Table 1
Q1 - To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	49	31	17	6	11	5	8	19	17	13	19	6	15	10	18	15	9	9	9	4	3	38	11	41	8	38	11	27	22
	5%	6%	3%	5%	6%	2%	4%	5%	5%	3%	5%	4%	5%	4%	6%	6%	3%	4%	6%	7%	4%	4%	7%	7%	2%	7%	3%	7%	3%
																								x		A		C	
(+1) Fairly good job	225	120	102	41	60	35	28	61	101	63	61	49	73	51	51	50	64	46	39	11	14	207	18	152	72	169	55	108	117
	21%	23%	19%	33%	30%	18%	14%	17%	31%	16%	17%	33%	23%	18%	15%	19%	23%	19%	26%	21%	15%	23%	11%	25%	15%	23%	16%	28%	17%
				efg	efg				ij			lmn	n						v			v		x		A		C	
(0) Neither a good nor bad job	297	127	166	36	63	59	45	93	99	104	93	45	104	65	82	69	74	58	51	11	34	246	51	160	137	204	93	111	185
	27%	24%	31%	29%	31%	31%	22%	26%	30%	26%	26%	30%	23%	23%	25%	27%	26%	24%	33%	22%	36%	27%	31%	26%	29%	28%	27%	29%	27%
			a										m								q								
(-1) Fairly bad job	173	79	89	20	32	33	34	54	52	67	54	23	53	46	50	52	39	42	19	5	15	137	35	96	77	127	45	53	119
	16%	15%	17%	16%	16%	17%	17%	15%	16%	17%	15%	15%	16%	17%	15%	20%	14%	17%	12%	10%	16%	15%	21%	16%	16%	17%	13%	14%	17%
(-2) Very bad job	280	146	131	15	16	43	78	128	31	121	128	18	44	96	121	64	81	77	28	13	18	237	43	139	141	159	121	64	216
	26%	28%	24%	12%	8%	22%	39%	35%	10%	31%	35%	12%	14%	34%	37%	25%	29%	31%	18%	24%	19%	26%	26%	23%	30%	22%	35%	17%	31%
						cd	cde	cde		h	h			kl	kl		r	r							w		y		B
Don't know	59	24	34	5	20	19	8	7	25	27	7	8	33	11	7	7	15	13	6	8	10	51	8	26	33	36	23	20	39
	5%	5%	6%	4%	10%	10%	4%	2%	8%	7%	2%	5%	10%	4%	2%	3%	5%	5%	4%	15%	10%	6%	5%	4%	7%	5%	6%	5%	6%
					fg	fg			i	i			mn							opqr	o				w				
NET: All Good Job	274	152	119	47	71	40	36	80	118	76	80	56	88	61	69	65	73	55	49	15	18	245	29	193	81	208	66	135	139
	25%	29%	22%	38%	35%	21%	18%	22%	36%	19%	22%	37%	27%	22%	21%	25%	26%	22%	32%	29%	19%	27%	17%	31%	17%	28%	19%	35%	20%
		b		efg	efg				ij			lmn							t			v		x		A		C	
NET: All Bad Job	452	225	220	36	48	76	112	182	83	188	182	42	97	142	171	116	120	119	47	18	33	375	78	235	218	287	166	117	335
	42%	43%	41%	29%	24%	39%	56%	50%	26%	48%	50%	28%	30%	51%	52%	45%	42%	49%	31%	34%	35%	41%	47%	38%	46%	39%	48%	31%	48%
						d	cde	cde		h	h			kl	kl	r	r	rt							y		y		B
Mean	-0.4	-0.37	-0.42	0.02	0.1	-0.42	-0.76	-0.59	0.07	-0.6	-0.59	0.01	-0.13	-0.62	-0.63	-0.4	-0.45	-0.57	-0.12	-0.27	-0.35	-0.38	-0.51	-0.24	-0.62	-0.29	-0.64	-0.05	-0.59
				efg	efg	f			ij			mn	mn						opq					x		A		C	

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 2

Q1 - To what extent, would you say Keir Starmer has been doing a good job or bad job as Prime Minister, or neither?

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	49	35	12	2	10	12	13	14	22	28	5	35	3	1	5	31	10	49	-	49	-
	5%	6%	3%	2%	4%	3%	5%	5%	6%	4%	3%	10% jlm	3%	1%	5%	7% p	3%	18% r	-	21% t	-
(+1) Fairly good job	225	136	74	14	35	66	52	71	96	129	14	140	24	5	17	137	37	225	-	155	15
	21%	22% c	21%	12%	15%	19%	22%	27% de	28% i	18%	9%	40% jlmn	25% jm	4%	15% m	31% p	10%	82% r	-	66% t	3%
(0) Neither a good nor bad job	297	145	124	27	72	90	61	74	89	208	27	100	40	15	28	136	73	-	-	26	76
	27%	24%	34% a	24%	30%	26%	26%	28%	26%	28%	17%	29% jm	42% jkmn	11%	26% m	30% p	21%	-	-	11%	14%
(-1) Fairly bad job	173	105	44	24	36	55	46	35	60	112	34	42	9	22	32	72	54	-	173	1	161
	16%	17%	12%	21% b	15%	16%	20%	13%	17%	15%	22% kl	12%	9%	17%	30% klm	16%	15%	-	38% q	*	30% s
(-2) Very bad job	280	153	88	39	68	108	52	51	58	222	74	24	19	89	19	54	177	-	280	-	278
	26%	25%	24%	35%	29% g	31% fg	22%	20%	17%	30% h	48% kln	7%	20% k	67% jkln	18% k	12%	50% o	-	62% q	-	52% s
Don't know	59	33	19	7	15	17	11	15	21	38	1	7	1	1	6	16	3	-	-	3	10
	5%	5%	5%	6%	6%	5%	5%	6%	6%	5%	1%	2%	1%	1%	6% jkm	3% p	1%	-	-	1%	2%
NET: All Good Job	274	172	86	16	45	78	65	86	117	157	20	174	27	6	22	168	47	274	-	205	15
	25%	28% c	24%	14%	19%	22%	28%	33% de	34% i	21%	13% m	50% jlmn	28% jm	5%	20% m	38% p	13%	100% r	-	87% t	3%
NET: All Bad Job	452	257	132	63	104	163	99	86	118	334	109	65	28	111	51	126	231	-	452	1	439
	42%	42%	36%	56% ab	44% g	47% g	42%	33%	34%	45% h	69% kln	19%	29% k	84% jkln	48% kl	28%	65% o	-	100% q	*	81% s
Mean	-0.4	-0.35 c	-0.35 c	-0.8	-0.52	-0.55	-0.33	-0.15 de	-0.12 i	-0.53	-1.02 m	0.35 jlmn	-0.19 jm	-1.46	-0.43 jm	0.05 p	-1	1.18 r	-1.62	1.09 t	-1.33

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 3
Q2 - To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-75 (g)	AGG 18-34 (h)	AGG 35-54 (i)	AGG 55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very pleased	58	33	24	7	13	9	6	23	20	15	23	7	20	12	18	16	15	7	11	5	4	47	11	45	14	47	11	32	26
	5%	6%	4%	6%	7%	4%	3%	6%	6%	4%	6%	5%	6%	4%	6%	6%	5%	3%	7%	10% q	4%	5%	7%	7% x	3%	7% A	3%	8% C	4%
(+1) Fairly pleased	176	97	79	35	49	23	26	44	83	48	44	43	57	39	38	34	50	41	35	7	10	162	14	124	53	132	45	84	92
	16%	18%	15%	28% efg	24% efg	12%	13%	12%	26% ij	12%	12%	28% lmn	18%	14%	12%	13%	18%	17%	23% ot	14%	11%	18% v	9%	20% x	11%	18%	13%	22% C	13%
(0) Neither pleased nor disappointed	258	112	142	40	61	59	39	59	101	98	59	49	98	60	51	64	59	49	42	17	28	219	40	140	118	185	74	105	153
	24%	21%	26%	32% fg	30% fg	30% fg	20%	16%	31% j	25% j	16%	33% mn	30% mn	22%	15%	25%	21%	20%	27%	32%	29%	24%	24%	23%	25%	25%	21%	27% C	22%
(-1) Fairly disappointed	194	96	94	19	40	30	38	67	59	68	67	22	61	49	62	56	47	38	24	3	26	157	37	108	86	137	57	64	130
	18%	18%	17%	15%	20%	15%	19%	19%	18%	17%	19%	15%	19%	17%	19%	22% s	17%	16%	16%	6%	27% pqrs	17%	22%	18%	18%	19%	16%	17%	19%
(-2) Very disappointed	345	173	168	19	26	57	85	159	45	141	159	22	62	110	151	84	98	94	32	16	22	288	57	174	171	201	144	85	260
	32%	33%	31%	15%	13%	29% cd	42% cde	44% cde	14%	36% h	44% hi	15%	19%	39% kl	46% kl	33% r	35% r	38% rt	21%	32%	23%	31%	35%	28%	37% w	27%	41% y	22%	37% B
Don't know	50	17	33	4	13	17	7	9	17	25	9	7	25	9	9	4	13	15	9	3	5	44	6	23	27	33	17	13	37
	5%	3%	6% a	3%	6% g	9% g	4%	2%	5%	6% i	2%	5%	8% mn	3%	3%	2%	5%	6% o	6% o	6%	5%	5%	4%	4%	6%	4%	5%	3%	5%
NET: All Pleased	234	130	102	42	62	31	32	67	104	63	67	50	77	51	56	50	65	48	46	12	14	209	25	168	66	179	56	116	119
	22%	25% b	19%	34% efg	31% efg	16%	16%	19%	32% ij	16%	19%	33% lmn	24%	18%	17%	19%	23%	20%	30% oqt	24%	15%	23% v	15%	27% x	14%	24% A	16%	30% C	17%
NET: All Disappointed	539	269	262	38	66	87	122	226	104	209	226	44	122	159	214	140	144	132	56	19	48	445	94	282	257	338	201	149	390
	50%	51%	49%	30%	33%	45% cde	61% cde	63% cde	32%	53% h	63% hi	29%	38%	57% kl	65% kl	54% rs	51% r	54% r	36%	37%	51% r	49%	57% w	46%	55% y	46%	58% y	39%	56% B
Mean	-0.57	-0.54	-0.6	-0.06	-0.09	-0.59	-0.88	-0.84	-0.08	-0.74	-0.84	-0.06	-0.29	-0.77	-0.9	-0.63	-0.6	-0.74	-0.21	-0.38	-0.59	-0.55	-0.72	-0.41	-0.79	-0.45	-0.84	-0.23	-0.76
				-0.06 efg	efg	f			ij			mn	mn						opqt					x		A		C	

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

23-085423-37 - LABOUR PERFORMANCE
13TH - 16TH SEPTEMBER 2024
PUBLIC
IPSOS

Table 4
Q2 - To what extent, if either, are you pleased or disappointed by what the Labour party have done in Government so far?

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very pleased	58	35	21	2	12	16	14	16	24	34	4	43	3	-	4	35	9	55	-	58	-
	5%	6%	6%	2%	5%	5%	6%	6%	7%	5%	3%	12% jlmn	3%	-	3%	8% p	3%	20% r	-	25% t	-
(+1) Fairly pleased	176	107	58	12	31	48	45	52	74	102	9	112	19	3	14	111	29	149	1	176	-
	16%	18%	16%	10%	13%	14%	19%	20%	22% i	14%	6%	32% jlmn	20% jm	2%	13% m	25% p	8%	54% r	*	75% t	-
(0) Neither pleased nor disappointed	258	133	111	14	56	75	55	72	89	169	12	97	34	9	30	118	51	54	8	-	-
	24%	22% c	31% ac	12%	24%	22%	23%	28%	26%	23%	8%	28% jm	36% jm	7%	28% jm	26% p	14%	20% r	2%	-	-
(-1) Fairly disappointed	194	106	55	34	50	58	39	47	64	130	36	55	12	21	27	90	55	12	107	-	194
	18%	17%	15%	30% ab	21%	17%	17%	18%	18%	18%	23%	16%	13%	16%	26% kl	20%	15%	4%	24% q	-	36% s
(-2) Very disappointed	345	195	100	50	79	136	70	61	76	269	94	35	23	100	28	78	208	3	332	-	345
	32%	32%	28%	44% ab	33% g	39% fg	30%	23%	22%	37% h	60% kln	10%	24% k	75% jkln	26% k	17%	59% o	1%	73% q	-	64% s
Don't know	50	32	16	2	10	15	11	14	18	32	1	5	3	-	5	13	2	1	5	-	-
	5%	5%	4%	2%	4%	4%	5%	5%	5%	4%	*	1%	3%	-	5% jm	3% p	1%	*	1%	-	-
NET: All Pleased	234	142	79	14	43	64	59	68	99	136	13	155	22	3	17	147	38	205	1	234	-
	22%	23% c	22%	12%	18%	18%	25%	26% e	29% i	18%	8%	45% jlmn	23% jm	2%	16% m	33% p	11%	75% r	*	100% t	-
NET: All Disappointed	539	301	155	84	128	194	109	107	139	400	131	90	36	121	55	168	263	15	439	-	539
	50%	49%	43%	74% ab	54% g	56% g	47%	41%	40%	54% h	83% kln	26%	38% k	91% kln	51% k	38%	74% o	5%	97% q	-	100% s
Mean	-0.57	-0.55 c	-0.45 c	-1.06	-0.67	-0.75	-0.47 e	-0.34 de	-0.28 i	-0.71	-1.33 m	0.21 jlmn	-0.37 jm	-1.63	-0.61 jm	-0.15 p	-1.2	0.89 r	-1.72	1.25 t	-1.64

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 5
Q3 - Do you think that the Labour Government will change Britain for the better, for the worse, or not make any difference?

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Change Britain for the worse	390	198	186	31	48	67	87	157	79	154	157	35	92	118	145	86	109	99	46	18	32	327	62	191	198	252	138	96	293
	36%	38%	35%	25%	24%	34%	43%	43%	24%	39%	43%	23%	29%	42%	44%	33%	39%	41%	30%	35%	34%	36%	38%	31%	42%	34%	40%	25%	42%
						d	cd	cd		h	h			kl	kl										w				B
Change Britain for the better	333	169	160	56	90	52	43	92	146	94	92	70	118	67	78	81	81	71	60	15	24	290	43	218	115	250	83	155	178
	31%	32%	30%	45%	45%	27%	21%	25%	45%	24%	25%	47%	37%	24%	24%	32%	29%	29%	39%	29%	26%	32%	26%	35%	25%	34%	24%	40%	25%
				efg	efg				ij			mn	mn											x		A		C	
Not make any difference	236	115	117	28	39	47	46	75	68	93	75	36	68	58	73	61	52	54	33	9	27	195	40	142	94	151	85	80	156
	22%	22%	22%	23%	20%	24%	23%	21%	21%	23%	21%	24%	21%	21%	22%	24%	18%	22%	21%	17%	29%	21%	24%	23%	20%	21%	24%	21%	22%
																					p								
Don't know	124	45	77	8	25	28	25	37	33	54	37	10	44	36	34	29	40	20	15	10	10	105	19	63	61	81	43	52	72
	11%	9%	14%	7%	12%	15%	13%	10%	10%	14%	10%	7%	14%	13%	10%	11%	14%	8%	10%	19%	11%	11%	12%	10%	13%	11%	12%	14%	10%
			a			c							k					q			q								

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

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.

Table 6

Q3 - Do you think that the Labour Government will change Britain for the better, for the worse, or not make any difference?

Base: All adults aged 18-75 Great Britain

| | TOTAL | MARITAL STATUS | | | HOUSEHOLD SIZE | | | | CHILDREN IN HOUSEHOLD | | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | STARMER AS PM DOING GOOD/BAD JOB | | LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR | |
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Change Britain for the worse	390	225	124	41	84	141	82	83	113	276	106	49	27	99	35	104	205	25	317	14	339
	36%	37%	34%	36%	35%	40% g	35%	32%	33%	38%	68% kln	14%	28% k	74% kln	33% k	23%	58% o	9%	70% q	6%	63% s
Change Britain for the better	333	190	121	22	64	97	79	92	124	209	10	212	30	9	23	197	53	218	13	200	24
	31%	31% c	33% c	20%	27%	28%	34%	35%	36% i	28%	7%	61% jlmn	32% jm	7%	21% jm	44% p	15%	80% r	3%	85% t	4%
Not make any difference	236	127	74	35	60	70	48	57	75	161	29	57	27	24	37	106	66	20	97	13	136
	22%	21%	20%	31% ab	25%	20%	20%	22%	22%	22%	18%	16%	29% k	18%	35% jkm	24%	19%	7%	22% q	6%	25% s
Don't know	124	66	43	15	28	40	26	29	33	91	11	29	11	2	12	39	30	10	25	7	40
	11%	11%	12%	14%	12%	12%	11%	11%	10%	12%	7% m	8% m	11% m	1%	11% m	9%	9%	4%	6%	3%	7% s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 7
Q4 - Thinking about the Labour Government so far, do you think it is doing a better job than the previous Conservative government, a worse job or about the same?

