

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 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						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Right direction (1)	282 25%	147 27%	133 23%	40 GH	68 GHI	51 G	26 14%	34 19%	62 23%	109 34%	77 21%	97 21%	47 33%	100 32%	49 18%	78 21%	172 27%	110 22%	62 23%	73 25%	53 20%	49 32%	21 37%	24 24%	248 25%	34 23%	174 25%	79 25%	30 22%	116 35%	166 21%	145 35%	137 19%	198 28%	85 19%	
Wrong direction (-1)	557 49%	284 52%	262 46%	57 47%	80 41%	85 46%	102 55%	106 58%	128 48%	137 43%	186 50%	234 52%	65 46%	132 42%	144 53%	196 53%	308 48%	248 50%	142 52%	150 50%	124 47%	63 41%	23 41%	54 55%	477 48%	79 54%	333 49%	159 50%	65 47%	140 42%	417 51%	169 40%	388 54%	344 49%	213 48%	
Neither (0)	212 19%	88 16%	120 21%	20 16%	33 17%	30 16%	38 21%	31 17%	59 22%	53 17%	69 18%	90 20%	23 16%	55 17%	51 19%	72 19%	113 18%	98 20%	50 18%	54 18%	54 21%	30 19%	7 12%	17 17%	189 19%	23 15%	132 19%	52 16%	27 20%	62 19%	150 19%	72 17%	140 19%	117 17%	95 22%	
Don't know	90 8%	31 6%	58 10%	6 5%	15 8%	20 11%	20 11%	12 7%	18 7%	21 6%	40 11%	30 7%	8 6%	29 9%	26 10%	25 7%	46 7%	45 9%	17 6%	20 7%	30 11%	13 9%	5 9%	5 5%	78 8%	12 8%	46 7%	27 9%	17 12%	13 4%	77 10%	33 8%	58 8%	44 6%	46 11%	
Mean	-0.26	-0.26	-0.25	-0.14 GH	-0.06 GH	-0.21 GH	-0.45	-0.42	-0.26 G	-0.09 KL	-0.33	-0.33	-0.14 OP	-0.11 OP	-0.39	-0.34	-0.23	-0.30	-0.31	-0.28	-0.31	-0.10 SU	-0.04 *	-0.32 *	-0.25	-0.33	-0.25	-0.28 *	-0.28 *	-0.07 e	-0.34	-0.06 g	-0.38	-0.22	-0.33	

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

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Political Pulse: Campaign Tracker Week 7: Post election
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 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Right direction (1)	282 25%	47 27% E	127 36% E	28 30% E*	34 13%	138 30% G	72 18%	94 41% IKMOPQ	132 20% KM	195 43% IKMNOPQ	37 10%	133 40% IKMNOPQ	47 15% K	130 34% IKMOQ	58 18% K	91 32% IKMO	149 26% IKMO	98 41% SUXWXYac	126 19% UWac	190 42% SUXWXYac	44 12% SUXWXYac	132 39% SUXWXYac	40 13% SUXWXYac	91 31% SUXWXYac	137 23% SUXWXYac	136 44% SUXWXYac	37 13% SUXWXYac	165 44% SUXWXYac	46 12%	
Wrong direction (-1)	557 49%	87 50%	142 40%	43 45% *	154 61% CD	208 45% F	234 60% F	87 38% HJLNQ	367 55% HJLNQ	156 34% HJLMNOPQ	274 71% HJLMNOPQ	126 38% HJLNQ	203 63% HJLNQ	159 42% J	190 60% HJLNQ	158 54% HJLN	273 47% HJLN	85 35% RTVYZb	377 58% RTVYZb	160 35% RSTVXYZb	258 69% RSTVXYZb	131 39% Zb	195 65% RSTVXYZb	162 55% RTVZb	286 48% RTVZb	102 33% RSTVWXYZb	201 71% RSTVWXYZb	126 34% RSTVXYZb	257 68% RSTVXYZb	
Neither (0)	212 19%	29 17%	54 15%	14 15% *	54 21%	84 18%	65 17%	39 17%	112 17%	75 16%	65 17%	53 16%	55 17%	59 16%	54 17%	35 12%	106 18% P	43 18% X	95 15%	68 15%	59 16%	52 16%	46 15%	36 12%	113 19% STXZab	42 14%	37 13%	56 15%	62 16%	
Don't know	90 8%	10 6%	28 8%	9 10% *	10 4%	32 7%	21 5%	8 3%	57 8% HKMOP	32 7% HKP	11 3%	23 7% KP	16 5% P	34 9% HKMP	15 5% P	6 2%	53 9% HKMOP	15 6% UXa	54 8% UXac	35 8% UXac	11 3%	20 6% Xa	17 6% UXa	6 2%	56 10% UVWXac	28 9% UVXac	7 2%	26 7% UXa	15 4%	
Mean	-0.26	-0.24 E	-0.04 BE	-0.17 E*	-0.50	-0.16 G	-0.44	0.03 IKMOPQ	-0.39 KM	0.09 IKMNOPQ	-0.63	0.02 IKMNOPQ	-0.51 K	-0.08 IKMOPQ	-0.44 K	-0.23 IKMO	-0.24 IKMO	0.06 SUXWXYac	-0.42 UWac	0.07 SUXWXYac	-0.59	* SUXWXYac	-0.55	-0.24 SUXWXYac	-0.28 SUXWXYac	0.12 SUXWXYac	-0.60	0.11 SUXWXYac	-0.58	

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Political Pulse: Campaign Tracker Week 7: Post election

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, Prime Minister and Leader of the Labour party	Rishi Sunak, Conservative party	Rachel Reeves, Chancellor of the Exchequer	Wes Streeting, Labour politician	Yvette Cooper, Labour politician	David Lammy, Labour politician	Angela Rayner, Deputy Leader of the Labour party	Ed Davey, Leader of the Liberal Democrats	Nigel Farage, Leader of Reform UK	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)
Unweighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Very favourable (2)	173 15% BCDEFGHIKLMN	58 5% BDFHKL	111 10% BDFHKL	81 7% BDFHKL	115 10% BDFHKL	82 7% BDFHKL	139 12% BDFHKL	84 7% BDFHKL	135 12% BDFHKL	184 16% BCDEFGHIKLMN	62 5% BCDEFGHIKLMN	67 6% BCDEFGHIKLMN	112 10% BDFHKL	119 10% BDFHKL
Fairly favourable (1)	280 25% BCDEFGIKN	183 16% BCDEFGIKN	196 17% BCDEFGIKN	165 14% BCDEFGIKN	212 19% BCDEFGIKN	173 15% BCDEFGIKN	233 20% BCDEFGIKN	252 22% BCDEFGIKN	161 14% BCDEFGIKN	274 24% BCDEFGIKN	166 15% BCDEFGIKN	267 23% BCDEFGIKN	270 24% BCDEFGIKN	171 15% BCDEFGIKN
Neither favourable nor unfavourable (0)	264 23% BIKN	207 18% BIKN	365 32% ABEGIKN	354 31% ABEGIKN	323 28% ABEGIKN	346 30% ABEGIKN	272 24% BIKN	383 34% ABEGIKN	195 17% BIKN	251 22% BIKN	196 17% BIKN	414 36% ABCDFGIKLMN	365 32% ABEGIKN	207 18% BIKN
Fairly unfavourable (-1)	154 13% ACDEFGHIJLMN	240 21% ACDEFGHIJLMN	134 12% ACDEFGHIJLMN	139 12% ACDEFGHIJLMN	150 13% ACDEFGHIJLMN	144 13% ACDEFGHIJLMN	153 13% ACDEFGHIJLMN	145 12% ACDEFGHIJLMN	136 12% ACDEFGHIJLMN	168 15% ACDEFGHIJLMN	207 18% ACDEFGHIJLMN	176 15% ACDEFGHIJLMN	138 12% ACDEFGHIJLMN	156 14% ACDEFGHIJLMN
Very unfavourable (-2)	218 19% CDEFGHLM	412 36% ACDEFGHILM	147 13% ACDEFGHILM	153 13% ACDEFGHILM	158 14% ACDEFGHILM	189 17% CDEHLM	226 20% CDEFGHLM	154 13% CDEFGHLM	456 40% ABCDEFHJLMN	219 19% CDEFGHLM	461 40% ABCDEFHJLMN	144 13% CDEFGHLM	180 16% CDEFGHLM	425 37% ACDEFGHLM
Don't know	51 4% ABGHJKLMN	42 4% ABGHJKLMN	189 17% ABCEFGHIKLMN	250 22% ABCEFGHIKLMN	183 16% ABGHJKLMN	206 18% ABCEFGHILMN	117 10% ABIKLMN	124 11% ABIKLMN	58 5% BI	45 4% BI	49 4% BI	72 6% ABIK	76 7% ABIK	64 6% BIK
Net: Very/Fairly favourable	453 40% BCDEFGHIKLMN	241 21% BDFK	307 27% BDFK	246 22% BDFK	328 29% BDFK	255 22% BCDEFKN	372 33% BDFK	335 29% BDFK	295 26% BDFK	458 40% BCDEFGHIKLMN	227 20% BDFK	334 29% BDFK	382 33% BCDEFHKLN	289 25% BDFK
Net: Very/Fairly unfavourable	372 33% CDEFGHLM	652 57% ACDEFGHILM	281 25% ACDEFGHILM	291 26% ACDEFGHILM	308 27% CDEHLM	333 29% CDEHLM	380 33% CDEFGHLM	298 26% ACDEFGHLM	592 52% CDEFGHLM	387 34% CDEFGHLM	668 59% ACDEFGHILM	320 28% C	318 28% C	581 51% ACDEFGHLM
Net Difference	81 7% BDFGKLN	-411 -36% K	26 2% BDFGKN	-46 -4% BFGKN	20 2% BDFGKN	-78 -7% BIKN	-7 -1% BFGKN	37 3% BDFGKN	-297 -26% BK	71 6% BDFGKLN	-441 -39% BFGKN	14 1% BFGKN	64 6% BFGKN	-291 -26% BK
Mean	0.03 BDFGKLN	-0.70 K	-0.01 BDFGKN	-0.13 BFGKN	-0.02 BDFGKN	-0.20 BIKN	-0.09 BFGKN	-0.03 BDFGKN	-0.57 BK	0.03 BDFGKLN	-0.77 BFGKN	-0.06 BFGKN	* BDFGKN	-0.55 BK

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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, Prime Minister and 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 (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)			
																																					18-24 (D)	25-34 (E)	35-44 (F)
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372				
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438				
Very favourable (2)	173 15%	98 18% c	73 13%	24 20% I	41 21% GI	24 13%	24 13%	30 16%	30 11%	65 21% KL	49 13%	59 13%	26 18%	58 18%	39 14%	47 13%	98 15%	75 15%	41 15%	43 14%	31 12%	34 22% U	9 17%	16 16%	156 16%	17 11%	109 16%	45 14%	19 14% *	69 21% e	105 13%	81 19% g	92 13% i	126 18% i	47 11%				
Fairly favourable (1)	280 25%	138 25%	140 24%	27 22%	48 24%	55 30%	47 25%	45 24%	58 22%	74 23%	103 28%	103 23%	33 25%	80 27%	72 22%	81 22%	185 29% R	94 19%	67 25%	71 24%	54 21%	39 25%	22 39% TU*	28 28% *	28 25%	248 22%	32 26%	181 22%	70 22%	29 21% *	96 29% e	184 23%	115 27%	165 23%	171 24%	108 25%			
Neither favourable nor unfavourable (0)	264 23%	115 21%	145 25%	32 26%	42 21%	45 24%	38 20%	36 20%	71 27%	74 23%	83 22%	108 24%	37 26%	75 24%	54 20%	89 24%	148 23%	117 23%	57 21%	69 23%	69 26%	39 25%	8 15% *	22 23% *	233 23%	31 21%	154 22%	76 24%	35 25% *	68 21% *	196 24%	93 22%	172 24%	161 23%	103 24%				
Fairly unfavourable (-1)	154 13%	63 11%	86 15%	17 13%	23 12%	22 12%	25 13%	27 15%	41 15%	39 12%	47 13%	67 15%	18 13%	38 12%	34 13%	58 16%	94 15%	60 12%	45 17%	34 12%	36 14%	20 13%	5 9% *	14 14% *	131 13%	23 16%	97 14%	39 12%	18 13% *	36 11% *	118 15%	61 15%	93 13%	93 13%	61 14%				
Very unfavourable (-2)	218 19%	110 20%	103 18%	13 10%	31 16%	28 15%	42 23% D	40 22% D	63 24% D	44 14%	71 19%	104 23% J	16 11%	45 14%	60 22% MN	91 24% MN	99 15%	119 24% Q	53 20% V	69 23% VX	62 24% VX	14 9%	8 15% *	11 11% *	183 18%	36 24%	122 18%	63 20%	33 24% *	49 15% *	169 21% d	57 14%	161 22% f	121 17%	97 22%				
Don't know	51 4%	24 4%	26 4%	11 9% HI	12 6% I	10 6% I	9 5% I	6 3% I	3 1% I	22 7% L	20 5% L	9 2% L	14 10% OP	19 6% P	11 4% P	5 1% P	15 2% Q	37 7% Q	9 3% Q	12 4% Q	9 4% Q	11 7% Q	2 4% *	9 9% *	42 4% *	9 6% *	23 3% a	24 7% a	5 4% *	13 4% *	38 5% *	11 3% *	40 6% f	30 4% f	21 5% f				
Net: Very/Fairly favourable	453 40%	236 43%	213 37%	51 41% I	89 45% I	80 43% I	72 38% I	74 40% I	88 33% I	140 44% I	151 41% I	162 36% I	59 41% I	138 44% P	111 41% P	128 34% P	284 44% R	170 34% R	108 40% R	113 38% R	85 33% R	73 47% U	31 56% TU*	43 43% *	404 41% *	49 33% *	289 42% *	115 36% *	49 35% *	164 50% e	289 36% g	196 47% g	257 36% i	298 42% i	156 35%				
Net: Very/Fairly unfavourable	372 33%	173 32%	189 33%	29 24%	54 28% D	27% 36% D	27% 36% D	27% 36% D	104 39% DEF	83 26% DEF	118 32% J	171 38% J	34 24% J	83 26% MN	94 35% MN	149 40% MN	194 30% MN	179 36% V	98 36% V	103 35% V	98 38% V	34 22% V	13 24% *	25 25% *	313 32% *	59 40% *	220 32% *	102 32% *	51 36% *	85 26% d	287 35% d	118 28% f	254 35% f	214 30% f	158 36%				
Net Difference	81 7%	63 11%	24 4%	22 18% HI	35 18% I	29 16% I	4 2% I	7 4% I	-16 -6% I	56 18% KL	33 9% KL	-9 -2% KL	25 17% OP	54 17% OP	17 6% OP	-21 -6% OP	90 14% R	-9 -2% R	9 3% R	10 3% R	-13 -5% R	39 25% STU	18 18% U*	18 18% U*	91 9% *	-10 -7% *	70 10% *	13 4% *	-2 -1% *	79 24% e	2 * g	77 19% g	4 * i	84 12% i	-3 -1%				
Mean	0.03	0.10	-0.01	0.30 GH	0.24 GI	0.14 I	-0.08	-0.02	-0.19	0.26 KL	0.03	-0.12	0.27 OP	0.23 OP	-0.02	-0.18	0.14 R	-0.11	-0.01	-0.06	-0.17	0.40 STU	0.35 U*	0.25 U*	0.07	-0.20	0.08	-0.02	-0.11 *	0.31 e	-0.08	0.25 g	-0.10	0.13 i	-0.13				

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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? - Rishi Sunak, Leader of the Conservative party
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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	
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Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	58 5%	21 4%	36 6%	9 7%	17 8%	6 3%	5 3%	5 3%	16 6%	26 8%	11 3%	21 5%	9 6%	22 7%	7 3%	14 4%	28 4%	30 6%	14 5%	11 4%	13 5%	16 10%	1 2%	3 3%	51 5%	7 4%	35 5%	16 5%	7 5%	21 6%	36 4%	28 7%	29 4%	39 6%	18 4%		
Fairly favourable (1)	183 16%	78 14%	104 18%	15 12%	33 17%	30 16%	21 11%	28 15%	56 21%	49 15%	52 14%	83 18%	21 15%	49 16%	32 12%	77 21%	109 17%	74 15%	31 11%	48 16%	54 21%	30 19%	10 18%	12 12%	152 15%	32 21%	120 18%	34 11%	29 21%	70 21%	114 14%	76 18%	108 15%	115 16%	68 16%		
Neither favourable nor unfavourable (0)	207 18%	93 17%	112 20%	21 17%	42 21%	34 18%	36 19%	26 14%	48 18%	63 20%	70 19%	74 16%	23 16%	64 20%	51 19%	62 17%	115 18%	92 18%	52 19%	62 21%	41 16%	21 14%	13 18%	18 19%	186 14%	20 14%	131 19%	53 17%	23 16%	74 22%	133 16%	78 19%	129 18%	132 19%	75 17%		
Fairly unfavourable (-1)	240 21%	106 19%	130 23%	18 15%	29 15%	38 20%	42 22%	49 27%	65 24%	47 15%	80 21%	114 25%	20 14%	53 17%	67 25%	88 24%	147 23%	93 19%	66 24%	67 23%	55 21%	31 20%	6 11%	14 14%	206 21%	34 23%	158 23%	52 16%	31 22%	53 16%	187 23%	76 18%	163 23%	138 20%	102 23%		
Very unfavourable (-2)	412 36%	233 42%	169 30%	52 42%	66 33%	66 36%	76 41%	71 39%	81 31%	117 37%	142 38%	152 34%	60 42%	107 34%	106 39%	127 34%	229 36%	183 36%	102 38%	97 33%	90 34%	51 33%	23 42%	49 49%	363 37%	49 33%	220 32%	144 45%	48 34%	102 31%	310 38%	150 36%	261 36%	253 36%	159 36%		
Don't know	42 4%	19 3%	22 4%	8 7%	10 5%	12 6%	6 3%	5 3%	2 1%	18 6%	17 5%	7 1%	10 7%	20 6%	7 3%	3 1%	13 2%	29 6%	7 2%	13 4%	8 3%	8 5%	2 4%	5 5%	35 4%	7 5%	22 3%	18 6%	2 2%	11 3%	31 4%	10 2%	32 4%	25 4%	16 4%		
Net: Very/Fairly favourable	241 21%	99 18%	140 24%	24 20%	50 25%	36 19%	26 14%	33 18%	71 27%	74 23%	62 17%	104 23%	30 21%	71 23%	39 15%	92 25%	137 21%	104 21%	44 16%	59 20%	67 17%	45 29%	11 21%	14 14%	203 20%	38 26%	155 23%	50 16%	35 25%	91 27%	150 19%	104 25%	137 19%	154 22%	86 20%		
Net: Very/Fairly unfavourable	652 57%	339 62%	299 52%	70 57%	94 48%	104 56%	118 63%	120 65%	146 55%	164 60%	222 59%	266 56%	80 51%	172 64%	215 58%	376 59%	276 55%	168 62%	164 55%	145 56%	82 52%	29 53%	63 63%	569 57%	83 56%	377 55%	196 62%	79 57%	155 47%	496 61%	227 54%	425 59%	391 56%	261 59%			
Net Difference	-411 -36%	-240 -44%	-159 -28%	-45 -37%	-44 -23%	-68 -36%	-92 -49%	-87 -47%	-75 -28%	-90 -28%	-160 -43%	-162 -36%	-50 -35%	-89 -28%	-133 -49%	-123 -33%	-239 -37%	-172 -34%	-124 -46%	-105 -35%	-78 -30%	-36 -23%	-18 -32%	-49 -49%	-366 -37%	-45 -30%	-222 -32%	-145 -46%	-43 -31%	-65 -20%	-346 -43%	-123 -29%	-288 -40%	-237 -34%	-174 -40%		
Mean	-0.70	-0.85	-0.53 B	-0.77	-0.50 GH	-0.73	-0.91	-0.85	-0.53 GH	-0.60 K	-0.82	-0.66	-0.76	-0.59 O	-0.88	-0.64 O	-0.70	-0.69	-0.80	-0.67 X	-0.61 X	-0.48 SX	-0.74 *	-1.00 *	-0.71	-0.62	-0.61 B	-0.91	-0.62 *	-0.45 E	-0.80	-0.60	-0.75	-0.66	-0.75		

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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(**)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservative (H)	Unfavourable to Conservative (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Liberal Democrats (L)	Unfavourable to Liberal Democrats (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Rishi Sunak (R)	Unfavourable to Rishi Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)			
																															CDE	UKLMNOPQ	IJKL
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343				
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380				
Very favourable (2)	58 5%	27 15% CDE	15 4%	3 3%	9 4%	20 4%	25 6%	49 21%	5 1%	26 6%	26 7%	22 7%	12 4%	23 6%	16 5%	26 9%	22 4%	58 24%	-	25 6%	22 6%	21 6%	12 4%	27 9%	22 4%	25 8%	16 6%	26 7%	22 6%				
Fairly favourable (1)	183 16%	82 47% CDE	28 8%	7 7%	38 15%	60 13%	87 22%	115 50%	5 3%	26 12%	26 23%	22 16%	12 17%	23 15%	16 22%	26 24%	22 12%	183 76%	-	56 12%	83 22%	59 18%	51 17%	77 26%	64 11%	51 17%	18 18%	51 13%	48 23%				
Neither favourable nor unfavourable (0)	207 18%	28 16%	56 16%	17 18%	43 17%	76 16%	65 17%	33 14%	73 11%	57 12%	68 18%	55 16%	43 13%	54 14%	50 16%	59 20%	79 14%	-	-	66 15%	57 15%	47 14%	48 16%	50 17%	76 13%	48 16%	36 13%	52 14%	65 17%				
Fairly unfavourable (-1)	240 21%	26 15%	76 22%	35 37%	44 17%	111 24%	83 21%	17 8%	185 28%	95 21%	64 17%	77 23%	64 20%	73 19%	69 22%	53 18%	274 23%	-	240 37%	104 23%	59 16%	75 22%	55 18%	146 25%	53 17%	206 20%	74 20%	79 21%					
Very unfavourable (-2)	412 36%	9 5%	168 48%	32 33%	117 46%	190 41%	126 32%	9 4%	382 57%	218 48%	136 35%	125 37%	144 45%	172 45%	113 35%	82 28%	274 47%	-	412 63%	198 44%	149 40%	133 40%	129 43%	89 30%	276 47%	127 42%	122 43%	172 46%	124 33%				
Don't know	42 4%	1 *	7 2%	2 2%	2 1%	5 1%	5 1%	5 2%	3 *	6 1%	5 1%	3 1%	1 *	2 *	3 1%	1 *	3 *	-	-	4 1%	2 *	-	4 1%	1 *	7 1%	3 1%	1 1%	1 *	3 1%				
Net: Very/Fairly favourable	241 21%	108 63% CDE	43 12%	10 10%	46 18%	79 17%	113 29%	164 72%	25 4%	83 18%	115 30%	75 22%	68 21%	82 21%	84 26%	94 32%	93 16%	241 100%	-	81 18%	105 28%	80 24%	63 21%	104 35%	87 15%	75 25%	66 24%	74 20%	109 29%				
Net: Very/Fairly unfavourable	652 57%	35 20%	244 70% B	67 71% B*	161 64% B	301 65% G	209 53%	26 11%	567 85%	313 68%	200 52%	201 60%	208 65%	244 64%	181 57%	136 47%	406 70%	-	652 100%	302 67%	208 56%	208 62%	184 62%	141 48%	423 71%	181 59%	177 63%	246 66%	203 53%				
Net Difference	-411 -36%	73 43%	-201 -57%	-57 -60%	-115 -45%	-222 -48%	-96 -25%	138 61%	-542 -81%	-230 -50%	-85 -22%	-127 -38%	-140 -44%	-162 -43%	-97 -30%	-42 -15%	-313 -54%	241 100%	-652 -100%	-221 -49%	-103 -28%	-127 -38%	-121 -41%	-37 -13%	-336 -57%	-105 -34%	-110 -39%	-172 -46%	-94 -25%				
Mean	-0.70	0.53 CDE	-1.03	-0.92 *	-0.89	-0.86	-0.51 F	0.80 UKLMNOPQ	-1.38	-0.93 I	-0.51 IJMNQ	-0.69 IJKL	-0.85 IJKL	-0.82 IJKL	-0.62 IJKL	-0.34 IJKLMNOQ	-0.98 IJKL	1.24 STUVWXYZabc	-1.63	-0.87 SY	-0.62 STWYab	-0.71 STYb	-0.81 SY	-0.34 STUVWXYZabc	-1.01 S	-0.69 STYb	-0.77 SY	-0.85 SY	-0.52 STWYab				

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

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, Chancellor 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	
		Man (A)	Woman (B)	Man (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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	111 10%	61 11%	48 8%	9 7%	18 9%	15 8%	19 10%	22 12%	26 10%	27 9%	35 9%	49 11%	9 6%	30 10%	28 10%	41 11%	70 11%	41 8%	31 12%	21 7%	20 8%	25 16%	7 12%	7 7%	90 9%	21 14%	67 10%	32 10%	12 9%	36 11%	74 9%	48 11%	63 9%	67 10%	44 10%		
Fairly favourable (1)	196 17%	112 20%	84 15%	22 18%	34 17%	32 17%	30 16%	33 18%	45 17%	56 18%	62 17%	78 17%	27 19%	49 16%	47 17%	62 17%	122 19%	74 15%	47 17%	53 18%	47 18%	20 13%	8 14%	21 21%	175 18%	21 14%	125 18%	49 16%	22 16%	64 19%	132 16%	81 19%	115 16%	120 17%	75 17%		
Neither favourable nor unfavourable (0)	365 32%	162 29%	199 35%	40 33%	65 33%	58 31%	54 29%	50 27%	96 36%	106 33%	112 30%	147 33%	47 33%	103 33%	79 29%	127 34%	209 33%	156 31%	87 32%	99 33%	73 28%	59 38%	12 22%	35 35%	323 33%	42 28%	234 34%	90 28%	41 29%	117 35%	247 31%	140 34%	225 31%	228 32%	137 31%		
Fairly unfavourable (-1)	134 12%	73 13%	57 10%	16 13%	21 11%	19 10%	20 11%	23 12%	34 13%	37 12%	39 11%	57 13%	16 11%	37 12%	29 11%	44 12%	72 11%	62 12%	30 11%	36 12%	33 13%	16 10%	6 11%	12 13%	115 12%	18 12%	78 11%	32 10%	24 17%	34 10%	99 12%	44 10%	90 12%	86 12%	47 11%		
Very unfavourable (-2)	147 13%	77 14%	68 12%	11 9%	24 12%	16 8%	27 15%	32 17%	38 14%	35 11%	43 12%	70 15%	12 9%	31 10%	39 14%	59 16%	77 12%	70 14%	38 14%	36 12%	43 17%	14 9%	6 10%	10 10%	125 13%	22 15%	82 12%	46 15%	19 14%	29 9%	118 15%	45 11%	102 14%	84 12%	64 14%		
Don't know	189 17%	66 12%	117 20%	25 20%	33 17%	46 25%	35 19%	23 12%	27 10%	58 18%	81 22%	49 11%	31 22%	64 20%	49 18%	39 11%	90 14%	99 20%	38 14%	53 18%	44 17%	23 15%	17 31%	14 14%	165 17%	24 16%	99 14%	68 22%	21 15%	51 15%	138 17%	60 14%	128 18%	117 17%	71 16%		
Net: Very/Fairly favourable	307 27%	173 31%	132 23%	31 25%	52 27%	47 25%	50 27%	56 30%	71 27%	83 26%	97 26%	127 28%	36 25%	79 25%	75 28%	103 28%	192 30%	115 23%	79 29%	74 25%	67 26%	44 28%	15 26%	28 28%	265 27%	42 28%	192 28%	81 26%	34 25%	100 30%	207 26%	129 31%	178 25%	187 27%	119 27%		
Net: Very/Fairly unfavourable	281 25%	149 27%	125 22%	27 22%	45 23%	35 19%	47 25%	55 30%	72 27%	72 23%	82 22%	127 28%	28 20%	69 22%	67 25%	102 28%	149 23%	132 26%	68 25%	72 24%	77 29%	30 19%	12 21%	23 23%	240 24%	41 27%	160 23%	78 25%	43 31%	63 19%	218 27%	89 21%	192 27%	170 24%	111 25%		
Net Difference	26 2%	23 4%	7 1%	4 3%	7 4%	12 7%	2 1%	1 1%	-1 *	11 4%	14 4%	* *	8 5%	11 3%	8 3%	1 *	43 7%	-17 -3%	11 4%	1 *	-9 -4%	15 9%	3 5%	6 6%	24 2%	1 1%	31 5%	3 1%	-8 -6%	37 11%	-11 -1%	40 9%	-14 -2%	17 2%	8 2%		
Mean	-0.01	0.02	-0.03	0.02	0.01	0.08	-0.03	-0.05	-0.05	0.02	0.02	-0.05	0.04	0.04	-0.01	-0.05	0.06	-0.11	0.02	-0.06	-0.15	0.19	0.10	0.03	-0.01	*	0.03	-0.05	-0.13	0.16	-0.08	0.12	-0.09	*	-0.03		

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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(**)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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, Chancellor the Exchequer

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Party (N)	Unfavourable to Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to UK Sunak (R)	Unfavourable to UK Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very favourable (2)	111 10%	5 3%	72 21%	8 9%	11 4%	70 15%	21 5%	22 10%	81 12%	106 23%	1 *	69 21%	12 4%	78 20%	4 1%	23 8%	79 14%	24 10%	74 11%	103 23%	4 1%	74 22%	10 3%	24 8%	78 13%	111 36%	-	106 29%	3 1%	
Fairly favourable (1)	196 17%	22 13%	93 27%	16 27%	27 11%	103 22%	52 13%	46 20%	125 19%	137 30%	16 4%	94 28%	34 11%	83 22%	43 14%	61 21%	109 19%	51 21%	106 16%	142 31%	16 4%	100 30%	39 13%	60 20%	108 18%	196 64%	-	123 33%	35 9%	
Neither favourable nor unfavourable (0)	365 32%	61 35%	114 33%	30 31%	84 33%	146 32%	117 30%	71 31%	198 30%	130 28%	114 29%	92 28%	78 24%	105 28%	85 27%	85 30%	165 28%	77 32%	192 30%	121 27%	97 26%	96 29%	70 24%	82 28%	177 30%	-	85 23%	93 25%		
Fairly unfavourable (-1)	134 12%	27 16%	21 6%	11 11%	45 18%	61 13%	50 13%	27 12%	82 12%	30 7%	78 20%	31 9%	57 18%	39 10%	53 17%	39 13%	74 17%	26 13%	82 13%	26 6%	82 22%	23 7%	61 20%	44 15%	70 12%	-	134 48%	25 7%	88 23%	
Very unfavourable (-2)	147 13%	43 25%	12 4%	7 7%	53 21%	31 7%	89 23%	41 18%	88 13%	10 2%	128 33%	10 3%	103 32%	26 7%	93 29%	52 18%	79 14%	40 17%	95 15%	11 2%	128 34%	15 4%	95 32%	55 19%	75 13%	-	147 52%	10 3%	130 34%	
Don't know	189 17%	14 8%	38 11%	14 15%	33 13%	52 11%	61 16%	20 9%	95 14%	45 10%	50 13%	38 11%	36 11%	51 13%	39 12%	29 10%	75 13%	22 9%	102 16%	50 11%	45 12%	27 8%	23 8%	31 11%	85 14%	-	23 6%	31 8%		
Net: Very/Fairly favourable	307 27%	27 16%	165 47%	34 36%	38 15%	173 37%	74 19%	68 30%	206 31%	243 53%	17 4%	163 49%	46 14%	161 42%	48 15%	84 29%	188 32%	75 31%	181 28%	245 54%	20 5%	174 52%	49 16%	83 28%	186 31%	307 100%	-	229 62%	38 10%	
Net: Very/Fairly unfavourable	281 25%	70 41%	34 10%	17 18%	98 39%	91 20%	140 36%	68 30%	170 25%	41 9%	206 53%	41 12%	160 50%	66 17%	146 46%	91 31%	153 26%	66 28%	177 27%	37 8%	210 56%	38 11%	156 52%	99 34%	145 24%	-	281 100%	35 9%	218 57%	
Net Difference	26 2%	-43 -25%	132 38%	17 18%	-60 -24%	82 18%	-66 -17%	* *	36 5%	202 44%	-189 -49%	122 37%	-114 -36%	95 25%	-99 -31%	-7 -2%	35 6%	9 4%	4 1%	208 46%	-190 -51%	137 41%	-107 -36%	-16 -5%	41 7%	307 100%	-281 -100%	194 52%	-180 -47%	
Mean	-0.01	-0.52	0.61	0.23	-0.47	0.30	-0.40	-0.09	0.05	0.72	-0.94	0.61	-0.72	0.44	-0.67	-0.14	0.07	-0.03	-0.03	0.75	-0.96	0.64	-0.70	-0.18	0.09	1.36	-1.52	0.83	-0.88	

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

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? - Wes Streeting, Labour politician

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)	Not working (i)	
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	81 7%	53 10%	27 5%	7 6%	19 10%	15 8%	8 4%	16 8%	16 9%	26 8%	23 6%	32 7%	7 5%	31 10%	15 5%	27 7%	57 9%	24 5%	23 9%	9 3%	15 6%	21 13%	6 11%	6 6%	72 7%	9 6%	51 7%	19 6%	11 8%	34 10%	47 6%	48 11%	33 5%	61 9%	20 4%		
Fairly favourable (1)	165 14%	92 17%	69 12%	21 18%	36 18%	23 12%	33 18%	25 14%	27 10%	57 18%	56 15%	52 12%	26 18%	49 15%	45 17%	38 10%	107 17%	58 11%	35 13%	43 14%	38 14%	29 18%	6 10%	16 16%	16 15%	148 11%	16 15%	105 15%	48 15%	12 8%	67 20%	97 12%	76 18%	89 12%	116 16%	49 11%	
Neither favourable nor unfavourable (0)	354 31%	154 28%	196 34%	44 36%	64 33%	60 32%	48 26%	51 28%	86 32%	109 34%	108 29%	137 30%	50 35%	102 32%	73 27%	119 32%	198 31%	156 31%	93 34%	97 33%	67 26%	46 29%	19 35%	32 32%	311 31%	43 29%	224 33%	93 29%	37 27%	105 32%	249 31%	132 31%	223 31%	217 31%	137 31%		
Fairly unfavourable (-1)	139 12%	68 12%	70 12%	15 12%	17 9%	20 11%	21 11%	18 10%	48 18%	32 10%	41 11%	66 15%	16 11%	30 10%	31 11%	48 13%	84 13%	55 11%	32 12%	35 12%	41 16%	20 13%	1 2%	10 10%	117 12%	22 15%	85 12%	29 9%	24 17%	39 12%	100 12%	43 10%	96 13%	79 11%	60 14%		
Very unfavourable (-2)	153 13%	83 15%	65 11%	16 13%	26 13%	18 10%	27 14%	29 16%	36 14%	42 13%	45 12%	66 15%	20 14%	34 11%	39 15%	56 15%	71 11%	81 16%	46 17%	44 15%	38 14%	10 7%	6 12%	8 8%	130 13%	23 15%	75 11%	54 17%	23 17%	28 8%	125 15%	45 11%	108 15%	89 13%	63 14%		
Don't know	250 22%	100 18%	146 25%	20 16%	34 17%	49 27%	49 26%	45 24%	53 20%	54 17%	99 27%	97 22%	24 17%	70 22%	67 25%	84 23%	122 19%	128 25%	43 16%	69 23%	63 24%	31 20%	17 30%	28 28%	215 22%	35 23%	145 21%	73 23%	31 23%	58 17%	192 24%	75 18%	175 24%	140 20%	110 25%		
Net: Very/Fairly favourable	246 22%	145 26%	96 17%	28 23%	55 28%	38 20%	41 22%	40 22%	43 16%	83 26%	79 21%	84 19%	33 23%	80 25%	60 22%	64 17%	164 26%	82 16%	58 21%	52 17%	53 20%	50 32%	12 21%	22 22%	220 22%	25 17%	156 23%	67 21%	23 16%	101 31%	145 18%	124 30%	122 17%	177 25%	69 16%		
Net: Very/Fairly unfavourable	291 26%	151 27%	135 24%	30 25%	43 22%	38 21%	48 26%	47 26%	84 32%	73 23%	86 23%	132 29%	36 25%	64 20%	70 26%	104 28%	155 24%	136 27%	77 28%	80 27%	79 30%	30 19%	8 14%	18 18%	247 25%	45 30%	161 23%	83 26%	47 34%	67 20%	224 28%	88 21%	204 28%	168 24%	123 28%		
Net Difference	-46 -4%	-6 -1%	-39 -7%	-2 -1%	11 6%	* *	-7 -4%	-7 -4%	-41 -15%	9 3%	-7 -2%	-48 -11%	-3 -2%	16 5%	-10 -4%	-40 -11%	9 1%	-54 -11%	-19 -7%	-28 -9%	-26 -10%	20 13%	4 7%	3 3%	-26 -3%	-19 -13%	-5 -1%	-16 -5%	-25 -18%	34 10%	-80 -10%	36 9%	-82 -11%	9 1%	-54 -12%		
Mean	-0.13	-0.08	-0.18	-0.10	0.02	-0.03	-0.18	-0.15	-0.29	-0.03	-0.11	-0.23	-0.13	0.05	-0.17	-0.24	-0.01	-0.30	-0.18	-0.27	-0.25	0.24	0.10	0.02	-0.11	-0.29	-0.05	-0.21	-0.35	0.15	-0.25	0.12	-0.29	-0.03	-0.30		

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(*)

5th - 6th July 2024

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Political Pulse: Campaign Tracker Week 7: Post election

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, Labour politician

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)	Not working (i)	
																																					1141
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	115 10%	63 11%	50 9%	8 7%	23 11%	20 11%	17 9%	17 9%	31 12%	31 10%	36 10%	48 11%	11 8%	34 11%	25 9%	43 11%	72 11%	43 9%	29 11%	17 6%	25 10%	24 16%	7 12%	12 12%	100 10%	15 10%	80 12%	23 7%	13 9%	44 13%	71 9%	58 14%	57 8%	76 11%	39 9%		
Fairly favourable (1)	212 19%	121 22%	89 16%	27 22%	46 23%	33 18%	29 15%	39 22%	38 14%	73 23%	62 17%	78 17%	31 22%	65 21%	46 17%	64 17%	133 21%	79 16%	51 19%	51 17%	46 18%	39 25%	7 12%	18 18%	193 19%	20 13%	122 18%	61 19%	29 21%	29 22%	74 17%	138 24%	100 16%	113 21%	146 15%	66 15%	
Neither favourable nor unfavourable (0)	323 28%	139 25%	180 31%	42 34%	56 28%	55 30%	51 28%	46 25%	73 27%	97 31%	106 29%	119 26%	47 33%	96 30%	72 27%	98 26%	196 31%	126 25%	82 30%	86 29%	60 23%	42 27%	17 31%	36 36%	285 29%	38 26%	209 30%	85 27%	29 21%	96 29%	226 28%	123 29%	200 28%	199 28%	124 28%		
Fairly unfavourable (-1)	150 13%	76 14%	72 13%	14 11%	19 10%	21 11%	20 11%	28 15%	49 18%	33 10%	40 11%	77 17%	15 10%	33 11%	32 12%	61 16%	81 13%	69 14%	36 13%	37 13%	40 15%	20 13%	5 8%	13 13%	127 13%	23 16%	89 13%	40 13%	21 15%	37 11%	113 14%	44 11%	106 15%	87 12%	63 14%		
Very unfavourable (-2)	158 14%	83 15%	72 13%	9 8%	21 11%	18 10%	28 15%	31 17%	50 19%	30 10%	46 12%	82 18%	11 8%	29 9%	40 15%	69 19%	79 12%	79 16%	42 15%	50 17%	45 17%	6 4%	8 14%	7 7%	132 13%	26 17%	86 12%	44 14%	28 20%	27 8%	131 16%	44 10%	114 16%	83 12%	75 17%		
Don't know	183 16%	68 12%	110 19%	22 18%	32 17%	40 21%	42 23%	22 12%	25 9%	54 17%	82 22%	47 10%	28 20%	58 18%	55 20%	36 10%	77 12%	105 21%	32 19%	56 17%	44 17%	24 16%	12 22%	15 15%	156 16%	26 18%	100 15%	64 20%	18 13%	52 16%	130 16%	50 12%	132 18%	111 16%	72 16%		
Net: Very/Fairly favourable	328 29%	184 33%	139 24%	36 29%	68 35%	53 28%	45 24%	56 31%	70 26%	104 33%	98 26%	126 28%	42 30%	99 31%	71 26%	107 29%	206 32%	122 24%	81 30%	69 23%	71 27%	64 41%	14 25%	30 30%	293 29%	35 24%	202 30%	83 26%	42 31%	118 36%	210 26%	158 38%	170 24%	222 32%	105 24%		
Net: Very/Fairly unfavourable	308 27%	159 29%	144 25%	23 19%	40 21%	38 21%	48 26%	60 32%	99 37%	64 20%	86 23%	158 35%	26 18%	62 20%	72 27%	130 35%	160 25%	148 29%	77 29%	87 29%	86 33%	26 17%	12 22%	19 19%	259 26%	49 33%	174 25%	84 27%	49 35%	64 19%	244 30%	88 21%	220 30%	171 24%	137 31%		
Net Difference	20 2%	24 4%	-4 -1%	12 10%	28 14%	14 8%	-2 -1%	-3 -2%	-29 -11%	40 13%	12 3%	-32 -7%	16 11%	37 12%	-1 *	-23 -6%	45 7%	-26 -5%	3 1%	-19 -6%	-14 -5%	38 24%	1 2%	11 11%	34 3%	-14 -10%	28 4%	-1 *	-7 -5%	54 16%	-4 -4%	70 17%	-50 -7%	52 7%	-32 -7%		
Mean	-0.02	0.01	-0.06	0.11	0.18	0.11	-0.10	-0.11	-0.20	0.15	0.01	-0.16	0.14	0.16	-0.07	-0.15	0.07	-0.16	-0.04	-0.21	-0.16	0.42	0.01	0.20	*	-0.20	0.04	-0.09	-0.18	0.25	-0.14	0.23	-0.18	0.07	-0.18		

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

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Political Pulse: Campaign Tracker Week 7: Post election
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, Labour politician

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties													Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)	
																															2024
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343		
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380		
Very favourable (2)	115 10%	2 1%	70 20%	16 17%	14 6%	71 15%	22 6%	23 10%	84 13%	105 23%	1 *	73 22%	14 4%	74 19%	9 3%	26 9%	76 13%	26 11%	76 12%	105 23%	3 1%	74 22%	8 3%	24 8%	72 12%	90 29%	3 1%	100 27%	2 *		
Fairly favourable (1)	212 19%	18 10%	123 35%	21 22%	23 9%	118 26%	50 13%	39 17%	148 22%	158 35%	15 4%	107 32%	29 9%	99 26%	30 9%	53 18%	127 22%	50 21%	125 19%	157 35%	6 6%	22 36%	120 10%	30 20%	59 21%	126 41%	125 7%	19 42%	157 42%	23 6%	
Neither favourable nor unfavourable (0)	323 28%	45 26%	105 30%	27 29%	59 24%	139 30%	84 22%	52 23%	181 27%	130 28%	62 16%	82 24%	59 18%	105 27%	62 20%	66 23%	149 26%	52 22%	180 28%	124 27%	59 16%	81 24%	54 18%	65 22%	162 27%	61 20%	34 12%	79 21%	62 16%		
Fairly unfavourable (-1)	150 13%	43 25%	15 4%	11 12%	55 22%	57 12%	76 20%	38 17%	77 12%	16 3%	114 29%	22 7%	69 21%	39 10%	63 20%	53 18%	78 13%	41 17%	72 11%	19 4%	98 26%	23 7%	70 24%	54 18%	76 13%	14 5%	85 30%	19 6%	110 29%		
Very unfavourable (-2)	158 14%	47 27%	3 1%	4 4%	67 27%	21 4%	104 26%	48 21%	83 12%	4 1%	145 38%	8 3%	116 36%	15 4%	111 35%	67 23%	71 12%	47 20%	93 14%	8 2%	143 38%	12 4%	112 38%	69 23%	67 11%	6 2%	125 44%	3 1%	147 39%		
Don't know	183 16%	17 10%	34 10%	17 18%	33 13%	56 12%	56 14%	27 12%	95 14%	45 10%	51 13%	42 13%	34 10%	50 13%	42 13%	25 9%	80 14%	24 10%	105 16%	41 9%	47 13%	25 8%	24 8%	89 15%	11 4%	15 5%	16 4%	35 9%			
Net: Very/Fairly favourable	328 29%	20 12%	193 55%	36 38%	37 15%	189 41%	72 18%	62 27%	232 35%	263 57%	15 4%	180 54%	43 14%	173 45%	39 12%	79 27%	204 35%	76 32%	201 31%	261 58%	25 7%	194 58%	38 13%	83 28%	199 34%	215 70%	22 8%	257 69%	25 7%		
Net: Very/Fairly unfavourable	308 27%	90 52%	19 5%	15 15%	122 49%	78 17%	180 46%	86 38%	160 24%	19 4%	259 67%	31 9%	184 58%	55 14%	174 55%	120 41%	149 26%	89 37%	165 25%	27 6%	241 65%	35 10%	183 61%	123 42%	143 24%	20 6%	209 74%	21 6%	257 68%		
Net Difference	20 2%	-69 -40%	174 50%	22 23%	-85 -34%	111 24%	-108 -28%	-24 -11%	72 11%	244 53%	-244 -63%	149 45%	-141 -44%	118 31%	-135 -42%	-41 -14%	55 9%	-12 -5%	36 5%	235 52%	-216 -58%	159 47%	-144 -48%	-40 -14%	56 9%	195 64%	-187 -66%	236 63%	-232 -61%		
Mean	-0.02	-0.73	0.76	0.43	-0.63	0.40	-0.57	-0.24	0.13	0.83	-1.16	0.73	-0.85	0.53	-0.86	-0.31	0.12	-0.16	0.03	0.81	-1.10	0.71	-0.91	-0.31	0.12	0.95	-1.16	0.93	-1.10		

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

5th - 6th July 2024

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Political Pulse: Campaign Tracker Week 7: Post election

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, Labour politician

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)	Not working (i)				
																																					2024	2023	2022	2021
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very favourable (2)	82 7%	46 8%	33 6%	9 7%	20 10%	15 8%	9 5%	14 7%	15 6%	29 9%	24 7%	29 6%	9 6%	31 10%	15 6%	26 7%	55 9%	27 5%	24 9%	13 4%	15 6%	19 12%	5 9%	6 6%	74 7%	8 6%	53 8%	17 5%	12 9%	35 11%	47 6%	44 10%	38 5%	59 8%	23 5%					
Fairly favourable (1)	173 15%	94 17%	76 13%	20 16%	48 25%	26 14%	22 12%	21 12%	35 13%	69 22%	48 13%	56 13%	24 17%	63 20%	35 13%	44 12%	115 18%	58 12%	42 15%	47 16%	32 12%	34 22%	4 8%	15 15%	156 16%	16 11%	112 16%	45 14%	16 12%	67 20%	106 13%	86 21%	87 12%	125 18%	48 11%					
Neither favourable nor unfavourable (0)	346 30%	170 31%	173 30%	45 37%	46 24%	53 29%	53 29%	66 36%	83 31%	91 29%	106 29%	149 33%	50 35%	85 27%	79 29%	120 32%	195 31%	151 30%	70 26%	88 30%	81 31%	50 32%	19 35%	37 37%	297 30%	49 33%	216 32%	96 30%	34 24%	102 31%	244 30%	121 29%	225 31%	195 28%	152 35%					
Fairly unfavourable (-1)	144 13%	67 12%	74 13%	15 12%	25 13%	22 12%	21 11%	15 8%	46 17%	40 13%	43 12%	61 14%	19 13%	37 12%	28 10%	54 14%	78 12%	66 13%	36 13%	37 12%	33 13%	18 11%	6 10%	15 15%	132 13%	12 8%	93 14%	36 11%	15 11%	38 12%	106 13%	47 11%	98 14%	89 13%	55 13%					
Very unfavourable (-2)	189 17%	109 20%	77 13%	13 11%	25 13%	27 14%	32 17%	38 20%	55 21%	38 12%	59 16%	92 21%	16 11%	39 12%	49 18%	76 20%	98 15%	91 18%	56 21%	52 17%	51 20%	12 8%	8 14%	9 10%	155 16%	34 23%	105 15%	59 19%	25 18%	37 11%	152 19%	58 14%	131 18%	111 16%	78 18%					
Don't know	206 18%	63 12%	139 24%	21 17%	31 16%	43 23%	49 26%	29 16%	33 12%	52 16%	92 25%	62 14%	26 18%	60 19%	63 23%	52 14%	99 15%	108 22%	44 16%	61 20%	48 18%	24 15%	13 24%	17 17%	178 18%	28 19%	107 16%	64 20%	36 26%	52 16%	154 19%	63 15%	143 20%	123 17%	84 19%					
Net: Very/Fairly favourable	255 22%	140 26%	110 19%	29 24%	68 35%	41 22%	31 17%	35 19%	50 19%	97 31%	72 19%	85 19%	32 23%	95 30%	51 19%	69 19%	169 26%	86 17%	65 24%	60 20%	47 18%	52 34%	9 17%	21 21%	230 23%	25 17%	165 24%	62 19%	29 21%	102 31%	153 19%	130 31%	125 17%	184 26%	71 16%					
Net: Very/Fairly unfavourable	333 29%	176 32%	151 26%	28 23%	50 26%	49 26%	53 29%	53 29%	101 38%	78 24%	102 27%	154 34%	35 24%	76 24%	77 29%	130 35%	176 28%	157 31%	92 34%	89 30%	85 32%	30 19%	14 25%	24 24%	287 29%	46 31%	197 29%	95 30%	41 29%	75 23%	258 32%	105 25%	229 32%	201 29%	132 30%					
Net Difference	-78 -7%	-36 -7%	-41 -7%	1 1%	18 9%	-8 -4%	-22 -12%	-18 -10%	-51 -19%	19 6%	-30 -8%	-68 -15%	-2 -2%	19 6%	-27 -10%	-60 -16%	-7 -1%	-71 -14%	-27 -10%	-29 -10%	-37 -14%	22 14%	-4 -8%	-3 -3%	-57 -6%	-21 -14%	-33 -5%	-34 -11%	-12 -9%	27 8%	-106 -13%	25 6%	-104 -14%	-17 -2%	-62 -14%					
Mean	-0.20	-0.20	-0.20	-0.03 GI	0.08 GHI	-0.13	-0.33	-0.27	-0.38	0.04 KL	-0.23	-0.34	-0.09 P	0.04 OP	-0.29	-0.35	-0.09 R	-0.34	-0.26	-0.29	-0.34	0.22 STU	-0.18 *	-0.08 *	-0.17	-0.39 *	-0.15	-0.30	-0.25 *	0.09 e	-0.32	0.03 g	-0.34	-0.12 i	-0.33					

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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(*)

5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
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, Labour politician

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very favourable (2)	82 7%	2 1%	50 14%	8 8%	10 4%	49 11%	14 4%	23 10%	49 7%	78 17%	1 *	48 14%	10 3%	46 12%	8 2%	26 9%	49 8%	26 11%	49 8%	77 17%	1 *	52 15%	4 1%	31 10%	45 8%	59 19%	6 2%	74 20%	1 *	
Fairly favourable (1)	173 15%	11 6%	96 27%	17 18%	25 10%	98 21%	34 9%	36 16%	120 18%	139 30%	10 3%	93 28%	25 8%	90 23%	24 8%	45 15%	97 17%	34 14%	103 16%	139 31%	10 3%	93 28%	18 6%	43 14%	97 16%	108 35%	12 4%	130 35%	7 2%	
Neither favourable nor unfavourable (0)	346 30%	45 26%	131 37%	32 34%	58 23%	165 36%	89 23%	53 23%	212 32%	147 32%	61 16%	104 31%	50 15%	127 33%	59 18%	60 21%	187 32%	61 25%	192 29%	139 31%	58 16%	107 32%	193 21%	62 19%	193 33%	91 30%	40 14%	108 29%	70 18%	
Fairly unfavourable (-1)	144 13%	44 26%	22 6%	16 17%	40 16%	62 13%	60 15%	46 20%	69 10%	26 6%	94 24%	30 9%	49 15%	37 10%	53 17%	44 15%	77 13%	45 12%	77 12%	29 6%	86 23%	41 12%	54 18%	45 30%	76 13%	14 5%	69 24%	31 8%	91 24%	
Very unfavourable (-2)	189 17%	47 27%	9 3%	4 5%	80 32%	31 7%	124 32%	45 20%	109 16%	13 3%	164 42%	11 3%	140 44%	22 6%	127 40%	82 28%	86 15%	45 18%	117 18%	15 3%	162 44%	15 5%	137 46%	89 30%	82 14%	17 6%	138 49%	5 1%	171 45%	
Don't know	206 18%	23 13%	43 12%	17 17%	39 16%	57 12%	70 18%	24 11%	109 16%	56 12%	57 15%	48 14%	46 15%	60 16%	47 15%	32 11%	84 14%	30 13%	114 18%	54 12%	55 15%	27 8%	23 11%	32 17%	99 17%	17 6%	25 7%	40 11%		
Net: Very/Fairly favourable	255 22%	13 8%	146 42%	25 27%	35 14%	146 32%	48 12%	59 26%	169 25%	217 47%	12 3%	141 42%	35 11%	136 36%	32 10%	71 24%	146 25%	59 25%	152 23%	216 48%	11 3%	145 43%	23 8%	74 25%	142 24%	166 54%	18 6%	204 55%	8 2%	
Net: Very/Fairly unfavourable	333 29%	92 53%	31 9%	21 22%	120 48%	93 20%	184 47%	90 40%	177 27%	39 8%	258 67%	41 12%	189 59%	59 16%	181 57%	126 44%	164 28%	90 37%	194 30%	44 10%	248 67%	56 17%	191 54%	134 45%	158 27%	32 10%	207 74%	36 16%	262 69%	
Net Difference	-78 -7%	-78 -45%	114 33%	4 5%	-85 -34%	53 12%	-136 -35%	-31 -14%	-8 -1%	178 39%	-246 -64%	100 30%	-153 -48%	-149 20%	-149 -47%	-55 -19%	-18 -3%	-31 -13%	-42 -6%	172 38%	-237 -64%	89 26%	-168 -56%	-61 -21%	-15 -3%	134 44%	-189 -67%	168 45%	-254 -67%	
Mean	-0.20	-0.82	0.50	0.10	-0.73	0.18	-0.76	-0.26	-0.12	0.61	-1.24	0.48	-1.03	0.31	-0.99	-0.43	-0.11	-0.24	-0.20	0.59	-1.25	0.41	-1.09	-0.45	-0.11	0.61	-1.22	0.68	-1.25	

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

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

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)	Not working (i)	
																																					18-24 (D)
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	139 12%	75 14%	62 11%	15 12%	24 12%	25 13%	23 12%	26 14%	26 10%	39 12%	48 13%	52 12%	16 11%	41 13%	34 13%	45 12%	88 14%	51 10%	48 18%	24 8%	22 8%	27 17%	5 9%	13 13%	122 12%	17 12%	77 11%	40 13%	21 15%	51 15%	88 11%	65 16%	74 10%	92 13%	47 11%		
Fairly favourable (1)	233 20%	130 24%	100 17%	25 21%	50 25%	42 23%	40 21%	33 18%	43 16%	75 24%	82 22%	77 17%	31 22%	72 23%	59 22%	60 16%	146 23%	87 17%	55 20%	61 20%	39 15%	38 24%	17 30%	23 23%	212 21%	21 14%	150 22%	62 19%	22 16%	88 27%	146 18%	107 26%	127 18%	156 22%	77 18%		
Neither favourable nor unfavourable (0)	272 24%	122 22%	147 26%	41 34%	58 29%	47 25%	39 21%	35 19%	53 20%	99 31%	86 23%	87 19%	47 33%	90 29%	57 21%	73 20%	159 25%	113 23%	56 21%	78 26%	57 22%	40 26%	12 22%	28 29%	242 24%	31 21%	172 25%	73 23%	27 20%	90 27%	183 23%	105 25%	167 23%	185 26%	88 20%		
Fairly unfavourable (-1)	153 13%	59 11%	92 16%	17 14%	16 8%	24 13%	22 12%	24 13%	51 19%	33 10%	46 12%	75 17%	17 12%	31 10%	34 13%	64 17%	84 13%	69 14%	36 13%	43 14%	44 17%	19 12%	4 7%	8 8%	128 13%	26 17%	104 15%	30 10%	19 14%	37 11%	116 14%	50 12%	104 14%	86 12%	67 15%		
Very unfavourable (-2)	226 20%	118 21%	105 18%	9 7%	25 13%	23 12%	36 19%	51 28%	83 31%	34 11%	58 16%	134 30%	12 9%	38 12%	50 18%	111 30%	121 19%	106 21%	54 20%	62 21%	72 27%	15 10%	8 15%	15 15%	187 19%	40 27%	129 19%	62 19%	36 26%	38 12%	188 23%	59 14%	167 23%	118 17%	108 25%		
Don't know	117 10%	46 8%	66 12%	15 12%	24 12%	26 14%	27 14%	14 8%	10 4%	39 12%	53 14%	25 6%	19 13%	43 14%	35 13%	17 5%	41 6%	76 15%	22 8%	29 10%	28 11%	17 11%	9 16%	11 11%	103 10%	14 9%	54 8%	50 16%	13 9%	28 8%	89 11%	32 8%	84 12%	65 9%	52 12%		
Net: Very/Fairly favourable	372 33%	204 37%	162 28%	40 33%	73 37%	67 36%	63 34%	60 32%	69 26%	114 36%	130 35%	129 29%	48 33%	113 36%	93 35%	105 28%	234 37%	138 28%	103 38%	85 29%	61 23%	65 42%	22 40%	37 37%	334 34%	39 26%	227 33%	102 32%	43 31%	138 42%	234 29%	172 41%	201 28%	248 35%	124 28%		
Net: Very/Fairly unfavourable	380 33%	176 32%	197 34%	26 21%	41 21%	46 25%	58 31%	75 41%	134 50%	67 21%	104 28%	209 46%	29 21%	69 22%	84 31%	175 47%	205 32%	175 35%	90 33%	105 35%	115 44%	34 22%	12 22%	23 23%	314 32%	65 44%	233 34%	92 29%	55 40%	75 23%	304 38%	109 26%	271 37%	205 29%	175 40%		
Net Difference	-7 -1%	28 5%	-35 -6%	14 12%	33 17%	21 11%	5 3%	-15 -8%	-65 -24%	47 15%	26 7%	-80 -18%	18 13%	44 14%	10 4%	-70 -19%	29 5%	-37 -7%	13 5%	-20 -7%	-54 -21%	31 20%	10 18%	13 13%	20 2%	-27 -18%	-6 -1%	10 3%	-11 -8%	63 19%	-70 -9%	63 15%	-70 -10%	44 6%	-51 -12%		
Mean	-0.09	-0.03	-0.15	0.19	0.18	0.14	-0.05	-0.24	-0.47	0.18	0.05	-0.38	0.18	0.17	-0.02	-0.38	-0.01	-0.21	0.02	-0.22	-0.45	0.30	0.15	0.13	-0.05	-0.37	-0.09	-0.04	-0.21	0.25	-0.24	0.18	-0.26	0.03	-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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to UK Sunak (R)	Unfavourable to UK Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very favourable (2)	139 12%	2 1%	93 27%	11 11%	15 6%	88 19%	26 7%	26 11%	107 16%	123 27%	5 1%	79 24%	19 6%	84 22%	15 5%	30 10%	95 16%	28 12%	98 15%	125 28%	8 2%	89 26%	11 4%	33 11%	88 15%	104 34%	7 2%	139 37%	- -	
Fairly favourable (1)	233 20%	18 10%	125 36%	22 23%	36 14%	130 28%	52 13%	44 19%	160 24%	185 40%	14 4%	119 36%	39 12%	128 33%	29 9%	55 19%	143 25%	46 19%	148 23%	176 39%	22 6%	119 35%	28 9%	50 17%	147 25%	125 41%	233 10%	63% -	- -	
Neither favourable nor unfavourable (0)	272 24%	28 16%	88 25%	29 30%	56 22%	118 26%	68 17%	40 17%	159 24%	99 22%	56 14%	69 21%	37 11%	87 23%	45 14%	46 16%	124 21%	43 18%	143 22%	92 20%	47 13%	62 19%	35 12%	41 14%	133 22%	38 12%	22 8%	- -	- -	
Fairly unfavourable (-1)	153 13%	33 19%	21 6%	15 16%	41 16%	53 12%	66 17%	35 15%	84 13%	23 5%	86 22%	35 10%	54 17%	35 9%	67 21%	49 17%	75 13%	38 16%	83 13%	26 6%	80 21%	33 10%	63 21%	51 17%	81 14%	24 8%	61 22%	- -	153 40%	
Very unfavourable (-2)	226 20%	82 47%	5 1%	11 12%	87 34%	43 9%	150 38%	70 31%	107 16%	7 1%	204 53%	13 4%	152 47%	19 5%	143 45%	100 34%	101 17%	70 29%	120 18%	11 2%	194 5%	22 7%	152 51%	105 36%	98 17%	14 5%	157 56%	- -	226 60%	
Don't know	117 10%	10 6%	18 5%	7 8%	17 7%	29 6%	31 8%	14 6%	51 8%	21 5%	22 6%	18 6%	19 6%	29 8%	18 6%	10 3%	44 8%	15 6%	59 9%	23 5%	21 6%	11 3%	9 3%	15 5%	46 8%	2 1%	6 2%	- -	- -	
Net: Very/Fairly favourable	372 33%	20 11%	219 62%	32 34%	52 20%	219 47%	78 20%	69 30%	266 40%	309 67%	19 5%	198 59%	58 18%	212 55%	44 14%	85 29%	237 41%	74 31%	246 38%	301 67%	30 8%	208 62%	39 13%	84 28%	235 40%	229 75%	35 13%	372 100%	- -	
Net: Very/Fairly unfavourable	380 33%	115 66%	26 8%	26 28%	128 51%	96 21%	215 55%	105 46%	191 29%	30 7%	290 75%	48 14%	206 64%	55 14%	211 66%	148 51%	176 30%	109 45%	203 31%	37 8%	273 73%	55 16%	215 72%	156 53%	179 30%	38 12%	218 78%	- -	380 100%	
Net Difference	-7 -1%	-95 -55%	192 55%	6 6%	-76 -30%	122 27%	-137 -35%	-35 -16%	75 11%	279 61%	-271 -70%	150 45%	-148 -46%	157 41%	-166 -52%	-63 -22%	61 10%	-35 -14%	43 7%	265 58%	-243 -65%	152 45%	-176 -59%	-72 -25%	56 10%	192 62%	-183 -65%	372 100%	-380 -100%	
Mean	-0.09	-1.07	0.84	0.06	-0.63	0.39	-0.72	-0.37	0.12	0.91	-1.29	0.68	-0.93	0.63	-0.98	-0.48	0.10	-0.34	0.03	0.88	-1.22	0.67	-1.09	-0.51	0.08	0.93	-1.21	1.37	-1.60	

