

Political Pulse  
Adults aged 18+ in GB

Q3a\_2423. As you may know, a political candidate called Count Binface has stood for parliament and has recently run for Mayor of London. Before today, how much if anything, had you heard about Count Binface?

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	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (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)	Not working (i)
Unweighted base	1049	504	534	118	172	175	192	187	205	290	367	392	135	285	273	328	631	418	258	280	245	122	55	89	879	170	629	290	130	350	699	574	475	650	399	
Weighted base	1049	508	530	110	179	171	173	168	248	289	344	416	129	290	244	356	585	464	248	274	241	145	51	91	885	164	619	294	136	334	715	384	665	646	403	
A great deal (4)	52 5%	37 7% C	14 3%	13 12% FHI	13 7% HI	7 4%	14 8% HI	1 1%	3 1%	27 9% L	21 6% L	4 1%	13 10% P	20 7% P	15 6% P	4 1%	36 6% P	16 3%	12 5%	11 4%	10 4%	15 11% TU*	1 2% *	3 3% *	47 5% Z	5 3%	24 4% ac	27 9% ac	1 *	19 6% e	33 5% e	25 7% e	27 4% i	41 6% i	11 3%	
A fair amount (3)	174 17%	110 22% C	62 12%	39 36% FGHI	49 27% HI	31 18% HI	32 18% HI	9 5%	14 6%	88 30% KL	63 18% L	23 5%	46 36% NOP	63 22% P	45 18% P	18 5%	102 17% P	72 15%	41 16%	35 13%	49 21% TW	33 23% TW*	3 *	13 14% *	158 18% Z	16 10%	93 15% ac	67 23% ac	14 10% e	77 23% e	97 14% e	75 20% e	99 15% e	136 21% i	38 9%	
Not very much (2)	189 18%	99 19%	90 17%	19 18%	37 21% e	36 21% e	28 16% e	35 21% e	35 14% e	56 19% e	63 18% e	70 17% e	26 20% e	59 20% e	43 17% e	56 16% e	117 20% e	72 16% e	42 17% e	40 15% e	54 22% T	29 20% *	9 17% *	17 18% *	166 19% e	23 14% e	116 19% e	53 18% e	20 15% e	82 25% e	107 15% e	80 21% e	109 16% e	125 19% e	64 16%	
Nothing at all (1)	562 54%	235 46% B	322 61% B	29 26% B	66 37% B	77 45% D	89 51% DE	116 69% DEFG	186 75% DEFG	95 33% J	166 48% JK	302 73% JK	35 27% M	115 40% M	130 53% MN	260 73% MNO	294 50% Q	268 58% Q	143 58% UV	169 62% UV	114 48% V	49 34% *	34 68% UV*	53 58% V*	450 51% Y	112 68% Y	343 55% b	125 43% ab	95 70% ab	127 38% d	435 61% d	177 46% f	386 58% f	301 47% h	262 65% h	
Don't know	72 7%	27 5%	42 8%	9 8% HI	14 8% HI	21 12% HI	11 6% HI	7 4% HI	10 4% HI	23 8% L	31 9% L	17 4% L	9 7% OP	33 11% OP	12 5% OP	17 5% OP	36 6% Q	36 8% Q	11 4% R	19 7% R	13 6% R	19 13% SU*	4 8% *	6 11% *	63 7% Z	8 5% Z	44 7% Z	21 7% Z	7 5% Z	29 9% Z	43 6% Z	27 7% Z	45 7% Z	43 7% Z	28 7%	
NET: A great deal/fair amount	226 22%	147 29% C	75 14%	53 48% EFGHI	62 35% FHI	38 22% HI	46 27% HI	10 6% HI	17 7% HI	115 40% KL	84 24% L	27 7% L	59 46% NOP	83 29% P	59 24% P	22 6% P	138 24% P	88 19% P	53 21% W	46 17% W	59 25% TW	48 33% STWX*	4 8% *	16 17% *	205 23% Z	20 12% Z	117 19% c	95 32% ac	14 10% e	96 29% e	130 18% g	100 26% g	126 19% i	177 27% i	49 12%	
NET: Not very much/nothing at all	752 72%	334 66% B	412 78% B	48 44% D	103 57% D	112 66% D	117 67% D	151 90% DEFG	221 89% DEFG	151 52% J	229 66% JK	371 89% JK	61 47% M	174 60% MN	172 71% MN	316 89% MNO	411 70% V	340 73% V	184 74% V	209 76% V	168 70% V	77 54% *	43 84% UV*	70 77% V*	616 70% Y	135 82% Y	459 74% b	178 61% ab	115 85% ab	210 63% d	542 76% d	257 67% d	495 74% f	425 66% f	326 81% h	
Mean	1.71	1.90 C	1.52	2.36 EFGHI*	2.06 FHI	1.79 HI	1.82 HI	1.35	1.31	2.17 KL	1.81 L	1.32	2.31 NOP	1.95 OP	1.76 P	1.31	1.78 R	1.62	1.67	1.56	1.80 TW	2.12 STUWX*	1.38 *	1.59 *	1.76 Z	1.44	1.65 c	1.99 ac	1.38	1.96 e	1.60	1.86 g	1.62	1.86 i	1.46	