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGG AGE 18-34 (h)	35-54 (i)	55-75 (j)	GEN GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN URBAN (u)	RURAL (v)	GRADE ABC1 (w)	C2DE (x)	EMPL WORKING (y)	NOT WORKING (A)	EDU GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Much better	136	78	55	16	23	13	27	56	39	40	56	17	32	43	43	38	31	28	26	7	6	117	19	97	39	97	39	70	66
	13%	15%	10%	13%	12%	7%	14%	16%	12%	10%	16%	11%	10%	16%	13%	15%	11%	11%	17%	13%	6%	13%	12%	16%	8%	13%	11%	18%	9%
			b					e			i								t					x				C	
(+1) A little better	225	126	99	46	71	38	24	47	117	61	47	55	94	31	44	38	61	48	35	16	27	189	36	146	78	163	62	97	128
	21%	24%	18%	37%	35%	19%	12%	13%	36%	15%	13%	37%	29%	11%	13%	15%	21%	20%	23%	31%	29%	21%	22%	24%	17%	22%	18%	25%	18%
			b	efg	efg				ij			mn	mn							o	o			x				C	
(0) About the same	305	134	164	41	54	68	53	89	95	121	89	51	95	75	83	82	71	64	47	11	29	266	38	157	147	219	86	107	198
	28%	25%	30%	34%	27%	35%	26%	25%	29%	31%	25%	34%	29%	27%	25%	32%	25%	26%	31%	22%	31%	29%	23%	26%	31%	30%	25%	28%	28%
						g																							
(-1) A little worse	134	66	67	9	16	27	35	46	25	62	46	13	33	45	43	33	28	46	18	2	8	110	24	65	69	94	40	35	98
	12%	12%	12%	7%	8%	14%	18%	13%	8%	16%	13%	9%	10%	16%	13%	13%	10%	19%	12%	3%	8%	12%	15%	11%	15%	13%	11%	9%	14%
							cd			h	h			kl				pst											B
(-2) Much worse	213	101	109	5	19	31	52	106	24	83	106	6	38	68	100	51	72	48	19	12	12	179	34	113	100	115	98	51	161
	20%	19%	20%	4%	9%	16%	26%	29%	7%	21%	29%	4%	12%	24%	30%	20%	26%	20%	12%	23%	13%	19%	21%	18%	21%	16%	28%	13%	23%
						c	cde	cde		h	hi		k	kl	kl		rt										y		B
Don't know	70	23	46	5	20	17	11	18	25	28	18	8	30	16	16	15	19	11	8	5	12	57	14	36	35	47	24	23	47
	7%	4%	9%	4%	10%	9%	5%	5%	8%	7%	5%	5%	9%	6%	5%	6%	7%	4%	6%	9%	13%	6%	8%	6%	7%	6%	7%	6%	7%
			a																		q								
NET: All Better	360	204	153	62	94	50	51	103	157	101	103	72	126	75	88	76	92	76	61	23	33	306	55	243	117	260	100	167	194
	33%	39%	28%	50%	47%	26%	25%	28%	48%	26%	28%	48%	39%	27%	27%	30%	33%	31%	40%	44%	36%	33%	33%	40%	25%	35%	29%	44%	28%
			b	efg	efg				ij			mn	mn											x				C	
NET: All Worse	346	166	176	15	35	58	87	152	49	145	152	19	71	113	142	84	100	94	37	13	20	288	58	178	169	208	138	87	260
	32%	31%	33%	12%	17%	30%	43%	42%	15%	37%	42%	13%	22%	41%	43%	32%	35%	38%	24%	25%	21%	31%	35%	29%	36%	28%	40%	23%	37%
						cd	cde	cde		h	h		k	kl	kl	rt		rt							w		y		B
Mean	-0.06	0.03	-0.16	0.49	0.35	-0.15	-0.32	-0.29	0.41	-0.24	-0.29	0.44	0.17	-0.24	-0.35	-0.08	-0.19	-0.16	0.22	0.1	0.1	-0.05	-0.12	0.09	-0.26	0.05	-0.3	0.27	-0.25
			b	efg	efg				ij			lmn	mn						opq					x		A		C	

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

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Table 8

Q4 - Thinking about the Labour Government so far, do you think it is doing a better job than the previous Conservative government, a worse job or about the same?

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATI VE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTE D (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Much better	136	85	40	11	29	44	30	33	47	88	1	95	17	-	15	93	16	121	2	110	5
	13%	14%	11%	10%	12%	13%	13%	13%	14%	12%	1%	27%	17%	-	14%	21%	5%	44%	*	47%	1%
												jmn	jm		jm	p		r		t	
(+1) A little better	225	123	94	7	38	64	58	64	80	145	14	122	25	6	23	117	49	108	16	95	33
	21%	20%	26%	6%	16%	18%	25%	25%	23%	20%	9%	35%	26%	4%	21%	26%	14%	39%	4%	41%	6%
			c				d	d				jmn	jm		jm	p		r		t	
(0) About the same	305	169	100	36	72	90	65	78	97	208	30	89	29	28	37	133	85	37	116	25	157
	28%	28%	28%	32%	30%	26%	28%	30%	28%	28%	19%	26%	30%	21%	35%	30%	24%	14%	26%	11%	29%
															jm				q		s
(-1) A little worse	134	72	40	21	35	37	24	37	48	85	30	20	13	27	13	46	55	4	101	1	114
	12%	12%	11%	19%	15%	11%	10%	14%	14%	12%	19%	6%	14%	20%	12%	10%	16%	1%	22%	1%	21%
												k	k	k	k				q		s
(-2) Much worse	213	123	60	30	45	92	41	35	47	165	76	4	9	69	12	39	136	4	203	1	209
	20%	20%	17%	26%	19%	26%	17%	13%	14%	22%	48%	4%	10%	52%	12%	9%	38%	1%	45%	1%	39%
						fg				h	kln		k	kln	k		o		q		s
Don't know	70	36	26	8	18	22	17	14	25	46	5	8	2	3	6	17	13	1	13	1	21
	7%	6%	7%	7%	7%	6%	7%	5%	7%	6%	3%	2%	3%	2%	6%	4%	4%	*	3%	1%	4%
																			q		s
NET: All Better	360	208	134	18	67	108	88	98	128	233	15	217	41	6	38	210	65	228	18	205	38
	33%	34%	37%	16%	28%	31%	37%	37%	37%	32%	10%	63%	44%	4%	35%	47%	18%	83%	4%	87%	7%
		c	c									jlmn	jm		jm	p		r		t	
NET: All Worse	346	195	101	51	81	129	65	72	96	251	106	33	22	97	26	85	191	7	304	3	324
	32%	32%	28%	45%	34%	37%	28%	28%	28%	34%	68%	9%	23%	73%	24%	19%	54%	3%	67%	1%	60%
				ab		fg					kln		k	kln	k		o		q		s
Mean	-0.06	-0.04	0.04	-0.49	-0.14	-0.21	0.05	0.1	0.1	-0.14	-1.09	0.78	0.28	-1.23	0.15	0.42	-0.72	1.24	-1.11	1.33	-0.94
		c	c			e	e		i		jlmn	jm		jm		p		r		t	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 9

Q5A - Summary Table In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?

Base: All adults aged 18-75 Great Britain

	Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs & productivity growth in every part of the country making everyone, not just a few, better off	Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zerocarbon electricity by 2030, accelerating to net zero	Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer	Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain
UNWEIGHTED BASE	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082
(+2) Very good job	58	60	63	58	70
	5%	6%	6%	5%	6%
(+1) Fairly good job	172	183	172	179	166
	16%	17%	16%	17%	15%
(0) Neither a good nor bad job	322	363	336	317	364
	30%	34%	31%	29%	34%
(-1) Fairly bad job	183	149	188	191	156
	17%	14%	17%	18%	14%
(-2) Very bad job	205	181	207	231	163
	19%	17%	19%	21%	15%
Don't know	143	146	116	105	162
	13%	14%	11%	10%	15%
NET: All Good Job	230	244	235	237	236
	21%	23%	22%	22%	22%
NET: All Bad Job	387	329	395	422	320
	36%	30%	37%	39%	30%
Mean	-0.32	-0.22	-0.31	-0.37	-0.19

Table 10

Q5A_1 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGG AGE 18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	58	36	22	9	24	9	5	11	33	14	11	11	31	5	11	15	11	12	13	5	2	51	7	37	21	48	10	29	29
	5%	7%	4%	7% fg	12% efg	5%	2%	3%	10% ij	3%	3%	7% m	10% mn	2%	3%	6%	4%	5%	9% t	10% t	2%	6%	4%	6%	4%	7% A	3%	8% C	4%
(+1) Fairly good job	172	92	78	36	53	26	19	38	89	45	38	41	67	35	29	43	41	37	29	7	15	152	20	107	66	134	38	77	95
	16%	18%	14%	29% efg	26% efg	13%	9%	11%	27% ij	11%	11%	27% mn	21% mn	12%	9%	17%	15%	15%	19%	14%	16%	17%	12%	17%	14%	18% A	11%	20% C	14%
(0) Neither a good nor bad job	322	159	162	40	54	55	56	116	95	111	116	51	85	82	103	72	83	73	51	15	28	263	58	188	134	222	100	110	212
	30%	30%	30%	33%	28%	28%	28%	32%	29%	28%	32%	34%	26%	29%	31%	28%	30%	30%	33%	29%	30%	29%	35%	31%	29%	30%	29%	29%	30%
(-1) Fairly bad job	183	79	98	11	28	42	29	72	39	72	72	17	57	40	69	54	46	40	26	2	15	157	26	112	70	122	61	63	120
	17%	15%	18%	9%	14%	22% c	15%	20% c	12%	18%	20%	11%	18%	14%	21% km	21% s	16% s	17% s	17% s	4%	16%	17%	16%	18%	15%	17%	18%	16%	17%
(-2) Very bad job	205	109	94	15	19	28	52	91	34	80	91	17	33	70	85	41	66	56	19	11	12	174	31	94	111	123	81	52	153
	19%	21%	17%	12%	9%	14%	26% cde	25% cde	10%	20% h	25% h	11%	10%	25% kl	26% kl	16%	23% rt	23% r	13%	22%	12%	19%	19%	15%	24% w	17%	23% y	13%	22% B
Don't know	143	53	85	12	24	35	39	33	36	74	33	13	49	48	32	33	34	26	16	11	23	120	23	77	66	85	58	52	91
	13%	10%	16% a	10%	12%	18% g	20% cdg	9%	11%	19% hi	9%	9%	15%	17% kn	10%	13%	12%	11%	10%	21%	25% opqr	13%	14%	12%	14%	12%	17% y	13%	13%
NET: All Good Job	230	128	100	46	77	35	24	49	122	58	49	52	99	39	40	58	52	49	42	12	16	204	27	144	86	182	48	107	123
	21%	24% b	19%	37% efg	38% efg	18%	12%	14%	38% ij	15%	14%	35% mn	31% mn	14%	12%	23%	19%	20%	27%	24%	18%	22%	16%	23%	18%	25% A	14%	28% C	18%
NET: All Bad Job	387	188	192	26	47	70	81	163	73	151	163	34	90	109	154	95	111	96	45	13	26	330	57	206	181	245	142	115	272
	36%	36%	36%	21%	23%	36% cd	41% cd	45% cd	22%	38% h	45% h	22%	28%	39% kl	47% kl	37%	40%	39%	29%	26%	28%	36%	35%	34%	39%	33%	41% y	30%	39% B
Mean	-0.32	-0.28	-0.36	0.13 efg	0.2 efg	-0.34 fg	-0.65	-0.59	0.17 ij	-0.5	-0.59	0.09 mn	0.03 mn	-0.59	-0.63	-0.28	-0.46	-0.42	-0.07 pq	-0.18	-0.28	-0.31	-0.38	-0.22 x	-0.46	-0.21 A	-0.57	-0.09 C	-0.45

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 11

Q5A_1 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS: MARRIED/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	HOUSEHOLD SIZE: 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD: YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE: CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE: REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB: GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE: PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	58	33	20	4	11	12	13	22	29	29	7	34	4	1	4	30	16	45	6	43	7
	5%	6%	6%	4%	5%	3%	6%	8% e	9% i	4%	5%	10% m	4%	1%	4%	7%	5%	16% r	1%	18% t	1%
(+1) Fairly good job	172	105	54	13	30	43	46	53	77	95	12	94	18	4	14	91	34	114	13	96	26
	16%	17%	15%	12%	13%	12%	20%	20%	22% i	13%	7%	27% jmn	19% jm	3%	13% m	20% p	9%	42% r	3%	41% t	5%
(0) Neither a good nor bad job	322	160	121	40	85	99	71	66	97	225	40	121	37	24	30	157	80	88	74	70	120
	30%	26%	34% a	35%	36% g	28%	30%	25%	28%	31%	26%	35% m	39% m	18%	28%	35% p	23%	32% r	16%	30%	22% t
(-1) Fairly bad job	183	116	46	21	36	65	40	42	52	131	34	43	14	28	24	78	68	14	127	9	135
	17%	19% b	13%	18%	15%	19%	17%	16%	15%	18%	22% k	12%	15%	21% k	23% k	18%	19%	5%	28% q	4%	25% s
(-2) Very bad job	205	114	69	22	44	81	42	37	48	156	50	18	9	71	18	37	126	-	195	1	199
	19%	19%	19%	19%	19%	23% g	18%	14%	14%	21% h	32% kln	5%	9%	53% jkln	16% k	8%	35% o	-	43% q	1%	37% s
Don't know	143	79	50	13	30	49	23	40	42	101	14	37	13	5	17	52	31	13	37	15	51
	13%	13%	14%	12%	13%	14%	10%	15%	12%	14%	9%	11% m	14% m	4%	16% m	12%	9%	5%	8%	6%	9%
NET: All Good Job	230	139	74	18	41	55	59	75	106	124	19	128	22	6	18	121	50	159	19	139	33
	21%	23%	20%	16%	17%	16%	25% e	29% de	31% i	17%	12%	37% jlmn	23% jm	4%	17% m	27% p	14%	58% r	4%	59% t	6%
NET: All Bad Job	387	229	115	43	80	146	81	80	100	287	83	61	23	99	42	115	194	14	322	11	335
	36%	38%	32%	37%	34%	42% g	35%	30%	29%	39% h	53% kln	18%	24%	74% jkln	39% kl	26%	55% o	5%	71% q	5%	62% s
Mean	-0.32	-0.32	-0.29	-0.42	-0.35	-0.54	-0.24 e	-0.09 de	-0.04 i	-0.46	-0.74 m	0.27 jlmn	-0.08 jm	-1.27	-0.41 m	* p	-0.78	0.73 r	-1.19	0.77 t	-1.01

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

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.

Table 12

Q5A_2 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGG AGE 18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	60	33	28	14	17	8	4	17	31	12	17	15	25	4	17	16	13	13	13	5	2	54	6	40	21	41	20	32	29
	6%	6%	5%	11% efg	9% f	4%	2%	5%	10% ij	3%	5%	10% m	8% m	1%	5% m	6%	5%	5%	8%	9%	2%	6%	4%	6%	4%	6%	6%	8% C	4%
(+1) Fairly good job	183	103	78	35	45	30	24	49	80	54	49	52	45	42	41	52	45	31	35	12	8	165	18	119	64	137	46	78	105
	17%	19% b	14%	28% efg	22% fg	16%	12%	14%	25% ij	14%	14%	29% lmn	18%	15%	12%	20% qt	16%	13%	23% t	24% t	9%	18% v	11%	19% x	14%	19%	13%	20% C	15%
(0) Neither a good nor bad job	363	172	188	35	67	68	64	129	102	132	129	44	108	96	114	89	99	82	41	15	37	300	63	212	151	255	108	128	235
	34%	33%	35%	28%	33%	35%	32%	36%	31%	33%	36%	29%	34%	35%	35%	34%	35%	34%	27%	28%	40%	33%	38%	34%	32%	35%	31%	33%	34%
(-1) Fairly bad job	149	67	81	20	31	23	25	50	50	48	50	25	48	26	49	29	27	43	29	1	20	121	28	75	73	102	46	47	102
	14%	13%	15%	16%	15%	12%	12%	14%	15%	12%	14%	16%	15% m	9%	15%	11%	10%	18% ps	19% ops	3%	21% ops	13%	17%	12%	16%	14%	13%	12%	15%
(-2) Very bad job	181	105	73	11	13	29	51	76	25	80	76	12	31	66	71	38	62	44	18	7	12	155	25	86	95	107	74	43	137
	17%	20% b	13%	9%	7%	15% d	26% cde	21% cd	8%	20% h	21% h	8%	10%	24% kl	21% kl	15%	22% r	18%	12%	14%	12%	17%	15%	14%	20% w	15%	21% y	11%	20% B
Don't know	146	49	93	9	28	35	33	40	37	69	40	12	52	45	38	35	36	30	18	11	15	121	25	82	64	93	54	56	90
	14%	9%	17% a	7%	14%	18% cg	17% c	11%	11%	17% hj	11%	8%	16% k	16% k	11%	14%	13%	12%	12%	22%	16%	13%	15%	13%	14%	13%	15%	15%	13%
NET: All Good Job	244	135	106	49	63	39	27	66	111	66	66	58	83	45	58	67	58	44	48	17	10	219	25	159	85	178	66	109	134
	23%	26% b	20%	40% efg	31% efg	20%	13%	18%	34% ij	17%	18%	38% lmn	26% mn	16%	18%	26% t	20%	18%	31% pqt	32% qt	11%	24% v	15%	26% x	18%	24%	19%	29% C	19%
NET: All Bad Job	329	172	154	31	44	52	76	126	75	128	126	37	80	93	120	66	89	87	47	9	31	277	53	161	168	209	120	90	239
	30%	33% b	28%	25%	22%	27%	38% cde	35% d	23%	32% h	35% h	25%	25%	33% l	36% kl	26%	32%	36% os	31%	17%	33%	30%	32%	26%	36% w	28%	35% y	23%	34% B
Mean	-0.22	-0.23	-0.21	0.18 efg	0.13 efg	-0.21 f	-0.58	-0.37	0.15 ij	-0.4	-0.37	0.16 mn	-0.01 mn	-0.47	-0.39	-0.1 q	-0.33	-0.35	-0.03 pqt	0.13 pqt	-0.38	-0.2	-0.34	-0.09 x	-0.39	-0.15 A	-0.37	0.02 C	-0.35

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 13

Q5A_2 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	60	32	22	7	15	11	15	19	26	34	5	37	3	1	4	31	11	49	1	49	-
	6%	5%	6%	6%	6%	3%	7%	7% e	8%	5%	3%	11% jlmn	3%	*	4%	7% p	3%	18% r	*	21% t	-
(+1) Fairly good job	183	111	62	10	34	46	48	55	81	103	15	100	17	7	16	104	38	119	23	102	35
	17%	18% c	17%	9%	15%	13%	20% e	21% e	23% i	14%	10%	29% jlmn	18% m	5%	15% m	23% p	11%	43% r	5%	44% t	7%
(0) Neither a good nor bad job	363	198	119	46	93	116	79	75	110	253	48	129	34	33	32	170	105	77	119	62	166
	34%	33%	33%	41%	39% g	33%	34%	29%	32%	34%	31%	37% m	36%	24%	30%	38% p	30%	28%	26%	26%	31%
(-1) Fairly bad job	149	86	51	11	27	50	29	43	49	99	27	27	18	23	24	59	48	15	98	9	110
	14%	14%	14%	10%	11%	14%	12%	16%	14%	13%	17% k	8%	20% k	17% k	23% k	13%	14%	5%	22% q	4%	20% s
(-2) Very bad job	181	102	55	24	38	73	33	37	41	140	49	17	11	58	15	35	116	1	169	1	172
	17%	17%	15%	21%	16%	21% g	14%	14%	12%	19% h	32% kln	5%	12% k	44% kln	14% k	8%	33% o	*	37% q	*	32% s
Don't know	146	78	53	15	29	54	31	33	38	108	13	36	11	11	15	46	37	14	42	11	56
	14%	13%	15%	13%	12%	15%	13%	13%	11%	15%	8%	10%	12%	9%	14%	10%	10%	5%	9%	5%	10% s
NET: All Good Job	244	143	83	17	50	57	63	74	107	137	20	137	20	8	20	135	49	168	25	151	35
	23%	24%	23%	15%	21%	16%	27% e	28% e	31% i	19%	13%	40% jlmn	21%	6%	19% m	30% p	14%	61% r	5%	65% t	7%
NET: All Bad Job	329	188	106	35	65	122	62	79	90	239	76	44	30	81	40	94	164	15	267	10	282
	30%	31%	29%	31%	28%	35% f	26%	30%	26%	32%	49% kl	13%	31% k	61% kln	37% k	21%	46% o	5%	59% q	4%	52% s
Mean	-0.22	-0.22	-0.18	-0.35	-0.19 e	-0.43	-0.08 e	-0.1 e	0.01 i	-0.33	-0.71 m	0.36 jlmn	-0.22 jm	-1.08	-0.33 jm	0.09 p	-0.69	0.78 r	-1	0.85 t	-0.87

