

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade				Region						Urban/Rural				Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)					
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Right direction (1)	252 22%	143 26% C	108 19%	38 GHI	69 33% GHI	51 35% GHI	29 27% GHI	29 15%	36 14%	107 34% KL	80 21% L	65 14%	45 30% OP	104 34% OP	45 17%	52 13%	173 27% R	79 16%	60 22%	67 23%	46 17%	48 30% U*	14 25% *	18 18% *	220 23%	32 18%	167 25% c	67 21%	18 12% *	122 32% e	130 17%	132 35% g	120 16%	200 28% i	53 12%					
Wrong direction (-1)	631 55%	296 53%	325 56%	55 47%	94 47%	88 47%	110 57%	107 58%	177 66% DEF	149 47%	199 52%	284 63% JK	73 49%	137 45%	151 57% N	252 64% MN	336 52%	295 59%	161 59%	162 55%	152 57%	73 47% *	24 42% *	59 58% *	532 55%	99 56%	360 53%	173 53%	98 67% ab*	181 47%	450 59% d	164 44%	468 60% f	348 49%	283 65% h					
Neither (0)	185 16%	87 16%	96 17%	19 16%	25 13%	31 17%	37 19%	38 20%	36 14%	44 14%	68 18%	74 16%	21 15%	46 15%	46 17%	66 17%	98 15%	87 17%	35 13%	51 17%	43 16%	32 20% *	12 22% *	13 13% *	160 17%	26 14%	98 14%	65 20%	23 16% *	57 15%	129 17%	55 15%	131 17%	115 16%	70 16%					
Don't know	78 7%	29 5%	48 8%	5 4%	10 5%	17 9%	16 8%	11 6%	18 7%	15 5%	34 9%	30 7%	8 6%	18 6%	23 9%	26 7%	36 6%	42 8%	14 5%	17 6%	24 9% v	4 3% *	6 11% v*	12 12% v*	57 6%	21 12% y	50 7%	20 6%	8 5% *	21 6%	57 7%	22 6%	56 7%	49 7%	30 7%					
Mean	-0.35	-0.29	-0.41	-0.15 GHI	-0.13 GHI	-0.22 GHI	-0.46	-0.45	-0.56	-0.14 KL	-0.34 L	-0.52	-0.20 OP	-0.11 OP	-0.43	-0.54	-0.27 R	-0.47	-0.39	-0.34	-0.44	-0.17 SUX*	-0.20 *	-0.46 *	-0.34	-0.43	-0.31 c	-0.35 c	-0.58 *	-0.16 e	-0.45	-0.09 g	-0.48	-0.22 i	-0.57					

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

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Starmer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance						
		Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kugendhat	Unfavourable to Tom Kugendhat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good Job	NET Bad Job	NET Very faintly likely	NET Fairly likely	NET Very faintly unlikely	NET Fairly unlikely	NET Very faintly unlikely	NET Fairly unlikely	NET Strongly/tend to support
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)		
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445		
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486		
Right direction (1)	252	30	125	30	11	21	135	59	85	123	183	25	124	43	121	33	78	129	174	30	149	32	79	104	68	89	70	81	80	100	75	97	132	5	186	40	108	122	159	51		
	22%	14%	37%	27%	7%	21%	31%	14%	31%	21%	45%	5%	39%	11%	35%	10%	24%	24%	47%	6%	57%	6%	35%	25%	34%	25%	46%	22%	35%	24%	38%	25%	73%	1%	44%	8%	30%	23%	35%	10%		
		BEF		BE*	*	E*	H		ILNPR	LNP	ILNDPQR		ILNPQR	L	ILNPQR	L	LNP	LNP	TWXYZbcdef		STVWXYZbcdef		TVXzbcdf	TV	TVXbd	TV	TVWXYZbcdef	TV	TVXzbcdf	TV	TVXzbcdf	TV	TVXzbcdf	TV	TVXzbcdf	TV	TVXzbcdf	TV	TVXzbcdf	TV	TVXzbcdf	TV
Wrong direction (-1)	631	138	119	50	121	57	189	292	158	334	110	438	120	304	144	257	214	269	95	428	52	405	128	236	114	196	72	210	117	232	113	214	24	319	140	386	208	271	200	341		
	55%	67%	35%	45%	85%	57%	43%	70%	57%	56%	27%	84%	38%	77%	42%	76%	66%	49%	26%	82%	20%	81%	57%	56%	56%	54%	58%	47%	58%	52%	56%	57%	55%	93%	33%	78%	58%	52%	44%	70%		
		CD		*	BCD*	C*	G	KMO	KMO	KMO		IKMNOPIQR	K	IKMNOQR	K	IKMNOQR	IKMOR	KMO	KMO	U	SUVWXYZbcdef		SUVWXYZbcdef	SUa	SU	SUa	SU	SU	SUa	SU	SU	SUa	SU	g	h	i						
Neither (0)	185	31	72	17	10	20	85	57	27	97	85	39	51	36	62	34	29	99	78	43	48	42	14	63	17	57	10	55	25	59	10	60	11	76	52	38	96	69	63			
	16%	15%	21%	16%	7%	19%	19%	14%	10%	16%	21%	7%	16%	9%	18%	10%	9%	18%	11%	8%	19%	8%	6%	15%	9%	16%	6%	15%	11%	14%	15%	11%	18%	11%	18%	18%	15%	13%	13%			
		E		*	*	E*	H		ILNPQ	ILMNPQ	ILNPQ	ILNPQ	ILNPQ	ILNPQ	ILNPQ	ILNPQ	ILNPQ	ILNPQ	ILNPQ	TWXYZbcdef		TWYace	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae	TWYae
Don't know	78	7	25	14	-	3	29	11	7	43	31	19	21	12	19	13	1	48	26	23	12	21	3	20	4	18	2	17	5	24	2	18	5	8	24	15	7	32	24	31		
	7%	3%	7%	12%	-	3%	7%	3%	3%	7%	8%	4%	7%	3%	5%	4%	*	9%	7%	4%	4%	4%	1%	5%	2%	5%	1%	5%	2%	6%	1%	5%	3%	2%	6%	3%	2%	6%	5%	6%		
		E		BEF*	*	*	H		Q	ILNPQ	ILNQ	Q	IQ	Q	Q	Q		ILNDPQ	UWYace	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We		
Mean	-0.35	-0.55	0.02	-0.21	-0.78	-0.37	-0.13	-0.57	-0.27	-0.38	0.19	-0.82	0.01	-0.68	-0.07	-0.69	-0.42	-0.28	0.23	-0.79	0.39	-0.78	-0.22	-0.33	-0.23	-0.31	-0.01	-0.37	-0.17	-0.34	-0.19	-0.31	0.61	-0.94	0.11	-0.72	-0.28	-0.30	-0.10	-0.64		
		E	BEF	BE*	*	E*	H		ILNPQ	LNP	ILMNOPIQR		ILNPQR	L	ILNPQR	L	LNP	LNP	TWXYZbcdef		STVWXYZbcdef		TV	TV	TV	TV	TVWXYZbcdef	TV	TVb	TV	TV	TV	TV	TV	TV	TV	TV	TV	TV	TV	TV	

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

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PUBLIC
Political Pulse
Adults aged 18+ in GB

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

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?												
	Keir Starmer, Prime Minister and Leader of the Labour party	Rachel Reeves, Chancellor of the Exchequer and Labour MP	Kemi Badenoch, Conservative MP candidate	Tom Tugendhat, Conservative MP candidate	Mel Stride, Conservative MP candidate	James Cleverly, Conservative MP candidate	Robert Jenrick, Conservative MP candidate	The Labour Party	The Conservative Party	The Liberal Democrats	The Green Party	Reform UK
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147
Weighted base	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147	1147
Very favourable (2)	125 11% BCDEFGJK	65 6% DE	65 6% DE	41 4% E	30 3% E	52 5% E	47 4% E	128 11% BCDEFGJK	75 7% DEFG	57 5% E	91 8% DEFGJ	131 11% BCDEFGJK
Fairly favourable (1)	247 22% BCDEFGJL	196 17% EG	158 14% E	163 14% E	125 11% E	175 15% E	154 13% E	280 24% ABCDHFGJL	203 18% CDHG	259 23% BCDEFGJL	255 22% BCDEFGJL	192 17% EG
Neither favourable nor unfavourable (0)	206 18% H	276 24% AHL	300 26% AHL	343 30% ABCHL	363 32% ABCHL	337 29% ABCHL	338 29% ABCHL	170 15% H	227 20% H	368 32% ABCHL	382 33% ABCHL	208 18% H
Fairly unfavourable (-1)	168 15% H	167 15% AHL	164 14% AHL	161 14% ABCHL	141 12% ABCHL	174 15% EG	144 13% EG	172 15% ABCEFGHJL	240 21% CDEGKL	205 18% CDEGKL	140 12% H	161 14% H
Very unfavourable (-2)	356 31% CDEFGJK	333 29% CDEFGJK	259 23% DEJK	199 17% DEJK	222 19% D	242 21% DK	245 21% DK	348 30% CDEFGJK	356 31% CDEFGJK	189 16% K	198 17% K	383 33% CDEFGJK
Don't know	44 4% AHJKL	110 10% AHL	201 18% ABFHJKL	241 21% ABCDFGHJKL	266 23% ABCDFGHJKL	168 15% ABFHJKL	220 19% ABFHJKL	48 4% H	46 4% AH	69 6% AHL	81 7% AHL	71 6% AHL
Net: Very/Fairly favourable	373 32% BCDEFGJL	261 23% DEG	223 19% E	204 18% E	154 13% E	227 20% E	201 18% E	408 36% ABCEFGHJKL	278 24% CDEFG	316 28% BCDEFG	346 30% BCDEFGJL	323 28% BCDEFGJL
Net: Very/Fairly unfavourable	524 46% CDEFGJK	500 44% CDEFGJK	423 37% DEGK	360 31% DEGK	363 32% DEK	415 36% DK	389 34% DK	521 45% CDEFGJK	596 52% ABCEFGHJKL	394 34% K	338 29% K	544 47% CDEFGJK
Net Difference	-151 -13%	-240 -21%	-200 -17%	-156 -14%	-209 -18%	-189 -16%	-188 -16%	-113 -10%	-318 -28%	-78 -7%	8 1%	-221 -19%
Mean	-0.35 BF	-0.49	-0.42 I	-0.35 BEGI	-0.46 I	-0.39 EI	-0.42 I	-0.30 BE	-0.54 ABCDFGHJL	-0.19 ABCDFGHJL	-0.09 ABCDFGHJL	-0.44

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6th - 9th September 2024

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Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)			
																																					18-24 (D)	25-34 (E)	35-44 (F)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402				
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436				
Very favourable (2)	125 11%	70 13%	55 9%	12 10%	33 17%	32 17%	17 9%	20 11%	12 5%	44 14%	49 13%	32 7%	17 12%	54 18%	25 9%	27 7%	80 12%	45 9%	33 12%	29 10%	19 7%	29 18%	10 18%	5 5%	114 12%	12 6%	87 13%	28 9%	10 7%	68 18%	58 8%	57 15%	69 9%	99 14%	27 6%				
Fairly favourable (1)	247 22%	126 23%	119 21%	34 29%	55 28%	47 25%	35 18%	40 22%	36 14%	89 28%	82 22%	77 17%	36 25%	84 28%	56 21%	66 17%	152 24%	95 19%	58 21%	62 21%	58 22%	36 23%	10 19%	23 22%	207 21%	40 23%	140 21%	82 25%	25 17%	92 24%	155 20%	111 30%	137 18%	173 24%	74 17%				
Neither favourable nor unfavourable (0)	206 18%	106 19%	96 17%	33 28%	50 25%	34 18%	37 19%	22 12%	30 11%	82 26%	71 19%	53 12%	43 29%	62 20%	55 21%	45 17%	119 19%	87 17%	44 16%	46 16%	56 21%	26 16%	11 20%	23 23%	182 19%	24 14%	106 16%	78 24%	23 16%	81 21%	125 16%	72 19%	134 17%	147 21%	59 14%				
Fairly unfavourable (-1)	168 15%	78 14%	88 15%	15 13%	25 12%	18 10%	30 15%	29 16%	51 19%	40 13%	48 13%	80 18%	20 13%	34 11%	35 13%	67 17%	102 16%	66 13%	38 14%	50 17%	26 10%	30 19%	5 9%	19 18%	130 13%	38 21%	103 15%	41 13%	24 16%	39 10%	129 17%	47 13%	120 16%	107 15%	61 14%				
Very unfavourable (-2)	356 31%	164 30%	187 32%	17 15%	21 10%	47 25%	70 36%	68 37%	135 50%	38 12%	116 31%	202 45%	21 14%	51 17%	86 32%	184 47%	171 27%	186 37%	83 31%	100 34%	102 38%	31 38%	15 20%	26 25%	298 31%	58 33%	210 31%	85 26%	62 42%	79 21%	277 36%	74 20%	282 36%	155 22%	202 46%				
Don't know	44 4%	11 2%	33 6%	6 6%	15 8%	9 5%	5 3%	5 3%	3 1%	22 7%	15 4%	8 2%	10 7%	19 6%	9 4%	5 1%	19 3%	25 5%	14 5%	10 3%	4 1%	6 4%	5 9%	6 6%	38 4%	6 4%	29 4%	12 4%	3 2%	23 6%	22 3%	10 3%	34 4%	31 4%	14 3%				
Net: Very/Fairly favourable	373 32%	195 35%	173 30%	45 39%	88 44%	79 42%	51 27%	60 33%	49 18%	133 42%	131 34%	109 24%	53 36%	138 45%	80 30%	94 24%	233 36%	140 28%	91 34%	91 31%	77 29%	65 41%	20 37%	28 28%	321 33%	52 29%	227 34%	110 34%	36 24%	160 42%	212 28%	167 45%	205 26%	272 38%	100 23%				
Net: Very/Fairly unfavourable	524 46%	242 44%	275 48%	32 28%	45 23%	65 35%	99 51%	97 53%	186 69%	78 25%	164 43%	282 62%	40 27%	85 28%	121 46%	251 64%	273 42%	251 50%	122 45%	149 50%	128 48%	61 39%	20 35%	44 43%	428 44%	96 54%	313 46%	126 39%	85 58%	118 31%	406 53%	122 33%	402 52%	261 37%	263 60%				
Net Difference	-151 -13%	-46 -8%	-102 -18%	13 11%	42 21%	14 8%	-48 -25%	-36 -20%	-137 -51%	55 17%	-33 -9%	-173 -38%	13 9%	53 17%	-41 -15%	-157 -40%	-40 -6%	-111 -22%	-31 -11%	-59 -20%	-51 -19%	4 3%	1 1%	-16 -16%	-107 -11%	-45 -25%	-87 -13%	-15 -5%	-50 -34%	42 11%	-194 -25%	46 12%	-197 -25%	11 2%	-162 -37%				
Mean	-0.35	-0.26	-0.43	0.07 GHI	0.30 GHI	* GHI	-0.54 I	-0.47 I	-0.98	0.21 KL	-0.28 L	-0.77	0.07 OP	0.20 OP	-0.40 P	-0.80	-0.21 R	-0.53	-0.32	-0.45	-0.51	0.01 TU*	-0.08 *	-0.38 *	-0.31	-0.53	-0.32 c	-0.23 c	-0.70 *	0.09 e	-0.56	0.08 g	-0.55	-0.07 i	-0.80				

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total		General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likeliness Starmer wins next GE		Likeliness next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance							
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lib	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Tom Keneally	Unfavourable to Tom Keneally	Favourable to James Kuchenghat	Unfavourable to James Kuchenghat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good job	NET Bad job	NET Very likely	NET Fairly unlikely	NET Very likely	NET Fairly unlikely	NET Very likely	NET Fairly unlikely	NET Strongly/tend to support
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445			
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486			
Very favourable (2)	125	4	93	10	2	8	69	27	28	84	111	5	67	27	67	13	33	73	125	-	90	14	30	66	28	59	35	60	40	68	33	66	86	1	113	7	35	84	85	19			
Fairly favourable (1)	247	15	142	31	8	27	137	54	53	163	206	15	110	38	121	29	56	148	247	-	124	28	42	119	50	94	42	94	47	113	37	105	63	3	156	36	69	142	142	62			
Neither favourable nor unfavourable (0)	206	24	52	23	15	22	83	54	29	105	54	35	40	53	63	32	34	91	-	-	26	38	16	68	20	54	15	51	20	60	19	60	19	6	82	53	50	99	86	53			
Fairly unfavourable (-1)	168	43	37	23	12	18	66	63	43	80	25	119	40	60	45	62	40	96	-	168	16	111	29	62	20	52	13	49	38	52	23	53	9	39	41	91	58	68	52	96			
Very unfavourable (-2)	356	118	16	22	102	25	78	218	125	155	6	344	56	211	45	197	159	129	-	356	4	307	106	104	86	98	49	106	81	119	89	101	4	287	30	294	147	118	77				
Don't know	44	1	2	1	2	1	4	4	-	10	6	3	4	5	4	4	1	8	-	-	1	3	-	5	-	3	-	4	-	4	-	4	1	5	3	11	1	9	10	12			
Net: Very/Fairly favourable	373	19	235	41	10	35	205	81	81	246	317	20	177	65	188	42	89	221	373	-	214	41	73	185	78	153	77	153	87	181	70	171	149	5	269	43	104	226	227	81			
Net: Very/Fairly unfavourable	524	161	52	45	114	43	144	281	168	235	31	463	96	272	90	259	199	225	-	524	20	418	135	166	105	149	62	155	130	170	112	155	13	326	72	385	205	186	129	341			
Net Difference	-151	-142	183	-4	-104	-8	62	-200	-87	12	286	-443	81	-207	98	-216	-109	-4	373	-524	195	-377	-62	19	-27	3	15	-1	-32	11	-42	16	136	-321	197	-342	-100	40	98	-260			
Mean	-0.35	-1.25	0.77	-0.14	-1.47	-0.25	0.12	-0.94	-0.66	-0.10	0.97	-1.51	0.30	-1.00	0.35	-1.20	-0.73	-0.11	1.34	-1.68	1.08	-1.35	-0.62	-0.05	-0.42	-0.10	0.01	-0.13	-0.32	-0.10	-0.49	-0.05	1.20	-1.80	0.66	-1.31	-0.59	0.01	0.24	-1.03			