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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 (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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very favourable (2)	84 7%	40 7%	41 7%	8 7%	17 8%	16 9%	13 7%	10 5%	20 7%	25 8%	30 8%	29 7%	9 7%	31 10%	15 6%	23 6%	60 9%	24 5%	23 9%	20 7%	18 7%	14 9%	3 6%	5 5%	70 7%	13 9%	63 9%	17 5%	4 3%	35 10%	49 6%	47 11%	37 5%	56 8%	27 6%					
Fairly favourable (1)	252 22%	128 23%	122 21%	22 18%	37 19%	38 20%	48 26%	44 24%	63 24%	59 19%	86 23%	107 24%	28 20%	61 19%	67 25%	85 23%	163 26%	88 18%	62 23%	49 17%	58 22%	35 23%	15 27%	33 33%	225 23%	26 18%	164 24%	59 19%	29 21%	82 25%	169 21%	108 26%	143 20%	143 23%	90 21%					
Neither favourable nor unfavourable (0)	383 34%	178 32%	203 35%	43 35%	66 34%	60 32%	64 35%	64 35%	86 32%	109 34%	124 33%	150 33%	47 33%	105 33%	95 35%	127 34%	194 30%	189 38%	89 33%	115 39%	79 30%	53 34%	16 29%	31 31%	329 33%	54 36%	236 35%	101 32%	46 33%	119 36%	264 33%	134 32%	250 35%	237 34%	146 33%					
Fairly unfavourable (-1)	145 13%	70 13%	70 12%	19 15%	25 13%	23 12%	19 10%	22 12%	36 13%	44 14%	42 11%	58 13%	19 13%	39 12%	32 12%	50 14%	89 14%	56 11%	33 12%	37 12%	40 15%	19 12%	5 10%	9 9%	136 14%	9 6%	86 13%	38 12%	20 15%	36 11%	109 13%	45 11%	99 14%	91 13%	53 12%					
Very unfavourable (-2)	154 13%	95 17%	55 10%	10 8%	23 12%	20 11%	23 12%	30 16%	47 18%	33 10%	43 11%	78 17%	12 8%	35 11%	33 12%	65 18%	83 13%	71 14%	38 14%	44 15%	40 15%	19 12%	3 6%	10 10%	126 13%	28 19%	81 12%	51 16%	22 16%	30 9%	124 15%	52 13%	102 14%	89 13%	65 15%					
Don't know	124 11%	37 7%	82 14%	21 17%	28 14%	29 16%	18 10%	14 8%	14 5%	49 15%	47 13%	28 6%	27 19%	46 14%	28 10%	20 5%	50 8%	74 15%	27 10%	32 11%	26 10%	15 10%	12 23%	11 11%	106 11%	18 12%	55 8%	52 16%	17 12%	30 9%	95 12%	32 8%	92 13%	68 10%	56 13%					
Net: Very/Fairly favourable	335 29%	168 31%	163 28%	30 25%	53 27%	54 29%	61 33%	53 29%	83 31%	84 26%	115 31%	136 30%	37 26%	91 29%	83 31%	108 29%	223 35%	112 22%	85 31%	69 23%	76 29%	49 31%	18 33%	38 38%	296 30%	39 27%	227 33%	76 24%	33 24%	117 35%	219 27%	155 37%	180 25%	218 31%	118 27%					
Net: Very/Fairly unfavourable	298 26%	165 30%	125 22%	29 24%	48 25%	43 23%	42 23%	53 29%	83 31%	77 24%	85 23%	136 30%	31 22%	74 23%	65 24%	115 31%	172 27%	127 25%	71 26%	81 27%	80 31%	38 25%	8 15%	19 20%	262 26%	37 25%	167 24%	89 28%	42 31%	66 20%	233 29%	98 23%	201 28%	180 26%	118 27%					
Net Difference	37 3%	3 1%	38 7%	1 1%	5 3%	11 6%	19 10%	1 *	* *	6 2%	30 8%	* *	7 5%	18 6%	18 7%	-7 -2%	52 8%	-15 -3%	14 5%	-11 -4%	-4 -2%	11 7%	10 17%	18 18%	34 3%	3 2%	59 9%	-13 -4%	-10 -7%	51 15%	-14 -2%	57 14%	-21 -3%	38 5%	-1 *					
Mean	-0.03	-0.10	0.05	-0.01	-0.01	0.05	0.06	-0.12	-0.11	-0.01	0.05	-0.11	0.04	0.05	*	-0.14	0.05	-0.15	*	-0.13	-0.11	0.04	0.22	0.15	-0.02	-0.09	0.07	-0.18	-0.23	0.19	-0.12	0.13	-0.13	0.01	-0.10					

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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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very favourable (2)	84 7%	6 4%	35 10% BE	23 24% BCE*	12 5%	47 10% G	20 5%	23 10% KMO	53 8% KMO	61 13% KMOQ	9 2% M	77 23% HUKMNDPQ	2 1%	53 14% KMOQ	9 3% M	31 11% KMO	47 8% KMO	26 11% UWac	46 7% UWac	69 15% SUWXYac	4 1% W	84 25% RSTUWXYZabc	- -	32 11% SUWac	46 8% UWac	57 19% RSTUWXYtac	10 4% UW	57 15% SUWYtac	14 4% UW	
Fairly favourable (1)	252 22%	20 12%	121 35% BE	44 47% BCE*	37 15%	153 33% G	57 15%	48 21% KM	176 26% KMO	163 36% KMOQ	47 12% M	174 52% HUKMNDPQ	14 4%	126 33% KMOQ	48 15% M	56 19% KM	155 27% KMO	54 23% UWac	162 25% UWac	166 37% RSUWXYtac	39 10% W	252 75% RSTUWXYZabc	- -	39 20% UWac	158 27% UWac	117 38% RSUWXYtac	28 10% W	151 40% RSTUWXYtac	41 11% W	
Neither favourable nor unfavourable (0)	383 34%	67 39% DE	133 38% DE	16 17% *	68 27%	161 35%	122 31%	67 29% LMO	213 32% LMO	145 32% LMO	108 28% LMO	60 18% LMO	57 18%	120 31% LMO	65 20% LMO	77 27% LMO	188 32% LMO	82 34% VWXZc	205 32% VWXZc	132 29% VWZ	106 29% VW	- -	- -	72 24% VW	201 34% TVWXZc	74 24% VW	81 29% VW	113 30% VWZ	101 27% VW	
Fairly unfavourable (-1)	145 13%	32 19% CD	29 8%	3 3% *	47 19%	42 9%	68 17% F	36 16% JLN	123 12% JLN	77 8% JLN	39 19% L	6 2% HUKLNOPQ	90 28% HUKLNOPQ	33 9% L	67 21% HUKLNOPQ	47 16% HUKLNOPQ	76 13% JLN	33 14% TVb	81 12% TVb	95 19% STVYZb	71 9% STVYZb	- -	145 48% RSTUWXYZabc	72 16% TVb	46 13% TVb	75 12% TVb	36 17% TVb	26 7% V	86 23% RSTUWXYZabc	
Very unfavourable (-2)	154 13%	36 21% CD	13 4%	3 4% *	70 28%	32 7%	97 25% F	34 15% JLN	95 14% JLN	18 4% L	121 31% HUKLNOPQ	2 1% HUKLNOPQ	136 43% HUKLNOPQ	19 5% L	114 36% HUKLNOPQ	65 22% HUKLNOPQ	75 13% JLN	30 12% TVZb	102 16% TVZb	20 4% V	125 34% RSTVXYZb	- -	154 52% RSTUWXYZabc	72 24% RSTVYZb	71 12% TVZb	13 4% TVZb	110 39% RSTUWXYZbc	13 3% V	128 34% RSTVXYZb	
Don't know	124 11%	10 6%	19 5%	5 5% *	18 7%	26 6%	29 7%	19 9% LP	55 8% LOP	32 7% L	26 7%	15 5%	21 6% L	31 8% L	15 5%	13 5% VWZabc	39 7% VWZabc	16 8% VWZabc	55 6% VWZabc	26 7% VWZabc	28 7% VWZabc	- -	- -	15 5% VWc	42 7% VWZabc	9 3% VW	6 2% VW	13 3% VW	9 2% VW	
Net: Very/Fairly favourable	335 29%	26 15%	156 44% BE	67 71% BCE*	49 19%	201 43% G	77 20%	71 31% KMO	229 34% KMO	224 49% HUKMOPQ	56 15% M	251 75% HUKMNDPQ	15 5%	179 47% HUKMOPQ	57 18% M	87 30% KMO	202 35% KMO	80 33% UWac	208 52% SUWac	235 52% RSUWXYtac	43 12% W	335 100% RSTUWXYZabc	- -	90 30% UWac	204 34% UWac	174 57% RSTUWXYtac	38 13% W	208 56% RSTUWXYtac	55 14% W	
Net: Very/Fairly unfavourable	298 26%	68 40% CD	42 12%	6 6% *	117 47% CD	74 16% CD	165 42% F	70 31% JLN	172 26% JLN	57 12% L	196 51% HUKLNOPQ	8 2% HUKLNOPQ	227 71% HUKLNOPQ	52 14% L	182 57% HUKLNOPQ	112 39% HUKLNOPQ	151 26% JLN	63 26% TVZb	184 26% TVZb	61 13% Vb	195 52% RSTVXYZb	- -	298 100% RSTUWXYZabc	119 40% RSTVYZb	146 25% TVZb	49 16% Vb	156 56% RSTVXYZb	39 10% V	215 57% RSTVXYZb	
Net Difference	37 3%	-42 -24%	114 32%	61 65% BCE*	-69 -27%	127 27%	-88 -23%	1 *	57 9%	167 36%	-140 -36%	243 73%	-211 -66%	127 33%	-124 -39%	-26 -9%	51 9%	18 7%	24 4%	174 38%	-152 -41%	335 100%	-298 -100%	-29 -10%	57 10%	125 41%	-119 -42%	169 45%	-160 -42%	
Mean	-0.03	-0.44	0.41 BE	0.90 BCE*	-0.54	0.33 G	-0.45	-0.05 KMO	0.02 KMO	0.49 HUKMOPQ	-0.70 M	1.00 HUKMNDPQ	-1.16	0.46 HUKMOPQ	-0.76 M	-0.22 KMO	0.04 KMO	0.06 UWac	-0.05 UWac	0.52 RSUWXYtac	-0.79 W	1.25 RSTUWXYZabc	-1.52	-0.25 UWac	0.06 SUWac	0.57 RSUWXYtac	-0.80	0.59 RSUWXYtac	-0.74 W	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

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? - Nigel Farage, Leader of 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 (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)	
																																					295 26%
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	135 12%	79 14% c	54 9%	15 12%	26 13%	14 8%	20 11%	18 10%	42 16% F	41 13%	34 9%	60 13%	17 12%	32 10%	27 10%	52 14%	60 9%	74 15%	35 13%	41 14%	35 13%	13 8%	5 10%	5 5%	123 12%	11 8%	90 13%	30 9%	15 11%	45 13%	90 11%	38 9%	97 13%	85 12%	50 11%		
Fairly favourable (1)	161 14%	84 15%	76 13%	18 14%	34 18%	25 13%	26 14%	25 14%	32 12%	52 16%	51 14%	58 13%	23 16%	44 14%	41 15%	50 13%	87 14%	73 15%	47 17%	34 11%	39 15%	19 12%	9 17%	13 13%	147 15%	14 9%	112 16%	41 13%	8 6%	59 18%	102 13%	59 14%	102 14%	108 15%	53 12%		
Neither favourable nor unfavourable (0)	195 17%	96 18%	98 17%	27 22% I	46 23% I	31 17%	29 15%	34 19%	29 11%	73 23% KL	59 16%	63 14%	31 22% P	67 21% P	44 16%	52 14%	107 17%	89 18%	41 15%	61 20%	41 16%	32 21%	8 15%	12 12%	172 17%	23 16%	124 18%	53 17%	19 14%	72 22% e	124 15%	75 18%	121 17%	131 19%	64 15%		
Fairly unfavourable (-1)	136 12%	54 10%	80 14%	20 16%	20 10%	20 11%	17 9%	24 13%	35 13%	40 12%	38 10%	59 13%	20 14%	33 10%	31 11%	46 12%	78 12%	58 12%	27 10%	44 15%	25 10%	19 12%	3 6%	18 18% SU*	122 12%	14 10%	74 11%	40 13%	22 16% *	36 11%	100 12%	46 11%	90 12%	82 12%	54 12%		
Very unfavourable (-2)	456 40%	214 39%	232 41%	33 27%	52 26%	82 44% DE	84 45% DE	79 43% DE	127 48% DE	85 27%	166 45% J	206 46% J	36 25%	113 36% M	117 43% M	169 46% MN	286 45% R	171 34%	109 40%	104 35%	109 42%	64 41%	25 46%	46 46%	381 38%	76 51% Y	258 38%	128 40%	71 51% a*	107 32%	349 43% d	187 45% g	269 37%	266 38%	190 43%		
Don't know	58 5%	22 4%	33 6%	11 9% HI	18 9% HI	14 7% HI	10 5% I	4 2% I	2 1%	29 9% L	23 6% L	6 1%	15 11% OP	27 8% OP	11 4% P	2 1%	21 3% Q	36 7% Q	12 4%	15 5%	12 5%	10 6%	4 7% *	6 6% *	48 5%	10 7%	28 4%	26 8% a	4 3% *	12 4% *	45 6% *	13 3% *	44 6% f	30 4%	28 6%		
Net: Very/Fairly favourable	295 26%	163 30% c	129 23%	33 27% F	60 31% F	39 21% F	46 25% F	43 23% F	74 28% F	93 29% F	85 23% F	117 26% F	41 29% F	76 24% F	68 25% F	102 27% F	148 23% F	148 29% F	83 30% F	75 25% F	74 28% F	32 20% F	15 26% F	18 18% F	271 27% F	25 17% F	201 29% F	71 22% F	23 16% F	104 31% F	192 24% F	97 23% F	199 27% F	193 27% F	102 23% F		
Net: Very/Fairly unfavourable	592 52%	268 49%	312 55%	52 43% DE	72 37% DE	102 55% DE	101 54% DE	103 56% DE	162 61% DE	124 39% DE	204 55% DE	264 59% DE	56 39% DE	145 46% MN	148 55% MN	216 58% MN	364 57% R	229 46% R	136 50% R	147 51% R	134 53% R	83 52% R	29 64% STU*	64 51% STU*	502 51% Y	90 61% Y	332 48% Y	168 53% Y	93 67% ab*	143 43% d	449 55% g	233 56% g	359 50% g	349 50% g	244 56% g		
Net Difference	-297 -26%	-105 -19%	-183 -32%	-20 -16% HI	-12 -6% HI	-64 -34% HI	-55 -30% I	-60 -32% I	-87 -33% I	-32 -10% L	-119 -32% L	-147 -33% L	-15 -10% OP	-69 -22% OP	-80 -30% P	-114 -31% P	-216 -34% R	-81 -16% R	-53 -20% R	-72 -24% R	-60 -23% R	-51 -33% R	-14 -25% *	-46 -47% *	-232 -23% Z	-65 -44% Z	-131 -19% c	-96 -30% c	-70 -50% *	-40 -12% e	-257 -32% e	-137 -33% f	-160 -22% f	-156 -22% f	-141 -32% f		
Mean	-0.57	-0.46 c	-0.67	-0.33 FGH	-0.21 FGHI	-0.77	-0.67	-0.67	-0.65	-0.26 KL	-0.72	-0.66	-0.26 OP	-0.52	-0.66	-0.63	-0.71	-0.38 Q	-0.49 X	-0.48 X	-0.54 X	-0.70	-0.66 *	-0.93 *	-0.52 Z	-0.94	-0.46 c	-0.67	-0.93 *	-0.32 e	-0.68	-0.71	-0.49 f	-0.50	-0.69		

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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? - Nigel Farage, Leader of Reform UK

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Liberal Democrats (L)	Unfavourable to Liberal Democrats (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very favourable (2)	135 12%	18 10%	18 5%	6 6%	84 33%	21 5%	97 25%	53 23%	61 9%	46 10%	76 20%	34 10%	70 22%	30 8%	70 22%	124 43%	5 1%	49 20%	67 10%	45 10%	72 19%	39 12%	69 23%	135 46%	- -	41 13%	58 21%	34 9%	79 21%	
Fairly favourable (1)	161 14%	31 18%	34 10%	7 7%	54 21%	38 8%	82 21%	33 23%	66 10%	53 12%	77 20%	47 14%	54 17%	44 12%	51 16%	114 39%	19 3%	55 23%	74 11%	59 13%	71 19%	51 15%	50 17%	161 54%	- -	42 14%	41 15%	50 13%	78 20%	
Neither favourable nor unfavourable (0)	195 17%	33 19%	64 18%	10 11%	20 8%	55 12%	63 16%	39 17%	76 11%	72 16%	54 14%	43 13%	43 13%	42 11%	39 12%	41 14%	27 5%	46 19%	70 11%	60 13%	46 12%	40 12%	30 10%	- -	- -	34 11%	33 12%	51 14%	40 10%	
Fairly unfavourable (-1)	136 12%	29 17%	50 14%	9 9%	19 8%	53 12%	54 14%	21 9%	92 14%	99 13%	39 10%	34 10%	34 11%	37 10%	45 14%	9 3%	88 12%	28 14%	88 15%	67 9%	32 11%	35 14%	41 14%	- -	136 23%	35 11%	26 9%	47 12%	46 12%	
Very unfavourable (-2)	456 40%	60 35%	176 50%	63 66%	70 28%	284 61%	86 22%	57 25%	362 54%	222 48%	131 34%	173 52%	112 35%	223 58%	105 33%	1 *	435 75%	59 24%	335 51%	214 47%	143 38%	169 50%	105 35%	- -	456 77%	151 49%	118 42%	188 51%	133 35%	
Don't know	58 5%	2 1%	9 3%	1 1%	6 2%	10 2%	8 2%	5 2%	11 2%	6 1%	9 2%	3 1%	8 2%	6 2%	8 2%	1 *	8 1%	4 2%	18 3%	8 2%	9 2%	2 *	3 1%	- -	- -	3 1%	4 1%	3 1%	5 1%	
Net: Very/Fairly favourable	295 26%	49 29%	52 15%	12 13%	138 55%	59 13%	180 46%	106 47%	127 19%	99 22%	153 40%	81 24%	124 39%	74 19%	121 38%	238 82%	24 4%	104 43%	141 22%	104 23%	142 38%	90 27%	119 40%	295 100%	- -	83 27%	99 35%	84 23%	156 41%	
Net: Very/Fairly unfavourable	592 52%	89 51%	226 64%	71 75%	89 35%	337 73%	141 36%	78 34%	454 68%	280 61%	170 44%	207 62%	146 45%	260 68%	151 47%	10 4%	522 90%	87 36%	423 65%	281 62%	175 47%	204 58%	146 49%	- -	592 100%	186 61%	145 52%	235 63%	179 47%	
Net Difference	-297 -26%	-39 -23%	-174 -50%	-59 -62%	48 19%	-278 -60%	39 10%	28 12%	-327 -49%	-181 -40%	-17 -4%	-126 -38%	-21 -7%	-186 -49%	-30 -9%	228 79%	-498 -86%	17 7%	-282 -43%	-177 -39%	-33 -9%	-114 -34%	-28 -9%	295 100%	-592 -100%	-103 -34%	-46 -16%	-151 -41%	-22 -6%	
Mean	-0.57 CD	-0.47 CD	-0.97	-1.23 *	0.25 BCD	-1.20	0.13 F	0.11 IKLMNOQ	-0.95 Q	-0.79 INQ	-0.19 IULNQ	-0.80 ING	-0.20 IULNQ	-1.01 Q	-0.21 IULNQ	1.21 HIKLMNOQ	-1.62	0.03 STUVWZab	-0.87 Y	-0.78 Y	-0.29 STVZb	-0.73 Y	-0.22 STVZb	1.46 RSTUVWZab	-1.77	-0.70 Y	-0.38 STVZb	-0.83 Y	-0.20 STVZab	

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

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)	Not working (i)	
																																					18-24 (D)
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	184 16%	107 20%	74 13%	21 17%	46 24%	29 16%	27 14%	30 16%	30 11%	68 21%	56 15%	60 13%	26 18%	64 20%	41 15%	46 12%	106 17%	77 15%	48 18%	40 13%	34 13%	36 23%	12 21%	13 13%	164 17%	19 13%	115 17%	46 15%	22 16%	79 24%	105 13%	85 20%	98 14%	128 18%	55 13%		
Fairly favourable (1)	274 24%	140 25%	130 23%	42 34%	42 22%	57 31%	48 26%	36 20%	49 18%	85 27%	105 28%	85 19%	47 33%	81 26%	68 25%	71 19%	177 28%	97 19%	64 24%	72 24%	52 20%	44 28%	19 34%	24 24%	249 25%	26 17%	163 24%	79 25%	32 23%	92 28%	182 22%	118 28%	156 22%	175 25%	99 23%		
Neither favourable nor unfavourable (0)	251 22%	106 19%	143 25%	22 18%	47 24%	45 24%	36 19%	38 21%	64 24%	69 22%	81 22%	102 23%	26 18%	79 25%	54 20%	84 22%	136 21%	115 23%	52 19%	66 22%	57 22%	41 26%	10 18%	25 25%	216 22%	35 24%	150 22%	71 22%	31 22%	67 20%	184 23%	93 22%	158 22%	146 21%	105 24%		
Fairly unfavourable (-1)	168 15%	66 12%	99 17%	12 10%	18 9%	16 9%	27 14%	36 20%	59 22%	30 9%	43 11%	95 21%	14 10%	26 8%	39 15%	82 22%	98 15%	70 14%	47 17%	37 12%	49 19%	15 10%	4 7%	16 16%	145 15%	23 16%	111 16%	35 11%	22 16%	38 11%	130 16%	52 12%	116 16%	101 14%	67 15%		
Very unfavourable (-2)	219 19%	109 20%	106 18%	18 15%	29 15%	28 15%	44 23%	38 21%	63 23%	47 15%	72 19%	101 22%	20 14%	44 14%	61 23%	84 23%	107 17%	112 22%	53 20%	70 24%	58 22%	13 8%	8 15%	16 16%	180 18%	39 27%	123 18%	67 21%	29 21%	45 14%	174 21%	58 14%	161 22%	126 18%	93 21%		
Don't know	45 4%	22 4%	21 4%	7 6%	14 7%	11 6%	6 3%	5 3%	2 1%	21 7%	17 5%	7 2%	11 8%	21 7%	7 2%	4 1%	16 2%	29 6%	7 3%	12 4%	11 4%	6 4%	2 4%	6 6%	40 4%	5 4%	24 4%	19 6%	2 2%	10 3%	35 4%	12 3%	33 5%	26 4%	19 4%		
Net: Very/Fairly favourable	458 40%	247 45%	204 36%	64 52%	89 45%	86 46%	74 40%	66 36%	80 30%	152 48%	160 43%	145 32%	72 51%	146 46%	109 40%	117 32%	283 44%	175 35%	112 41%	112 37%	86 33%	80 51%	31 56%	37 37%	413 42%	45 30%	278 41%	126 40%	54 39%	171 52%	287 35%	203 49%	255 35%	304 43%	154 35%		
Net: Very/Fairly unfavourable	387 34%	175 32%	205 36%	30 24%	47 24%	44 23%	70 38%	75 41%	122 46%	77 24%	114 31%	196 44%	34 24%	70 22%	100 37%	166 45%	204 32%	182 36%	101 37%	107 36%	107 41%	28 18%	12 22%	32 32%	324 33%	62 42%	234 34%	102 32%	51 37%	83 25%	303 37%	110 26%	277 38%	227 32%	160 37%		
Net Difference	71 6%	71 13%	-1 *	34 28%	42 21%	42 23%	4 2%	-9 -5%	-42 -16%	76 24%	46 12%	-51 -11%	39 27%	76 24%	9 3%	-49 -13%	79 12%	-8 -2%	12 4%	4 1%	-21 -8%	52 33%	18 33%	6 6%	88 9%	-17 -12%	44 6%	24 8%	3 2%	87 26%	-16 -2%	93 22%	-22 -3%	77 11%	-6 -1%		
Mean	0.03	0.13 c	-0.06	0.32 ghi	0.33 ghi	0.25 ghi	-0.07	-0.10	-0.28	0.33 kl	0.09 l	-0.21	0.34 op	0.32 op	-0.04	-0.24	0.13 r	-0.09	0.02	-0.09	-0.18	0.50 stux	0.41 tu*	0.03 *	0.08 z	-0.26	0.05	0.01	-0.03 *	0.37 e	-0.11	0.29 g	-0.12	0.12 i	-0.10		

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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 2024 Vote					Referendum 2016 vote		Favourable to parties															Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Liberal Democrats (L)	Unfavourable to Liberal Democrats (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)			
																															1141	158	376
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343				
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380				
Very favourable (2)	184 16%	5 3%	136 39%	10 11%	17 7%	98 21%	47 12%	35 15%	134 20%	184 40%	-	94 28%	34 11%	88 23%	27 9%	50 17%	104 18%	38 16%	127 20%	164 36%	5 1%	102 30%	21 7%	50 17%	99 17%	116 38%	18 6%	147 40%	11 3%				
Fairly favourable (1)	274 24%	15 8%	145 41%	30 32%	36 14%	154 33%	58 15%	41 18%	134 30%	184 60%	-	137 41%	37 12%	143 37%	39 12%	50 17%	172 30%	44 18%	185 28%	213 47%	19 5%	122 36%	36 12%	49 17%	181 31%	127 41%	161 8%	191 43%	19 5%				
Neither favourable nor unfavourable (0)	251 22%	31 18%	51 14%	31 33%	46 18%	103 22%	65 17%	34 15%	133 20%	-	-	55 16%	41 13%	70 18%	50 16%	43 15%	123 21%	42 17%	124 19%	56 12%	33 9%	53 16%	40 13%	42 14%	135 23%	46 15%	32 11%	42 11%	58 15%				
Fairly unfavourable (-1)	168 15%	50 29%	9 3%	15 16%	59 23%	58 12%	74 19%	42 18%	87 13%	-	168 43%	33 10%	66 21%	40 11%	71 22%	51 18%	86 15%	41 17%	87 13%	11 2%	109 29%	37 11%	59 20%	54 18%	85 14%	10 3%	59 21%	13 3%	104 27%				
Very unfavourable (-2)	219 19%	71 41%	7 2%	8 C*	89 35%	42 9%	142 36%	76 33%	107 16%	-	219 57%	15 4%	140 40%	36 10%	127 40%	95 33%	91 16%	73 30%	112 17%	3 1%	202 54%	19 6%	137 46%	99 34%	86 14%	7 2%	148 53%	6 2%	186 49%				
Don't know	45 4%	1 *	3 1%	1 2%	5 2%	7 2%	6 1%	-	4 1%	-	-	1 *	2 1%	4 1%	4 1%	1 *	6 1%	2 1%	15 2%	6 1%	4 1%	2 1%	5 2%	1 *	7 1%	1 *	2 1%	2 1%	2 1%				
Net: Very/Fairly favourable	458 40%	20 12%	282 80%	40 42%	53 21%	252 54%	105 27%	75 33%	336 50%	458 100%	-	231 69%	71 22%	231 61%	66 21%	100 35%	276 47%	83 34%	313 48%	377 83%	24 6%	224 67%	57 19%	99 33%	280 47%	243 79%	41 14%	309 83%	30 8%				
Net: Very/Fairly unfavourable	387 34%	120 70%	16 5%	22 24%	148 59%	100 22%	217 55%	117 52%	194 29%	-	387 100%	47 14%	206 64%	76 20%	198 62%	146 50%	177 30%	115 48%	200 31%	311 3%	15 84%	56 17%	196 66%	153 52%	170 29%	17 6%	206 73%	19 5%	290 76%				
Net Difference	71 6%	-100 -58%	266 76%	18 19%	-95 -38%	152 33%	-112 -29%	-42 -18%	142 21%	458 100%	-100%	55%	-42%	40%	-42%	-45 -16%	99 17%	-32 -13%	113 17%	362 80%	-287 -77%	168 50%	-139 -47%	-55 -18%	110 19%	226 74%	-166 -59%	289 78%	-260 -68%				
Mean	0.03	-0.96	1.14	0.21	-0.67	0.46	-0.54	-0.36	0.25	1.40	-1.57	0.79	-0.75	0.55	-0.74	-0.31	0.19	-0.28	0.20	1.17	-1.32	0.75	-0.87	-0.35	0.21	1.09	-1.06	1.16	-1.15				

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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	
		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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372				
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438				
Very favourable (2)	62 5%	30 5%	30 5%	6 5%	11 6%	9 5%	11 6%	6 3%	19 7%	17 5%	20 5%	25 6%	6 4%	19 6%	14 5%	19 5%	29 5%	32 6%	17 6%	11 4%	21 8%	8 5%	1 2%	2 2%	53 5%	9 6%	43 6%	10 3%	9 6%	23 7%	38 5%	21 5%	40 6%	40 6%	22 5%				
Fairly favourable (1)	166 15%	60 11%	105 18%	19 16%	36 18%	25 14%	18 10%	20 11%	47 18%	55 17%	44 12%	67 15%	24 17%	49 16%	28 10%	59 16%	102 16%	64 13%	25 9%	52 17%	39 15%	30 20%	11 5*	9 9*	136 14%	30 20%	99 14%	41 13%	26 19%	60 18%	105 13%	67 16%	99 14%	108 15%	58 13%				
Neither favourable nor unfavourable (0)	196 17%	95 17%	98 17%	25 20%	45 23%	24 13%	30 16%	29 16%	43 16%	70 22%	54 15%	72 16%	29 21%	60 19%	40 15%	64 17%	104 16%	92 18%	46 17%	61 x	39 15%	32 15%	8 21%	9 15%	173 17%	23 16%	131 19%	51 16%	14 10%	69 21%	127 16%	74 18%	122 17%	125 18%	72 16%				
Fairly unfavourable (-1)	207 18%	88 16%	116 20%	14 12%	28 14%	37 20%	33 18%	38 21%	58 22%	42 13%	70 19%	96 21%	17 12%	54 17%	51 19%	72 20%	128 20%	80 16%	56 21%	55 18%	51 19%	19 12%	4 7%	23 23%	179 18%	29 19%	135 20%	46 14%	27 19%	51 15%	156 19%	74 18%	133 18%	119 17%	88 20%				
Very unfavourable (-2)	461 40%	251 46%	200 35%	50 41%	62 31%	79 42%	87 47%	86 47%	97 36%	112 35%	166 45%	183 41%	55 38%	111 35%	128 47%	153 41%	259 41%	201 40%	119 44%	105 35%	101 39%	58 37%	28 50%	50 50%	408 41%	52 35%	253 37%	147 46%	60 43%	115 35%	345 43%	169 40%	292 40%	281 40%	180 41%				
Don't know	49 4%	25 5%	22 4%	9 7%	15 8%	11 6%	8 4%	5 3%	2 1%	24 7%	19 5%	7 2%	13 9%	22 7%	9 3%	4 1%	17 3%	32 6%	9 3%	13 4%	11 4%	8 5%	2 4%	7 7%	44 4%	5 4%	24 3%	22 7%	3 2%	12 4%	38 5%	13 3%	36 5%	30 4%	19 4%				
Net: Very/Fairly favourable	227 20%	90 16%	135 24%	25 20%	47 24%	34 19%	29 16%	26 14%	67 25%	72 22%	63 17%	92 21%	29 21%	68 21%	42 16%	78 21%	131 21%	96 19%	42 16%	63 21%	60 x	39 23%	13 23%	11 11%	189 19%	39 26%	142 21%	50 16%	35 25%	83 25%	144 18%	88 21%	139 19%	148 21%	79 18%				
Net: Very/Fairly unfavourable	668 59%	339 62%	317 55%	64 52%	89 45%	116 62%	120 64%	124 68%	155 58%	153 48%	236 63%	279 62%	71 50%	166 53%	179 66%	226 61%	387 60%	281 56%	175 64%	160 54%	151 58%	77 50%	32 58%	73 73%	587 59%	81 55%	388 57%	193 61%	87 63%	167 50%	501 62%	243 58%	425 59%	400 57%	268 61%				
Net Difference	-441 -39%	-249 -45%	-182 -32%	-39 -32%	-43 -22%	-82 -44%	-91 -49%	-98 -54%	-88 -33%	-26 -26%	-172 -46%	-186 -41%	-42 -29%	-98 -31%	-137 -51%	-148 -40%	-256 -40%	-185 -37%	-132 -49%	-97 -33%	-92 -35%	-39 -25%	-19 -35%	-62 -62%	-398 -40%	-42 -29%	-245 -36%	-143 -45%	-52 -38%	-83 -25%	-357 -44%	-155 -37%	-286 -40%	-252 -36%	-189 -43%				
Mean	-0.77	-0.90	-0.64 B	-0.73	-0.51 FGH	-0.87	-0.94	-1.00	-0.63 GH	-0.60 K	-0.90	-0.78	-0.70	-0.65 O	-0.96	-0.77	-0.78	-0.75	-0.89	-0.67 X	-0.68 X	-0.59 SX	-0.86 *	-1.18 *	-0.79	-0.60	-0.69 B	-0.95	-0.76 *	-0.55 E	-0.86	-0.75	-0.78	-0.73	-0.83				

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Liberal Democrats (L)	Unfavourable to Liberal Democrats (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very favourable (2)	62 5%	37 21%	6 2%	3 3%	8 3%	12 3%	36 9%	62 27%	-	21 5%	34 9%	23 7%	19 6%	19 5%	25 8%	35 12%	19 3%	47 20%	8 1%	24 5%	29 8%	22 6%	16 6%	37 12%	18 3%	20 7%	25 9%	21 6%	28 7%	
Fairly favourable (1)	166 15%	79 46%	24 7%	10 10%	28 11%	59 13%	68 17%	166 73%	-	54 12%	83 22%	52 16%	46 14%	56 15%	53 17%	63 22%	62 11%	116 48%	18 3%	49 11%	76 20%	50 15%	54 18%	69 23%	60 10%	48 16%	43 15%	77 20%		
Neither favourable nor unfavourable (0)	196 17%	37 21%	36 10%	14 15%	41 16%	56 12%	75 19%	-	-	44 10%	72 19%	33 10%	53 17%	37 10%	62 19%	73 25%	53 9%	50 21%	45 7%	48 11%	62 17%	32 10%	53 18%	60 20%	56 9%	31 10%	43 15%	34 9%	83 22%	
Fairly unfavourable (-1)	207 18%	15 9%	69 20%	22 24%	58 23%	90 20%	77 20%	-	207 31%	80 18%	80 18%	61 18%	66 21%	52 14%	71 22%	43 15%	115 20%	11 5%	148 23%	82 18%	64 17%	60 18%	57 19%	118 17%	50 20%	118 15%	45 19%	53 15%	81 21%	
Very unfavourable (-2)	461 40%	4 2%	211 60%	45 47%	111 44%	233 50%	131 33%	-	461 69%	256 56%	126 33%	164 49%	135 42%	215 56%	103 32%	74 25%	328 6%	14 6%	419 64%	243 54%	138 37%	169 50%	115 38%	77 26%	336 57%	160 52%	117 42%	209 56%	110 29%	
Don't know	49 4%	1 *	4 1%	1 *	6 2%	11 2%	5 1%	-	-	2 1%	3 1%	1 *	2 1%	4 1%	5 2%	2 1%	4 1%	2 1%	14 2%	7 2%	3 1%	3 1%	3 1%	2 1%	4 1%	2 *	3 1%	1 *		

Net: Very/Fairly favourable	227 20%	116 67%	31 9%	13 13%	36 14%	71 15%	104 27%	227 100%	-	75 16%	117 30%	75 23%	64 20%	75 20%	78 25%	98 34%	81 14%	164 68%	26 4%	74 16%	105 28%	71 21%	70 23%	106 36%	78 13%	68 22%	68 24%	105 19%	
Net: Very/Fairly unfavourable	668 59%	19 11%	280 80%	67 71%	169 67%	323 70%	208 53%	-	668 100%	336 73%	194 50%	225 67%	201 63%	267 70%	174 55%	117 40%	443 76%	25 10%	567 87%	325 72%	202 54%	229 68%	172 58%	127 43%	454 77%	206 67%	170 60%	266 72%	191 50%
Net Difference	-441 -39%	97 56%	-249 -71%	-55 -58%	-133 -53%	-252 -55%	-104 -26%	227 100%	-668 -100%	-261 -57%	-77 -20%	-149 -45%	-137 -43%	-192 -50%	-96 -30%	-19 -7%	-362 -62%	138 58%	-541 -83%	-251 -55%	-97 -26%	-158 -47%	-102 -34%	-21 -7%	-376 -63%	-138 -45%	-101 -36%	-197 -53%	-86 -23%

Mean	-0.77	0.76	-1.31	-1.03	-0.96	-1.05	-0.51	1.27	-1.69	-1.09	-0.44	-0.87	-0.80	-1.03	-0.55	-0.20	-1.16	0.72	-1.49	-1.05	-0.56	-0.92	-0.68	-0.21	-1.18	-0.91	-0.69	-1.04	-0.45
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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. 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. Minimum Base: 30 (**). Small Base: 100 (**)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

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)	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)			
																																					67 6%	32 6%	34 6%
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372				
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438				
Very favourable (2)	67 6%	32 6%	34 6%	6 5%	12 6%	18 10%	7 4%	9 5%	15 6%	18 6%	25 7%	24 5%	7 5%	27 9%	10 4%	21 6%	48 8%	19 4%	17 6%	12 4%	19 7%	13 8%	3 6%	3 3%	55 6%	12 8%	52 8%	11 4%	4 3%	32 10%	35 4%	42 10%	25 3%	42 6%	26 6%				
Fairly favourable (1)	267 23%	123 22%	141 25%	29 23%	42 21%	47 26%	51 27%	38 21%	60 23%	70 22%	98 26%	99 22%	34 24%	73 23%	71 26%	78 21%	176 27%	91 18%	67 25%	70 24%	57 22%	37 24%	14 26%	21 21%	238 24%	29 19%	167 24%	69 22%	32 23%	91 28%	176 22%	112 27%	154 21%	170 24%	97 22%				
Neither favourable nor unfavourable (0)	414 36%	187 34%	220 38%	46 38%	70 36%	59 32%	62 34%	73 40%	104 39%	116 36%	122 33%	177 39%	49 35%	110 35%	96 36%	145 39%	223 35%	191 38%	91 33%	110 37%	95 36%	55 35%	20 37%	43 43%	364 37%	51 34%	259 38%	102 32%	53 38%	116 35%	298 37%	136 32%	278 39%	253 36%	161 37%				
Fairly unfavourable (-1)	176 15%	80 15%	90 16%	21 17%	33 17%	21 11%	26 14%	29 16%	45 17%	54 17%	47 13%	74 17%	25 18%	44 14%	38 14%	62 17%	94 15%	82 16%	45 16%	46 15%	38 15%	26 17%	7 12%	14 15%	152 15%	24 16%	100 15%	53 17%	23 16%	42 13%	134 17%	58 14%	118 16%	110 16%	66 15%				
Very unfavourable (-2)	144 13%	95 17%	49 8%	12 9%	20 10%	24 13%	26 14%	25 14%	37 14%	32 10%	50 14%	62 14%	12 8%	32 10%	40 15%	56 15%	75 12%	69 14%	36 13%	42 14%	34 13%	15 9%	7 12%	11 11%	122 12%	22 15%	71 10%	52 16%	21 15%	33 10%	111 14%	50 12%	94 13%	87 12%	57 13%				
Don't know	72 6%	32 6%	38 7%	10 8%	20 10%	16 8%	14 7%	9 5%	5 2%	29 9%	30 8%	14 3%	15 11%	30 9%	16 6%	10 3%	23 4%	49 10%	16 6%	17 6%	18 7%	11 7%	4 7%	7 7%	62 6%	10 7%	36 5%	29 9%	7 5%	17 5%	56 7%	20 5%	53 7%	41 6%	32 7%				
Net: Very/Fairly favourable	334 29%	155 28%	175 31%	34 28%	53 27%	66 35%	58 31%	47 26%	76 28%	88 23%	123 33%	123 27%	41 29%	100 32%	81 30%	99 27%	224 35%	110 22%	84 31%	83 28%	76 29%	50 32%	18 32%	24 24%	294 30%	41 27%	219 32%	80 25%	36 26%	123 37%	211 26%	155 37%	179 25%	211 30%	123 28%				
Net: Very/Fairly unfavourable	320 28%	175 32%	139 24%	33 27%	54 27%	45 24%	52 28%	54 30%	82 31%	86 27%	97 26%	137 30%	37 26%	77 24%	77 29%	118 32%	169 26%	151 30%	81 30%	87 29%	72 28%	41 26%	13 24%	26 26%	274 28%	47 31%	172 25%	105 33%	43 31%	75 23%	245 30%	108 26%	212 29%	197 28%	123 28%				
Net Difference	14 1%	-20 -4%	36 6%	2 2%	* *	21 11%	5 3%	-7 -4%	-6 -2%	2 *	26 7%	-14 -3%	4 3%	23 7%	3 1%	-20 -5%	55 9%	-41 -8%	4 1%	-5 -2%	4 1%	9 6%	4 8%	-2 -2%	20 2%	-6 -4%	47 7%	-25 -8%	-8 -6%	48 15%	-34 -4%	47 11%	-33 -5%	14 2%	* *				
Mean	-0.06	-0.16	0.04 B	-0.03	-0.05	0.09	-0.08	-0.13	-0.11	-0.04	*	-0.12	*	0.06 P	-0.11	-0.15	0.05 R	-0.20	-0.06	-0.12	-0.05	0.05	0.02	-0.11	-0.05	-0.12	0.04 b	-0.23	-0.19	0.15 e	-0.15	0.10 g	-0.15	-0.05	-0.08				

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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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties																Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)				
																															1141	158	376	98
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343					
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380					
Very favourable (2)	67 6%	6 4%	29 8%	19 20%	6 2%	44 10%	13 3%	27 12%	37 5%	54 12%	5 1%	67 20%	- -	46 12%	7 2%	23 8%	36 6%	23 10%	34 5%	53 12%	4 1%	59 18%	1 *	25 8%	34 6%	43 14%	6 2%	46 12%	5 1%					
Fairly favourable (1)	267 23%	18 10%	121 34%	60 63%	37 15%	159 34%	57 14%	49 22%	188 28%	176 39%	42 11%	267 80%	- -	155 41%	32 10%	60 21%	170 29%	23 7%	51 15%	168 26%	176 39%	37 10%	191 57%	7 2%	56 19%	173 29%	120 39%	36 13%	152 41%	43 11%				
Neither favourable nor unfavourable (0)	414 36%	67 39%	142 40%	11 11%	80 32%	163 35%	141 36%	83 36%	225 34%	146 32%	122 31%	- -	- -	119 31%	63 20%	84 29%	200 37%	89 33%	216 30%	134 32%	118 30%	118 32%	65 19%	60 20%	83 28%	94 31%	73 26%	111 30%	117 31%					
Fairly unfavourable (-1)	176 15%	51 30%	41 12%	3 3%	52 21%	53 11%	85 22%	38 17%	104 16%	53 12%	86 22%	- -	176 55%	36 9%	98 31%	55 19%	95 17%	46 19%	110 33%	52 12%	86 23%	12 4%	102 34%	63 21%	79 13%	36 12%	66 23%	45 12%	88 23%					
Very unfavourable (-2)	144 13%	25 14%	12 3%	1 1%	66 26%	26 6%	86 22%	26 12%	97 15%	19 4%	120 31%	- -	144 45%	13 3%	110 35%	60 21%	68 12%	21 9%	98 15%	22 5%	118 32%	3 1%	124 42%	61 21%	67 11%	10 3%	94 33%	13 4%	118 31%					
Don't know	72 6%	5 3%	5 2%	1 1%	11 4%	17 4%	11 3%	5 2%	17 3%	9 2%	12 3%	- -	- -	13 3%	7 2%	7 2%	11 2%	9 4%	27 4%	16 3%	9 2%	4 1%	4 1%	7 2%	12 2%	4 1%	6 2%	5 1%	9 2%					
Net: Very/Fairly favourable	334 29%	24 14%	150 43%	79 84%	44 17%	203 44%	69 18%	75 33%	225 34%	231 50%	47 12%	334 100%	- -	201 53%	40 12%	83 29%	206 36%	75 31%	201 31%	229 51%	41 11%	251 75%	8 3%	81 27%	207 35%	163 53%	41 15%	198 53%	48 13%					
Net: Very/Fairly unfavourable	320 28%	76 44%	54 15%	4 4%	118 47%	79 17%	170 43%	64 28%	201 30%	71 16%	206 53%	- -	320 100%	49 13%	209 66%	115 40%	164 28%	68 28%	208 32%	74 16%	205 55%	15 5%	227 76%	124 42%	146 25%	46 15%	160 57%	58 16%	206 54%					
Net Difference	14 1%	-52 -30%	97 28%	75 79%	-75 -30%	125 27%	-101 -26%	11 5%	24 4%	159 35%	-158 -41%	334 100%	-320 -100%	152 40%	-169 -53%	-32 -11%	43 7%	7 3%	-7 -1%	155 34%	-164 -44%	236 70%	-219 -73%	-43 -15%	61 10%	117 38%	-119 -42%	140 38%	-158 -42%					
Mean	-0.06	-0.42	0.33	0.99	-0.56	0.32	-0.46	0.05	-0.06	0.43	-0.73	1.20	-1.45	0.50	-0.87	-0.24	0.02	0.04	-0.11	0.42	-0.77	0.88	-1.16	-0.28	0.05	0.50	-0.76	0.47	-0.73					

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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 (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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	112 10%	42 8%	65 11%	20 16%	23 12%	21 11%	18 10%	11 6%	20 7%	42 13%	39 10%	31 7%	21 15%	40 13%	23 9%	25 7%	76 12%	36 7%	32 12%	28 9%	23 9%	20 13%	4 7%	5 5%	95 10%	17 12%	70 10%	34 11%	8 6%	31 9%	81 10%	62 15%	50 7%	74 11%	38 9%		
Fairly favourable (1)	270 24%	123 22%	141 25%	31 25%	51 26%	52 28%	45 24%	37 20%	54 20%	82 26%	97 26%	91 20%	35 25%	88 28%	66 24%	73 20%	173 27%	97 19%	62 23%	66 22%	65 25%	44 28%	20 36%	14 14%	248 25%	21 14%	159 23%	80 25%	31 22%	85 26%	184 23%	111 27%	158 22%	168 24%	102 23%		
Neither favourable nor unfavourable (0)	365 32%	182 33%	181 32%	33 27%	65 33%	57 31%	56 30%	65 35%	88 33%	99 31%	113 30%	153 34%	38 27%	100 32%	87 32%	126 34%	185 29%	180 36%	88 32%	103 35%	75 29%	53 34%	13 23%	32 32%	318 32%	47 32%	233 34%	85 27%	47 34%	113 34%	251 31%	119 28%	246 34%	218 31%	146 33%		
Fairly unfavourable (-1)	138 12%	64 12%	73 13%	19 15%	21 11%	15 8%	22 12%	23 13%	38 14%	39 12%	37 10%	62 14%	22 15%	30 9%	28 11%	52 14%	71 11%	67 13%	31 11%	35 12%	39 15%	16 10%	1 2%	16 16%	123 12%	15 10%	87 13%	35 11%	16 12%	39 12%	99 12%	47 11%	91 13%	96 14%	42 10%		
Very unfavourable (-2)	180 16%	110 20%	67 12%	10 8%	15 8%	26 14%	32 17%	36 20%	61 23%	25 8%	58 16%	97 22%	11 8%	28 9%	50 19%	81 22%	105 16%	75 15%	40 15%	45 15%	40 15%	17 11%	12 21%	26 26%	149 15%	31 21%	95 14%	59 19%	25 18%	37 11%	143 18%	59 14%	122 17%	96 14%	84 19%		
Don't know	76 7%	29 5%	45 8%	10 8%	21 11%	14 8%	13 7%	11 6%	6 2%	31 10%	28 7%	17 4%	15 11%	29 9%	15 6%	14 4%	29 5%	47 9%	19 7%	21 7%	18 7%	5 3%	6 11%	6 6%	59 6%	17 11%	41 6%	23 7%	11 8%	25 7%	51 6%	21 5%	56 8%	50 7%	26 6%		
Net: Very/Fairly favourable	382 33%	165 30%	206 36%	50 41%	74 38%	73 39%	63 34%	48 26%	74 28%	124 39%	136 37%	122 27%	56 39%	128 41%	89 33%	98 26%	249 39%	133 26%	94 34%	94 31%	88 34%	64 41%	24 43%	18 19%	343 35%	39 26%	229 33%	114 36%	39 28%	117 35%	265 33%	173 41%	209 29%	242 35%	140 32%		
Net: Very/Fairly unfavourable	318 28%	174 32%	140 24%	28 23%	36 18%	41 22%	54 29%	60 32%	99 37%	64 20%	95 26%	158 35%	33 23%	58 18%	78 29%	133 36%	176 28%	142 28%	71 26%	80 27%	79 30%	33 21%	12 23%	43 43%	273 27%	45 31%	182 27%	95 30%	42 30%	76 23%	242 30%	106 25%	213 29%	192 27%	126 29%		
Net Difference	64 6%	-9 -2%	66 12%	22 18%	38 19%	32 17%	9 5%	-12 -6%	-25 -9%	60 19%	41 11%	-37 -8%	23 16%	71 22%	11 4%	-35 -10%	73 11%	-9 -2%	22 8%	14 5%	9 4%	31 20%	11 20%	-24 -24%	70 7%	-7 -4%	47 7%	20 6%	-3 -2%	40 12%	23 3%	68 16%	-4 -1%	51 7%	13 3%		
Mean	*	-0.15	0.12 B	0.28 GHI	0.26 GHI	0.16 HI	-0.03	-0.22	-0.25	0.27 KL	0.06 L	-0.24	0.26 OP	0.29 OP	-0.06	-0.26	0.07 R	-0.11	0.06 X	-0.01 X	-0.03 X	0.22 X	0.08 X*	-0.49 *	0.02	-0.15	0.03	-0.02	-0.16 *	0.11	-0.05	0.18 g	-0.11	0.04	-0.08		

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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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties														Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)		
																															Weighted base	Weighted base
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343			
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380			
Very favourable (2)	112 10%	5 3%	43 12%	10 10%	39 16%	69 15%	15 4%	22 10%	80 12%	78 17%	17 4%	67 20%	14 4%	112 29%	-	23 8%	77 13%	25 10%	75 12%	68 15%	22 6%	59 18%	15 5%	24 8%	78 13%	51 17%	19 7%	65 18%	13 3%			
Fairly favourable (1)	270 24%	21 12%	109 31%	40 42%	60 24%	145 31%	61 16%	53 23%	187 28%	153 33%	153 15%	60 40%	35 11%	270 71%	-	52 18%	177 30%	57 23%	75 26%	149 33%	58 16%	120 36%	37 12%	50 17%	182 31%	110 36%	46 16%	146 39%	42 11%			
Neither favourable nor unfavourable (0)	365 32%	52 30%	130 37%	28 29%	58 23%	137 30%	130 33%	66 29%	203 30%	148 32%	93 24%	87 26%	51 16%	-	-	94 33%	149 26%	65 27%	195 30%	144 32%	90 24%	93 28%	55 18%	93 32%	158 27%	93 30%	58 21%	111 30%	92 24%			
Fairly unfavourable (-1)	138 12%	36 21%	33 10%	9 9%	36 14%	46 10%	65 17%	41 18%	72 11%	35 8%	73 19%	25 8%	72 22%	-	138 43%	39 13%	83 14%	44 18%	68 10%	47 10%	63 17%	34 10%	60 20%	42 14%	71 12%	28 9%	55 19%	28 8%	73 19%			
Very unfavourable (-2)	180 16%	51 30%	23 7%	6 7%	52 21%	46 10%	102 26%	37 16%	102 15%	31 7%	126 33%	15 4%	137 43%	-	180 57%	74 25%	80 14%	40 17%	113 17%	35 8%	118 32%	23 7%	121 41%	79 27%	80 13%	20 7%	92 33%	16 4%	138 36%			
Don't know	76 7%	7 4%	12 3%	3 3%	7 3%	19 4%	19 5%	8 4%	25 4%	13 3%	19 5%	7 2%	11 3%	-	-	8 3%	16 5%	10 4%	32 5%	10 2%	21 6%	6 2%	10 3%	7 2%	24 7%	6 2%	11 4%	5 1%	22 6%			
Net: Very/Fairly favourable	382 33%	25 15%	152 43%	49 52%	99 39%	215 47%	76 19%	75 33%	267 40%	231 34%	76 20%	201 60%	49 15%	382 100%	-	75 26%	254 44%	82 34%	244 37%	217 48%	80 22%	179 53%	52 17%	74 25%	260 44%	161 52%	66 23%	212 57%	55 14%			
Net: Very/Fairly unfavourable	318 28%	87 50%	57 16%	15 16%	88 35%	91 20%	167 43%	78 34%	174 26%	66 14%	198 51%	40 12%	209 65%	-	318 100%	112 39%	163 28%	84 35%	181 28%	82 18%	181 49%	57 17%	182 61%	121 41%	151 25%	48 16%	146 52%	44 12%	211 55%			
Net Difference	64 6%	-62 -36%	95 27%	34 36%	11 4%	123 27%	-90 -23%	-3 -1%	93 14%	165 36%	-122 -32%	161 48%	-160 -50%	382 100%	-318 -100%	-37 -13%	91 16%	-3 -1%	63 10%	135 30%	-101 -27%	121 36%	-129 -43%	-47 -16%	109 18%	113 37%	-81 -29%	167 45%	-156 -41%			
Mean	*	-0.66	0.34	0.41	-0.01	0.33	-0.48	-0.08	0.11	0.48	-0.63	0.65	-0.91	1.29	-1.57	-0.31	0.15	-0.08	0.04	0.38	-0.56	0.48	-0.82	-0.35	0.19	0.48	-0.57	0.59	-0.79			

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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 (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)	
																																					289 25%
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very favourable (2)	119 10%	64 12%	53 9%	13 11%	26 14%	15 8%	16 9%	15 8%	33 12%	40 13%	31 8%	47 11%	16 11%	34 11%	22 8%	44 12%	61 9%	58 12%	29 11%	38 13%	29 11%	12 8%	5 10%	5 5%	109 11%	10 7%	82 12%	26 8%	11 8%	46 14%	73 9%	40 9%	79 11%	80 11%	39 9%		
Fairly favourable (1)	171 15%	93 17%	76 13%	20 16%	34 17%	24 13%	30 16%	27 15%	36 14%	54 17%	54 15%	63 14%	22 15%	46 15%	47 17%	52 14%	83 13%	88 18%	49 18%	36 12%	42 16%	19 12%	12 22%	13 13%	149 15%	22 15%	113 16%	43 13%	15 11%	62 19%	109 13%	54 13%	117 16%	115 16%	55 13%		
Neither favourable nor unfavourable (0)	207 18%	85 16%	118 21%	32 26%	44 23%	32 17%	29 16%	36 20%	34 13%	76 24%	61 16%	70 15%	36 25%	64 20%	46 17%	56 15%	110 17%	97 19%	44 16%	71 24%	39 15%	34 22%	8 15%	12 12%	188 19%	19 13%	132 19%	61 19%	14 10%	72 22%	135 17%	73 17%	134 19%	131 19%	76 17%		
Fairly unfavourable (-1)	156 14%	65 12%	89 16%	21 17%	17 9%	29 16%	21 11%	30 16%	39 15%	38 12%	50 13%	69 15%	24 17%	34 11%	36 13%	57 15%	78 12%	78 16%	30 11%	46 15%	35 14%	24 15%	3 5%	18 18%	137 14%	19 13%	87 13%	42 13%	27 20%	42 13%	114 14%	46 11%	110 15%	90 13%	66 15%		
Very unfavourable (-2)	425 37%	214 39%	202 35%	28 23%	55 28%	71 38%	81 43%	71 39%	118 44%	83 26%	152 41%	190 42%	32 22%	107 34%	110 41%	152 41%	285 45%	140 28%	107 39%	91 31%	99 38%	59 38%	22 41%	45 46%	357 36%	68 46%	241 35%	120 38%	64 46%	93 28%	331 41%	191 46%	233 32%	253 36%	172 39%		
Don't know	64 6%	28 5%	34 6%	9 7%	19 10%	15 8%	9 5%	5 3%	7 3%	28 9%	24 6%	12 3%	14 9%	29 9%	9 3%	10 3%	23 4%	40 8%	13 5%	17 6%	17 6%	8 5%	4 7%	6 6%	53 5%	11 7%	31 5%	26 8%	7 5%	16 5%	47 6%	15 3%	49 7%	34 5%	30 7%		
Net: Very/Fairly favourable	289 25%	157 29%	130 23%	33 27%	60 31%	39 21%	46 25%	42 23%	69 26%	94 29%	85 23%	110 25%	38 26%	81 26%	69 25%	95 26%	143 22%	146 29%	78 29%	73 25%	72 27%	31 20%	17 32%	18 19%	258 26%	32 21%	195 28%	68 22%	26 19%	108 33%	182 22%	93 22%	196 27%	195 28%	94 22%		
Net: Very/Fairly unfavourable	581 51%	279 51%	291 51%	49 40%	72 37%	100 54%	102 55%	101 55%	157 59%	121 38%	202 54%	258 57%	55 39%	142 45%	146 54%	210 56%	363 57%	218 43%	137 50%	137 46%	134 51%	83 53%	25 46%	64 64%	494 50%	87 59%	328 48%	162 51%	91 66%	135 41%	446 55%	238 57%	343 47%	343 49%	238 54%		
Net Difference	-291 -26%	-123 -22%	-162 -28%	-16 -13%	-12 -6%	-61 -33%	-55 -30%	-60 -32%	-88 -33%	-27 -9%	-116 -31%	-148 -33%	-18 -12%	-61 -19%	-77 -29%	-114 -31%	-220 -34%	-72 -14%	-59 -22%	-64 -21%	-63 -24%	-52 -34%	-8 -15%	-45 -45%	-237 -24%	-55 -37%	-133 -19%	-94 -30%	-64 -46%	-27 -8%	-264 -33%	-145 -35%	-147 -20%	-148 -21%	-143 -33%		
Mean	-0.55	-0.52	-0.58	-0.27 FGH	-0.23 FGHI	-0.68	-0.68	-0.65	-0.67	-0.24 KL	-0.68	-0.66	-0.26 OP	-0.47	-0.63	-0.62	-0.72	-0.33 Q	-0.53 X	-0.42 X	-0.54	-0.67	-0.49 *	-0.91 *	-0.52 Z	-0.82	-0.45 C	-0.65	-0.89 *	-0.24 E	-0.69	-0.73	-0.45 F	-0.48	-0.68		