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 14

Q5A_3 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	63	40	24	14	21	7	4	18	35	11	18	18	22	5	18	21	15	16	7	2	2	55	8	44	20	48	16	37	26
	6%	8%	4%	12% efg	10% efg	4%	2%	5%	11% ij	3%	5%	12% mn	7% m	2%	5% m	8%	5%	6%	5%	4%	2%	6%	5%	7% x	4%	6%	5%	10% C	4%
(+1) Fairly good job	172	101	69	39	45	24	26	37	85	50	37	43	59	45	25	39	42	34	36	10	10	155	17	110	62	137	35	75	97
	16%	19% b	13%	32% efg	22% efg	12%	13%	10%	26% ij	13%	10%	29% lmn	18% n	16% n	8%	15%	15%	14%	24% pqt	19%	11%	17% v	10%	18%	13%	19% A	10%	20% C	14%
(0) Neither a good nor bad job	336	138	195	33	59	54	57	133	92	111	133	43	92	77	124	82	87	69	47	15	35	277	58	210	126	213	122	129	206
	31%	26%	36% a	26%	29%	28%	28%	37% c	28%	28%	37% hi	28%	29%	28%	38% lm	32%	31%	28%	31%	30%	37%	30%	35%	34% x	27%	29%	35%	34%	30%
(-1) Fairly bad job	188	93	92	18	32	47	38	54	50	85	54	21	66	53	48	45	40	56	22	8	18	152	36	96	92	141	47	50	138
	17%	18%	17%	15%	16%	24% g	19%	15%	15%	21%	15%	14%	20%	19%	15%	17%	14%	23% p	15%	15%	19%	17%	22%	16%	20%	19%	14%	13%	20% B
(-2) Very bad job	207	106	97	14	23	32	51	87	37	83	87	20	40	65	83	43	72	48	21	10	14	180	27	92	115	129	78	49	158
	19%	20%	18%	11%	11%	16%	25% cd	24% cd	11%	21% h	24% h	13%	12%	23% kl	25% kl	17%	26% ort	20%	14%	19%	14%	20%	16%	15%	25% w	18%	22%	13%	23% B
Don't know	116	50	62	5	22	30	25	33	27	55	33	7	43	33	33	28	25	21	19	7	15	97	19	63	53	66	50	43	73
	11%	10%	12%	4%	11% c	16% c	12% c	9%	8%	14% h	9%	4%	13% k	12% k	10%	11%	9%	9%	12%	13%	16%	11%	11%	10%	11%	9%	14% v	11%	10%
NET: All Good Job	235	140	93	54	66	31	30	55	120	61	55	61	82	50	43	60	57	50	44	12	13	210	25	153	82	185	51	112	124
	22%	27% b	17%	44% efg	33% efg	16%	15%	15%	37% ij	15%	15%	40% lmn	25% n	18%	13%	23%	20%	21%	29% t	24%	13%	23% v	15%	25% x	18%	25% A	15%	29% C	18%
NET: All Bad Job	395	199	189	32	55	79	89	141	87	168	141	41	106	118	131	87	112	104	43	17	31	333	63	188	207	270	125	99	296
	37%	38%	35%	26%	27%	41% cd	44% cd	39% cd	27%	42% h	39% h	27%	33%	42% kl	40% k	34%	40% r	43% r	28%	33%	33%	36%	38%	31%	44% w	37%	36%	26%	42% B
Mean	-0.31	-0.26	-0.36	0.19 efg	0.05 efg	-0.44	-0.6	-0.48	0.1 ij	-0.53	-0.48	0.13 lmn	-0.15 mn	-0.52	-0.52	-0.22	-0.44	-0.39	-0.1 pq	-0.27	-0.38	-0.3	-0.39	-0.15 x	-0.53	-0.25 A	-0.46	* C	-0.49

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

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.

Table 15

Q5A_3 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer

Base: All adults aged 18-75 Great Britain

| | TOTAL | MARITAL STATUS | | | HOUSEHOLD SIZE | | | | CHILDREN IN HOUSEHOLD | | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | STARMER AS PM DOING GOOD/BAD JOB | | LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR | |
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	63	39	21	4	10	18	18	17	29	34	4	41	5	2	5	36	14	55	-	50	1
	6%	6%	6%	3%	4%	5%	8%	7%	8%	5%	2%	12%	5%	2%	4%	8%	4%	20%	-	21%	*
									i			jmn				p		r		t	
(+1) Fairly good job	172	96	64	11	38	44	44	45	67	105	12	90	15	12	11	91	31	113	16	103	28
	16%	16%	18%	10%	16%	13%	19%	17%	19%	14%	7%	26%	16%	9%	11%	20%	9%	41%	4%	44%	5%
									i			jlmn				p		r		t	
(0) Neither a good nor bad job	336	184	107	44	72	113	72	79	103	233	42	135	41	20	32	161	97	85	85	65	136
	31%	30%	30%	39%	30%	32%	31%	30%	30%	32%	27%	39%	43%	15%	30%	36%	27%	31%	19%	28%	25%
											m	jm	jm		m	p		r			
(-1) Fairly bad job	188	110	60	18	47	49	44	48	61	127	35	34	15	33	30	71	67	9	136	7	143
	17%	18%	17%	16%	20%	14%	19%	18%	18%	17%	23%	10%	15%	25%	28%	16%	19%	3%	30%	3%	26%
											k			k	kl				q		s
(-2) Very bad job	207	122	63	22	39	89	39	41	54	153	50	22	10	66	17	46	124	4	190	3	194
	19%	20%	17%	20%	16%	26%	16%	16%	16%	21%	32%	6%	10%	50%	16%	10%	35%	1%	42%	1%	36%
						dfg					kln			jkln	k		o		q		s
Don't know	116	55	47	14	30	36	18	32	31	85	14	25	10	-	12	41	22	7	25	6	37
	11%	9%	13%	12%	13%	10%	8%	12%	9%	12%	9%	7%	10%	-	12%	9%	6%	3%	6%	3%	7%
											m	m	m		m						s
NET: All Good Job	235	135	85	15	49	62	62	62	96	139	15	131	20	14	16	127	45	169	16	153	29
	22%	22%	23%	13%	21%	18%	26%	24%	28%	19%	10%	38%	21%	10%	15%	28%	13%	62%	4%	65%	5%
							e		i			jlmn	j			p		r		t	
NET: All Bad Job	395	233	122	40	86	138	83	89	115	281	86	56	24	100	47	117	191	13	326	10	336
	37%	38%	34%	35%	36%	40%	35%	34%	33%	38%	55%	16%	26%	75%	44%	26%	54%	5%	72%	4%	62%
											kl		k	jkln	kl		o		q		s
Mean	-0.31	-0.33	-0.25	-0.44	-0.32	-0.47	-0.19	-0.22	-0.14	-0.4	-0.82	0.29	-0.11	-1.13	-0.45	*	-0.77	0.78	-1.17	0.84	-1
						e	e		i		m	jlmn	jmn		jm	p		r		t	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 16

Q5A_4 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	58	35	23	11	19	6	6	16	30	12	16	13	22	8	15	15	12	15	11	4	1	49	9	36	21	36	21	28	30
	5%	7%	4%	9%	9%	3%	3%	4%	9%	3%	4%	9%	7%	3%	4%	6%	4%	6%	7%	7%	1%	5%	5%	6%	5%	6%	4%	7%	4%
				f	efg				ij			m	m																C
(+1) Fairly good job	179	88	89	32	48	21	28	51	80	49	51	38	54	42	46	45	45	29	37	12	13	160	19	114	66	135	44	81	98
	17%	17%	16%	26%	24%	11%	14%	14%	24%	12%	14%	25%	17%	15%	14%	17%	16%	12%	24%	23%	14%	17%	12%	19%	14%	18%	13%	21%	14%
				efg	efg				ij			lmn							q	q									C
(0) Neither a good nor bad job	317	148	166	42	54	53	58	111	96	111	111	49	91	83	95	79	91	71	41	12	23	263	54	198	119	219	98	125	193
	29%	28%	31%	34%	27%	27%	29%	31%	29%	28%	31%	33%	28%	30%	29%	31%	32%	29%	27%	24%	25%	29%	33%	32%	25%	30%	28%	33%	28%
																								x					
(-1) Fairly bad job	191	89	98	15	30	47	26	73	45	73	73	19	62	39	71	52	40	45	24	6	24	166	25	109	82	120	71	53	138
	18%	17%	18%	12%	15%	24%	13%	20%	14%	18%	20%	12%	19%	14%	21%	20%	14%	18%	15%	12%	26%	18%	15%	18%	18%	16%	20%	14%	20%
						cdf		f			h				km						p								B
(-2) Very bad job	231	131	98	18	33	41	56	84	51	97	84	24	57	73	77	47	70	63	26	10	15	194	36	103	128	155	76	59	172
	21%	25%	18%	15%	16%	21%	28%	23%	16%	25%	23%	16%	18%	26%	23%	18%	25%	26%	17%	20%	16%	21%	22%	17%	27%	21%	22%	15%	25%
		b					cd			h				kl											w				B
Don't know	105	37	66	6	19	25	27	28	25	53	28	7	37	34	27	20	25	22	14	8	17	85	21	54	51	61	44	37	68
	10%	7%	12%	5%	10%	13%	14%	8%	8%	13%	8%	5%	11%	12%	8%	8%	9%	9%	9%	15%	18%	9%	13%	9%	11%	8%	13%	10%	10%
			a			c	cg			hj			k	k							opq						v		
NET: All Good Job	237	123	111	43	67	27	34	66	109	62	66	51	76	50	60	59	56	44	48	16	14	209	28	150	87	178	59	110	128
	22%	23%	21%	34%	33%	14%	17%	18%	34%	16%	18%	34%	24%	18%	18%	23%	20%	18%	31%	30%	15%	23%	17%	24%	19%	24%	17%	29%	18%
				efg	efg				ij			lmn							pqt					x		A			C
NET: All Bad Job	422	220	196	33	62	88	81	157	96	170	157	43	119	112	148	100	110	108	49	16	39	360	62	211	211	275	147	112	310
	39%	42%	36%	27%	31%	45%	41%	43%	29%	43%	43%	28%	37%	40%	45%	39%	39%	44%	32%	32%	42%	39%	37%	34%	45%	37%	42%	29%	44%
						cd	c	cd		h	h			k	k			r							w				B
Mean	-0.37	-0.39	-0.34	0.02	-0.05	-0.57	-0.56	-0.47	-0.03	-0.56	-0.47	-0.02	-0.27	-0.52	-0.5	-0.31	-0.44	-0.5	-0.12	-0.18	-0.5	-0.36	-0.42	-0.23	-0.55	-0.31	-0.49	-0.1	-0.52
				efg	efg				ij			mn	mn						pqt					x		A			C

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

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.

Table 17

Q5A_4 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels

Base: All adults aged 18-75 Great Britain

| | TOTAL | MARITAL STATUS | | | HOUSEHOLD SIZE | | | | CHILDREN IN HOUSEHOLD | | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | STARMER AS PM DOING GOOD/BAD JOB | | LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR | |
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATI VE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTE D (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	58	32	18	8	14	15	12	17	24	34	4	36	6	4	3	35	9	51	3	50	4
	5%	5%	5%	7%	6%	4%	5%	6%	7%	5%	2%	10% jmn	6%	3%	3%	8% p	2%	19% r	1%	22% t	1%
(+1) Fairly good job	179	108	59	12	30	47	45	57	74	105	20	86	20	6	19	84	46	101	27	90	34
	17%	18%	16%	10%	13%	14%	19%	22% de	21% i	14%	12% m	25% jm	21% m	4%	17% m	19% p	13%	37% r	6%	38% t	6%
(0) Neither a good nor bad job	317	159	118	40	85	100	64	68	91	226	38	123	37	16	31	167	74	95	79	70	109
	29%	26%	33% a	36%	36% g	29%	27%	26%	26%	31%	24% m	36% jm	40% jm	12%	29% m	38% p	21%	35% r	17%	30% t	20%
(-1) Fairly bad job	191	124	46	21	36	68	46	41	64	127	32	48	15	28	26	73	69	16	117	11	144
	18%	20% b	13%	18%	15%	19%	20%	16%	19%	17%	20%	14%	15%	21%	24% k	16%	19%	6%	26% q	5%	27% s
(-2) Very bad job	231	133	77	21	45	84	50	51	66	165	56	24	10	77	19	52	134	5	206	4	216
	21%	22%	21%	19%	19%	24%	21%	19%	19%	22%	36% kln	7%	11%	58% jkln	17% k	12%	38% o	2%	46% q	2%	40% s
Don't know	105	51	43	11	27	34	17	28	26	79	8	29	6	3	10	34	23	6	20	8	32
	10%	8%	12%	10%	12%	10%	7%	11%	8%	11%	5%	8% m	7%	2%	9% m	8%	7%	2%	4%	3%	6%
NET: All Good Job	237	140	77	20	43	63	57	74	98	139	23	122	26	10	22	120	54	152	30	141	38
	22%	23%	21%	17%	18%	18%	24%	28% de	28% i	19%	15%	35% jmn	28% m	7%	20% m	27% p	15%	55% r	7%	60% t	7%
NET: All Bad Job	422	257	123	42	82	152	97	92	130	292	88	72	25	104	45	125	203	21	323	15	360
	39%	42% b	34%	37%	34%	44% d	41%	35%	38%	40%	56% kln	21%	26%	78% jkln	42% kl	28%	57% o	8%	71% q	7%	67% s
Mean	-0.37	-0.39	-0.33	-0.35	-0.33	-0.5	-0.36	-0.22 e	-0.23 i	-0.43	-0.78 m	0.19 jmn	-0.03 jmn	-1.29	-0.4 jm	-0.05 p	-0.83	0.66 r	-1.15	0.76 t	-1.05

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 18

Q5A_5 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	70	43	26	18	22	9	7	14	39	16	14	19	26	10	14	18	15	16	13	4	4	62	8	41	29	57	13	31	39
	6%	8%	5%	14% efg	11% fg	5%	3%	4%	12% ij	4%	4%	13% mn	8% m	4%	4%	7%	5%	7%	8%	8%	4%	7%	5%	7%	6%	7% A	4%	8%	6%
(+1) Fairly good job	166	86	80	41	43	29	15	38	84	44	38	51	55	30	30	34	35	44	36	9	8	147	19	96	71	127	39	67	99
	15%	16%	15%	33% defg	21% fg	15% f	7%	10%	26% ij	11%	10%	34% lmn	17% m	11%	9%	13%	13%	18% t	24% opt	17%	8%	16%	11%	16%	15%	17%	11%	18%	14%
(0) Neither a good nor bad job	364	183	178	30	64	63	66	142	94	128	142	37	106	94	126	89	113	71	39	14	37	293	71	227	137	246	118	135	229
	34%	35%	33%	24%	32%	32%	33%	39% c	29%	32%	39% h	25%	33%	34%	38% k	34%	40% qr	29%	26%	27%	40% r	32%	43% u	37% x	29%	33%	35%	35%	33%
(-1) Fairly bad job	156	64	88	15	29	35	30	48	44	65	48	21	50	41	44	44	30	40	24	7	11	131	26	88	68	110	47	56	101
	14%	12%	16%	12%	14%	18%	15%	13%	13%	16%	13%	14%	16%	15%	13%	17%	11%	16%	16%	14%	11%	14%	16%	14%	15%	15%	13%	14%	14%
(-2) Very bad job	163	92	70	14	15	27	42	65	29	70	65	14	36	52	62	34	49	40	19	8	14	145	18	78	86	100	64	44	120
	15%	17%	13%	11%	8%	14%	21% cd	18% d	9%	18% h	18% h	9%	11%	19% kl	19% kl	13%	17%	16%	12%	16%	14%	16%	11%	13%	18% w	14%	18%	11%	17% B
Don't know	162	60	98	6	29	30	42	55	35	72	55	8	49	52	52	40	40	32	21	9	20	139	23	85	77	95	67	51	111
	15%	11%	18% a	5%	14% c	16% c	21% c	15% c	11%	18% h	15%	6%	15% k	19% k	16% k	15%	14%	13%	14%	18%	22%	15%	14%	14%	17%	13%	19% v	13%	16%
NET: All Good Job	236	129	106	59	65	39	21	52	124	60	52	70	81	40	45	51	50	61	49	13	12	209	27	137	100	184	52	98	138
	22%	24%	20%	48% defg	32% efg	20% f	11%	14%	38% ij	15%	14%	47% lmn	25% mn	14%	14%	20%	18%	25% t	32% opt	25%	13%	23%	16%	22%	21%	25% A	15%	26% C	20%
NET: All Bad Job	320	156	158	28	44	62	72	113	73	135	113	35	86	93	107	78	79	80	43	16	24	276	44	166	154	166	154	99	220
	30%	30%	29%	23%	22%	32% d	36% cd	31% d	22%	34% h	31% h	23%	27%	33% k	32%	30%	28%	33%	28%	30%	26%	30%	27%	27%	33%	29%	32%	26%	32%
Mean	-0.19	-0.16	-0.21	0.29 efg	0.16 efg	-0.25 f	-0.54	-0.36	0.21 ij	-0.4	-0.36	0.29 lmn	-0.05 mn	-0.42	-0.4	-0.2	-0.26	-0.2	*	-0.16	-0.3	-0.19	-0.19	-0.13	-0.28	-0.11 A	-0.39	-0.04 C	-0.28

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 19

Q5A_5 - In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	70	38	28	3	18	15	18	19	25	45	7	37	7	3	7	37	16	49	14	45	11
	6%	6%	8%	3%	7%	4%	8%	7%	7%	6%	4%	11% jm	7%	2%	6%	8%	4%	18% r	3%	19% t	2%
(+1) Fairly good job	166	89	62	15	30	38	49	50	73	93	8	92	16	7	13	82	37	109	15	97	23
	15%	15%	17%	13%	13%	11%	21% de	19% e	21% i	13%	5%	26% jmn	17% jm	5%	12%	18% p	10%	40% r	3%	42% t	4%
(0) Neither a good nor bad job	364	202	114	49	90	127	69	79	104	261	50	130	40	31	34	180	102	87	108	68	162
	34%	33%	31%	43% b	38%	36%	29%	30%	30%	35%	32%	38% m	42% m	23%	32%	40% p	29%	32%	24%	29%	30%
(-1) Fairly bad job	156	100	45	11	33	40	39	44	60	96	30	26	10	31	24	53	58	9	114	7	122
	14%	16%	12%	10%	14%	11%	17%	17%	17%	13%	19% k	7%	10%	23% kl	22% kl	12%	16%	3%	25% q	3%	23% s
(-2) Very bad job	163	92	57	15	29	70	31	34	43	120	40	20	10	51	16	40	94	1	148	1	156
	15%	15%	16%	13%	12%	20% dg	13%	13%	12%	16%	26% kl	6%	10%	39% jkln	15% k	9%	27% o	*	33% q	1%	29% s
Don't know	162	87	56	20	37	59	30	35	40	122	21	42	13	10	13	55	47	19	52	16	64
	15%	14%	15%	17%	16%	17%	13%	14%	12%	17%	13%	12%	13%	8%	12%	12%	13%	7%	12%	7%	12% s
NET: All Good Job	236	127	90	18	48	53	67	69	98	138	15	129	23	10	19	118	53	158	30	143	34
	22%	21%	25%	16%	20%	15%	28% e	26% e	28% i	19%	10%	37% jlmn	24% jm	7%	18% m	27% p	15%	58% r	7%	61% t	6%
NET: All Bad Job	320	192	102	26	62	110	70	78	103	217	70	45	19	82	40	92	153	10	262	8	278
	30%	32%	28%	23%	26%	31%	30%	30%	30%	29%	45% kl	13%	20%	62% jkln	37% kl	21%	43% o	4%	58% q	4%	52% s
Mean	-0.19	-0.23	-0.13	-0.21	-0.13 e	-0.39	-0.08 e	-0.11 e	-0.08 i	-0.25	-0.65 m	0.33 jlmn	* jm	-0.98	-0.32 jm	0.06 p	-0.58	0.77 r	-0.92	0.81 t	-0.82

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 20

Q5B - Summary Table And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)?