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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: 10Q(\*)  
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	Total	General Election 2019 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians							
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage
Unweighted base	1049	316	254	85	119	426	338	230	595	425	386	275	355	329	328	266	473	216	613	381	406	235	326	258	529	
Weighted base	1049	329	253	71	119	397	362	226	589	406	398	253	373	296	336	276	452	211	615	357	418	222	345	274	511	
A great deal (4)	52 5%	10 3%	21 8% B	7 10% B*	7 6% *	21 5%	16 5%	12 5% K	30 5% KO	33 8% IKMOQ	10 2%	21 8% IKMO	16 4% K	27 9% IKMOQ	9 3%	16 6% KO	25 6% KO	13 6% U	34 9% U	32 3%	12 10% SUWXY	22 10% SUWXY	14 4%	14 5% U	28 5% U	
A fair amount (3)	174 17%	29 9%	70 28% B	14 19% B*	23 19% B*	79 20% G	37 10%	42 19% K	99 17% K	87 22% IKMO	47 12%	53 21% KMO	50 13%	69 23% IKMO	46 14%	55 20% KMO	84 19% KMO	30 14%	106 17% UW	79 22% RSUWY	50 12%	55 25% RSUWY	44 13%	54 20% UW	81 16%	
Not very much (2)	189 18%	59 18%	44 17%	19 26% *	24 20% *	81 21%	57 16%	43 19%	119 20%	83 20%	66 16%	45 18%	70 19%	61 20%	59 18%	46 17%	95 21%	37 17%	111 18%	77 22%	73 17%	42 19%	66 19%	44 16%	99 19%	
Nothing at all (1)	562 54%	222 68% CDE	112 44%	28 39% *	61 51% *	201 51%	240 66% F	119 52% N	319 54% JN	187 46%	262 66% HULMNPQ	128 51% N	221 59% JNQ	129 44%	205 61% HULNQ	150 54% JN	235 52% JN	123 58% TV	339 55% TV	160 45% STVXY	266 64% STVXY	96 43%	209 61% TV	150 55% TV	285 56% TV	
Don't know	72 7%	9 3%	7 3%	3 5% *	4 4% *	16 4%	11 3%	11 5% L	22 4%	15 4%	15 4%	5 2%	17 4%	10 3%	17 5%	9 3%	14 3%	8 4%	25 4%	8 2%	17 4%	7 3%	12 4%	12 4%	18 4%	
NET: A great deal/fair amount	226 22%	39 12%	91 36% B	21 30% B*	30 25% B*	99 25% G	53 15%	54 24% KMO	129 22% KMO	120 30% IKMOQ	56 14%	75 30% IKMO	65 18%	96 33% HIKMOQ	55 16%	71 26% KMO	109 24% KMO	43 20%	140 23% UW	111 31% RSUWY	63 15%	77 35% RSUWY	58 17%	68 25% UW	109 21% U	
NET: Not very much/nothing at all	752 72%	281 85% CDE	155 61%	47 66% *	85 71% *	282 71%	298 82% F	161 71% JLN	438 74% JLN	270 67%	328 82% HULMNPQ	173 69% HULNPQ	291 78% HULNPQ	190 64% HULNPQ	264 79% HULNPQ	197 71% JN	330 73% JN	160 76% TV	449 73% TV	238 66% STVXY	338 81% STVXY	138 62% STVXY	275 80% STVX	194 71% V	384 75% TV	
Mean	1.71	1.46	2.00 B	2.01 B*	1.79 B*	1.79 G	1.51	1.75 KMO	1.72 KMO	1.91 HIKMOQ	1.49	1.87 IKMO	1.61 K	1.98 HIKMOQ	1.56	1.76 KMO	1.77 KMO	1.67 U	1.72 UW	1.95 RSUWXY	1.52	2.02 RSUWXY	1.59	1.74 UW	1.70 U	