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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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
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	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties														Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Liberal Democrats (L)	Unfavourable to Liberal Democrats (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)		
																															1141	158
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343			
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380			
Very favourable (2)	119 10%	12 7%	16 5%	5 6% * BCD	75 30%	19 4%	82 21%	46 20%	48 7%	43 9%	70 18%	32 10%	61 19%	31 8%	56 17%	119 41%	-	42 17%	61 9%	41 9%	64 17%	37 11%	63 21%	113 38%	1 *	37 12%	47 17%	27 7%	70 18%			
Fairly favourable (1)	171 15%	37 22% CD	38 11%	4 5% * CD	59 23%	36 8%	92 23%	51 22%	69 10%	58 13%	76 20%	51 15%	55 17%	44 11%	56 18%	171 59%	-	52 21%	75 12%	62 14%	67 18%	50 15%	49 17%	125 42%	9 2%	47 15%	45 16%	58 15%	79 21%			
Neither favourable nor unfavourable (0)	207 18%	35 21% DE	62 18% DE	8 8% * CD	22 9%	60 13%	67 17%	41 18%	92 14%	72 16%	55 14%	38 11%	38 12%	42 11%	38 12%	-	-	45 19%	88 14%	58 13%	54 14%	39 12%	31 10%	30 10%	49 8%	32 10%	30 11%	46 12%	47 12%			
Fairly unfavourable (-1)	156 14%	31 18% E	58 17% E	15 6% * CD	24 10%	69 15%	59 15%	37 16%	94 14%	54 12%	55 14%	55 10%	35 17%	55 11%	43 20%	-	156 73%	42 21%	81 12%	63 14%	55 15%	33 10%	54 18%	18 6%	112 19%	37 12%	49 17%	45 12%	63 17%			
Very unfavourable (-2)	425 37%	55 32% E	171 49% BE	58 61% * BCE*	64 25%	265 57%	81 21%	44 19%	350 52%	221 48%	121 31%	171 51%	108 34%	210 55%	100 31%	-	425 73%	51 27%	325 50%	218 48%	125 33%	169 50%	97 32%	6 2%	411 69%	151 49%	104 37%	192 52%	113 30%			
Don't know	64 6%	2 1%	5 1%	4 4% * CD	9 4%	12 3%	12 3%	8 3%	15 2%	9 2%	10 3%	7 2%	4 1%	12 3%	5 2%	-	-	9 4%	22 3%	11 2%	8 2%	7 2%	4 1%	4 1%	11 2%	3 1%	6 2%	4 1%	8 2%			
Net: Very/Fairly favourable	289 25%	49 28% CD	54 16%	10 10% * BCD	134 53%	55 12%	174 44%	98 43%	117 17%	100 22%	146 38%	83 25%	115 36%	75 20%	112 35%	289 100%	-	94 39%	136 21%	102 23%	131 35%	87 26%	112 38%	238 81%	10 2%	84 27%	91 32%	85 23%	148 39%			
Net: Very/Fairly unfavourable	581 51%	86 50% E	229 65% BE	73 78% * BCE*	88 35%	335 72%	139 36%	81 36%	443 66%	276 60%	177 46%	206 62%	154 51%	254 66%	163 51%	-	581 100%	93 39%	406 62%	282 62%	180 48%	202 60%	151 51%	24 8%	522 88%	188 61%	153 54%	237 64%	176 46%			
Net Difference	-291 -26%	-37 -21%	-175 -50%	-64 -68% * BCE*	46 18%	-280 -61%	34 9%	16 7%	-327 -49%	-175 -38%	-31 -8%	-123 -37%	-48 -15%	-179 -47%	-51 -16%	289 100%	-581 -100%	* *	-270 -41%	-179 -40%	-49 -13%	-116 -34%	-39 -13%	214 72%	-512 -86%	-104 -34%	-62 -22%	-152 -41%	-28 -7%			
Mean	-0.55 CD	-0.47 D	-0.96 D	-1.29 * BCD	0.24 BCD	-1.17 F	0.09 F	-0.09 IJKLMNOQ	-0.96 Q	-0.79 INQ	-0.22 IJKNQ	-0.80 INQ	-0.30 IJKNQ	-0.97 Q	-0.30 IJKNQ	1.41 HIJKLMNOQ	-1.73 STUVZab	-0.04 STUVZab	-0.85 Y	-0.81 Y	-0.30 STVZb	-0.76 Y	-0.25 STVZb	1.10 RSTUVWXYZabc	-1.58 Yb	-0.72 Yb	-0.43 STVZb	-0.86 Y	-0.19 STVZab			

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

5th - 6th July 2024
PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q1_2421. Which, if any, of the following issues were very important to you in helping you decide which party to vote for at the General Election last Thursday? If you did not vote, as many people didn't, then please say so.
 All Adults aged 18+ in Great Britain

	Total		Gender		Age										Aggregated Age Breaks										Generations										Social grade										Region										Urban/Rural		Marital Status		Pres of children 17 or under		Education		Employment status	
	Total	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABCI	CDDE	North	Midlands	London	Wales	Scotland	Urban	Rural	Married/ Living as Partner	Widowed/ Divorced/ Separated	At least one child present	No children present	Non- graduate	Graduate	Working	Not working																															
Unweighted base	1141	548	574	163	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372																													
Weighted base	1141	543	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	288	261	156	55	100	993	148	685	317	139	311	810	418	723	703	438																													
Healthcare/NHS/hospitals	584	272	315	54	70	86	107	103	176	123	193	278	60	127	155	222	363	231	152	157	138	70	30	48	516	78	377	138	79	146	468	209	385	339	255																													
Inflation/rise cost of living	440	211	230	41	66	78	71	82	102	106	149	184	48	120	104	155	271	169	113	104	100	65	21	36	386	54	276	120	44	117	323	167	273	273	167																													
Immigration	408	204	200	33	42	49	74	78	133	72	133	213	34	68	110	171	309	180	100	159	96	40	19	24	358	52	277	83	47	87	320	117	291	233	173																													
Manage the economy/ economic situation	845	388	458	30	27	57	60	61	109	57	117	170	32	63	93	134	215	130	77	76	95	45	15	37	298	47	218	84	42	79	265	131	213	201	144																													
Public services generally	270	145	122	21	27	41	46	50	86	47	87	136	22	54	69	105	179	88	65	71	63	36	12	24	231	40	176	64	30	57	214	154	156	154	116																													
Poverty/inequality	265	114	139	30	37	40	41	44	60	74	84	103	39	62	80	131	20	48	62	53	43	10	20	235	25	145	78	39	69	192	132	148	156	104																														
Housing	257	143	109	26	54	42	40	43	51	80	82	95	30	76	69	67	148	109	57	58	62	47	13	20	233	24	148	78	31	71	186	108	149	153	103																													
Taxation	242	119	123	34	33	43	39	61	66	76	100	33	59	56	84	152	70	46	64	69	29	11	23	207	35	159	62	20	64	178	91	150	154	88																														
Protect the environment/ climate change	236	109	120	26	33	36	41	43	55	58	79	98	27	61	58	77	163	73	59	55	61	32	6	23	203	33	147	69	24	50	185	102	134	145	91																													
Crime and antisocial behaviour/ law and order	215	123	110	21	37	33	43	40	62	58	76	101	23	60	57	81	143	92	52	69	48	43	8	15	208	29	152	55	28	59	176	86	149	130	106																													
Lack of faith in politicians/political parties/system of government	222	110	109	20	24	34	37	40	68	44	71	108	21	47	55	89	129	94	55	63	51	23	8	22	190	32	150	46	28	58	165	86	137	115	108																													
Care for older and disabled people	221	98	122	11	16	29	28	43	94	27	57	136	12	34	44	109	131	90	55	56	58	22	11	19	190	31	143	46	32	35	183	76	145	101	119																													
Education/ schools	215	84	126	30	34	40	34	43	63	34	63	100	37	53	60	63	140	75	55	57	44	32	12	15	203	22	144	48	22	88	127	103	112	130	85																													
Pensions	207	107	100	15	22	15	29	38	89	36	43	127	15	34	37	111	109	98	59	55	42	19	12	21	176	31	130	46	31	35	172	71	136	100	107																													
Europe/EU/Brexit	191	109	77	19	24	28	27	36	55	44	56	91	20	43	46	72	132	59	44	42	48	24	9	24	168	22	122	45	23	38	151	78	113	120	70																													
Defence/ security/ foreign affairs	172	81	82	13	20	15	32	33	59	32	48	92	16	28	42	72	107	61	39	48	40	15	7	14	141	31	114	38	20	37	155	68	104	92	80																													
Public transport/ roads	163	94	66	13	20	24	27	54	33	48	81	15	34	37	63	103	59	42	39	45	17	9	11	142	21	109	38	15	27	136	59	104	84	79																														
Benefits	156	74	80	16	32	26	30	23	29	48	56	52	20	42	47	44	70	86	34	41	31	23	11	16	135	20	86	47	23	50	106	60	96	83	73																													
Unemployment	140	63	79	35	32	34	22	38	9	48	46	26	40	44	34	20	71	67	34	42	18	20	7	13	133	9	73	54	13	45	95	58	82	87	52																													
Issues affecting families/children/childcare	119	57	59	16	19	19	19	24	23	34	38	46	17	33	26	40	73	46	23	33	30	19	4	10	105	14	70	34	15	41	77	57	62	73	45																													
Animal welfare	106	55	50	12	13	12	22	17	31	25	33	48	12	24	26	39	72	35	18	37	27	9	7	9	100	7	63	29	15	19	88	38	68	67	39																													
Foreign/overseas aid	83	47	34	9	13	14	16	12	19	21	30	31	10	20	24	26	43	40	19	21	23	8	6	5	77	5	50	23	9	25	57	31	51	52	30																													
Scottish independence/evolution	44	28	15	9	6	4	7	6	12	15	11	18	10	8	10	15	30	14	6	4	4	4	5	1	25	42	2	24	17	3	11	33	18	26	25	18																												
Other	31	15	15	1	4	6	6	6	6	5	12	14	2	7	8	11	24	7	4	9	9	1	4	4	28	3	16	8	7	7	23	14	17	16	13																													
Nothing - I didn't vote	159	73	82	14	37	36	25	24	24	51	61	47	23	59	33	42	62	97	38	42	36	21	9	13	132	27	84	57	18	47	113	46	113	87	72																													
Don't know	16	4	12	-	7	2	4	1	2	7	5	3	-	9	4	1	11	5	1	5	4	5	2	-	12	4	10	4	2	8	6	11	10	6																														

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

Column headers (GB): 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,AB,AC,AD,AE,AF,AG,AH,AI,AL,AM,AN,AP,AQ,AR,AS,AT,AV,AW,AX,AY,AZ,BA,BB,BC,BD,BE,BF,BG,BH,BI,BL,BM,BN,BO, BP,BQ,BR,BS,BT,BV,BW,BX,BY,BZ,CA,CB,CC,CD,CE,CF,CG,CH,CI,CL,CM,CN,CO,CP,CQ,CR,CS,CT,CV,CW,CX,CY,CZ,DA,DB,DC,DD,DE,DF,DG,DI,DL,DM,DO,DP,DQ,DR,DS,DT,DV,DW,DX,DY,DZ,EA,EB,EC,ED,EE,EF,EG,EH,EI,EL,EM,EN,EO,EP,EQ,ER,ES,ET,EU,EV,EW,EX,EY,EZ,FA,FB,FC,FD,FE,FF,FG, FH,FI,FL,FM,FN,FO,FP,FQ,FR,FS,FT,FV,FW,FX,FY,FZ,GA,GB,GC,GD,GE,GF,GG,GH,GI,GL,GM,GN,GO,GP,GQ,GR,GS,GT,GV,GW,GX,GY,GZ,HA,HB,HC,HD,HE,HF,HG,HH,HI,HL,HM,HN,HO,HP, HQ,HR,HS,HT,HV,HW,HX,HY,HZ,IA,IB,IC,ID,IE,IF,IG,IH,IL,IM,IN,IO,IP,IQ,IR,IS,IT,IV,IW,IX,IY,IZ,JA,JB,JC,JD,JE,JF,JG,JH,JI,IL,JM,JN,JO,JP,JQ,JR,JS,JT,JV,JW,JX,JY,JZ,KA,KB, KC,KD,KE,KF,KG,KH,KI,KL,KM,KN,KO, KP, KQ, KR, KS, KT, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LM, LN, LO, LP, LQ, LR, LS, LT, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, ML, MN, MO, MP, MQ, MR, MS, MT, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NL, NM, NO, NP, NQ, NR, NS, NT, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TL, TM, TN, TO, TP, TQ, TR, TS, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UL, UM, UN, UO, UP, UQ, UR, US, UT, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YV, YW, YX, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZV, ZW, ZX, ZY, ZZ

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post-election

Adults aged 18+ in GB

Q1_2421. Which, if any, of the following issues were very important to you in helping you decide which party to vote for at the General Election last Thursday? If you did not vote, as many people didn't, then please say so.
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016		Favourable to parties										Favourable to politicians												
		Conservative (A)	Labour (B)	Liberal Democrat (C)	Other (D)	Remain (E)	Leave (F)	Favourable to Cons (G)	Unfavourable to Cons (H)	Favourable to Labour (I)	Unfavourable to Labour (J)	Favourable to Lib Dem (K)	Unfavourable to Lib Dem (L)	Favourable to Other (M)	Unfavourable to Other (N)	Favourable to Party (O)	Unfavourable to Party (P)	Favourable to Referent (Q)	Unfavourable to Referent (R)	Favourable to EU (S)	Unfavourable to EU (T)	Favourable to Sturgeon (U)	Unfavourable to Sturgeon (V)	Favourable to Farage (W)	Unfavourable to Farage (X)	Favourable to Hancock (Y)	Unfavourable to Hancock (Z)	Favourable to Russell (AA)	Unfavourable to Russell (AB)	Favourable to Reynolds (AC)	Unfavourable to Reynolds (AD)
Unweighted base	1141	158	376	98	249	489	345	225	668	409	356	359	311	412	303	283	500	248	446	486	353	358	285	288	597	322	271	404	343		
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380		
Healthcare/NHS/hospitals	584	107	222	63	141	272	217	99	405	272	188	212	146	239	142	137	345	117	367	274	185	215	136	141	354	186	122	228	194		
Inflation/rise cost of living	440	80	158	45	112	207	158	93	282	196	156	149	127	158	136	107	251	90	274	196	150	151	118	118	248	134	98	164	140		
Immigration	408	118	96	33	128	138	234	123	200	117	230	99	161	93	163	178	149	127	214	122	197	101	151	179	154	89	118	94	215		
Manage the economy/ economic situation	345	73	129	37	85	169	127	71	223	172	110	124	81	143	85	81	214	76	203	170	104	119	87	82	211	122	70	143	107		
Public services generally	270	37	115	36	60	161	71	35	192	144	72	111	53	123	48	47	192	50	172	141	72	100	47	43	192	100	55	132	67		
Poverty/inequality	265	35	122	29	60	158	51	25	210	161	52	111	40	154	30	41	180	31	187	151	57	117	50	59	179	103	40	147	80		
Housing	257	28	118	27	59	133	73	34	188	145	65	105	70	123	48	56	156	40	174	134	74	98	52	56	143	96	58	114	64		
Taxation	242	60	27	27	56	136	87	107	77	72	76	79	73	120	61	224	87	102	76	70	73	114	58	70	73	114	58	70	73	99	
Protect the environment/ climate change	236	23	91	31	67	147	51	28	180	124	54	108	45	141	25	35	173	40	138	131	53	108	39	38	176	89	46	114	48		
Crime and antisocial behaviour/ law and order	215	53	71	14	74	97	99	69	121	88	100	77	69	73	75	83	113	70	124	97	92	71	78	90	103	68	59	81	93		
Lack of faith in politicians/political parties/system of government	222	22	71	23	82	102	82	29	166	88	80	82	58	87	63	56	132	30	154	90	82	75	57	60	132	66	57	81	78		
Care for older and disabled people	221	43	73	43	46	123	72	41	147	97	76	105	44	96	52	44	136	54	129	112	68	105	44	52	176	76	46	89	79		
Education/ schools	215	28	89	26	47	122	41	37	144	118	51	104	31	109	35	35	141	40	135	110	60	84	50	56	148	81	31	105	47		
Pensions	207	54	63	23	46	85	92	58	119	81	87	67	66	75	60	59	106	48	114	83	77	72	55	62	107	63	53	73	83		
Europe/EU/ Brexit	176	101	176	32	25	266	126	126	216	186	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	176	
Defence/ security/ foreign affairs	172	52	41	14	46	72	78	49	87	53	84	56	61	54	68	60	91	50	90	60	75	50	58	63	83	48	55	53	89		
Public transport/ roads	163	26	67	21	39	93	46	30	116	84	50	67	35	71	33	29	113	35	93	86	48	66	38	34	111	64	36	67	48		
Benefits	156	25	58	17	45	78	47	32	101	81	45	57	45	65	42	45	83	42	91	79	47	49	38	44	84	46	37	68	40		
Unemployment	140	10	64	12	29	66	31	23	94	84	28	54	30	67	29	32	80	28	91	80	29	50	27	37	73	47	32	70	22		
Issues affecting families/children/youth	119	13	48	27	71	24	16	27	67	21	62	20	58	11	28	75	19	80	65	26	54	18	24	75	47	19	61	21			
Animal welfare	106	14	33	14	37	48	44	17	74	41	38	37	31	33	30	39	65	10	46	44	35	35	32	32	62	28	29	36	36		
Foreign/overseas aid	83	4	30	7	35	34	32	14	56	37	34	33	33	28	29	37	38	16	51	36	32	28	26	38	33	22	25	30	27		
Scottish independence/ devolution	44	5	18	2	20	31	3	6	27	13	14	14	8	19	15	9	25	8	24	19	11	14	10	10	27	11	10	14	8		
Other	31	5	7	14	11	3	22	11	12	12	9	12	9	6	20	2	22	14	8	20	4	21	4	11	9	11	9	12			
Nothing - I didn't vote	159	2	4	1	2	30	22	67	33	47	16	19	28	46	24	57	25	76	32	48	15	38	22	65	25	38	23	53			
Don't know	16	2	4	1	3	4	3	8	4	2	3	4	2	2	1	9	1	8	5	3	1	4	1	8	3	3	1	3			

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Column Headers (EN) A:BCDEFGHIJKLMNOPQRSTUVWXYZ; Minimum Base: 30 (*) Small Base: 100 (*)
Column Headers (EN) A:BCDEFGHIJKLMNOPQRSTUVWXYZ; Minimum Base: 30 (*) Small Base: 100 (*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - Summary

All Adults aged 18+ in Great Britain

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May					
	The Conservati ve Party (A)	The Labour Party (B)	Reform UK (C)	The Green party (D)	The Liberal Democrats (E)
Unweighted base	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141
A very good campaign (2)	54 5%	227 20% ACDE	119 10% AD	83 7% A	130 11% AD
A fairly good campaign (1)	98 9%	354 31% ACD	275 24% A	278 24% A	314 28% A
A neither good nor bad campaign (0)	215 19%	277 24% A	288 25% A	414 36% ABCE	338 30% ABC
A fairly bad campaign (-1)	249 22% BCDE	102 9%	129 11%	110 10%	128 11%
A very bad campaign (-2)	438 38% BCDE	87 8%	184 16% BDE	71 6%	86 8%
Don't know	88 8%	94 8%	145 13% AB	184 16% ABCE	144 13% AB
NET: Very / fairly good campaign	152 13%	581 51% ACDE	394 35% A	361 32% A	444 39% ACD
NET: Very / fairly bad campaign	686 60% BCDE	190 17%	314 27% BDE	182 16%	215 19% D
Mean	-0.87	0.51 ACDE	0.02 A	0.20 AC	0.27 AC

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

ColumnMeans (5%): A/B/C/D/E Minimum Base: 30(**) Small Base: 100(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - 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	
		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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372				
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438				
A very good campaign (2)	54 5%	26 5%	26 5%	9 8%	19 9%	11 6%	4 2%	4 2%	7 2%	28 9%	16 4%	11 2%	11 8%	26 8%	8 3%	7 2%	32 5%	22 4%	14 5%	8 3%	13 5%	14 9%	1 3%	3 3%	52 5%	2 1%	36 5%	14 4%	5 3%	37 11%	18 2%	28 7%	26 4%	40 6%	14 3%				
A fairly good campaign (1)	98 9%	39 7%	58 10%	13 11%	27 14%	19 10%	14 8%	7 4%	18 7%	40 12%	34 9%	24 5%	17 12%	40 13%	17 6%	22 6%	58 9%	40 8%	18 7%	31 10%	20 8%	19 12%	6 11%	4 4%	86 9%	12 8%	69 10%	18 6%	11 8%	44 13%	54 7%	45 11%	53 7%	75 11%	23 5%				
A neither good nor bad campaign (0)	215 19%	78 14%	133 23%	30 25%	35 18%	27 15%	32 17%	33 18%	57 21%	66 21%	59 16%	90 20%	30 21%	59 19%	45 16%	71 19%	110 17%	105 21%	51 19%	63 21%	54 21%	24 16%	9 15%	14 14%	184 18%	31 21%	124 18%	53 17%	38 27%	68 20%	147 18%	65 16%	150 21%	122 17%	92 21%				
A fairly bad campaign (-1)	249 22%	106 19%	140 24%	18 15%	31 16%	36 19%	44 24%	42 23%	77 29%	50 16%	80 21%	119 26%	24 17%	51 16%	62 23%	104 28%	153 24%	95 19%	59 22%	60 20%	61 23%	35 22%	9 16%	25 25%	216 22%	32 22%	155 23%	64 20%	30 21%	61 18%	188 23%	85 20%	164 23%	139 20%	109 25%				
A very bad campaign (-2)	438 38%	264 48%	165 29%	43 35%	63 32%	72 39%	78 42%	86 47%	96 36%	106 33%	150 40%	181 40%	49 34%	103 33%	121 45%	148 40%	251 39%	187 37%	106 39%	113 38%	98 38%	51 33%	26 47%	44 45%	384 39%	53 36%	256 37%	136 43%	46 33%	102 31%	336 41%	165 39%	273 38%	276 39%	161 37%				
Don't know	88 8%	36 7%	50 9%	9 7%	21 11%	21 11%	13 7%	12 6%	13 5%	30 9%	34 9%	25 5%	13 9%	37 12%	17 6%	18 5%	36 6%	53 11%	24 9%	23 8%	15 6%	13 9%	4 8%	9 9%	70 7%	18 12%	46 7%	32 10%	10 7%	20 6%	68 8%	31 7%	58 8%	50 7%	38 9%				
NET: Very / fairly good campaign	152 13%	65 12%	84 15%	22 18%	45 23%	31 16%	19 10%	11 6%	24 9%	68 21%	49 13%	35 8%	28 19%	66 21%	25 9%	29 8%	90 14%	62 12%	33 12%	39 13%	32 12%	33 21%	7 13%	8 8%	138 14%	14 9%	105 15%	32 10%	16 11%	81 24%	71 9%	73 18%	78 11%	114 16%	38 9%				
NET: Very / fairly bad campaign	686 60%	371 67%	305 53%	62 50%	94 48%	107 58%	122 66%	128 70%	173 65%	156 49%	229 62%	301 67%	72 51%	154 49%	183 68%	252 68%	404 63%	282 56%	165 61%	173 58%	159 61%	86 55%	35 63%	69 70%	601 60%	86 58%	411 60%	200 63%	75 54%	163 49%	524 65%	249 60%	437 60%	416 59%	270 62%				
Mean	-0.87	-1.06	-0.69	-0.64	-0.54	-0.83	-1.02	-1.16	-0.94	-0.58	-0.93	-1.03	-0.64	-0.60	-1.07	-1.03	-0.88	-0.86	-0.90	-0.87	-0.86	-0.62	-1.02	-1.14	-0.86	-0.95	-0.82	-1.02	-0.78	-0.47	-1.04	-0.81	-0.91	-0.83	-0.95				

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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(*)

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - The Conservative Party
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
A very good campaign (2)	54 5%	23 13% CDE	8 2%	4 4% *	8 3%	17 4%	17 4%	44 19% IKLMNOPQ	4 1%	31 7% IMQ	18 5% IQ	31 9% IKMQ	11 3% I	22 6% IQ	20 6% IMQ	31 11% IKMQ	11 2% I	42 17% STUVWXYZabc	5 1%	27 6% SY	20 5% SY	30 9% STWYc	10 3% S	32 11% STUWYac	12 5% S	23 8% SWY	17 6% SWY	28 7% SWY	16 4% S	
A fairly good campaign (1)	98 9%	34 20% CDE	23 6%	5 5% *	21 8%	36 8%	37 10%	62 27% IKLMNOPQ	16 2%	44 10% IQ	31 8% I	32 9% IQ	22 7% I	37 10% IQ	27 9% IKMQ	38 5% IKMQ	31 5% I	66 27% STUVWXYZabc	14 2%	42 9% SY	30 8% S	30 9% SY	27 9% SY	40 14% STUVYabc	32 5% S	33 11% SY	21 8% S	34 9% SY	31 8% S	
A neither good nor bad campaign (0)	215 19%	39 23% E	57 16%	14 15% *	35 14%	72 16%	70 18%	55 24% IULMNQ	84 13%	54 12% IQ	78 20% IULNQ	45 14%	53 17% I	50 13% IU	54 17% IULN	57 13% IULN	81 14% IULN	51 21% STVYZb	79 12% V	59 13% V	75 20% STVYZb	33 10% V	62 21% STVYZb	49 17% V	85 14% V	40 13% V	46 16% SV	46 12% SV	73 19% STVYZb	
A fairly bad campaign (-1)	249 22%	48 28%	68 19%	27 29% *	62 25%	102 22%	101 26%	41 18% IKLMNOPQ	150 22%	91 20% HKLOP	94 24% HP	71 21% HP	80 25% HKOP	79 21% HP	79 25% HP	72 25% H	130 22% HKLMOP	48 20% RTUVWXYZabc	136 21% RTUVWXYZabc	96 21% RUXc	88 24% R	75 22% RUXc	67 22% RUXc	74 25% RUXc	129 22% RUXc	62 20% RUXc	55 20% RUXc	65 18% RUXc	106 28% RSTUWYZabc	
A very bad campaign (-2)	438 38%	22 13% B	188 53% B	42 44% B*	117 46% B	219 47% G	144 37% G	20 9% HIKLMNOPQ	381 57% HIKLMNOPQ	230 38% HKLOP	147 38% HP	152 45% HP	143 45% HKOP	183 48% HKOP	124 39% HP	89 31% H	302 52% HKLMOP	24 10% RTUVWXYZabc	382 59% RTUVWXYZabc	222 49% RUXc	143 38% R	163 49% RUXc	126 42% RX	97 33% R	300 51% RUXc	146 47% RUXc	133 47% RUXc	194 52% RUXc	142 37% R	
Don't know	88 8%	7 4%	7 2%	3 3% *	10 4%	16 3%	22 6%	4 2% IKLMNOPQ	33 5% JLNP	6 1% IQ	18 5% IMQ	4 1% IQ	11 4% JP	11 3% JL	14 4% JLP	3 1% JLP	25 4% JLP	10 4% TVXZb	37 6% TVWXZabc	7 2% TVWXZb	17 5% TVWXZb	5 1% TVWXZb	7 2% TVWXZb	4 1% TVWXZb	34 6% TVWXZbc	2 1% TVWXZbc	8 3% Z	5 1% Z	12 3% Z	
NET: Very / fairly good campaign	152 13%	57 33% CDE	31 9%	9 10% *	28 11%	53 11%	54 14%	106 47% IKLMNOPQ	20 3%	75 16% IMQ	49 13% IQ	62 19% IKMQ	33 10% I	59 15% IMQ	47 15% IMQ	69 24% IKMQ	42 7% I	107 45% STUVWXYZabc	18 3%	69 15% SY	49 13% SY	60 18% SYc	37 12% SY	72 24% STUVWYabc	45 8% S	56 18% SWYc	39 14% SY	62 17% SY	46 12% SY	
NET: Very / fairly bad campaign	686 60%	69 40% B	256 73% B	69 73% B*	179 71% B	321 70%	246 63%	62 27% HIKLMNOPQ	531 79% HIKLMNOPQ	322 70% HKP	242 62% HP	222 67% HP	223 70% HKOP	262 68% HP	203 64% HP	161 56% H	433 74% HIKLNOP	72 30% RTUVWXYZabc	518 79% RTUVWXYZabc	318 70% RUX	231 62% R	238 71% RUX	193 65% R	171 58% R	429 72% RUXc	208 68% RX	188 67% RX	260 70% RUX	248 65% RX	
Mean	-0.87	-0.07 CDE	-1.17	-1.06 *	-1.07	-1.05	-0.86 F	0.31 IKLMNOPQ	-1.40	-0.99 IQ	-0.87 IMQ	-0.85 IQ	-1.04 IQ	-0.98 IQ	-0.85 IMQ	-0.52 IKLMNOQ	-1.23 I	0.23 STUVWXYZabc	-1.43	-1.00 SY	-0.86 SY	-0.94 SY	-0.93 SY	-0.56 STUVWY2abc	-1.20 S	-0.90 SY	-0.97 SY	-0.99 SY	-0.89 SY	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - 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)	Not working (i)		
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
A very good campaign (2)	227 20%	118 21%	107 19%	33 27% Gi	45 23%	37 20%	33 18%	36 20%	42 16%	78 24% L	70 19%	79 17%	35 25%	70 22%	51 19%	67 18%	128 20%	99 20%	63 23% u	52 18%	33 13%	40 26% u	17 32% tu*	20 20%	199 20%	27 18%	128 19%	71 22%	28 20% *	93 28% e	133 16%	95 23%	132 18%	148 21%	79 18%			
A fairly good campaign (1)	354 31%	181 33%	169 30%	35 29%	62 31%	61 33%	59 31%	56 30%	82 31%	97 30%	119 32%	138 31%	44 31%	98 31%	84 31%	108 29%	232 36% R	122 24%	78 29%	98 33% w	90 35% w	51 33%	10 17% *	27 27% *	308 31%	46 31%	226 33%	93 29%	35 25% *	103 31%	251 31%	139 33%	215 30%	225 32%	129 29%			
A neither good nor bad campaign (0)	277 24%	116 21%	157 27% B	24 20%	37 19%	47 26%	45 24%	47 26%	76 29% E	61 19%	92 25%	124 27% J	27 19%	70 22%	70 26%	105 28% M	147 23%	130 26%	63 23%	67 22%	71 27%	36 23%	17 32% *	22 22% *	241 24%	36 24%	179 26% b	57 18%	41 29% b*	73 22%	204 25%	89 21%	187 26%	171 24%	105 24%			
A fairly bad campaign (-1)	102 9%	44 8%	55 10%	11 9%	19 10%	11 6%	13 7%	15 8%	33 13%	29 9%	25 7%	48 11%	13 9%	26 8%	17 6%	42 11%	57 9%	45 9%	26 9%	33 11% v	22 8%	8 5%	1 2% *	13 13% vw*	91 9%	12 8%	64 9%	28 9%	10 7% *	21 6%	82 10%	39 9%	64 9%	59 8%	43 10%			
A very bad campaign (-2)	87 8%	50 9%	34 6%	9 8%	13 7%	9 5%	22 12% F	16 9%	18 7%	23 7%	30 8%	34 8%	13 9%	14 4%	29 11% N	27 7%	40 6%	48 9%	18 7%	23 8%	28 11% v	5 3%	5 9% *	9 9% *	77 8%	11 7%	42 6%	31 10% a	14 10% *	22 7%	65 8%	23 6%	64 9%	47 7%	40 9%			
Don't know	94 8%	40 7%	50 9%	10 8%	21 11%	21 11%	15 8%	13 7%	15 6%	30 10%	35 10%	28 6%	11 8%	39 12% OP	19 7%	22 6%	36 6%	58 12% Q	24 9%	24 8%	16 6%	16 10%	5 9% *	8 9% *	77 8%	16 11%	46 7%	36 11% a	11 8% *	20 6%	74 9%	33 8%	60 8%	52 7%	41 9%			
NET: Very / fairly good campaign	581 51%	299 54%	276 48%	69 56%	106 54%	98 53%	92 49%	92 50%	124 47%	175 55%	189 51%	216 48%	80 56%	167 53%	135 50%	175 47%	360 56% R	221 44%	141 52%	150 51%	123 47%	91 59% U	27 49% *	47 47% *	507 51%	73 50%	353 52%	164 52%	63 46% *	196 59% e	385 48%	233 56% g	347 48%	372 53%	208 48%			
NET: Very / fairly bad campaign	190 17%	94 17%	89 16%	20 16%	32 17%	20 11%	35 19% F	31 17%	51 19% F	52 16%	55 15%	82 18%	25 18%	40 13%	46 17%	69 19%	97 15%	93 18%	43 16%	56 19% V	50 19% V	13 8%	6 10% *	22 22% v*	167 17%	22 15%	106 15%	60 19%	24 17% *	43 13% d	147 18%	62 15%	128 18%	106 15%	83 19%			
Mean	0.51	0.53	0.50	0.64	0.60	0.64	0.39	0.47	0.39	0.62 L	0.52	0.42	0.59	0.66 OP	0.44	0.42	0.58 R	0.41	0.58 U	0.45	0.32	0.82 TUX	0.68 *	0.41 *	0.51	0.51	0.52	0.51	0.42 *	0.72 e	0.42	0.63 g	0.43	0.56	0.41			

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - The Labour Party

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
A very good campaign (2)	227 20%	14 8%	139 40% BDE	23 25% BE*	24 9%	121 26% G	61 16%	48 21% KMO	154 23% KMO	190 41% HIKLMNOPQ	20 5%	116 35% K	45 14% K	102 27% KMOP	40 13% K	56 19% KO	132 23% KMO	50 21% UWac	150 23% UWac	191 42% RSUVWXYac	18 5%	119 35% RSUVWXYac	27 9% Uc	56 19% UWac	123 21% UWac	123 40% RSUVWXYac	26 9% Uc	156 42% RSUVWXYac	22 6%	
A fairly good campaign (1)	354 31%	54 31%	147 42% BE	33 35% *	72 29%	173 37% G	107 27%	66 29% K	226 34% KM	202 44% HIKLMNOPQ	70 18% K	140 42% HIKLMNOPQ	75 23% K	157 41% HIKLMNOPQ	90 28% KM	96 33% KM	207 36% KMO	76 32% UWac	213 33% UWac	205 45% RSUVWXYac	66 18%	139 42% RSUVWXYac	71 24% U	89 30% Uac	213 36% UWac	138 45% RSUVWXYac	56 20% RSUVWXYac	159 43% RSUVWXYac	90 24% U	
A neither good nor bad campaign (0)	277 24%	46 26% C	53 15%	23 24% *	73 29% C	106 23% G	91 23%	50 22% JL	156 23% JLN	46 10% HIKLMNOPQ	115 30% JL	46 14% JL	76 24% JL	72 41% JL	65 21% JL	63 22% JL	124 21% JL	52 22% TVZb	144 22% TVZb	44 10% RSTVYZb	109 29% RSTVYZb	47 14% TZ	74 25% TVZb	72 13% TVZb	127 21% TVZb	30 10% TVZb	71 25% TVZb	42 11% TVZb	105 28% STVYZb	
A fairly bad campaign (-1)	102 9%	28 16% C	6 2%	8 9% C*	41 16% C	31 7%	55 14% F	30 13% JLNQ	46 7% JLN	11 2% HIKLMNOPQ	78 20% HIKLMNOPQ	19 6% JLNQ	51 16% JLNQ	21 6% JLNQ	53 17% JLNQ	37 13% JLNQ	46 8% JLNQ	31 13% STVYZb	47 7% TVZb	7 2% RSTVYZb	74 20% RSTVYZb	16 5% TVZb	55 18% STVYZb	40 13% STVYZb	48 8% TVZb	8 2% TVZb	54 19% RSTVYZb	6 2% RSTVYZb	76 20% RSTVYZb	
A very bad campaign (-2)	87 8%	22 13% CD	* 2%	4 4% C*	29 12% CD	12 3%	53 13% F	29 8% JLNQ	51 8% JLN	2 * HIKLMNOPQ	83 22% HIKLMNOPQ	7 2% JLNQ	60 19% JLNQ	13 4% JLNQ	55 17% JLNQ	30 10% JLN	42 7% JLN	23 10% TVZb	58 9% TVZb	1 * RSTVYZb	82 22% RSTVYZb	7 2% RSTVYZb	63 21% RSTVYZb	32 11% TVZb	43 7% TVZb	7 2% TVZb	61 22% RSTVYZb	5 1% T	74 19% RSTVYZb	
Don't know	94 8%	8 5%	5 2%	4 4% *	13 5% C	19 4%	25 6%	5 2% JLP	35 5% JLP	8 2% HILP	20 5% HILP	6 2% JL	14 4% JL	16 4% JL	15 5% JL	7 2% JL	30 5% JL	9 4% TVZb	38 6% TVWXZbc	5 1% TVWXZbc	22 3% TVWXZbc	6 2% Z	9 3% Z	7 2% TVZb	39 7% TVWXZbc	2 1% TVZb	12 4% TVZb	5 1% TVZb	12 3% TVZb	
NET: Very / fairly good campaign	581 51%	68 39%	286 82% BDE	56 59% BE*	96 38%	294 64% G	168 43%	113 50% KMO	380 57% KMO	392 86% HIKLMNOPQ	91 23% KMO	256 77% HIKLMNOPQ	120 37% K	259 68% HIKLMNOPQ	130 41% K	152 52% KMO	338 58% HIKMO	126 52% UWac	364 56% UWac	395 87% RSUVWXYac	85 23% RSUVWXYac	258 77% RSUVWXYac	98 33% U	144 49% UWac	336 57% UWac	260 85% RSUVWXYac	82 29% U	314 84% RSUVWXYac	112 30% U	
NET: Very / fairly bad campaign	190 17%	51 30% CD	6 2%	12 12% C*	70 28% CD	42 9%	107 27% F	59 26% JLNQ	97 15% JLN	13 3% HIKLMNOPQ	161 42% HIKLMNOPQ	26 8% JLNQ	111 35% JLNQ	95 34% JLNQ	108 23% JLNQ	67 15% JLN	88 15% JLN	54 22% TVYZb	106 16% TVZb	8 2% RSTVYZb	156 42% RSTVYZb	23 7% Tb	118 39% RSTVYZb	72 24% STVYZb	91 15% TVZb	14 5% Tb	116 41% RSTVYZb	11 3% RSTVYZb	150 40% RSTVYZb	
Mean	0.51	0.05	1.21 BDE	0.70 BE*	0.08	0.82 G	0.19	0.33 KMO	0.61 HKMOP	1.26 HIKLMNOPQ	-0.37	1.03 HIKLMNOPQ	-0.02 K	0.86 HIKLMNOPQ	0.02 K	0.39 KMO	0.62 HKMOP	0.43 UWac	0.57 UWac	1.29 RSUVWXYac	-0.39	1.05 RSUVWXYac	-0.19 U	0.33 UWac	0.59 UWac	1.19 RSUVWXYac	-0.26	1.24 RSUVWXYac	-0.24 U	

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

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - 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 (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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
A very good campaign (2)	119 10%	75 14% c	43 7%	12 10%	25 13%	25 14%	19 10%	15 8%	22 8%	37 12%	44 12%	37 8%	14 10%	38 12%	33 12%	34 9%	65 10%	55 11%	31 11%	32 11%	33 13%	11 7%	5 8%	7 7%	108 11%	11 7%	77 11%	32 10%	11 8%	52 16% e	67 8%	47 11%	73 10%	84 12%	35 8%			
A fairly good campaign (1)	275 24%	146 27%	128 22%	34 28% g	50 26% g	44 24%	30 16%	47 26% g	70 26% g	84 20%	74 26%	117 26%	36 25%	76 24%	55 20%	100 27%	155 24%	120 24%	66 24%	73 25%	59 23%	35 22%	19 35%	22 22%	235 24%	40 27%	165 24%	76 24%	34 24% -	85 26%	190 23%	95 23%	180 25%	173 25%	102 23%			
A neither good nor bad campaign (0)	288 25%	150 27%	134 23%	33 27%	48 24%	39 21%	49 26%	51 28%	69 26%	81 25%	87 23%	121 27%	37 26%	75 24%	63 23%	101 27%	159 25%	130 26%	63 23%	76 25%	65 25%	40 26%	12 22%	32 32% -	259 26%	29 20%	182 27%	74 23%	33 24% -	82 25%	206 25%	91 22%	197 27% f	174 25%	114 26%			
A fairly bad campaign (-1)	129 11%	44 8%	83 15% b	14 12%	15 7%	15 8%	35 19% EFH	19 10%	33 12%	29 9%	49 13%	52 11%	17 12%	23 7%	44 16% NP	36 10%	88 14% R	41 8%	25 9%	40 13% w	29 11% w	19 12% w	* 1%	15 15% w*	111 11%	18 12%	87 13%	31 10%	11 8% -	38 12%	91 11%	51 12%	78 11%	82 12%	48 11%			
A very bad campaign (-2)	184 16%	81 15%	96 17%	20 16%	32 17%	29 15%	27 15%	28 15%	49 18%	52 16%	56 15%	77 17%	22 16%	55 18%	37 14%	62 17%	109 17%	75 15%	53 20%	40 13%	40 15%	30 19%	10 18% -	12 12% -	158 16%	26 18%	103 15%	54 17%	28 20% g	41 12%	143 18% d	85 20% g	99 14%	112 16%	72 16%			
Don't know	145 13%	53 10%	89 16% b	10 8%	26 13%	35 19% DI	27 14%	24 13%	24 9%	36 11%	62 17% L	47 10%	17 12%	48 15%	39 14%	39 10%	64 10%	81 16% Q	33 12%	37 12%	34 13%	20 13%	9 17% -	11 11% -	121 12%	24 16%	72 11%	51 16% a	22 16% -	33 10%	112 14%	49 12%	96 13%	77 11%	68 15%			
NET: Very / fairly good campaign	394 35%	221 40% c	171 30%	46 37% g	76 39% g	69 37% g	49 26%	62 34%	92 34%	122 38%	118 32%	154 34%	50 35%	114 36%	88 33%	133 36%	220 34%	174 35%	97 36%	105 35%	93 35%	46 29%	24 43% -	29 29% -	343 35%	51 34%	242 35%	108 34%	45 32% -	137 41% e	257 32%	141 34%	252 35%	257 37%	137 31%			
NET: Very / fairly bad campaign	314 27%	125 23%	179 31% b	34 27%	47 24%	43 23%	62 33% F	47 25%	82 31%	81 25%	105 28%	128 29%	39 28%	79 25%	80 30%	98 26%	197 31% R	116 23%	79 29%	80 27%	69 26%	49 32%	10 18% -	27 27% -	269 27%	44 30%	190 28%	85 27%	39 28% -	79 24%	234 29%	136 33% g	177 25%	194 28%	120 27%			
Mean	0.02	0.18 c	-0.13	0.04	0.13	0.15	-0.13	0.02	-0.07	0.09	0.01	-0.03	0.01	0.07	0.02	0.02	-0.04	0.09	-0.02	0.07	0.08	-0.17	0.19 -	-0.03 -	0.03	-0.08 -	0.04	*	-0.10 -	0.23 e	-0.08	-0.09	0.08 f	0.06	-0.05			

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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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - Reform UK

All Adults aged 18+ in Great Britain

	Total	General Election 2024 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
A very good campaign (2)	119 10%	16 9%	15 4%	11 11% C*	65 26% BCD	28 6%	74 19% F	41 18% ILNQ	59 9%	42 9%	60 16% ILNQ	32 10%	57 18% ILNQ	32 8%	53 17% ILNQ	89 31% HIKLMNOQ	20 3%	42 17% STVyb	63 10%	42 9%	62 17% STVyb	36 11%	60 20% STVyb	93 32% RSTUVWYZabc	16 3%	43 14% STVyb	44 16% STVyb	33 9% Y	64 17% STVyb	
A fairly good campaign (1)	275 24%	47 27%	88 25%	18 19% *	79 31% D	102 22%	111 28%	71 31% INQ	143 21%	124 27% IQ	103 27% IQ	94 28%	85 27% IQ	90 24%	89 28% IQ	147 51% HIKLMNOQ	76 13%	78 32% SWY	145 22%	120 26% SY	106 29% SWY	99 30%	67 22% Y	137 46% RSTUVWYZabc	80 13%	90 29% SY	71 25% Y	103 28% SY	109 29% SWY	
A neither good nor bad campaign (0)	288 25%	46 27%	96 27% D	15 16% *	52 20% D	111 24%	100 26%	55 24% P	158 13% LNP	109 24% LNP	92 24% P	63 19%	69 21% P	73 19% P	70 22% P	37 13% NP	135 23% X	56 23% X	152 23% X	106 21% X	77 20%	66 22% X	46 16% X	141 24% X	65 21% X	61 22% X	84 28% X	83 22% X		
A fairly bad campaign (-1)	129 11%	26 15% E	47 13% E	15 16% E*	18 7% E	72 15% G	30 8%	26 11% P	87 13% P	54 12% P	42 11% P	46 14% P	33 10% P	51 13% P	37 12% P	6 2% HIKLMNOP	115 20% X	27 11% X	73 15% X	67 10% X	36 14% X	48 12% X	35 3% X	9 19% RSTUVWXZabc	111 11% X	35 11% X	31 13% X	48 11% X	40 11% X	
A very bad campaign (-2)	184 16%	20 12% BE	80 23% BE	25 26% BE*	24 10% G	109 24% G	37 9%	17 7% P	154 23% HKMOP	102 22% HKOP	57 15% HP	77 23% HKOP	55 17% HP	104 27% HIKLMNOP	48 15% HP	4 1% HIKLMNOP	175 30% X	16 7% RUXc	150 23% RUXc	96 21% RX	56 15% RX	70 21% RX	50 17% RX	5 2% RSTUVWXZabc	173 29% RX	60 20% RX	55 20% RUXc	85 23% RUXc	52 14% RX	
Don't know	145 13%	17 10% C	24 7% E	10 11% *	15 6% BCD	40 9%	40 10%	18 8% P	67 10% ILMOP	27 6% P	32 8% P	23 7% P	21 7% P	33 9% JP	21 7% P	6 2% ILMOP	60 10% X	23 9% TVXZb	68 10% TVWXZabc	23 5% X	36 10% TVXZab	17 5% X	20 7% X	5 2% TVWXZabc	72 12% X	14 5% X	18 7% X	20 5% X	32 8% X	
NET: Very / fairly good campaign	394 35%	63 36%	103 29%	29 31% *	144 57% BCD	130 28%	185 47% F	112 49% ILNQ	202 30% Q	166 36% IQ	163 42% INQ	126 38% INQ	142 44% IUNQ	122 32% Q	143 45% IUNQ	236 82% HIKLMNOQ	96 16%	119 49% STVyb	208 32% Y	162 36% Y	168 45% STVyb	135 40% SY	127 43% SY	230 78% RSTUVWYZabc	96 16% STVyb	133 43% STVyb	115 41% SY	136 36% Y	173 45% STVyb	
NET: Very / fairly bad campaign	314 27%	46 27% E	128 36% E	40 43% BE*	42 17% G	180 39% G	67 17% P	42 19% P	241 36% HKMOP	156 34% HKOP	99 26% HP	123 37% HKMOP	89 28% HP	154 40% HIKLMNOP	85 27% HP	11 4% HIKLMNOP	290 50% X	43 18% RUXc	223 34% RUXc	163 36% RX	91 25% RX	118 35% RX	85 29% RX	14 5% RSTUVWXZabc	284 48% RX	95 31% RX	86 31% RUXc	133 36% RUXc	92 24% X	
Mean	0.02	0.08 C	-0.27	-0.30 *	0.60 BCD	-0.31	0.44 F	0.45 IKLMNOQ	-0.22 Q	-0.11 NQ	0.19 ILNQ	-0.14 NQ	0.18 IUNQ	-0.30 Q	0.21 IUNQ	1.09 HIKLMNOQ	-0.67	0.46 STUVWYZabc	-0.17 Y	-0.13 Y	0.24 STVYab	-0.05 Y	0.18 STVyb	1.05 RSTUVWYZabc	-0.66	0.07 STVyb	0.07 SY	-0.14 Y	0.26 STVYab	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - The Green party

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
A very good campaign (2)	83 7%	42 8%	36 6%	13 11%	21 11%	13 7%	15 8%	11 6%	11 4%	34 11%	28 8%	21 5%	15 11%	30 10%	19 7%	17 5%	59 9%	24 5%	22 8%	23 8%	16 6%	14 9%	3 6%	5 5%	73 7%	10 7%	51 7%	27 9%	4 3%	32 10%	51 6%	43 10%	40 6%	57 8%	26 6%		
A fairly good campaign (1)	278 24%	134 24%	139 24%	42 34%	54 27%	47 25%	33 18%	46 25%	57 21%	96 30%	79 21%	103 23%	46 32%	85 27%	56 21%	82 22%	178 28%	100 20%	76 28%	70 23%	50 19%	45 29%	13 24%	24 24%	242 24%	36 24%	161 24%	85 27%	32 23%	81 24%	197 24%	126 30%	152 21%	172 25%	106 24%		
A neither good nor bad campaign (0)	414 36%	188 34%	222 39%	31 25%	68 34%	65 35%	72 39%	70 38%	109 41%	98 31%	137 37%	178 40%	36 25%	110 35%	100 37%	148 40%	210 33%	203 41%	86 32%	118 40%	104 40%	48 31%	23 43%	34 34%	363 37%	51 34%	265 39%	97 30%	52 37%	128 39%	286 35%	125 30%	289 40%	253 36%	160 37%		
A fairly bad campaign (-1)	110 10%	67 12%	43 8%	17 14%	20 10%	15 8%	19 10%	10 6%	30 11%	37 12%	33 9%	40 9%	18 13%	26 8%	27 10%	34 9%	56 9%	54 11%	27 10%	30 10%	23 9%	16 10%	3 12%	12 12%	93 9%	17 11%	68 10%	31 10%	11 8%	35 10%	76 9%	42 10%	68 9%	76 11%	35 8%		
A very bad campaign (-2)	71 6%	43 8%	27 5%	9 7%	4 2%	8 4%	13 7%	14 8%	23 8%	13 4%	22 6%	37 8%	9 6%	8 2%	20 7%	31 8%	40 6%	32 6%	20 7%	10 3%	22 9%	7 4%	3 5%	10 10%	64 6%	8 5%	35 5%	23 7%	14 10%	15 4%	57 7%	22 5%	49 7%	37 5%	34 8%		
Don't know	184 16%	75 14%	105 18%	11 9%	30 15%	38 21%	35 19%	32 18%	38 14%	42 13%	73 20%	70 16%	19 13%	57 18%	47 18%	59 16%	96 15%	88 18%	41 15%	47 16%	45 17%	27 17%	10 19%	14 14%	157 16%	27 18%	105 15%	54 17%	26 19%	42 13%	143 18%	60 14%	124 17%	107 15%	77 18%		
NET: Very / fairly good campaign	361 32%	176 32%	175 31%	55 45%	74 38%	60 32%	47 25%	57 31%	68 25%	129 41%	107 29%	125 28%	62 43%	115 36%	75 28%	100 27%	237 37%	124 25%	98 36%	93 31%	66 25%	59 38%	17 30%	29 29%	316 32%	46 31%	212 31%	113 36%	36 26%	113 34%	249 31%	169 40%	193 27%	229 33%	132 30%		
NET: Very / fairly bad campaign	182 16%	110 20%	70 12%	25 21%	24 12%	23 12%	32 17%	25 13%	53 20%	50 16%	55 15%	77 17%	27 19%	33 11%	47 17%	65 18%	96 15%	86 17%	47 17%	40 13%	45 17%	23 15%	5 9%	22 22%	157 16%	25 17%	103 15%	54 17%	25 18%	49 15%	132 16%	64 15%	117 16%	113 16%	69 16%		
Mean	0.20	0.14	0.24	0.31	0.40	0.29	0.11	0.19	0.01	0.36	0.20	0.08	0.33	0.40	0.12	0.07	0.30	0.08	0.23	0.27	0.06	0.33	0.27	0.03	0.20	0.19	0.22	0.24	0.02	0.28	0.17	0.35	0.11	0.23	0.15		

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All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Reeves	Unfavourable to Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
A very good campaign (2)	83 7%	5 3%	29 8%	9 10%	30 12%	45 10%	18 5%	22 10%	53 8%	50 11%	19 5%	50 15%	14 5%	65 17%	7 2%	21 7%	52 9%	22 9%	50 9%	48 11%	23 6%	42 13%	16 5%	27 9%	48 8%	37 12%	18 7%	46 12%	17 5%	
A fairly good campaign (1)	278 24%	29 17%	115 33%	29 31%	62 25%	150 33%	61 15%	54 24%	183 27%	171 37%	62 16%	128 38%	50 15%	187 49%	24 8%	67 23%	172 30%	58 24%	170 26%	163 36%	56 15%	131 39%	42 14%	60 20%	171 29%	126 41%	47 17%	149 40%	51 13%	
A neither good nor bad campaign (0)	414 36%	70 41%	138 39%	32 33%	76 30%	160 35%	155 39%	76 34%	235 35%	153 33%	143 16%	104 31%	97 30%	78 21%	105 33%	107 33%	194 37%	90 33%	215 33%	156 34%	131 35%	107 32%	98 33%	101 34%	198 33%	96 31%	91 32%	114 31%	146 38%	
A fairly bad campaign (-1)	110 10%	31 18%	24 7%	8 9%	28 11%	31 7%	60 15%	35 15%	55 8%	32 7%	56 14%	15 5%	20 20%	8 2%	77 24%	40 14%	52 9%	26 11%	67 10%	36 8%	55 15%	17 5%	53 18%	46 16%	50 8%	24 8%	48 17%	26 7%	63 17%	
A very bad campaign (-2)	71 6%	14 8%	10 3%	4 5%	23 9%	16 3%	38 10%	16 7%	46 7%	13 3%	57 15%	6 2%	56 17%	1 *	67 21%	28 10%	36 6%	16 7%	52 8%	14 3%	54 15%	7 2%	56 19%	30 10%	36 6%	6 2%	52 19%	6 2%	58 15%	
Don't know	184 16%	24 14%	34 10%	12 13%	33 13%	60 13%	60 15%	24 10%	95 14%	39 8%	52 13%	31 9%	39 12%	42 11%	38 12%	26 9%	75 13%	29 12%	98 15%	38 8%	53 14%	31 9%	33 11%	31 10%	89 15%	17 6%	24 9%	30 8%	45 12%	
NET: Very / fairly good campaign	361 32%	33 19%	144 41%	38 40%	93 37%	195 42%	78 20%	76 33%	236 35%	220 48%	80 21%	178 53%	64 20%	252 66%	31 10%	88 31%	223 38%	80 33%	220 34%	211 47%	79 21%	173 52%	58 19%	88 30%	219 37%	163 53%	66 23%	195 52%	68 18%	
NET: Very / fairly bad campaign	182 16%	45 26%	35 10%	12 13%	50 20%	46 10%	98 25%	51 23%	102 15%	45 10%	112 29%	21 6%	120 38%	9 2%	144 45%	68 24%	88 15%	42 17%	119 18%	49 11%	109 29%	24 7%	109 37%	76 26%	86 14%	30 10%	100 36%	32 9%	120 32%	
Mean	0.20	-0.14	0.40	0.37	0.23	0.44	-0.12	0.15	0.25	0.51	-0.21	0.66	-0.35	0.90	-0.62	0.05	0.30	0.21	0.18	0.47	-0.19	0.61	-0.35	0.03	0.29	0.57	-0.27	0.59	-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 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 Minimum Base: 30(**) Small Base: 100(*)

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - 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)	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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
A very good campaign (2)	130 11%	74 13%	54 9%	10 8%	22 11%	20 11%	19 10%	23 13%	36 14%	32 10%	39 11%	59 13%	11 8%	37 12%	28 10%	46 12%	90 14% R	40 8%	38 14%	28 9%	25 10%	21 14%	8 15%	10 10%	113 11%	18 12%	96 14% bc	26 8%	9 6% *	49 15% e	81 10%	74 18% g	57 8%	88 13%	42 10%	
A fairly good campaign (1)	314 28%	147 27%	164 29%	31 26%	49 25%	56 30%	57 30%	60 33% i	61 23%	81 25%	112 30%	121 27%	40 28%	85 27%	81 30%	98 26%	207 32% R	106 21%	69 25%	71 24%	80 31%	39 25%	15 28%	39 39% *	277 28%	36 25%	195 28%	84 26%	35 25% *	99 30%	215 27%	126 30%	188 26%	198 28%	116 26%	
A neither good nor bad campaign (0)	338 30%	148 27%	185 32%	40 33%	54 28%	50 27%	50 27%	48 26%	95 36%	95 30%	100 27%	144 32%	42 30%	89 28%	73 27%	123 33%	169 26%	170 34% Q	76 28%	113 38% suvvwx	73 28%	41 26%	11 21%	24 24% *	296 30%	42 28%	204 30%	85 27%	49 36% *	93 28%	245 30%	105 25% f	233 32%	206 29%	133 30%	
A fairly bad campaign (-1)	128 11%	71 13%	55 10%	18 14%	29 15%	17 9%	20 11%	18 10%	26 10%	47 15%	37 10%	44 10%	19 13%	40 13%	28 10%	39 10%	74 12%	55 11%	25 9%	33 11%	32 12%	25 16%	6 11% *	7 7% *	107 11%	21 14%	71 10%	38 12%	19 13% *	35 11%	93 12%	42 10%	86 12%	90 13%	38 9%	
A very bad campaign (-2)	86 8%	60 11% c	25 4%	13 10% F	11 6%	8 4%	15 8%	16 9%	24 9%	24 7%	22 6%	40 9%	13 9%	14 4%	21 8%	34 9% N	42 7%	44 9%	26 10% T	12 4%	27 10% T	12 7%	1 2% *	9 9% *	75 8%	11 7%	42 6%	34 11% a	11 8% *	16 5%	70 9% d	26 6%	61 8%	48 7%	38 9%	
Don't know	144 13%	50 9%	90 16% B	11 9%	30 15%	35 19% DHI	26 14%	18 10%	25 9%	41 13%	61 16% L	43 10%	18 12%	51 16% P	38 14%	33 9%	58 9%	86 17% Q	37 13%	41 14%	24 9%	19 12%	13 23% U*	11 11% *	124 12%	20 14%	79 11% *	50 16% *	16 11% *	39 12%	105 13%	45 11% g	99 14%	73 10%	72 16% h	
NET: Very / fairly good campaign	444 39%	220 40%	218 38%	42 34%	71 36%	76 41%	76 41%	83 45% D	97 36%	113 35%	152 41%	180 40%	51 36%	121 39%	110 41%	143 39%	297 47% R	147 29%	107 40%	99 33%	105 40%	61 39%	23 42% *	49 49% T*	390 39%	54 36%	290 42% b	109 35%	44 32% *	148 45% e	296 37%	199 48% g	245 34%	286 41%	158 36%	
NET: Very / fairly bad campaign	215 19%	131 24% C	80 14%	30 25% F	41 21%	25 13%	35 19%	34 19%	50 19%	71 22% K	60 16%	84 19%	32 22%	53 17%	49 18%	73 20%	115 18%	99 20%	51 19%	45 15%	59 23% T	36 23%	7 13% *	15 15% *	183 18%	32 22%	113 16%	72 23% a	29 21% *	51 15%	164 16% *	68 20%	146 20%	138 20%	76 17%	
Mean	0.27	0.21	0.34	0.08	0.25	0.42 D	0.28	0.34	0.24	0.18	0.35	0.28	0.14	0.34	0.29	0.24	0.40 R	0.10	0.29	0.27	0.19	0.25	0.54 *	0.40 *	0.28	0.23	0.38 bc	0.11	0.10 *	0.45 e	0.20	0.48 g	0.15	0.30	0.23	

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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(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q6_2421. And regardless of which party you support, on balance do you think each of the following parties had a good or bad campaign since the General Election was announced in May - The Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
A very good campaign (2)	130 11%	12 7%	51 14% BE	37 39% BCE*	20 8%	77 17% G	33 8%	33 15% KMO	79 12% KMO	90 20% IKMOPQ	24 6% M	103 31% HIKMNOPQ	7 2%	77 20% IKMOPQ	13 4%	40 14% KMO	76 13% UWac	32 13% UWac	74 21% UWac	95 4% RSUWXYac	13 32% W	107 32% RSTUWXYZabc	3 1%	38 13% UWac	74 12% UWac	77 25% RSTUWXYac	14 5% W	88 24% RSUWXYac	19 5% W	
A fairly good campaign (1)	314 28%	29 17%	145 41% BE	38 40% BE*	54 22%	175 38% G	71 18%	54 24% KM	222 33% HKMOP	185 40% HIKMOPL	64 17% M	168 50% HIKMNOPQ	28 9%	150 39% HIKMOPL	54 17% M	66 23% KM	196 34% HKMOP	64 26% UWac	203 31% UWac	180 40% RSUWXYac	69 18% W	169 51% RSTUWXYZabc	26 9%	67 23% Wac	198 33% UWac	132 43% RSUWXYac	41 15% W	158 42% RSUWXYac	66 17% W	
A neither good nor bad campaign (0)	338 30%	72 42% CDE	95 27% D	13 14% *	76 30% D	119 26% G	128 33%	71 31% KM	172 26% HKMOP	101 22% HIKMOPL	122 11% ILN	37 11% ILN	97 27% ILN	84 30% L	94 20% ILN	81 28% JL	157 34% JLN	80 33% TVZb	168 26% TVZb	98 40% V	114 31% TVZb	31 9%	90 30% TVZb	80 27% VZb	163 28% TVZb	63 21% V	91 15% STVZb	71 19% V	130 34% STVZb	
A fairly bad campaign (-1)	128 11%	30 17% CD	29 8% D	2 2% *	43 17% CD	37 8% F	66 17% F	38 17% ILNQ	66 10% L	41 9% L	71 18% ILNQ	12 4% ILNQ	85 27% HIKLNOPQ	28 7% L	65 20% ILNQ	51 18% L	58 10% L	33 14% TVZb	70 11% VZb	41 9% VZb	70 19% STVZb	11 3%	83 28% RSTUWXYZabc	55 18% STVZb	55 9% VZ	15 5% STVZb	56 20% STVZb	26 7% V	72 19% STVZb	
A very bad campaign (-2)	86 8%	16 9% CD	10 3% D	1 1% *	34 14% CD	20 4% F	50 13% F	14 6% JLN	58 9% JLN	11 2% L	70 18% HIKLNOPQ	2 *	76 24% HIKLNOPQ	11 3% L	64 20% HIKLNOPQ	31 11% HIKLNOPQ	44 7% JLN	14 6% TVZb	62 9% TVZb	10 2% V	68 18% RSTVXYZb	2 *	79 27% RSTUWXYZabc	33 11% RTVZb	43 7% TVZb	8 3% V	61 22% RSTVXYZb	10 3% V	69 18% RSTVXYZb	
Don't know	144 13%	14 8%	22 6% BE	3 3% BCE*	25 10% G	34 7% G	45 11% G	16 7% KMO	71 11% KMO	30 7% HIKMOPL	36 9% M	12 4% HIKMNOPQ	28 9% L	33 9% L	28 9% L	20 7% L	50 8% L	18 11% Z	74 6% TVWZabc	29 10% Z	38 5% VWZabc	16 5% RSTUWXYZabc	18 6% Z	22 8% TVWZabc	60 10% TVWZabc	11 4% Z	18 6% Z	20 5% Z	24 6% Z	
NET: Very / fairly good campaign	444 39%	41 24%	195 56% BE	75 79% BCE*	75 30%	252 55% G	104 26%	87 38% KMO	302 45% KMO	275 60% HIKMOPL	88 23% M	271 81% HIKMNOPQ	35 11%	227 59% HIKMOPL	67 21% M	106 37% KMO	272 47% HKMOP	95 40% UWac	277 43% UWac	274 61% RSUWXYac	82 22% W	277 82% RSTUWXYZabc	28 9%	105 36% UWac	272 46% UWac	209 68% RSTUWXYac	55 20% W	246 66% RSTUWXYac	85 22% W	
NET: Very / fairly bad campaign	215 19%	46 27% CD	39 11% D	4 4% *	77 30% CD	56 12% F	116 29% F	53 23% JLN	124 19% JLN	52 11% L	141 36% HIKLNOPQ	14 4% L	161 50% HIKLNOPQ	39 10% L	129 41% HIKLNOPQ	82 18% ILNQ	102 18% JLN	47 20% TVZb	132 20% TVZb	51 11% VZ	138 37% RSTVXYZb	12 4%	162 54% RSTUWXYZabc	88 30% RSTVZb	98 16% TVZb	23 7% V	117 42% RSTVXYZb	35 9% V	141 37% RSTVXYZb	
Mean	0.27	-0.06	0.60 BE	1.16 BCE*	-0.07	0.59 G	-0.08	0.25 KMO	0.33 KMO	0.71 HIKMOPL	-0.28 M	1.11 HIKMNOPQ	-0.66	0.73 HIKMOPL	-0.39 M	0.12 KMO	0.38 KMO	0.30 UWac	0.27 UWac	0.73 RSUWXYac	-0.33 W	1.16 RSTUWXYZabc	-0.75	0.08 UWac	0.39 SUWac	0.87 RSTUWXYac	-0.42 W	0.82 RSTUWXYac	-0.30 W	