Base: All adults aged 18-75 Great Britain

	Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs & productivity growth in every part of the country making everyone, not just a few, better off	Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zerocarbon electricity by 2030, accelerating to net zero	Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer	Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain
UNWEIGHTED BASE	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082
(+2) Very good job	89	86	91	74	90
	8%	8%	8%	7%	8%
(+1) Fairly good job	250	255	252	213	233
	23%	24%	23%	20%	22%
(0) Neither a good nor bad job	237	245	233	261	262
	22%	23%	22%	24%	24%
(-1) Fairly bad job	178	168	163	184	166
	16%	16%	15%	17%	15%
(-2) Very bad job	199	191	219	223	181
	18%	18%	20%	21%	17%
Don't know	128	137	123	127	150
	12%	13%	11%	12%	14%
NET: All Good Job	339	341	343	286	323
	31%	32%	32%	26%	30%
NET: All Bad Job	378	359	383	408	347
	35%	33%	35%	38%	32%
Mean	-0.16	-0.13	-0.17	-0.28	-0.13

Table 21

Q5B_1 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	89	54	34	12	30	13	12	22	42	25	22	15	37	19	18	22	24	14	16	7	5	80	8	66	23	66	23	53	36
	8%	10% b	6%	10%	15% efg	7%	6%	6%	13% ij	6%	6%	10%	11% n	7%	6%	9%	8%	6%	11%	13%	6%	9%	5%	11% x	5%	11% A	5%	14% C	5%
(+1) Fairly good job	250	123	127	43	64	39	34	71	107	73	71	55	81	52	62	66	53	55	53	8	16	220	31	151	100	182	69	96	155
	23%	23%	24%	35% efg	32% efg	20%	17%	20%	33% ij	18%	20%	37% lmn	25%	19%	19%	25%	19%	23%	34% pqst	16%	17%	24%	19%	25%	21%	25%	20%	25%	22%
(0) Neither a good nor bad job	237	111	122	39	40	37	43	79	78	80	79	44	63	55	75	57	67	55	26	12	21	197	40	137	100	164	73	85	152
	22%	21%	20%	31% deg	20%	19%	21%	22%	24%	20%	22%	29% lm	19%	20%	23%	22%	24%	22%	17%	24%	22%	21%	24%	22%	21%	22%	21%	22%	22%
(-1) Fairly bad job	178	96	79	14	26	45	27	66	40	72	66	17	61	38	62	42	42	49	23	2	20	140	38	96	82	119	60	61	118
	16%	18%	15%	11%	13%	23% cdf	14%	18%	12%	18% h	18% h	11%	19% k	14%	19%	16%	15%	20%	15%	4%	21%	15%	23%	16%	18%	16%	17%	16%	17%
(-2) Very bad job	199	105	93	9	18	25	50	97	27	76	97	12	32	67	89	41	66	48	24	9	12	171	29	102	98	117	82	49	151
	18%	20%	17%	8%	9%	13%	25% cde	27% cde	8%	19% h	27% hi	8%	10%	24% kl	27% kl	16%	23% t	20%	16%	18%	13%	19%	17%	17%	21%	16%	24% y	13%	22% B
Don't know	128	40	86	6	25	35	34	27	31	69	27	8	48	49	23	30	30	24	11	13	20	109	19	63	65	80	48	40	88
	12%	8%	16% a	5%	12% c	18% cg	17% cg	8%	10%	18% hi	8%	5%	15% kn	17% kn	7%	11%	11%	10%	7%	25% opqr	21% opqr	12%	11%	10%	14%	11%	14%	10%	13%
NET: All Good Job	339	177	160	55	94	52	46	93	149	98	93	71	118	70	80	88	77	69	69	15	21	300	39	216	123	254	85	148	191
	31%	33%	30%	45% efg	46% efg	27%	23%	26%	46% ij	25%	26%	47% lmn	37% mn	25%	24%	34%	27%	28%	45% opqt	29%	23%	33% v	24%	35% x	26%	35% A	24%	39% C	27%
NET: All Bad Job	378	200	171	24	44	70	78	163	67	147	163	29	93	105	151	84	108	96	47	11	32	311	67	198	180	236	142	110	268
	35%	38%	32%	19%	22%	36% cd	39% cd	45% cd	21%	37% h	45% h	19%	29% k	38% kl	46% kl	32%	38% s	39% s	31%	22%	34%	34%	41% u	32%	38%	32%	41% y	29%	38% B
Mean	-0.16	-0.15	-0.15	0.29 efg	0.35 efg	-0.19	-0.42	-0.43	0.33 ij	-0.31	-0.43	0.32 mn	0.11 mn	-0.36	-0.46	-0.06	-0.29	-0.28	0.1 pq	0.04	-0.23	-0.13	-0.33	-0.03 x	-0.33	-0.04 A	-0.41	0.12 C	-0.31

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 22

Q5B_1 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	GOOD JOB	BAD JOB	PLEASED	DISAPPOINTED
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	89	49	36	5	21	17	24	27	40	49	8	59	10	1	4	54	16	70	2	69	4
	8%	8%	10%	4%	9%	5%	10% e	10% e	11% i	7%	5%	17% jmn	10% m	1%	4%	12% p	5%	26% r	*	29% t	1%
(+1) Fairly good job	250	143	82	25	51	69	63	68	95	155	11	149	24	3	19	140	51	141	25	121	44
	23%	24%	23%	22%	22%	20%	27%	26%	28% i	21%	7%	43% jlmn	25% jm	3%	18% jm	31% p	14%	52% r	5%	52% t	8%
(0) Neither a good nor bad job	237	138	76	23	49	78	51	59	84	153	33	70	28	18	25	107	58	48	75	30	103
	22%	23%	21%	20%	21%	22%	22%	23%	24%	21%	21%	20%	29% m	14%	24%	24% p	16%	18%	16%	13%	19% s
(-1) Fairly bad job	178	97	56	26	48	55	31	44	50	129	39	26	13	36	25	70	73	4	128	4	149
	16%	16%	16%	23%	20%	16%	13%	17%	14%	17%	25% k	8%	14%	27% kl	23% k	16%	21%	1%	28% q	2%	28% s
(-2) Very bad job	199	114	60	26	41	85	43	31	41	158	59	18	11	68	14	37	130	-	188	-	193
	18%	19%	17%	22%	17%	24% g	18%	12%	12%	21% h	37% kln	5%	12% k	51% jkln	13% k	8%	37% o	-	42% q	-	36% s
Don't know	128	67	51	10	27	46	23	32	36	92	7	24	10	6	20	38	26	11	35	11	46
	12%	11%	14%	9%	11%	13%	10%	12%	10%	12%	5%	7%	10%	5%	18% jkm	8%	7%	4%	8%	5%	9%
NET: All Good Job	339	192	118	30	72	86	87	94	135	204	19	209	33	5	23	194	68	211	27	190	48
	31%	32%	33%	26%	30%	25%	37% e	36% e	39% i	28%	12% m	60% jlmn	35% jmn	3%	22% m	43% p	19%	77% r	6%	81% t	9%
NET: All Bad Job	378	210	117	51	89	140	74	75	91	287	97	45	24	104	39	106	203	4	317	4	342
	35%	35%	32%	45% b	37%	40% g	32%	29%	26%	39% h	62% kln	13%	25% k	78% jkln	37% k	24%	57% o	1%	70% q	2%	63% s
Mean	-0.16	-0.15	-0.08	-0.41	-0.17	-0.4	-0.03 e	0.07 e	0.14 i	-0.3	-0.86 m	0.63 jlmn	0.1 jmn	-1.31	-0.3 jm	0.25 p	-0.76	1.05 r	-1.14	1.14 t	-0.98

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 23

Q5B_2 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52*	92*	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	86	49	36	16	25	10	11	24	42	21	24	17	33	14	22	19	22	20	15	7	3	77	9	56	30	62	24	40	47
	8%	9%	7%	13%	13%	5%	5%	7%	13%	5%	7%	11%	10%	5%	7%	7%	8%	8%	10%	14%	3%	8%	5%	9%	6%	8%	7%	10%	7%
				efg	efg				ij			m	m							t									C
(+1) Fairly good job	255	138	114	38	65	43	36	73	104	79	73	52	80	60	62	62	57	64	47	9	16	222	33	157	98	188	67	116	139
	24%	26%	21%	31%	32%	22%	18%	20%	32%	20%	20%	35%	25%	22%	19%	24%	20%	26%	31%	17%	17%	24%	20%	26%	21%	26%	19%	30%	20%
				fg	efg				ij			lmn							pt						A			C	
(0) Neither a good nor bad job	245	111	130	36	48	39	47	75	84	86	75	40	75	57	73	68	59	49	30	10	29	200	45	140	104	174	71	92	152
	23%	21%	24%	29%	24%	20%	24%	21%	26%	22%	21%	27%	23%	20%	22%	27%	21%	20%	19%	20%	31%	22%	27%	23%	22%	24%	20%	24%	22%
(-1) Fairly bad job	168	75	92	16	25	38	23	66	40	61	66	23	47	40	58	42	46	40	18	6	17	137	31	100	68	111	58	45	124
	16%	14%	17%	13%	12%	20%	12%	18%	12%	16%	18%	15%	15%	15%	17%	16%	16%	16%	12%	11%	18%	15%	19%	16%	15%	15%	17%	12%	18%
						cd																							B
(-2) Very bad job	191	111	78	10	11	32	54	84	21	86	84	10	35	67	79	37	59	46	30	8	10	164	27	91	100	115	76	47	144
	18%	21%	14%	8%	6%	17%	27%	23%	7%	22%	23%	7%	11%	24%	24%	14%	21%	19%	20%	16%	11%	18%	16%	15%	21%	16%	22%	12%	21%
			b			cd	cde	cd		h	h			kl	kl		t								w		y		B
Don't know	137	45	90	7	28	32	29	40	35	62	40	9	53	40	36	30	38	25	13	11	19	117	20	70	67	85	52	43	94
	13%	9%	17%	6%	14%	17%	15%	11%	11%	16%	11%	6%	16%	14%	11%	11%	14%	10%	9%	22%	21%	13%	12%	11%	14%	12%	15%	11%	13%
			a		c	c	c						k	k						qr	oqr								
NET: All Good Job	341	187	151	55	90	53	46	97	145	99	97	69	113	75	84	81	79	84	62	16	18	300	42	213	128	250	91	156	185
	32%	35%	28%	44%	45%	27%	23%	27%	45%	25%	27%	46%	35%	27%	26%	31%	28%	34%	40%	31%	20%	33%	25%	35%	27%	34%	26%	41%	27%
			b	efg	efg				ij			lmn	mn			t		t	pt					x		A		C	
NET: All Bad Job	359	186	170	26	36	70	78	150	62	148	150	33	82	108	136	79	105	86	48	14	27	301	58	191	169	225	134	92	267
	33%	35%	31%	21%	18%	36%	39%	41%	19%	37%	41%	22%	25%	39%	41%	31%	37%	35%	32%	27%	29%	33%	35%	31%	36%	31%	38%	24%	38%
						cd	cd	cd		h	h			kl	kl		t										y		B
Mean	-0.13	-0.13	-0.14	0.3	0.4	-0.24	-0.43	-0.35	0.36	-0.34	-0.35	0.3	0.11	-0.36	-0.37	-0.07	-0.26	-0.12	-0.02	0.04	-0.22	-0.11	-0.24	-0.02	-0.28	-0.04	-0.32	0.17	-0.3
				efg	efg				ij			mn	mn											x		A		C	

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

23-085423-37 - LABOUR PERFORMANCE
13TH - 16TH SEPTEMBER 2024
PUBLIC
IPSOS

Table 24

Q5B_2 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS Married/Living as (a)	Single (b)	Wid/Div/Sep (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE Conservative (j)	Labour (k)	Liberal Democrats (l)	Reform (m)	Other (n)	REFERENDUM 2016 VOTE Remain (o)	Leave (p)	STARMER AS PM DOING GOOD/BAD JOB Good Job (q)	Bad Job (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR Pleased (s)	Disappointed (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	86	42	38	6	18	17	27	24	38	48	6	58	5	1	7	50	18	70	5	68	7
	8%	7%	11%	5%	8%	5%	12% e	9%	11% i	7%	4%	17% jlmn	5%	1%	7% m	11% p	5%	26% r	1%	29% t	1%
(+1) Fairly good job	255	152	83	20	58	69	53	75	89	166	13	135	28	11	24	145	48	138	27	112	57
	24%	25%	23%	17%	24%	20%	23%	29% e	26%	22%	9%	39% jmn	30% jm	9%	22% jm	33% p	14%	50% r	6%	48% t	11%
(0) Neither a good nor bad job	245	140	77	27	52	80	59	54	85	159	37	77	26	22	22	112	67	42	87	31	116
	23%	23%	21%	24%	22%	23%	25%	21%	25%	22%	24%	22%	27%	16%	20%	25%	19%	15%	19%	13%	22% s
(-1) Fairly bad job	168	91	49	28	41	50	39	39	56	112	39	29	12	28	26	62	60	9	122	8	132
	16%	15%	14%	25% ab	17%	14%	16%	15%	16%	15%	25% kl	8%	12%	21% k	24% kl	14%	17%	3%	27% q	3%	25% s
(-2) Very bad job	191	109	61	21	39	78	34	40	42	149	49	22	11	62	14	33	129	2	176	4	179
	18%	18%	17%	18%	17%	22% f	14%	15%	12%	20% h	31% kln	6%	12%	47% jkln	13% k	7%	37% o	1%	39% q	2%	33% s
Don't know	137	73	52	12	29	55	24	29	34	103	12	26	14	8	15	43	32	14	35	13	49
	13%	12%	14%	10%	12%	16%	10%	11%	10%	14%	8%	7%	14% k	6%	14% k	10%	9%	5%	8%	5%	9%
NET: All Good Job	341	194	121	25	76	86	80	99	127	214	20	193	33	13	31	195	67	208	32	179	64
	32%	32%	34%	22%	32%	25%	34% e	38% e	37% i	29%	13%	56% jlmn	35% jm	10%	28% jm	44% p	19%	76% r	7%	76% t	12%
NET: All Bad Job	359	200	111	49	80	128	72	79	98	261	88	51	22	91	40	95	189	10	299	12	311
	33%	33%	31%	43% b	34%	37%	31%	30%	29%	35% h	56% kln	15%	24% k	68% kln	37% k	21%	53% o	4%	66% q	5%	58% s
Mean	-0.13	-0.13	-0.04	-0.38	-0.12	-0.35	0.01 e	0.02 e	0.08 i	-0.23	-0.77 m	0.56 jlmn	0.05 jm	-1.11	-0.17 jm	0.29 p	-0.72	1.02 r	-1.05	1.04 t	-0.85

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 25

Q5B_3 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGG AGE 18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	91	55	34	21	24	10	11	24	45	21	24	26	27	17	22	26	27	15	13	7	3	81	10	64	27	71	20	49	42
	8%	11% b	6%	17% efg	12% ef	5%	6%	7%	14% ij	5%	7%	17% lmn	8%	6%	7%	10% t	10%	6%	9%	13% t	3%	9%	6%	10% x	6%	10%	6%	13% C	6%
(+1) Fairly good job	252	130	120	40	68	39	38	68	108	76	68	51	83	59	58	60	58	64	47	7	15	223	29	166	86	186	66	109	143
	23%	25%	22%	33% efg	34% efg	20%	19%	19%	33% ij	19%	19%	34% mn	26% n	21%	18%	23%	21%	26%	31% pst	14%	16%	24%	18%	27% x	18%	25% A	19%	28% C	20%
(0) Neither a good nor bad job	233	99	131	26	43	41	43	79	69	84	79	29	73	57	74	64	55	44	35	9	26	192	41	122	111	155	77	88	145
	22%	19%	24%	21%	21%	21%	22%	22%	21%	21%	22%	19%	23%	20%	23%	25%	20%	18%	23%	17%	28%	21%	25%	20%	24%	21%	22%	23%	21%
(-1) Fairly bad job	163	76	86	16	22	33	24	69	38	57	69	18	47	36	63	35	47	39	19	4	19	123	40	102	61	107	57	52	111
	15%	14%	16%	13%	11%	17%	12%	19% h	12%	15%	19% h	12%	14%	13%	19%	14%	17%	16%	12%	8%	21%	13%	24% u	17%	13%	15%	16%	14%	16%
(-2) Very bad job	219	121	95	16	21	40	54	88	37	94	88	21	45	70	83	46	68	54	26	14	11	194	25	99	120	141	78	48	171
	20%	23% b	18%	13%	10%	20% d	27% cd	24% cd	12%	24% h	24% h	14%	14%	25% kl	25% kl	18%	24% t	22%	17%	27% t	12%	21%	15%	16%	26% w	19%	22%	12%	25% B
Don't know	123	47	74	5	23	32	30	34	28	61	34	6	47	40	29	27	26	28	13	10	19	104	19	61	62	74	49	38	85
	11%	9%	14% a	4%	12% c	16% cg	15% c	9%	9%	16% hj	9%	4%	15% kn	14% k	9%	10%	9%	12%	8%	20% pr	21% opr	11%	12%	10%	13%	10%	14%	10%	12%
NET: All Good Job	343	186	154	61	92	49	49	92	153	98	92	77	110	76	80	86	85	79	61	14	18	304	39	229	114	257	86	158	185
	32%	35% b	28%	49% efg	46% efg	25%	24%	26%	47% ij	25%	26%	51% lmn	34% n	27%	24%	33% t	30%	32% t	40% t	28%	19%	33% v	24%	37% x	24%	35% A	25%	41% C	27%
NET: All Bad Job	383	196	181	32	43	73	78	156	75	151	156	39	92	106	146	80	115	93	45	18	31	317	66	202	181	248	135	100	282
	35%	37%	34%	26%	21%	38% cd	39% cd	43% cd	23%	38% h	43% h	26%	29%	38% kl	44% kl	31%	41% or	38%	29%	35%	33%	35%	40%	33%	39% w	34%	39%	26%	40% B
Mean	-0.17	-0.16	-0.19	0.29 efg	0.29 efg	-0.33	-0.43	-0.39	0.29 ij	-0.38	-0.39	0.3 lmn	* mn	-0.35	-0.42	-0.06	-0.28	-0.25	0.02	-0.26	-0.29	-0.15	-0.29	-0.01 x	-0.39	-0.09 A	-0.36	0.17 C	-0.37

