.67	-0.21 OP	-0.35 OP	-0.78	-0.70	-0.48	-0.64	-0.75	-0.50 SW	-0.42 SW	-0.31 SW	-1.01 *	-0.58 *	-0.55	-0.53	-0.52	-0.56	-0.64 *	-0.28 e	-0.67	-0.44 g	-0.62	-0.44 i	-0.71

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Lord David Cameron, Secretary of State for Foreign, Commonwealth and Development Affairs and former Conservative Party leader and Prime Minister

All Adults aged 18+ 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact		
																																													(A)	(B)
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581			
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555			
Very favourable (2)	56	30	9	6	2	20	22	40	9	21	29	19	21	14	21	17	26	42	5	19	29	34	9	56	-	16	19	19	15	24	30	8	23	7	19	21	18	16	26	12	28	19				
	5%	9%	3%	8%	2%	5%	6%	20%	1%	6%	7%	9%	6%	5%	7%	9%	5%	19%	1%	6%	7%	18%	2%	27%	-	7%	7%	11%	6%	6%	20%	2%	20%	2%	8%	7%	11%	5%	15%	4%	13%	3%				
		CE		*	*			IKLMNOPQ		I	I	IN	I	I	I	I	I	STUWYZabcd		Y	SWYgi	SWYgi	STUWYZabcd		SY	RSTUVWYZabcd		SWYgi	SWYgi	STUWYZabcd		SY	STUWYZabcd		SY	STUWYZabcd		SY	STUWYZabcd		SY	STUWYZabcd		SY		
Fairly favourable (1)	151	70	21	18	13	61	51	66	50	43	61	39	49	40	44	41	60	69	51	43	65	66	28	151	-	43	47	43	44	42	57	49	31	36	25	44	39	30	30	34	28	47	69			
	14%	22%	8%	26%	11%	15%	14%	33%	8%	12%	16%	19%	13%	15%	14%	20%	13%	31%	9%	14%	15%	35%	6%	73%	-	18%	16%	25%	13%	16%	15%	33%	7%	30%	7%	18%	13%	19%	10%	19%	10%	22%	13%			
		CE		CE*	*			IKLMNOPQ		I	I	IQ	I	I	I	IMOQ	I	STUWYZabcd		WY	SWYgi	SWYgimo	STUWYZabcd		Y	RSTUVWYZabcd		SWYgimo	SWYgimo	STUWYZabcd		Y	STUWYZabcd		Y	STUWYZabcd		Y	STUWYZabcd		WY	SWYgimo		WY		
Neither favourable nor unfavourable (0)	266	96	53	19	21	100	99	61	106	89	90	52	75	51	82	49	93	70	94	68	80	59	65	-	44	47	35	62	48	82	43	50	35	38	45	57	25	53	35	45	53	112				
	25%	30%	19%	27%	19%	24%	27%	30%	18%	25%	23%	25%	20%	19%	26%	25%	20%	32%	16%	24%	23%	19%	5	-	19%	16%	21%	18%	18%	21%	28%	12%	29%	11%	19%	16%	18%	19%	16%	18%	20%	16%	25%	20%		
		CE		*	*			IKMNQ		INQ	I	I	I	I	IMQ	I	STUWYZabcd		WXYgi	SWXYdgi	WXYgi	STUWYZabcd		XY	-	WXYgi	WXYgi	WXYgi	WXYgi	WXYgi	SUWXYZacdgi		XY	SUWXYZacdgi		WXYgi	WXYgi	WXYgi	WXYgi	WXYgi	WXYgi	WXYgi	XYgi	XYgi		
Fairly unfavourable (-1)	191	57	58	13	20	85	61	17	138	87	63	42	72	47	58	26	106	20	141	66	72	18	128	-	191	44	27	73	51	74	19	93	13	82	52	50	33	59	33	60	33	114				
	18%	18%	21%	19%	18%	21%	17%	8%	23%	24%	16%	20%	19%	18%	18%	13%	22%	9%	24%	22%	17%	10%	25%	-	39%	21%	15%	16%	21%	19%	19%	22%	11%	24%	22%	17%	17%	21%	19%	19%	21%	16%	21%	21%		
				*	*			HKMNOP		HKNP	H	HP	H	H	H	H	HKNP	X	RUVXabdefhk		RVXath	RVX	X	RUVXabdefhk		RSTUVWXZabcd		RVXth	RVX	RVXth	RVXh	RVXh	X	RUVXafhk	X	RUVXabfhk	RVXth	RVX	RVXh	RVXh	RVXh	RVXh	RVXh	RVXafhk		
Very unfavourable (-2)	300	59	123	13	51	130	113	12	264	110	141	52	146	109	106	64	177	12	275	91	165	10	265	-	300	80	127	43	149	105	139	9	230	10	192	73	133	51	141	48	131	47	200			
	29%	19%	45%	18%	46%	32%	31%	6%	45%	31%	36%	25%	38%	41%	33%	32%	37%	5%	47%	31%	39%	5%	53%	-	61%	80	44%	26%	43%	40%	36%	6%	55%	9%	55%	31%	44%	31%	47%	27%	47%	22%	36%			
			BD	*	BD*			HJKLMOPQ		H	HL	H	HILO	HIL	H	H	HIL	X	RTUVXZabcd		RVXth	RVXbthn	X	RSTUVXZabcd		RSTUVXZabcd		RVXbthn	RTUVXZbehfjn	RTUVXbthn	RVXbth	X	RSTUVXZabcd		X	RSTUVXZabcd		RSTUVXZabcd	RVXth	RTUVXZbehfjn	RVXth	RTUVXZbehfjn	RVXth	RTUVXZbehfjn		
Don't know	86	7	10	1	5	12	19	6	22	12	12	5	18	6	9	2	11	8	23	9	17	2	10	-	-	1	3	1	1	3	9	1	5	2	2	4	3	4	2	-	5	3	41			
	8%	2%	4%	2%	4%	3%	5%	3%	4%	3%	3%	3%	5%	2%	3%	1%	2%	4%	4%	3%	4%	1%	2%	-	-	*	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	-	1%	1%	7%		
				*	*								PQ				VXYZabcd		WXYZabcd		XYZbcdgimn		XY																							
Net: Very/Fairly favourable	207	100	30	24	15	81	73	106	59	64	90	58	70	54	65	58	86	111	56	62	94	100	37	207	-	59	66	61	64	57	81	79	39	59	32	63	59	48	47	60	40	75	88			
	20%	31%	11%	34%	13%	20%	20%	52%	10%	18%	23%	28%	19%	20%	20%	29%	18%	50%	9%	21%	22%	53%	7%	100%	-	25%	23%	37%	18%	22%	21%	52%	9%	50%	9%	26%	20%	30%	15%	34%	14%	36%	16%			
		CE		CE*	*			IKLMNOPQ		I	IM	IMNQ	I	I	I	IMNOQ	I	STUWYZabcd		WY	SWYgi	SWYgimo	STUWYZabcd		Y	RSTUVWYZabcd		SWYgimo	SWYgimo	STUWYZabcd		Y	STUWYZabcd		Y	STUWYZabcd		Y	STUWYZabcd		Y	STUWYZabcd		Y		
Net: Very/Fairly unfavourable	492	117	181	26	72	216	174	29	403	197	204	95	218	156	164	90	283	32	416	157	237	28	393	-	492	130	171	70	222	156	213	28	323	23	274	125	183	84	200	82	191	80	314			
	47%	37%	66%	37%	64%	53%	48%	14%	68%	55%	52%	45%	57%	58%	51%	45%	60%	14%	71%	53%	55%	15%	78%	-	100%	55%	60%	42%	64%	59%	55%	18%	78%	19%	79%	53%	60%	52%	66%	46%	68%	38%	57%			
			BD	*	BD*			HJKLMOPQ		HLP	H	H	HKLOP	HLP	H	H	HKLOP	X	RTUVXZabcd		RVXbth	RVXbthn	X	RSTUVXZabcd		RSTUVXZabcd		RVXbthn	RVXbthn	RVXth	RTUVXZbehfjn	RTUVXbthn	RVXbth	X	RSTUVXZabcd		X	RSTUVXZabcd		RSTUVXZabcd	RVXbth	RVXbthn	RVXbth	RTUVXZbehfjn	RVXth	RTUVXZbehfjn
Net Difference	-284	-17	-151	-2	-57	-134	-101	77	-344	-133	-114	-36	-148	-101	-99	-33	-197	79	-360	-95	-143	72	-356	207	-492	-70	-105	-9	-159	-99	-131	51	-284	36	-242	-63	-123	-35	-154	-22	-152	-5	-226			
	-27%	-5%	-55%	-3%	-50%	-33%	-28%	38%	-58%	-37%	-29%	-17%	-39%	-38%	-31%	-16%	-42%	36%	-61%	-32%	-34%	38%	-70%	100%	-100%	-30%	-37%	-5%	-45%	-37%	-34%	34%	-68%	30%	-70%	-26%	-41%	-22%	-51%	-12%	-54%	-2%	-41%			
Mean	-0.55	-0.15	-1.01	-0.13	-0.98	-0.62	-0.55	0.54	-1.06	-0.64	-0.59	-0.34	-0.75	-0.75	-0.59	-0.41	-0.75	0.51	-1.11	-0.58	-0.68	0.52	-1.24	1.27	-1.61	-0.57	-0.75	-0.20	-0.83	-0.72	-0.65	0.48	-1.23	0.42	-1.24	-0.50	-0.79	-0.43	-0.93	-0.25	-0.98	-0.12	-0.79			
		CE		CE*	*			IKLMNOPQ		I	IMQ	IKMNQ	I	I	IM	IMNQ	I	STUWYZabcd		WYgi	SWYgimo	SWYgimo	STUWYZabcd		Y	RSTUVWYZabcd		SWYgimo	SWYgimo	STUWYZabcd		SWYgi	SWYgimo	STUWYZabcd		Y	STUWYZabcd		SWYgdgimno	SWYgimo	SWYacdgi	SWYgi	STUWYZabcd	SWYgi	SWYgi	

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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/mm/nn/pp/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,aa/bb/cc/dd/ee/ff/gg/hh/ii/jj/kk/mm/nn/pp/q Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	65 6%	38 8%	25 5%	4 4%	11 6%	4 2%	8 4%	17 10%	22 9%	14 5%	12 3%	39 9%	4 3%	12 4%	13 5%	33 10%	54 9%	11 2%	14 6%	18 6%	11 5%	15 10%	3 6%	3 4%	58 6%	7 5%	41 7%	17 5%	8 6%	22 6%	43 6%	31 8%	34 5%	43 7%	22 6%
Fairly favourable (1)	169 16%	102 20%	64 12%	15 14%	27 15%	23 13%	31 18%	25 15%	49 20%	41 14%	54 16%	74 18%	19 14%	41 14%	41 17%	48 14%	109 18%	60 13%	43 17%	35 13%	39 16%	32 22%	10 18%	9 10%	144 16%	25 17%	103 17%	48 15%	18 15%	56 17%	113 16%	84 22%	85 13%	105 16%	64 16%
Neither favourable nor unfavourable (0)	316 30%	150 30%	163 31%	28 26%	57 31%	53 31%	61 35%	45 27%	72 30%	85 29%	114 33%	118 28%	37 28%	90 31%	81 33%	99 29%	167 28%	149 33%	75 30%	81 30%	72 30%	39 26%	16 31%	33 36%	271 30%	45 31%	194 32%	83 26%	39 32%	112 34%	204 28%	117 30%	200 30%	201 31%	116 29%
Fairly unfavourable (-1)	127 12%	68 13%	58 11%	16 15%	19 11%	20 12%	15 8%	21 13%	35 14%	35 12%	57 10%	14 14%	23 17%	28 10%	22 9%	49 14%	75 13%	51 11%	40 16%	29 11%	29 12%	16 11%	4 9%	8 9%	110 12%	17 12%	62 10%	48 15%	16 13%	25 7%	102 14%	53 14%	73 11%	77 12%	50 12%
Very unfavourable (-2)	160 15%	88 17%	68 13%	8 7%	16 9%	23 14%	28 16%	38 22%	48 19%	23 8%	52 15%	85 21%	9 7%	32 11%	40 16%	76 22%	77 13%	84 18%	32 13%	46 17%	32 13%	22 15%	11 22%	17 19%	136 15%	24 16%	101 16%	39 12%	20 17%	44 13%	116 16%	51 13%	109 16%	86 13%	74 18%
Don't know	213 20%	60 12%	151 29%	37 34%	52 29%	48 28%	33 19%	24 14%	19 8%	89 31%	81 23%	43 10%	41 31%	84 29%	49 20%	36 11%	110 19%	102 22%	43 17%	62 23%	57 24%	23 16%	7 14%	20 22%	183 20%	30 20%	113 18%	80 26%	20 16%	75 22%	138 19%	52 13%	161 24%	133 21%	80 20%
Net: Very/Fairly favourable	234 22%	140 28%	89 17%	18 17%	37 21%	27 16%	38 22%	42 25%	70 29%	56 19%	66 19%	113 27%	23 17%	53 18%	54 22%	81 24%	162 27%	72 16%	57 23%	53 20%	51 21%	47 32%	13 25%	13 14%	203 22%	31 21%	144 23%	64 20%	26 21%	78 23%	156 22%	115 30%	119 18%	148 23%	86 21%
Net: Very/Fairly unfavourable	287 27%	157 31%	126 24%	24 22%	35 19%	43 25%	43 24%	59 35%	83 34%	59 20%	86 25%	142 34%	32 24%	60 21%	62 25%	124 37%	152 26%	135 29%	72 29%	75 28%	61 25%	38 26%	16 30%	25 28%	246 27%	41 28%	164 27%	87 28%	37 30%	69 21%	218 30%	104 27%	183 28%	163 25%	124 31%
Net Difference	-53 -5%	-17 -3%	-37 -7%	-5 -5%	2 1%	-16 -9%	-5 -3%	-17 -10%	-13 -5%	-3 -1%	-21 -6%	-29 -7%	-9 -7%	-7 -2%	-8 -3%	-43 -13%	10 2%	-63 -14%	-15 -6%	-22 -8%	-10 -4%	9 6%	-3 -6%	-12 -13%	-43 -5%	-10 -7%	-19 -3%	-22 -7%	-11 -9%	9 3%	-62 -9%	11 3%	-64 -10%	-15 -2%	-38 -9%
Mean	-0.18	-0.15	-0.21	-0.13	-0.02	-0.29	-0.18	-0.25	-0.17	-0.06	-0.23	-0.20	-0.15	-0.13	-0.17	-0.28	-0.03	-0.38	-0.16	-0.24	-0.17	0.02	-0.25	-0.36	-0.17	-0.23	-0.16	-0.19	-0.23	-0.05	-0.23	-0.03	-0.28	-0.11	-0.28