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q5_2427. From what you might have seen or heard during the General Election campaign, which party leader, if any, do you think was the best and worst campaigner? - Summary

All Adults aged 18+ in Great Britain

	Q5_2427. From what you might have seen or heard during the General Election campaign, which party leader, if any, do you think was the best and worst campaigner?	
	best campaigner	worst campaigner
	(A)	(B)
Unweighted base	1141	1141
Weighted base	1141	1141
Keir Starmer, Labour party leader	272 24% B	66 6% A
Rishi Sunak, Conservative party leader	73 6% B	414 36% A
Ed Davey, Liberal Democrat leader	169 15% B	86 8% A
Nigel Farage, Reform UK leader	197 17% B	148 13% A
Carla Denyer, Green party co-leader	34 3% B	20 2% A
Adrian Ramsay, Green party co-leader	34 3% B	20 2% A
John Swinney, SNP leader	19 2% B	68 6% A
Rhun ap Iorwerth, Plaid Cymru leader	15 1% B	26 2% A
Other	5 * B	3 * A
None of the above	142 12% B	88 8% A
Don't know	181 16% B	201 18% A

Complies with the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (%): A/B Minimum Base: 30(**) Small Base: 100(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q5_2427. From what you might have seen or heard during the General Election campaign, which party leader, if any, do you think was the best and worst campaigner? - best campaigner

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)	Not working (i)			
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372				
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438				
Keir Starmer, Labour party leader	272 24%	147 27%	123 22%	36 I	59 I	40 22%	44 24%	44 24%	49 19%	95 30% KL	84 23%	93 21%	42 30% P	84 27%	62 23%	75 20%	152 24%	120 24%	65 24%	73 25%	46 18%	51 32% U	15 27% *	22 22% *	244 25%	28 19%	153 22%	84 26%	35 26% *	89 27% *	183 23%	108 26%	164 23%	186 27% i	86 20%				
Nigel Farage, Reform UK leader	197 17%	124 C	73 13%	14 12%	28 14%	29 15%	32 17%	34 19%	61 23% DE	42 13%	60 16%	95 21% J	17 12%	37 12%	52 19% N	81 22% MN	97 15%	101 20%	49 18%	53 18%	61 23% VX	16 10%	7 13% *	11 11% *	174 17%	24 16%	123 18%	52 16%	22 16% *	48 14%	150 18%	57 14%	141 16%	113 16%	85 19%				
Ed Davey, Liberal Democrat leader	169 15%	86 16%	80 14%	13 10%	14 7%	25 14%	34 18% E	35 19% DE	48 8% E	27 8%	59 16% J	83 18% J	14 9%	30 10% MN	49 18% MN	67 18% MN	113 18% R	56 11%	49 18%	38 13%	41 16%	16 10%	7 12% *	19 19% *	144 15%	25 17%	115 17% b	36 11% *	18 13% *	44 13% *	125 15% *	72 17% *	97 13% *	100 14% *	69 16%				
Rishi Sunak, Conservative party leader	73 6%	30 5%	42 7%	8 7%	16 8%	7 4%	9 5%	9 5%	24 9%	24 8%	16 4% J	33 7%	12 8%	17 6%	13 5%	24 6% J	39 6% J	34 7% J	9 3%	18 6% S	21 8% S	18 12% S	3 5% *	5 5% *	60 6% *	13 9%	46 7% *	17 5% *	11 8% *	24 7% *	49 6% *	23 6% *	50 7% *	51 7% *	22 5%				
Carla Denyer, Green party co-leader	34 3%	12 2%	19 3%	10 8% FGHI	11 6% FHI	2 1%	6 3%	2 1%	3 1%	21 6% KL	8 2%	5 1%	10 7% OP	13 4% P	6 2%	5 1%	25 4% *	10 2%	14 5%	10 3%	5 2%	2 1%	* 1% *	4 4% *	30 3% *	4 3% *	23 3% *	10 3% *	1 1% *	14 4% *	20 3% *	14 3% *	20 3% *	22 3% *	12 3%				
Adrian Ramsay, Green party co-leader	34 3%	12 2%	19 3%	11 9% EGHI	7 4% I	8 4% I	4 2% I	2 1% I	2 1% I	18 6% L	12 3% L	4 1% I	12 8% NOP	6 4% P	2 2% I	1 1%	21 3% *	13 3% *	9 3% *	8 3% *	2 1% *	9 6% U*	3 6% U*	3 3% *	31 3% *	3 2% *	18 3% *	15 5% *	1 * *	17 5% e	17 2% *	16 4% *	18 2% *	24 3% *	10 2%				
John Swinney, SNP leader	19 2%	12 2%	7 1%	3 2%	4 2%	3 1%	3 1%	1 1%	6 2%	7 2%	5 1% *	7 2% *	3 2% *	7 2% *	3 2% *	6 2% *	17 3% R	2 *	3 1%	5 2% *	2 1% *	2 1% *	1 3% *	6 6% STU*	18 2% *	1 *	10 1% *	4 1% *	5 3% *	9 3% *	10 1% *	8 2% *	11 1% *	11 2% *	8 2%				
Rhun ap Iorwerth, Plaid Cymru leader	15 1%	8 1%	7 1%	4 3% H	2 1% H	3 2% H	2 1% H	1 * H	3 1% H	6 2% H	5 1% H	4 1% H	4 3% H	4 1% H	4 1% H	3 1% H	10 2% H	5 1% H	5 2% H	3 1% H	3 1% H	* 4% *	2 4% *	1 1% *	15 1% *	- -	10 1% *	5 1% *	- -	7 2% *	7 1% *	10 2% *	4 1% *	13 2% *	2 *				
Other	5 *	2 *	3 1%	1 1%	2 1%	1 *	1 *	- -	- -	3 1% L	1 * L	- -	1 1% L	2 1% L	1 1% L	- -	3 * L	2 * L	- -	1 * L	1 * L	1 1% L	- -	2 2% L	4 * L	1 * L	3 * L	2 1% L	- -	3 1% L	2 * L	2 * L	2 * L	3 * L	5 1% L	- -			
None of the above	142 12%	63 11%	77 13%	9 7%	16 8%	23 13%	27 14% D	31 17% DE	36 14% DE	25 8% J	50 13% J	67 15% J	9 6% M	36 12% M	35 13% M	60 16% M	72 11% M	70 14% M	31 11% M	43 15% M	35 13% M	14 9% M	5 9% M	15 15% M	118 12% M	24 16% M	83 12% M	33 10% M	26 19% b*	28 8% d	115 14% d	47 11% d	95 13% d	83 12% d	59 13%				
Don't know	181 16%	54 10%	122 21% B	14 11%	37 19% DGHI	45 24% DGHI	26 14% DGHI	24 13% DGHI	34 13% DGHI	51 16% L	71 19% L	59 13% L	20 14% MOP	72 23% MOP	38 14% MOP	48 13% MOP	91 14% MOP	90 18% MOP	39 14% MOP	45 15% MOP	45 17% MOP	28 18% MOP	11 20% *	13 13% *	155 16% *	26 17% *	101 15% *	60 19% *	20 15% *	48 15% *	133 16% *	61 14% *	120 17% *	95 14% *	86 20% h				

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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(*)

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: 10Q(*)

5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q5_2427. From what you might have seen or heard during the General Election campaign, which party leader, if any, do you think was the best and worst campaigner? - best campaigner
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties											Favourable to politicians										
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner	
	(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)	
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Keir Starmer, Labour party leader	272 24%	17 10%	176 50%	18 19%	27 11%	148 32%	64 16%	30 13%	202 30%	210 46%	22 6%	105 32%	64 20%	111 29%	62 19%	38 13%	179 17%	41 31%	194 30%	216 48%	15 4%	106 32%	44 15%	47 16%	178 30%	113 37%	41 15%	157 42%	36 10%	
Nigel Farage, Reform UK leader	197 17%	37 21%	18 5%	8 8%	108 43%	39 9%	133 34%	50 22%	103 15%	29 6%	141 37%	25 7%	110 34%	26 7%	103 32%	154 53%	27 5%	44 18%	115 18%	31 7%	138 37%	27 8%	116 39%	155 53%	21 4%	33 11%	93 33%	22 6%	145 38%	
Ed Davey, Liberal Democrat leader	169 15%	16 9%	67 19%	46 49%	20 8%	107 23%	38 10%	23 10%	126 19%	92 20%	45 12%	119 35%	10 3%	87 23%	31 10%	24 8%	121 21%	24 10%	115 18%	101 22%	36 10%	130 39%	7 2%	25 8%	118 20%	86 28%	27 10%	92 25%	39 10%	
Rishi Sunak, Conservative party leader	73 6%	52 30%	5 1%	1 1%	5 2%	19 4%	37 10%	50 22%	5 1%	18 4%	42 11%	11 3%	21 7%	17 4%	28 9%	18 6%	33 23%	56 3%	14 *	35 3%	12 4%	21 5%	14 6%	37 5%	15 10%	15 4%	27 10%	14 5%	39 10%	
Carla Denyer, Green party co-leader	34 3%	1 1%	8 2%	1 1%	16 6%	15 3%	5 1%	7 3%	19 3%	13 3%	12 3%	10 3%	11 4%	24 6%	4 1%	9 3%	20 3%	8 3%	21 3%	11 3%	12 3%	8 2%	11 4%	8 3%	20 3%	14 5%	7 3%	14 4%	9 2%	
Adrian Ramsay, Green party co-leader	34 3%	1 *	13 4%	1 1%	12 5%	17 4%	2 1%	9 4%	21 3%	18 4%	8 2%	10 3%	7 2%	24 6%	7 2%	9 3%	19 3%	10 4%	20 3%	17 4%	11 3%	14 4%	9 3%	9 3%	22 4%	8 3%	9 3%	18 5%	7 2%	
John Swinney, SNP leader	19 2%	2 1%	2 1%	- *	11 4%	9 2%	5 1%	6 3%	9 1%	8 2%	7 2%	5 2%	4 1%	11 3%	2 1%	7 2%	10 2%	6 3%	7 1%	6 1%	7 2%	6 2%	7 2%	6 2%	9 1%	7 2%	5 2%	8 2%	3 1%	
Rhun ap Iorwerth, Plaid Cymru leader	15 1%	3 1%	4 1%	4 4%	3 1%	10 2%	3 1%	3 1%	8 1%	9 2%	3 1%	5 2%	3 1%	8 2%	2 1%	3 1%	8 1%	2 1%	4 1%	8 2%	4 1%	5 2%	3 1%	2 1%	10 2%	5 2%	2 1%	5 1%	3 1%	
Other	5 *	1 *	- -	- -	1 *	1 *	- -	1 *	2 *	- -	1 *	- -	1 *	- -	1 *	2 1%	1 *	1 *	1 *	- -	1 *	- -	1 *	1 *	1 *	- -	2 1%	1 *	1 *	
None of the above	142 12%	29 17%	27 8%	5 6%	23 9%	45 10%	54 14%	28 12%	79 12%	24 5%	66 17%	13 4%	57 18%	22 6%	55 17%	12 4%	81 14%	26 11%	81 12%	18 4%	71 19%	13 4%	54 18%	12 4%	86 15%	13 4%	46 16%	19 5%	64 17%	
Don't know	181 16%	15 8%	31 9%	11 11%	26 10%	50 11%	51 13%	20 9%	94 14%	37 8%	39 10%	31 9%	32 10%	51 13%	23 7%	16 5%	80 14%	23 10%	91 14%	32 7%	43 12%	13 4%	25 8%	16 5%	91 15%	13 4%	21 7%	25 7%	34 9%	

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

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q5_2427. From what you might have seen or heard during the General Election campaign, which party leader, if any, do you think was the best and worst campaigner? - worst campaigner

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)	Not working (i)		
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
Rishi Sunak, Conservative party leader	414 36%	247 45% C	162 28%	48 40%	67 34%	69 37%	74 40%	66 36%	90 34%	116 36%	143 38%	156 35%	55 39%	103 33%	114 42% N	130 35%	240 38%	174 35%	93 34%	115 38%	83 32%	61 39%	18 33%	44 44% *	363 37%	51 34%	241 35%	124 39%	49 36% *	107 32%	307 38%	150 36%	264 36%	277 39% i	137 31%			
Nigel Farage, Reform UK leader	148 13%	50 9%	93 16% B	19 5%	29 15% H	21 11%	30 16% H	13 7%	37 14% H	47 15%	51 14%	50 11%	21 14%	47 15%	32 12%	41 11%	94 15%	55 11%	42 10%	31 17%	45 12% TWX	24 16% WX	1 2% *	5 5% *	129 13%	19 13%	95 14%	34 11%	20 14% *	50 15%	99 12%	66 16% g	82 11%	95 14%	53 12%			
Ed Davey, Liberal Democrat leader	86 8%	49 9%	36 6%	6 5%	4 2%	8 4%	9 5%	15 8% E	44 16% DEFGH	11 3%	17 4%	59 13% JK	6 4%	9 3%	14 5%	50 14% MNO	44 7%	42 8%	22 8%	17 6%	32 12% T	9 6%	1 3% *	5 5% *	70 7%	16 11%	52 8%	21 7%	13 10% *	14 4%	72 9% d	27 7%	59 8%	44 6%	42 10%			
John Swinney, SNP leader	68 6%	41 8%	27 5%	6 5%	4 2%	12 7% E	7 4%	21 11% DEG	18 7%	10 3%	19 5%	39 9% J	6 4%	12 4%	16 6%	24 6%	44 7%	24 5%	14 5%	16 5%	17 7%	9 6%	4 7% *	9 9% *	60 6%	8 6%	41 6%	19 6%	8 6% *	18 5%	51 6%	28 7%	40 6%	33 5%	35 8%			
Keir Starmer, Labour party leader	66 6%	31 6%	35 6%	8 6%	18 9% F	5 3%	14 7%	9 5%	12 4%	26 8%	19 5%	21 5%	10 7%	21 7%	18 7%	17 4%	32 5%	34 7%	14 5%	22 7%	14 5%	8 5%	5 8% *	3 3% *	57 6%	9 6%	38 6%	17 5%	11 8% *	21 6%	46 6%	17 4%	49 7%	40 6%	26 6%			
Rhun ap Iorwerth, Plaid Cymru leader	26 2%	15 3%	11 2%	6 5% H	7 4%	3 2%	3 2%	1 1%	6 2% H	13 4%	6 2%	8 2%	6 4%	8 3%	4 2%	8 2%	13 2%	13 3%	6 2%	7 2%	4 2%	4 2%	2 4% *	4 4% *	26 3%	1 1%	13 2%	8 3%	5 3% *	14 4% e	13 2%	11 3%	16 2%	19 3%	8 2%			
Adrian Ramsay, Green party co-leader	20 2%	11 2%	9 1%	6 5% EGI	2 1%	4 2% *	1 2% *	4 1% *	4 1% *	9 3%	4 1%	7 2%	6 4% O	6 2%	1 *	7 2%	12 2%	8 2%	2 1%	5 2%	5 2%	6 4% S	1 1% *	1 1% *	18 2%	2 1%	13 2%	6 2% *	* 3% e	10 1% e	10 1%	11 3%	9 1%	13 2%	7 2%			
Carla Denyer, Green party co-leader	20 2%	9 2%	11 2%	3 3%	4 2%	1 1%	3 2%	2 1%	5 2% D	8 2%	5 1%	7 2%	3 2%	6 2%	4 1%	7 2%	17 3% R	3 1%	6 2%	3 1%	4 2%	3 2%	1 1% *	3 3% *	20 2%	- -	14 2%	5 1% *	1 1% *	9 3%	11 1%	11 3%	9 1%	15 2%	5 1%			
Other	3 *	1 *	2 *	1 1%	2 1%	- -	- -	- -	- -	3 L	- -	- -	1 1%	2 1%	- -	- -	2 *	1 *	- -	- -	1 *	1 1%	- 2% *	2 2% *	3 *	- -	2 *	1 *	- 1% *	2 *	1 *	1 *	3 *	3 *	- -			
None of the above	88 8%	29 5%	55 10% B	8 6%	18 9% I	17 9% I	16 9%	18 10% I	10 4%	26 8%	34 9%	28 6%	8 5%	34 11%	22 8%	25 7%	47 7%	41 8%	27 10%	28 10%	12 4%	7 4%	5 9% *	9 9% *	78 8%	10 7%	66 10% b	14 5%	7 5% *	38 11% e	50 6%	34 8%	54 7%	64 9% i	24 5%			
Don't know	201 18%	66 12%	132 23% B	11 9%	40 20% D	45 24% D	29 16% D	35 19% D	41 16% D	51 16% D	74 20% D	76 17% D	20 14%	68 21% D	46 17% D	63 17% D	96 15% D	105 21% D	45 17% D	55 18% D	44 17% D	24 16% D	18 33% D	15 15% D	169 17% D	32 22% D	109 16% D	68 21% D	24 17% D	49 15% D	152 19% D	62 15% D	140 19% D	100 14% D	101 23% D			

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5th - 6th July 2024

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Political Pulse: Campaign Tracker Week 7: Post election
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Q5_2427. From what you might have seen or heard during the General Election campaign, which party leader, if any, do you think was the best and worst campaigner? - worst campaigner

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	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Rishi Sunak, Conservative party leader	414 36%	25 15%	181 51%	38 40%	102 40%	203 44%	127 32%	29 13%	336 50%	224 49%	117 30%	140 42%	104 33%	167 44%	99 31%	98 34%	256 44%	30 13%	357 55%	228 50%	112 30%	159 47%	87 29%	108 37%	256 43%	143 46%	101 36%	182 49%	114 30%	
Nigel Farage, Reform UK leader	148 13%	26 15%	63 18%	19 20%	22 9%	90 19%	27 7%	34 15%	96 14%	83 18%	36 9%	58 18%	29 9%	80 21%	26 8%	17 6%	119 21%	30 13%	78 12%	78 17%	42 11%	54 16%	33 11%	19 6%	120 20%	44 14%	38 14%	67 18%	35 9%	
Ed Davey, Liberal Democrat leader	86 8%	34 20%	10 3%	3 1%	27 11%	18 4%	57 14%	36 16%	33 14%	16 4%	61 16%	11 3%	54 17%	8 2%	55 17%	38 13%	31 5%	42 18%	31 5%	15 3%	57 15%	9 3%	62 21%	43 15%	26 4%	21 7%	35 13%	13 3%	62 16%	
John Swinney, SNP leader	68 6%	18 10%	15 4%	9 9%	17 7%	33 7%	24 6%	17 8%	41 6%	25 5%	24 6%	28 8%	23 7%	20 5%	28 9%	20 7%	36 6%	16 7%	34 5%	33 7%	21 6%	29 9%	21 7%	15 5%	36 6%	24 8%	18 6%	23 6%	33 9%	
Keir Starmer, Labour party leader	66 6%	22 13%	5 1%	1 1%	25 10%	15 3%	35 9%	32 14%	22 3%	9 2%	50 13%	10 3%	31 10%	15 4%	23 7%	36 12%	15 3%	30 12%	23 3%	6 1%	49 13%	10 3%	33 11%	34 12%	17 3%	10 3%	27 10%	6 2%	46 12%	
Rhun ap Iorwerth, Plaid Cymru leader	26 2%	7 4%	8 2%	1 *	6 3%	11 2%	8 2%	9 4%	7 1%	9 2%	12 3%	11 3%	7 2%	7 2%	9 3%	12 4%	9 1%	12 4%	7 1%	8 2%	8 2%	10 3%	9 3%	11 4%	10 2%	10 3%	7 3%	9 2%	9 2%	
Adrian Ramsay, Green party co-leader	20 2%	3 1%	7 2%	2 *	7 3%	8 2%	8 2%	8 3%	5 1%	9 2%	9 2%	9 3%	6 2%	5 1%	11 3%	6 2%	6 1%	9 4%	7 1%	9 2%	7 2%	7 2%	2 1%	4 1%	6 1%	6 2%	5 2%	6 2%	6 2%	
Carla Denyer, Green party co-leader	20 2%	4 2%	6 2%	1 *	6 3%	7 2%	10 2%	7 3%	5 1%	8 2%	10 3%	9 3%	7 2%	6 2%	8 3%	11 4%	5 1%	10 4%	5 1%	7 2%	8 2%	7 2%	7 2%	11 4%	3 1%	6 2%	7 3%	8 2%	10 3%	
Other	3 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	1 *	-	-	1 *	-	-	
None of the above	88 8%	11 6%	18 5%	4 4%	14 6%	25 5%	29 7%	26 11%	29 4%	25 5%	23 6%	22 7%	23 7%	24 6%	24 8%	26 9%	22 4%	27 11%	26 4%	25 5%	23 6%	23 5%	17 6%	26 9%	27 5%	20 6%	13 5%	21 6%	19 5%	
Don't know	201 18%	23 14%	38 11%	17 18%	26 10%	52 11%	69 18%	29 13%	93 14%	50 11%	45 12%	36 11%	34 11%	50 13%	35 11%	24 8%	81 14%	35 15%	85 13%	45 10%	46 12%	28 8%	29 10%	21 7%	91 15%	24 8%	28 10%	38 10%	45 12%	

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

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q6_2427. Does the result of the election make you feel...?
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very positive about the next five years (2)	132 12%	72 13%	59 10%	21 GI	36 17% GHI	22 18% 12%	14 7%	20 11%	20 7%	57 18% KL	36 10%	39 9%	23 16% OP	52 16% OP	21 8%	34 9%	80 12%	53 10%	39 14% T	24 8%	22 8%	31 20% Tu	6 11% *	11 11% *	121 12% 12%	11 7%	78 11%	37 12%	17 12% *	61 19% e	71 9%	71 17% g	61 9%	102 14% i	30 7%					
Fairly positive about the next five years (1)	311 27%	156 28%	150 26%	37 I	60 30% I	65 35% HI	54 29% I	45 25%	49 18%	97 30% L	119 32% L	94 21%	43 30% P	102 32% P	82 30% P	73 20%	210 33% R	100 20%	69 25%	76 26%	65 25%	51 33%	21 39% *	28 28% *	275 28% 28%	36 24%	194 28%	89 28%	28 21% *	108 33% e	203 25%	135 32% g	176 24%	205 29%	105 24%					
Neither positive nor negative about the next five years (0)	282 25%	139 25%	140 25%	29 24%	48 25% 29%	54 29% 22%	41 22%	46 25%	63 24%	78 24% 24%	95 26% 24%	109 24%	34 24%	86 27% 27%	65 24%	91 24%	147 23% 23%	135 27%	58 21%	77 26%	72 28% w	41 26%	7 12% *	28 28% *	246 25% 24%	36 24%	164 24%	82 26% 26%	36 26% *	79 24% 24%	203 25%	104 25% 25%	178 25%	181 26%	100 23%					
Fairly negative about the next five years (-1)	177 15%	75 14%	96 17%	19 15% F	21 11% F	9 5%	33 18% F	29 16% F	66 25% DEF	40 12% 12%	41 11% 21%	96 21% JK	21 15% N	25 8% 8%	38 14% N	78 21% NO	98 15% 15%	79 16%	53 19% V	46 16%	41 16%	14 9%	6 12% *	17 17% *	153 15% 15%	24 16%	115 17%	43 14% 14%	19 14% *	37 11% 11%	140 17% d	43 10% 10%	134 18% f	94 13% 13%	83 19% h					
Very negative about next five years (-2)	178 16%	84 15%	91 16%	9 8% 8%	18 9% 9%	21 11% 11%	33 18% DE	34 19% DE	63 25% DEF	27 8% 8%	54 14% J	97 22% JK	11 8% 8%	27 8% 18% MN	48 23% MN	86 23% MN	89 14% 14%	89 18%	41 15% 18%	53 20% V	52 20% V	10 6% V	9 17% v*	13 13% *	146 15% 15%	32 21%	104 15%	44 14% 14%	31 22% *	29 9% 9%	148 18% d	49 12% 12%	129 18% f	95 13% 13%	83 19% h					
Don't know	62 5%	24 4%	36 6%	8 6% 6%	14 7% 7%	14 8% 7%	12 7% 7%	9 5% 5%	5 2% 2%	21 7% 7%	26 7% 7%	14 3% 3%	10 7% 7%	23 7% 7%	16 6% 6%	10 3% 3%	16 9% 9%	46 5% 5%	12 7% 7%	22 7% 7%	9 3% 3%	10 6% 6%	6 10% *	3 3% *	52 5% 5%	10 7% 7%	32 5% 5%	23 7% 7%	7 5% 5%	17 6% 6%	45 4% 4%	17 6% 6%	45 4% 4%	25 4% 4%	37 8% h					
NET: Positive	443 39%	228 41%	209 36%	58 47% HI	96 49% GHI	88 47% HI	68 36% I	65 35%	69 26%	153 48% L	156 42% L	134 30%	66 46% P	154 49% OP	103 38% P	107 29%	290 45% R	153 30%	108 40%	100 34%	87 33%	82 52% STU	27 50% *	39 39% *	396 40% 40%	47 31%	272 40%	125 40%	46 33% *	169 51% e	273 34%	205 49% g	237 33%	307 44% i	136 31%					
NET: Negative	355 31%	159 29%	187 33%	28 23% 23%	39 20% 20%	29 16% 16%	66 35% DEF	64 35% DEF	130 49% DEF	67 21% 21%	95 26% 26%	193 43% JK	32 23% 23%	52 17% 17%	86 32% MN	164 44% MNO	187 29% 29%	168 33%	93 34%	99 33%	93 36%	24 15%	16 28% *	30 30% v*	299 30% 30%	56 38%	218 32%	87 27% 27%	50 36% *	67 20% 20%	288 36% d	92 22% 22%	263 36% f	189 27% 27%	166 38% h					
Mean	0.04	0.11	-0.02	0.36 GHI	0.41 GHI	0.35 GHI	-0.10 I	-0.08 I	-0.40	0.39 KL	0.12 L	-0.27	0.35 OP	0.44 OP	-0.04 P	-0.30	0.15 R	-0.11	0.05	-0.10	-0.14	0.54 STUX	0.17 *	0.06 *	0.08 z	-0.22	0.04	0.11	-0.13 *	0.43 e	-0.12	0.34 g	-0.14	0.18 i	-0.21					

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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(*)

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q6_2427. Does the result of the election make you feel...?
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very positive about the next five years (2)	132 12%	3 2%	94 27% BDE	8 8% B*	12 5%	79 17% G	20 5%	28 12% KO	85 13% KMO	117 26% HIKLMNOPQ	3 1%	70 21% HIKMQPQ	24 7% K	69 18% KMO	21 7% K	34 12% KMO	78 13% UWac	35 15% UWac	82 13% UWac	118 26% RSUVWXYac	5 1%	78 23% RSUVWXYac	11 4% UWac	39 13% UWac	73 12% UWac	79 26% RSUVWXYac	12 4% Uc	106 29% RSUVWXYac	6 1%	
Fairly positive about the next five years (1)	311 27%	19 11%	158 45% BE	41 43% BE*	43 17%	167 36% G	71 18%	48 21% KO	225 34% HKMOP	248 54% HIKLMNOPQ	18 5%	157 47% HIKMNOPQ	50 16% K	154 40% HIKMQPQ	40 13% K	68 24% KMO	184 32% HKMOP	46 19% UWac	207 32% RUWac	232 51% RSUVWXYac	24 7%	145 43% RSUVWXYac	38 13% Uc	60 20% UWac	186 31% RUWac	157 51% RSUVWXYac	30 11% Uc	186 50% RSUVWXYac	25 7%	
Neither positive nor negative about the next five years (0)	282 25%	31 18%	76 22% CDE	23 25% C*	65 26%	110 24% G	92 23%	34 15% KO	167 25% HKMOP	68 15% HIKLMNOPQ	65 17% HIKMNOPQ	59 18% HIKMNOPQ	66 21% J	81 18% HIKLP	70 22% HIKLP	46 16% HIKLP	143 25% HIKLP	45 19% TUUVZab	162 25% TUUVZab	75 17% TUUVZab	63 17% TUUVZab	55 16% TUUVZab	70 23% TUUVZab	47 16% TUUVZab	155 26% RTUVXZab	45 15% RTUVXZab	51 18% RTUVXZab	59 16% RTUVXZab	81 21% UZ	
Fairly negative about the next five years (-1)	177 15%	54 31% CDE	13 4%	16 17% C*	49 19% C	52 11% F	89 23% F	49 21% IUNLQ	83 12% J	13 3% HIKLMNOPQ	123 32% HIKLMNOPQ	36 11% J	57 18% IUNLQ	39 10% IUNLQ	79 25% IUNLQ	58 20% IUNLQ	79 14% JN	48 20% STVYZb	83 13% Tzb	19 4% RSTVWXYZab	108 29% Tzb	36 11% STVYZb	63 22% STVYZb	66 22% STVYZb	82 14% Tzb	15 5% b	61 22% STVYZb	11 3% STVYZb	115 30% RSTVWXYZab	
Very negative about next five years (-2)	178 16%	64 37% CD	3 1%	4 4% *	71 28% CD	38 8% F	113 29% F	66 12% JLN	80 47% JLN	1 80% *	165 43% HIKLMNOPQ	7 2% J	113 33% IUNLQ	23 6% JL	104 33% IUNLQ	76 26% IUNLQ	78 13% JLN	61 25% STVYZb	90 14% TVZb	3 1% RSTVWXYZab	158 42% Tzb	18 5% Tzb	106 36% STVYZb	79 27% STVYZb	73 12% TVZb	5 2% T	117 42% RSTVWXYZb	4 1% RSTVWXYZb	145 38% RSTVWXYZb	
Don't know	62 5%	1 1%	7 2%	3 3% *	13 5% BC	16 3% G	6 2%	3 1% KMO	28 4% HKMOP	10 2% HIKLMNOPQ	14 4% O	6 2% O	10 3% O	15 4% JLO	3 1% JLO	7 3% O	19 3% O	4 2% TVXZb	27 4% TVXZb	6 1% Xbc	14 4% Xbc	5 1% X	10 3% X	3 1% TVXZb	22 4% TVXZb	5 2% TVXZb	9 3% TVXZb	5 1% TVXZb	8 2% TVXZb	
NET: Positive	443 39%	23 13%	252 72% BDE	48 51% BE*	54 22% G	247 53% G	92 23% G	76 33% KMO	311 47% HKMOP	366 80% HIKLMNOPQ	20 5% HIKLMNOPQ	227 68% HIKMNOPQ	74 23% K	223 58% HIKMQPQ	61 19% K	102 35% KMO	262 45% HKMOP	82 34% UWac	289 44% RUWac	350 77% RSUVWXYac	29 8%	223 66% RSUVWXYac	49 16% Uc	99 34% UWac	260 44% RUWac	237 77% RSUVWXYac	42 15% Uc	293 79% RSUVWXYac	30 8%	
NET: Negative	355 31%	118 68% CDE	16 5%	20 21% C*	120 48% CD	90 19% F	203 52% F	114 50% IUNLQ	163 24% JLN	14 3% HIKLMNOPQ	287 74% HIKLMNOPQ	43 13% J	170 53% IUNLQ	62 16% J	183 58% IUNLQ	134 46% IUNLQ	157 27% JLN	109 45% STVYZb	174 27% TVZb	22 5% RSTVWXYZab	266 71% Tzb	54 16% Tzb	170 57% RSTVXYZb	145 49% STVYZb	155 26% TVZb	20 7% b	178 63% RSTVWXYZb	16 4% RSTVWXYZb	261 69% RSTVWXYZab	
Mean	0.04	-0.91	0.95	0.34	-0.52	0.44	-0.53	-0.34	0.24	1.04	-1.15	0.75	-0.60	0.57	-0.65	-0.26	0.19	-0.22	0.17	0.99	-1.09	0.69	-0.75	-0.30	0.18	0.96	-0.89	1.03	-1.00	

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

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q7_2427: Thinking about the election result, which of these, if any, best describes how it makes you feel?
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Greens	Unfavourable to Greens	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	Favourable to Reeves	Unfavourable to Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner		
	(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)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	345	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380
Happy	188	7	138	16	12	111	43	23	143	165	9	90	35	87	35	37	115	33	127	155	8	102	19	36	103	104	15	139	7
Excited	134	10	90	14	9	82	28	32	81	118	7	71	16	71	21	38	69	37	78	108	6	78	14	41	65	72	17	101	6
Relieved	274	9	179	35	28	173	58	23	227	210	11	140	38	147	37	40	200	27	211	204	19	146	32	35	202	142	25	180	21
Hopeful	412	26	211	46	67	226	97	58	305	296	38	186	66	198	68	81	249	68	273	294	33	188	59	81	253	198	38	232	49
Proud	89	4	64	5	10	55	19	16	57	76	6	41	20	41	18	16	56	21	55	72	5	46	12	22	47	46	12	67	7
Angry	103	37	7	5	38	25	57	45	46	8	88	18	54	18	57	49	33	40	47	7	84	20	50	49	37	11	66	10	79
Sad	158	64	2	6	58	36	90	61	70	5	138	17	79	23	88	67	65	60	70	4	128	25	75	69	63	10	90	6	121
Afraid	220	83	10	8	76	50	131	79	93	14	166	22	110	38	112	98	85	72	106	19	154	34	107	105	80	24	103	15	161
GUILTY	17	2	9	-	4	7	*	6	7	8	5	8	4	7	6	5	6	8	5	7	3	6	6	5	5	5	5	8	1
Frustrated	221	70	19	10	86	58	132	66	115	18	179	36	116	49	103	96	92	63	118	18	167	34	110	90	95	20	111	21	161
Surprised	83	18	29	5	20	32	28	28	33	45	17	25	24	23	22	33	26	30	29	35	20	27	17	28	29	23	18	33	18
I don't know what the result is	37	-	2	2	2	5	4	15	3	10	5	11	8	6	2	8	2	15	2	11	-	8	3	10	2	8	-	8	
Don't know	147	10	9	19	35	48	40	11	71	15	41	24	29	34	31	22	70	17	79	22	43	24	28	21	76	18	24	16	42
Prefer not to say	6	1	-	-	2	*	3	2	2	2	1	2	1	2	3	*	3	3	2	2	1	2	2	-	-	1	2	1	
NET: Positive	622	44	324	58	107	332	150	100	431	426	67	267	118	280	113	138	356	115	388	410	68	264	101	132	360	265	74	336	82
NET: Negative	397	130	34	17	136	102	215	130	182	38	291	56	187	82	187	154	172	125	196	40	270	65	186	161	169	38	188	41	266

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q8_2427: Imagine you had a total of ten points to allocate. How many points would you allocate to the leader of the party as being the most important factor in determining how you voted, how many to the party's policies, and how many to the party as a whole? - Summary

All Adults aged 18+ in Great Britain

	Q8_2427: Imagine you had a total of ten points to allocate. How many points would you allocate to the leader of the party as being the most important factor in determining how you voted, how many to the party's policies, and how many to the party as a whole?		
	Parties (A)	Policies (B)	Leaders (C)
Unweighted base	1141	1141	1141
Weighted base	1141	1141	1141
0	423 37% B	389 34% B	418 37% B
1	105 9% B	15 1% B	130 11% B
2	185 16% B	77 7% B	218 19% B
3	193 17% B	177 16% B	182 16% B
4	95 8% AC	150 13% AC	114 10% AC
5	85 7% C	126 11% AC	51 4% AC
6	24 2% AC	89 8% AC	19 2% AC
7	13 1% C	44 4% AC	1 * AC
8	7 1% AC	50 4% AC	5 * AC
9	- - A	3 * A	2 * A
10	11 1% C	22 2% C	3 * C
Don't know	238 21%	238 21%	238 21%
I did not vote	133 12%	133 12%	133 12%

Mean	1.98	2.99 AC	1.78
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Complies with the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C. Minimum Base: 30 (**). Small Base: 100 (*)

ColumnMeans (5%): A/B/C. Minimum Base: 30 (**). Small Base: 100 (*)

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PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q8_2427. Imagine you had a total of ten points to allocate. How many points would you allocate to the leader of the party as being the most important factor in determining how you voted, how many to the party's policies, and how many to the party as a whole? - Parties

All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HM (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 2 (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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
0	423 37%	179 33%	234 41% B	44 36%	75 38%	72 39%	70 38%	69 37%	93 35%	119 37%	142 38%	162 36%	55 38%	123 39%	96 35%	133 36%	198 31%	225 45% Q	92 34%	119 40%	103 40%	52 33%	21 7%	35 8%	363 9%	60 12%	243 9%	128 8%	52 14%	117 5%	306 11%	117 9%	306 9%	248 8%	175 12%	
1	105 9%	45 8%	58 10%	10 8%	16 8%	17 9%	16 9%	19 10%	25 10%	26 8%	34 9%	45 10%	10 7%	32 10%	23 8%	36 10%	65 10%	40 8%	23 8%	35 12%	23 9%	12 7%	4 7%	8 8%	87 9%	18 12%	59 9%	26 8%	20 14%	16 5%	89 11%	38 9%	67 9%	53 8%	51 12%	
2	185 16%	101 18%	82 14%	18 15%	29 15%	33 15%	30 18%	36 20%	39 15%	47 15%	63 17%	75 17%	24 17%	45 14%	50 18%	61 17%	108 17%	78 15%	45 16%	47 16%	41 16%	29 18%	7 13%	17 17%	166 17%	20 13%	116 17%	46 15%	23 19%	62 15%	124 20%	82 14%	103 17%	120 15%	66 15%	
3	193 17%	103 19%	88 15%	19 16%	38 19%	31 17%	35 19%	30 16%	40 15%	57 18%	66 18%	70 15%	20 14%	59 19%	50 18%	59 16%	118 18%	76 15%	45 17%	46 15%	50 19%	23 15%	11 20%	17 17%	170 17%	23 15%	128 19%	47 15%	18 13%	63 19%	130 16%	90 22%	103 14%	137 19%	56 13%	
4	95 8%	42 8%	52 9%	10 8%	16 8%	17 9%	11 6%	15 8%	26 10%	26 8%	28 9%	41 9%	10 7%	29 9%	19 7%	31 8%	67 10% R	28 6%	19 7%	22 7%	17 7%	24 16% STUX	6 11% +	6 6% +	80 8%	15 10%	60 9%	25 8%	10 8%	29 9%	66 8%	55 8%	55 8%	40 9%		
5	85 7%	53 10% C	32 6%	16 13% EFGH	12 6%	7 4%	12 7%	7 4%	33 12%	27 9%	18 5%	40 9%	16 11%	14 4%	17 6%	34 8% N	53 6%	32 6%	31 11%	15 5%	14 8%	12 4%	2 11% +	11 8% +	78 7%	7 9%	47 7%	29 7%	10 7%	24 8%	61 7%	30 8%	56 8%	56 8%	29 7%	
6	24 2%	10 2%	14 2%	3 2%	5 3%	4 2%	5 3%	5 3%	2 1%	8 3%	7 2%	7 2%	5 3%	5 2%	7 3%	6 2%	16 2%	8 2%	6 2%	10 3%	4 2%	1 1%	2 3%	1 1%	21 2%	3 2%	13 2%	9 3%	2 1%	9 3%	15 2%	10 2%	14 2%	16 2%	8 2%	
7	13 1%	6 1%	7 1%	1 1%	2 1%	1 *	1 1%	2 1%	7 2%	3 1%	2 *	9 2%	1 1%	2 1%	1 *	9 2%	9 1%	4 1%	2 1%	3 1%	5 2%	- -	1 1%	2 2%	11 1%	2 2%	7 1%	2 1%	4 3%	3 1%	11 1%	3 1%	10 1%	6 1%	7 2%	
8	7 1%	6 1%	1 *	1 1%	3 2%	- -	1 1%	- -	1 *	5 1%	1 *	1 *	1 1%	3 1%	1 *	1 *	5 1%	2 *	2 1%	1 *	1 *	2 1%	- -	1 1%	6 1%	1 *	4 1%	2 1%	1 *	3 1%	4 *	5 1%	2 *	5 1%	2 1%	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	11 1%	4 1%	6 1%	1 1%	- -	3 2%	5 3% EH	- -	1 *	1 *	8 2% JL	1 *	1 1%	2 1%	7 2% P	1 *	3 1%	8 1%	5 2%	- -	2 1%	1 *	1 3% T*	2 2%	11 1%	- -	9 1%	2 1%	- -	5 2%	5 1%	4 1%	7 1%	6 1%	4 1%	
Don't know	238 21%	88 16%	145 25% B	25 20%	41 21%	41 22%	40 21%	36 20%	56 21%	65 20%	80 22%	93 21%	28 20%	73 23%	53 20%	77 21%	124 19%	115 23%	50 19%	62 21%	67 26%	28 18%	11 20%	20 20%	215 22%	24 16%	152 22%	57 18%	30 21%	72 22%	166 21%	64 15%	174 24% F	141 20%	97 22%	
I did not vote	133 12%	62 11%	67 12%	19 16% I	28 14% I	24 13%	22 12%	20 11%	19 7%	47 15% L	46 12%	39 9%	26 18% OP	42 13%	28 10%	34 9%	44 7%	89 18% Q	27 10%	41 14%	29 11%	17 11%	9 16% +	11 18% +	111 11%	22 15%	64 9%	54 17% A	15 11% +	36 11%	97 12%	33 8%	100 14% F	78 11%	55 12%	
Mean	1.98	2.14 C	1.83	2.15	1.94	1.84	2.04	1.77	2.12	2.02	1.94	1.98	2.04	1.83	2.07	2.00	2.17 R	1.73	2.22 T	1.73	1.83	2.09	2.11 +	2.20 +	2.01	1.76	2.04	1.93	1.80 +	2.17	1.90	2.24 S	1.83	2.06	1.85	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q8_2427. Imagine you had a total of ten points to allocate. How many points would you allocate to the leader of the party as being the most important factor in determining how you voted, how many to the party's policies, and how many to the party as a whole? - Parties

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote					Favourable to parties										Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Sunak (R)	Unfavourable to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)	
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343		
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380		
0	423 37%	48 28%	80 23%	25 *	86 C	122 26%	146 F	67 29%	230 34%	112 24%	162 42%	61 18%	135 42%	96 25%	128 40%	91 32%	175 30%	81 33%	223 34%	101 22%	165 44%	62 18%	130 43%	94 32%	188 32%	61 20%	110 39%	79 21%	157 41%		
1	105 9%	16 10%	34 10%	13 14%	27 11%	50 11%	35 9%	12 5%	77 12%	39 9%	36 9%	42 13%	33 10%	42 11%	35 11%	22 7%	64 11%	17 7%	70 11%	45 10%	42 11%	38 11%	27 9%	20 7%	69 12%	32 10%	26 9%	32 9%	38 10%		
2	185 16%	37 21%	61 18%	20 21%	43 17%	76 18%	71 18%	39 17%	117 18%	78 17%	57 15%	67 20%	44 14%	71 19%	42 13%	49 17%	99 17%	37 15%	118 18%	79 16%	58 16%	63 14%	42 15%	53 14%	99 17%	51 17%	49 17%	67 18%	59 16%		
3	193 17%	32 19%	62 18%	19 20%	49 19%	87 19%	74 19%	51 15%	100 20%	91 20%	63 16%	69 21%	54 17%	61 16%	59 18%	66 23%	100 17%	52 22%	102 16%	90 20%	52 14%	73 22%	47 16%	62 21%	98 16%	70 23%	42 15%	76 20%	62 16%		
4	95 8%	11 7%	44 12%	10 10%	24 9%	48 10%	28 7%	24 11%	60 9%	59 13%	21 5%	49 15%	15 5%	52 14%	11 3%	25 8%	58 10%	21 9%	53 8%	59 13%	15 4%	51 15%	15 5%	26 9%	56 15%	45 5%	55 15%	22 6%			
5	85 7%	20 11%	47 13%	4 4%	11 5%	50 22%	22 9%	20 8%	53 9%	50 11%	26 7%	29 9%	22 11%	40 8%	24 8%	24 9%	51 10%	22 9%	48 7%	51 11%	19 5%	35 10%	21 7%	25 8%	52 9%	34 8%	21 11%	42 7%	28 7%		
6	24 2%	3 2%	9 2%	2 2%	4 2%	12 3%	6 2%	9 4%	12 2%	12 3%	9 3%	8 3%	8 2%	9 3%	10 3%	8 2%	11 3%	7 2%	13 2%	13 3%	11 3%	11 2%	5 2%	6 2%	13 2%	8 2%	9 3%	10 3%	10 3%		
7	13 1%	2 1%	7 2%	- *	4 1%	9 2%	4 1%	2 1%	9 1%	9 2%	5 1%	3 1%	4 1%	4 1%	3 1%	4 1%	9 1%	3 1%	10 1%	8 2%	5 1%	4 1%	2 1%	4 1%	9 1%	5 2%	5 2%	5 1%	2 1%		
8	7 1%	2 1%	2 *	- *	3 1%	4 1%	2 1%	2 1%	4 1%	4 1%	2 1%	1 *	3 1%	4 1%	2 *	1 1%	4 1%	2 1%	5 1%	4 1%	3 1%	1 *	4 1%	3 1%	3 *	1 *	2 1%	1 *	3 1%		
9	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	
10	11 1%	- *	5 2%	1 1%	1 *	4 1%	3 1%	1 1%	8 1%	4 1%	3 1%	3 1%	4 1%	4 2%	5 2%	- *	9 2%	1 *	10 2%	6 1%	3 1%	2 *	5 2%	3 1%	7 1%	- *	3 1%	4 1%	1 *		
Don't know	238 21%	37 21%	61 17%	20 21%	58 23%	77 17%	86 22%	44 19%	132 20%	73 16%	94 24%	43 13%	76 24%	57 15%	67 21%	55 19%	99 17%	52 22%	124 19%	64 14%	95 25%	45 13%	69 23%	58 19%	106 18%	39 23%	63 23%	51 14%	84 22%		
I did not vote	133 12%	3 2%	8 2%	1 1%	5 2%	22 5%	38 10%	18 8%	62 9%	28 6%	42 11%	9 3%	35 11%	23 6%	41 13%	18 6%	48 8%	21 9%	61 9%	22 5%	44 12%	7 2%	37 12%	18 6%	54 9%	11 4%	31 11%	16 4%	45 12%		
Mean	1.98	2.23	2.62 DE	2.07 *	1.98	2.40 G	1.88	2.37 KMO	2.02	2.53 IKMOPQ	1.84	2.51 IKMOPQ	1.82	2.42 IKMO	1.90	2.14 IKM	2.25 IKMO	2.15 UK	2.07 UK	2.59 RSUWYzac	1.65	2.56 RSUWYzac	1.83	2.22 UWC	2.15 UWC	2.56 RSUWYzac	1.94 U	2.61 RSUWYzac	1.76		

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q8_2427. Imagine you had a total of ten points to allocate. How many points would you allocate to the leader of the party as being the most important factor in determining how you voted, how many to the party's policies, and how many to the party as a whole? - Policies

All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HM (17 or under)		Education		Employment status		
	(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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438
0	389	158	221	45	71	68	67	58	79	116	135	137	55	119	88	116	172	216	85	106	98	46	21	33	342	46	228	113	48	113	275	103	286	230	159
	34%	29%	39%	37%	36%	37%	36%	32%	30%	36%	36%	30%	39%	38%	33%	31%	27%	43%	31%	36%	37%	29%	38%	33%	34%	31%	33%	36%	35%	34%	34%	25%	40%	33%	36%
1	15	8	8	6	3	-	2	1	4	8	2	5	6	3	2	5	9	6	6	6	*	2	-	1	13	2	10	4	1	4	11	6	10	11	4
	1%	1%	1%	5%	1%	-	1%	1%	2%	3%	*	1%	4%	1%	1%	1%	1%	1%	2%	2%	*	1%	-	4%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
2	77	41	35	14	18	9	7	14	16	32	16	29	17	20	14	26	40	37	18	17	22	11	5	5	65	11	40	27	10	27	50	28	49	51	26
	7%	7%	6%	11%	9%	5%	4%	7%	6%	10%	4%	7%	12%	6%	5%	7%	6%	7%	6%	6%	8%	7%	9%	5%	7%	8%	6%	9%	7%	8%	7%	7%	7%	6%	
3	177	88	88	18	38	18	35	15	53	56	53	69	19	40	43	54	116	62	51	46	33	27	5	15	162	15	120	39	18	62	116	70	107	116	61
	16%	16%	15%	14%	20%	10%	19%	8%	20%	18%	14%	15%	13%	16%	16%	15%	18%	12%	19%	16%	13%	17%	9%	15%	16%	10%	17%	12%	13%	19%	14%	17%	15%	17%	14%
4	150	86	63	12	19	28	25	27	37	32	53	65	13	41	38	53	100	50	31	28	36	27	9	18	128	21	92	39	19	50	100	65	85	95	54
	13%	16%	11%	10%	10%	15%	13%	15%	14%	10%	14%	14%	9%	13%	14%	14%	16%	10%	11%	9%	14%	17%	16%	18%	13%	14%	13%	12%	14%	15%	12%	15%	12%	14%	12%
5	126	63	60	19	16	29	13	21	27	35	42	48	20	32	31	39	81	45	32	28	28	19	6	12	114	11	74	36	15	34	91	60	66	72	54
	11%	11%	10%	16%	8%	16%	7%	11%	10%	11%	11%	14%	10%	12%	10%	10%	13%	9%	12%	10%	11%	12%	10%	12%	11%	11%	11%	11%	10%	11%	14%	9%	10%	12%	
6	89	43	44	3	14	13	18	23	18	17	31	41	6	20	25	35	48	41	23	23	18	12	4	8	79	10	55	24	10	21	69	39	50	58	31
	8%	8%	8%	3%	7%	10%	12%	7%	5%	8%	9%	4%	6%	9%	10%	7%	7%	8%	8%	8%	7%	8%	8%	8%	8%	7%	8%	8%	7%	6%	8%	9%	7%	8%	7%
7	44	21	23	2	7	4	9	9	12	10	13	21	3	9	14	17	24	19	4	26	8	4	1	1	30	14	26	12	5	7	37	18	25	26	18
	4%	4%	4%	2%	4%	2%	5%	5%	4%	3%	4%	5%	2%	3%	5%	5%	4%	4%	2%	9%	3%	3%	1%	1%	3%	9%	4%	4%	4%	2%	5%	4%	4%	4%	4%
8	50	30	20	4	6	13	5	10	11	10	18	22	4	17	10	17	36	13	14	9	14	6	3	4	39	11	27	14	9	8	42	19	31	31	18
	4%	5%	4%	3%	3%	7%	3%	6%	4%	3%	5%	5%	3%	5%	4%	5%	6%	3%	5%	3%	5%	4%	6%	4%	4%	7%	4%	4%	7%	2%	5%	5%	4%	4%	
9	3	-	3	-	-	1	-	*	1	-	1	2	-	1	-	2	2	1	1	1	*	-	-	-	1	2	3	-	-	1	2	2	1	2	
	*	-	1%	-	-	1%	-	*	1%	-	1%	2%	-	1%	-	2%	2%	1%	1%	1%	*	-	-	-	1%	2%	3%	-	-	1%	2%	2%	1%	2%	
10	22	13	8	-	3	1	6	5	6	3	7	11	-	5	7	7	12	10	7	6	3	3	1	1	18	4	10	8	3	5	17	9	13	10	12
	2%	2%	1%	-	2%	1%	3%	3%	2%	1%	2%	2%	-	1%	3%	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	3%	2%	3%	2%	1%	2%	2%	2%	1%	3%
Don't know	238	88	145	25	41	41	40	36	56	65	80	93	28	73	53	77	134	115	50	62	67	28	11	20	215	24	152	57	30	72	166	64	174	141	97
	21%	16%	25%	20%	21%	22%	21%	20%	21%	20%	22%	21%	20%	23%	20%	21%	19%	23%	19%	21%	26%	18%	20%	20%	22%	16%	22%	18%	21%	22%	21%	15%	24%	20%	22%
I did not vote	133	62	67	19	28	24	22	20	19	47	46	39	26	42	28	34	44	89	27	41	29	17	9	11	111	22	64	54	15	36	97	33	100	78	55
	12%	11%	12%	16%	14%	13%	12%	11%	7%	15%	12%	9%	18%	13%	10%	9%	7%	18%	10%	14%	11%	11%	16%	12%	11%	15%	9%	17%	11%	12%	8%	14%	14%	11%	12%
Mean	2.99	3.24	2.77	2.42	2.69	3.06	2.98	3.39	3.15	2.59	3.02	3.25	2.36	2.82	3.16	3.16	3.31	2.58	3.09	3.03	2.83	3.11	2.86	2.91	2.92	3.45	2.99	2.95	3.09	2.74	3.09	3.47	2.71	2.99	3.00

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	Total	General Election 2024 Vote					Referendum 2016 vote					Favourable to parties										Favourable to politicians									
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Cons (H)	Unfavourable to Cons (I)	Favourable to Lab (J)	Unfavourable to Lab (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Reform UK to Sunak (R)	Unfavourable to Reform UK to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (aa)	Favourable to Angela Rayner (ab)	Unfavourable to Angela Rayner (ac)	
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	283	303	283	590	248	486	353	358	285	288	597	322	271	404	343		
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380		
0	389 34%	41 24%	75 21%	22 *	70 28%	107 23%	129 F	64 L	207 31%	108 24%	143 37%	56 17%	117 37%	87 23%	116 36%	77 26%	157 27%	77 32%	199 31%	94 21%	145 39%	55 17%	113 38%	84 29%	167 28%	50 16%	102 36%	72 19%	132 35%		
1	15 1%	2 1%	4 1%	1 *	9 3%	5 1%	7 2%	3 1%	9 1%	8 2%	6 2%	2 1%	10 3%	4 1%	6 2%	7 2%	5 1%	2 1%	12 2%	8 2%	7 2%	2 1%	9 3%	8 3%	4 1%	3 1%	6 2%	2 1%	7 2%		
2	77 7%	9 5%	34 10%	5 *	21 6%	30 8%	32 8%	24 ING	39 11%	41 6%	27 9%	27 8%	22 7%	24 6%	26 8%	29 10%	37 6%	21 7%	43 SMY	45 10%	22 6%	32 10%	17 6%	29 9%	37 6%	28 9%	22 8%	34 9%	27 7%		
3	177 16%	36 21%	69 20%	4 *	40 16%	77 17%	58 15%	54 24%	87 13%	82 18%	61 16%	68 20%	47 15%	64 17%	52 16%	65 23%	84 14%	52 22%	85 13%	89 20%	48 13%	68 20%	44 15%	65 22%	78 13%	67 22%	46 16%	75 20%	60 16%		
4	150 13%	19 11%	64 18%	19 *	34 13%	79 17%	52 13%	28 12%	100 15%	93 20%	39 10%	66 20%	34 11%	65 17%	38 12%	43 15%	87 12%	29 12%	94 14%	18 8%	82 18%	32 9%	67 20%	28 9%	42 14%	87 15%	67 22%	25 9%	78 21%	39 10%	
5	126 11%	23 13%	43 12%	13 *	26 10%	58 13%	37 9%	28 12%	83 9%	57 12%	35 9%	39 12%	27 9%	56 15%	24 7%	23 8%	23 14%	23 10%	84 13%	60 9%	33 13%	44 10%	29 9%	26 14%	83 14%	42 7%	19 13%	50 9%	34 9%		
6	89 8%	22 13%	35 10%	10 11%	19 7%	47 10%	34 9%	14 6%	59 9%	37 8%	29 7%	41 12%	21 6%	36 9%	23 7%	22 8%	52 9%	19 8%	54 8%	39 9%	30 8%	38 11%	19 6%	21 7%	56 9%	23 7%	25 9%	34 9%	29 8%		
7	44 4%	9 5%	12 3%	6 *	9 4%	17 4%	23 6%	4 2%	27 4%	13 3%	17 4%	11 3%	15 5%	11 4%	13 3%	24 4%	12 5%	28 4%	12 3%	22 6%	22 3%	9 3%	12 4%	7 2%	23 4%	10 3%	17 6%	12 3%	22 6%		
8	50 4%	5 3%	9 3%	13 BC*	17 C	33 G	10 2%	5 2%	37 6%	13 3%	18 5%	11 3%	25 6%	11 3%	5 2%	36 6%	3 1%	36 4%	20 5%	21 4%	18 5%	12 4%	6 2%	41 7%	15 4%	12 3%	12 4%	18 5%			
9	3 *	1 1%	2 *	- *	- *	2 *	1 *	- *	3 *	* *	1 *	2 1%	1 *	2 *	1 *	- *	3 1%	- *	2 *	2 *	1 *	* *	1 *	- *	3 1%	* *	1 *	* *	1 *		
10	22 2%	5 3%	3 1%	1 *	9 4%	8 2%	9 2%	3 1%	17 2%	5 1%	10 2%	3 1%	12 4%	5 1%	10 3%	5 2%	13 2%	3 1%	17 3%	3 1%	12 3%	3 1%	14 5%	6 2%	13 2%	2 1%	6 2%	4 1%	11 3%		
Don't know	238 21%	37 21%	61 17%	20 21%	58 23%	77 17%	86 22%	44 19%	132 20%	73 16%	94 24%	43 13%	76 24%	57 15%	67 21%	55 19%	99 17%	52 22%	124 19%	64 14%	95 25%	45 13%	69 23%	58 19%	106 23%	39 13%	63 23%	51 14%	84 22%		
I did not vote	133 12%	3 2%	8 2%	1 *	5 2%	22 5%	38 10%	18 8%	62 9%	28 6%	42 11%	9 3%	35 11%	23 6%	41 13%	18 6%	48 8%	21 9%	61 9%	22 5%	44 12%	7 2%	37 12%	18 6%	54 9%	11 4%	31 11%	16 4%	45 12%		
Mean	2.99	3.58	3.33	4.01 C*	3.29	3.60 G	3.01	2.86	3.29 HND	3.21 D	2.90	3.73 HUMNDP	2.92	3.59 HUMNDP	2.83	3.00	3.48 HUMNDP	2.82	3.28 Rb	3.34 Rwb	3.00	3.63 RTUWYac	2.94	2.86	3.48 RSUWYac	3.55 RTUWYac	2.90	3.44 RUWYac	3.06		

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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/aa/ab/ac 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/ab/ac Minimum Base: 30(**) Small Base: 100(*)

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q8_2427. Imagine you had a total of ten points to allocate. How many points would you allocate to the leader of the party as being the most important factor in determining how you voted, how many to the party's policies, and how many to the party as a whole? - Leaders