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 26

Q5B_3 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	91 8%	47 8%	39 11%	5 5%	18 7%	25 7%	25 11%	23 9%	39 11% i	52 7%	5 3%	64 18% jlmn	6 6%	1 1%	5 5% m	51 11% p	16 4%	72 26% r	2 *	71 30% t	2 *
(+1) Fairly good job	252 23%	147 24%	86 24%	19 17%	52 22%	65 19%	59 25%	76 29% e	88 25%	165 22%	13 8%	141 41% jlmn	25 27% jm	7 5%	23 21% jm	152 34% p	42 12%	144 53% r	22 5%	124 53% t	42 8%
(0) Neither a good nor bad job	233 22%	140 23%	72 20%	20 18%	53 22%	75 22%	48 20%	57 22%	79 23%	154 21%	36 23%	73 21%	31 33% km	17 13%	22 20%	102 23%	70 20%	37 13%	71 16%	26 11%	108 20% s
(-1) Fairly bad job	163 15%	89 15%	48 13%	26 23% b	37 16%	55 16%	40 17%	32 12%	48 14%	116 16%	41 26% kl	17 5%	12 13% k	31 23% k	23 21% k	59 13%	65 18%	7 3%	121 27% q	4 2%	135 25% s
(-2) Very bad job	219 20%	126 21%	68 19%	24 21%	45 19%	84 24%	44 19%	46 18%	59 17%	160 22%	56 36% kln	30 9%	8 8%	72 54% jkln	18 17% k	43 10%	137 39% o	4 1%	206 46% q	2 1%	209 39% s
Don't know	123 11%	58 9%	48 13%	18 16%	33 14%	44 13%	19 8%	28 11%	32 9%	91 12%	6 4%	22 6%	12 13% jkm	5 4%	16 15% jkm	38 9%	25 7%	10 4%	30 7%	8 3%	43 8% s
NET: All Good Job	343 32%	194 32%	125 35% c	24 21%	69 29%	90 26%	85 36% e	99 38% e	127 37% i	216 29%	18 12%	205 59% jlmn	31 33% jm	8 6%	29 27% jm	202 45% p	57 16%	216 79% r	24 5%	195 83% t	45 8%
NET: All Bad Job	383 35%	216 36%	116 32%	51 45% b	82 35%	139 40% g	84 36%	78 30%	107 31%	276 37%	96 62% kln	46 13%	20 21%	102 77% jkln	41 38% kl	102 23%	202 57% o	11 4%	327 72% q	6 2%	343 64% s
Mean	-0.17	-0.19	-0.06 c	-0.48	-0.2	-0.35 e	-0.08	-0.01 e	* i	-0.26	-0.85 m	0.59 jlmn	0.11 jmn	-1.29	-0.28 jm	0.26 p	-0.81	1.04 r	-1.2	1.14 t	-1.02

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

23-085423-37 - LABOUR PERFORMANCE
13TH - 16TH SEPTEMBER 2024
PUBLIC
IPSOS

Table 27

Q5B_4 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels

Base: All adults aged 18-75 Great Britain

	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52*	92*	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	74	39	33	14	19	11	9	20	33	20	20	16	26	12	20	22	15	14	12	9	2	64	10	49	25	56	18	34	39
	7%	7%	6%	12% fg	9%	6%	4%	6%	10% ij	5%	6%	11% m	8%	4%	6%	8%	5%	6%	8% pqt	18%	2%	7%	6%	8%	5%	8%	5%	9% C	6%
(+1) Fairly good job	213	113	99	30	57	28	29	69	86	57	69	40	65	49	58	49	53	48	38	8	16	186	27	131	81	146	67	102	111
	20%	21%	18%	24% ef	28% efg	14%	15%	19%	27% ij	14%	19%	27% mn	20%	18%	18%	19%	19%	20%	25%	16%	17%	20%	17%	21%	17%	20%	19%	26% C	16%
(0) Neither a good nor bad job	261	121	135	39	48	45	47	81	87	93	81	45	77	62	76	69	66	55	42	7	22	218	43	159	102	190	72	94	167
	24%	23%	25%	32%	24%	23%	24%	22%	27%	23%	22%	30%	24%	22%	23%	27%	24%	23%	28%	14%	24%	24%	26%	26%	22%	26%	21%	24%	24%
(-1) Fairly bad job	184	84	96	18	28	36	28	74	46	64	74	21	56	42	65	44	49	47	22	3	20	154	30	110	74	116	68	58	126
	17%	16%	18%	15%	14%	18%	14%	21%	14%	16%	21%	14%	17%	15%	20%	17%	17%	19% s	14%	6%	21% s	17%	18%	18%	16%	16%	20%	15%	18%
(-2) Very bad job	223	127	94	13	26	37	61	86	39	98	86	16	50	75	81	44	70	57	27	11	13	191	32	100	123	144	80	54	170
	21%	24% b	17%	10%	13%	19%	31% cde	24% cd	12%	25% h	24% h	11%	16%	27% kl	25% kl	17%	25% t	24%	18%	22%	14%	21%	20%	16%	26% w	20%	23%	14%	24% B
Don't know	127	43	82	9	24	37	26	31	33	63	31	12	49	39	28	30	29	22	11	14	21	105	22	64	62	83	44	42	85
	12%	8%	15% a	7%	12%	19% cg	13%	8%	10%	16% hi	8%	8%	15% kn	14%	8%	12%	10%	9%	7%	27% opqr	22% opqr	11%	13%	11%	13%	11%	13%	11%	12%
NET: All Good Job	286	153	133	44	76	39	38	89	120	77	89	56	90	61	78	70	68	62	51	17	18	249	37	180	106	202	85	136	151
	26%	29%	25%	36% efg	37% efg	20%	19%	25%	37% ij	20%	25%	37% mn	28%	22%	24%	27%	24%	26%	33% t	33%	19%	27%	23%	29% x	23%	27%	24%	35% C	22%
NET: All Bad Job	408	212	190	31	54	73	89	161	85	162	161	38	106	117	147	88	119	104	49	14	33	345	62	210	197	260	148	112	296
	38%	40%	35%	25%	27%	37% cd	44% cd	44% cd	26%	41% h	44% h	25%	33%	42% kl	45% kl	34%	42% t	43%	32%	27%	35%	38%	38%	34%	42% w	35%	43% y	29%	42% B
Mean	-0.28	-0.3	-0.26	0.13 efg	0.08 efg	-0.38	-0.59	-0.42	0.1 ij	-0.49	-0.42	0.13 lmn	-0.15 mn	-0.49	-0.43	-0.18	-0.42	-0.39	-0.09 p	0.02	-0.36	-0.28	-0.33	-0.15 x	-0.47	-0.22 A	-0.41	0.01 C	-0.45

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C

Overlap formulae used.   * small base

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.

Table 28

Q5B_4 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	74	36	31	7	17	14	23	19	28	45	6	52	3	2	5	47	12	63	5	63	5
	7%	6%	9%	6%	7%	4%	10% e	7%	8%	6%	4%	15% jlmn	4%	2%	4%	10% p	3%	23% r	1%	27% t	1%
(+1) Fairly good job	213	130	66	17	44	59	53	57	77	136	15	120	23	6	20	111	54	125	19	105	40
	20%	21%	18%	15%	19%	17%	22%	22%	22%	18%	10%	35% jmn	25% jm	4%	18% m	25% p	15%	46% r	4%	45% t	7%
(0) Neither a good nor bad job	261	145	92	24	56	86	52	67	96	165	30	96	30	17	21	133	53	63	69	48	104
	24%	24%	25%	21%	24%	25%	22%	26%	28%	22%	19%	28% m	31% jm	13%	20%	30% p	15%	23% r	15%	20%	19%
(-1) Fairly bad job	184	102	51	31	49	62	31	43	52	132	42	31	17	23	27	70	73	13	118	8	131
	17%	17%	14%	28% ab	21%	18%	13%	16%	15%	18%	27% k	9%	18% k	17% k	25% k	16%	21%	5%	26% q	3%	24% s
(-2) Very bad job	223	131	70	23	43	87	48	45	56	168	54	20	11	82	15	47	136	2	208	1	213
	21%	22%	19%	20%	18%	25% g	21%	17%	16%	23% h	34% kln	6%	12%	62% jkln	14% k	11%	38% o	1%	46% q	*	39% s
Don't know	127	64	51	12	27	41	28	31	36	90	10	28	9	3	19	37	26	8	34	10	47
	12%	10%	14%	11%	11%	12%	12%	12%	11%	12%	6%	8% m	10% m	2%	18% jkm	8%	7%	3% q	8%	4%	9% s
NET: All Good Job	286	166	97	24	62	73	76	75	105	182	21	172	27	8	24	158	66	188	23	168	44
	26%	27%	27%	21%	26%	21%	32% e	29% e	30%	25%	13%	50% jlmn	28% jm	6%	23% m	35% p	19%	69% r	5%	72% t	8%
NET: All Bad Job	408	232	121	54	92	149	79	88	108	300	96	51	29	105	43	117	209	15	326	8	343
	38%	38%	34%	48% b	39%	43% fg	34%	34%	31%	41% h	61% kln	15%	30% k	79% jkln	40% k	26%	59% o	5%	72% q	4%	64% s
Mean	-0.28	-0.3	-0.2	-0.46	-0.27	-0.48 e	-0.14 e	-0.17	-0.1	-0.37 i	-0.84 m	0.48 jlmn	-0.11 jm	-1.36	-0.33 jm	0.1 p	-0.82	0.88 r	-1.21	0.99 t	-1.03

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 29

Q5B_5 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain

Base: All adults aged 18-75 Great Britain

| | TOTAL | GENDER | | AGE | | | | | AGGREGATED AGE | | | GENERATION | | | | REGION | | | | | | URBAN | | SOCIAL GRADE | | EMPLOYMENT STATUS | | EDUCATION | |
| | | MAN | WOMAN | 18-24 | 25-34 | 35-44 | 45-54 | 55-75 | 18-34 | 35-54 | 55-75 | GEN Z | MILLENIALS | GEN X | BABY BOOMER | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | URBAN | RURAL | ABC1 | C2DE | WORKING | NOT WORKING | GRADUATES | NON GRADUATES |
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
(+2) Very good job	90	48	40	25	25	12	10	18	49	22	18	26	32	14	17	25	18	18	19	6	4	81	9	60	30	72	18	41	48
	8%	9%	7%	20%	12%	6%	5%	5%	15%	6%	5%	17%	10%	5%	5%	10%	7%	7%	12%	12%	4%	9%	5%	10%	6%	10%	5%	11%	7%
				efg	fg				ij			lmn							q							A			C
(+1) Fairly good job	233	123	110	31	69	34	31	68	100	65	68	43	83	50	56	58	58	45	44	8	20	204	29	155	78	174	59	113	120
	22%	23%	20%	25%	34%	18%	15%	19%	31%	17%	19%	29%	26%	18%	17%	22%	21%	18%	29%	16%	22%	22%	18%	25%	17%	24%	17%	29%	17%
				f	efg				ij			mn	mn						q					x					C
(0) Neither a good nor bad job	262	123	134	36	45	44	53	84	81	97	84	39	74	69	80	68	69	64	31	10	22	215	47	144	119	180	82	91	171
	24%	23%	25%	29%	22%	23%	26%	23%	25%	25%	23%	26%	23%	25%	24%	26%	24%	26%	20%	19%	23%	23%	29%	23%	25%	25%	24%	24%	25%
(-1) Fairly bad job	166	77	88	17	21	35	26	67	38	61	67	22	48	38	58	39	38	51	20	4	14	132	34	97	69	111	55	53	113
	15%	15%	16%	14%	10%	18%	13%	18%	12%	15%	18%	15%	15%	14%	18%	15%	14%	21%	13%	8%	15%	14%	21%	16%	15%	15%	16%	14%	16%
								d			h							ps											
(-2) Very bad job	181	104	75	8	18	31	49	76	26	79	76	12	36	62	72	38	60	40	24	9	10	158	24	90	91	90	91	45	136
	17%	20%	14%	6%	9%	16%	24%	21%	8%	20%	21%	8%	11%	22%	22%	15%	21%	17%	16%	18%	10%	17%	15%	15%	20%	15%	20%	12%	19%
		b				c	cd	cd		h	h			kl	kl		t												B
Don't know	150	53	93	6	25	38	32	48	31	70	48	8	51	45	45	31	38	27	15	15	24	128	21	69	81	84	65	41	109
	14%	10%	17%	5%	12%	19%	16%	13%	10%	18%	13%	6%	16%	16%	14%	12%	13%	11%	10%	29%	26%	14%	13%	11%	17%	11%	19%	11%	16%
			a		c	c	c	c		h			k	k	k					opqr	opqr				w		y		B
NET: All Good Job	323	171	151	56	94	46	41	86	149	87	86	69	115	65	74	82	77	63	63	14	24	284	38	215	108	246	77	154	169
	30%	32%	28%	45%	46%	24%	20%	24%	46%	22%	24%	46%	36%	23%	22%	32%	27%	26%	41%	27%	26%	31%	23%	35%	23%	34%	22%	40%	24%
				efg	efg				ij			lmn	mn						pqt					x		A		C	
NET: All Bad Job	347	182	163	25	38	66	74	143	64	140	143	34	84	100	130	77	98	91	44	13	24	289	58	187	161	201	146	98	250
	32%	34%	30%	21%	19%	34%	37%	40%	20%	36%	40%	22%	26%	36%	39%	30%	35%	37%	29%	25%	25%	32%	35%	30%	34%	27%	42%	26%	36%
						cd	cd	cd		h	h			kl	kl														B
Mean	-0.13	-0.14	-0.11	0.4	0.35	-0.25	-0.43	-0.37	0.37	-0.34	-0.37	0.35	0.1	-0.36	-0.39	-0.04	-0.26	-0.24	0.09	-0.05	-0.07	-0.1	-0.24	*	-0.3	-0.03	-0.35	0.15	-0.29
				efg	efg				ij			mn	mn						pq					x		A		C	

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 30

Q5B_5 - And do you think the current Labour government led by Keir Starmer will do a good job or a bad job, if either, at delivering in the following areas by the next General Election (due latest August 2029)? Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
(+2) Very good job	90	46	40	4	17	17	26	29	41	49	6	53	8	3	9	45	18	68	7	64	9
	8%	8%	11% c	4%	7%	5%	11% e	11% e	12% i	7%	4%	15% jm	9% m	2%	9% m	10% p	5%	25% r	2%	27% t	2%
(+1) Fairly good job	233	136	77	20	47	66	65	55	79	154	14	141	25	2	19	137	50	137	16	117	36
	22%	22%	21%	18%	20%	19%	28% e	21%	23%	21%	9% m	41% jlmn	27% jm	1%	18% jm	31% p	14%	50% r	4%	50% t	7%
(0) Neither a good nor bad job	262	149	85	28	59	85	51	67	92	171	36	81	27	24	27	127	62	43	95	32	136
	24%	25%	24%	25%	25%	24%	22%	26%	27%	23%	23%	23%	28%	18%	25%	29% p	18%	16%	21%	14%	25% s
(-1) Fairly bad job	166	93	49	24	45	52	33	36	51	115	47	25	12	32	19	56	71	9	119	7	128
	15%	15%	14%	21%	19%	15%	14%	14%	15%	16%	30% kln	7%	13%	24% k	17% k	13%	20% o	3%	26% q	3%	24% s
(-2) Very bad job	181	108	57	17	30	78	34	40	45	136	41	18	7	65	14	34	116	1	172	1	173
	17%	18%	16%	15%	12%	22% df	14%	15%	13%	19% h	26% kln	5%	7%	49% jkln	13% k	8%	33% o	*	38% q	1%	32% s
Don't know	150	76	53	20	40	51	25	34	38	112	13	29	16	8	19	46	36	15	44	14	58
	14%	12%	15%	18%	17%	15%	11%	13%	11%	15%	8%	8%	17% km	6%	18% jkm	10%	10%	6%	10%	6%	11% s
NET: All Good Job	323	182	117	24	64	83	92	84	119	203	20	193	33	4	29	182	69	205	23	181	45
	30%	30%	32%	21%	27%	24%	39% de	32% e	35% i	28%	13% m	56% jlmn	35% jm	3%	27% jm	41% p	19%	75% r	5%	77% t	8%
NET: All Bad Job	347	201	106	40	74	130	67	76	96	251	88	44	19	97	33	91	187	10	291	8	301
	32%	33%	29%	36%	31%	37%	29%	29%	28%	34%	56% kln	13%	20%	73% jkln	31% k	20%	53% o	4%	64% q	4%	56% s
Mean	-0.13	-0.15	-0.02	-0.31	-0.11	-0.36 e	0.08 e	-0.01	0.06 i	-0.22	-0.71 m	0.58 jlmn	0.2 jm	-1.24	-0.11 jm	0.26 p	-0.68	1.01 r	-1.06	1.06 t	-0.87

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 31
Q6 - Which of the below, if any, are the most important priorities for you? Please choose up to 2.