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ 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 Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive 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	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555
Very favourable (2)	65 6%	8 3%	45 16%	6 9%	4 3%	45 11%	13 4%	8 4%	56 9%	53 15%	* *	26 12%	13 3%	34 13%	5 2%	9 5%	49 10%	8 4%	51 9%	53 18%	5 1%	7 4%	48 9%	13 6%	44 9%	65 28%	- -	34 21%	10 3%	53 20%	3 1%	9 6%	53 13%	11 9%	45 13%	57 24%	4 1%	38 2%	7 2%	40 23%	7 2%	10 5%	47 8%
Fairly favourable (1)	169 16%	38 12%	79 29%	21 30%	19 17%	91 22%	48 13%	38 19%	112 19%	113 31%	26 7%	64 31%	38 10%	76 28%	22 7%	39 20%	102 22%	45 20%	103 18%	105 35%	34 8%	47 25%	99 20%	46 22%	86 17%	169 72%	- -	54 32%	45 13%	104 39%	34 9%	42 28%	88 21%	36 30%	81 23%	103 43%	18 6%	81 50%	27 9%	71 40%	27 9%	38 18%	106 19%
Neither favourable nor unfavourable (0)	316 30%	98 31%	67 25%	19 27%	41 36%	119 29%	113 31%	67 33%	156 26%	103 28%	88 22%	56 27%	95 25%	72 27%	88 28%	48 24%	124 26%	71 32%	153 26%	80 27%	88 21%	55 29%	109 22%	61 30%	117 24%	- -	- -	43 26%	66 19%	64 24%	77 20%	37 25%	91 23%	34 29%	60 17%	61 26%	47 16%	23 14%	51 17%	41 23%	58 21%	64 30%	156 28%
Fairly unfavourable (-1)	127 12%	59 19%	28 10%	9 13%	10 9%	48 12%	53 15%	32 16%	65 11%	25 7%	83 21%	22 10%	64 17%	25 9%	56 18%	26 13%	54 11%	29 13%	64 11%	13 5%	95 22%	26 13%	67 13%	35 17%	63 13%	- -	127 44%	18 11%	70 20%	14 5%	88 23%	26 17%	56 13%	18 15%	53 15%	6 2%	78 26%	8 5%	75 25%	14 8%	66 23%	28 13%	61 11%
Very unfavourable (-2)	160 15%	80 25%	23 8%	2 3%	21 18%	44 11%	85 23%	37 19%	97 17%	13 4%	133 34%	9 4%	127 33%	21 8%	106 33%	61 31%	77 16%	40 18%	109 19%	9 3%	143 33%	36 19%	109 22%	31 15%	108 22%	- -	160 56%	6 4%	136 39%	11 4%	141 37%	26 17%	99 24%	16 13%	93 27%	6 3%	132 44%	2 1%	126 42%	7 4%	111 39%	63 25%	111 11%
Don't know	213 20%	35 11%	33 12%	13 18%	18 16%	61 15%	52 14%	19 9%	104 18%	55 15%	64 16%	32 15%	43 11%	41 15%	42 13%	15 7%	67 14%	28 13%	109 18%	37 12%	62 15%	20 10%	73 14%	20 10%	74 15%	- -	- -	12 7%	22 6%	17 7%	42 11%	9 6%	31 7%	5 4%	16 4%	5 2%	23 8%	9 5%	16 5%	3 1%	14 5%	19 9%	123 22%
Net: Very/Fairly favourable	234 22%	46 14%	123 45%	27 38%	23 20%	136 33%	62 17%	47 23%	167 28%	166 46%	28 7%	91 43%	51 13%	110 41%	28 9%	48 24%	152 32%	54 24%	155 26%	158 53%	39 9%	54 28%	147 29%	59 29%	130 26%	234 100%	- -	89 53%	56 16%	157 59%	37 9%	52 34%	140 34%	47 39%	126 36%	160 67%	22 7%	119 74%	34 11%	112 63%	33 12%	48 23%	153 28%
Net: Very/Fairly unfavourable	287 27%	139 44%	50 18%	11 16%	31 27%	92 23%	139 38%	69 34%	163 28%	38 11%	216 55%	31 15%	192 50%	46 17%	162 51%	88 44%	131 28%	69 31%	173 29%	22 8%	238 56%	62 32%	176 35%	66 32%	171 35%	- -	287 100%	24 14%	206 59%	25 10%	229 60%	52 35%	155 37%	34 28%	145 42%	12 5%	210 69%	11 7%	201 66%	21 12%	176 63%	80 38%	123 22%
Net Difference	-53 -5%	-93 -29%	73 27%	16 22%	-8 -7%	44 11%	-77 -21%	-22 -11%	5 1%	128 35%	-188 -48%	60 29%	-141 -37%	64 24%	-134 -42%	-39 -20%	21 5%	-15 -7%	-18 -3%	135 46%	-199 -47%	-8 -4%	-29 -6%	-7 -3%	-42 -8%	234 100%	-287 -100%	64 38%	-150 -43%	132 50%	-192 -50%	-1 *	-14 -3%	13 11%	-19 -6%	148 62%	-188 -62%	108 67%	-167 -55%	90 51%	-143 -51%	-32 -15%	30 5%
Mean	-0.18	-0.58	0.39	0.34	-0.26	0.13	-0.48	-0.28	-0.08	0.55	-0.96	0.43	-0.76	0.34	-0.84	-0.50	-0.02	-0.24	-0.16	0.69	-0.92	-0.21	-0.21	-0.13	-0.25	1.28	-1.56	0.60	-0.84	0.70	-0.96	-0.13	-0.16	0.08	-0.20	0.85	-1.13	0.95	-1.00	0.71	-0.92	-0.39	0.03

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

	Total	Gender		Age						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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	30 3%	18 4%	11 2%	6 5%	7 4%	3 1%	6 3%	4 3%	5 2%	12 4%	8 2%	9 2%	7 5%	7 2%	7 3%	7 2%	20 3%	10 2%	10 4%	5 2%	5 2%	9 6%	1 2%	- -	29 3%	* *	20 3%	8 3%	1 1%	15 5%	14 2%	17 4%	13 2%	23 4%	7 2%
Fairly favourable (1)	138 13%	78 15%	58 11%	17 16%	29 16%	18 11%	20 11%	14 8%	39 16%	46 16%	38 11%	53 13%	21 15%	42 15%	24 10%	39 11%	94 16%	44 10%	27 11%	29 11%	33 14%	32 22%	6 12%	11 12%	112 12%	26 18%	93 15%	35 11%	10 8%	50 15%	88 12%	64 17%	74 11%	90 14%	48 12%
Neither favourable nor unfavourable (0)	373 36%	171 34%	199 38%	31 29%	62 34%	65 38%	66 37%	63 37%	87 35%	93 32%	131 38%	149 36%	42 32%	103 36%	93 38%	114 34%	213 36%	160 35%	92 37%	98 36%	92 38%	41 28%	18 36%	32 35%	324 36%	49 33%	219 36%	107 34%	47 38%	120 36%	253 35%	145 37%	228 34%	230 36%	143 35%
Fairly unfavourable (-1)	158 15%	85 17%	69 13%	16 15%	25 14%	20 11%	26 15%	25 15%	46 19%	41 14%	45 13%	72 17%	21 16%	31 11%	37 15%	67 20%	93 16%	65 14%	41 17%	36 13%	36 15%	20 13%	12 23%	14 15%	136 15%	22 15%	84 14%	55 18%	19 15%	38 12%	119 17%	65 17%	92 14%	102 16%	56 14%
Very unfavourable (-2)	192 18%	111 22%	77 15%	7 7%	14 8%	29 17%	35 20%	46 27%	60 25%	22 8%	63 18%	107 26%	8 6%	34 12%	52 21%	90 26%	96 16%	95 21%	48 19%	62 23%	30 13%	21 14%	10 19%	20 22%	163 18%	29 19%	115 19%	46 15%	30 25%	52 16%	140 19%	52 13%	140 21%	96 15%	96 24%
Don't know	160 15%	44 9%	115 22%	30 28%	44 24%	37 21%	24 14%	18 10%	8 3%	74 26%	61 18%	26 6%	35 26%	70 24%	32 13%	23 7%	75 13%	85 19%	31 12%	42 15%	45 19%	24 16%	5 9%	14 16%	138 15%	22 15%	83 14%	62 20%	15 12%	57 17%	103 14%	46 12%	115 17%	104 16%	57 14%
Net: Very/Fairly favourable	168 16%	96 19%	68 13%	23 21%	36 20%	21 12%	26 15%	19 11%	43 18%	59 20%	47 13%	62 15%	28 21%	49 17%	31 13%	46 14%	114 19%	53 12%	37 15%	34 12%	38 16%	41 28%	7 13%	11 12%	141 16%	26 18%	113 18%	43 14%	11 9%	66 20%	102 14%	81 21%	87 13%	113 18%	55 13%
Net: Very/Fairly unfavourable	349 33%	196 39%	146 28%	23 22%	40 22%	48 28%	60 34%	72 42%	107 44%	63 22%	108 31%	178 43%	29 22%	65 23%	90 36%	158 46%	190 32%	160 35%	90 36%	98 36%	66 27%	40 27%	22 42%	33 37%	299 33%	50 34%	199 32%	101 32%	49 40%	90 27%	259 36%	117 30%	232 35%	198 31%	151 37%
Net Difference	-182 -17%	-100 -20%	-78 -15%	* *	-4 -2%	-27 -16%	-34 -19%	-53 -31%	-63 -26%	-4 -1%	-62 -18%	-116 -28%	-1 -1%	-16 -6%	-59 -24%	-112 -33%	-75 -13%	-106 -23%	-53 -21%	-65 -24%	-28 -12%	1 1%	-15 -29%	-23 -25%	-158 -17%	-24 -16%	-86 -14%	-58 -18%	-38 -31%	-25 -7%	-157 -22%	-36 -9%	-146 -22%	-85 -13%	-97 -24%
Mean	-0.39	-0.42	-0.35	-0.03 FGHI*	-0.08 FGHI	-0.40	-0.41	-0.62	-0.50	-0.06 KL	-0.41	-0.55	-0.02 OP*	-0.20 OP	-0.49	-0.61	-0.29 R	-0.51	-0.42	-0.53	-0.27 T	-0.09 STX*	-0.51 *	-0.56 *	-0.38	-0.42	-0.34 c	-0.38	-0.63 *	-0.22 e	-0.46	-0.21 g	-0.50	-0.29 i	-0.53

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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Davey, Leader of the Liberal Democrats

All Adults aged 18+ in Great Britain

Table with 30 columns for politicians and parties, and 2 columns for 'Opinion of Brexit's impact on the country'. Rows include Unweighted base, Weighted base, and various opinion categories like 'Very favourable (2)', 'Fairly favourable (1)', etc.

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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - James Cleverly, Home Secretary

All Adults aged 18+ 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+ (I)	18-34 (J)	35-54 (K)	55+ (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)
Unweighted base	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	36 3%	22 4%	12 2%	6 5%	13 7% GH	5 3%	3 2%	2 1%	8 3%	18 6% KL	8 2%	11 3%	8 6% P	14 5%	5 2%	6 2%	19 3%	17 4%	6 2%	12 4%	6 3%	11 7% SU	1 1%	1 1%	32 4%	4 3%	24 4%	9 3%	3 2% *	19 6% e	18 2%	18 5%	26 4%	10 3%	
Fairly favourable (1)	114 11%	60 12%	53 10%	16 15% G	20 11% G	16 9%	8 5%	14 8%	40 16% GH	36 12% K	24 7%	54 13% K	21 15% O	27 9%	14 6%	40 12% O	70 12%	45 10%	22 9%	26 10%	29 12%	18 12%	4 7% *	15 17% *	97 11%	18 12%	74 12%	25 8%	15 13% *	37 11%	77 11%	46 12%	68 10%	65 10%	49 12%
Neither favourable nor unfavourable (0)	289 27%	129 25%	159 30%	19 17%	50 28%	52 30% D	57 32% D	44 26%	67 28%	69 24%	109 31%	111 27%	24 18%	87 30% M	72 29% M	96 28% M	166 28%	123 27%	63 25%	82 30%	66 27%	45 30%	14 26% *	20 22% *	247 27%	41 28%	177 29%	76 24%	35 29% *	101 30%	188 26%	116 30%	173 26%	179 28%	110 27%
Fairly unfavourable (-1)	167 16%	95 19% C	70 13%	15 14%	23 13%	19 11%	36 20% F	34 20% F	41 17%	37 13%	54 16%	75 18%	19 14%	34 12%	46 19% N	62 18%	97 16%	70 15%	42 17%	50 18%	38 16%	15 10%	8 16% *	13 14% *	135 15%	32 21%	105 17%	48 15%	13 11% *	50 15%	116 16%	62 16%	105 16%	105 16%	62 15%
Very unfavourable (-2)	250 24%	143 28% C	101 19%	13 12%	26 15%	36 21%	43 24% DE	56 33% DEF	76 31% DE	39 14%	79 23% J	132 32% JK	16 12%	50 17%	65 26% MN	111 33% MN	140 24%	111 24%	78 31% TU	48 17%	47 19%	36 24%	21 41% TU*	21 24% *	224 25%	26 18%	137 22%	77 24%	37 31% *	52 16%	198 28% d	96 25%	155 23%	144 22%	107 26%
Don't know	194 18%	59 12%	133 25% B	39 37% GHI	49 27% GHI	44 26% HI	29 17% I	20 12% I	12 5%	88 31% KL	73 21% L	32 8%	47 35% OP	76 26% OP	44 18% P	24 7%	101 17%	93 20%	38 15%	55 20%	54 23%	22 15%	4 8% *	21 23% *	167 19%	27 18%	99 16%	78 25% a	18 15% *	75 22% e	119 17%	50 13%	144 22% f	126 20%	68 17%
Net: Very/Fairly favourable	151 14%	82 16%	65 12%	21 20% GH	33 18% GH	20 12%	11 6%	17 10%	48 20% GH	54 19% K	32 9%	65 16% K	28 21% O	40 14% O	19 8%	47 14% O	89 15%	62 13%	28 11%	38 14%	35 15%	29 20% s	4 9% *	16 18% *	129 14%	22 15%	98 16%	35 11%	18 15% *	56 17%	95 13%	64 17%	86 13%	91 14%	59 15%
Net: Very/Fairly unfavourable	417 40%	238 47% C	171 32%	28 26%	49 27%	55 32%	78 45% DEF	90 53% DEF	117 48% DEF	77 27%	133 38% J	207 50% JK	35 26%	83 29%	111 45% MN	173 51% MN	236 40%	181 39%	120 48% TUV	97 36%	85 35%	51 35%	30 57% TUV*	34 38% *	359 40%	58 39%	242 39%	125 40%	51 42% *	102 31%	314 44% d	158 41%	259 39%	249 39%	168 41%
Net Difference	-266 -25%	-156 -31%	-106 -20%	-6 -6%	-16 -9%	-35 -20%	-67 -38%	-73 -43%	-69 -28%	-23 -8%	-102 -29%	-142 -34%	-7 -5%	-43 -15%	-93 -38%	-127 -37%	-147 -25%	-119 -26%	-92 -37%	-60 -22%	-49 -21%	-22 -15%	-25 -48%	-18 -20%	-230 -26%	-36 -25%	-144 -23%	-90 -29%	-32 -27%	-47 -14%	-220 -31%	-93 -24%	-173 -26%	-157 -24%	-109 -27%
Mean	-0.56	-0.62	-0.49	-0.20 GHI*	-0.23 GHI	-0.52 H	-0.73	-0.84	-0.59	-0.22 KL	-0.63	-0.69	-0.17 OP*	-0.37 OP	-0.76	-0.73	-0.54	-0.58	-0.78	-0.44 SW	-0.48 SW	-0.38 SW*	-0.95 *	-0.55 *	-0.57	-0.48 *	-0.50	-0.67	-0.64 *	-0.31 e	-0.67	-0.50	-0.60	-0.53	-0.61