All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HM (17 or under)		Education		Employment status			
	(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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
0	418	173	233	45	73	73	77	63	87	119	149	150	56	124	100	124	193	224	93	113	103	48	23	38	363	55	243	124	51	119	298	120	298	245	173	
	37%	32%	41%	37%	37%	39%	41%	34%	33%	37%	40%	33%	39%	39%	37%	33%	30%	45%	34%	38%	39%	31%	41%	38%	37%	37%	35%	39%	36%	36%	37%	29%	41%	35%	39%	
1	130	69	58	11	21	23	19	21	34	32	42	55	11	39	30	44	87	43	26	39	31	13	7	13	113	16	76	36	17	30	100	47	83	78	52	
	11%	13%	10%	9%	11%	12%	10%	12%	13%	10%	11%	12%	8%	12%	11%	12%	14%	9%	9%	13%	12%	9%	13%	13%	11%	11%	11%	11%	13%	9%	12%	11%	11%	11%	12%	
2	218	119	98	25	32	29	30	47	55	57	59	102	30	43	50	84	128	90	57	57	43	36	12	13	183	34	119	72	26	50	168	95	122	140	78	
	19%	22%	17%	20%	16%	16%	16%	26%	21%	18%	16%	23%	21%	14%	19%	23%	20%	18%	21%	19%	16%	23%	22%	13%	18%	23%	17%	23%	19%	15%	21%	23%	17%	20%	18%	
3	182	99	81	19	29	38	33	23	40	48	71	63	21	58	44	58	123	59	50	31	43	30	7	21	156	26	128	39	15	72	109	87	95	117	64	
	16%	18%	14%	15%	15%	20%	18%	13%	15%	15%	19%	14%	15%	18%	16%	16%	19%	12%	18%	10%	17%	19%	12%	21%	16%	18%	19%	12%	11%	22%	14%	21%	13%	17%	15%	
4	114	45	67	10	25	15	15	18	32	34	29	50	10	34	26	40	66	47	28	29	24	17	4	11	105	9	78	21	15	43	70	40	73	75	38	
	10%	8%	12%	8%	13%	8%	8%	10%	12%	11%	8%	11%	7%	11%	9%	11%	10%	9%	10%	10%	9%	11%	7%	11%	11%	6%	11%	6%	11%	13%	9%	10%	10%	11%	9%	
5	51	29	21	9	8	8	11	5	10	17	19	15	10	11	16	9	28	23	11	20	11	8	-	1	47	4	25	16	10	13	38	18	33	29	22	
	4%	5%	4%	7%	4%	4%	6%	3%	4%	5%	3%	4%	7%	3%	6%	2%	4%	5%	4%	7%	4%	5%	-	1%	5%	3%	4%	5%	7%	4%	5%	4%	5%	4%	5%	
6	19	10	8	3	6	-	2	5	3	9	2	8	3	6	2	7	10	8	4	2	5	4	2	1	17	1	11	7	1	3	15	8	11	12	7	
	2%	2%	1%	2%	3%	-	1%	3%	1%	3%	+	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	3%	4%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	
7	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	1	
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	*	-	-	*	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	*	
8	5	1	3	1	-	-	1	-	2	1	1	2	1	-	1	2	1	4	2	1	-	-	-	1	5	-	1	1	2	-	5	2	2	2	2	
	+	+	1%	1%	-	-	1%	-	1%	+	+	1%	1%	-	+	1%	+	1%	1%	+	-	-	-	1%	+	-	+	+	+	2%	-	1%	1%	+	+	1%
9	2	-	2	-	-	-	-	-	2	-	-	2	-	-	-	2	2	-	-	2	-	-	-	-	-	2	2	-	-	-	2	-	2	2	-	
	+	-	+	-	-	-	-	-	1%	-	-	1%	-	-	-	1%	+	-	-	1%	-	-	-	-	-	2%	+	-	-	-	-	+	-	+	-	
10	3	3	-	-	2	-	-	1	1	2	-	1	-	2	1	1	1	2	1	2	-	-	-	-	3	-	2	1	1	-	3	1	2	2	1	
	*	1%	-	-	1%	-	-	*	*	1%	-	*	-	1%	*	*	*	*	*	1%	-	-	-	-	*	-	*	*	*	-	*	*	*	*	*	
Don't know	238	88	145	25	41	41	40	36	56	65	80	93	28	73	53	77	124	115	50	62	67	28	11	20	215	24	152	57	30	72	166	64	174	141	97	
	21%	16%	25%	20%	21%	22%	21%	20%	21%	20%	22%	21%	20%	23%	20%	21%	19%	23%	19%	21%	26%	18%	20%	20%	22%	16%	22%	18%	21%	22%	21%	15%	24%	20%	22%	
I did not vote	133	62	67	19	28	24	22	20	19	47	46	39	26	42	28	34	44	89	27	41	29	17	9	11	111	22	64	54	15	36	97	33	100	78	55	
	12%	11%	12%	16%	14%	13%	12%	11%	7%	15%	12%	9%	18%	13%	10%	9%	7%	18%	10%	14%	11%	11%	16%	12%	11%	15%	9%	17%	11%	12%	8%	14%	11%	12%		
Mean	1.78	1.88	1.69	1.85	1.86	1.58	1.66	1.77	1.90	1.86	1.62	1.85	1.79	1.71	1.77	1.84	1.90	1.62	1.86	1.79	1.66	1.96	1.46	1.70	1.79	1.67	1.82	1.64	1.87	1.83	1.76	1.98	1.66	1.84	1.68	

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		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Other (E)	Remain (F)	Leave (G)	Favourable to Conservatives (H)	Unfavourable to Conservatives (I)	Favourable to Labour (J)	Unfavourable to Labour (K)	Favourable to Lib Dems (L)	Unfavourable to Lib Dems (M)	Favourable to Green Party (N)	Unfavourable to Green Party (O)	Favourable to Reform UK (P)	Unfavourable to Reform UK (Q)	Favourable to Reform UK to Sunak (R)	Unfavourable to Reform UK to Sunak (S)	Favourable to Starmer (T)	Unfavourable to Starmer (U)	Favourable to Davey (V)	Unfavourable to Davey (W)	Favourable to Farage (X)	Unfavourable to Farage (Y)	Favourable to Rachel Reeves (Z)	Unfavourable to Rachel Reeves (a)	Favourable to Angela Rayner (b)	Unfavourable to Angela Rayner (c)	
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343		
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0	418 37%	49 28%	82 23%	23 25% *	80 13%	120 26%	140 36% F	68 30% L	230 40% JUNPQ	115 25% L	156 40% HUNPQ	61 13% HP	130 41% HUNPQ	96 15% L	126 40% HUNPQ	79 27% L	181 31% JUN	78 33% TVZb	224 34% Z	98 22% Z	159 43% RSTVXYZbc	62 18% RSTVXYZbc	128 43% TVZb	85 29% TVZb	191 32% TVZb	54 18% RX	107 21% TVZb	78 38% RX	145 20% TVZb		
1	130 11%	24 14%	46 13%	18 19% *	33 13%	72 16% G	41 10% G	18 8% G	86 13% P	61 13% HP	41 11% HP	44 13% HP	34 11% HDP	58 9% HDP	29 9% HDP	25 9% HDP	84 14% HDP	15 6% HDP	90 14% RX	63 22% RX	43 11% R	41 12% R	38 13% R	25 8% R	92 15% RX	41 13% RX	37 13% RX	49 13% RX	41 11% R		
2	218 19%	47 27% E	89 25% E	25 26% E*	33 13% G	116 25% G	69 18% G	47 20% G	137 18% G	101 21% G	175 19% G	88 26% UKMOP	56 17% IMO	94 25% IMO	55 17% IMO	55 19% MO	132 23% WX	54 23% W	127 20% W	104 23% WX	64 17% SUWXd	88 26% SUWXd	43 14% SUW	49 17% SUW	132 22% Wx	71 23% W	53 19% W	89 24% SUWx	76 20% W		
3	182 16%	25 14%	73 21%	24 25% *	38 15% G	93 20% G	55 14% G	47 20% KMO	109 16% KM	102 22% KMO	44 11% KMO	86 26% KMO	36 11% KMO	82 21% KMO	41 13% KMO	51 18% KMO	105 18% KMO	105 20% UWac	102 16% Wac	100 22% SUWYac	46 12% a	89 26% STUWYac	34 11% UWac	57 19% UWac	107 18% RSTUWYac	85 8% RSTUWYac	23 24% SUWYac	91 12% a	44 12% a		
4	114 10%	17 10%	31 9%	4 4% *	38 15% CD	40 9% CD	49 13% UNQ	32 14% UNQ	58 9% UNQ	40 9% UNQ	38 10% UNQ	34 10% UNQ	31 8% UNQ	36 11% UNQ	47 16% UKLMNQ	82 9% UKLMNQ	105 9% UKLMNQ	105 12% UKLMNQ	47 8% Y	52 10% Y	34 9% Y	27 8% Y	30 10% Y	14 14% SUJY	19 8% SUJY	19 8% SUJY	15 10% SUJY	18 12% Y	22 10% Y	18 11% Y	
5	51 4%	9 5%	20 6%	2 2% *	15 6% Q	13 6% Q	22 4% Q	9 5% Q	31 6% Q	25 5% Q	19 4% Q	13 5% Q	18 6% Q	14 4% Q	17 5% Q	15 3% Q	19 3% Q	11 4% Y	30 5% Y	26 4% Y	14 5% Y	16 5% Y	15 6% Y	19 3% Y	19 7% UY	15 6% UY	18 7% UY	22 6% Y	18 5% Y		
6	19 2%	2 1%	8 2%	- - *	7 3%	7 2%	8 2%	6 3%	11 2%	11 2%	5 1%	5 3%	5 2%	5 2%	7 2%	9 1%	7 1%	3 1%	13 2%	12 3%	4 1%	9 3%	6 2%	12 4%	6 1%	8 3%	5 2%	7 2%	6 2%		
7	1 *	- -	1 *	- - *	- -	- -	1 *	- -	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
8	5 *	- -	1 *	- - *	3 1%	- -	2 1%	- -	3 1%	1 1%	2 1%	1 1%	2 1%	- -	2 1%	3 1%	- -	1 1%	3 1%	2 1%	2 1%	2 1%	1 1%	3 1%	- -	1 1%	1 1%	- -	2 1%		
9	2 *	- -	- -	- - *	2 1%	- -	2 1%	- -	- -	- -	2 1%	- -	2 1%	- -	2 1%	2 1%	- -	- -	2 1%	- -	2 1%	- -	2 1%	- -	2 1%	- -	- -	2 1%	- -	2 1%	
10	3 *	1 *	- -	- - *	2 1%	1 *	2 1%	1 *	2 1%	- -	3 1%	- -	2 1%	- -	1 1%	2 1%	3 1%	- -	1 1%	2 1%	- -	3 1%	1 1%	2 1%	- -	- -	- -	1 1%	- -	2 1%	
Don't know	238 21%	37 21%	61 17%	20 21% *	58 23%	77 17%	86 22%	44 19% L	132 20% HUNQ	73 16% HUNQ	94 24% HUNQ	43 13% HUNQ	76 24% HUNQ	57 15% L	67 21% L	55 19% L	99 22% TVZb	52 17% TVZb	124 19% TVZb	64 14% STVXYZb	95 25% STVXYZb	45 13% TVZb	69 23% TVZb	58 19% TVZb	106 28% TVZb	39 13% TVZb	63 23% TVZb	51 14% TVZb	84 22% TVZb		
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Mean	1.78	1.85	2.09	1.70 *	2.22	1.85	1.97	2.05 KQ	1.79	2.05 HMQ	1.74	2.19 HUNPQ	1.79	1.90 Q	1.86	2.36 HUNPQ	1.74	1.97 UY	1.81 Y	2.18 SUWYac	1.64	2.25 RSUWYac	1.68	2.35 RSUWYac	1.67	2.27 RSUWYac	1.79	2.14 SUWYac	1.81		

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Summary

All Adults aged 18+ in Great Britain

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year?													
	Improve Britain's economy (A)	Improve the NHS (B)	Improve my own standard of living (C)	Spend more on public services (D)	Improve living standards for people on low-incomes (E)	Get a better deal for for Britain's future relationship with the EU (F)	Reduce crime (G)	Reduce taxation (H)	Reduce social inequality (I)	Reduce social divisions (J)	Make Britons feel proud of their country (K)	Reduce immigration (L)	Reduce the cost of living (M)
Unweighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Very likely (2)	148 13% CGHIJLM	182 16% ACEFGHIJLM	118 10% GH	225 20% ABCEFGHIJLM	143 13% CGHIL	132 12% GHIL	93 8% G	94 8% H	121 11% GH	105 9% G	125 11% GH	104 9% G	128 11% GHIL
Fairly likely (1)	350 31% CFGHIJLM	356 31% CFGHIJLM	242 21% HL	404 35% ABCEFGHIJLM	370 32% CFGHIJLM	279 24% CGHL	235 21% HL	172 15% G	305 27% CGHIJLM	260 23% HL	277 24% CGHL	191 17% G	259 23% HL
Fairly unlikely (-1)	293 26% D	321 28% D	370 32% ABDEFK	240 21% D	299 26% D	311 27% D	401 35% ABDEFKLM	360 32% ADEFK	337 30% ADE	379 33% ABDEFK	307 27% D	341 30% ADE	353 31% ADEFK
Very unlikely (-2)	202 18% BD	166 15% D	261 23% ABDEFGJ	132 12% D	185 16% D	228 20% BDEI	225 20% BDE	361 32% ABCDEFGHIJLM	201 18% BD	227 21% ABDEI	241 20% ABDEI	334 29% ABCEFGHIJLM	242 21% ABDEI
Don't know	149 13% B	116 10% B	151 13% B	141 12% B	144 13% B	192 17% ABCDEHM	186 16% ABCDEHM	154 13% B	178 16% ABCDE	170 15% BDE	191 17% ABCDEHM	171 15% BDE	159 14% B

NET: Very/fairly likely	498 44% CFGHIJLM	538 47% ACFGHIJLM	360 32% GHL	629 55% ABCEFGHIJLM	513 45% CFGHIJLM	411 36% CGHIL	328 29% HL	266 23% G	426 37% CGHIJLM	365 32% GHL	402 35% CGHIL	295 26% G	387 34% GHIL
NET: Fairly/very unlikely	494 43% D	487 43% D	630 55% ABDEFKM	371 33% D	484 42% D	539 47% ABDE	627 55% ABDEFKM	721 63% ABCDEFGHIJLM	537 47% ABDE	605 53% ABDEFK	548 48% ABDE	675 59% ABCEFGHIJLM	595 52% ABDEFK

Mean	-0.05 CFGHIJLM	0.06 ACFGHIJLM	-0.42 HL	0.35 ABCEFGHIJLM	-0.01 CFGHIJLM	-0.24 CGHIJLM	-0.45 HL	-0.73 G	-0.20 CGHIJLM	-0.37 GHL	-0.28 CGHIL	-0.63 H	-0.33 CGHL
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5th - 6th July 2024
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 Adults aged 18+ in GB

Q9a_2427: How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve Britain's economy
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very likely (2)	148 13%	80 15%	66 12%	22 18% G	46 23% FGHI	27 15% I	16 9%	21 12% I	15 6%	68 21% KL	44 12% I	36 8%	26 18% OP	65 21% OP	27 10%	29 8%	85 13%	62 12%	39 15% U	39 13% U	18 7%	31 20% UX	11 21% U*	8 8% *	133 13%	15 10%	98 14%	35 11%	15 11% *	77 23% e	71 9%	75 18% g	73 10%	107 15% i	41 9%		
Fairly likely (1)	350 31%	176 32%	168 29%	45 37%	60 30%	67 36%	55 29%	52 28%	72 27%	105 33%	122 33%	124 27%	48 33%	106 34%	81 30%	102 27%	222 35% R	128 26%	86 32%	88 29%	80 31%	50 32%	13 23% *	33 33% *	316 32% Z	34 23%	216 31%	98 31%	36 26% *	111 34%	239 29%	138 33%	212 29%	235 33% i	115 26%		
Fairly unlikely (-1)	293 26%	123 22%	166 29% B	27 22%	33 17%	35 19%	60 32% DEF	52 28% EF	86 32% EF	60 19%	95 31% J	137 31% J	32 22%	51 16%	83 31% N	111 23% N	157 25%	135 27%	77 28%	80 27%	67 26%	35 23%	10 19% *	23 23% *	252 25%	41 27%	174 25%	77 24%	42 30% *	67 20%	226 28% d	98 23%	194 27%	169 24%	124 28%		
Very unlikely (-2)	202 18%	99 18%	100 17%	18 15%	27 14%	23 12%	31 17%	36 20%	65 24% DEF	45 14%	55 15%	101 23% JK	24 17%	35 11%	48 18% N	86 23% N	103 16%	98 20%	45 16% V	53 18% V	56 22% V	12 8%	14 25% V*	21 21% V*	165 17%	36 24% Y	112 16%	58 18%	32 23% *	46 14%	155 19% d	57 14%	145 20% f	114 16%	87 20%		
Don't know	149 13%	72 13%	73 13%	11 9%	30 15%	33 18% D	24 13%	23 12%	29 11%	41 13%	57 15%	51 11%	13 9%	58 18% MOP	31 11%	44 12%	72 11%	77 15%	24 9%	38 13%	39 15%	27 17% S	7 12% *	15 15% *	127 13%	23 15%	85 12%	50 16%	14 10% *	30 9%	119 15% d	51 12%	98 14%	77 11%	72 16% h		
NET: Very/fairly likely	498 44%	256 47%	234 41%	67 54% GHI	106 54% GHI	95 51% GHI	71 38%	73 40%	87 33%	172 54% KL	166 45% L	160 35%	74 52% OP	172 54% OP	108 40%	130 35%	307 48% R	190 38%	125 46%	127 43%	99 38%	82 52% U	24 44% *	41 41% *	449 45% Z	49 33%	314 46%	133 42%	51 37% *	188 57% e	309 38%	212 51% g	285 39%	342 49% i	156 35%		
NET: Fairly/very unlikely	494 43%	222 40%	266 46%	45 36%	61 31%	58 31%	91 49% DEF	88 48% DEF	151 57% DEF	105 33%	150 40%	239 53% JK	56 39% N	86 27% N	131 48% N	197 53% MH	261 41%	233 47%	122 45% V	133 45% V	124 47% V	47 30%	24 44% *	44 44% V*	417 42% Y	77 52%	286 42%	134 42%	74 53% a*	113 34%	381 47% d	155 37%	339 47% f	283 40%	211 48% h		
Mean	-0.05	0.03	-0.13	0.23 GHI	0.38 GHI	0.26 GHI	-0.22	-0.19	-0.48	0.32 KL	0.02 L	-0.36	0.15 OP	0.45 MOP	-0.18	-0.38	0.05 R	-0.19	-0.01	-0.08	-0.29	0.42 STUX	-0.05 *	-0.18 *	* Z	-0.39 *	0.02 c	-0.09	-0.32 *	0.35 e	-0.23	0.21 g	-0.20	0.08 i	-0.28		

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve Britain's economy
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	148 13%	8 5%	90 26%	9 9%	15 6%	69 15%	32 8%	41 18%	80 12%	118 26%	8 2%	68 20%	36 11%	71 19%	28 9%	52 18%	67 12%	48 20%	79 12%	117 26%	9 2%	74 22%	22 7%	48 16%	55 9%	75 24%	18 7%	102 27%	8 2%	
Fairly likely (1)	350 31%	32 19%	174 49%	42 45%	53 21%	191 41%	81 21%	56 25%	238 36%	235 51%	36 9%	152 46%	63 20%	162 43%	55 17%	65 23%	214 37%	55 10%	219 34%	237 52%	38 10%	150 45%	48 16%	66 22%	220 37%	169 55%	28 10%	192 52%	39 10%	
Fairly unlikely (-1)	293 26%	54 32%	48 14%	27 28%	86 34%	114 25%	111 28%	58 25%	172 26%	57 12%	141 36%	71 21%	83 26%	84 22%	95 30%	74 25%	148 26%	63 26%	166 25%	55 12%	140 38%	64 19%	95 28%	84 28%	156 26%	30 10%	105 37%	44 12%	147 39%	
Very unlikely (-2)	202 18%	65 38%	2 *	9 10%	73 29%	43 9%	123 32%	60 26%	96 14%	8 2%	174 45%	17 5%	115 36%	27 7%	116 37%	79 27%	82 14%	55 23%	107 16%	11 2%	162 43%	24 7%	109 37%	77 26%	83 14%	12 4%	116 41%	9 3%	152 40%	
Don't know	149 13%	12 7%	37 11%	8 8%	27 11%	46 10%	45 11%	12 5%	82 12%	39 8%	28 7%	26 8%	24 8%	37 10%	24 8%	20 7%	70 12%	20 8%	80 12%	35 8%	24 7%	23 7%	25 8%	20 7%	78 13%	22 7%	13 5%	24 7%	33 9%	
NET: Very/fairly likely	498 44%	40 23%	264 75%	51 54%	67 27%	260 56%	112 29%	97 43%	318 48%	354 77%	44 11%	221 66%	99 31%	234 61%	83 26%	117 40%	281 48%	103 43%	298 46%	353 78%	47 13%	225 67%	69 23%	114 39%	275 46%	243 79%	47 17%	295 79%	47 12%	
NET: Fairly/very unlikely	494 43%	120 70%	50 14%	36 38%	158 63%	157 34%	235 60%	118 52%	268 40%	65 14%	315 81%	88 26%	197 62%	111 29%	212 67%	153 53%	230 40%	118 49%	273 42%	65 14%	301 81%	87 26%	204 68%	161 54%	240 40%	41 13%	221 79%	54 14%	299 79%	
Mean	-0.05	-0.86	0.97	0.16	-0.66	0.31	-0.62	-0.18	0.06	0.95	-1.22	0.60	-0.60	0.48	-0.74	-0.23	0.07	-0.10	-0.01	0.94	-1.17	0.60	-0.81	-0.27	0.01	0.93	-1.01	0.96	-1.14	

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Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve the NHS
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	182 16%	106 19% C	73 13%	23 19% I	54 27% FGHI	31 17% I	23 12%	27 15%	23 9%	77 24% KL	55 15%	50 11%	27 19% P	74 23% OP	39 14%	38 10%	104 16%	77 15%	46 17%	43 14%	31 12%	38 25% Tu	10 18% *	14 14% *	168 17% Z	13 9%	118 17%	49 15%	14 10% *	75 23% e	106 13% g	89 21% g	93 13% g	129 18% i	52 12%	
Fairly likely (1)	356 31%	159 29%	189 33%	46 38% H	55 28% FGHI	71 38% HI	59 32%	51 28%	73 27%	102 32% L	130 35% L	124 28%	52 36% R	103 33%	87 32%	103 28%	225 35% R	132 26%	77 28%	93 31%	84 32%	47 30%	20 36% *	35 35% *	317 32% Z	39 27%	212 31%	101 32%	43 31% e	119 36% e	237 29% e	137 33% e	219 30% e	230 33% e	126 29%	
Fairly unlikely (-1)	321 28%	142 26%	174 30%	37 30% EF	38 19% EF	29 15% HI	62 33% EF	53 29% EF	102 38% EF	75 24% JK	90 34% L	155 44% JK	46 32% N	50 16% N	80 30% N	131 35% N	170 27% R	150 30%	85 31%	79 26%	79 30%	39 25%	13 24% *	25 25% *	274 28% Z	47 31%	195 29%	80 25%	46 33% *	74 22% d	246 30% d	97 23% f	224 31% f	194 28% f	127 29%	
Very unlikely (-2)	166 15%	88 16%	75 13%	11 9% GHI	24 12% GHI	24 13% GHI	24 13% GHI	40 22% DEFG	44 17%	34 11% J	48 13% L	84 19% J	11 7% M	36 11% MN	43 19% MN	69 20% MN	82 13% R	85 17%	43 16% V	50 17% V	39 15% V	11 7% V	6 11% *	17 17% v*	135 14% Y	31 21% Y	98 14%	45 14%	24 17% *	42 13% e	124 15% e	53 13% g	114 16% g	93 13% i	73 17%	
Don't know	116 10%	54 10%	61 11%	6 5% D	25 13% D	31 17% DHI	18 10% EF	13 7% DEF	23 9% DEF	31 10% L	49 13% L	37 8% L	7 5% MOP	53 17% MOP	21 8% N	30 8% N	59 9% R	57 11% R	21 8% S	33 11% S	27 10% S	21 13% S	6 11% *	9 9% *	98 10% Z	18 12% Z	62 9% a	42 13% b	13 9% c	20 6% d	96 12% d	43 10% f	74 10% g	57 8% h	59 14% h	
NET: Very/fairly likely	538 47%	265 48%	263 46%	69 57% GHI	109 56% GHI	103 55% GHI	82 44% GHI	78 42% GHI	97 36% GHI	179 56% L	185 50% L	174 39% L	79 55% P	177 56% OP	126 47% OP	141 38% OP	329 51% R	209 42% R	123 45% S	136 46% S	115 44% S	85 55% S	30 54% *	49 49% *	485 49% Z	53 36% Z	331 48% Z	150 47% Z	57 41% *	195 59% e	343 42% g	226 54% g	312 43% g	359 51% i	179 41%	
NET: Fairly/very unlikely	487 43%	231 42%	249 44%	48 39% GHI	62 32% GHI	52 28% GHI	86 46% EF	92 50% DEF	147 55% DEF	110 34% JK	138 37% L	239 53% JK	57 40% N	86 46% N	123 46% N	200 54% MH	252 39% R	235 47% R	128 47% S	129 43% S	119 46% S	50 32% S	19 35% *	41 42% *	409 41% Y	78 52% Y	293 43% a	124 39% b	70 50% *	116 35% d	371 46% d	149 36% f	338 47% f	287 41% f	200 46%	
Mean	0.06	0.11	0.02	0.29 GHI	0.45 GHI	0.37 GHI	-0.03	-0.16	-0.29	0.39 L	0.16 L	-0.24	0.28 OP	0.49 OP	* P	-0.26	0.17 R	-0.07	-0.01	*	-0.05	0.46 STU	0.29 *	0.06 *	0.12 Z	-0.33	0.09	0.11	-0.18 *	0.36 e	-0.06	0.30 g	-0.07	0.17 i	-0.11	

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		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	182 16%	10 6%	115 33%	12 12%	20 8%	92 20%	46 12%	40 18%	112 17%	154 34%	10 3%	92 28%	31 10%	29 24%	29 9%	55 19%	91 16%	45 19%	118 33%	150 33%	9 2%	97 29%	29 10%	54 18%	83 14%	97 32%	22 8%	129 35%	8 2%	
Fairly likely (1)	356 31%	31 18%	161 46%	42 44%	61 24%	187 41%	80 20%	58 25%	242 36%	211 46%	45 12%	146 44%	75 23%	156 41%	71 22%	78 27%	214 37%	64 27%	203 31%	220 49%	50 13%	140 42%	59 20%	68 23%	223 38%	148 48%	31 11%	170 46%	57 15%	
Fairly unlikely (-1)	321 28%	75 44%	47 13%	25 26%	87 34%	110 24%	133 34%	76 34%	178 27%	56 12%	164 42%	64 19%	99 31%	78 20%	107 34%	80 28%	159 27%	76 32%	176 32%	51 11%	156 42%	65 19%	100 33%	95 32%	155 26%	43 14%	115 41%	51 14%	161 42%	
Very unlikely (-2)	166 15%	46 27%	9 3%	8 9%	61 24%	38 8%	103 26%	39 17%	83 12%	11 2%	141 37%	13 4%	100 31%	24 6%	98 31%	59 20%	74 13%	39 16%	94 14%	11 2%	136 37%	18 5%	98 33%	61 21%	78 13%	10 3%	97 35%	6 2%	128 34%	
Don't know	116 10%	10 6%	19 5%	8 9%	24 9%	35 8%	30 8%	14 6%	53 8%	26 6%	27 7%	20 6%	15 5%	32 8%	13 4%	17 6%	43 7%	17 7%	61 9%	21 5%	22 6%	15 5%	13 4%	17 6%	54 9%	9 3%	16 6%	17 5%	27 7%	
NET: Very/fairly likely	538 47%	41 24%	276 79%	53 56%	81 32%	279 60%	126 32%	98 43%	354 53%	365 80%	55 14%	238 71%	105 33%	247 65%	100 31%	133 46%	305 53%	109 45%	321 49%	370 82%	58 16%	237 71%	88 29%	122 41%	306 52%	245 80%	53 19%	299 80%	65 17%	
NET: Fairly/very unlikely	487 43%	121 70%	56 16%	33 35%	148 59%	148 32%	236 60%	116 51%	261 39%	67 15%	305 79%	77 23%	200 65%	102 27%	205 65%	139 48%	233 40%	115 48%	270 41%	62 14%	292 78%	83 25%	198 66%	156 53%	232 39%	53 17%	212 75%	57 15%	288 76%	
Mean	0.06	-0.71	0.98	0.28	-0.48	0.43	-0.46	-0.08	0.20	1.02	-1.06	0.76	-0.54	0.61	-0.57	-0.03	0.17	-0.01	0.12	1.04	-1.03	0.73	-0.63	-0.15	0.15	0.94	-0.88	1.03	-0.97	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427: How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve my own standard of living
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438
Very likely (2)	118 10%	66 12%	50 9%	19 16% GHI	46 23% FGHI	26 14% GHI	9 5% I	13 7% I	5 2% I	65 20% KL	35 9% L	18 4% I	22 15% OP	67 21% OP	13 5% I	16 4% I	71 11% I	47 9% I	30 11% I	24 8% I	16 6% I	34 12% STUX	7 7% I	7 7% I	114 11% Z	5 3% I	80 12% I	28 9% I	10 7% I	74 22% e	45 6% I	66 16% g	52 7% I	98 14% i	20 5% I
Fairly likely (1)	242 21%	115 21%	121 21%	45 36% FGHI	52 26% HI	42 22% HI	40 21% I	27 15% I	38 14% I	96 30% KL	81 22% L	64 14% I	49 35% NOP	79 25% P	56 21% I	57 15% I	152 24% R	90 18% I	52 19% I	71 24% I	49 19% I	32 21% I	13 24% I	24 24% I	217 22% I	25 17% I	150 22% I	72 23% I	19 14% I	83 25% I	159 20% I	88 21% I	154 21% I	173 25% i	69 16% I
Fairly unlikely (-1)	370 32%	159 29%	208 36% B	32 26% I	39 20% I	50 27% I	71 38% DEF	62 34% E	114 43% DEF	71 33% J	121 39% J	177 31% I	37 26% I	65 21% I	104 38% MN	140 31% MN	212 33% I	157 31% I	92 34% I	97 32% I	90 34% I	49 32% I	12 22% I	30 30% I	322 32% I	48 32% I	239 35% b	85 27% I	46 33% I	86 26% I	284 35% d	121 29% I	249 34% I	213 30% I	157 36% I
Very unlikely (-2)	261 23%	130 24%	125 22%	18 14% I	32 16% I	26 14% I	46 25% DF	52 28% DEF	88 33% DEF	49 16% I	72 19% I	139 31% JK	23 16% I	43 14% I	66 24% MN	116 31% MN	128 20% I	133 27% Q	60 22% V	75 25% V	71 27% V	20 13% I	13 24% I	21 21% I	216 22% I	45 31% Y	138 20% I	76 24% I	47 34% a*	55 17% I	206 25% d	85 20% I	176 24% I	137 20% I	123 28% h
Don't know	151 13%	79 14%	68 12%	9 8% I	28 14% I	43 23% DEGI	20 11% I	30 16% DI	21 8% I	37 12% I	63 17% L	51 11% I	11 8% I	61 19% MOP	31 12% I	43 12% I	77 12% I	74 15% I	37 14% I	30 10% I	35 14% I	21 13% I	10 18% I	17 18% I	125 13% I	26 17% I	77 11% I	56 18% a	17 12% I	34 10% I	116 14% I	58 14% I	93 13% I	81 12% I	69 16% I
NET: Very/fairly likely	360 32%	181 33%	171 30%	64 52% FGHI	98 50% FGHI	67 36% HI	49 26% I	39 21% I	43 16% I	161 51% KL	116 31% L	83 18% I	71 50% OP	146 46% OP	69 26% I	72 20% I	223 35% R	137 27% I	82 30% I	95 32% I	65 25% I	66 42% SU	20 37% I	31 31% I	331 33% Z	29 20% I	231 34% c	101 32% c	29 21% I	156 47% e	204 25% I	154 37% g	206 28% I	271 39% i	89 20% I
NET: Fairly/very unlikely	630 55%	289 53%	333 58%	50 41% I	71 36% I	76 41% I	117 63% DEF	114 62% DEF	202 76% DEFGH	121 38% J	193 52% JK	316 70% I	60 42% I	108 34% MN	170 63% MN	256 69% MH	340 53% I	290 58% I	152 56% V	172 58% V	161 62% V	69 44% I	25 46% I	51 51% I	537 54% I	93 63% I	377 55% I	160 50% I	93 67% ab*	140 42% I	490 61% d	206 49% I	424 59% f	350 50% I	280 64% h
Mean	-0.42	-0.37	-0.47	0.13 GHI	0.24 GHI	-0.07 GHI	-0.63 I	-0.74 I	-0.98 I	0.20 KL	-0.37 L	-0.89 I	0.08 OP	0.25 OP	-0.65 I	-0.86 I	-0.31 R	-0.56 I	-0.43 I	-0.48 I	-0.67 I	0.08 STUX	-0.25 I	-0.41 I	-0.36 Z	-0.85 I	-0.34 c	-0.41 c	-0.83 I	0.12 e	-0.65 I	-0.20 g	-0.54 I	-0.19 i	-0.80 I

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve my own standard of living
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	118 10%	6 4%	75 21%	6 6%	15 6%	60 13%	24 6%	38 17%	58 9%	98 21%	7 2%	59 18%	25 8%	57 15%	19 6%	44 15%	47 8%	44 18%	54 8%	93 20%	5 1%	64 19%	15 5%	45 15%	41 7%	59 19%	16 6%	86 23%	7 2%	
Fairly likely (1)	242 21%	19 11%	121 35%	14 14%	37 15%	116 25%	51 13%	49 21%	151 23%	175 38%	20 5%	90 27%	53 16%	105 28%	46 14%	58 20%	128 22%	40 17%	151 23%	160 35%	27 7%	89 26%	49 16%	51 17%	131 22%	116 38%	23 8%	137 37%	27 7%	
Fairly unlikely (-1)	370 32%	70 41%	89 25%	37 39%	91 36%	147 32%	141 36%	65 29%	234 35%	100 22%	145 37%	109 33%	96 30%	118 31%	101 32%	86 30%	197 34%	77 32%	211 32%	112 25%	136 37%	110 33%	87 29%	92 31%	214 22%	69 32%	90 23%	87 23%	147 39%	
Very unlikely (-2)	261 23%	68 40%	17 5%	21 22%	90 36%	74 16%	146 37%	63 28%	136 20%	25 5%	198 51%	36 11%	125 39%	51 13%	134 42%	82 28%	133 23%	67 28%	144 22%	30 7%	185 50%	39 12%	134 45%	90 30%	125 21%	23 7%	145 52%	23 6%	180 47%	
Don't know	151 13%	9 5%	49 14%	18 19%	20 8%	64 14%	30 8%	13 6%	89 13%	60 13%	17 4%	39 12%	21 7%	52 13%	19 6%	20 7%	76 13%	13 5%	91 14%	59 13%	19 5%	35 10%	14 5%	18 6%	81 14%	41 13%	8 3%	40 11%	18 5%	
NET: Very/fairly likely	360 32%	26 15%	196 56%	19 20%	52 20%	177 38%	76 19%	86 38%	208 31%	273 60%	28 7%	149 45%	78 24%	162 42%	65 20%	102 35%	175 30%	83 35%	205 31%	253 56%	32 9%	152 45%	63 21%	96 33%	172 29%	174 57%	38 14%	223 60%	34 9%	
NET: Fairly/very unlikely	630 55%	138 80%	107 30%	58 61%	180 71%	221 48%	286 73%	128 56%	371 55%	125 27%	342 88%	146 44%	221 69%	168 44%	234 74%	167 58%	330 57%	145 60%	356 55%	141 31%	321 86%	149 44%	221 74%	181 61%	340 57%	91 30%	235 84%	109 29%	327 86%	
Mean	-0.42	-1.07	0.48	-0.69	-0.88	-0.15	-0.92	-0.31	-0.42	0.56	-1.37	0.09	-0.82	*	-0.95	-0.39	-0.48	-0.37	-0.43	0.44	-1.33	0.09	-0.97	-0.47	-0.49	0.45	-1.19	0.53	-1.29	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427: How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Spend more on public services
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	225 20%	116 21%	105 18%	25 21%	47 24% G	42 22%	26 14%	35 19%	49 18%	72 23%	68 18%	84 19%	28 20%	77 25% O	41 15%	66 18%	125 20%	99 20%	54 20%	54 18%	49 19%	35 22%	10 19%	22 22%	199 20%	26 17%	150 22%	54 17%	21 15% *	83 25% e	141 17%	99 24% g	126 17%	141 20%	84 19%	
Fairly likely (1)	404 35%	203 37%	196 34%	48 39%	73 37%	66 35%	66 35%	55 30%	96 36%	122 38%	131 35%	152 34%	56 39%	115 37%	93 34%	125 34%	259 41% R	145 29%	105 39%	105 35%	87 34%	58 37%	16 29%	34 34%	352 35%	52 35%	252 37%	116 36%	37 27% *	126 38%	279 34%	170 41% g	235 32%	257 37%	147 34%	
Fairly unlikely (-1)	240 21%	106 19%	128 22%	28 23%	30 15%	30 16%	43 23%	45 25% EF	65 24% E	57 18%	72 19%	110 24%	32 22% N	45 14%	62 23% N	94 25% N	124 19%	116 23%	54 20%	66 22%	57 22%	31 20%	13 24% *	19 19% *	213 21%	27 18%	146 21%	58 18%	36 26% *	62 19%	177 22%	62 15%	178 13% f	148 21%	92 21%	
Very unlikely (-2)	132 12%	61 11%	68 12%	12 10%	24 12%	15 8%	24 13%	23 13%	32 12%	37 12%	39 11%	56 12%	15 11%	32 10%	33 12%	47 13%	59 9%	72 14% Q	29 11%	42 14% V	30 11% V	8 5%	7 13% *	15 15% V*	109 11%	23 15%	69 10%	40 13%	22 16% *	31 9%	100 12%	36 9%	95 13% f	79 11%	52 12%	
Don't know	141 12%	63 11%	76 13%	9 7%	22 11%	34 18% DI	27 15% D	24 13%	24 9%	31 10%	61 16% JL	49 11%	12 9%	45 14%	40 15%	40 11%	72 11%	69 14%	30 11%	30 10%	38 14%	24 16%	8 15% *	10 11% *	120 12%	20 14%	69 10%	50 16% a	22 16% *	29 9%	112 14% d	52 12%	89 12%	77 11%	64 15%	
NET: Very/fairly likely	629 55%	319 58%	300 52%	74 60%	120 61% GH	107 58%	92 49%	91 49%	145 54%	194 61% L	200 54%	236 52%	84 59%	193 61% OP	134 50%	191 51%	385 60% R	245 49%	159 59%	159 53%	136 52%	93 60%	26 48% *	55 56% *	551 56%	78 53%	402 59% c	169 53%	58 42% *	209 63% e	420 52%	269 64% g	360 50%	398 57%	231 53%	
NET: Fairly/very unlikely	371 33%	168 31%	197 34%	40 33%	54 28%	44 24%	67 36% F	69 37% EF	97 36% F	94 29%	111 30%	166 37%	47 33%	77 25%	95 35% N	141 38% N	183 29%	188 37%	83 31%	109 36% V	87 33%	39 25%	21 37% *	34 34% *	321 32%	50 34%	215 31%	98 31%	59 42% ab*	94 28%	278 34%	98 23%	273 38% f	227 32%	144 33%	
Mean	0.35	0.42	0.28	0.41	0.51 G	0.59 GH	0.17	0.21	0.27	0.47	0.38	0.24	0.38	0.60 OP	0.20	0.21	0.47 R	0.19	0.42	0.23	0.31	0.62 T	0.19 *	0.32 *	0.37	0.24	0.44 c	0.32	-0.02 *	0.55 e	0.26	0.64 g	0.19	0.37	0.31	

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Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Spend more on public services
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	Total	General Election 2024 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 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343			
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380			
Very likely (2)	225 20%	29 17%	103 29%	11 11%	39 15%	100 22%	68 17%	60 27%	125 19%	146 32%	59 15%	91 27%	62 19%	94 25%	66 21%	64 22%	119 20%	71 29%	120 18%	136 30%	53 14%	98 29%	53 18%	80 27%	104 18%	93 30%	48 17%	120 32%	60 16%			
Fairly likely (1)	404 35%	51 30%	167 48%	54 57%	71 28%	214 46%	100 25%	76 33%	256 38%	212 46%	73 19%	160 48%	87 27%	175 46%	87 27%	88 30%	242 42%	82 34%	234 36%	219 48%	80 22%	157 47%	74 26%	78 26%	246 41%	157 51%	62 22%	177 48%	91 24%			
Fairly unlikely (-1)	240 21%	43 25%	46 13%	15 16%	70 28%	81 17%	104 27%	49 21%	139 21%	55 12%	115 30%	47 14%	81 25%	62 16%	75 24%	71 20%	114 20%	48 20%	140 22%	54 12%	114 31%	46 14%	79 27%	79 27%	120 20%	35 11%	82 29%	49 13%	112 29%			
Very unlikely (-2)	132 12%	35 20%	3 1%	4 5%	50 20%	25 5%	79 20%	30 13%	73 11%	9 2%	104 27%	12 4%	69 21%	19 5%	64 20%	41 14%	50 9%	26 11%	79 12%	9 2%	99 27%	14 4%	68 23%	40 14%	59 10%	5 2%	74 26%	5 1%	91 24%			
Don't know	141 12%	14 8%	33 9%	11 12%	22 9%	43 9%	41 10%	12 5%	75 11%	35 8%	36 9%	24 7%	22 7%	32 8%	26 8%	25 9%	55 10%	14 6%	78 12%	36 8%	25 7%	19 6%	25 8%	18 6%	64 11%	17 5%	15 5%	22 6%	26 7%			
NET: Very/fairly likely	629 55%	80 46%	270 77%	64 68%	110 44%	313 68%	168 43%	136 60%	381 57%	359 78%	132 34%	251 75%	148 46%	269 70%	153 48%	152 53%	361 62%	153 63%	354 54%	355 78%	134 36%	256 76%	127 43%	158 53%	350 59%	250 81%	110 39%	297 80%	151 40%			
NET: Fairly/very unlikely	371 33%	78 45%	48 14%	19 20%	120 48%	105 23%	183 47%	79 35%	212 32%	65 14%	219 57%	59 18%	149 47%	81 21%	140 44%	112 39%	165 28%	74 31%	219 34%	62 14%	213 57%	60 18%	146 49%	120 40%	179 30%	40 13%	156 55%	54 14%	203 53%			
Mean	0.35	-0.03	1.01	0.62	-0.09	0.68	-0.07	0.41	0.37	1.02	-0.38	0.88	-0.03	0.75	0.05	0.24	0.50	0.55	0.31	1.01	-0.36	0.88	-0.12	0.28	0.41	1.02	-0.27	1.02	-0.23			

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

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve living standards for people on low-incomes
 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)	Not working (i)		
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
Very likely (2)	143 13%	71 13%	69 12%	25 21% GHI	40 21% GHI	23 13%	15 8%	20 11%	19 7%	66 21% KL	39 10%	39 9%	29 21% OP	56 18% OP	23 8%	35 9%	80 13%	63 12%	35 13%	34 12%	18 7%	33 21% STU	12 21% U*	11 11% *	130 13%	13 9%	89 13%	39 12%	16 11% *	66 20% e	77 10%	70 17% g	73 10%	98 14%	45 10%			
Fairly likely (1)	370 32%	173 32%	189 33%	48 39% I	67 34% I	69 37% I	61 33% I	58 32% I	66 25% I	116 36% L	130 35% L	124 28% L	54 38% P	117 37% P	88 33% P	95 25% P	239 37% R	131 26% R	88 32% R	105 35% R	87 33% R	40 26% R	17 31% *	32 32% *	320 32% R	50 34% R	236 34% R	99 31% R	35 25% *	121 37% R	249 31% R	152 36% g	218 30% R	248 35% i	122 28% R			
Fairly unlikely (-1)	299 26%	136 25%	162 28%	25 20% I	36 19% I	35 19% I	56 30% DEF	51 28% EF	96 36% DEF	61 36% DEF	91 33% JK	147 33% JK	28 20% N	58 18% N	75 28% MN	126 34% MN	171 27% R	128 26% R	79 29% W	68 23% W	80 31% W	41 27% W	5 9% *	26 27% W*	270 27% R	29 20% R	179 26% R	76 24% R	45 32% *	71 21% R	228 28% d	96 23% R	203 28% R	181 26% R	118 27% R			
Very unlikely (-2)	185 16%	103 19% C	77 13%	17 14% C	27 14% C	24 13% C	27 14% C	37 20% C	52 20% C	45 14% C	51 14% C	89 20% K	22 15% C	34 11% C	47 17% N	74 20% N	80 13% C	105 21% Q	37 14% C	61 20% V	44 17% C	15 22% V*	15 15% *	153 15% C	31 21% C	103 15% C	57 18% C	25 18% *	43 13% C	141 17% C	53 13% C	132 18% f	100 14% C	85 19% C				
Don't know	144 13%	66 12% C	76 13% C	7 6% D	25 13% D	35 19% DH	27 14% D	18 10% D	33 12% D	32 10% D	62 17% J	51 11% D	9 6% M	51 16% M	38 14% M	41 11% M	69 11% R	75 15% R	32 12% R	30 10% R	32 12% R	26 17% R	10 17% *	14 14% *	120 12% R	25 17% R	79 12% R	46 15% R	19 14% *	31 9% R	114 14% d	48 12% R	96 13% R	76 11% R	69 16% h			
NET: Very/fairly likely	513 45%	244 44%	257 45%	74 60% GHI	108 55% GHI	92 50% I	77 41% I	78 42% I	85 32% I	181 57% KL	169 45% L	163 36% L	84 59% OP	174 55% OP	111 41% OP	129 35% OP	319 50% R	194 39% R	123 45% R	139 47% R	104 40% R	74 47% R	29 52% *	44 44% *	450 45% R	63 43% R	325 47% c	138 44% R	50 36% *	187 56% e	326 40% g	222 53% g	291 40% i	346 49% i	167 38% i			
NET: Fairly/very unlikely	484 42%	239 43%	239 42%	42 34% I	64 33% I	59 32% I	83 45% EF	88 48% DEF	148 56% DEF	106 33% DEF	142 38% JK	236 52% JK	50 35% MN	91 29% MN	122 45% MN	201 54% MNO	251 39% Q	232 46% Q	116 43% Q	128 43% Q	124 48% vw	57 36% Q	17 31% *	42 42% *	423 43% R	60 41% R	282 41% R	133 42% R	70 50% *	114 34% d	370 46% d	148 35% d	335 46% f	281 40% f	203 46% h			
Mean	-0.01	-0.05	0.02	0.34 GHI	0.33 GHI	0.22 GHI	-0.11	-0.16	-0.41	0.34 KL	0.05 L	-0.31	0.31 OP	0.40 OP	-0.15	-0.34	0.12 R	-0.19	0.02	-0.06	-0.21	0.27 U	0.25 *	-0.02 *	*	-0.12 *	0.05	-0.05	-0.24 *	0.32 e	-0.15	0.24 g	-0.16	0.10 i	-0.20			

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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(*)

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Improve living standards for people on low-incomes
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	143 13%	11 6%	84 24%	8 8%	21 8%	69 15%	34 9%	40 18%	82 12%	107 23%	20 5%	66 20%	31 10%	67 18%	31 10%	50 17%	64 11%	43 18%	81 12%	110 24%	21 6%	72 21%	20 7%	47 16%	62 10%	72 24%	19 7%	95 26%	18 5%	
Fairly likely (1)	370 32%	40 23%	168 48%	44 47%	50 20%	199 43%	84 21%	66 29%	242 36%	238 52%	49 13%	169 50%	67 21%	171 21%	67 21%	80 28%	223 38%	73 30%	221 52%	235 12%	46 47%	158 47%	53 18%	76 26%	219 37%	158 52%	41 15%	179 48%	52 14%	
Fairly unlikely (-1)	299 26%	65 37%	61 17%	20 21%	88 35%	101 22%	134 34%	60 26%	164 25%	63 14%	146 38%	52 16%	108 34%	76 20%	98 31%	73 25%	150 26%	65 27%	163 46%	52 11%	144 39%	52 16%	114 30%	88 30%	155 26%	45 15%	100 36%	56 15%	148 39%	
Very unlikely (-2)	185 16%	38 22%	7 2%	13 13%	71 28%	43 9%	104 27%	40 17%	107 16%	12 3%	142 37%	21 6%	95 30%	30 8%	101 32%	65 22%	81 14%	37 16%	116 18%	14 3%	136 36%	23 7%	96 32%	64 22%	81 14%	10 3%	110 39%	8 2%	132 35%	
Don't know	144 13%	19 11%	32 9%	10 10%	23 9%	51 11%	36 9%	21 9%	73 11%	38 8%	29 7%	27 8%	19 6%	37 10%	20 6%	21 7%	63 11%	23 9%	71 11%	44 10%	26 7%	30 9%	16 5%	21 7%	75 13%	20 7%	11 4%	34 9%	30 8%	
NET: Very/fairly likely	513 45%	51 29%	252 72%	52 55%	70 28%	267 58%	118 30%	107 47%	324 49%	345 51%	70 18%	234 70%	98 31%	238 62%	99 31%	131 45%	287 49%	116 48%	302 46%	344 76%	67 18%	230 69%	73 25%	123 42%	281 47%	230 75%	60 21%	274 74%	69 18%	
NET: Fairly/very unlikely	484 42%	103 60%	68 19%	33 35%	159 63%	144 31%	238 61%	100 44%	271 41%	75 16%	288 74%	73 22%	204 64%	106 28%	199 63%	138 48%	231 40%	102 42%	279 43%	65 14%	279 75%	75 22%	209 70%	152 51%	237 40%	56 18%	210 75%	64 17%	280 74%	
Mean	-0.01	-0.52	0.82	0.16	-0.61	0.36	-0.53	0.04	0.05	0.87	-0.95	0.67	-0.56	0.49	-0.57	-0.08	0.07	0.09	-0.02	0.92	-0.94	0.67	-0.75	-0.17	0.05	0.83	-0.90	0.88	-0.93	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Get a better deal for Britain's future relationship with the EU

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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
Very likely (2)	132 12%	72 13%	58 10%	27 22% FGHI	41 21% FGHI	19 10%	11 6%	18 10%	16 6%	67 21% KL	30 8%	34 8%	29 21% OP	55 17% OP	17 6%	30 8%	73 11%	58 12%	31 11%	36 12% U	17 6%	29 19% U	8 15% *	11 11% *	124 13% Z	7 5%	79 11%	41 13%	12 9% *	60 18% e	72 9% g	62 15% g	70 10%	93 13% i	38 9%			
Fairly likely (1)	279 24%	133 24%	143 25%	36 29% I	56 28% I	59 32% HI	43 23%	38 21%	48 18%	92 29% L	102 27% L	85 19%	40 28% P	95 30% P	67 25%	67 18%	182 28% R	97 19%	70 26%	74 25%	56 21%	42 27%	18 32% *	20 20% *	246 25% Z	33 22%	181 26%	69 22%	29 21% a	100 30% e	179 22%	115 28%	164 23%	193 27% i	86 20%			
Fairly unlikely (-1)	311 27%	151 27%	154 27%	25 20%	34 17%	33 18%	62 33% DEF	56 31% DEF	101 27% DEF	59 38% J	95 27% JK	157 35%	33 23% P	49 30% N	82 37% MN	137 27%	173 27%	138 29%	79 23%	69 23% TW	84 24%	37 24%	8 15% *	34 34% w*	272 27% Z	39 27%	198 29% b	67 21% b*	45 33% b*	80 24%	231 29%	102 24%	209 29%	188 27%	123 28%			
Very unlikely (-2)	228 20%	113 21%	109 19%	20 17%	30 15%	19 10%	38 21% F	49 27% DEF	71 27% EF	50 16% JK	57 15% JK	120 27% JK	24 17% JK	37 12% N	57 21% MN	96 26% MN	118 19%	109 22%	53 19% V	76 26% V	53 20% V	17 11%	9 17% *	19 19% *	189 19% Z	38 26%	128 19%	70 22%	30 21% *	47 14% d	181 22% d	72 17% g	156 22%	121 17% h	106 24% h			
Don't know	192 17%	80 15%	109 19%	14 12%	36 18%	55 30% DEGHI	32 17%	23 12%	32 12%	50 16% KL	87 23% JL	54 12%	17 12% MOP	79 25% MOP	47 18%	42 11%	93 15% Q	99 20% Q	39 14%	42 14%	51 20%	31 20%	12 22% *	16 16% *	161 16% Z	30 20%	99 14%	70 22% a	23 16% *	44 13% e	147 18% d	67 16% g	124 17% g	107 15% i	85 19%			
NET: Very/fairly likely	411 36%	205 37%	200 35%	63 51% GHI	96 49% GHI	78 42% GHI	54 29%	56 30%	64 24%	159 50% KL	132 36% L	119 27%	70 49% OP	150 47% OP	84 31%	97 26%	255 40% R	156 31%	101 37% U	110 37% U	72 28%	71 46% UX	26 47% U*	31 31% *	370 37% Z	41 27%	259 38%	110 35% z	41 30% *	160 48% e	251 31% g	177 42% g	234 32% i	286 41% i	124 28%			
NET: Fairly/very unlikely	539 47%	264 48%	263 46%	46 37% GHI	64 33% GHI	52 28%	100 54% DEF	105 57% DEF	171 64% DEF	109 34%	153 41%	277 61% JK	56 39% N	87 28% MN	139 52% MNO	232 63%	292 46% R	247 49%	131 48% VW	146 49% VW	137 53% VW	54 35%	17 31% *	53 53% vw*	461 46% Z	77 52%	327 48%	137 43% z	75 54% *	127 38% e	412 51% d	174 42% f	365 50% f	309 44% i	229 52% h			
Mean	-0.24	-0.21	-0.25	0.22 GHI	0.27 GHI	0.20 GHI	-0.48	-0.50	-0.69	0.25 KL	-0.17 L	-0.61	0.15 OP	0.34 OP	-0.43	-0.61	-0.15	-0.35	-0.22	-0.30	-0.48	0.23 STUX	0.17 U*	-0.37 *	-0.19 Z	-0.57 *	-0.20	-0.23	-0.44 *	0.16 e	-0.41	-0.02 g	-0.36	-0.09 i	-0.49			

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		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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	132 12%	8 5%	92 26%	6 6%	13 5%	62 13%	31 8%	37 16%	73 11%	104 23%	11 3%	60 18%	29 9%	67 17%	23 7%	40 14%	64 11%	37 15%	69 11%	105 23%	8 2%	66 20%	19 6%	42 14%	55 9%	67 22%	22 8%	89 24%	10 3%	
Fairly likely (1)	279 24%	16 9%	125 36%	39 41%	42 17%	151 33%	48 12%	47 21%	185 28%	188 41%	36 9%	127 38%	50 16%	133 27%	42 13%	58 20%	159 27%	46 19%	175 27%	173 38%	36 10%	115 34%	40 13%	57 19%	162 27%	121 40%	38 14%	147 39%	39 10%	
Fairly unlikely (-1)	311 27%	62 36%	66 19%	30 31%	84 33%	130 28%	119 30%	63 28%	187 28%	188 18%	84 18%	136 35%	80 24%	92 29%	82 21%	104 26%	167 29%	74 31%	176 27%	84 18%	131 35%	83 25%	88 27%	81 29%	174 29%	67 22%	88 31%	75 20%	139 37%	
Very unlikely (-2)	228 20%	69 40%	18 5%	4 4%	81 32%	53 12%	138 35%	62 27%	114 17%	24 5%	174 45%	24 7%	127 40%	42 11%	123 39%	80 27%	104 18%	62 26%	122 19%	30 7%	166 45%	33 10%	124 42%	84 28%	105 18%	20 7%	115 41%	20 5%	158 42%	
Don't know	192 17%	17 10%	51 15%	17 18%	32 13%	65 14%	56 14%	19 8%	108 16%	59 13%	30 8%	43 13%	23 7%	58 15%	27 8%	36 12%	86 15%	23 9%	109 17%	61 14%	31 8%	39 11%	27 9%	31 10%	97 16%	31 10%	18 6%	42 11%	33 9%	
NET: Very/fairly likely	411 36%	24 14%	216 62%	45 47%	56 22%	214 46%	79 20%	84 37%	259 39%	291 64%	46 12%	186 56%	79 25%	200 52%	64 20%	98 34%	223 38%	83 34%	244 37%	278 61%	45 12%	181 54%	59 20%	100 34%	218 37%	188 61%	60 21%	235 63%	49 13%	
NET: Fairly/very unlikely	539 47%	131 76%	84 24%	33 35%	164 65%	183 40%	257 65%	125 55%	301 45%	108 24%	311 80%	104 31%	219 68%	124 32%	227 71%	155 54%	271 47%	135 56%	299 46%	114 25%	297 80%	116 34%	213 71%	165 56%	278 47%	88 29%	203 72%	95 26%	297 78%	
Mean	-0.24	-1.09	0.69	0.17	-0.80	0.10	-0.84	-0.31	-0.15	0.66	-1.20	0.40	-0.80	0.31	-0.91	-0.38	-0.18	-0.36	-0.20	0.61	-1.20	0.33	-0.96	-0.40	-0.22	0.53	-0.90	0.63	-1.14	

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

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce crime
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	93 8%	45 8%	46 8%	16 13%	32 16%	21 11%	13 7%	10 5%	2 1%	47 15%	34 9%	12 3%	17 12%	48 15%	17 6%	10 3%	55 9%	38 8%	19 7%	31 10%	9 4%	21 14%	7 12%	6 6%	87 9%	6 4%	61 9%	25 8%	7 5%	57 17%	36 4%	52 12%	41 6%	72 10%	21 5%	
Fairly likely (1)	235 21%	121 22%	110 19%	42 34%	56 28%	39 21%	34 18%	28 15%	36 13%	98 31%	73 20%	64 14%	45 32%	83 26%	52 19%	53 14%	133 21%	102 20%	67 25%	52 18%	41 16%	44 28%	11 20%	20 20%	215 22%	20 13%	145 21%	69 22%	21 15%	91 27%	144 18%	90 22%	144 20%	178 25%	56 13%	
Fairly unlikely (-1)	401 35%	178 32%	217 38%	36 29%	49 25%	50 27%	71 38%	71 39%	124 47%	85 27%	122 33%	195 43%	41 29%	78 25%	102 38%	157 42%	234 37%	167 33%	90 33%	112 38%	108 41%	43 28%	16 30%	32 32%	342 34%	59 40%	258 38%	87 27%	56 41%	97 29%	304 38%	137 33%	264 37%	232 33%	169 39%	
Very unlikely (-2)	225 20%	121 22%	103 18%	15 12%	32 16%	26 14%	34 18%	48 26%	71 27%	47 15%	60 16%	119 26%	22 15%	40 13%	52 19%	98 26%	115 18%	111 22%	53 19%	62 21%	54 21%	21 13%	12 22%	23 23%	189 19%	37 25%	124 18%	70 22%	31 23%	42 13%	183 23%	65 16%	160 22%	123 17%	103 23%	
Don't know	186 16%	85 15%	98 17%	15 12%	28 14%	49 26%	35 19%	26 14%	34 13%	43 13%	83 22%	60 13%	18 12%	66 21%	47 17%	52 14%	102 16%	84 17%	43 16%	41 14%	48 18%	27 17%	9 15%	19 19%	160 16%	27 18%	97 14%	66 21%	23 17%	44 13%	143 18%	74 18%	113 16%	97 14%	89 20%	
NET: Very/fairly likely	328 29%	167 30%	155 27%	58 47%	87 45%	60 32%	47 25%	38 21%	38 14%	145 45%	107 29%	76 17%	62 44%	131 41%	69 26%	64 17%	189 29%	139 28%	86 32%	83 28%	51 19%	65 41%	18 32%	26 26%	302 30%	26 17%	206 30%	94 30%	28 20%	148 45%	179 22%	142 34%	186 26%	251 36%	77 18%	
NET: Fairly/very unlikely	627 55%	298 54%	319 56%	50 41%	81 41%	77 41%	105 56%	119 65%	195 73%	131 41%	182 49%	314 70%	63 44%	119 38%	154 57%	255 69%	349 55%	278 55%	143 53%	174 58%	162 62%	64 41%	29 52%	55 55%	531 53%	96 64%	382 56%	157 49%	88 63%	139 42%	487 60%	202 48%	424 59%	354 50%	272 62%	
Mean	-0.45	-0.45	-0.47	0.07	0.04	-0.16	-0.52	-0.76	-0.97	0.05	-0.35	-0.89	-0.04	0.08	-0.54	-0.87	-0.41	-0.51	-0.40	-0.48	-0.73	0.01	-0.35	-0.58	-0.40	-0.83	-0.41	-0.43	-0.73	0.08	-0.68	-0.21	-0.59	-0.25	-0.79	

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce crime
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	93 8%	9 5%	56 16%	4 4%	11 4%	41 9%	23 6%	33 14%	39 6%	72 16%	7 2%	42 13%	18 6%	40 10%	13 4%	33 11%	34 6%	34 14%	41 6%	70 16%	9 2%	48 14%	11 4%	34 11%	31 5%	43 14%	13 5%	61 16%	6 2%	
Fairly likely (1)	235 21%	13 7%	124 35%	22 23%	34 14%	125 27%	47 12%	50 22%	140 21%	169 37%	21 5%	98 29%	46 14%	109 29%	39 12%	59 21%	120 22%	53 20%	132 36%	162 29%	20 5%	98 29%	36 12%	65 22%	112 19%	108 35%	18 6%	135 36%	22 6%	
Fairly unlikely (-1)	401 35%	71 41%	109 31%	32 34%	92 37%	160 35%	147 37%	71 31%	259 39%	123 27%	159 41%	116 35%	106 33%	129 34%	117 37%	97 34%	229 39%	77 32%	236 36%	124 27%	152 41%	107 32%	121 40%	99 33%	234 39%	91 30%	110 39%	105 28%	167 44%	
Very unlikely (-2)	225 20%	63 36%	8 2%	15 16%	89 35%	60 13%	131 33%	56 25%	118 18%	24 5%	171 44%	24 7%	120 38%	32 8%	122 38%	76 26%	98 17%	55 23%	131 20%	24 5%	165 44%	35 10%	117 39%	78 26%	109 18%	17 6%	121 43%	18 5%	161 42%	
Don't know	186 16%	17 10%	54 15%	22 23%	27 11%	76 17%	45 11%	18 8%	113 17%	70 15%	29 7%	54 16%	30 9%	72 19%	27 9%	25 9%	100 17%	22 9%	111 17%	73 16%	27 7%	48 14%	14 5%	21 7%	107 18%	48 16%	20 7%	53 14%	24 6%	
NET: Very/fairly likely	328 29%	22 13%	180 51%	26 27%	45 18%	166 36%	70 18%	82 36%	178 27%	241 53%	28 7%	140 42%	64 20%	149 39%	52 16%	91 32%	154 26%	87 36%	173 27%	232 51%	29 8%	145 43%	46 16%	98 33%	143 24%	150 49%	31 11%	196 53%	28 7%	
NET: Fairly/very unlikely	627 55%	134 77%	117 33%	47 49%	181 72%	220 48%	278 71%	127 56%	377 56%	147 32%	330 85%	140 42%	226 71%	161 42%	239 75%	173 60%	327 56%	131 55%	367 56%	148 33%	317 85%	142 42%	238 80%	177 60%	342 24%	108 35%	231 82%	123 33%	327 86%	
Mean	-0.45	-1.06	0.37	-0.45	-0.95	-0.19	-0.91	-0.33	-0.50	0.37	-1.30	0.07	-0.91	-0.01	-1.02	-0.47	-0.50	-0.29	-0.53	0.34	-1.28	0.06	-1.05	-0.45	-0.57	0.26	-1.18	0.36	-1.28	