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGG AGE 18-34 (h)	35-54 (i)	55-75 (j)	GEN GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	SOC GRADE ABC1 (w)	C2DE (x)	EMPLOY WORKING (y)	NOT WORKING (A)	EDU GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer	737	334	392	77	111	128	139	283	187	267	283	90	195	197	255	179	205	167	86	40	60	613	124	420	317	486	251	258	479
	68%	63%	73% a	62%	55%	66%	69% d	78% cdef	57%	68% h	78% hi	60%	61%	71% kl	77% kl	69% r	73% r	68% r	56%	78% r	64%	67%	75% u	68%	68%	66%	72%	67%	69%
Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	387	204	181	51	74	61	69	131	125	131	131	60	108	98	120	85	101	87	62	13	38	327	60	238	148	284	102	148	239
	36%	39%	33%	41%	37%	32%	34%	36%	38%	33%	36%	40%	34%	35%	36%	33%	36%	36%	41%	25%	40%	36%	36%	39% x	32%	39% A	29%	38%	34%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	325	154	169	31	63	65	55	111	95	120	111	44	105	77	100	79	86	77	48	14	20	287	38	173	152	218	107	96	229
	30%	29%	31%	25%	31%	33%	27%	31%	29%	30%	31%	29%	33%	28%	30%	31%	31%	32%	31%	28%	22%	31% v	23%	28%	32%	30%	31%	25%	33% B
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	216	111	101	33	53	39	26	65	86	65	65	39	78	37	62	53	53	51	34	11	14	178	38	131	85	144	72	97	120
	20%	21%	19%	27% fg	26% fg	20%	13%	18%	26% ii	17%	18%	26% m	24% m	13%	19%	21%	19%	21%	22%	22%	14%	19%	23%	21%	18%	20%	21%	25% C	17%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	164	65	95	30	47	37	26	24	77	63	24	39	63	39	22	39	37	29	29	9	21	146	18	98	65	119	45	72	92
	15%	12%	18% a	24% fg	23% fg	19% g	13% g	7%	24% ii	16% j	7%	26% mn	20% n	14% n	7%	15%	13%	12%	19%	17%	22% q	16%	11%	16%	14%	16%	13%	19% C	13%
I have other priorities	60	36	24	1	2	5	18	34	3	24	34	1	6	23	30	14	17	13	8	2	5	52	8	30	30	32	28	18	42
	6%	7%	4%	1%	1%	3%	9% cde	9% cde	1%	6% h	9% h	1%	2%	8% kl	9% kl	5%	6%	5%	5%	4%	6%	6%	5%	5%	6%	4%	8% y	5%	6%
None of these	33	20	12	2	5	11	8	8	7	18	8	2	13	12	7	2	8	15	3	-	6	24	9	17	16	24	10	10	24
	3%	4%	2%	2%	3%	6%	4%	2%	2%	5%	2%	1%	4%	4%	2%	1%	3%	6% o	2%	-	6% o	3%	6%	3%	3%	3%	2%	2%	3%
Don't know	27	13	14	2	6	7	7	5	8	14	5	2	11	8	5	8	7	3	5	4	-	24	3	10	17	12	14	4	23
	2%	2%	3%	2%	3%	3%	4%	1%	2%	4%	1%	1%	4%	3%	2%	3%	2%	1%	4%	7% qt	-	3%	2%	2%	4%	2%	4% y	1%	3% B

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 32

Q6 - Which of the below, if any, are the most important priorities for you? Please choose up to 2.

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Build an NHS fit for the future that is there when people need it with fewer lives lost to the biggest killers in a fairer Britain, where everyone lives well for longer	737	436	224	78	156	260	157	163	216	521	110	253	68	81	71	323	240	201	298	172	367
	68%	72% b	62%	68%	66%	75% dg	67%	63%	63%	71% h	70%	73% m	71%	61%	66%	73%	68%	73% r	66%	73%	68%
Kickstart economic growth to secure the highest sustained growth in the G7 - with good jobs and productivity growth in every part of the country making everyone, not just a few, better off	387	216	127	43	86	123	85	93	122	265	73	137	31	39	27	172	120	107	155	92	186
	36%	36%	35%	38%	36%	35%	36%	35%	35%	36%	47% mn	40% n	33%	29%	25%	39%	34%	39%	34%	39%	34%
Take back our streets by halving serious violent crime and raising confidence in the police and criminal justice system to its highest levels	325	186	102	37	73	110	67	74	99	226	52	83	14	75	31	104	142	64	177	49	206
	30%	31%	28%	33%	31%	32%	29%	28%	29%	31%	33% l	24%	15%	56% jkln	29% l	23%	40% o	23%	39% q	21%	38% s
Make Britain a clean energy superpower to cut bills, create jobs and deliver security with cheaper, zero-carbon electricity by 2030, accelerating to net zero	216	114	82	20	51	56	51	59	80	136	21	91	28	6	30	121	42	84	54	73	73
	20%	19%	23%	18%	21%	16%	22%	22%	23%	19%	14% m	26% jm	30% jm	4%	28% jm	27% p	12%	31% r	12%	31% t	14%
Break down barriers to opportunity by reforming our childcare and education systems, to make sure there is no class ceiling on the ambitions of young people in Britain	164	97	54	12	29	35	40	59	82	82	10	57	19	13	23	68	38	48	47	44	61
	15%	16%	15%	11%	12%	10%	17% e	23% de	24% i	11%	6%	17% j	20% j	10%	21% jm	15%	11%	17% r	10%	19% t	11%
I have other priorities	60	31	18	11	17	22	9	12	8	52	15	6	4	19	5	8	44	3	50	2	54
	6%	5%	5%	10%	7%	6%	4%	5%	2%	7% h	10% k	2%	5%	14% kln	5%	2%	13% o	1%	11% q	1%	10% s
None of these	33	18	14	1	3	11	10	9	10	23	4	2	3	5	7	12	11	2	20	1	19
	3%	3%	4%	1%	1%	3%	4%	3%	3%	3%	3%	1%	3%	3%	7% k	3%	3%	1%	4% q	*	4% s
Don't know	27	8	19	*	7	9	4	7	7	19	1	7	2	-	-	6	2	2	3	4	3
	2%	1%	5% a	*	3%	3%	2%	3%	2%	3%	1%	2%	2%	-	-	1%	1%	1%	1%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 33
Q7 - Summary Table - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer?

Base: All adults aged 18-75 Great Britain

	He is an honest person	He is in touch with ordinary people	He has a lot of personality	He has a plan to make the country a better place	He is a capable leader	He understands the problems facing Britain	He is good in a crisis	He pays attention to detail	He is a strong leader	He shares my values	I trust him to get the big decisions right	He is an experienced leader
UNWEIGHTED BASE	1082	1082	1082	1082	1082	1082	1082	1082	1082	1082	1082	1082
WEIGHTED BASE	1082	1082	1082	1082	1082	1082	1082	1082	1082	1082	1082	1082
Does apply	376	338	264	504	423	498	294	437	395	297	313	391
	35%	31%	24%	47%	39%	46%	27%	40%	37%	27%	29%	36%
Does not apply	406	540	620	377	434	421	420	375	450	531	514	477
	38%	50%	57%	35%	40%	39%	39%	35%	42%	49%	48%	44%
Don't know	300	204	198	201	225	163	368	270	237	254	255	214
	28%	19%	18%	19%	21%	15%	34%	25%	22%	23%	24%	20%

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.

Table 34

Q7 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? Does apply

Base: All adults aged 18-75 Great Britain

	TOTAL	MAN (a)	WOMAN (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
He has a plan to make the country a better place	504	244	252	77	116	77	71	163	192	148	163	94	159	104	146	121	140	102	77	20	43	430	74	314	189	351	153	222	281
	47%	46%	47%	62% efg	57% efg	40%	35%	45% f	59% ij	37%	45%	63% lmn	49% m	37%	44%	47%	50%	42%	50%	39%	46%	47%	45%	51% x	40%	48%	44%	58% C	40%
He understands the problems facing Britain	498	240	253	70	111	79	78	159	181	157	159	85	157	116	141	124	116	110	84	22	43	424	74	318	181	354	144	218	280
	46%	45%	47%	57% efg	55% efg	41%	39%	44%	56% ij	40%	44%	56% mn	49%	41%	43%	48%	41%	45%	55% p	42%	45%	46%	45%	52% x	39%	48%	41%	57% C	40%
He pays attention to detail	437	239	194	61	99	69	67	142	159	136	142	72	143	101	121	105	112	85	84	15	37	371	66	275	162	313	124	182	255
	40%	45% b	36%	49% ef	49% efg	36%	33%	39%	49% ij	35%	39%	48% mn	44%	36%	37%	41%	40%	35%	55% opqst	30%	40%	40%	40%	45% x	35%	45%	36%	47% C	37%
He is a capable leader	423	211	208	64	98	61	60	139	162	121	139	77	130	96	120	104	111	84	74	19	30	366	57	269	154	295	128	189	234
	39%	40%	39%	52% efg	48% efg	32%	30%	39%	50% ij	31%	39% i	51% lmn	40%	34%	36%	40%	40%	35%	49% qt	37%	32%	40%	34%	44% x	33%	40%	37%	49% C	33%
He is a strong leader	395	202	190	57	97	59	58	123	154	118	123	67	131	92	105	95	110	85	85	18	22	337	58	247	148	284	111	177	218
	37%	38%	35%	46% efg	48% efg	31%	29%	34%	47% ij	30%	34%	44% mn	41% n	33%	32%	37% t	39% t	35%	43% t	36%	23%	37%	35%	40% x	32%	39% A	32%	46% C	31%
He is an experienced leader	391	195	192	52	101	57	66	115	153	123	115	61	133	97	99	97	97	81	64	19	33	339	52	257	134	285	106	177	214
	36%	37%	36%	42% eg	50% efg	29%	33%	32%	47% ij	31%	32%	41% n	41% n	35%	30%	38%	34%	33%	42%	36%	35%	37%	31%	42% x	29%	39% A	30%	46% C	31%
He is an honest person	376	199	174	56	81	49	56	133	137	105	133	63	111	87	115	94	93	79	65	18	28	323	53	241	135	265	111	175	201
	35%	38% ef	32%	45% ef	40% ef	25%	28%	37% ef	42% i	27%	37% i	42% m	34%	31%	35%	36%	33%	32%	42%	35%	30%	35%	32%	39% x	29%	36%	32%	46% C	29%
He is in touch with ordinary people	338	168	168	57	87	48	43	104	144	90	104	67	111	71	88	73	90	76	57	19	22	289	50	208	130	249	89	145	193
	31%	32%	31%	46% efg	43% efg	25%	21%	29%	44% ij	23%	29%	45% lmn	35% m	26%	27%	28%	32%	31%	38% t	37%	24%	31%	30%	34% x	28%	34% C	26%	38% C	28%
I trust him to get the big decisions right	313	169	142	42	84	44	47	95	126	92	95	51	110	71	81	65	83	65	61	17	23	275	38	209	104	229	84	150	163
	29%	32% ef	26%	34%	42% efg	23%	24%	26%	39% ij	23%	26%	34% n	34% mn	25%	25%	25%	30%	26%	40% oqt	33%	24%	30% v	23%	34% x	22%	31% A	24%	39% C	23%
He shares my values	297	146	149	45	75	47	42	89	120	89	89	51	102	69	76	68	76	64	52	16	22	255	42	183	114	212	85	141	156
	27%	28%	28%	37% efg	37% efg	24%	21%	25%	37% ij	23%	25%	34% n	32% n	25%	23%	26%	27%	26%	34%	30%	23%	28%	26%	30% x	24%	29%	24%	37% C	22%
He is good in a crisis	294	153	138	50	78	38	45	84	128	83	84	58	99	63	74	71	83	58	50	13	20	262	32	192	102	215	79	131	164
	27%	29%	26%	41% efg	38% efg	20%	22%	23%	39% ij	21%	23%	39% mn	31% mn	22%	22%	28%	29%	24%	33%	25%	21%	29% v	19%	31% x	22%	29% A	23%	34% C	23%
He has a lot of personality	264	129	134	60	73	41	36	54	133	77	54	69	94	54	47	64	68	53	50	15	14	230	34	166	98	197	67	121	143
	24%	24%	25%	48% defg	36% efg	21%	18%	15%	41% ij	20%	15%	46% lmn	29% mn	20%	14%	25%	24%	22%	33% qt	29%	15%	25%	21%	27% x	21%	27% A	19%	32% C	21%

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C

Overlap formulae used. * small base

Table 35

Q7 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? Does apply

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
He has a plan to make the country a better place	504	295	166	43	99	159	114	131	179	325	53	253	51	20	43	272	106	250	68	212	117
	47%	49%	46%	38%	42%	46%	49%	50%	52% i	44%	34%	73% jlmn	54% jm	15%	40% m	61% p	30%	91% r	15%	90%	22% t
He understands the problems facing Britain	498	280	175	43	107	149	105	137	176	322	47	259	44	21	48	272	107	236	72	207	121
	46%	46%	49%	38%	45%	43%	45%	52% e	51% i	44%	30% m	75% jlmn	47% jm	16%	45% jm	61% p	30%	86% r	16%	88%	23% t
He pays attention to detail	437	240	156	42	97	130	97	114	151	286	38	230	41	23	41	230	107	226	73	192	124
	40%	39%	43%	37%	41%	37%	41%	43%	44%	39%	24%	66% jlmn	44% jm	17%	38% jm	52% p	30%	83% r	16%	82%	23% t
He is a capable leader	423	234	151	38	90	121	96	116	149	273	29	238	44	16	38	232	90	240	39	205	75
	39%	39%	42%	33%	38%	35%	41%	44% e	43%	37%	19%	69% jlmn	46% jm	12%	35% jm	52% p	25%	88% r	9%	88%	14% t
He is a strong leader	395	224	134	37	87	115	84	109	147	248	30	221	42	11	37	221	80	229	43	196	75
	37%	37%	37%	33%	37%	33%	36%	42% e	43% i	34%	19% m	64% jlmn	45% jm	8%	34% jm	50% p	23%	84% r	9%	84%	14% t
He is an experienced leader	391	227	130	34	79	110	92	110	148	243	33	217	41	13	33	213	89	209	53	179	89
	36%	37%	36%	30%	34%	31%	39%	42% e	43% i	33%	21% m	63% jlmn	44% jm	10%	31% m	48% p	25%	76% r	12%	76%	17% t
He is an honest person	376	217	123	36	80	112	85	98	138	238	36	205	44	13	29	211	81	215	42	191	76
	35%	36%	34%	31%	34%	32%	36%	38%	40% i	32%	23% m	59% jlmn	46% jmn	10%	27% m	48% p	23%	79% r	9%	81%	14% t
He is in touch with ordinary people	338	188	124	25	72	92	77	97	126	213	25	199	33	11	24	193	69	206	25	183	50
	31%	31%	34% c	22%	30%	26%	33%	37% e	36% i	29%	16%	58% jlmn	35% jm	9%	23% m	43% p	19%	75% r	6%	78%	9% t
I trust him to get the big decisions right	313	182	108	23	66	87	77	84	121	192	19	198	30	5	23	188	61	216	12	197	27
	29%	30%	30%	20%	28%	25%	33%	32%	35% i	26%	12% m	57% jlmn	32% jm	4%	21% m	42% p	17%	79% r	3%	84%	5% t
He shares my values	297	166	102	30	63	81	73	80	118	179	16	198	24	4	21	170	61	195	15	175	40
	27%	27%	28%	26%	27%	23%	31%	30%	34% i	24%	11% m	57% jlmn	26% jm	3%	20% m	38% p	17%	71% r	3%	75%	7% t
He is good in a crisis	294	156	111	27	59	83	76	75	115	179	24	181	23	4	29	165	61	187	33	163	54
	27%	26%	31%	24%	25%	24%	32% e	29%	33% i	24%	15% m	52% jlmn	24% m	3%	27% jm	37% p	17%	68% r	7%	70%	10% t
He has a lot of personality	264	150	98	16	42	65	67	91	123	141	21	147	23	9	23	126	55	167	24	141	38
	24%	25% c	27% c	14%	18%	19%	28% de	35% de	36% i	19%	13%	42% jlmn	24% jm	7%	21% m	28% p	16%	61% r	5%	60%	7% t

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 36

Q7 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? Does not apply

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
	TOTAL	(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
He has a lot of personality	620	320	289	45	91	96	135	253	136	231	253	57	151	181	230	153	161	151	78	22	54	520	99	346	274	411	209	205	415
	57%	61%	54%	37%	45%	49%	67%	70%	42%	58%	70%	38%	47%	65%	70%	60%	57%	62%	51%	43%	58%	57%	60%	56%	59%	56%	60%	53%	59%
		b					c	cde	cde		h		hi		kl	kl			s										
He is in touch with ordinary people	540	271	260	41	76	97	125	201	116	222	201	52	134	165	189	135	143	123	67	22	52	455	85	287	254	346	194	158	382
	50%	51%	48%	33%	37%	50%	62%	56%	36%	56%	56%	35%	42%	59%	57%	52%	51%	50%	44%	42%	55%	50%	51%	47%	54%	47%	56%	41%	55%
						cd	cde	cd		h	h			kl	kl										w		y		B
He shares my values	531	278	244	44	70	87	119	210	114	206	210	56	121	157	197	130	141	123	66	22	47	440	91	282	248	340	191	153	377
	49%	53%	45%	36%	34%	45%	59%	58%	35%	52%	58%	37%	37%	56%	60%	51%	50%	50%	43%	44%	50%	48%	55%	46%	53%	46%	55%	40%	54%
		b					cde	cde		h	h			kl	kl										w		y		B
I trust him to get the big decisions right	514	255	251	49	67	87	118	193	116	205	193	60	116	159	180	131	136	128	61	20	39	434	80	263	251	327	187	141	373
	48%	48%	47%	40%	33%	45%	59%	53%	36%	52%	53%	40%	36%	57%	55%	51%	48%	52%	40%	39%	41%	47%	49%	43%	54%	45%	54%	37%	53%
						d	cde	cd		h	h			kl	kl			r							w		y		B
He is an experienced leader	477	249	223	49	62	80	103	193	101	183	193	53	109	134	181	116	124	118	65	18	36	395	82	245	232	304	173	140	337
	44%	47%	41%	32%	30%	41%	51%	53%	31%	46%	53%	35%	34%	48%	55%	45%	44%	48%	42%	35%	39%	43%	50%	40%	50%	41%	50%	36%	48%
							cd	cde		h	h			kl	kl										w		v		B
He is a strong leader	450	236	208	43	65	72	104	167	108	176	167	52	106	135	157	112	119	113	48	17	41	375	76	238	212	285	166	128	322
	42%	45%	38%	35%	32%	37%	52%	46%	33%	44%	46%	34%	33%	48%	48%	43%	42%	46%	31%	34%	44%	41%	46%	39%	45%	39%	48%	33%	46%
		b					cde	cd		h	h			kl	kl	r		r							w		y		B
He is a capable leader	434	229	199	36	69	78	96	155	105	173	155	46	116	125	147	97	117	114	50	17	38	361	73	221	213	284	151	113	321
	40%	43%	37%	29%	34%	40%	48%	43%	32%	44%	43%	31%	36%	45%	45%	38%	42%	47%	33%	33%	41%	39%	44%	36%	46%	39%	43%	30%	46%
							cd	c		h	h			k	kl			r							w				B
He understands the problems facing Britain	421	224	189	34	58	78	97	153	92	176	153	44	104	131	142	102	116	99	50	17	37	357	64	208	212	275	145	120	301
	39%	42%	35%	28%	29%	40%	49%	42%	28%	44%	42%	29%	32%	47%	43%	40%	41%	40%	33%	34%	39%	39%	39%	34%	45%	37%	42%	31%	43%
		b				cd	cd	cd		h	h			kl	kl										w				B
He is good in a crisis	420	221	196	35	66	80	93	145	102	173	145	48	110	126	136	100	106	114	50	18	31	350	70	213	206	280	139	115	305
	39%	42%	36%	29%	33%	41%	46%	40%	31%	44%	40%	32%	34%	45%	41%	39%	38%	47%	33%	35%	33%	38%	42%	35%	44%	38%	40%	30%	44%
						c	cd	c		h	h			kl				rt							w				B
He is an honest person	406	210	189	32	62	83	96	133	94	179	133	42	110	129	124	99	109	102	50	15	31	344	62	196	209	263	143	105	300
	38%	40%	35%	26%	31%	43%	48%	37%	29%	45%	37%	28%	34%	46%	38%	38%	39%	42%	33%	28%	33%	37%	38%	32%	45%	36%	41%	27%	43%
						cd	cdg	c		hj	h			kl	k									w					B
He has a plan to make the country a better place	377	199	174	30	52	72	85	137	82	157	137	38	92	120	127	87	99	98	46	19	28	315	61	190	187	248	129	92	284
	35%	38%	32%	24%	26%	37%	42%	38%	25%	40%	38%	25%	29%	43%	39%	34%	35%	40%	30%	37%	30%	34%	37%	31%	40%	34%	37%	24%	41%
						cd	cd	cd		h	h			kl	kl									w					B
He pays attention to detail	375	195	175	34	58	72	78	133	92	150	133	46	94	110	125	87	100	97	42	19	30	320	55	187	188	244	131	96	279
	35%	37%	32%	28%	29%	37%	39%	37%	28%	38%	37%	30%	29%	40%	38%	34%	36%	40%	27%	36%	32%	35%	34%	30%	40%	33%	38%	25%	40%
							cd			h	h			l	l			r						w					B