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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(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - James Cleverly, Home Secretary
All Adults aged 18+ 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	e 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive 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	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555
Very favourable (2)	36 3%	17 5%	10 3%	3 4% *	5 4% *	16 4%	12 3%	26 13% UKMNOQ	8 1%	14 4%	18 5% IQ	16 8% UMQ	13 4% IQ	14 5% IQ	14 4% IQ	23 11% UKMNOQ	8 2%	24 11% STUWYzabcd egjklmno	7 1%	17 6% SWYgi	12 3% SWYgi	26 14% STUWYzabcd egjklmno	3 1%	22 10% STUWYzabcd egjklmno	7 1%	21 9% SUWYzcdgk lmo	8 3% SWg	17 10% STUWYzabcd egjklmno	10 3% SWYgi	11 4% SWYgi	16 4% SWYgi	36 24% RSTUWXYZa bcdefghijklmno	- -	22 19% RSTUWXYZa bcdefghijklmno	4 1% g	16 7% SUWYcgj	10 3% SWYgi	14 9% SUWYzcdgk lmo	9 3% SWYgi	17 10% STUWYzabcd egjklmno	10 3% SWYgi	23 11% q	9 2% p
Fairly favourable (1)	114 11%	67 21% C	9 3%	9 13% C*	15 13% C*	40 10%	52 14%	72 36% IJKLMNOPQ	22 4%	29 8%	62 16% IJMNQ	30 14% IUMQ	41 11% I	27 10%	44 14% IUMQ	37 18% IUMNQ	45 9%	68 31% STUWYzabcd egjklmno	24 4%	26 9%	58 14% SWYgi	69 36% STUWYzabcd egjklmno	17 3%	57 28% STUWYzabcd egjklmno	21 4%	31 13% STWYgij	45 16% STWYgijo	31 18% STWYgdjij	45 13% SWYgi	26 10% SWYgi	62 16% STWYgdjimo	114 76% RSTUWXYZa bcdefghijklmno	- -	42 35% RSTUWXYZa bcdefghijklmno	16 5% g	19 8% SWYg	48 16% STWYgijo	28 18% STWYgdjij	37 12% SWYgi	37 21% STUWYzcdgij lmo	33 12% SWYgi	55 26% q	31 6% p
Neither favourable nor unfavourable (0)	289 27%	114 36% CE	54 20%	23 33% CE*	20 17% *	92 23%	123 34% F	62 31% INQ	106 18%	84 23% IQ	108 27% INQ	49 23% INQ	102 27% INQ	52 19%	85 26% IQ	55 28% INQ	84 18%	78 35% STUWYzabcd efghijklmno	95 16% fji	64 22% SWZzdfgijl mno	113 27% SWYzabcdfgi jklmno	61 32% STWYzabcdfgi jklmno	73 14% fji	65 32% STWYzabcdfgi jklmno	84 17% Wfji	34 15% fji	60 21% Wfji	34 20% fgil	78 22% SWYzdfgilo	41 15% fji	106 28% SWYzcdfgil mno	- -	- -	28 24% WZdfgijl	31 9% fg	50 21% WZdfgijl	70 23% SWYzdfgilo	21 13% fg	60 20% Wfji	29 16% fji	46 17% fji	58 27% q	126 23% p
Fairly unfavourable (-1)	167 16%	50 16%	54 20%	13 18% *	23 20% *	76 19%	59 16%	13 6%	133 49% HKMNP	80 22% HKMP	51 13% H	37 18% H	54 14% H	47 17% H	57 18% HKP	22 11%	102 7% HKMP	15 7%	130 22% RUVXekh	64 21% RVXth	66 16% RVf	15 8%	123 24% RUVXacefhk	27 13% RVf	108 22% RUVXekh	48 20% RVXth	54 19% RVf	34 20% RVXth	65 18% RVf	58 22% RUVXth	62 16% RVf	- -	167 40% RSTUWXYZa bcdefghijklmno	15 12% f	88 25% RUVXacefhk m	60 25% RUVXzefh	55 18% RVf	33 20% RVXth	60 20% RUVf	37 21% RVXth	60 21% RUVXekh	25 12% p	108 20% p
Very unfavourable (-2)	250 24%	39 12%	119 43% BD	13 18% *	37 33% B*	135 33% G	72 20%	11 5%	228 39% HIKLMNOP	103 28% H	103 26% H	52 25% H	126 33% HKOP	93 35% HIKLOP	85 26% H	44 17% H	176 37% HIKLOP	5 2%	238 40% RTUVXabcefh ijklmno	91 31% RVXth	122 28% RVXth	5 2%	228 45% RSTUVXabcefh ijklmno	12 6% RVf	215 44% RSTUVXabcefh ijklmno	93 40% RTUVXbefhn	101 35% RUVXekh	44 26% RVXth	124 35% RUVXekh	114 43% RTUVXabcefh ijklmno	102 26% RVXth	- -	250 60% RSTUWXYZa bcdefghijklmno	8 7% RVf	197 57% RSTUWXYZa bcdefghijklmno	85 36% RVXbafh	109 36% RUVXbafh	55 34% RVXth	120 40% RTUVXbafh	54 30% RVXth	121 43% RTUVXabcefh ijklmno	32 15% p	178 32% p
Don't know	194 18%	32 10%	29 11%	10 14% *	14 13% *	49 12%	46 13%	18 9%	92 16% HMPQ	52 14%	53 13%	27 13%	44 12%	35 13%	36 11%	18 9%	59 12%	31 14% VZabcdefghijkl mno	95 16% TVWYzabcd ghijklmno	35 12% Zbdfghijklmno	56 13% VZabcdefghij klmno	14 7% fgin	60 12% Zabcdefghijkl mno	24 12% Zbdfghijklmno	57 12% Zabcdefghijkl mno	8 3% fg	20 7% fgkno	7 4% fg	28 8% Zlghijklmno	14 5% fgn	37 10% Zlghijklmno	- -	- -	4 3% fg	10 3% g	8 3% fg	11 4% fg	10 6% Zlghij	16 5% fji	3 2% g	12 4% fg	18 9% q	105 19% p
Net: Very/Fairly favourable	151 14%	84 26% C	19 7%	12 17% C*	19 17% C*	56 14%	64 18%	98 49% IJKLMNOPQ	30 5%	43 12% I	80 20% IJMNQ	46 22% IUMNQ	55 14% I	41 15% IQ	58 18% IUMQ	59 30% IUMNOQ	53 11% I	92 42% STUWYzabcd egjklmno	31 5% g	43 15% SWYgi	70 16% SWYgi	95 50% RSTUWXYZa bcdefghijklmno	20 4% g	79 38% STUWYzabcd egjklmno	28 6% Wg	52 22% STWYgdjimo	52 18% SWYgi	48 29% STUWYzabcd egjklmno	55 16% SWYgi	37 14% SWYgi	78 20% SUWYcgjimo	151 100% RSTUWXYZa bcdefghijklmno	- -	64 54% RSTUWXYZa bcdefghijklmno	20 6% g	35 15% SWYgi	58 19% SWYgi	42 26% STUWYzcdgij lmo	45 15% SWYgi	54 31% STUWYzabcd egjklmno	42 15% SWYgi	78 37% q	39 7% p
Net: Very/Fairly unfavourable	417 40%	89 28%	172 63% BD	26 37% *	59 53% B*	211 52% G	131 36%	24 12%	361 61% HIKLMNOP	183 50% HKLP	154 39% H	89 42% H	180 47% HKP	140 52% HKLP	141 44% HP	66 33% H	278 59% HIKLMNOP	21 9% f	368 63% RTUVXabcefh ijklmno	155 52% RVXth	188 44% RVXth	20 10% f	351 70% RSTUVXabcefh ijklmno	39 19% RVf	323 66% RSTUVXabcefh ijklmno	140 60% RTUVXbefhn	155 54% RUVXekh	78 47% RVXth	188 54% RUVXekh	172 65% RTUVXabcefh ijklmno	164 43% RVXth	- -	417 100% RSTUWXYZa bcdefghijklmno	23 19% RVf	285 82% RSTUWXYZa bcdefghijklmno	145 61% RTUVXbefhn	163 54% RUVXekh	88 55% RUVXekh	180 60% RUVXekh	91 51% RUVXacefhk	181 64% RVXth	57 27% p	286 51% p
Net Difference	-266 -25%	-5 -1%	-154 -56%	-14 -20% *	-40 -35% *	-155 -38%	-67 -18%	74 37%	-331 -56%	-139 -39%	-73 -19%	-42 -20%	-125 -33%	-99 -37%	-83 -26%	-7 -3%	-225 -48%	71 32%	-337 -57%	-111 -37%	-118 -28%	75 40%	-331 -66%	40 19%	-295 -60%	-89 -38%	-102 -36%	-30 -18%	-133 -38%	-136 -51%	-86 -22%	151 100%	-417 -100%	41 35%	-266 -77%	-110 -46%	-106 -35%	-46 -28%	-135 -45%	-36 -20%	-139 -49%	21 10%	-247 -44%
Mean	-0.56	-0.09 CE	-1.07	-0.40 C*	-0.73 C*	-0.76	-0.40 F	0.48 IJKLMNOPQ	-1.11	-0.74 IQ	-0.46 IJMNQ	-0.42 IUMNQ	-0.71 IQ	-0.77 IQ	-0.54 IUMQ	-0.15 IJKLMNOPQ	-0.95 I	0.47 STUWYzabcd egjklmno	-1.15 Wgi	-0.70 SWYgdjio	-0.61 SWYzcdgijl mno	0.55 STUWYzabcd egjklmno	-1.25 gi	0.27 STUWYzabcd egjklmno	-1.16 Wgi	-0.71 SWYgdji	-0.73 SWYgdjimo	-0.36 STUWYzabcd egjklmno	-0.77 SWYgdjio	-0.96 SWYgdji	-0.49 STUWYzabcd egjklmno	1.24 RSTUWXYZa bcdefghijklmno	-1.60	0.48 STUWYzabcd egjklmno*	-1.36 g	-0.78 SWYgdji	-0.70 SWYgdjimo	-0.57 SWYgdjimo	-0.86 SWYgdji	-0.42 STUWYzabcd egjklmno	-0.93 SWYgdji	0.06 q	-0.92

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23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, Deputy Leader of the Labour Party and Shadow Secretary of State for Levelling Up, Housing and Communities

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	88 8%	49 10%	38 7%	8 7%	16 9%	4 2%	18 10%	17 10%	25 10%	23 8%	22 6%	43 10%	11 8%	14 5%	25 10%	33 10%	60 10%	28 6%	31 13%	21 8%	15 6%	17 11%	4 8%	- -	79 9%	9 6%	55 9%	23 7%	10 8%	29 9%	59 8%	44 11%	45 7%	54 8%	34 8%
Fairly favourable (1)	176 17%	99 19%	75 14%	16 15%	33 18%	39 23%	23 13%	25 15%	40 17%	49 17%	62 18%	65 16%	21 16%	59 20%	36 14%	50 15%	105 18%	71 15%	53 21%	30 11%	41 17%	27 18%	8 16%	17 19%	154 17%	22 15%	108 18%	51 16%	17 14%	63 19%	113 16%	83 21%	92 14%	117 18%	59 15%
Neither favourable nor unfavourable (0)	256 24%	133 26%	122 23%	27 26%	50 28%	54 32%	53 30%	31 18%	41 17%	77 27%	108 31%	71 17%	34 25%	86 30%	69 28%	59 17%	150 25%	106 23%	59 24%	64 24%	59 24%	35 24%	13 26%	26 29%	217 24%	39 26%	154 25%	81 26%	21 17%	98 29%	158 22%	112 29%	145 22%	175 27%	81 20%
Fairly unfavourable (-1)	131 12%	62 12%	64 12%	12 12%	21 12%	15 9%	20 11%	27 16%	36 15%	33 12%	35 10%	63 15%	15 11%	28 10%	32 13%	53 15%	78 13%	54 12%	29 12%	32 12%	35 14%	16 11%	8 15%	12 13%	111 12%	20 14%	63 10%	43 14%	25 21%	38 11%	93 13%	51 13%	80 12%	81 13%	50 12%
Very unfavourable (-2)	253 24%	128 25%	121 23%	14 13%	21 12%	28 16%	39 22%	56 33%	94 39%	35 12%	67 19%	151 36%	19 14%	34 12%	57 23%	129 38%	128 22%	126 27%	50 20%	87 32%	47 19%	31 21%	16 32%	22 25%	213 24%	41 28%	161 26%	61 19%	31 26%	51 15%	203 28%	69 18%	185 28%	123 19%	130 32%
Don't know	145 14%	36 7%	108 21%	29 27%	40 22%	31 18%	22 13%	14 8%	8 3%	70 24%	54 15%	22 5%	33 25%	65 23%	28 11%	17 5%	71 12%	74 16%	26 10%	38 14%	45 19%	22 15%	2 4%	13 15%	128 14%	17 12%	74 12%	55 17%	17 14%	55 16%	90 13%	116 8%	94 18%	51 15%	
Net: Very/Fairly favourable	264 25%	148 29%	113 21%	23 22%	49 27%	43 25%	41 23%	42 25%	66 27%	72 25%	84 24%	108 26%	33 24%	73 25%	60 24%	83 24%	165 28%	99 22%	84 34%	51 19%	56 23%	44 30%	12 24%	17 19%	233 26%	31 21%	163 26%	74 24%	27 22%	92 28%	172 24%	127 33%	137 21%	171 27%	93 23%
Net: Very/Fairly unfavourable	385 37%	190 37%	186 35%	27 25%	42 23%	43 25%	59 34%	84 49%	130 53%	69 24%	102 29%	214 51%	34 26%	63 22%	89 36%	182 53%	205 35%	179 39%	79 32%	119 44%	81 34%	47 32%	24 47%	34 38%	323 36%	61 41%	224 36%	103 33%	57 47%	88 26%	296 41%	120 31%	265 40%	204 32%	181 45%
Net Difference	-121 -11%	-42 -8%	-73 -14%	-4 -3%	7 4%	* *	-18 -10%	-42 -24%	-64 -26%	3 1%	-18 -5%	-106 -25%	-2 -1%	10 4%	-29 -12%	-99 -29%	-40 -7%	-80 -18%	5 2%	-68 -25%	-26 -11%	-3 -2%	-12 -23%	-18 -20%	-90 -10%	-30 -21%	-62 -10%	-29 -9%	-30 -25%	4 1%	-124 -17%	7 2%	-127 -19%	-32 -5%	-88 -22%
Mean	-0.32	-0.26	-0.37	-0.13 HI*	0.01 HI	-0.17 HI	-0.26	-0.51	-0.56	-0.04 L	-0.22 L	-0.54	-0.09 P	-0.05 P	-0.28 P	-0.60	-0.21 R	-0.46	-0.06 TX	-0.57	-0.29	-0.14 T*	-0.49 *	-0.52 *	-0.29	-0.48	-0.31	-0.26	-0.49 *	-0.06 e	-0.43	-0.05 g	-0.49	-0.18 i	-0.52

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Angela Rayner, Deputy Leader of the Labour Party and Shadow Secretary of State for Levelling Up, Housing and Communities

All Adults aged 18+ in Great Britain

Table with columns for Total, General Election 2019 Vote, Referendum 2016 vote, Favourable to parties, and Favourable to politicians. Rows include Unweighted base, Weighted base, Very favourable (2), Fairly favourable (1), Neither favourable nor unfavourable (0), Fairly unfavourable (-1), Very unfavourable (-2), Don't know, Net: Very/Fairly favourable, Net: Very/Fairly unfavourable, Net Difference, and Mean.

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Victoria Atkins, Secretary of State for Health and Social Care

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	14 1%	13 2% C	1 *	2 2%	8 4% FHI	1 *	2 1%	- -	1 *	10 3% KL	3 1%	1 *	4 3% P	7 2% P	2 1%	- -	11 2%	4 1%	4 2%	- -	3 1%	5 3% T	1 1%	1 1%	13 1%	1 1%	10 2%	4 1%	- *	12 4% e	2 *	10 2% g	4 1%	13 2% i	1 *
Fairly favourable (1)	105 10%	59 12%	46 9%	14 13% G	33 18% FGHI	17 10%	8 5%	12 7%	22 9%	46 16% KL	25 7%	34 8%	20 15% OP	40 14% OP	13 5%	23 7%	61 10%	44 10%	21 9%	29 11%	15 6%	26 17% SU	4 7% *	10 11% *	86 9%	20 13%	71 12%	25 8%	10 8% *	54 16% e	52 7%	55 14% g	51 8%	68 10%	38 9%
Neither favourable nor unfavourable (0)	290 28%	142 28%	144 27%	32 30%	47 26%	52 30%	51 29%	52 30%	57 23%	79 27%	103 30%	108 26%	41 31%	81 28%	70 29%	86 25%	164 28%	126 27%	69 28%	78 29%	66 28%	37 25%	10 19% *	30 33% *	242 27%	49 33%	162 26%	99 31%	29 24% *	90 27%	200 28%	112 29%	178 27%	182 28%	109 27%
Fairly unfavourable (-1)	150 14%	86 17% C	61 11%	16 15%	19 10%	22 13%	29 17%	24 14%	41 17%	34 12%	51 15%	65 16%	19 14%	28 10%	43 18% N	55 16% N	100 17% R	50 11%	36 15%	40 15%	39 16%	15 10%	13 25% vx*	7 8% *	131 15%	19 13%	94 15%	40 13%	16 13% *	42 13%	108 15%	66 17%	84 13%	92 14%	58 14%
Very unfavourable (-2)	196 19%	103 20%	89 17%	8 8%	22 12%	20 12%	38 22% DEF	49 29% DEF	59 24% DEF	31 11%	58 17% J	108 26% JK	9 7%	37 13%	51 21% MN	92 27% MN	102 17%	95 21%	61 25% TU	32 12%	35 14%	31 21% T	19 37% TU*	18 20% *	173 19%	24 16%	126 20%	46 15%	24 20% *	45 14%	151 21% d	71 18%	125 19%	109 17%	88 22%
Don't know	294 28%	105 21%	187 35% B	36 33% H	52 29%	60 35% H	47 26%	35 20%	65 26%	88 30%	107 31%	99 24%	41 31%	93 33%	66 27%	84 25%	153 26%	140 31%	56 22%	92 34% svw	82 34% svw	34 23%	5 10% *	25 28% w*	259 29%	35 24%	153 25%	99 32% a	42 34% *	90 27%	204 28%	74 19%	220 33% f	182 28%	112 28%