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Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce taxation
 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)	Not working (i)		
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
Very likely (2)	94 8%	42 8%	51 9%	18 15% GHI	32 16% GHI	18 10% I	11 6% I	11 6% I	5 2%	50 16% KL	29 8% L	15 3%	19 13% OP	47 15% OP	15 5%	14 4%	55 9%	39 8%	23 8%	24 8%	15 6%	21 13% U	5 10% *	7 7% *	85 9%	10 7%	59 9%	28 9%	8 6% *	55 17% e	39 5%	47 11% g	47 7%	71 10% i	24 5%			
Fairly likely (1)	172 15%	91 17%	76 13%	33 27% FGHI	53 27% FGHI	29 16% HI	25 13% H	11 6% H	20 8%	86 27% KL	54 14% L	32 7%	37 26% OP	77 24% OP	29 11%	27 7%	94 15%	78 16%	45 16%	46 16%	28 11%	31 20% U	8 14% *	14 14% *	158 16%	14 10%	113 16%	44 14%	15 11% *	81 24% e	91 11%	62 15%	110 15%	132 19% i	40 9%			
Fairly unlikely (-1)	360 32%	174 32%	180 31%	37 30%	43 22% FGHI	55 29% HI	61 33% H	66 36% H	99 37% E	80 25% E	116 31% J	164 44% JK	41 28% N	73 23% MN	98 36% MN	133 44% MNO	208 33% Q	152 30%	94 35%	92 31%	75 29%	51 32%	15 28% *	33 33% *	309 31%	51 34%	223 33%	96 30%	42 30% *	91 27% *	269 33% *	135 32%	225 31%	217 31% *	143 33%			
Very unlikely (-2)	361 32%	183 33%	174 30%	24 20%	40 21% FGHI	36 19% HI	64 35% HI	72 39% HI	124 47% DEF	65 20% J	100 27% JK	197 44% JK	33 23% N	55 18% MN	90 33% MNO	162 44% MNO	211 33% Q	150 30%	79 29%	101 34% V	104 40% SV	32 21%	14 26% *	31 31% *	307 31%	54 37%	208 30%	96 30%	57 41% a*	61 18% d	300 37% d	114 27% f	247 34% f	198 28% h	163 37% h			
Don't know	154 13%	59 11%	92 16% B	11 9%	27 14% DEGHI	49 26% DEGHI	25 13% I	24 13% I	19 7%	37 12% JL	74 20% JL	43 9%	13 9% MP	64 20% MP	39 14% P	35 9%	71 11% Q	82 16% Q	31 11%	35 12%	40 15%	21 13% *	12 23% *	15 15% *	135 14%	19 13%	83 12% a	54 17% a	17 12% *	43 13% *	111 14% *	60 14% *	94 13% *	84 12% *	69 16% *			
NET: Very/fairly likely	266 23%	133 24%	127 22%	51 41% FGHI	86 44% FGHI	47 25% HI	36 19% HI	22 12%	25 9%	137 43% KL	83 22% L	47 10%	56 39% OP	123 39% OP	44 16%	41 11%	149 23%	117 23%	68 25% U	70 24%	42 16%	52 33% TU	13 24% *	21 21% *	242 24%	24 16%	172 25%	71 22%	23 17% *	136 41% e	130 16%	109 26%	157 22% i	203 29% i	64 14%			
NET: Fairly/very unlikely	721 63%	357 65%	354 62%	61 50%	84 43% FGHI	90 49% HI	125 67% DEF	138 75% DEF	223 84% DEF	145 45% J	216 58% JK	361 80% JK	73 51% N	128 41% MN	188 69% MN	295 79% MNO	419 66% Q	302 60%	173 64%	193 65% V	179 69% V	83 53%	30 54% *	64 64% *	616 62%	105 71%	431 63%	192 60%	98 71% *	152 46% *	569 70% d	250 60%	472 65%	416 59% i	306 70% h			
Mean	-0.73	-0.74	-0.73	-0.15 GHI	-0.04 FGHI	-0.45 GHI	-0.89 I	-1.11	-1.28	-0.08 KL	-0.68 L	-1.21	-0.23 OP	-0.05 OP	-0.95 P	-1.19	-0.75	-0.71	-0.67 U	-0.76	-1.02	-0.32 STUX	-0.61 *	-0.79 *	-0.69	-0.97	-0.68 c	-0.72	-1.02 *	-0.08 e	-1.00	-0.58 g	-0.82	-0.55 i	-1.03			

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	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	94 8% 1%	2 15% BDE	52 39% 15%	3 4% *	18 7% B	39 9% G	19 5% 10%	33 15% IKMOQ	43 6% K	70 15% IKMNOQ	11 3% IKMOQ	42 13% IKMOQ	24 7% K	41 11% IKOQ	16 5% K	41 14% IKMOQ	32 5% K	41 17% SUVYac	37 6% Uc	71 16% SUVYac	10 3% SUVYac	44 13% c	15 5% c	40 13% SUVYac	26 4% c	50 16% SUVYac	13 4% c	66 18% SUVYac	8 2%	
Fairly likely (1)	172 15%	17 10%	86 25% BDE	13 14% *	20 8% G	77 17% G	38 10% 10%	44 19% KMO	91 14% KO	122 27% HIKLMNOPQ	14 4% KMO	66 11% IKMOPQ	35 11% K	73 19% IKMOQ	29 9% K	41 14% KO	80 14% KO	37 15% UWac	95 24% UWac	110 20% RSUVWXYac	21 6% SUVYac	66 9% Uc	27 13% Uc	39 9% UWac	83 14% RSUVWXYac	75 9% Uc	25 25% Uc	93 25% RSUVWXYac	20 5%	
Fairly unlikely (-1)	360 32%	37 22%	125 36% B	34 35% B*	80 32% B	160 35% G	125 32% 10%	44 20% HIKMO	255 38% HIKMO	147 32% HP	100 26% HIKLMNOPQ	114 20% H	93 29% H	130 34% H	85 27% H	66 23% HIKMO	218 38% HIKMO	55 23% HIKMO	231 35% HIKMO	149 27% RX	102 27% RX	108 32% RX	83 28% RX	74 25% RX	218 37% RUWXYac	106 35% RXa	74 26% RX	125 34% RX	112 30%	
Very unlikely (-2)	361 32%	110 64% CDE	41 12% CDE	32 34% C*	109 43% C	120 26% G	185 47% 10%	92 40% IILNQ	190 40% JLN	59 13% HIKLMNOPQ	241 62% J	154 48% IILNQ	80 21% J	170 53% HIILNPQ	120 42% IILNQ	182 31% JLN	94 39% STVYZb	201 31% TVZb	66 14% RSTVXYZb	218 59% TZb	80 24% RSTVXYZb	159 53% STVYZb	123 42% STVYZb	184 31% TVZb	48 16% RSTVXYZb	160 57% RSTVXYZb	53 14% RSTVXYZb	224 59%		
Don't know	154 13%	6 3%	47 14% B	13 13% B*	26 10% B	66 14% G	26 7% 10%	14 6% KMO	88 13% KMO	60 13% HIKLMNOPQ	20 5% HIKLMNOPQ	43 13% KMO	14 4% KO	58 15% IKMOPQ	17 5% K	21 7% KMO	70 12% KMO	14 6% SUVYac	88 14% UWac	58 13% RSUVWXYac	20 5% SUVYac	37 11% RUWXYac	14 5% UWac	20 7% UWac	82 14% RUWXZabc	28 9% Wac	10 4% UWac	36 10% UWac	15 4%	
NET: Very/fairly likely	266 23%	20 11%	138 39% BDE	16 17% *	37 15% G	116 25% G	57 14% 10%	77 34% IKMOQ	134 20% KO	192 42% HIKLMNOPQ	25 7% HIKLMNOPQ	109 32% IKMOQ	59 18% K	114 30% IKMOQ	46 14% K	82 28% IKMOQ	111 19% KO	78 32% SUVYac	132 20% UWac	181 40% RSUVWXYac	31 8% SUVYac	110 33% Uc	42 14% Uc	78 27% SUVYac	109 18% Uac	125 41% RSUVWXYac	37 13% Uc	159 43% RSUVWXYac	28 7%	
NET: Fairly/very unlikely	721 63%	147 85% CDE	166 47% CDE	66 69% C*	189 75% C	280 61% G	310 79% 10%	136 60% JLN	446 67% JLN	206 45% HIKLMNOPQ	342 88% J	183 55% HIILNPQ	247 77% J	210 55% HIILNPQ	255 80% HIILNPQ	186 64% JLN	400 69% HIILNPQ	149 62% TZb	432 66% TVZb	214 47% RSTVXYZb	321 86% TZb	188 56% RSTVXYZb	242 81% RSTVXYZb	197 67% TVZb	402 68% TVZb	154 50% RSTVXYZb	233 83% RSTVXYZb	178 48% RSTVXYZb	337 89% RSTVWXYZab	
Mean	-0.73	-1.41	-0.06 BDE	-0.95 B*	-1.07 B	-0.62 G	-1.14 10%	-0.56 KMOQ	-0.79 KMO	-0.01 HIKLMNOPQ	-1.49 10%	-0.35 IKMOPQ	-1.04 KO	-0.42 IKMOPQ	-1.20 K	-0.68 KMO	-0.86 KMO	-0.55 SUVYac	-0.82 UWac	-0.07 RSUVWXYac	-1.41 SUVYac	-0.38 Uc	-1.21 Uc	-0.73 UWac	-0.88 UWac	-0.10 RSUVWXYac	-1.27 Uc	-0.02 RSUVWXYac	-1.44 10%	

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

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce social inequality
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	121 11%	60 11%	58 10%	25 20% GHI	35 18% GHI	25 13% GI	12 6% I	17 9% I	7 3% I	60 19% KL	37 10% L	24 5% I	26 18% OP	54 17% OP	18 7% I	23 6% I	75 12% OP	46 9% I	30 11% I	23 8% I	16 6% STUX	34 22% I	7 12% I	10 10% I	115 12% Z	6 4% I	76 11% I	36 12% I	9 6% I	60 18% e	61 8% I	58 14% g	63 9% I	93 13% i	28 6% I	
Fairly likely (1)	305 27%	159 29%	141 25%	41 33% GHI	67 34% GHI	56 30% H	43 23% I	38 21% I	60 22% I	108 34% KL	99 27% I	98 22% I	48 34% OP	108 34% OP	61 23% I	76 21% I	191 30% R	113 23% I	62 23% I	89 30% I	69 26% I	42 27% I	16 28% I	27 27% I	267 27% I	37 25% I	190 28% I	82 26% I	32 23% I	107 32% e	198 24% I	134 32% g	170 24% I	203 29% I	102 23% I	
Fairly unlikely (-1)	337 30%	143 26%	189 33% B	32 26% I	35 18% I	40 21% I	64 34% EF	59 32% EF	107 40% DEF	67 34% I	104 27% J	166 37% JK	35 25% I	59 19% I	89 33% N	134 36% MN	199 31% I	138 28% I	91 34% V	84 28% I	86 33% V	35 22% I	14 17% V	10 18% I	21 21% V	173 17% I	27 19% I	117 17% I	60 19% I	24 17% I	44 13% I	157 19% d	58 14% I	143 20% f	114 16% I	87 20% I
Very unlikely (-2)	201 18%	108 20%	89 16%	13 11% I	26 13% I	23 12% I	35 19% D	41 22% DEF	62 23% DEF	39 12% I	58 16% I	103 23% JK	19 13% I	32 10% I	54 20% N	87 23% MN	91 14% I	110 22% Q	47 17% V	64 21% V	46 17% V	14 9% I	10 18% I	21 21% V	173 17% I	27 19% I	117 17% I	60 19% I	24 17% I	44 13% I	157 19% d	58 14% I	143 20% f	114 16% I	87 20% I	
Don't know	178 16%	80 14%	95 17%	12 9% I	33 17% I	42 23% DI	32 17% I	29 16% I	31 12% I	44 14% I	74 20% JL	60 13% I	13 9% I	63 20% M	48 18% M	51 14% I	83 13% I	94 19% Q	41 15% I	38 13% I	44 17% I	31 20% I	9 16% I	15 15% I	144 14% I	34 23% Y	86 13% I	64 20% a	27 19% I	41 12% I	137 17% I	59 14% I	119 16% I	98 14% I	80 18% I	
NET: Very/fairly likely	426 37%	218 40%	199 35%	66 54% GHI	103 52% GHI	81 43% GHI	55 30% I	55 30% I	67 25% I	168 53% KL	136 36% L	122 27% I	75 52% OP	162 51% OP	79 29% I	99 27% I	266 42% R	159 32% I	93 34% I	112 38% I	85 32% I	77 49% STU	22 41% I	37 37% I	383 39% I	43 29% I	266 39% I	118 37% I	41 30% I	167 50% e	259 32% I	193 46% g	233 32% I	296 42% i	130 30% I	
NET: Fairly/very unlikely	537 47%	251 46%	278 49%	45 37% I	61 31% I	63 34% I	100 53% DEF	100 54% DEF	169 63% DEF	106 33% I	162 44% J	269 37% JK	55 38% N	91 29% I	143 53% MN	221 60% MH	290 45% I	248 49% I	138 51% V	148 50% V	132 51% V	48 31% I	24 44% I	47 47% I	467 47% I	71 48% I	333 49% I	134 42% I	70 51% I	123 37% I	414 51% d	167 40% I	371 51% f	309 44% I	229 52% h	
Mean	-0.20	-0.17	-0.23	0.29 GHI	0.31 GHI	0.14 GHI	-0.44	-0.44	-0.67	0.30 KL	-0.16 L	-0.58	0.21 OP	0.37 OP	-0.45	-0.58	-0.07 R	-0.37	-0.27	-0.29	-0.36	0.39 STUX	-0.11 I	-0.24 I	-0.17	-0.43 I	-0.18	-0.16	-0.40 I	0.21 e	-0.37	0.07 g	-0.36	-0.06 i	-0.44	

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

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Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce social inequality
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	121 11%	8 5%	74 21%	7 7%	15 6%	64 14%	25 6%	40 17%	61 9%	99 22%	12 3%	61 18%	22 7%	54 14%	26 8%	44 15%	50 9%	46 19%	56 9%	94 21%	14 4%	66 20%	18 6%	50 17%	44 7%	62 20%	18 6%	84 23%	11 3%	
Fairly likely (1)	305 27%	26 15%	153 44%	33 35%	39 16%	159 34%	63 16%	50 22%	208 31%	209 46%	31 8%	127 38%	53 17%	154 40%	50 16%	65 23%	183 31%	52 30%	195 30%	204 45%	35 9%	135 40%	46 15%	61 21%	185 31%	140 46%	35 12%	165 44%	36 10%	
Fairly unlikely (-1)	337 30%	65 37%	79 23%	28 30%	91 36%	132 29%	136 35%	64 28%	205 31%	89 20%	143 37%	84 25%	97 30%	97 25%	98 31%	81 28%	183 32%	72 30%	192 29%	93 20%	142 38%	79 23%	106 29%	86 23%	192 32%	65 21%	97 35%	82 22%	151 40%	
Very unlikely (-2)	201 18%	49 29%	9 3%	15 16%	78 31%	52 11%	118 30%	46 20%	109 16%	11 2%	161 42%	27 8%	109 34%	36 9%	107 34%	72 25%	86 15%	40 17%	119 18%	15 3%	146 39%	30 9%	98 33%	75 25%	86 15%	11 4%	114 41%	8 2%	147 39%	
Don't know	178 16%	24 14%	35 10%	12 12%	29 11%	55 12%	50 13%	28 12%	86 13%	49 11%	40 10%	35 10%	39 12%	41 11%	38 12%	27 9%	78 13%	30 13%	90 14%	48 10%	35 9%	26 8%	30 10%	24 8%	86 15%	29 10%	17 6%	32 9%	35 9%	
NET: Very/fairly likely	426 37%	34 20%	227 65%	40 42%	54 22%	222 48%	88 22%	90 40%	268 40%	308 67%	43 11%	189 56%	76 24%	208 55%	75 24%	109 38%	233 40%	98 41%	251 39%	298 66%	49 13%	201 60%	64 21%	111 38%	228 39%	202 66%	53 19%	249 67%	47 12%	
NET: Fairly/very unlikely	537 47%	114 66%	89 25%	43 46%	169 67%	184 40%	253 65%	109 48%	314 47%	100 22%	304 78%	111 33%	205 64%	132 35%	205 64%	153 53%	270 46%	112 46%	311 48%	108 24%	288 77%	109 32%	204 68%	161 54%	278 47%	76 25%	211 75%	91 24%	298 78%	
Mean	-0.20	-0.82	0.64	-0.14	-0.80	0.12	-0.75	-0.13	-0.16	0.72	-1.18	0.37	-0.77	0.28	-0.75	-0.28	-0.14	-0.04	-0.22	0.66	-1.10	0.41	-0.82	-0.28	-0.18	0.64	-0.96	0.69	-1.12	

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Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce social divisions
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
Very likely (2)	105 9%	55 10%	48 8%	18 15% GI	32 16% GHI	23 13% GI	7 4%	18 10% GI	7 3%	50 16% KL	30 8%	25 6%	20 14% OP	51 16% OP	12 4%	22 6%	67 10%	39 8%	29 11%	21 7%	16 6%	26 16% TUX	8 14% *	5 5% *	97 10%	8 5%	72 11%	25 8%	9 6% *	60 18% e	45 6%	61 15% g	44 6%	84 12% i	21 5%			
Fairly likely (1)	260 23%	136 25%	121 21%	41 33% GHI	60 30% GHI	44 24%	37 20%	33 18%	46 17%	101 32% KL	81 22%	79 18%	47 33% OP	91 29% OP	53 20%	61 17%	154 24%	106 21%	54 20%	76 25%	54 21%	38 24%	15 28% *	23 23% *	233 23%	27 18%	159 23%	80 25% c	21 15% *	92 28% e	168 21%	101 24%	159 22%	179 25% i	81 18%			
Fairly unlikely (-1)	379 33%	162 29%	210 37% B	39 32%	50 25%	52 28%	61 33%	61 33%	117 44% DEFGH	88 30% JK	113 28%	178 39% JK	43 30%	79 25% MP	88 32% MP	150 40% MN	222 35%	156 31%	94 35%	103 34%	90 34%	44 28%	11 21% *	37 38% *	327 33%	52 35%	238 35%	93 29%	48 35% *	94 28% d	285 35% d	126 30%	253 35%	222 32%	157 36%			
Very unlikely (-2)	227 20%	126 23% C	97 17%	15 12%	26 13%	26 14%	43 23% DEF	50 27% DEF	67 25% DEF	41 13%	69 19% J	117 26% JK	21 14%	34 11% MN	64 24% MN	97 26% MN	116 18%	111 22%	58 21% V	62 21% V	60 23% V	17 11%	13 23% *	17 17% *	187 19%	40 27% Y	128 19%	66 21%	34 24% *	37 11% d	190 23% d	66 16%	160 22% f	128 18%	99 23%			
Don't know	170 15%	71 13%	96 17%	9 8%	29 15%	41 22% DHI	38 20% DHI	23 12%	30 11%	39 12% JL	79 21% JL	52 12%	11 8%	60 19% MP	54 20% MP	41 11%	80 13% Q	90 18%	36 13%	37 12%	41 16%	31 20% T	8 15% *	17 17% *	149 15%	22 15%	89 13%	54 17% *	27 20% *	48 15% *	122 15% *	64 15% *	106 15% *	90 13% *	80 18% h			
NET: Very/fairly likely	365 32%	191 35%	169 30%	59 48% FGHI	92 47% GHI	67 36% GI	44 23%	51 28%	53 20%	151 47% KL	111 30%	104 23%	67 47% OP	142 45% OP	65 24%	83 22%	221 35%	144 29%	84 31%	96 32%	70 27%	64 41% U	23 42% *	29 29% *	330 33% Z	35 24%	231 34% c	105 33% c	30 21% *	152 46% e	213 26% g	162 39% g	203 28%	263 37% i	102 23%			
NET: Fairly/very unlikely	605 53%	287 52%	307 54%	54 44%	75 38%	77 42%	105 56% DEF	110 60% DEF	184 69% DEFG	129 41%	182 49% J	294 65% JK	64 45%	114 36% MN	152 56% MN	247 67% MNO	338 53%	267 53%	152 56% V	164 55% V	150 57% V	61 39%	24 44% *	54 54% v*	514 52%	92 62% Y	365 53%	158 50%	82 59% *	131 40% d	474 59% d	192 46% f	414 57% f	350 50% i	256 58% h			
Mean	-0.37	-0.35	-0.39	0.07 GHI	0.14 GHI	-0.09 GHI	-0.66	-0.57	-0.81	0.11 KL	-0.38 L	-0.71	0.02 OP	0.18 OP	-0.65	-0.72	-0.30	-0.47	-0.41	-0.42	-0.56	0.09 STUX	-0.13 *	-0.45 *	-0.32 Z	-0.70 *	-0.32 c	-0.36	-0.69 *	0.16 e	-0.59	-0.10 g	-0.53	-0.21 i	-0.65			

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	Total	General Election 2024 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 Party	Unfavourable to Party	Favourable to Reform UK	Unfavourable to Reform UK	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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343			
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380			
Very likely (2)	105 9%	7 4%	62 18%	7 7%	11 4%	53 12%	21 5%	37 16%	50 8%	83 18%	8 2%	59 18%	18 6%	52 14%	17 5%	35 12%	49 8%	38 16%	49 8%	83 18%	9 2%	59 18%	12 4%	37 13%	44 8%	56 18%	16 6%	71 19%	9 2%			
Fairly likely (1)	260 23%	23 13%	140 40%	27 28%	31 12%	129 28%	59 15%	48 21%	170 26%	191 42%	22 6%	113 34%	49 15%	126 33%	41 13%	61 21%	145 25%	20 5%	158 24%	178 39%	25 7%	111 33%	34 12%	56 19%	142 24%	124 40%	22 8%	151 40%	26 7%			
Fairly unlikely (-1)	379 33%	55 32%	98 28%	38 40%	96 38%	156 34%	135 34%	61 27%	241 36%	108 24%	151 39%	103 31%	114 36%	115 30%	116 37%	88 30%	207 36%	62 26%	232 36%	112 25%	145 29%	96 29%	104 33%	97 33%	213 36%	74 24%	100 36%	95 26%	160 42%			
Very unlikely (-2)	227 20%	71 41%	7 2%	10 10%	88 35%	59 13%	131 33%	64 28%	112 17%	18 4%	179 46%	24 7%	120 38%	36 9%	121 38%	83 29%	100 17%	66 28%	118 18%	23 5%	169 46%	33 10%	123 41%	83 28%	102 17%	15 5%	130 46%	17 5%	164 43%			
Don't know	170 15%	17 10%	43 12%	14 15%	26 10%	64 14%	46 12%	18 8%	94 14%	58 13%	27 7%	35 10%	18 6%	53 14%	23 7%	23 8%	79 14%	24 10%	95 15%	58 13%	24 7%	37 11%	25 8%	22 8%	91 15%	38 12%	12 4%	39 10%	21 6%			
NET: Very/fairly likely	365 32%	30 17%	203 58%	33 35%	42 17%	182 39%	80 21%	85 37%	221 33%	273 60%	30 8%	172 52%	68 21%	178 47%	57 18%	95 33%	194 33%	88 37%	207 32%	260 57%	34 9%	170 51%	46 16%	93 32%	187 31%	180 59%	38 14%	221 59%	35 9%			
NET: Fairly/very unlikely	605 53%	125 73%	105 30%	47 50%	184 73%	215 47%	266 68%	125 55%	353 53%	126 28%	330 85%	127 38%	234 73%	152 40%	237 75%	171 59%	308 53%	129 54%	350 54%	135 30%	314 84%	129 38%	227 76%	180 61%	315 53%	89 29%	231 82%	112 30%	324 85%			
Mean	-0.37	-1.02	0.50	-0.22	-0.97	-0.10	-0.85	-0.32	-0.34	0.53	-1.30	0.27	-0.89	0.13	-0.97	-0.47	-0.33	-0.32	-0.38	0.47	-1.27	0.22	-1.07	-0.49	-0.37	0.49	-1.14	0.49	-1.24			

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

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

5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Make Britons feel proud of their country
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372			
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438			
Very likely (2)	125 11%	75 14% C	48 8%	19 16% G	37 19% GHI	24 13% I	13 7%	17 9%	15 6%	56 18% KL	37 10%	32 7%	22 16% OP	55 17% OP	19 7%	29 8%	73 11%	52 10%	34 12% U	34 11% U	13 5%	25 16% U	9 16% U*	10 10% *	116 12%	9 6%	78 11%	38 12%	9 6% *	62 19% e	63 8%	65 16% g	60 8%	91 13% i	34 8%			
Fairly likely (1)	277 24%	124 23%	150 26%	39 32% GHI	69 35% FGHI	44 24%	36 20%	40 22%	49 18%	108 34% KL	81 22%	89 20%	45 32% OP	96 30% OP	53 20%	76 21%	169 26%	109 22%	66 24%	66 22% TU	57 22%	51 32% TU	16 29% *	21 21% *	250 25%	27 18%	170 25%	77 24%	30 22% *	98 30% e	179 22%	119 28% g	159 22%	192 27% i	85 19%			
Fairly unlikely (-1)	307 27%	137 25%	164 29%	30 24%	33 17%	47 25%	62 33% E	48 26% E	87 33% E	63 20%	109 30% J	135 30% J	35 25%	58 19%	88 33% N	112 28% N	180 28%	126 25%	70 26%	86 29% W	77 23% VW	31 20%	7 13% *	36 36% VW*	255 26%	52 35% Y	189 28%	80 25%	37 27% *	74 22%	232 29% d	99 24%	207 29%	187 27%	120 27%			
Very unlikely (-2)	241 21%	126 23%	110 19%	23 19%	28 14%	22 12%	45 24% EF	50 27% EF	74 28% EF	51 16%	66 18% JK	124 28% JK	25 18%	38 12% N	62 23% MN	104 28% MN	118 18%	124 25% Q	58 21%	68 23% V	60 23% V	21 14%	14 25% *	20 20% *	203 20%	39 26%	143 21%	65 21%	33 24% *	54 16%	187 23% d	65 16%	176 24% f	135 19%	106 24%			
Don't know	191 17%	87 16%	101 18%	12 10%	29 15%	49 26% DEGHI	30 16%	28 15%	42 16%	41 13%	79 21% J	70 16%	15 10%	68 21% MP	48 18% M	50 13%	100 16%	90 18%	43 16%	43 15%	53 20%	28 18%	10 17% *	13 13% *	169 17%	22 15%	105 15%	57 18%	29 21% *	42 13%	148 18% d	69 17%	121 17%	97 14%	94 21% h			
NET: Very/fairly likely	402 35%	199 36%	198 35%	58 47% GHI	106 54% FGHI	68 37% GI	49 27%	57 31%	63 24%	164 51% KL	118 32%	121 27%	68 47% OP	151 48% OP	72 27%	105 28%	241 38%	161 32%	100 37% U	100 34% U	70 27%	76 48% STUX	25 44% U*	31 31% *	366 37% z	36 24%	248 36%	115 36%	39 28% *	160 48% e	242 30% g	184 44% g	218 30%	283 40% i	119 27%			
NET: Fairly/very unlikely	548 48%	264 48%	273 48%	53 43% E	61 31% E	68 37% E	107 57% DEF	98 53% EF	161 60% DEF	114 36%	175 47% J	259 58% JK	60 42% N	97 31% MN	150 56% MN	216 58% MH	298 47%	250 50%	128 47% V	154 52% V	137 53% V	52 34%	21 38% *	55 56% V*	458 46%	90 61% Y	332 48%	145 46%	71 51% *	129 39%	419 52% d	165 39% f	383 53% f	322 46%	226 52%			
Mean	-0.28	-0.25	-0.29	0.01 GHI	0.32 GHI	0.02 GHI	-0.57	-0.47	-0.70	0.20 KL	-0.30 L	-0.61	0.03 OP	0.29 OP	-0.55	-0.58	-0.19	-0.39	-0.23 U	-0.34	-0.55	0.21 STUX	-0.04 U*	-0.39 *	-0.22 z	-0.66 *	-0.26	-0.22	-0.51 *	0.14 e	-0.46	0.05 g	-0.47	-0.14 i	-0.52			

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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(*)

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Adults aged 18+ in GB

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All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Party	Unfavourable to 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	Favourable to Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	125 11%	8 5%	83 24%	4 5%	9 4%	60 13%	31 8%	35 15%	67 10%	104 23%	8 2%	60 18%	25 8%	59 15%	22 7%	41 14%	57 10%	36 15%	66 10%	102 22%	8 2%	64 19%	15 5%	39 13%	43 7%	62 20%	12 4%	89 24%	5 1%	
Fairly likely (1)	277 24%	20 12%	142 40%	31 33%	39 15%	146 32%	61 16%	47 21%	182 27%	206 45%	19 5%	120 36%	47 15%	135 35%	41 13%	58 20%	154 27%	54 23%	165 24%	200 44%	22 6%	114 34%	37 19%	56 19%	159 27%	136 44%	23 8%	151 41%	29 8%	
Fairly unlikely (-1)	307 27%	58 34%	66 19%	24 25%	85 34%	124 27%	115 29%	56 25%	190 29%	71 16%	132 34%	82 24%	91 29%	76 20%	103 32%	70 24%	162 28%	57 24%	189 29%	70 15%	128 34%	80 24%	95 26%	77 26%	176 30%	54 17%	86 31%	66 18%	133 35%	
Very unlikely (-2)	241 21%	69 40%	13 4%	13 14%	89 35%	57 12%	139 36%	68 30%	123 18%	16 4%	197 51%	23 7%	129 40%	42 11%	130 41%	97 34%	106 18%	65 27%	130 20%	22 5%	185 50%	34 10%	124 42%	99 33%	102 17%	12 4%	136 48%	12 3%	178 47%	
Don't know	191 17%	18 10%	47 13%	23 24%	30 12%	75 16%	46 12%	21 9%	106 16%	61 13%	30 8%	49 15%	27 8%	70 18%	23 7%	23 8%	101 17%	29 12%	102 16%	60 13%	28 8%	44 13%	27 9%	24 8%	112 19%	44 14%	23 8%	54 14%	35 9%	
NET: Very/fairly likely	402 35%	28 16%	225 64%	35 37%	48 19%	206 45%	92 23%	82 36%	249 37%	309 68%	27 7%	180 54%	72 23%	193 51%	63 20%	99 34%	211 36%	90 37%	231 35%	301 66%	30 8%	178 53%	52 17%	95 32%	202 34%	197 64%	35 13%	241 65%	34 9%	
NET: Fairly/very unlikely	548 48%	126 73%	79 22%	37 39%	175 69%	181 39%	254 65%	124 55%	313 47%	87 19%	330 85%	105 31%	221 69%	118 31%	232 73%	167 58%	268 46%	122 51%	319 49%	92 20%	314 84%	114 34%	219 74%	176 60%	278 47%	65 21%	222 79%	78 21%	311 82%	
Mean	-0.28	-1.03	0.71	-0.14	-0.93	0.07	-0.78	-0.36	-0.21	0.78	-1.38	0.40	-0.86	0.29	-0.94	-0.47	-0.22	-0.29	-0.28	0.73	-1.34	0.32	-1.02	-0.52	-0.28	0.69	-1.21	0.75	-1.31	

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	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	104 9%	50 9%	51 9%	25 21% FGHI	30 15% GHI	21 11% HI	10 6% HI	10 5% HI	7 3% HI	56 18% KL	31 8% L	17 4% L	27 19% OP	49 15% OP	13 5% OP	15 4% OP	65 10% OP	39 8% OP	24 9% OP	32 11% OP	15 6% OP	18 12% U	7 13% U	8 8% U	97 10% U	7 5% U	70 10% c	29 9% c	4 3% c	61 18% e	43 5% e	47 11% e	57 8% e	82 12% i	22 5% i	
Fairly likely (1)	191 17%	87 16%	102 18%	32 26% GHI	45 23% HI	39 21% I	28 15% I	25 14% I	22 8% I	77 24% L	67 18% L	47 11% L	36 26% OP	73 23% OP	41 15% OP	39 11% OP	108 17% OP	83 17% OP	48 18% OP	52 18% OP	32 12% OP	33 21% U	11 21% U	14 14% U	174 17% U	18 12% U	123 18% U	48 15% U	20 15% U	81 24% e	110 14% e	70 17% e	121 17% e	135 19% i	56 13% i	
Fairly unlikely (-1)	341 30%	158 29%	178 31%	33 27% GHI	46 23% HI	51 27% I	61 33% DEF	53 29% DEF	98 37% E	78 25% E	112 30% J	151 41% JK	37 26% OP	73 23% OP	92 34% MN	118 32% MNO	207 32% OP	134 27% OP	86 32% OP	85 28% OP	80 31% V	44 28% V	13 23% U	33 33% U	303 30% U	38 26% U	197 29% U	98 31% U	46 33% U	82 25% U	259 32% d	128 31% d	213 29% d	194 28% d	147 33% d	
Very unlikely (-2)	334 29%	176 32%	155 27%	21 17% GHI	40 21% GHI	34 18% HI	56 30% DEF	71 38% DEF	112 42% DEFG	61 19% E	90 24% JK	183 41% JK	28 20% OP	54 17% OP	81 30% MN	155 42% MNO	174 27% OP	160 32% OP	84 31% V	91 30% V	90 35% V	29 19% U	14 26% U	26 26% U	271 27% U	63 42% U	200 29% U	87 27% U	48 34% U	63 19% U	271 33% d	104 25% f	230 32% f	196 28% f	138 32% f	
Don't know	171 15%	78 14%	88 15%	12 9% GHI	35 18% GHI	41 22% HI	31 17% HI	25 14% HI	27 10% HI	46 15% L	72 19% L	52 12% L	14 10% OP	67 21% MP	44 16% OP	44 12% OP	86 13% OP	85 17% OP	29 11% OP	39 13% OP	44 17% OP	31 20% S	9 17% U	19 19% U	148 15% U	23 15% U	95 14% U	56 18% U	20 15% U	44 13% U	127 16% U	69 17% U	102 14% U	96 14% U	75 17% U	
NET: Very/fairly likely	295 26%	137 25%	152 27%	58 47% FGHI	75 38% GHI	60 32% GHI	38 20% I	35 19% I	29 11% I	133 42% KL	98 26% L	64 14% L	63 44% OP	122 39% OP	53 20% OP	55 15% OP	173 27% OP	122 24% OP	72 27% U	84 28% U	47 18% U	52 33% U	18 33% U*	22 22% U*	270 27% Z	25 17% Z	193 28% c	77 24% c	25 18% c	142 43% e	153 19% e	117 28% e	178 25% e	217 31% i	78 18% i	
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Mean	-0.63	-0.69	-0.59	0.08 GHI	-0.13 GHI	-0.26 GHI	-0.81 I	-0.94	-1.19	-0.04 KL	-0.55 L	-1.09	-0.03 OP	-0.04 OP	-0.83 P	-1.09	-0.57	-0.70	-0.65	-0.58 U	-0.92	-0.26 SU	-0.36 U*	-0.66 U*	-0.57 Z	-1.05 U*	-0.56 c	-0.63	-0.95 U*	-0.02 e	-0.89	-0.49 g	-0.71	-0.47 i	-0.89	

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		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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	104 9%	10 6%	50 14%	5 5%	16 6%	40 9%	32 8%	39 17%	43 7%	71 15%	16 4%	49 15%	24 7%	49 13%	18 6%	41 14%	35 6%	39 16%	44 7%	69 15%	12 3%	45 14%	23 8%	45 15%	31 5%	49 16%	18 6%	59 16%	12 3%	
Fairly likely (1)	191 17%	14 8%	90 26%	11 11%	38 15%	88 19%	40 10%	45 20%	101 15%	130 28%	19 5%	73 22%	36 11%	72 19%	34 11%	52 18%	81 14%	51 21%	91 14%	126 28%	21 6%	73 22%	22 7%	49 16%	83 14%	79 26%	18 6%	95 25%	25 7%	
Fairly unlikely (-1)	341 30%	39 23%	129 37%	43 46%	62 24%	177 38%	85 22%	39 17%	245 37%	150 33%	89 23%	126 38%	74 23%	138 36%	85 27%	48 16%	229 39%	50 21%	227 35%	146 32%	93 25%	115 34%	74 25%	53 18%	235 40%	103 34%	72 26%	130 35%	101 27%	
Very unlikely (-2)	334 29%	98 57%	30 9%	20 21%	113 45%	89 19%	194 50%	88 39%	168 25%	36 8%	241 62%	44 13%	162 51%	55 14%	164 52%	125 43%	145 25%	85 35%	180 28%	38 8%	226 61%	61 18%	156 52%	128 43%	146 25%	37 12%	158 56%	35 9%	225 59%	
Don't know	171 15%	12 7%	51 15%	16 17%	23 9%	69 15%	40 10%	15 7%	110 17%	72 16%	22 6%	42 13%	25 8%	68 18%	17 5%	24 8%	91 16%	15 6%	110 17%	74 16%	21 6%	41 12%	23 8%	20 7%	98 17%	38 12%	16 6%	55 15%	16 4%	
NET: Very/fairly likely	295 26%	24 14%	140 40%	16 17%	54 22%	127 28%	72 18%	84 37%	145 22%	200 44%	35 9%	121 36%	60 19%	121 32%	52 16%	92 32%	116 20%	91 38%	134 21%	195 43%	33 9%	118 35%	45 15%	94 32%	114 19%	128 42%	35 13%	153 41%	37 10%	
NET: Fairly/very unlikely	675 59%	137 79%	160 46%	63 67%	175 69%	266 58%	280 71%	128 56%	413 62%	186 41%	330 85%	171 51%	236 74%	193 51%	249 78%	173 60%	374 64%	135 56%	407 62%	184 41%	319 86%	176 53%	231 77%	182 61%	381 64%	140 46%	230 82%	165 44%	326 86%	
Mean	-0.63	-1.25	*	-0.79	-0.95	-0.48	-1.05	-0.44	-0.70	0.13	-1.43	-0.16	-1.06	-0.25	-1.14	-0.62	-0.75	-0.40	-0.75	0.11	-1.42	-0.25	-1.16	-0.62	-0.77	*	-1.27	0.04	-1.38	

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

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9a_2427: How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce the cost of living
 All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very likely (2)	128 11%	69 13%	57 10%	20 16% GI	42 21% GHI	26 14% I	14 8% I	19 10% I	7 3%	62 19% KL	40 11% L	26 6%	23 16% OP	64 20% OP	17 6%	24 6%	73 11%	55 12% U	33 9%	27 6%	16 18% TU	28 17% U*	9 15% U*	15 12% Z	120 6%	8 12% Z	81 12% Z	35 11%	12 8% *	71 22% e	57 7% g	60 14% g	68 9% g	99 14% i	29 7% i		
Fairly likely (1)	259 23%	129 24%	123 21%	49 40% FGHI	58 30% GHI	47 25% I	35 19% I	37 20% I	33 12%	107 34% KL	81 22% L	71 16%	55 39% NDP	89 28% OP	54 20%	57 15%	158 25% NDP	101 20% NDP	57 21%	74 25%	56 22% W	46 30% W	8 14% *	18 18% *	229 23% Z	30 20%	156 23% Z	83 26% c	20 14% *	84 25% Z	175 22% Z	104 25% Z	156 22% Z	183 26% i	76 17% i		
Fairly unlikely (-1)	353 31%	173 31%	177 31%	27 22% DE	40 20% DE	47 25% DE	64 34% DE	59 32% DE	117 44% DEFH	67 34% J	110 22% JK	176 39% JK	32 22% MN	63 20% MN	94 35% MN	140 28% MN	226 35% R	127 25% R	93 34%	90 30%	81 31%	42 27%	14 26% *	33 33% *	308 31% Z	45 31%	233 34% b	76 24% b	44 32% *	80 24% Z	273 34% d	131 31% Z	221 31% Z	205 29% Z	147 34% Z		
Very unlikely (-2)	242 21%	115 21%	124 22%	20 16% D	29 15% D	24 13% D	46 25% D	47 26% D	77 29% DE	48 15% KL	70 19% L	124 28% JK	24 17% MN	38 12% N	66 25% MN	103 28% MN	112 18% Q	130 26% Q	59 22% V	69 25% V	66 25% V	15 10% V	13 23% V*	21 21% V**	203 20% Z	40 27%	134 20% Z	71 22% Z	37 27% *	55 17% Z	187 23% d	69 16% f	174 24% f	135 19% Z	108 25% Z		
Don't know	159 14%	63 12%	92 16% B	7 5% D	28 14% D	43 23% DEHI	27 15% D	21 12% D	33 12% D	34 11% JL	70 19% L	54 12% JK	8 6% MP	62 20% MP	38 14% M	47 13% M	70 11% Q	88 18% Q	30 11% S	38 13% S	42 16% S	24 15% S	11 20% *	13 13% *	134 13% Z	25 17% Z	81 12% Z	51 16% Z	26 19% *	41 12% Z	118 15% Z	55 13% Z	103 14% Z	80 11% Z	79 18% h		
NET: Very/fairly likely	387 34%	198 36%	180 31%	69 56% FGHI	100 51% FGHI	73 39% GI	49 26% I	56 31% I	40 15%	169 53% KL	122 33% L	96 21%	78 55% OP	153 48% OP	72 27% OP	81 22% OP	231 36% Q	156 31% Q	90 33% S	101 34% S	72 28% S	74 48% STUX	17 31% *	33 33% *	349 35% Z	38 26% Z	237 35% c	119 37% c	31 23% *	155 47% e	232 29% g	163 39% g	224 31% g	282 40% i	105 24% i		
NET: Fairly/very unlikely	595 52%	288 52%	301 52%	47 38% D	68 35% D	70 38% DE	110 59% DEF	106 58% DEF	193 72% DEFGH	115 36% J	180 48% JK	300 67% JK	56 39% MN	100 32% MN	161 59% MN	243 66% MN	338 53% Q	257 51% Q	151 56% S	159 53% S	147 56% S	58 37% V	27 49% *	54 54% V*	510 51% Z	85 57% Z	367 54% Z	147 46% Z	81 58% b*	135 41% Z	460 57% d	200 48% Z	395 55% f	340 48% Z	255 58% h		
Mean	-0.33	-0.28	-0.39	0.19 GHI	0.27 GHI	0.03 GHI	-0.58 I	-0.49 I	-0.95	0.24 KL	-0.29 L	-0.76	0.15 OP	0.31 OP	-0.59	-0.75	-0.26	-0.43	-0.36	-0.38	-0.57	0.22 STUX	-0.30 *	-0.32 *	-0.28 Z	-0.63 *	-0.30 c	-0.24 c	-0.67 *	0.13 e	-0.52	-0.13 g	-0.45	-0.15 i	-0.64		

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9a_2427. How likely or unlikely do you think it is that the new government will do each of the following in the next year? - Reduce the cost of living
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	128 11%	11 6%	81 23%	5 5%	14 5%	65 14%	30 8%	41 18%	65 10%	107 23%	7 2%	61 18%	23 7%	59 15%	25 8%	42 14%	57 10%	42 18%	63 10%	105 23%	4 1%	64 19%	16 5%	40 14%	53 9%	68 22%	18 6%	93 25%	8 2%	
Fairly likely (1)	259 23%	15 9%	145 41%	22 23%	35 14%	128 28%	51 13%	44 19%	170 25%	187 41%	17 5%	106 32%	49 15%	116 11%	36 11%	58 20%	147 25%	46 19%	163 22%	172 38%	28 8%	108 32%	38 13%	58 20%	142 24%	125 41%	22 8%	136 37%	29 8%	
Fairly unlikely (-1)	353 31%	64 37%	83 24%	40 42%	81 32%	151 33%	129 33%	66 29%	213 32%	97 21%	146 38%	104 31%	96 30%	114 30%	104 33%	75 26%	198 34%	70 29%	203 31%	99 22%	143 31%	105 29%	92 31%	85 29%	207 35%	65 21%	98 35%	91 25%	145 38%	
Very unlikely (-2)	242 21%	69 40%	7 2%	10 11%	92 36%	57 12%	143 36%	58 25%	130 19%	14 3%	187 48%	25 8%	128 40%	42 11%	129 41%	90 31%	103 18%	60 25%	140 21%	24 5%	174 47%	28 8%	125 42%	94 32%	103 17%	15 5%	128 46%	12 3%	172 45%	
Don't know	159 14%	13 8%	36 10%	18 19%	31 12%	61 13%	39 10%	20 9%	90 13%	52 11%	30 8%	37 11%	23 7%	51 13%	24 8%	26 9%	76 13%	22 9%	83 12%	53 6%	23 9%	30 6%	27 9%	18 6%	87 15%	33 11%	15 5%	40 11%	25 7%	
NET: Very/fairly likely	387 34%	26 15%	225 64%	26 28%	49 19%	193 42%	81 21%	84 37%	234 35%	294 64%	24 6%	167 50%	73 23%	174 46%	61 19%	99 34%	204 35%	89 37%	226 35%	278 61%	32 8%	172 51%	54 18%	98 33%	195 33%	194 63%	40 14%	229 61%	38 10%	
NET: Fairly/very unlikely	595 52%	133 77%	90 26%	50 53%	173 68%	208 45%	272 69%	123 54%	343 51%	111 24%	333 86%	129 39%	224 70%	156 41%	233 73%	164 57%	301 52%	130 54%	343 53%	123 27%	318 85%	133 40%	217 73%	179 61%	311 52%	79 26%	226 80%	103 28%	317 84%	
Mean	-0.33	-1.04	0.66	-0.38	-0.92	-0.02	-0.86	-0.27	-0.30	0.68	-1.37	0.25	-0.86	0.11	-0.94	-0.43	-0.28	-0.27	-0.34	0.59	-1.31	0.24	-1.00	-0.48	-0.33	0.61	-1.11	0.62	-1.25	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Summary

All Adults aged 18+ in Great Britain

	Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years?												
	Improve Britain's economy (A)	Improve the NHS (B)	Improve my own standard of living (C)	Spend more on public services (D)	Improve living standards for people on low-incomes (E)	Get a better deal for for Britain's future relationship with the EU (F)	Reduce crime (G)	Reduce taxation (H)	Reduce social inequality (I)	Reduce social divisions (J)	Make Britons feel proud of their country (K)	Reduce immigration (L)	Reduce the cost of living (M)
Unweighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Weighted base	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141	1141
Very likely (2)	149 13% CGHL	198 17% ACEFGHIJLM	120 11% HL	221 19% ACEFGHIJLM	142 12% CGHL	148 13% CGHL	116 10% HL	113 10% HL	128 11% CGHL	126 11% HL	148 13% CGHL	115 10% HL	141 12% GHL
Fairly likely (1)	366 32% CFGHIJLM	400 35% CFGHIJLM	274 24% HL	440 39% ABCFGHIJLM	402 35% ACFGHIJLM	294 26% HL	265 23% HL	194 17% HL	312 27% CGHL	284 25% HL	279 24% HL	220 19% HL	300 26% GHL
Fairly unlikely (-1)	281 25% BD	245 21% ABDEFK	342 30% ABDEFK	224 20% D	263 23% D	306 27% BDE	351 31% ABDEFK	383 34% ABDEFKLM	331 29% ABDE	347 30% ABDEFK	307 27% BDE	331 29% ABDE	320 28% ABDE
Very unlikely (-2)	189 17% D	181 16% D	232 20% ABDEFJ	128 11% D	177 16% D	206 18% BDE	229 20% ABDEJ	305 27% ABCEFGHIKM	200 18% DE	192 17% D	217 19% ABDEJ	305 27% ABCEFGHIKM	213 19% ABDE
Don't know	156 14% BD	117 10% BDH	172 15% BDH	127 11% BD	156 14% BD	187 16% ABDEH	180 16% ABDH	146 13% B	170 15% BDH	191 17% ABDEH	190 17% ABDEHM	170 15% BDH	166 15% BD

NET: Very/fairly likely	515 45% CFGHIJLM	598 52% ACEFGHIJLM	395 35% HL	661 58% ABCFGHIJLM	544 48% CFGHIJLM	443 39% CGHL	381 33% HL	307 27% HL	440 39% CGHL	411 36% HL	428 37% CGHL	335 29% HL	441 39% CGHL
NET: Fairly/very unlikely	469 41% BDE	426 37% D	575 50% ABDEFJLM	352 31% D	441 39% D	511 45% ABDE	580 51% ABDEFJLM	687 60% ABCEFGHIJLM	531 47% ABDE	540 47% ABDE	523 46% ABDE	636 56% ABCEFGHIJLM	533 47% ABDE

Mean	0.01 CFGHIJLM	0.18 ACEFGHIJLM	-0.30 HL	0.40 ABCFGHIJLM	0.07 CFGHIJLM	-0.13 CGHL	-0.33 HL	-0.57 HL	-0.17 CGHL	-0.21 CGHL	-0.17 CGHL	-0.51 BDH	-0.17 CGHL
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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Improve Britain's economy
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very likely (2)	149 13%	80 15%	67 12%	24 20% GHI	48 24% FGHI	24 13% I	20 10% I	17 9% I	16 6% I	72 23% KL	44 12% I	33 7% I	26 18% OP	66 21% OP	27 10% I	28 7% I	86 13% I	63 13% I	35 13% U	40 13% U	18 7% STUX	37 24% I	9 17% U*	10 10% *	138 14% I	11 8% I	93 14% I	41 13% I	14 10% *	70 21% e	79 10% I	72 17% g	77 11% I	114 16% i	35 8% I					
Fairly likely (1)	366 32%	187 34%	173 30%	45 36% GHI	62 31% FGHI	72 39% I	58 31% I	59 32% I	71 27% I	106 33% I	130 35% I	130 29% I	52 36% R	107 34% I	93 34% I	103 28% I	233 36% R	134 27% I	94 35% I	93 31% I	77 30% I	55 35% I	11 20% *	37 37% *	323 33% I	43 29% I	225 33% I	102 32% I	40 29% I	122 37% e	244 30% I	160 38% g	207 29% I	240 34% I	127 29% I					
Fairly unlikely (-1)	281 25%	122 22%	155 27%	26 21% GHI	34 17% FGHI	35 19% I	56 30% EF	45 25% I	86 32% DEF	60 19% I	90 24% I	131 29% J	32 22% I	53 17% N	72 27% N	109 21% N	147 23% I	134 27% I	65 24% I	83 29% V	75 29% V	29 18% I	9 17% V*	19 19% V*	241 24% I	40 27% I	183 27% b	62 20% I	36 26% I	67 20% I	214 26% d	80 19% I	201 28% f	162 23% I	119 27% I					
Very unlikely (-2)	189 17%	96 18%	89 15%	18 15% GHI	25 13% GHI	21 11% I	30 16% EF	39 21% F	56 21% F	43 13% I	51 14% JK	95 21% JK	22 15% I	33 11% N	47 18% N	78 21% N	96 15% I	93 19% I	47 17% V	48 16% V	51 19% V	12 7% I	13 24% V*	19 19% V*	156 16% I	33 22% I	97 14% I	62 20% a	29 21% I	42 13% I	147 18% d	57 14% I	132 18% f	105 15% I	84 19% I					
Don't know	156 14%	64 12%	89 16%	9 7% GHI	28 14% GHI	34 18% D	23 13% I	24 13% I	38 14% I	37 12% I	58 16% I	61 14% I	12 8% MO	56 18% MO	31 12% I	53 14% I	78 12% I	78 16% I	30 11% I	34 12% I	40 15% I	24 15% I	12 22% *	16 16% *	136 14% I	21 14% I	88 13% I	50 16% I	19 14% I	30 9% I	126 16% d	50 12% I	106 15% I	82 12% I	74 17% h					
NET: Very/fairly likely	515 45%	267 49% C	240 42% C	69 56% GHI	110 56% GHI	96 52% I	77 41% I	76 41% I	87 33% I	179 56% KL	173 47% L	163 36% I	78 55% OP	173 55% OP	120 44% P	131 35% I	319 50% R	196 39% I	129 47% U	132 44% I	95 37% I	92 59% STUW	21 37% *	47 47% *	461 46% I	55 37% I	318 46% I	143 45% I	55 39% *	192 58% e	323 40% I	232 55% g	284 39% I	354 50% i	162 37% I					
NET: Fairly/very unlikely	469 41%	218 40% C	243 42% C	44 36% GHI	59 30% GHI	55 30% I	86 46% EF	84 46% EF	141 53% DEF	103 32% I	141 38% I	226 50% JK	53 37% N	87 27% I	119 44% N	187 50% MH	242 38% I	227 45% Q	112 41% V	131 44% V	126 48% V	40 26% I	23 41% *	37 37% *	396 40% I	73 49% I	280 41% I	124 39% I	65 47% *	109 33% I	361 45% d	137 33% I	333 46% f	267 38% I	203 46% h					
Mean	0.01	0.07	-0.05	0.27 GHI	0.44 GHI	0.29 GHI	-0.12	-0.19	-0.41	0.37 KL	0.08 L	-0.32	0.23 OP	0.46 OP	-0.08	-0.33	0.12 R	-0.14	0.02 U	-0.03	-0.29	0.58 STUWX	-0.13 *	0.01 *	0.05 Z	-0.31 *	0.06	-0.01	-0.21 *	0.37 e	-0.15	0.30 g	-0.17	0.16 i	-0.25					

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Improve Britain's economy
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	149 13%	11 6%	99 28%	9 10%	12 5%	80 17%	34 9%	40 18%	88 13%	125 27%	10 3%	71 21%	29 9%	77 20%	22 7%	42 14%	81 14%	42 17%	80 12%	121 27%	10 3%	73 22%	20 7%	44 15%	72 12%	75 25%	18 6%	101 27%	11 3%	
Fairly likely (1)	366 32%	30 18%	173 49%	39 42%	57 23%	194 42%	79 20%	61 27%	242 36%	239 52%	37 10%	163 49%	63 20%	162 42%	66 21%	79 27%	216 37%	69 29%	228 35%	238 53%	41 11%	162 48%	54 18%	77 26%	221 37%	175 57%	29 10%	198 53%	39 10%	
Fairly unlikely (-1)	281 25%	55 34%	44 13%	24 25%	88 35%	100 22%	113 29%	54 24%	159 24%	52 11%	139 36%	54 16%	94 29%	70 18%	99 31%	78 27%	126 22%	55 23%	161 49%	49 11%	136 37%	49 15%	93 27%	81 23%	128 22%	26 8%	99 25%	36 10%	144 38%	
Very unlikely (-2)	189 17%	59 34%	3 1%	6 6%	70 28%	41 9%	114 29%	55 24%	93 14%	7 2%	167 43%	13 4%	113 35%	28 7%	111 35%	69 24%	84 15%	53 22%	105 16%	9 2%	155 42%	20 6%	111 37%	72 24%	87 15%	10 3%	113 40%	9 2%	146 38%	
Don't know	156 14%	17 10%	32 9%	16 17%	24 10%	48 10%	53 13%	17 8%	86 13%	35 8%	34 9%	34 10%	21 6%	45 12%	21 6%	22 8%	74 13%	21 9%	78 12%	36 8%	30 8%	31 9%	21 7%	21 7%	84 14%	20 7%	22 8%	28 8%	40 11%	
NET: Very/fairly likely	515 45%	42 24%	272 77%	49 51%	70 28%	274 59%	113 29%	101 44%	330 49%	364 79%	47 12%	233 70%	92 29%	239 62%	88 28%	120 42%	296 51%	111 46%	308 47%	359 79%	50 14%	236 70%	74 25%	121 41%	293 49%	251 82%	47 17%	299 80%	50 13%	
NET: Fairly/very unlikely	469 41%	114 66%	47 13%	30 32%	159 63%	140 30%	227 58%	109 48%	252 38%	60 13%	306 79%	67 20%	207 65%	98 26%	210 66%	147 51%	210 36%	108 45%	266 41%	58 13%	292 78%	69 21%	204 68%	153 52%	215 36%	36 12%	212 75%	45 12%	290 76%	
Mean	0.01	-0.77	1.00	0.28	-0.64	0.42	-0.57	-0.11	0.12	1.00	-1.18	0.75	-0.66	0.56	-0.71	-0.20	0.16	-0.03	0.03	0.99	-1.13	0.72	-0.80	-0.22	0.12	0.98	-1.00	1.01	-1.10	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Improve the NHS
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	198 17%	111 20% C	84 15%	26 21% I	57 29% FGHI	35 19% I	32 17% I	26 14%	22 8%	82 26% KL	67 18% L	48 11%	28 20% P	83 26% OP	46 17% P	37 10%	114 18%	84 17%	51 19% U	52 17% U	26 10%	40 26% U	10 18% *	18 18% *	182 18% Z	16 10%	129 19%	52 16% *	17 12% *	91 27% e	107 13% g	94 22% g	104 14% i	144 21% i	53 12%	
Fairly likely (1)	400 35%	185 34%	208 36%	50 41% H	62 31% FGHI	70 38% I	58 31% I	54 29% I	107 40% H	112 35% JK	128 34% JK	161 36% JK	57 40% MOP	103 33% MOP	90 33% MOP	132 36% MOP	254 40% R	147 29% R	91 34% R	106 36% R	88 34% R	60 39% R	20 36% *	36 36% *	355 36% R	45 31% R	236 34% R	114 36% R	51 37% *	107 32% R	294 36% R	161 39% R	239 33% R	247 35% R	154 35%	
Fairly unlikely (-1)	245 21%	107 19%	136 24%	21 17% H	32 16% FGHI	24 13% I	46 25% I	44 24% I	78 21% EF	53 17% DEF	70 19% JK	121 27% JK	24 17% MOP	48 15% MOP	57 21% MOP	107 17% MN	127 20% R	117 23% R	59 22% R	59 20% TVW	78 34% TVW	23 15% R	8 14% *	19 19% *	204 21% R	41 28% R	160 23% b	49 16% b*	36 26% b*	60 18% R	185 23% R	69 16% R	176 18% f	141 20% f	104 24%	
Very unlikely (-2)	181 16%	94 17%	82 14%	18 15% H	24 12% GHI	25 13% H	33 18% H	39 21% H	42 16% EF	43 13% DEF	57 15% JK	81 18% JK	23 16% MOP	33 11% MOP	52 19% N	65 17% N	87 14% R	94 19% R	45 16% R	57 19% R	42 16% R	10 6% R	11 20% v*	17 17% v*	152 15% R	29 20% R	96 14% R	60 19% R	24 18% *	48 14% R	133 16% R	51 12% R	130 18% f	108 15% R	73 17%	
Don't know	117 10%	54 10%	61 11%	8 6% DGI	21 11% GHI	33 18% GHI	17 9% H	21 11% H	18 7% I	29 9% JK	50 13% JK	38 9% JK	10 7% MOP	48 15% MOP	24 9% N	31 8% MN	58 9% R	59 12% R	26 10% R	24 8% R	27 10% R	23 15% R	7 12% *	10 10% *	100 10% R	17 12% R	64 9% R	42 13% R	11 8% *	26 8% R	91 11% R	44 10% R	73 10% R	62 9% R	55 12%	
NET: Very/fairly likely	598 52%	296 54%	292 51%	76 62% GHI	118 60% GHI	105 56% H	90 48% H	80 43% H	130 49% H	194 61% KL	195 52% KL	209 47% KL	85 60% P	186 59% P	136 50% P	169 46% P	367 57% R	231 46% R	142 52% R	158 53% U	114 44% U	100 64% STU	30 54% *	54 54% *	537 54% Z	61 41% R	365 53% R	165 52% R	68 49% *	198 60% e	400 49% g	255 61% g	344 48% i	391 56% i	207 47%	
NET: Fairly/very unlikely	426 37%	200 36%	219 38%	39 32% H	57 29% GHI	48 26% H	79 43% EF	83 45% DEF	120 45% DEF	96 30% JK	128 34% JK	202 45% JK	48 33% MOP	81 26% MOP	109 40% N	171 46% MN	215 34% R	211 42% R	104 38% V	115 39% V	120 46% V	33 21% R	19 34% *	36 36% v*	356 36% R	70 47% Y	256 37% R	110 35% R	60 43% *	107 32% R	318 39% d	120 29% R	306 42% f	249 35% R	177 40%	
Mean	0.18	0.23	0.15	0.38 H	0.54 GHI	0.43 GHI	0.06	-0.10	-0.04	0.47 L	0.24 L	-0.06	0.32 P	0.58 OP	0.09	-0.09	0.31 R	0.02	0.18	0.14	-0.09	0.73 STUWX	0.22 *	0.22 *	0.24 Z	-0.17	0.23	0.17	0.01 *	0.44 e	0.08	0.47 g	0.02	0.28 i	0.03	

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Improve the NHS
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to Party	Favourable to Reform UK	Unfavourable to Reform UK	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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343			
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380			
Very likely (2)	198 17%	10 6%	125 36%	11 11%	23 9%	101 22%	46 12%	46 20%	122 18%	168 37%	13 3%	97 29%	36 11%	105 28%	29 9%	56 19%	106 18%	50 21%	123 19%	164 36%	11 3%	113 34%	26 9%	58 20%	98 17%	108 35%	24 9%	144 39%	13 3%			
Fairly likely (1)	400 35%	43 25%	169 48%	52 55%	69 27%	215 46%	91 23%	66 29%	268 40%	220 48%	60 16%	159 48%	85 27%	166 43%	89 28%	83 29%	244 42%	73 30%	234 19%	230 51%	64 17%	142 42%	26 26%	77 26%	246 42%	147 48%	51 18%	174 47%	72 19%			
Fairly unlikely (-1)	245 21%	61 35%	32 9%	19 20%	74 29%	80 17%	112 29%	60 26%	129 19%	37 8%	129 33%	47 14%	81 25%	59 16%	81 25%	67 23%	118 20%	65 27%	130 20%	27 6%	127 34%	44 13%	77 24%	72 24%	120 20%	30 10%	86 31%	29 8%	134 35%			
Very unlikely (-2)	181 16%	52 30%	9 3%	3 4%	67 27%	35 8%	116 30%	46 20%	91 14%	13 3%	153 40%	12 3%	104 32%	21 6%	103 32%	67 23%	71 12%	40 17%	106 16%	11 3%	146 39%	18 5%	107 36%	73 25%	76 13%	11 4%	101 36%	10 3%	136 36%			
Don't know	117 10%	6 3%	16 5%	9 10%	19 8%	31 7%	27 7%	10 4%	57 9%	21 5%	32 8%	19 6%	14 4%	30 8%	15 5%	17 6%	42 7%	13 6%	59 9%	21 5%	25 7%	18 5%	9 3%	15 5%	52 9%	10 3%	18 6%	15 4%	25 6%			
NET: Very/fairly likely	598 52%	53 31%	293 84%	63 67%	92 36%	316 68%	137 35%	112 49%	390 58%	388 85%	74 19%	256 77%	122 38%	271 71%	119 37%	139 48%	350 60%	122 51%	358 55%	394 87%	75 20%	254 76%	105 35%	136 46%	344 58%	255 83%	76 27%	319 86%	84 22%			
NET: Fairly/very unlikely	426 37%	113 66%	41 12%	22 24%	141 56%	115 25%	228 58%	106 47%	220 33%	49 11%	282 73%	59 18%	185 58%	81 21%	184 58%	134 46%	189 33%	105 44%	235 36%	38 8%	272 73%	63 19%	184 62%	145 49%	196 33%	41 14%	187 67%	39 10%	271 71%			
Mean	0.18	-0.61	1.10	0.56	-0.40	0.62	-0.44	0.02	0.33	1.13	-0.98	0.90	-0.43	0.78	-0.46	-0.02	0.37	0.12	0.24	1.18	-0.96	0.90	-0.55	-0.08	0.32	1.05	-0.72	1.16	-0.87			