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C

Overlap formulae used. * small base

Table 37

Q7 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? Does not apply

Base: All adults aged 18-75 Great Britain

| | TOTAL | MARITAL STATUS | | | HOUSEHOLD SIZE | | | | CHILDREN IN HOUSEHOLD | | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | STARMER AS PM DOING GOOD/BAD JOB | | LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR | |
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
He has a lot of personality	620	356	191	73	139	224	125	131	164	455	124	143	50	108	64	236	261	79	392	60	441
	57%	59%	53%	64%	59%	64%	53%	50%	48%	62%	79%	41%	52%	81%	60%	53%	74%	29%	87%	26%	82%
						fg				h	kln			kln			o		q		s
He is in touch with ordinary people	540	307	162	71	122	191	112	116	158	382	111	89	47	113	61	180	241	44	396	27	431
	50%	51%	45%	62%	51%	55%	48%	44%	46%	52%	71%	26%	50%	85%	57%	40%	68%	16%	88%	11%	80%
				b		g					kln		k	jkln	k		o		q		s
He shares my values	531	303	165	63	124	184	113	109	149	382	114	78	49	113	59	169	246	32	390	25	421
	49%	50%	46%	55%	52%	53%	48%	42%	43%	52%	73%	23%	52%	85%	55%	38%	69%	12%	86%	11%	78%
					g	g				h	kln		k	jkln	k		o		q		s
I trust him to get the big decisions right	514	290	157	67	110	183	102	119	145	369	114	74	41	112	55	160	242	26	392	18	425
	48%	48%	44%	59%	46%	53%	44%	45%	42%	50%	73%	21%	44%	84%	51%	36%	68%	10%	87%	8%	79%
				b						h	kln		k	jkln	k		o		q		s
He is an experienced leader	477	263	155	59	109	169	97	102	126	351	105	69	41	105	49	149	223	40	340	31	369
	44%	43%	43%	52%	46%	49%	41%	39%	37%	48%	67%	20%	44%	79%	45%	34%	63%	15%	75%	13%	68%
						g				h	kln		k	jkln	k		o		q		s
He is a strong leader	450	257	138	55	99	154	98	99	130	321	98	67	37	107	43	127	219	23	352	17	374
	42%	42%	38%	49%	42%	44%	42%	38%	38%	44%	63%	19%	39%	80%	40%	29%	62%	8%	78%	7%	69%
											kln		k	jkln	k		o		q		s
He is a capable leader	434	247	139	49	97	150	94	94	131	304	97	60	32	109	42	122	211	23	345	15	361
	40%	41%	38%	43%	41%	43%	40%	36%	38%	41%	62%	17%	34%	82%	39%	28%	60%	8%	76%	6%	67%
											kln		k	jkln	k		o		q		s
He understands the problems facing Britain	421	233	135	53	97	140	93	92	119	302	90	56	34	106	41	123	206	25	335	13	355
	39%	38%	37%	46%	41%	40%	39%	35%	34%	41%	58%	16%	36%	80%	38%	28%	58%	9%	74%	6%	66%
											kln		k	jkln	k		o		q		s
He is good in a crisis	420	243	133	43	84	143	86	107	130	290	95	61	29	105	37	125	195	29	323	21	342
	39%	40%	37%	38%	36%	41%	37%	41%	38%	39%	61%	17%	31%	79%	35%	28%	55%	11%	72%	9%	63%
											kln		k	jkln	k		o		q		s
He is an honest person	406	228	138	40	81	140	89	96	122	284	76	57	22	106	44	115	193	22	320	14	338
	38%	38%	38%	35%	34%	40%	38%	37%	35%	39%	49%	17%	23%	80%	41%	26%	55%	8%	71%	6%	63%
											kl			jkln	kl		o		q		s
He has a plan to make the country a better place	377	208	120	49	84	128	80	86	107	270	81	48	31	97	36	101	193	15	308	11	326
	35%	34%	33%	43%	35%	37%	34%	33%	31%	37%	52%	14%	33%	73%	34%	23%	54%	5%	68%	5%	60%
											kln		k	jkln	k		o		q		s
He pays attention to detail	375	207	122	46	83	121	79	93	115	260	81	50	26	97	34	102	186	21	294	18	306
	35%	34%	34%	41%	35%	35%	33%	36%	33%	35%	52%	14%	28%	73%	32%	23%	52%	8%	65%	8%	57%
											kln		k	jkln	k		o		q		s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 38

Q7_1 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is an honest person

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	406	210	189	32	62	83	96	133	94	179	133	42	110	129	124	99	109	102	50	15	31	344	62	196	209	263	143	105	300
	38%	40%	35%	26%	31%	43%	48%	37%	29%	45%	37%	28%	34%	46%	38%	38%	39%	42%	33%	28%	33%	37%	38%	32%	45%	36%	41%	27%	43%
						cd	cdg	c		hj	h			kl	k										w				B
Does apply	376	199	174	56	81	49	56	133	137	105	133	63	111	87	115	94	93	79	65	18	28	323	53	241	135	265	111	175	201
	35%	38%	32%	45%	40%	25%	28%	37%	42%	27%	37%	42%	34%	31%	35%	36%	33%	32%	42%	35%	30%	35%	32%	39%	29%	36%	32%	46%	29%
				ef	ef			ef	i		i	m												x				C	
Don't know	300	120	176	36	59	62	49	95	94	111	95	46	102	63	90	65	80	64	38	19	35	250	50	176	124	207	94	103	197
	28%	23%	33%	29%	29%	32%	24%	26%	29%	28%	26%	30%	32%	23%	27%	25%	28%	26%	25%	37%	37%	27%	30%	29%	26%	29%	27%	27%	28%
			a										m																

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 39

Q7_1 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is an honest person

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	406	228	138	40	81	140	89	96	122	284	76	57	22	106	44	115	193	22	320	14	338
	38%	38%	38%	35%	34%	40%	38%	37%	35%	39%	49% kl	17%	23%	80% jkln	41% kl	26%	55% o	8%	71% q	6%	63% s
Does apply	376	217	123	36	80	112	85	98	138	238	36	205	44	13	29	211	81	215	42	191	76
	35%	36%	34%	31%	34%	32%	36%	38%	40% i	32%	23% m	59% jlmn	46% jmn	10%	27% m	48% p	23%	79% r	9%	81% t	14%
Don't know	300	163	100	38	76	97	60	67	85	215	44	84	29	14	35	119	81	36	90	30	125
	28%	27%	28%	33%	32%	28%	26%	26%	25%	29%	28% m	24% m	31% m	11%	33% m	27%	23%	13%	20% q	13%	23% s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 40

Q7_2 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is in touch with ordinary people

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	540	271	260	41	76	97	125	201	116	222	201	52	134	165	189	135	143	123	67	22	52	455	85	287	254	346	194	158	382
	50%	51%	48%	33%	37%	50%	62%	56%	36%	56%	56%	35%	42%	59%	57%	52%	51%	50%	44%	42%	55%	50%	51%	47%	54%	47%	56%	41%	55%
						cd	cde	cd		h	h			kl	kl										w		v		B
Does apply	338	168	168	57	87	48	43	104	144	90	104	67	111	71	88	73	90	76	57	19	22	289	50	208	130	249	89	145	193
	31%	32%	31%	46%	43%	25%	21%	29%	44%	23%	29%	45%	35%	26%	27%	28%	32%	31%	38%	37%	24%	31%	30%	34%	28%	34%	26%	38%	28%
				efg	efg				ij			lmn	m						t							A		C	
Don't know	204	89	112	26	39	49	33	56	65	82	56	31	77	43	53	50	49	46	29	11	20	173	31	120	84	139	65	80	123
	19%	17%	21%	21%	19%	25%	16%	16%	20%	21%	16%	21%	24%	15%	16%	19%	17%	19%	19%	21%	21%	19%	19%	19%	18%	19%	19%	21%	18%
						fg							mn																

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C

Overlap formulae used. * small base

Table 41

Q7_2 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is in touch with ordinary people

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	540	307	162	71	122	191	112	116	158	382	111	89	47	113	61	180	241	44	396	27	431
	50%	51%	45%	62%	51%	55%	48%	44%	46%	52%	71%	26%	50%	85%	57%	40%	68%	16%	88%	11%	80%
				b		g					kln		k	jkln	k		o		q		s
Does apply	338	188	124	25	72	92	77	97	126	213	25	199	33	11	24	193	69	206	25	183	50
	31%	31%	34%	22%	30%	26%	33%	37%	36%	29%	16%	58%	35%	9%	23%	43%	19%	75%	6%	78%	9%
			c					e	i			jlmn	jm		m	p		r		t	
Don't know	204	112	74	17	44	65	46	49	61	143	20	58	14	8	22	73	46	24	31	24	57
	19%	18%	21%	15%	18%	19%	20%	19%	18%	19%	13%	17%	15%	6%	21%	16%	13%	9%	7%	10%	11%
												m		m	m						

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 42
Q7_3 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He has a lot of personality

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-75 (g)	AGG AGE 18-34 (h)	AGG AGE 35-54 (i)	AGG AGE 55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	620	320	289	45	91	96	135	253	136	231	253	57	151	181	230	153	161	151	78	22	54	520	99	346	274	411	209	205	415
	57%	61%	54%	37%	45%	49%	67%	70%	42%	58%	70%	38%	47%	65%	70%	60%	57%	62%	51%	43%	58%	57%	60%	56%	59%	56%	60%	53%	59%
		b				c	cde	cde	h	hi			kl	kl				s											
Does apply	264	129	134	60	73	41	36	54	133	77	54	69	94	54	47	64	68	53	50	15	14	230	34	166	98	197	67	121	143
	24%	24%	25%	48%	36%	21%	18%	15%	41%	20%	15%	46%	29%	20%	14%	25%	24%	22%	33%	29%	15%	25%	21%	27%	21%	27%	19%	32%	21%
				defg	efg				ij			lmn	mn					qt						x		A		C	
Don't know	198	79	117	19	38	57	29	55	57	87	55	25	78	43	52	40	53	40	25	14	25	167	31	103	96	127	71	58	140
	18%	15%	22%	15%	19%	30%	15%	15%	17%	22%	15%	17%	24%	15%	16%	16%	19%	17%	16%	28%	27%	18%	19%	17%	20%	17%	20%	15%	20%
			a			cdfg				j			mn								o								B

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 43

Q7_3 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He has a lot of personality

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	620	356	191	73	139	224	125	131	164	455	124	143	50	108	64	236	261	79	392	60	441
	57%	59%	53%	64%	59%	64%	53%	50%	48%	62%	79%	41%	52%	81%	60%	53%	74%	29%	87%	26%	82%
						fg				h	kln			kln	k		o		q		s
Does apply	264	150	98	16	42	65	67	91	123	141	21	147	23	9	23	126	55	167	24	141	38
	24%	25%	27%	14%	18%	19%	28%	35%	36%	19%	13%	42%	24%	7%	21%	28%	16%	61%	5%	60%	7%
		c	c				de	de	i			jlmn	jm		m	p		r		t	
Don't know	198	101	72	25	56	60	43	39	58	141	12	57	22	16	20	83	38	28	36	33	60
	18%	17%	20%	22%	24%	17%	18%	15%	17%	19%	8%	17%	23%	12%	19%	19%	11%	10%	8%	14%	11%
					g							j	jm		j	p					

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 44

Q7_4 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He has a plan to make the country a better place

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-75 (g)	AGG 18-34 (h)	AGG 35-54 (i)	AGG 55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does apply	504	244	252	77	116	77	71	163	192	148	163	94	159	104	146	121	140	102	77	20	43	430	74	314	189	351	153	222	281
	47%	46%	47%	62%	57%	40%	35%	45%	59%	37%	45%	63%	49%	37%	44%	47%	50%	42%	50%	39%	46%	47%	45%	51%	40%	48%	44%	58%	40%
				efg	efg			f	ij			lmn	m											x				C	
Does not apply	377	199	174	30	52	72	85	137	82	157	137	38	92	120	127	87	99	98	46	19	28	315	61	190	187	248	129	92	284
	35%	38%	32%	24%	26%	37%	42%	38%	25%	40%	38%	25%	29%	43%	39%	34%	35%	40%	30%	37%	30%	34%	37%	31%	40%	34%	37%	24%	41%
						cd	cd	cd		h	h			kl	kl										w				B
Don't know	201	85	114	17	34	45	45	61	51	90	61	18	71	55	56	50	42	45	30	12	22	172	29	110	91	136	66	69	133
	19%	16%	21%	14%	17%	23%	22%	17%	16%	23%	17%	12%	22%	20%	17%	19%	15%	18%	20%	23%	24%	19%	18%	18%	20%	18%	19%	18%	19%
										h			k																

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

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.

Table 45

Q7_4 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He has a plan to make the country a better place

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does apply	504	295	166	43	99	159	114	131	179	325	53	253	51	20	43	272	106	250	68	212	117
	47%	49%	46%	38%	42%	46%	49%	50%	52%	44%	34%	73%	54%	15%	40%	61%	30%	91%	15%	90%	22%
									i		m	jlmn	jm		m	p		r		t	
Does not apply	377	208	120	49	84	128	80	86	107	270	81	48	31	97	36	101	193	15	308	11	326
	35%	34%	33%	43%	35%	37%	34%	33%	31%	37%	52%	14%	33%	73%	34%	23%	54%	5%	68%	5%	60%
											kln		k	jkln	k		o		q		s
Don't know	201	104	75	22	54	62	41	45	59	142	22	45	13	16	28	72	56	9	76	11	97
	19%	17%	21%	19%	23%	18%	18%	17%	17%	19%	14%	13%	13%	12%	26%	16%	16%	3%	17%	5%	18%
															jklm				q		s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 46
Q7_5 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is a capable leader

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	434	229	199	36	69	78	96	155	105	173	155	46	116	125	147	97	117	114	50	17	38	361	73	221	213	284	151	113	321
	40%	43%	37%	29%	34%	40%	48%	43%	32%	44%	43%	31%	36%	45%	45%	38%	42%	47%	33%	33%	41%	39%	44%	36%	46%	39%	43%	30%	46%
							cd	c		h	h			k	kl			r							w				B
Does apply	423	211	208	64	98	61	60	139	162	121	139	77	130	96	120	104	111	84	74	19	30	366	57	269	154	295	128	189	234
	39%	40%	39%	52%	48%	32%	30%	39%	50%	31%	39%	51%	40%	34%	36%	40%	40%	35%	49%	37%	32%	40%	34%	44%	33%	40%	37%	49%	33%
				efg	efg				ij		i	lmn							qt					x				C	
Don't know	225	89	133	23	35	55	46	67	58	100	67	28	77	58	63	57	53	45	29	15	26	190	35	124	101	156	69	81	144
	21%	17%	25%	19%	17%	28%	23%	18%	18%	25%	18%	18%	24%	21%	19%	22%	19%	19%	19%	30%	28%	21%	21%	20%	22%	21%	20%	21%	21%
			a			dg				hj																			

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 47

Q7_5 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is a capable leader

Base: All adults aged 18-75 Great Britain

| | TOTAL | MARITAL STATUS | | | HOUSEHOLD SIZE | | | | CHILDREN IN HOUSEHOLD | | GENERAL ELECTION 2024 VOTE | | | | | REFERENDUM 2016 VOTE | | STARMER AS PM DOING GOOD/BAD JOB | | LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR | |
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	434	247	139	49	97	150	94	94	131	304	97	60	32	109	42	122	211	23	345	15	361
	40%	41%	38%	43%	41%	43%	40%	36%	38%	41%	62%	17%	34%	82%	39%	28%	60%	8%	76%	6%	67%
											kln		k	jkln	k		o		q		s
Does apply	423	234	151	38	90	121	96	116	149	273	29	238	44	16	38	232	90	240	39	205	75
	39%	39%	42%	33%	38%	35%	41%	44%	43%	37%	19%	69%	46%	12%	35%	52%	25%	88%	9%	88%	14%
								e				jlmn	jm		jm	p		r		t	
Don't know	225	126	72	27	50	78	46	51	65	160	30	49	19	9	27	91	53	11	68	14	103
	21%	21%	20%	24%	21%	22%	19%	20%	19%	22%	19%	14%	20%	7%	25%	20%	15%	4%	15%	6%	19%
												m	m		km				q		s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 48
Q7_6 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He understands the problems facing Britain

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	WOMAN (b)	AGE 18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	AGGREGATED AGE 18-34 (h)	35-54 (i)	55-75 (j)	GENERATION GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	REGION NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	SOCIAL GRADE ABC1 (w)	C2DE (x)	EMPLOYMENT STATUS WORKING (y)	NOT WORKING (A)	EDUCATION GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does apply	498	240	253	70	111	79	78	159	181	157	159	85	157	116	141	124	116	110	84	22	43	424	74	318	181	354	144	218	280
	46%	45%	47%	57%	55%	41%	39%	44%	56%	40%	44%	56%	49%	41%	43%	48%	41%	45%	55%	42%	45%	46%	45%	52%	39%	48%	41%	57%	40%
				efg	efg				ij			mn							p					x				C	
Does not apply	421	224	189	34	58	78	97	153	92	176	153	44	104	131	142	102	116	99	50	17	37	357	64	208	212	275	145	120	301
	39%	42%	35%	28%	29%	40%	49%	42%	28%	44%	42%	29%	32%	47%	43%	40%	41%	40%	33%	34%	39%	39%	39%	34%	45%	37%	42%	31%	43%
		b				cd	cd	cd		h	h			kl	kl										w				B
Don't know	163	64	97	19	33	37	25	49	52	62	49	22	62	32	47	32	50	36	19	12	14	137	27	88	75	105	58	45	118
	15%	12%	18%	15%	17%	19%	13%	14%	16%	16%	14%	14%	19%	11%	14%	12%	18%	15%	12%	24%	15%	15%	16%	14%	16%	14%	17%	12%	17%
			a										m																B