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

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

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

6th - 9th September 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade				Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status										
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non- graduate (g)	Working (h)	Not working (i)														
																																					65	6%	35	6%	30	5%	5	4%	15	7%	15	8%	9	4%
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402															
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436															
Very favourable (2)	65 6%	35 6%	30 5%	5 4%	15 7%	15 8%	9 4%	13 7%	9 3%	20 6%	24 6%	22 5%	8 6%	23 8%	15 6%	18 4%	51 8%	14 3%	12 5%	11 4%	17 6%	20 13%	3 6%	1 1%	58 6%	7 4%	46 7%	13 4%	6 4%	32 8%	33 4%	30 8%	35 5%	52 7%	13 3%															
Fairly favourable (1)	196 17%	109 20%	85 15%	22 18%	50 26%	34 18%	29 15%	31 17%	30 11%	72 23%	63 16%	61 13%	28 19%	67 22%	43 16%	52 13%	126 20%	69 14%	50 18%	59 20%	34 13%	29 18%	9 16%	15 14%	158 16%	37 21%	114 17%	60 19%	21 15%	80 21%	116 15%	95 25%	101 13%	139 20%	56 13%															
Neither favourable nor unfavourable (0)	276 24%	142 26%	130 23%	39 33%	63 32%	55 29%	53 28%	40 22%	27 10%	101 32%	108 28%	67 15%	50 34%	94 31%	69 26%	63 16%	166 26%	110 22%	62 23%	59 20%	69 26%	39 25%	19 34%	29 29%	246 25%	31 17%	148 22%	106 33%	22 15%	116 31%	160 21%	99 27%	177 23%	203 29%	74 17%															
Fairly unfavourable (-1)	167 15%	88 16%	77 13%	22 19%	16 8%	29 15%	32 17%	27 15%	41 15%	38 12%	61 16%	68 15%	22 15%	38 13%	42 16%	61 15%	88 14%	79 16%	41 15%	42 14%	32 12%	23 15%	9 17%	21 20%	143 15%	24 14%	101 15%	41 12%	25 17%	47 12%	120 16%	53 14%	114 15%	105 15%	62 14%															
Very unfavourable (-2)	333 29%	155 28%	173 30%	21 18%	23 11%	34 18%	50 26%	56 30%	149 56%	44 14%	84 22%	205 45%	24 16%	42 14%	65 25%	180 45%	161 25%	172 34%	79 29%	103 35%	89 33%	32 20%	7 13%	23 22%	273 28%	60 34%	195 29%	81 25%	57 39%	66 17%	267 35%	64 17%	269 35%	139 19%	195 45%															
Don't know	110 10%	25 5%	83 14%	8 7%	32 16%	22 12%	19 10%	17 9%	11 4%	40 13%	41 11%	29 6%	14 9%	40 13%	32 12%	22 6%	51 8%	59 12%	27 10%	22 7%	25 9%	15 9%	8 14%	14 13%	91 9%	19 11%	72 11%	24 7%	14 10%	40 11%	69 9%	31 8%	79 10%	73 10%	37 8%															
Net: Very/Fairly favourable	261 23%	144 26%	114 20%	27 23%	65 33%	49 26%	38 20%	43 23%	39 15%	92 29%	86 23%	83 18%	37 25%	90 30%	58 22%	69 18%	177 28%	83 17%	62 23%	70 24%	51 19%	49 31%	12 22%	16 16%	216 22%	44 25%	159 24%	74 23%	28 19%	112 29%	149 19%	125 34%	136 18%	191 27%	69 16%															
Net: Very/Fairly unfavourable	500 44%	243 44%	250 43%	43 37%	39 19%	62 33%	83 43%	83 45%	190 71%	82 26%	145 38%	273 60%	47 32%	80 26%	107 40%	241 61%	249 39%	252 50%	120 44%	145 49%	120 45%	55 35%	16 30%	43 42%	415 43%	85 47%	296 44%	122 37%	82 56%	113 30%	387 51%	117 31%	383 49%	244 34%	256 59%															
Net Difference	-240 -21%	-98 -18%	-136 -24%	-17 -14%	27 13%	-17 -7%	-45 -23%	-40 -22%	-150 -56%	10 3%	-59 -16%	-191 -42%	-10 -7%	10 3%	-49 -19%	-171 -43%	-168 -11%	-58 -33%	-75 -21%	-69 -25%	-69 -26%	-6 -4%	-4 -7%	-27 -27%	-199 -21%	-41 -23%	-137 -20%	-48 -15%	-55 -37%	-1 *	-239 -31%	8 2%	-247 -32%	-53 -7%	-187 -43%															
Mean	-0.49	-0.41	-0.57	-0.30	0.11	-0.20	-0.50	-0.50	-1.13	-0.05	-0.35	-0.88	-0.19	-0.03	-0.43	-0.89	-0.31	-0.73	-0.51	-0.61	-0.59	-0.13	-0.17	-0.55	-0.47	-0.59	-0.47	-0.38	-0.80	-0.10	-0.68	-0.08	-0.69	-0.22	-0.92															

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total		General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Starmer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance				
	Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourable to Cons (I)	Unfavourable to Cons (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Rachel Reeves (U)	Unfavourable to Rachel Reeves (V)	Favourable to Kemi Badenoch (W)	Unfavourable to Kemi Badenoch (X)	Favourable to Tom Kugendhat (Y)	Unfavourable to Tom Kugendhat (Z)	Favourable to Mel Stride (a)	Unfavourable to Mel Stride (b)	Favourable to James Cleverly (c)	Unfavourable to James Cleverly (d)	Favourable to Robert Jenrick (e)	Unfavourable to Robert Jenrick (f)	NET Good job (g)	NET Bad job (h)	NET Very likely (i)	NET Fairly likely (j)	NET Very unlikely (k)	NET Fairly unlikely (l)	NET Very strongly end to support (m)	NET Fairly strongly end to support (n)
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	65	5	42	9	*	7	41	15	21	40	55	4	39	10	38	5	25	32	56	5	65	-	22	36	18	32	17	31	22	37	18	34	52	-	57	7	22	39	46	9
Fairly favourable (1)	196	12	116	24	6	19	110	45	48	127	165	11	95	41	103	28	44	125	158	14	196	-	45	101	41	89	38	88	52	104	45	93	79	5	145	30	62	116	116	41
Neither favourable nor unfavourable (0)	276	29	93	24	28	34	119	70	46	148	113	62	62	53	100	40	58	127	100	61	-	-	30	92	38	77	35	73	39	82	32	80	29	28	120	84	77	136	142	68
Fairly unfavourable (-1)	167	41	36	17	20	24	57	77	41	89	26	113	45	63	48	62	47	85	29	103	-	167	25	70	25	54	17	54	26	60	19	61	8	49	45	88	57	76	48	91
Very unfavourable (-2)	333	107	36	28	79	16	86	193	110	145	21	306	59	205	38	189	137	142	12	315	-	333	100	117	80	104	47	112	87	124	86	117	9	246	43	250	136	117	71	233
Don't know	110	10	18	8	9	2	24	20	12	47	28	24	16	21	18	14	13	33	17	25	-	-	1	7	1	4	-	5	2	9	-	4	4	13	17	33	7	38	29	44
Net: Very/Fairly favourable	261	17	157	33	6	26	151	60	69	167	220	15	133	51	142	32	69	157	214	20	261	-	68	137	59	121	55	119	74	140	63	128	132	5	201	37	84	155	162	50
Net: Very/Fairly unfavourable	500	149	72	45	99	40	143	270	151	234	47	420	104	268	86	251	184	227	41	418	-	500	124	187	105	158	64	166	112	184	106	178	16	295	88	339	192	193	119	324
Net Difference	-240	-131	85	-12	-93	-14	8	-210	-82	-67	173	-404	29	-217	55	-219	-115	-70	173	-399	261	-500	-57	-50	-46	-37	-8	-47	-39	-44	-42	-50	115	-290	113	-302	-108	-38	43	-275
Mean	-0.49	-1.20	0.28	-0.30	-1.28	-0.23	-0.09	-0.97	-0.64	-0.31	0.55	-1.42	0.03	-1.11	0.17	-1.25	-0.73	-0.35	0.61	-1.42	1.25	-1.67	-0.60	-0.32	-0.53	-0.31	-0.25	-0.36	-0.46	-0.32	-0.55	0.90	-1.63	0.31	-1.18	-0.63	-0.24	0.04	-1.13	

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Conservative MP and leadership candidate

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)			
																																					2018 (A)	2019 (B)	2020 (C)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402				
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436				
Very favourable (2)	65 6%	41 7% c	23 4%	6 5%	8 4%	15 8%	10 5%	9 5%	19 7%	14 4%	24 6%	27 6%	8 5%	17 5%	14 5%	24 6%	42 7%	23 5%	9 3%	21 7%	12 5%	16 10%s*	2 3%	5 5%	59 6%	6 3%	47 7%	13 4%	5 3%	22 6%	43 6%	27 7%	39 5%	39 5%	27 6%				
Fairly favourable (1)	158 14%	84 15%	73 13%	18 15%	39 19%	21 11%	17 9%	21 11%	41 15%	57 18%	39 10%	62 14%	26 18%	47 15%	23 9%	53 13%	100 16%	58 11%	44 16%	36 12%	32 12%	32 20%x*	8 15%*	6 6%*	139 14%	19 11%	96 14%	38 12%	24 16%e	65 17%	92 12%	60 16%	97 13%	90 13%	68 16%				
Neither favourable nor unfavourable (0)	300 26%	142 26%	150 26%	36 31%	47 24%	53 28%	55 28%	41 22%	68 25%	83 26%	108 28%	109 24%	41 28%	82 27%	72 27%	94 24%	174 27%	125 25%	68 25%	80 27%	74 28%	33 21%*	16 28%*	29 28%*	251 26%	48 27%	182 27%	82 25%	35 24%*	110 29%	190 25%	90 24%	210 27%	184 26%	116 27%				
Fairly unfavourable (-1)	164 14%	91 16%	74 13%	25 21% h	27 14%	27 15%	30 15%	22 12%	33 12%	52 17%	57 15%	55 12%	31 21% p	42 14%	41 15%	48 12%	86 13%	79 16%	42 15%	54 18%	31 12%	21 13% *	6 11% *	11 11% *	146 15%	18 10%	90 13%	56 17%	19 13% *	55 14%	110 14%	56 15%	108 14%	117 16% i	47 11%				
Very unfavourable (-2)	259 23%	131 24%	123 21%	21 18%	33 17%	42 22%	40 21%	54 30% de	69 26%	54 17%	81 21%	123 27% j	22 15%	59 19%	60 23%	114 29% mn	143 22%	115 23%	62 23%	55 19%	58 22%	40 25% *	13 24% *	30 29% *	211 22%	47 27%	138 20%	85 26%	36 24% *	63 16%	196 26% d	92 25%	167 21%	155 22%	104 24%				
Don't know	201 18%	65 12%	135 23% b	12 10%	44 22% d	29 15%	42 22% d	37 20% d	38 14%	56 18%	71 19%	75 17%	18 12%	59 19%	55 21% m	63 16%	98 15%	103 21% q	46 17%	51 17%	58 22% v	15 10% *	11 20% *	20 28% *	162 17%	39 22%	121 18%	51 16%	29 20% *	67 17%	135 18%	47 13%	154 20% f	128 18%	74 17%				
Net: Very/Fairly favourable	223 19% c	125 23% 17%	96 17%	24 20%	47 24% g	36 19%	27 14%	30 16%	60 22%	70 22%	63 17%	90 20%	34 23% o	64 21%	37 14%	77 20%	142 22% r	81 16%	52 19%	57 19%	44 17%	48 31% stux*	10 18% *	12 11% *	198 20%	25 14%	143 21%	51 16%	28 19% *	88 23%	135 18%	87 23% g	136 18%	129 18%	94 22%				
Net: Very/Fairly unfavourable	423 37%	222 40%	196 34%	45 39%	61 31%	69 37%	70 36%	76 42%	102 38%	106 34%	139 36%	179 40%	53 36%	100 33%	101 38%	161 41%	229 36%	194 39%	104 39%	108 37%	89 34%	61 39% *	19 34% *	41 40% *	358 37%	66 37%	228 34%	141 43% a	54 37% *	117 31%	306 40% d	148 40%	275 35%	272 38%	152 35%				
Net Difference	-200 -17%	-97 -17%	-100 -17%	-22 -19%	-14 -7%	-33 -18%	-43 -22%	-47 -25% d	-42 -16%	-36 -11%	-76 -20%	-89 -20%	-19 -13%	-37 -12%	-64 -24%	-84 -21%	-87 -14%	-113 -22%	-52 -19%	-51 -17%	-45 -17%	-13 -8% *	-9 -17% *	-30 -29% *	-160 -17%	-40 -23%	-85 -13%	-90 -28% a	-26 -18% *	-30 -8% e	-170 -22%	-61 -16% d	-139 -18%	-143 -20% f	-57 -13%				
Mean	-0.42	-0.38	-0.45	-0.35	-0.26 h	-0.38	-0.48	-0.63 *	-0.40	-0.29	-0.43	-0.49	-0.26	-0.32	-0.53	-0.52	-0.35	-0.51	-0.47	-0.35	-0.44	-0.26 *	-0.47 *	-0.66 *	-0.39	-0.59	-0.32 b	-0.59	-0.48 *	-0.22 e	-0.51	-0.39	-0.43	-0.44	-0.37				

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	General Election 2024 Vote						Referendum 2016 vote		Favourable to																Opinion on Labour government		Likelihood Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance												
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kew	Unfavourable to Tom Kew	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good job	NET Bad job	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Strongly support	NET Strongly/tend to oppose	
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445	
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486	
Very favourable (2)	65 6% CDF	27 13% 3%	11 3%	3 3%	16 11% CD*	4 4%	24 5%	34 8%	47 17%	8 1%	16 4%	46 14%	21 7%	36 9%	18 5%	27 8%	45 14%	10 2%	16 4%	44 8%	16 9%	44 9%	65 29%	-	36 18%	7 2%	30 19%	5 1%	44 20%	5 2%	45 22%	8 2%	16 9%	36 11%	23 5%	42 8%	50 14%	11 2%	34 7%	29 6%	
Fairly favourable (1)	158 14% CD	53 26% 9%	30 9%	14 13%	30 21% CD*	15 15%	49 11%	81 19%	90 32%	22 4%	57 17%	86 29%	69 13%	50 16%	54 18%	61 18%	84 26%	8 8%	43 15%	17 17%	91 20%	51 16%	80 27%	158 71%	-	88 43%	17 5%	68 44%	14 4%	83 37%	17 4%	89 45%	21 5%	43 24%	64 19%	65 15%	81 16%	98 27%	37 7%	62 14%	79 16%
Neither favourable nor unfavourable (0)	300 26% c	68 33% 19%	66 19%	30 27%	41 29% *	22 21%	88 20%	127 30%	85 17%	104 21%	137 21%	63 20%	83 21%	70 20%	82 24%	84 26%	111 20%	79 21%	141 27%	41 16%	127 27%	-	-	45 22%	27 8%	36 24%	27 19%	58 26%	37 15%	45 22%	28 16%	87 25%	93 22%	142 29%	99 27%	118 23%	106 23%	124 25%			
Fairly unfavourable (-1)	164 14% BE	12 6%	74 22% BE*	24 9%	13 9% B*	15 15%	76 17%	53 13%	12 4%	136 23%	80 20%	57 19%	50 11%	59 19%	65 13%	44 9%	30 20%	110 19%	71 11%	58 18%	48 14%	68 14%	-	164 39%	23 12%	91 25%	17 11%	86 24%	18 8%	109 5%	10 26%	101 26%	26 14%	36 11%	85 20%	51 10%	38 11%	110 21%	65 14%	64 13%	
Very unfavourable (-2)	259 23% BDE	13 6%	121 36% BDE*	24 21%	19 14% B*	35 35% BE*	141 32% H	63 15%	10 3%	232 39%	119 29%	110 21%	78 25%	111 29%	101 25%	86 12%	39 37%	203 31%	114 21%	108 31%	89 34%	119 24%	-	259 61%	8 4%	212 59%	3 2%	220 61%	12 5%	230 55%	5 3%	221 57%	63 35%	61 18%	122 29%	92 19%	40 11%	177 34%	127 28%	99 20%	
Don't know	201 18% MOPR	33 16%	39 11%	15 13%	23 16% *	10 10%	58 13%	63 15%	33 12%	94 16%	52 13%	85 16%	35 11%	54 14%	38 11%	38 11%	41 13%	68 13%	37 10%	83 16%	15 6%	62 12%	-	-	3 2%	6 2%	-	11 3%	12 4%	17 3%	7 3%	13 3%	5 17%	58 9%	37 17%	85 10%	35 13%	68 13%	58 19%	91 19%	
Net: Very/Fairly favourable	223 19%	80 39% CDF	42 12%	17 16% *	46 32% CD*	19 19%	73 17%	114 27%	138 50%	30 5%	73 18%	132 25%	90 29%	86 22%	72 21%	88 26%	129 40%	52 10%	73 19%	135 26%	68 26%	124 25%	223 100%	-	125 61%	25 7%	98 63%	19 5%	127 56%	22 5%	134 67%	28 7%	59 33%	100 29%	88 21%	123 25%	148 41%	49 9%	96 21%	108 22%	
Net: Very/Fairly unfavourable	423 37%	25 12% BDE	195 57% BDE*	48 44% BE*	32 23% B*	50 50% BE*	218 50% H	115 27%	22 8%	368 62%	199 49%	167 32%	128 43%	170 48%	166 48%	130 38%	70 57%	313 32%	185 19%	166 32%	137 53%	187 37%	-	423 100%	31 15%	302 84%	20 13%	306 84%	30 13%	339 82%	15 8%	322 83%	89 49%	97 28%	207 49%	143 29%	78 22%	287 55%	193 43%	164 34%	
Net Difference	-200 -17%	56 27%	-154 -45%	-31 -28%	13 9%	-31 -31%	-145 -33%	-1 *	116 42%	-338 -57%	-126 -31%	-35 -7%	-38 -12%	-84 -21%	-93 -27%	-42 -12%	60 18%	-261 -48%	-112 -30%	-31 -6%	-69 -27%	-63 -13%	223 100%	-423 -100%	94 46%	-278 -77%	78 50%	-287 -79%	97 43%	-317 -76%	119 59%	-294 -76%	-30 -16%	3 1%	-119 -28%	-20 -4%	70 19%	-238 -46%	-97 -21%	-56 -11%	
Mean	-0.42	0.41 CDF	-0.87	-0.54 C*	0.08 CDF*	-0.68 *	-0.69	-0.08 G	0.63 IKLMNOPQR	-1.12	-0.64 JR	-0.23 JKNOR	-0.34 JKOR	-0.47 JR	-0.57 JR	-0.34 JKR	0.23 JKLMNOPR	-0.96 J	-0.63 KZBdf	-0.22 SUUVXYZbdf	-0.58 KZBdf	-0.32 SUUVXYZbdf	1.29 STUVWXYZbdef	-1.61	0.61 STUVXYZbdf	-1.36 X	0.68 STUVXYZbdf	-1.42 X	0.60 STUVXYZbdf	-1.36 X	0.82 STUVXYZbdf	-1.35 X	-0.43 g	-0.07 g	-0.56 i	-0.17 i	0.24 i	-0.89	-0.48	-0.32	