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Q3b\_2423. To what extent, if at all, do you have a favourable or unfavourable opinion of Count Binface?

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	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (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)	Not working (i)
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Very favourable (2)	61 6%	42 8%	18 3%	15 FHI	13 7%	7 4%	17 10%	5 3%	5 2%	28 10%	24 7%	9 2%	15 12%	20 7%	18 7%	9 2%	41 7%	20 4%	13 5%	14 5%	10 4%	18 12%	2 4%	5 5%	58 7%	3 2%	30 5%	26 9%	5 4%	23 7%	38 5%	26 7%	36 5%	42 6%	19 5%	
Fairly favourable (1)	104 10%	72 14%	32 6%	24 22%	37 21%	13 8%	16 9%	6 4%	8 3%	61 21%	29 9%	14 3%	29 23%	41 14%	22 9%	13 4%	60 10%	44 10%	24 10%	21 13%	31 13%	18 13%	- -	11 12%	98 11%	6 4%	56 9%	41 14%	7 5%	48 14%	57 8%	46 12%	58 9%	86 13%	18 5%	
Neither favourable nor unfavourable (0)	290 28%	139 27%	147 28%	29 26%	49 28%	55 32%	48 28%	54 32%	55 22%	78 27%	104 30%	109 26%	35 27%	84 29%	69 28%	91 26%	179 31%	111 24%	76 31%	62 23%	64 26%	38 26%	17 33%	34 37%	248 28%	43 26%	185 30%	78 26%	28 21%	108 32%	183 26%	115 30%	176 26%	193 30%	97 24%	
Fairly unfavourable (-1)	56 5%	33 6%	22 4%	7 7%	16 9%	10 6%	9 5%	7 4%	7 3%	23 8%	19 6%	14 3%	9 7%	23 8%	14 6%	9 3%	30 5%	26 6%	13 5%	12 4%	11 5%	14 10%	1 1%	5 5%	50 6%	6 4%	33 5%	16 5%	7 5%	26 8%	30 4%	25 7%	30 5%	40 6%	15 4%	
Very unfavourable (-2)	119 11%	60 12%	59 11%	2 2%	6 3%	12 7%	17 10%	28 17%	54 22%	8 3%	29 8%	82 20%	2 2%	14 5%	27 11%	68 19%	69 12%	50 11%	32 13%	36 13%	24 10%	9 6%	8 15%	11 12%	90 10%	29 18%	76 12%	23 8%	20 15%	18 5%	101 14%	45 12%	74 11%	61 9%	58 14%	
Don't know	418 40%	162 32%	252 48%	33 30%	58 32%	73 43%	66 38%	68 40%	121 49%	91 31%	140 41%	188 45%	39 30%	109 38%	109 39%	166 47%	205 35%	213 46%	90 36%	130 47%	101 42%	47 33%	24 47%	26 29%	341 38%	78 47%	240 39%	110 37%	69 51%	111 33%	307 43%	127 33%	292 44%	223 35%	195 48%	
NET: Favourable	166 16%	114 22%	50 9%	39 36%	50 28%	20 12%	33 19%	11 6%	12 5%	89 31%	53 15%	23 6%	44 34%	60 21%	40 16%	22 6%	101 17%	65 14%	37 15%	34 12%	41 17%	36 25%	2 4%	16 17%	157 18%	9 5%	86 14%	67 23%	12 9%	71 21%	95 13%	72 19%	94 14%	128 20%	38 9%	
NET: Unfavourable	175 17%	93 18%	81 15%	9 9%	22 12%	22 13%	26 15%	35 21%	60 24%	31 11%	48 14%	96 23%	11 8%	37 13%	41 17%	77 22%	99 17%	75 16%	45 18%	48 17%	35 15%	24 16%	8 16%	16 17%	140 16%	35 21%	109 18%	39 13%	27 20%	44 13%	130 18%	70 16%	104 16%	102 16%	73 18%	
Mean	-0.11	0.01 C	-0.26	0.55 FGH*	0.30 FHI	-0.07 HI*	0.05 HI*	-0.48 *	-0.76 *	0.40 KL	* L	-0.64	0.51 NOP*	0.16 P	-0.07 P	-0.61	-0.07	-0.16	-0.17	-0.25	-0.06	0.21 ST*	-0.45 **	-0.08 *	-0.03 Z	-0.61 *	-0.18	0.17 ac	-0.45 *	0.14 e	-0.24	-0.07	-0.13	0.02 i	-0.36	