Net: Very/Fairly favourable	119 11%	71 14% C	47 9%	16 15% GH	41 22% FGHI	18 10%	11 6%	12 7%	23 9%	56 20% KL	28 8%	35 8%	24 18% OP	47 16% OP	15 6%	23 7%	72 12%	48 10%	26 10%	29 11%	19 8%	31 21% STU	5 9% *	10 11% *	99 11%	21 14%	80 13%	29 9%	10 8% *	66 20% e	54 7%	64 17% g	55 8%	81 13%	39 10%
Net: Very/Fairly unfavourable	346 33%	189 37% C	150 28%	24 22%	41 23%	41 24%	67 38% DEF	73 43% DEF	100 41% DEF	65 23%	108 31% J	173 42% JK	28 21%	66 23%	95 38% MN	148 43% MN	202 34%	145 32%	97 39% T	72 27%	73 30%	46 31%	32 62% STUVX*	25 28% *	304 34%	43 29%	220 36% b	86 28%	41 33% *	88 26%	259 36% d	138 35%	209 32%	201 31%	146 36%
Net Difference	-227 -22%	-118 -23%	-103 -19%	-8 -8%	* *	-24 -14%	-56 -32%	-61 -36%	-77 -32%	-8 -3%	-80 -23%	-138 -33%	-5 -3%	-19 -7%	-79 -32%	-125 -37%	-130 -22%	-97 -21%	-72 -29%	-43 -16%	-54 -23%	-15 -10%	-28 -53%	-15 -17%	-205 -23%	-22 -15%	-139 -23%	-57 -18%	-31 -25%	-22 -7%	-205 -29%	-73 -19%	-154 -23%	-120 -19%	-107 -26%

Mean	-0.54	-0.52	-0.56	-0.20 GHI*	-0.12 GHI	-0.39 GHI*	-0.71	-0.81	-0.75	-0.15 KL	-0.56 L	-0.78	-0.11 OP*	-0.25 OP	-0.71	-0.85	-0.50	-0.59	-0.67	-0.42 SW	-0.54 W	-0.36 SW*	-0.98 *	-0.50 *	-0.57	-0.40 *	-0.55	-0.46	-0.69 *	-0.23 e	-0.69	-0.43 g	-0.62	-0.47 i	-0.66
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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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Victoria Atkins, Secretary of State for Health and Social Care

All Adults aged 18+ 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581	
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555	
Very favourable (2)	14 1%	2 1%	8 3%	1 2%	1 1%	8 2%	2 *	8 4%	4 1%	11 3%	1 *	10 5%	1 *	9 3%	1 *	10 5%	4 1%	10 5%	3 *	10 3%	1 *	8 4%	3 1%	10 5%	2 *	10 4%	1 *	11 6%	1 *	10 4%	1 *	8 5%	4 1%	14 12%	-	10 4%	2 1%	12 7%	1 *	13 7%	1 *	9 4%	3 1%	
Fairly favourable (1)	105 10%	44 14%	17 6%	12 17%	14 12%	33 8%	43 12%	56 28%	31 5%	34 9%	46 12%	33 16%	37 10%	31 11%	35 11%	35 18%	38 8%	54 24%	27 5%	35 12%	46 11%	61 32%	17 3%	50 24%	21 4%	37 16%	32 11%	34 21%	27 8%	29 11%	41 11%	57 38%	19 5%	105 88%	-	36 15%	25 8%	32 20%	31 10%	38 22%	36 13%	43 20%	29 5%	
Neither favourable nor unfavourable (0)	290 28%	119 37%	56 21%	14 19%	25 22%	107 26%	107 29%	72 36%	117 20%	97 27%	103 26%	52 25%	97 26%	63 24%	92 29%	55 28%	101 21%	71 32%	114 19%	69 23%	105 25%	60 31%	93 19%	65 32%	93 19%	39 16%	65 23%	37 22%	87 25%	49 19%	101 26%	45 30%	59 14%	-	55 23%	78 26%	19 12%	66 22%	46 26%	51 18%	73 34%	126 23%		
Fairly unfavourable (-1)	150 14%	35 11%	60 22%	16 23%	18 16%	75 18%	46 13%	17 8%	111 19%	69 19%	56 14%	38 18%	56 15%	43 16%	45 14%	25 13%	87 18%	22 10%	104 18%	61 21%	68 16%	14 7%	105 21%	22 10%	97 20%	58 25%	57 20%	32 19%	59 17%	60 23%	63 16%	16 10%	103 25%	-	150 43%	50 21%	57 19%	38 24%	61 20%	30 17%	61 22%	19 9%	99 18%	
Very unfavourable (-2)	196 19%	35 11%	84 31%	12 17%	32 29%	96 24%	67 18%	11 5%	179 30%	78 21%	87 22%	39 18%	102 27%	67 25%	21 17%	34 17%	135 29%	5 2%	187 32%	70 24%	97 23%	7 4%	180 36%	10 5%	177 36%	68 29%	88 31%	31 18%	109 31%	83 23%	4 3%	182 44%	-	196 57%	67 28%	89 30%	42 26%	101 34%	38 22%	105 37%	30 14%	135 24%		
Don't know	294 28%	84 26%	48 17%	16 22%	23 20%	91 22%	101 28%	39 19%	148 25%	73 20%	102 26%	39 19%	87 23%	20 20%	80 25%	39 20%	109 23%	59 27%	153 26%	51 17%	110 26%	40 21%	106 21%	50 24%	102 21%	22 10%	43 15%	23 14%	66 19%	33 13%	88 23%	21 14%	50 12%	-	19 8%	51 17%	18 11%	41 14%	11 6%	28 10%	38 18%	164 30%		
Net: Very/Fairly favourable	119 11%	46 15%	25 9%	13 18%	14 13%	40 10%	44 12%	63 31%	35 6%	45 12%	47 12%	43 20%	38 10%	40 15%	36 11%	45 23%	42 9%	64 29%	30 5%	45 15%	47 11%	69 36%	20 4%	59 29%	23 5%	47 20%	34 12%	45 27%	28 8%	39 15%	41 11%	64 43%	23 5%	119 100%	-	46 19%	27 9%	44 27%	32 11%	51 29%	37 13%	52 25%	32 6%	
Net: Very/Fairly unfavourable	346 33%	69 22%	145 53%	29 41%	50 45%	171 42%	113 31%	28 14%	289 49%	147 41%	143 36%	77 37%	158 42%	110 41%	113 35%	59 30%	222 47%	27 12%	291 49%	132 44%	165 39%	21 11%	285 57%	32 15%	274 56%	126 54%	145 51%	62 37%	169 48%	143 54%	154 40%	20 13%	285 68%	-	346 100%	118 50%	146 48%	80 50%	162 54%	68 39%	166 59%	49 23%	233 42%	
Net Difference	-227 -22%	-23 -7%	-120 -44%	-16 -22%	-36 -32%	-131 -32%	-69 -19%	35 17%	-254 -43%	-102 -28%	-96 -24%	-34 -16%	-120 -32%	-70 -26%	-77 -24%	-14 -7%	-180 -38%	37 17%	-261 -44%	-87 -29%	-118 -28%	48 25%	-265 -53%	28 13%	-251 -51%	-79 -34%	-112 -39%	-17 -10%	-140 -40%	-104 -39%	-112 -29%	44 29%	-263 -63%	119 100%	-346 -100%	-72 -30%	-119 -39%	-36 -22%	-130 -43%	-17 -10%	-129 -46%	3 2%	-202 -36%	
Mean	-0.54	-0.24 CE	-0.87	-0.48 C*	-0.76 *	-0.69	-0.51	0.20 UKLMNOPQ	-0.97	-0.58 IMQ	-0.62 IMQ	-0.37 UKMNOQ	-0.75 I	-0.60 IQ	-0.60 IMQ	-0.24 UKMNOQ	-0.86 I	0.26 STUWYZabcd egjklmno	-1.02 Wgi	-0.60 SWYacdijkmo	-0.68 SWYaciklmo	0.33 STUWYZabcd egjklmno	-1.11 gi	0.18 STUWYZabcd egjklmno	-1.09 gi	-0.65 SWYcgimo	-0.81 SWYgi	-0.26 STUWYZabcd egjklmo	-0.88 SWYgi	-0.76 SWYgi	-0.68 SWYaciklmo	0.37 STUWYZabcd egjklmno	-1.20 i	1.12 RSTUVWXYZa bcdefghijklmno	-1.57	-0.59 SWYcdgikmo	-0.82 SWYgi	-0.46 SWYacdijkmo	-0.88 SWYgi	-0.26 STUWYZabcd egjklmo	-0.92 WYgi	-0.10 q	-0.85	

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

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Yvette Cooper, Shadow Home Secretary

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	64 6%	34 7%	26 5%	4 4%	13 7%	5 3%	11 6%	12 7%	18 7%	17 6%	17 5%	30 7%	6 5%	13 5%	17 7%	25 7%	49 8%	14 3%	15 6%	10 4%	17 7%	20 13%	2 4%	1 1%	60 7%	3 2%	45 7%	15 5%	4 3%	26 8%	37 5%	42 11%	22 3%	43 7%	20 5%
Fairly favourable (1)	174 17%	100 20%	72 14%	15 14%	22 12%	20 12%	29 17%	36 21%	51 21%	37 13%	49 14%	87 21%	17 13%	38 13%	37 15%	66 19%	116 20%	58 13%	49 20%	33 12%	40 16%	26 18%	13 25%	13 14%	147 16%	27 18%	108 18%	43 14%	23 19%	51 15%	123 17%	69 18%	105 16%	114 18%	60 15%
Neither favourable nor unfavourable (0)	293 28%	141 28%	149 28%	32 30%	59 33%	53 31%	56 32%	37 22%	55 23%	91 32%	109 31%	93 22%	44 33%	91 32%	72 29%	74 22%	158 27%	135 29%	69 28%	91 33%	58 24%	38 26%	8 16%	28 31%	249 28%	44 30%	171 28%	89 28%	33 27%	112 33%	181 25%	124 32%	169 26%	185 29%	108 27%
Fairly unfavourable (-1)	156 15%	79 16%	76 14%	11 10%	25 14%	24 14%	15 9%	31 18%	50 20%	36 13%	39 11%	81 19%	16 12%	38 13%	27 11%	71 21%	84 14%	72 16%	39 16%	42 15%	35 15%	14 9%	12 22%	15 16%	132 15%	24 16%	91 15%	41 13%	24 20%	33 10%	123 17%	56 15%	100 15%	94 15%	62 15%
Very unfavourable (-2)	146 14%	83 16%	60 11%	7 7%	13 7%	18 10%	28 16%	33 19%	47 19%	20 7%	46 13%	80 19%	9 6%	24 8%	40 16%	71 21%	73 12%	74 16%	33 13%	38 14%	29 12%	21 14%	10 20%	15 16%	128 14%	18 12%	95 15%	40 13%	11 9%	37 11%	110 15%	46 12%	100 15%	80 12%	66 16%
Don't know	217 21%	69 14%	146 28%	38 35%	48 27%	50 29%	37 21%	21 12%	23 9%	86 30%	87 25%	44 11%	42 32%	82 29%	53 22%	34 10%	111 19%	106 23%	43 17%	59 22%	61 26%	29 20%	6 12%	19 21%	185 21%	32 21%	105 17%	86 27%	26 21%	75 23%	142 20%	51 13%	166 25%	128 20%	89 22%
Net: Very/Fairly favourable	238 23%	135 27%	98 19%	19 18%	35 19%	25 15%	41 23%	48 28%	69 28%	54 19%	66 19%	117 28%	23 17%	51 18%	54 22%	91 27%	166 28%	72 16%	64 26%	42 16%	56 23%	46 31%	15 29%	14 16%	207 23%	30 21%	153 25%	58 18%	27 22%	77 23%	161 22%	111 28%	127 19%	157 24%	81 20%
Net: Very/Fairly unfavourable	302 29%	163 32%	136 26%	18 17%	38 21%	42 24%	43 24%	64 38%	97 40%	56 20%	85 24%	161 39%	24 18%	62 22%	67 27%	142 42%	156 26%	146 32%	72 29%	80 29%	64 27%	35 24%	22 42%	29 32%	261 29%	42 28%	186 30%	81 26%	36 29%	69 21%	233 33%	103 26%	200 30%	175 27%	128 32%
Net Difference	-65 -6%	-28 -5%	-38 -7%	1 1%	-3 -2%	-16 -10%	-2 -1%	-16 -9%	-28 -11%	-2 -1%	-19 -5%	-44 -11%	-1 -1%	-11 -4%	-13 -5%	-51 -15%	10 2%	-74 -16%	-8 -3%	-38 -14%	-8 -3%	11 8%	-7 -13%	-15 -17%	-53 -6%	-11 -8%	-33 -5%	-23 -7%	-8 -7%	8 2%	-72 -10%	8 2%	-72 -11%	-18 -3%	-47 -12%
Mean	-0.18	-0.18	-0.19	-0.04	-0.02	-0.24	-0.13	-0.24	-0.26	-0.03	-0.18	-0.25	-0.04	-0.10	-0.18	-0.32	-0.03	-0.38	-0.13	-0.31	-0.11	0.09	-0.33	-0.41	-0.17	-0.22	-0.16	-0.21	-0.17	-0.01	-0.25	0.01	-0.30	-0.11	-0.29

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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(*)

23-085423-16 - 19th - 21st April 2024

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Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Yvette Cooper, Shadow Home Secretary

All Adults aged 18+ 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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581	
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555	
Very favourable (2)	64	8	36	6	6	43	12	12	49	55	6	30	10	43	4	9	49	11	49	56	3	10	44	19	36	50	1	38	8	59	3	10	44	16	34	64	-	43	3	47	6	12	46	
Fairly favourable (1)	174	28	86	27	17	90	54	35	120	117	22	62	46	60	33	29	119	39	110	111	30	43	104	44	90	111	12	54	48	94	32	25	101	30	84	174	-	70	20	67	23	28	112	
Neither favourable nor unfavourable (0)	293	85	72	16	34	110	97	61	139	102	78	55	67	78	71	47	104	60	140	68	86	55	100	55	111	42	46	39	62	66	72	52	80	44	67	-	29	56	32	60	136			
Fairly unfavourable (-1)	156	86	26	6	19	66	66	51	69	24	102	25	81	29	73	41	73	53	72	15	112	44	79	43	76	20	88	16	81	20	106	38	71	20	57	-	156	12	82	26	72			
Very unfavourable (-2)	146	68	20	6	23	38	82	26	92	11	128	10	123	18	97	55	63	31	101	9	129	19	107	16	107	2	122	7	116	10	131	19	92	7	89	-	146	1	118	4	101	58		
Don't know	217	44	33	10	14	62	56	17	121	54	60	29	54	40	41	19	65	28	116	38	67	19	71	30	72	10	19	14	34	16	41	7	28	2	15	-	6	23	1	15	131			
Net: Very/Fairly favourable	238	36	123	33	23	133	65	47	169	171	27	92	56	103	37	38	168	50	159	166	33	53	147	63	125	160	12	92	56	152	35	35	145	46	118	238	-	113	23	114	29	41	158	
Net: Very/Fairly unfavourable	302	154	46	12	42	105	147	77	161	35	230	34	204	47	170	96	136	84	173	24	241	63	186	59	183	22	210	23	197	30	237	58	163	27	146	-	302	13	200	30	173	94	130	
Net Difference	-65	-117	76	20	-19	28	-82	-30	8	136	-203	57	-148	57	-133	-58	32	-34	-14	143	-208	-10	-38	3	-57	138	-198	69	-141	122	-202	-23	-18	19	-29	238	-302	101	-177	85	-144	-53	28	
Mean	-0.18	-0.64	0.39	0.33	-0.37	0.09	-0.49	-0.24	-0.07	0.58	-0.97	0.43	-0.80	0.36	-0.81	-0.57	0.04	-0.28	-0.14	0.73	-0.93	-0.11	-0.23	0.04	-0.31	0.83	-1.19	0.65	-0.79	0.69	-0.96	-0.22	-0.17	0.24	-0.25	1.27	-1.48	0.92	-1.05	0.72	-0.90	-0.46	0.04	