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

6th - 9th September 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)			
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402				
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436				
Very favourable (2)	41 4%	25 4%	14 2%	5 4% H	14 7% GH	12 6% GH	2 1% *	* *	8 3% I	19 6% L	14 4% K	8 2% L	9 6% OP	21 7% OP	3 1% OP	5 1% P	28 4% Q	13 2% R	12 4% S	9 3% T	8 3% U	8 5% V	2 3% W	3 3% X	38 4% Y	3 1% Z	24 3% a	13 4% b	4 3% c	19 5% d	22 3% e	20 5% f	21 3% g	30 4% h	11 3% i				
Fairly favourable (1)	163 14%	82 15%	80 14%	18 15% G	33 16% G	21 11% G	12 6% H	24 13% H	56 21% I	50 16% J	32 9% K	80 18% L	22 15% M	41 14% N	23 9% O	69 18% P	99 15% Q	64 13% R	34 12% S	42 14% T	46 18% U	32 21% V	2 3% W	6 6% X	141 15% Y	21 12% Z	92 14% a	37 11% b	33 23% c	55 14% d	107 14% e	63 17% f	100 13% g	81 11% h	82 19% i				
Neither favourable nor unfavourable (0)	343 30%	175 32%	163 28%	35 30% G	48 24% G	58 31% H	63 33% H	52 28% I	87 32% I	83 26% J	121 32% K	139 31% L	45 30% M	87 29% N	77 29% O	121 31% P	205 32% Q	138 27% R	84 31% S	92 31% T	75 28% U	45 29% V	20 36% W	27 27% X	288 30% Y	56 31% Z	215 32% a	87 27% b	41 28% c	129 34% d	214 28% e	115 31% f	229 29% g	213 30% h	130 30% i				
Fairly unfavourable (-1)	161 14%	93 17% C	66 11%	23 20% I	27 14% I	30 16% J	31 16% J	24 13% K	26 10% K	50 16% L	61 16% L	50 11% M	28 13% N	40 13% O	46 17% O	45 11% P	90 14% Q	71 14% R	34 12% S	51 17% T	25 10% U	25 16% V	11 20% W	14 14% X	140 14% Y	20 11% Z	88 13% a	60 18% b	12 8% c	51 13% d	109 14% e	59 16% f	102 13% g	119 17% h	42 10% i				
Very unfavourable (-2)	199 17%	103 19%	92 16%	21 18% I	24 12% I	34 18% J	33 17% J	39 21% K	49 18% K	44 14% L	67 18% L	88 19% M	22 15% N	45 15% O	48 18% O	81 21% P	101 16% Q	98 19% R	53 20% S	40 13% T	43 16% U	31 20% V	9 17% W	24 23% X	163 17% Y	36 20% Z	107 16% a	66 20% b	26 18% c	51 13% d	148 19% e	60 16% f	139 18% g	124 17% h	75 17% i				
Don't know	241 21%	77 14%	163 28% B	15 13% D	53 27% DI	33 18% DI	52 27% DI	45 25% D	42 16% D	68 22% E	85 22% E	88 19% F	22 15% G	70 23% H	69 26% M	74 19% N	120 19% O	120 24% P	54 20% Q	63 21% R	67 25% S	17 11% T	12 21% U	28 27% V	198 20% W	43 24% X	150 22% Y	61 19% Z	30 20% a	76 20% b	165 22% c	56 15% d	185 24% e	145 20% f	96 22% g				
Net: Very/Fairly favourable	204 18%	107 19%	94 16%	22 19% G	47 24% GH	32 17% G	14 7% H	24 13% H	64 24% I	69 22% J	46 12% K	88 19% K	30 21% L	63 21% O	26 10% O	74 19% O	127 20% P	77 15% Q	45 17% R	51 17% S	55 21% T	40 26% U	3 6% V	9 9% W	180 19% X	24 13% Y	116 16% Z	51 25% a	37 25% b	74 19% c	129 17% d	83 22% e	121 16% f	111 16% g	93 21% h				
Net: Very/Fairly unfavourable	360 31%	196 35% C	158 27% C	43 37% E	51 26% E	64 34% F	64 33% F	63 34% G	28% H	94 30% I	128 34% J	138 30% K	50 34% L	85 28% M	94 35% N	126 32% O	191 30% P	168 33% Q	86 32% R	91 31% S	68 26% T	55 35% U	20 37% V	38 37% W	303 31% X	56 32% Y	195 29% Z	126 39% a	39 26% b	103 27% c	257 34% d	118 32% e	241 31% f	243 34% g	117 27% h				
Net Difference	-156 -14%	-89 -16%	-64 -11%	-21 -18% I	-4 -2% I	-32 -17% J	-50 -26% J	-39 -21% K	-11 -4% K	-25 -8% L	-82 -21% L	-49 -11% M	-20 -13% N	-22 -7% O	-68 -26% O	-52 -13% P	-64 -10% Q	-92 -18% R	-41 -15% S	-40 -14% T	-14 -5% U	-15 -10% V	-17 -31% W	-29 -28% X	-123 -13% Y	-33 -18% Z	-79 -12% a	-1 -23% b	-76 -1% c	-29 -7% d	-127 -17% e	-36 -10% f	-120 -16% g	-132 -19% h	-24 -5% i				
Mean	-0.35	-0.35	-0.34	-0.37 GH	-0.09 GH	-0.35	-0.57	-0.56 *	-0.23 GH	-0.20 K	-0.46	-0.35	-0.27 O	-0.20 O	-0.58	-0.40	-0.26 R	-0.46	-0.38	-0.30 X	-0.25 X	-0.27 *	-0.57 *	-0.66 *	-0.32	-0.49	-0.31	-0.49	-0.20 *	-0.20 e	-0.42	-0.24 g	-0.40	-0.40	-0.26				

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6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Tom Tugendhat, Conservative MP and leadership candidate

All Adults aged 18+ in Great Britain

	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance							
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kugendhat	Unfavourable to Tom Kugendhat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good job	NET Bad job	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Strongly/ tend to support	NET Strongly/ tend to oppose
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	41	13	10	4	3	5	18	15	28	8	18	21	26	11	21	16	21	16	19	21	13	24	29	7	41	-	27	3	31	3	28	5	11	15	24	14	29	7	19	16
Fairly favourable (1)	163	57	37	19	26	7	64	68	96	34	57	87	70	44	56	51	23	9	16	16	18	16	24	163	-	77	14	93	6	103	17	38	70	60	87	99	84	65	77	
Neither favourable nor unfavourable (0)	343	85	74	39	51	35	100	159	97	113	100	167	77	109	79	91	111	121	94	166	62	154	66	66	-	-	43	33	69	45	47	49	42	97	123	158	138	124	128	143
Fairly unfavourable (-1)	161	11	81	14	16	13	79	48	15	131	77	52	49	55	60	52	33	116	72	55	60	58	18	120	-	161	7	108	11	123	12	113	32	29	82	56	28	114	71	60
Very unfavourable (-2)	199	2	91	14	22	29	100	55	4	189	92	89	46	104	81	78	36	153	81	95	61	99	7	182	-	199	1	187	6	185	6	185	48	59	92	76	23	145	100	75
Don't know	241	36	48	20	24	12	75	76	38	121	64	104	47	72	48	50	48	90	48	103	18	83	8	24	-	-	-	19	16	34	4	20	11	71	45	102	43	87	69	115
Net: Very/Fairly favourable	204	71	47	23	29	12	82	83	124	42	75	109	96	55	77	67	96	64	78	105	59	105	125	31	204	-	104	17	124	29	131	22	49	85	85	101	128	51	84	94
Net: Very/Fairly unfavourable	360	13	172	29	37	42	180	102	19	321	169	141	96	159	141	130	69	269	153	149	121	158	25	302	-	360	8	294	17	308	18	298	80	88	174	132	52	258	171	135
Net Difference	-156	57	-125	-6	-8	-30	-97	-20	105	-279	-94	-33	*	-103	-64	-63	27	-204	-75	-44	-62	-53	100	-271	204	-360	96	-277	107	-279	113	-276	-31	-4	-89	-31	76	-207	-87	-41
Mean	-0.35	0.40	-0.71	-0.17	-0.23	-0.59	-0.50	-0.17	0.54	-0.97	-0.49	-0.24	-0.07	-0.61	-0.42	-0.43	0.04	-0.75	-0.42	-0.28	-0.45	-0.31	0.57	-1.12	1.20	-1.55	0.79	-1.33	0.63	-1.21	0.69	-1.24	-0.40	-0.18	-0.41	-0.24	0.26	-0.79	-0.44	-0.27

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Mel Stride, Conservative MP and leadership candidate

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region					Urban/Rural		Pres of children HH (17 or under)					Education		Employment status		
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402	
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436	
Very favourable (2)	30 3%	21 4%	7 1%	4 3%	14 7%	10 5%	1 1%	1 *	- -	18 6%	11 3%	1 *	8 5%	17 6%	4 2%	1 *	17 3%	12 2%	7 3%	5 2%	4 1%	10 7%	1 1%	3 3%	28 3%	1 1%	18 3%	8 3%	3 2%	19 5%	11 1%	16 4%	14 2%	28 4%	2 *	
Fairly favourable (1)	125 11%	61 11%	63 11%	18 15%	35 18%	26 14%	7 4%	9 5%	29 11%	53 17%	33 9%	38 8%	27 18%	46 15%	17 6%	28 7%	81 13%	44 9%	28 10%	31 10%	28 11%	27 17%	9 9%	5 5%	116 12%	8 5%	78 12%	32 10%	15 10%	59 16%	65 9%	52 14%	73 9%	86 12%	38 9%	
Neither favourable nor unfavourable (0)	363 32%	186 34%	171 30%	40 34%	50 25%	51 27%	64 33%	57 31%	101 38%	90 29%	115 30%	159 35%	46 31%	81 27%	82 31%	142 36%	219 34%	145 29%	89 33%	105 35%	83 31%	41 26%	14 26%	31 30%	307 32%	57 32%	209 31%	105 32%	49 34%	123 32%	240 31%	120 32%	243 31%	207 29%	156 36%	
Fairly unfavourable (-1)	141 12%	81 15%	59 10%	16 13%	24 12%	25 13%	28 14%	23 13%	26 10%	40 13%	52 14%	49 11%	19 13%	40 13%	36 13%	45 11%	72 11%	69 14%	26 10%	40 14%	31 12%	23 14%	11 19%	10 10%	120 12%	21 12%	86 13%	44 13%	12 8%	41 11%	100 13%	48 13%	93 12%	98 14%	43 10%	
Very unfavourable (-2)	222 19%	105 19%	113 20%	26 23%	30 15%	33 17%	34 18%	41 22%	59 22%	56 18%	67 18%	99 22%	28 19%	51 17%	48 18%	91 23%	116 18%	106 21%	58 21%	49 17%	47 18%	34 22%	9 17%	24 24%	184 19%	38 22%	119 18%	73 22%	30 21%	55 14%	167 22%	69 18%	154 20%	132 19%	90 21%	
Don't know	266 23%	100 18%	165 29%	14 12%	45 22%	43 23%	58 30%	53 29%	53 20%	58 19%	101 27%	106 23%	19 13%	69 23%	79 30%	88 22%	138 21%	128 25%	61 23%	67 22%	72 27%	22 14%	15 28%	29 29%	214 22%	52 29%	164 24%	64 20%	38 26%	84 22%	182 24%	67 18%	199 26%	160 22%	106 24%	
Net: Very/Fairly favourable	154 13%	82 15%	70 12%	21 18%	49 25%	36 19%	8 4%	10 5%	29 11%	71 22%	45 12%	39 9%	35 24%	63 21%	21 8%	29 7%	98 15%	56 11%	35 13%	36 12%	32 12%	38 24%	6 10%	8 8%	145 15%	10 5%	97 14%	40 12%	17 12%	78 20%	68 10%	87 11%	114 16%	40 9%		
Net: Very/Fairly unfavourable	363 32%	186 34%	172 30%	42 36%	54 27%	57 30%	64 32%	64 35%	85 32%	96 30%	119 31%	148 33%	47 32%	91 30%	84 32%	136 35%	189 29%	175 35%	84 31%	90 30%	78 30%	57 36%	20 36%	34 33%	304 31%	60 33%	205 30%	116 36%	42 28%	97 25%	267 35%	117 31%	247 32%	230 32%	133 31%	
Net Difference	-209 -18%	-104 -19%	-102 -18%	-20 -17%	-5 -2%	-21 -11%	-54 -28%	-54 -29%	-56 -21%	-25 -8%	-74 -20%	-110 -24%	-12 -8%	-29 -9%	-63 -24%	-107 -27%	-90 -14%	-119 -24%	-49 -18%	-54 -18%	-46 -17%	-20 -12%	-15 -26%	-26 -25%	-159 -16%	-50 -28%	-108 -16%	-76 -23%	-24 -17%	-19 -5%	-191 -25%	-49 -13%	-160 -21%	-116 -16%	-93 -21%	
Mean	-0.46	-0.41	-0.51	-0.42	-0.13 GHI	-0.30 GH	-0.65	-0.72 *	-0.53	-0.25 KL	-0.47	-0.60	-0.26 OP	-0.26 OP	-0.57	-0.65	-0.37 R	-0.57	-0.48	-0.43	-0.46	-0.32 *	-0.58 *	-0.64 *	-0.42 Z	-0.69	-0.41	-0.54	-0.48 *	-0.18 e	-0.59	-0.34 g	-0.52	-0.40	-0.55	

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

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6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Mel Stride, Conservative MP and leadership candidate

All Adults aged 18+ in Great Britain

	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood of Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance							
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kuchenghat	Unfavourable to Tom Kuchenghat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good job	NET Bad job	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Strongly oppose	NET Fairly oppose
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	30	6	9	6	1	4	11	7	22	7	16	4	26	3	19	5	17	5	21	8	19	7	24	2	22	2	30	-	22	1	26	1	17	2	22	8	23	6	20	6
Fairly favourable (1)	125	36	32	14	20	13	44	52	80	39	58	61	31	60	29	68	25	56	54	37	57	74	18	81	6	125	-	89	10	81	11	35	45	68	50	89	25	65	38	
Neither favourable nor unfavourable (0)	363	102	79	40	56	24	126	156	108	125	187	85	108	71	115	112	145	88	194	59	172	88	63	68	36	-	-	73	49	68	45	35	121	107	199	138	138	119	171	
Fairly unfavourable (-1)	141	9	68	12	15	8	54	55	14	113	68	47	40	55	61	33	32	98	61	50	55	56	15	102	14	100	-	141	10	102	10	100	29	31	65	51	27	99	65	54
Very unfavourable (-2)	222	5	100	15	23	33	119	51	5	206	100	103	49	114	85	86	42	167	92	104	65	110	4	204	3	194	-	222	6	208	5	203	49	64	107	76	27	157	102	89
Don't know	266	48	52	23	26	18	82	99	49	127	64	120	56	84	49	69	52	104	54	114	27	99	18	34	14	22	-	-	27	45	12	29	16	79	57	109	57	96	82	128
Net: Very/Fairly favourable	154	42	41	20	22	17	55	59	101	26	75	63	87	34	79	34	85	30	77	62	55	64	98	20	104	8	154	-	111	12	106	13	52	47	89	58	113	30	85	44
Net: Very/Fairly unfavourable	363	14	168	28	38	41	173	106	20	319	168	150	89	168	146	119	74	265	153	155	119	166	19	306	17	294	-	363	16	310	15	303	78	94	172	127	53	257	166	143
Net Difference	-209	28	-127	-8	-17	-24	-118	-47	82	-293	-93	-88	-2	-134	-67	-85	11	-235	-76	-93	-64	-102	78	-286	87	-286	154	-363	96	-299	92	-290	-26	-47	-83	-70	59	-226	-82	-99
Mean	-0.46	0.18	-0.76	-0.20	-0.33	-0.64	-0.64	-0.28	0.43	-1.05	-0.51	-0.47	-0.10	-0.79	-0.45	-0.62	-0.05	-0.90	-0.46	-0.46	-0.47	-0.51	0.48	-1.26	0.56	-1.42	1.19	-1.61	0.56	-1.36	0.59	-1.37	-0.35	-0.41	-0.46	-0.36	0.18	-0.89	-0.44	-0.51