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Very favourable (2)	61 6%	9 3%	26 10%	6 8%	10 8%	30 8%	12 3%	16 7%	39 7%	39 10%	13 3%	25 10%	16 4%	36 12%	11 3%	20 7%	35 8%	13 6%	41 7%	36 10%	16 4%	24 11%	15 4%	17 6%	36 7%	
Fairly favourable (1)	104 10%	14 4%	44 17%	4 5%	17 15%	45 11%	20 6%	31 14%	56 9%	57 14%	26 7%	29 11%	32 8%	46 15%	25 8%	39 14%	45 10%	23 11%	61 10%	54 15%	29 7%	34 15%	25 7%	40 15%	48 9%	
Neither favourable nor unfavourable (0)	290 28%	102 31%	65 26%	26 36%	31 26%	121 31%	99 27%	68 30%	160 27%	107 26%	117 29%	76 30%	108 29%	79 27%	88 26%	79 28%	122 27%	62 29%	164 27%	97 29%	120 29%	62 28%	96 28%	80 29%	125 24%	
Fairly unfavourable (-1)	56 5%	15 5%	19 8%	4 6%	7 5%	17 4%	23 6%	5 2%	34 6%	21 5%	19 5%	13 5%	22 6%	17 5%	17 5%	14 5%	25 6%	6 3%	34 6%	22 6%	20 5%	10 4%	22 6%	11 4%	36 7%	
Very unfavourable (-2)	119 11%	55 17%	28 11%	9 13%	10 8%	54 14%	50 14%	33 14%	73 12%	44 11%	60 15%	25 10%	61 16%	21 7%	57 17%	27 10%	66 15%	30 14%	74 12%	39 11%	64 15%	23 10%	59 17%	23 8%	71 14%	
Don't know	418 40%	132 40%	71 28%	22 32%	45 37%	130 33%	158 44%	74 33%	226 38%	137 34%	164 41%	85 34%	134 36%	97 33%	136 41%	98 36%	158 35%	76 36%	241 39%	110 31%	169 40%	69 31%	128 37%	103 37%	196 38%	
NET: Favourable	166 16%	23 7%	70 28%	10 13%	27 23%	74 19%	32 9%	47 21%	95 16%	96 24%	39 10%	54 21%	48 13%	81 28%	37 11%	59 21%	80 18%	36 17%	102 17%	90 25%	45 11%	57 26%	40 12%	58 21%	84 16%	
NET: Unfavourable	175 17%	71 21%	47 18%	13 19%	16 14%	71 18%	73 20%	37 16%	108 18%	65 16%	79 20%	38 15%	83 22%	38 13%	75 22%	40 15%	92 20%	37 17%	108 18%	61 17%	84 20%	33 15%	81 23%	34 12%	107 21%	
Mean	-0.11	-0.48	0.12	-0.15	0.14	-0.08	-0.38	-0.04	-0.13	0.10	-0.37	0.09	-0.33	0.29	-0.42	0.07	-0.15	-0.13	-0.11	0.11	-0.35	0.17	-0.39	0.11	-0.19	

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