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 49

Q7_6 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He understands the problems facing Britain

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	GOOD JOB	BAD JOB	PLEASED	DISAPPOINTED
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does apply	498	280	175	43	107	149	105	137	176	322	47	259	44	21	48	272	107	236	72	207	121
	46%	46%	49%	38%	45%	43%	45%	52%	51%	44%	30%	75%	47%	16%	45%	61%	30%	86%	16%	88%	23%
								e	i		m	jlmn	jm		jm	p		r		t	
Does not apply	421	233	135	53	97	140	93	92	119	302	90	56	34	106	41	123	206	25	335	13	355
	39%	38%	37%	46%	41%	40%	39%	35%	34%	41%	58%	16%	36%	80%	38%	28%	58%	9%	74%	6%	66%
											kln		k	jkln	k		o		q		s
Don't know	163	95	51	18	33	60	37	32	50	113	19	32	16	6	18	51	41	13	46	14	63
	15%	16%	14%	16%	14%	17%	16%	12%	15%	15%	12%	9%	17%	4%	17%	11%	12%	5%	10%	6%	12%
											m		km		km				q		s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 50

Q7_7 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is good in a crisis

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER MAN (a)	GENDER WOMAN (b)	AGE 18-24 (c)	AGE 25-34 (d)	AGE 35-44 (e)	AGE 45-54 (f)	AGE 55-75 (g)	AGG AGE 18-34 (h)	AGG AGE 35-54 (i)	AGG AGE 55-75 (j)	GEN Z (k)	MILLENIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)	ABC1 (w)	C2DE (x)	WORKING (y)	NOT WORKING (A)	GRADUATES (B)	NON GRADUATES (C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	420	221	196	35	66	80	93	145	102	173	145	48	110	126	136	100	106	114	50	18	31	350	70	213	206	280	139	115	305
	39%	42%	36%	29%	33%	41%	46%	40%	31%	44%	40%	32%	34%	45%	41%	39%	38%	47%	33%	35%	33%	38%	42%	35%	44%	38%	40%	30%	44%
					c	cd	c		h	h				kl				rt							w				B
Does apply	294	153	138	50	78	38	45	84	128	83	84	58	99	63	74	71	83	58	50	13	20	262	32	192	102	215	79	131	164
	27%	29%	26%	41%	38%	20%	22%	23%	39%	21%	23%	39%	31%	22%	22%	28%	29%	24%	33%	25%	21%	29%	19%	31%	22%	29%	23%	34%	23%
				efg	efg				ij			mn	mn									v		x		A		C	
Don't know	368	154	206	38	58	76	64	133	96	140	133	44	113	91	120	86	93	72	52	21	43	305	63	209	159	239	129	138	230
	34%	29%	38%	31%	29%	39%	32%	37%	30%	35%	37%	29%	35%	33%	36%	33%	33%	30%	34%	40%	46%	33%	38%	34%	34%	33%	37%	36%	33%
			a																		pq								

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 51

Q7_7 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is good in a crisis

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	420	243	133	43	84	143	86	107	130	290	95	61	29	105	37	125	195	29	323	21	342
	39%	40%	37%	38%	36%	41%	37%	41%	38%	39%	61% kln	17%	31% k	79% jkln	35% k	28%	55% o	11%	72% q	9%	63% s
Does apply	294	156	111	27	59	83	76	75	115	179	24	181	23	4	29	165	61	187	33	163	54
	27%	26%	31%	24%	25%	24%	32% e	29%	33% i	24%	15%	52% jlmn	24% m	3%	27% jm	37% p	17%	68% r	7%	70% t	10%
Don't know	368	208	117	44	93	123	73	79	100	268	37	105	42	24	41	155	99	58	96	50	143
	34%	34%	32%	38%	39%	35%	31%	30%	29%	36% h	24%	30% m	45% jkm	18%	38% jm	35%	28%	21%	21%	22%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

Table 52

Q7_8 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He pays attention to detail

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does apply	437	239	194	61	99	69	67	142	159	136	142	72	143	101	121	105	112	85	84	15	37	371	66	275	162	313	124	182	255
	40%	45%	36%	49%	49%	36%	33%	39%	49%	35%	39%	48%	44%	36%	37%	41%	40%	35%	55%	30%	40%	40%	40%	45%	35%	43%	36%	47%	37%
		b		ef	efg				ij			mn							opqst					x				C	
Does not apply	375	195	175	34	58	72	78	133	92	150	133	46	94	110	125	87	100	97	42	19	30	320	55	187	188	244	131	96	279
	35%	37%	32%	28%	29%	37%	39%	37%	28%	38%	37%	30%	29%	40%	38%	34%	36%	40%	27%	36%	32%	35%	34%	30%	40%	33%	38%	25%	40%
							cd			h	h			l	l				r						w				B
Don't know	270	94	171	28	46	53	56	87	74	109	87	33	85	68	84	66	70	62	27	18	27	226	44	152	117	177	92	106	164
	25%	18%	32%	23%	23%	27%	28%	24%	23%	28%	24%	22%	26%	24%	25%	26%	25%	26%	18%	34%	29%	25%	26%	25%	25%	24%	27%	28%	23%
			a																		r								

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 53

Q7_8 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He pays attention to detail

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does apply	437	240	156	42	97	130	97	114	151	286	38	230	41	23	41	230	107	226	73	192	124
	40%	39%	43%	37%	41%	37%	41%	43%	44%	39%	24%	66%	44%	17%	38%	52%	30%	83%	16%	82%	23%
												jlmn	jm		jm	p		r		t	
Does not apply	375	207	122	46	83	121	79	93	115	260	81	50	26	97	34	102	186	21	294	18	306
	35%	34%	34%	41%	35%	35%	33%	36%	33%	35%	52%	14%	28%	73%	32%	23%	52%	8%	65%	8%	57%
											kln		k	jkln	k		o		q		s
Don't know	270	161	84	25	57	98	60	55	79	191	38	66	27	14	32	113	62	26	85	25	110
	25%	26%	23%	22%	24%	28%	25%	21%	23%	26%	24%	19%	29%	10%	30%	25%	18%	10%	19%	11%	20%
											m	m	m		km	p			q		s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 54
Q7_9 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is a strong leader

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
	TOTAL	(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	450	236	208	43	65	72	104	167	108	176	167	52	106	135	157	112	119	113	48	17	41	375	76	238	212	285	166	128	322
	42%	45%	38%	35%	32%	37%	52%	46%	33%	44%	46%	34%	33%	48%	48%	43%	42%	46%	31%	34%	44%	41%	46%	39%	45%	39%	48%	33%	46%
							cde	cd		h	h			kl	kl	r		r									v		B
Does apply	395	202	190	57	97	59	58	123	154	118	123	67	131	92	105	95	110	85	65	18	22	337	58	247	148	284	111	177	218
	37%	38%	35%	46%	48%	31%	29%	34%	47%	30%	34%	44%	41%	33%	32%	37%	39%	35%	43%	36%	23%	37%	35%	40%	32%	39%	32%	46%	31%
				efg	efg				ij			mn	n			t	t		t					x		A		C	
Don't know	237	90	143	24	40	63	39	72	64	101	72	32	85	52	67	51	53	46	40	16	30	206	31	128	108	165	71	79	158
	22%	17%	26%	19%	20%	32%	19%	20%	20%	26%	20%	21%	26%	19%	20%	20%	19%	19%	26%	31%	32%	22%	19%	21%	23%	23%	21%	21%	23%
			a			cdfg							m								opq								

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 55

Q7_9 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is a strong leader

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	450	257	138	55	99	154	98	99	130	321	98	67	37	107	43	127	219	23	352	17	374
	42%	42%	38%	49%	42%	44%	42%	38%	38%	44%	63% kln	19%	39% k	80% jkln	40% k	29%	62% o	8%	78% q	7%	69% s
Does apply	395	224	134	37	87	115	84	109	147	248	30	221	42	11	37	221	80	229	43	196	75
	37%	37%	37%	33%	37%	33%	36%	42% e	43% i	34%	19% m	64% jlmn	45% jm	8%	34% jm	50% p	23%	84% r	9%	84% t	14%
Don't know	237	127	89	21	50	81	54	52	68	168	28	59	16	16	27	97	55	21	58	22	90
	22%	21%	25%	19%	21%	23%	23%	20%	20%	23%	18%	17%	17%	12%	25% m	22%	16%	8%	13%	9%	17% s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

Table 56
Q7_10 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He shares my values

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	531	278	244	44	70	87	119	210	114	206	210	56	121	157	197	130	141	123	66	22	47	440	91	282	248	340	191	153	377
	49%	53%	45%	36%	34%	45%	59%	58%	35%	52%	58%	37%	37%	56%	60%	51%	50%	50%	43%	44%	50%	48%	55%	46%	53%	46%	55%	40%	54%
		b					cde	cde		h	h			kl	kl								v		w		v		B
Does apply	297	146	149	45	75	47	42	89	120	89	89	51	102	69	76	68	76	64	52	16	22	255	42	183	114	212	85	141	156
	27%	28%	28%	37%	37%	24%	21%	25%	37%	23%	25%	34%	32%	25%	23%	26%	27%	26%	34%	30%	23%	28%	26%	30%	24%	29%	24%	37%	22%
				efg	efg				ij			n	n															C	
Don't know	254	104	146	34	58	60	40	63	92	100	63	44	100	53	58	59	64	58	34	13	25	222	32	148	106	182	72	90	164
	23%	20%	27%	28%	29%	31%	20%	17%	28%	25%	17%	29%	31%	19%	17%	23%	23%	24%	22%	26%	27%	24%	19%	24%	23%	24%	21%	23%	24%
			a		g	g	fg			j	j	mn	mn																

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

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.

Table 57

Q7_10 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He shares my values

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	1	2	3	4+	YES	NO	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM	OTHER	REMAIN	LEAVE	GOOD JOB	BAD JOB	PLEASED	DISAPPOINTED
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	531	303	165	63	124	184	113	109	149	382	114	78	49	113	59	169	246	32	390	25	421
	49%	50%	46%	55%	52%	53%	48%	42%	43%	52%	73%	23%	52%	85%	55%	38%	69%	12%	86%	11%	78%
					g	g				h	kln		k	jkln	k		o		q		s
Does apply	297	166	102	30	63	81	73	80	118	179	16	198	24	4	21	170	61	195	15	175	40
	27%	27%	28%	26%	27%	23%	31%	30%	34%	24%	11%	57%	26%	3%	20%	38%	17%	71%	3%	75%	7%
									i		m	jlmn	jm		m	p		r		t	
Don't know	254	139	94	21	49	83	48	73	78	176	26	70	21	16	27	106	48	47	47	34	79
	23%	23%	26%	19%	21%	24%	21%	28%	23%	24%	17%	20%	22%	12%	25%	24%	13%	17%	10%	15%	15%
															m	p		r			

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t

Overlap formulae used. * small base

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.

Table 58

Q7_11 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? I trust him to get the big decisions right

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	514	255	251	49	67	87	118	193	116	205	193	60	116	159	180	131	136	128	61	20	39	434	80	263	251	327	187	141	373
	48%	48%	47%	40%	33%	45%	59%	53%	36%	52%	53%	40%	36%	57%	55%	51%	48%	52%	40%	39%	41%	47%	49%	43%	54%	45%	54%	37%	53%
						d	cde	cd		h	h			kl	kl			r							w		v		B
Does apply	313	169	142	42	84	44	47	95	126	92	95	51	110	71	81	65	83	65	61	17	23	275	38	209	104	229	84	150	163
	29%	32%	26%	34%	42%	23%	24%	26%	39%	23%	26%	34%	34%	25%	25%	25%	30%	26%	40%	33%	24%	30%	23%	34%	22%	31%	24%	39%	23%
				ef	efg				ij										oqt					x		A		C	
Don't know	255	105	146	32	51	63	35	74	83	98	74	40	97	49	69	62	62	52	32	15	32	208	46	142	113	178	77	92	163
	24%	20%	27%	26%	25%	33%	17%	20%	25%	25%	20%	26%	30%	18%	21%	24%	22%	21%	21%	28%	35%	23%	28%	23%	24%	23%	24%	24%	23%
			a			fg						m	mn								pqr								

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 59

Q7_11 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? I trust him to get the big decisions right

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS			HOUSEHOLD SIZE				CHILDREN IN HOUSEHOLD		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		STARMER AS PM DOING GOOD/BAD JOB		LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR	
		MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	1 (d)	2 (e)	3 (f)	4+ (g)	YES (h)	NO (i)	CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REMAIN (o)	LEAVE (p)	GOOD JOB (q)	BAD JOB (r)	PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	514	290	157	67	110	183	102	119	145	369	114	74	41	112	55	160	242	26	392	18	425
	48%	48%	44%	59%	46%	53%	44%	45%	42%	50%	73%	21%	44%	84%	51%	36%	68%	10%	87%	8%	79%
				b						h	kln		k	jkln	k		o		q		s
Does apply	313	182	108	23	66	87	77	84	121	192	19	198	30	5	23	188	61	216	12	197	27
	29%	30%	30%	20%	28%	25%	33%	32%	35%	26%	12%	57%	32%	4%	21%	42%	17%	79%	3%	84%	5%
									i		m	jlmn	jm		m	p		r		t	
Don't know	255	135	96	23	61	79	56	59	80	175	23	75	23	16	30	97	52	31	48	19	87
	24%	22%	27%	21%	26%	23%	24%	23%	23%	24%	15%	22%	25%	12%	28%	22%	15%	11%	11%	8%	16%
												m	m		jm	p					s

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base

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.

Table 60
Q7_12 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is an experienced leader

Base: All adults aged 18-75 Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		SOCIAL GRADE		EMPLOYMENT STATUS		EDUCATION	
		MAN	WOMAN	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	GEN Z	MILLENIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL	ABC1	C2DE	WORKING	NOT WORKING	GRADUATES	NON GRADUATES
		(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)	(A)	(B)	(C)
UNWEIGHTED BASE	1082	516	552	149	204	174	210	345	353	384	345	172	309	282	319	260	277	248	153	52	92	910	172	673	409	708	374	553	529
WEIGHTED BASE	1082	528	540	123	202	194	201	362	326	395	362	151	323	279	330	258	282	244	153	52*	94*	917	165	614	468	734	348	384	698
	100%	49%	50%	11%	19%	18%	19%	33%	30%	36%	33%	14%	30%	26%	30%	24%	26%	23%	14%	5%*	9%*	85%	15%	57%	43%	68%	32%	35%	65%
Does not apply	477	249	223	40	62	80	103	193	101	183	193	53	109	134	181	116	124	118	65	18	36	395	82	245	232	304	173	140	337
	44%	47%	41%	32%	30%	41%	51%	53%	31%	46%	53%	35%	34%	48%	55%	45%	44%	48%	42%	35%	39%	43%	50%	40%	50%	41%	50%	36%	48%
							cd	cde		h	h			kl	kl										w		v		B
Does apply	391	195	192	52	101	57	66	115	153	123	115	61	133	97	99	97	97	81	64	19	33	339	52	257	134	285	106	177	214
	36%	37%	36%	42%	50%	29%	33%	32%	47%	31%	32%	41%	41%	35%	30%	38%	34%	33%	42%	36%	35%	37%	31%	42%	29%	39%	30%	46%	31%
				eg	efg				ij			n	n											x		A		C	
Don't know	214	84	125	32	39	57	32	54	71	89	54	36	80	48	49	44	61	46	24	15	25	183	31	112	102	145	69	67	146
	20%	16%	23%	26%	19%	30%	16%	15%	22%	23%	15%	24%	25%	17%	15%	17%	22%	19%	16%	29%	26%	20%	19%	18%	22%	20%	20%	18%	21%
			a	fg		dfg			j	j		n	mn																

Proportions/Means: Columns Tested (5% risk level) - 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/A - B/C
Overlap formulae used. * small base

Table 61

Q7_12 - Do you think each of the following statements does or does not apply to the Leader of the Labour party, Keir Starmer? He is an experienced leader

Base: All adults aged 18-75 Great Britain

	TOTAL	MARITAL STATUS MARRIED /LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	HOUSEHOLD SIZE 1 (d)	2 (e)	3 (f)	4+ (g)	CHILDREN IN HOUSEHOLD YES (h)	NO (i)	GENERAL ELECTION 2024 VOTE CONSERVATIVE (j)	LABOUR (k)	LIBERAL DEMOCRATS (l)	REFORM (m)	OTHER (n)	REFERENDUM 2016 VOTE REMAIN (o)	LEAVE (p)	STARMER AS PM DOING GOOD/BAD JOB GOOD JOB (q)	BAD JOB (r)	LABOUR PARTY PERFORMANCE IN GOVERNMENT SO FAR PLEASED (s)	DISAPPOINTED (t)
UNWEIGHTED BASE	1082	620	361	101	226	350	231	275	354	728	153	360	100	117	114	463	329	307	421	262	507
WEIGHTED BASE	1082	607	361	114*	237	349	235	261	345	737	157	347	95*	133*	107*	445	355	274	452	234	539
	100%	56%	33%	10%*	22%	32%	22%	24%	32%	68%	14%	32%	9%*	12%*	10%*	41%	33%	25%	42%	22%	50%
Does not apply	477	263	155	59	109	169	97	102	126	351	105	69	41	105	49	149	223	40	340	31	369
	44%	43%	43%	52%	46%	49%	41%	39% g	37%	48% h	67% kln	20%	44% k	79% jkln	45% k	34%	63% o	15%	75% q	13%	68% s
Does apply	391	227	130	34	79	110	92	110	148	243	33	217	41	13	33	213	89	209	53	179	89
	36%	37%	36%	30%	34%	31%	39%	42% e	43% i	33%	21% m	63% jlmn	44% jm	10%	31% m	48% p	25%	76% r	12%	76% t	17%
Don't know	214	118	76	20	49	70	46	50	70	143	19	61	12	15	25	82	43	24	60	25	80
	20%	19%	21%	18%	21%	20%	19%	19%	20%	19%	12%	17%	13%	11%	24% jm	19% p	12%	9%	13%	11%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e/f/g - h/i - j/k/l/m/n - o/p - q/r - s/t
Overlap formulae used. * small base