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)				
																																					52 5%	32 6%	17 3%	6 5%
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very favourable (2)	52 5%	32 6%	17 3%	6 5%	13 7%	18 9%	3 2%	* 4%	11 6%	20 5%	21 5%	11 2%	8 6%	25 8%	7 3%	8 2%	38 6%	14 3%	10 4%	11 4%	13 5%	12 8%	* 1%	5 5%	51 5%	1 *	31 5%	12 4%	9 6%	29 8%	22 3%	23 6%	28 4%	38 5%	14 3%					
Fairly favourable (1)	175 15%	87 16%	86 15%	15 13%	42 21%	26 14%	17 9%	27 15%	49 18%	57 18%	43 11%	76 17%	22 15%	52 17%	28 11%	59 15%	116 18%	59 12%	36 13%	44 15%	41 16%	35 22%	6 10%	13 13%	155 16%	20 11%	117 17%	34 10%	25 17%	66 17%	110 14%	69 19%	106 14%	107 15%	68 16%					
Neither favourable nor unfavourable (0)	337 29%	169 31%	162 28%	36 31%	49 25%	48 26%	64 33%	58 31%	82 31%	85 27%	113 30%	140 31%	44 30%	79 26%	79 30%	129 33%	187 29%	149 30%	80 30%	95 32%	77 29%	37 24%	21 38%	27 26%	279 29%	58 33%	205 30%	94 29%	38 26%	115 30%	222 29%	109 29%	228 29%	198 28%	139 32%					
Fairly unfavourable (-1)	174 15%	89 16%	84 15%	24 21%	33 17%	25 13%	30 16%	21 12%	40 15%	57 18%	55 14%	61 14%	29 20%	45 15%	40 15%	55 14%	96 15%	78 15%	43 16%	54 18%	36 14%	19 12%	9 15%	13 13%	142 15%	31 17%	90 13%	65 20%	19 13%	54 14%	120 16%	54 15%	120 15%	110 15%	64 15%					
Very unfavourable (-2)	242 21%	128 23%	110 19%	25 21%	27 13%	44 23%	41 21%	48 26%	58 22%	52 16%	85 22%	105 23%	26 18%	56 18%	59 22%	97 25%	121 19%	121 24%	60 22%	54 18%	54 20%	40 25%	9 17%	24 24%	206 21%	36 20%	129 19%	80 25%	33 22%	65 17%	177 23%	78 21%	164 21%	154 22%	88 20%					
Don't know	168 15%	49 9%	119 21%	11 9%	34 17%	27 15%	37 19%	30 16%	29 11%	45 14%	64 17%	59 13%	16 11%	49 16%	51 19%	46 12%	85 13%	82 16%	41 15%	38 13%	44 17%	14 9%	10 19%	21 20%	135 14%	33 18%	104 15%	41 13%	23 16%	53 14%	115 15%	37 10%	130 17%	105 15%	63 14%					
Net: Very/Fairly favourable	227 20%	120 22%	103 18%	21 18%	55 28%	44 23%	20 10%	28 15%	60 22%	76 24%	63 17%	87 19%	31 21%	77 25%	35 13%	68 17%	154 24%	73 14%	47 17%	56 19%	54 20%	47 30%	6 11%	18 17%	206 21%	21 12%	148 22%	45 14%	34 23%	95 25%	132 17%	93 25%	134 17%	145 20%	82 19%					
Net: Very/Fairly unfavourable	415 36%	216 39%	194 34%	49 42%	60 30%	68 36%	72 37%	69 37%	97 36%	109 35%	140 37%	166 37%	56 38%	100 33%	100 38%	152 39%	217 34%	199 39%	103 38%	108 36%	90 34%	59 38%	18 32%	37 36%	349 36%	67 37%	219 32%	145 45%	52 35%	119 31%	296 39%	132 36%	283 37%	264 37%	152 35%					
Net Difference	-189 -16%	-97 -17%	-91 -16%	-28 -24%	-5 -2%	-25 -13%	-52 -27%	-41 -22%	-38 -14%	-33 -10%	-77 -20%	-79 -18%	-25 -17%	-24 -8%	-64 -24%	-85 -21%	-63 -10%	-126 -25%	-56 -21%	-52 -18%	-36 -14%	-13 -8%	-12 -21%	-20 -19%	-142 -15%	-46 -26%	-71 -11%	-99 -31%	-18 -12%	-24 -6%	-164 -21%	-40 -11%	-149 -19%	-119 -17%	-70 -16%					
Mean	-0.39	-0.38	-0.40	-0.44	-0.11 DGH	-0.32	-0.58	-0.57 *	-0.35	-0.24	-0.45	-0.44	-0.33	-0.21 OP	-0.54	-0.50	-0.26 R	-0.55	-0.46	-0.37	-0.35	-0.28 *	-0.46 *	-0.48 *	-0.36	-0.56	-0.30 b	-0.59	-0.34 *	-0.18 e	-0.49	-0.28	-0.44	-0.39	-0.39					

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6th - 9th September 2024
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Adults aged 18+ in GB

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

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance						
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Tom Starmer	Unfavourable to Tom Starmer	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kuchendhat	Unfavourable to Tom Kuchendhat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good job	NET Bad job	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Strongly end to support	NET Strongly/tend to oppose		
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	52	20	16	4	4	2	23	17	36	10	21	24	26	15	20	18	22	15	23	25	21	24	32	5	38	2	32	*	52	-	43	5	16	19	26	23	37	10	25	18
Fairly favourable (1)	175	64	36	17	28	19	61	83	102	35	63	97	72	53	62	56	85	55	64	95	53	89	95	25	86	16	79	15	175	-	90	18	41	70	77	81	100	20	50	48
Neither favourable nor unfavourable (0)	337	77	73	34	56	27	99	157	101	111	91	163	77	105	76	104	111	118	81	167	40	156	71	50	50	33	31	33	-	-	41	38	32	103	94	179	128	123	124	140
Fairly unfavourable (-1)	174	12	75	25	14	12	76	55	13	137	83	67	63	63	61	45	39	116	78	69	64	76	14	125	26	103	10	100	-	174	20	106	30	43	84	66	35	113	68	75
Very unfavourable (-2)	242	6	116	19	21	35	129	62	7	225	114	101	50	115	98	79	186	104	101	76	108	8	214	3	205	1	210	-	242	5	219	57	61	120	76	28	179	120	89	
Don't know	168	26	26	11	19	7	48	46	20	79	37	68	28	43	29	35	27	54	23	68	6	48	3	4	1	1	1	5	-	-	2	4	6	45	25	69	22	54	41	82
Net: Very/Fairly favourable	227	83	51	22	32	21	84	100	138	45	84	121	98	68	82	74	107	70	87	120	74	112	127	30	124	17	111	16	227	-	132	23	57	89	103	103	147	52	98	100
Net: Very/Fairly unfavourable	415	18	191	44	35	46	205	117	20	361	197	168	113	178	159	124	79	302	181	170	140	184	22	339	29	308	12	310	-	415	25	324	86	104	204	141	63	293	189	164
Net Difference	-189	65	-140	-22	-3	-25	-121	-18	118	-317	-112	-47	-15	-110	-77	-51	28	-232	-94	-50	-66	-72	105	-309	96	-291	100	-294	227	-415	107	-302	-30	-15	-101	-38	84	-241	-90	-64
Mean	-0.39	0.44	-0.76	-0.37	-0.17	-0.61	-0.58	-0.17	0.57	-1.03	-0.55	-0.28	-0.13	-0.60	-0.49	-0.37	0.03	-0.82	-0.50	-0.28	-0.48	-0.34	0.59	-1.24	0.64	-1.38	0.85	-1.41	1.23	-1.58	0.73	-1.34	-0.41	-0.19	-0.48	-0.22	0.27	-0.88	-0.45	-0.33

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Robert Jenrick, Conservative MP and leadership candidate

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)				
																																					201 (A)	108 (B)	90 (C)	22 (D)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very favourable (2)	47 4%	31 6%	13 2%	4 4%	17 8%	11 6%	1 1%	3 2%	11 4%	21 7%	12 3%	14 3%	7 5%	21 7%	5 2%	11 3%	33 5%	14 3%	10 4%	10 3%	9 3%	14 9%	1 1%	4 4%	46 5%	1 1%	32 5%	9 3%	5 4%	20 5%	27 4%	19 5%	28 4%	31 4%	16 4%					
Fairly favourable (1)	154 13%	78 14%	76 13%	18 16%	35 18%	25 13%	13 7%	22 12%	41 15%	53 17%	38 10%	63 14%	28 19%	41 14%	23 9%	56 14%	96 15%	58 11%	32 12%	40 14%	35 13%	35 23%	5 10%	6 6%	135 14%	19 10%	86 13%	40 12%	27 19%	64 17%	90 12%	63 17%	91 12%	92 13%	62 14%					
Neither favourable nor unfavourable (0)	338 29%	165 30%	167 29%	28 24%	50 25%	54 29%	65 34%	52 28%	89 33%	78 25%	119 31%	141 31%	37 25%	83 27%	84 32%	125 32%	188 29%	149 30%	89 33%	96 32%	73 28%	32 21%	16 29%	31 31%	288 30%	50 28%	209 31%	89 27%	39 27%	114 30%	223 29%	107 29%	231 30%	205 29%	133 30%					
Fairly unfavourable (-1)	144 13%	77 14%	66 11%	24 21%	20 10%	18 9%	28 15%	22 12%	32 12%	44 14%	46 12%	54 12%	28 19%	32 11%	33 13%	46 12%	83 13%	61 12%	30 11%	38 13%	33 13%	23 15%	8 14%	12 11%	119 12%	25 14%	86 13%	45 14%	13 9%	46 12%	97 13%	51 14%	92 12%	98 14%	46 11%					
Very unfavourable (-2)	245 21%	129 23%	113 20%	26 22%	32 16%	46 24%	40 21%	47 25%	56 21%	58 18%	85 22%	102 23%	27 18%	63 21%	57 21%	93 24%	132 21%	113 23%	63 23%	54 18%	57 21%	36 23%	12 21%	24 23%	204 21%	41 23%	128 19%	84 26%	33 22%	66 17%	179 23%	78 21%	167 22%	153 22%	92 21%					
Don't know	220 19%	75 14%	142 25%	16 14%	45 23%	35 19%	46 24%	38 21%	39 15%	61 19%	81 21%	77 17%	21 15%	64 21%	63 24%	63 16%	112 17%	108 21%	47 17%	58 20%	58 22%	17 11%	14 25%	26 25%	177 18%	42 24%	134 20%	57 18%	29 19%	71 19%	149 19%	53 14%	167 22%	132 19%	87 20%					
Net: Very/Fairly favourable	201 18%	108 20%	90 15%	22 19%	51 26%	36 19%	14 7%	25 14%	52 19%	74 23%	50 13%	77 17%	35 24%	62 20%	29 11%	68 17%	129 20%	72 14%	42 15%	15 17%	17 17%	44 17%	49 31%	6 11%	10 10%	181 19%	20 11%	118 18%	49 15%	33 22%	84 22%	117 15%	82 22%	119 15%	123 17%	78 18%				
Net: Very/Fairly unfavourable	389 34%	206 37%	179 31%	50 43%	52 26%	63 34%	68 35%	68 37%	88 33%	102 32%	131 34%	156 35%	54 37%	95 31%	90 34%	139 35%	214 33%	175 35%	92 34%	92 31%	90 34%	59 38%	20 36%	35 34%	322 33%	67 37%	214 32%	129 40%	46 31%	113 30%	276 36%	130 35%	259 33%	251 35%	138 32%					
Net Difference	-188 -16%	-97 -18%	-90 -16%	-28 -24%	* *	-27 -15%	-54 -28%	-43 -23%	-36 -13%	-28 -9%	-82 -21%	-79 -17%	-20 -13%	-33 -11%	-62 -23%	-71 -18%	-86 -13%	-103 -20%	-51 -19%	-42 -14%	-46 -17%	-10 -6%	-14 -25%	-25 -25%	-141 -15%	-47 -26%	-95 -14%	-80 -25%	-13 -9%	-29 -8%	-160 -21%	-48 -13%	-141 -18%	-128 -18%	-60 -14%					
Mean	-0.42	-0.41	-0.44	-0.49	-0.10 DGH	-0.41	-0.63	-0.59 *	-0.35 G	-0.26 K	-0.52	-0.45	-0.31	-0.31	-0.56	-0.46	-0.35	-0.51	-0.47	-0.36	-0.45	-0.23 *	-0.60 *	-0.59 *	-0.38 Z	-0.64	-0.35 B	-0.58	-0.34 *	-0.24 E	-0.50	-0.33	-0.46	-0.43	-0.39					

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

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Robert Jenrick, Conservative MP and leadership candidate

All Adults aged 18+ in Great Britain

	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties														Favourable to politicians														Opinion on Labour government		Likelihood Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance	
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Tom Kew	Unfavourable to Tom Kew	Favourable to Tom Kew	Unfavourable to Tom Kew	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good job	NET Bad job	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Strongly support	NET Fairly support
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445		
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486		
Very favourable (2)	47 4%	15 7%	13 4%	1 1%	13 9%	2 2%	16 4%	17 4%	33 12%	7 1%	21 5%	23 6%	19 5%	19 5%	18 5%	20 6%	26 8%	13 2%	28 5%	17 2%	16 5%	26 7%	34 15%	3 3%	28 14%	6 2%	27 18%	4 1%	38 17%	4 1%	47 23%	-	16 9%	22 6%	20 5%	26 9%	33 9%	12 2%	24 5%	19 4%		
Fairly favourable (1)	154 13%	55 27%	31 9%	22 20%	24 17%	11 11%	55 13%	73 17%	106 38%	26 4%	51 13%	82 16%	72 11%	44 16%	55 16%	53 16%	87 27%	6 3%	53 14%	84 16%	47 18%	80 26%	100 45%	12 3%	103 51%	12 3%	79 3%	11 4%	94 42%	21 5%	154 77%	-	42 23%	69 20%	65 15%	77 16%	106 29%	79 6%	66 15%	69 14%		
Neither favourable nor unfavourable (0)	338 29%	86 42%	82 24%	33 30%	44 31%	44 27%	112 26%	144 34%	83 30%	121 20%	104 25%	156 30%	76 24%	99 25%	77 22%	99 29%	96 30%	134 25%	95 26%	157 30%	56 22%	144 29%	55 25%	67 16%	48 24%	31 9%	34 22%	34 9%	59 26%	41 10%	-	30 16%	97 28%	112 26%	164 33%	119 13%	133 13%	122 27%	141 29%			
Fairly unfavourable (-1)	144 13%	10 5%	62 18%	14 13%	19 13%	13 13%	58 13%	56 13%	14 5%	110 18%	68 17%	58 11%	40 13%	57 15%	51 12%	41 10%	32 17%	92 16%	60 10%	52 16%	42 13%	65 16%	20 9%	102 24%	14 4%	91 52%	7 5%	90 25%	13 6%	99 24%	-	25 14%	67 9%	52 11%	30 8%	96 13%	57 13%	60 12%				
Very unfavourable (-2)	245 21%	7 3%	115 34%	20 18%	19 13%	36 36%	133 31%	56 13%	11 4%	222 37%	117 29%	104 20%	68 21%	117 30%	101 29%	82 24%	45 14%	185 34%	110 30%	103 20%	86 33%	113 23%	8 4%	220 52%	8 4%	207 58%	5 4%	213 59%	9 4%	225 54%	-	59 33%	58 17%	122 29%	77 16%	33 9%	173 33%	122 27%	92 19%			
Don't know	220 19%	32 16%	38 11%	20 18%	23 16%	11 11%	62 14%	73 17%	32 12%	110 18%	48 12%	98 19%	41 13%	57 15%	44 13%	43 12%	38 16%	86 10%	37 19%	100 19%	13 5%	73 14%	6 3%	19 4%	3 1%	12 3%	1 1%	12 3%	13 6%	26 6%	-	10 6%	65 19%	41 10%	97 20%	39 11%	77 15%	61 14%	106 22%			
Net: Very/Fairly favourable	201 18%	70 34%	44 13%	24 21%	37 26%	13 13%	71 16%	91 22%	139 50%	33 6%	72 18%	105 20%	91 29%	63 16%	73 21%	73 22%	112 35%	47 9%	70 19%	112 21%	63 21%	106 21%	134 60%	15 4%	131 64%	18 5%	106 69%	15 4%	132 58%	25 6%	201 100%	-	58 32%	91 27%	85 20%	103 21%	139 39%	41 8%	90 20%	88 18%		
Net: Very/Fairly unfavourable	389 34%	17 8%	177 52%	34 31%	38 27%	49 49%	191 44%	112 27%	25 9%	332 185%	185 45%	162 31%	108 34%	174 44%	152 44%	123 36%	76 51%	277 46%	171 49%	155 49%	128 36%	178 76%	28 13%	322 111%	22 8%	298 83%	13 10%	303 83%	23 10%	324 100%	-	84 46%	88 26%	188 44%	129 26%	64 18%	269 52%	178 39%	151 31%			
Net Difference	-188 -16%	53 26%	-133 -39%	-10 -9%	-1 -1%	-36 -36%	-120 -28%	-22 -5%	114 41%	-299 -50%	-113 -28%	-58 -11%	-17 -5%	-111 -28%	-79 -23%	-50 -15%	36 11%	-230 -42%	-100 -27%	-43 -8%	-64 -25%	-72 -14%	106 47%	-307 -73%	109 54%	-280 -78%	94 61%	-288 -79%	110 48%	-299 -72%	201 100%	-389 -100%	-26 -14%	3 1%	-103 -24%	-26 -5%	75 21%	-228 -44%	-88 -20%	-63 -13%		
Mean	-0.42	0.35	-0.77	-0.32	-0.06	-0.78	-0.63	-0.17	0.55	-1.05	-0.58	-0.33	-0.24	-0.62	-0.54	-0.38	0.06	-0.88	-0.58	-0.28	-0.54	-0.37	0.61	-1.30	0.64	-1.38	0.75	-1.42	0.65	-1.33	1.23	-1.63	-0.41	-0.12	-0.53	-0.19	0.23	-0.88	-0.48	-0.36		