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(*)

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23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - David Lammy, Shadow Secretary of State for Foreign, Commonwealth and Development Affairs

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	43 4%	23 5%	19 4%	3 3%	15 8% F	3 2%	5 3%	7 4%	10 4%	18 6% K	8 2%	17 4%	5 4%	14 5%	8 3%	15 4%	34 6% R	9 2%	17 7% TU	6 2%	2 1%	15 10% TUX	1 2% *	2 2% *	42 5%	2 1%	30 5%	12 4%	1 1% *	17 5%	26 4%	28 7% g	15 2%	27 4%	16 4%
Fairly favourable (1)	118 11%	69 14% C	48 9%	10 10%	28 16%	14 8%	15 8%	20 11%	31 13%	39 13%	29 8%	50 12%	15 11%	35 12%	22 9%	31 9%	75 13%	43 9%	27 11%	18 7%	37 15% T	26 18% T	3 7% *	7 7% *	102 11%	16 11%	81 13%	27 9%	9 8% *	47 14%	71 10%	59 15% g	59 9%	78 12%	40 10%
Neither favourable nor unfavourable (0)	344 33%	163 32%	177 34%	34 32%	56 31%	58 34%	70 40%	50 30%	76 31%	90 31%	128 37%	126 30%	43 32%	94 33%	92 37%	105 31%	201 34%	143 31%	88 36%	96 35%	73 30%	40 27%	19 37% *	28 32% *	289 32%	56 38%	204 33%	100 32%	40 33% *	115 34%	229 32%	134 34%	210 32%	213 33%	131 32%
Fairly unfavourable (-1)	149 14%	90 18% C	55 10%	16 15% E	10 6%	32 19% EG	17 10%	27 16% E	47 19% EG	27 9%	49 14%	73 18% J	18 13%	33 12%	28 11%	64 19% NO	83 14%	66 14%	38 15%	39 14%	32 13%	16 11%	12 23% *	12 13% *	128 14%	21 14%	82 13%	45 14%	22 18% *	43 13%	106 15%	57 15%	92 14%	87 14%	62 15%
Very unfavourable (-2)	153 15%	87 17% C	64 12%	5 4%	20 11%	19 11%	32 18% D	35 21% DEF	42 17% D	25 9%	52 15% J	77 19% J	6 4%	32 11% M	43 18% MN	70 21% MN	67 11%	87 19% Q	30 12%	44 16%	26 11%	28 19%	10 20% *	15 17% *	133 15%	21 14%	96 16%	41 13%	16 14% *	40 12%	114 16%	48 12%	105 16%	83 13%	70 17%
Don't know	243 23%	75 15%	165 31% B	38 36% GHI	51 28% HI	45 26% I	37 21%	32 19%	39 16%	90 31% KL	82 24%	72 17%	47 35% OP	78 27% P	53 22%	57 17%	131 22%	111 24%	48 19%	69 25% V	71 29% SVW	22 15%	6 12% *	27 30% V*	210 23%	33 22%	121 20%	89 28% a	33 27% *	72 22%	171 24%	62 16%	181 27% f	156 24%	87 21%
Net: Very/Fairly favourable	161 15%	92 18% C	67 13%	14 13%	43 24% DFG	17 10%	20 11%	26 15%	41 17%	57 20% K	37 11%	67 16%	20 15%	49 17%	30 12%	45 13%	109 18% R	51 11%	44 18% T	24 9%	39 16% T	41 28% STUWX	4 8% *	8 9% *	144 16%	17 12%	112 18% bc	39 12%	11 9% *	64 19% e	97 14%	87 22% g	74 11%	105 16%	56 14%
Net: Very/Fairly unfavourable	302 29%	177 35% C	119 22%	21 20%	30 17%	51 30% E	49 28% E	62 36% DE	89 36% DE	51 18%	101 29% J	151 36% J	23 18%	65 23%	71 29% M	134 39% MNO	150 25%	152 33% Q	68 27%	84 31%	58 24%	44 30%	22 42% U*	27 30% *	260 29%	42 29%	178 29%	86 28%	38 31% *	83 25%	220 31%	106 27%	197 30%	170 26%	132 33%
Net Difference	-142 -13%	-84 -17%	-51 -10%	-7 -7%	13 7%	-35 -20%	-29 -17%	-36 -21%	-48 -20%	6 2%	-64 -18%	-83 -20%	-3 -2%	-16 -5%	-41 -17%	-89 -26%	-40 -7%	-101 -22%	-24 -9%	-60 -22%	-19 -8%	-3 -2%	-18 -34% *	-19 -21% *	-117 -13%	-25 -17%	-66 -11%	-48 -15%	-27 -23% *	-19 -6%	-123 -17%	-19 -5%	-123 -19%	-65 -10%	-76 -19%
Mean	-0.31	-0.34	-0.26	-0.13 H*	0.06 FGHI	-0.41	-0.40	-0.46	-0.39	-0.01 KL	-0.40	-0.42	-0.04 OP*	-0.16 OP	-0.39	-0.51	-0.16 R	-0.52	-0.18 T	-0.48	-0.26	-0.12 T*	-0.59 *	-0.50 *	-0.30	-0.38 *	-0.27	-0.34	-0.48 *	-0.16 e	-0.39	-0.12 g	-0.44	-0.25	-0.41

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PUBLIC
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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - David Lammy, Shadow Secretary of State for Foreign, Commonwealth and Development Affairs
All Adults aged 18+ in Great Britain

Table with 30 columns for politicians and parties, and 2 columns for 'Opinion of Brexit's impact on the country'. Rows include 'Unweighted base', 'Weighted base', 'Very favourable (2)', 'Fairly favourable (1)', 'Neither favourable nor unfavourable (0)', 'Fairly unfavourable (-1)', 'Very unfavourable (-2)', 'Don't know', 'Net: Very/Fairly favourable', 'Net: Very/Fairly unfavourable', 'Net Difference', and 'Mean'.

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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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Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Wes Streeting, Shadow Secretary of State for Health and Social Care

All Adults aged 18+ 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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	38 4%	22 4%	14 3%	2 2%	12 7%	4 2%	5 3%	7 4%	8 3%	14 5%	9 3%	15 4%	5 4%	10 3%	8 3%	13 4%	29 5%	9 2%	9 4%	6 2%	4 2%	16 11%	1 2%	2 2%	36 4%	2 1%	25 4%	9 3%	3 3%	19 6%	18 3%	25 6%	13 2%	26 4%	11 3%
Fairly favourable (1)	139 13%	89 17%	48 9%	18 17%	27 15%	23 13%	17 10%	25 15%	29 12%	45 16%	40 12%	54 13%	21 16%	44 15%	27 11%	44 13%	83 14%	56 12%	35 14%	23 9%	44 18%	20 13%	6 12%	11 12%	125 14%	14 9%	90 15%	39 12%	10 8%	54 16%	85 12%	64 16%	76 11%	101 16%	38 9%
Neither favourable nor unfavourable (0)	317 30%	142 28%	172 33%	31 29%	51 28%	51 30%	63 36%	46 27%	74 30%	82 28%	114 33%	120 29%	39 29%	86 30%	80 33%	92 27%	185 31%	132 29%	71 29%	89 33%	68 28%	47 32%	17 33%	24 27%	263 29%	54 37%	184 30%	93 30%	40 33%	103 31%	214 30%	129 33%	188 28%	191 30%	126 31%
Fairly unfavourable (-1)	139 13%	84 17%	54 10%	15 14%	16 9%	22 13%	22 12%	19 11%	45 19%	31 11%	44 13%	64 15%	19 14%	27 9%	33 13%	53 16%	82 14%	57 12%	41 16%	36 13%	30 12%	18 12%	6 12%	10 11%	116 13%	23 16%	79 13%	40 13%	20 17%	35 10%	105 15%	54 14%	85 13%	88 14%	51 13%
Very unfavourable (-2)	143 14%	81 16%	57 11%	5 5%	20 11%	20 12%	27 15%	33 20%	37 15%	25 9%	47 13%	70 17%	7 5%	34 12%	36 15%	64 19%	66 11%	76 17%	35 14%	45 16%	21 9%	13 9%	14 27%	15 16%	123 14%	19 13%	99 16%	31 10%	13 11%	43 13%	100 14%	50 13%	93 14%	75 12%	68 17%
Don't know	275 26%	89 18%	183 35%	37 34%	54 30%	51 30%	41 23%	41 24%	51 21%	91 32%	93 27%	91 22%	43 32%	86 30%	61 25%	74 22%	147 25%	128 28%	58 23%	73 27%	75 31%	33 23%	7 14%	29 32%	240 27%	35 24%	139 23%	101 32%	35 28%	80 24%	195 27%	67 17%	208 31%	164 25%	111 27%
Net: Very/Fairly favourable	177 17%	111 22%	62 12%	20 18%	39 22%	26 15%	23 13%	32 19%	37 15%	59 20%	49 14%	69 17%	26 19%	54 19%	35 14%	57 17%	112 19%	65 14%	44 18%	30 11%	47 20%	36 24%	7 14%	12 14%	161 18%	16 11%	115 19%	49 15%	13 11%	74 22%	103 14%	89 23%	88 13%	127 20%	50 12%
Net: Very/Fairly unfavourable	282 27%	165 33%	112 21%	20 18%	37 20%	42 24%	49 28%	52 31%	82 34%	56 20%	91 26%	135 32%	26 19%	60 21%	69 28%	117 34%	148 25%	134 29%	75 30%	81 30%	50 21%	31 21%	20 38%	24 27%	239 26%	43 29%	177 29%	71 23%	34 28%	77 23%	204 29%	104 27%	178 27%	163 25%	119 29%
Net Difference	-105 -10%	-55 -11%	-49 -9%	* *	2 1%	-15 -9%	-26 -15%	-20 -12%	-45 -19%	2 1%	-41 -12%	-66 -16%	* *	-6 -2%	-34 -14%	-60 -18%	-36 -6%	-69 -15%	-32 -13%	-51 -19%	-3 -1%	5 3%	-12 -24%	-12 -13%	-78 -9%	-27 -18%	-62 -10%	-22 -7%	-21 -17%	-3 -1%	-102 -14%	-15 -4%	-90 -14%	-36 -6%	-69 -17%
Mean	-0.27	-0.27	-0.27	-0.05 GHI*	-0.05 GHI	-0.26	-0.36	-0.36	-0.38	-0.05 KL	-0.31	-0.38	-0.03 OP*	-0.15 P	-0.34	-0.42	-0.17 R	-0.41	-0.30	-0.45	-0.12 T	0.07 STX*	-0.57 **	-0.41 *	-0.25	-0.40 *	-0.29	-0.20	-0.35 *	-0.11 e	-0.35	-0.12 g	-0.37	-0.18 i	-0.42

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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)
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Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555
Very favourable (2)	38 4%	7 2%	21 8%	3 5%	3 2%	24 6%	4 1%	11 6%	25 4%	28 8%	6 2%	18 9%	5 1%	25 9%	4 1%	13 6%	21 5%	15 7%	22 4%	29 10%	1 *	9 5%	21 4%	13 6%	19 4%	32 14%	2 1%	24 14%	7 2%	29 11%	4 1%	14 9%	19 5%	18 12%	17 5%	28 12%	1 *	28 17%	3 1%	38 21%	-	10 5%	22 4%
Fairly favourable (1)	139 13%	29 9%	61 22%	16 23%	17 15%	66 16%	45 12%	39 20%	84 14%	90 25%	27 7%	52 25%	35 9%	52 19%	27 9%	36 18%	73 15%	30 14%	84 14%	85 29%	36 8%	36 19%	68 13%	47 23%	62 13%	79 34%	19 7%	54 32%	35 10%	79 30%	28 7%	41 27%	71 17%	33 28%	51 15%	86 36%	28 9%	68 43%	27 9%	139 79%	-	46 22%	70 13%
Neither favourable nor unfavourable (0)	317 30%	95 30%	89 32%	23 32%	31 27%	124 30%	106 29%	56 28%	163 28%	125 35%	85 22%	53 25%	95 25%	72 27%	78 24%	49 25%	128 27%	71 32%	153 26%	99 33%	95 22%	56 30%	128 25%	67 33%	122 25%	73 31%	53 18%	47 28%	85 24%	81 31%	86 22%	31 21%	101 24%	26 21%	93 27%	82 35%	55 18%	36 22%	52 17%	-	50 24%	174 31%	
Fairly unfavourable (-1)	139 13%	60 19%	37 14%	7 10%	15 13%	64 16%	52 14%	34 17%	77 13%	46 13%	17 17%	33 16%	60 16%	41 15%	56 17%	31 16%	15 15%	31 14%	83 14%	27 9%	83 27%	19 16%	81 16%	26 13%	77 16%	27 12%	67 23%	19 11%	65 19%	36 14%	75 20%	26 17%	73 18%	17 19%	65 7%	22 7%	69 23%	11 7%	78 26%	-	27 13%	73 13%	
Very unfavourable (-2)	143 14%	55 17%	29 10%	7 9%	18 16%	45 11%	65 18%	20 10%	104 18%	11 3%	112 28%	15 7%	103 27%	26 10%	87 27%	34 17%	84 18%	20 9%	113 23%	11 4%	116 27%	17 9%	114 23%	13 6%	114 23%	6 3%	109 38%	4 2%	103 29%	17 6%	107 28%	16 11%	108 26%	16 13%	101 29%	12 5%	105 35%	6 4%	109 36%	-	42 20%	66 12%	
Don't know	275 26%	73 23%	37 14%	15 21%	29 26%	85 21%	92 25%	41 20%	137 23%	63 17%	98 25%	39 18%	83 22%	52 19%	69 22%	36 18%	97 21%	55 25%	134 23%	45 15%	97 23%	40 21%	93 18%	40 19%	97 20%	16 7%	36 13%	20 12%	55 9%	23 16%	84 22%	23 15%	44 11%	6 5%	20 6%	12 5%	44 15%	12 7%	33 11%	-	38 18%	150 27%	
Net: Very/Fairly favourable	177 17%	36 11%	82 30%	20 28%	20 18%	91 22%	50 14%	50 25%	109 19%	117 32%	33 8%	70 33%	40 10%	77 29%	31 10%	48 24%	94 20%	45 20%	106 18%	114 39%	37 9%	45 24%	89 18%	60 29%	82 17%	112 48%	21 7%	77 46%	42 12%	108 41%	32 8%	54 36%	91 22%	51 43%	68 20%	114 48%	30 10%	96 60%	30 10%	177 100%	-	56 26%	92 17%
Net: Very/Fairly unfavourable	282 27%	115 36%	66 24%	14 19%	33 29%	109 27%	117 32%	54 27%	180 31%	57 16%	179 45%	48 23%	163 43%	67 25%	142 44%	66 33%	154 33%	51 23%	196 33%	39 13%	198 46%	49 26%	194 39%	40 19%	191 39%	33 14%	176 61%	23 14%	168 48%	53 20%	183 47%	42 28%	181 44%	37 31%	166 48%	29 12%	173 57%	17 11%	187 62%	-	68 32%	138 25%	
Net Difference	-105 -10%	-79 -25%	16 6%	6 8%	-13 -11%	-18 -4%	-67 -18%	-4 -2%	-71 -12%	61 17%	-146 -37%	22 11%	-123 -32%	10 4%	-111 -35%	-17 -9%	-59 -13%	-6 -3%	-90 -15%	76 26%	-162 -38%	-3 -2%	-105 -21%	20 10%	-110 -22%	78 33%	-155 -54%	54 32%	-126 -36%	55 21%	-151 -39%	12 8%	-91 -22%	14 12%	-98 -28%	85 36%	-144 -48%	79 49%	-157 -52%	177 100%	-282 -100%	-12 -6%	-46 -8%
Mean	-0.27	-0.51	0.04	0.05	-0.33	-0.12	-0.47	-0.08	-0.33	0.26	-0.85	0.15	-0.75	0.04	-0.77	-0.24	-0.32	-0.07	-0.40	0.37	-0.84	-0.08	-0.48	0.12	-0.52	0.48	-1.04	0.50	-0.75	0.28	-0.85	0.08	-0.48	0.14	-0.56	0.45	-0.96	0.67	-0.98	1.21	-1.51	-0.25	-0.22