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Improve my own standard of living
 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)	Not working (i)							
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372								
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438								
Very likely (2)	120 11%	63 11%	55 10%	23 19% GHI	41 21% FGHI	21 11% I	15 8% I	14 7% I	6 2% I	64 20% KL	37 10% L	20 4% I	26 18% OP	56 18% OP	21 8% I	18 5% I	70 11% U	50 13% U	34 8% U	25 5% U	14 5% TUX	31 20% TUX	9 16% U*	7 7% *	110 11% Z	10 7% Z	74 11% Z	34 11% Z	12 9% *	65 20% e	55 7% g	57 14% g	64 9% i	89 13% i	32 7% i								
Fairly likely (1)	274 24%	132 24%	136 24%	41 33% GHI	61 31% GHI	55 30% GHI	37 20% I	33 18% I	48 18% I	102 32% KL	92 25% L	81 18% I	48 34% OP	97 31% OP	57 21% I	66 18% I	184 29% R	90 18% R	56 21% R	86 29% S	61 23% R	34 22% R	15 27% *	22 22% *	249 25% Z	25 17% Z	175 26% Z	73 23% Z	25 18% *	94 29% e	180 22% g	116 28% g	158 22% i	196 28% i	78 18% i								
Fairly unlikely (-1)	342 30%	164 30%	174 30%	34 27% E	35 18% E	41 22% E	64 34% EF	58 32% EF	110 41% DEF	69 32% DEF	105 28% JK	168 37% JK	37 26% I	58 18% N	90 33% MN	140 26% MN	190 30% Q	152 30% Q	83 31% Q	88 30% Q	85 33% W	49 32% Q	9 17% *	27 27% *	291 29% Z	51 35% Z	228 33% b	69 22% b*	45 32% b*	84 25% d	258 32% d	112 27% g	231 32% g	197 28% i	146 33% i								
Very unlikely (-2)	232 20%	108 20%	120 21%	17 14% E	32 16% E	24 13% E	40 22% F	47 25% DEF	72 27% DEF	50 16% DEF	64 17% JK	119 26% JK	22 15% I	43 14% N	58 21% MN	96 26% MN	112 18% Q	120 24% Q	58 21% Q	66 22% V	62 24% V	11 7% V	12 22% V*	23 23% V*	195 20% Z	37 25% Z	122 18% Z	74 23% Z	36 26% *	52 16% d	180 22% d	68 16% f	164 23% f	128 18% h	105 24% h								
Don't know	172 15%	81 15%	88 15%	8 7% DEI	27 14% DEI	45 24% DEI	30 16% D	32 17% D	30 11% D	35 11% JL	75 20% JL	62 14% JL	10 7% M	61 19% M	45 17% M	52 14% M	83 13% Q	89 18% Q	40 15% Q	33 11% Q	39 15% Q	30 19% T	10 17% *	21 21% T*	147 15% Z	25 17% Z	85 12% Z	67 21% a	20 14% *	36 11% d	136 17% d	66 16% g	106 15% g	93 13% i	79 18% i								
NET: Very/fairly likely	395 35%	196 36%	191 33%	63 52% GHI	102 52% GHI	76 41% GHI	52 28% I	47 26% I	54 20% I	165 52% KL	128 34% L	101 22% I	74 52% OP	153 48% OP	77 29% I	84 23% I	254 40% R	140 28% R	90 33% R	111 37% R	75 29% R	65 42% U	24 43% *	29 30% *	360 36% Z	35 24% Z	249 36% Z	108 34% Z	38 27% *	160 48% e	235 29% g	173 41% g	222 31% i	285 41% i	109 25% i								
NET: Fairly/very unlikely	575 50%	273 50%	294 51%	51 42% GHI	68 34% GHI	65 35% GHI	104 56% DEF	105 57% DEF	182 68% DEFGH	119 37% J	169 45% JK	287 64% JK	59 41% I	101 32% MN	148 55% MNO	236 64% MNO	302 47% Q	272 54% Q	141 52% V	154 52% V	147 56% VW	61 39% V	22 39% *	49 50% *	486 49% Y	89 60% Y	351 51% Y	143 45% Y	81 58% b*	136 41% d	439 54% d	179 43% f	395 55% f	324 46% h	250 57% h								
Mean	-0.30	-0.26	-0.35	0.15 GHI	0.25 GHI	0.06 GHI	-0.49 I	-0.60 I	-0.82 I	0.21 KL	-0.23 L	-0.73 L	0.14 OP	0.25 OP	-0.48 I	-0.72 I	-0.16 R	-0.49 R	-0.32 R	-0.32 R	-0.54 R	0.19 STUX	-0.03 U*	-0.45 *	-0.25 Z	-0.66 *	-0.25 Z	-0.30 Z	-0.57 *	0.13 e	-0.49 g	-0.05 g	-0.44 g	-0.13 i	-0.60 i								

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Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	120 11%	11 6%	79 22%	4 4%	9 4%	55 12%	30 8%	36 16%	63 9%	97 21%	9 2%	60 18%	26 8%	59 15%	19 6%	40 14%	56 10%	38 16%	62 10%	98 22%	6 2%	65 20%	17 6%	43 15%	47 8%	58 19%	20 7%	84 22%	5 1%	
Fairly likely (1)	274 24%	17 10%	136 39%	29 30%	40 16%	141 30%	47 12%	51 23%	174 26%	191 42%	28 7%	118 35%	43 13%	135 35%	49 15%	66 23%	154 27%	54 22%	166 42%	179 40%	32 8%	113 34%	45 15%	59 20%	156 26%	132 43%	18 6%	157 42%	27 7%	
Fairly unlikely (-1)	342 30%	63 36%	77 22%	35 37%	99 39%	137 30%	137 35%	60 26%	209 31%	90 20%	140 36%	96 29%	106 33%	94 25%	102 32%	82 28%	181 31%	78 32%	194 30%	92 20%	142 38%	95 20%	98 28%	90 31%	193 33%	64 21%	98 35%	74 20%	157 41%	
Very unlikely (-2)	232 20%	74 43%	8 2%	8 8%	81 32%	52 11%	141 36%	65 29%	120 18%	17 4%	185 48%	19 6%	121 38%	37 10%	128 40%	83 29%	105 18%	57 24%	129 20%	22 5%	170 46%	24 7%	121 40%	86 29%	103 17%	14 4%	129 46%	12 3%	167 44%	
Don't know	172 15%	8 5%	51 14%	19 20%	23 9%	77 17%	37 9%	15 7%	102 15%	63 14%	26 7%	41 12%	24 7%	57 15%	20 6%	18 6%	85 15%	14 6%	101 16%	62 14%	22 6%	39 12%	18 6%	18 6%	93 16%	40 13%	17 6%	45 12%	23 6%	
NET: Very/fairly likely	395 35%	28 16%	215 61%	32 34%	50 20%	196 42%	78 20%	87 38%	237 36%	288 63%	37 10%	178 53%	69 22%	194 51%	69 22%	106 37%	210 36%	91 38%	228 35%	277 61%	38 10%	178 53%	61 21%	102 34%	203 34%	190 62%	37 13%	241 65%	33 9%	
NET: Fairly/very unlikely	575 50%	136 79%	85 24%	43 45%	179 71%	189 41%	278 71%	125 55%	328 49%	106 23%	324 84%	115 34%	227 71%	131 34%	230 72%	165 57%	285 49%	135 56%	322 49%	114 25%	313 84%	119 35%	219 73%	176 60%	296 50%	77 25%	227 81%	87 23%	324 85%	
Mean	-0.30	-1.05	0.67	-0.19	-0.88	0.03	-0.87	-0.31	-0.26	0.67	-1.28	0.36	-0.86	0.26	-0.91	-0.38	-0.25	-0.28	-0.29	0.61	-1.25	0.34	-0.93	-0.42	-0.30	0.59	-1.13	0.69	-1.27	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Spend more on public services
 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)	Not working (i)				
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very likely (2)	221 19%	132 24% C	86 15%	26 21%	52 27% H	35 19%	38 20%	31 17%	40 15%	78 24% L	73 20%	71 16%	30 21%	77 24% P	52 19%	53 14%	134 21%	88 17%	52 19%	48 16%	49 19%	48 30% STUX	12 23%	13 13%	200 20%	22 15%	135 20%	65 20%	21 15% *	84 25% e	138 17%	108 26% g	113 16%	153 22% i	69 16%					
Fairly likely (1)	440 39%	215 39%	218 38%	51 42%	64 33%	80 43%	69 37%	70 38%	106 40%	115 36%	148 40%	177 39%	57 40%	116 37%	103 38%	141 38%	275 43% R	165 33%	96 35%	120 40%	97 37%	60 39%	18 33% *	49 49% S*	382 38%	58 39%	281 41%	115 36%	43 31% *	129 39%	311 38%	176 42%	264 37%	275 39%	165 38%					
Fairly unlikely (-1)	224 20%	82 15%	139 24% B	23 19%	32 16%	25 14%	38 21%	34 19%	71 27% EF	55 17%	64 17%	105 23%	27 19%	48 15%	50 19%	96 26% N	110 17%	114 23%	64 24% V	62 21%	54 21%	23 14%	7 13% *	14 14% *	197 20%	27 18%	145 21% b	45 14%	35 25% b*	62 19%	162 20%	51 12%	173 24% f	127 18%	97 22%					
Very unlikely (-2)	128 11%	70 13%	54 9%	13 11%	22 11%	17 9%	22 12%	27 14%	26 10%	36 11%	40 11%	53 12%	18 13%	27 8% N	37 14% N	43 12%	56 9%	72 14% Q	32 12%	39 13% V	29 11% V	5 3%	8 15% V*	15 15% V*	106 11%	22 15%	59 9%	49 15% a	20 14% *	28 9%	100 12%	35 8%	93 13% f	78 11%	50 11%					
Don't know	127 11%	50 9%	75 13%	9 7%	26 13%	29 15% D	19 10%	21 12%	23 9%	35 11%	48 13%	45 10%	11 8%	49 15% M	27 10%	39 11%	66 10%	62 12%	28 10%	29 10%	32 12%	21 13%	9 16% *	8 8% *	108 11%	20 13%	65 9%	43 14% *	20 14% *	27 8%	100 12%	48 11%	80 11%	70 10%	57 13%					
NET: Very/fairly likely	661 58%	347 63% C	304 53%	77 63%	116 59%	115 62%	106 57%	101 55%	146 55%	193 60%	221 59%	248 55%	87 61%	193 61% P	156 58%	193 52%	408 64% R	253 50%	148 54%	167 56%	146 56%	108 69% STU	31 56% *	62 62% *	582 59%	80 54%	417 61% c	180 57%	65 47% *	213 64% e	448 55%	284 68% g	377 52%	427 61% i	234 53%					
NET: Fairly/very unlikely	352 31%	152 28%	194 34% B	37 30%	54 28%	42 23%	61 33% F	61 33% F	97 36% F	91 29%	103 28%	158 35% K	45 32%	74 23% N	87 32% N	139 37% N	166 26%	187 37% Q	96 35% V	101 34% V	83 32% V	28 18%	15 28% *	29 29% V*	303 31%	49 33%	204 30%	94 30%	55 39% *	91 27%	261 32%	86 21% f	266 37% f	205 29%	147 34%					
Mean	0.40	0.52 C	0.29	0.46	0.54	0.57	0.36	0.28	0.26	0.51 L	0.47	0.26	0.41	0.63 OP	0.34	0.19	0.56 R	0.19	0.29	0.28	0.36	0.91 STUWX	0.42 *	0.34 *	0.42	0.24	0.47 c	0.37	0.09 *	0.58 e	0.32	0.73 g	0.20	0.47	0.28					

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

5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Spend more on public services
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	221 19%	28 16%	112 32%	13 14%	33 13%	104 23%	67 17%	53 24%	134 20%	151 33%	48 12%	88 26%	63 20%	98 26%	65 21%	64 12%	122 21%	63 26%	128 20%	144 32%	46 12%	100 30%	52 17%	66 22%	112 19%	99 32%	51 18%	126 34%	49 13%	
Fairly likely (1)	440 39%	59 34%	172 49%	57 60%	79 31%	229 50%	109 28%	85 38%	271 41%	222 49%	88 23%	180 54%	89 28%	177 46%	102 32%	92 32%	268 46%	89 37%	239 52%	234 52%	90 24%	165 49%	82 27%	95 Uac	265 RSUWXac	162 RSUWXYac	68 Uac	189 RSUWXYac	99 26%	
Fairly unlikely (-1)	224 20%	43 25%	38 11%	13 13%	69 27%	65 14%	102 26%	42 19%	131 20%	43 9%	115 30%	33 10%	76 24%	57 15%	64 20%	70 24%	88 15%	47 20%	136 21%	38 8%	113 12%	39 12%	74 25%	69 23%	96 16%	26 8%	74 9%	33 29%	110 29%	
Very unlikely (-2)	128 11%	31 18%	6 2%	3 4%	48 19%	27 6%	79 20%	32 14%	69 10%	8 2%	105 27%	10 3%	74 23%	20 5%	69 22%	43 15%	54 9%	27 11%	84 13%	9 2%	98 26%	16 5%	71 24%	45 15%	60 10%	5 2%	71 25%	7 2%	94 25%	
Don't know	127 11%	11 6%	22 6%	8 9%	23 9%	36 8%	35 9%	14 6%	62 9%	32 7%	31 8%	23 7%	18 6%	30 8%	18 6%	21 7%	49 8%	15 6%	65 10%	27 6%	26 7%	16 5%	20 7%	20 7%	59 10%	15 5%	17 6%	17 4%	28 7%	
NET: Very/fairly likely	661 58%	87 51%	284 81%	70 74%	112 44%	334 72%	176 45%	139 61%	405 61%	374 82%	136 35%	268 80%	152 47%	275 72%	168 53%	156 54%	390 67%	152 63%	367 56%	379 84%	136 37%	265 79%	134 45%	161 54%	377 64%	261 85%	119 42%	315 85%	148 39%	
NET: Fairly/very unlikely	352 31%	74 43%	44 13%	16 17%	117 46%	92 20%	181 46%	75 33%	200 30%	52 11%	220 57%	43 13%	150 47%	77 20%	133 42%	113 39%	142 24%	74 31%	220 34%	47 10%	211 57%	55 16%	144 48%	114 39%	156 26%	31 10%	145 52%	40 11%	204 54%	
Mean	0.40	0.07	1.05 BDE	0.75 BE*	-0.09	0.75 G	-0.05	0.40 KMO	0.45 KMOP	1.09 HIKLMNOPQ	-0.40	0.97 HIKLMNOPQ	-0.03 K	0.79 HIKLMNOPQ	0.10 K	0.24 KM	0.59 IKMOP	0.51 UWXac	0.32 UWac	1.10 RSUVWXYac	-0.37	0.92 RSUVWXYac	-0.10 Uc	0.25 UWac	0.51 SUWXac	1.11 RSUWXYac	-0.17 U	1.11 RSUWXYac	-0.29	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Improve living standards for people on low-incomes

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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very likely (2)	142 12%	69 13%	70 12%	23 19% GHI	40 20% GHI	25 13% I	20 11% I	20 11% I	15 6% I	63 20% KL	44 12% I	35 8% I	26 18% OP	58 19% OP	26 9% I	32 9% I	87 14% I	56 11% I	36 13% I	31 10% I	20 8% I	32 21% TU	9 17% I	14 14% I	129 13% I	13 9% I	92 13% I	36 11% I	14 10% I	73 22% e	69 9% I	75 18% g	68 9% I	104 15% i	38 9% I					
Fairly likely (1)	402 35%	198 36%	198 35%	47 38%	70 36%	74 40%	65 35%	62 34%	85 32%	117 37%	139 37%	147 33%	55 38%	119 38%	95 35%	110 30%	252 39% R	151 30%	98 36%	115 39%	86 33%	60 38%	15 27% I	29 29% I	351 35% I	51 35% I	256 37% I	108 34% I	38 28% I	123 37% I	279 34% I	165 39% g	238 33% I	257 37% I	146 33% I					
Fairly unlikely (-1)	263 23%	114 21%	146 26%	21 17%	36 18%	29 16% F	48 26% F	42 23% F	87 32% DEF	57 18% I	77 21% JK	129 29% I	22 16% I	56 18% I	63 23% I	117 31% MNO	145 23% I	119 24% I	65 24% I	67 23% I	69 27% v	25 16% I	10 19% I	27 27% I	231 23% I	32 22% I	164 24% b	56 18% I	43 31% b*	66 20% I	197 24% I	80 19% I	183 25% f	155 22% I	108 25% I					
Very unlikely (-2)	177 16%	94 17%	79 14%	19 16%	26 13%	19 10% I	26 14% F	35 19% F	51 19% F	45 14% I	45 12% I	87 19% K	24 17% N	31 10% I	42 16% I	74 20% N	76 12% I	101 20% Q	44 16% v	52 18% v	42 16% v	11 7% I	11 17% v*	17 17% v*	150 15% I	27 18% I	91 13% I	61 19% a	25 18% I	33 10% I	144 18% d	47 11% I	130 18% f	99 14% I	78 18% I					
Don't know	156 14%	74 14%	79 14%	13 11%	24 12%	39 21% DEHI	27 15% I	24 13% I	29 11% I	37 12% I	67 18% JL	52 12% I	16 11% I	51 16% P	44 16% P	38 10% I	81 13% I	75 15% I	29 11% I	32 11% I	44 17% I	28 18% I	10 18% I	13 13% I	131 13% I	25 17% I	82 12% I	55 17% a	18 13% I	36 11% I	120 15% I	51 12% I	105 14% I	87 12% I	69 16% I					
NET: Very/fairly likely	544 48%	267 49%	268 47%	69 57% GHI	110 56% GHI	99 53% I	85 45% I	82 45% I	100 37% I	180 56% L	183 49% L	182 40% I	81 57% OP	177 56% OP	121 45% I	142 38% I	338 53% R	206 41% I	134 49% I	146 49% I	105 40% I	92 59% UX	24 44% I	43 43% I	480 48% I	64 43% I	348 51% c	144 45% I	52 38% I	196 59% e	348 43% I	239 57% g	305 42% I	361 51% i	183 42% I					
NET: Fairly/very unlikely	441 39%	208 38%	226 39%	40 33%	62 32%	48 26% F	74 40% F	78 42% EF	138 52% DEFG	102 32% I	122 33% I	216 48% JK	46 32% I	87 28% I	105 39% N	191 51% MNO	221 35% Q	220 44% I	109 40% v	120 40% v	112 43% v	36 23% I	21 38% I	43 44% v*	381 38% I	59 40% I	255 37% I	118 37% I	68 49% ab*	99 30% I	342 42% d	128 31% I	313 43% f	254 36% I	186 42% I					
Mean	0.07	0.07	0.07	0.30 HI	0.36 GHI	0.38 GHI	0.03 I	-0.07 I	-0.31 I	0.33 L	0.20 L	-0.22 I	0.29 P	0.44 OP	* P	-0.27 I	0.23 R	-0.14 I	0.07 I	0.02 I	-0.13 I	0.60 STUWX	0.05 I	-0.04 I	0.09 I	-0.07 I	0.16 c	* I	-0.22 I	0.47 e	-0.10 I	0.38 g	-0.11 I	0.18 i	-0.12 I					

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		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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	142 12%	10 6%	86 25%	8 8%	13 5%	71 15%	32 8%	45 20%	75 11%	118 26%	10 3%	70 21%	25 8%	66 17%	26 8%	50 17%	63 11%	45 19%	74 11%	118 26%	9 2%	78 23%	20 7%	47 16%	64 11%	81 26%	12 4%	102 27%	12 3%	
Fairly likely (1)	402 35%	44 26%	187 53%	48 51%	68 27%	208 45%	100 26%	67 30%	276 41%	250 55%	61 16%	169 51%	79 25%	190 22%	70 20%	82 28%	248 43%	76 22%	248 38%	246 54%	61 16%	155 46%	74 25%	84 29%	239 40%	176 57%	47 17%	201 54%	61 16%	
Fairly unlikely (-1)	263 23%	57 33%	47 13%	16 17%	78 31%	94 20%	111 28%	56 25%	145 22%	47 10%	130 33%	55 17%	84 26%	60 16%	94 30%	70 28%	127 22%	56 23%	141 22%	47 10%	130 18%	61 28%	83 26%	76 23%	137 23%	27 9%	88 31%	38 10%	132 35%	
Very unlikely (-2)	177 16%	46 26%	5 1%	9 10%	68 27%	39 8%	105 27%	37 16%	93 14%	8 2%	144 37%	11 3%	102 32%	29 8%	101 32%	63 22%	75 13%	42 18%	105 16%	8 2%	137 37%	17 5%	98 33%	63 21%	78 13%	8 2%	110 39%	10 3%	131 34%	
Don't know	156 14%	16 9%	26 7%	13 14%	26 10%	51 11%	43 11%	21 9%	79 12%	35 8%	43 11%	28 8%	30 9%	37 10%	27 9%	25 9%	68 12%	21 9%	83 13%	34 7%	35 9%	25 7%	23 8%	26 9%	74 12%	16 5%	24 9%	21 6%	44 12%	
NET: Very/fairly likely	544 48%	54 31%	273 78%	56 60%	80 32%	278 60%	133 34%	112 49%	351 52%	368 80%	71 18%	239 72%	104 33%	256 67%	96 30%	132 46%	311 54%	121 50%	322 49%	364 80%	70 19%	233 69%	95 32%	131 44%	303 51%	257 84%	59 21%	303 81%	73 19%	
NET: Fairly/very unlikely	441 39%	103 60%	52 15%	25 27%	146 58%	132 29%	216 55%	94 41%	238 36%	55 12%	273 71%	66 20%	186 58%	89 23%	195 61%	133 46%	202 35%	99 41%	246 38%	56 12%	267 72%	78 23%	181 61%	138 47%	215 36%	34 11%	198 70%	49 13%	263 69%	
Mean	0.07	-0.54	0.93	0.37	-0.53	0.43	-0.45	0.12	0.16	1.00	-0.98	0.76	-0.55	0.59	-0.60	-0.05	0.19	0.11	0.08	1.00	-0.96	0.70	-0.59	-0.09	0.14	1.02	-0.92	0.98	-0.92	

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

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Get a better deal for Britain's future relationship with the EU

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)	Not working (i)					
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372						
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438						
Very likely (2)	148 13%	81 15%	65 11%	24 20% GHI	44 22% GHI	30 16% I	17 9% I	17 9% I	15 6% I	68 21% KL	48 13% L	32 7% I	26 19% OP	67 21% OP	27 10% I	28 7% I	89 14% I	60 12% I	42 15% U	34 11% I	20 7% I	32 21% TU	10 18% U*	11 11% I	137 14% I	11 8% I	102 15% I	33 10% I	13 9% I	79 24% e	70 9% I	76 18% g	73 10% I	109 16% i	39 9% I						
Fairly likely (1)	294 26%	138 25%	150 26%	40 32% I	52 26% I	57 31% I	47 25% I	48 26% I	51 19% I	91 29% I	104 28% I	99 22% I	45 32% P	86 27% I	72 27% I	76 20% I	188 29% R	107 21% I	67 25% I	84 28% I	54 21% I	44 28% I	17 31% I	28 28% I	257 26% I	37 25% I	176 26% I	83 26% I	35 26% I	97 29% I	198 24% I	121 29% I	174 24% I	198 28% i	97 22% I						
Fairly unlikely (-1)	306 27%	142 26%	160 28%	30 24% I	41 21% I	32 17% I	58 31% EF	49 27% F	96 36% DEF	71 22% I	90 24% I	145 32% JK	37 26% N	56 18% N	76 28% N	128 35% N	165 26% I	141 28% I	75 28% I	81 27% I	78 30% I	37 23% I	11 19% I	25 25% I	267 27% I	38 26% I	198 29% I	73 23% I	35 25% I	82 25% I	224 28% I	95 23% I	211 20% f	189 27% I	117 27% I						
Very unlikely (-2)	206 18%	115 21% C	86 15% I	16 13% I	27 14% I	16 9% I	31 17% F	43 24% DEF	73 27% DEFG	42 13% I	47 13% I	116 26% JK	19 13% I	34 11% I	46 17% N	95 26% MNO	109 17% I	97 19% I	49 18% V	58 20% V	55 21% V	14 9% I	8 15% I	22 22% I	172 17% I	33 22% I	111 16% I	61 19% I	34 24% I	32 10% I	173 21% d	62 15% I	144 20% f	107 15% I	99 23% h						
Don't know	187 16%	73 13% I	111 19% B	13 11% I	33 17% I	50 27% DEGHI	33 18% I	26 14% I	32 12% I	46 15% I	83 22% JL	58 13% I	15 11% I	73 23% MP	49 18% M	44 12% I	89 14% I	98 19% Q	39 14% I	40 13% I	55 21% T	29 18% I	10 17% I	14 14% I	159 16% I	28 19% I	98 14% I	67 21% a	22 16% I	42 13% I	146 18% d	66 16% I	121 17% I	100 14% I	87 20% h						
NET: Very/fairly likely	443 39%	219 40%	215 38%	64 52% GHI	95 49% GHI	88 47% GHI	65 35% I	65 35% I	66 25% I	160 50% KL	152 41% L	131 29% I	72 50% OP	153 48% OP	99 37% P	104 28% I	276 43% R	167 33% I	109 40% U	118 40% U	73 28% I	77 49% U	27 49% U*	39 39% I	394 40% I	48 33% I	278 41% I	116 37% I	48 35% I	176 53% e	267 33% I	196 47% g	247 34% I	307 44% i	136 31% I						
NET: Fairly/very unlikely	511 45%	257 47%	246 43%	45 37% F	68 35% I	48 26% I	89 48% EF	93 50% DEF	169 63% DEFGH	113 35% I	137 37% I	261 58% JK	56 39% N	90 28% N	122 45% N	223 60% MNO	274 43% I	237 47% I	124 45% V	139 47% V	133 51% VW	51 33% I	19 34% I	46 47% I	440 44% I	71 48% I	309 45% I	134 42% I	69 50% I	114 34% I	397 49% d	157 37% I	355 49% f	296 42% I	216 49% h						
Mean	-0.13	-0.15	-0.11	0.25 GHI	0.28 GHI	0.40 GHI	-0.25 I	-0.34 I	-0.68	0.26 L	0.06 L	-0.55	0.18 OP	0.40 OP	-0.19 P	-0.57	-0.03 R	-0.27	-0.09 U	-0.18	-0.46	0.34 STUX	0.22 U*	-0.20 I	-0.10	-0.37 I	-0.07	-0.18	-0.35 I	0.37 e	-0.35	0.15 g	-0.30	0.02 i	-0.40						

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Get a better deal for Britain's future relationship with the EU
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380
Very likely (2)	148 13%	9 5%	90 26%	9 9%	14 6%	76 16%	32 8%	45 20%	81 12%	120 26%	9 2%	69 21%	31 10%	74 19%	24 8%	42 14%	76 13%	47 19%	79 12%	119 26%	8 2%	78 23%	25 8%	49 16%	65 11%	76 25%	19 7%	103 28%	7 2%
Fairly likely (1)	294 26%	24 14%	142 41%	37 39%	46 18%	156 34%	58 15%	47 21%	200 30%	197 43%	37 10%	141 42%	55 17%	140 37%	52 16%	67 23%	172 30%	47 20%	182 42%	190 49%	43 11%	127 38%	44 15%	60 20%	173 29%	133 43%	42 15%	160 43%	40 11%
Fairly unlikely (-1)	306 27%	62 36%	56 16%	23 25%	88 35%	121 26%	115 29%	54 24%	179 27%	70 15%	139 36%	64 19%	100 31%	81 21%	102 32%	76 26%	153 26%	71 29%	175 27%	79 17%	129 35%	72 22%	91 25%	75 28%	165 28%	52 17%	81 29%	56 15%	141 37%
Very unlikely (-2)	206 18%	63 36%	15 4%	4 4%	76 30%	45 10%	132 34%	57 25%	107 16%	20 4%	168 43%	18 5%	115 36%	30 8%	117 37%	73 25%	97 17%	51 21%	113 17%	16 3%	160 43%	30 9%	116 39%	82 28%	95 16%	17 5%	116 41%	17 5%	153 40%
Don't know	187 16%	15 8%	46 13%	21 22%	28 11%	63 14%	55 14%	24 11%	101 15%	52 11%	34 9%	42 13%	19 6%	57 15%	23 7%	32 11%	82 14%	25 10%	103 16%	49 11%	33 9%	29 9%	23 8%	30 10%	94 16%	29 10%	23 8%	35 9%	38 10%
NET: Very/fairly likely	443 39%	32 19%	232 66%	46 49%	61 24%	232 50%	90 23%	92 41%	281 42%	317 69%	46 12%	211 63%	86 27%	214 56%	76 24%	108 37%	248 43%	94 39%	261 40%	309 68%	51 14%	205 61%	68 23%	109 37%	238 40%	209 68%	60 21%	264 71%	47 12%
NET: Fairly/very unlikely	511 45%	125 73%	72 21%	28 29%	164 65%	167 36%	247 63%	111 49%	286 43%	89 20%	307 79%	82 24%	216 67%	111 29%	219 69%	149 52%	250 43%	122 51%	288 44%	95 21%	288 77%	102 30%	207 69%	157 53%	260 44%	68 22%	197 70%	73 20%	294 77%
Mean	-0.13	-0.93	0.77	0.31	-0.73	0.24	-0.76	-0.15	-0.05	0.81	-1.19	0.62	-0.71	0.45	-0.80	-0.28	-0.05	-0.15	-0.11	0.79	-1.15	0.49	-0.84	-0.30	-0.11	0.72	-0.91	0.82	-1.15

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce crime
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	116 10%	58 10%	56 10%	20 16% GHI	45 23% FGHI	19 10% I	13 7% I	15 8% I	4 1% I	65 20% KL	32 9% L	18 4% I	22 15% OP	59 19% OP	19 7% I	15 4% I	71 11% I	45 9% I	32 12% U	30 10% U	13 5% I	25 16% U*	8 14% U*	8 8% *	112 11% Z	4 3% I	78 11% I	29 9% I	9 7% *	66 20% e	50 6% g	61 15% g	55 8% I	90 13% i	26 6% I	
Fairly likely (1)	265 23%	129 24%	130 23%	43 35% GHI	53 27% HI	49 27% H	41 22% I	32 18% I	47 17% I	96 30% L	90 24% L	79 17% I	47 33% OP	87 28% P	61 22% I	69 19% I	158 25% I	108 21% I	66 24% I	67 23% I	53 20% I	42 27% I	14 25% *	23 23% *	235 24% I	30 20% I	157 23% I	77 24% I	30 22% *	96 29% e	169 21% I	104 25% I	161 22% I	184 26% i	81 19% I	
Fairly unlikely (-1)	351 31%	159 29%	188 33%	28 23% GHI	39 20% HI	42 23% H	71 28% DEF	59 32% E	112 42% DEF	67 21% I	114 31% J	171 38% J	32 22% I	65 21% I	94 35% MN	136 37% MN	201 31% I	150 30% I	81 30% I	98 33% I	92 35% w	45 29% I	10 18% *	26 26% *	303 31% I	48 33% I	227 33% b	74 23% I	50 36% b*	87 26% I	264 33% d	116 28% I	235 33% I	202 29% I	149 34% I	
Very unlikely (-2)	229 20%	124 23%	101 18%	17 14% GHI	32 16% FGHI	30 16% HI	31 16% I	52 28% DEFG	68 25% DE	49 15% I	61 16% JK	119 26% JK	24 17% I	43 14% I	53 20% MN	96 26% MN	116 18% I	112 22% I	55 20% V	66 22% V	59 22% V	14 9% I	12 21% v*	23 23% v*	188 19% I	41 28% Y	130 19% I	72 23% I	27 20% *	42 13% I	187 23% d	65 16% I	164 23% f	130 18% I	99 23% I	
Don't know	180 16%	80 15%	97 17%	15 12% GHI	27 14% GHI	45 24% DEHI	30 16% I	26 14% I	37 14% I	42 13% I	75 20% JL	63 14% I	18 12% I	61 19% I	42 16% I	55 15% I	93 15% I	87 17% I	38 14% I	37 12% I	44 17% I	30 19% I	12 21% *	19 19% *	156 16% Z	24 16% *	93 14% I	66 21% a	21 15% *	40 12% I	140 17% d	73 17% I	107 15% I	97 14% I	83 19% I	
NET: Very/fairly likely	381 33%	187 34%	186 33%	63 51% FGHI	98 50% FGHI	68 37% HI	54 29% I	47 26% I	50 19% I	161 51% KL	123 33% L	97 22% I	69 48% OP	146 46% OP	80 30% I	85 23% I	228 36% I	152 30% I	98 36% U	97 32% I	66 25% I	67 43% TU	22 39% *	32 32% *	346 35% Z	34 23% I	235 34% I	106 33% I	40 29% *	162 49% e	219 27% I	165 39% g	216 30% I	273 39% i	108 25% I	
NET: Fairly/very unlikely	580 51%	283 51%	289 51%	45 37% GHI	71 36% GHI	73 39% HI	102 55% DEF	110 60% DEF	180 67% DEFG	116 36% I	175 47% J	290 64% JK	56 39% I	108 34% I	148 55% MN	232 62% MH	318 50% I	262 52% I	136 50% V	164 55% V	151 58% vw	59 38% I	22 39% *	49 49% *	491 49% I	90 60% Y	357 52% I	145 46% I	78 56% *	129 39% I	451 56% d	181 43% I	399 55% f	332 47% I	248 57% h	
Mean	-0.33	-0.35	-0.31	0.19 GHI	0.24 GHI	-0.11 HI	-0.42 I	-0.64	-0.84	0.22 KL	-0.27 L	-0.76	0.09 OP	0.21 OP	-0.45 P	-0.72	-0.25	-0.43	-0.27 U	-0.40	-0.60	0.15 STUX	-0.09 U*	-0.39 *	-0.26 Z	-0.75 *	-0.29	-0.33	-0.48 *	0.19 e	-0.55	-0.06 g	-0.48	-0.16 i	-0.60	

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Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	116 10%	11 7%	68 19%	2 3%	14 6%	58 13%	22 6%	38 17%	54 8%	92 20%	10 2%	48 14%	27 8%	53 14%	19 6%	38 13%	49 9%	38 16%	56 9%	91 20%	7 2%	55 16%	18 6%	43 15%	45 8%	56 18%	16 6%	78 21%	5 1%	
Fairly likely (1)	265 23%	13 8%	149 42%	25 27%	42 17%	128 28%	63 16%	48 21%	172 26%	187 41%	21 5%	125 37%	49 15%	123 32%	43 13%	72 25%	141 24%	52 21%	160 40%	180 40%	29 8%	116 34%	36 12%	62 21%	136 23%	132 43%	20 7%	150 40%	18 5%	
Fairly unlikely (-1)	351 31%	63 37%	81 23%	34 36%	85 34%	151 33%	128 33%	59 26%	224 34%	100 22%	139 36%	94 28%	98 31%	98 26%	108 34%	71 24%	202 35%	75 31%	198 30%	100 22%	132 27%	91 27%	106 28%	84 28%	202 34%	71 23%	99 35%	85 23%	154 41%	
Very unlikely (-2)	229 20%	66 38%	7 2%	10 11%	87 35%	53 12%	139 36%	58 26%	118 26%	16 3%	187 48%	19 6%	125 39%	37 10%	126 40%	81 28%	99 17%	51 21%	134 21%	18 4%	174 47%	33 10%	124 41%	82 28%	108 18%	8 3%	128 46%	12 3%	167 44%	
Don't know	180 16%	19 11%	46 13%	23 24%	23 9%	72 16%	40 10%	23 10%	100 15%	63 14%	31 8%	48 14%	21 6%	71 19%	22 7%	27 9%	89 15%	25 10%	103 16%	64 14%	31 8%	40 12%	15 5%	24 8%	100 17%	40 13%	18 6%	46 12%	34 9%	
NET: Very/fairly likely	381 33%	25 14%	217 62%	28 29%	56 22%	185 40%	85 22%	86 38%	227 34%	279 61%	30 8%	173 52%	76 24%	176 46%	62 19%	110 38%	190 33%	89 37%	216 33%	271 60%	36 10%	171 51%	54 18%	105 36%	182 31%	188 61%	36 13%	229 61%	24 6%	
NET: Fairly/very unlikely	580 51%	129 75%	88 25%	44 47%	172 68%	204 44%	267 68%	118 52%	342 51%	116 25%	326 84%	113 34%	224 70%	135 35%	234 74%	152 53%	301 52%	126 52%	333 51%	118 26%	305 82%	124 37%	229 77%	166 56%	311 52%	80 26%	227 81%	97 26%	322 85%	
Mean	-0.33	-1.03	0.62	-0.34	-0.82	-0.04	-0.85	-0.25	-0.31	0.61	-1.33	0.31	-0.82	0.18	-0.94	-0.32	-0.33	-0.24	-0.35	0.58	-1.27	0.23	-0.99	-0.37	-0.39	0.58	-1.15	0.61	-1.33	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce taxation
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	113 10%	62 11%	50 9%	20 16% GHI	44 22% FGHI	23 12% HI	12 7% I	10 6% I	5 2% I	63 20% KL	35 9% L	15 3% I	23 16% OP	61 19% OP	14 5% I	14 4% I	65 10% I	48 10% I	31 11% U	29 10% I	13 5% I	28 18% TUX	5 9% I	8 8% I	110 11% Z	4 3% I	74 11% I	30 9% I	10 7% I	66 20% e	47 6% I	53 13% g	61 8% I	87 12% i	26 6% I	
Fairly likely (1)	194 17%	89 16%	102 18%	34 27% GHI	45 23% GHI	41 22% HI	26 14% I	21 12% I	26 10% I	79 25% KL	67 18% L	48 11% I	37 26% OP	76 24% OP	38 14% I	41 11% I	108 17% I	85 17% I	37 14% I	51 17% I	41 16% I	32 21% I	11 21% I	21 21% I	174 18% I	20 13% I	125 18% I	53 17% I	16 11% I	88 26% e	106 13% I	79 19% I	115 16% I	135 19% i	58 13% I	
Fairly unlikely (-1)	383 34%	183 33%	194 34%	38 31% GHI	55 27% GHI	46 23% HI	69 37% I	62 34% I	113 42% EF	93 29% I	115 31% JK	174 39% I	43 30% I	79 25% N	98 36% N	146 39% N	214 33% I	169 34% I	95 35% I	107 36% I	84 32% I	50 32% I	18 33% I	29 29% I	328 33% I	55 37% I	233 34% I	97 31% I	53 38% I	88 27% I	295 36% d	132 31% I	251 35% I	231 33% I	152 35% I	
Very unlikely (-2)	305 27%	158 29%	143 25%	20 16% GHI	27 14% GHI	36 19% GHI	51 28% DE	63 35% DEF	107 40% DEFG	48 15% J	87 38% JK	170 38% I	26 18% I	42 13% MN	79 29% MN	137 37% MN	176 28% I	129 26% I	70 26% V	83 28% V	89 34% V	24 15% I	12 22% I	26 27% I	252 25% Y	53 36% Y	181 26% I	82 26% I	42 30% I	57 17% I	248 31% d	97 23% I	208 29% f	170 24% I	135 31% h	
Don't know	146 13%	58 11%	84 15%	11 9% I	24 12% DEI	40 21% I	28 15% I	27 15% I	16 6% I	35 11% JL	68 18% JL	43 10% I	13 9% I	57 18% MP	40 15% P	33 9% I	76 12% I	70 14% I	38 14% I	28 9% I	35 13% I	22 14% I	8 15% I	16 16% I	129 13% I	17 12% I	73 11% I	55 17% a	19 13% I	32 10% I	114 14% I	58 14% I	88 12% I	79 11% I	67 15% I	
NET: Very/fairly likely	307 27%	150 27%	152 27%	54 44% GHI	89 45% FGHI	64 34% GHI	38 20% I	32 17% I	31 12% I	142 45% KL	102 27% L	63 14% I	60 42% OP	137 44% OP	53 20% I	55 15% I	173 27% I	134 27% I	68 25% I	80 27% I	54 21% I	61 39% STU	16 29% I	29 29% I	284 29% Z	23 16% I	199 29% c	83 26% I	25 18% I	154 46% e	154 19% I	132 31% g	176 24% I	222 32% i	85 19% I	
NET: Fairly/very unlikely	687 60%	341 62%	337 59%	58 47% GHI	83 42% FGHI	82 44% GHI	120 64% DEF	125 68% DEF	219 82% DEFGH	141 44% J	202 54% JK	345 77% I	69 49% N	121 85% MN	177 76% MNO	283 76% I	390 61% I	297 59% I	166 61% V	190 64% V	173 66% V	74 47% I	30 55% I	55 55% I	580 58% Y	108 73% Y	414 60% I	179 56% I	95 68% b*	145 44% I	542 67% d	228 55% I	459 64% f	401 57% I	287 65% h	
Mean	-0.57	-0.58	-0.57	-0.04 GHI	0.13 GHI	-0.21 GHI	-0.76 I	-0.94 I	-1.16 I	0.06 KL	-0.50 L	-1.07 I	-0.10 OP	0.14 OP	-0.82 I	-1.04 I	-0.58 I	-0.57 I	-0.58 I	-0.61 I	-0.86 I	-0.06 STUX	-0.46 I	-0.54 I	-0.51 Z	-1.02 I	-0.53 I	-0.56 I	-0.85 I	0.06 e	-0.85 I	-0.39 g	-0.68 I	-0.42 i	-0.83 I	

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5th - 6th July 2024
 PUBLIC
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 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce taxation
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	113 10%	8 5%	68 19%	4 4%	12 5%	49 11%	27 7%	38 17%	55 8%	90 20%	9 2%	57 17%	21 6%	51 13%	22 7%	41 14%	44 8%	40 16%	50 8%	87 19%	8 2%	59 18%	15 5%	43 14%	38 6%	57 19%	19 7%	79 21%	9 2%	
Fairly likely (1)	194 17%	18 10%	98 28%	15 16%	26 10%	90 19%	46 12%	53 23%	107 16%	135 29%	17 4%	75 23%	34 11%	86 10%	31 10%	49 17%	94 16%	50 21%	98 15%	127 28%	17 5%	74 22%	27 9%	49 16%	95 16%	89 29%	17 6%	104 28%	15 4%	
Fairly unlikely (-1)	383 34%	48 28%	123 35%	38 40%	90 36%	168 36%	122 31%	56 25%	252 38%	146 32%	126 33%	114 34%	100 31%	134 35%	93 29%	78 27%	218 38%	65 27%	237 36%	148 33%	134 33%	110 30%	91 28%	82 28%	223 38%	97 32%	78 28%	118 32%	128 34%	
Very unlikely (-2)	305 27%	94 54%	21 6%	26 28%	99 39%	96 21%	167 43%	76 33%	166 25%	37 8%	216 56%	51 15%	148 46%	61 16%	157 49%	101 35%	156 27%	78 32%	178 27%	46 10%	192 52%	59 18%	148 50%	105 35%	157 26%	35 11%	148 53%	37 10%	208 55%	
Don't know	146 13%	5 3%	41 12%	11 12%	25 10%	58 13%	30 8%	5 2%	88 13%	50 11%	19 5%	37 11%	17 5%	51 13%	15 5%	20 7%	69 12%	9 4%	89 14%	45 10%	21 6%	33 10%	17 6%	17 6%	79 13%	28 9%	19 7%	35 9%	19 5%	
NET: Very/fairly likely	307 27%	26 15%	166 47%	19 20%	38 15%	139 30%	73 19%	91 40%	162 24%	225 49%	26 7%	132 40%	55 17%	136 36%	53 17%	90 31%	138 24%	89 37%	148 23%	214 47%	25 7%	133 40%	42 14%	92 31%	134 23%	146 48%	36 13%	182 49%	24 6%	
NET: Fairly/very unlikely	687 60%	141 82%	144 41%	64 68%	189 75%	265 57%	289 74%	132 58%	418 63%	183 40%	342 88%	164 49%	248 77%	195 51%	250 79%	179 62%	374 64%	143 59%	415 64%	194 43%	326 88%	169 50%	239 80%	186 63%	380 64%	132 43%	226 80%	155 42%	336 89%	
Mean	-0.57	-1.20	0.22	-0.81	-1.05	-0.43	-0.98	-0.36	-0.63	0.23	-1.42	-0.09	-1.06	-0.21	-1.09	-0.56	-0.68	-0.39	-0.70	0.15	-1.38	-0.12	-1.18	-0.56	-0.71	0.13	-1.22	0.20	-1.42	

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Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce social inequality
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	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	128 11%	55 10%	71 12%	19 16% GHI	42 21% GHI	27 15% I	15 8% I	16 9% I	8 3% I	61 19% KL	43 11% L	24 5% I	22 15% OP	62 20% OP	23 8% I	22 6% I	80 13% R	48 9% I	27 10% I	31 11% I	17 6% STU	34 22% STU	8 14% *	11 11% *	117 12% I	11 7% I	89 13% c	32 10% I	7 5% *	73 22% e	55 7% I	66 16% g	62 9% I	100 14% i	28 6% I	
Fairly likely (1)	312 27%	164 30%	141 25%	41 33%	57 29%	53 29%	46 24%	49 27%	66 25%	98 31%	99 27%	115 26%	47 33%	94 30%	67 25%	91 24%	201 31% R	111 22% I	81 30% I	84 28% I	60 23% I	44 28% I	18 33% *	25 25% *	274 28% I	37 25% I	193 28% I	83 26% I	35 26% *	93 28% I	219 27% I	133 32% g	179 25% I	208 30% I	104 24% I	
Fairly unlikely (-1)	331 29%	145 26%	183 32%	32 26%	40 20%	39 21%	64 35% EF	48 26% EF	106 23% DEFH	72 40% I	104 28% J	154 34% J	35 25% I	66 21% I	83 31% N	130 35% MN	182 29% I	148 30% I	80 29% W	89 30% W	87 34% VW	36 23% I	7 13% *	30 30% W*	283 29% I	47 32% I	213 31% b	74 23% I	44 32% *	81 24% I	250 31% d	106 25% I	224 31% f	190 27% I	140 32% I	
Very unlikely (-2)	200 18%	114 21% c	82 14%	21 17%	29 15%	24 13%	27 15% EFG	43 23% EFG	57 21% I	50 16% I	51 14% JK	100 22% JK	28 19% N	36 11% I	47 17% I	84 23% N	99 16% I	101 20% I	50 18% V	55 19% V	53 20% V	13 8% I	12 18% V*	17 18% V*	170 17% I	30 20% I	105 15% I	68 21% a	28 20% *	41 12% I	159 20% d	58 14% I	142 20% f	116 17% I	84 19% I	
Don't know	170 15%	72 13%	96 17%	9 7%	29 15%	42 23% DI	33 18% D	27 15% D	30 11% I	38 12% I	76 20% JL	57 13% I	11 8% I	58 18% MP	51 19% MP	45 12% I	76 12% Q	94 19% I	33 12% I	38 13% I	45 17% I	30 19% I	10 17% *	16 16% *	147 15% I	23 16% I	85 12% I	61 19% a	24 18% *	43 13% I	128 16% I	54 13% I	116 16% I	89 13% I	82 19% h	
NET: Very/fairly likely	440 39%	220 40%	212 37%	60 49% GHI	99 50% GHI	81 43% GI	61 33% I	65 35% I	74 28% I	159 50% KL	142 38% I	139 31% I	69 48% OP	156 49% OP	90 33% I	112 30% I	281 44% R	158 32% I	109 40% U	115 39% U	76 29% I	77 49% TU	26 47% U*	36 37% *	392 39% I	48 32% I	282 41% I	115 36% I	42 31% *	167 50% e	273 34% I	199 48% g	241 33% I	307 44% i	132 30% I	
NET: Fairly/very unlikely	531 47%	258 47%	265 46%	53 43%	69 35% I	63 34% I	92 49% EF	91 50% EF	163 61% DEFGH	122 38% I	155 42% I	254 56% JK	63 44% N	101 32% I	129 48% N	214 58% MNO	282 44% I	249 50% I	130 48% V	145 49% V	140 54% VW	49 32% I	20 35% *	48 48% V*	454 46% I	77 52% I	317 46% I	141 45% I	72 52% *	122 37% I	409 51% d	165 39% I	366 51% f	306 44% I	224 51% h	
Mean	-0.17	-0.20	-0.13	0.05 GHI	0.25 GHI	0.15 GHI	-0.28	-0.34	-0.58	0.17 KL	-0.07 L	-0.48	* P	0.31 MOP	-0.29	-0.50	-0.03 R	-0.35	-0.18	-0.20	-0.46	0.38 STUX	0.04 U*	-0.21 *	-0.14	-0.39 *	-0.08 c	-0.24	-0.44 *	0.27 e	-0.35	0.12 g	-0.34	-0.02 i	-0.42	

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Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	128 11%	8 4%	75 21%	7 7%	13 5%	62 13%	28 7%	40 18%	64 10%	99 22%	11 3%	67 20%	18 6%	65 17%	17 5%	43 15%	53 9%	44 18%	59 9%	101 22%	8 2%	72 21%	12 4%	50 17%	48 8%	68 22%	15 5%	89 24%	6 1%	
Fairly likely (1)	312 27%	27 16%	162 46%	34 36%	35 14%	164 36%	70 18%	49 21%	215 32%	221 48%	28 7%	148 44%	59 18%	152 40%	50 16%	67 23%	189 33%	51 21%	198 30%	212 47%	33 9%	141 42%	41 20%	59 19%	193 33%	145 47%	27 10%	179 48%	38 10%	
Fairly unlikely (-1)	331 29%	67 39%	65 19%	26 27%	102 40%	124 27%	132 34%	65 29%	184 28%	80 18%	150 42%	72 19%	100 31%	83 22%	110 35%	84 29%	168 29%	75 31%	182 28%	70 16%	151 40%	67 20%	108 28%	83 28%	176 30%	51 17%	102 36%	59 16%	152 40%	
Very unlikely (-2)	200 18%	53 31%	6 2%	13 14%	73 29%	46 10%	116 29%	52 23%	111 17%	11 2%	161 42%	19 6%	114 35%	40 11%	106 33%	68 24%	93 16%	45 18%	122 19%	17 4%	150 40%	27 8%	111 37%	76 26%	92 16%	11 4%	115 41%	12 3%	143 38%	
Don't know	170 15%	18 10%	42 12%	15 15%	29 12%	65 14%	47 12%	21 9%	94 14%	47 10%	36 9%	28 8%	30 9%	42 11%	35 11%	27 9%	77 13%	26 11%	90 14%	53 12%	30 8%	30 9%	25 9%	28 9%	83 14%	31 10%	21 8%	33 9%	41 11%	
NET: Very/fairly likely	440 39%	35 20%	237 68%	41 43%	48 19%	226 49%	98 25%	89 39%	279 42%	320 70%	39 10%	215 64%	77 24%	217 57%	67 19%	110 38%	242 42%	95 40%	258 40%	313 69%	42 11%	212 63%	54 18%	109 37%	241 41%	213 69%	42 15%	268 72%	44 11%	
NET: Fairly/very unlikely	531 47%	120 70%	71 20%	39 41%	175 69%	171 37%	247 63%	117 52%	295 44%	91 20%	311 80%	90 27%	213 67%	123 32%	216 68%	153 53%	261 45%	119 50%	304 47%	88 19%	300 81%	93 28%	219 73%	159 54%	268 45%	63 20%	217 77%	71 19%	295 78%	
Mean	-0.17	-0.85	0.76	-0.06	-0.84	0.18	-0.69	-0.20	-0.11	0.77	-1.20	0.57	-0.80	0.35	-0.84	-0.26	-0.12	-0.11	-0.19	0.77	-1.17	0.54	-0.97	-0.28	-0.14	0.75	-1.06	0.81	-1.15	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce social divisions
 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)	Not working (i)				
Unweighted base	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very likely (2)	126 11%	70 13%	54 10%	26 22% FGHI	40 20% FGHI	20 11%	13 7%	13 7%	15 6%	66 21% KL	33 9%	27 6%	28 20% OP	54 17% OP	18 7%	24 6%	81 13%	45 9%	32 12%	27 9%	20 8%	28 18% TU	8 15% *	11 11% *	118 12% Z	8 6%	79 12%	38 12%	9 6% *	69 21% e	57 7%	62 15% g	65 9%	98 14% i	29 7%					
Fairly likely (1)	284 25%	136 25%	143 25%	39 32% I	57 29% I	54 25%	46 25%	44 24%	45 17%	96 30% L	100 27% L	89 20%	44 31% P	99 31% P	65 24%	69 19%	175 27%	109 22%	68 25%	79 26%	58 22%	42 27%	14 25% *	24 24% *	254 26% Z	31 21%	186 27%	72 23%	26 19% *	98 30% e	186 23%	122 29% g	163 22%	201 29% i	84 19%					
Fairly unlikely (-1)	347 30%	153 28%	192 33%	24 19% D	45 23% D	46 25%	59 32% D	59 32% D	114 43% DEFGH	69 22% JK	105 28% JK	173 38% JK	32 22% N	68 22% N	82 30% MNO	148 40% MNO	193 30% R	155 31%	86 32%	94 32%	90 35% V	37 24%	11 20% *	30 30% *	296 30% Z	51 34%	222 32% b	73 23% b*	52 38% b*	81 25% d	266 33% d	107 26% f	240 33% f	196 28% h	152 35% h					
Very unlikely (-2)	192 17%	107 19% C	80 14%	16 13% C	24 12% C	22 12%	34 18% DEF	42 23% DEF	54 20% DEF	40 13% JK	56 15% JK	96 21% JK	19 13% N	34 11% N	53 20% N	79 21% N	97 15% R	95 19%	47 17% V	57 19% V	45 17% V	12 8%	12 21% V*	20 20% V*	158 16% Z	34 23%	107 16%	62 20% a	23 17% *	37 11% e	155 19% d	58 14%	134 19%	109 16%	83 19%					
Don't know	191 17%	83 15%	104 18%	17 14% DHI	30 15% DHI	44 24% DHI	34 18%	27 14%	39 14%	48 15% JL	78 21% JL	65 14%	19 13% OP	61 19% OP	52 19% OP	51 14%	94 15% R	97 19%	39 14%	42 14%	49 19%	36 23% ST	11 19% *	15 15% *	167 17% Z	24 16%	90 13%	72 23% a	29 21% *	46 14% e	145 18%	69 17% g	121 17% g	99 14% i	92 21% h					
NET: Very/fairly likely	411 36%	206 38%	197 34%	65 53% FGHI	97 49% GHI	74 40% I	59 32% I	56 31%	60 22%	162 51% KL	133 36% L	116 26%	72 51% OP	153 49% OP	83 31%	93 25%	256 40% R	154 31%	100 37%	105 35%	77 30%	71 45% U	22 40% *	35 35% *	372 37% Z	39 26%	266 39% c	110 35% *	35 50% *	167 25% e	244 30% g	183 44% g	227 31% i	298 42% i	112 26%					
NET: Fairly/very unlikely	540 47%	260 47%	272 47%	40 32% DHI	69 35% DHI	68 37% DHI	93 50% DEF	101 55% DEF	168 63% DEFG	109 34% J	161 43% J	269 60% JK	51 36% MN	102 32% MN	135 50% MNO	227 61% MNO	290 45% R	250 50%	133 49% V	151 51% V	135 52% V	49 32%	22 41% *	49 49% V*	455 46% Y	85 57% Y	329 48% b	135 43% b*	75 54% b*	118 36% d	421 52% d	166 40% f	374 52% f	305 43% h	234 53% h					
Mean	-0.21	-0.20	-0.21	0.34 GHI	0.26 GHI	0.02 GHI	-0.37 GHI	-0.47 GHI	-0.65 GHI	0.29 KL	-0.18 L	-0.58 L	0.25 OP	0.28 OP	-0.40 OP	-0.59 OP	-0.09 R	-0.36 R	-0.21 R	-0.30 R	-0.39 R	0.31 STUX	-0.08 *	-0.26 *	-0.15 Z	-0.58 *	-0.15 c	-0.20 c	-0.50 *	0.28 e	-0.41 e	0.06 g	-0.36 g	-0.03 i	-0.51 i					

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5th - 6th July 2024
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Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce social divisions
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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 Party	Unfavourable to 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	126 11%	5 3%	76 22%	8 9%	12 5%	59 13%	28 7%	35 15%	66 10%	98 21%	10 3%	57 17%	28 9%	63 16%	19 6%	42 15%	58 10%	37 15%	68 10%	22% 2%	7 19%	65 6%	17 14%	40 9%	52 9%	65 21%	15 5%	83 22%	9 3%	
Fairly likely (1)	284 25%	28 16%	144 41%	30 32%	34 13%	154 33%	56 14%	59 26%	178 27%	197 43%	24 6%	133 40%	41 13%	133 35%	49 15%	59 20%	168 29%	58 24%	166 42%	188 8%	30 37%	124 19%	39 13%	57 19%	170 29%	131 43%	22 8%	156 42%	30 8%	
Fairly unlikely (-1)	347 30%	67 39%	74 21%	30 32%	96 38%	129 28%	147 37%	59 26%	215 32%	86 19%	153 39%	86 26%	109 34%	88 23%	121 38%	89 31%	175 30%	74 31%	204 31%	88 19%	154 41%	87 26%	102 34%	99 34%	178 30%	66 22%	106 38%	77 21%	158 42%	
Very unlikely (-2)	192 17%	54 31%	5 1%	13 14%	79 31%	52 11%	108 28%	52 23%	101 15%	10 2%	163 42%	17 5%	110 34%	40 10%	101 32%	67 23%	91 16%	47 20%	113 17%	16 3%	150 40%	23 7%	113 38%	69 24%	94 16%	8 3%	115 41%	12 3%	144 38%	
Don't know	191 17%	18 10%	52 15%	13 14%	32 13%	67 15%	53 14%	22 10%	108 16%	66 14%	37 10%	40 12%	31 10%	58 15%	28 9%	32 11%	88 15%	24 10%	101 16%	62 14%	32 9%	37 11%	27 9%	30 10%	98 17%	36 12%	23 8%	44 12%	39 10%	
NET: Very/fairly likely	411 36%	33 19%	220 63%	38 41%	46 18%	213 46%	83 21%	94 41%	244 37%	295 64%	34 9%	190 57%	70 22%	196 51%	68 21%	101 35%	226 39%	95 39%	234 36%	288 64%	36 10%	189 56%	56 19%	97 33%	223 38%	196 64%	37 13%	239 64%	39 10%	
NET: Fairly/very unlikely	540 47%	121 70%	78 22%	43 46%	175 69%	182 39%	255 65%	111 49%	316 47%	97 21%	315 82%	103 31%	220 69%	128 33%	222 70%	157 54%	267 46%	122 50%	316 49%	103 23%	304 82%	109 33%	215 72%	169 57%	272 46%	74 24%	221 79%	89 24%	302 79%	
Mean	-0.21	-0.89	0.72	-0.12	-0.89	0.10	-0.74	-0.17	-0.19	0.73	-1.24	0.43	-0.80	0.28	-0.82	-0.31	-0.15	-0.17	-0.23	0.69	-1.21	0.41	-0.94	-0.38	-0.19	0.66	-1.10	0.67	-1.16	