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

6th - 9th September 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)				
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very favourable (2)	128 11%	70 13%	58 10%	18 16% GI	40 20% GI	27 15% GI	14 7% I	23 13% I	6 2% I	58 18% KL	41 11% KL	29 6% KL	23 15% OP	58 19% OP	22 8% OP	23 6% OP	81 13% R	47 9% R	33 12% R	29 10% R	27 10% R	24 16% R	8 15% R	7 6% R	120 12% Z	8 5% Z	81 12% Z	36 11% Z	12 8% Z	64 17% Z	64 8% Z	62 17% Z	66 9% Z	104 15% Z	24 6% Z					
Fairly favourable (1)	280 24%	132 24%	142 25%	43 37% GHI	57 29% I	56 30% I	42 22% I	40 22% I	43 16% I	100 32% L	97 26% L	83 18% L	49 33% OP	91 30% OP	62 23% OP	70 18% OP	176 27% R	104 21% R	63 23% R	70 24% R	57 22% R	47 30% R	11 19% R	31 30% R	228 24% Z	52 29% Z	157 23% Z	97 30% Z	27 18% Z	110 29% Z	170 22% Z	111 30% Z	168 22% Z	195 27% Z	85 19% Z					
Neither favourable nor unfavourable (0)	170 15%	95 17%	73 13%	24 21% HI	42 21% HI	32 17% H	32 16% H	15 8% H	26 10% H	66 21% L	63 17% L	41 9% L	31 21% P	57 19% P	43 16% P	39 10% P	96 15% R	74 15% R	36 13% R	42 14% R	44 17% R	18 12% R	11 20% R	18 18% R	145 15% Z	25 14% Z	95 14% Z	57 17% Z	19 13% Z	67 18% Z	103 13% Z	61 16% Z	109 14% Z	121 17% Z	49 11% Z					
Fairly unfavourable (-1)	172 15%	81 15%	91 16%	11 9% E	18 9% E	26 14% E	33 17% E	32 20% E	53 20% DE	29 9% J	59 16% J	84 21% J	13 9% J	38 12% P	41 15% P	75 19% MN	92 14% R	80 16% R	34 13% R	48 16% R	42 16% R	30 19% R	8 15% R	11 10% R	145 15% Z	28 15% Z	114 17% Z	36 11% Z	22 15% Z	41 11% Z	132 17% Z	45 12% Z	128 16% Z	108 15% Z	64 15% Z					
Very unfavourable (-2)	348 30%	164 30%	177 31%	14 12% GHI	25 13% GHI	40 21% GI	66 34% I	68 37% I	135 51% DEFGH	40 13% KL	105 28% KL	203 45% KL	21 14% OP	45 15% OP	84 32% MN	181 46% MNO	175 27% R	174 34% R	87 32% R	98 33% R	91 34% R	33 21% R	12 22% R	27 26% R	291 30% Z	58 32% Z	201 30% Z	85 26% Z	62 42% Z	79 21% Z	269 35% Z	83 22% Z	266 34% Z	153 22% Z	195 45% Z					
Don't know	48 4%	11 2%	37 6% B	6 5% I	16 8% I	7 4% I	7 3% I	7 4% I	5 2% I	22 7% L	14 4% L	12 3% L	11 7% P	16 5% P	13 5% P	7 2% P	23 4% R	25 5% R	16 6% R	9 3% R	4 2% R	5 9% R	5 9% R	40 4% Z	8 4% Z	28 4% Z	15 5% Z	5 4% Z	21 5% Z	27 4% Z	10 3% Z	38 5% Z	30 4% Z	18 4% Z						
Net: Very/Fairly favourable	408 36%	203 37%	199 35%	61 53% GHI	96 49% GHI	83 44% GI	55 29% I	63 34% I	49 18% I	158 50% KL	138 36% L	112 25% L	72 49% OP	149 32% OP	84 24% OP	93 24% R	257 40% R	151 30% R	96 36% R	100 34% R	84 32% R	72 46% U*	19 34% U*	38 37% U*	347 36% Z	61 35% Z	237 35% Z	132 41% Z	38 26% Z	174 46% Z	234 31% Z	173 47% Z	235 30% Z	299 42% Z	109 25% Z					
Net: Very/Fairly unfavourable	521 45%	245 44%	269 47%	25 22% GHI	43 22% GHI	66 35% GI	99 51% I	99 54% I	188 70% DEFGH	69 22% KL	165 43% KL	287 64% KL	33 23% OP	83 27% OP	125 47% MN	256 65% MNO	267 41% R	254 50% R	122 45% R	145 49% R	133 50% R	63 40% U*	21 37% U*	37 36% U*	436 45% Z	85 48% Z	316 47% Z	121 37% Z	84 57% Z	120 31% Z	401 52% Z	127 34% Z	393 51% Z	261 37% Z	259 60% Z					
Net Difference	-113 -10%	-43 -8%	-69 -12%	36 31% GHI	53 27% GHI	17 9% GI	-44 -23% I	-36 -20% I	-139 -52% I	89 28% KL	-27 -7% L	-175 -39% L	38 26% OP	66 22% OP	-41 -15% P	-163 -41% P	-10 -2% R	-103 -20% R	-26 -10% R	-46 -15% R	-49 -18% R	9 6% U*	-2 -3% U*	* 9% U*	-88 -9% Z	-24 -14% Z	-78 -12% Z	11 4% Z	-46 -31% Z	55 14% Z	-167 -22% Z	46 12% Z	-159 -20% Z	38 5% Z	-151 -35% Z					
Mean	-0.30	-0.25	-0.35	0.36 GHI	0.37 FGHI	0.03 GHI	-0.52 I	-0.46 I	-1.02	0.37 KL	-0.25 L	-0.79	0.30 OP	0.27 OP	-0.41 P	-0.83	-0.17 R	-0.48	-0.32	-0.40	-0.43	* TU*	-0.12 *	-0.21 *	-0.28	-0.43	-0.31 c	-0.12 c	-0.68 *	0.11 e	-0.51	0.07 g	-0.49	-0.02 i	-0.77					

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likeliness Starmer wins next GE		Likeliness next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance				
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourable to Conservatives (I)	Unfavourable to Conservatives (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Rachel Reeves (U)	Unfavourable to Rachel Reeves (V)	Favourable to Keir Starmer (W)	Unfavourable to Keir Starmer (X)	Favourable to Tom Kew (Y)	Unfavourable to Tom Kew (Z)	Favourable to Mel Stride (a)	Unfavourable to Mel Stride (b)	Favourable to James Cleverly (c)	Unfavourable to James Cleverly (d)	Favourable to Robert Jenrick (e)	Unfavourable to Robert Jenrick (f)	NET Good (g)	NET Bad (h)	NET Very likely (i)	NET Fairly likely (j)	NET Very unlikely (k)	NET Fairly unlikely (l)	NET Strongly/tend to support (m)
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	128	3	103	4	5	2	76	23	30	79	128	-	64	29	60	15	37	73	110	8	84	15	34	65	32	58	34	57	34	66	33	63	76	2	115	8	35	86	79	20
Fairly favourable (1)	280	15	152	42	7	28	145	64	46	197	280	-	118	47	135	32	52	173	207	23	136	31	39	134	43	111	41	111	50	130	39	122	75	8	175	39	74	157	158	68
Neither favourable nor unfavourable (0)	170	13	47	25	8	24	72	40	25	80	-	-	45	29	58	30	30	80	35	26	29	17	53	18	46	17	42	22	46	23	40	17	5	55	54	37	82	78	48	
Fairly unfavourable (-1)	172	53	26	14	23	20	56	85	50	90	-	172	34	71	51	51	50	85	12	131	11	115	27	63	25	50	18	50	37	59	18	62	6	37	41	101	62	75	52	104
Very unfavourable (-2)	348	119	12	25	97	27	83	204	125	145	-	348	54	215	41	209	151	130	8	331	4	304	105	105	84	91	45	101	84	109	86	101	7	284	36	278	150	111	74	235
Don't know	48	1	2	-	1	*	5	5	1	5	-	-	2	3	1	1	2	4	1	4	-	5	1	4	2	3	-	4	-	4	1	2	1	5	5	13	3	9	11	12
Net: Very/Fairly favourable	408	18	254	46	12	30	221	87	76	277	408	-	181	76	195	47	89	246	317	31	220	47	73	199	75	169	75	168	84	197	72	185	151	9	290	47	109	243	237	88
Net: Very/Fairly unfavourable	521	173	38	39	120	47	139	289	176	235	-	521	88	286	92	259	201	215	20	463	15	420	132	167	109	141	63	150	121	168	105	162	13	322	77	379	211	186	126	339
Net Difference	-113	-155	217	7	-108	-17	82	-202	-100	42	408	-521	93	-210	103	-212	-112	31	297	-432	205	-373	-59	31	-33	28	12	17	-37	28	-33	22	138	-312	213	-332	-103	57	111	-251
Mean	-0.30	-1.33	0.91	-0.13	-1.42	-0.42	0.18	-0.92	-0.70	-0.04	1.31	-1.67	0.33	-1.01	0.35	-1.21	-0.70	-0.05	1.07	-1.45	1.09	-1.34	-0.58	-0.02	-0.42	-0.01	0.01	-0.07	-0.38	-0.04	-0.43	-0.04	1.15	-1.77	0.69	-1.25	-0.61	0.06	0.26	-0.98

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

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

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

6th - 9th September 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402		
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436		
Very favourable (2)	75 7%	38 7%	37 6%	7 6%	19 9%	13 7%	6 3%	3 1%	27 10%	26 8%	19 5%	30 7%	12 8%	23 8%	11 4%	25 6%	43 7%	32 6%	16 6%	6 2%	25 9%	23 14%	2 4%	4 4%	69 7%	6 3%	45 7%	14 4%	17 12%	33 9%	43 6%	29 8%	47 6%	46 6%	29 7%		
Fairly favourable (1)	203 18%	99 18%	101 17%	21 18%	45 23%	25 13%	28 15%	28 15%	27 21%	66 21%	53 14%	85 19%	25 17%	56 18%	38 14%	73 18%	121 19%	81 16%	43 16%	72 24%	45 17%	25 16%	7 13%	11 11%	172 18%	31 17%	141 21%	43 13%	19 13%	75 20%	128 17%	72 19%	131 17%	128 18%	74 17%		
Neither favourable nor unfavourable (0)	227 20%	113 20%	108 19%	27 23%	32 16%	28 15%	46 24%	39 21%	55 20%	59 19%	74 19%	94 21%	36 24%	45 15%	56 21%	80 20%	131 20%	96 19%	65 24%	44 15%	54 20%	31 20%	11 20%	22 22%	192 20%	35 20%	133 20%	66 20%	28 19%	81 21%	146 19%	69 18%	158 20%	121 17%	106 24%		
Fairly unfavourable (-1)	240 21%	113 20%	126 22%	20 17%	35 18%	51 27%	38 20%	38 21%	57 21%	55 17%	89 24%	96 21%	27 18%	67 22%	57 21%	87 22%	142 22%	98 19%	47 18%	80 23%	60 23%	25 16%	6 12%	21 21%	202 21%	38 21%	147 22%	59 18%	34 23%	80 21%	160 21%	78 21%	162 21%	158 22%	82 19%		
Very unfavourable (-2)	356 31%	183 33%	169 29%	36 31%	53 27%	62 33%	69 36%	68 37%	68 25%	89 28%	132 35%	136 30%	39 27%	97 32%	91 34%	123 31%	185 29%	171 34%	82 30%	87 29%	77 29%	48 31%	23 41%	39 38%	297 31%	59 33%	183 27%	129 40%	44 30%	95 25%	261 34%	116 31%	240 31%	229 32%	127 29%		
Don't know	46 4%	9 2%	37 6%	5 4%	16 8%	8 4%	5 3%	8 4%	4 2%	21 7%	13 3%	12 3%	9 6%	16 5%	12 5%	8 2%	20 3%	26 5%	17 6%	7 2%	5 2%	6 4%	5 10%	5 5%	36 4%	10 5%	26 4%	14 4%	5 3%	19 5%	27 4%	8 2%	38 5%	28 4%	18 4%		
Net: Very/Fairly favourable	278 24%	136 25%	138 24%	28 24%	63 32%	38 20%	34 18%	31 17%	84 31%	92 29%	72 19%	114 25%	37 25%	79 26%	49 18%	98 25%	164 26%	114 23%	59 22%	78 26%	70 26%	48 30%	9 17%	15 14%	241 25%	37 21%	185 27%	57 18%	36 24%	107 28%	171 22%	100 27%	178 23%	174 25%	104 24%		
Net: Very/Fairly unfavourable	596 52%	296 53%	295 51%	56 48%	87 44%	114 61%	107 56%	106 58%	125 47%	144 46%	221 58%	232 51%	66 45%	164 54%	148 56%	210 53%	328 51%	269 53%	130 48%	167 57%	137 52%	73 46%	29 53%	60 58%	499 52%	97 54%	331 49%	187 58%	78 53%	175 46%	422 55%	195 52%	402 52%	388 54%	209 48%		
Net Difference	-318 -28%	-160 -29%	-157 -27%	-28 -24%	-24 -12%	-76 -41%	-73 -38%	-76 -41%	-42 -16%	-52 -17%	-149 -39%	-117 -26%	-29 -20%	-85 -28%	-99 -37%	-112 -28%	-163 -25%	-155 -31%	-71 -26%	-90 -30%	-67 -25%	-25 -16%	-20 -36%	-45 -44%	-258 -27%	-60 -34%	-145 -22%	-131 -40%	-43 -29%	-67 -18%	-251 -33%	-94 -25%	-224 -29%	-213 -30%	-105 -24%		
Mean	-0.54	-0.56	-0.53	-0.51	-0.32	-0.70	-0.72	-0.80	-0.31	-0.39	-0.71	-0.51	-0.41	-0.55	-0.71	-0.54	-0.49	-0.61	-0.55	-0.59	-0.46	-0.34	-0.81	-0.83	-0.52	-0.67	-0.44	-0.79	-0.49	-0.36	-0.64	-0.50	-0.57	-0.58	-0.49		

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likeliness Starmer wins next GE		Likeliness next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance					
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Reform UK (D)	Other (E)	Remain (G)	Leave (H)	Favourable to Conservatives (I)	Unfavourable to Conservatives (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Rachel Reeves (U)	Unfavourable to Rachel Reeves (V)	Favourable to Keir Starmer (W)	Unfavourable to Keir Starmer (X)	Favourable to Tom Kew (Y)	Unfavourable to Tom Kew (Z)	Favourable to Mel Stride (a)	Unfavourable to Mel Stride (b)	Favourable to James Cleverly (c)	Unfavourable to James Cleverly (d)	Favourable to Robert Jenrick (e)	Unfavourable to Robert Jenrick (f)	NET Good job (g)	NET Bad job (h)	NET Very likely (i)	NET Fairly likely (j)	NET Very unlikely (k)	NET Fairly unlikely (l)	NET Very likely (m)	NET Fairly likely (n)
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	75	49	12	3	4	4	26	36	75	-	23	45	34	26	27	30	37	17	24	42	25	42	50	4	51	2	40	4	50	8	53	5	25	38	33	40	59	8	34	37
Fairly favourable (1)	203	91	28	17	26	16	67	96	203	-	53	131	70	57	49	66	80	64	57	126	44	109	87	18	73	16	62	15	87	12	86	19	37	91	65	119	141	32	75	100
Neither favourable nor unfavourable (0)	227	55	39	21	37	15	60	110	-	-	52	107	43	70	42	74	80	65	43	116	25	110	55	32	37	19	27	24	44	33	28	32	16	69	58	113	77	68	66	107
Fairly unfavourable (-1)	240	10	87	42	44	17	89	93	-	240	94	106	68	81	82	68	69	134	83	100	56	100	22	96	29	78	18	68	33	88	27	71	26	59	96	102	50	137	102	99
Very unfavourable (-2)	356	*	171	27	29	47	189	80	-	356	183	129	100	147	142	97	56	262	163	135	110	134	8	272	13	242	8	251	12	273	6	261	74	78	168	109	32	266	165	129
Don't know	46	-	4	-	1	2	5	5	-	-	3	2	2	3	2	1	4	2	5	-	4	1	1	-	1	-	1	-	1	1	*	3	6	5	10	2	11	10	14	
Net: Very/Fairly favourable	278	140	40	21	30	20	94	132	278	-	76	176	103	83	76	96	117	80	81	168	69	151	138	22	124	19	101	20	138	20	139	25	62	129	98	159	200	40	109	137
Net: Very/Fairly unfavourable	596	10	258	69	73	64	278	173	-	596	277	235	168	238	224	165	126	396	246	235	167	234	30	368	42	321	26	319	45	361	33	332	100	138	264	211	82	403	267	228
Net Difference	-318	-130	-219	-48	-43	-44	-185	-41	278	-596	-201	-59	-64	-155	-148	-69	-9	-315	-166	-67	-98	-83	108	-346	82	-302	76	-299	93	-342	106	-307	-38	-9	-166	-52	118	-363	-158	-90
Mean	-0.54	0.87	-1.12	-0.65	-0.48	-0.87	-0.80	-0.21	1.27	-1.60	-0.89	-0.28	-0.42	-0.70	-0.77	-0.40	-0.09	-1.04	-0.82	-0.31	-0.70	-0.35	0.68	-1.46	0.59	0.70	-1.51	0.58	-1.46	0.76	-1.45	-0.49	-0.15	-0.72	-0.25	0.40	-1.22	-0.66	-0.39	