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

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

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						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+ (I)	18-34 (J)	35-54 (K)	55+ (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)
Unweighted base	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	126 12%	68 13%	58 11%	18 17% I	26 14%	22 13%	17 10%	24 14%	19 8%	44 15%	39 11%	44 10%	20 15%	39 14%	27 11%	36 11%	78 13%	49 11%	37 15%	28 10%	22 9%	27 18% TUX	7 14% *	6 6% *	111 12%	16 11%	65 11%	49 16% a	12 10% *	48 14%	78 11%	54 14%	72 11%	89 14%	37 9%
Fairly favourable (1)	236 22%	119 23%	113 21%	26 24%	34 19%	42 25%	49 28%	37 21%	48 19%	60 21%	91 26%	84 20%	28 21%	64 22%	68 28% P	63 18%	156 26% R	80 17%	57 23%	56 21%	50 21%	36 25%	15 28% *	21 24% *	205 23%	30 21%	154 25% b	58 19%	23 19% *	85 25%	151 21%	116 30% g	120 18%	149 23%	87 21%
Neither favourable nor unfavourable (0)	228 22%	113 22%	113 21%	30 28% H	50 27% H	42 25% H	32 18%	23 14%	52 21%	79 28% L	74 21%	75 18%	43 32% OP	69 24%	46 19%	66 19%	127 22%	101 22%	59 24%	53 20%	53 22%	29 19%	9 18% *	25 28% *	199 22%	29 20%	114 19%	85 27% a	29 24% *	73 22%	156 22%	88 23%	140 21%	138 21%	90 22%
Fairly unfavourable (-1)	184 17%	84 16%	99 19%	18 17%	25 14%	23 14%	34 19%	34 20%	50 20%	42 15%	57 17%	84 20%	20 15%	40 14%	46 19%	67 20%	112 19%	72 16%	39 16%	53 19%	46 19%	18 12%	9 18% *	18 20% *	156 17%	28 19%	109 18%	48 15%	27 22% *	50 15%	134 19%	66 17%	118 18%	117 18%	67 16%
Very unfavourable (-2)	211 20%	108 21%	98 19%	8 8%	18 10%	22 13%	40 23% DEF	47 28% DEF	76 31% DEF	26 9%	62 18% J	124 30% JK	11 8%	32 11%	53 22% MN	106 31% MNO	97 16%	115 25% Q	42 17%	64 24%	50 21%	28 19%	10 20% *	17 19% *	177 20%	34 23%	138 22% b	46 15%	28 23% *	47 14%	165 23% d	57 15%	155 23% f	104 16%	108 27% h
Don't know	65 6%	16 3%	48 9% B	7 7% I	29 16% DGHI	20 11% GHI	4 2% I	5 3% I	- -	36 12% KL	24 7% L	5 1%	12 9% OP	43 15% OP	6 3% I	3 1%	23 4% Q	42 9% Q	14 6% Q	18 7% Q	18 8% Q	10 7% Q	1 2% *	3 4% *	55 6% Q	10 7% Q	35 6% Q	27 9% Q	3 2% *	32 9% e	33 5% e	7 2% e	57 9% f	48 7% f	17 4% f
Net: Very/Fairly favourable	362 34%	187 37%	170 32%	44 41% I	60 33%	64 37%	66 38%	61 36%	67 27%	104 36%	130 37%	128 31%	48 36%	103 36%	95 38% P	99 29%	233 39% R	129 28%	94 38%	84 31%	72 30%	63 43% TU	22 42% *	27 30% *	316 35%	46 31%	220 36%	108 34%	34 28% *	133 40% e	229 32%	170 44% g	192 29%	238 37%	124 31%
Net: Very/Fairly unfavourable	395 38%	192 38%	198 37%	26 24%	42 23%	45 27%	74 42% DEF	82 48% DEF	126 51% DEF	68 24%	119 34% J	208 50% JK	31 23%	72 25%	99 40% MN	174 51% MNO	208 35%	187 41%	81 33%	117 43% SV	96 40%	46 31%	20 38% *	35 39% *	333 37%	62 42%	246 40% b	94 30%	55 46% b*	97 29%	298 42% d	123 32%	273 41% f	221 34%	175 43% h
Net Difference	-33 -3%	-5 -1%	-27 -5%	18 17%	18 10%	18 11%	-8 -4%	-21 -12%	-59 -24%	36 13%	11 3%	-80 -19%	17 13%	31 11%	-5 -2%	-74 -22%	25 4%	-58 -13%	13 5%	-33 -12%	-24 -10%	17 12%	2 4%	-8 -9%	-17 -2%	-16 -11%	-26 -4%	14 5%	-21 -17%	36 11%	-69 -10%	47 12%	-81 -12%	17 3%	-50 -12%
Mean	-0.12	-0.09	-0.14	0.28 GHI	0.17 GHI	0.12 HI	-0.18	-0.26	-0.47	0.21 KL	-0.04 L	-0.39	0.22 OP	0.15 OP	-0.13 P	-0.43	0.01 R	-0.30	0.03 T	-0.27	-0.24	0.12 TU	-0.03 *	-0.22 *	-0.10	-0.25	-0.17	0.06 ac	-0.32 *	0.12 e	-0.23	0.12 g	-0.27	* i	-0.31

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

23-085423-16 - 19th - 21st April 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All Adults aged 18+ in Great Britain

	Total	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact				
																																													(A)	(B)	(C)	(D)
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581					
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555					
Very favourable (2)	126	7	95	6	3	67	29	12	94	126	-	38	33	57	22	18	70	22	92	106	7	16	85	19	79	65	18	42	28	84	11	17	73	17	61	74	17	50	21	57	22	21	80					
Fairly favourable (1)	236	40	98	26	29	126	59	29	184	236	-	81	51	84	44	28	139	37	166	145	30	42	129	44	118	101	21	60	50	123	27	26	109	28	86	98	18	62	28	60	35	34	160					
Neither favourable nor unfavourable (0)	228	58	47	18	28	87	68	35	107	-	-	49	45	61	39	33	94	44	106	29	56	38	90	48	83	38	33	35	49	39	62	27	74	26	52	38	32	26	42	25	44	40	126					
Fairly unfavourable (-1)	184	91	19	12	21	76	71	54	96	-	184	28	89	40	74	32	94	48	91	10	131	44	76	45	80	18	74	21	71	12	103	36	56	29	49	18	75	16	74	19	69	35	93					
Very unfavourable (-2)	211	120	13	6	28	47	126	72	102	-	211	14	160	23	142	86	76	66	118	3	195	49	117	45	124	10	142	8	151	6	180	44	98	18	94	9	155	8	135	14	110	80	67					
Don't know	65	4	1	1	4	5	11	-	7	-	-	1	2	1	-	2	*	4	16	2	9	2	7	5	7	2	-	2	-	-	1	-	7	2	4	2	5	-	1	2	2	29						
Net: Very/Fairly favourable	362	47	193	33	31	193	89	41	278	362	-	119	84	142	66	47	209	59	257	252	37	58	214	64	197	166	38	102	78	208	38	43	183	45	147	171	35	111	49	117	57	55	241					
Net: Very/Fairly unfavourable	395	211	32	19	49	122	197	125	198	-	395	41	249	64	215	118	170	114	209	13	325	92	193	90	204	28	216	29	223	17	283	80	154	47	143	27	230	24	210	33	179	115	160					
Net Difference	-33	-164	161	14	-17	71	-109	-84	80	362	-395	78	-165	78	-149	-71	39	-55	48	238	-288	-34	21	-26	-7	138	-178	73	-144	190	-245	-37	29	-2	4	144	-195	88	-160	85	-123	-59	81					
Mean	-0.12	-0.88	0.89	0.21	-0.39	0.23	-0.58	-0.71	0.13	1.35	-1.54	0.49	-0.77	0.42	-0.84	-0.71	0.07	-0.45	0.04	1.16	-1.14	-0.35	-0.02	-0.25	-0.11	0.83	-1.05	0.65	-0.76	1.02	-1.08	-0.43	0.01	-0.02	-0.08	0.88	-1.12	0.81	-0.91	0.73	-0.75	-0.56	0.18					

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	54 5%	34 7% C	19 4%	9 FGH	14 8% FG	3 2%	5 3%	5 3%	19 8% F	23 8% K	7 2%	24 6% K	12 9% O	14 5%	6 2%	19 6%	31 5%	23 5%	12 5%	21 8% X	10 4%	9 6%	2 3% *	1 1% *	41 5%	13 9% Y	35 6%	12 4%	7 6% *	21 6%	33 5%	24 6%	30 5%	33 5%	21 5%
Fairly favourable (1)	147 14%	74 15%	71 13%	11 11%	27 15%	20 12%	21 12%	22 13%	45 19%	39 13%	41 12%	67 16%	16 12%	39 14%	26 11%	50 15%	96 16% R	51 11%	28 11%	36 13%	37 15%	25 17%	4 7% *	18 20% *	126 14%	21 14%	103 17% b	30 10%	14 12% *	46 14%	101 14%	57 15%	90 14%	88 14%	60 15%
Neither favourable nor unfavourable (0)	197 19%	92 18%	106 20%	21 19%	37 20%	33 19%	34 19%	31 18%	42 17%	57 20%	67 19%	73 18%	29 21%	54 19%	47 19%	65 19%	105 18%	92 20%	39 16%	59 22%	42 18%	32 22%	10 19% *	16 17% *	173 19%	24 16%	110 18%	60 19%	27 22% *	73 22%	125 17%	79 20%	118 18%	135 21%	63 15%
Fairly unfavourable (-1)	171 16%	74 15%	96 18%	14 13%	26 15%	29 17%	31 18%	29 17%	41 17%	41 14%	60 17%	70 17%	18 14%	46 16%	41 17%	59 17%	103 17%	68 15%	34 14%	49 18%	45 19%	23 16%	3 6% *	16 18% *	139 15%	32 21%	103 17%	48 15%	20 16% *	53 16%	118 16%	67 17%	104 16%	101 16%	69 17%
Very unfavourable (-2)	419 40%	216 43%	192 36%	42 39%	51 28%	69 41% E	82 46% E	77 45% E	98 40% E	93 32%	151 44% J	175 42% J	46 34%	96 33%	121 49% MN	144 42%	240 41%	179 39%	122 49% TUV	91 34%	89 37%	49 33%	32 62% TUVX*	35 39% *	371 41%	49 33%	229 37%	140 45%	50 41% *	110 33%	309 43% d	154 40%	265 40%	246 38%	174 43%
Don't know	61 6%	16 3%	45 8% B	10 9% GHI	26 14% GHI	16 9% GHI	4 2% I	6 3% I	- -	35 12% KL	20 6% L	6 1%	14 10% OP	38 13% OP	6 3%	4 1%	16 3%	45 10% Q	13 5%	16 6%	18 8%	9 6%	1 2% *	5 5% *	52 6%	9 6%	34 6%	25 8%	3 2% *	31 9% e	30 4%	7 2%	55 8% f	42 7%	19 5%
Net: Very/Fairly favourable	201 19%	108 21%	90 17%	20 19%	41 23%	23 14%	26 15%	27 16%	64 26% FGH	62 21% K	49 14%	91 22% K	28 21%	53 18%	32 13%	70 20% O	127 22%	74 16%	40 16%	57 21%	46 19%	34 23%	5 10% *	19 21% *	167 19%	34 23%	138 22% b	42 13%	21 17% *	67 20%	135 19%	81 21%	120 18%	121 19%	81 20%
Net: Very/Fairly unfavourable	590 56%	291 57%	288 54%	56 52%	78 43%	99 58% E	113 64% E	107 62% E	138 57% E	134 46%	211 61% J	245 59% J	64 48%	142 49%	162 66% MN	203 60% MN	343 58%	247 54%	156 63% TV	141 52%	134 56%	72 49%	35 68% v*	51 57% *	510 56%	80 54%	332 54%	187 60%	70 58% *	163 49%	427 60% d	221 57%	369 56%	347 54%	243 60%
Net Difference	-388 -37%	-183 -36%	-198 -37%	-36 -33%	-36 -20%	-75 -44%	-87 -49%	-80 -47%	-74 -30%	-72 -25%	-162 -47%	-154 -37%	-36 -27%	-89 -31%	-130 -53%	-133 -39%	-216 -36%	-173 -38%	-117 -47%	-84 -31%	-87 -36%	-38 -26%	-30 -58%	-33 -36%	-342 -38%	-46 -31%	-194 -32%	-145 -46%	-49 -40%	-96 -29%	-292 -41%	-140 -36%	-249 -38%	-226 -35%	-162 -40%
Mean	-0.76	-0.74	-0.77	-0.70	-0.48 FGH	-0.92	-0.95	-0.92	-0.63 GH	-0.56 K	-0.94	-0.75	-0.58 O	-0.68 O	-1.02	-0.77 O	-0.74	-0.79	-0.96	-0.60 SW	-0.75	-0.56 SW	-1.20 *	-0.79 *	-0.79	-0.59	-0.67 b	-0.94	-0.78 *	-0.61 e	-0.83	-0.71	-0.80	-0.73	-0.82

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 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 Minimum Base: 30(**) Small Base: 100(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults aged 18+ in Great Britain

	Total	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581	
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555	
Very favourable (2)	54	41	4	2	-	14	25	54	-	8	36	11	34	14	31	24	18	43	8	12	35	33	12	37	9	13	22	11	23	12	32	29	9	20	14	13	27	15	15	13	19	32	13	
Fairly favourable (1)	147	92	10	10	15	53	69	147	-	34	89	43	53	31	62	46	61	104	20	27	82	83	14	69	19	34	47	31	55	19	71	69	14	43	14	34	50	25	48	37	35	66	44	
Neither favourable nor unfavourable (0)	197	79	29	13	11	56	84	-	-	38	71	26	64	21	64	39	47	46	41	19	84	36	55	39	54	20	54	23	60	23	85	22	31	20	28	21	61	12	50	16	47	49	71	
Fairly unfavourable (-1)	171	55	35	14	22	66	62	-	171	54	68	37	54	35	50	31	76	15	110	51	60	26	73	36	65	31	37	30	44	32	56	18	62	23	44	31	42	22	40	24	33	28	92	
Very unfavourable (-2)	419	52	191	31	59	213	116	-	419	224	130	91	172	166	112	58	270	8	397	186	160	13	346	23	338	136	125	72	166	177	138	12	300	13	245	138	119	84	147	86	148	36	309	
Don't know	61	-	4	1	5	5	9	-	-	5	1	1	3	1	3	1	2	5	12	2	6	*	4	3	6	*	1	-	1	1	2	*	1	*	1	1	3	3	2	*	-	1	26	
Net: Very/Fairly favourable	201	133	15	12	15	68	94	201	-	41	125	55	87	45	93	70	79	147	28	39	117	116	26	106	29	47	69	42	78	31	103	98	24	63	28	47	77	39	64	50	54	97	57	
Net: Very/Fairly unfavourable	590	107	226	45	81	279	178	-	590	278	198	129	227	201	161	89	346	23	508	236	220	39	419	59	403	167	163	102	210	209	194	30	361	35	289	169	161	107	187	109	180	64	401	
Net Difference	-388	25	-211	-33	-67	-212	-84	201	-590	-236	-72	-74	-139	-156	-69	-19	-267	124	-480	-197	-102	77	-394	47	-374	-121	-94	-61	-132	-178	-91	68	-338	28	-261	-122	-84	-67	-124	-59	-126	33	-344	
Mean	-0.76	0.04	-1.47	-0.89	-1.18	-1.02	-0.49	1.27	-1.71	-1.27	-0.42	-0.74	-0.74	-1.16	-0.47	-0.27	-1.10	0.73	-1.51	-1.26	-0.54	0.51	-1.46	0.30	-1.45	-1.04	-0.69	-0.73	-0.79	-1.30	-0.51	0.56	-1.51	0.30	-1.42	-1.04	-0.59	-0.86	-0.85	-0.74	-0.91	0.14	-1.21	