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Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Make Britons feel proud of their country
 All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade				Region						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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372		
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438		
Very likely (2)	148 13%	79 14%	68 12%	21 17% G	47 24% GI	26 14% FGHI	18 9% I	20 11% I	16 6% I	68 21% KL	44 12% I	36 8% I	24 17% OP	66 21% OP	25 9% I	33 9% I	80 12% I	69 14% I	35 13% I	36 12% I	18 7% I	37 19% STUX	10 12% I	12 12% I	139 14% Z	9 6% I	96 14% I	42 13% I	10 7% I	76 23% e	73 9% I	69 16% g	80 11% I	108 15% i	40 9% I		
Fairly likely (1)	279 24%	134 24%	141 25%	37 30% H	56 29% I	55 29% I	43 23% I	38 21% I	50 19% I	93 29% L	98 26% L	88 20% I	41 29% P	92 29% P	65 24% I	75 20% I	176 28% R	103 21% I	68 25% I	78 26% I	57 22% I	35 23% I	16 28% I	26 26% I	247 25% I	32 22% I	173 25% I	71 23% I	35 25% I	100 30% e	179 22% I	122 29% g	158 22% I	192 27% i	88 20% I		
Fairly unlikely (-1)	307 27%	142 26%	161 28%	29 24% H	35 18% I	43 23% I	56 30% E	49 27% E	94 35% DEF	64 20% I	99 27% I	144 32% J	34 24% I	61 19% I	78 29% N	119 32% N	180 28% I	127 25% I	78 29% I	79 26% I	76 29% I	38 24% I	8 15% I	28 28% I	257 26% I	49 33% I	198 29% I	72 23% I	36 26% I	70 21% I	237 29% d	96 23% I	211 29% f	182 26% I	125 28% I		
Very unlikely (-2)	217 19%	119 22% C	93 16% I	22 18% I	30 15% I	20 11% I	39 21% F	46 25% EF	60 22% F	52 16% I	59 16% I	106 23% JK	27 19% N	36 12% I	56 21% N	84 23% N	110 17% I	107 21% I	52 19% V	65 22% V	54 21% V	13 8% I	12 21% V*	21 21% V*	184 19% I	33 22% I	119 17% I	68 22% I	29 21% I	50 15% I	167 21% d	63 15% I	153 21% f	125 18% I	91 21% I		
Don't know	190 17%	76 14% B	110 19% B	14 11% I	28 14% I	42 23% D	30 16% I	30 16% I	47 18% I	41 13% I	72 19% J	77 17% I	16 11% I	60 19% M	47 17% I	60 16% I	94 15% I	96 19% I	39 15% I	39 13% I	56 21% T	33 21% I	10 17% I	13 13% I	165 17% I	25 17% I	98 14% I	63 20% a	29 21% I	36 11% I	154 19% d	69 16% I	121 17% I	95 14% I	95 22% h		
NET: Very/fairly likely	428 37%	213 39%	209 37%	58 47% GHI	104 53% GHI	81 44% GHI	61 33% I	58 32% I	66 25% I	162 51% KL	142 38% L	124 28% I	66 46% OP	158 50% OP	89 33% I	108 29% I	256 40% I	172 34% I	102 38% I	115 39% U	75 29% I	72 46% U	26 47% U*	37 37% I	386 39% Z	41 28% I	270 39% I	114 36% I	44 32% I	176 53% e	252 31% I	190 46% g	237 33% I	300 43% i	128 29% I		
NET: Fairly/very unlikely	523 46%	261 47%	254 44%	51 42% I	65 33% I	63 34% I	95 51% EF	95 52% EF	154 58% DEF	116 36% I	158 43% I	249 55% JK	61 43% N	98 31% I	134 50% N	203 55% MH	289 45% I	234 47% I	130 48% V	143 48% V	130 50% V	51 33% I	20 35% I	49 49% I	441 44% Y	82 55% Y	318 46% I	140 44% I	65 47% I	120 36% d	404 50% d	159 38% I	364 50% f	307 44% I	216 49% I		
Mean	-0.17	-0.19	-0.15	0.05 GHI	0.34 GHI	0.17 GHI	-0.36	-0.41	-0.60	0.22 KL	-0.11 L	-0.52	0.01 OP	0.35 MOP	-0.34	-0.47	-0.12	-0.25	-0.19	-0.22	-0.44	0.36 STUX	0.12 U*	-0.24 I	-0.12 Z	-0.52 I	-0.12	-0.21	-0.37 I	0.28 e	-0.37	0.11 g	-0.33	-0.04 i	-0.41		

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	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	148 13%	13 8%	90 26%	7 8%	15 6%	74 16%	38 10%	46 20%	81 12%	119 26%	13 3%	71 21%	30 9%	69 18%	33 10%	47 16%	66 11%	41 17%	83 13%	122 27%	8 2%	76 23%	23 8%	49 17%	61 10%	78 25%	15 5%	103 28%	9 2%	
Fairly likely (1)	279 24%	22 13%	145 41%	29 30%	36 14%	140 30%	60 15%	49 22%	174 26%	197 43%	28 7%	132 39%	46 14%	129 34%	46 14%	66 23%	155 27%	55 24%	154 42%	188 48%	28 8%	119 35%	32 11%	57 19%	148 25%	130 42%	25 9%	150 40%	7 2%	
Fairly unlikely (-1)	307 27%	58 34%	65 19%	25 26%	93 37%	122 26%	117 30%	47 21%	192 29%	67 15%	140 36%	59 18%	98 31%	82 21%	101 32%	74 25%	165 28%	62 26%	187 48%	69 15%	144 39%	76 23%	99 27%	80 27%	179 30%	47 15%	97 34%	57 15%	152 40%	
Very unlikely (-2)	217 19%	61 36%	9 2%	10 11%	83 33%	51 11%	129 33%	64 28%	112 17%	13 3%	178 46%	23 7%	119 37%	34 9%	117 37%	82 16%	92 24%	58 24%	121 39%	14 3%	165 44%	27 8%	118 40%	90 30%	90 15%	11 3%	121 43%	16 4%	153 40%	
Don't know	190 17%	18 10%	41 12%	24 25%	24 10%	74 16%	48 12%	21 9%	108 16%	62 13%	29 7%	49 15%	26 8%	68 18%	22 7%	22 8%	103 18%	26 11%	107 16%	60 13%	27 7%	38 11%	27 9%	19 7%	115 19%	42 14%	23 8%	46 12%	40 11%	
NET: Very/fairly likely	428 37%	35 20%	236 67%	36 38%	51 20%	215 46%	98 25%	95 42%	255 38%	316 69%	40 10%	203 61%	76 24%	198 52%	78 25%	112 39%	221 38%	96 40%	236 36%	310 68%	36 10%	194 58%	55 18%	107 36%	209 35%	207 68%	40 14%	253 68%	34 9%	
NET: Fairly/very unlikely	523 46%	119 69%	74 21%	35 37%	176 70%	173 37%	246 63%	111 49%	304 46%	80 17%	318 82%	82 25%	218 68%	115 30%	218 68%	155 54%	257 44%	119 50%	308 47%	83 18%	310 83%	103 31%	217 73%	169 57%	269 45%	57 19%	218 78%	73 20%	305 80%	
Mean	-0.17	-0.85	0.79	-0.03	-0.85	0.17	-0.69	-0.17	-0.14	0.86	-1.24	0.59	-0.78	0.37	-0.75	-0.29	-0.13	-0.19	-0.20	0.85	-1.25	0.47	-0.95	-0.37	-0.19	0.82	-1.10	0.82	-1.22	

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

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce immigration
 All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372	
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438	
Very likely (2)	115 10%	65 12%	48 8%	20 16% GHI	39 20% GHI	26 14% HI	15 8% I	10 5% I	6 2% I	59 18% KL	41 11% L	16 3% I	22 16% OP	59 19% OP	19 7% I	15 4% I	71 11% I	44 9% I	30 11% I	24 8% I	18 7% I	28 18% I	5 8% I	10 10% I	110 11% I	5 3% I	76 11% I	32 10% I	8 6% I	69 21% I	47 6% I	52 12% I	63 9% I	94 13% I	21 5% I	
Fairly likely (1)	220 19%	102 19%	114 20%	42 34% EFGHI	45 23% I	38 21% I	32 17% I	33 18% I	30 11% I	87 27% KL	70 19% I	62 14% I	45 32% NOP	71 23% P	49 18% I	48 13% I	136 21% I	84 17% I	57 21% I	65 22% I	37 14% I	33 21% I	13 24% I	15 15% I	200 20% I	20 13% I	138 20% I	60 19% I	22 16% I	84 25% I	136 17% I	80 19% I	140 19% I	148 21% I	71 16% I	
Fairly unlikely (-1)	331 29%	153 28%	175 30%	32 26% I	41 21% I	49 26% I	55 30% I	49 27% I	105 39% DEFH	73 27% I	104 28% I	153 34% J	36 25% I	71 23% I	81 30% I	129 35% N	189 30% I	141 28% I	84 31% I	84 28% I	81 31% I	39 25% I	14 26% I	28 28% I	282 28% I	49 33% I	209 30% I	79 25% I	43 31% I	82 25% I	249 31% I	128 31% I	202 28% I	197 28% I	134 31% I	
Very unlikely (-2)	305 27%	159 29%	141 25%	17 14% I	36 18% I	31 17% I	54 29% DEF	68 37% DEF	99 37% DEF	53 17% I	85 37% J	167 37% JK	24 17% I	48 15% I	78 29% MN	136 37% MN	148 23% I	157 31% I	73 27% I	89 30% I	84 32% I	21 14% I	13 24% I	24 24% I	249 25% I	56 38% Y	178 26% I	86 27% I	42 30% I	55 17% I	250 31% d	85 20% I	221 31% f	169 24% I	136 31% h	
Don't know	170 15%	70 13%	95 17%	12 9% I	35 18% DI	42 22% DHI	30 16% I	24 13% I	27 10% I	47 15% I	72 19% L	52 11% I	15 10% I	66 21% MP	44 16% I	43 12% I	95 15% I	75 15% I	27 10% I	35 12% I	42 16% I	34 22% ST	10 18% I	22 22% ST*	151 15% I	19 13% I	86 12% I	61 19% a	24 17% I	41 12% I	129 16% I	74 18% I	96 13% I	95 13% I	76 17% I	
NET: Very/fairly likely	335 29%	167 30%	162 28%	62 51% FGHI	84 43% GHI	64 35% HI	47 25% I	42 23% I	35 13% I	146 46% KL	111 30% L	78 17% I	67 47% OP	130 41% OP	68 25% P	63 17% I	207 32% R	128 25% I	87 32% U	89 30% U	54 21% I	61 39% UX	18 32% I	26 26% I	310 31% Z	25 17% I	213 31% I	92 29% I	30 22% I	153 46% e	182 23% I	132 31% I	203 28% I	242 34% i	93 21% I	
NET: Fairly/very unlikely	636 56%	312 57%	315 55%	49 40% I	77 39% I	80 43% I	109 59% DEF	117 64% DEF	204 76% DEFGH	126 40% I	189 51% J	321 71% JK	61 42% I	119 38% I	159 59% MN	265 71% MNO	337 53% I	298 59% Q	157 58% V	173 58% V	164 63% V	61 39% I	28 50% I	52 53% I	531 53% Y	105 71% Y	386 56% I	164 52% I	85 61% I	137 41% I	499 62% d	213 51% I	423 59% f	366 52% I	270 62% h	
Mean	-0.51	-0.50	-0.52	0.15 GHI	0.06 GHI	-0.14 GHI	-0.65 I	-0.83 I	-1.09 I	0.10 KL	-0.41 L	-0.99 I	0.04 OP	0.09 OP	-0.66 P	-0.99 I	-0.38 R	-0.67 I	-0.46 U	-0.57 I	-0.80 I	0.06 STUX	-0.41 I	-0.52 I	-0.43 Z	-1.02 I	-0.46 I	-0.49 I	-0.77 I	0.10 e	-0.76 I	-0.33 g	-0.60 I	-0.33 i	-0.81 I	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce immigration
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343	
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380	
Very likely (2)	115 10%	8 5%	68 20%	5 6%	11 4%	48 10%	32 8%	38 17%	52 8%	87 19%	9 2%	49 15%	27 8%	51 13%	21 7%	43 15%	45 8%	41 17%	54 8%	88 19%	9 2%	57 17%	20 7%	46 16%	35 6%	52 17%	19 7%	73 20%	10 3%	
Fairly likely (1)	220 19%	16 9%	100 29%	24 25%	42 17%	111 24%	43 11%	45 20%	130 19%	145 32%	22 6%	98 29%	35 11%	102 27%	35 11%	48 16%	117 20%	51 18%	115 33%	150 33%	20 5%	89 27%	28 9%	51 17%	113 19%	103 33%	23 8%	116 31%	25 7%	
Fairly unlikely (-1)	331 29%	42 24%	109 31%	37 39%	65 26%	156 34%	95 24%	51 22%	225 34%	129 28%	102 26%	115 35%	77 24%	114 30%	86 27%	56 19%	196 34%	57 24%	205 31%	122 27%	106 28%	110 33%	70 23%	60 20%	210 35%	90 22%	61 22%	100 31%	108 28%	
Very unlikely (-2)	305 27%	95 55%	19 5%	14 15%	107 42%	81 18%	184 47%	81 36%	154 23%	29 6%	231 60%	32 10%	162 50%	49 13%	157 49%	120 42%	134 23%	78 33%	174 27%	30 7%	216 58%	43 13%	161 54%	121 41%	138 23%	27 9%	161 57%	30 8%	220 58%	
Don't know	170 15%	10 6%	54 15%	14 15%	28 11%	66 14%	38 10%	12 5%	106 16%	67 15%	23 6%	39 12%	20 6%	65 17%	19 6%	23 8%	88 15%	14 6%	104 16%	63 14%	22 6%	36 11%	20 7%	17 6%	96 16%	35 11%	17 6%	53 14%	17 5%	
NET: Very/fairly likely	335 29%	24 14%	169 48%	29 31%	52 21%	159 34%	75 19%	84 37%	182 27%	233 51%	31 8%	147 44%	62 19%	153 40%	56 18%	90 31%	162 28%	91 38%	169 26%	238 52%	29 8%	146 44%	48 16%	97 33%	149 25%	155 50%	42 15%	190 51%	35 9%	
NET: Fairly/very unlikely	636 56%	138 80%	128 36%	52 54%	171 68%	237 51%	280 71%	132 58%	380 57%	158 35%	333 86%	148 44%	238 74%	163 43%	243 76%	176 61%	330 57%	136 56%	379 58%	153 34%	322 86%	153 46%	230 77%	181 61%	347 59%	117 38%	221 79%	129 35%	328 86%	
Mean	-0.51	-1.24	0.31	-0.38	-0.96	-0.28	-1.01	-0.42	-0.53	0.34	-1.44	0.05	-1.04	-0.02	-1.08	-0.61	-0.52	-0.36	-0.60	0.36	-1.43	0.02	-1.16	-0.57	-0.61	0.23	-1.22	0.33	-1.39	

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5th - 6th July 2024
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 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18+ in GB

Q9b_2427. And how likely or unlikely do you think it is that the new government will do each of the following within the next five years? - Reduce the cost of living
 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	Not 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	1141	548	574	160	208	173	206	231	163	368	379	394	181	319	297	316	714	427	277	300	257	157	53	97	992	149	682	340	119	360	781	615	526	769	372					
Weighted base	1141	549	573	123	196	186	186	184	267	319	372	450	143	315	270	371	640	501	272	298	261	156	55	100	993	148	685	317	139	331	810	418	723	703	438					
Very likely (2)	141 12%	79 14%	60 11%	22 18% G	45 23% GHI	28 15% I	17 9% I	21 11% I	7 3%	67 21% KL	46 12% L	28 6%	24 17% OP	68 21% OP	24 9%	25 7%	81 13%	60 12%	38 14% U	30 10%	19 7%	34 22% Tu	8 15% *	12 12% *	132 13% Z	9 6%	91 13%	38 12%	12 8% *	76 23% e	65 8% g	65 16% g	76 10% i	111 16% i	31 7%					
Fairly likely (1)	300 26%	152 28%	142 25%	46 37% GHI	63 32% HI	53 29% I	47 25% I	38 21% I	53 20%	109 34% L	100 27% L	91 20%	54 38% OP	96 31% P	69 26%	71 19%	189 30% R	111 22%	71 26%	86 29%	64 25%	42 27%	10 19% *	26 26% *	266 27% Z	34 23%	181 26%	91 29%	28 20% *	92 28% g	208 30% g	124 24% g	176 29% i	202 29% i	98 22%					
Fairly unlikely (-1)	320 28%	147 27%	169 29%	27 22%	36 18% E	46 25% E	55 30% E	53 29% E	103 24% DEF	63 24% DEF	101 27% JK	156 35% JK	31 22%	60 19% MN	84 31% MN	127 34% MN	186 30% R	134 27%	84 31%	85 29%	74 28%	41 26%	11 19% *	26 26% *	271 27% Z	49 33%	213 31% b	65 21%	41 30% *	81 25% g	239 29% g	109 26% g	211 29% g	189 27% g	131 30%					
Very unlikely (-2)	213 19%	108 20%	101 18%	16 13%	28 14% DEF	20 11% DEF	41 22% DEF	45 24% DEF	63 24% DEF	44 14% JK	62 17% JK	108 24% JK	21 15%	35 11% N	58 21% MN	90 24% MN	100 16% R	114 23% Q	48 18% V	62 21% V	61 23% V	12 8%	11 20% v*	19 19% v*	181 18% Z	33 22%	114 17%	67 21%	33 23% *	45 14% d	169 21% d	64 15% f	150 21% f	121 17% f	93 21%					
Don't know	166 15%	64 12%	100 17% B	11 9%	25 13% D	38 20% D	25 14% D	27 15% D	41 15% D	36 11% J	63 17% J	68 15% J	13 9%	56 18% M	35 13% M	59 16% M	83 13% R	83 17%	30 11%	35 12%	43 16%	27 17%	15 27% ST*	16 17% *	143 14% Z	23 16%	86 13%	55 17%	25 18% *	36 11% d	130 16% d	55 13% g	111 15% g	80 11% i	86 20% h					
NET: Very/fairly likely	441 39%	230 42% C	203 35% C	68 56% FGHI	108 55% FGHI	82 44% HI	64 35% I	59 32% I	60 23%	176 55% KL	146 39% L	119 26%	78 55% OP	164 52% OP	93 34% P	96 26%	270 42% R	171 34%	110 40%	116 39%	83 32%	76 49% U	18 33% *	38 38% *	399 40% Z	43 29%	272 40% c	130 41% c	40 29% *	168 51% e	273 34% g	190 45% g	252 35% i	313 45% i	128 29%					
NET: Fairly/very unlikely	533 47%	255 46% C	270 47% C	44 36% FGHI	63 32% FGHI	66 36% HI	97 52% I	98 53% I	166 62% DEF	107 34% JK	163 44% JK	263 59% JK	52 36%	95 30% MN	142 53% MN	217 58% MN	286 45% R	247 49%	132 49%	146 49%	135 52% V	53 34%	22 40% *	45 45% *	451 45% Y	82 56% Y	327 48% c	132 42%	74 53% b*	126 38% d	407 50% d	173 41% f	360 50% f	309 44% i	224 51% h					
Mean	-0.17	-0.11	-0.23	0.27 GHI	0.36 GHI	0.15 GHI	-0.35 I	-0.40 I	-0.71	0.33 KL	-0.11 L	-0.59	0.23 OP	0.39 OP	-0.35	-0.59	-0.06 R	-0.31	-0.13 U	-0.24	-0.43	0.36 STUX	-0.17 *	-0.18 *	-0.12 Z	-0.51 *	-0.13 c	-0.12	-0.49 *	0.25 e	-0.35 g	0.05 g	-0.30	-0.01 i	-0.45					

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		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 Party	Unfavourable to Party	Favourable to Reform UK	Unfavourable to Reform UK	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	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1141	158	376	98	249	489	345	225	668	499	356	359	311	412	303	283	590	248	651	486	353	358	285	288	597	322	271	404	343			
Weighted base	1141	172	351	95	252	462	392	227	668	458	387	334	320	382	318	289	581	241	652	453	372	335	298	295	592	307	281	372	380			
Very likely (2)	141 12%	10 6%	91 26%	5 6%	13 5%	73 16%	33 8%	45 20%	74 11%	117 25%	10 2%	64 19%	28 9%	70 18%	25 8%	49 17%	65 11%	47 19%	74 11%	117 26%	8 2%	73 22%	21 7%	50 17%	59 10%	74 24%	20 7%	101 27%	8 2%			
Fairly likely (1)	300 26%	22 13%	152 43%	30 31%	46 18%	156 34%	59 15%	45 20%	204 31%	207 45%	24 6%	125 37%	58 18%	141 37%	46 14%	61 21%	182 31%	50 28%	185 44%	198 49%	32 9%	123 37%	43 14%	57 19%	178 30%	146 48%	15 5%	162 43%	27 7%			
Fairly unlikely (-1)	320 28%	62 36%	69 20%	29 31%	85 34%	134 29%	115 29%	68 30%	190 28%	74 16%	145 37%	86 26%	90 28%	89 23%	106 33%	78 27%	164 28%	69 29%	185 44%	76 17%	135 36%	81 24%	92 30%	90 29%	171 15%	46 15%	99 35%	63 17%	149 39%			
Very unlikely (-2)	213 19%	62 36%	2 1%	9 9%	79 31%	39 8%	137 35%	50 22%	109 16%	10 2%	179 46%	18 5%	122 38%	29 7%	120 38%	80 28%	87 15%	52 21%	121 19%	12 3%	168 45%	23 7%	120 40%	78 26%	92 16%	11 3%	121 43%	8 2%	158 42%			
Don't know	166 15%	17 10%	36 10%	22 23%	29 11%	61 13%	48 12%	20 9%	90 14%	51 11%	30 8%	42 12%	22 7%	54 14%	21 7%	21 7%	82 14%	23 10%	87 13%	50 11%	29 8%	35 10%	22 7%	20 7%	92 16%	30 10%	26 9%	38 10%	37 10%			
NET: Very/fairly likely	441 39%	32 19%	243 69%	35 37%	59 24%	228 49%	92 23%	90 39%	278 42%	323 71%	34 9%	189 57%	86 27%	211 55%	71 22%	110 38%	247 43%	97 40%	259 40%	316 70%	40 11%	196 59%	64 22%	107 36%	238 40%	220 72%	35 13%	263 71%	35 9%			
NET: Fairly/very unlikely	533 47%	124 72%	71 20%	38 40%	164 65%	173 37%	252 64%	118 52%	299 45%	84 18%	324 84%	103 31%	212 66%	118 31%	226 71%	158 55%	252 43%	120 50%	306 47%	88 19%	303 81%	104 31%	212 71%	168 57%	263 44%	57 19%	219 78%	72 19%	307 81%			
Mean	-0.17	-0.92	0.83	-0.10	-0.76	0.22	-0.77	-0.16	-0.10	0.85	-1.29	0.45	-0.74	0.41	-0.84	-0.29	-0.05	-0.13	-0.17	0.83	-1.23	0.48	-0.89	-0.32	-0.12	0.82	-1.12	0.85	-1.23			

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

5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election

Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - Summary

All Adults aged 18-75 in Great Britain

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ?												
	He is an honest person	He is in touch with ordinary people	He has a lot of personality	Has a plan to make the country a better place	He is a capable leader	He understands the problems facing Britain	He is good in a crisis	He pays attention to detail	He is a strong leader	He shares my values	I trust him to get the big decisions right	He is an experienced leader
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1091	1091	1091	1091	1091	1091	1091	1091	1091	1091	1091	1091
Weighted base	1091	1091	1091	1091	1091	1091	1091	1091	1091	1091	1091	1091
Does apply	471 43% CGJK	471 43% CGJK	348 32%	549 50% ABCGHIJKL	548 50% ABCGHIJKL	589 54% ABCDEFGHIJKL	319 29%	533 49% ABCGHIJKL	469 43% CGJK	394 36% CG	428 39% CGJ	492 45% CGJK
Does not apply	303 28% EH	364 33% ADEFHGH	508 47% ABDEFGHIJKL	291 27%	270 25%	285 26%	294 27%	266 24%	349 32% ADEFHGH	395 36% ABDEFGHIL	387 35% ADEFHGHIL	354 32% ADEFHGH
Don't know	317 29% BCDEFIKL	255 23% F	235 22%	252 23% F	273 25% CF	217 20%	479 44% ABCDEFGHIJKL	292 27% BCDFL	274 25% CF	303 28% BCDFL	276 25% CF	245 22%

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is an honest person
 All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327	
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351	
Does apply	471 43%	261 49% c	205 38%	49 38%	92 44%	76 39%	91 46%	84 43%	80 47% *	140 42%	167 43%	163 45%	56 38%	139 42%	133 47%	143 44%	294 47% R	177 38%	106 41%	118 42%	106 43%	76 49%	25 47% *	40 42% *	420 44%	51 38%	294 45%	125 39%	52 44% *	171 49% e	300 41%	187 48% g	285 40%	331 45%	140 40%	
Does not apply	303 28%	152 29%	143 26%	38 30%	53 26%	49 25%	57 29%	53 27%	53 31% *	92 27%	106 27%	106 29%	45 30%	79 24%	83 29%	97 30%	158 25%	145 31%	70 27%	82 29% w	77 31% w	38 24%	7 13% *	30 31% w*	264 28%	39 29%	167 26%	105 33% a	31 26% *	80 23% d	222 30% d	92 24% f	211 30% f	207 28%	96 27%	
Don't know	317 29%	117 22%	195 36% B	42 33%	62 30%	71 36% GI	49 25%	57 30%	36 21% *	104 31%	120 30%	93 26%	48 32%	116 35% OP	69 24%	83 26%	173 28%	144 31%	84 32%	83 29%	63 26%	41 26%	20 39% *	25 26% *	274 29%	43 32%	191 29%	90 28%	35 30% *	101 29%	216 29%	107 28%	210 30%	202 27%	115 33%	

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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/h/c,d/e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is an honest person

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349
Does apply	471 43%	40 27%	259 75%	50 56%	62 25%	256 58%	116 33%	88 41%	308 48%	336 75%	52 14%	231 71%	81 27%	224 60%	87 30%	117 41%	278 51%	98 44%	292 47%	338 77%	50 14%	227 70%	69 25%	115 40%	276 50%	225 77%	66 24%	277 76%	73 21%
Does not apply	303 28%	67 45%	26 8%	20 23%	126 52%	95 21%	144 40%	79 37%	171 27%	36 8%	219 61%	43 13%	156 51%	67 18%	144 49%	107 38%	143 26%	73 32%	181 29%	29 7%	229 65%	50 15%	149 53%	115 40%	139 25%	29 10%	153 56%	35 10%	198 57%
Don't know	317 29%	41 28%	61 18%	19 21%	55 23%	93 21%	97 27%	48 22%	159 25%	78 17%	90 25%	50 15%	67 22%	83 22%	64 22%	60 21%	122 22%	55 24%	155 25%	71 16%	75 21%	46 14%	62 22%	55 19%	140 25%	39 13%	52 19%	51 14%	78 22%

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is in touch with ordinary people
 All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations			Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351
Does apply	471 43%	233 44%	234 43%	68 52% FI	92 45%	78 40%	85 43%	84 43%	64 38% *	160 48%	163 42%	148 41%	74 49%	142 42%	127 44%	129 40%	291 47% R	180 39%	113 44%	125 44%	92 37%	81 52% U	22 43%	39 41% *	421 44%	51 38%	297 46%	126 39%	48 41% *	184 52% e	287 39%	184 48% g	287 41%	334 45%	137 39%
Does not apply	364 33%	187 35%	169 31%	34 26%	52 25%	59 30%	73 37% DE	78 40% DE	69 41% DE*	85 25%	132 34%	147 40% J	37 25%	88 26%	107 38% MN	132 41% MN	192 31%	172 37%	99 38% v	85 30%	91 37%	41 27% 34	14 27% *	34 36% *	309 32%	55 41%	217 33%	107 33%	41 35% *	96 27%	269 36% d	113 29%	251 36% f	247 33%	117 33%
Don't know	255 23%	111 21%	139 26%	28 22%	63 30% GH	59 30% GH	38 20%	32 16%	36 21% *	91 27% L	97 25%	67 19%	39 26%	104 31% OP	51 18%	62 19%	141 23%	114 25%	47 18%	74 26% s	64 26%	33 21%	16 30% *	22 23% *	227 24%	28 21%	139 21%	88 27%	29 24% *	73 21%	183 25%	88 23%	168 24%	158 21%	97 28% h

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is in touch with ordinary people

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
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Does apply	471 43%	30 21%	255 74%	51 58%	67 27%	260 58%	105 29%	88 41%	312 49%	348 77%	46 13%	225 69%	81 27%	216 58%	88 30%	103 36%	266 49%	92 41%	293 47%	343 78%	43 12%	214 66%	69 25%	113 40%	271 49%	219 75%	58 22%	267 74%	58 17%
Does not apply	364 33%	95 64%	47 13%	21 24%	132 54%	115 26%	182 51%	84 39%	216 34%	40 9%	259 72%	56 17%	176 58%	82 22%	166 56%	127 45%	179 33%	89 39%	214 34%	36 8%	258 73%	72 22%	163 58%	127 45%	178 32%	34 11%	180 67%	43 12%	236 68%
Don't know	255 23%	23 15%	44 13%	16 18%	44 18%	69 16%	71 20%	44 20%	110 17%	62 14%	56 15%	44 13%	47 16%	76 20%	41 14%	53 19%	98 18%	45 20%	121 19%	60 14%	53 15%	37 11%	47 17%	44 16%	196 14%	40 14%	32 12%	53 15%	55 16%

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He has a lot of personality

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural			Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327	
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351	
Does apply	348 32%	170 32%	173 32%	51 39% GHI	97 47% FGHI	60 31%	51 26%	51 26%	37 22% *	148 44% KL	112 28%	88 24%	58 39% OP	137 41% OP	75 26%	78 24%	210 34%	138 30%	88 34% u	97 34% u	52 21%	69 45% sux	19 36% u*	22 23% *	315 33%	33 25%	217 33%	96 30%	34 29% *	152 43% e	196 26% g	145 38% g	203 29%	254 34% i	94 27%	
Does not apply	508 47%	263 50%	236 43%	44 34%	60 29%	80 41% E	111 56% DEF	102 53% DEF	111 66% DEFH*	104 31%	191 49% J	212 59% JK	50 33%	107 32%	157 55% MN	193 60% MN	296 47%	212 45%	126 48% v	120 42%	140 57% TVW	52 33%	19 36% *	52 54% v**	426 45%	81 61% y	310 47%	136 42%	63 53% *	129 37% d	379 51% d	168 44%	339 48%	337 46%	171 49%	
Don't know	235 22%	97 18% B	133 25% B	34 26% I	50 24% I	56 28% GI	34 17%	41 21%	20 12% *	84 25% L	90 23%	61 17%	42 28% OP	89 27% OP	53 19%	51 16%	119 19%	117 25% Q	46 18%	65 23%	54 22%	34 22%	15 28% *	22 23% *	216 23%	19 14%	126 19%	88 27% a	22 18% *	72 20%	164 22%	72 19%	163 23%	149 20%	87 25%	

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 All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
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Does apply	348 32%	34 23%	181 52%	22 25%	54 22%	168 38%	88 24%	81 38%	196 31%	249 55%	38 11%	145 45%	81 27%	152 41%	72 24%	102 36%	164 30%	87 39%	193 31%	245 56%	33 9%	139 43%	49 17%	98 34%	164 29%	149 51%	45 17%	190 52%	48 14%
		BDE	*	G	KMO	KO	HIKLMNOPQ	IKMOPQ	K	IKMOQ	K	KMO	KO	UWYac	UWac	RSUVWXYZac	SUVXYac	U	UWac	UWac	RSUVWXYZac	U	UWac	UWac	RSUVWXYZac	U	RSUVWXYZac	U	RSUVWXYZac
Does not apply	508 47%	101 68%	110 32%	44 50%	155 64%	202 45%	218 61%	100 46%	325 51%	131 29%	273 76%	133 41%	188 62%	155 41%	188 64%	141 50%	299 55%	110 49%	312 50%	128 29%	275 78%	141 44%	185 66%	145 51%	296 53%	102 35%	187 69%	122 34%	261 75%
		CD	C*	CD	F	J	JLN	HIJLNOPQ	J	HIJLNOPQ	J	HIJLNOPQ	JLN	HIJLN	TZb	TVZb	RSTVWXYZab	TZb	RSTVXYZb	TVZb	STVZb	T	RSTVXYZb	T	RSTVXYZb	T	RSTVWXYZab	T	RSTVWXYZab
Don't know	235 22%	13 9%	55 16%	22 25%	34 14%	75 17%	52 15%	34 16%	116 18%	70 16%	49 14%	46 14%	36 12%	67 18%	36 12%	41 14%	80 15%	28 13%	124 20%	66 15%	46 13%	43 13%	46 16%	42 15%	95 17%	42 14%	39 14%	51 14%	39 11%
			BE*					KMOQ					M					RTUVZabc				c			c				

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

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - Has a plan to make the country a better place
All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural			Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327	
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351	
Does apply	549 50%	272 51%	267 49%	73 57% i	107 52%	98 50%	105 53%	95 49%	70 42% *	180 54%	203 52%	165 46%	84 56% P	169 50%	152 53%	143 44%	341 55% R	208 45%	138 53%	128 45%	122 50%	88 57% T	25 48% *	48 50% *	493 52%	55 41%	332 51%	157 49%	60 51% *	201 57% e	348 47%	216 56% g	333 47%	392 53% i	157 45%	
Does not apply	291 27%	154 29%	132 24%	27 21%	50 24%	39 20%	55 28%	62 32% DF	58 34% DF*	77 23%	94 24%	120 33% JK	31 21%	72 22%	78 28%	109 34% MN	157 25%	134 29%	68 26%	88 31% V	68 28%	28 18%	11 22% *	27 28% *	247 26%	43 32%	184 28%	84 26%	23 19% *	79 22% *	211 29%	91 24%	200 28%	197 27%	93 27%	
Don't know	252 23%	105 20%	143 26% B	28 22%	50 24%	59 30% GH	37 19%	37 19%	40 24% *	79 23%	96 25%	77 21%	35 23%	93 28% O	54 19%	70 22%	127 20%	125 27% Q	54 21%	68 24%	56 23%	38 25%	15 30% *	20 22% *	217 23%	35 26%	137 21%	79 25%	36 30% *	72 21% *	179 24%	79 20% *	173 25%	151 20%	101 29% h	

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Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - Has a plan to make the country a better place

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322	
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349	
Does apply	549 50%	40 27%	285 83%	57 64%	75 31%	289 65%	136 38%	91 42%	376 59%	377 84%	59 16%	245 75%	100 33%	251 67%	102 35%	122 43%	325 60%	99 44%	351 56%	376 86%	56 16%	237 73%	84 30%	123 43%	321 58%	237 81%	69 26%	293 81%	84 24%	
Does not apply	291 27%	79 53%	23 7%	11 13%	118 49%	77 17%	155 43%	86 40%	151 24%	29 6%	228 63%	42 13%	150 49%	61 16%	149 50%	114 40%	124 23%	81 36%	154 24%	26 6%	222 63%	47 15%	147 52%	115 40%	125 22%	28 10%	148 55%	30 8%	198 57%	
Don't know	252 23%	30 20%	37 11%	20 23%	50 21%	78 18%	67 19%	38 18%	111 17%	44 10%	73 20%	38 12%	54 18%	62 17%	44 15%	48 17%	94 17%	46 20%	124 20%	37 8%	75 21%	39 12%	49 18%	47 17%	110 20%	27 9%	53 20%	40 11%	67 19%	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is a capable leader

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351
Does apply	548 50%	283 53%	261 48%	68 53%	105 51%	108 55%	103 52%	87 45%	78 47% *	173 51%	211 54%	165 46%	77 52%	176 53%	149 52%	146 45%	346 55% R	203 44%	136 52%	144 51%	112 46%	80 52%	24 46% *	53 55% *	494 52% Z	54 40%	344 53%	149 47%	55 46% *	204 58% e	344 47%	221 57% g	327 46%	395 53% i	153 44%
Does not apply	270 25%	141 27%	120 22%	31 24%	44 21%	40 20%	51 26%	56 29%	47 28% *	76 22%	91 23%	103 28%	36 24%	66 20%	75 26%	92 29% N	144 23%	125 27%	62 24%	73 26%	68 28%	33 22%	11 21% *	21 22% *	231 24%	38 29%	160 25%	81 25%	28 24% *	78 22%	191 26%	84 22%	186 26%	182 25%	87 25%
Don't know	273 25%	106 20%	162 30% B	30 23%	58 28%	49 25%	43 22%	51 26%	43 25% *	88 26%	91 26%	94 26%	36 24%	92 27%	61 21%	84 26%	135 22% Q	138 30%	62 24%	66 23%	66 27%	41 27%	17 33% *	21 22% *	232 24%	41 31%	148 23%	89 28%	36 30% *	70 20%	203 27% d	80 21%	193 27% f	163 22%	110 31% h

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Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is a capable leader

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
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Does apply	548 50%	39 26%	289 84%	54 61%	79 33%	284 64%	139 39%	93 43%	362 57%	378 84%	63 17%	249 77%	106 35%	246 66%	115 39%	135 48%	309 57%	107 47%	344 55%	373 85%	60 17%	241 75%	87 31%	131 46%	313 56%	241 82%	63 23%	295 81%	79 23%
			BDE	BE*		G		KM	HKMOP	HIKLMNOPQ		HIKMNOPQ	K	HKMOPQ	K	KMO	HKMOP	UWac	UWXac	RSUVWXYabc		RSUWXYac	Uac	UWac	RUXac	RSUVWXYac	U	RSUVWXYac	U
Does not apply	270 25%	74 50%	16 5%	14 16%	111 46%	74 17%	134 37%	84 39%	135 21%	27 6%	214 59%	36 11%	141 46%	64 17%	125 42%	105 37%	118 22%	80 35%	142 23%	25 6%	217 61%	45 14%	139 50%	110 38%	111 20%	23 8%	151 56%	29 8%	186 53%
		CD		C*	CD		F	IJLNQ	JLN		HIJLMNOPQ	J	IJLNQ	JL	IJLNQ	JLN	STVZb	TVZb		RSTVWXYZabc	TZb	RSTVXYZb	STVZb	TVZb		RSTVXYZb	T	RSTVXYZb	
Don't know	273 25%	35 23%	41 12%	20 23%	53 22%	87 20%	85 24%	38 18%	141 22%	45 10%	84 23%	39 12%	58 19%	64 17%	56 19%	44 16%	116 21%	39 17%	143 23%	42 10%	77 22%	37 11%	54 19%	45 16%	132 24%	29 10%	57 21%	39 11%	83 24%
		C		C*	C			J	JLNP		JLNP		JL	JL	JL	J	JLN	TVZb	TVXZb		TVXZb	TVZb	TVZb		TVXZb	TVZb	TVZb	TVXZb	TVXZb

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Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He understands the problems facing Britain

All Adults aged 18-75 in Great Britain

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Does apply	589 54%	298 56%	283 52%	73 56%	107 52%	113 58%	105 54%	107 55%	83 49% *	180 53%	219 56%	190 52%	85 56%	181 54%	156 55%	167 52%	378 61% R	210 45%	131 51%	150 53%	133 54%	94 61%	29 56% *	51 54% *	524 55%	65 49%	362 55%	165 51%	62 52% *	204 58%	385 52%	229 59% g	360 51%	425 57% i	164 47%
Does not apply	285 26%	144 27%	134 25%	32 25%	47 23%	43 22%	55 28%	52 27%	57 34% EF*	79 24%	98 25%	109 30%	35 24%	71 21%	79 28%	99 31% N	139 22%	146 31% Q	77 30% v	83 29% v	67 27% v	21 14%	10 20% *	27 28% v*	244 26%	41 31%	173 26%	80 25%	32 27% *	80 23%	205 28%	88 23% g	197 28%	181 25% i	104 30%
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5th - 6th July 2024

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Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is good in a crisis

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural				Marital Status				Pres of children HH (17 or under)		Education		Employment status	
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Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327			
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351			
Does apply	319 29%	168 32%	148 27%	46 36% I	74 36% I	59 30%	55 28%	51 27%	33 20% *	120 36% L	114 29%	84 23%	49 33% P	113 34% P	84 29%	73 23%	205 33% R	114 24%	90 35% U	80 28%	59 24%	50 32%	14 28% *	25 26% *	287 30%	31 23%	207 32%	83 26%	29 24% *	142 40% e	177 24%	143 37% g	176 25%	243 33% i	76 22%			
Does not apply	294 27%	154 29%	134 25%	38 29%	47 23%	47 24%	58 29%	53 27%	51 30% *	85 25%	104 27%	104 29%	42 28%	73 22%	84 30% N	94 29%	157 25%	136 29%	70 27%	82 29%	65 26%	40 26%	10 20% *	25 26% *	252 26%	42 31%	167 26%	95 30%	32 27% *	91 26%	202 27%	92 24%	202 29%	199 27%	94 27%			
Don't know	479 44%	209 39%	261 48% B	45 35%	86 41%	91 46%	84 43%	89 46%	84 50% D*	131 39%	175 44%	173 48% J	59 39%	148 44%	117 41%	155 48%	262 42%	217 46%	99 38%	121 43%	122 49%	65 42%	27 52% *	45 48% *	418 44%	60 45%	279 43%	142 44%	58 49% *	119 34%	360 49% d	151 39%	328 46% f	298 40%	181 52% h			

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5th - 6th July 2024
PUBLIC
Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is good in a crisis

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349
Does apply	319 29%	15 10%	185 54%	33 37%	45 19%	179 40%	67 19%	62 29%	209 33%	254 56%	22 6%	160 49%	52 17%	153 41%	52 17%	83 29%	169 31%	64 29%	201 32%	245 56%	25 7%	155 48%	44 16%	82 29%	166 30%	159 54%	35 13%	204 56%	32 9%
Does not apply	294 27%	80 54%	29 8%	12 14%	116 48%	84 19%	145 40%	87 41%	146 23%	35 8%	221 61%	52 16%	157 52%	65 17%	145 49%	111 39%	135 25%	82 36%	153 24%	37 8%	210 59%	53 16%	141 50%	116 41%	126 23%	30 10%	157 58%	36 10%	189 54%
Don't know	479 44%	53 36%	132 38%	44 49%	82 34%	181 41%	146 41%	66 31%	283 44%	161 36%	117 33%	113 35%	95 31%	156 42%	99 34%	90 32%	239 44%	80 35%	275 44%	157 36%	118 33%	115 36%	95 34%	87 31%	263 47%	104 35%	79 29%	123 34%	127 37%

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He pays attention to detail
 All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351
Does apply	533 49%	298 56% C	228 42%	60 47%	108 52%	103 53%	96 49%	88 45%	77 46% *	169 50%	199 51%	165 46%	69 46%	177 53%	143 50%	144 45%	327 52% R	206 44%	139 53%	130 46%	119 48%	74 48%	27 52% *	44 47% *	478 50%	55 41%	329 50%	144 45%	59 50% *	194 55% e	339 46%	217 56% g	316 45%	387 52% i	146 42%
Does not apply	266 24%	119 23%	141 26%	40 31% F	44 21%	34 18%	53 27% F	51 26%	44 26% *	83 25%	87 22%	95 26%	45 30% N	61 18%	72 25%	88 27% N	145 23%	121 26%	62 24%	75 27%	64 26%	29 19%	9 17% *	25 27% *	224 23%	42 31%	154 24%	84 26%	28 24% *	76 21%	190 26%	75 20% f	190 27% f	173 23%	93 26%
Don't know	292 27%	113 21%	174 32% B	29 22%	55 27%	59 30%	48 24%	55 29%	47 28% *	84 25%	106 27%	102 28%	36 24%	96 29%	70 24%	90 28%	153 24%	139 30%	58 23%	78 28%	63 25%	52 33% S	16 30% *	25 27% *	255 27%	37 28%	169 26%	92 29%	30 26% *	82 23%	210 28%	93 24%	199 28%	180 24%	113 32% h

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5th - 6th July 2024
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Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He pays attention to detail
All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322	
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349	
Does apply	533 49%	37 25%	280 81%	58 66%	84 34%	298 67%	130 36%	88 41%	358 56%	367 82%	68 19%	232 71%	105 34%	235 63%	110 37%	132 47%	306 56%	104 46%	339 54%	364 83%	69 19%	244 76%	83 30%	134 47%	308 56%	233 80%	79 29%	289 80%	87 25%	
Does not apply	266 24%	73 50%	20 6%	12 14%	108 44%	62 14%	135 38%	82 38%	140 22%	27 6%	200 56%	43 13%	136 45%	66 18%	115 39%	99 35%	114 21%	70 31%	143 23%	22 5%	197 56%	39 12%	130 47%	101 35%	114 21%	26 9%	135 50%	32 9%	176 51%	
Don't know	292 27%	38 26%	46 13%	18 20%	52 21%	84 19%	93 26%	45 21%	139 22%	56 12%	91 25%	50 15%	64 21%	73 19%	70 24%	53 19%	123 23%	52 23%	147 23%	54 12%	87 25%	40 12%	67 24%	50 18%	133 24%	34 12%	56 21%	42 11%	85 24%	

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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is a strong leader
 All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327	
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351	
Does apply	469 43%	243 46%	223 41%	61 47%	100 48% i	83 42%	83 42%	81 42%	60 36% *	162 48% L	166 42%	141 39%	72 48%	156 47%	117 41%	125 39%	293 47% R	176 38%	115 44%	125 44%	95 38%	71 46%	26 50% *	37 39% *	423 44% z	45 34%	289 44%	130 40%	50 42% *	183 52% e	286 39%	196 51% g	273 39%	336 45% i	133 38%	
Does not apply	349 32%	187 35% c	152 28%	38 29%	51 25%	57 29%	65 33%	69 36% E	69 41% E*	88 26%	122 31%	138 38% j	41 27%	83 25%	98 34% N	127 39% MN	188 30%	161 34%	88 34%	86 30%	89 36%	42 27%	11 22% *	32 34% *	296 31%	53 40%	208 32%	110 34%	31 26% *	96 27%	252 34% d	98 25%	251 36% f	232 31%	117 33%	
Don't know	274 25%	101 19%	167 31% b	30 23%	56 27%	56 28%	49 25%	44 23%	39 23% *	86 26%	104 27%	83 23%	37 25%	95 28%	71 25%	71 22%	144 23%	129 28%	57 22%	72 25%	63 26%	41 27%	15 29% *	26 27% *	238 25%	35 26%	156 24%	81 25%	37 31% *	73 21%	200 27% d	92 24%	182 26%	172 23%	102 29%	

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Does apply	469 43%	32 22%	255 74%	52 59%	62 25%	255 57%	115 32%	82 38%	305 48%	345 77%	43 12%	228 70%	83 27%	230 61%	83 28%	113 40%	265 49%	92 41%	293 47%	343 78%	41 12%	215 67%	60 22%	112 39%	265 48%	221 76%	56 21%	266 73%	59 17%	
Does not apply	349 32%	89 60%	32 9%	20 22%	132 54%	104 23%	170 47%	101 47%	185 29%	40 9%	249 69%	57 18%	173 57%	71 19%	174 59%	130 46%	163 30%	94 42%	190 30%	41 9%	250 71%	66 20%	168 60%	135 47%	156 28%	34 12%	166 61%	42 12%	229 66%	
Don't know	274 25%	27 18%	59 17%	17 19%	49 20%	86 19%	74 21%	32 15%	148 23%	65 14%	68 19%	39 12%	48 16%	73 20%	38 13%	41 14%	115 21%	40 18%	146 23%	55 12%	63 18%	42 13%	51 18%	38 13%	135 24%	37 13%	49 18%	55 15%	61 17%	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He shares my values

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
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Does apply	394 36%	212 40% C	177 33%	58 45% H	94 45% FHI	66 34% I	72 37% I	66 34% I	39 23% *	151 45% KL	138 35% I	104 29% I	64 43% P	136 41% P	104 36% P	89 28% P	245 39% R	149 32% R	99 38% R	100 35% R	76 31% R	68 44% U	17 32% *	34 36% *	355 37% Y	39 29% Y	236 36% Y	119 37% Y	39 33% *	167 48% e	226 31% g	159 41% g	235 33% g	297 40% i	97 28% i
Does not apply	395 36%	196 37%	192 35%	38 30% E	49 24% E	63 32% E	75 38% E	84 43% DEF	85 50% DEF*	88 26% J	138 35% J	169 47% JK	42 28% J	87 26% MN	109 38% MN	156 48% MNO	215 34% R	179 38% R	97 37% R	100 35% R	105 42% VW	43 28% VW	12 24% *	38 40% *	333 35% Y	61 46% Y	246 38% Y	105 33% Y	44 37% *	103 29% d	292 40% d	124 32% d	270 38% f	260 35% f	135 38% h
Don't know	303 28%	122 23% B	173 32%	33 26% B	64 31% B	67 34% H	49 25% H	44 23% H	45 27% *	97 29% H	116 30% H	89 25% H	43 29% P	110 33% P	72 25% P	78 24% P	165 26% R	138 30% R	63 24% R	83 29% R	66 27% R	44 28% SUX*	23 44% *	23 24% *	269 28% Y	34 25% Y	171 26% Y	97 30% Y	35 30% *	82 23% d	221 30% d	102 26% d	201 28% d	183 25% d	120 34% h

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		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Sunak	Unfavourable to Sunak	Favourable to Starmer	Unfavourable to Starmer	Favourable to Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349
Does apply	394 36%	22 15%	236 68%	35 39%	48 20%	219 49%	87 24%	76 35%	257 40%	309 69%	24 7%	198 61%	67 22%	189 50%	69 23%	103 36%	220 41%	82 36%	240 38%	305 70%	30 8%	197 61%	58 21%	101 35%	222 40%	199 68%	43 16%	251 69%	35 10%
Does not apply	395 36%	108 73%	33 10%	30 34%	143 59%	123 28%	191 53%	109 51%	210 33%	46 10%	287 80%	60 18%	196 64%	84 23%	182 62%	141 50%	187 34%	107 47%	226 36%	42 10%	280 79%	75 23%	174 62%	141 49%	186 34%	41 14%	189 70%	47 13%	262 75%
Don't know	303 28%	17 12%	76 22%	24 27%	51 21%	103 23%	80 22%	30 14%	171 27%	96 21%	49 14%	67 21%	42 14%	101 27%	44 15%	40 14%	135 25%	37 16%	163 26%	92 21%	44 12%	51 16%	48 17%	43 15%	148 27%	53 18%	39 14%	64 18%	51 15%

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party? - I trust him to get the big decisions right
All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural			Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327	
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351	
Does apply	428 39%	232 44% C	190 35%	60 47% I	89 43% I	84 43% I	72 37% I	72 37% I	50 30% *	149 44% L	157 40% L	122 34% L	68 46% P	149 45% P	104 36% P	106 33% P	266 43% R	162 35% R	109 42% R	106 38% R	87 35% R	66 42% R	25 48% *	35 37% *	385 40% Y	43 32% Z	266 41% a	117 37% b	44 37% c	170 48% e	257 35% e	173 45% g	255 36% g	305 41% h	123 35% i	
Does not apply	387 35%	188 35%	193 36%	34 26%	59 29%	55 28%	78 40% DEF	81 42% DEF	80 47% DEF*	93 28% JK	133 44% JK	160 44% JK	39 26% MN	93 28% MN	109 38% MN	146 45% MN	209 33% R	178 38% R	89 34% R	103 36% W	103 42% VW	47 30% R	11 20% *	35 36% *	326 34% Y	61 46% Y	239 37% a	109 34% b	40 34% c	107 31% d	279 38% d	115 30% d	272 39% f	253 34% f	134 38% i	
Don't know	276 25%	111 21%	159 29% B	35 27% B	59 28% B	56 29% B	47 24% B	41 21% B	38 23% *	94 28% B	103 26% B	79 22% B	43 29% B	92 28% B	72 25% B	69 22% B	150 24% B	127 27% B	62 24% B	73 26% B	56 23% B	42 27% B	16 32% *	26 27% *	246 26% Y	30 22% Z	148 23% a	94 29% b	34 29% c	74 21% d	202 27% d	98 25% d	179 25% d	182 25% d	94 27% i	

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5th - 6th July 2024
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Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - I trust him to get the big decisions right

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians											
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
	(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)
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349
Does apply	428 39%	23 16%	255 74%	46 52%	46 19%	232 52%	98 27%	74 34%	293 46%	344 76%	22 6%	215 66%	67 22%	212 57%	72 25%	95 34%	251 46%	81 36%	276 44%	339 77%	28 8%	210 65%	49 17%	103 36%	243 44%	220 75%	38 14%	267 74%	38 11%
			BDE	BE*		G	KMO	HKMOP	HIKLMNOPQ			HIKMNOPQ	K	HKMOPQ	K	KMO	HKMOP	UWac	UWXac	RSUVWXYabc	RSUVXYac	Uc	UWac	RUWac	RSUVWXYac	U	RSUVWXYac	U	
Does not apply	387 35%	111 75%	25 7%	21 24%	147 61%	116 26%	192 54%	111 52%	193 30%	40 9%	282 78%	53 16%	192 63%	87 23%	175 59%	141 50%	178 33%	110 49%	208 33%	34 8%	272 77%	63 19%	173 62%	139 49%	182 33%	34 11%	193 71%	44 12%	257 74%
		CDE		C*	CD	F	IJLNQ	JLN		HIJLNQ	J	HIJLNQ	JL	IJLNQ	IJLNQ	JLN	STVZb	TVZb		RSTVWXYZab	TZb	RSTVXYZb	STVZb	TVZb	T	RSTVWXYZb	T	RSTVWXYZb	
Don't know	276 25%	14 9%	66 19%	21 24%	49 20%	97 22%	68 19%	30 14%	151 24%	66 15%	57 16%	57 18%	45 15%	75 20%	47 16%	47 17%	114 21%	35 15%	145 23%	66 15%	54 15%	50 16%	58 21%	43 15%	131 24%	39 13%	40 15%	51 14%	53 15%
		B	B	B*	B			HJKLMOPQ					HJ			HIKM		RTUVXZabc				UZabc		RTUVXZabc					

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is an experienced leader

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	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	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351
Does apply	492 45%	251 47%	233 43%	63 49%	96 47%	93 47%	83 42%	91 47%	66 39% *	160 47%	176 45%	157 43%	70 46%	160 48%	125 44%	138 43%	315 50% R	177 38%	130 50% TU	115 41%	96 39%	76 49%	22 43%	53 55%	450 47% Z	42 32%	309 47%	135 42%	47 40% *	175 50%	317 43%	206 54% g	286 41%	356 48% i	136 39%
Does not apply	354 32%	184 35%	163 30%	31 24%	53 25%	51 26%	67 34%	69 36% DE	83 49% DEFGH*	83 25%	118 30%	152 42% JK	37 24%	79 24%	99 35% MN	139 43% MN	193 31%	160 34%	74 29%	101 36% V	98 40% SV	39 25%	15 29%	26 27% *	298 31%	56 42% Y	210 32%	99 31%	45 38% *	99 28%	255 34%	96 25% f	258 37% r	224 30%	129 37%
Don't know	245 22%	95 18%	147 27% B	35 27% HI	58 28% HI	52 27% HI	47 24% I	33 17% I	20 12% *	93 28% L	99 25% L	53 15% L	44 29% P	95 28% P	61 21% P	46 14% P	117 19%	129 28% Q	56 21%	67 24%	52 21%	40 26%	14 28% *	16 17% *	210 22%	36 27%	133 20%	86 27% a	26 22% *	78 22%	167 23%	84 22% a	162 23% a	160 22% a	86 24% a

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5th - 6th July 2024
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Adults aged 18-75 in GB

Q10_2427. Do you think each of the following statements does or does not apply to Keir Starmer, the Leader of the Labour Party ? - He is an experienced leader

All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote				Referendum 2016 vote		Favourable to parties										Favourable to politicians												
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322	
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Does apply	492 45%	48 33%	241 70%	51 57%	82 34%	255 57%	124 35%	94 44%	319 50%	329 73%	84 23%	221 68%	86 28%	214 57%	111 37%	124 44%	272 50%	110 49%	293 47%	340 77%	69 19%	220 68%	80 29%	129 45%	274 49%	213 73%	74 27%	266 73%	81 23%	
Does not apply	354 32%	82 56%	53 15%	26 29%	119 49%	123 28%	165 46%	91 42%	195 31%	60 13%	214 59%	65 20%	166 55%	87 23%	148 50%	116 41%	183 34%	90 40%	201 32%	56 13%	222 63%	69 21%	151 54%	118 41%	181 33%	50 17%	162 60%	59 16%	216 62%	
Don't know	245 22%	17 12%	52 15%	12 14%	42 17%	67 15%	69 19%	30 14%	123 19%	61 14%	63 17%	39 12%	53 17%	73 19%	37 13%	43 15%	88 16%	26 12%	135 21%	43 10%	63 18%	34 11%	48 17%	38 13%	101 18%	30 10%	35 13%	38 11%	51 15%	

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5th - 6th July 2024

PUBLIC

Political Pulse: Campaign Tracker Week 7: Post election
Adults aged 18-75 in GB

Q5a_2427. From what you've seen or heard about Keir Starmer, if anything, do you think he has changed the Labour party for the better, worse, or made no difference?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351
Better	527 48%	290 55% C	234 43%	64 50%	93 45%	89 45%	100 51%	100 51%	82 49% *	157 47%	188 48%	181 50%	72 48%	147 44%	149 52%	159 49%	333 53% R	194 42%	124 48%	125 44%	124 50%	75 49%	30 58% *	48 50% *	462 48%	65 49%	342 52% bc	140 44%	45 38% *	189 54% e	338 46%	219 57% g	308 44%	376 51% i	151 43%
Worse	119 11%	66 12% C	45 8%	21 16% i	25 12%	18 9%	22 11%	21 11%	13 8% *	45 13%	39 10%	34 9%	24 16%	34 10%	30 10%	31 10%	64 10%	54 12%	30 12%	30 11%	24 10%	16 10%	5 9% *	14 15% *	108 11%	11 8%	55 8% ac	9 17% *	18 5% d	100 14% d	38 10%	81 11%	78 11%	40 11%	
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5th - 6th July 2024
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All Adults aged 18-75 in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										
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Better	527 48%	56 38%	269 78%	52 59%	71 29%	271 61%	149 42%	105 49%	319 50%	348 77%	86 24%	236 73%	111 36%	219 59%	124 42%	142 50%	290 53%	118 52%	312 50%	356 81%	69 19%	236 73%	92 33%	136 48%	294 53%	235 80%	84 31%	282 78%	108 31%
Worse	119 11%	21 14%	18 5%	6 7%	51 21%	47 11%	44 12%	24 11%	84 13%	16 4%	84 23%	15 5%	53 17%	49 13%	43 14%	37 13%	70 13%	22 10%	85 14%	10 2%	92 26%	16 5%	57 20%	37 13%	69 12%	5 2%	74 27%	24 7%	64 18%
No difference	301 28%	63 43%	32 9%	23 26%	97 40%	87 20%	130 36%	68 32%	162 25%	59 13%	163 45%	48 15%	122 40%	66 18%	113 38%	84 30%	126 23%	67 30%	157 25%	46 10%	165 47%	48 15%	107 38%	96 34%	131 24%	29 10%	101 37%	36 10%	152 44%
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5th - 6th July 2024
 PUBLIC
 Political Pulse: Campaign Tracker Week 7: Post election
 Adults aged 18-75 in GB

Q5b_2427. And from what you've seen or heard about Keir Starmer, if anything, do you think he will change the country for the better, worse, or make no difference?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural				Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65-75 (I)	18-34 (J)	35-54 (K)	55-75 (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1091	524	549	160	208	173	206	231	113	368	379	344	181	319	297	294	678	413	263	282	245	155	53	93	954	137	647	336	108	360	731	591	500	764	327			
Weighted base	1091	531	542	129	207	196	197	194	168	336	393	362	150	334	285	322	625	466	260	283	246	155	52	95	957	134	653	320	118	352	739	385	706	740	351			
Better	467 43%	257 48%	205 38%	63 49%	94 45%	95 48%	86 44%	82 42%	48 28%	157 47%	181 46%	130 36%	71 47%	161 48%	123 43%	112 35%	296 47%	171 37%	112 43%	117 41%	98 40%	76 49%	25 47%	40 42%	424 44%	43 32%	300 46%	122 38%	46 39%	186 53%	281 38%	199 52%	268 38%	343 46%	125 35%			
Worse	194 18%	100 19%	89 16%	19 15%	30 14%	22 11%	45 23%	47 24%	31 18%	49 15%	67 17%	78 21%	22 15%	40 12%	64 23%	67 21%	103 17%	90 19%	47 18%	58 20%	48 19%	20 13%	7 13%	14 15%	165 17%	29 21%	114 17%	60 19%	20 17%	46 13%	147 20%	58 15%	136 19%	126 17%	68 19%			
No difference	289 27%	132 25%	152 28%	32 25%	49 24%	52 27%	42 21%	43 22%	70 42%	82 24%	95 24%	113 31%	39 26%	79 24%	61 22%	109 34%	159 25%	130 28%	69 26%	80 28%	63 26%	33 21%	14 28%	30 32%	249 26%	40 30%	169 26%	88 27%	32 27%	83 24%	206 28%	81 21%	208 29%	193 26%	96 27%			
Don't know	141 13%	42 8%	96 18%	14 11%	34 17%	27 14%	24 12%	22 11%	20 12%	49 15%	51 13%	42 11%	18 12%	54 16%	36 13%	34 10%	66 11%	75 16%	32 12%	29 10%	37 15%	27 17%	6 12%	11 11%	120 12%	21 16%	70 11%	51 16%	21 10%	37 10%	104 14%	47 12%	94 13%	78 11%	63 18%			

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	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										
		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 Davey	Unfavourable to Davey	Favourable to Farage	Unfavourable to Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Angela Rayner	Unfavourable to Angela Rayner
Unweighted base	1091	142	364	91	240	467	321	214	637	481	337	341	298	400	284	272	559	237	626	464	338	340	270	275	566	303	260	387	322
Weighted base	1091	148	346	88	243	445	358	215	638	450	360	325	304	374	295	284	543	226	629	439	354	323	280	285	556	293	271	363	349
Better	467 43%	20 13%	274 79%	45 51%	70 29%	258 58%	107 30%	70 33%	331 52%	366 81%	30 8%	217 67%	83 27%	227 61%	80 27%	113 40%	275 51%	79 35%	315 50%	372 85%	34 10%	220 68%	66 24%	112 39%	274 49%	236 81%	49 18%	292 81%	45 13%
Worse	194 18%	67 46%	6 2%	11 12%	75 31%	50 11%	107 30%	72 33%	84 13%	8 2%	175 49%	19 6%	108 35%	36 10%	103 35%	86 30%	74 14%	62 28%	92 15%	6 1%	164 46%	26 8%	104 37%	85 30%	76 14%	13 4%	122 45%	10 3%	156 45%
No difference	289 27%	50 34%	41 12%	20 22%	79 32%	89 20%	113 32%	54 25%	158 25%	54 12%	135 38%	62 19%	95 31%	70 19%	99 34%	70 25%	129 24%	64 28%	153 24%	43 10%	133 38%	58 18%	87 31%	75 26%	135 24%	24 8%	83 31%	37 10%	122 35%
Don't know	141 13%	11 8%	24 7%	13 15%	19 8%	47 11%	31 9%	19 9%	64 10%	23 5%	20 6%	26 8%	18 6%	42 11%	14 5%	15 5%	65 12%	21 9%	69 11%	19 4%	23 6%	19 6%	23 8%	12 4%	71 13%	20 7%	16 6%	24 7%	26 7%

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