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

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

6th - 9th September 2024

PUBLIC
Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non- graduate (g)	Working (h)	Not working (i)				
																																					18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very favourable (2)	57 5%	30 5%	27 5%	8 7%	14 7%	11 6%	8 4%	4 2%	12 5%	22 7%	19 5%	17 4%	10 7%	19 6%	11 4%	15 4%	31 5%	27 5%	15 5%	16 6%	9 3%	13 8%	2 3%	3 3%	51 5%	6 3%	32 5%	14 4%	11 8%	27 7%	31 4%	27 7%	31 4%	38 5%	20 5%					
Fairly favourable (1)	259 23%	98 18%	158 27%	25 22%	57 29%	58 31%	30 15%	30 16%	59 22%	83 26%	87 23%	89 20%	33 23%	95 31%	46 17%	72 18%	163 25%	96 19%	56 21%	69 23%	54 20%	39 25%	11 21%	28 28%	222 23%	36 20%	161 24%	66 20%	32 22%	102 27%	156 20%	113 30%	145 19%	172 24%	86 20%					
Neither favourable nor unfavourable (0)	368 32%	187 34%	176 30%	42 36%	54 27%	51 27%	66 34%	77 42%	78 29%	96 30%	117 31%	155 34%	53 36%	81 27%	84 32%	145 37%	210 33%	158 31%	77 28%	102 34%	89 33%	56 36%	20 36%	25 24%	306 32%	63 35%	209 31%	112 35%	47 32%	108 28%	260 34%	117 31%	251 32%	234 33%	134 31%					
Fairly unfavourable (-1)	205 18%	106 19%	97 17%	16 14%	24 12%	37 20%	44 23%	30 16%	54 20%	41 13%	81 21%	84 18%	18 12%	52 17%	58 22%	71 18%	112 17%	93 19%	43 16%	52 18%	55 21%	22 14%	11 20%	22 21%	172 18%	33 19%	128 19%	47 14%	30 21%	61 16%	144 19%	51 14%	154 20%	118 17%	87 20%					
Very unfavourable (-2)	189 16%	115 21%	70 12%	15 13%	28 14%	20 10%	39 20%	35 19%	52 19%	43 14%	59 16%	87 19%	19 13%	35 11%	52 20%	79 20%	96 15%	93 19%	60 22%	43 14%	44 17%	20 13%	5 10%	17 16%	162 17%	28 15%	105 16%	66 20%	18 12%	59 15%	130 17%	50 14%	139 18%	107 15%	82 19%					
Don't know	69 6%	18 3%	51 9%	10 9%	20 10%	11 6%	7 3%	8 5%	13 5%	30 10%	17 4%	21 5%	14 9%	24 8%	13 5%	13 3%	32 5%	37 7%	20 7%	14 5%	14 5%	7 5%	6 11%	8 8%	56 6%	13 7%	41 6%	19 6%	9 6%	25 7%	44 6%	13 3%	56 7%	42 6%	26 6%					
Net: Very/Fairly favourable	316 28%	128 23%	185 32%	34 29%	71 36%	37 37%	34 19%	71 37%	105 27%	106 33%	105 23%	44 30%	114 37%	58 22%	87 22%	193 30%	123 24%	70 26%	86 29%	63 24%	53 33%	13 24%	31 30%	274 28%	42 24%	192 28%	81 25%	43 29%	129 34%	187 24%	140 38%	176 23%	210 30%	106 24%						
Net: Very/Fairly unfavourable	394 34%	222 40%	167 29%	31 27%	52 26%	57 30%	83 43%	65 35%	106 40%	84 27%	140 37%	171 38%	36 25%	87 28%	111 42%	150 38%	208 32%	187 37%	103 38%	95 32%	99 37%	41 26%	16 29%	39 38%	334 34%	61 34%	233 35%	113 35%	48 33%	120 31%	274 36%	102 27%	292 38%	225 32%	169 39%					
Net Difference	-78 -7%	-94 -17%	18 3%	2 2%	19 10%	12 6%	-46 -24%	-31 -17%	-34 -13%	21 7%	-34 -9%	-65 -14%	7 5%	27 9%	-53 -20%	-63 -16%	-14 -2%	-64 -13%	-33 -12%	-9 -3%	-36 -14%	11 7%	-3 -6%	-8 -7%	-60 -6%	-18 -10%	-41 -6%	-32 -10%	-5 -3%	9 2%	-87 -11%	38 10%	-116 -15%	-15 -2%	-63 -15%					
Mean	-0.19	-0.33	-0.05 B	-0.04 GH	0.03 GHI	0.02 GHI	-0.42	-0.35	-0.29	* KL	-0.20	-0.32	-0.01 OP	0.04 OP	-0.37	-0.33	-0.13	-0.28	-0.31	-0.13	-0.28	0.03 SU*	-0.14 *	-0.23 *	-0.19	-0.24	-0.18	-0.28	-0.08 *	-0.07 e	-0.26	0.04 g	-0.31	-0.13 i	-0.31					

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likeliness Starmer wins next GE		Likeliness next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance						
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Reform UK (E)	Other (F)	Remain (G)	Leave (H)	Favourable to Conservatives (I)	Unfavourable to Conservatives (J)	Favourable to Labour (K)	Unfavourable to Labour (L)	Favourable to Lib Dems (M)	Unfavourable to Lib Dems (N)	Favourable to Green Party (O)	Unfavourable to Green Party (P)	Favourable to Reform UK (Q)	Unfavourable to Reform UK (R)	Favourable to Starmer (S)	Unfavourable to Starmer (T)	Favourable to Rachel Reeves (U)	Unfavourable to Rachel Reeves (V)	Favourable to Keir Starmer (W)	Unfavourable to Keir Starmer (X)	Favourable to Tom Kew (Y)	Unfavourable to Tom Kew (Z)	Favourable to Tom Kew (a)	Unfavourable to Tom Kew (b)	Favourable to James Cleverly (c)	Unfavourable to James Cleverly (d)	Favourable to Robert Jenrick (e)	Unfavourable to Robert Jenrick (f)	NET Good job (g)	NET Bad job (h)	NET Very likely (i)	NET Fairly likely (j)	NET Very unlikely (k)	NET Fairly unlikely (l)	NET Strongly support (m)	NET Fairly support (n)
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445	
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486	
Very favourable (2)	57	5	20	22	2	2	30	10	18	31	30	18	57	-	31	3	20	32	34	17	26	22	20	22	28	14	20	10	20	25	27	15	26	15	36	19	30	24	35	17	
Fairly favourable (1)	259	39	95	57	11	26	139	62	85	137	151	70	259	-	135	37	63	152	143	78	107	83	70	106	68	82	67	78	88	64	93	71	37	137	133	137	70	87	119	132	83
Neither favourable nor unfavourable (0)	368	72	134	24	38	29	152	130	84	173	142	132	-	-	106	57	81	168	123	141	75	116	46	119	50	100	33	99	58	119	44	103	48	82	133	143	110	164	151	138	
Fairly unfavourable (-1)	205	43	56	5	33	21	67	95	47	117	48	133	-	205	46	99	63	107	41	123	36	118	39	84	26	76	15	80	33	84	24	81	20	81	62	113	66	103	64	114	
Very unfavourable (-2)	189	42	26	2	51	22	39	106	36	121	28	153	-	189	25	135	87	78	24	149	16	151	47	87	29	82	19	88	35	94	39	93	14	114	47	124	57	93	57	106	
Don't know	69	6	10	1	6	1	9	17	7	18	9	15	-	-	2	6	9	7	7	7	16	1	11	-	6	2	5	-	7	3	6	3	4	2	14	10	24	10	19	12	30
Net: Very/Fairly favourable	316	43	114	79	13	28	169	72	103	168	181	88	316	-	166	40	82	184	177	96	133	104	90	128	96	96	87	89	98	113	91	108	98	52	173	88	117	142	167	100	
Net: Very/Fairly unfavourable	394	84	82	6	85	43	106	201	83	238	76	286	-	394	71	234	151	185	65	272	51	268	86	170	55	159	34	168	68	178	63	174	34	194	109	237	123	196	122	219	
Net Difference	-78	-41	32	73	-72	-15	63	-129	20	-71	105	-198	316	-394	95	-193	-68	-1	112	-176	82	-164	4	-43	41	-63	53	-79	30	-65	28	-67	64	-143	65	-148	-7	-53	45	-120	
Mean	-0.19	-0.39	0.08	0.85	-0.90	-0.34	0.13	-0.56	0.01	-0.28	0.27	-0.66	1.18	-1.48	0.30	-0.98	-0.43	-0.09	0.33	-0.61	0.36	-0.60	-0.10	-0.26	0.20	-0.37	0.35	-0.44	0.07	-0.33	0.08	-0.38	0.43	-0.74	0.13	-0.54	-0.10	-0.24	0.05	-0.46	

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)					
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402						
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436						
Very favourable (2)	91 8%	44 8%	45 8%	17 14% GHI	22 11% GI	21 11% GI	9 5% G	9 5% G	12 5% G	39 12% L	30 8% L	21 5% L	22 15% OP	34 11% P	16 6% P	17 4% P	42 7% P	49 10% P	22 8% P	21 7% P	21 8% P	21 13% P	4 7% P	2 1% P	79 8% P	12 7% P	48 7% P	31 9% P	12 8% P	36 10% P	54 7% P	41 11% P	50 6% P	61 9% P	30 7% P						
Fairly favourable (1)	255 22%	110 20%	142 25%	32 28% HI	50 25% HI	51 27% HI	56 29% HI	25 14% HI	40 15% HI	83 26% L	107 28% L	65 14% L	41 28% P	81 27% P	71 27% P	63 16% P	161 25% R	93 19% R	62 23% R	73 25% R	54 21% R	35 22% R	13 24% R	17 17% R	215 22% R	40 22% R	138 20% ac	91 28% ac	26 18% ac	96 25% ac	159 21% ac	113 30% ac	142 18% ac	181 25% ac	74 17% ac						
Neither favourable nor unfavourable (0)	382 33%	189 34%	188 32%	35 30% HI	71 36% HI	56 30% HI	51 27% HI	73 39% G	97 36% G	106 34% L	107 28% L	169 37% K	42 29% P	108 35% P	72 27% P	142 36% O	222 35% R	160 32% R	79 29% R	101 34% R	100 38% R	51 32% R	23 41% R	29 28% R	325 34% R	58 32% R	233 35% R	93 29% R	56 38% R	133 35% R	250 33% R	119 32% R	263 34% R	233 33% R	150 34% R						
Fairly unfavourable (-1)	140 12%	71 13%	67 12%	11 10% HI	17 8% HI	16 9% HI	33 17% EF	27 15% HI	36 13% HI	28 9% L	49 13% L	63 14% L	14 9% N	25 8% N	42 16% N	57 15% N	76 12% N	64 13% N	34 12% N	39 13% N	34 13% N	18 11% N	5 9% N	11 10% N	117 12% N	22 13% N	89 13% N	34 10% N	16 11% N	38 10% N	102 13% N	41 11% N	99 13% N	84 12% N	56 13% N						
Very unfavourable (-2)	198 17%	117 21% C	78 14%	16 13% HI	14 7% HI	33 17% E	28 14% E	37 20% E	71 27% DEG	30 9% L	60 16% L	108 24% JK	18 12% N	31 10% N	44 17% N	98 25% MNO	104 16% R	94 19% R	52 19% W	52 18% W	41 15% W	20 13% W	4 7% W	29 29% W	167 17% W	31 17% W	113 17% W	59 18% W	26 18% W	49 13% W	149 19% d	44 12% f	154 20% f	99 14% h	99 23% h						
Don't know	81 7%	23 4%	58 10% B	6 5% DI	23 12% DI	11 6% DI	16 8% DI	14 7% DI	12 5% DI	29 9% L	26 7% L	26 6% L	11 7% L	27 9% L	21 8% L	18 5% L	38 6% L	44 9% L	21 8% L	11 4% L	14 5% L	13 8% L	7 13% L	15 15% L	65 7% L	16 9% L	54 8% L	18 5% L	10 7% L	30 8% L	51 7% L	14 4% L	67 9% L	54 8% L	27 6% L						
Net: Very/Fairly favourable	346 30%	154 28%	187 32%	49 42% HI	73 37% HI	72 34% HI	66 34% HI	34 19% HI	52 19% HI	122 39% L	138 36% L	86 19% L	63 43% P	115 38% P	86 32% P	80 20% P	203 32% R	142 28% R	84 31% X	94 32% X	76 29% X	56 36% X*	17 31% *	18 18% *	294 30% R	52 29% R	186 28% ac	122 38% ac	38 26% *	132 35% e	214 41% g	154 25% g	192 25% i	242 34% i	104 24% i						
Net: Very/Fairly unfavourable	338 29%	188 34% C	145 25%	27 23% HI	31 16% HI	49 26% E	60 31% E	64 35% E	107 40% DEF	58 18% L	109 29% L	171 38% JK	31 21% N	56 18% MN	86 33% MN	155 39% MN	180 28% R	158 31% R	86 32% W	91 31% W	75 28% W	38 24% W	9 16% W	40 39% WV*	285 29% R	53 30% R	202 30% ac	92 28% ac	43 29% *	87 23% d	251 33% d	84 23% f	253 33% f	183 26% h	155 36% h						
Net Difference	8 1%	-34 -6%	41 7%	22 19% HI	42 21% HI	23 12% HI	5 3% HI	-30 -16% HI	-55 -21% HI	64 20% L	29 8% L	-85 -19% L	31 21% N	59 19% N	*	-76 -19% N	24 4% R	-16 -3% R	-2 -1% R	3 1% R	1 *	19 12% X*	8 15% *	-22 -21% *	9 1% R	-1 -1% R	-17 -2% ac	30 9% ac	-5 -3% *	45 12% e	-37 -5% d	69 19% g	-61 -8% f	59 8% h	-51 -12% h						
Mean	-0.09	-0.20	0.02 B	0.21 HI	0.29 GHI	0.07 HI	-0.07 I	-0.34	-0.45	0.26 KL	* L	-0.40	0.26 OP	0.22 OP	-0.12 P	-0.42	-0.06	-0.13	-0.13 X	-0.10 X	-0.07 X	0.14 X*	0.18 X*	-0.57 *	-0.09	-0.12	-0.13	0.01	-0.14 *	0.09 e	-0.18	0.19 g	-0.23	0.03 i	-0.29						

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

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Stammer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance										
		Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Stammer	Unfavourable to Stammer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kew	Unfavourable to Tom Kew	Favourable to James Stride	Unfavourable to James Stride	Favourable to Cleverly	Unfavourable to Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good Job	NET Bad Job	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Strongly/ tend to support	NET Strongly/ tend to support
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445					
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486					
Very favourable (2)	91	7	37	8	3	25	43	17	25	55	56	20	51	23	91	-	29	50	54	22	40	25	24	40	29	30	30	31	27	37	26	32	26	9	57	22	36	46	48	22					
Fairly favourable (1)	255	21	110	34	26	37	135	64	51	169	139	72	115	48	255	-	64	155	134	69	102	122	62	48	126	48	111	49	115	54	122	46	120	75	30	128	75	144	151	72					
Neither favourable nor unfavourable (0)	382	74	127	51	28	18	150	135	94	184	157	146	101	76	-	-	98	157	134	152	82	143	58	117	60	80	41	87	70	116	55	101	60	89	159	140	118	168	145	149					
Fairly unfavourable (-1)	140	37	24	8	30	8	47	75	37	68	23	94	22	86	-	140	40	74	24	93	15	92	30	53	27	44	17	42	35	43	24	45	3	52	27	86	45	59	39	80					
Very unfavourable (-2)	198	61	33	8	49	11	51	109	59	97	24	165	19	148	-	198	84	93	18	166	18	160	57	77	39	85	17	77	39	82	49	78	14	140	40	139	75	82	46	131					
Don't know	81	4	11	2	5	3	11	20	11	23	9	23	9	13	-	-	9	15	8	23	4	20	5	10	-	9	-	11	2	16	*	13	5	22	14	30	15	21	23	33					
Net: Very/Fairly favourable	346	28	146	42	29	61	178	81	76	224	195	92	166	71	346	-	93	205	188	90	142	86	72	166	77	141	79	146	82	159	73	152	100	39	185	97	107	190	199	94					
Net: Very/Fairly unfavourable	338	98	57	16	79	19	98	184	96	165	47	259	40	234	-	338	123	167	42	259	32	251	88	130	67	130	34	119	74	124	73	123	16	192	68	226	120	142	86	211					
Net Difference	8	-70	89	26	-50	43	80	-103	-20	59	147	-167	126	-163	346	-338	-30	38	146	-168	109	-165	-16	36	10	11	45	28	8	35	*	29	84	-153	117	-128	-13	48	113	-117					
Mean	-0.09	-0.62	0.28	0.24	-0.70	0.58	0.17	-0.49	-0.20	0.03	0.45	-0.63	0.52	-0.76	1.26	-1.59	-0.27	-0.01	0.50	-0.62	0.51	-0.62	-0.23	*	*	-0.12	0.38	-0.05	-0.02	-0.02	-0.11	-0.05	0.54	-0.89	0.33	-0.53	-0.15	0.02	0.27	-0.50					

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade			Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)				Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/ Living as Married (a)	Single (b)	Widowed/ Divorced/ Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non- graduate (g)	Working (h)	Not working (i)				
																																					18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very favourable (2)	131 11%	83 15% c	45 8%	11 10%	22 11%	14 7%	27 14%	27 15%	30 11%	33 10%	41 11%	57 13%	16 11%	27 9%	33 12%	54 14%	71 11%	61 12%	27 10%	42 14%	28 10%	22 14%	4 7%	8 8%	112 12%	20 11%	79 12%	39 12%	13 9%	43 11%	88 12%	37 10%	94 12%	76 11%	55 13%					
Fairly favourable (1)	192 17%	106 19%	85 15%	25 21%	42 21%	27 14%	36 19%	28 15%	35 13%	67 21%	63 16%	62 14%	28 19%	64 21%	40 15%	59 15%	107 17%	84 17%	50 19%	50 17%	42 16%	25 16%	11 20%	13 13%	164 17%	28 16%	119 18%	51 16%	22 15%	92 24%	100 13%	61 16%	131 17%	130 18%	62 14%					
Neither favourable nor unfavourable (0)	208 18%	95 17%	112 19%	26 22%	40 20%	35 19%	31 16%	34 19%	42 16%	66 21%	66 17%	76 17%	33 22%	60 20%	45 17%	58 15%	111 17%	97 19%	51 19%	54 18%	55 21%	25 16%	5 9%	18 18%	176 18%	32 18%	125 18%	57 17%	27 18%	77 20%	131 17%	66 18%	142 18%	127 18%	81 19%					
Fairly unfavourable (-1)	161 14%	72 13%	88 15%	18 15%	24 12%	25 13%	25 13%	17 9%	53 20%	42 13%	50 13%	70 15%	21 15%	39 13%	32 12%	66 17%	87 13%	75 15%	42 15%	43 15%	35 13%	28 18%	5 9%	9 8%	142 15%	20 11%	98 14%	42 13%	21 14%	46 12%	116 15%	44 12%	118 15%	101 14%	61 14%					
Very unfavourable (-2)	383 33%	180 32%	195 34%	30 26%	49 25%	76 40%	66 34%	67 36%	95 35%	79 25%	142 37%	162 36%	34 23%	96 31%	99 37%	140 35%	237 37%	146 29%	72 27%	99 33%	96 36%	51 32%	23 42%	42 41%	315 32%	68 38%	208 31%	120 37%	56 38%	92 24%	290 38%	150 40%	233 30%	235 33%	148 34%					
Don't know	71 6%	19 3%	52 9%	7 6%	21 11%	10 6%	9 5%	11 6%	13 5%	28 9%	19 5%	24 5%	15 10%	19 6%	16 6%	19 5%	30 5%	41 8%	27 10%	8 3%	10 4%	6 13%	7 12%	12 12%	60 6%	11 6%	47 7%	17 5%	8 5%	31 8%	40 5%	13 4%	58 7%	43 6%	28 6%					
Net: Very/Fairly favourable	323 28%	189 34% c	130 23%	36 31%	64 32% f	41 22%	63 32% f	55 30%	65 24%	100 32%	103 27%	120 26%	44 30%	91 30%	73 28%	113 28%	178 28%	145 29%	78 29%	92 31%	70 26%	47 30%	15 27%	21 21%	276 28%	48 27%	198 29%	90 28%	36 24% e	135 35% e	188 25%	99 27%	225 29%	206 29%	117 27%					
Net: Very/Fairly unfavourable	544 47%	252 45%	283 49%	48 41%	73 37% de	101 54% de	91 47% de	84 46% de	148 55% de	121 38% de	192 50% de	232 51% de	56 38% j	134 44% j	131 49% m	205 52% m	324 50% r	221 44% r	114 42% r	142 48% r	131 49% r	79 50% s	28 51% s*	51 50% s*	456 47% s	88 49% s	306 45% s	162 50% s	77 52% s	138 36% s	406 53% s	194 52% s	351 45% s	335 47% s	209 48% s					
Net Difference	-221 -19%	-63 -11%	-153 -26%	-12 -10%	-9 -4%	-60 -32%	-28 -15%	-29 -16%	-83 -31%	-21 -7%	-88 -23%	-112 -25%	-12 -8%	-43 -14%	-57 -22%	-93 -23%	-146 -23%	-75 -15%	-36 -13%	-49 -17%	-61 -23%	-32 -20%	-13 -24%	-30 -29%	-181 -19%	-40 -23%	-108 -16%	-72 -22%	-41 -28%	-3 -1%	-218 -29%	-95 -26%	-126 -16%	-129 -18%	-92 -21%					
Mean	-0.44	-0.30 c	-0.58	-0.28 f	-0.20 h	-0.69	-0.36	-0.40	-0.58	-0.23 kl	-0.52	-0.51	-0.23	-0.39	-0.49	-0.47	-0.51	-0.35	-0.33	-0.37	-0.51	-0.41 *	-0.68 *	-0.70 *	-0.42	-0.53	-0.38	-0.50	-0.60 *	-0.15 e	-0.58	-0.58	-0.37 f	-0.43	-0.45					