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						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+ (I)	18-34 (J)	35-54 (K)	55+ (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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	41 4%	25 5%	15 3%	7 7% F	14 8% FI	2 1%	6 4%	5 3%	6 3%	21 7% KL	9 2%	12 3%	10 8% OP	13 5%	6 3%	9 3%	28 5%	13 3%	12 5%	9 3%	6 3%	12 8% TU	1 2% *	1 2% *	40 4% Z	1 1%	24 4%	17 5%	1 1% *	16 5%	25 3%	28 7% g	14 2%	30 5%	11 3%
Fairly favourable (1)	169 16%	79 16%	88 17%	22 20% H	24 14%	32 19%	29 16%	20 12%	43 18%	46 16%	60 17%	63 15%	25 18%	47 16%	38 15%	47 14%	113 19% R	56 12%	42 17%	35 13%	50 21% T	23 15%	11 20% *	9 10% *	138 15%	31 21%	106 17%	42 13%	21 17% *	63 19%	106 15%	76 19% g	93 14%	107 17%	62 15%
Neither favourable nor unfavourable (0)	375 36%	171 34%	201 38%	39 37%	66 37%	60 35%	65 37%	58 34%	87 36%	105 37%	125 36%	145 35%	47 35%	107 37%	87 35%	117 34%	220 37%	156 34%	80 32%	101 37%	88 37%	51 35%	19 36% *	36 40% *	329 36%	46 31%	221 36%	110 35%	44 36% *	116 35%	260 36%	152 39%	223 34%	233 36%	142 35%
Fairly unfavourable (-1)	199 19%	105 21%	92 17%	18 17%	38 21%	25 15%	31 17%	41 24% F	46 19%	56 20%	56 16%	87 21%	27 20%	45 16%	48 19%	72 21%	118 20%	81 18%	50 20%	47 17%	39 16%	27 19%	9 18% *	26 29% TU*	169 19%	30 21%	102 17%	70 22%	28 23% *	51 15%	148 21%	74 19%	125 19%	123 19%	76 19%
Very unfavourable (-2)	181 17%	110 22% C	67 13%	9 8%	10 5%	28 16% E	38 21% DE	39 23% DE	58 24% DE	19 6%	66 19% J	97 23% J	9 7%	28 10%	55 22% MN	85 25% MN	83 14%	99 22% Q	43 18%	57 21%	36 15%	21 14%	10 19% *	15 16% *	152 17%	30 20%	116 19% b	40 13%	26 21% *	49 15%	132 18%	45 12%	136 21% f	95 15%	87 21% h
Don't know	84 8%	18 4%	66 12% B	12 11% GI	28 16% GHI	24 14% GHI	7 4%	8 5%	4 2%	40 14% L	31 9% L	12 3%	16 12% OP	46 16% OP	12 5%	10 3%	29 5%	54 12% Q	20 8%	25 9%	21 9%	13 9%	2 4% *	2 3% *	75 8%	9 6%	46 7%	35 11% c	3 3% *	39 12% e	45 6%	13 3%	71 11% f	57 9%	27 7%
Net: Very/Fairly favourable	210 20%	104 21%	103 20%	29 27% H	38 21%	34 20%	35 20%	25 15%	49 20%	67 23%	69 20%	74 18%	35 26% P	60 21%	44 18%	57 17%	141 24% R	69 15%	54 22%	43 16%	56 23% X	35 23%	12 22% *	11 12% *	178 20%	32 22%	130 21%	59 19%	21 18% *	79 24%	131 18%	103 27% g	107 16%	137 21%	74 18%
Net: Very/Fairly unfavourable	381 36%	215 42% C	159 30%	27 25%	48 26%	53 31%	69 39% DE	80 47% DEF	104 43% DE	75 26%	122 35% J	184 44% JK	36 27%	73 26%	103 42% MN	157 46% MN	201 34%	179 39%	94 38%	103 38%	75 31%	48 33%	19 37% *	41 45% U*	321 36%	60 41%	218 35%	110 35%	53 44% *	100 30%	281 39% d	119 31%	261 39% f	218 34%	163 40%
Net Difference	-170 -16%	-111 -22%	-56 -11%	2 2%	-9 -5%	-19 -11%	-34 -19%	-55 -32%	-55 -22%	-8 -3%	-53 -15%	-109 -26%	-1 -1%	-13 -5%	-59 -24%	-101 -30%	-60 -10%	-110 -24%	-40 -16%	-60 -22%	-19 -8%	-14 -9%	-8 -15% *	-30 -33% *	-142 -16%	-28 -19%	-88 -14%	-51 -16% *	-32 -26% *	-20 -6%	-150 -21%	-16 -4%	-154 -23%	-81 -13%	-89 -22%
Mean	-0.32	-0.40	-0.23 B	* FGHI*	-0.03 FGHI	-0.31	-0.39	-0.54	-0.44	-0.02 KL	-0.35	-0.48	0.01 OP	-0.12 OP	-0.46	-0.53	-0.20 R	-0.49	-0.31	-0.44	-0.22	-0.17 T	-0.33 *	-0.49 *	-0.31	-0.41	-0.32	-0.27	-0.47 *	-0.18 e	-0.38	-0.09 g	-0.47	-0.25 i	-0.43

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
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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				
		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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive 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	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555
Very favourable (2)	41 4%	7 2%	10 3%	17 24% BCE*	2 2% *	23 6%	9 2%	11 6%	23 4%	25 7%	7 2%	41 20%	- -	23 8%	3 1%	15 7%	18 4%	16 7%	21 3%	23 8%	7 2%	14 7%	16 3%	18 9%	17 3%	21 9%	7 3%	35 21%	1 *	21 8%	10 3%	14 10%	17 4%	17 14%	12 4%	23 10%	6 2%	21 13%	5 2%	20 11%	6 2%	14 7%	18 3%
Fairly favourable (1)	169 16%	32 10%	57 21%	34 47% BCE*	18 16% *	98 24%	37 10%	43 21%	105 18%	95 26%	35 9%	169 80%	- -	87 32%	23 7%	27 13%	101 21%	40 18%	99 17%	80 27%	40 9%	43 22%	85 17%	40 19%	78 16%	69 30%	23 8%	75 45%	14 4%	80 30%	32 8%	32 21%	72 17%	26 22%	65 19%	69 29%	28 9%	50 31%	34 11%	50 28%	42 15%	32 15%	110 20%
Neither favourable nor unfavourable (0)	375 36%	102 32%	115 42% BD	15 22% *	41 36% *	176 43% G	109 30%	58 29%	214 36%	148 41%	96 24%	- -	- -	106 40%	55 17%	50 25%	160 34%	71 32%	209 36%	109 37%	119 28%	58 30%	175 35%	75 36%	164 33%	91 39%	59 20%	45 27%	61 17%	102 39%	96 25%	49 33%	143 34%	38 32%	108 31%	87 37%	59 20%	57 35%	62 20%	67 24%	68 24%	59 28%	222 40% p
Fairly unfavourable (-1)	199 19%	80 25% D	50 18% D	3 5% *	23 21% D*	69 17%	76 21%	50 25%	116 20%	53 15%	111 28%	- -	199 52%	28 10%	94 29%	36 18%	109 23%	49 22%	107 18%	50 17%	110 26%	44 23%	91 18%	46 22%	89 18%	39 17%	72 25%	11 7%	104 30%	37 14%	104 27%	33 22%	78 19%	25 21%	65 19%	38 16%	76 25%	24 15%	74 24%	24 13%	66 23%	45 21%	100 18%
Very unfavourable (-2)	181 17%	91 29% CD	31 11% D	1 1% *	24 22% CD*	33 8%	115 32%	37 18%	111 19%	31 9%	138 35%	- -	181 48%	21 8%	142 44%	67 34%	75 16%	36 16%	126 21%	27 9%	139 32%	29 15%	120 24%	24 12%	129 26%	12 5%	120 42%	1 *	164 47%	20 7%	134 35%	22 15%	102 24%	13 11%	94 27%	18 7%	128 42%	7 4%	119 39%	16 9%	97 34%	60 28%	64 12%
Don't know	84 8%	8 2%	11 4%	1 2% *	4 3% *	9 2%	19 5%	2 1%	20 3%	10 3%	8 2%	- -	- -	3 1%	3 1%	3 2%	9 2%	10 4%	26 4%	7 3%	13 3%	3 2%	17 3%	4 2%	15 3%	1 1%	6 2%	- -	5 2%	8 2%	8 2%	- -	6 1%	- -	3 1%	3 1%	5 2%	2 1%	8 3%	- -	3 1%	2 1%	41 7% p
Net: Very/Fairly favourable	210 20%	39 12% B	66 24% B	51 72% BCE*	21 18% *	121 30% G	46 13%	55 27%	129 22%	119 33%	41 10%	210 100%	- -	110 41%	26 8%	42 21%	120 25%	56 25%	120 20%	103 35%	46 11%	57 30%	101 20%	58 28%	95 19%	91 39%	31 11%	110 66%	15 4%	100 38%	42 11%	46 31%	89 21%	43 36%	77 22%	92 39%	34 11%	71 44%	39 13%	70 40%	48 17%	46 22%	128 23%
Net: Very/Fairly unfavourable	381 36%	171 54% CD	81 30% D	4 5% *	47 42% CD*	102 25%	191 52%	87 43%	227 38%	84 23%	249 63%	- -	381 100%	49 18%	236 74%	104 52%	184 39%	85 39%	233 40%	77 26%	248 58%	73 38%	211 42%	70 34%	218 44%	51 22%	192 67%	12 7%	267 77%	56 21%	238 62%	55 36%	180 43%	38 32%	158 46%	56 23%	204 67%	31 19%	193 64%	40 22%	163 58%	105 50%	165 30%
Net Difference	-170 -16%	-132 -42%	-15 -5%	47 66%	-27 -24%	18 4%	-145 -40%	-33 -16%	-98 -17%	35 10%	-208 -53%	210 100%	-381 -100%	61 23%	-209 -65%	-62 -31%	-64 -14%	-30 -13%	-113 -19%	26 9%	-202 -47%	-16 -9%	-110 -22%	-12 -6%	-123 -25%	40 17%	-161 -56%	99 59%	-252 -72%	44 17%	-196 -51%	-9 -6%	-91 -22%	5 4%	-81 -23%	36 15%	-170 -56%	40 25%	-154 -51%	31 17%	-115 -41%	-59 -28%	-37 -7%
Mean	-0.32	-0.70	-0.14 BE	0.91 BCE*	-0.45 *	0.02 G	-0.73	-0.29 KMOP	-0.33 KMOP	0.08 HIKMOPQ	-0.88 MO	1.20 HIKMNOPQ	-1.48	0.24 HIKMOPQ	-1.10 M	-0.59 KMO	-0.26 KMOP	-0.23 UWYacekmo	-0.39 UYacekmo	0.08 RSUWXYacegikmo	-0.81 ack	-0.17 SUWYacegikmo	-0.44 Uacekmo	-0.09 SUWYacegikmo	-0.50 Uacekmo	0.21 RSTUWXYacefgikmo	-0.97 c	0.80 RSTUWXYZacdefghijklmno	-1.20	0.17 RSUWXYacefgikmo	-0.85 ack	-0.11 SUWYacegikmo	-0.43 Uacekmo	0.07 RSUWXYacefgikmo	-0.47 Uacekmo	0.17 RSUWXYacefgikmo	-0.98 c	0.34 RSTUWXYacefgikmo	-0.91 c	0.20 RSUWXYacefgikmo	-0.74 ackm	-0.50	-0.16 p

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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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	72 7%	34 7%	36 7%	7 7%	17 9%	9 5%	17 10%	10 6%	12 5%	24 8%	26 7%	22 5%	9 6%	24 8%	19 8%	20 6%	42 7%	31 7%	23 9%	20 7%	14 6%	10 6%	- *	6 7%	6 4%	35 6%	28 9%	10 8%	21 6%	51 7%	37 10%	35 5%	46 7%	26 7%	
Fairly favourable (1)	195 19%	94 19%	100 19%	24 22%	35 19%	37 22%	28 16%	34 20%	38 16%	58 20%	65 19%	72 17%	28 21%	61 21%	43 18%	55 16%	128 22%	68 15%	49 20%	44 16%	53 22%	31 21%	8 16%	10 12%	164 18%	31 21%	120 19%	59 19%	16 13%	64 19%	132 18%	110 28%	86 13%	133 21%	63 15%
Neither favourable nor unfavourable (0)	371 35%	160 32%	206 39%	38 35%	73 40%	59 34%	68 39%	52 31%	81 33%	110 38%	127 37%	133 32%	53 39%	105 36%	88 36%	107 31%	220 37%	151 33%	93 38%	93 34%	87 36%	48 33%	20 39%	30 33%	325 36%	46 31%	212 35%	114 36%	44 36%	126 38%	244 34%	131 34%	239 36%	235 36%	136 33%
Fairly unfavourable (-1)	133 13%	68 13%	62 12%	18 17%	14 8%	22 13%	22 12%	19 11%	38 16%	32 11%	44 13%	57 14%	18 14%	24 9%	36 15%	52 15%	78 13%	56 12%	27 11%	34 13%	26 11%	21 15%	7 14%	17 19%	112 12%	22 15%	74 12%	34 11%	26 21%	39 12%	94 13%	50 13%	83 13%	84 13%	50 12%
Very unfavourable (-2)	187 18%	126 25%	58 11%	9 8%	14 8%	17 10%	33 19%	44 26%	70 29%	23 8%	50 14%	114 27%	11 8%	23 8%	49 20%	92 27%	91 15%	96 21%	41 16%	56 20%	36 15%	22 15%	12 23%	20 23%	154 17%	33 22%	122 20%	44 14%	20 17%	45 14%	142 20%	42 11%	145 22%	85 13%	102 25%
Don't know	91 9%	25 5%	67 13%	12 11%	28 16%	27 16%	8 4%	11 6%	6 2%	40 14%	35 10%	17 4%	16 12%	50 17%	11 4%	15 4%	33 6%	58 13%	15 6%	25 9%	24 10%	16 11%	4 7%	7 8%	82 9%	10 6%	52 8%	34 11%	5 4%	38 11%	53 7%	17 4%	74 11%	62 10%	29 7%
Net: Very/Fairly favourable	268 26%	128 25%	137 26%	31 29%	52 29%	46 27%	45 26%	44 26%	50 20%	82 29%	91 26%	94 23%	37 27%	85 30%	62 25%	75 22%	170 29%	98 21%	72 29%	64 23%	67 28%	40 27%	8 16%	17 18%	230 25%	38 26%	155 25%	87 28%	26 21%	85 25%	183 26%	147 38%	121 18%	179 28%	89 22%
Net: Very/Fairly unfavourable	320 31%	194 38%	120 23%	27 25%	28 16%	39 23%	54 31%	63 37%	108 44%	55 19%	94 27%	171 41%	29 21%	48 17%	85 35%	144 42%	169 29%	151 33%	68 27%	90 33%	62 26%	43 29%	20 38%	37 41%	266 29%	54 37%	197 32%	78 25%	46 38%	85 25%	236 33%	92 24%	228 34%	169 26%	152 37%
Net Difference	-52 -5%	-66 -13%	16 3%	4 3%	23 13%	6 4%	-9 -5%	-19 -11%	-58 -24%	27 9%	-3 -1%	-77 -19%	8 6%	37 13%	-23 -9%	-69 -20%	1 *	-53 -12%	4 2%	-26 -10%	5 2%	-3 -2%	-11 -22%	-21 -23%	-36 -4%	-17 -11%	-42 -7%	10 3%	-20 -17%	* *	-53 -7%	55 14%	-107 -16%	10 2%	-62 -15%
Mean	-0.17	-0.33	-0.01 B	0.02 HI*	0.17 GHI	-0.02 HI	-0.14 I	-0.33	-0.49	0.11 KL	-0.08 L	-0.42	0.05 OP	0.16 OP	-0.22	-0.43	-0.09 R	-0.29	-0.06 X	-0.25	-0.08 X	-0.12	-0.49 *	-0.42 *	-0.15	-0.31	-0.23	-0.02 a	-0.27 *	-0.08	-0.22	0.14 g	-0.37	-0.05 i	-0.37

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

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party
All Adults aged 18+ in Great Britain

Table with 30 columns: Total, General Election 2019 Vote (Conservative, Labour, Liberal Democrats, Other), Referendum 2016 vote (Remain, Leave), Favourable to parties (Favourable to Conservatives, Labour, Liberal Democrats, Green Party, Reform UK), Favourable to politicians (Favourable to Sunak, Starmer, Hunt, Cameron, Reeves, Davey, Rayner, Cleverly, Atkins, Cooper, Lammy, Streeting, etc.), and Opinion of Brexit's impact on the country (Positive impact, Negative impact).

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(*)

23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very favourable (2)	85 8%	49 10%	36 7%	7 7%	10 5%	9 5%	12 7%	16 9%	31 13% EF	17 6%	21 6%	47 11% JK	10 7%	14 5%	20 8%	35 10% N	52 9%	33 7%	21 8%	35 13% UW	11 4%	12 8%	- *	6 7% *	73 8%	12 8%	58 9% b	15 5%	12 9% *	29 9%	56 8%	23 6%	62 9%	51 8%	34 8%
Fairly favourable (1)	114 11%	72 14% C	42 8%	14 13%	24 13%	17 10%	17 10%	19 11%	23 9%	38 13%	35 10%	42 10%	17 13%	33 12%	23 9%	39 12%	60 10%	54 12%	25 10%	25 9%	31 13% X	21 15% X	10 19% X*	2 2% *	96 11%	18 12%	73 12%	32 10%	9 7% *	43 13%	71 10%	44 11%	70 11%	72 11%	42 10%
Neither favourable nor unfavourable (0)	234 22%	108 21%	124 24%	27 25% I	53 29% I	36 21%	39 22%	42 24% I	37 15% I	80 28% L	75 22%	79 19%	36 27%	77 27%	49 20%	66 19%	118 20%	116 25%	54 22%	72 26%	44 18%	32 22%	11 22% *	21 24% *	201 22%	33 22%	127 21%	78 25%	29 24% *	82 25%	152 21%	89 23%	145 22%	146 23%	88 22%
Fairly unfavourable (-1)	140 13%	73 14%	65 12%	19 18%	24 14%	21 12%	25 14%	18 10%	32 13%	44 15%	46 13%	50 12%	23 17%	36 12%	32 13%	38 11%	86 15%	53 12%	32 13%	32 12%	31 13%	21 14%	4 8% *	20 22% T*	115 13%	25 17%	87 14%	37 12%	15 13% *	53 16%	87 12%	54 14%	85 13%	88 14%	52 13%
Very unfavourable (-2)	334 32%	171 34%	152 29%	19 18%	28 15%	57 33% DE	67 38% DE	56 33% DE	108 44% DEH	47 16%	123 36% J	163 39% J	22 16%	65 23%	95 39% MN	134 39% MN	209 35% R	125 27%	92 37% T	73 27%	74 31%	40 27%	23 45% TV**	32 35% *	296 33%	38 26%	190 31%	103 33%	40 33% *	77 23%	256 36% d	139 36% g	194 29%	190 29%	144 35%
Don't know	144 14%	34 7%	109 21% B	21 19% GI	42 23% GHI	30 18% GI	16 9%	21 12% I	14 6%	63 22% KL	47 13% L	35 8%	26 19% OP	62 22% OP	27 11%	29 8%	66 11%	78 17% Q	25 10%	35 13%	50 21% STW	20 14%	3 6% *	10 11% *	122 13%	22 15%	79 13%	48 15%	17 14% *	50 15%	94 13%	39 10%	105 16% f	98 15%	46 11%
Net: Very/Fairly favourable	199 19%	121 24% C	78 15%	21 19%	34 19%	27 16%	29 17%	35 20%	54 22%	54 19%	56 16%	89 21%	27 20%	47 17%	43 18%	74 22%	113 19%	86 19%	46 19%	60 22% X	41 17%	34 23% X	10 19% *	8 9% *	170 19%	29 20%	131 21% b	47 15%	21 17% *	72 21%	127 18%	66 17%	133 20%	123 19%	76 19%
Net: Very/Fairly unfavourable	473 45%	244 48% C	217 41%	38 36%	52 29%	77 45% E	92 52% DE	73 43% E	140 57% DEH	91 32%	169 49% J	213 51% J	45 34%	101 35%	127 52% MN	172 51% MN	295 50% R	178 39%	123 50% T	105 39%	105 44%	61 41%	28 53% *	51 57% TV*	410 45%	63 43%	278 45%	140 45%	55 46% *	130 39%	343 48% d	194 50% g	280 42%	278 43%	196 48%
Net Difference	-274 -26%	-123 -24%	-140 -26%	-18 -17%	-19 -10%	-51 -30%	-63 -36%	-38 -22%	-86 -35%	-36 -13%	-114 -33%	-124 -30%	-18 -13%	-53 -19%	-84 -34%	-98 -29%	-182 -31%	-92 -20%	-77 -31%	-45 -17%	-63 -26%	-27 -18%	-18 -34%	-43 -48%	-241 -27%	-34 -23%	-147 -24%	-93 -30%	-35 -29%	-58 -17%	-216 -30%	-127 -33%	-147 -22%	-155 -24%	-119 -29%
Mean	-0.58	-0.52	-0.61	-0.35 FG*	-0.26 FGI	-0.70	-0.73	-0.52	-0.71	-0.30 KL	-0.72	-0.63	-0.28 OP	-0.47 O	-0.72	-0.63	-0.64	-0.48	-0.66	-0.35 SUX	-0.67	-0.43 X*	-0.84 *	-0.86 *	-0.59	-0.48	-0.52	-0.68	-0.60 *	-0.38 e	-0.67	-0.70	-0.50 f	-0.54	-0.64

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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(*)

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

All Adults aged 18+ in Great Britain

	Total	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact				
																																													(A)	(B)	(C)	(D)
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581					
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555					
Very favourable (2)	85	51	8	4	9	15	61	26	39	17	60	16	52	17	51	85	-	25	50	15	60	17	46	24	43	21	45	13	54	18	56	26	29	14	26	12	48	15	51	17	35	52	12					
Fairly favourable (1)	114	53	24	6	13	32	53	44	49	30	58	26	52	29	55	114	-	41	51	27	58	43	45	34	47	27	43	31	50	26	53	33	37	31	33	26	47	19	42	31	30	47	27					
Neither favourable nor unfavourable (0)	234	82	40	15	28	68	98	46	95	76	80	35	71	33	48	-	-	50	88	49	87	43	67	49	78	29	57	30	61	38	78	35	54	32	47	27	53	25	53	31	48	46	91					
Fairly unfavourable (-1)	140	46	38	11	15	62	38	37	79	51	56	36	55	37	53	-	140	44	73	40	60	36	67	36	59	33	38	28	43	31	53	31	56	23	41	29	47	21	43	23	42	30	83					
Very unfavourable (-2)	334	69	146	31	39	209	78	42	267	158	114	84	129	128	100	-	334	46	256	146	123	46	239	51	224	119	92	63	129	145	112	22	222	19	181	139	89	77	104	72	112	29	259					
Don't know	144	17	18	2	9	24	38	7	60	31	28	14	22	24	14	-	-	15	71	20	40	5	40	14	40	5	11	2	13	6	33	3	19	1	18	5	17	5	10	3	14	8	82					
Net: Very/Fairly favourable	199	105	32	11	21	47	113	70	89	47	118	42	104	46	106	199	-	66	101	42	118	60	91	58	90	48	88	44	104	43	109	59	66	45	59	38	96	33	93	48	66	99	40					
Net: Very/Fairly unfavourable	473	115	184	43	55	271	116	79	346	209	170	120	184	165	153	-	473	91	329	186	182	82	306	86	283	152	131	91	171	177	165	53	278	42	222	168	136	98	147	94	154	59	342					
Net Difference	-274	-10	-152	-32	-33	-224	-3	-9	-257	-163	-52	-78	-81	-119	-47	199	-473	-25	-228	-144	-64	-22	-216	-29	-193	-104	-43	-48	-68	-133	-56	7	-212	3	-163	-130	-40	-65	-55	-46	-88	40	-303					
Mean	-0.58	-0.09	-1.14	-0.85	-0.62	-1.09	-0.06	-0.13	-0.91	-0.92	-0.29	-0.74	-0.44	-0.94	-0.31	1.43	-1.70	-0.22	-0.84	-0.99	-0.33	-0.27	-0.88	-0.29	-0.83	-0.88	-0.33	-0.59	-0.43	-1.01	-0.32	0.07	-1.02	-0.01	-0.97	-1.10	-0.28	-0.81	-0.37	-0.58	-0.62	0.31	-1.16					

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23-085423-16 - 19th - 21st April 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

All Adults aged 18+ in Great Britain

	Total	Gender		Age						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+	18-34	35-54	55+	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	1050	516	520	130	169	168	192	230	161	299	360	391	156	272	271	319	696	354	252	277	245	136	48	92	896	154	613	330	107	338	712	563	487	657	393
Weighted base	1050	507	529	107	181	171	176	171	245	288	347	415	134	287	246	341	591	459	248	272	240	147	52	90	903	147	615	314	121	334	716	388	662	644	406
Very positive (2)	71 7%	48 9% C	21 4%	3 3%	9 5%	4 2%	11 6%	12 7% F	31 13% DEF	12 4%	16 4%	43 10% JK	4 3%	11 4%	17 7%	38 11% MN	42 7%	29 6%	14 6%	23 9%	14 6%	12 8%	4 7% *	4 4% *	66 7%	5 3%	47 8%	13 4%	12 10% *	19 6%	52 7%	24 6%	47 7%	37 6%	34 8%
Fairly positive (1)	141 13%	71 14%	69 13%	17 16% G	27 15% G	17 10%	13 7%	23 13%	44 18% G	44 15% K	30 9%	67 16% K	20 15% O	39 14% O	18 7%	56 17% O	72 12%	69 15%	27 11%	42 15%	34 14%	18 13%	7 13% *	13 14% *	114 13%	26 18%	98 16% b	29 9%	13 11% *	54 16%	87 12%	59 15%	82 12%	82 13%	59 15%
Made no difference (0)	217 21%	119 24%	97 18%	22 20%	43 24% I	38 22%	41 23% I	40 24% I	33 14%	64 22%	79 23%	74 18%	30 22%	65 23%	54 22%	62 18%	104 18%	113 25% Q	53 21%	58 21%	41 17%	37 25%	11 22% *	17 19% *	193 21%	24 17%	130 21%	70 22%	17 14% *	74 22%	143 20%	58 15%	159 24% f	139 22%	78 19%
Fairly negative (-1)	231 22%	103 20%	125 24%	33 31% HI	37 21%	41 24%	44 25%	31 18%	46 19%	70 24%	85 24%	77 18%	40 30% NP	58 20%	65 26% P	54 16%	141 24%	91 20%	65 26%	62 23%	48 20%	33 23%	7 13% *	16 18% *	189 21%	42 29%	120 20%	83 26% a	28 23% *	76 23%	155 22%	91 24%	140 21%	151 23%	80 20%
Very negative (-2)	324 31%	153 30%	163 31%	27 25%	48 27% I	55 32%	55 31%	54 31%	86 35%	75 26%	109 31%	140 34%	33 25%	82 29%	77 31%	118 34%	201 34% R	122 27%	73 30%	67 25%	90 37% TV	36 24%	21 41% T*	37 41% TV*	284 31%	40 27%	183 30%	98 31%	43 35% *	81 24%	242 34% d	142 37% g	182 27%	197 31%	127 31%
Don't know	66 6%	12 2%	54 10% B	5 5%	17 9% I	17 10% I	12 7% I	10 6%	5 2%	22 8% L	29 8% L	15 4%	6 5%	31 11% P	15 6%	13 4%	32 5%	34 7%	16 6%	20 7%	15 6%	10 7%	2 4% *	3 4% *	56 6%	10 7%	38 6%	21 7%	8 6% *	30 9% e	36 5%	52 8% f	40 6%	26 6%	
Net: Very/Fairly positive	212 20%	120 24% C	90 17%	21 19%	36 20%	21 12%	24 14%	35 21% F	75 31% EFG	57 20% K	45 13%	110 26% K	24 18%	50 17%	35 14%	94 28% MNO	113 19%	99 22%	42 17%	65 24%	47 20%	31 21%	10 20% *	17 19% *	181 20%	31 21%	145 24% b	42 13%	25 21% *	73 22%	139 19%	83 21%	129 19%	118 18%	94 23%
Net: Very/Fairly negative	555 53%	256 50%	288 55%	59 55%	85 47%	95 56%	99 56%	85 50%	132 54%	145 50%	194 56%	217 52%	74 55%	141 49%	142 58%	172 50%	342 58% R	213 46%	138 56%	129 47%	137 57%	69 47%	28 54% *	53 59% *	473 52%	82 55%	303 49%	181 58% a	71 58% *	157 47%	398 56% d	233 60% g	322 49%	347 54%	208 51%
Mean	-0.61	-0.49 C	-0.72	-0.61	-0.54	-0.81	-0.72	-0.56	-0.47 F	-0.57	-0.76	-0.51 K	-0.61	-0.63	-0.73	-0.48	-0.69	-0.49 Q	-0.67	-0.42 UX	-0.73	-0.46	-0.71 *	-0.80 *	-0.60	-0.62	-0.51 b	-0.77	-0.68 *	-0.48	-0.66	-0.72	-0.54 f	-0.64	-0.54

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PUBLIC

Political Pulse

Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?

All Adults aged 18+ in Great Britain

	Total	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 Cameron	Unfavourable to Cameron	Favourable to Reeves	Unfavourable to Reeves	Favourable to Davey	Unfavourable to Davey	Favourable to Rayner	Unfavourable to Rayner	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Atkins	Unfavourable to Atkins	Favourable to Cooper	Unfavourable to Cooper	Favourable to Lammy	Unfavourable to Lammy	Favourable to Streeting	Unfavourable to Streeting	Positive impact	Negative impact				
																																													(A)	(B)	(C)	(D)
Unweighted base	1050	310	288	82	109	443	326	206	599	400	377	237	361	313	294	192	494	231	595	322	412	204	508	223	497	260	284	178	335	285	367	154	419	130	354	262	288	183	288	198	275	208	581					
Weighted base	1050	319	274	71	113	409	365	201	590	362	395	210	381	268	320	199	473	222	589	297	427	190	504	207	492	234	287	168	349	264	385	151	417	119	346	238	302	161	302	177	282	212	555					
Very positive (2)	71	50	7	3	6	10	56	37	19	15	49	10	49	11	45	37	23	36	25	17	47	29	25	29	12	36	14	44	12	46	29	20	18	20	14	38	6	34	15	27	71	-						
Fairly positive (1)	141	75	23	9	18	22	87	60	45	40	66	36	56	33	57	62	37	52	49	33	75	48	43	46	53	36	44	28	56	27	69	49	37	35	29	26	56	29	45	41	41	141	-					
Made no difference (0)	217	80	34	12	26	31	120	41	104	52	105	31	100	34	87	57	66	56	95	36	107	41	89	39	80	28	74	30	83	30	85	31	65	32	57	32	68	22	75	24	63	-	-					
Fairly negative (-1)	231	69	58	11	17	101	59	43	127	81	71	36	69	48	58	23	103	44	132	68	76	45	96	55	89	46	48	22	60	51	74	29	72	22	62	44	52	26	45	24	41	-	231					
Very negative (-2)	324	33	145	35	44	232	26	14	274	160	89	92	96	134	68	17	240	24	269	133	109	23	237	32	225	107	75	69	95	139	94	10	214	10	171	115	78	73	93	69	97	-	324					
Don't know	66	12	7	*	1	12	16	6	20	14	16	6	11	9	5	4	6	9	18	9	13	4	14	5	17	5	10	5	11	5	18	2	9	4	7	7	11	5	11	4	12	-	-					

Net: Very/Fairly positive	212	125	30	12	24	32	143	97	64	55	115	46	105	44	102	99	59	88	74	51	122	77	68	75	80	48	80	42	100	39	114	78	57	52	49	41	94	35	79	56	68	212	-
Net: Very/Fairly negative	555	102	203	46	61	334	86	57	401	241	160	128	165	182	126	40	342	68	401	202	185	68	332	88	314	153	123	91	155	190	168	39	286	32	233	158	130	99	138	92	138	-	555

Mean	-0.61	0.13	-1.16	-0.92	-0.67	-1.32	0.25	0.33	-1.04	-0.95	-0.23	-0.80	-0.29	-1.01	-0.15	0.41	-1.07	0.15	-1.00	-0.93	-0.30	0.08	-0.97	-0.08	-0.91	-0.87	-0.30	-0.64	-0.31	-1.08	-0.28	0.39	-1.04	0.24	-0.99	-0.94	-0.26	-0.84	-0.41	-0.52	-0.52	1.34	-1.58
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