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

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

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Starmer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance					
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keni Badenoch	Unfavourable to Keni Badenoch	Favourable to Tom Kugendhat	Unfavourable to Tom Kugendhat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good	NET Bad	NET Very likely	NET Fairly likely	NET Very likely	NET Fairly likely	NET Very likely	NET Fairly likely
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486
Very favourable (2)	131	12	19	3	75	9	20	89	35	59	19	106	21	83	26	70	131	-	22	105	15	93	57	27	36	36	27	38	39	34	42	38	10	92	21	106	51	59	38	77
Fairly favourable (1)	192	35	51	10	53	15	52	104	82	66	71	95	61	68	67	53	192	-	67	93	54	91	72	42	60	33	58	36	68	45	71	38	47	60	85	96	95	74	84	74
Neither favourable nor unfavourable (0)	208	65	43	21	8	14	56	88	74	57	63	89	44	47	41	44	-	-	51	90	32	81	40	31	42	17	35	19	46	28	41	30	26	62	69	90	79	70	67	85
Fairly unfavourable (-1)	161	44	54	26	4	7	67	67	43	80	54	81	48	47	33	62	-	161	46	79	30	91	17	70	29	51	17	51	32	25	47	8	51	60	68	62	69	52	91	
Very unfavourable (-2)	383	44	165	47	2	52	229	63	37	316	191	134	136	128	172	105	-	383	174	146	127	136	35	243	36	218	13	214	38	241	22	230	88	66	179	116	64	230	192	135
Don't know	71	5	9	2	-	5	12	10	7	19	10	16	6	11	7	4	-	12	11	3	8	2	10	2	6	4	5	4	6	1	5	3	11	14	16	10	18	19	24	
Net: Very/Fairly favourable	323	47	70	13	128	24	72	193	117	126	89	201	82	151	93	123	323	-	89	199	69	184	129	70	96	69	85	74	107	79	112	76	57	152	105	202	146	134	122	151
Net: Very/Fairly unfavourable	544	88	219	73	6	59	297	130	80	396	246	215	184	185	205	167	-	544	221	225	157	227	52	313	64	269	30	265	70	302	47	277	96	117	238	185	126	299	244	226
Net Difference	-221	-41	-148	-60	122	-35	-225	63	36	-270	-156	-14	-102	-34	-112	-44	323	-544	-131	-26	-88	-43	77	-243	32	-200	55	-191	37	-223	65	-201	-39	35	-133	18	21	-165	-122	-74
Mean	-0.44	-0.37	-0.89	-0.96	1.38	-0.81	-1.02	0.22	0.12	-0.91	-0.83	-0.08	-0.70	-0.21	-0.76	-0.24	1.41	-1.70	-0.78	-0.13	-0.78	-0.18	0.45	-1.11	0.16	-1.08	0.45	-1.02	0.17	-1.05	0.43	-1.02	-0.66	0.19	-0.71	0.02	0.02	-0.67	-0.64	-0.28

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

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

6th - 9th September 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

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

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade						Region						Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402			
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436			
Very positive (2)	100 9%	62 11% C	37 6%	6 5%	18 9%	22 12%	13 7%	14 7%	28 10%	24 8%	34 9%	42 9%	8 5%	33 11%	20 7%	35 9%	61 9%	39 8%	24 X	24 8%	21 8%	24 15% X*	4 7%	2 2%	88 9%	12 7%	64 10%	23 7%	12 8%	37 10%	63 8%	38 10%	62 8%	68 10%	32 7%			
Fairly positive (1)	201 18%	107 19%	93 16%	17 15%	37 19%	25 13%	28 14%	22 12%	73 27% DFGH	54 17%	52 14%	95 21% K	24 16%	51 17%	31 12%	83 21% O	109 17%	93 18%	48 18%	61 21%	44 17%	25 16%	10 18%	13 13%	162 17%	39 22%	142 21% b	38 12%	20 14% *	70 18%	132 17%	58 15%	144 19%	111 16%	91 21%			
Made no difference (0)	218 19%	111 20%	105 18%	31 27% EF	31 16%	26 14%	43 22%	36 19%	51 19% N	62 20%	69 18%	86 19%	37 25% N	47 15%	50 19%	78 20%	101 16%	117 23% Q	66 24% TV	45 15%	62 23% TV	19 12% *	7 13% *	19 19% *	192 20%	26 14%	123 18%	65 20% *	31 21% *	80 18%	138 13%	49 22% f	169 18%	127 18%	91 21%			
Fairly negative (-1)	286 25%	132 24%	150 26%	32 27%	49 25%	44 24%	46 24%	55 30%	60 22% *	81 26%	90 24%	115 25%	39 26%	73 24%	67 25%	103 26%	174 27%	112 22%	55 20%	84 28%	59 22%	44 28% *	20 36% 5*	24 23% *	247 25%	39 22%	154 23%	93 28% *	40 27% *	86 23%	200 26%	95 25%	191 25%	175 25%	111 26%			
Very negative (-2)	296 26%	133 24%	157 27%	27 23% I	54 27% I	60 32% I	59 30% I	52 28% I	44 16% I	81 26%	119 31% L	96 21%	33 23% P	92 30% P	84 32% P	81 20%	176 27%	120 24%	64 24%	70 24%	70 26%	42 26% *	10 18% *	41 40% STUW*	247 26%	49 27%	167 25%	94 29% *	35 24% *	97 25%	199 26%	123 33% g	173 22%	203 28% i	93 21%			
Don't know	46 4%	10 2%	35 6% B	3 3%	10 5%	10 5%	5 3%	6 3%	11 4%	13 4%	15 4%	17 4%	6 4%	10 3%	14 5%	15 4%	23 4%	23 4%	13 5%	12 4%	9 3%	4 3% *	5 8% *	3 3% *	33 3%	13 7% y	25 4%	12 4% *	9 3% *	12 4%	33 3%	10 3%	36 5%	28 4%	18 4%			
Net: Very/Fairly positive	301 26%	169 30% C	130 23%	23 20%	55 28%	46 25%	40 21%	36 19%	102 38% DFGH	78 25%	87 23%	137 30% K	31 21%	84 27% O	51 19%	118 30% O	170 26%	132 26%	73 27% X	86 29% X	65 24%	49 31% X*	14 25% *	16 15% *	250 26%	52 29%	207 31% b	62 19%	33 22% *	106 28%	195 25%	95 26%	206 27%	178 25%	123 28%			
Net: Very/Fairly negative	582 51%	265 48%	307 53%	59 51% I	103 52% I	105 56% I	105 54% I	107 58% I	104 39% I	162 51%	209 55% L	211 47%	72 49%	165 54% P	150 57% P	183 46%	350 54% R	232 46%	118 44%	154 52%	129 49%	86 55% *	30 54% *	65 64% SU*	494 51%	88 49%	320 47%	187 57% a	75 51% *	183 48%	399 52%	218 59% g	364 47%	378 53%	204 47%			
Mean	-0.43	-0.31 C	-0.55	-0.51	-0.45	-0.55	-0.59	-0.61	-0.07 DEFGH	-0.47	-0.57	-0.29 K	-0.47	-0.48	-0.65	-0.29 O	-0.48	-0.38	-0.33 X	-0.40 X	-0.44 X	-0.35 X*	-0.44 *	-0.89 *	-0.43	-0.44	-0.33 b	-0.62	-0.47 *	-0.37	-0.46	-0.57	-0.36 f	-0.49	-0.34			

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q3. Overall, do you think the UK's decision to leave the European Union has had a positive or negative impact on the country, or has it made no difference?
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likeliness Starmer wins next GE		Likeliness next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance									
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Tories	Unfavourable to Tories	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kew	Unfavourable to Tom Kew	Favourable to James Kugundhat	Unfavourable to James Kugundhat	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good	NET Bad	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445				
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486				
Very positive (2)	100	30	22	5	26	8	17	69	56	30	27	62	31	50	26	45	58	18	31	60	31	58	48	22	30	25	28	22	47	22	49	20	34	53	38	57	54	26	38	53				
Fairly positive (1)	201	63	46	18	39	15	40	131	105	50	60	116	58	79	59	66	103	55	66	110	45	110	84	33	60	29	58	33	64	39	65	38	41	73	77	106	126	56	75	103				
Made no difference (0)	218	43	48	19	36	13	42	112	44	94	60	110	37	86	43	74	70	71	44	112	24	119	34	72	39	46	25	48	45	60	33	55	14	91	70	113	71	98	66	90				
Fairly negative (-1)	286	46	95	31	27	26	136	79	46	166	114	117	86	74	95	72	62	153	95	117	67	99	41	97	50	83	27	79	45	94	35	83	34	59	105	114	65	149	117					
Very negative (-2)	296	15	126	33	10	36	195	22	21	239	139	94	100	89	117	67	22	233	130	102	90	11	188	18	168	10	172	21	189	12	184	58	53	129	85	38	182	148	103					
Don't know	46	8	5	4	4	2	6	7	6	17	7	21	3	16	6	14	8	15	6	23	4	21	5	10	5	9	6	13	7	9	1	13	6	18	6	10	8	20						
Net: Very/Fairly positive	301	93	68	23	64	23	57	199	161	80	87	178	89	129	85	111	161	73	97	171	76	168	132	55	91	54	87	56	110	61	115	59	75	126	115	163	180	82	113	156				
Net: Very/Fairly negative	582	61	221	64	37	62	332	101	67	405	254	212	187	163	212	139	84	386	226	218	157	193	51	286	69	251	37	251	66	282	47	267	92	111	234	198	103	331	265	220				
Mean	-0.43	0.24	-0.76	-0.65	0.32	-0.68	-1.05	0.35	0.47	-0.92	-0.70	-0.13	-0.53	-0.19	-0.64	-0.16	0.36	-1.00	-0.62	-0.18	-0.55	-0.13	0.55	-0.96	0.17	-0.97	0.45	-0.97	0.31	-0.96	0.54	-0.98	-0.22	0.05	-0.50	-0.13	0.26	-0.79	-0.59	-0.24				

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

6th - 9th September 2024

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q4. On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?

All Adults aged 18+ in Great Britain

	Total	Gender		Age							Aggregated Age Breaks			Generations			Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402	
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436	
0 = Very bad job (0)	225	102	117	5	10	25	46	52	88	14	71	140	6	25	59	128	102	123	62	64	54	21	7	18	187	38	127	54	45	48	177	55	171	100	125	
1	43	20	23	3	2	8	10	5	15	5	19	19	5	4	14	16	22	21	9	12	10	7	-	5	34	9	24	11	8	13	30	8	35	22	21	
2	73	30	43	2	7	6	8	18	32	9	14	51	4	9	10	42	40	33	19	25	15	8	2	5	63	10	54	10	9	14	59	12	61	19	54	
3	70	33	37	8	7	11	20	8	17	15	31	25	8	16	21	22	42	28	16	19	23	7	2	3	54	17	43	15	12	15	55	17	53	45	25	
4	74	35	36	5	15	13	11	8	23	21	24	30	8	21	15	25	40	34	16	13	16	14	6	9	62	13	43	22	9	20	55	20	55	41	33	
5	145	61	82	23	27	30	22	20	23	50	51	43	28	44	33	40	83	62	26	44	40	17	6	11	128	16	72	56	18	53	91	51	94	93	52	
6	113	65	48	22	30	22	9	10	20	52	31	30	24	41	20	26	74	38	22	32	26	12	8	13	94	19	72	34	7	40	73	38	75	85	28	
7	134	72	61	22	33	26	16	21	16	55	42	37	31	44	24	35	74	60	36	31	34	21	2	11	114	21	76	50	9	63	72	53	81	103	31	
8	89	50	38	15	25	14	11	13	11	40	25	24	17	35	15	18	57	31	25	23	12	19	4	5	81	8	53	29	6	43	46	50	38	67	21	
9	42	28	14	3	11	13	7	4	5	14	20	9	3	20	10	8	28	14	9	8	7	8	3	8	35	7	28	11	3	20	23	17	25	32	10	
10 = Very good job (10)	51	27	24	4	12	12	9	10	3	16	22	13	4	24	12	10	39	12	12	9	10	16	1	3	46	5	32	12	6	28	23	25	26	45	5	
Don't know	81	27	52	4	19	9	21	15	15	22	30	29	7	20	28	25	41	40	19	16	16	8	11	11	67	14	51	17	13	25	56	24	57	54	28	
Prefer not to say	6	3	2	1	1	-	3	1	-	2	3	1	2	-	4	-	2	4	-	-	2	-	2	1	4	2	1	4	1	-	6	1	5	4	2	
NET: Poor	342	153	183	10	18	39	64	75	135	28	103	210	15	39	84	186	164	178	90	101	78	36	9	28	283	58	205	75	62	75	266	75	267	141	200	
NET: Good	182	105	76	21	48	39	27	26	20	70	66	46	24	79	37	36	124	58	45	40	29	43	9	16	162	20	113	53	16	90	91	93	89	145	36	
Mean	4.37	4.66	4.13	5.70	5.96	5.11	3.83	3.79	2.90	5.86	4.49	3.26	5.63	5.74	4.02	3.20	4.76	3.87	4.25	4.09	4.15	5.25	4.85	4.52	4.45	3.95	4.41	4.77	3.29	5.36	3.88	5.27	3.94	5.11	3.19	

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

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

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q4. On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Stammer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing		Winter Fuel Allowance	
		Conservative		Labour		Other	Remain	Leave	Favourable to Conservatives		Favourable to Labour		Favourable to Lib Dems		Favourable to Greens		Favourable to Reform Party		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK		Favourable to Reform UK					
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)					
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445						
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486						
0 = Very bad job (0)	225	66	14	15	67	13	51	137	73	102	6	215	29	148	17	130	112	69	2	219	4	200	58	74	48	69	27	74	53	81	61	66	-	225	20	189	93	76	48	149						
1	43	27	2	2	5	3	14	22	23	13	-	42	12	21	8	26	11	25	*	42	1	38	17	8	15	8	7	9	15	8	9	10	-	43	3	38	19	5	12	28						
2	73	25	5	6	17	6	14	50	32	23	4	65	11	26	14	35	29	22	3	65	1	57	25	15	22	11	13	11	21	15	21	12	-	73	7	55	37	18	12	55						
3	70	18	8	8	11	7	23	28	17	32	6	56	12	31	14	38	23	33	4	57	2	50	12	18	9	17	5	17	11	17	6	21	-	10	42	18	30	10	49							
4	74	21	11	7	5	5	9	27	26	13	35	13	47	18	24	17	21	17	36	7	48	6	43	11	19	8	13	3	19	11	16	6	20	-	18	38	18	40	19	41						
5	145	15	45	16	14	16	52	45	18	87	44	40	43	39	45	33	30	70	32	39	21	43	15	57	13	50	9	40	17	54	7	57	-	48	55	34	74	64	41							
6	113	4	56	16	5	12	62	18	9	83	59	15	32	22	46	22	16	76	68	14	32	22	7	53	17	43	12	37	13	49	8	44	-	55	33	31	68	49	42							
7	134	9	74	15	9	14	71	32	26	84	107	12	49	36	62	20	26	84	95	12	56	19	16	17	19	51	25	56	26	65	22	55	-	86	20	37	76	84	26							
8	89	8	52	10	3	7	54	19	33	45	75	3	46	14	55	4	28	47	70	6	61	8	30	44	24	37	26	36	29	36	30	37	89	-	73	11	30	52	56	22						
9	42	3	23	4	2	5	18	11	12	28	35	2	28	6	23	2	12	22	38	1	31	2	12	20	11	18	12	17	10	22	12	18	42	-	41	-	16	26	27	6						
10 = Very good job (10)	51	3	36	3	1	4	31	11	17	27	40	8	24	14	22	9	17	27	41	6	40	6	18	25	14	25	14	26	17	28	16	29	51	-	46	3	21	24	35	6						
Don't know	81	6	14	7	2	4	20	19	4	35	18	13	12	12	20	6	2	29	14	12	6	10	3	17	6	15	-	18	2	20	2	18	-	18	5	5	27	33	19							
Prefer not to say	6	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-							
NET: Poor	342	118	21	23	89	21	78	109	129	138	9	323	52	194	39	182	152	117	5	336	5	290	100	87	85	88	47	84	89	104	91	88	-	342	29	282	100	99	71	232						
NET: Good	182	14	112	17	7	16	104	42	62	100	151	13	98	84	100	16	57	96	149	13	132	16	59	89	49	80	52	78	57	86	58	84	182	-	180	14	67	103	110	35						
Mean	4.37	2.51	6.57	4.82	2.22	4.86	5.42	3.09	3.87	4.83	7.00	2.03	5.77	3.01	6.03	2.56	3.54	4.99	7.20	1.99	7.42	2.25	4.08	5.08	4.23	4.98	5.27	4.88	4.36	4.95	4.23	5.04	6.79	0.55	6.66	2.39	4.03	5.10	5.75	2.97						

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Column Headers: (A)-(Z) (aa)-(an) (m) (n) (o) (p) (q) (r) (s) (t) (u) (v) (w) (x) (y) (z) (aa) (ab) (ac) (ad) (ae) (af) (ag) (ah) (ai) (aj) (ak) (al) (am) (an) Minimum Base: 300** Small Base: 100**

Column Headers: (A)-(Z) (aa)-(an) (m) (n) (o) (p) (q) (r) (s) (t) (u) (v) (w) (x) (y) (z) (aa) (ab) (ac) (ad) (ae) (af) (ag) (ah) (ai) (aj) (ak) (al) (am) (an) Minimum Base: 300** Small Base: 100**

6th - 9th September 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

Q5. How likely or unlikely do you think it is that Keir Starmer will win the next General Election?

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade				Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)					
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very likely (4)	131 11%	84 15% C	47 8%	11 9%	26 13% I	36 19% DGI	15 8%	27 15% I	16 6%	37 12%	51 13%	43 10%	12 8%	56 18% MOP	24 9%	35 9%	88 14% R	43 9%	21 8%	30 10%	33 13%	31 19% STX*	10 17% 5*	7 6% *	116 12%	15 9%	92 14% b	24 7%	15 10% *	65 17% e	66 9%	61 17% g	70 9%	98 14% i	33 8%					
Fairly likely (3)	295 26%	171 31% C	119 21%	51 43% FGHI	74 37% GHI	59 31% HI	45 23% I	37 20% I	30 11%	124 40% KL	104 27% L	67 15%	65 44% NDP	102 33% P	67 25% P	57 14%	168 26% R	127 25%	78 29%	68 23%	62 23%	45 29% *	12 21% *	31 30% *	258 27%	38 21%	162 24%	104 32% ac	29 20% *	122 32% e	173 23% g	116 31% g	179 23% i	225 32% i	71 16%					
Fairly unlikely (2)	219 19%	105 19%	112 19%	34 17% EFGH	34 17% EFGH	27 14%	34 18%	28 15%	62 23%	68 22%	61 16%	90 20%	42 29% NO	44 15%	47 18%	81 21%	122 19%	97 19%	49 18%	59 20%	64 24% v	21 14% *	10 18% *	15 15% *	190 20%	30 17%	121 18%	75 23% *	24 16% *	64 17% *	155 20% *	62 17% *	158 20% *	131 18% *	88 20%					
Very unlikely (1)	273 24%	121 22%	147 25%	10 9%	23 12% D	33 17% D	55 29% DEF	46 25% DE	106 40% DEFGH	33 40% J	88 34% JK	152 34% JK	12 8%	44 14% MN	69 26% MN	135 34% MN	132 21% Q	141 28% Q	73 27%	74 25%	61 23%	29 18% *	9 16% *	27 27% *	219 23%	54 31% Y	157 23%	67 21% ab*	49 33% ab*	73 19% d	200 26% d	62 17% f	211 27% f	131 18% h	143 33% h					
Don't know	228 20%	73 13% B	153 26% B	11 10% D	41 21% D	33 17% D	44 23% D	46 25% D	54 20% D	52 17%	76 20% JK	99 22%	16 11%	58 19% M	58 22% M	87 22% M	133 21% R	95 19%	50 18%	65 22%	44 17%	31 20% *	15 27% *	23 22% *	187 19%	42 23%	144 21%	55 17% *	29 20% *	57 15% d	171 22% d	70 19% g	158 20% g	127 18% i	101 23%					
NET: Very/fairly likely	426 37%	255 46% C	166 29% C	61 53% GHI	100 50% GHI	95 51% GHI	60 31% I	64 35% I	46 17%	161 51% KL	155 41% L	110 24%	77 52% OP	158 52% OP	90 34% P	92 23%	256 40% R	170 34%	98 36%	98 33%	95 36%	76 48% TU*	21 39% *	37 36% *	373 39% Z	53 30%	254 38%	128 39% *	45 30% *	187 49% e	240 31% g	178 48% g	249 32% i	322 45% i	104 24%					
NET: Very/fairly unlikely	493 43%	226 41%	259 45%	44 38% EFGH	57 29% EFGH	60 32% EFGH	89 46% EF	74 40% EFGH	168 63% DEFGH	101 32% JK	149 39%	242 54% JK	54 37%	88 29% N	117 44% N	217 55% MNO	254 39% Q	239 47% V	122 45% V	134 45% V	126 47% V	50 32% *	19 34% *	42 41% *	409 42% Z	84 47%	278 41%	142 44% *	73 50% *	138 36% d	355 46% d	124 33% f	369 48% f	262 37% h	231 53% h					
Mean	2.31	2.45 C	2.15	2.59 GI	2.65 GHI	2.64 GI	2.13 I	2.33 I*	1.79	2.63 KL	2.39 L	2.00	2.59 OP	2.69 OP	2.22 P	1.97	2.41 R	2.18	2.21	2.23	2.30	2.62 STUX*	2.55 *	2.21 *	2.35 Z	2.10	2.35	2.31	2.09 *	2.55 e	2.18	2.59 g	2.17	2.49 i	1.98					

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q5. How likely or unlikely do you think it is that Keir Starmer will win the next General Election?
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote						Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Starmer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance												
		Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Cons	Unfavourable to Cons	Favourable to Lab	Unfavourable to Lab	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kew	Unfavourable to Tom Kew	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good	NET Bad	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Very unlikely	NET Fairly unlikely	NET Very unlikely	NET Fairly unlikely	NET Very unlikely	NET Fairly unlikely	NET Very unlikely
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445								
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486								
Very likely (4)	131	17	70	12	6	16	70	42	42	74	92	28	59	35	59	22	45	61	97	25	80	29	38	60	30	56	35	55	42	67	38	66	80	14	131	-	55	72	82	24								
Fairly likely (3)	295	17	141	33	17	31	131	74	57	191	198	49	114	74	126	46	60	178	172	47	122	59	50	147	55	118	54	117	61	137	48	122	80	15	295	-	85	196	170	69								
Fairly unlikely (2)	219	50	49	13	41	21	75	95	62	95	40	130	44	80	65	78	76	83	37	127	29	118	55	62	42	62	32	53	46	59	45	54	11	57	-	219	86	96	67	116								
Very unlikely (1)	273	93	17	21	69	19	62	157	97	115	7	249	45	157	32	148	126	102	6	258	8	220	68	81	59	70	26	75	57	83	58	74	3	226	-	273	130	83	59	187								
Don't know	228	28	64	31	9	15	99	53	21	122	71	65	54	48	63	44	16	121	60	67	22	74	12	73	18	54	7	64	20	70	12	72	8	30	-	-	6	73	74	91								
NET: Very/fairly likely	426	34	212	45	23	47	201	116	98	264	290	77	173	109	185	68	105	238	269	72	201	88	88	207	85	174	89	172	103	204	85	188	160	29	426	-	139	268	251	93								
NET: Very/fairly unlikely	493	143	65	34	110	40	137	251	159	211	47	379	88	237	97	226	202	185	43	385	37	339	123	143	101	132	58	127	103	141	103	129	14	282	-	493	216	179	126	303								
Mean	2.31	1.77	2.96	2.46	1.69	2.51	2.62	2.00	2.17	2.47	3.11	1.68	2.72	1.96	2.75	1.80	2.08	2.47	3.15	1.65	3.15	1.76	2.28	2.53	2.30	2.52	2.67	2.51	2.43	2.54	2.35	2.57	3.37	1.41	3.31	1.45	2.18	2.57	2.73	1.82								

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

6th - 9th September 2024

PUBLIC

Political Pulse
Adults aged 18+ in GB

Q6. How likely or unlikely do you think that the next leader of the Conservative Party will become Prime Minister at the next General Election?

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade					Region					Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)					
Unweighted base	1147	554	578	158	208	177	211	172	221	366	388	393	186	312	280	342	694	453	280	293	265	155	57	97	963	184	663	346	138	398	749	592	555	745	402					
Weighted base	1147	554	578	117	198	188	193	184	268	315	380	452	147	305	265	395	643	504	270	296	265	157	55	102	969	178	675	325	147	382	765	372	775	711	436					
Very likely (4)	101 9%	59 11%	40 7%	9 8%	21 11% G	25 13% G	9 4%	14 7%	24 9%	30 10%	33 9%	37 8%	11 8%	42 14% OP	12 4%	31 8%	67 10%	34 7%	24 9%	26 9%	16 6%	26 17% UX*	3 5%	5 5%	93 10%	8 5%	57 8%	24 7%	20 13% -	41 11%	60 8%	38 10%	63 8%	62 9%	39 9%					
Fairly likely (3)	260 23%	132 24%	123 21%	30 26%	52 26%	35 19%	34 18%	30 16%	78 FGH	82 26% K	69 18%	109 24%	40 27% O	67 22%	46 17%	96 24%	149 23%	111 22%	53 20%	67 23%	74 s	32 28% -	15 20%	19 27%	216 22%	44 25%	175 26% b	54 17%	31 21% -	100 26%	159 21%	91 24%	169 22%	161 23%	99 23%					
Fairly unlikely (2)	276 24%	136 25%	138 24%	44 EGI	31 15% G	56 30% EI	46 24%	52 28% E	49 18%	74 24%	102 27%	100 22%	50 34% NP	64 21%	69 26%	90 23%	152 24%	125 25%	74 27%	67 23%	66 25%	33 21% -	12 21% -	24 24% -	241 25%	36 20%	144 21%	98 30% a	35 24% -	91 24%	185 24%	89 24%	188 24%	174 25%	102 23%					
Very unlikely (1)	245 21%	145 26% C	97 17%	24 21%	47 24%	33 17%	52 27%	37 20%	51 19%	71 23%	85 22%	88 20%	26 18%	69 23%	68 26%	77 20%	132 21%	112 22%	50 19%	70 23%	53 20%	31 19% -	11 20% -	30 29% -	202 21%	42 24%	135 20%	83 26% -	27 18% -	79 21%	166 22%	83 21%	162 24%	167 24%	77 18%					
Don't know	266 23%	81 15%	179 31% B	10 9%	46 23% D	39 21% D	52 27% D	52 28% D	65 24% D	57 18%	92 24%	117 26% J	20 13%	63 21%	71 27% M	100 25% M	143 22%	122 24%	68 25%	66 22%	56 21%	36 23% -	15 27% -	24 23% -	217 22%	48 27%	164 24%	67 20% -	35 24% -	70 18%	195 26% d	72 19%	194 25% f	146 21%	119 27% h					
NET: Very/fairly likely	361 31%	191 35%	163 28%	39 33% G	73 37% GH	60 32%	43 22%	44 24%	102 38% GH	112 36% K	102 27%	146 32%	51 35% O	109 36% O	57 22%	128 32% O	216 34%	145 29%	77 29%	93 32%	90 34%	58 37% -	18 32% -	24 24% -	308 32%	52 29%	232 34% b	78 24%	51 34% b*	142 37% e	219 29%	128 35%	232 30%	223 31%	137 32%					
NET: Very/fairly unlikely	521 45%	281 51% C	235 41%	68 58% EI	78 39% EI	89 47% EI	98 51% EI	89 48%	100 37% EI	146 46% EI	187 49%	189 42%	76 52%	133 44% EI	137 52%	167 42% EI	284 44%	237 47%	125 46%	137 46%	119 45%	63 40% -	23 41% -	54 53% -	443 46%	78 44%	279 41% ac	180 56% ac	62 42% -	170 44%	351 46% ac	172 46%	349 45% ac	342 48%	179 41%					
Mean	2.25	2.22	2.27	2.22	2.31 G	2.35 G	1.99	2.15 *	2.37 G	2.28	2.17	2.29	2.28 O	2.33 O	2.01	2.28 O	2.30	2.17	2.25	2.22	2.26	2.44 X*	2.22 *	1.99 *	2.26	2.14	2.30 b	2.07	2.39 b*	2.33	2.20	2.28	2.23	2.21	2.31					

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

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

6th - 9th September 2024
PUBLIC
Political Pulse
Adults aged 18+ in GB

Q6. How likely or unlikely do you think that the next leader of the Conservative Party will become Prime Minister at the next General Election?
 All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote		Favourable to parties										Favourable to politicians										Opinion on Labour government		Likelihood Starmmer wins next GE		Likelihood next Conservative leader becomes PM at next GE		Support means testing Winter Fuel Allowance							
		Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Tom Kupa	Unfavourable to Tom Kupa	Favourable to Mel Stride	Unfavourable to Mel Stride	Favourable to James Cleverly	Unfavourable to James Cleverly	Favourable to Robert Jenrick	Unfavourable to Robert Jenrick	NET Good	NET Bad	NET Very likely	NET Fairly likely	NET Very unlikely	NET Fairly unlikely	NET Very unlikely
Unweighted base	1147	193	356	117	126	110	475	367	284	595	447	473	344	375	393	320	311	559	409	474	301	448	231	430	209	368	161	373	235	424	202	397	209	299	464	465	363	532	483	445		
Weighted base	1147	205	341	110	142	101	437	420	278	596	408	521	316	394	346	338	323	544	373	524	261	500	223	423	204	360	154	363	227	415	201	389	182	342	426	493	361	521	452	486		
Very likely (4)	101 9%	31 15%	15 4%	14 13%	13 9%	16 16%	35 8%	46 11%	62 22%	23 4%	32 8%	61 12%	43 14%	33 8%	26 8%	40 12%	48 15%	30 6%	35 9%	59 11%	26 10%	47 9%	25 22%	51 6%	14 25%	35 4%	15 23%	49 22%	25 6%	54 27%	25 6%	32 17%	52 15%	51 12%	50 10%	101 28%	- 10%	46 10%	40 8%			
Fairly likely (3)	260 23%	93 45%	52 15%	28 25%	30 21%	21 21%	83 19%	122 29%	138 50%	59 10%	76 19%	150 23%	74 23%	90 23%	81 24%	80 24%	98 30%	95 17%	70 19%	146 28%	58 22%	145 29%	100 35%	53 13%	76 37%	10 10%	37 50%	38 10%	98 43%	38 9%	85 42%	39 10%	36 20%	98 29%	88 21%	166 34%	166 34%	260 72%	- -	96 21%	123 25%	
Fairly unlikely (2)	276 24%	28 14%	110 32%	25 23%	43 31%	20 20%	100 23%	104 25%	29 10%	187 31%	110 27%	105 20%	69 22%	95 24%	101 29%	78 23%	78 24%	144 26%	105 23%	109 24%	71 21%	107 16%	35 13%	133 33%	33 16%	111 31%	20 13%	110 30%	39 17%	126 30%	29 15%	111 29%	38 21%	56 16%	124 29%	104 21%	104 21%	- -	276 53%	120 26%	114 23%	
Very unlikely (1)	245 21%	6 3%	118 35%	18 16%	29 21%	26 18%	119 27%	68 16%	11 4%	216 36%	133 33%	133 16%	81 23%	101 26%	89 26%	64 19%	55 17%	155 28%	122 33%	178 31%	83 15%	86 17%	13 6%	154 36%	18 9%	148 41%	10 7%	147 40%	12 5%	167 40%	12 6%	158 41%	65 36%	43 13%	144 34%	76 15%	- -	245 47%	110 24%	89 18%		
Don't know	266 23%	47 23%	46 13%	26 23%	26 18%	17 17%	99 23%	79 19%	39 14%	112 19%	56 14%	123 24%	57 18%	75 19%	49 14%	76 22%	43 13%	120 22%	42 11%	133 25%	22 8%	115 12%	26 14%	58 14%	25 12%	50 14%	11 7%	54 15%	28 13%	60 14%	21 14%	56 14%	12 6%	92 27%	19 4%	97 20%	- -	- -	81 18%	120 25%		
NET: Very/fairly likely	361 31%	123 60%	67 20%	42 38%	43 31%	37 37%	118 27%	168 40%	200 72%	82 14%	109 27%	211 41%	117 37%	123 31%	107 31%	120 36%	146 45%	126 23%	104 28%	205 39%	84 32%	192 38%	148 66%	78 19%	128 63%	52 14%	113 73%	53 15%	147 65%	63 15%	139 69%	64 16%	67 37%	150 44%	139 33%	216 44%	361 100%	- -	142 31%	163 34%		
NET: Very/fairly unlikely	521 45%	34 17%	228 67%	43 39%	73 51%	47 46%	219 50%	173 41%	40 14%	403 68%	243 60%	186 36%	142 45%	196 55%	190 42%	142 41%	134 55%	299 61%	226 36%	186 59%	155 39%	193 36%	49 22%	287 68%	51 25%	258 72%	30 20%	257 71%	52 23%	293 70%	41 21%	269 69%	103 56%	99 29%	268 63%	179 36%	- -	521 100%	220 51%	203 42%		
Mean	2.25	2.94	1.88	2.45	2.23	2.32	2.10	2.43	3.05	1.77	2.02	2.48	2.33	2.17	2.15	2.37	2.50	2.00	2.05	2.48	2.11	2.40	2.93	1.86	2.90	1.74	2.96	1.75	2.93	1.78	3.00	1.79	2.20	2.64	2.11	2.48	3.28	1.53	2.21	2.31		

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